



GOODWAY GROUP FLOODLIGHT INSTRUCTIONS FOR A WEBSITE

Adding DoubleClick Floodlight Tags to site pages=Image tags

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**.

```
<!-- Tag for Activity Group: IP123456, Activity Name: Landing Page~IP123456, Activity ID: 3065559 -->
<!-- Expected URL: http://www.iab.com/ -->

<!--
Activity ID: 3065559
Activity Name: Landing Page~IP123456
Activity Group Name: IP123456
-->

<!--
Start of DoubleClick Floodlight Tag: Please do not remove
Activity name of this tag: Landing Page~IP123456
URL of the webpage where the tag is expected to be placed: http://www.iab.com/
This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
Creation Date: 04/28/2016
-->
<script type="text/javascript">
var axel = Math.random() + "";
var a = axel * 10000000000000;
document.write('');
</script>
<noscript>

</noscript>

<!-- End of DoubleClick Floodlight Tag: Please do not remove -->
```

Step 2: Add the Floodlight tag to the web page

Copy and paste the Floodlight tag near the top of the page, immediately after the <body> tag. This allows the Floodlight request to be sent to DART in the event that the user presses the STOP button or navigates away from the page.

- A. Do not put the Pixels in the HTML page containing the <frameset> tags.

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 double or the **cat id**)
- B. View Source (search for double 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/2823363?hl=en&ref_topic=6094040