

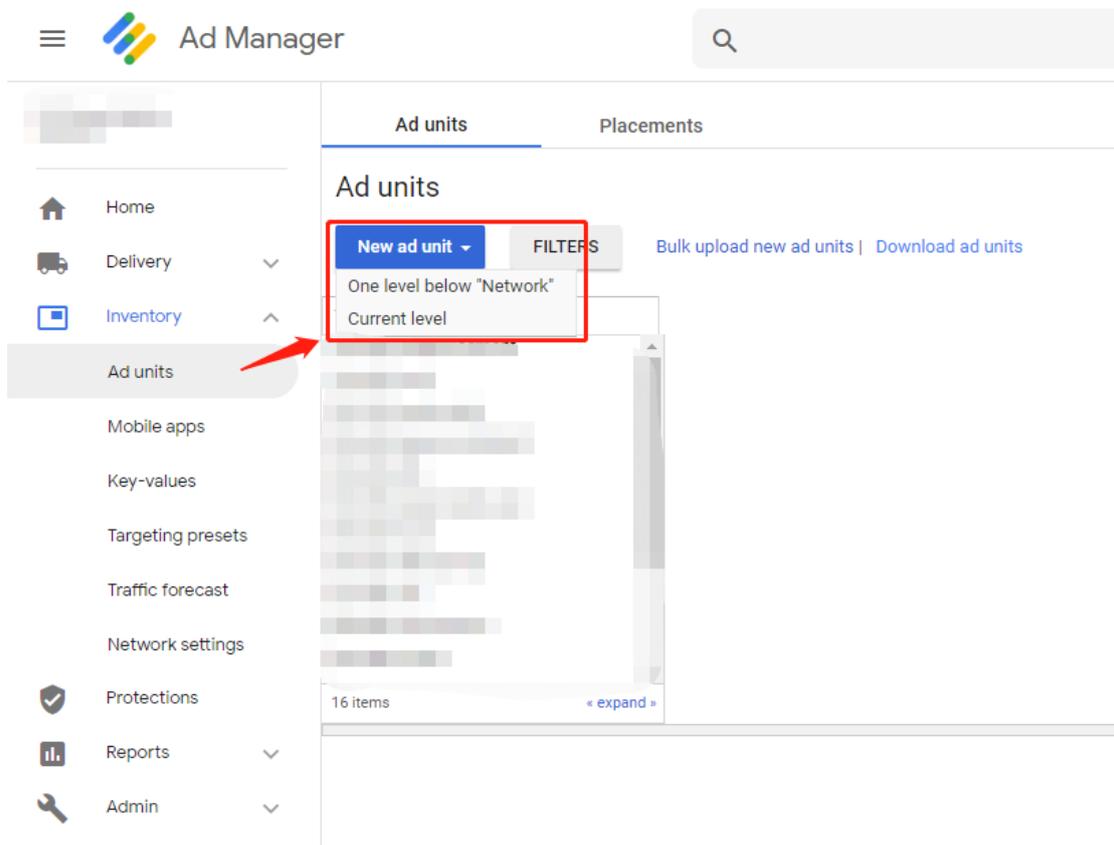
PixFuture Tag DFP Integration

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)

Ad Manager

Ad unit: **New ad unit**

Code PixFuture_300x250

Name PixFuture 300x250

Description optional

Home

Delivery

Inventory

Ad units

Mobile apps

Key-values

Add **Size** of this ad unit

Ad unit: **New ad unit**

Code PixFuture_300x250

Name PixFuture 300x250

Description optional

Sizes optional Fixed size

300x250

Enter one or more sizes

Uncheck the checkbox under “**AdSense**” setting

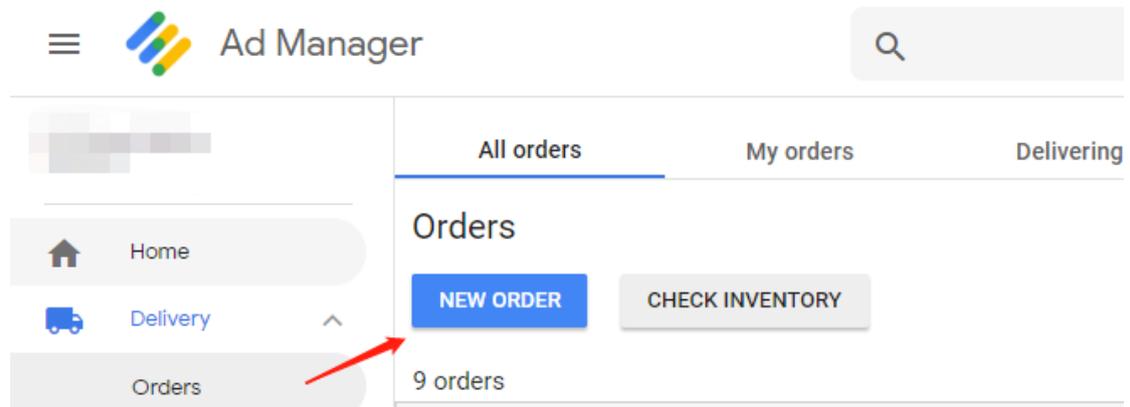
AdSense Maximize revenue of unsold inventory with AdSense CLEAR OVERRIDE

Click **SAVE**

SAVE CANCEL

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**

× New order

General settings

Name
PixFuture Line Item 19 / 255

Advertiser
Type to search

PixFuture Media (Advertiser)

Add a new company

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**

Ad type

What kind of ad do you want to serve?

 <p>Display</p> <p>Create a variety of rich ad experiences from standard image ads and Campaign Manager URLs to native formats and custom solutions. Learn more</p> <p>SELECT </p>	 <p>Video</p> <p>Create engaging video ad experiences that appear during streaming content, both in video players and on set-top boxes. Also includes video ads that play outside a video player and overlay ads that complement streaming video ads. Learn more</p> <p>SELECT</p>
--	--

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

Line item: **New line item**

Name

Inventory sizes Standard Video VAST

Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

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

Line item type

Type and priority

Sponsorship (4)

Standard (6, 8, 10)

Network (12)

Bulk (12)

Price priority (12)

House (16)

Click-tracking only

[SHOW LESS](#)

Priority value

12

Network:
For unsold inventory.

Set start time to **IMMEDIATELY**

Start time

Immediately ▾

Set end time to **UNLIMITED**

End time

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

Delivery settings	Start time Immediately ▾	
	End time Unlimited ▾	
	Goal 100	% of remaining impressions
	Rate ⓘ \$ 0	USD
	Total value -	

→ **CPM**
CPC
CPD

[Set value CPM](#)

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

Adjust delivery (optional)

Display creatives ?

- Only one
- One or more
- As many as possible

requests ▾

Day and time ?

Set days and times

Frequency (optional) ?

Set per user frequency cap

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

Inventory

Key-values

Geography

Devices

Connection

Mobile application

Browse Search

BACK 🏠 >

Type to filter items

Ad units included

Placements

2 items

Selected criteria Reset

Inventory

Ad units >

Run of network

1 item

Save selected criteria as a preset ?

Give this preset a name

SAVE

Inventory

Key-values

Geography

Devices

Connection

Mobile application

Browse Search

BACK 🏠 > Ad units >

Type to filter items

Ad units >

PixFuture 300x250

Description

Sizes 300x250

PixFuture 300x250 include

17 items Exclude all »

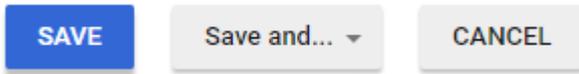
1 item

Save selected criteria as a preset ?

Give this preset a name

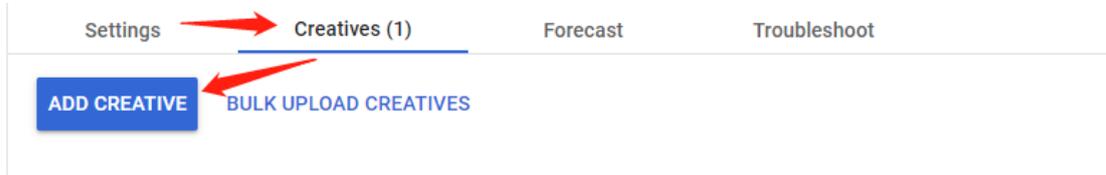
SAVE

Click **SAVE**

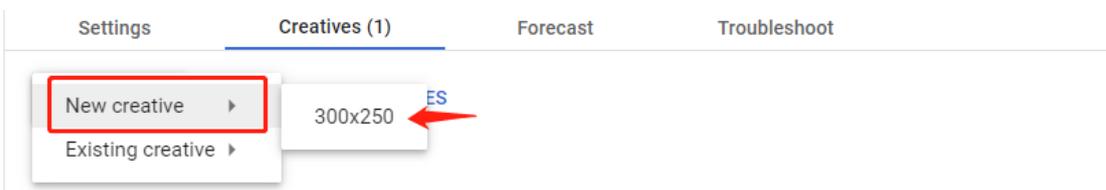


Step 3 Add a Creative for the line item we just created

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

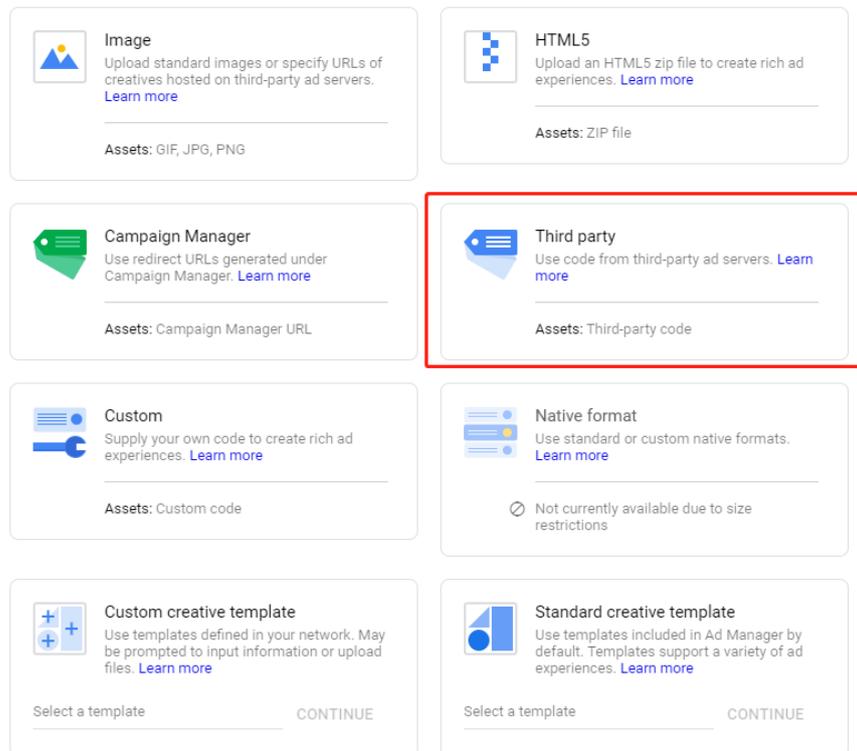


Then from the popup menu select "**New creative**" then chose the size you and to add the creative from the submenu showed on the right



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

Standard creative



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

PixFuture Media > PixFuture 300x250 > PixFuture 300x250 line item >
Creative: **New creative**
Type: Third-party Advertiser: PixFuture Media

Name

HTML Type Standard AMP Standard and AMP

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

PixFuture Media > PixFuture 300x250 > PixFuture 300x250 line item >
Creative: **New creative**
Type: Third-party Advertiser: PixFuture Media

Name

HTML Type Standard AMP Standard and AMP

Code snippet 

```
<!-- AuctionX Display platform tag START -->  
<div id="709x300x250x12x_ADSL0T1" clickTrack="%CLICK_URL_ESC%"></div>  
<script type="text/javascript" async src="//served-  
by.pixfuture.com/www/delivery/headerbid.js" slotid="709x300x250x12x_ADSL0T1"  
refreshTime="5" refreshInterval="360"></script><!-- AuctionX Display platform tag  
END -->
```





Manually insert macros

- Cachebuster 
- Escaped click macro 
- Click macro 
- Width
- Height

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

 Serve into a SafeFrame





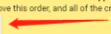
Click **Save**

Click **APPROVE** in the yellow warning message

PixFuture Media > PixFuture 300x250 > PixFuture 300x250 line item >
Creative: **PixFuture 300x250 Creative**  History

Status: Active Type: Third-party Actual size: 300x250

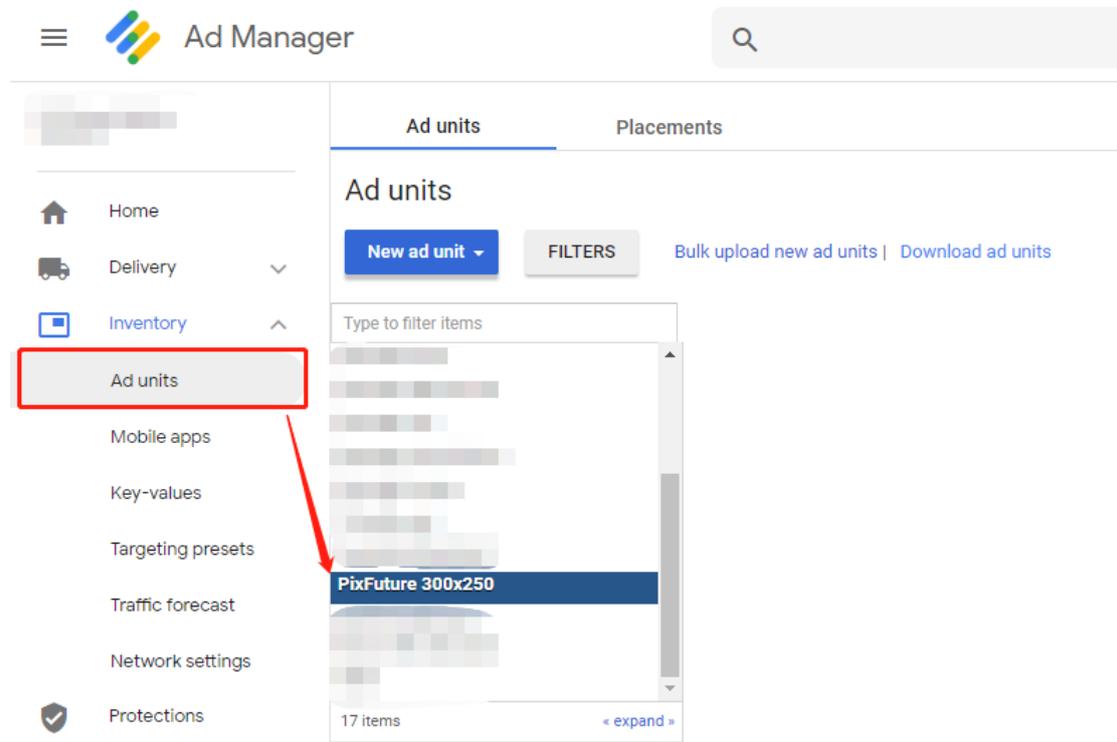




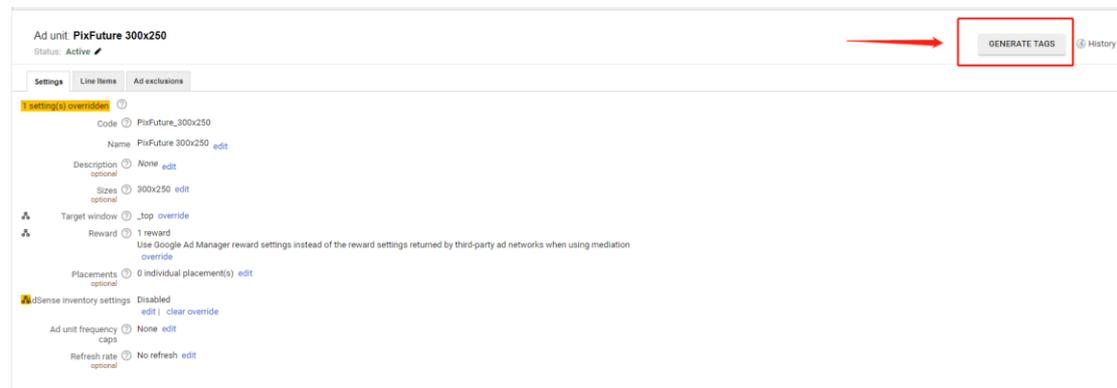
Click **APPROVE** in the next popup message

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

Generate tags ×

1 Select Tag Type ?

Google Publisher Tag ▼

Continue ←

2 Select Tag Options

3 Additional Tag Parameters

4 Tag Results

Click **Continue** again

Generate tags ×

✔ Select Tag Type ? ✎

2 Select Tag Options

Enable single request

Create passback tag

Collapse empty divs

Page level targeting ADD TARGETING

ca-pub-2936546113049405 > PixFuture 300x250

Out of page

Inventory unit sizes ?

Inventory unit level targeting ADD TARGETING

Continue Cancel

Click Continue the final time

Generate tags ✕

Select Tag Type ? ✎

Select Tag Options ✎

3 Additional Tag Parameters

No additional tag parameters are available for this type.

4 Tag Results

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

✔ Select Tag Options 

✔ Additional Tag Parameters 

4 Tag Results

Document header 

```
<!DOCTYPE HTML>
<html lang="en-us">
<head>
  <meta http-equiv="Content-type" content="text/html; charset=utf-8">
  <title>Widgets Magazine</title>
  <style type="text/css" media="screen">
  </style>

  <script async src="https://securepubads.g.doubleclick.net/tag/js/gpt.js"></script>
  <script>
    window.googletag = window.googletag || {cmd: []};
    googletag.cmd.push(function() {
      googletag.defineSlot('/16615144/PixFuture_300x250', [300, 250], 'div-gpt-ad-1562598626419-0').addServ
      googletag.pubads().enableSingleRequest();
      googletag.enableServices();
    });
  </script>
</head>
```

Document body 

▼ Ad Units

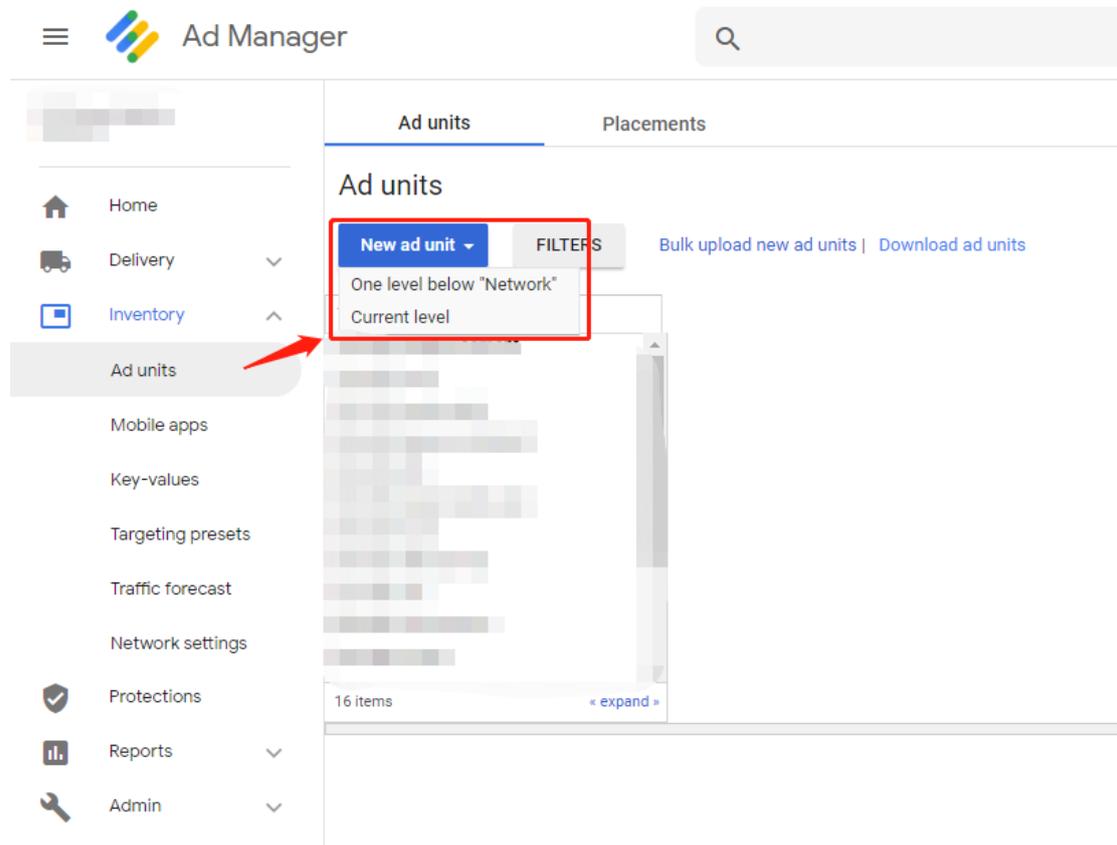
```
<!-- /16615144/PixFuture_300x250 -->
<div id='div-gpt-ad-1562598626419-0' style='width: 300px; height: 250px;'>
  <script>
    googletag.cmd.push(function() { googletag.display('div-gpt-ad-1562598626419-0'); });
  </script>
</div>
```

Done

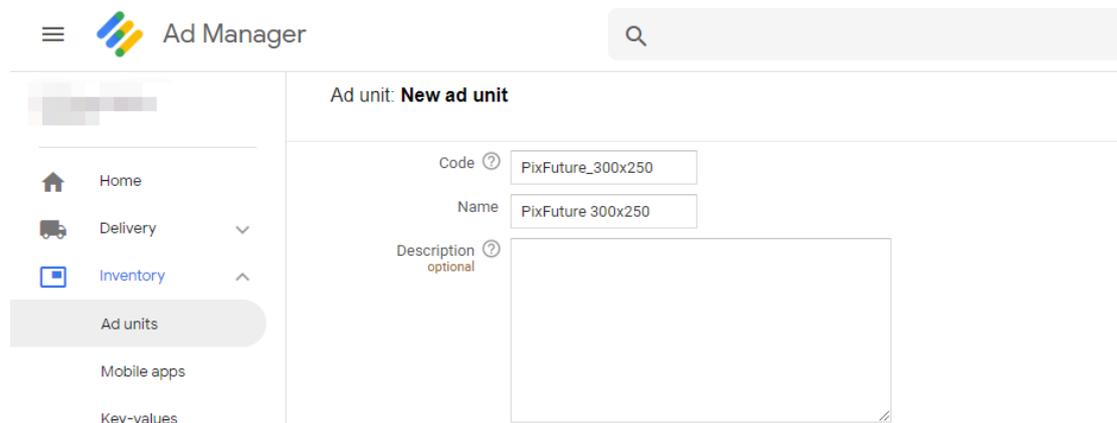
Method Two (With Unified Pricing Rules)

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

Ad unit: **New ad unit**

Code [?] PixFuture_300x250

Name PixFuture 300x250

Description [?]
optional

Sizes [?]
optional Fixed size ▾
300x250 ✕
Enter one or more sizes

Click **“override”** in **AdSense inventory settings** and uncheck the checkbox

AdSense inventory settings Enabled [override](#)

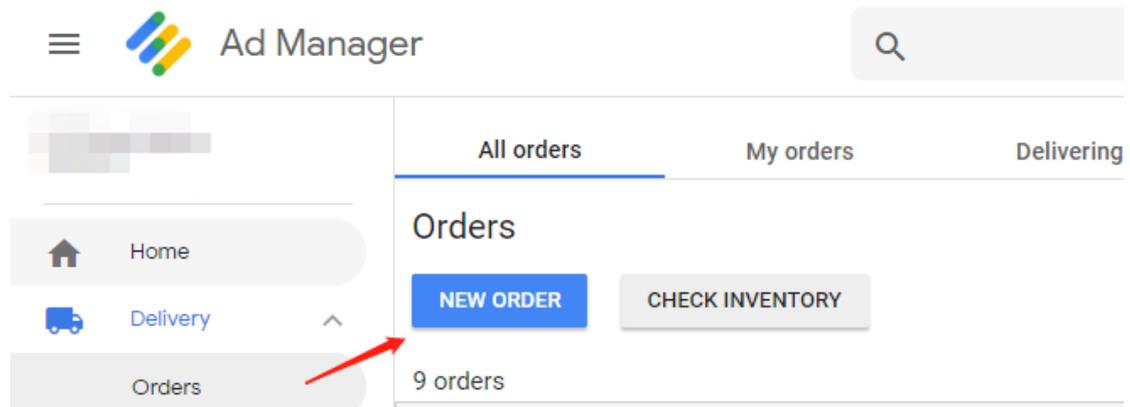
AdSense inventory settings Maximize revenue of unsold and remnant inventory with AdSense [?]
[clear override](#)

Click **SAVE**

SAVE **CANCEL**

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**

Order: **New order**

Name

Advertiser

Trafficker

Labels
optional

Optional order fields

Line item: **New line**

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**

Line item: **New line item**

Name

Inventory sizes Standard Video VAST

Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

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

Settings

Type **Sponsorship** 4

Start time **Sponsorship** EDT

End time Standard

Goal Network

Rate Bulk

Discount Price priority

House USD

Click-tracking only

Total value \$0.00

Set start time to **IMMEDIATELY**

Start time **Immediately**

Set end time to **UNLIMITED**

End time **Unlimited**

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

Settings

Type **Sponsorship** 4

Start time **Immediately**

End time **Unlimited**

Goal 100 % of total impressions

Rate **\$0.00** **CPM** USD

Total value --

Adjust delivery optional **CPM**

Display creatives

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

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

The screenshot shows the PixFuture Media dashboard. At the top, there's a navigation bar with 'PixFuture Media' and a 'History' link. Below that, the order details are shown: 'Order: PixFuture 300x250 Draft (1)', 'ID: 2567758951', 'Time: Jul 8, 2019 10:43 AM EDT - Unlimited', 'Total projected value: \$0.00', and 'Total booked impressions: 0'. There are buttons for 'APPROVE', 'NEW LINE ITEM', 'More actions', 'Export order', and 'RUN REPORT'. Below these, there are statistics for Impressions (0), Clicks (0), CTR (0.00%), and Viewable impressions served (N/A). The main section is a table of line items. The first row is highlighted with a red box and contains the following data: Name: PixFuture 300x250 line item, ID: 5111583962, Status: Draft / Unreserved, Type: Sponsorship, Start time: Jul 8, 2019 10:43 AM EDT, End time: Unlimited, Progress: N/A, Rate: \$0.00 CPM, Goal: 100% Total impressions, Impressions: 0, Clicks: 0, CTR: 0.00%, Viewable impressions served: 0, Targeting: ad_unit+ ("PixFuture 300x250"), Comments: .

Select "new creative" from the yellow warning message

The screenshot shows the PixFuture Media dashboard for a specific line item: 'Line items: PixFuture 300x250 line item'. The order details are: 'ID: 5111583962', 'Status: Draft / Unreserved', 'Type: Sponsorship', and 'Time: Jul 8, 2019 10:43 AM EDT - Unlimited'. There are buttons for 'ADD CREATIVES', 'More actions', and 'RUN REPORT'. Below these, there are statistics for Impressions (0), Clicks (0), CTR (0.00%), and Progress (N/A). A yellow warning message is displayed: 'We recommend uploading creatives that match the following criteria. Learn more'. The criteria listed are: '300x250 : new creative use existing creatives'. The 'new creative' option is highlighted with a red box.

Click "Third party" from the list

The screenshot shows the PixFuture Media dashboard for a specific line item: 'Creative: New creative 300x250'. Below the header, there's a section for 'Bulk upload files' with the text 'Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, TXT, HTML, ZIP'. There's a large dashed box with a downward arrow and the text 'Drag and drop files here' and 'OR SELECT FILES FROM YOUR COMPUTER'. Below this, there are tabs for 'All', 'Web', and 'Mobile App'. The 'Third party' tab is highlighted with a red box. Below the tabs, there's a list of creative types: 'Third party', 'HTML5', 'Image', 'Native (Not currently available due to size restrictions)', 'Custom', 'Campaign Manager tag', and 'Image animation'. Each type has a brief description.

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

PixFuture Media > PixFuture 300x250 > PixFuture 300x250 line item >

Creative: **New creative**

Type: Third-party Advertiser: PixFuture Media

Name

HTML Type Standard AMP Standard and AMP

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

PixFuture Media > PixFuture 300x250 > PixFuture 300x250 line item >

Creative: **New creative**

Type: Third-party Advertiser: PixFuture Media

Name

HTML Type Standard AMP Standard and AMP

Code snippet

```
<!-- AuctionX Display platform tag START -->
<div id="709x300x250x12x_ADslot1" clickTrack="%CLICK_URL_ESC%"></div>
<script type="text/javascript" async src="//served-
by.pixfuture.com/www/delivery/headerbid.js" slotid="709x300x250x12x_ADslot1"
refreshTime="5" refreshInterval="360"></script><!-- AuctionX Display platform tag
END -->
```

Macros have been inserted.

Manually insert macros

Cachebuster

Escaped click macro

Click macro

Width

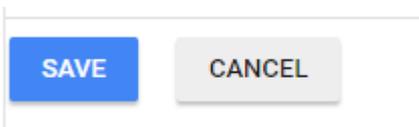
Height

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

Serve into a SafeFrame

Note: New creatives now serve into SafeFrames by default. Make sure to preview the creative on your site to verify that it is compatible with SafeFrames. [Learn more.](#)

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

Settings

Type ? House 16

Start time Sponsorship 12/7/16 1:43 PM EST

End time Standard

Goal Network Bulk impressions

Rate ? Price priority House USD set value CPM

Total value Click-tracking only

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

Settings

Type ? House 16

Start time 12/7/16 1:43 PM EST

End time Unlimited

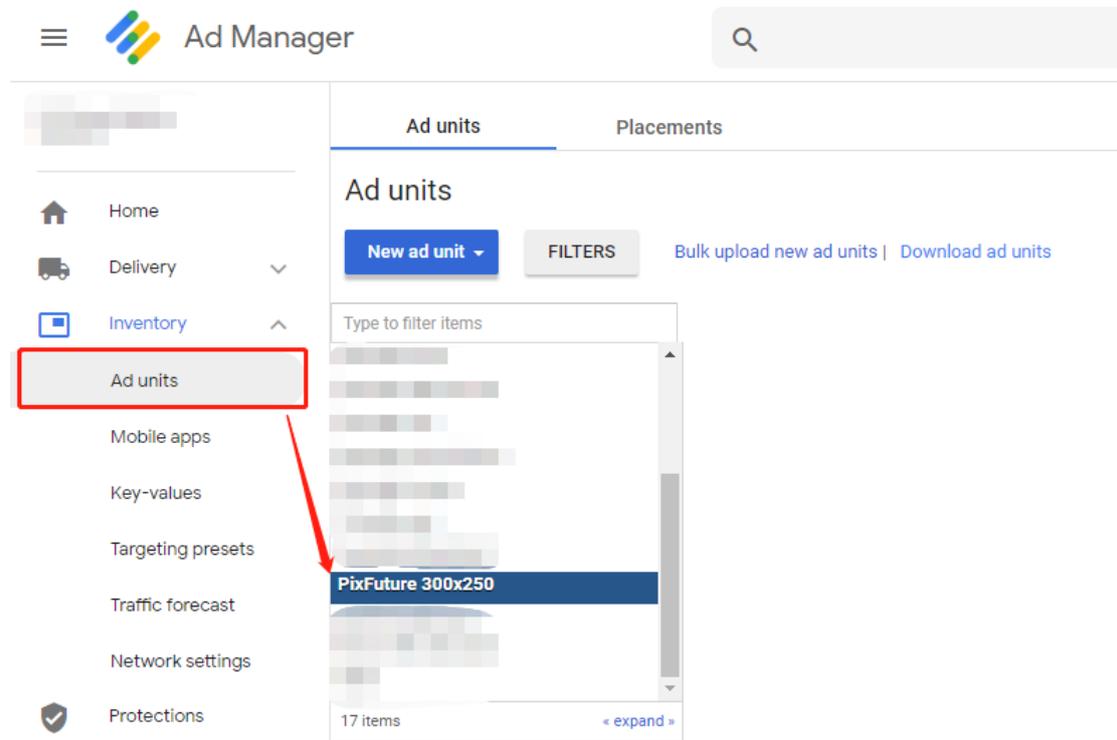
Goal 100 % of remaining impressions

Rate ? 0 CPM USD set value CPM

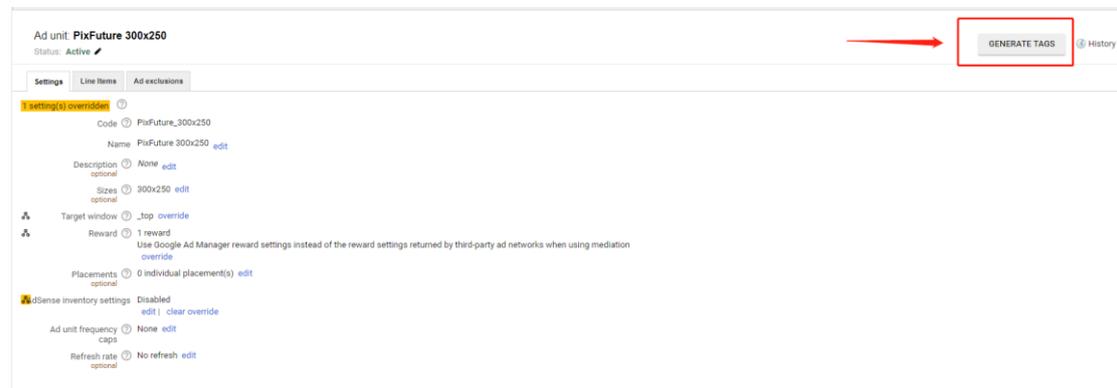
Total value --

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

Generate tags ×

1 Select Tag Type ?

Google Publisher Tag ▼

Continue ←

2 Select Tag Options

3 Additional Tag Parameters

4 Tag Results

Click **Continue** again

Generate tags ×

✔ Select Tag Type ? ✎

2 Select Tag Options

Enable single request

Create passback tag

Collapse empty divs

Page level targeting ADD TARGETING

ca-pub-2936546113049405 > PixFuture 300x250

Out of page

Inventory unit sizes ?

Inventory unit level targeting ADD TARGETING

Continue Cancel

Click Continue the final time

Generate tags ✕

✔ Select Tag Type ? ✎

✔ Select Tag Options ✎

3 Additional Tag Parameters

No additional tag parameters are available for this type.

➔ Continue Cancel

4 Tag Results

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

✔ Select Tag Options 

✔ Additional Tag Parameters 

4 Tag Results

Document header 

```
<!DOCTYPE HTML>
<html lang="en-us">
<head>
  <meta http-equiv="Content-type" content="text/html; charset=utf-8">
  <title>Widgets Magazine</title>
  <style type="text/css" media="screen">
</style>

<script async src="https://securepubads.g.doubleclick.net/tag/js/gpt.js"></script>
<script>
  window.googletag = window.googletag || {cmd: []};
  googletag.cmd.push(function() {
    googletag.defineSlot('/16615144/PixFuture_300x250', [300, 250], 'div-gpt-ad-1562598626419-0').addServ
    googletag.pubads().enableSingleRequest();
    googletag.enableServices();
  });
</script>
</head>
```

Document body 

▼ Ad Units

```
<!-- /16615144/PixFuture_300x250 -->
<div id='div-gpt-ad-1562598626419-0' style='width: 300px; height: 250px;'>
  <script>
    googletag.cmd.push(function() { googletag.display('div-gpt-ad-1562598626419-0'); });
  </script>
</div>
```

Done