



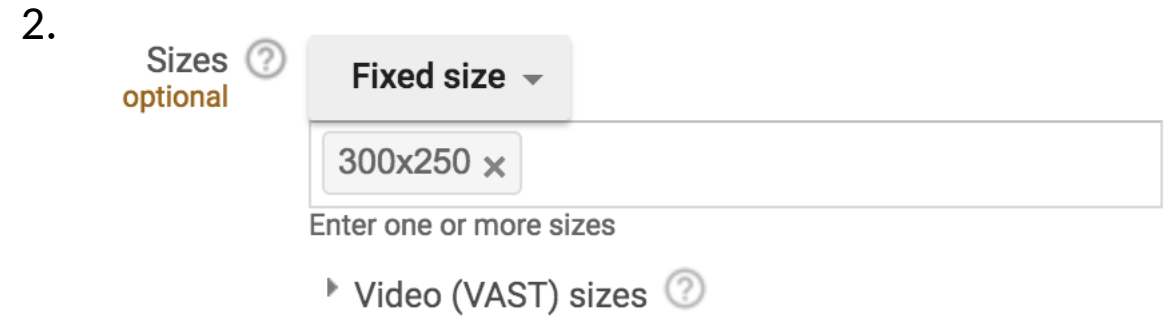
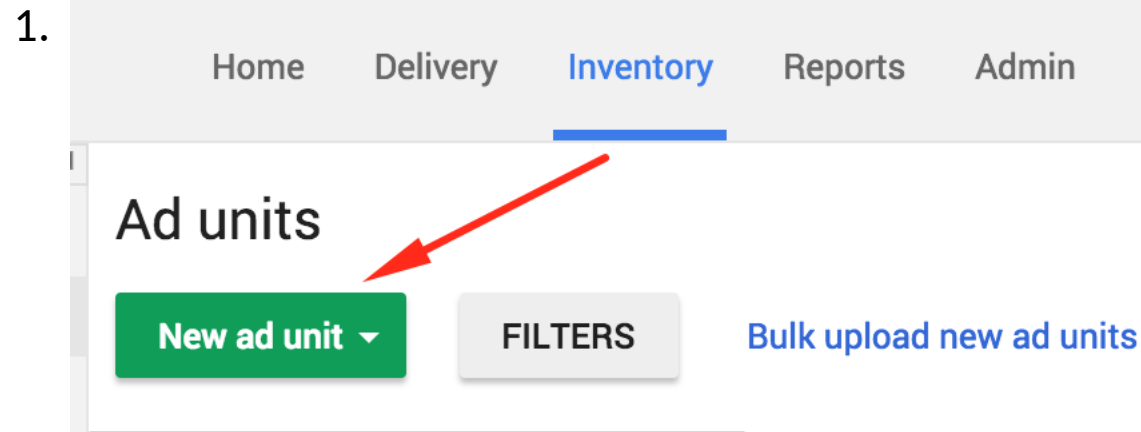
Flex DFP passback



Content

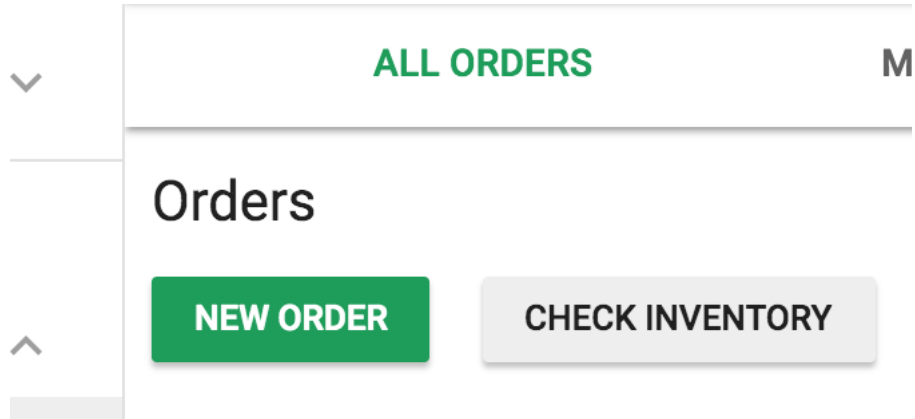
1. Create a new ad unit, order and line item
2. Create a new passback creative
3. Generate a passback tag
4. Generate a flex ad unit

1. Create a new ad unit, order and lineitem

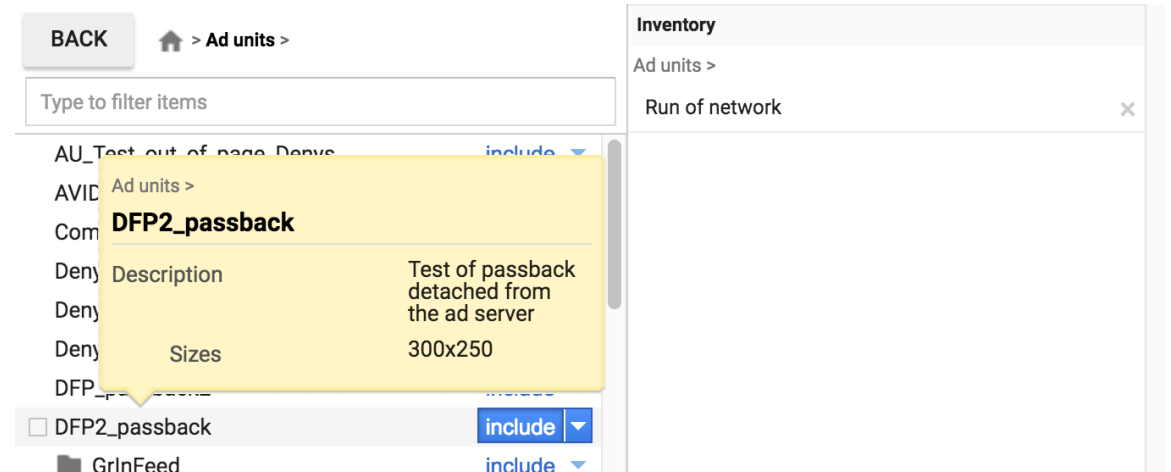


1. Create a new ad unit, order and lineitem

3.



4. Link your order to your ad unit



5.

SAVE

2. Create a new passback creative

1.

ADD CREATIVES

3. Save creative and approve lineitem

SAVE

2. Creative type: 3rd party, HTML or Image

Creative: **New creative**

Bulk upload files Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, TXT, HTML, ZIP.



Drag and drop files here

OR SELECT FILES FROM YOUR COMPUTER

All

Web

Mobile App

Third party

A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.

HTML5

A creative built from HTML and supporting assets that enables rich user experiences.

Image

A basic image creative. Requires a GIF, JPG, or PNG file.

Native (Not currently available due to size restrictions)

3. Generate a passback tag

1. Go to DFP menu: Inventory -> Ad units -> choose your ad unit -> click Generate tags

GENERATE TAGS

 History

2. In opened window choose Tag Type: Google Publisher Tag

Generate tags

- 1 Select Tag Type

Google Publisher Tag




Continue

3. Generate a passback tag

3. Tag options: choose Create passback tag and Standard GPT syntax

2 Select Tag Options

Create passback tag ☒

Passback syntax  ☒ Standard GPT syntax ☐ GPT Light syntax

ca-pub-1128933293719386 > Denys_passback

Inventory unit sizes 

300x250 x


Inventory unit level targeting

ADD TARGETING

3. Generate a passback tag

4. Click Continue and get the passback tag

3 Tag Results

Document body 

▼ Ad Units

```
<script src='https://www.googletagservices.com/tag/js/gpt.js'>
  googletag.pubads().definePassback('/56033726/Denys_passback', [300, 250]).display();
</script>
```


4. Generate a flex ad unit

Open a page and generate flex ad unit with a passback.

Note: send your previously generated passback tag to the LoopMe integration contact for clear creating the flex tag.

☐ MPU (250x300)

☐ Phone Banner (320x50)

☒ Passback HTML Response

GENERATE DFP TAG

