

Neural Intent - Deployment Models and CM360 Set UP guide

How Neural Intent and Campaign Manager 360 work together to attribute every impression, click and conversion back to the creative variant that drove it.

A practical reference for creative tracking, Floodlight setup and reporting structure



Neural Intent Deployment Models

Three ways to set up creative-level tracking and conversion measurement

Choose the preferred CM360 ownership model

OPTION 1 · BIG ADS CM360

Managed Service

Lowest client workload

- 1 Big Ads creates trackers**
Unique impression and click trackers for every Neural Intent variant.
- 2 Big Ads adds trackers**
Trackers are mapped to the relevant creative variants in Neural Intent.
- 3 Big Ads creates Floodlight**
Conversion activities are created in Big Ads' CM360 instance.

Floodlight deployment

GTM linked: pushed and published by the client. No GTM: Big Ads emails the code to the client's web developer.

Reporting owner: Big Ads — Results monitored in Big Ads' CM360

OPTION 2 · CLIENT CM360

Delegated Access

Client ownership, Big Ads execution

- 1 Client grants access**
Big Ads Ad Operations receives read and write access to the client's CM360.
- 2 Big Ads creates trackers**
Placements, tracking creatives and ads are built in the client's CM360.
- 3 Big Ads configures Neural Intent**
Variant trackers are added to the relevant Neural Intent creatives.
- 4 Big Ads creates Floodlight**
Tags are created in the client instance and coordinated for deployment.

Fastest client-owned option

Reduces client trafficking time and complexity.

Reporting owner: Client — Big Ads creates, monitors and optimises

OPTION 3 · CLIENT CM360

Client Self Service

Client controls creation and deployment

- 1 Client creates trackers**
Unique impression and click trackers are built in the client's CM360.
- 2 Client sends tag sheet**
Big Ads maps the supplied trackers to Neural Intent creative variants.
- 3 Client creates Floodlight**
Client installs conversion tags via GTM or through its web developer.
- 4 Client grants read access**
Client adds Big Ads as read-only, allowing us to view and monitor performance.

Client-controlled setup

Timing depends on client team availability and resourcing.

Reporting owner: Client — Big Ads can view reporting but cannot change setup



Option 1: Managed Service

Big Ads creates the trackers and manages Floodlight within Big Ads' internal CM360 instance

OPTION 1 · BIG ADS CM360

1 Confirm what to track

The client tells Big Ads which website pages and actions matter to the campaign. We recommend tracking key steps in the user journey as well as the final conversion.

2 Create the CM360 trackers

Big Ads creates a separate impression tracker and click tracker for each Neural Intent creative variation in the Big Ads CM360 account.

3 Create the Floodlight tags

Big Ads creates the Floodlight tags needed to measure the agreed website actions.

4 Deploy the Floodlight tags

Route depends on whether the client uses Google Tag Manager (see right).

5 Review campaign results

Campaign reporting will be available on the Neural Intent platform.



Deploying the Floodlight tags

Two routes, depending on whether the client uses Google Tag Manager.

CLIENT USES GTM

The client's GTM administrator approves the connection to the Big Ads CM360 account. Big Ads then coordinates the deployment of the tags through GTM.

CLIENT DOES NOT USE GTM

Big Ads emails the Floodlight code in a text file. The client's web developer adds the tags to the relevant sections of the website.

Reporting owner: Big Ads — results monitored in Big Ads' CM360



Option 2: Delegated Access

Big Ads creates the trackers and manages Floodlight using the client's CM360 account

OPTION 2 · CLIENT CM360

1 Confirm what to track

The client tells Big Ads which website pages and actions they want to measure. We recommend tracking key steps in the user journey as well as the final conversion.

2 Give Big Ads access to your CM360 account

Ask your CM360 administrator to add the Big Ads team as users with permission to create and edit items for the relevant advertiser: campaigns, placements, impression and click trackers, and Floodlight activities. Access can be restricted to the advertiser and campaigns needed for Neural Intent.

3 Create the trackers and Floodlight activities

Big Ads uses the client's CM360 account to create a separate impression and click tracker for each Neural Intent creative variation, along with the agreed Floodlight activities.

4 Deploy the Floodlight tags

Route depends on whether the client uses Google Tag Manager (see right).

5 Review campaign results

Results are available on the Neural Intent platform. The client can also view creative performance in their own CM360 account.



Deploying the Floodlight tags

Two routes, depending on whether the client uses Google Tag Manager.

CLIENT USES GTM

Big Ads works with the client's GTM administrator to deploy the tags once the required access is approved.

CLIENT DOES NOT USE GTM

Big Ads emails the tag code in a text file for the client's web developer to add to the relevant website pages or events.

Reporting owner: Client — Big Ads creates, monitors and optimises



Option 3: Client Self Service

The client manages trackers and Floodlight using the client's CM360 account

OPTION 3 · CLIENT CM360

1 Agree on what to track

The client and Big Ads confirm which website pages and actions will be measured, including the final conversion and relevant steps in the user journey.

2 Create the impression and click trackers

The client creates a separate 1x1 impression tracker and click tracker in their CM360 account for each creative variation, then sends Big Ads a tracker sheet identifying which trackers belong to each variation.

3 Apply the trackers to the creative variations

Big Ads applies the supplied trackers to the matching creative variations on the Neural Intent server and tests that they fire correctly.

4 Set up website conversion tracking

The client creates and deploys the Floodlight tags for the agreed pages and actions, using their own website or tag management team.

5 Give Big Ads view access to CM360

Read-only user access — see the steps on the right.

6 Review campaign results

Results are available on the Neural Intent platform and in the client's own CM360 account.



Giving Big Ads view access

*This is user access within CM360, not an automated email report.
The client's CM360 administrator should:*

- a Go to **Admin > User profiles > New** and enter the Big Ads team member's email address.
- b On the **Properties** tab, select a role that lets Big Ads view the campaign, trackers, Floodlight setup and reporting, without permission to create or edit them. Check permissions under **Admin > User roles**.
- c On the **Filters** tab, allow access to the relevant advertiser, campaign and site. Make sure filters don't hide the placements or Floodlight data Big Ads needs.
- d Confirm the role includes the reporting permissions needed to view conversion data, then **Save**. ([Campaign Manager 360 Help](#))

Reporting owner: Client — Big Ads can view, not change setup

CM360 Set Up guide

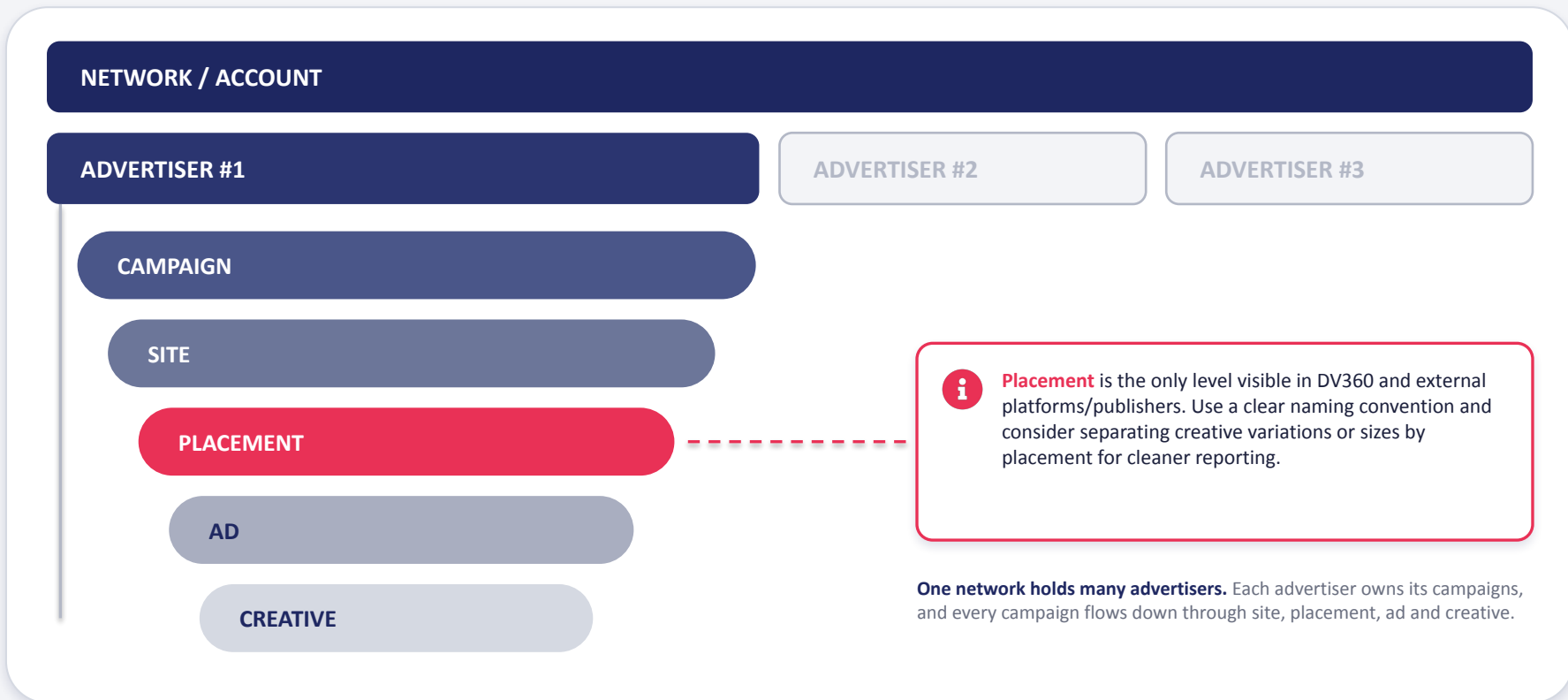
Step-by-step walkthrough: advertiser, campaign, site, placement, tracking ads, bulk variants, Floodlight and attribution.

A practical reference for creative tracking, Floodlight setup and reporting structure



CM360 Account Structure

Everything you do in CM360 sits inside this chain structure



Creating an advertiser on CM360

A guide on CM360

SETUP JOURNEY

Advertiser

Campaign

Site

Placement

Tracking ad

Bulk variants

Floodlight

Attribution

Access



CM360 Account Structure: Advertiser

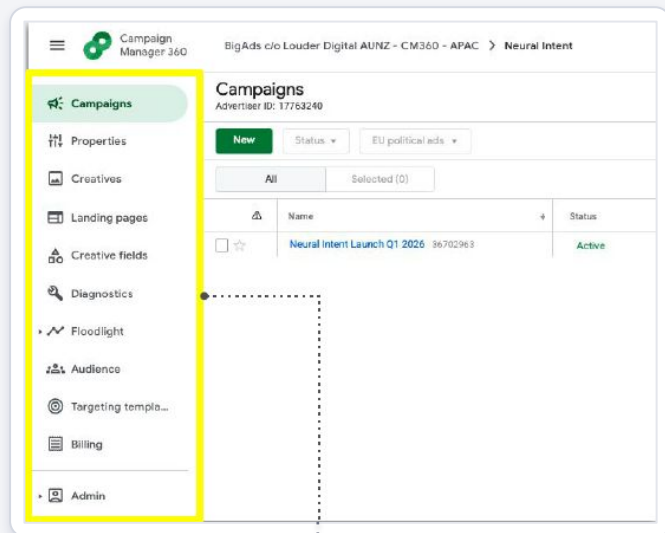
Everything specific to one end client sits inside its own advertiser

WHAT IT IS

The top-level container in a CM360 account, usually one advertiser per end client, brand or product line. All of that client's campaigns, creative and settings live inside it, fully separated from every other advertiser sharing the account.

WHAT YOU CONTROL AT THIS LEVEL

- Floodlight (conversion tracking) configuration.
- Landing pages and creative fields shared across campaigns.
- Audience lists and reusable targeting templates.
- Billing details, and pausing or holding the whole client's ad serving.



You can see all the features available within a client in the left-hand panel when you're in an advertiser.

ACCOUNT LEVEL

ADVERTISER

CAMPAIGN

SITE

PLACEMENT

AD

CREATIVE

Creating a campaign on CM360

A guide on CM360

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CM360 Account Structure: Campaign

A campaign in CM360 is an organising container

WHAT IT IS

A campaign sits one level below the advertiser and organises the work for a specific initiative or reporting period. Every campaign belongs to exactly one advertiser; it can't exist on its own or be shared across clients.

WHAT YOU CONTROL AT THIS LEVEL

- Start and end dates, which set the reporting window.
- Default landing pages and event tags.
- Creative rotation and optimisation settings that placements and ads inherit.
- Brand safety, verification and ad declaration settings.

The screenshot shows the 'Properties' tab in the Campaign Manager 360 interface. The campaign name is 'Neural Intent Launch Q1 2026'. The advertiser is 'Neural Intent'. The status is 'Active'. The billing invoice code is empty. The comments field is empty. The declarations section shows that the campaign does not have EU political ads. The schedule section shows start and end dates of 09/01/2026 and 10/31/2026 respectively. A yellow highlight is on the campaign name field.



Campaigns keep all related placements and ads tidy in one place. They can also set shared rules: dates, properties and targeting that apply to everything inside.

ACCOUNT LEVEL

ADVERTISER

CAMPAIGN

SITE

PLACEMENT

AD

CREATIVE



Create a new Campaign on CM360

Steps 1–3 · set up the campaign that will hold your Neural Intent placements

1 Select New Campaign under All campaigns

Campaign Manager 360 BigAds c/o Louder Digital AUNZ - CM360 - APAC

A number of important changes to reporting metrics, feature deprecations, and modifications to existing workflows across Cam

All campaigns

New Status EU political ads

All Selected (0)

	Name	Status	Advertiser
☐	Neural Intent Launch Q1 2026 36702963	Active	Neural Intent
☐	Test 2 36655895	Active	Big Ads-Test
☐	Test 36547405	Active	Big Ads-Test

2 Fill in all details and select the relevant advertiser

New campaign

Save **Cancel**

Identification

Campaign name required Neural Inten Test Campaign 3

Advertiser required Big Ads-Test

Status Active

Billing invoice code

Comments

Limit is 255 characters for comments. Current: 0.

Declarations

EU political ads required ☐ Yes, this campaign has EU political ads

Campaign Manager 360 doesn't allow campaigns with EU political ads to serve in the EU. This campaign can still serve in other regions. [Learn more about the EU political ads policy](#)

☒ No, this campaign doesn't have EU political ads

Schedule

Start date required 08/27/2026

End date required 09/30/2028

3

Set the end date several years out. CM360 stops serving when the campaign ends and the date cannot be extended.



Create a new Campaign on CM360

Step 4 · landing page and ad blocking

- 4 Add your landing page and ensure ad blocking is disabled to avoid delivery issues, then click Save.

×

New campaign

Save

Cancel

• Before you can save, your campaign needs at least one landing page so that we know where to send people when they click on your ads.

Landing pages ?

Landing pages in this campaign

⚠ If you make any updates to a landing page, your changes will affect the landing page across your advertiser.

New

Select from advertiser landing pages

Delete

Make default

1 of 1

<

>

Default	Name required	URL required ?	Custom Android deep link ?	Custom iOS deep link ?
☐		🔗 http://bigads.co		

Before you can save, your campaign needs at least one landing page so that we know where to send people when they click on your ads.

▸ Billing

▸ Landing page URL suffix

▾ Verification

Settings

Ad blocking ?

☐ Enabled

Before you save

- ✓ Landing page URL added
- ✓ Ad blocking disabled
- ✓ Click Save

Creating a site on CM360

A guide on CM360

SETUP JOURNEY

Advertiser

Campaign

Site

Placement

Tracking ad

Bulk variants

Floodlight

Attribution

Access



CM360 Account Structure: Site

A site identifies the publisher, app or network a placement is destined for

WHAT IT IS

Sites represent real inventory: a website, app or network you have bought space on. Placements are created against a site so CM360 can group and report on where ads are running, and apply consistent defaults underneath it.

WHAT YOU CONTROL AT THIS LEVEL

- Grouping and reporting by publisher or platform.
- **Not tag delivery:** the tag still has to be handed to and implemented by the publisher itself, one level down.

The screenshot shows the Campaign Manager 360 interface. At the top, the breadcrumb trail is: BigAds c/o Louder Digital AUNZ - CM360 - APAC > Neural Intent > Neural Intent Launch Q1 2026. The main header for the campaign is 'Neural Intent Launch Q1 2026' with details: Campaign ID: 36702963, Active, 09/01/2026 - 10/31/2026, Neural Intent. Below this is a table of placements. The first row is 'Criteo', which is highlighted with a yellow box. A dashed line connects this box to an information box at the bottom right. Other rows in the table include 'BigAds Deal ID', 'BigAds NI', 'BigAds NI 300x250', and 'BigAds NI 300x600'. The left sidebar shows navigation options: Campaign, Properties, Billing, and Admin.



Sites are always called “sites”, even when they represent an app or network. Creating a placement means choosing a site for it, but CM360 does not itself serve tags to that destination; the generated tag is sent to the site for implementation.

ACCOUNT LEVEL

ADVERTISER

CAMPAIGN

SITE

PLACEMENT

AD

CREATIVE

Creating a placement on CM360

A guide on CM360

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CM360 Account Structure: Placement

Each placement generates one tag: the code handed to a publisher or platform to serve your creative

WHAT IT IS

A placement is created under a site and defines exactly where, when and at what size an ad appears. It's the level that produces a real, trackable placement tag: the thing that leaves CM360 and gets connected to a publisher, SSP or platform.

WHAT YOU CONTROL AT THIS LEVEL

- Size, dimensions and compatibility (display, video, audio, rich media).
- Cost structure and pricing.
- Flight: the start and end dates ads can serve.
- Tag type and delivery settings.

The screenshot shows the Campaign Manager 360 interface for a campaign named 'Neural Intent Launch Q1 2026'. The left sidebar has tabs for Campaign, Properties, Billing, and Admin. The main area shows a list of items with columns for Name, Criteo, BigAds Deal ID, BigAds NI, BigAds NI 300x250, and BigAds NI 300x600. The 'BigAds Deal ID' column is highlighted with a yellow box, and a dashed line connects it to an information box below.



You must create a placement to generate the placement tag; the tag calls CM360 for an ad to load when a user visits the publisher's site.

ACCOUNT LEVEL

ADVERTISER

CAMPAIGN

SITE

PLACEMENT

AD

CREATIVE



Create a new placement on CM360

The unique placement lets you identify each NI variant in reporting

1 Click the green New button, choose Placement, then select your site.

2 Complete the fields for one variant first. The placement will later be bulk duplicated for the other creative variants.

The screenshot shows the Campaign Manager 360 interface. At the top, there's a navigation bar with the Campaign Manager 360 logo and the path: BigAds c/o Louder Digital AUNZ - CM360 - APAC > Big Ads- Test > Neu. Below this, a blue banner contains a message about reporting metrics changes. The main content area shows 'Neural Intent Test Campaign 3' with details: Campaign ID: 36577375, Active, 08/27/2026 - 09/30/2028, Big Ads- Test. A 'New' button is visible, and a dropdown menu is open, showing 'Placement' and 'Creative' options. Under 'Placement', there are several categories: Placement, Package, Roadblock, Ad, Standard, Click tracker, and Tracking. Each category has a list of options: Placement (Batch upload, Add from advertiser), Package (Display, In-stream video), Roadblock (Display, In-stream video), Ad (Rich Media display banner, In-stream video redirect, Standard, Custom display, In-stream audio, Click tracker, Custom display interstitial, Audio redirect, Tracking, Display redirect, Tracking).

The screenshot shows the 'New placement' form in Campaign Manager 360. The form is titled 'New placement' and 'Site: Big Ads'. It has a 'Name' field with the value 'NI | Variant 01 | News'. Below this, there are fields for 'Status' (Active), 'Compatibility' (Display), 'Dimensions' (1 x 1), 'Ad serving platform' (DV360 (DBM)), and 'Comments'. There is also a 'Payment source' field with the value 'Agency'. At the bottom, there is a 'Schedule and pricing' section with fields for 'Testing starts' (08/27/2026), 'Start date' (08/27/2026), 'End date' (09/30/2028), 'Cost structure' (CPM), 'Cap cost' (Off), and 'Gap cost' (Off). The form has 'Save' and 'Cancel' buttons at the bottom.

EXAMPLE SETTINGS

NAME
NI | Variant 01 | News

STATUS
Active

COMPATIBILITY
Display

AD SERVING PLATFORM
Your DSP (e.g. DV360)

START AND END DATES
Match the campaign dates

SITE
Big Ads or your site

Then click Save

Creating a tracking ad

A guide on CM360

SETUP JOURNEY

Advertiser

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Placement

Tracking ad

Bulk variants

Floodlight

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CM360 Account Structure: Ad

Sitting inside a placement, the ad decides which assigned creatives actually serve, and rotates between them

WHAT IT IS

An ad connects one or more creatives to a placement. CM360 automatically creates default ads when you add creatives, but ads carry their own settings for exactly how and when those creatives are delivered.

WHAT YOU CONTROL AT THIS LEVEL

- Creative assignment and rotation logic (weighted, optimised, sequential).
- Landing page overrides for individual creatives.
- Ad type: standard, tracking or click tracker.
- Start and end dates within the placement's flight.

Campaign Manager 360

BigAds c/o Louder Digital AUNZ - CM360 - APAC > Neural Intent > Neural Intent Launch Q1 2026

☆ Neural Intent Launch Q1 2026
Campaign ID: 36702963 Active 09/01/2026 - 10/31/2026 Neural Intent

New Views: Summary Status: Active / Inactive X Search items

☐	Name
☐	Criteo
☐	BigAds Deal ID
☐	BigAds NI
☐	BigAds NI 300x250
☐	BigAds NI 300x600



Standard ads typically have multiple assigned creatives, and CM360 rotates between them based on the ad's settings, selecting which creative displays for each impression.

ACCOUNT LEVEL

ADVERTISER

CAMPAIGN

SITE

PLACEMENT

AD

CREATIVE



Create a new tracking pixel on CM360

Return to the campaign summary, then create the 1x1 tracking creative

1 Click the green New button and under Creative, select Tracking.

The screenshot shows the Campaign Manager 360 interface for a campaign named 'Neural Intent Test Campaign 3'. The top navigation bar includes the Campaign Manager 360 logo, the campaign name, and a breadcrumb trail: 'BigAds c/o Louder Digital AUNZ - CM360 - APAC > Big Ads- Test > Neural Intent Test Campaign 3'. Below the navigation bar, there is a notification banner about reporting metrics changes. The main content area has a sidebar with a 'New' button and a 'Views: Summary' dropdown. The 'New' button is highlighted, and a dropdown menu is open, showing options for 'Placement' and 'Creative'. The 'Creative' menu is expanded, showing various creative types: 'Batch upload', 'Add from advertiser', 'Display', 'Rich Media display banner', 'Custom display', 'Custom display interstitial', 'Display redirect', 'In-stream video', 'In-stream video redirect', 'In-stream audio', 'Audio redirect', and 'Tracking'. The 'Tracking' option is selected.

2 Complete the fields and click Save.

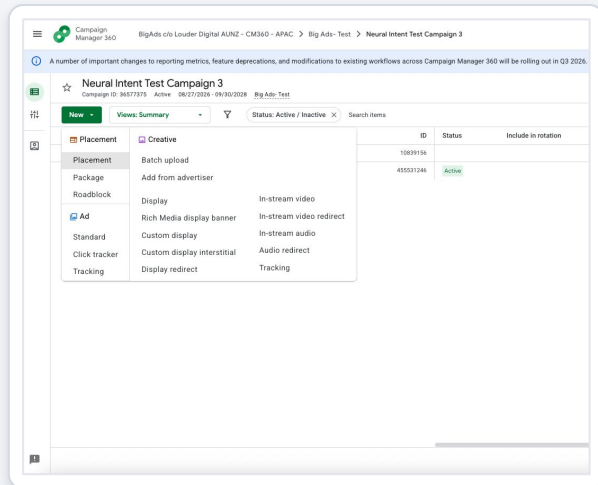
The screenshot shows the 'New creative' form in Campaign Manager 360. The form is titled 'New creative' and has a 'Type: Tracking' label. The 'Identification' section contains a 'Name' field with the value 'NI | Variant 01 | News' and a 'Status' dropdown set to 'Active'. The 'Creative fields' section is empty, with a note 'No creative f' visible. At the bottom of the form, there are 'Save' and 'Cancel' buttons.



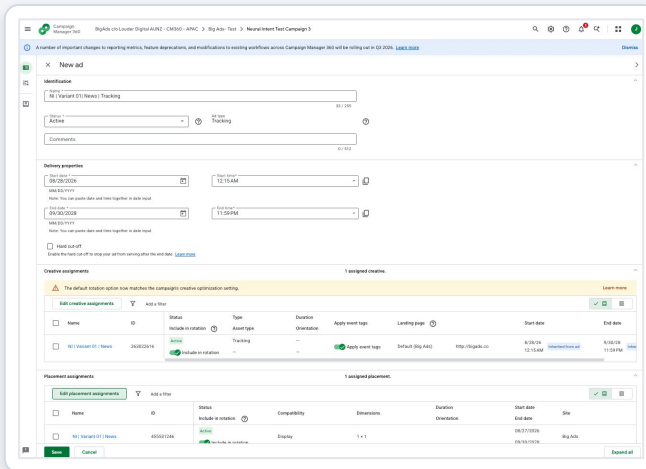
Create a new tracking pixel on CM360

Return to the campaign summary, then create the tracking ad

1 Click the green New button and, under Ad on the left, click Tracking.



2 Complete the tracking ad fields.



Tracking ad fields

- **Name:** NI | Variant 01 | News | Tracking
- **Status:** Active
- **Dates:** match the placement dates
- **Landing page:** the client's final website URL
- **Placement:** find and select the assignment
- **Creative:** select the 1x1 tracking creative
- Save the tracking ad

RESULTING STRUCTURE

News placement

News tracking ad

1x1 tracking creative

Export the tracker and bulk create other variants

A guide on CM360

SETUP JOURNEY

Advertiser

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Access



Bulk creating CM360 Variants

Once one variant exists (1×1 creative, tracking creative and tracking ad), the rest can be created quickly

×

Export sheet ?

1

We've introduced a new Export flow. Is this page easy to use?

YesNoDismiss

Having issues? [Export the legacy spreadsheet instead.](#)

Basic

Time zone

Sydney +10:00 GMT

⊗

?

Columns

Template *

Summary

Columns

Site details

Placement ID / Name

Placement group

Placement status

Placement compatibility

Placement dimensions

Placement orientation

Placement schedule

Include placement in ad rotation

Unassign placement from ad

Ad ID / Name

Ad type

Ad status

Ad schedule

Ad click tracker landing pages

Creative ID / Name

Creative type

Creative compatibility

Creative schedule

Creative landing page settings

Include creative in ad rotation

Unassign creative from ad

Edit columns

Rows

Filter for rows

☒ Rows matching currently applied filters

☐ Active and inactive rows only

☐ All rows

Export

Cancel

1

Open the campaign, go to the top right corner and click Export. Export a summary sheet containing placement, ad and creative details.

HOW BULK CREATION WORKS



Variant 01 complete

Placement, tracking ad, 1×1 creative



Export summary sheet

Copy the Variant 01 row



Import for Variants 02, 03...

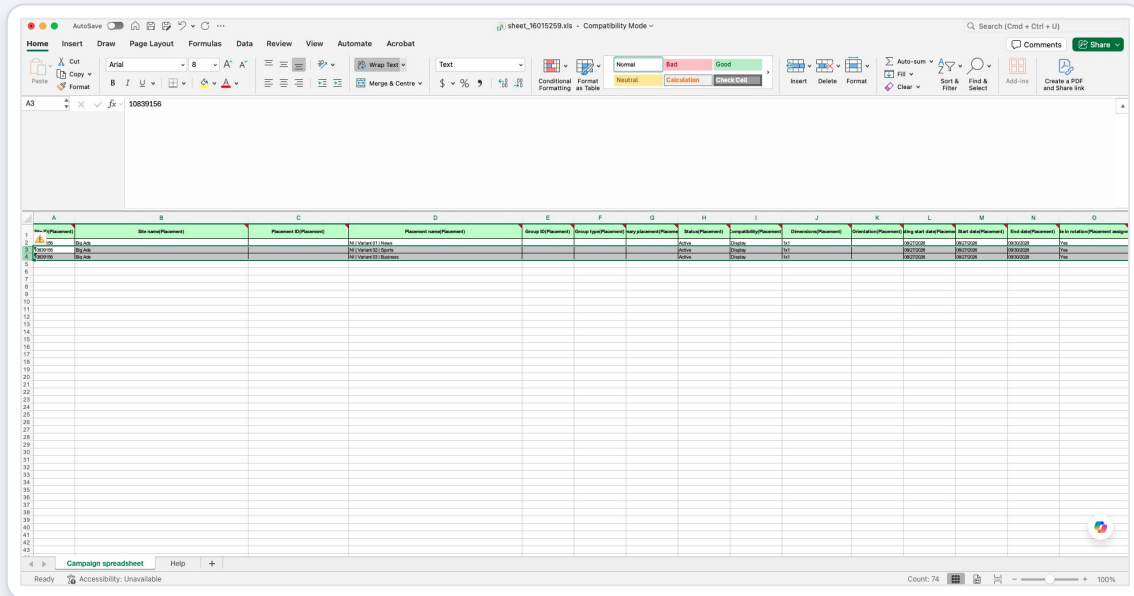
CM360 creates the new items



Bulk creating CM360 Variants

Duplicate the finished row in the export sheet, then import it back

1 Open the spreadsheet, find the completed variant row and copy that row for each new creative variant.



2 In every copied row

CLEAR THESE IDS

Placement ID

Ad ID

Creative ID

UPDATE THE NAMES

Placement: NI | Variant 02 | Sports

Tracking ad: NI | Variant 02 | Sports Tracking

Tracking creative: NI | Variant 02 | Sports Tracking

Keep all other settings unchanged

3 Save the spreadsheet. In CM360 select Import > Import spreadsheet, upload the file and check the sheet status for errors. **Note:** blank ID fields tell CM360 to create new items. Don't upload the same sheet twice, as CM360 may create duplicates.



Download the tracking tags

Return to the campaign summary and export the tag file

1 Click Tags in the top right corner > Download, and select Include tracking ads.

Name	ID	Standard	IFrame/JavaScript	Internal redirect	JavaScript	Click tracker	Pre-fetch	External ID	Status	Testing start date	Start date
Big Ads	10829156	☒	☒	☒	☒	☒	☐				
NI Variant 01 News	455514554	☒	☒	☒	☒	☒	☐	N/A	Active	8/27/26	8/27/26
NI Variant 02 Sports	455514557	☒	☒	☒	☒	☒	☐	N/A	Active	8/27/26	8/27/26
NI Variant 03 Business	455514560	☒	☒	☒	☒	☒	☐	N/A	Active	8/27/26	8/27/26

2 Download the tag file. The export should contain:

1 × impression tracking tag

1 × click tracking URL

3 Send the tag sheet to the Big Ads Ad Operations team, who will add the trackers to the relevant creatives on Neural Intent.



adops@bigads.co

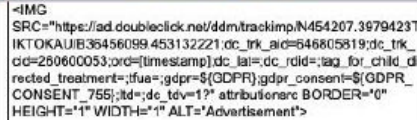
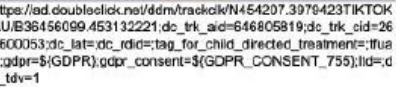
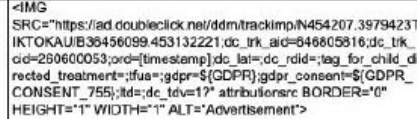
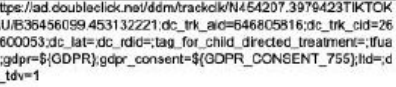


Send the tracking sheet to Big Ads

Once all trackers are created for every creative variation



Send the tracking sheet to the Big Ads Ad Operations team (adops@bigads.co) so they can implement the trackers on the creative ad server.

Impression Tag (Image)	Impression Tag (iFrame)	Impression Tag (JavaScript)	Click Tag
 <pre></pre>	 <pre><IFRAME SRC="https://ad.doubleclick.net/ddm/trackimp/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805819;dc_trk_cid=280600053;ord=(timestamp);dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1? WIDTH=1 HEIGHT=1 MARGINWIDTH=0 MARGINHEIGHT=0 HSPACE=0 VSPACE=0 FRAMEBORDER=0 SCROLLING=no BORDERCOLOR=#000000"></IFRAME></pre>	 <pre><SCRIPT language="JavaScript"1.1" SRC="https://ad.doubleclick.net/ddm/trackimp/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805819;dc_trk_cid=280600053;ord=(timestamp);dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1? attributionsrc "></SCRIPT></pre>	 <pre>https://ad.doubleclick.net/ddm/trackclk/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805819;dc_trk_cid=260600053;dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1</pre>
 <pre></pre>	 <pre><IFRAME SRC="https://ad.doubleclick.net/ddm/trackimp/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805816;dc_trk_cid=280600053;ord=(timestamp);dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1? WIDTH=1 HEIGHT=1 MARGINWIDTH=0 MARGINHEIGHT=0 HSPACE=0 VSPACE=0 FRAMEBORDER=0 SCROLLING=no BORDERCOLOR=#000000"></IFRAME></pre>	 <pre><SCRIPT language="JavaScript"1.1" SRC="https://ad.doubleclick.net/ddm/trackimp/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805816;dc_trk_cid=280600053;ord=(timestamp);dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1? attributionsrc "></SCRIPT></pre>	 <pre>https://ad.doubleclick.net/ddm/trackclk/N454207.3979423TIKTOKAU/B36456099.453132221;dc_trk_id=646805816;dc_trk_cid=260600053;dc_lat=dc_rdid=tag_for_child_directed_treatment=ifua=gdpr=\${GDPR};gdpr_consent=\${GDPR_CONSENT_755};td=;dc_tdv=1</pre>

WHAT'S IN THE TAG SHEET

Impression tag (Image)

Impression tag (iFrame)

Impression tag (JavaScript)

Click tag



What happens after you send the tag sheet

From tracker creation to live measurement on Neural Intent



STEP 1

Create trackers

One impression and one click tracker for every Neural Intent creative variant.



STEP 2

Export tag sheet

Download the tags from CM360 with tracking ads included.



STEP 3

Email Ad Ops

Send the sheet to adops@bigads.co.



STEP 4

Map and test

Big Ads applies each tracker to its matching creative variant and tests that it fires correctly.



The result

Every impression, click and conversion can be attributed back to the Neural Intent creative variant that drove it.



Best practices for CM360 naming conventions

Keeping campaigns searchable, consistent and reportable

LEVEL	CONVENTION	EXAMPLE
ADVERTISER	The official advertiser name, used consistently. Never create a duplicate advertiser record; it fragments campaign history and measurement.	NIKE
CAMPAIGN	Brand + year + quarter + strategic objective.	NIKE_2025_Q3_BRAND_AWARENESS
PLACEMENT	Neural Intent variant + IAB category + size + format.	NI_CreativeVar1_News_300x250_Display
AD	Name the tracking ad to match its creative variant and size.	NI_CreativeVar1_News_300x250_TrackingAd
CREATIVE	Name the tracker for its variant and tracking type.	NI_CreativeVar1_News_300x250_ImpressionTracker

Creating the Floodlight tag to measure conversion

A guide on CM360

SETUP JOURNEY

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Floodlight

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Access

Floodlight configuration

One set of tags shared across CM360, DV360 and SA360: one shared source of truth

WHAT IS A FLOODLIGHT CONFIGURATION?

Think of it as the master settings for one advertiser (or a shared group of advertisers). Every tag you build underneath it follows these defaults unless you tell it to do something different.

WHAT LIVES IN IT?



Default conversion window

How long a click or view still counts.



Default tag type

How the tracking code gets delivered.



Variables

Standard and custom variables captured on every tag.



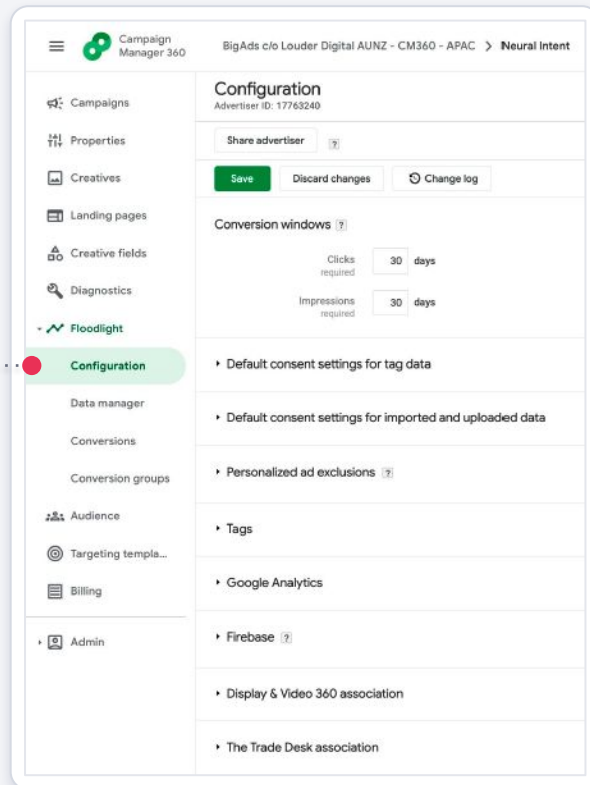
Consent and data sharing

Rules for what reaches Google services.



DV360 link

Whether this configuration is linked to a Display & Video 360 advertiser.





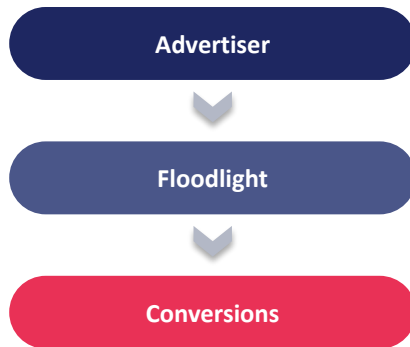
Creating the Floodlight conversion tag

Start from the advertiser's Floodlight settings

The screenshot shows the Campaign Manager 360 interface. The left sidebar menu is expanded, and the 'Conversions' option is highlighted. The main content area displays a table of conversion tags. The table has columns for 'Conversion name', 'Status', 'Impressions yesterday', 'Average impressions last 7 days', 'Category', 'Conversion tag string', and 'Group name'. A single row is visible with the name 'Demo - 475468433', status 'Active', and category 'Page view'. Above the table, there are filters for 'Tag format', 'Category', and a 'Download all tags' button. The URL in the browser address bar is `https://campaignmanager.google.com/trafficking/#/accounts/2792400/advertisers/17751249/floodlight/17751249/activities?status=1&hidden=false`.

- 1 Open the relevant advertiser in CM360. In the left menu, select Floodlight > Conversions.

WHERE TO CLICK





Creating the Floodlight conversion tag

Configure the conversion activity



Note: create one Floodlight activity per website action, not per NI creative variant.

1 Name the conversion

Click New Conversion. Enter a clear name, such as **Book a Demo**.

2 Choose the category

Pick the category that matches the action:

Book appointment

→ demo booking

Submit lead form

→ enquiry

Purchase

→ sale

3 Set the conversion group

Create or select a conversion group, such as **Neural Intent Leads**.

4 Select the counting method

Standard counts every successful conversion.

5 Add the conversion URL

Enter the expected conversion page URL, such as <https://bigads.co/contact-us/#contact-form>

6 Choose the tag format

Select **Google tag**, keep the conversion status **Active** and click Save.

CM360 attribution

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Attribution models in CM360

Six rule-based models, plus data-driven attribution (DDA): how each assigns conversion credit

1 First interaction

100% credit to the very first touch. Best for awareness plays and lesser-known brands.



2 Last interaction

100% credit to the final touch before conversion. Best for short, transaction-led paths.



3 Linear

Equal credit across every touchpoint. Best for sustained, multi-touch journeys.



4 Time decay

More credit closer to conversion (7-day half-life). Best for short-term promos.



5 Position based

40% first / 40% last / 20% middle. Balances awareness and conversion value.



6 Data-driven (DDA)

Machine learning distributes credit from your own conversion patterns.



Google's direction: first-click, linear, time-decay and position-based were already retired for new conversion actions in Google Ads and GA4 (2023) and rolled into DDA. It's a signal CM360 accounts might move the same way, not a reason to panic if you still see them here.



Attribution models in CM360

Where to find and choose an attribution model in the Floodlight configuration

BigAds c/o Louder Digital AUNZ - CM360 - APAC > Big Ads- Test

Share advertiser ⓘ

Save Discard changes Change log

Enhanced conversions

Path to conversion

App attribution ⓘ

Server to server ⓘ

Data sharing settings

Attribution ⓘ

Attribution models

New model... Make primary Remove

Please click the Save button to save your changes.

Primary ⓘ	Name	Attribution model	Attribution scope	Start date ⓘ	Attributed impression	Modeled conversion
☒	System Floodlight model ⓘ	Floodlight	Paid channels	08/26/2026	All	Include
☐			Paid channels		All	Include

Viewable Impressions Choose the percentage of ActiveView and Engaged View Ineligible Impressions to include in your attribution model. This control only applies if you've chosen to include viewable impressions or Engaged Views in your attribution model.

50% ▾

Engaged View conversions

Default models

- Floodlight
- Last interaction
- First interaction
- Linear
- Time decay
- Position-based

WHERE TO FIND IT

Floodlight

Configuration

Attribution



Attribution is the rule you use to figure out which ad clicks or impressions get the credit when a user finally converts (like making a purchase or signing up).

In CM360, attribution models help you see the whole customer journey instead of just the very last ad a person clicked.



Enhanced attribution

CM360's answer to cookie loss: tying clicks to conversions without relying on third-party cookies

WHAT IS IT?



DCLID (Display Click ID)

Appended to the landing page URL on every ad click. The Google tag reads it and reports it back on conversion, so CM360 can match the conversion to the exact click ([Support Article](#)).



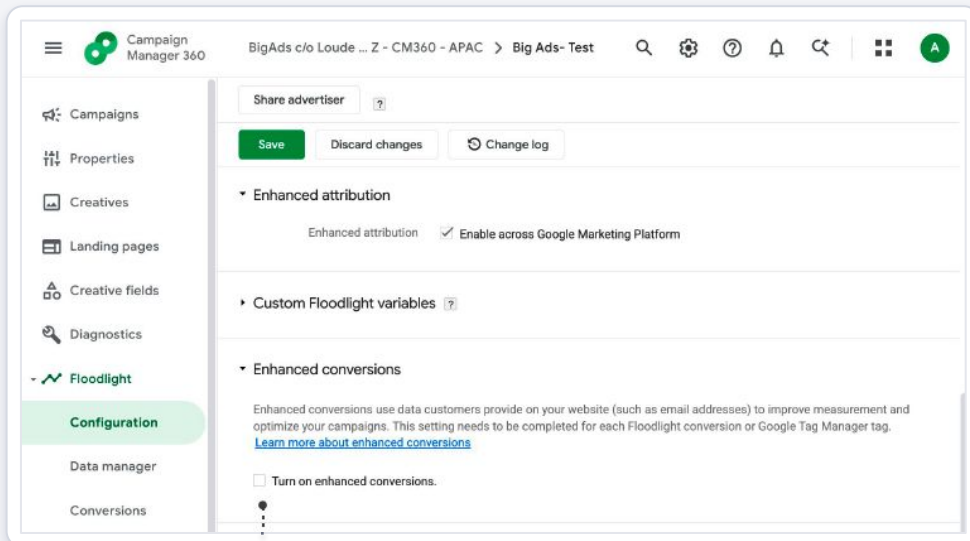
gad_source parameter

CM360 also auto-adds this to its click trackers: a second signal that helps identify where a click came from.



Not Enhanced Conversions

That's Google Ads/SA360's hashed first-party data matching. Similar goal, different mechanism: worth running both.



WITHOUT IT

Click-to-conversion matching gets noisier as cookies erode, weakening view-through credit and feeding a DDA model messier data.

WITH IT ON

Attribution works from a cleaner signal, not a complete fix: DCLID can still be missing in some apps, or blocked where a publisher signals limited consent (ltd=1).

Remember to provide Big Ads reporting access to CM360

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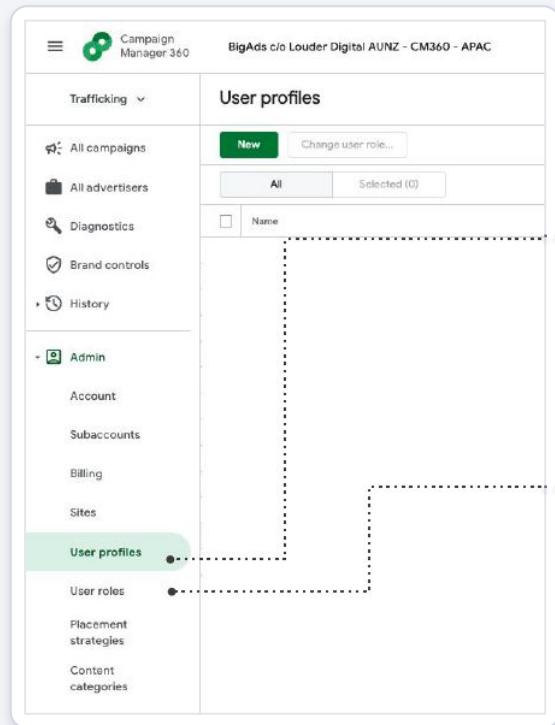
Attribution

Access



CM360 user profiles & roles

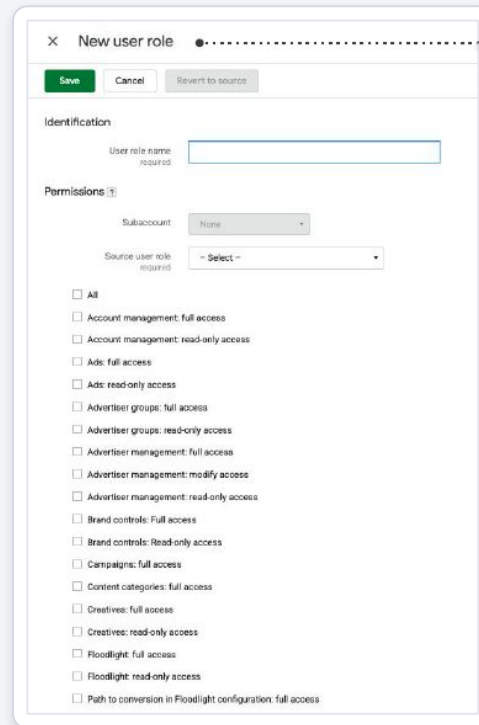
Controlling access and permissions in CM360



A **user profile** is what gives one person access to CM360. If they need access to more than one CM360 account, they need a separate profile for each.



A **user role** is the set of permissions attached to a profile. It determines what kind of data that user can view or edit.



Different users can have different user roles, giving them different permissions. Assign a unique role per user or reuse one role across several. Build your own role, or choose from CM360's **default roles**.