

TEAM  
ARL...  
DANIEL \$35K  
SEAN \$0 \$24



# Campaign Manager 360



# GMP ecosystem



## CAMPAIGN MANAGER 360

Shows how users who have contacted your ad behave in terms of channels, frequencies and other targeting.



# Campaign Manager 360 features

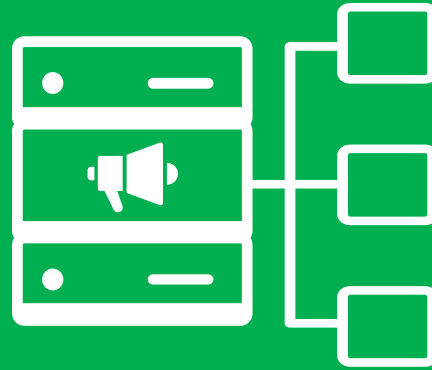
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## Tracking



**Impressions  
Verification**

## Ad Server



**Unique  
opportunities**

## Efficiency Analysis



**Effective  
frequency, geo,  
url targeting**

# Tracking: Impressions Verification



Why do you need to track placements?

How does it technically work?

How to verify impressions in CM 360?

Contractor or placement platform **may not match** the targeting!

**G**eo targeting



**D**evelopments



**F**requency



**U**RL



# Why do you need to track placements?

Your impressions or clicks may not exist



FRAUD TRAFFIC





# How does it technically work?

In CM360, you create a campaign structure and get two pixels for tracking.

## Campaign: Test\_logonovich

ID: 23087845 Run dates: 8/19/19 – 9/19/19 Advertiser: Logonovich\_OctiumService Generated: 10/2/19 7:35:00 AM EDT

The previews on this page are actual ads served. The impressions and clicks will be recorded and included in reports.

Never implement a JUMP tag without a corresponding AD tag, as this will result in no impressions or clicks being counted for the associated tag set.

To ensure proper cache-busting, replace [timestamp] with a dynamically generated random number. [Learn more](#)

The publisher needs to insert device IDs into dc\_rdid to enable in-app conversion tracking. [Learn more](#)

The publisher can designate its playback method for each ad by using the dc\_vpm parameter. [Learn more](#)

Custom URL parameters should be set as HTML attributes for the ins tag. [Learn more](#)

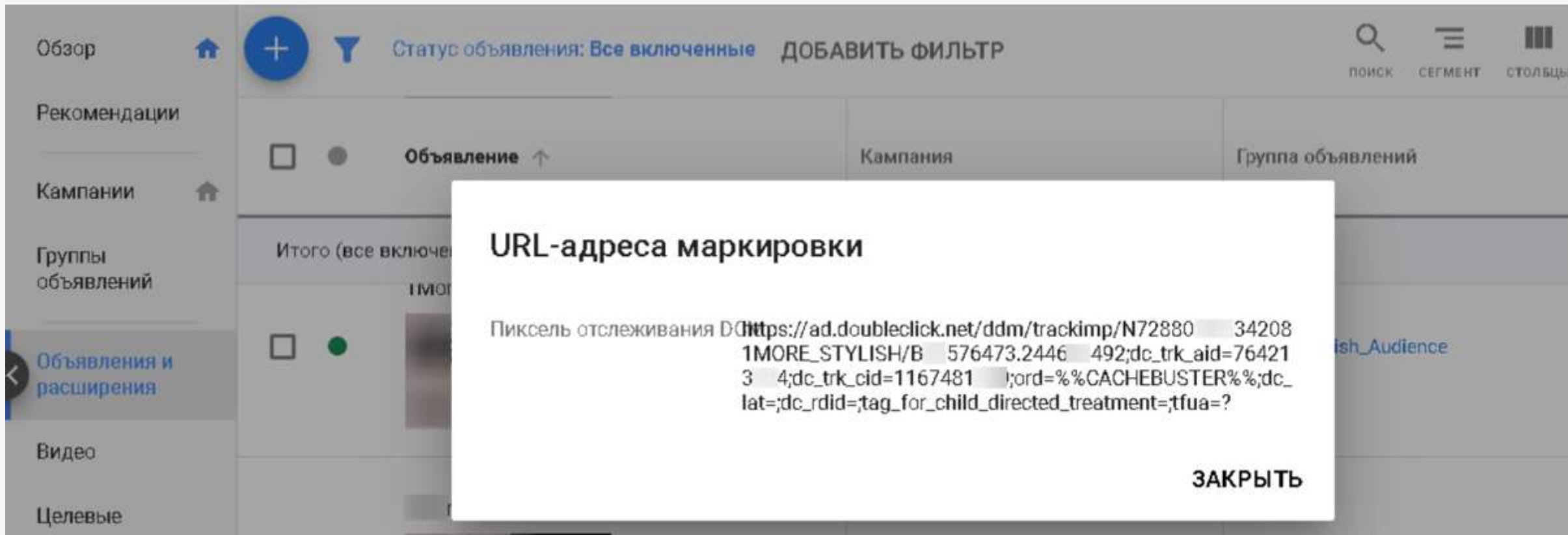
Site	Placement	Type	Start date
Anton	5051031		
	Test_video_quartiles	253613041	08/19/2019
	Tracking Ad	test 449651621	Пиксель на показ
	Impressions (image)	test 120253653	<a href="https://ad.doubleclick.net/ddm/trackimp/N332401.3429394ANTON/B23087845.253613041;dc_trk_aid=449651621">https://ad.doubleclick.net/ddm/trackimp/N332401.3429394ANTON/B23087845.253613041;dc_trk_aid=449651621</a>
	Clicks	test 120253653	<a href="https://ad.doubleclick.net/ddm/trackclk/N332401.3429394ANTON/B23087845.253613041;dc_trk_aid=449651621">https://ad.doubleclick.net/ddm/trackclk/N332401.3429394ANTON/B23087845.253613041;dc_trk_aid=449651621</a>

Пиксель на клик





# Installation example in **Google Ads**



The screenshot shows the Google Ads interface in Russian. A white popup window titled "URL-адреса маркировки" (Tracking URL) is displayed over the main content. The popup contains the following text:

Пиксель отслеживания DCM [https://ad.doubleclick.net/ddm/trackimp/N72880\\_342081MORE\\_STYLISH/B\\_576473.2446\\_492;dc\\_trk\\_aid=764213\\_4;dc\\_trk\\_cid=1167481;ord=%%CACHEBUSTER%%;dc\\_lat=;dc\\_rdid=;tag\\_for\\_child\\_directed\\_treatment=;tfua=?](https://ad.doubleclick.net/ddm/trackimp/N72880_342081MORE_STYLISH/B_576473.2446_492;dc_trk_aid=764213_4;dc_trk_cid=1167481;ord=%%CACHEBUSTER%%;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=?)

The background interface shows a sidebar with navigation options: Обзор, Рекомендации, Кампании, Группы объявлений, **Объявления и расширения**, Видео, and Целевые. The main area displays a table with columns: Объявление, Кампания, and Группа объявлений. The status is set to "Все включенные".

Installed pixel marker CM360 on YouTube ad

# Installation example in **Admixer TD**

Публише...

Продукты

Клиенты

Платежи

Отчеты

Креативы

ПРЕДВАРИТЕЛЬНЫЙ ПРОСМОТР

ЖИВОЙ ПРОСМОТР

ПОЛУЧИТЬ КОД

креатива

й >

### Отслеживание событий

Клик

http:// +

Показ

http:// +

Видимый показ

http:// +

Внешний id

ОТМЕНА СОХРАНИТЬ

When the ad is displayed, the **CM360 tag codes** are called

The screenshot shows a web browser window with the URL `megogo.net/ru/view/253-zakonoposlushnyy-grazhdanin.html`. The browser's address bar and navigation icons are visible at the top. Below the address bar, there are several icons for applications and services, including "Приложения", "old", "Корисні статі", "AdServer", "Аудитори", "Google Docs", "Tools", "Особисті", "Gmail", "Evernote", "Календар", "Таблиці", "Диск", and "ADMIXER GMP".

The main content area of the browser displays a video player. The video shows a hand pouring liquid from a yellow bottle into a glass. The video player has a search bar with "RU" and a "ВОЙТИ" button. The video player also has a play button and a progress bar.

Below the video player, the browser's developer tools are open, showing the Network tab. The network tab displays a list of requests, including several pixel tags and a collect request. The requests are as follows:

Name	Status	Type	Initiator	Size	Time	Waterfall
<code>pixel?google_nid=admixer_technologies&amp;google_hm=OT...OTNJY2I3MTc4NDAYM2E0...</code>	302	text/html	<code>mgpp-plugin-ad.js:3742</code>	53 B	149 ms	
<code>pixel?google_nid=admixer_technologies&amp;google_hm=OT...OTNJY2I3MTc4NDAYM2E0...</code>	302	text/html	<code>mgpp-plugin-ad.js:3742</code>	53 B	91 ms	
<code>collect?v=1&amp;aip=1&amp;t=dc&amp;r=3&amp;tid=UA-27184289-1&amp;cid=...5787834,1570025860&amp;gj...</code>	302	text/html	<code>collect</code>	402 B	52 ms	
<code>pixel?google_nid=admixer_technologies&amp;google_hm=OT...OTNJY2I3MTc4NDAYM2E0...</code>	302	text/html	<code>mgpp-plugin-ad.js:3742</code>	53 B	92 ms	

At the bottom of the network tab, there is a summary of the requests: `6 / 284 requests | 1.3 KB / 8.0 MB transferred | 0 B / 14.5 MB resources | Finish: 44.50 s | DOMContentLoaded: 1.47 s | Load: 9.12 s`



# How to **verify impressions** in CM 360?

With the help of geotargeting audit, CM360 determines in which location the impressions were taken



Параметры ?	Кампания	Город	Регион/область	Страна
	Сайт (DCM)	Место размещения	Дата	+ выбрать
Показатели ? x	Число показов	Число кликов	Active View: показы в видимой об...	Всего конверсий
	+ выбрать			



# How to **verify impressions** in CM 360?

CM360 provides statistics by platform



Параметры ?

Рекламодатель	Кампания	Место размещения	Сайт (DCM)
Тип платформы	Тип подключения	Оператор мобильной связи	Браузер/платформа
Приложение	Идентификатор приложения	+ выбрать	

Показатели ? X

Число показов	Число кликов	Коэффициент кликов	Всего конверсий
+ выбрать			

# How to **verify impressions** in CM 360?

In CM360, you can audit the frequency with which ads were shown

Параметры ?

- Рекламодатель ▶ + свойства
- Кампания ▶ + свойства
- Место размещения ▶ + свойства
- + добавить парам. ▾

Показатели ?

- Охват с помощью файлов cookie: ...
- Охват с помощью файлов cookie: ...
- Охват с помощью файлов cookie: ...
- Охват с помощью файлов cookie: ...
- + выбрать ▾

👉 Изучите показатели MRC здесь

Охват по периодичности ?

- Охват с помощью файлов cookie: ... + выбрать ▾

Действия ?

- Показывает, сколько раз пользователь, связанный с определенным файлом cookie, взаимодействовал с объявлением. + Добавить ▾





# How to verify impressions in CM 360?

CM360 will show the url where ads were shown

Account: [Redacted] | Export | 1-100 of many | Date: 2019 | Search items...

Domain/app | % 000 | Columns | Update settings

Domain/app	Impressions	Content issues	Flagged domains	Content score	Serving problems	Reporting problems
ukr.net	37,643	0.00%	0.00%	None	0.00%	0.00%
olx.ua	25,751	0.13%	0.00%	Low	0.00%	0.00%
obozrevatel.com	11,410	2.61%	0.00%	Low	0.00%	0.00%
segodnya.ua	10,467	15.45%	0.00%	Low	0.00%	0.00%
sinoptik.ua	9,293	0.00%	0.00%	None	0.00%	0.00%
unian.net	8,099	19.62%	0.00%	Low	0.00%	0.00%
minfin.com.ua	7,475	0.00%	0.00%	None	0.00%	0.00%
ria.com	7,449	0.00%	0.00%	None	0.00%	0.00%
tsn.ua	7,041	0.84%	0.00%	Low	0.00%	0.00%
znaj.ua	5,573	6.30%	0.00%	Low	0.00%	0.00%
politeka.net	5,353	8.84%	0.00%	Low	0.00%	0.00%
gotoshop.ua	4,899	0.00%	0.00%	None	0.00%	0.00%
unian.ua	4,519	9.18%	0.00%	Low	0.00%	0.00%
sensor.net.ua	4,401	35.04%	0.00%	Medium	0.00%	0.00%
vesti.ua	4,136	0.46%	0.00%	Low	0.00%	0.00%
adsenseformobileapps.com	3,884	0.00%	0.00%	None	0.00%	0.00%



# How to **verify impressions** in CM 360?

**CM**360 will analyze the correctness of impressions and clicks according to own algorithms

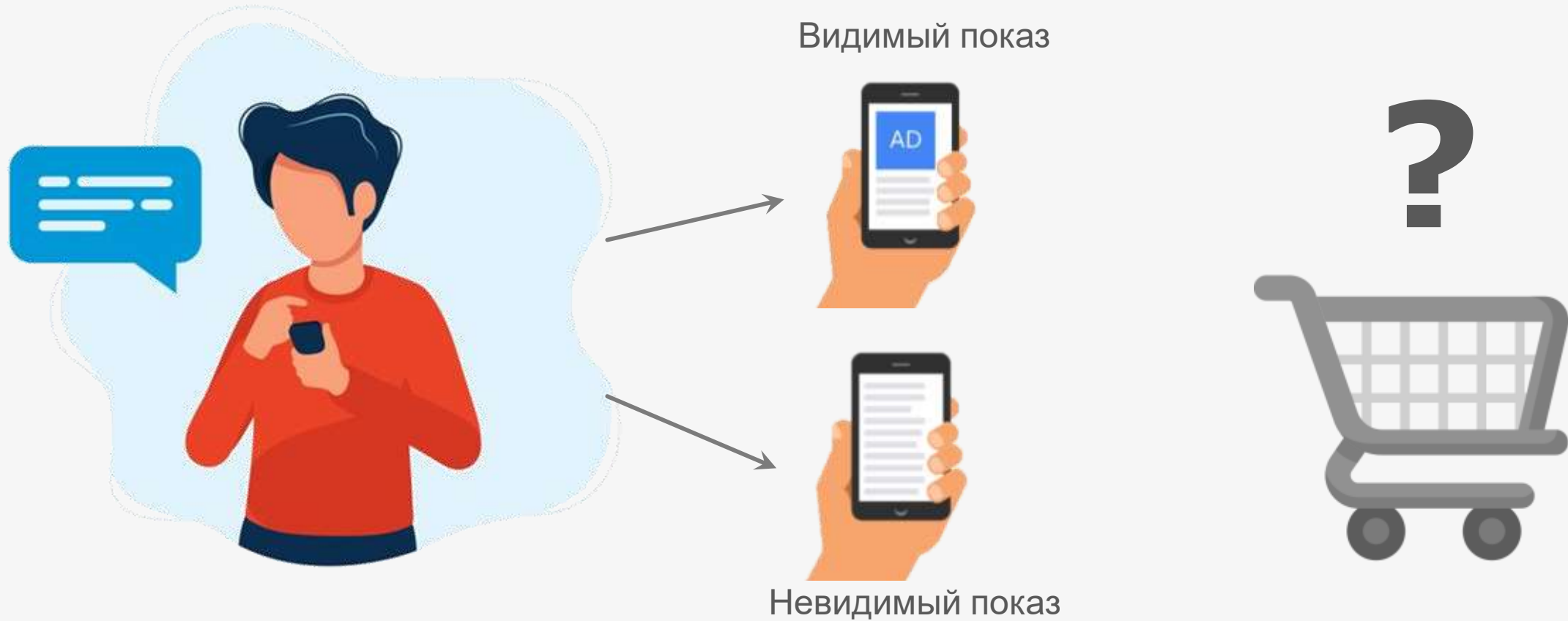


# Placement of creatives on any site with **hosting** on the CM360 side



**Ad serving** - feature that simultaneously shows the creative to the user and collects data that can be measured and applied in a marketing strategy

In CM360 you can estimate the reach of those users who had the **technical ability** to see your ad



In CM360 you will receive **Brand safety** statistics, which you can use in setting up ad impressions

<input type="checkbox"/>	Status <span>?</span>	Domain	Site	Standard classifier issues <span>+</span>	Standard classifiers
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ukr.net	(TW)Youtube 5853418	22 <a href="#">↗</a>	Religion 13, Tragedy 9
<input type="checkbox"/>	<input checked="" type="checkbox"/>	rbc.ua	(TW)Youtube 5853418	14 <a href="#">↗</a>	Politics 14, Tobacco 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	obozrevatel.com	(TW)Youtube 5853418	5 <a href="#">↗</a>	Politics 5, Sensitive social issues 5
<input type="checkbox"/>	<input checked="" type="checkbox"/>	fakty.ua	(TW)Youtube 5853418	3 <a href="#">↗</a>	Politics 3
<input type="checkbox"/>	<input checked="" type="checkbox"/>	sensor.net.ua	(TW)Youtube 5853418	6 <a href="#">↗</a>	Politics 6, Tragedy 4, Sensitive social issues 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ukranews.com	(TW)Youtube 5853418	1 <a href="#">↗</a>	Shocking 1, Violence 1, Transportation accidents 1 + 1 more
<input type="checkbox"/>	<input checked="" type="checkbox"/>	espreso.tv	(TW)Youtube 5853418	1 <a href="#">↗</a>	Politics 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	segodnya.ua	(TW)Youtube 5853418	2 <a href="#">↗</a>	Politics 2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	favoritekherson.co	(TW)Youtube 5853418	5 <a href="#">↗</a>	Transportation accidents 3, Tragedy 2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	unian.net	(TW)Youtube 5853418	4 <a href="#">↗</a>	Suggestive 3, Politics 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	naszemiasto.pl	(TW)Youtube 5853418	4 <a href="#">↗</a>	Tragedy 4, Shocking 3, Violence 3
<input type="checkbox"/>	<input checked="" type="checkbox"/>	tsn.ua	(TW)Youtube 5853418	2 <a href="#">↗</a>	Politics 2



You can adjust the **rotation of creatives** depending on their effectiveness



**Ad\_1**

**1% CTR    100 click    10 conv.**

**Ad\_2**

**3% CTR    250 click    20 conv.**

**Ad\_3**

**2% CTR    150 click    30 conv.**



**Ad\_1**

**16% показів**

**Ad\_2**

**50% показів**

**Ad\_3**

**34% показів**





# Performance analysis: effective frequency, geo, url targeting



Display campaign analysis stereotypes

Abstract situation

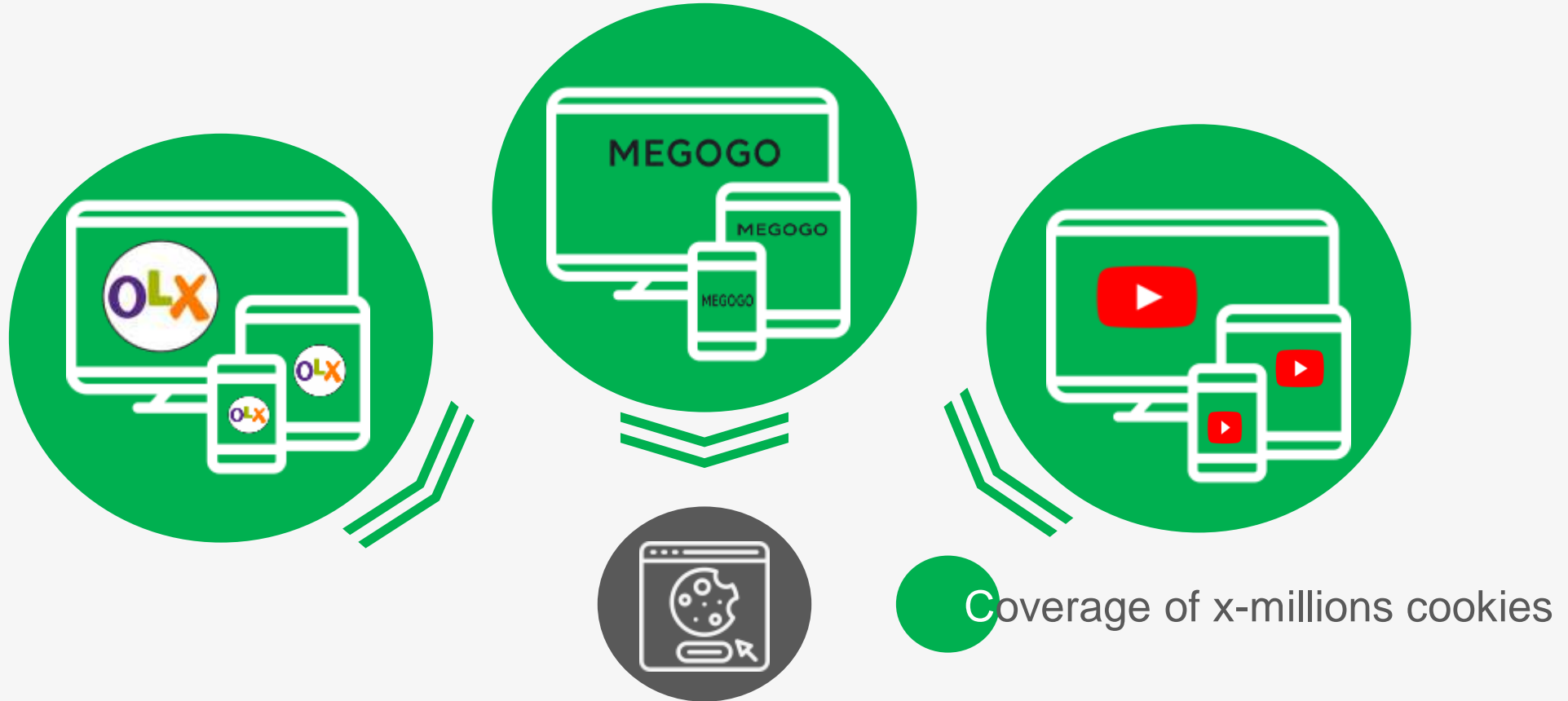
View through и Click through conversions

Reach in CM360

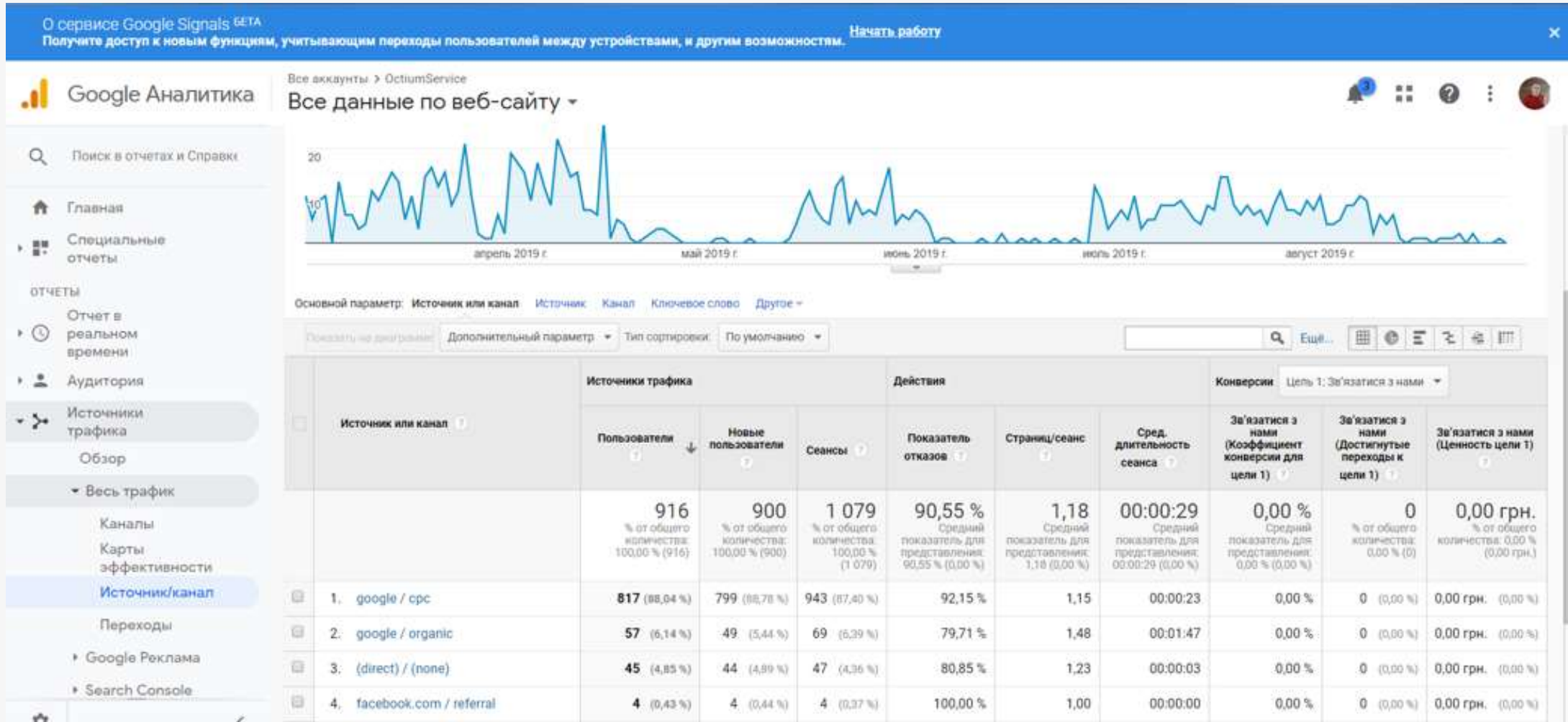
Foodlight

Attribution

Display campaign analysis **stereotype**: Measure impressions only in terms of reach, not performance.



# Display campaign analysis **stereotype** Performance is tracked only by clicks



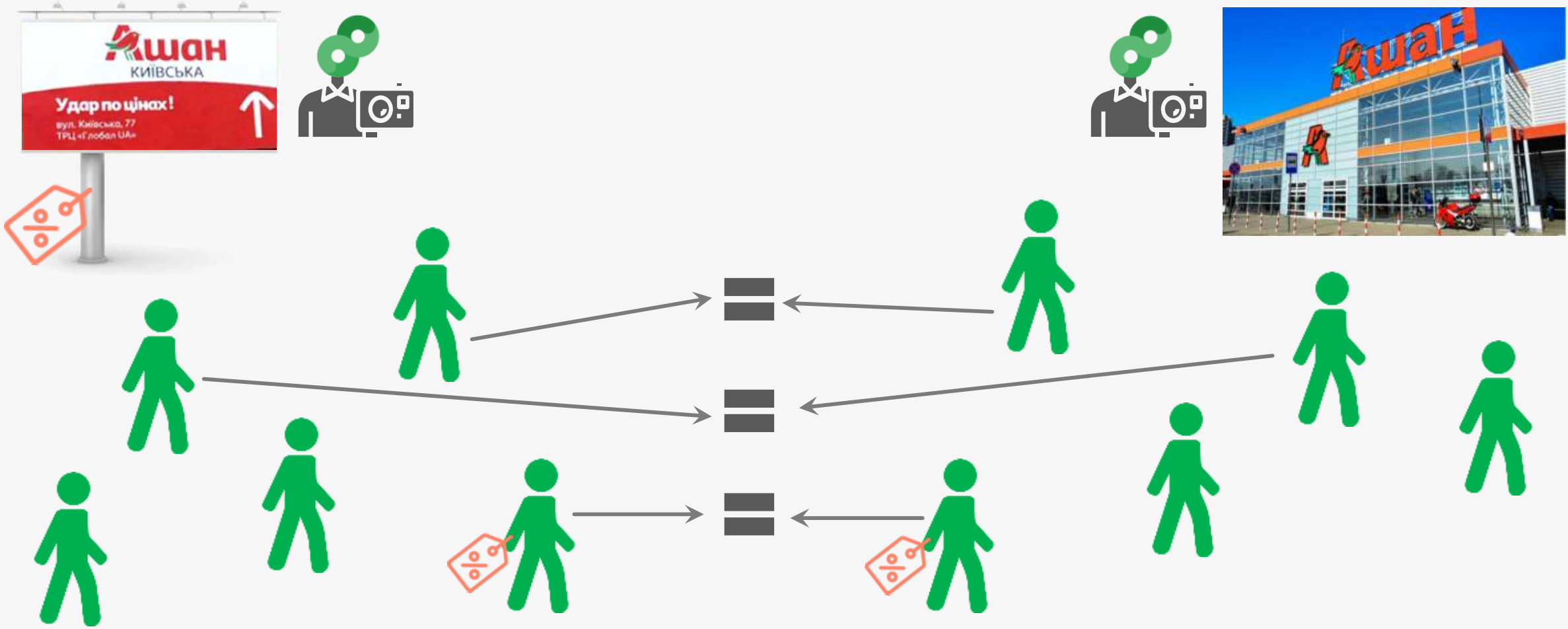
# Abstract situation:

Analogy with an advertising platform (website)

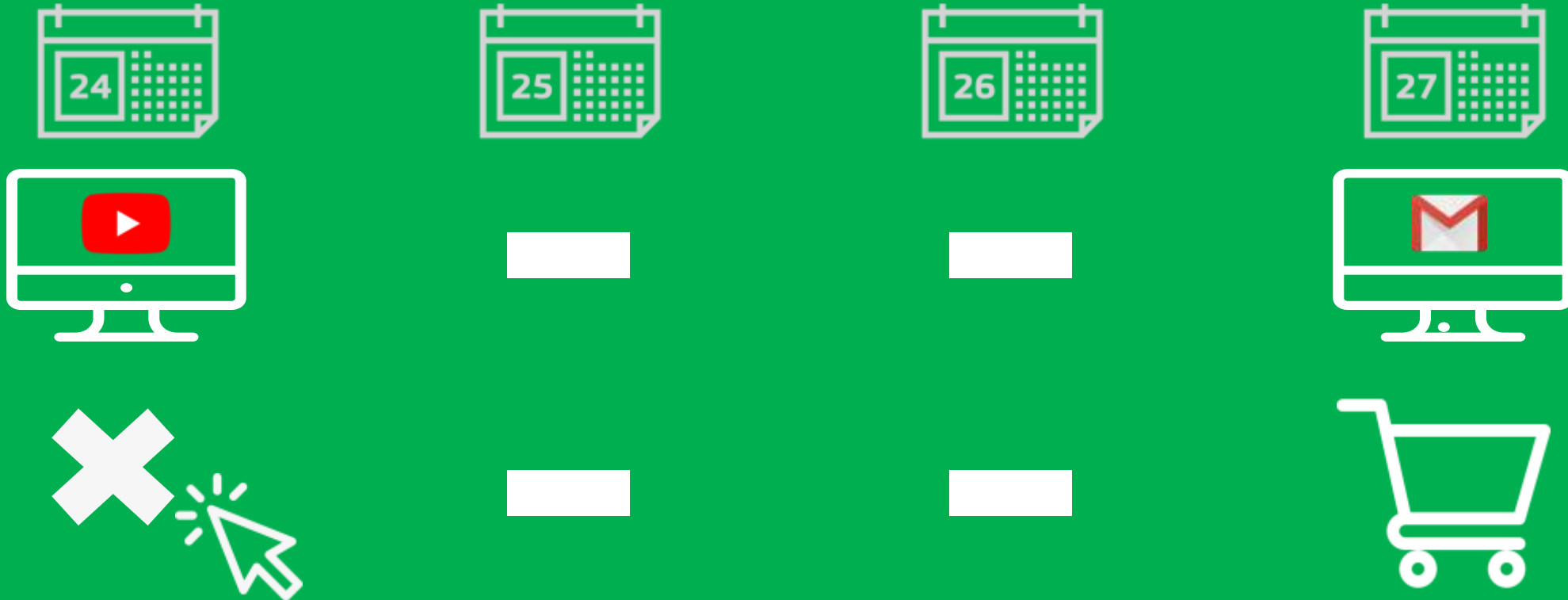


# Abstract situation:

Photos from different databases are compared with each other

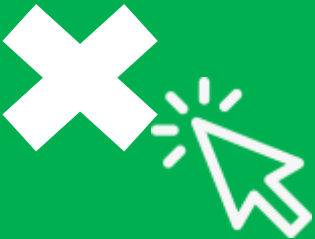


CM360 reflects **not only those conversions** where there was an interaction, but also those that were credited for showing the ad, even if there was no click.

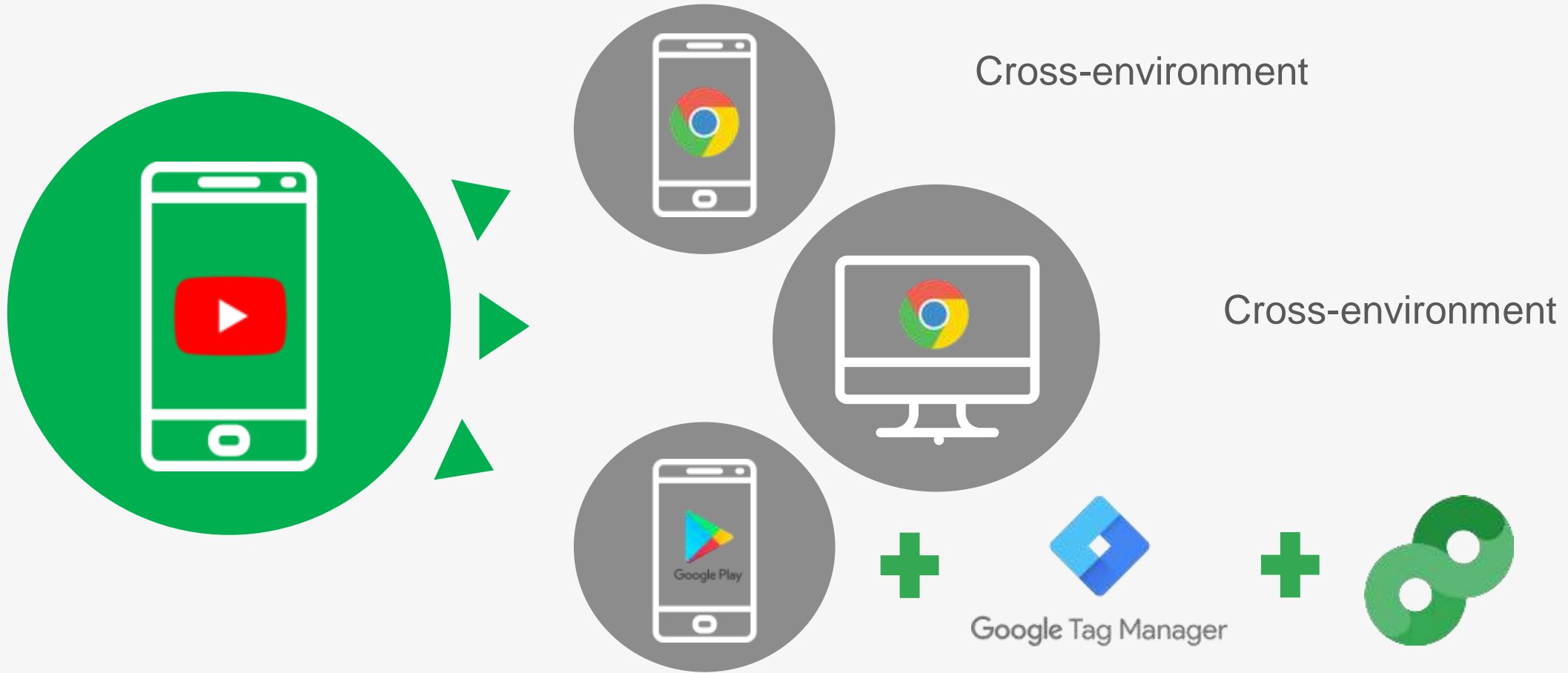




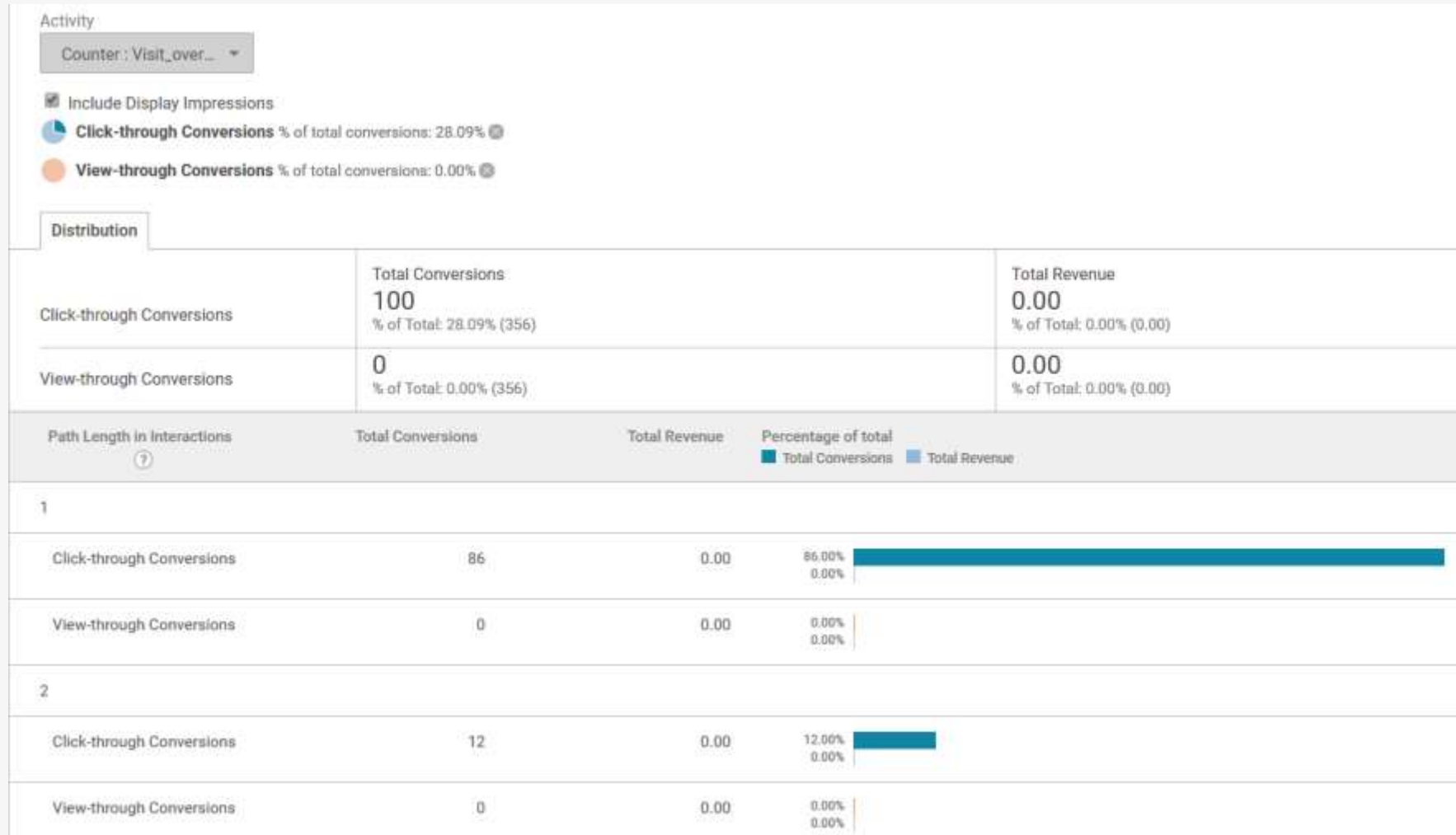
# CM360 supports **cross-environment** conversions



# How to track app and what does YouTube have to do with it?

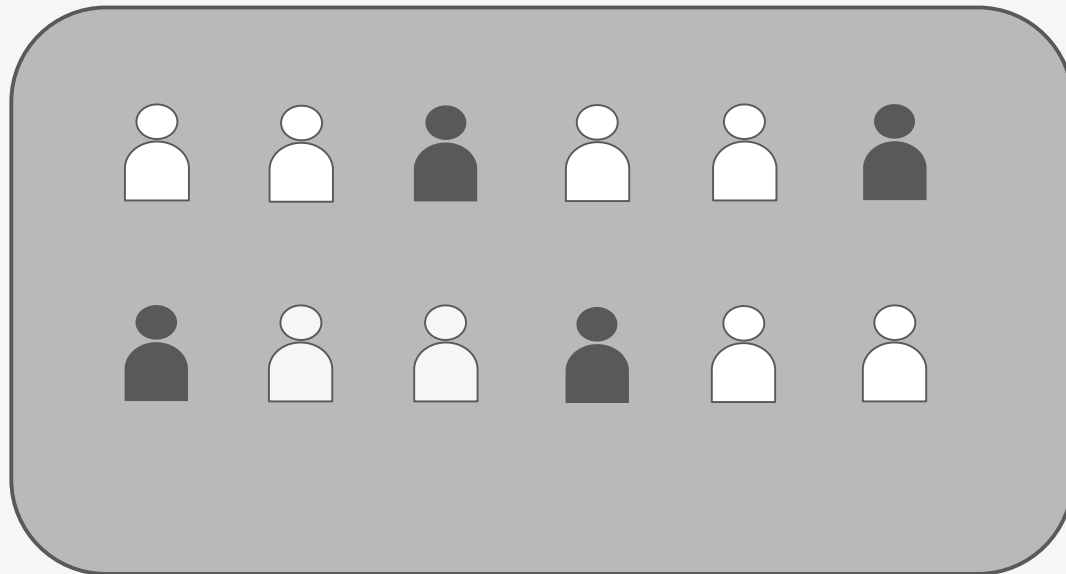


# Analysis of conversion by frequency of contact with advertising



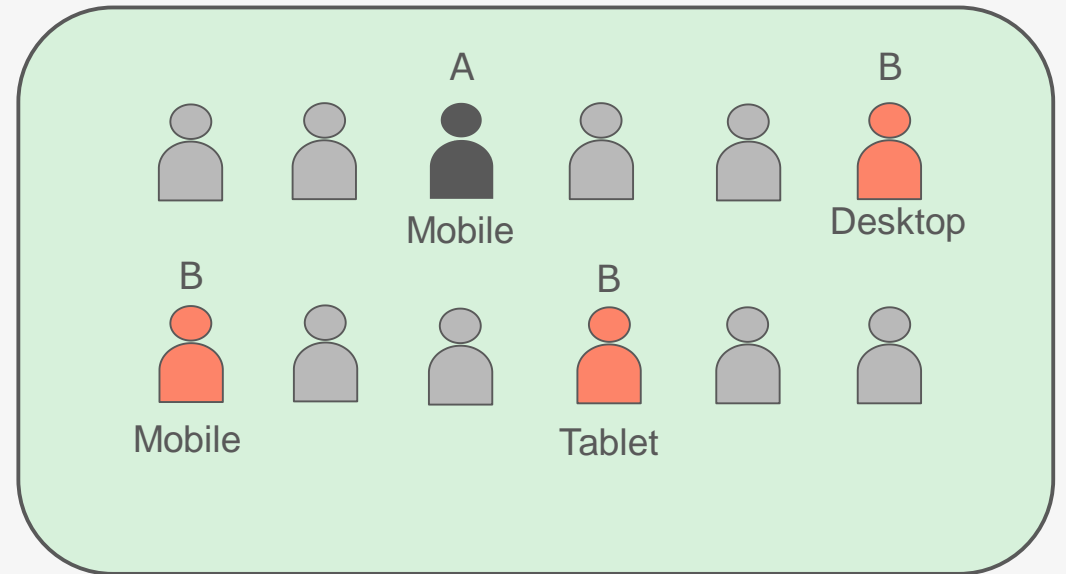
# CM360 displays coverage not only for cookies, but also for users

**Standard Cookie report**(cookie coverage)



Total coverage: 4 user cookies

**Unique reach report** (number of user reach)



Total unique reach: 2 users

# Using the Unique Reach Audience report, you can analyze **social and demographic** indicators



- 18-24
- 18-49
- 21+
- 21-34
- 21-44
- 21-49
- 21-54
- 21-64
- 25-34
- 25-49
- 35-44
- 35-49
- 45-54
- 55-64
- 65+



Male \ Female



- % Composition Impressions
- % Composition Reach
- % Population Reach
- Population
- Target Rating Points

**Floodlight:** CM360 will show the details of all conversions, not just the number

← **New Floodlight activity**  
Advertiser: pmeus - MASTER Configuration

**Save** **Cancel**

Activity tag string **cat=**

This key-value identifies the Floodlight activity. Enter a custom value or leave blank to use the default value based on the activity name. Once you save the Floodlight activity, this value is final. You can't change it later. [Learn more](#)

▼ Custom Floodlight variables [?](#)

Custom variables

- u1: city
- u2: country
- u3: sex
- u4: productID
- u5: category
- u6: color
- u7: brand
- u8: deliveryMethod
- u9: paymentMethod



# CM360 makes it possible to analyze conversions with different methods of attribution

## Standard Models:



Floodlight



Last Interaction



First Interaction



Linear

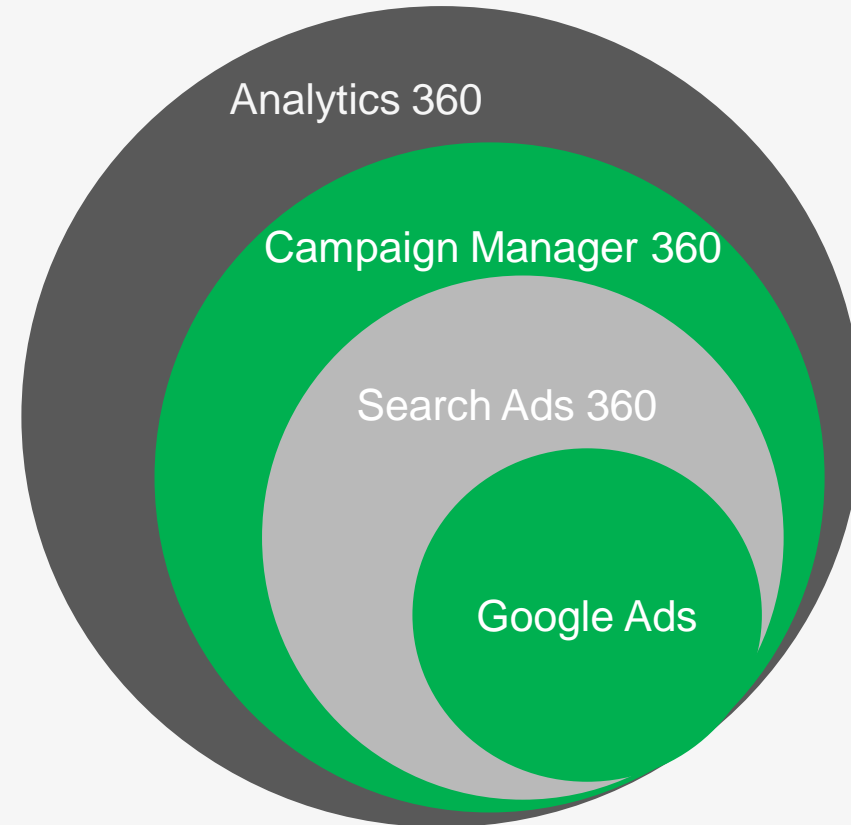


Time Decay



Position Based

## Data driven attribution:





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Using CM360, you can get unique opportunities for analyzing digital placements

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**Attribution modeling**

**Cross-channel attribution**

**YouTube Tracking**

**App conversions**

**Detailing conversions**

**Conversions on different platforms**

# Case study:

## Campaign Manager 360 to Search Ads 360

### Goal

Determine which campaigns are participating in the conversion

### An approach

Using data-driven attribution in Search Ads 360 to better understand the weight of each ad click;

Accounting for the user's contact with video, banner advertising and search in the context of platforms and browsers;

### Result

**+6%**

Conversion growth

**-17%**

Cost per conversion



Technische  
Service C





TEAM  
ARFEL  
DADEL  
SEAD

93	50	520	512
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Thank you!