

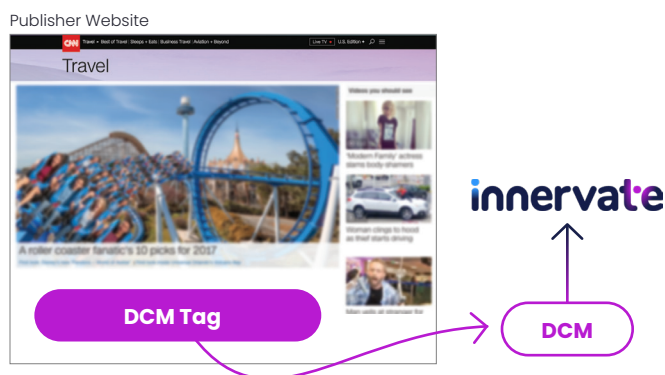
# One-Click DCM Integration

The world’s most popular Ad Server is Google’s DoubleClick Campaign Manager (DCM). It simplifies media planning, reporting, and delivery. Many companies use it as the single-source-of-truth across all digital platforms. Innervate’s DCM Bridge is a one-click integration between Innervate and DCM. There are two methods for the Innervate / DCM integration:

**CUSTOM CREATIVE.** Publishers receive DCM tags and Innervate uses the DCM API to push Innervate tags into the DCM tags. This is done via the custom creative field in DCM. This is the easiest way to get started and won’t change your process. Your ad serving fees with DCM will remain the same.

**TRACKING CREATIVE.** Publishers receive Innervate tags and Innervate pulls tracking tags (1x1 pixels and click commands) from DCM. This gives you greater flexibility and simplifies trafficking. Additionally, thanks to Innervate’s nearly free ad serving this method reduces your ad serving costs while still passing DCM the data it needs for reporting and attribution.

## DCM Wrapping Innervate (Type 1)



## Innervate Wrapping DCM (Type 2)



## TYPE I INTEGRATION CUSTOM CREATIVE

- The most convenient approach when DCM tags are already distributed to publishers.
- By adding DCM Custom Creatives to existing tags, no new process or publisher communication needs to take place.
- DCM allows multiple creatives to be assigned to a given placement, letting you run existing ads in parallel with Innervate. Or you can easily deactivate old ads and run Innervate ad creative.

## TYPE II INTEGRATION TRAFFICKING CREATIVE

- Direct integration between Innervate and DSPs allows for a much more data rich and dynamic environment than is possible using the DCM Placement Structure.
- This approach lowers the cost of DCM ad serving and facilitates a “no placement based” integration between Publishers/DSPs and Innervate.
- Taking advantage of the DCM 1x1 tracking compatibilities, this approach can still utilize DCM as the ad serving system of record for both accounting and attribution. Publishers can continue to bill on DCM numbers. DCM Floodlights can continue to provide input for attribution modeling.

A step-by-step technical integration guide is available from your Account Executive.