

3rd Party Creatives and Troubleshooting

Information on various third party creatives and troubleshooting tips

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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.

N/B: The {CLICK_URL} Macro in Gemius creative JS tags should be automatically added/updated after uploading/saving, but it's good to always re-check and confirm.

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.qlp3G489VMXJZaa4nl1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent
=/redir=" language="javascript"&gt;&lt;/scr'+ 'ipt&gt;');
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="53 627 304 650" data-label="Section-Header"><h4>How to change it:</h4></div><div data-bbox="53 663 637 681" data-label="Text"><p>1. Include <b>{click_url}</b> as a new variable in a separate script tag:</p></div><div data-bbox="72 709 277 767" data-label="Text"><pre>&lt;script&gt;
var click = '{CLICK_URL}';
&lt;/script&gt;</pre></div><div data-bbox="53 789 611 807" data-label="Text"><p>2. Then add <b>click</b> variable in the end of Gemius tag as shown:</p></div><div data-bbox="72 833 948 915" 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.qlp3G489VMXJZaa4nl1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent</pre></div>
```

```
=/redir=' + click + '" language="javascript"></scr'+ 'ipt>');  
//]]>  
</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.qlp3G489VMXJZaa4n1Lk7kAq6ZtA16tbRx8dxt3.m7/nc=0/gdpr=0/gdpr_consent  
=/redir=' + click + '" language="javascript"></scr'+ 'ipt>');  
//]]>  
</script>
```

Troubleshooting guide for VAST campaigns.

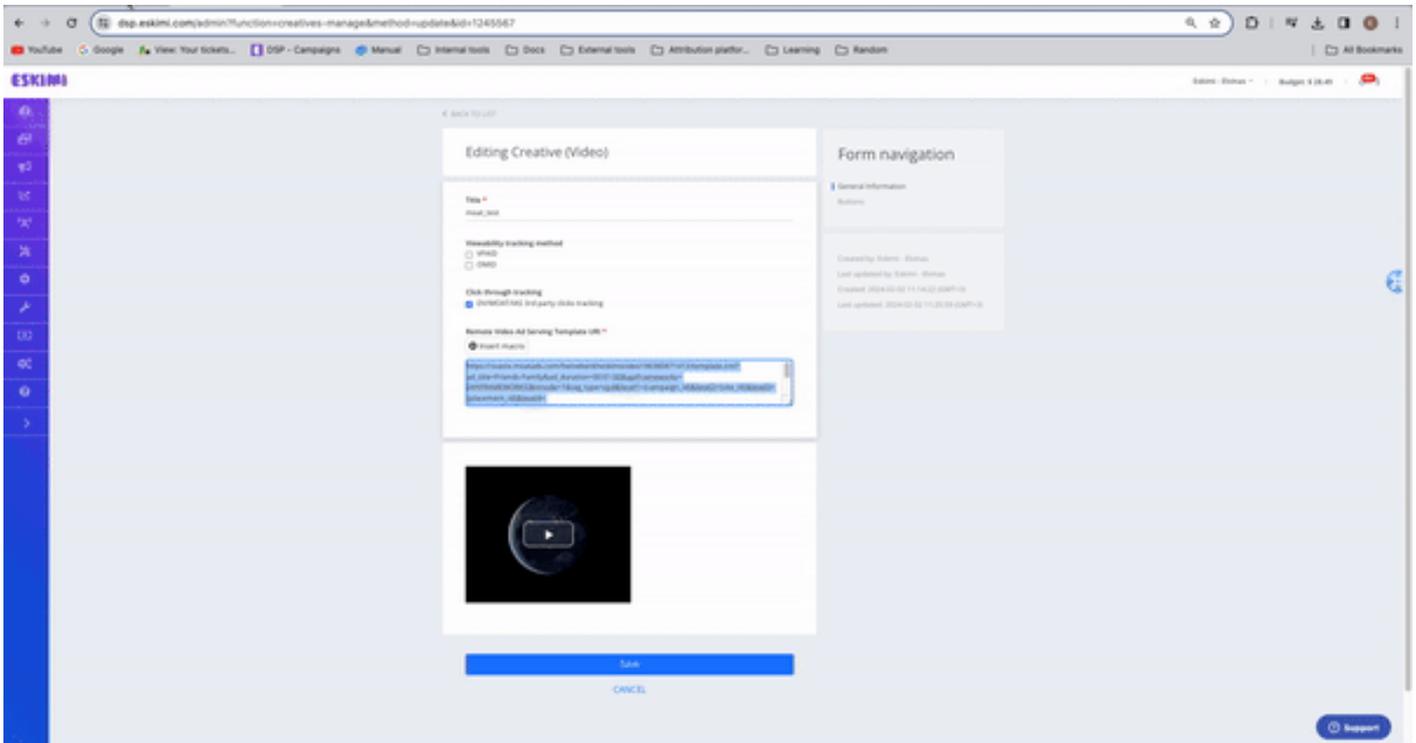
How VAST works:

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)).

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">
```

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=0lmb8oMQVj0yEnGgCyv80W1t7OatF8Pm7Zn7si7J0JT9a5Egr2JFN7H8Y7ugeyBspmmSsqkKmTICU8IbQm7g83I6Z2hxb2pha2xjbm1ydHU&vastVersion=3
```

Wrapped tags:

1. Create campaign **A** with the original VAST video, set the campaigns date to the actual campaign date that will run with the wrapped tags.
2. Go to the campaign approval page, copy the VAST URI and send it to the client to wrap (Do not approve the actual campaign, leave it as Pending).

ID	Name	Status	Type	Start Date	End Date	Spent	Revenue	CPA	ROAS	ROI
187168	java_test	Display Ads	MA	16 Jan, 2024	16 Jan, 2024	0.0	0.0	0	0	0.00%
186479	usa_test_pt	Display Ads	PL	18 Dec, 2023	18 Dec, 2023	0.0	0.007	0.00	0.00	0.00%
186478	usa_test_2	Display Ads	LT	18 Dec, 2023	18 Dec, 2023	0.0	0.006	0	0	0.00%
186457	usa_test	Display Ads	MA	18 Dec, 2023	18 Dec, 2023	0.0	0.008	0	0	0.00%
186168	ar_jp_tester_test_gr	Display Ads	MA	18 Dec, 2023	18 Dec, 2023	0.0	0.076	0	0	0.00%
187050	test1	Display Ads	LT	20 Nov, 2023	20 Nov, 2023	0.0	0.0	0	0	0.00%
187049	test1	Display Ads	LT	20 Nov, 2023	20 Nov, 2023	0.0	0.0	0	0	0.00%
187047	test	Display Ads	LT	20 Nov, 2023	20 Nov, 2023	0.0	0.0	0	0	0.00%
186686	GA_Artifact_vast_2	Display Ads	MA	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%
186687	GA_Artifact_vast_1	Display Ads	MA	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%
186219	test_test	Display Ads	MA	17 Nov, 2023	17 Nov, 2023	0.0	0.0	0	0	0.00%
186218	Alibi_jmp_test	Display Ads	MA	18 Nov, 2023	18 Nov, 2023	0.0	0.076	0	0	0.00%
184771	Artifact_rewarded_test	Display Ads	MA	07 Nov, 2023	10 Nov, 2023	0.0	0.026	0	0	0.00%
184768	Artifact_PFP_test	Display Ads	MA	07 Nov, 2023	10 Nov, 2023	0.0	0.0	0	0	0.00%
183364	usability_test	Display Ads	MA	24 Oct, 2023	24 Oct, 2023	0.0	0.07	0	0	0.00%
183362	fig_campaign_test	Display Ads	MA	24 Oct, 2023	24 Oct, 2023	0.0	0.107	0	0	0.00%
182776	Test_2	Display Ads	MA	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%
182089	Test	Display Ads	MA	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%
182088	Test	Display Ads	MA	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%
182084	Test	Display Ads	MA	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%

3. When you receive the wrapped tags, create an actual campaign **B** that will run with those tags.
4. Leave the original campaign **A** as Pending until the campaign **B** ends - this is important, as if the campaign A (the original campaign from where we took the tag that was sent to the client to wrap), get expired - the actual campaign will stop spending.
5. (Optional). If the original campaign **A** gets expired before the campaign **B** ends, you can create a new campaign **C**, but it has to have the same creative settings as the original campaign **A** had before we sent it for wrapping (If the original campaign did not have any OMID/VPAID parameters checked, the new one also needs to have them unchecked for example. If the original creative had only VPAID selected, then the new one should have it selected as well and etc). Then from the new campaign **C** we take the new VAST URL from the campaigns approval page and change it in the VAST URI:

```
&originalVast=https://dsp-media.eskimi.com/vast?
e=0lmb8oMQVJj0yEnGgCyv80W1t7OatF8Pm7Zn7si7j0JT9a5Egr2JFN7H8Y7ugeyBsppmSsqkKmTICU8lBqM7g83l6Z
2hxb2pha2xjbm1ydHU
```

ID	Name	Status	Location	Start Date	End Date	Impressions	Views	CPA	CTR	Conversion Rate	Cost
181768	mpo_test	Display Ads	US	18 Jan, 2024	18 Jan, 2024	\$0	\$0	0	0	0	0.00%
181879	wp_test_p1	Display Ads	PL	18 Dec, 2023	18 Dec, 2023	\$0	\$0.47	0	0	0	0.00%
181878	wp_test_5	Display Ads	US	18 Dec, 2023	18 Dec, 2023	\$0	\$0.56	0	0	0	0.00%
181827	wp_test	Display Ads	US	18 Dec, 2023	18 Dec, 2023	\$0	\$1.08	0	0	0	0.00%
181919	wp_tester_test_p1	Display Ads	US	14 Dec, 2023	18 Dec, 2023	\$0	\$0.78	0	0	0	0.00%
181792	test2	Display Ads	US	30 Nov, 2023	30 Nov, 2023	\$0	\$0	0	0	0	0.00%
181749	test1	Display Ads	US	30 Nov, 2023	30 Nov, 2023	\$0	\$0	0	0	0	0.00%
181747	test	Display Ads	US	30 Nov, 2023	30 Nov, 2023	\$0	\$0	0	0	0	0.00%
181806	GA,Android,wp_2	Display Ads	US	12 Dec, 2023	12 Dec, 2023	\$0	\$0	0	0	0	0.00%
181807	GA,Android,wp_1	Display Ads	US	12 Dec, 2023	12 Dec, 2023	\$0	\$0	0	0	0	0.00%
181819	wp_test	Display Ads	US	17 Nov, 2023	17 Nov, 2023	\$0	\$0	0	0	0	0.00%
181813	Abuse_gmp_test	Display Ads	US	08 Nov, 2023	08 Nov, 2023	\$0	\$0.76	0	0	0	0.00%
181771	Artful-rewarded-test	Display Ads	US	07 Nov, 2023	10 Nov, 2023	\$0	\$0.28	0	0	0	0.00%
181748	Artful-PPH-test	Display Ads	US	07 Nov, 2023	10 Nov, 2023	\$0	\$0	0	0	0	0.00%
181804	visibility_g_test	Display Ads	JP	24 Oct, 2023	24 Oct, 2023	\$0	\$0.7	0	0	0	0.00%
181802	Op-amp-gmp-test	Display Ads	US	24 Oct, 2023	24 Oct, 2023	\$0	\$1.07	0	0	0	0.00%
181776	Test_2	Display Ads	US	17 Oct, 2023	17 Oct, 2023	\$0	\$0	0	0	0	0.00%
181269	Test	Display Ads	US	17 Oct, 2023	17 Oct, 2023	\$0	\$0	0	0	0	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

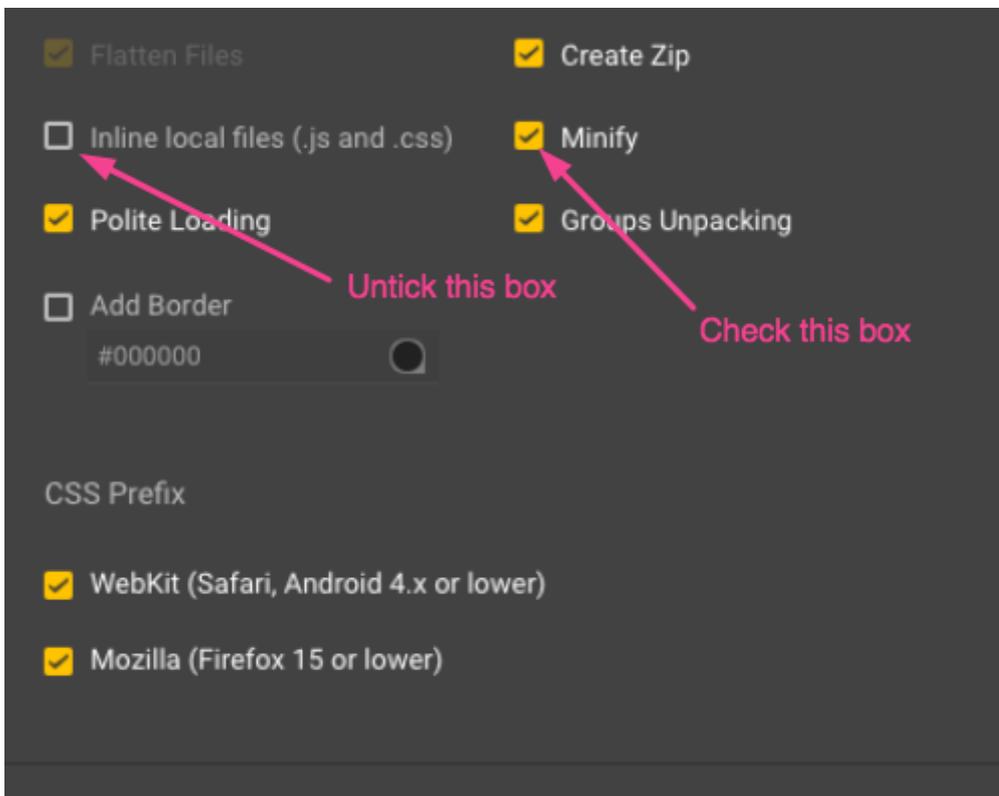
There are a few requirements that have to be met when you are creating a banner using Google Web Designer (GWD). This article will help you to understand those requirements and will allow easy deployment of your created banners.

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. At the top, it displays the extension logo and the name 'REDIRECT PATH' next to the 'AYIMA A digital search agency' logo. Below this, a list of visited URLs is shown:

- 1. <https://dsp-trk.eskimi.com/click/e:G1mIU8y4CdpahEMaIE2ag>
302: Temporary redirect to <https://ittw.eskimi.com/click?sp=CPSI8siNMh>.
- 2. <https://ittw.eskimi.com/click?sp=CPSI8siNMhAKGIkBIAEouw>
302: Temporary redirect to <https://www.incometax.gov.in/iec/foportal/>.
- 3. <https://www.incometax.gov.in/iec/foportal/>
200: HTTP/1.1 200

Below the list, there is a text box explaining: "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." To the right of this text is a "Copy to Clipboard" button.

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.