

GDN Third Party Tags Implementation Request

Requirements

1. Ad tags
2. Google Adwords Customer ID. (See instructions)
3. Spreadsheet specifying the campaign, ad group and corresponding tags details. [Download Sample Here](#)
4. Setup a campaign in Adwords to which the creative should be added.

Step - 1

If you already have a Google Account Manager, you can request third-party implementation for your AdWords account through our [contact form](#). If you don't have a Google Account Manager, fill out the [request form](#) to get help with third-party implementation.

Step - 2

Select Option "Ad Tag"

Third Party Tags and Pixels Implementation Request

Warning: In light of the [Chrome Plugin Power Saver feature launch](#) in September 2015, your creatives should be built using HTML5 rather than Flash to prevent your Flash ads from being automatically paused, which negatively impacts performance and reach. AdWords will not allow the upload of Flash creatives starting in June 2016; any Flash creatives uploaded prior to June will stop serving in January 2017. For more information visit the [Third-party ads spec page](#) and the [Flash to HTML5 Help Center](#).

What are you aiming to implement?

Pixel (1x1, beacon or tracker)

Ad Tag

3P Viewability (for Video ads only)

Step - 3

What are you aiming to implement? **Ad Tag**

I would like my request to be trafficked right away and have therefore checked my 3PAS tags using the 3PAS validator prior to submitting this request. *

Yes

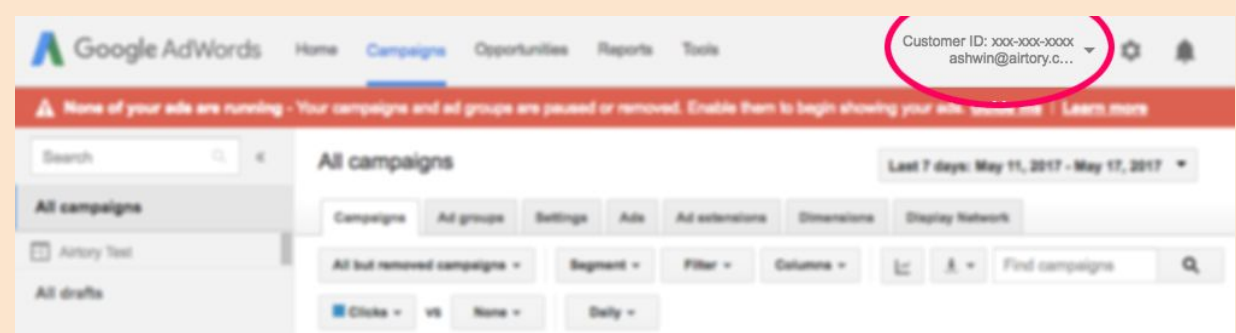
No

Confirm that the tag passes 3PAS Validation in the validator [here](#).

All Airtory tags does pass 3PAS validation. Select Yes.

Step - 4

Fill the rest of the form.



The screenshot shows the Google AdWords interface. In the top right corner, the Customer ID is displayed as "Customer ID: xxx-xxx-xxxx ashwin@airtory.c...". A red circle highlights this information. Below the navigation bar, there is a red warning banner that reads "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Learn more". The main content area is titled "All campaigns" and includes a search bar, a date range selector for "Last 7 days: May 11, 2017 - May 17, 2017", and various filters and controls.

Adwords customer ID can be found on the top right corner on your adwords account. Ex. 123-456-7890

If you have an account manager, select yes, and enter your account manager's email id.

Select the tag type as "Ad Tag"

Select the status of your campaign. If its a new campaign, select paused.

Upload the duly filled Spreadsheet. We recommend using the template provided [here](#).

Submit the form. Your creative would be added to the campaign shortly. You will receive an email confirming the same. This can take upto 48 hours.