

HOW TO TRAFFICK INTO DOUBLECLICK CAMPAIGN MANAGER (DCM)

For agencies using H3.0, its extremely important to have TRAFFICKING ID implemented in adserver. Trafficking ID is used for identification of particular placement in agency H3.0 digital planning and campaign stewardship tool.

WHERE DO I FIND TRAFFICKING ID?

Trafficking ID looks like “1234_website_section” and is placed in trafficking sheet table. Example below:



Trafficking_ID	Contact	Supplier	Website	Section	Format
1786_yahoo_allpages	contact@supplier.com	Yahoo	Yahoo	All Pages	Square
1788_youtube_video	contact@supplier.com	Google	YouTube	Video detail	Video Pre-Roll TrueView
1788_youtube_banner	contact@supplier.com	Google	YouTube	All Pages	Square
1790_facebook.com_newfeed	contact@supplier.com	Facebook	Facebook	Newfeed	Image Ad

HOW DO I IMPLEMENT TRAFFICKING ID INTO DOUBLECLICK CAMPAIGN MANAGER?

Within DCM, Trafficking ID shall be put into Placement COMMENTS field, within the mask “H30ID:traffickingID:H30ID”. So for example, if trafficking ID is “1234_website_section”, you shall put “H30ID:1234_website_section:H30ID” into the Placement Comments.



The screenshot shows the DCM interface with a list of placements on the left and a detailed view of a placement on the right. The 'Comments' field is highlighted with a blue arrow, showing the trafficking ID being entered.