



GOODWAY GROUP FLOODLIGHT INSTRUCTIONS FOR A WEBSITE

Adding Floodlights to site pages=Fire a pixel on a click such as a button, downloading a PDF, selecting an item from a menu, or submitting a form.

What is a Floodlight Tag? A Floodlight is a snippet of code (typically an image or iframe tag) that sends a request to an ad server. Floodlight tags are also called pixels.

How are Floodlights set up by Goodway? Goodway sets up Floodlights in an ad server. Tags are sent to the Advertiser as a text file via email.

Why does Goodway need Floodlights? Floodlights allow Goodway to report on the activity of users who visit a website after viewing or clicking on a banner. Each activity has its own Floodlight tag. When a user performs the action after seeing an ad, it is counted as a conversion. Goodway also uses this technology to optimize campaigns and retarget users.

Why does an advertiser need Floodlights? Advertisers use data from Floodlights to determine the effectiveness of their online campaigns in terms of user activity on their site.

What do advertisers need to do? Advertisers need to add the Floodlight tags to the respective web pages. After the code is added, please let your Goodway contact know it is live so he or she can test the page to make sure the Floodlight is firing.

What makes up the Floodlight? A site should copy and paste the entire code onto the site. Below are the parts of a Floodlight tag:

1. src = Advertiser ID
2. type = Floodlight Group ID
3. cat = Floodlight Activity ID. **The cat is different for each tag.**
4. ord = random number/unique counter/order ID

Step 1: Identify how many Floodlights need to be implemented on the site

Goodway Group will provide a text document. This document includes Floodlights for **key pages** on the site as agreed upon between the client and Goodway. Typically, pages that need to be tagged include a Landing Page, Homepage, and a Conversion Page. Each Floodlight has a different **cat id**.

Step 2: After your Goodway contact sends you the pixel or pixels for your site, please follow the instructions below:

You can use a JavaScript event handler to initiate a Floodlight call when users take some action such as a click, downloading a PDF, selecting an item from a menu, or submitting a form.

The method described below requires that the user's browser have JavaScript enabled. If JavaScript is turned off, then the Floodlight call will not be made.

The basic premise of this method is to build an iframe or image tag (in the case of Image Floodlight tags) dynamically using JavaScript, with all the required parameters such as custom variables, sales-related variables, and cache-busters.

Since the parameters used to define the Floodlight activity itself (type and cat) are also present in the URL, it is also possible to use this method to call different Floodlight activities dynamically from the same page. This is useful for AJAX-based pages.

The functions described below can be called using an onclick() or onsubmit() function inside the body of the HTML or by a JavaScript call from a Flash file, and can also be used as an alternative method to call Floodlight tags from Flash websites. See the "Flash Implementation Additional Example" in the command at storage URL below for some ActionScript code examples. If you cannot access this URL, please request the information from your Goodway contact.

For onclick events that redirect to a landing page or a file download, you must use the attribute target="_blank"; otherwise, the redirection to the same browser tab will prevent the tag from firing properly.

You can find additional similar examples of working code implemented in this demo page (the webmaster can look at the source code): http://commondatastorage.googleapis.com/floodlight/on_click_examples.html

We recommend that you implement any JavaScript function declarations in the <head> section of the web page.*

*Source: Google: <https://support.google.com/dcm/answer/2823425?hl=en>

Example 1 - Standard Floodlight tag*

```
<head>
<script type="text/javascript" id="DoubleClickFloodlightTag">
//
function FLOOD1(type, cat, u1) {
    var axel = Math.random()+"";
    var a = axel * 1000000000000000000;
    var flDiv=document.body.appendChild(document.createElement("div"));
    flDiv.setAttribute("id","DCLK_FLDiv1");
    flDiv.style.position="absolute";
    flDiv.style.top="0";
    flDiv.style.left="0";
    flDiv.style.width="1px";
    flDiv.style.height="1px";
    flDiv.style.display="none";
    flDiv.innerHTML='&lt;iframe id="DCLK_FLiframe1" src="http://12345678.fls.doubleclick.net/activityi;src=12345678;type=' +
type + ';cat=' + cat + ';u1=' + u1 + ';ord=' + a + '?' width="1" height="1" frameborder="0"&gt;&lt;/iframe&gt;';
}
//]]&gt;
&lt;/script&gt;
&lt;/head&gt;
&lt;body&gt;
&lt;!-- This is an example of a "onclick" call on a anchor tag --&gt;
&lt;a href="http://address_of_page_to_load_or_file_to_download" onclick="FLOOD1('testtype', 'testcat', 'testu1');"
target="_blank"&gt;Click here to test the tag&lt;/a&gt;
&lt;/body&gt;</pre></div><div data-bbox="78 641 357 659" data-label="Section-Header"><h3>Example 2 - Image Floodlight tag*</h3></div><div data-bbox="78 661 905 906" data-label="Text"><pre>&lt;head&gt;
&lt;script type="text/javascript" id="DoubleClickFloodlightTag"&gt;
//<![CDATA[
function FLOOD2(type, cat, u1) {
    var axel = Math.random()+"";
    var a = axel * 1000000000000000000;
    var spotpix = new Image();
    spotpix.src="http://ad.doubleclick.net/activity;src=12345678;type=" + type + ";cat=" + cat + ";u1=" + u1 + ";ord=" + a +
"?";
}
//]]&gt;
&lt;/script&gt;
&lt;/head&gt;
&lt;body&gt;</pre></div><div data-bbox="350 936 646 953" data-label="Page-Footer"><p>©2016 Goodway Group. All rights reserved.</p></div>
```

```
<!-- This is an example of a "onclick" call on a anchor tag -->  
<a href="http://address_of_page_to_load_or_file_to_download" onclick="FLOOD2('testtype', 'testcat', 'testu1');" target="_blank">Click here to test the tag</a>  
</body>
```

*Source: Google: <https://support.google.com/dcm/answer/2823425?hl=en>

Step 3: Test the Floodlight to confirm it is firing

There are several ways to test the Floodlight to see if it is firing on a site:

- A. Firefox Tamper Data (search for fls or the **cat id**)
- B. View Source (search for fls or the **cat id**)
- C. Fiddler Web Debugger

Step 4: Let your Goodway Group team member know the Floodlight has been added to the site

After you let your Goodway Group team member know the Floodlight has been added to the site, Goodway will test it on their end to confirm it is firing and seeing activity.

For more information, please review Google's help center at <https://support.google.com/dcm/answer/2823425?hl=en>