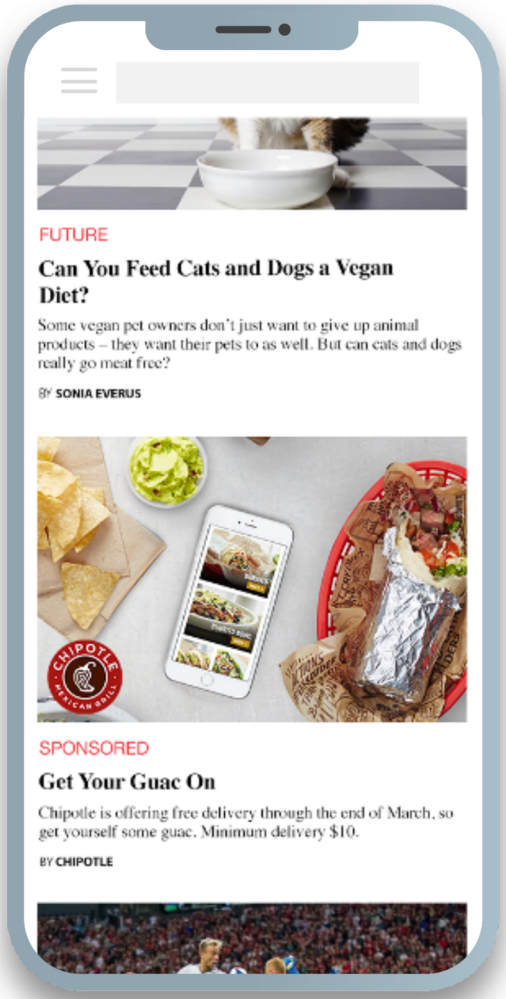
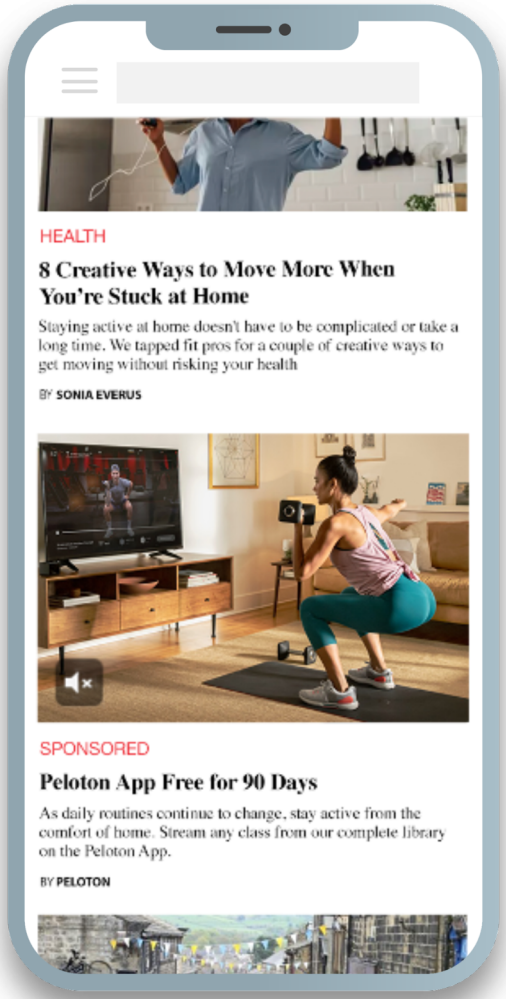
Activating Native on TripleLift Exchange in Basis DSP

Native



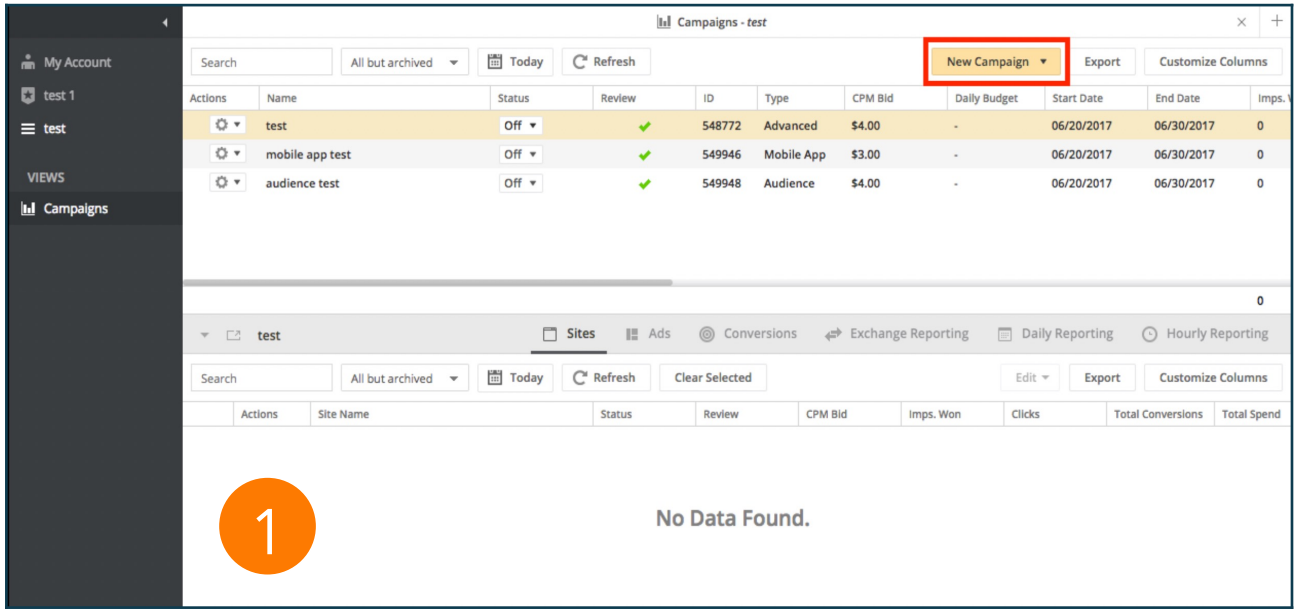
Branded Video

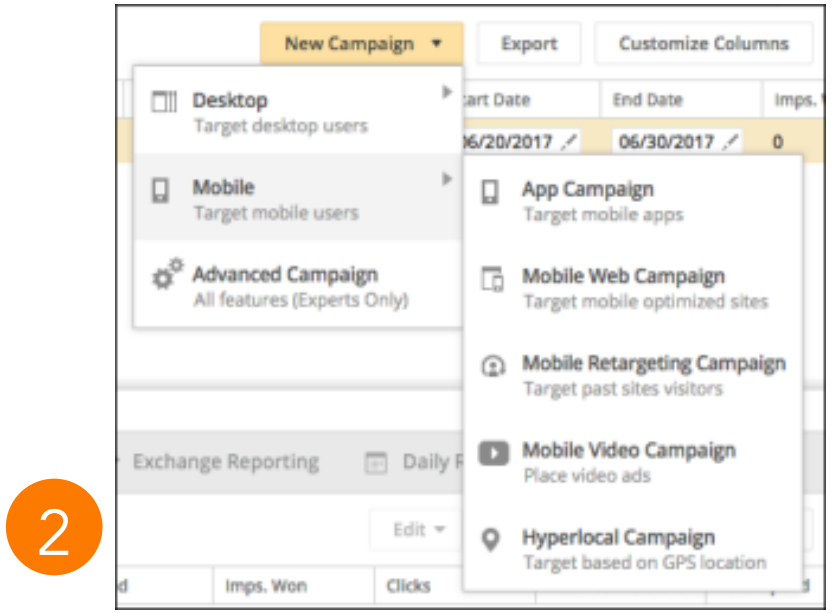


Native suite: *https://resources.triplelift.com/temp/product-gallery*

Creating a Campaign with TripleLift in Basis DSP

Basis DSP Workflow – Create a Campaign



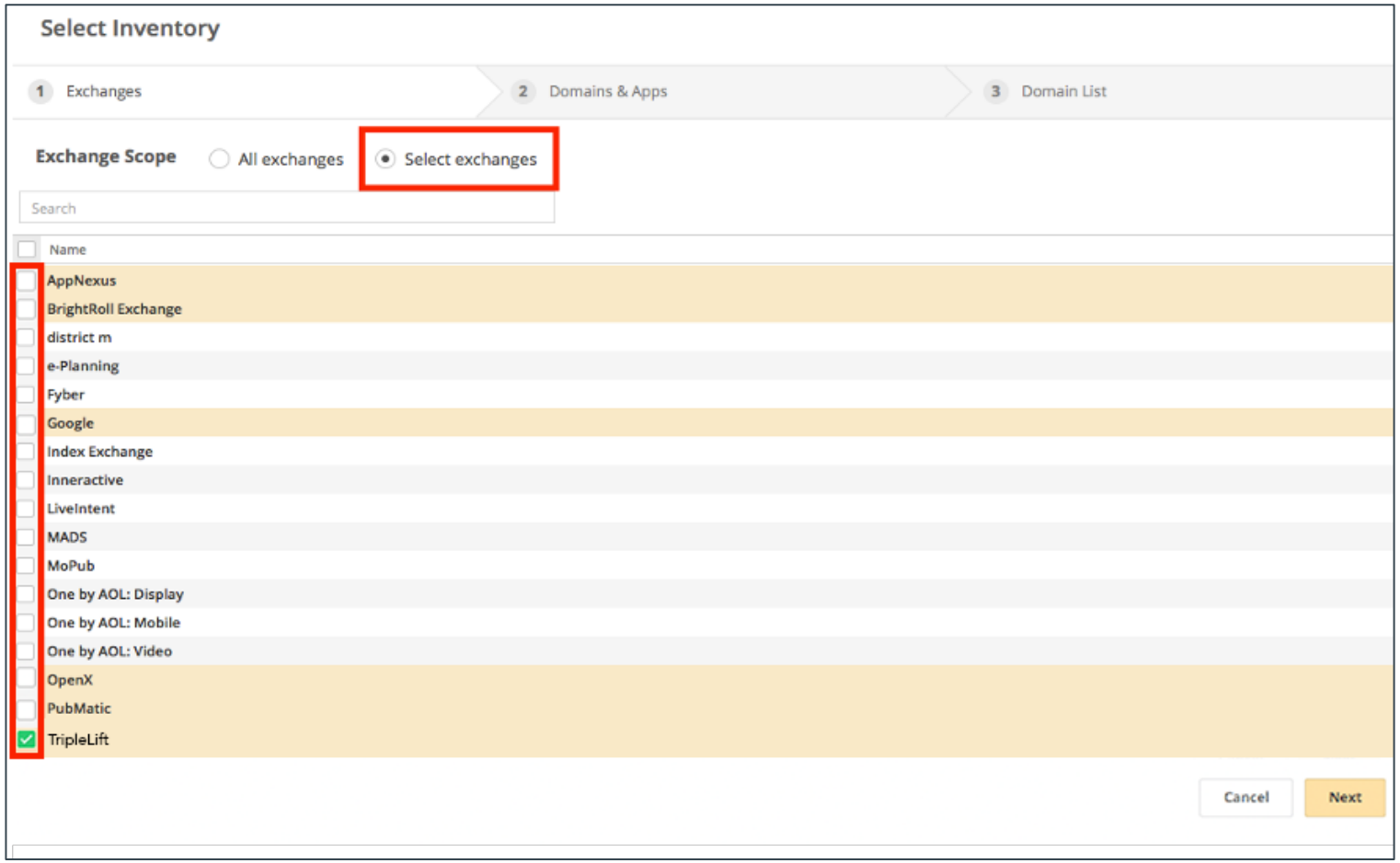


1. Click **New Campaign** in the upper-right corner of the page

2. Choose a campaign type from the **New Campaign** list. Depending on the campaign that you choose, you'll be presented with different campaign options to set up.

Selecting TripleLift Inventory

Basis DSP Workflow – Open Exchange

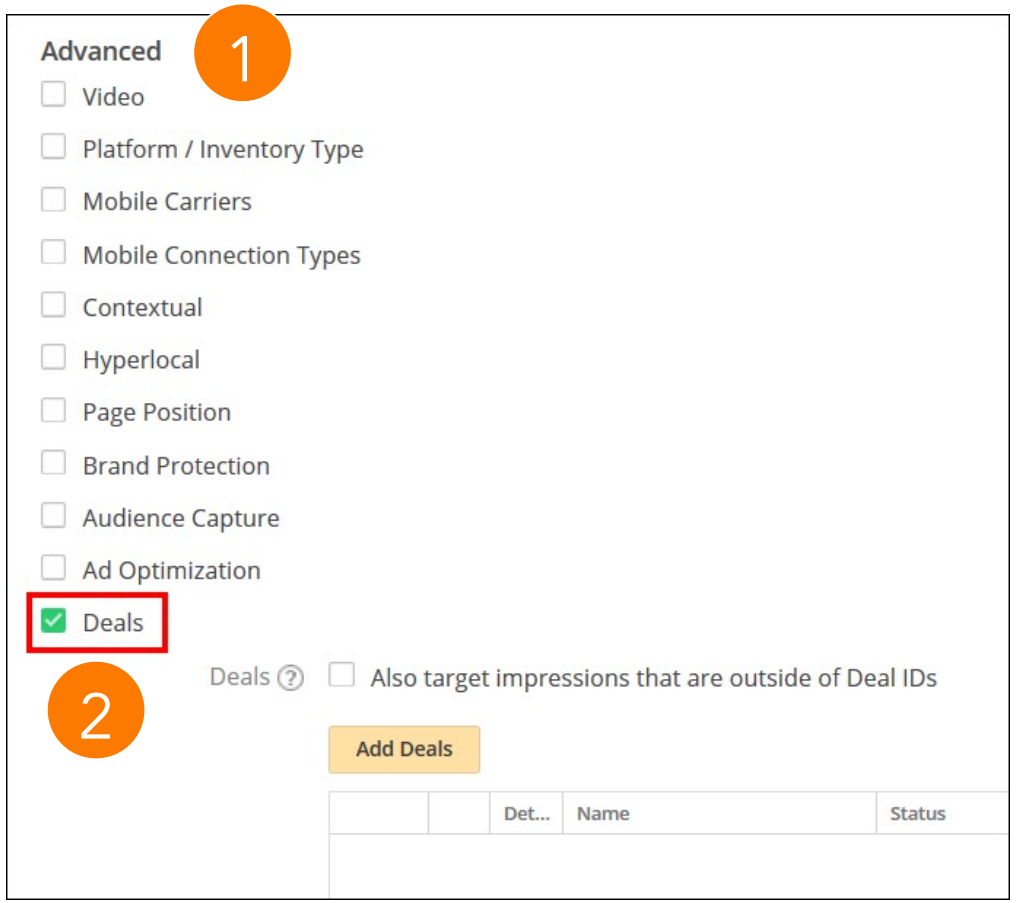


In the Inventory tab, click Select Inventory. You can then select the TripleLift exchange, where you can customize how you want your inventory to be set up.

Basis DSP Workflow – Platform Deals

To run a campaign with a PMP deal….

1. Create a new advanced campaign
2. In the General tab, scroll down to the Advanced section and check the Deals checkbox



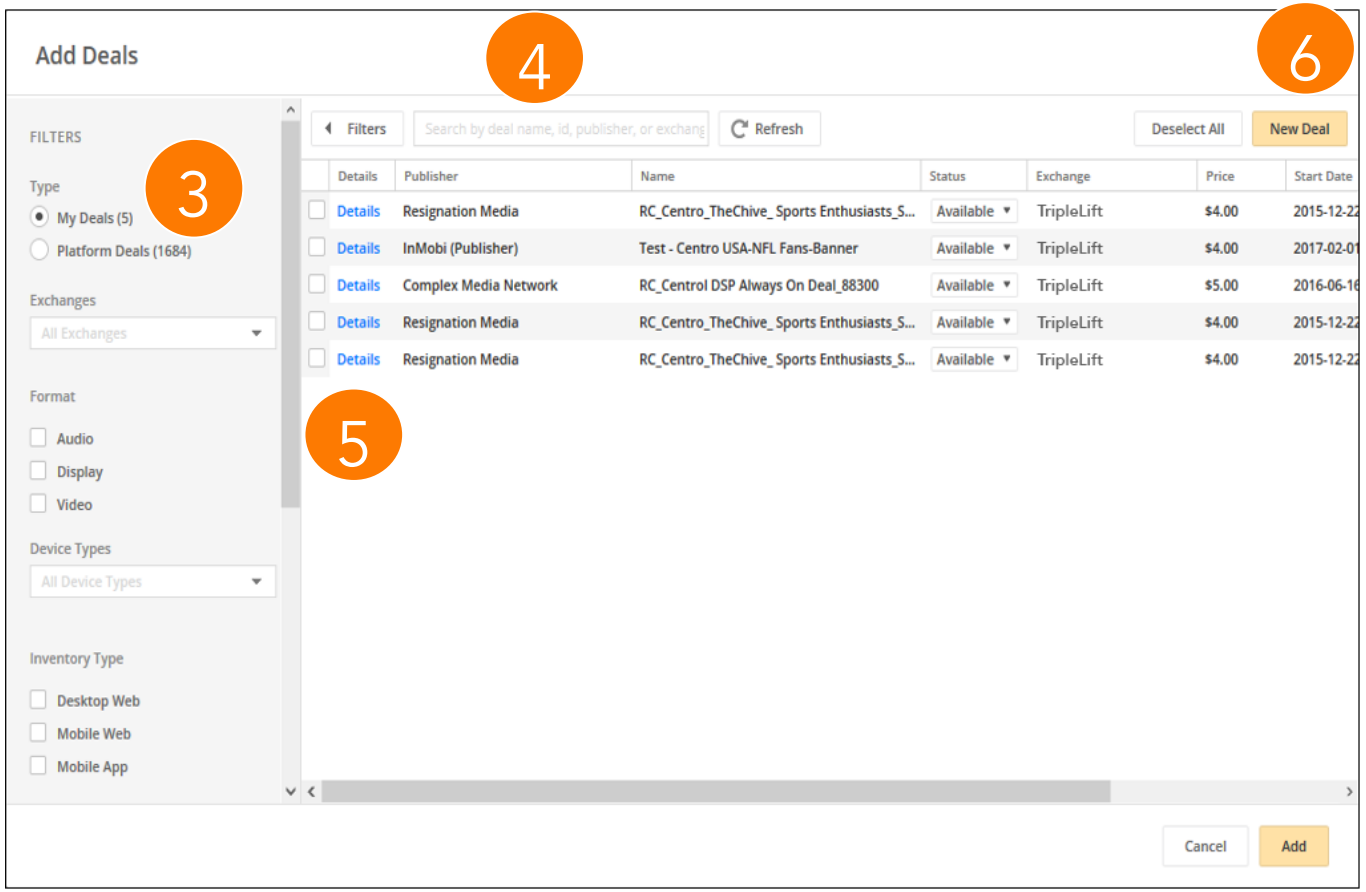
Basis DSP Workflow – Platform Deals, continued

3. In the Add Deals window, find the deals you want to use. Use the Filters on the left to choose My Deals or Platform Deals and then find the deal. See Finding My Deals and Finding Platform Deals for help looking for a deal.

4. Searching Current Platform Deals - You can search for deal names, IDs, publisher names, and exchanges.

5. Select your deals by checking the box next to deal's Details link. If you need to undo all your selections, use Deselect All button

6. If you have a deal to add to My Deals, click New Deal

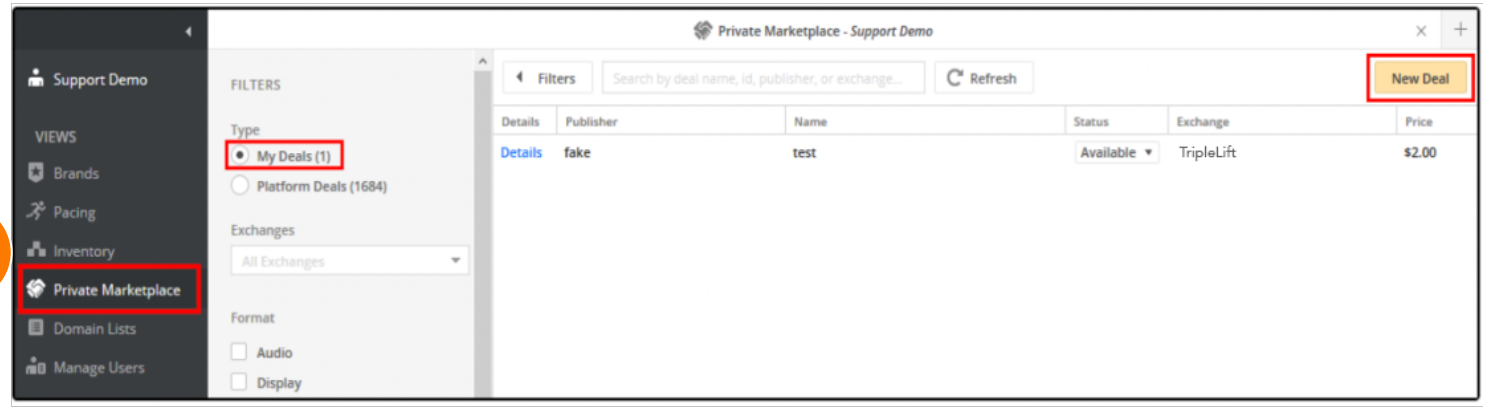


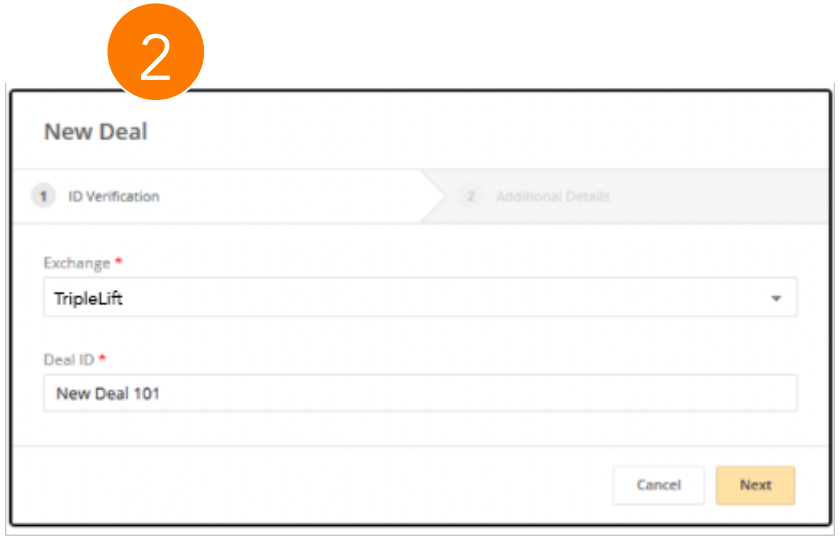
Always On Deals for TripleLift in the marketplace:

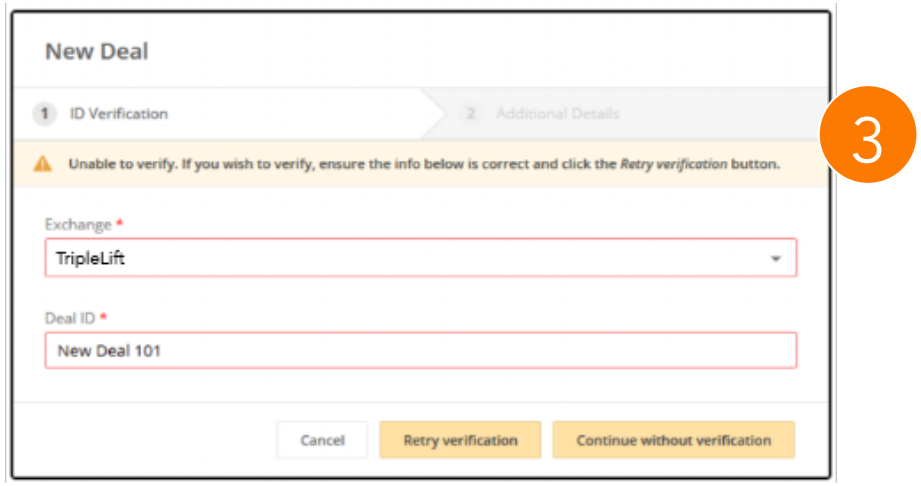
Basis_Evergreen_Native_HiVIEW tlx-9686
Basis_Evergreen_Native_HiCLICK tlx-9683

Basis DSP Workflow – Adding a New Deal

1. Open the Private Marketplace screen. Under Type, select My Deals, and then click New Deal.
2. In the New Deal window, choose an Exchange, enter your Deal ID, and then click Next.
3. Note, If you're sure you have a valid Deal ID, click Continue without Verification & manually fill in the deal details







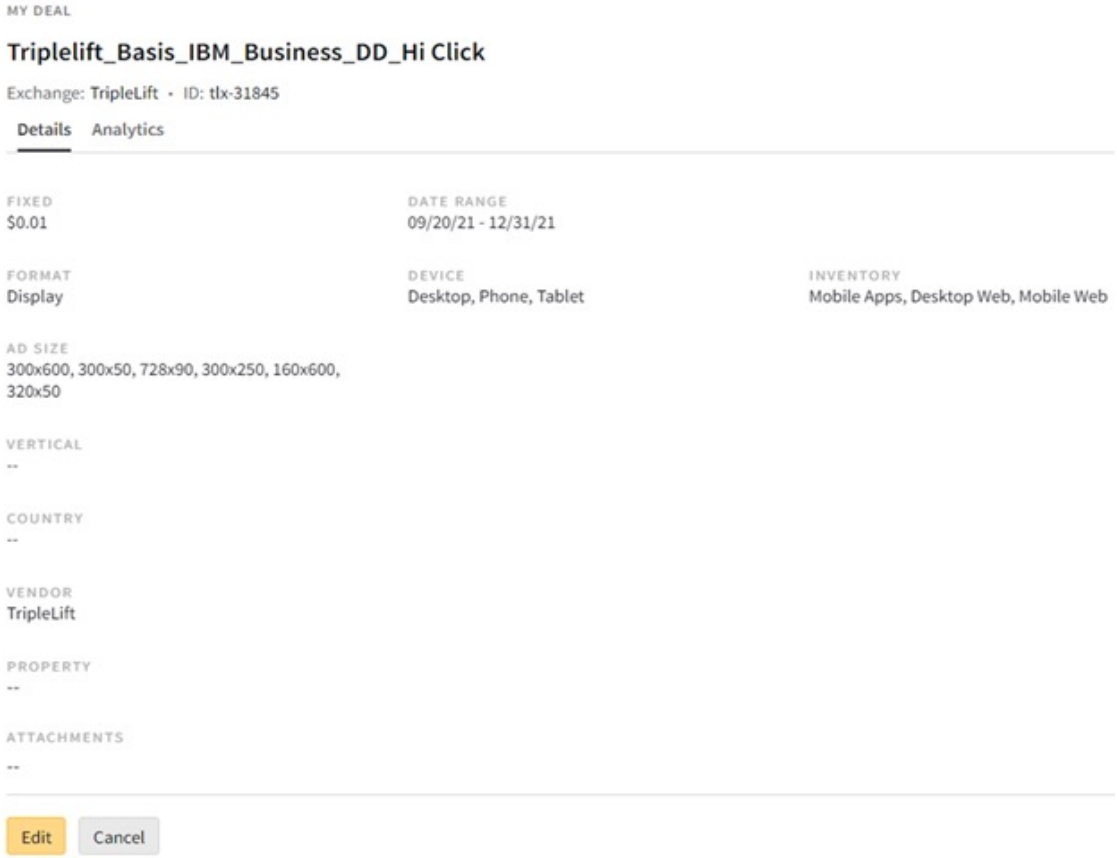
Basis DSP Workflow – Adding a New Deal Continued

4. Fill in the required Additional Details. If TripleLift exchange provides deal verification, the required fields are automatically filled in. If your deal was not verified, fill in the required deal details:

- Deal Name: (*Example: tlx-10001)*
- Price: $0.00
- Publisher: TripleLift

5. Enter the remaining deal details.

6. Save your campaign. Basis DSP checks your campaign details to make sure they're compatible with the deals you selected.



Basis DSP – Creative Workflow

TripleLift Workflow

Select Your Workflow Based on Format

Image

Cinemagraph

Native Workflow

Carousel

Scroll

Cinemagraph

Pharma

Branded Video

Reveal

TripleLift Wizard

Branded Video

Video Workflow

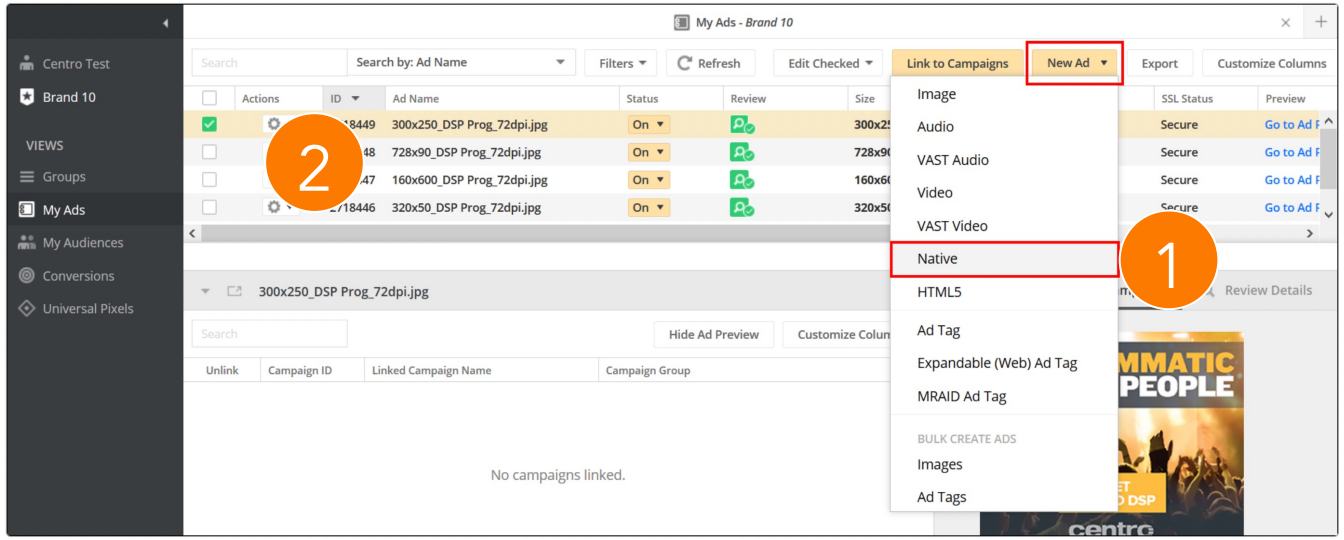
Native Workflow

Creative Activation - Native

1. From the My Ads tab, click New Ad and select Native.

2. In the upload window, complete these fields:

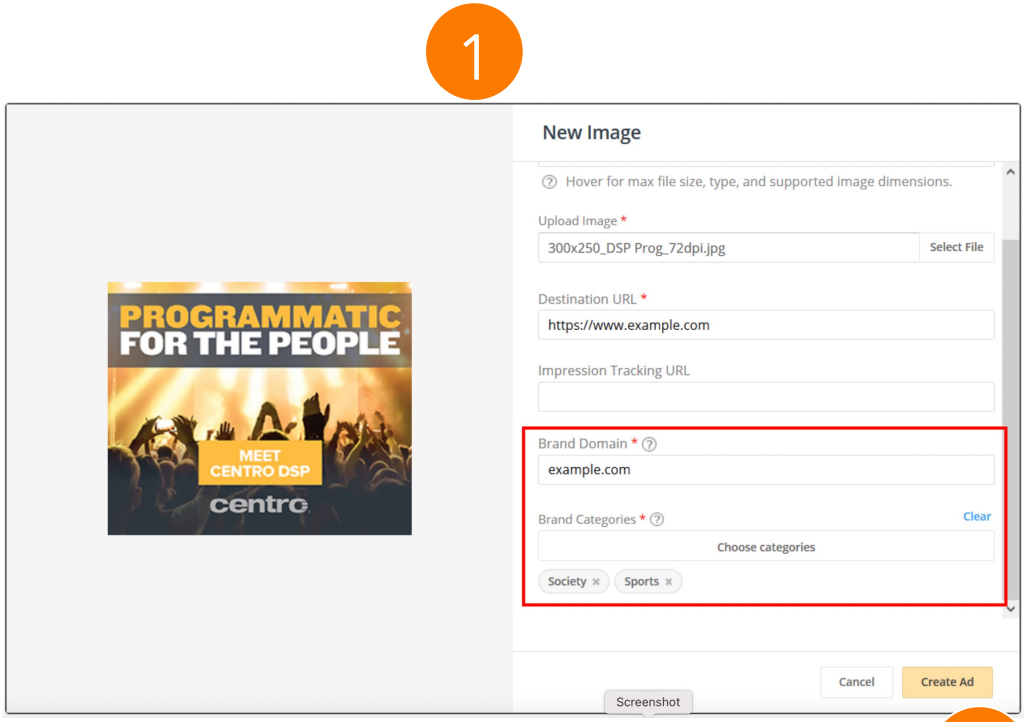
- Name: Give the ad a name that you can recognize.
- Image: Select the image for your creative. Be sure that it adheres to our ad specifications.
- Brand: Enter the name of the brand. The brand name appears on the ad.
- Logo or Icon *(Optional)*: Upload a logo or icon image. The aspect ratio should be 1:1 (a square).
- Headline: This text will usually be larger and capture the most attention. If you enter more than 25 characters, the text may be truncated.
- Body: Less-dominant text that serves as the ad copy. If you enter more than 140 characters, the text may be truncated.



Creative Activation – Native Continued

1. In the upload window, complete these fields:

- Destination URL: Indicate the landing page to which the ad will click through. This URL often points to an intermediate tracking server, which in turn sends the user to the landing page.
- Impression Tracking URL *(Optional)*: If you use a 3P impression tracker, you can input the URL that tracks impressions for the ad. Trackers allow you to track impressions in another platform. For example, your client may require an independent count of impressions by their own tracking software. Whether you provide an impression tracking URL or not, Basis DSP automatically tracks impressions for you.
- SSL Status: Check the box if you know that the ad meets the requirements for secure environments. This status is important: if a secure page displays an ad that isn't secure, many browsers will show errors or not open the page.
- Brand Domain: If the default domain does not apply to this ad, edit it now. The brand domain cannot be edited after you create an ad. The domain should not include a protocol (https://) or landing page.
- Brand Categories: If the default categories do not apply to the ad, edit them now. These categories cannot be changed after you have created the ad. See Brand Domains & Categories for details.



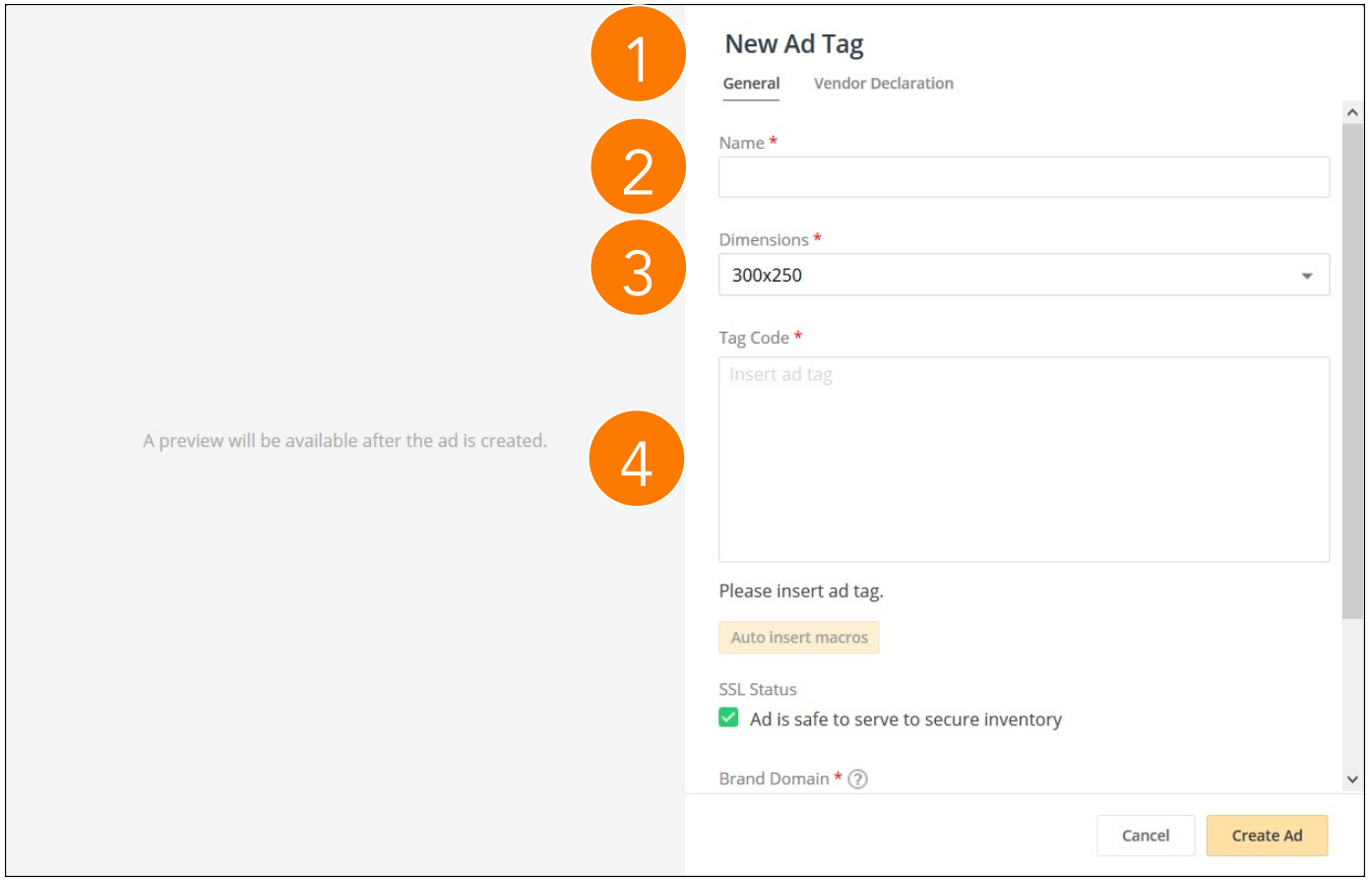
2. Click Create Ad. You see the creative on your dashboard

TripleLift Wizard Workflow

Wizard Workflow Activation

All formats in the wizard workflow can be set up via third-party tagging. TripleLift will build the campaign details, build the creative into the Wizard tag, and share the ID to your seat for easy implementation. For manual setup….

1. On the My Ads screen, click New Ad and select a type of ad tag.
2. In the general tab, enter a Name for the ad.
3. Select the Dimensions for the ad – 333x333
4. Enter the Tag Code, including any macros you need. Macros inset dynamic data into your ad tag when the impression is delivered. At a minimum, you'll need to insert the DSP click macro for clicks to be counted correctly.



Pro Tip:
To ensure Wizard tags function as expected, be sure to copy and paste the entire tag from the formula bar vs. copy and pasting an excel cell containing the code. Copying and pasting directly from the cell will cause the tag to malfunction.

Wizard Workflow Activation - Continued

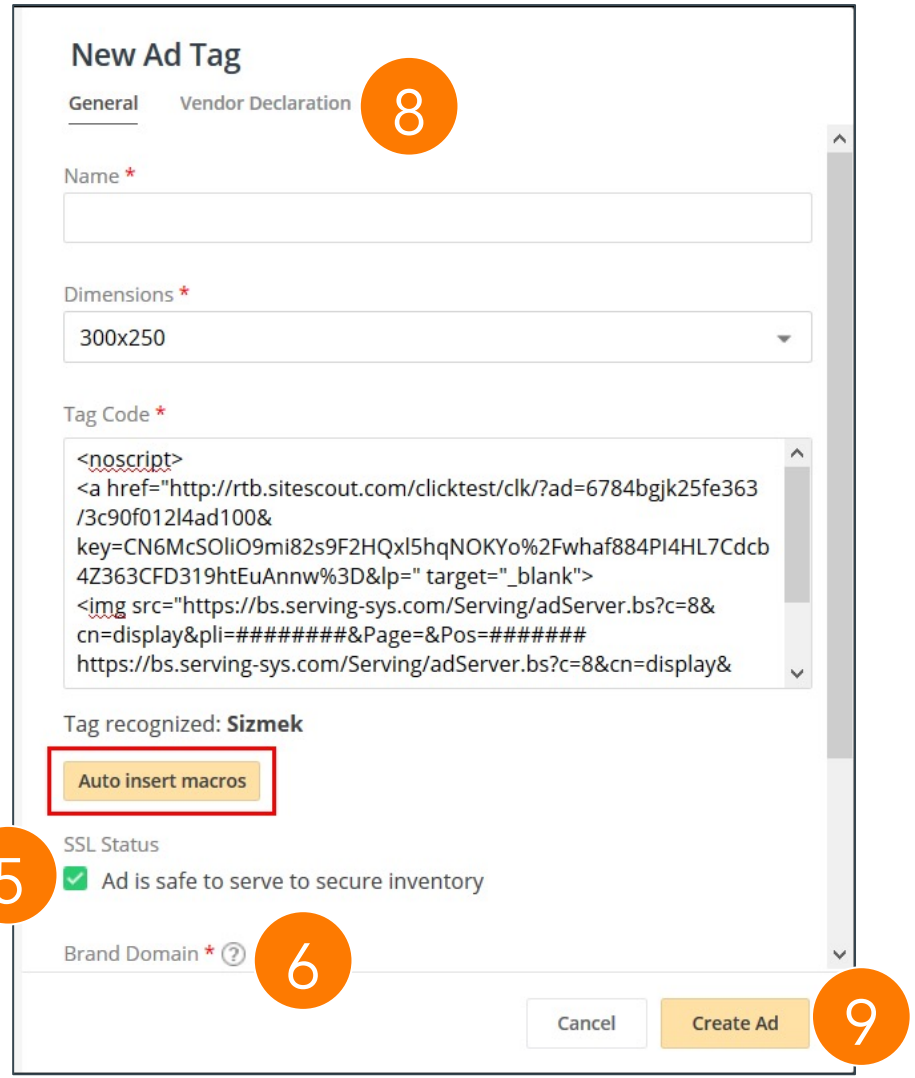
5. If the ad tag is secure and ATS Compliant, select Ad is safe to serve to secure inventory.

6. Edit the Brand Domain if the default domain does not apply to this ad. Do not include a protocol (https://) or landing page. Example: abc.com You cannot edit the brand domain after you create the ad. See Brand Domains & Categories for details.

7. Edit the Brand Categories if the default categories do not apply to the ad. You cannot change these categories after you create the ad.

8. Optional: Choose a Vendor in the Vendor Declaration tab. Google requires certain ad serving vendors/technologies to be declared for ads to run on Google Ad Manager. If you're not using any of the vendors on the list, you don't need to make a declaration.

9. Click Create Ad to upload your ad.



Video Workflow

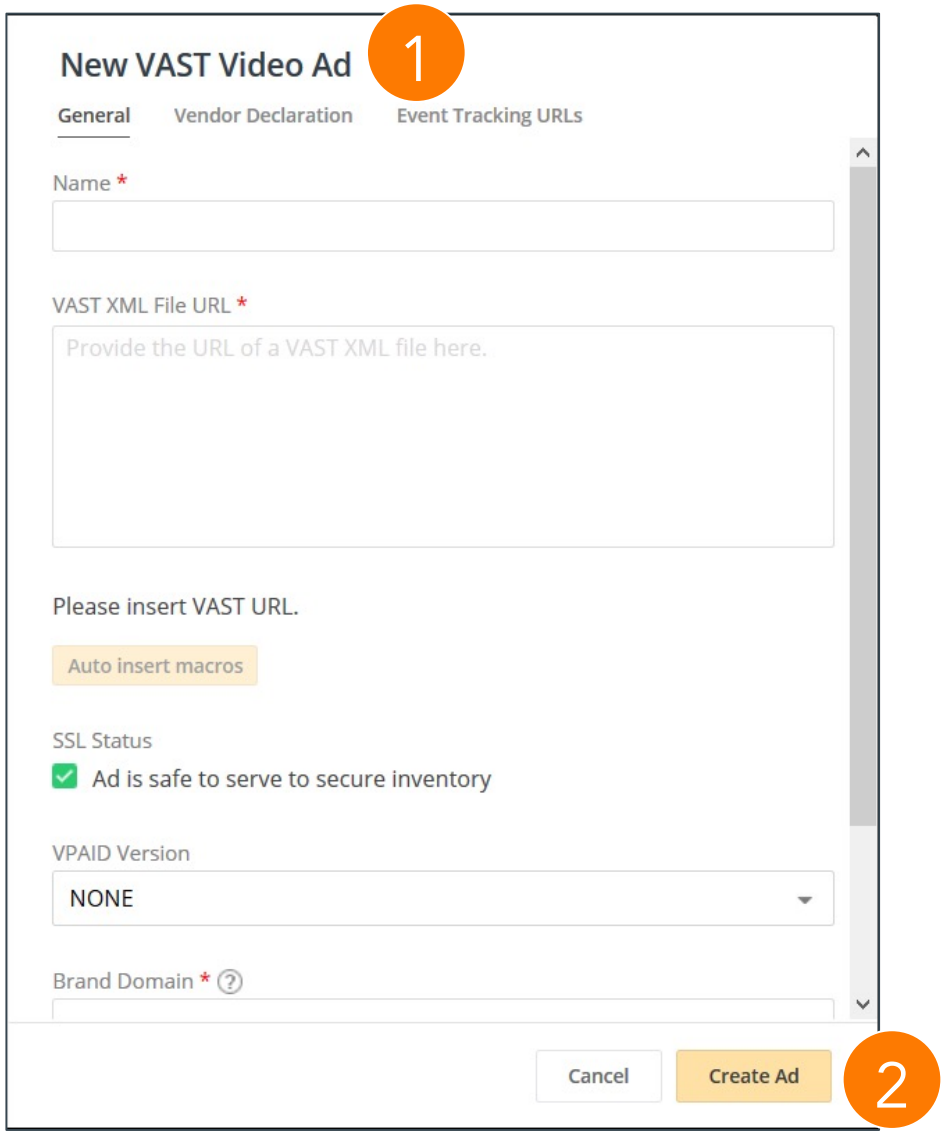
Video Workflow Activation– VAST Tag

On the My Ads Screen, click **New Ad** > **VAST Video Ad**.

1. In the General tab, complete these fields:

- **Name:** Give the ad a descriptive name.
- **VAST XML File URL:** Enter the URL of the VAST XML file.
- Click **Auto insert macros** to automatically insert Basis DSP Macros into the tag. This feature is only available for Google Campaign Manager and Sizmek tags.
- **SSL Status:** If the ad ATS Compliant, select **Ad is safe to serve to secure inventory**.
- VPAID Version *(Optional)*: If your ad uses VPAID, you must select the appropriate version here: NONE, VPAID 1, or VPAID 2.
- **Brand Domain:** If the default domain does not apply to this ad, edit it now. The brand domain cannot be edited after you create the ad. The domain should not include a protocol (https://) or landing page.
- See **Brand Domain and Categories** for details.
- **Brand Categories**: If the default categories do not apply to the ad, edit them now. These categories cannot be changed after you create the ad. See Brand Domain & Categories for more information.

2. Press **Create Ad**

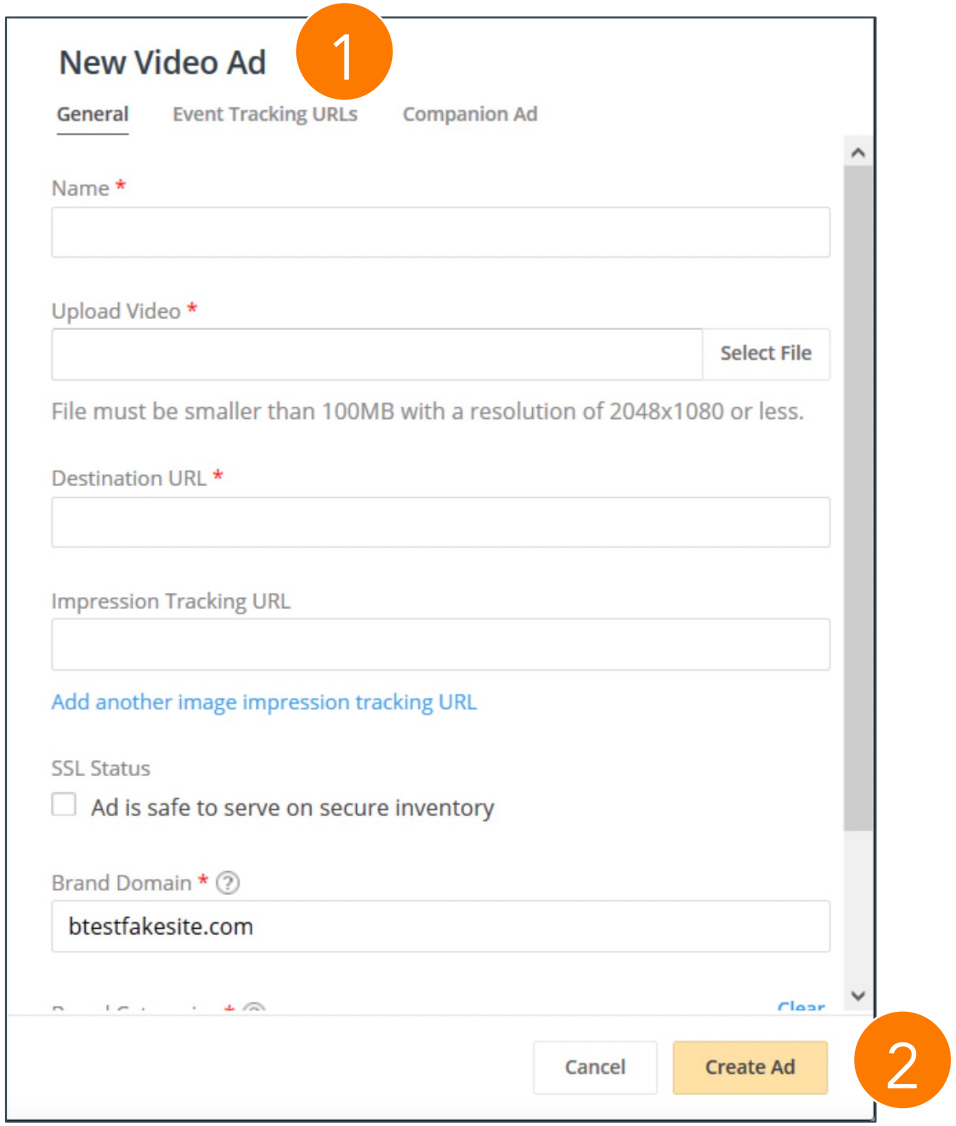


Video Workflow Activation – Standard Tag

To create a standard video ad:

1. In the **General** tab, complete these fields:

- **Name:** Give the ad a descriptive name.
- **VAST XML File URL:** Enter the URL of the VAST XML file.
- Click **Auto insert macros** to automatically insert Basis DSP macros into the tag. This feature is only available for Google Campaign Manager and Sizmek tags.
- **SSL Status:** If the ad is ATS compliant, select **Ad is safe to serve to secure inventory**.
- **VPAID Version** *(Optional)*: If your ad uses VPAID, you must select the appropriate version here: NONE, VPAID 1, or VPAID 2.
- **Brand Domain**: If the default domain does not apply to this ad, edit it now. The brand domain cannot be edited after you create the ad. The domain should not include a protocol (https://) or landing page.
- See Brand Domains and Categories for details.
- **Brand Categories**: If the default categories do not apply to the ad, edit them now. These categories cannot be changed after you create the ad. See Brand Domains and Categories for more information.
- Press Create Ad



Activation Best Practices

Best Practices: TripleLift General Guidelines

Suggested Do's and Don't's

- Do use Video or Native Workflow when launching a TripleLift Video campaign
- Do choose engaging photos.
- Do use products set in real environments. Historically, these have tended to perform better than products in isolation.
- Do explore all the image options at your fingertips. From blogs to product pages, you likely have a treasure trove of impactful images.
- Don't use images with too much text.
- Don't crop the image. TripleLift will ensure the image fits perfectly across every placement.
- Don't use an image with a logo overlaid on top.
- Don't use banner ad creative.

Viewability & Third-Party Trackers

- Ensure you have 3rd Party Viewability reporting available from 3P vendors or Triplelift, when using the Wizard workflow to monitor and track Viewability Rate.
    - Activating IAS Viewability alongside TripleLift Wizard tags will result in the campaign not spending.
- All 3rd party trackers are accepted as long as they are 1x1 image tag. All trackers must be secure (https://).

Workflow Specs

Native Requirements

Headline	20 characters (however, 25 characters is accepted on almost all inventory)
Body	90 Characters
Main Image	1200x627 (1:91:1 aspect ratio recommended)
Max File Size	200 KB
File Types	JPG, GIF, PNG
Icon/Logo	Exactly 240x240
Brand Name	25 Characters

Video Requirements

Video Dimensions	Minimum height of 144 px, up to 2048x1080 minimum Note: We recommend uploading videos that are 1920x1080 for 16:9 content & 1440x1080 for 4:3 content
Aspect Ratios	16:9 or 4:3 (Avoid uploading ultra-high definition
File Types NOT Supported	All file types are acceptable except: Apple Intermediate, HDV 720p60, Go2Meeting3, Avid Meridien Uncompressed, Windows Media Audio Lossless, CineForm, STF (Flash)
Max Length	60 Seconds
Max File Size	100 MB

Questions?

Contact Centro@triplelift.com