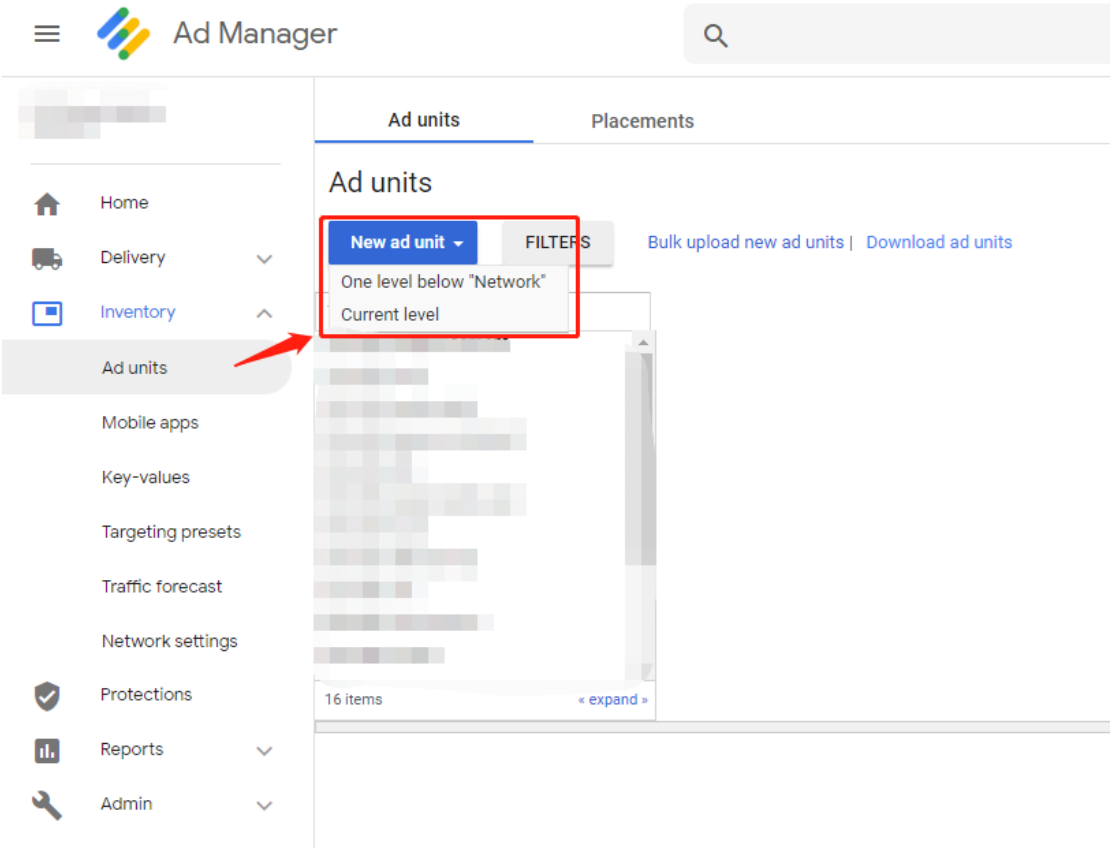
PixFuture Tag DFP Integration

This article will help publisher achieve the most efficient way to monetize websites with PixFuture in Google Double Click for Publisher (DFP). As of September 2019, DFP has transitioned all traffic in ADX to first price auction. If you have switched to first price auction already, please skip method one and see method two for tag integration alongside with unified pricing rules to maximize your revenue from PixFuture.

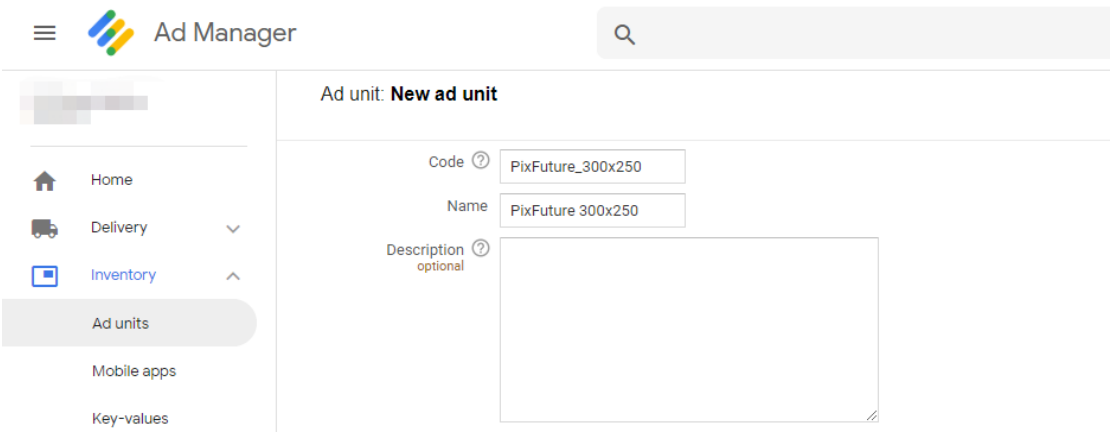
Method One (Without Unified Pricing Rules)

Step 1 Create an Ad unit for this ad placement

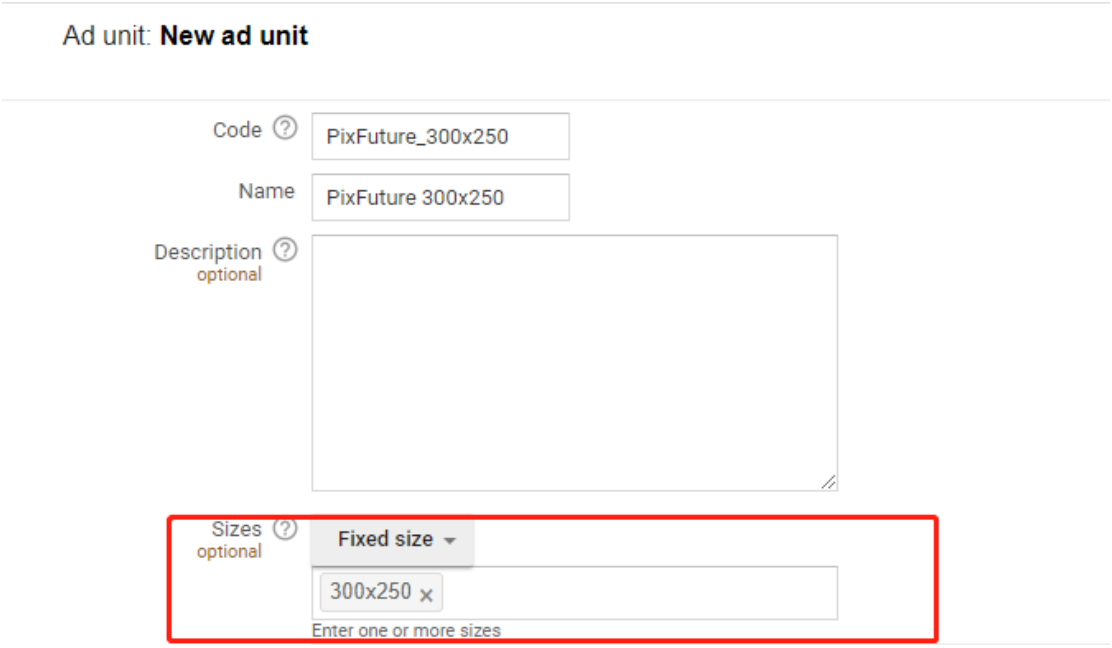
Under **Inventory** -> **Ad units** click "**New ad unit**" and select "**Current level**"



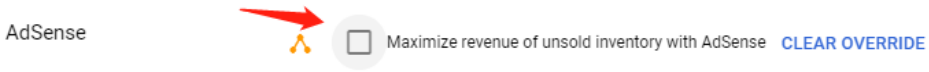
Type in the **code** and **name** for this ad unit (it can be anything)



Add **Size** of this ad unit



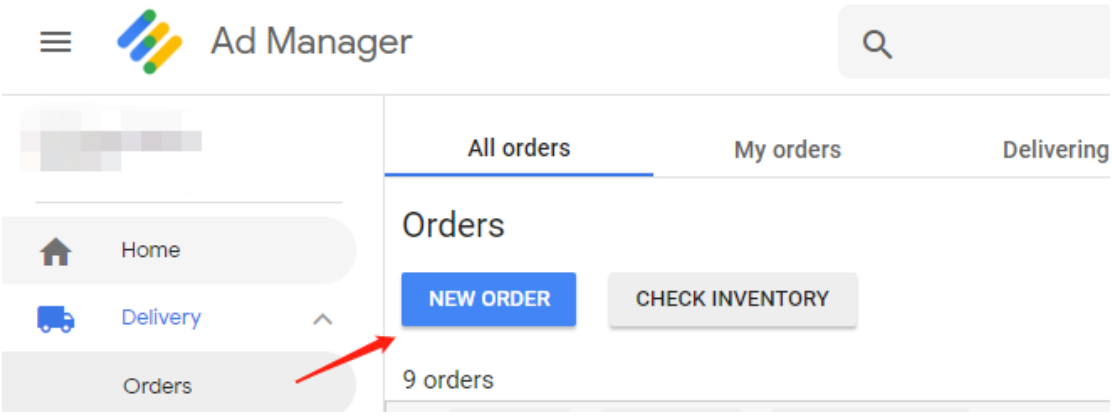
Uncheck the checkbox under "**AdSense**" setting



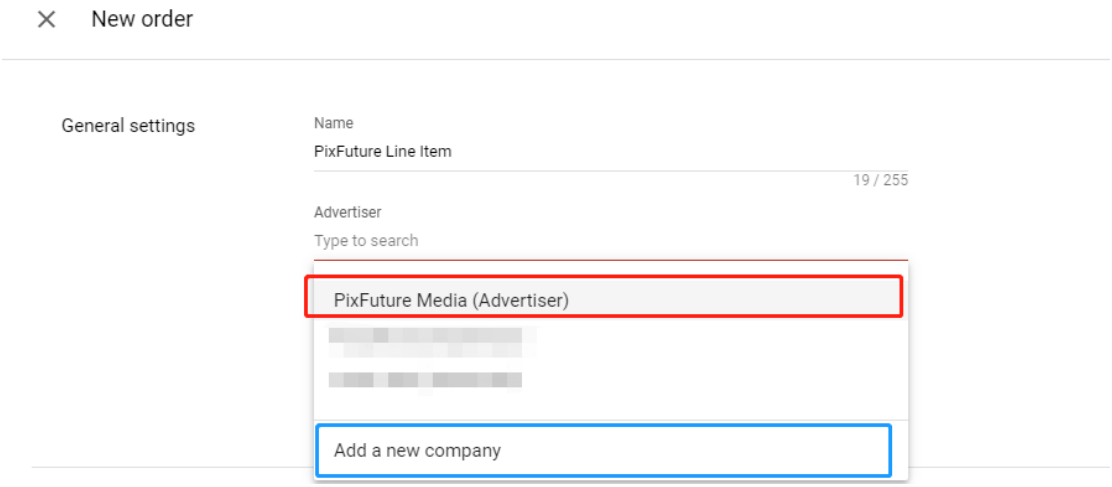
Click **SAVE**

Step 2 Add a line item

In DFP under **Delivery** -> **Orders**, create a **NEW ORDER** with a standard line item.



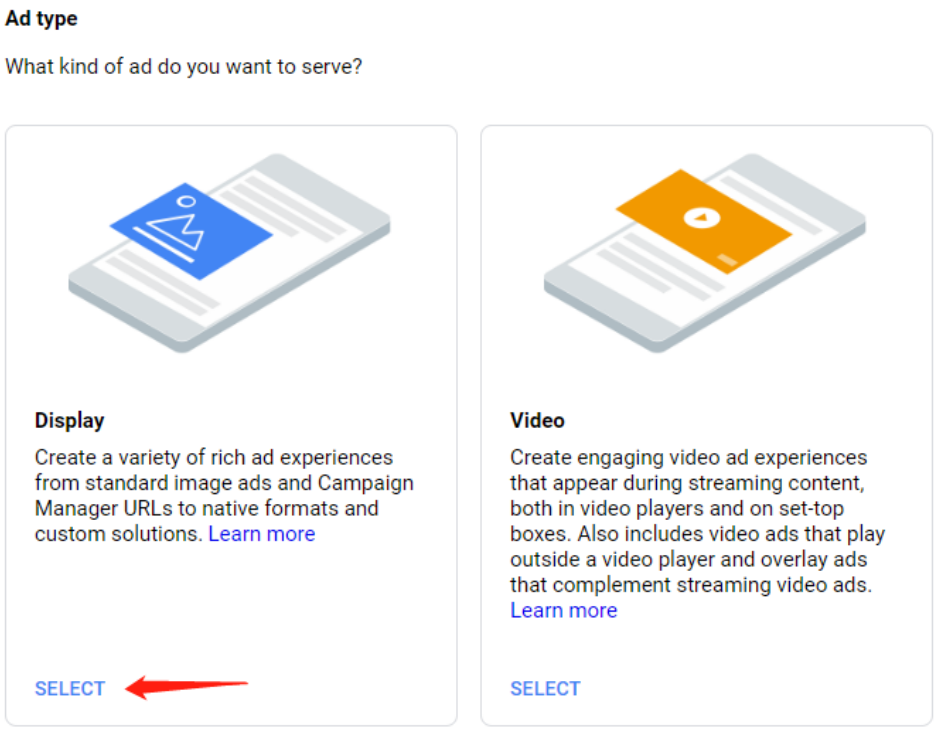
Enter **Name** of this order (can be anything) and select PixFuture Media in **Advertiser**



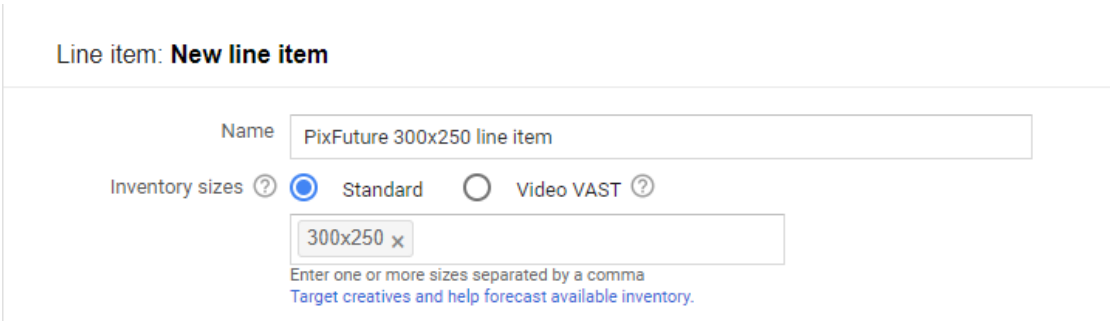
Note: if you don't have PixFuture Media in the list simply click **Add a new company** and add **PixFuture Media** as an **Advertiser.**

Then click **Save** and **ADD LINE ITEM**

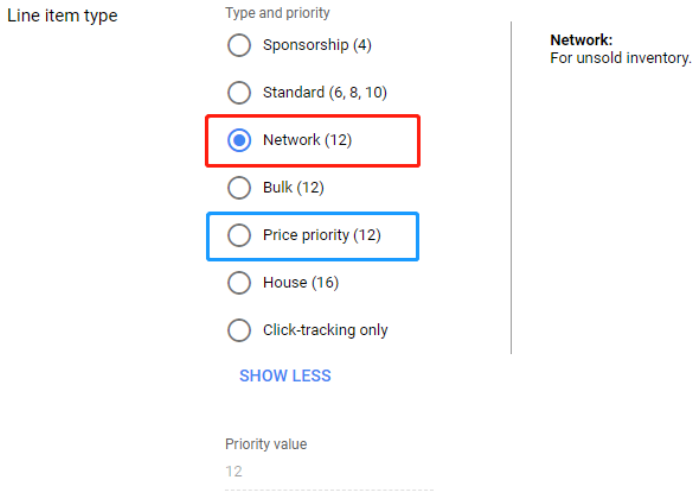
Select **Display**



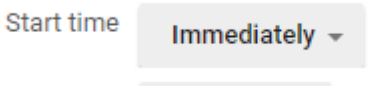
Enter Name for the **New line item** (can be anything) and enter the size of your ad in **Inventory sizes**



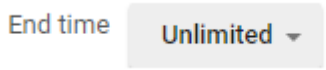
Scroll down to **Settings** and set **Type** to **Network** or **Price priority**



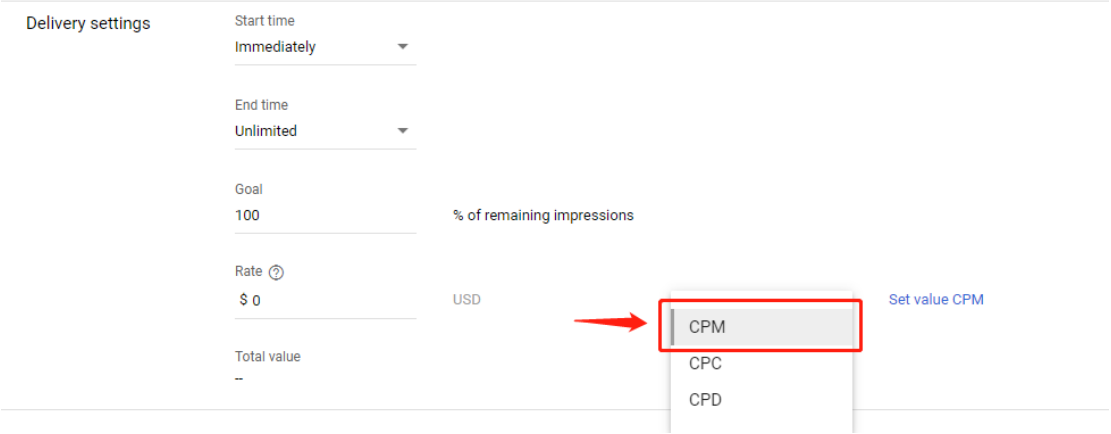
Set start time to **IMMEDIATELY**



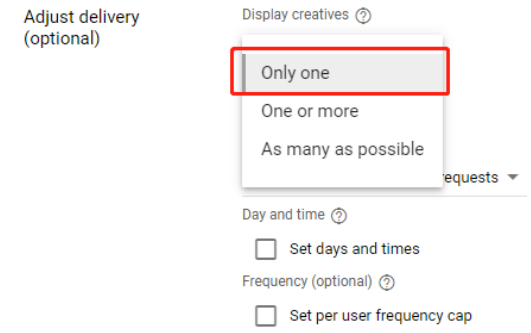
Set end time to **UNLIMITED**



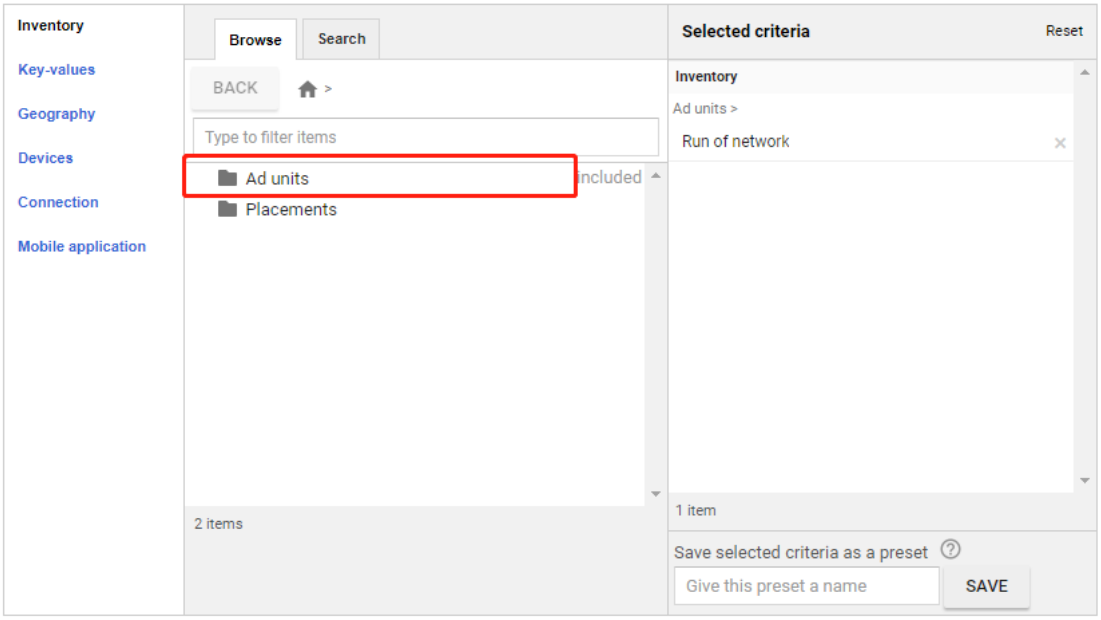
Set rate to your **CPM FLOOR** (if you do not have CPM FLOOR just set it to **$0.00**) and select **CPM** in the dropdown menu

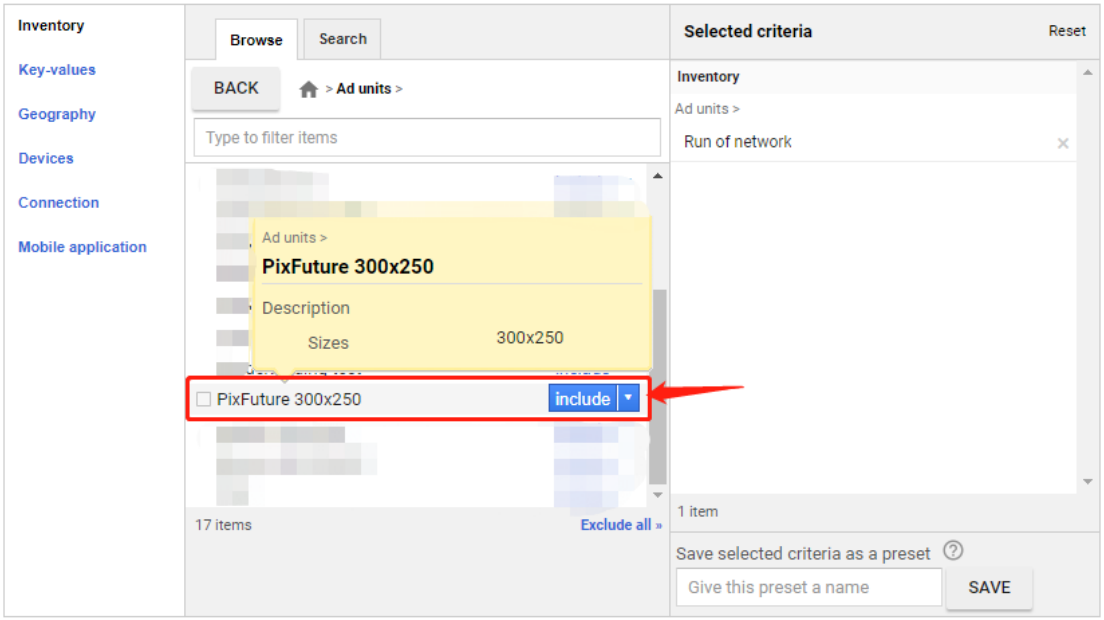


Under **Adjust delivery** select **Only one** in the dropdown menu besides **Display creatives**

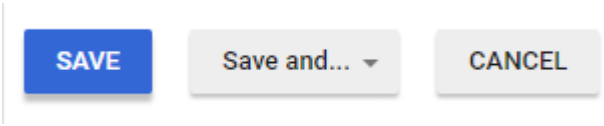


Under **Add targeting** click **Ad units** in the list and select "**include**" besides the ad unit we just created in step one.



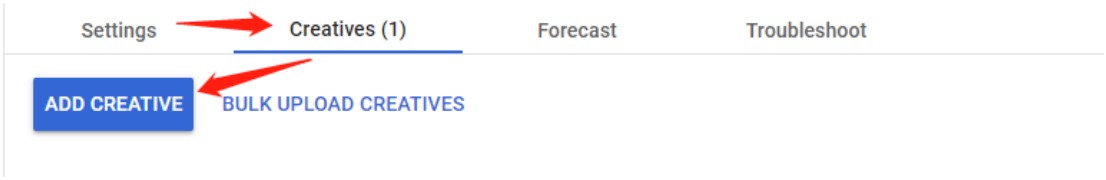


Click **SAVE**

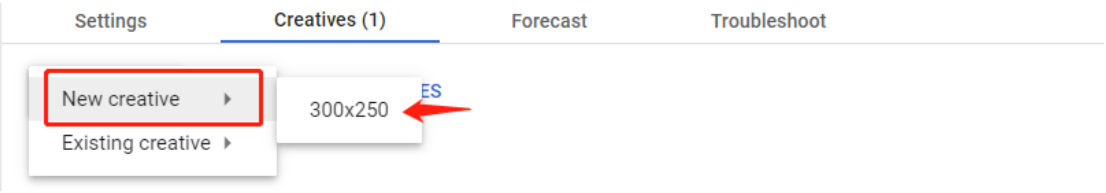


Step 3 Add a Creative for the line item we just created

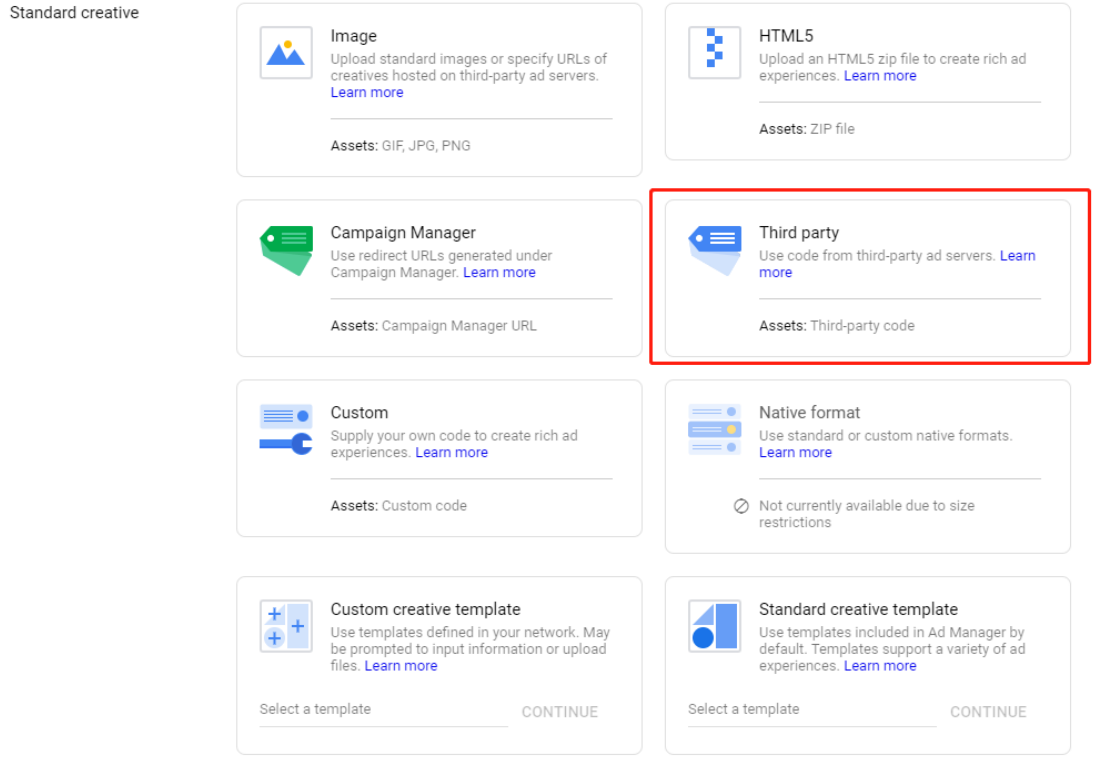
From the line item menu click **Creatives** and then click **ADD CREATIVE**



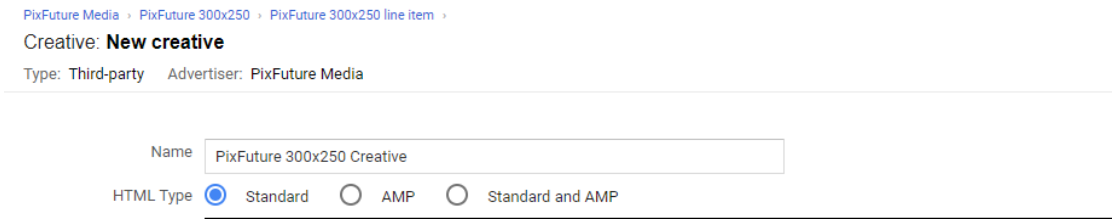
Then from the popup menu select "**New creative**" then chose the size you and to add the creative from the submenu showed on the right



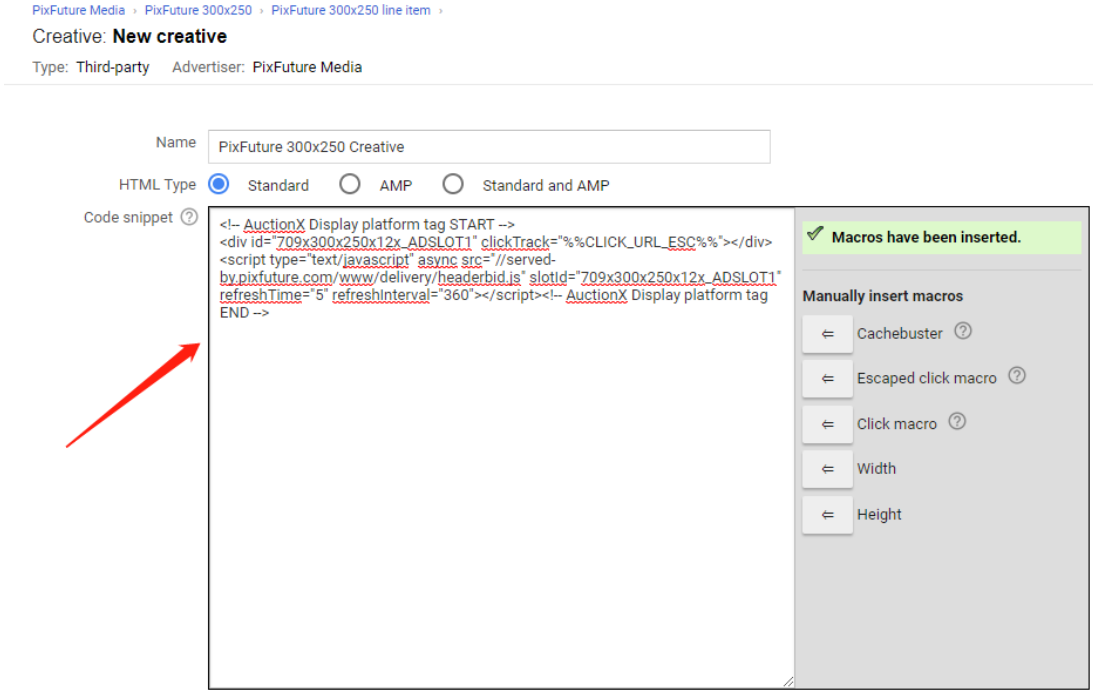
Select "**Third party**" from the menu



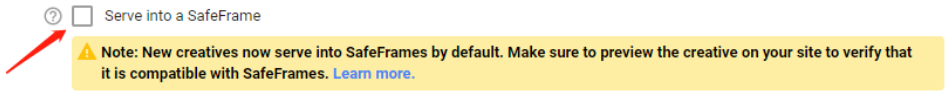
Enter **Name** for this creative (can be anything) and select **Standard** in the HTML Type



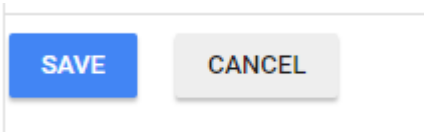
Paste the PixFuture ad tag for this ad unit you got from your account manager into **Code snippet**



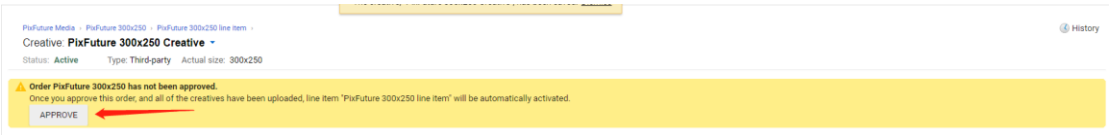
Uncheck the checkbox besides **Serve into a SafeFrame**



Click **Save**



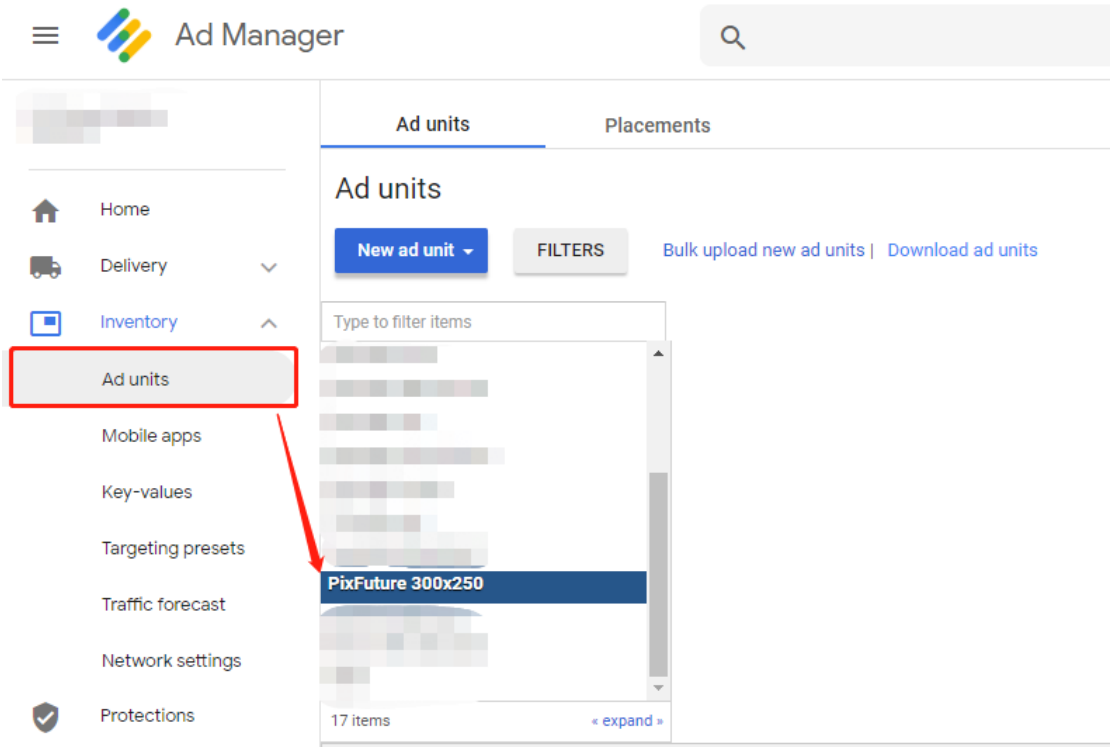
Click **APPROVE** in the yellow warning message



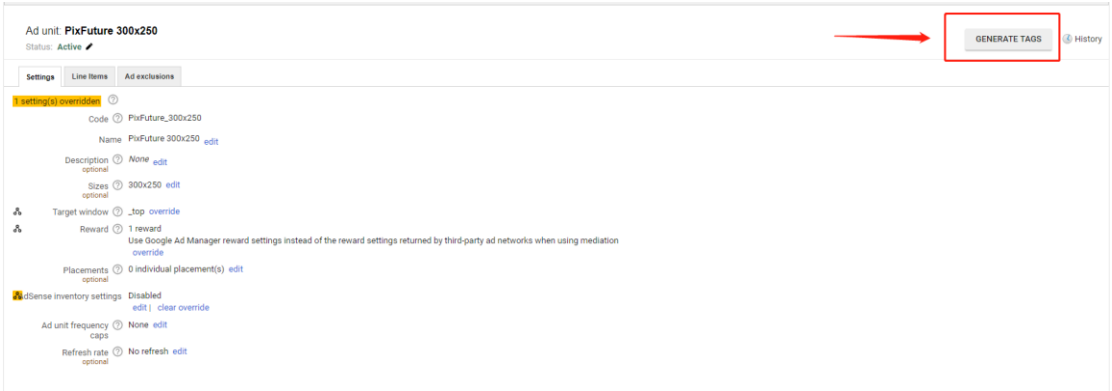
Click **APPROVE** in the next popup message

Step 4 Generate tag from DFP

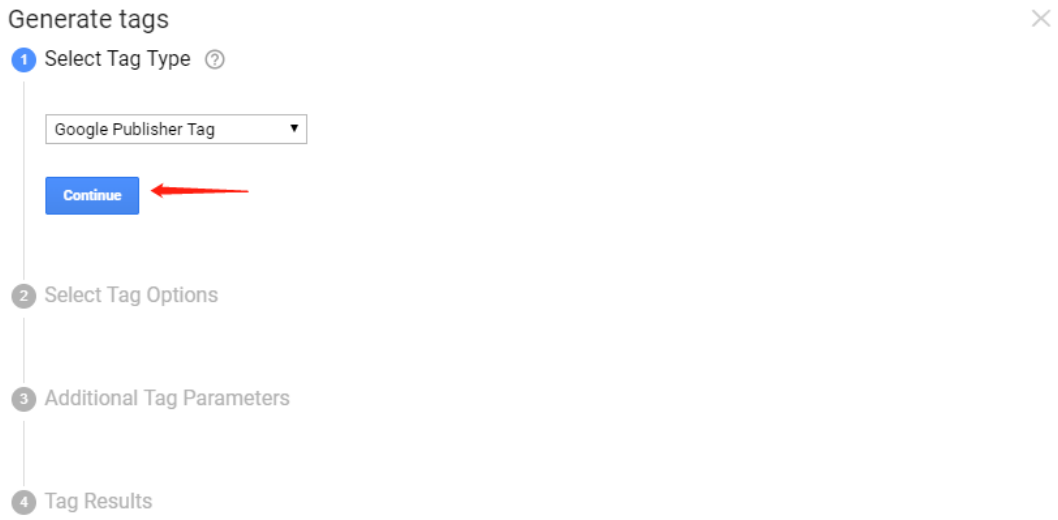
Under Inventory -> Ad units select the ad unit we just created in step 1



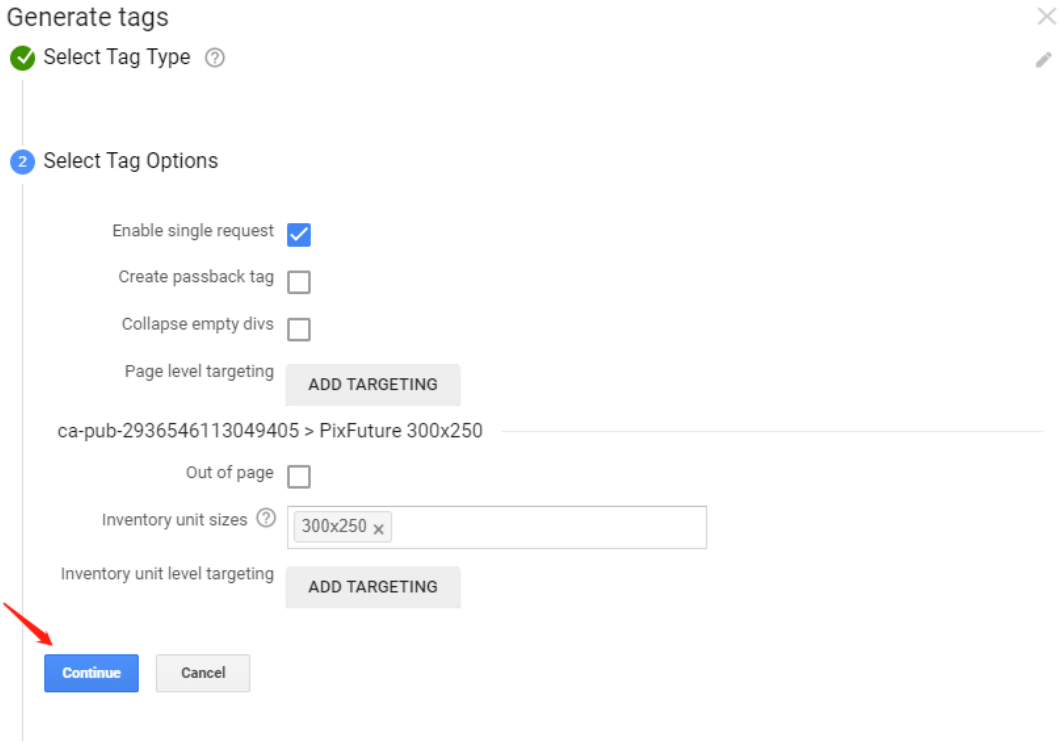
Scroll down and click GENERATE TAGS



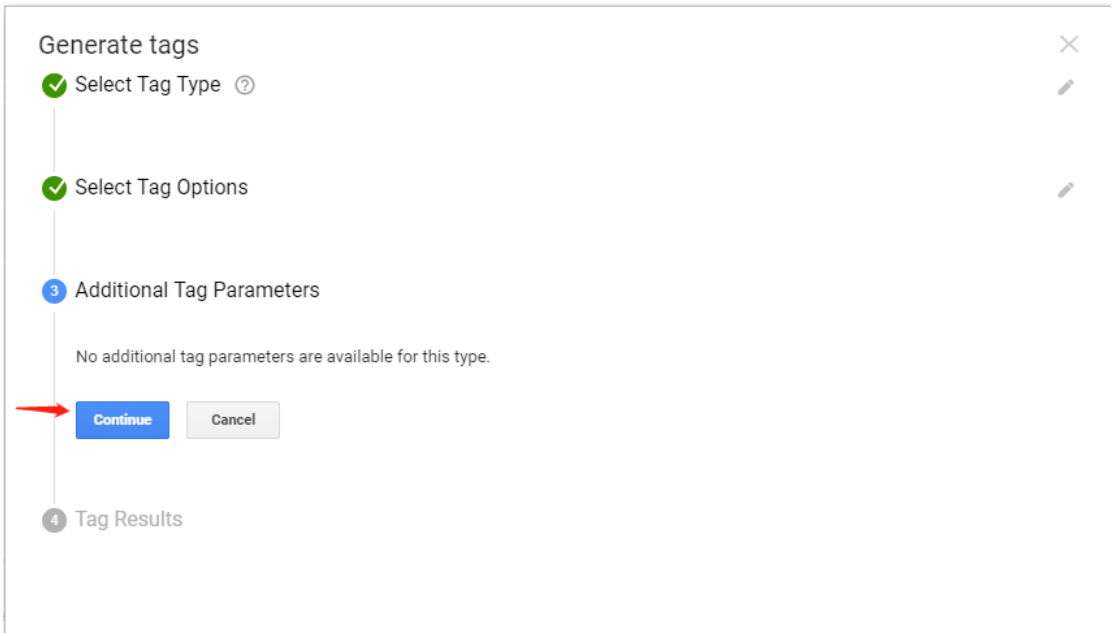
Click **Continue** in the popup window



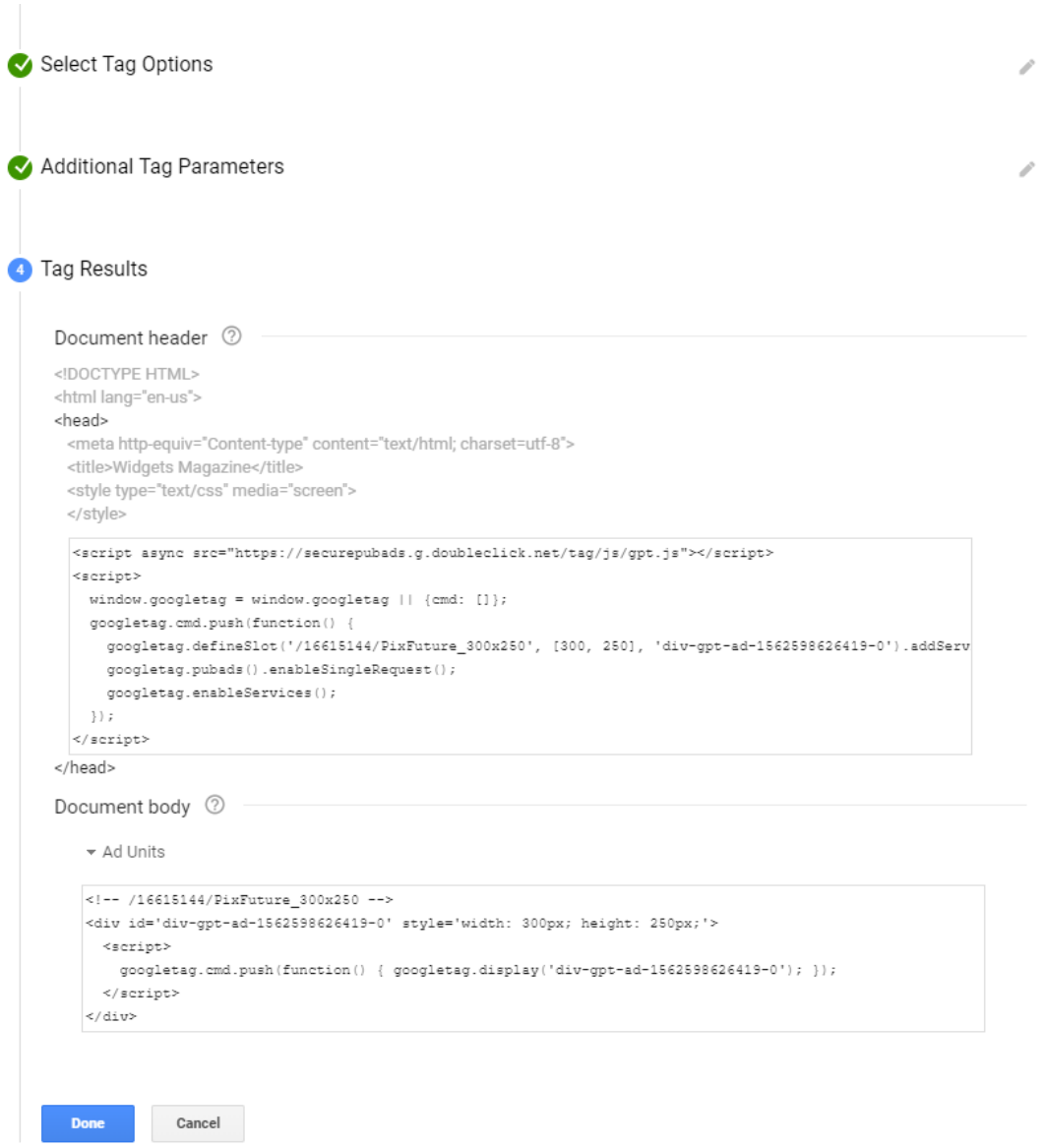
Click **Continue** again



Click Continue the final time



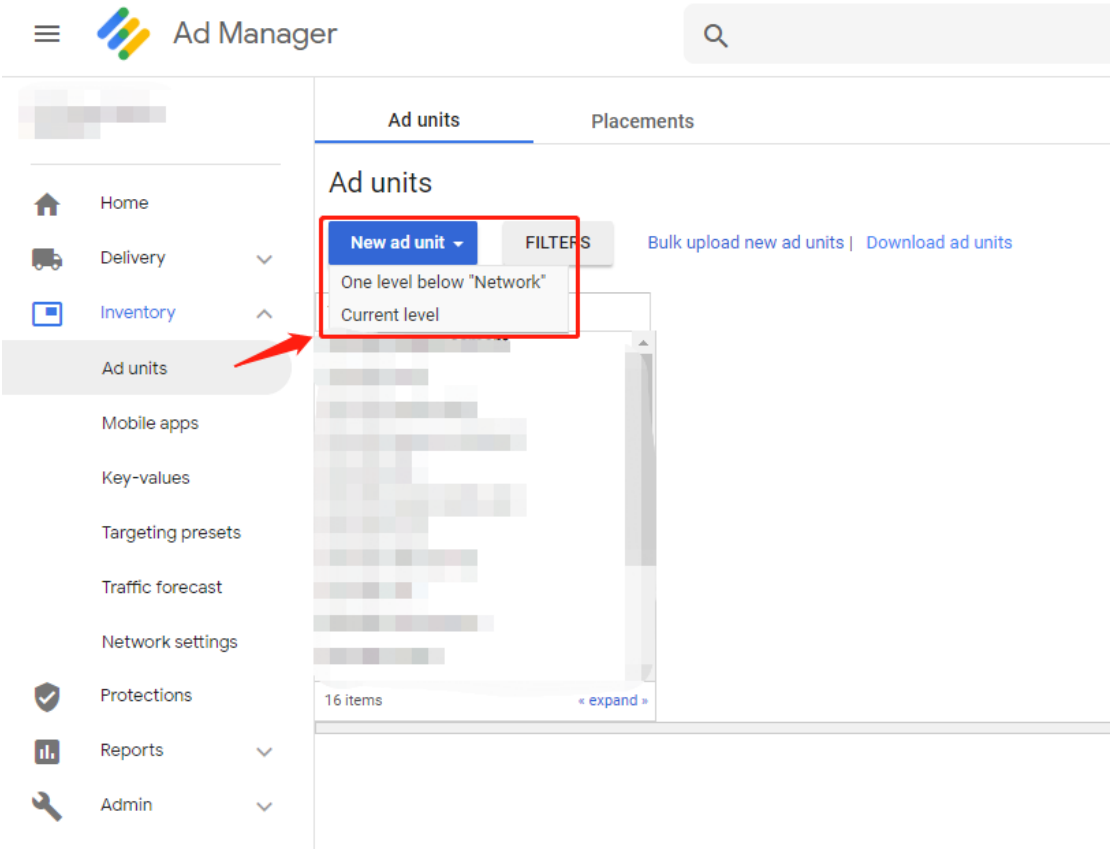
Lastly you can get the **Tag Results** and place them accordingly on your page and click **Done** after you are finished



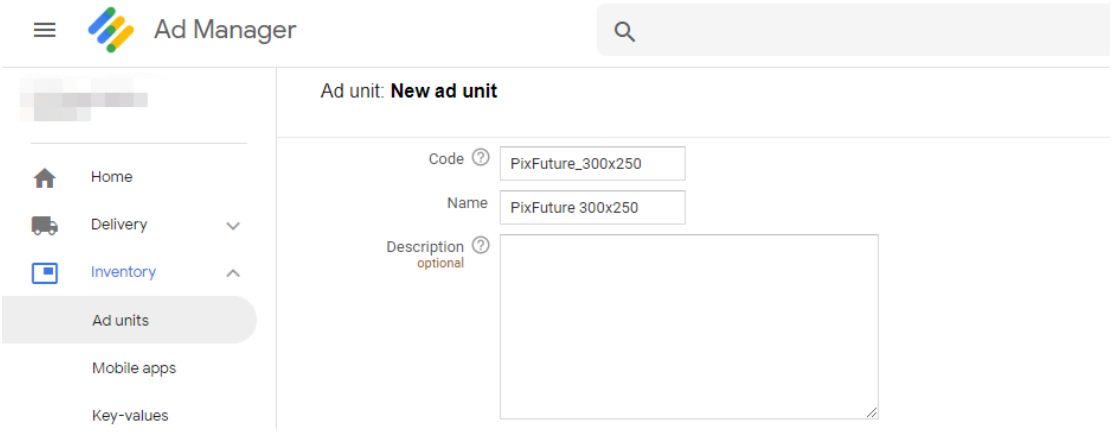
Method Two (With Unified Pricing Rules)

Step 1 Create an Ad unit for this ad placement

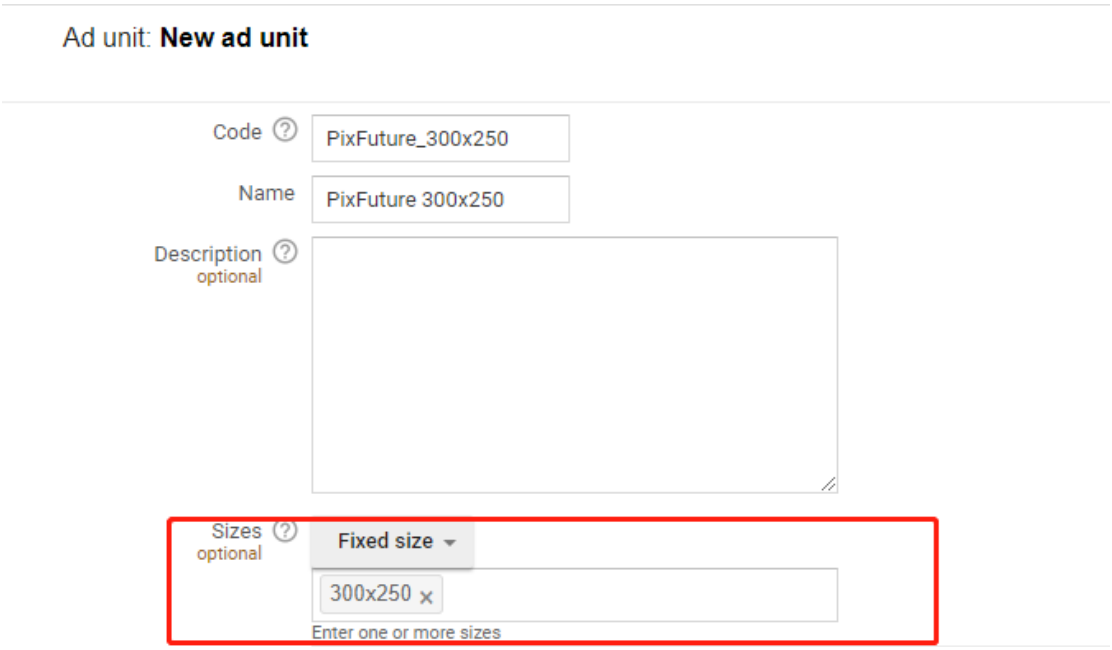
Under **Inventory** -> **Ad units** click "**New ad unit**" and select "**Current level**"



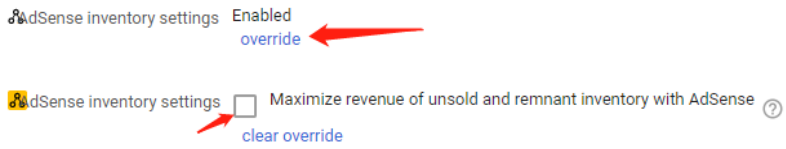
Type in the **code** and **name** for this ad unit (it can be anything)



Add **Size** of this ad unit



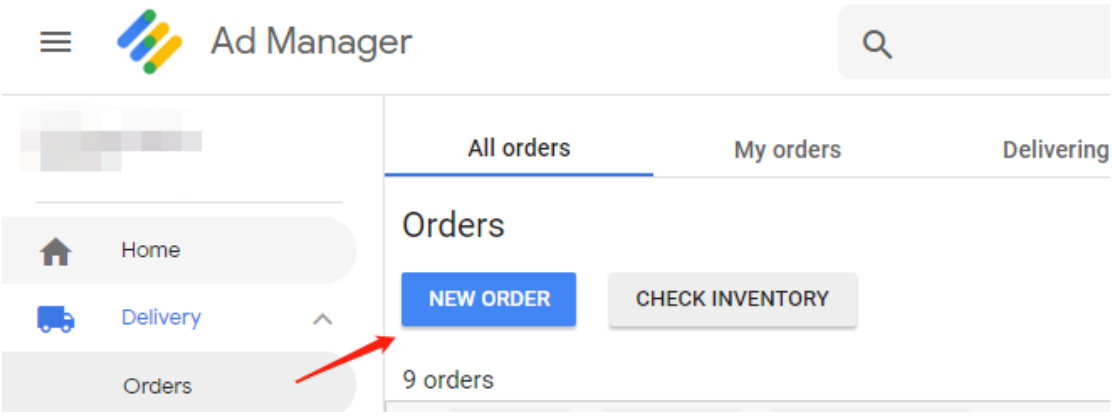
Click "**override**" in **AdSense inventory settings** and uncheck the checkbox



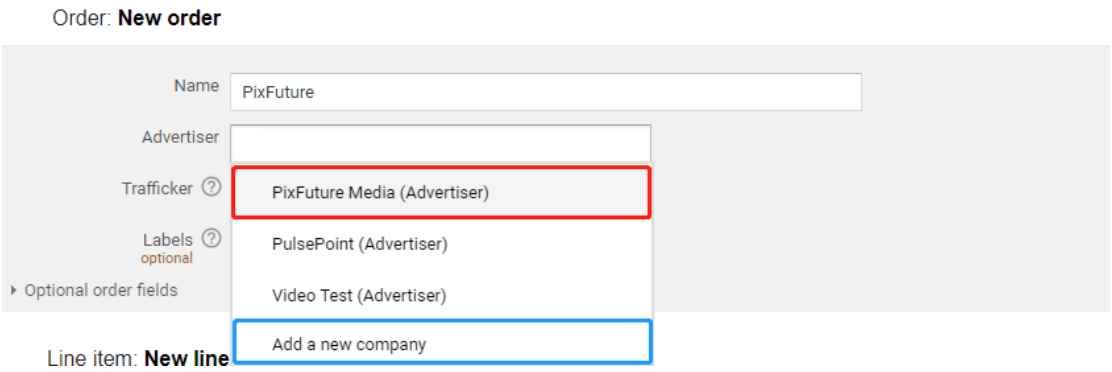
Click **SAVE**

Step 2 Add a line item

In DFP under **Delivery** -> **Orders**, create a **NEW ORDER** with a standard line item.

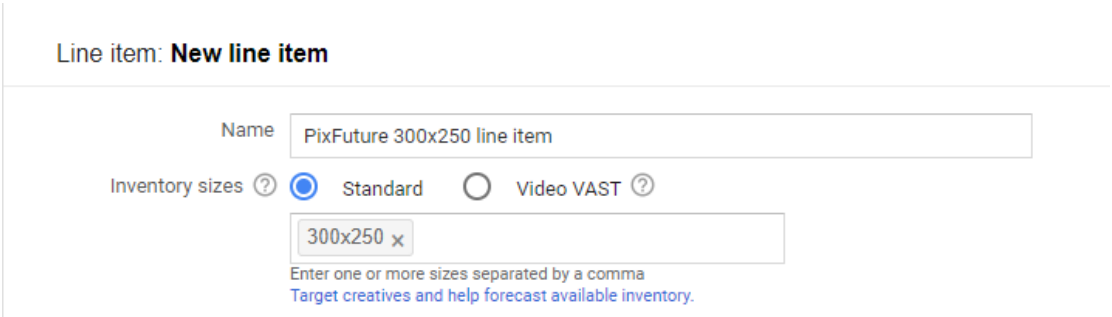


Enter **Name** of this order (can be anything) and select PixFuture Media in **Advertiser**

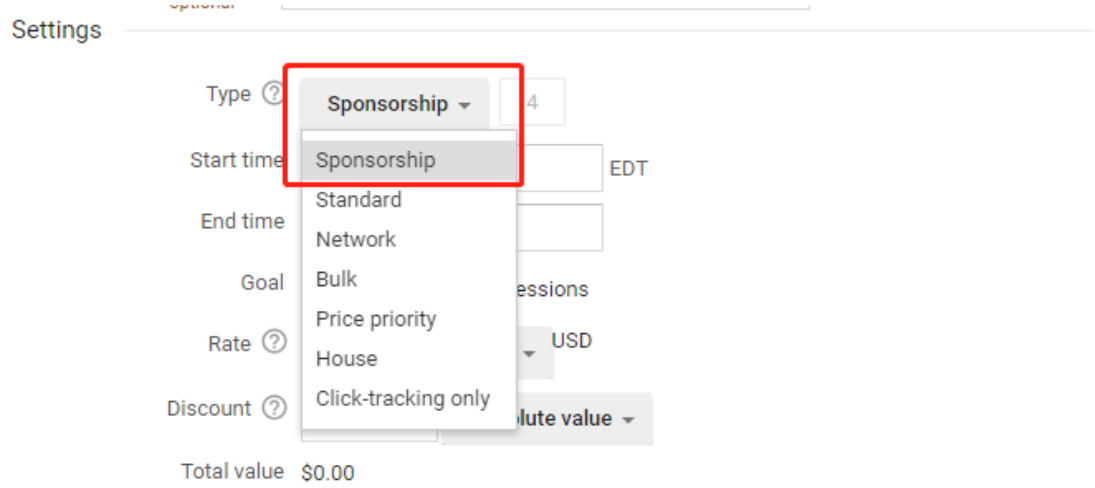


Note: if you don't have PixFuture Media in the list simply click **Add a new company** and add **PixFuture Media** as an **Advertiser.**

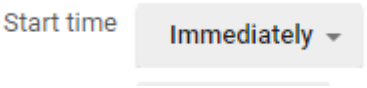
Enter Name for the **New line item** (can be anything) and enter the size of your ad in **Inventory sizes**



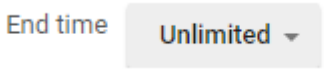
Scroll down to **Settings** and set **Type** to **SPONSORSHIP**



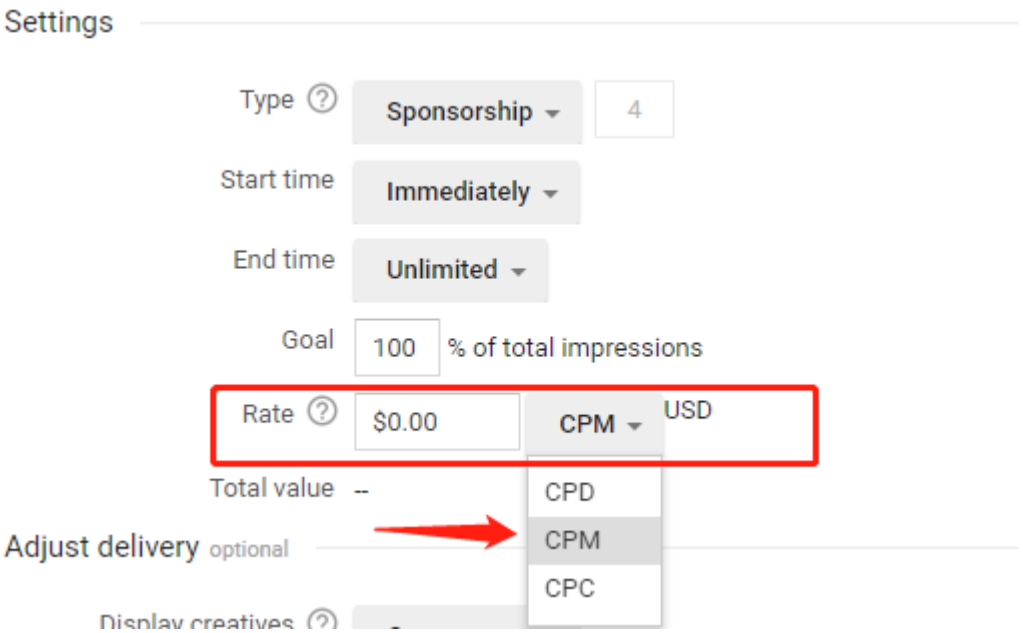
Set start time to **IMMEDIATELY**



Set end time to **UNLIMITED**

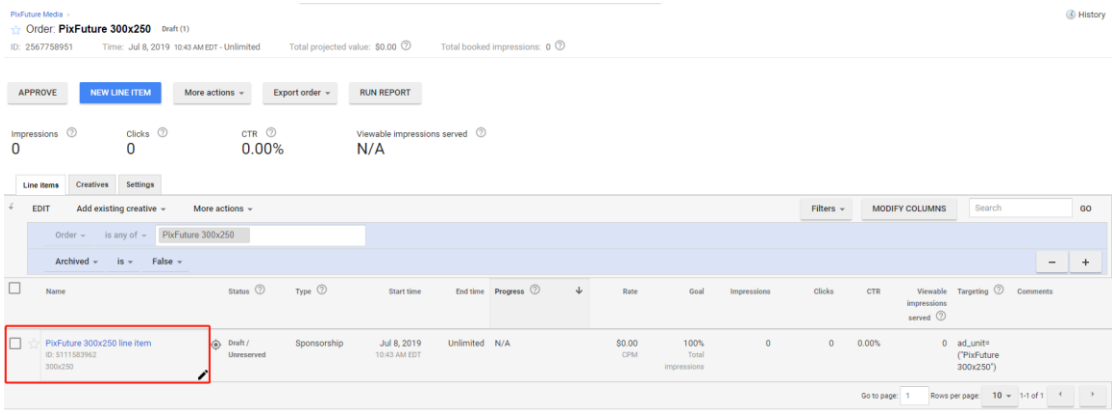


Set rate to your **CPM FLOOR THE SAME AS YOUR UNIFIED PRICING SETTING** and select **CPM** in the dropdown menu

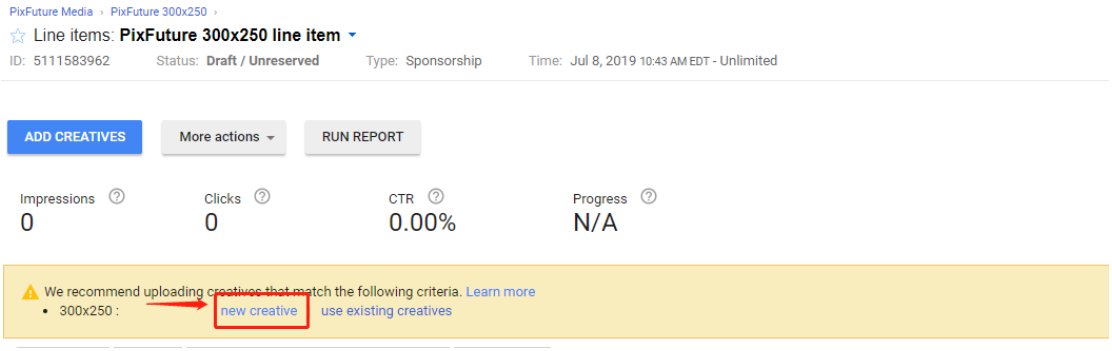


Step 3 Add a Creative for the line item we just created

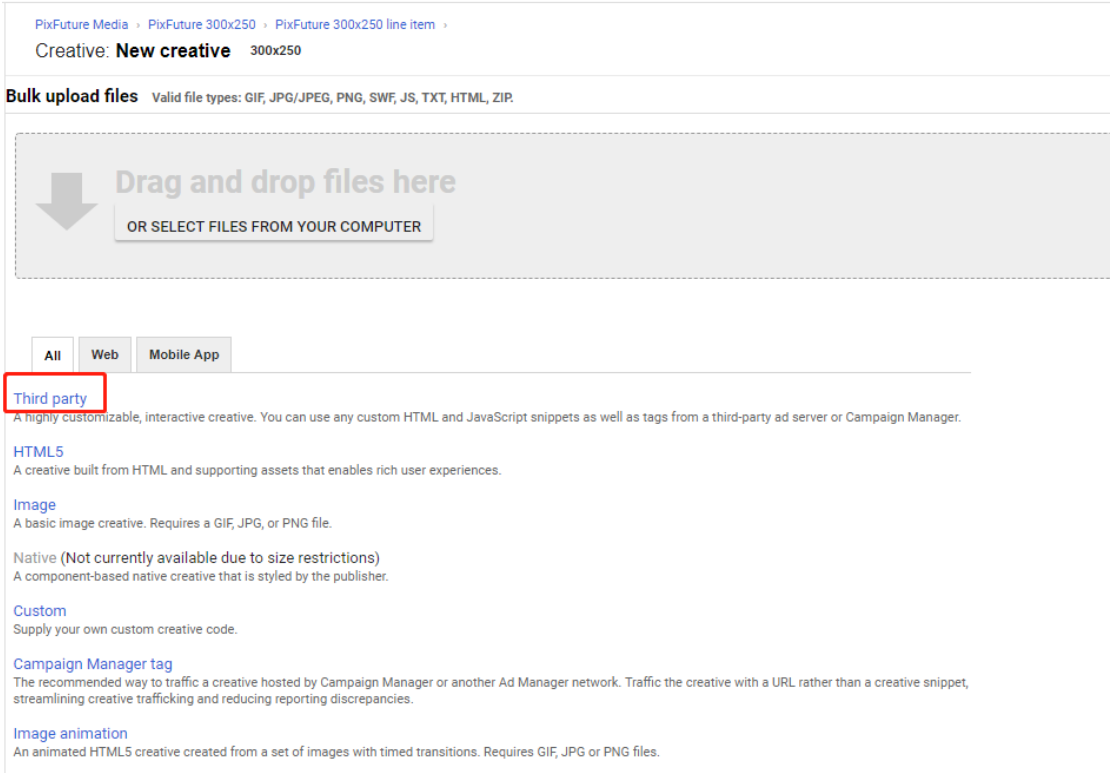
Select the **line item** we just created from the list



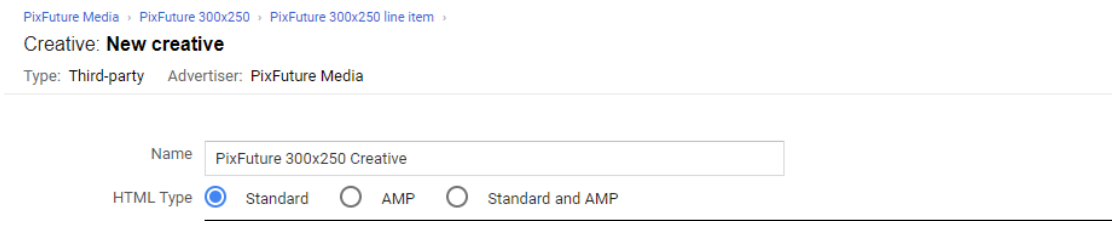
Select “new creative” from the yellow warning message



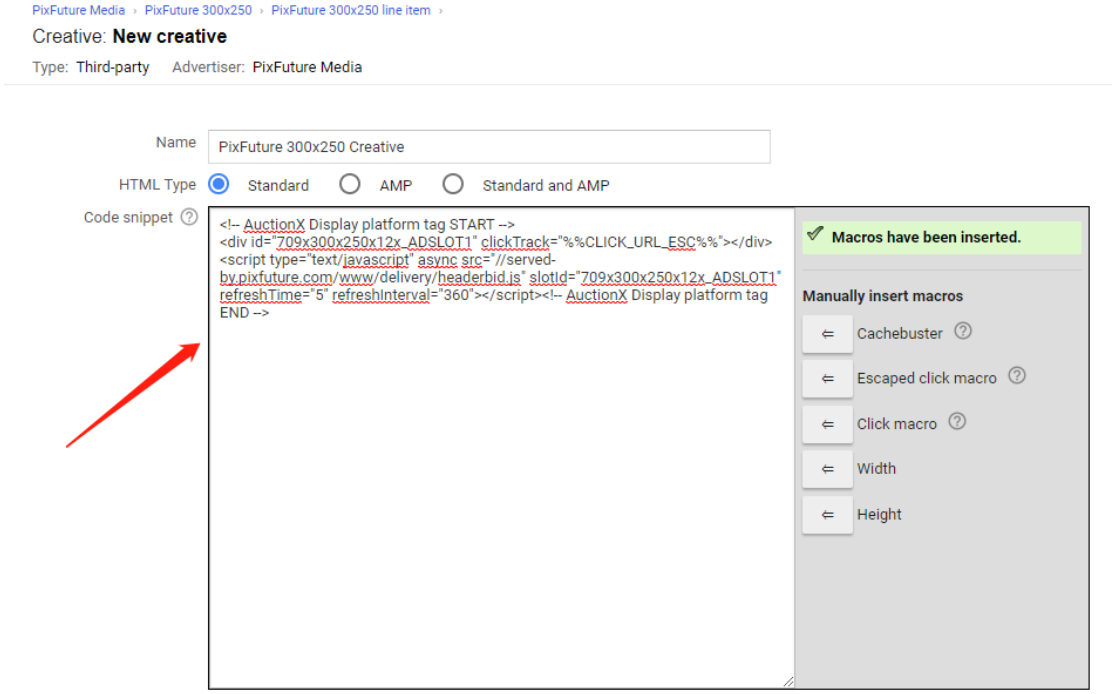
Click “Third party” from the list



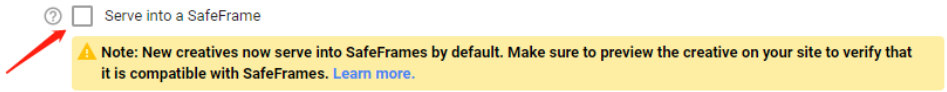
Enter **Name** for this creative (can be anything) and select **Standard** in the HTML Type



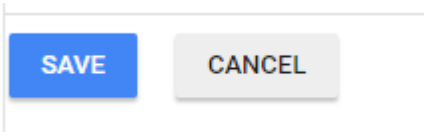
Paste the PixFuture ad tag for this ad unit you got from your account manager into **Code snippet**



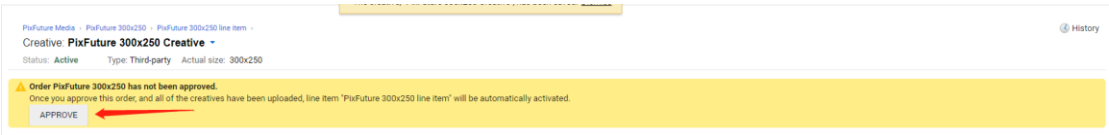
Uncheck the checkbox besides **Serve into a SafeFrame**



Click **Save**

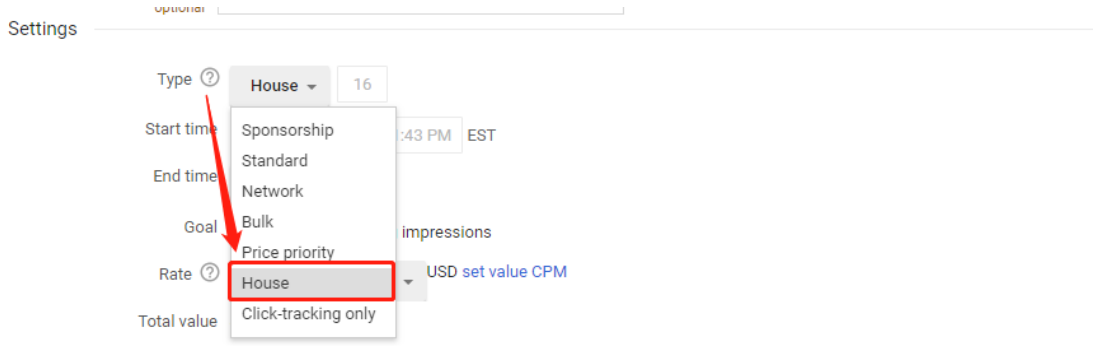


Click **APPROVE** in the yellow warning message

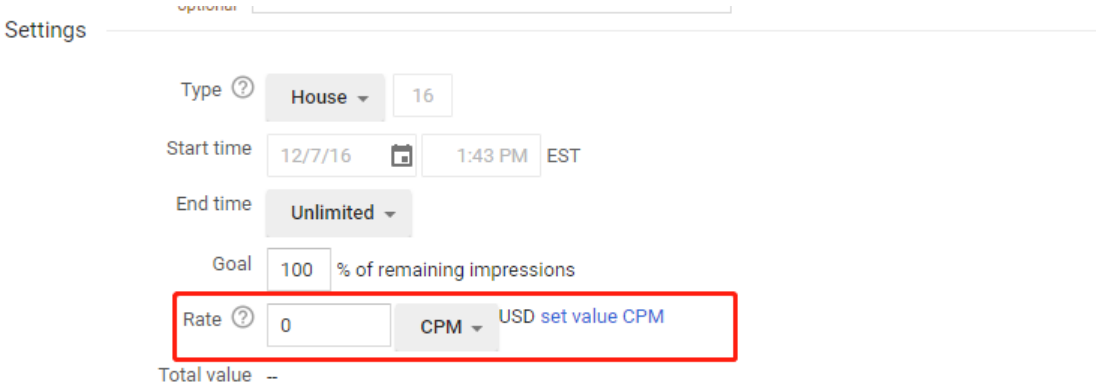


Click **APPROVE** in the next popup message

Step 4 Repeat process from step 2 to step 3 but change lineitem TYPE from SPONSORSHIP to HOUSE

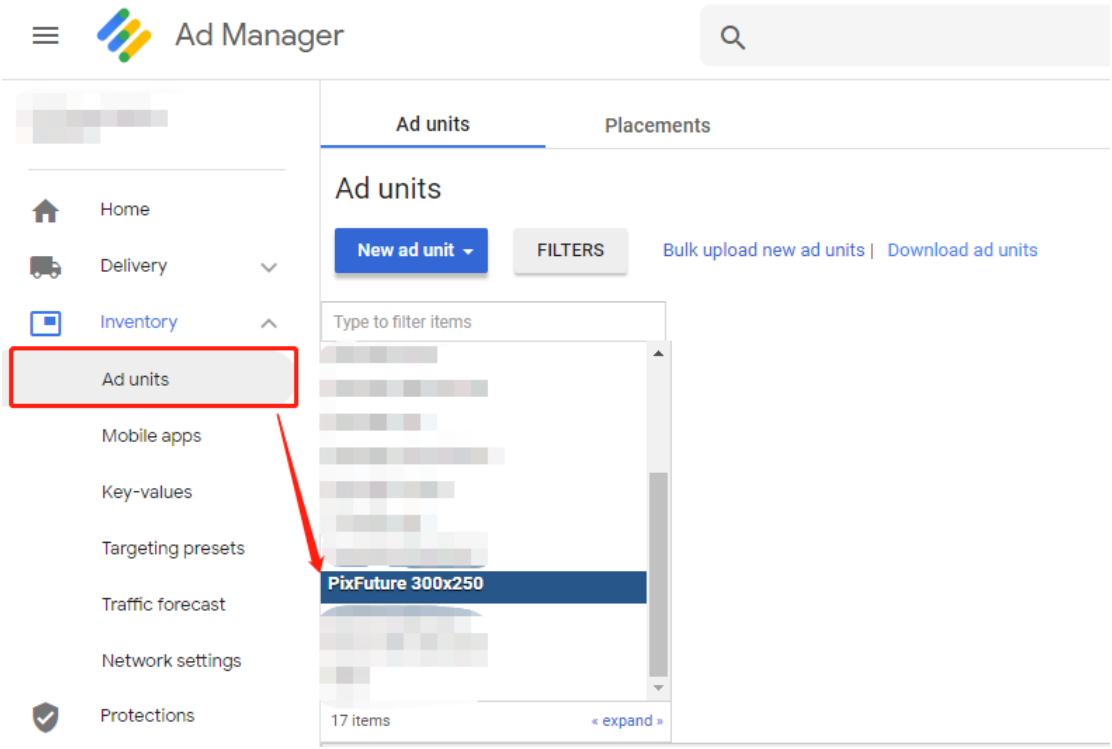


Set **CPM Rate** as **$0.00**

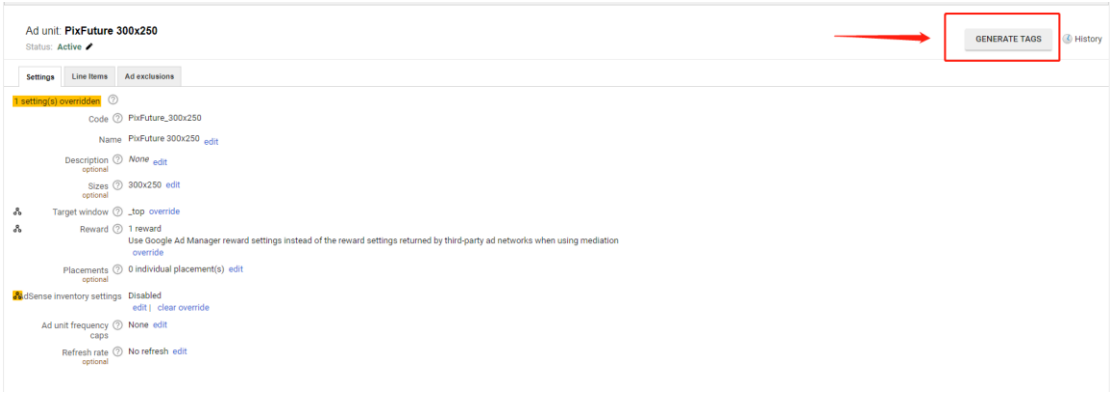


Step 5 Generate tag from DFP

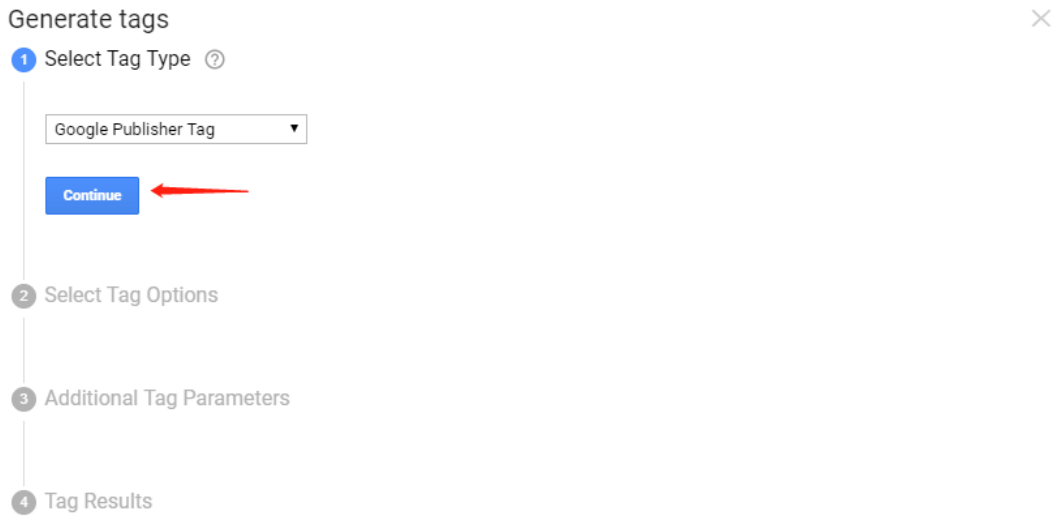
Under Inventory -> Ad units select the ad unit we just created in step 1



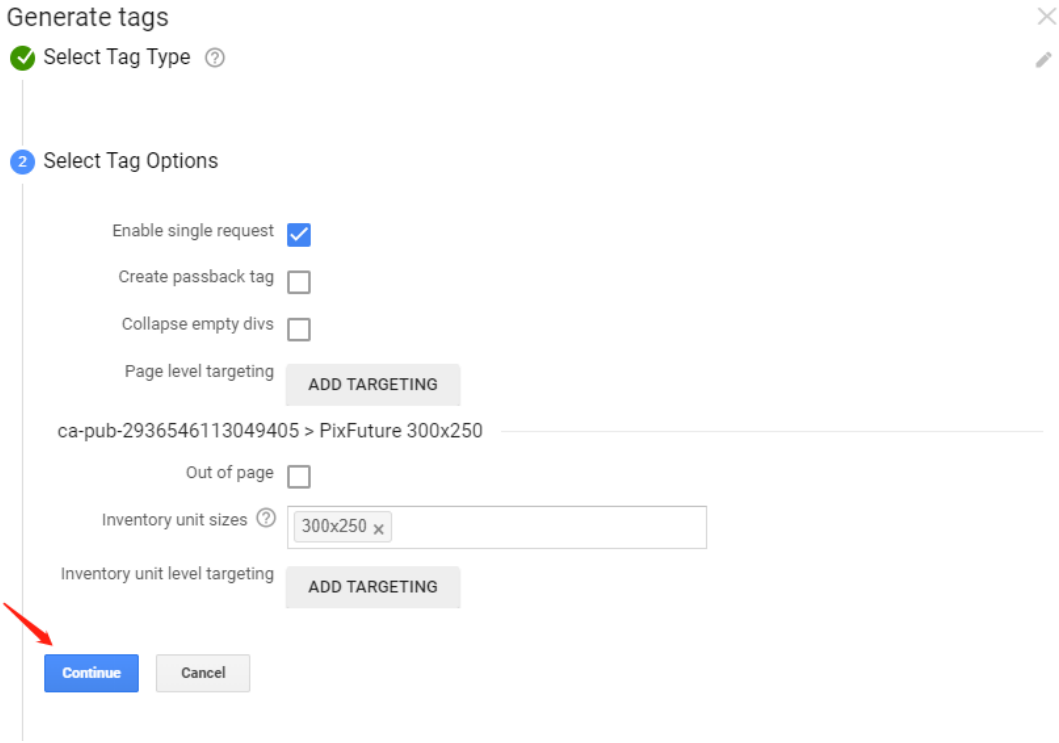
Scroll down and click GENERATE TAGS



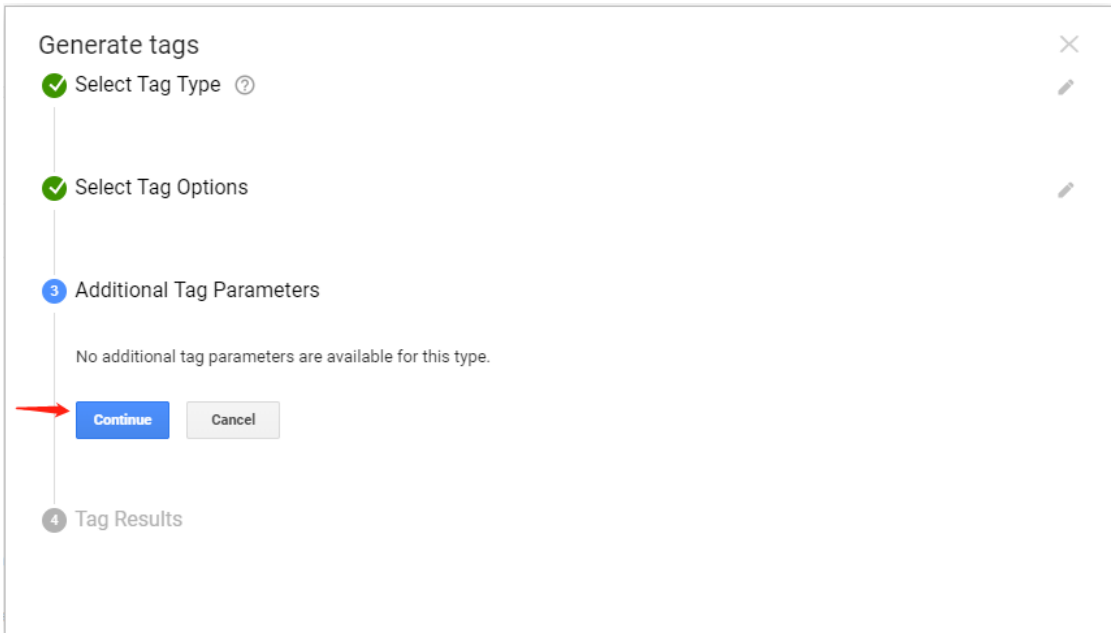
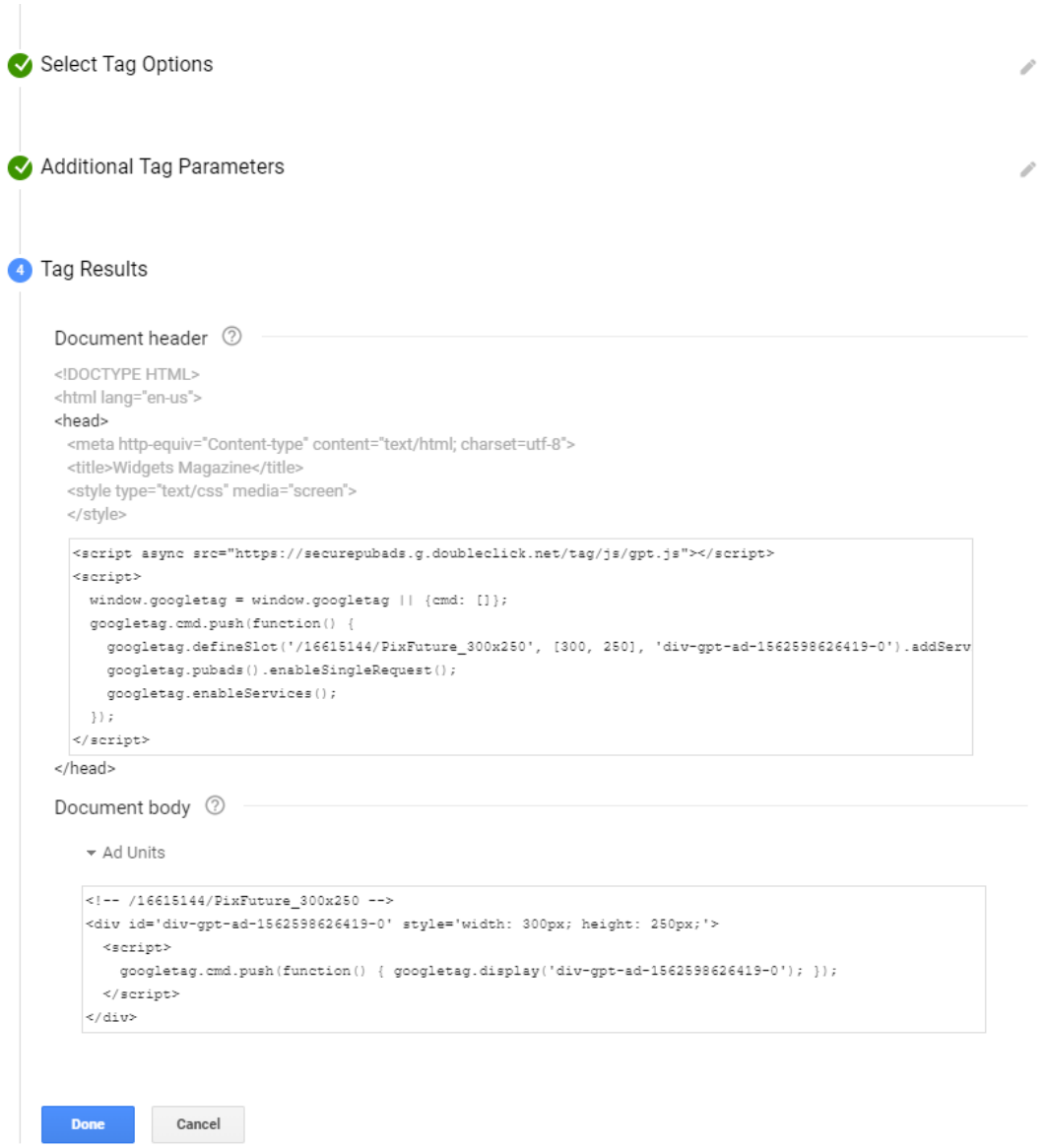
Click **Continue** in the popup window



Click **Continue** again



Click Continue the final time



Lastly you can get the **Tag Results** and place them accordingly on your page and click **Done** after you are finished