



Omeda DFP Integration - Overview:

Omeda's DFP integration tool allows you to track and target segments of your subscriber database like never before -- via DFP's Key / Value targeting functionality. This is accomplished by combining an enhanced version of our Olytics web tracking software, a new straightforward integration interface, and some JavaScript snippets that you place on your pages.

One of the key benefits to using this integration, is the ability to target the live data collected in your Omeda database. **While other CDP's use implied assumptions, your Omeda connection uses known data.** Anything you can query in Omeda's platform can be pushed to DFP as a Key/Value target.

Some example targeting segments could include:

- Customers that are due for magazine renewal in the coming month.
- Specific demographics such as Job Title, Industry, Interests, etc..
- Customers that have paid for a subscription in the last month. Customers who have let their magazine subscription age out of Active status. Customers that work for Fortune 100, 500, or 1,000 companies.

Omeda DFP Integration – How It Works:

To find the DFP Integration, go to **Menu ->Activate -> Integrations ->** and click on the **Double Click for Publishers** logo.

Within the integration, you will find the following sections:

- Google Login (authorizing the Omeda DFP Integration)
- Javascript Set up (what to implement on your websites)
- Set Up Domain Groups
- Manage DFP Key/Values
- View Our Tutorial
- Request a Demo

The screenshot shows the Omeda DFP Integration interface. At the top, there is a navigation bar with "INTEGRATION SEARCH" and "DOUBLE CLICK FOR PUBLISHERS (DFP)". Below this, there is a "Google Login" section with a "Sign In" button. A message below the button states: "You have not authorized Omeda Integrations or you are signed out. Please make sure you have [enabled API access](#) in your DFP Console." Below the login section, there is a "Home" section with the DoubleClick for Publishers logo and several links: "Javascript Setup", "Set Up Domain Groups", "Manage Dfp Key / Values", "View our Tutorial", and "Request a Demo". Each link has a brief description of what it does.

STEP 1: Implementation – Google Login & Javascript Set Up

To get started using the Omeda DFP integration, the appropriate Olytics – DFP javascript needs to be configured on the pages you would like to integrate. This is a technical implementation and should be completed by whoever set up and manages the DFP account. The Javascript configuration can be found within the Integration. You will also need to authorize your Google Account to the allow access to the Omeda Integration.

[Home](#)

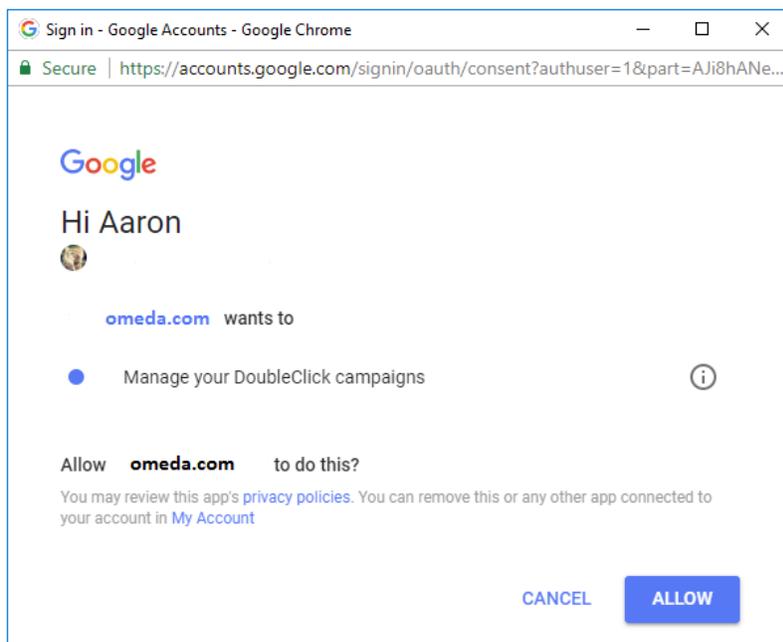


DoubleClick
for Publishers

[Javascript Setup](#)

Our olytics - DFP integration requires the appropriate olytics - dfp javascript be configured on pages you would like to integrate.

1. Add our **Olytics Javascript** to the pages you wish to implement DFP Key/Value Targeting via Olytics-DFP Integration.
2. Login with your google account that is tied to your DFP account and visit the Manage DFP Key / Values section. You should see a google consent screen as shown below.
3. Upon logging in, we will attempt to look up your available networks. If we do not find a network tied to your google account - you will be notified as such.



STEP 2: Manage your Key/Value Set Up in Omeda

Once the implementation set up is complete, there are 3 ways you can begin to target your DFP ads by assigning Keys/Values in Omeda:

- **Audience Builder Segment**
- **Customer Demographics**
- **External Segment**

You will be able to use the Integration to create and manage these Keys/Values. Omeda will auto-generate the Key Name and Targeting Value for your DFP console. Key type will always be "Predefined".

- **Predefined key-values (as defined by DFP) means:** Use predefined key-values when you know the possible values of a targeting key based on common characteristics of your site's visitors. For example: Let's say you want to target a line item to people between the ages of 18-34. Create a predefined key called age and enter the desired age ranges as values. When you create the line item, select age as a key and 18-34 as the value. That key-value remains hard-coded in the ad tag.

When targeting a line item to a predefined key-value, you see a list of values that are defined in DFP Inventory. You can only choose from that list of values. Once a value is removed from the Inventory section, you don't see it as an option when targeting that key.

- **Key-Value (as defined by DFP) means:**
*With key-value targeting, you can define your own targeting criteria (such as age, gender, or content) that DFP is not able to determine. For example, you can define criteria based on common characteristics of your site's visitors such as gender, age and interests.
To use key-value targeting, create key-values in DFP, target your line items to them, then pass the key-values into your ad tags. If a line item targets a key-value, the ad server only serves it to ad tags on your website that include that key-value.*

Creating Key / Value Targets from Audience Builder Segments

The first option in creating DFP Key / Values is targeting an Audience Builder saved query. You can either start a new Key or add a new Value to an existing Key.

1. To target a saved query, go into Audience Builder and segment the customers you wish to target.
2. In the DFP Integration, Click Manage Key/Value -> Target an Audience Builder Segment
3. Select your Audience Segment
4. Create Your Key and Value. You can Create New or Add a Value to an Existing Key.
5. Click Save and Send. Once you do this, we will push the Key and Values directly to your DFP console. From there you can target Key / Values as you normally would via your DFP console.

Target an OnQ Audience Segment

OnQ Audience Segment	Key Display Name	Value Display Name	Key / Values
<input type="button" value="Select Audience Segment (OnQ)"/> Nanotech Magazine 1 month Expiring 97,117 Customers.	Create New <input type="text"/> Use Existing <input type="text" value="1 Month Magazine Expire"/>	<input type="text" value="Nano Tech Magazine"/>	<ul style="list-style-type: none"> • 1 Month Magazine Expire <ul style="list-style-type: none"> ○ Tiny Tech Magazine ○ Nano Tech Magazine

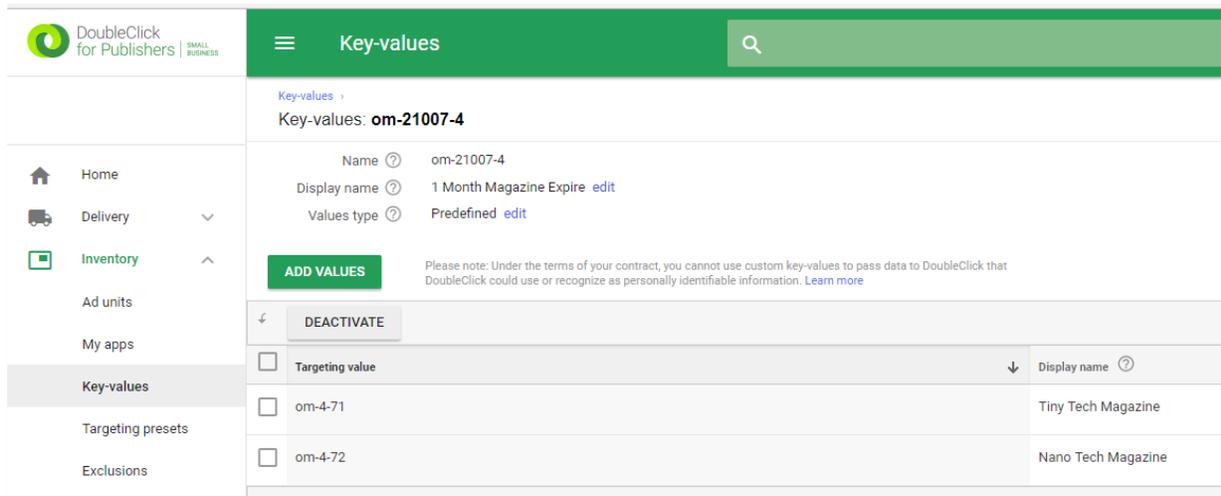
As a user you will enter the DFP Key Display Name and DFP Key Display Value.
 All keys and values will be type 'Predefined'.

We will auto-generate the Key Name and Targeting Value. The Key Name and Targeting Value must not be changed in your DFP console. [What you see in your DFP console.](#)

Examples of Audience Builder Segment Targets:

1. Customers that are due for magazine renewal in the coming month
2. Customers that have paid for a particular subscription in the last month
3. Customers who have let their magazine subscription age out of Active status
4. Customers who opened or clicked a particular deployment type in the last month

Viewing your DFP Key/Value from your Audience Builder Segment:



<input type="checkbox"/>	Targeting value	Display name
<input type="checkbox"/>	om-4-71	Tiny Tech Magazine
<input type="checkbox"/>	om-4-72	Nano Tech Magazine

Once set up, you will be able to go back into the Manage Key/Value and Edit and add to these Key/Values.

Creating Key / Value Targets from Customer Demographic Segments

The second option in creating DFP Key / Values from is a demographic and its valid response values. The Key will be the demographic name, and each valid value will become a DFP Value tied to the Key. i.e. Job Title= CEO where Job Title is the KEY and CEO is the VALUE.

1. To target a Demographic, in the DFP Integration, Click Manage Key/Value -> Target an Audience Demographic
2. Select your Demographic Question. This is your KEY
3. You do not need to set a Value. The responses for that question become your VALUE options.
4. Click Save and Send. Once you do this, we will push the Key and Values directly to your DFP console. From there you can target Key / Values as you normally would via your DFP console.

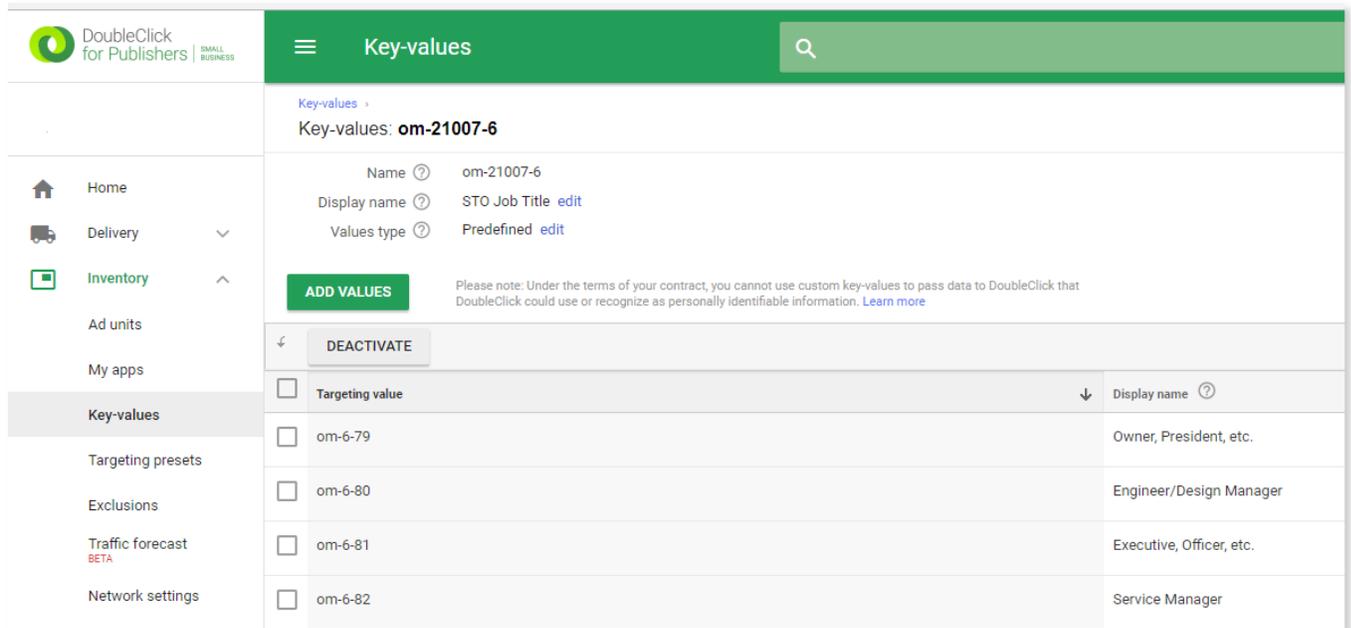
Target An Audience Demographic

Audience Demographic	Key / Values
<p>STO Job Title</p> <p>Only Single Choice, Multiple Choice, and Yes/No Demographics are Available. Demographics that have already been assigned to DFP are available below under "Modify Existing Key / Values".</p> <p>Save and Send</p>	<ul style="list-style-type: none"> • STO Job Title <ul style="list-style-type: none"> ○ None of the Above ○ Service Manager ○ Manager ○ Other ○ Sales Representative ○ Owner, President, etc. ○ Executive, Officer, etc. ○ Engineer/Design Manager

Examples of Customer Demographic Audience Targets:

1. Job Title
2. Interests
3. Industry
4. Sector-specific demographics you maintain for your customers: "Boats sold yearly", "Monthly Car Sales Volume", etc.

Viewing your Key / Values in your DFP Console from your Demographic Target:



The screenshot shows the DFP Console interface for managing key-values. The left sidebar contains navigation options: Home, Delivery, Inventory, Ad units, My apps, Key-values (selected), Targeting presets, Exclusions, Traffic forecast (BETA), and Network settings. The main content area is titled 'Key-values' and shows details for a specific key-value: 'om-21007-6'. The details include: Name (om-21007-6), Display name (STO Job Title), and Values type (Predefined). Below this is an 'ADD VALUES' button and a note: 'Please note: Under the terms of your contract, you cannot use custom key-values to pass data to DoubleClick that DoubleClick could use or recognize as personally identifiable information. Learn more'. A 'DEACTIVATE' button is also present. A table lists the values for this key:

Targeting value	Display name
<input type="checkbox"/> om-6-79	Owner, President, etc.
<input type="checkbox"/> om-6-80	Engineer/Design Manager
<input type="checkbox"/> om-6-81	Executive, Officer, etc.
<input type="checkbox"/> om-6-82	Service Manager

Creating Key/Value Targets from an External Integration Segment

The third option will allow you to target customers if you are using Omeda's Event Product, Cobalt, or have an Omeda Integration with Lytics or Blue Conic. If so, you can target customers that belong to those segments via this DFP integration.

Domain Groups:

You can also restrict ads on certain domains by setting up domain groups. Domain Groups can be assigned to DFP Keys to restrict Key/Values to certain sites. After setting up your Domain Group and listing the sites you want to target on, you can go back into “Manage DFP Keys/Value” to assign the domain group to a specific Key. Now, that demo or segment is only going to be targeted for the sites your specified in your domain group.

1. To Set up a Domain Group, in the DFP Integration, Click Domain Groups
2. Click Create to set up a New Group
3. Name your Group and add your Valid Site URLs

Site Urls use a case-insensitive wildcard match. Valid site url **airlines.com/airport** would match **http://www.airlines.com/airport**, **http://today.airlines.com/airport/news**, and **https://airlines.com/airport/business/travel/?utm=936465** .
Do not include http:// or https:// in urls.

4. Click Save.

Create a New Domain Group

Domain Group Name	
<input type="text" value="Car Sites"/>	

Valid Site Urls	
<input type="text" value="www.cars.com"/>	<input type="text" value="www.auto.com"/>
<input type="text"/>	<input type="text"/>

To associate your Domain Group to a Key/Value:

1. Go to the main DFP Integration Page -> Manage DFP Key/Values
2. You'll find your list of Key/Value pairs that have been created with a Column "Edit Domain Groups"
3. Click the EDIT under this column to associate a Domain Group to a Key/Value

Modify Existing Key / Values

Key Display Name	Key Name (auto-generated)	Source	Created Date	Edit Domain Groups	Edit Values	Edit Key
VR Test	om-21007-13	External Segment	Mar 7, 2018 1:43 PM	0 Assigned Edit	Edit	Edit
: Activities Choice	om-21007-12	Demographic: : Activities Choice	Mar 7, 2018 1:30 PM	0 Assigned Edit	Edit	Edit
BBBBB- 3rd Party Email Offers	om-21007-11	Demographic: BBBB- 3rd Party Email Offers	Mar 7, 2018 1:12 PM	0 Assigned Edit	Edit	Edit
Demo Mode	om-21007-10	OnQ	Mar 6, 2018 8:57 AM	0 Assigned Edit	Edit	Edit
ACME - Sales Channel	om-21007-9	Demographic: ACME - Sales Channel	Feb 13, 2018 10:19 AM	0 Assigned Edit	Edit	Edit
Deployment Type 1 week click	om-21007-8	OnQ	Feb 13, 2018 10:17 AM	0 Assigned Edit	Edit	Edit
ACME - Buy/Specify	om-21007-7	Demographic: ACME - Buy/Specify	Feb 12, 2018 2:08 PM	1 Assigned Edit	Edit	Edit

4. Once you click EDIT, you'll see your list of Domain Groups that have been set up. Check the box next to the group you want to associate

Editing Key: Deployment Type 1 week click

Domain Group	Assigned To Key	Action
Aviation Sites	<input type="checkbox"/>	View Group Site Urls

Save and Send

5. Click Save and Send to send this to your DFP Console

Audience Builder Query of DFP Data:

Because Omeda is an integrated database, you will be able to query on Double Click Traffic in the Audience Builder tool. Look for the "Double Click Traffic" skittle or ask your Account Services Manager to add this for you.

With the Olytics DFP Integration javascript in place on your websites, we are recording the page visits and storing that information in your database. You will be able to search DFP impressions on a site by Filtering on Site Domain, Date Filter and Key/Value Search. In this way, users can target specific site traffic for one or many DFP segments during a time range. For example: "Give me everyone with a job title of CEO or Vice President that visited my aeronautics.org website in the last month."