

Google
Display & Video 360
Native Ads Preview Integration Guide
Version 1.1
Final July-2018

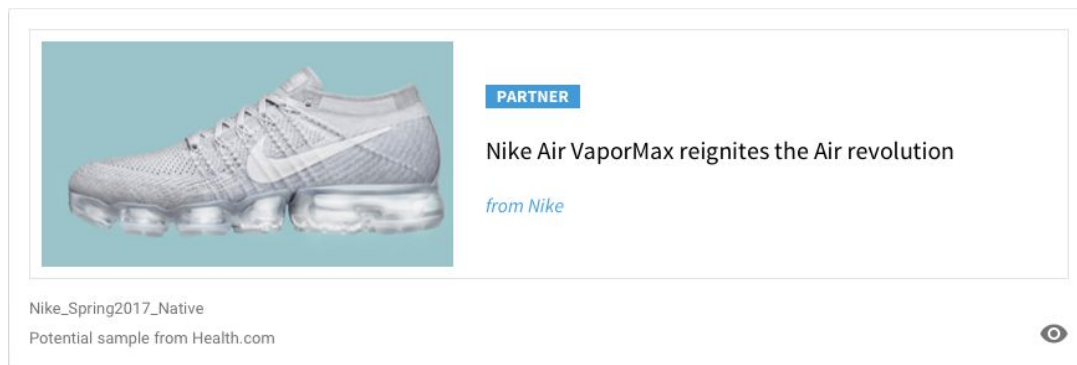
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Overview

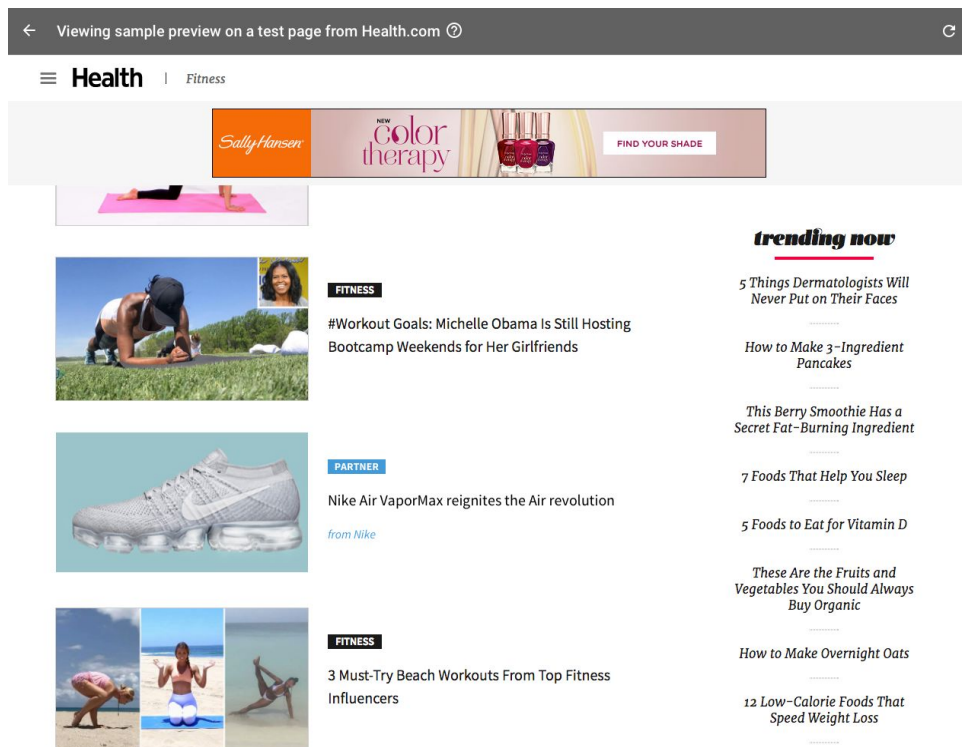
The vision for Display & Video 360 Native Preview is to present native assets with publisher specific styles and context. In order to do this at scale we are partnering with Exchange/SSPs who have access to publisher templates and stylings to power samples that are representative of actual ads in the wild. Preview will be apart of the creation workflow within Display & Video 360, aiding buyers with the QA and approval process. Display & Video 360 Native Preview supports Native Display, Native App Install & Native Video across Desktop, mWeb and mApp.

Native Preview

Snippet: Native assets as a standalone publisher styled ad tag



In-context Preview: Native assets rendered in-context on the publisher site/app



Onboarding

As the first step of integration, please complete request to test Native Preview [here](#). The following information will be required for each publisher to be supported.

Item	Sample	Options
Publisher ID	123	
Publisher Name	NYtimes	
Publisher Domain Link	www.nytimes.com/news	
Placement Type (IAB)	In-article	In-feed, In-article, Peripheral, Content Recommendation
Page sub-site	Sports	E.g Home page, entertainment etc.
Page Context	Hobbies & Interests, News etc.	E.g Social, News, Home & Garden etc.
In-context Environment	Desktop, mWeb	Desktop, mWeb, mApp
Ad Type	Display	Display, App install, Video
OpenRTB	"native":{ }	
Size (W x H)	160 x 60	size of the rendered ad or preview
Aspect ratio	1.91:1 16:9	For video please put aspect ratio for cover image and video if they are different
Title max char	25 chars	
Body max char	125 chars	
Assets in the ad	Logo, image, body, CTA Advertiser Name, Video, Title	
Sample	screenshot/link to ad	

Integration Specs

Client-to-server URL endpoint

Display & Video 360 and the exchange will agree on a URL schema to pass the assets (e.g. headline, logo). Display & Video 360 will generate preview url, and iframe the preview url into Display & Video 360 UI. The preview url will hit the exchange's preview web server.

NB all incontext pages must auto scroll to the ad unit on load

Display Snippet

Sample snippet preview request url:

<https://preview.exchange.com/?headline=the+headline&description=An+example+description&mainImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&publisher=nytimes&incntxt=false>

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header

Display In-Context

Sample in-context preview request url:

<https://preview.exchange.com/?headline=the+headline&description=An+example+description&mainImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&publisher=nytimes&env=desktop&incntxt=true>

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header

Video Snippet

Sample snippet preview request url:

<https://preview.exchange.com/?headline=the+headline&description=An+example+description&coverImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&publisher=nytimes&incntxt=false>

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header

Video won't be played in video snippet so VAST URI won't be sent. Cover Image will be displayed.

Video In-Context

Sample in-context preview request url:

https://preview.exchange.com/?headline=the+headline&description=An+example+description&vastUrl=https%3A%2F%2Fad.doubleclick.net%2Fddm%2Fpfadx%2FN74512.279382BIDMANAGER_DFASITE_%2FB8711074.217705623&coverImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&publisher=nytimes&env=desktop&incntxt=true

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header

VAST URI sample:

https://ad.doubleclick.net/ddm/pfadx/N74512.279382BIDMANAGER_DFASITE_/B8711074.217705623

App-install Snippet

Sample snippet preview request url:

<https://preview.exchange.com/?headline=the+headline&description=An+example+description&mainImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&price=%240.99&rating=4.831&publisher=nytimes&incntxt=false>

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header

App-install In-Context

Sample in-context preview request url:

<https://preview.exchange.com/?headline=the+headline&description=An+example+description&mainImage=https%3A%2F%2Florempixel.com%2F500%2F500%2Fcats%2F1&brand=BrandName&logo=https%3A%2F%2Fplaceholder.it%2F50x50&price=%240.99&rating=4.831&publisher=nytimes&env=mobile&incntxt=true>

URL params will be percent-sign-encoded

Please do not set X-Frame-Options in the header