

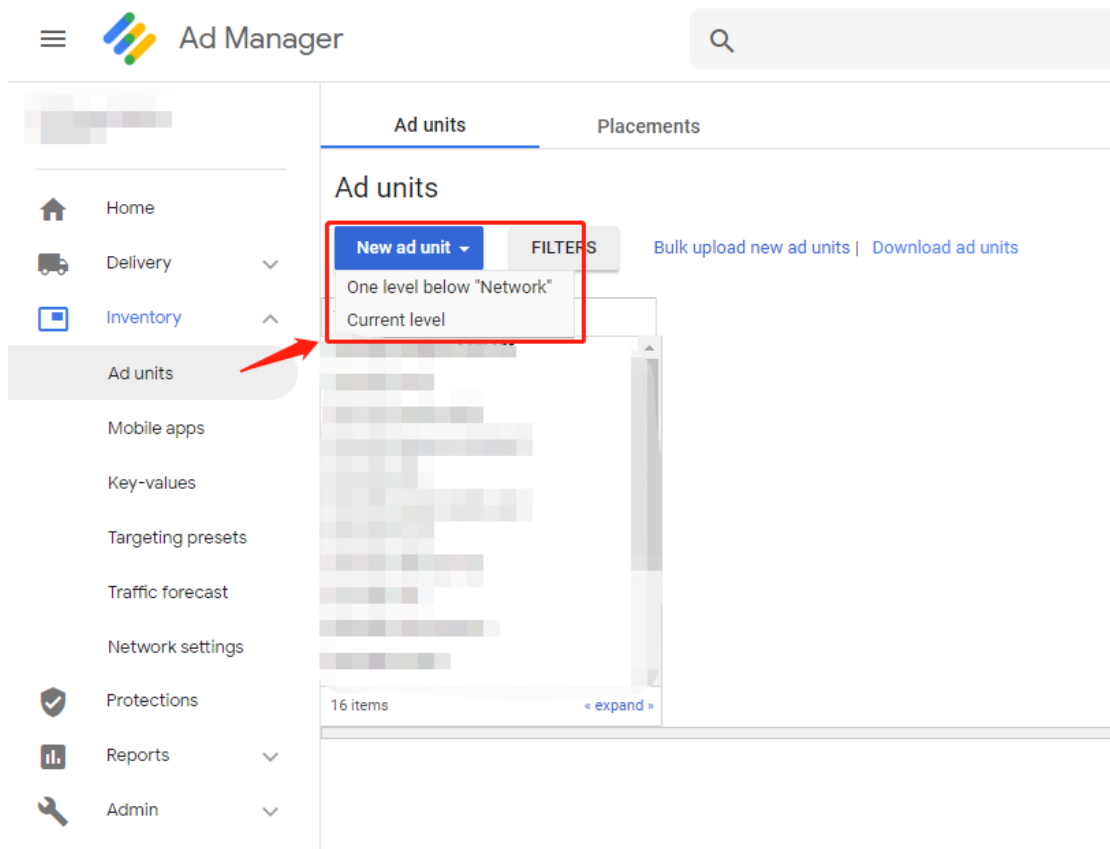
# PixFuture Tag DFP Integration

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.

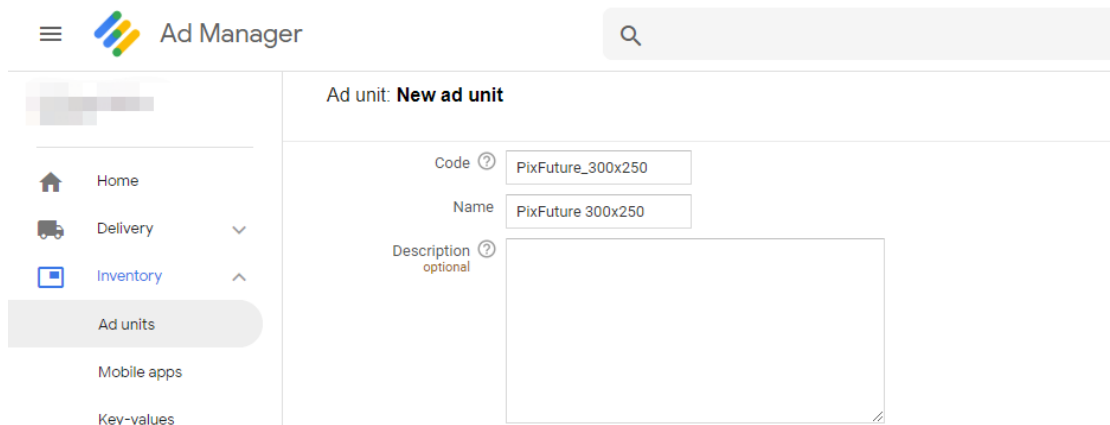
## Method One (Without Unified Pricing Rules)

### 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

---

Ad unit: **New ad unit**

---

Code <sup>?</sup>

Name

Description <sup>?</sup>  
optional

Sizes <sup>?</sup>  
optional

Enter one or more sizes

---

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

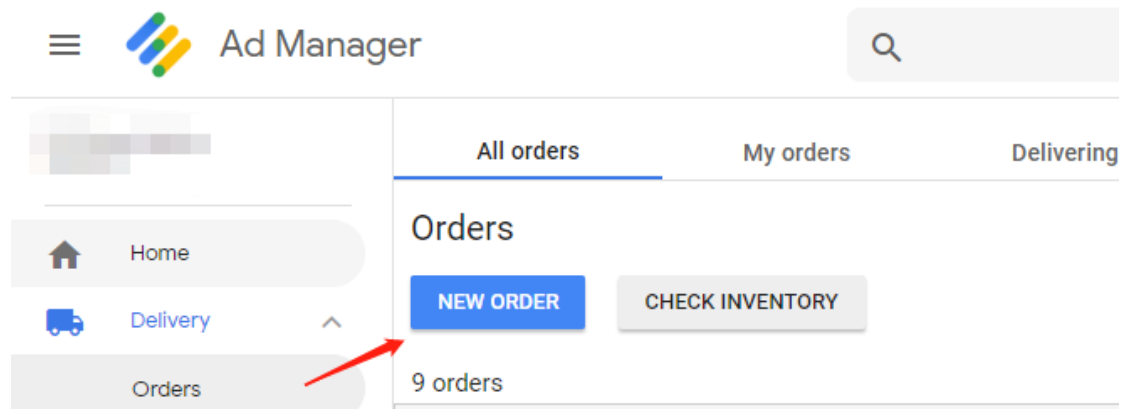
AdSense inventory settings  Enabled [override](#)

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

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**

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 Bulk Impressions

Rate **Price priority** USD

Discount **House** Absolute value

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

Settings

Type **Sponsorship** 4

Start time **Immediately**

End time **Unlimited**

Goal 100 % of total impressions

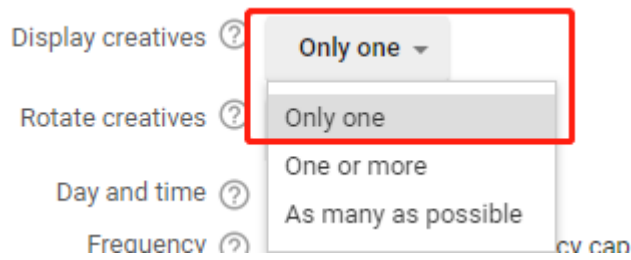
Rate **\$0.00** **CPM** USD

Total value --

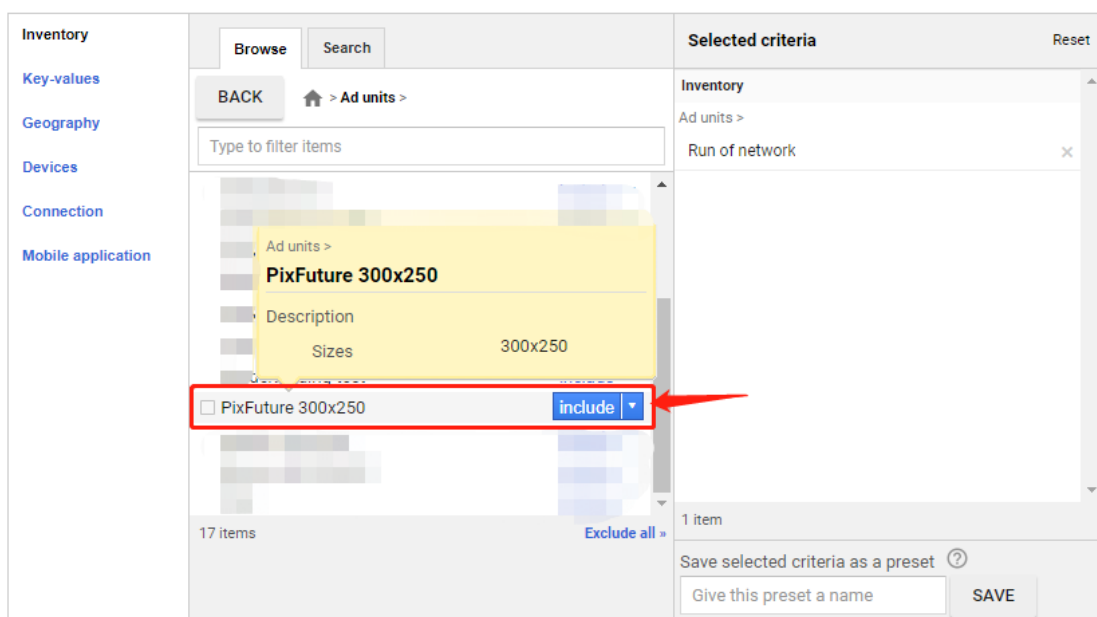
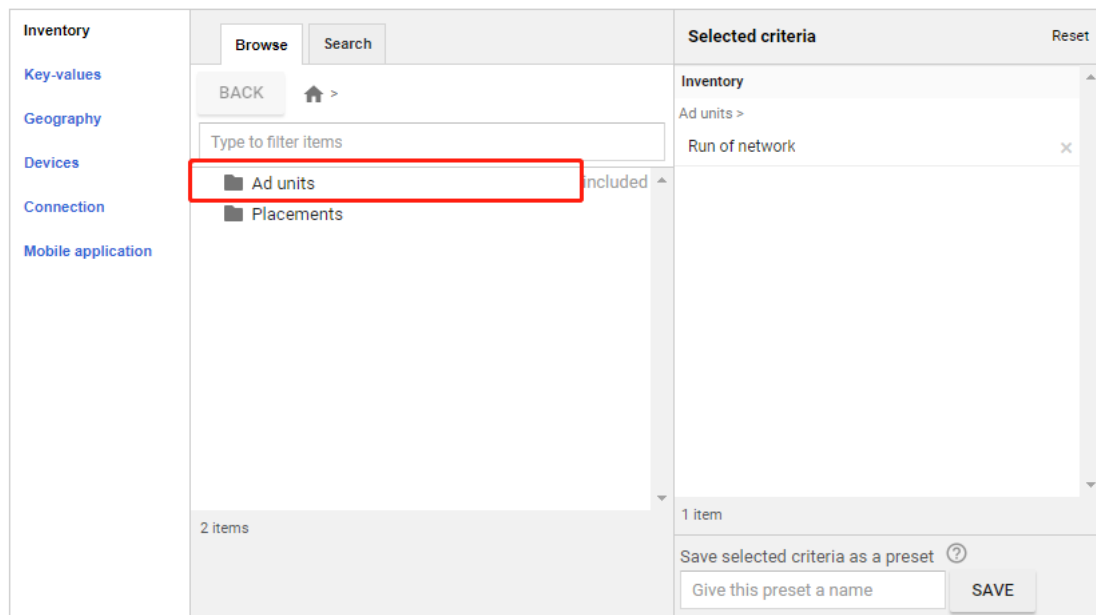
Adjust delivery optional **CPM**

Display creatives

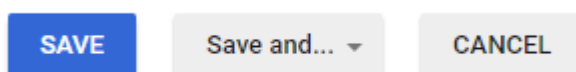
Under **Adjust delivery** select **Only one** in the dropdown menu besides **Display creatives**



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

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

The screenshot shows the PixFuture Media dashboard. At the top, there are navigation buttons: APPROVE, NEW LINE ITEM, More actions, Export order, and RUN REPORT. Below these are metrics 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").

Select "new creative" from the yellow warning message

The screenshot shows the PixFuture Media dashboard for the 'PixFuture 300x250 line item'. It includes navigation buttons: ADD CREATIVES, More actions, and RUN REPORT. Metrics for Impressions (0), Clicks (0), CTR (0.00%), and Progress (N/A) are displayed. A yellow warning message is shown, stating: "We recommend uploading creatives that match the following criteria. Learn more". Below this, a list of criteria is shown: "300x250 : new creative use existing creatives". The text "new creative" is highlighted with a red box.

Click "Third party" from the list

The screenshot shows the PixFuture Media dashboard for the 'PixFuture 300x250 line item'. The 'Creative: New creative 300x250' is selected. Below this is the 'Bulk upload files' section, which includes a file upload area with a dashed border and a button that says "OR SELECT FILES FROM YOUR COMPUTER". Below the upload area are three tabs: All, Web, and Mobile App. The 'Third party' tab is highlighted with a red box. Below the tabs, there is 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

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

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

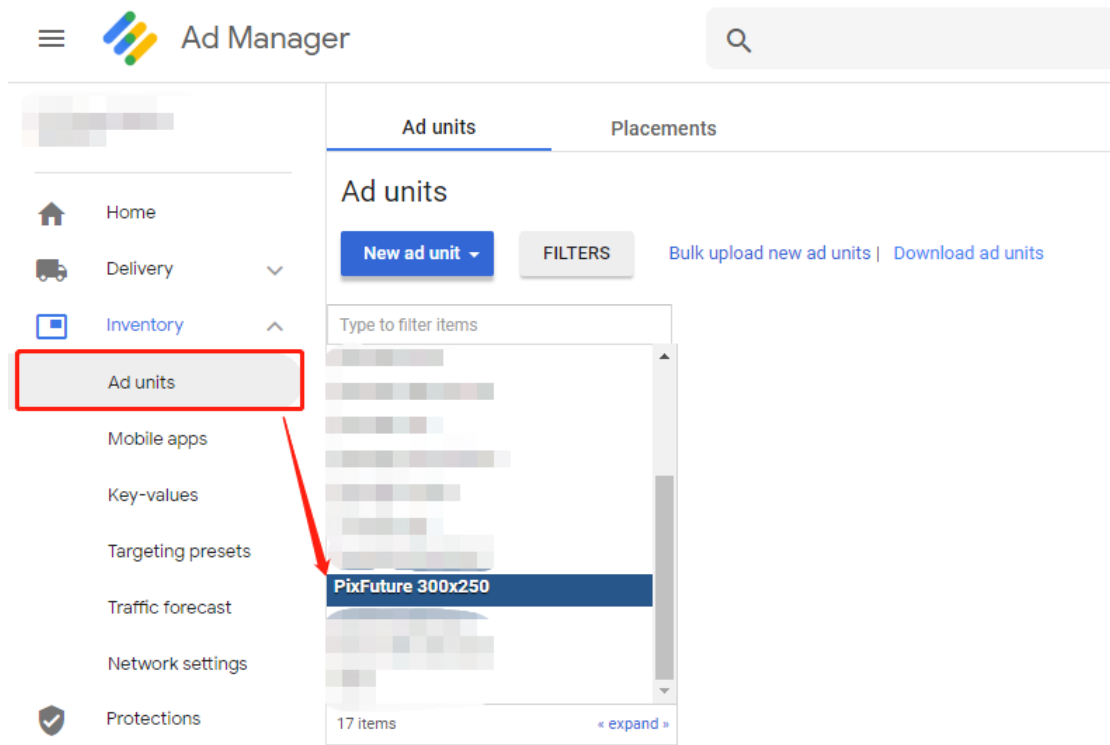
**Order PixFuture 300x250 has not been approved.**  
Once you approve this order, and all of the creatives have been uploaded, line item "PixFuture 300x250 line item" will be automatically activated.



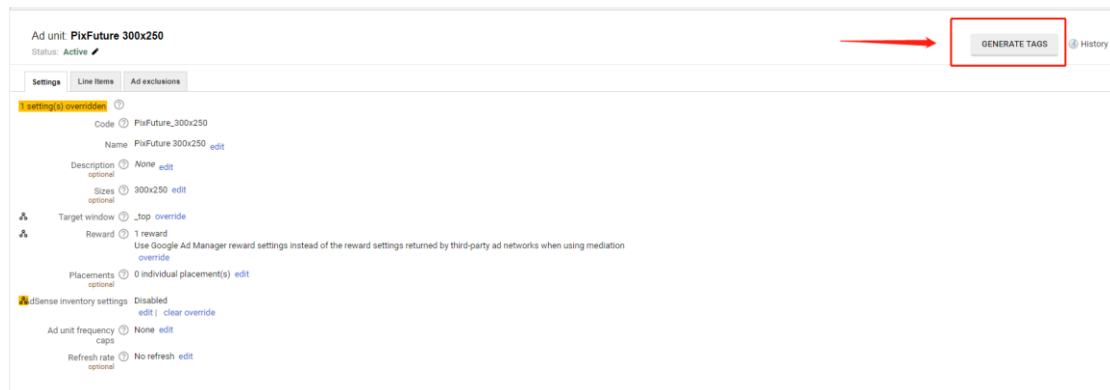
Click **APPROVE** in the next popup message

## 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

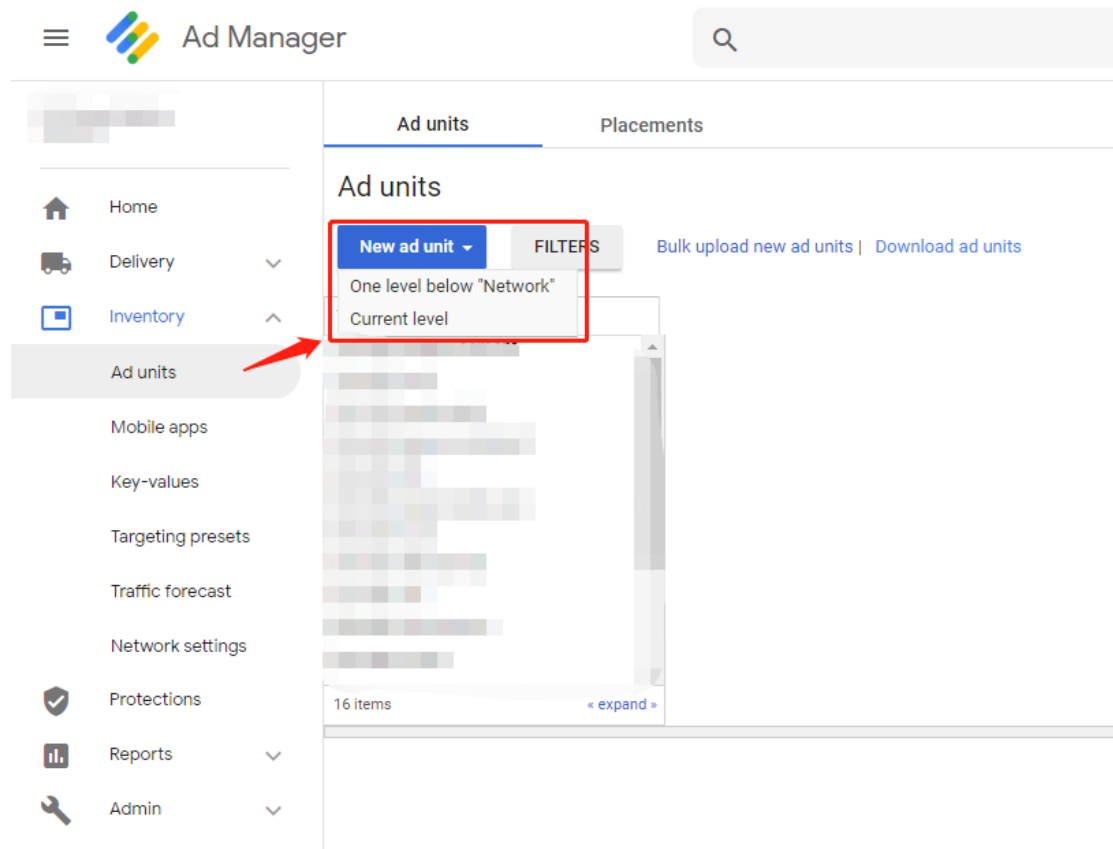
```
<!-- /16615144/PixFuture_300x250 -->
<div id='div-gpt-ad-1562598626419-0' style='width: 300px; height: 250px;'>
  <script>
    googletag.cmd.push(function() { googletag.display('div-gpt-ad-1562598626419-0'); });
  </script>
</div>
```

**Done**

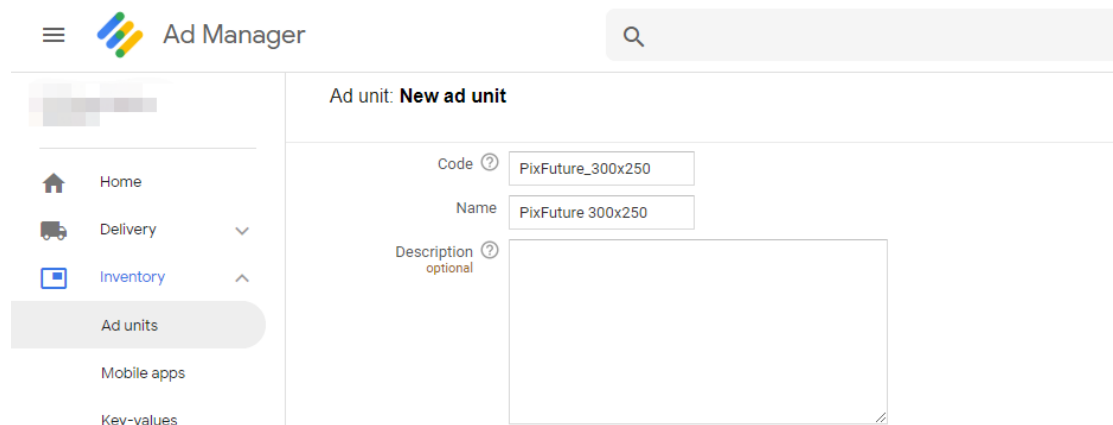
## Method Two (With Unified Pricing Rules)

### 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 <sup>?</sup>


Name


Description <sup>?</sup>  
optional

Sizes <sup>?</sup>  
optional

Enter one or more sizes

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

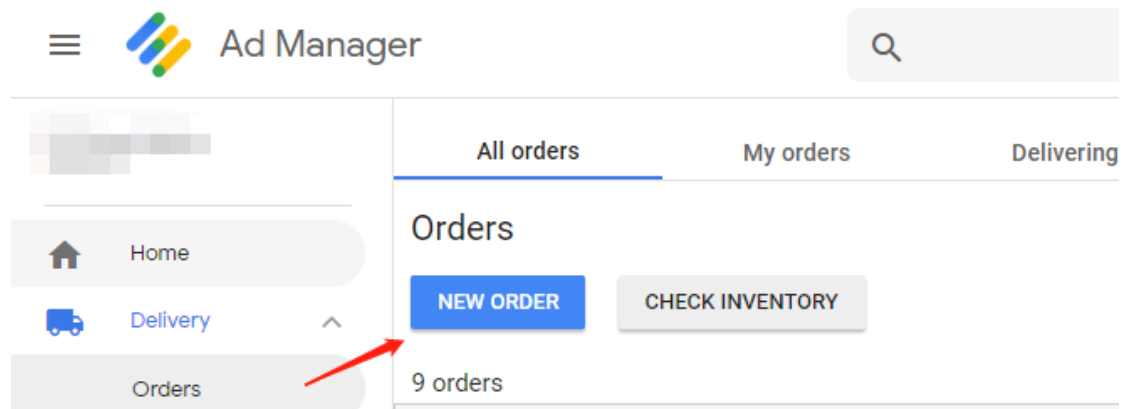
 AdSense inventory settings  Enabled [override](#)

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

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**

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 Bulk Impressions

Rate **Price priority** USD

Discount **House** Absolute value

Total value \$0.00

Click-tracking only

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 for order 'PixFuture 300x250'. At the top, there are buttons for 'APPROVE', 'NEW LINE ITEM', 'More actions', 'Export order', and 'RUN REPORT'. Below these are metrics for Impressions (0), Clicks (0), CTR (0.00%), and Viewable Impressions served (N/A). A table lists line items, with the 'PixFuture 300x250 line item' (ID: 5111583962) highlighted in a red box. The table columns include Name, Status, Type, Start time, End time, Progress, Rate, Goal, Impressions, Clicks, CTR, Viewable Impressions served, Targeting, and Comments.

Select "new creative" from the yellow warning message

The screenshot shows the PixFuture Media dashboard for the 'PixFuture 300x250 line item'. It features buttons for 'ADD CREATIVES', 'More actions', and 'RUN REPORT'. Metrics for Impressions (0), Clicks (0), CTR (0.00%), and Progress (N/A) are displayed. A yellow warning message states: 'We recommend uploading creatives that match the following criteria. Learn more'. A red box highlights the 'new creative' link in the message.

Click "Third party" from the list

The screenshot shows the 'Bulk upload files' section of the PixFuture Media dashboard. It includes a 'Valid file types' list (GIF, JPG/JPEG, PNG, SWF, JS, TXT, HTML, ZIP) and a 'Drag and drop files here' area with a button for 'OR SELECT FILES FROM YOUR COMPUTER'. Below this are tabs for 'All', 'Web', and 'Mobile App'. The 'Third party' tab is highlighted with a red box. The 'Third party' option is described as a highly customizable, interactive creative that can use custom HTML and JavaScript snippets.



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 -->
```







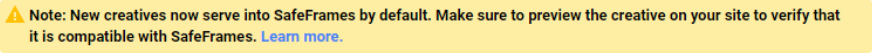
**Manually insert macros**

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

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



  Serve into a SafeFrame



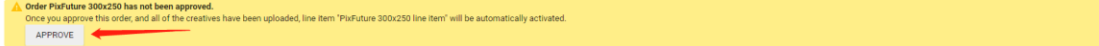



Click **Save**

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 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

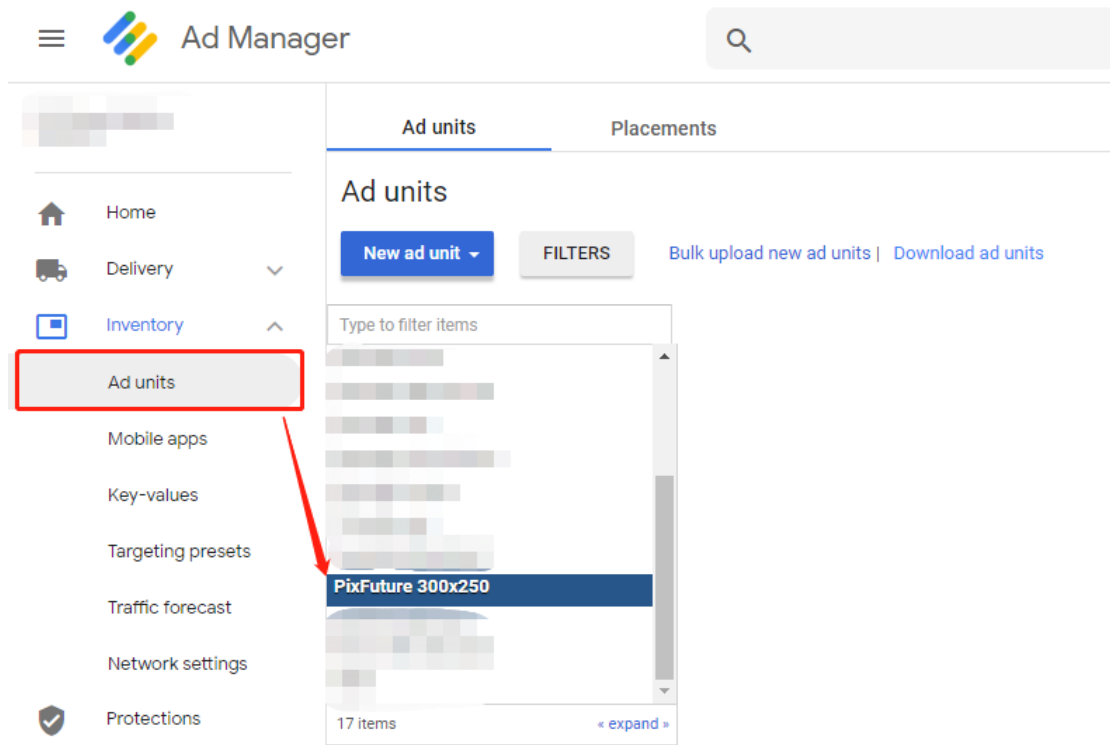
Goal 100 % of remaining impressions

Rate ? 0 CPM USD set value CPM

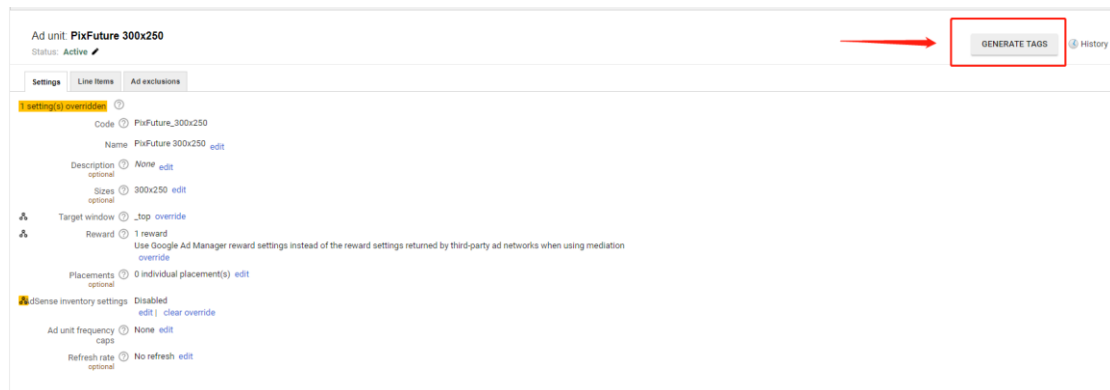
Total value --

## 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.

➔


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**