

# 3rd Party Creatives and Troubleshooting

Information on various third party creatives and troubleshooting tips

- [Gemius Creatives Troubleshooting](#)
- [Troubleshooting guide for VAST campaigns.](#)
- [Google Web Designer \(GWD\) banner creation](#)
- [DoubleClick creatives](#)

# Gemius Creatives Troubleshooting

## How to change "Gemius" creatives click\_url macro

If the client sends Gemius creatives, we need to modify them, deviating from Gemius' instructions.

### Original Gemius creative example:

```
<script language="javascript1.2" type="text/javascript">
//
document.write('&lt;scr'+ 'ipt src="https://hrgde.adocean.pl/_'+(new
Date()).getTime()+ '/ad.js?id=6O.qlp3G489VMXJZaa4n1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent
=/redir=" language="javascript"&gt;&lt;/scr'+ 'ipt&gt;');
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="52 584 304 606" data-label="Section-Header"><h3>How to change it:</h3></div><div data-bbox="52 620 637 638" data-label="Text"><p>1. Include <b>{click_url}</b> as a new variable in a separate script tag:</p></div><div data-bbox="72 666 277 724" data-label="Text"><pre>&lt;script&gt;
var click = '{CLICK_URL}';
&lt;/script&gt;</pre></div><div data-bbox="52 746 611 763" data-label="Text"><p>2. Then add <b>click</b> variable in the end of Gemius tag as shown:</p></div><div data-bbox="72 791 947 915" data-label="Text"><pre>&lt;script language="javascript1.2" type="text/javascript"&gt;
//<![CDATA[
document.write('&lt;scr'+ 'ipt src="https://hrgde.adocean.pl/_'+(new
Date()).getTime()+ '/ad.js?id=6O.qlp3G489VMXJZaa4n1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent
=/redir=' + click + '" language="javascript"&gt;&lt;/scr'+ 'ipt&gt;');
//]]&gt;</pre></div>
```

```
</script>
```

## The full JS tag should appear in the following manner:

```
<script>
var click = '{CLICK_URL}';
</script><script language="javascript1.2" type="text/javascript">
//<![CDATA[
document.write('<scr'+ 'ipt src="https://hrgde.adocean.pl/_'+(new
Date()).getTime()+ '/ad.js?id=6O.qlp3G489VMXJZaa4nl1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent
=/redir=' + click + '" language="javascript"></scr'+ 'ipt>');
//]]>
</script>
```

# Troubleshooting guide for VAST campaigns.

## How VAST works:

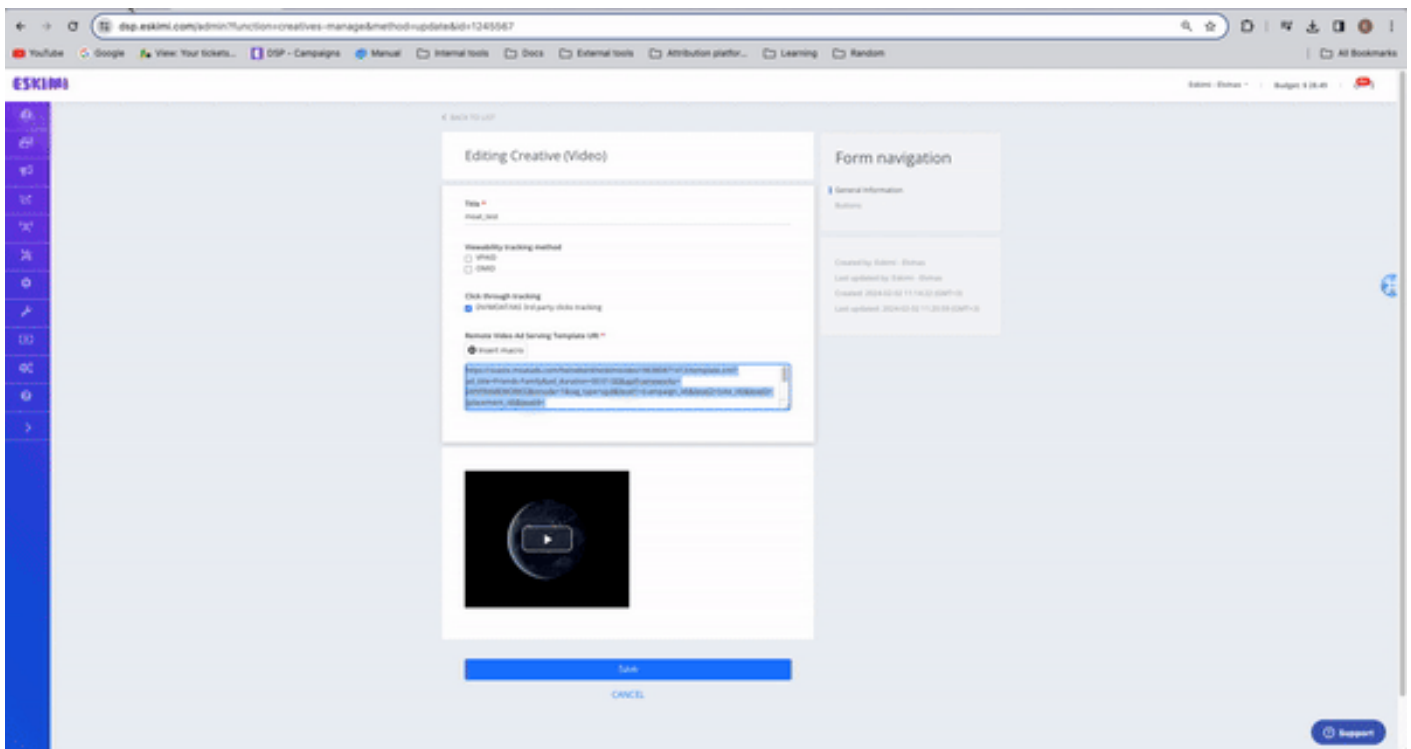
We create VAST tag with one of the viewability measurement option (VPAID or OMID) and we share with MOAT(or any 3rd party) which then wraps it into VAST tag with either VPAID or OMID or both measurement options in one tag. When we add creative into DSP when we receive from 3rd party, we start campaigns and we then:

1. Try to create different version (vast2, vast3, vast4) of the creative, to cover more bid requests (if creative version is vast2 all will be created, if version is vast3 we will create vast3 and vast4, if creative is vast4 only vast 4 will be used)
2. Check each bid request, what vast version and measurement option (VPAID/OMID) this bid supports our bidders then select which creative to take to match the bid request information
3. We bid only on "matching" bid request and then get info why we didn't won or we get an impression What to look in creatives: - When sending creative for 3rd party, I suggest not to add any viewability measurement option - this will be less tricky, to get two different measurement (OMID and VPAID). We can add it later, when we get wrapped creatives. - What viewability measurement is used in "received wrapped creative" - search VPAID or OMID - and you will know which is used - If we want more reach - we need creative with OMID instead VPAID (best two separate creatives(in most cases, but could be both in one creative)).

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## How to check VAST XML:

VAST XML contains all in the information regarding the VAST video you're running, to open it you just need to take the VAST URI and paste it your browser:



## Vast Versions:

If you notice that some of VAST campaigns are struggling with spending, it might be that it's because the VAST is running on certain version, most likely **VAST 4**, most of vast traffic comes from **VAST 2** and **VAST 3**

To check which VAST version is being used, you need to open pre-wrapped VAST XML, and in the top you will see the vast version :

```
<VAST version="2.0">
  <!-- Please contact us -->
```

Usually, the best scenario is when the client shares tags for all VAST versions, but if you get only 1 tag from the client, and it's VAST 4, you can manually change the version by adding **&vastVersion=3** or **&vastVersion=2** in the end of the tag, for example:

```
https://unified.adsafeprotected.com/v2/1598445/73100257?omidPartner=[OMIDPARTNER]&apiframeworks=[APIFRAMEWORKS]&bundleId=[BUNDLEID]&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&ias_xappb=[ctv_appid]&originalVast=https://dsp-media.eskimi.com/vast?e=0lmb8oMQVJj0yEnGgCyy80W1t7OatF8Pm7Zn7si7J0JT9a5Egr2JFN7H8Y7ugeyBsppmSsqKkmTICU8lbQm7g83l6Z2hxb2pha2xjbm1ydHU&vastVersion=3
```

## Wrapped tags:

- |        |                        |             |    |    |              |              |     |       |   |   |   |      |   |
|--------|------------------------|-------------|----|----|--------------|--------------|-----|-------|---|---|---|------|---|
| 181768 | img_text               | Display Ads | SE | SD | 16 Jan, 2024 | 16 Jan, 2024 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181769 | text_text_pl           | Display Ads | SE | PL | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | 1 |
| 181770 | app_text_5             | Display Ads | SE | LT | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | 1 |
| 181771 | app_text               | Display Ads | SE | LT | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | 1 |
| 181772 | ar_gg_tracker_text_gr  | Display Ads | SE | GB | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | 1 |
| 181773 | text2                  | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181774 | text1                  | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181775 | text                   | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181800 | GA_android_text_2      | Display Ads | SE | LT | 12 Dec, 2023 | 12 Dec, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181801 | GA_android_text_1      | Display Ads | SE | LT | 12 Dec, 2023 | 12 Dec, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181819 | draft_text             | Display Ads | SE | LT | 17 Nov, 2023 | 17 Nov, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181819 | Adults_gmp_text        | Display Ads | SE | LT | 08 Nov, 2023 | 08 Nov, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | 1 |
| 181771 | Artifact_featured_text | Display Ads | SE | US | 07 Nov, 2023 | 10 Nov, 2023 | 0.0 | 0.008 | 0 | 0 | 0 | 0.0% | 1 |
| 181768 | Artifact_PDF_text      | Display Ads | SE | US | 07 Nov, 2023 | 10 Nov, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181804 | visibility_gg_text     | Display Ads | SE | JP | 24 Dec, 2023 | 24 Dec, 2023 | 0.0 | 0.017 | 0 | 0 | 0 | 0.0% | 1 |
| 181852 | Org_messaging_text     | Display Ads | SE | IN | 24 Dec, 2023 | 24 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | 1 |
| 181276 | fsaid_2                | Display Ads | SE | MT | 17 Dec, 2023 | 17 Dec, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181288 | fsaid                  | Display Ads | SE | MT | 17 Dec, 2023 | 17 Dec, 2023 | 0.0 | 0.0   | 0 | 0 | 0 | 0.0% | 1 |
| 181344 | research_text          | Display Ads | SE | US | 14 Dec, 2023 | 14 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | 1 |

- &originalVast=https://dsp-media.eskimi.com/vast?  
e=0lmb8oMQVJj0yEnGgCyv80W1t7OatF8Pm7Zn7si7J0JT9a5Egr2JFN7H8Y7ugeyBspmmSqkKmTICU8lbQm7g83l6Z  
2hxb2pha2xjbm1ydHU

ID	Name	Status	Type	Start Date	End Date	Impressions	Clicks	Conversions	CPA	CTR	CR	CR%
187168	app_test	On	Display Ad	18 Jan, 2024	18 Jan, 2024	0.0	0.0	0	0	0.00%	0.00%	0.00%
188478	app_test_1	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188478	app_test_1	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188487	app_test	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188189	at_p_tracker_test_gp	On	Display Ad	14 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187168	test2	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187349	test1	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187347	test	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188006	GA_Android_test_2	On	Display Ad	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188001	GA_Android_test_1	On	Display Ad	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188018	app_test	On	Display Ad	17 Nov, 2023	17 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188113	Atulka_gmp_test	On	Display Ad	08 Nov, 2023	08 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188271	Artfact_rewarded_test	On	Display Ad	07 Nov, 2023	10 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188488	Artfact_PDF_test	On	Display Ad	07 Nov, 2023	10 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188004	availability_g_test	On	Display Ad	24 Oct, 2023	24 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188002	Qg_investment_test	On	Display Ad	24 Oct, 2023	24 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188270	Test_2	On	Display Ad	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188269	Test	On	Display Ad	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%

# Filtering reasons:

Here are the main filtering reasons for VAST campaigns you can see in the stattools, and the explanations for each:

video_max_duration	Filtering: Video ad max duration exceeded
video_vast_version	Filtering: Video ad VAST version is not supported
video_mime	Filtering: Video ad video file type is not supported

**video\_max\_duration** - Video is too long (can't really control this part from our part).

**video\_vast\_version** - As mentioned previously, campaign is probably running on only 1 vast version or only using VAST 4.0, need to change the version or add additional ones.

**video\_mime** - Wrong creative settings (For example campaign is using OMID but we do receive traffic for OMID).

# Google Web Designer (GWD) banner creation

There are a few requirements that have to be met when you are creating a banner using Google Web Designer (GWD). This article will help you to understand those requirements and will allow easy deployment of your created banners.

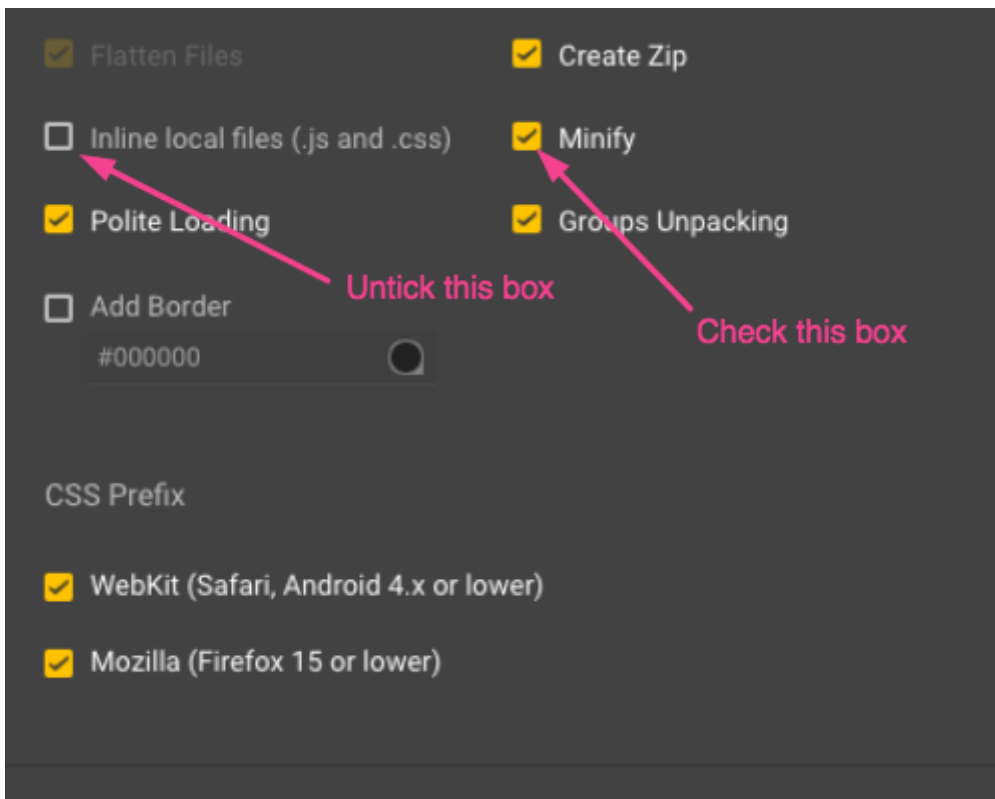
Requirements:

1. The target window for the click-through URL must be set to "**blank**" so the click-through will open in a new window. Do not leave the target statement undeclared. Declare this as if you are doing the click-through HTML tags. **Most importantly the banner should be clickable!**
2. If you are defining the click use the **window.open()** function, if you are making the click as a JavaScript solution.
3. All creatives made with GWD should contain our click URL macro. So the banners landing page should be set as **{CLICK\_URL}**. **This is very important, as we take the banners landing page based on the campaign.**
4. When publishing the creative from GWD, two settings have to be changed:
  - Uncheck: **In-line local files** and
  - Check: **Minify**

The main creative file ( index.html ) should contain no more than 10,000 symbols. This is because part of the exchanges only supports this limit of symbols in bid response.

See the screenshot below to see how your publishing settings screen should look like.





After publishing you should get a ZIP file.

5. Consider this as a TIP: when making animated elements, it is best practice to turn the whole animated creative to a .GIF image file, this is to reduce the creative size and reduce the loading time.

# DoubleClick creatives

Most of the times doubleclick ad creatives are without click\_url placeholder, example:

```
<SCRIPT language='JavaScript1.1'  
SRC="https://ad.doubleclick.net/ddm/adj/N424802.280377IRCTC/B32309828.400403988;  
abr=!ie;sz=300x250;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;dc_sdk_apis=[  
APIFRAMEWORKS];dc_omid_p=  
[OMIDPARTNER];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_tdv=1?">  
</SCRIPT>
```

In such case in the end of the JS tag you need to **click={click\_url}**, example:

```
<SCRIPT language='JavaScript1.1'  
SRC="https://ad.doubleclick.net/ddm/adj/N424802.280377IRCTC/B32309828.400403988;abr=!ie;sz=300x250;or  
d=  
{CACHEBUSTER};dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;dc_sdk_apis=[APIFRAMEWORKS];dc  
_omid_p=[OMIDPARTNER];gdpr=  
{GDPR};gdpr_consent={GDPR_CONSENT};dc_tdv=1;click={click_url}">  
</SCRIPT>
```

Also, it's very important to remove **\$** before the **GDPR** macros, as they break them witch causes any tracking to break as well (Also **{GDPR\_CONSENT\_755}** macro has to be changed to **{GDPR\_CONSENT}**).

After these changed always validate if the redirections happens correctly:

1. Get [Redirect path](#) extension for your browser.
2. Launch a test campaign with the updated tag on <https://display.eskimi-creatives.com/> (Eskimi Standar exchange, only for Display And IBV).
3. Catch the ad live and click on it.

4. After the redirections open the Redirect Path extension and check the redirection path:

The screenshot shows the 'REDIRECT PATH' extension interface. It displays a list of URLs visited by the browser:

- URL 1:** <https://dsp-trk.eskimi.com/click/e:G1mIU8y4CdpahEMaIE2ag>  
302: Temporary redirect to <https://ittw.eskimi.com/click?sp=CPSI8siNMh>.
- URL 2:** <https://ittw.eskimi.com/click?sp=CPSI8siNMhAKGikBIAEouw>  
302: Temporary redirect to <https://www.incometax.gov.in/iec/foportal/>.
- URL 3:** <https://www.incometax.gov.in/iec/foportal/>  
200: HTTP/1.1 200

Below the list, a message states: "Above are all of the URLs that your browser visited, on its way to the current page. If no redirects took place, there may only be one URL listed. Click on a step to see more information." A "Copy to Clipboard" button is also present.

5. If it goes through Eskimi server, it's working as expected.

6. Double check the tests campaigns report to see if the clicks are really being collected.