

## WHAT IS NEEDED TO BEGIN A TARGETED DISPLAY CAMPAIGN?

### GTM\*

Google Tag Manager (GTM) placement allows us to track valuable actions (conversions) on your website, and build remarketing audiences. The attached code can be forwarded on to your webmaster for placement on every page of your website.

A GTM container is a small snippet of code that allows us to deploy multiple tags such as conversion & remarketing pixels through one simple code instead of placing several individual tags. This container will enable us to track what happens after a user clicks on your ad (form submissions, phone calls) with the goal of measuring the success of your campaigns.

- If your client already has a GTM on their site and does not wish to place another, please request they add [leeanalytics2020@gmail.com](mailto:leeanalytics2020@gmail.com) with PUBLISH access. More instruction here: <https://support.google.com/tagmanager/answer/6107011?hl=en>
- Google's documentation for adding multiple containers on a single page can be found here: <https://developers.google.com/tag-manager/devguide#multiple-containers>
- If their website platform (ex: Weebly, Wix, GoDaddy) doesn't provide an easy, user-friendly method to add the container, then they can place both the <script> and <noscript> portions in the header and the container should still fire without any issues. Having the <script> part high in the <head> section is the most important as this will allow for the container to fire and start tracking as fast as possible when the page is loaded. If the <noscript> part goes into the <head> section instead of the <body>, this will not break anything.
  - Weebly: <https://www.paulinjeti.com/how-to-install-google-tag-manager-on-weebly-in-2020/>
  - Wix: <https://www.analyticsmania.com/post/how-to-install-google-tag-manager-on-wix-website/>
  - GoDaddy: <https://www.godaddy.com/community/GoCentral-Website-Builder/Can-t-add-Google-Tag-Manager-install-code-to-GoDaddy-Website/td-p/101847>

### 2. Google Analytics\*

Please grant [leeanalytics2022@gmail.com](mailto:leeanalytics2022@gmail.com) "Edit" level access to your Google Analytics account.

- If your client does not have an existing Analytics account or they are unable to obtain access to an existing account, we can deploy a new account through the GTM.

**3.** *Notify the team via SWFT when the GTM has been placed and Analytics access has been granted so they are triggered to deploy conversion and goal tracking, and link their Google Ads account to Google Analytics*

### 3. Basic Campaign Information

- Flight dates
- Budget
- CPM
- Tactic (audience targeting, remarketing, mobile location, etc.)
- Advertiser Goals
- Conversions to track (Measurement of success or KPIs)
- Audience or category to target
- Geography or addresses to target
- Click-through URL
- Creative – meeting the specs detailed below
  - **Display:** audience targeting, contextual targeting, website remarketing, mobile location, IP targeting
    - Ad sizes: 300x250, 320x50, 300x600, 728x90
    - Max file size: 150KB
  - **Pre-Roll:**
    - :15 or :30 .mp4 file recommended, :05 to 5:00 accepted
    - Max file size: 200 MB
    - Ad format: 16:9 or 4:3
  - **Connected TV (CTV/OTT):**
    - :15, :30, or :60 .mp4 file
    - Max file size: 10GB
  - **Programmatic Audio:**
    - :15 or :30 .mp3 file
    - Max file size: 1GB
    - Companion banner ads (optional, recommended, see display creative specs above)
  - **YouTube:**
    - URL to the video on YouTube
    - Cannot upload an .mp4 file, video must be uploaded to YouTube
  - **Native:**
    - 1200x627 image with little to no text
    - Short title (max 25 characters)
    - Long title (max 90 characters)
    - Short description (max 90 characters)
    - Long descriptions (max 140 characters)
    - Sponsor/brand name (max 25 characters)
    - Call to action (max 15 characters)
    - 200x200 logo (optional)

### TURNAROUND TIMES

- Targeted Display Campaign Creation (including Display Ads, CTV/OTT, Programmatic Audio, YouTube campaigns): up to 2 business days from when \*all final assets\* are received.
- Creative Changes: 2 business days from receipt of request, dependent upon number of ads & ad types.