GENERATING A GOOGLE AD MANAGER TAG





● ● ● ■ Buddy - By Big ← → C ■ bigbuddy.io/ad-	 + builder?page=finalize&ad_id=2a6cf19f-5495-4afe-8c51-019d0943e681 	☆	• *	*
buddy	Contextually Curated Media Creative Builder Deal Package Summary Deal ID & Creative Tags		_	_
Start New My Deals Help	Copy & Paste these items into your DSP Run of Network Deal ID DEMO-TOKEN-GAM Download All Tags Sort by: Date Created: Z - A Q Search by name			
	Creative Tag 1 Test Mobile Web Cube 300x250 vins class="adcads" data-adc-id="otU1jExJilyX" data-unit="otU1jExJilyX" data-clickable="yes" data-click-macro="%%CLICK_URL_UNESC%%" data-redir="yes" Click to preview Edit creative			
Buddy Showcase Jon Account Manager Logout	Click here to see how to set these up in your DSP!		•	3

IGNORE the Deal ID as Google Ad Manager (GAM) will be used to serve the creative

2

Copy and paste the creative tag into **GAM**

```
This is the tag that will be inserted into GAM
```

```
<ins class="adcads"
```

```
data-adc-id="WgZJX0iuDdMw"
```

```
data-unit="WgZJX0iuDdMw"
```

```
data-clickable="yes"
```

```
data-click-macro="%%CLICK_URL_UNESC%%"
```

```
data-redir="yes"
```

```
data-clicktag-card_1="%%CLICK_URL_UNESC%%https://www.bigmobile.com/"
data-clicktag-card 2="%%CLICK URL UNESC%%https://www.bigmobile.com/"
```

```
data-clicktag-card_3="%%CLICK_URL_UNESC%%https://www.bigmobile.com/"
```

```
data-clicktag-card_4="%%CLICK_URL_UNESC%%https://www.bigmobile.com/"
```

```
data-click-tracker="%%CLICK_URL_UNESC%%https://www.bigmobile.com/"
```

```
data-responsive="yes"
```

```
data-width="300"
```

```
data-height="250">
```

```
<script src="https://media.adcanvas.com/WgZJX0iuDdMw/adtag.js" type="-
```

```
text/javascript"></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script
```

```
</ins>
```

$ ightarrow {f C}$ $ ightarrow$ admanage	r.google.com	* 🔍 🖈 🏶 📀
New order		
General settings	Name	
	0 / 255	
	Advertiser 🕥	
	Type to search	
	Trafficker ③	
	Labels (optional) ⑦	
	Type to search	
Advanced settings	Advertiser contacts (optional)	
	Please select an advertiser before adding contacts.	
	Agency (optional)	
	Type to search	
	Agency contacts (ontional)	
	Please select an agency before adding contacts.	
	Secondary transker (optional) Type to search	
	. The reasons	
	Salesperson (optional) ⑦	
	Type to search	
	CANCEL	

Google Ad Manager

Now that you're all done on Buddy, you can add the creative tag from Buddy into **GAM**.

1	
Open <mark>GAM</mark>	
2	

Create the order

\leftarrow $ ightarrow$ \mathbf{C} $igstarrow$ admana	ager.google.com	* 🔍 🖈 🎆 📀
All orders > BigMobile > Rubi New Line Item	con Tag Test >	
Ad type	Display (Standard) 💉	
Name	Name	
Line item type	Type Priority Priority value Normal	
Expected creatives ⑦	Network (12) Image: Constraint of the second seco	
Additional settings (optional)	House (16) Click-tracking only AdSense (12) (optional) () Comments (optional)	
SAVE CANCEL		

1

Create **line item** and choose what priority you would like to set the creative

2

Add the creative on the **line item**

3

Choose the ad unit targeting

G adm	anager.googie.com	<u> </u>
reative		
hird party 🖌		
	1	
s	300x250 GAM Mobile Web Carousel 300x250	
	Torrat of unit size @	
	augue ao unit size () 300x250	
	Code type (?)	
	Standard (2)	
	<pre>5 data-click-macro="%CLICK_URL_UNESC%%" 6 data-clicktag-card_1="%%CLICK_URL_UNESC%%https://www.bigmobile.com/" 8 data-clicktag-card_3="%%CLICK_URL_UNESC%%https://www.bigmobile.com/" 9 data-clicktag-card_3="%%CLICK_URL_UNESC%%https://www.bigmobile.com/" 10 data-clicktag-card_4="%%CLICK_URL_UNESC%%https://www.bigmobile.com/" 11 data-click-tracker="%%CLICK_URL_UNESC%%https://www.bigmobile.com/" 12 data-rapponsive="yes" 13 data-width="300"</pre>	
	15 <script <="" src="https://media.adcanvas.com/WgJJX0iuDdWw/adtag.js" td=""></script>	

Line Item > Creative > New Creative > Third Party

2

Add tag from Buddy

3

Uncheck **Serve into a** safeframe

4

Save

5

When the line item is Ready > Delivering