GENERATING A GOOGLE AD MANAGER TAG
1. **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.
<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>
</ins>

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

1. Open **GAM**
2. Create the order
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.
1. **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**