The DFP Cheat Sheet Series for Beginners
by MonetizeMore.com

*A compiled guide of tips and tricks for newbie publishers
seeking to advance their ad monetization strategies
using Google's free ad-serving platform
- Doubleclick for Publishers*

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I. Introduction

Congratulations! You are on your way to increasing your ad revenue by 15-25%!

*By subscribing to the MonetizeMore Newsletter, you get to receive expert tips, tricks, and strategies about ad optimization. You are also entitled to the ultimate **DFP Beginner's Guide: The DFP Cheat Sheet Series**.*

*This series first appeared as a weekly regular on the MonetizeMore blog. Because we love awesome (we love you!) we have compiled this eBook, together with our very own **Ad Optimization Guide**. You can access and read about how to increase your site's ad revenue anytime, anywhere at your own convenience. You can even share this eBook to your optimization team, business network, or like-minded friends - and quiz them about DFP!*

We hope that you will realize your full ad revenue potential with our line of ad monetization lessons crafted just for you!

For more exciting tips and trend updates, be sure to always drop by our blog.

Happy monetizing!

II. What is DFP?

Doubleclick for Publishers (DFP) Small Business _is an ad server powered by Google. It's a completely free ad management tool that takes control of all your ad inventory assets. DFP enables publishers to run AdSense, Ad Exchange, and third-party ad networks in one place - as these ad networks compete for advertising space and push revenue levels._

DFP is a one-stop-shop for all the publisher's needs in ad optimization: from selling ad space, scheduling campaigns, delivering ad units and line items, measuring performance, and inventory forecasting.

"With a simple interface, rich feature set, built-in revenue optimization, and Google powered ad delivery, you'll be quickly on your way to maximizing the value of your ad impressions.' - Google.com

Benefits for your business

Complete
One platform that allows you to manage and deliver all of your web, mobile, and video advertising.

Simple
Easy-to-use interface, workflow, inventory management and forecasting systems make it easy to get up and running quickly.

Revenue Optimization
Maximize revenue with built-in Google AdSense and ad network optimization.

Worry-free
Free ad serving powered by Google's fast and reliable infrastructure.

Integrated with Doubleclick Ad Exchange (AdX), DFP empowers AdX to produce the highest possible profits. Anybody can sign up for DFP for free, but implementing DFP with your different ad networks can be tricky.
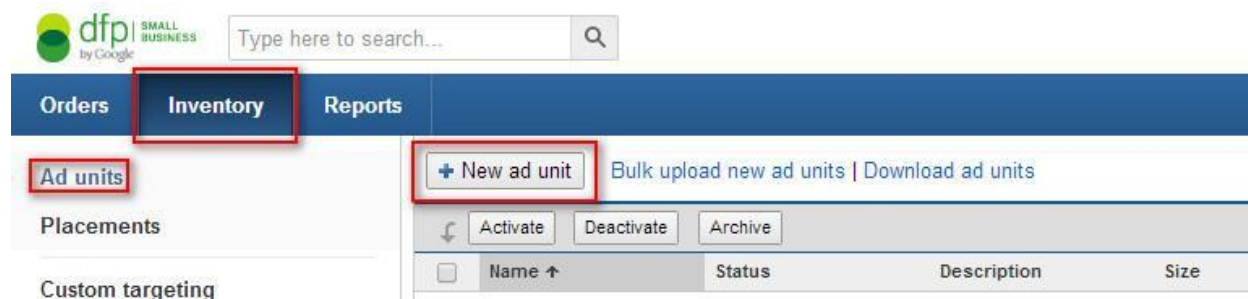
MonetizeMore offers the solution:

If your site receives more than 5 million pageviews per month, MonetizeMore offers FREE DFP implementation upon signing up for AdX. Contact us to learn more about our FREE DFP implementation.

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III. A DFP Cheat Sheet for Beginners: Creating Ad Units

Step 1: Create Your Ad Unit

Ad units are the first and most basic component of your **DFP inventory**. They define the size of an ad and the specific location where an ad would appear on a page (such as a leaderboard on your homepage or a skyscraper in your news section).

__Related Read: 5 DFP Strategies to Maximize ROI__

Creating these ad units is a pretty straightforward process — here's how:

1) Go to the 'Inventory' tab

2) Click 'Ad Units' on the left-hand panel

3) Click the 'New Ad Unit' button

4) Give your ad unit a name. Be brief, but descriptive you can easily tell the exact inventory it's representing (such as Domain_Homepage_728x90)

5) Description is optional

6) Select the relevant size of the ad unit

7) Target window: Select 'Top' if you want the ad's landing page to open in the full body of the current window, or 'Blank' to open page in a new window

8) You can skip 'Placements' for now

9) AdSense inventory settings:

We override/disable AdSense inventory settings at the ad unit level under the following conditions:

- **Dynamic allocation is enabled (i.e. you have the ability to link AdSense/Ad Exchange).**
- **AdSense ad serving/account has been disabled by Google**
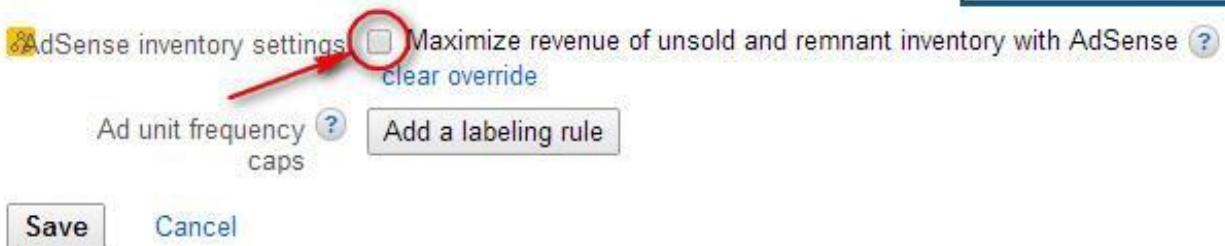
Otherwise, keep this setting enabled.
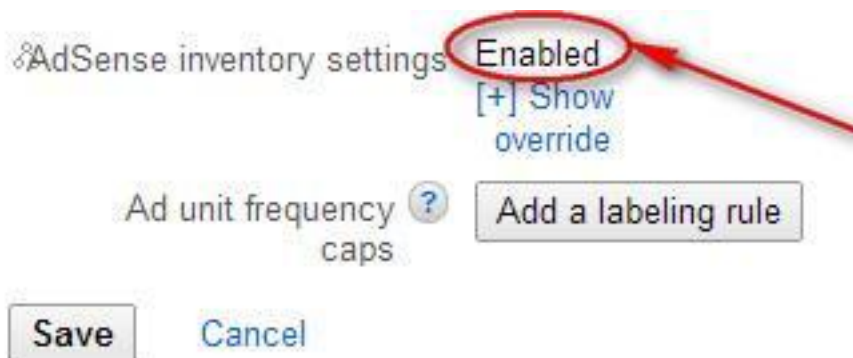
10) Save

Repeat these steps to create more ad units as needed — it's that simple! Once you have all of your ad units defined, you're ready for the next step in the process.

Sign-up for a FREE DFP Implementation.

Related Reads:

- *FREE DFP Implementation by MonetizeMore*
- *5 DFP Strategies to Maximize ROI*
- *DFP Small Business: The Powers of DFP and AdSense Combine!*
- *Improved DFP Publisher Controls*
- *Setting DFP Pricing and Blocking Rules the Easy Way*
- *Delete Ad Units in DFP*

IV. A DFP Cheat Sheet for Beginners: Trafficking Orders and Line Items

Step 2: Trafficking (Orders & Line items)

Trafficking is the core of Ad Optimization — this is where you define the behavior of your ad networks. To successfully work with this information, you'll need two key pieces of information:

- **Order — the field in DFP where your ad network, advertiser, and trafficker is labeled**
- **Line Item — the breakdown of your ad units' ad targeting and settings**

 Here's how to make sure this is set up correctly:

1) Go to the 'Orders' tab

2) Click 'New Order'

3) Enter a name (usually the name of the ad network e.g. 'Google AdSense')

4) Company: name of the ad network (If DFP cannot recognize it, click 'add new company')

5) Enter a name for the line item– be as descriptive as possible so you know what you're looking for later (e.g. Domain_Homepage_160x600)

6) Select the relevant inventory size. You have the option to select more than one size at a time.

7) Within the line item settings, select the priority type. You can find out more about priority types if you hover your mouse over each option or use the help section:

a) Sponsorship – Selling percentage of all impressions in the highest priority of delivery

b) Standard – Selling a fixed quantity of impressions or clicks (cost per impression)

c) Network – Allocating a percentage of remaining impressions

d) Bulk – Allocating a fixed quantity of remaining impressions

e) Price Priority – Most used. Ad networks compete by having remaining impressions got to highest paying ads

f) House – Serves when no other ads are booked

g) Ad Exchange – Value is optimized by dynamic allocation. Only targets Ad Exchange ads to inventory and audiences

h) AdMob – Value is optimized by dynamic allocation. Only targets AdMob ads to inventory and audiences

8) Select start time and end date

9) Set impression limit. Choose 'None' if you want it to serve as many impressions as possible

10) Set the rate. This is the minimum CPM that your ad inventory needs to be before it can be displayed; if the ad inventory doesn't meet this CPM threshold, then it will not get displayed regardless of how high-priority its DFP value CPM is. This is not applicable if priority type is Ad Exchange.

11) Set Value CPM. This determines the order at which ad networks are prioritized. Lower-valued CPM networks are only able to serve once the higher valued ad networks are exhausted. It answers the question: 'What is the priority of this ad network vs. other ad networks?'

Related Read: Setting Rules in the New Google Ad Exchange

12) Set the frequency cap

13) Select the ad unit to target under 'Ad Targeting' by clicking on 'Add'

14) Target specific countries and locations as needed by clicking on 'Geography', selecting the countries, and clicking 'Include'.
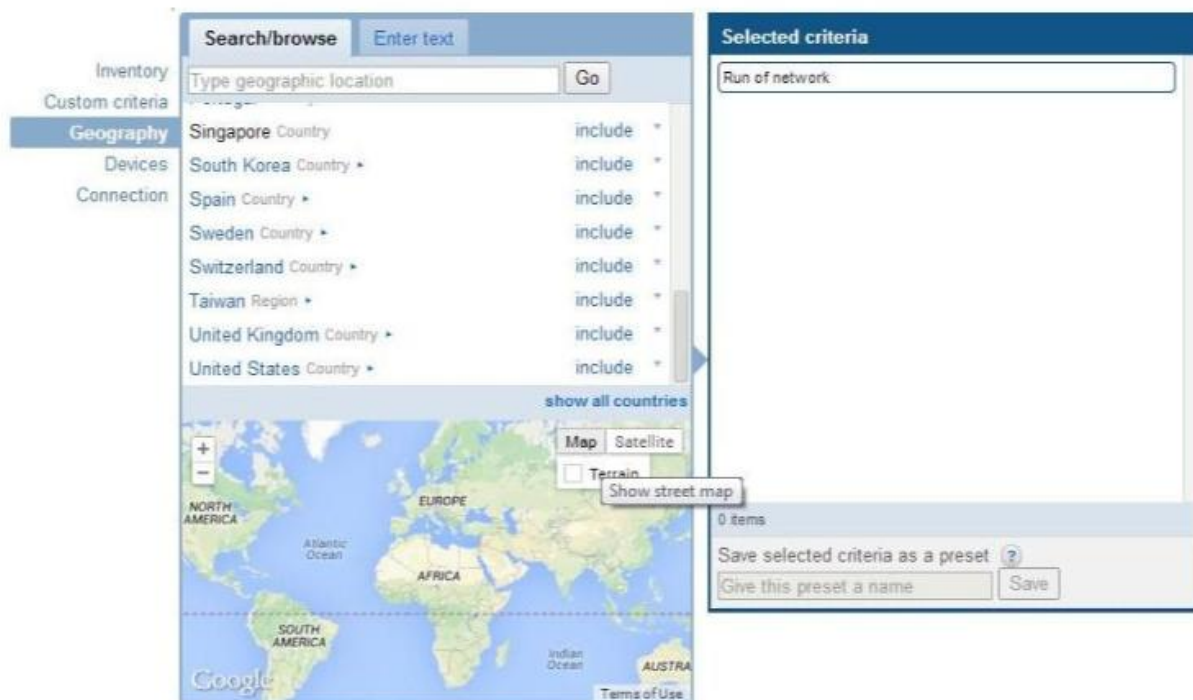
15) Click 'Save & Upload Creatives'

16) Select 'Third Party' as creative type unless otherwise instructed by your ad network representative

17) Paste the corresponding creatives for the relevant ad sizes being targeted

18) Save

You will be asked to approve the order after creating the first line item under that order. The ideal setup we recommend is to target one ad unit per line item for better optimization. Add more line items under the same order as needed. For better monitoring and optimization of all ad units' performance per ad network, we recommend creating one order per ad network, and one line item per ad unit.

Sign-up for a FREE DFP Implementation.

Related Reads:

- **DFP Cheat Sheet for Beginners: Creating Ad Units**
- **FREE DFP Implementation by MonetizeMore**
- **5 DFP Strategies to Maximize ROI**
- **DFP Small Business: The Powers of DFP and AdSense Combine!**

V. A DFP Cheat Sheet for Beginners: Generating DFP Tags

Step 3: Generating DFP Ad Tags

A tag contains several lines of javascript that need to be pasted into your page's HTML source code in order to serve ads. This is an essential requirement for your ads to be served on your sites, so you'll want to make sure you have this step down pat.

Here's how:

1) Go the 'Inventory' tab

2) On the left-hand panel, click 'Generate Tags'

3) Search for ad units one page at a time by using keywords — this is one reason it's important to be very descriptive when giving your ad units a name, so you can group your tags in the future and generate all of the related tags in one go (such as all "Homepage" tags, or all "Sports section" tags).

4) Select the Ad Units you wish to include by clicking 'Add'. Selected items will appear on the right.

5) Click 'Generate tags'

6) Uncheck 'Enable Single Request'

7) Uncheck and re-check 'Enable Sync Request'. This is a DFP glitch. It renders asynchronous tag even if this option is ticked by default. A page refresh will be necessary.

8) Copy the header tag and implement on your site.

9) Copy the body tag and implement each based on the location where you want the ads to show up.

You can **generate other tags** for other sections of your site by clicking 'Cancel' and resetting the selected items. Just repeat the steps for each section of your website as needed.

Sign-up for a FREE DFP Implementation.

Related Reads:

- *DFP Cheat Sheet for Beginners: Creating Ad Units*
- *DFP Cheat Sheet for Beginners: Trafficking Orders and Line Items*
- *FREE DFP Implementation by MonetizeMore*
- *5 DFP Strategies to Maximize ROI*
- *DFP Small Business: The Powers of DFP and AdSense Combine!*

VI. A DFP Cheat Sheet for Beginners: Targeting Lines Items

Step 4: Targeting Line Items

Targeting a line item will give you full control of where to put your ads and who can view them. This will filter your user base using the given options such as geography, age, and even based on the OS they use to access your site. Though it sounds complicated, completing the targeting step of your DFP implementation is easy as pie.

Related Read: DFP Cheat Sheet for Beginners: Trafficking Orders and Line Items

1) Open your line item and click on the settings tab. You'll see the targeting criteria when you scroll down to the bottom part of the page.

2) There are several criteria that you can choose to target.

Inventory:

The yellow box gives you the filtered inventory that matches the size you defined. You can choose an ad unit or a placement to target. You can either search directly for the specific ad size or placement you want to target using the search box, or you can choose the placement by selecting from the list and clicking Include.

Custom Criteria:

This criteria allows you to set a key value, meaning your ads will only be served once a visitor matches the key value. In the box, you can select the key (you can have 20 keys and up to 200 values for each of your key). Select an operator of "is" or "is not" for a positive or negative match, then use the box below for your list of values for each key. You can then add another key by clicking "add" at the bottom part of the box.

Geography:

You can define the filter for your user base to segment by their location — not just the country, but the city as well. In the search box, type the country that you want to target. To choose a specific city, click the country that you have chosen and there will be a list of cities you can choose from. Click Include located at the bottom part of the box.

Devices:

Media-driven advertising means it is especially important to know what type of device people are using to access your site. Luckily, there's a segment for that. Just click on a category, and the list of options for each will pop up. You can filter by browser, browser language, device capability, device category, manufacturer/device, and operating system. Once you've got each item set, just click "Include".

Connection:

You can also target viewers based from their bandwidth, mobile carrier, and user domains. Choose the category that you want to target, and the familiar list of options will appear. Search for your choice by typing it in the search box and click Include.

So you've got all of your filters narrowed down to what you do want, but what about what you don't want? Good news: you can also choose criteria to exclude. For example: you want to target users from all over the world except for, let's say, Canada. You can just head back over to your Geography tab, search for poor, left-out Canada, and toggle the logic to "Exclude" by clicking the little arrow next to the Include button.

Note: You can only use the "Exclude" option for Ad Exchange line items.

Before saving and getting your ad tags, be sure to review the criteria you've just created. All of your selected criteria will appear on the right-hand side of the criteria box. You can remove criteria from the list by clicking the X, or you can click Reset to go nuclear and delete everything if you just need to start fresh.

Related Read: DFP Cheat Sheet for Beginners: Generating DFP Tags

3) Click "Save".

It's that easy!

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Related Reads:

- *Google DoubleClick Updates in April 2014*
- *FREE DFP Implementation by MonetizeMore*
- *5 DFP Strategies to Maximize ROI*
- *DFP Small Business: The Powers of DFP and AdSense Combine!*

## VII. A DFP Cheat Sheet for Beginners: Creating Reports in DFP

Step 5: Creating Reports

Reporting in DFP is very important to gauge where you are and how your inventory, campaigns, and sales are performing. You can basically choose your dimensions and filters depending on the metrics that you need. There are four kinds of reports that you can generate from DoubleClick for Publishers: Delivery, Inventory, Sales, and Reach.

First, we'll teach you how to generate your reports. Please note that this method is applicable on all reports that you will be generating.

Generating reports

1) Go to the 'Reports' tab in DFP:
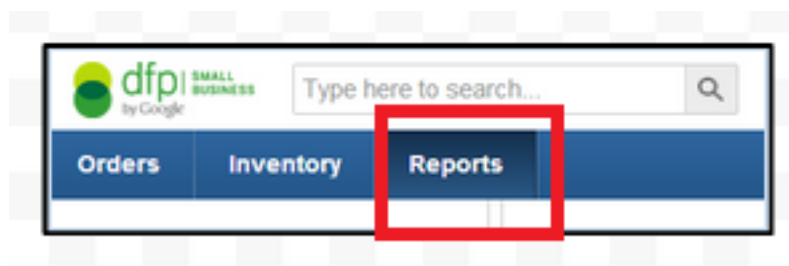
2) Select the type of report you would like to run: Delivery, Inventory, Sales or Reach. We will detail each kind of report's importance in monitoring ad performance.

3) How you generate reports:

- Select or customized date range – note that you have to click the 'Apply' button to refresh the page
- For further customization, you may click 'Edit report' opposite the name of the report to see all options
- You can add and remove columns per report

- **Select your desired reporting criteria and metrics in the fields to define the information displayed on your reports**
- **Click 'Run report' if you are ready to generate**

4) How to Export reports

- **Click 'Export' and choose your desired format from the dropdown (csv, tsv, xlcsv, xml)**

5) How to save, share, schedule report and send as attachments

- **Click 'Save and share'**
- **Enter a name and optional report description**
- **Put a check mark on 'Allow others to view this report' if you want to share the report**
- **Enter the email addresses of people you'd like to share the report with**

- **When you like to schedule a report, put a tick mark on 'Run this report automatically'**
- **Choose your desired timing from the dropdown**
- **When you'd like your report to be sent as an attachment, put a checkmark on 'Send report as attachment in email'**
- **Click 'Save'**

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● **As you save, the report is available and is listed under 'Saved Reports'**

Now that you are ready, you can now generate reports depending on your desired filters and metrics.

Delivery Reports

These are reports that you can generate to view specific campaign performance. Following the algorithm for generating reports, you may consider those details as you generate your preferred filters:

- Advertisers report – shows specific activity per advertiser
- Orders report – shows the performance of orders, including impressions, clicks, and revenue
- Line items – shows the performance of line items including impressions, clicks, and revenue
- Creative – shows activity per creative

The most basic report that you can run is a report per order per line item. Filters will still depend on your preference. Per Google, note that there is no delivery data available prior to March 5, 2011 for this type of report (this data cannot be backfilled).

Inventory Reports

While delivery reports provide campaign performance measurement, inventory reports provide monitoring for specific ad slots, placements, and targeting criteria. You'll be able to compare which areas on your site are performing better, which users are driving more revenue, and essentially generating reports by custom key values even when you haven't accurately targeted them. Inventory reports have the ability to provide AdSense integrated reporting as well.

Before generating the report that you need, you may want to go over these terms and inventory details for how each functions:

Geography: Shows the performance of a location, whether it's by country, region, city, or metropolitan area, including delivered impressions, impression percentages, clicks, click percentages, CTR, eCPM, and revenue for each type of line item.

- **Targeting Criteria: Shows activity for one or more targeting criteria.**

- **Placements: Shows the performance of a placement, including delivered impressions, impression percentages, clicks, click percentages, CTR, eCPM, and revenue for each type of line item.**
- **Ad Units: Shows the performance of an ad unit, including delivered impressions, impression percentages, clicks, click percentages, CTR, eCPM, and revenue for each type of line item. (Note: Custom targeting values do not include total value at the ad unit level. This is to account for instances when an ad call loads with multiple keys and/or multiple values per key.)**

Related Read: **[DFP Cheat Sheet for Beginners: Creating Ad Units](#)**

- **Whole Network: Shows overall status of ad network for a given period of time, including delivered impressions, clicks, CTR, average CPM, and revenue.**
- **AdSense: Shows the performance of AdSense delivered through DoubleClick for Publishers,**
- **including AdSense impressions, clicks, and revenue.**
- **Ad Exchange: Shows the performance of Ad Exchange delivered through DFP Premium, including Ad Exchange impressions and clicks.**
- **Yield: Shows revenue and impression data for direct sales (standard and sponsorship) and house or remnant inventory.**

To continue, when you click 'Inventory' on the left hand side, it will direct you to the default page where you can see the overall performance of all impressions. You can still have the standard option of changing and customizing the date range, exporting and saving, and sharing the file. As mentioned, you may also add and remove columns by clicking on 'Edit report', which can be found opposite the name of the report. If you like to detail sections of your reporting, you may do so too depending on your desired metrics.

To detail individual sections of your reporting:
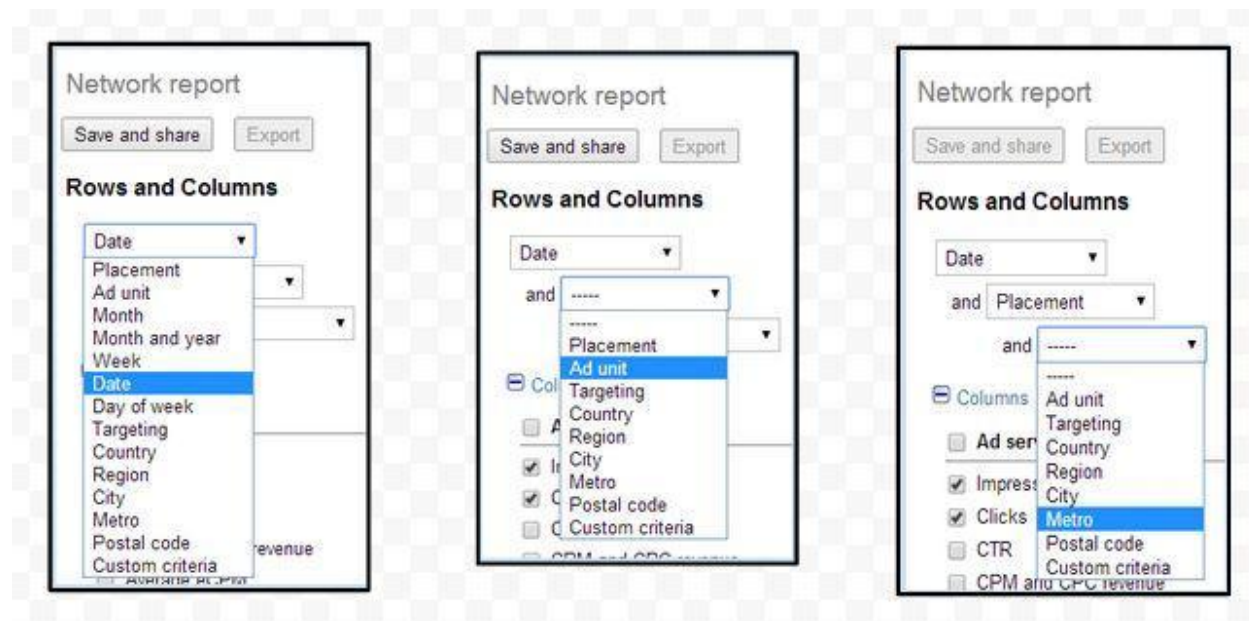
There are two most popular breakdowns: by placements and by targeting criteria.
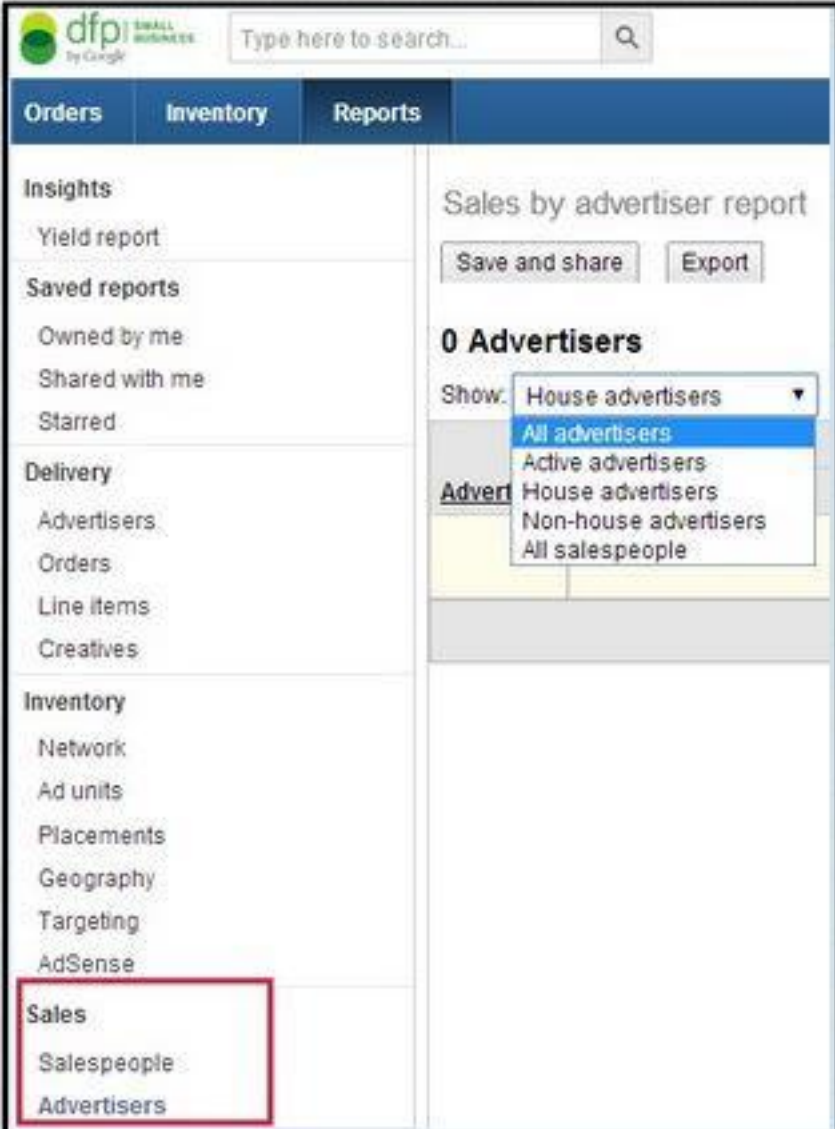

Using the placement breakdown will show all the placements that were created and all those that are delivering impressions. You will have a comparison of each section versus each site that is running versus size and page type. The most important consideration you'll have is setting up your reports by how your inventory is set up. You may also sort columns by clicking the column header.

The other breakdown is targeting criteria. This report is applicable to those who are passing through a pre-defined custom criteria. You can view performance by all criteria even if you are not accurately targeting them. There are cases that you may pass through gender, subscribers, and metatags. You can see which is best performing and what may not be doing so well. For the most

part, you can still use native targeting such as geography, browser, operating system, and connection speed.

Sales Reports

This report shows activity for all advertisers and all salespeople within the organization. Advertisers can be broken down to active, house, and non-house advertisers. You can also use this report to track sales people at will.

Reach Reports

This report determines the number of unique visitors exposed to different advertisers, orders, line items, or ad units in your network over a given time period. Reach reports can be broken down by weekly, monthly, or lifetime.

- **Weekly – This is a reporting for each calendar week in the selected full (past) weeks. This option is available at the advertiser, ad unit, order, line item, or entire network level. Calendar week should span from Sunday to Saturday.**
- **Monthly – This is a reporting for each calendar month in the selected full (past) weeks. This option is available at the advertiser, ad unit, order, line item, or entire network level.**
- **Lifetime – Displays data for the last six months of an order's lifetime (or its entire lifetime, if it ran for less than six months); beyond six months, it's difficult to calculate an accurate value for reach. This option is available for orders and line items and is the default setting. If the order or line item stops running, the number remains fixed in place.**

[Sign-up for a FREE DFP Implementation](#).

Related Reads:

- ***[Google DoubleClick Updates in April 2014](#)***
- ***[How to Implement Custom Targeting Within DFP](#)***
- ***[5 DFP Strategies to Maximize ROI](#)***
- ***[DFP Small Business: The Powers of DFP and AdSense Combine!](#)***

BONUS Cheat Sheet: How to Properly Passback to DFP via CoffeeCup

We have a lot of things to learn in this virtual world when it comes to monetizing your site and that includes learning how CoffeeCup works. Well, this is not the usual CoffeeCup that we use in drinking coffee, of course not. Coffeecup.com is an FTP (File Transfer Protocol) online application that can used for the transference of a certain file from one host to another. FTP's are used in **creating a passback behind your Ad Exchange**.

You may ask why do you still need **CoffeeCup to create a passback to your DFP**, but before we jump on the How To's, lets find out first what is a passback and why do we need it so much.

Passback is a process of redirecting an impression another ad network when the Ad Exchange or 3rd party ad networks is not able to reach a minimum CPM or if there is no ad to serve. This is why having an ad network with 100% fill rate is important to be part of your passback chain so it can take care of the unfilled ad request from other ad networks. Allowing the unfilled impression to pass back to the ad server and be redirected to other ad network to monetize all the impressions that are coming in. Here's an example to give you a clear idea of what is a passback:

Casale Media -> ContextWeb -> Google Ad Exchange -> Media.net

To start creating your passback, you must use an **FTP such as Coffeecup.com**. Register on their site and create a subdomain where you can save all the tags that you will use for your passback. Here's how:

1) Create an account on their site: **https://www.CoffeeCup.com/createAccount/**
    - Select: 'Sign In or Up'
    - Choose: 'Create One!'
    - Fill in the necessary fields and click "Create My Account"
    - Validate your email address.
    - Once your account has been validated, choose the 'Log In Now!' option.
    - It will prompt you to give a specific domain name for your storage so you are free to choose whatever web address you want to get started then hit 'Continue'
    - Choose a theme and click 'Apply Theme'
    - Choose 'New Folder' to create a new one for all your html file and choose 'Create Folder'. Now you're all set and ready for step 2!

2) Now that you have a CoffeeCup account, it's time to copy the ad tags that you need for you passback:

    - Open a blank notepad file
    - Copy ad tags, one size at a time to that file
    - Save as: 'All Files'
    - File Name: <Ad Network Name><Size><.HTML>

3) Next is to upload each file to your CoffeeCup.com S-drive:

    - Go to your S-Drive and click upload.

- Select choose files and select the html files you saved all at once and click "Upload Now". You'll see a notification after a successful uploading.
- Be sure to check that it is properly working by clicking the wheel icon and choose "View" on each and every html file that you want to use.
- After checking that the ads are working properly by clicking the "view" button, go on and copy each URL of all html file.

4) Put each URL as passback behind your Ad Exchange

- after you copied each URL for each html file, open your Ad Exchange account
- Navigate to the settings of the specific ad unit behind which you want to put your passback.

Note: Be sure to have the exact the same size as passback to your ad unit.

- In 'Ad Settings" choose 'Show other ads from another URL' then paste the URL in a box below it.

5) Don't forget to click 'Save'!

It may sound a bit complicated but you will surely understand every step of it once your get started. If you think all the procedure is just too much for you, then **contact us** and we're more than happy to help you with anything!

For other tips on DFP and Ad Exchange, visit the **MonetizeMore blog**.

Related Reads:

- *5 DFP Strategies to Maximize ROI*
- *How to Create Passback URLs With CoffeeCup: 10 Simple Steps*
- *How to Setup Backup Ads for Google AdSense or Ad Exchange*