

## Using 3<sup>rd</sup> party tags

### What is a tag?

A tag is a generated third-party ad code, or script, that calls to remote creative. Once code is placed on a page, it can call back to an agency or advertiser's server and deliver the ad to your site.

### Why is this preferable over serving Flash, JPGs or other standard creative directly?

By serving the ads remotely, advertisers ultimately have more control over their campaign. At the creative level, third party ads allow for faster optimization, improved targeting and additional reporting that might not be available from the site directly. Also, and perhaps most importantly, it allows the advertiser/agency direct insight into delivery reporting, often in real-time.

### Formats

Centro may work with any ad server – but standard certified formats may include:

- AdDynamix
- AdInterax
- Atlas
- Bluestreak
- Bridgetrack
- DART
- Eyeblaster
- Eyewonder
- Mediaplex
- Pointroll

If your site has not worked with these vendors in the past, please let your Centro campaign manager (CM) know and we will work on certification with your site.

### **Great! Now what does it mean for my site?**

Delivering third party creative is not significantly different than working with standard assets, but there are some key differences:

- (1) **Creative rotation:** Ads are rotated within the tag; therefore you will not be responsible for creative rotations. While there is potential for tags to be swapped out, creative optimizations will be handled on our end.
- (2) **Click Redirect:** There is no need to implement or change out click URLs. The ad tag will generate the ad with a URL.
- (3) **Testing and QA:** Unlike testing local ad assets, third party tags must be served to a page to complete testing. In most cases, you can preview the code in your ad server. If your site does not have an ad server, you will need to publish the ad to a live page. (Note: while this does need to be a live page, this will not need to be public).
- (4) **Counting and Billing:** Third party ad serving uses a different counting methodology than your site's ad server. Site ad servers count once an ad is served, but a third party ad server counts only when the tag is completely loaded. Due to differences in counting, discrepancies may arise. Your Centro campaign team will walk you through the process if you have additional questions. In most cases, Centro is obligated to bill from the third party delivery.

### **But I don't think I can use this. Send me a graphic!**

Not to worry – your Centro campaign manager can help walk you through the implementation process. Third party ad tags will deliver ads as intended, regardless of if your site has an ad server or if you've run with specific ad formats in the past. Unfortunately, in most cases, advertisers require that all ads be third party-tracked for billing purposes so we are unable to site-serve creative.

If you have any questions during implementation or testing, always feel free to reach out to your Centro campaign manager. For additional information, drop a line to [campaign.managers@centro.net](mailto:campaign.managers@centro.net).

### **Testing with CM**

Following IO approval on your site, feel free to reach out to your campaign manager regarding upcoming creative implementation and launch process. We can work with your site to insure 3<sup>rd</sup> party creative is setup correctly and tracking. If necessary, we can work with your Ad Operations traffic or web management team.