

Clas Ohlson DCO Guide

Version 1
September 2023.

Content

- **The ads/templates**
 - Summary of the ads
 - Available sizes
 - Architecture of the DCO-system
 - "Ad to site"-flow
- **Online test and preview**
 - Overview of the online tools for testing and previewing
- **Photoshop template**
 - Guide on how to use the template for easy production of images
- **Studio Asset Library**
 - Overview of the Studio Asset Library
- **Studio Creatives**
 - Overview of Account, Advertisers and Creatives in Studio
- **Studio Dynamic Flow**
 - Guide on how to import and publish new content
- **Spreadsheet(s)**
 - Overview of the spreadsheets
 - Column details

Introduction

What is the setup all about?

Low



Variant "Low". Shows 1-5 product that loops with optional Intro-message (image+text+logo) that's showed only once.

LOW

Products are looped through or can be clicked left or right using the arrows. MouseOver will halt the auto-change.

Products are read from the feed and only product IDs needs to be specified.

Colors of "brandplate" and button can be changed, as can the logo and button text.

Medium font is default.

Middle



Variant "Middle". Shows 1-4 images and splashes that loops. Ends with endplate.

Middle

Four frames of image + splash are looped through and ended with the call to action endplate. Images are made per format using a PSD artboard template and read based on the size of the ad, ie 320x320_1.jpg, 320x320_2.jpg etc.

Texts can be "styled" in the following manner:

Within [] : Bold and big

Within (()) : Colorized

Within { } : Bold

 : Forced linebreak

_ : forced non-break

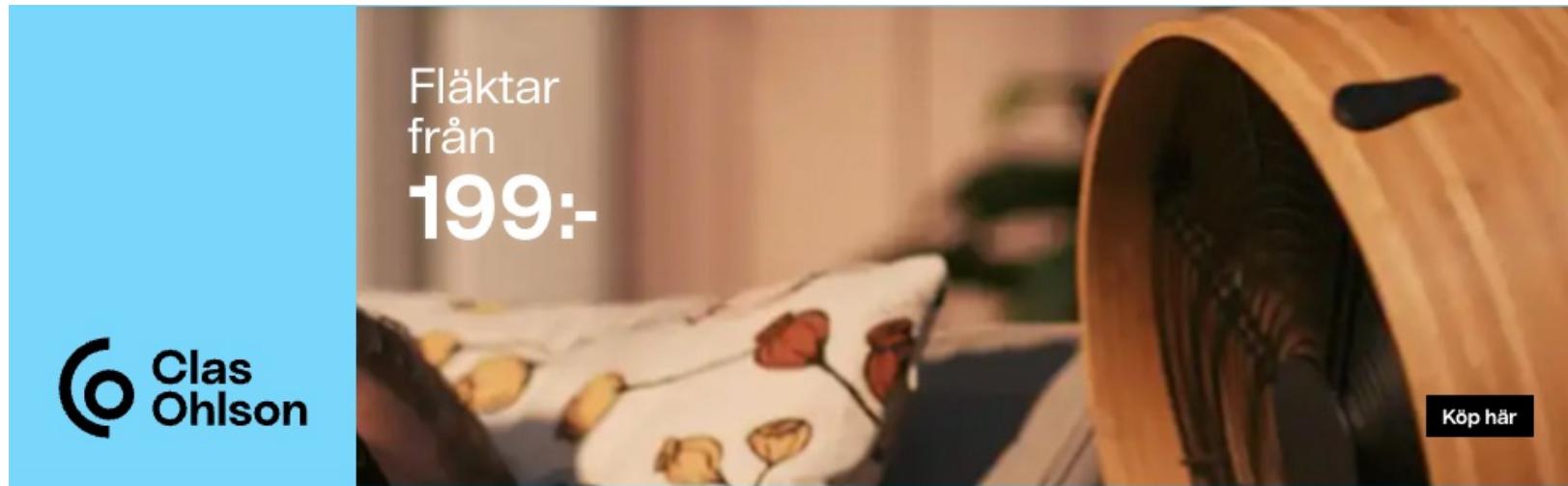
Medium font is default.

Example in the splash in the ad:

Från
 ([39 . 90])
Hammare

Splash placement is a combo of two of top, bottom, left and right. In the ad to the left the position is "bottom left". For thin ads there are limitations ie 980x120 and 160x600 where only one dimension is possible due to lack of space.

Upper



Variant "Upper". Shows 2 slowly zooming images with text that loops. Ends with endplate.

Upper

Two frames of image + text are looped through and ended with the call to action endplate. Images are slightly zoomed in with css animation. Images are made per format using a PSD artboard template and read based on the size of the ad, ie 320x320_1.jpg, 320x320_2.jpg etc.

Texts can be "styled" in the following manner:

Within [] : Bold and big

Within (()) : Colorized

Within { } : Bold

 : Forced linebreak

_ : forced non-break

Regular font is default.

Example in the splash in the ad:

Fläktar
från
[199:]

Video



Variant "Video". Shows 1-4 images splashes over a looping video hosted by Seenthis. Ends with endplate.

Video

Three frames of optional splashes are looped through over looping video and ended with the call to action endplate.
Video files are hosted in and streamed from the Seenthis platform.

Texts can be "styled" in the following manner:

Within [] : Bold and big

Within (()) : Colorized

Within { } : Bold

 : Forced linebreak

_ : forced non-break

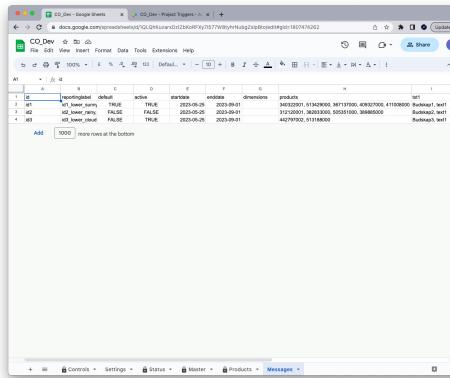
Regular font is default.

Example in the splash in the ad:

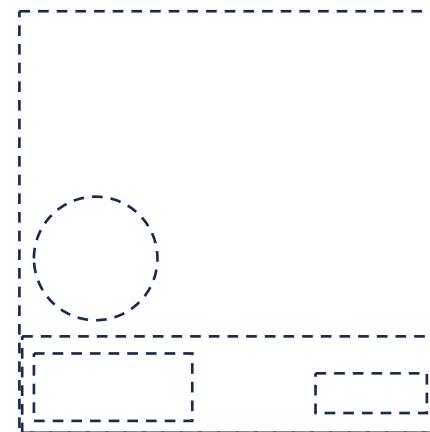
Fläktar
från
[199:]

Template details

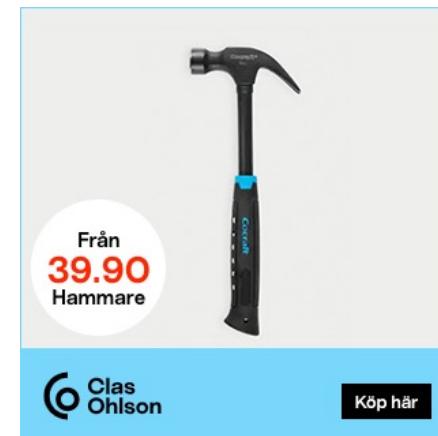
- The ads are "empty" template containers meant to be filled with content.
- All ad content is dynamic and can be changed within its limits.
- Only content/style that is intended to be changed can be changed, other elements are fixed
- Ad files are hosted in Google Studio and content maintained through Google Sheets.



+



=



Template details (cont)

Texts are autosized to fit into a set area so no need to worry about EXACT text length limits. A long text will just be smaller.

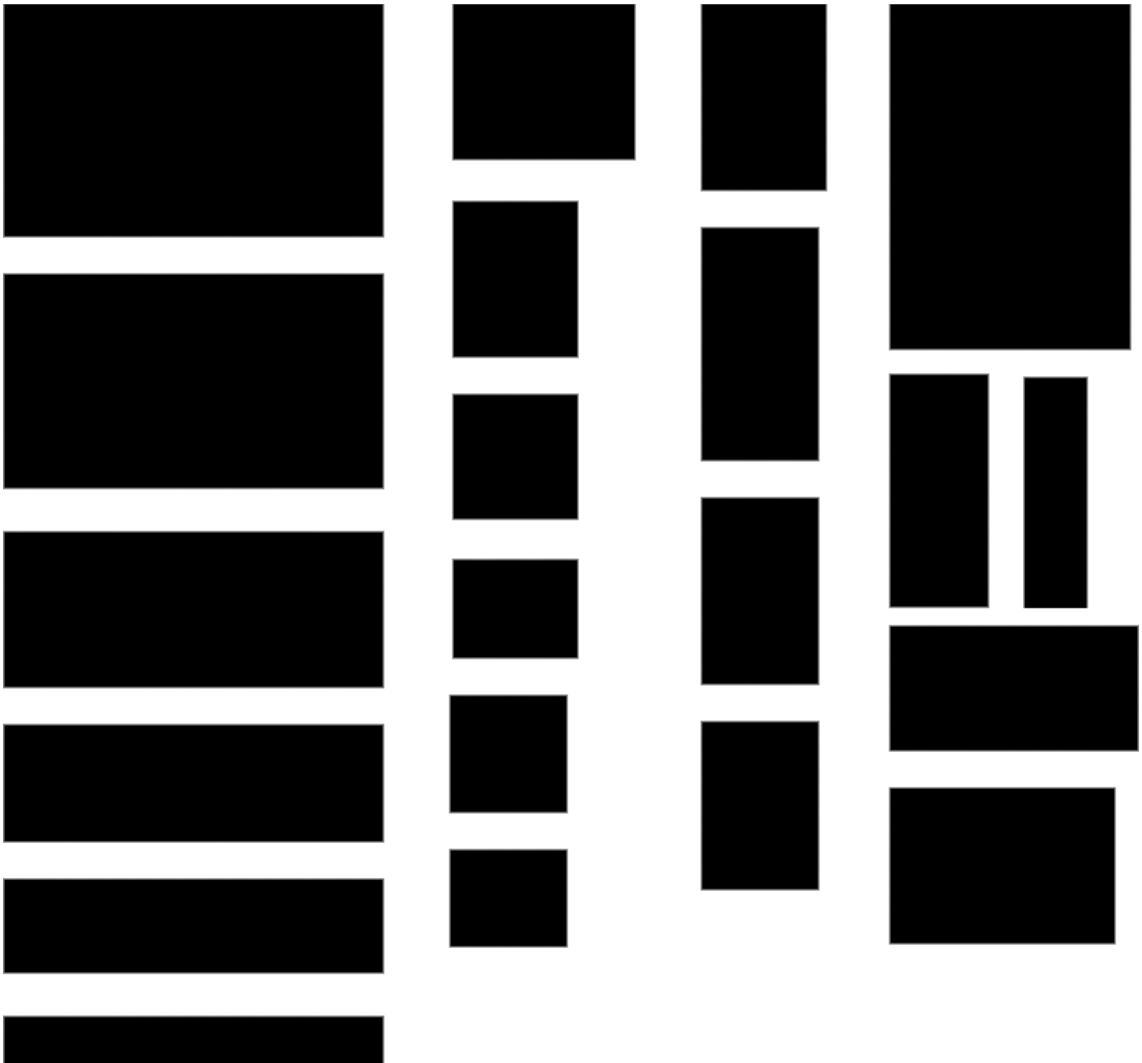
Exception at the time of writing is the CTA button that alters size depending on length of text instead.

Here is a short text meant to fit inside a box

Here is a longer text meant to fit inside the same box with some added words just because

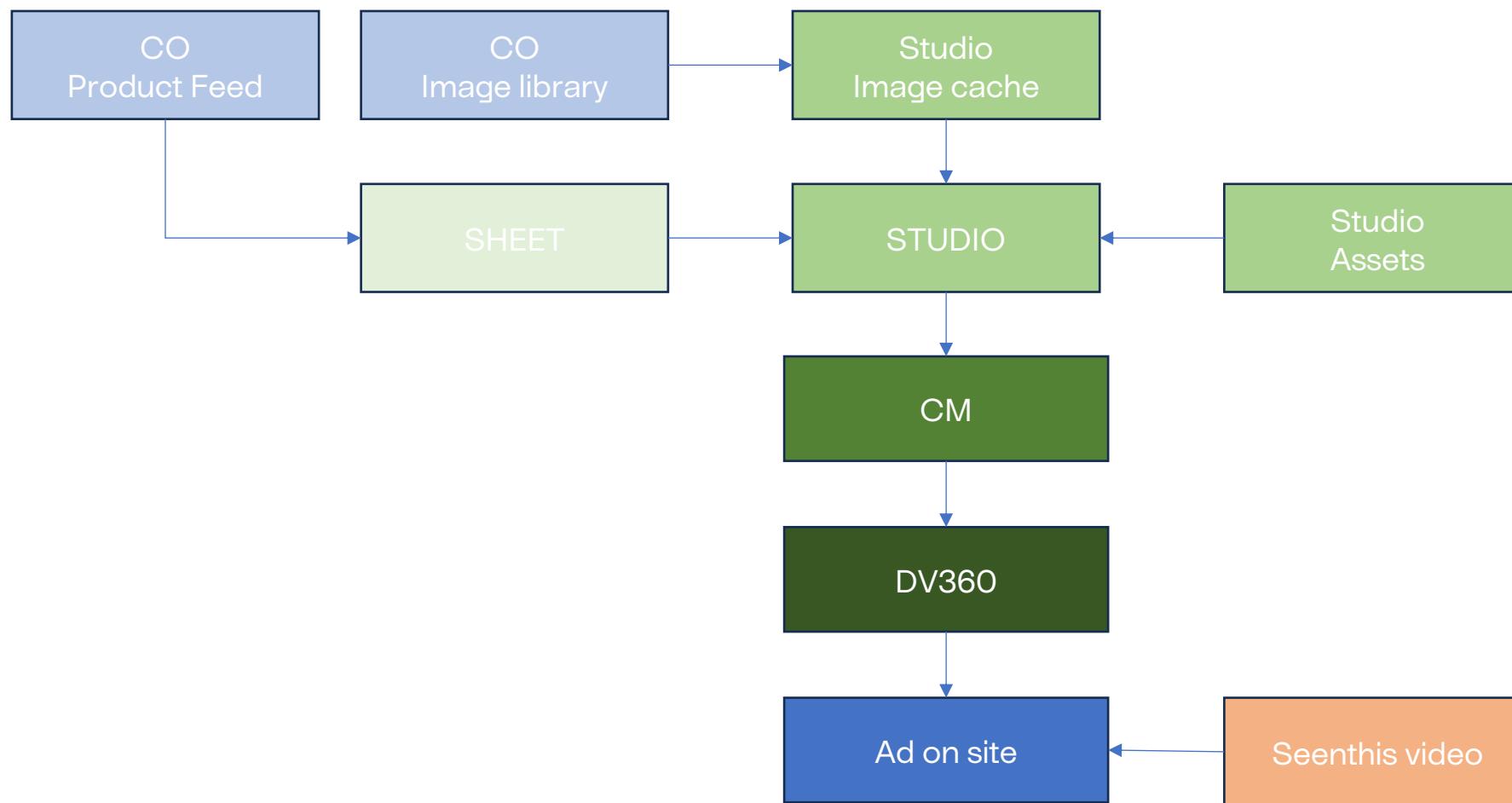
Available sizes*

- 160x600,
- 250x600,
- 300x250, 300x300, 300x431,
- 320x320, 300x600, 300x480,
- 320x250, 320x400, 320x480,
- 468x400,
- 580x400,
- 620x891, 640x320,
- 980x120, 980x240, 980x300,
- 980x400, 980x552, 980x600

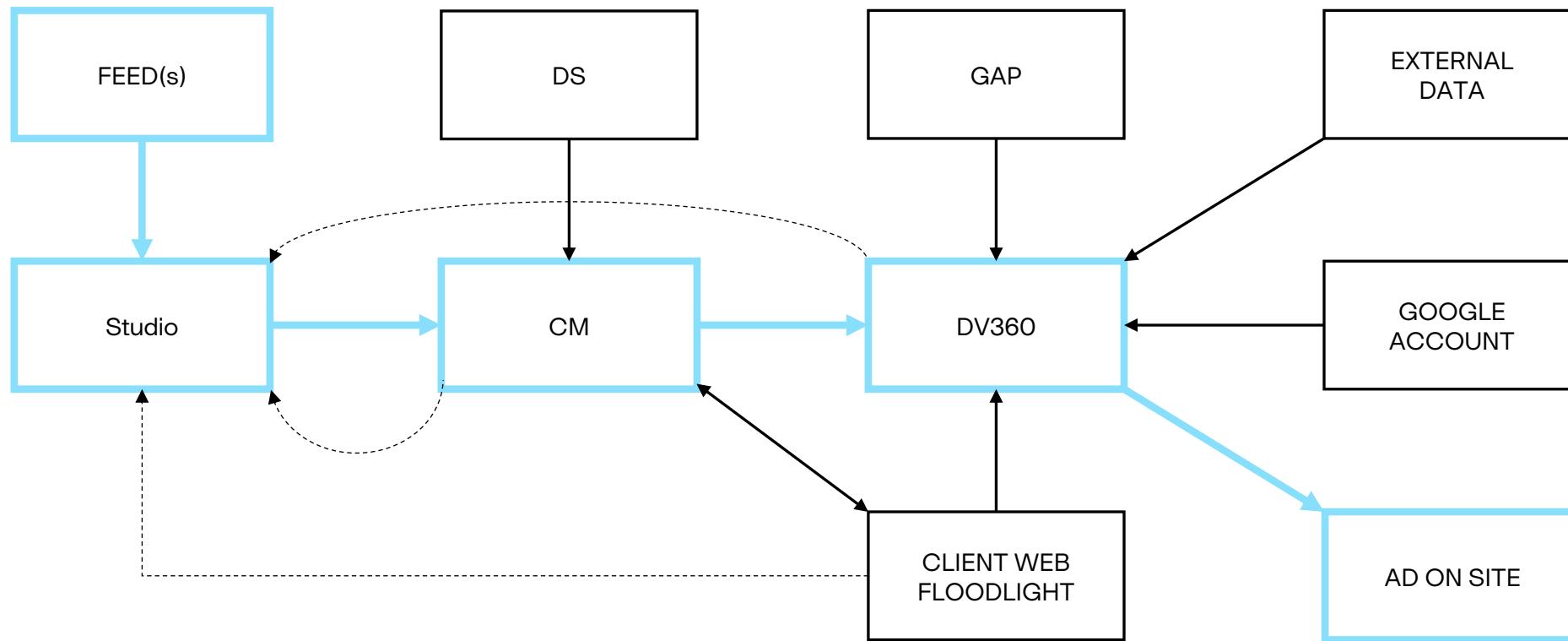


*Upon production of this guide. Might be subject to future change. Refer to Creatives in Studio for current data.

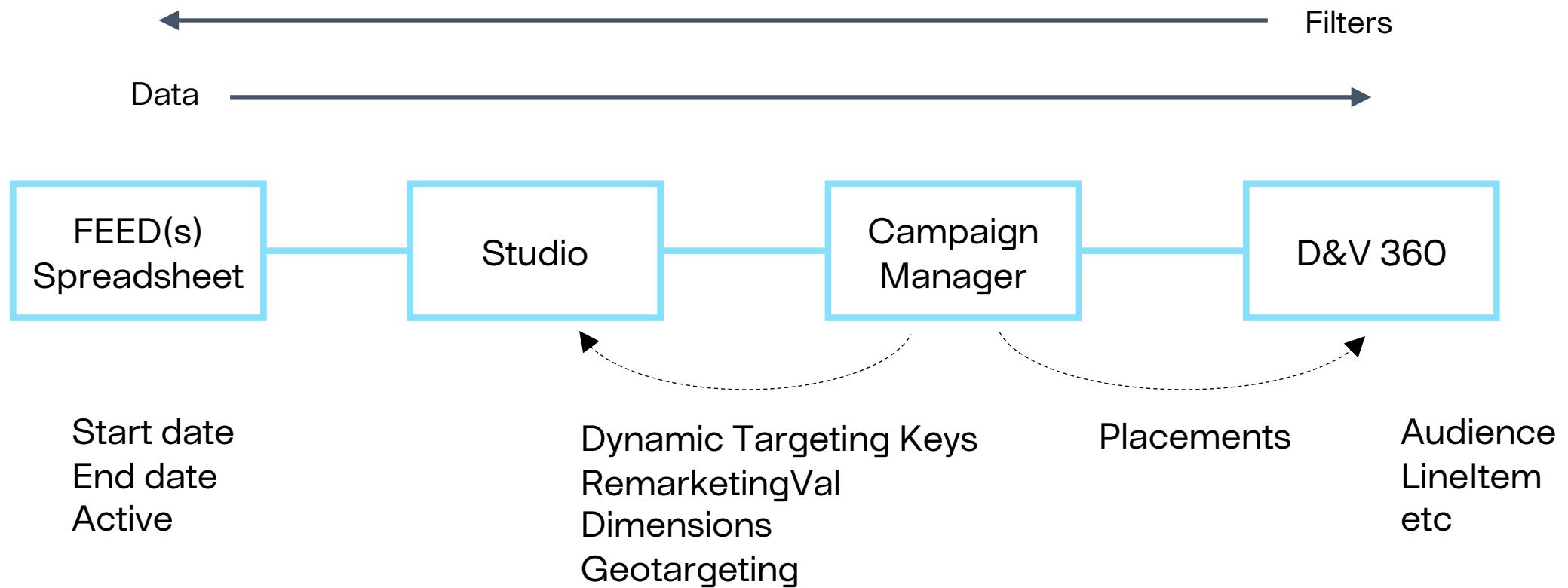
Architecture of the DCO system



"Ad to site"-flow

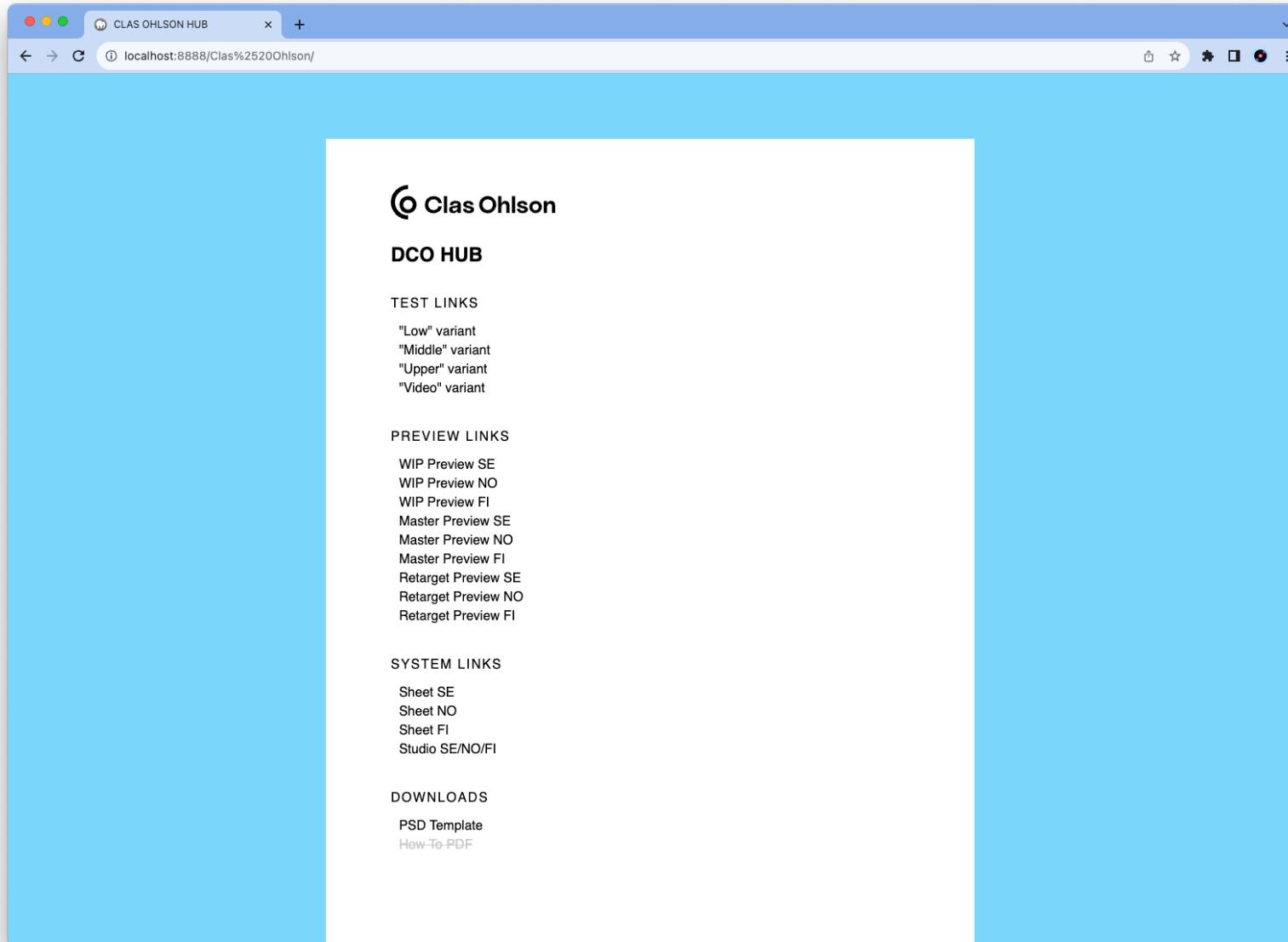


Filtering



Online test and preview

Start by testing



Home page and overview. Links to test and preview pages as well as Studio, the sheets and PSD template as well as this guide.

Dynamic Banner Test Tool

localhost:8888/Clas%2520Ohlson/230526_banners/testtool/formatoverview_low.html

Clas Ohlson

"Low" variant "Middle" variant "Upper" variant "Video" variant

WIP preview SE Retarget preview SE Master SE WIP preview NO Retarget preview NO Master NO WIP preview FI Retarget preview FI Master FI

980x600 (r:1.63 a: 588000)

980x552 (r:1.77 a: 540960)

Clas Ohlson

99:- Nyckelring. Skiftnyckel.

Köp här

999:- (1990:-)

PREVIEW

LOGO: CO_Logoype_Lockup_2Row_Horizontal_100mm_Black_RGB.svg

BACKGROUND COLOR AD: (white)

BACKGROUND COLOR PLATE: (light blue)

BORDER COLOR: (light blue)

BORDER WIDTH: 1

BUTTON BACKGROUND COLOR: (black)

BUTTON TEXT COLOR: (white)

BUTTON FONT SIZE: 13

BUTTON TEXT: Köp här

PRODUCT TEXT COLOR: (black)

INTRO TEXT COLOR: (white)

INTRO TEXT: Finns det en fixare, finns det flera.

INTRO TEXT ALIGN: left

INTRO LOGO: CO_Logoype_Lockup_2Row_Horizontal_100mm_White_RGB.svg

INTRO IMAGE FOLDER DEV: <https://s0.2mdn.net/creatives/assets/4959428/>

BRAND URL:

Overview of all messages of Low. Products are read from the feed on live ads.

Dynamic Banner Test Tool

localhost:8888/Clas%2520Ohlson/230526_banners/testtool/formatoverview_mid.html

Clas Ohlson

"Low" variant "Middle" variant "Upper" variant "Video" variant

WIP preview SE Retarget preview SE Master SE WIP preview NO Retarget preview NO Master NO WIP preview FI Retarget preview FI Master FI

980x600 (r:1.63 a: 588000)



980x552 (r:1.77 a: 540960)



PREVIEW

LOGO: CO_Logoype_Lockup_2Row_Horizontal_100mm_Black_RGB.svg

BACKGROUND COLOR AD: (Color swatch)

BACKGROUND COLOR PLATE: (Color swatch)

BORDER COLOR: (Color swatch)

BORDER WIDTH: 1

BUTTON BACKGROUND COLOR: (Color swatch)

BUTTON TEXT COLOR: (Color swatch)

BUTTON FONT SIZE: 13

BUTTON TEXT: Köp här

COLORISED TEXT COLOR: (Color swatch)

ENDPLATE BACKGROUND: (Color swatch)

ENDPLATE TEXT: Köp online och hämta efter 30 minuter

ENDPLATE LOGO: co_logo_ani.gif

BRAND URL: <https://www.clasohlson.se/>

SPLASH 1 TEXT: Klubbpris
[30%]
på solcell

SPLASH 2 TEXT:

Overview of all messages of Middle. Test splash content and color as well as images that are uploaded to Studio.

Dynamic Banner Test Tool

localhost:8888/Clas%2520Ohlson/230526_banners/testtool/formatoverview_upper.html

Clas Ohlson

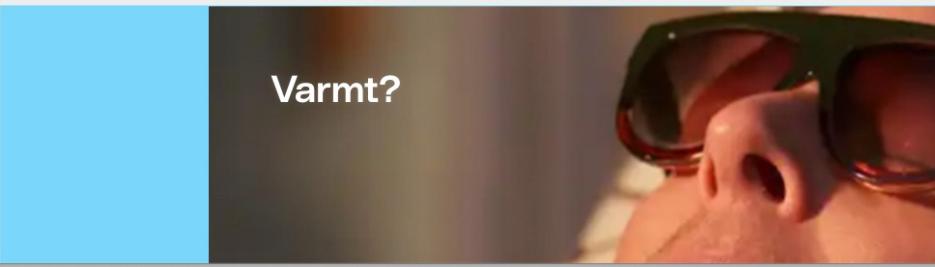
"Low" variant "Middle" variant "Upper" variant "Video" variant

WIP preview SE Retarget preview SE Master SE WIP preview NO Retarget preview NO Master NO WIP preview FI Retarget preview FI Master FI

980x600 (r:1.63 a: 588000)



980x552 (r:1.77 a: 540960)



PREVIEW

LOGO
CO_Logoype_Lockup_2Row_Horizontal_100mm_Black_RGB.svg

BACKGROUND COLOR AD
[Color swatch]

BACKGROUND COLOR PLATE
[Color swatch]

BORDER COLOR
[Color swatch]

BORDER WIDTH
1

BUTTON BACKGROUND COLOR
[Color swatch]

BUTTON TEXT COLOR
[Color swatch]

BUTTON FONT SIZE
43

BUTTON TEXT
Köp här

ENDPLATE BACKGROUND
[Color swatch]

ENDPLATE TEXT
Köp online och hämta efter 30 minuter

ENDPLATE LOGO
co_logo_anl.gif

BRAND URL
<https://www.clasohlson.se/>

IMAGE FOLDER DEV
<https://s0.2mdn.net/creatives/assets/4979410/>

UPPER VARIANT TEXT1
{Varmt?}

UPPER VARIANT TEXT2
Fläktar och frön

Overview of all messages of Upper. Test text length/layout and well as images that are uploaded to Studio.

Dynamic Banner Test Tool

localhost:8888/Clas%2520Ohlson/230526_banners/testtool/formatoverview_video.html

Clas Ohlson

"Low" variant "Middle" variant "Upper" variant "Video" variant

WIP preview SE Retarget preview SE Master SE WIP preview NO Retarget preview NO Master NO WIP preview FI Retarget preview FI Master FI

980x600x (r:1.63 a: 588000)

Förvaring
för allt

Clas Ohlson

320x320 (r:1 a: 102400)

Förvaring
för allt

PREVIEW

LOGO
CO_Logoype_Lockup_2Row_Horizontal_100mm_Black_RGB.svg

BACKGROUND COLOR AD
[Color swatch]

BACKGROUND COLOR PLATE
[Color swatch]

BORDER COLOR
[Color swatch]

BORDER WIDTH
1

BUTTON BACKGROUND COLOR
[Color swatch]

BUTTON TEXT COLOR
[Color swatch]

BUTTON FONT SIZE
13

BUTTON TEXT
Köp här

COLORISED TEXT COLOR
[Color swatch]

ENDPLATE BACKGROUND
[Color swatch]

ENDPLATE TEXT
Köp online och hämta efter 30 minuter

ENDPLATE LOGO
co_logo_ani.gif

BRAND URL
<https://www.clasohlson.se/>

SPLASH 1 TEXT
Förvaring för allt

SPLASH 2 TEXT

Overview of all messages of Video. Test splash content and color as well as videos that are uploaded to Seenthis.

Dynamic Banner Test Tool

localhost:8888/Clas%2520Ohlson/230526_banners/testtool/preview_wip.html?c=SE

Clas Ohlson

"Low" variant "Middle" variant "Upper" variant "Video" variant

WIP preview SE Retarget preview SE Master SE WIP preview NO Retarget preview NO Master NO WIP preview FI Retarget preview FI Master FI

980x600 (r:1.63 a: 588000)

129,90:- Utanpåliggande vägguttag 12/48 V, Elko

Clas Ohlson

980x552 (r:1.77 a: 540960)

129 90-

PREVIEW

LOW

LowDev01
LowDev02
LowDev03

MID

MidDev01
MidDev02
MidDev03

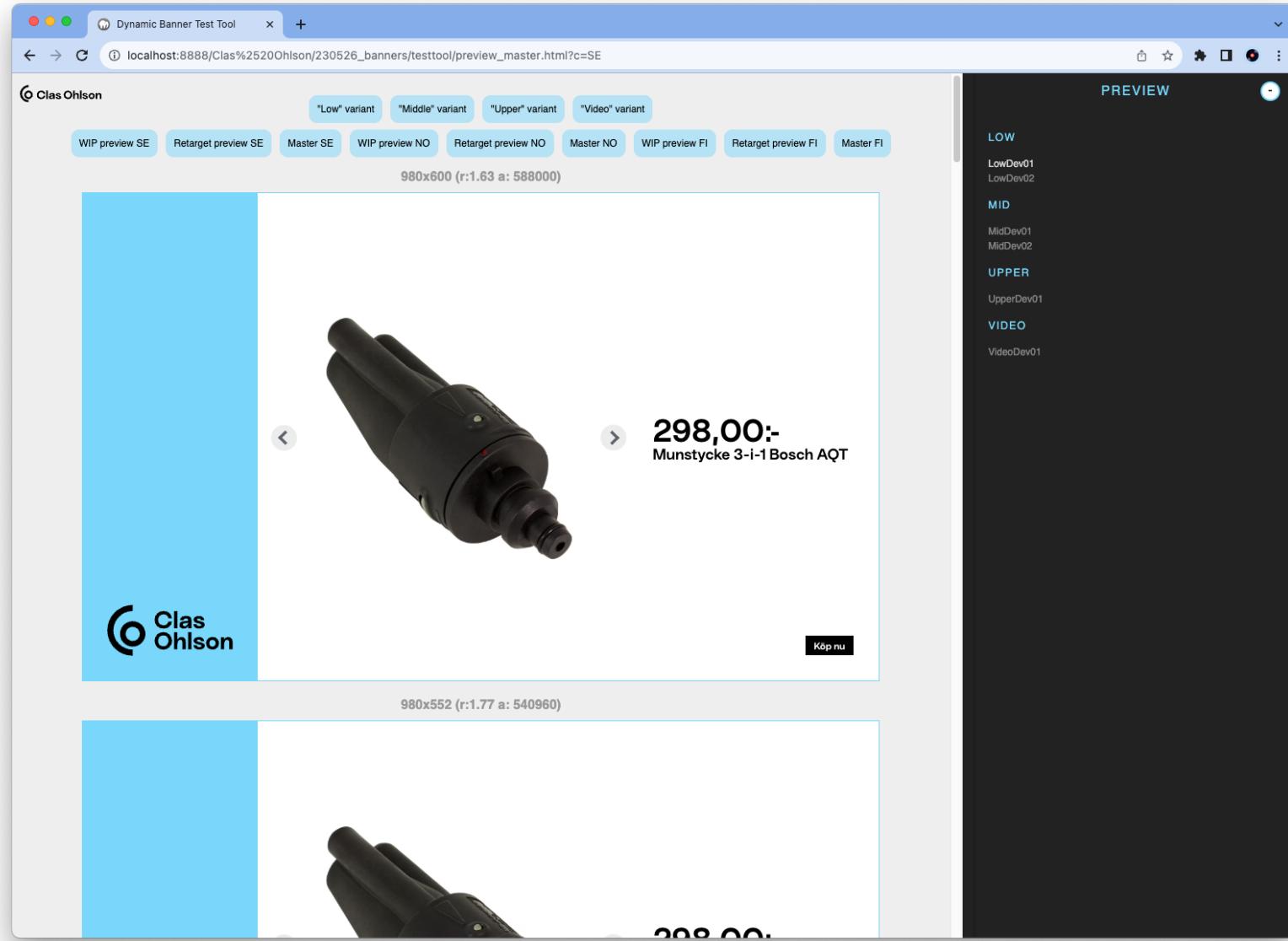
UPPER

UpperDev01

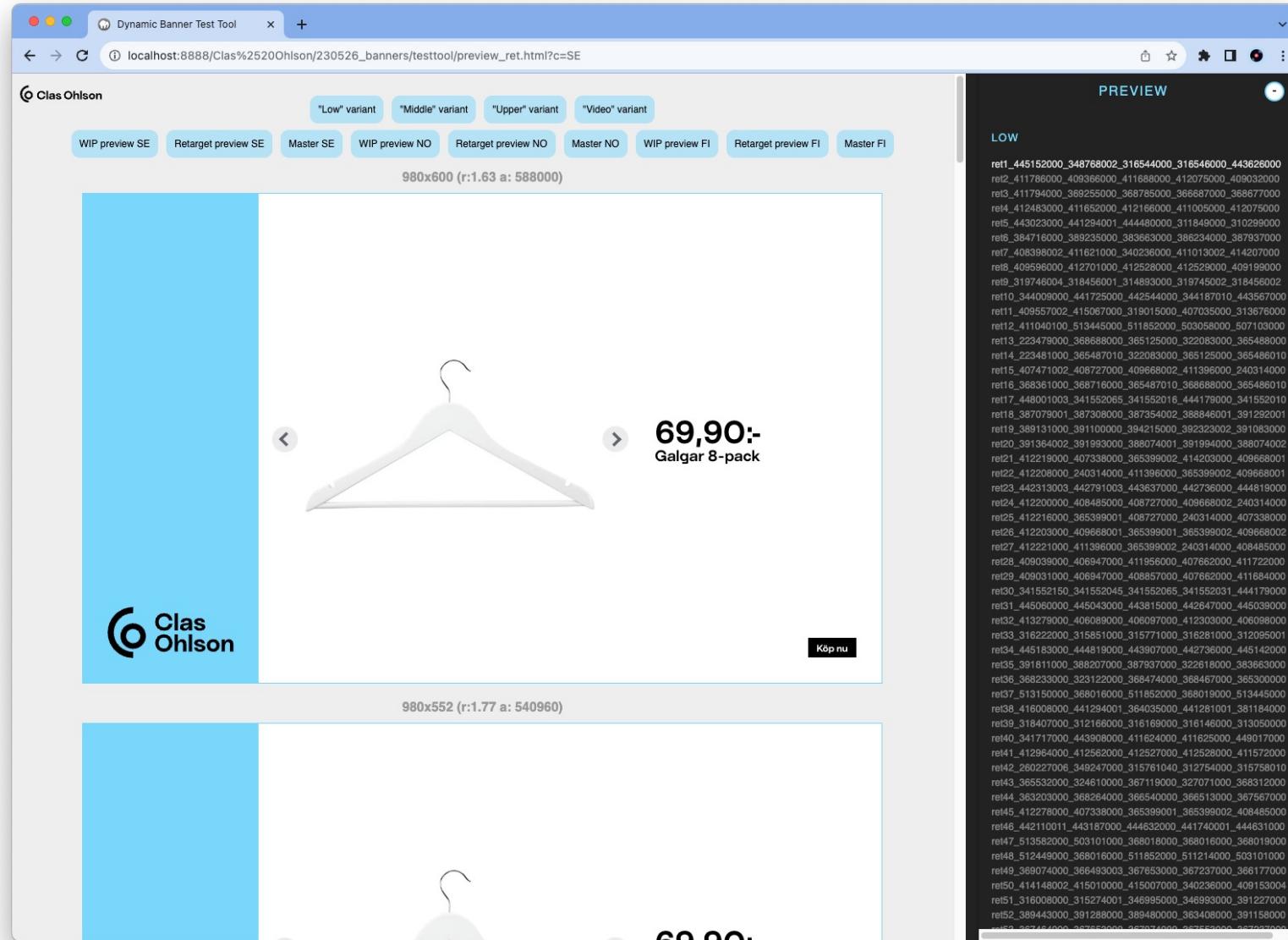
VIDEO

VideoDev01

Preview of WIP-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.



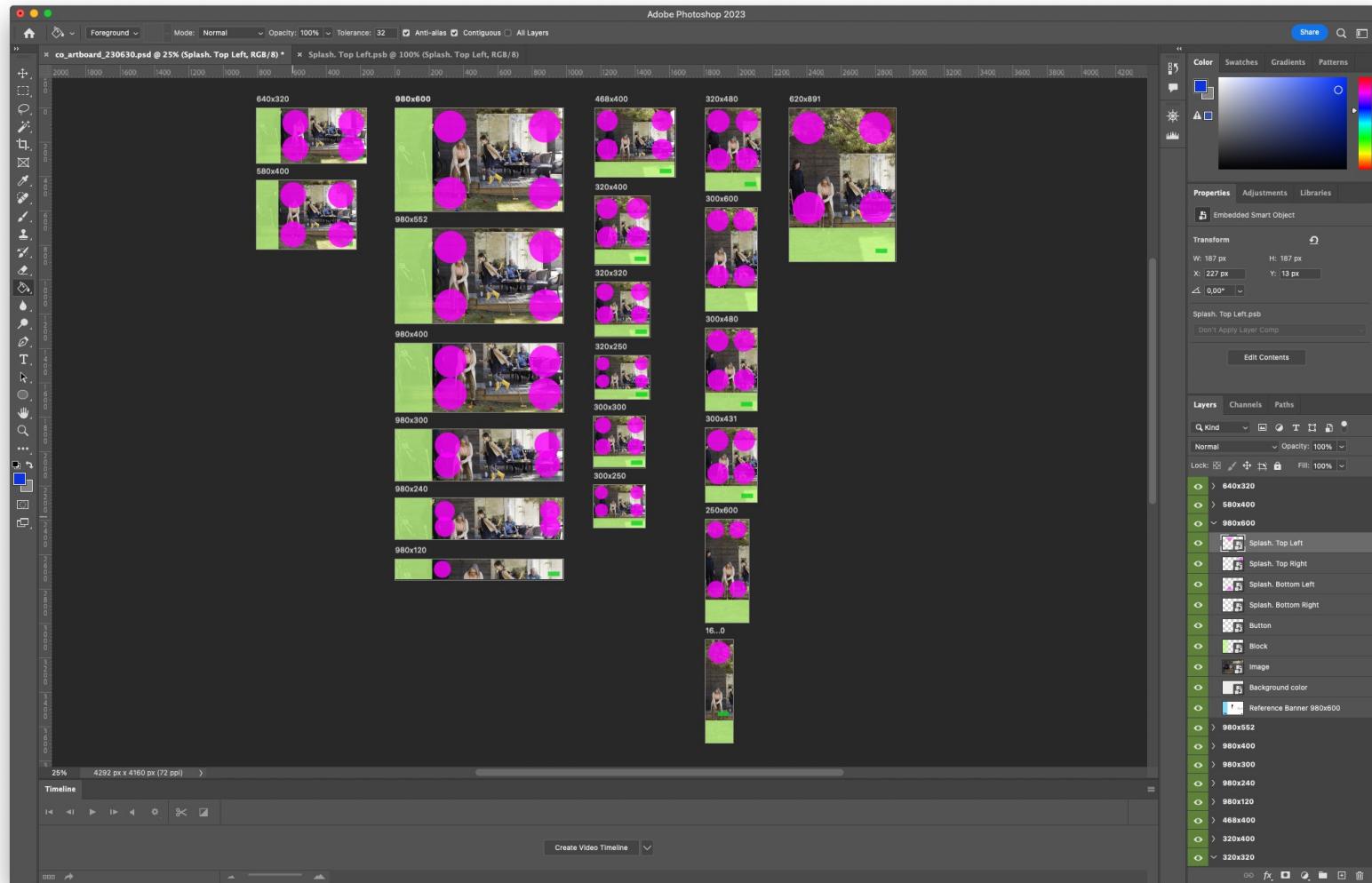
Preview of MASTER-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.



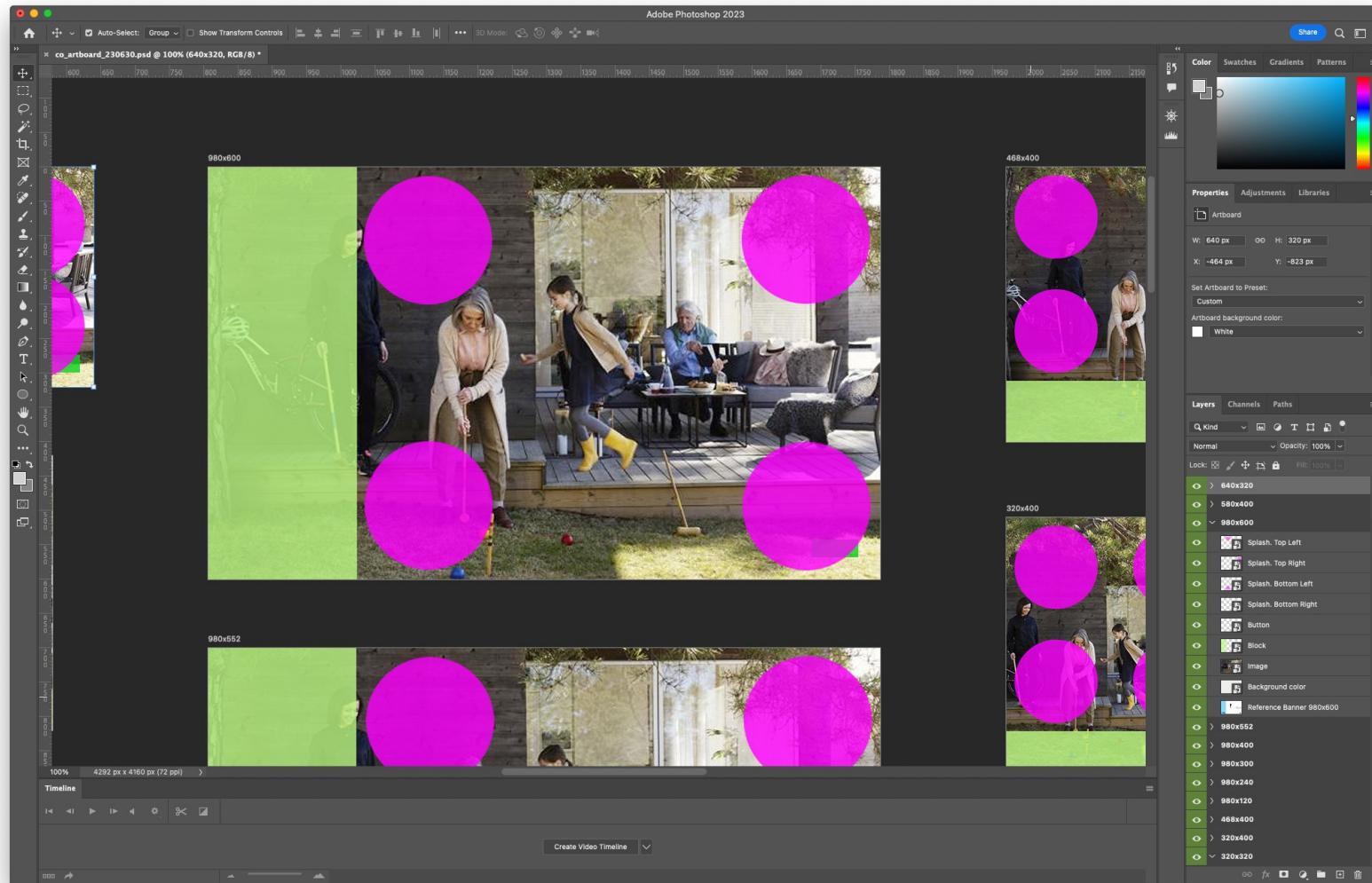
Preview of RETARGET-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.

Photoshop template

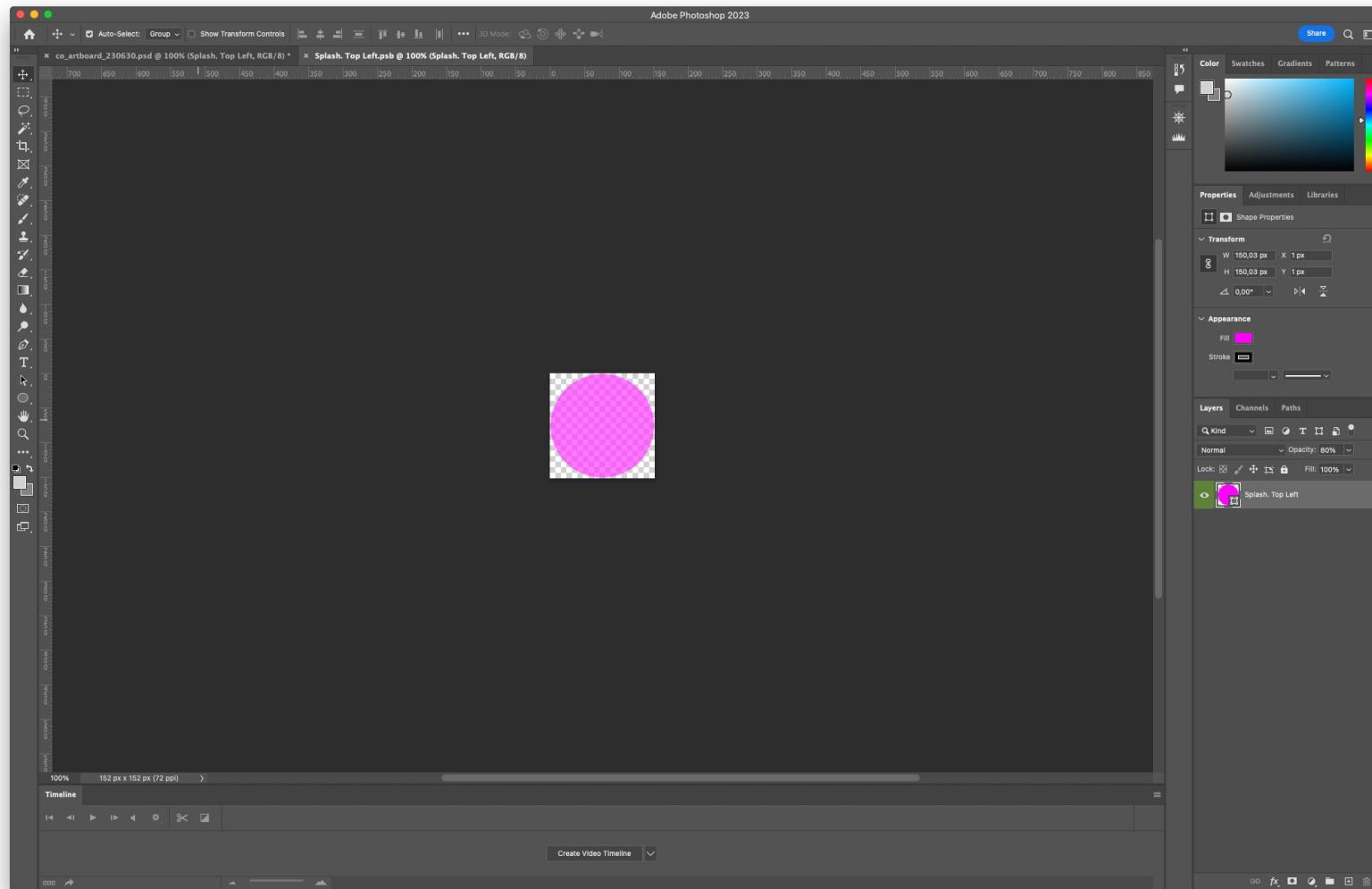
Save time working Smart



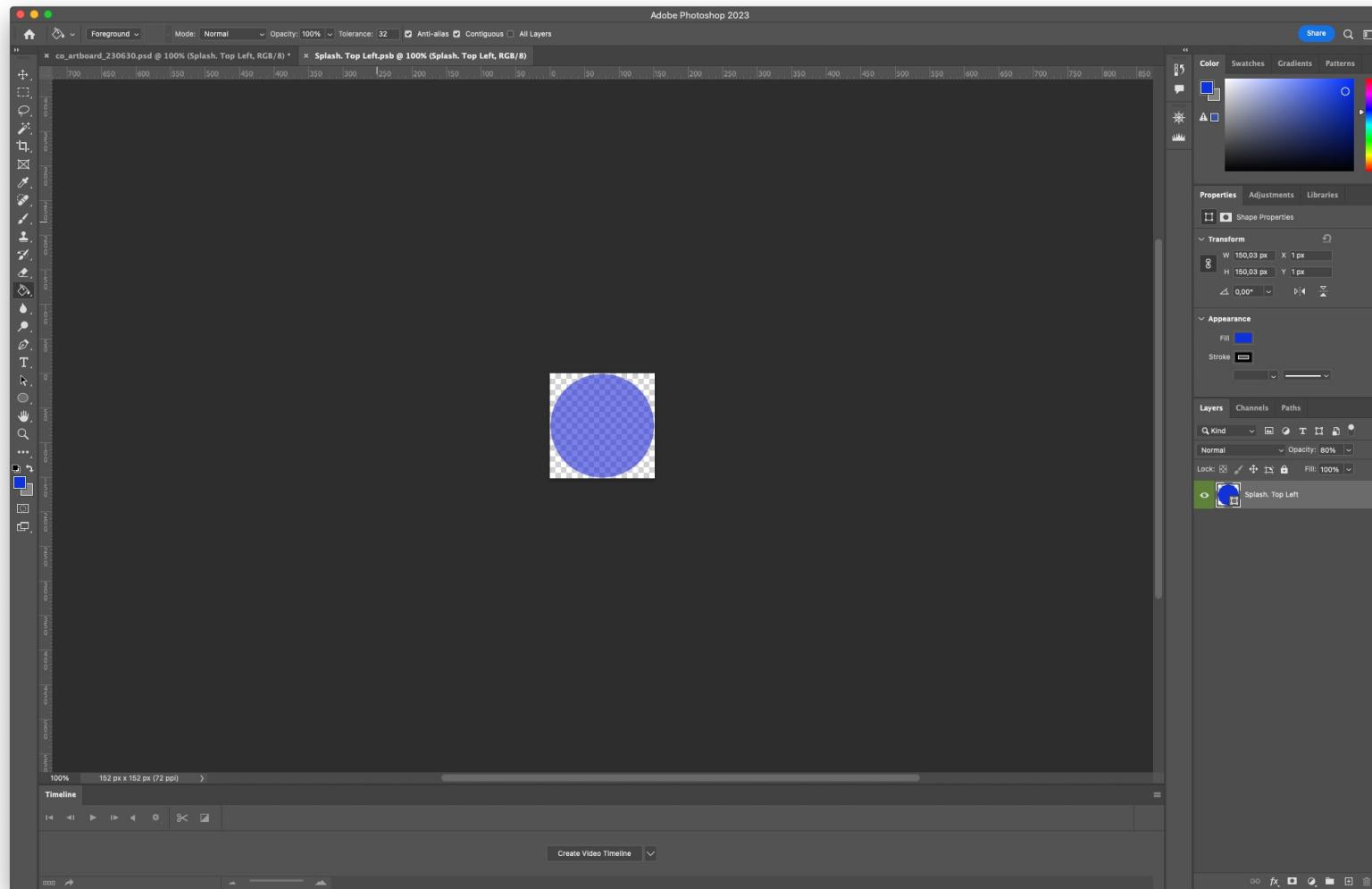
Every size has their own Artboard named after its size, ie 980x240



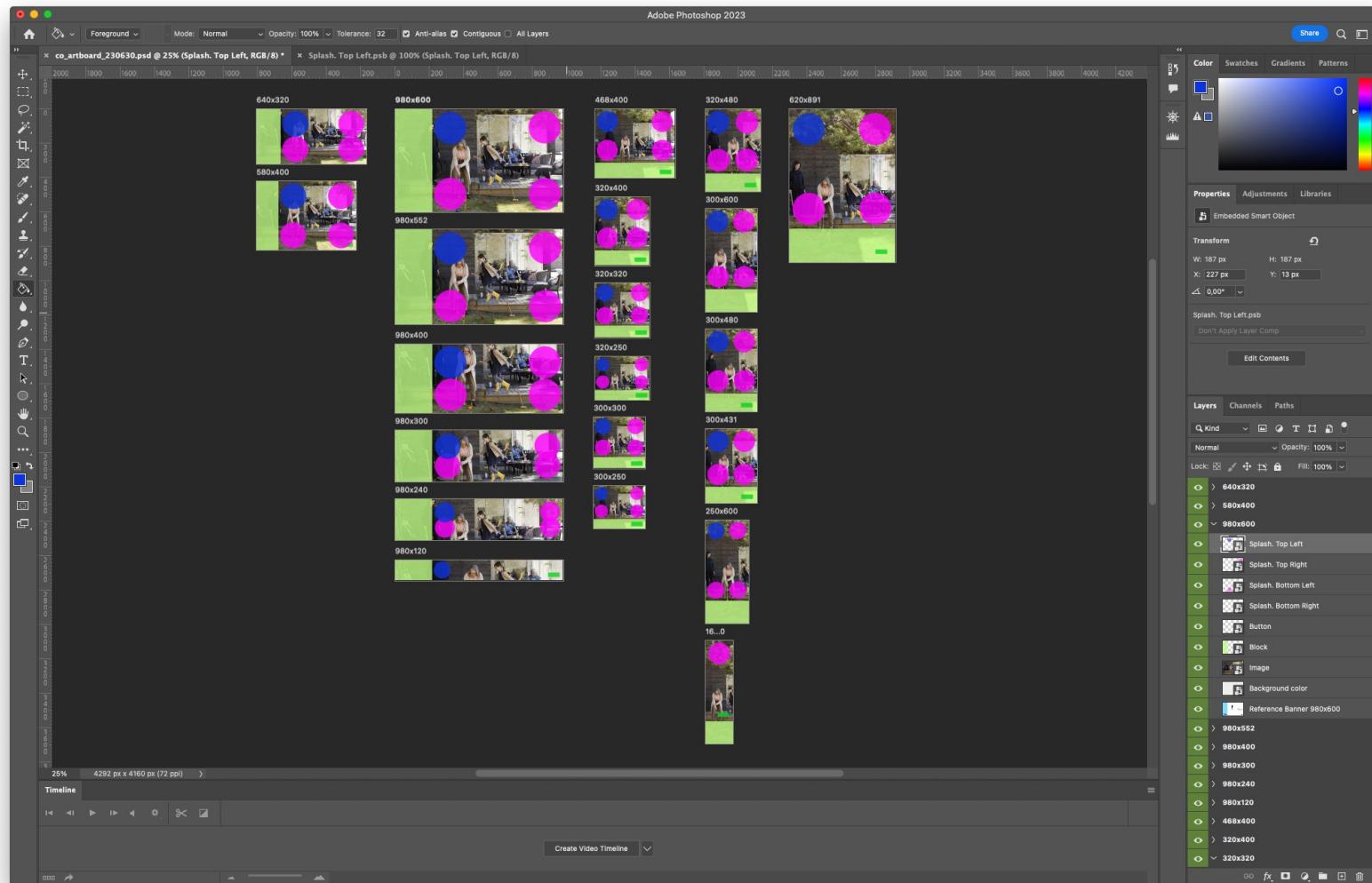
All artboards have the same layer structure. The layers are all Smart Objects. Doubleclick a Smart Object to open it.



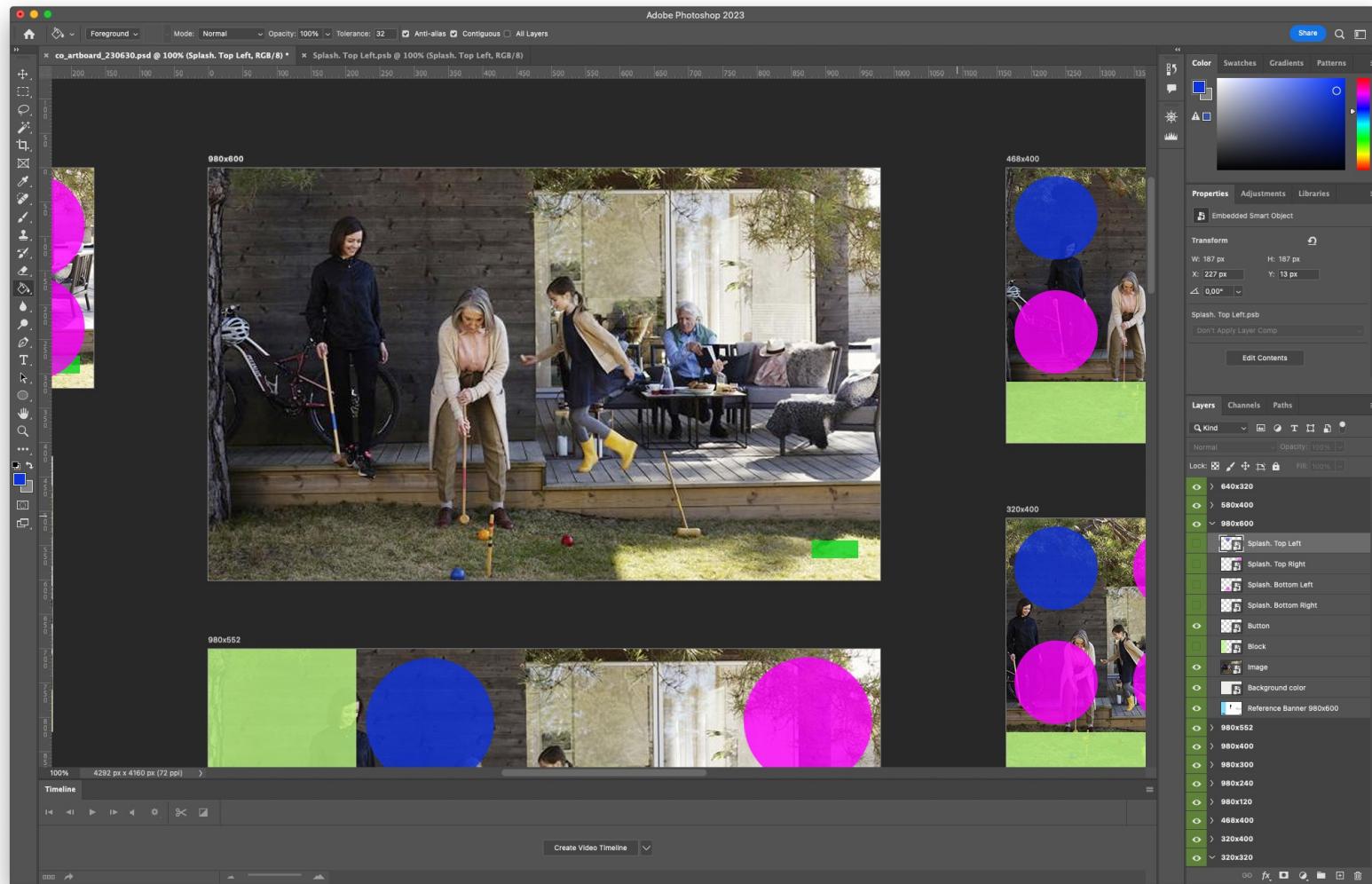
All Smart Objects of the same element is linked to the same object/image.



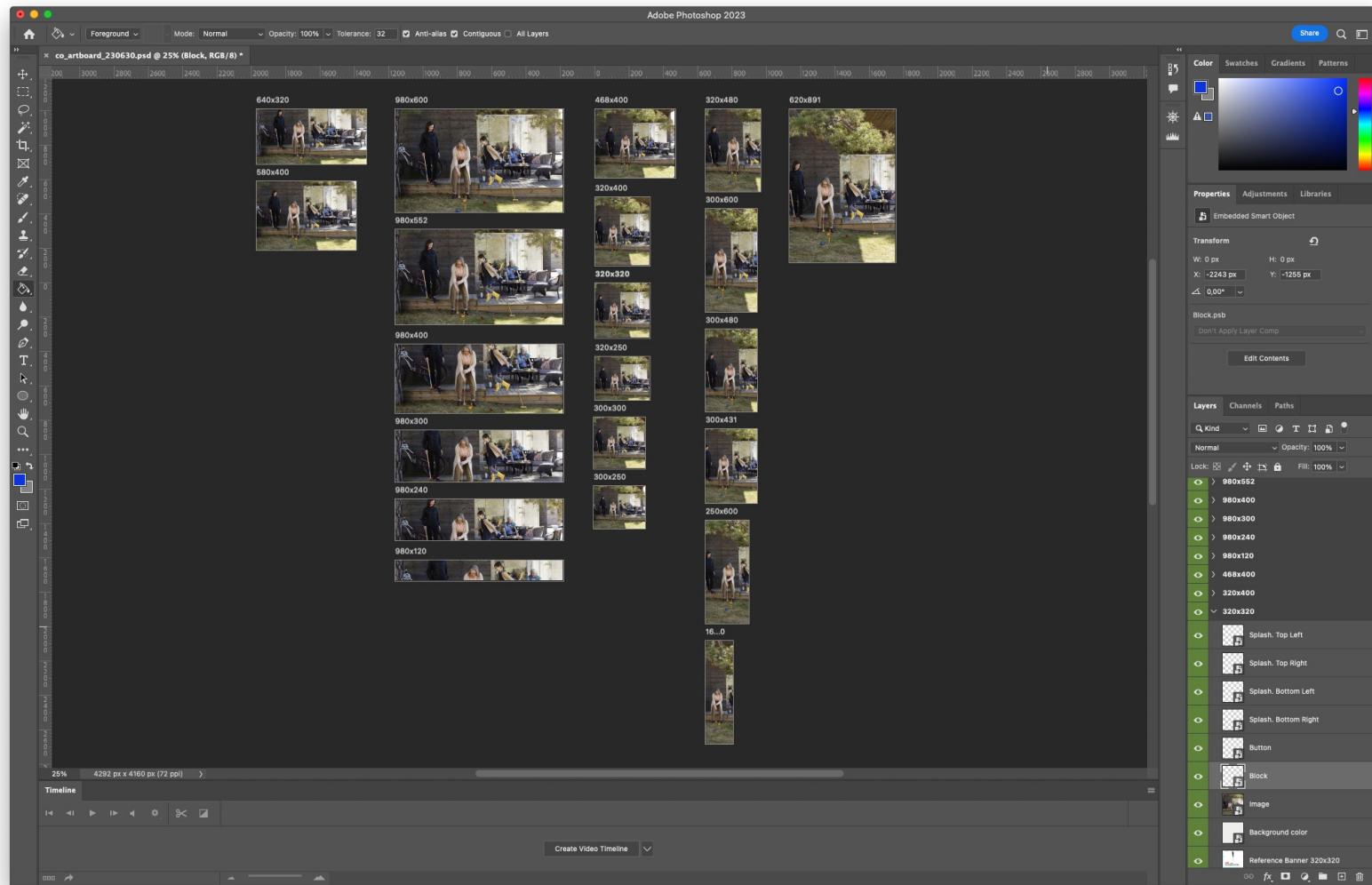
Do a change in one Smart Object...



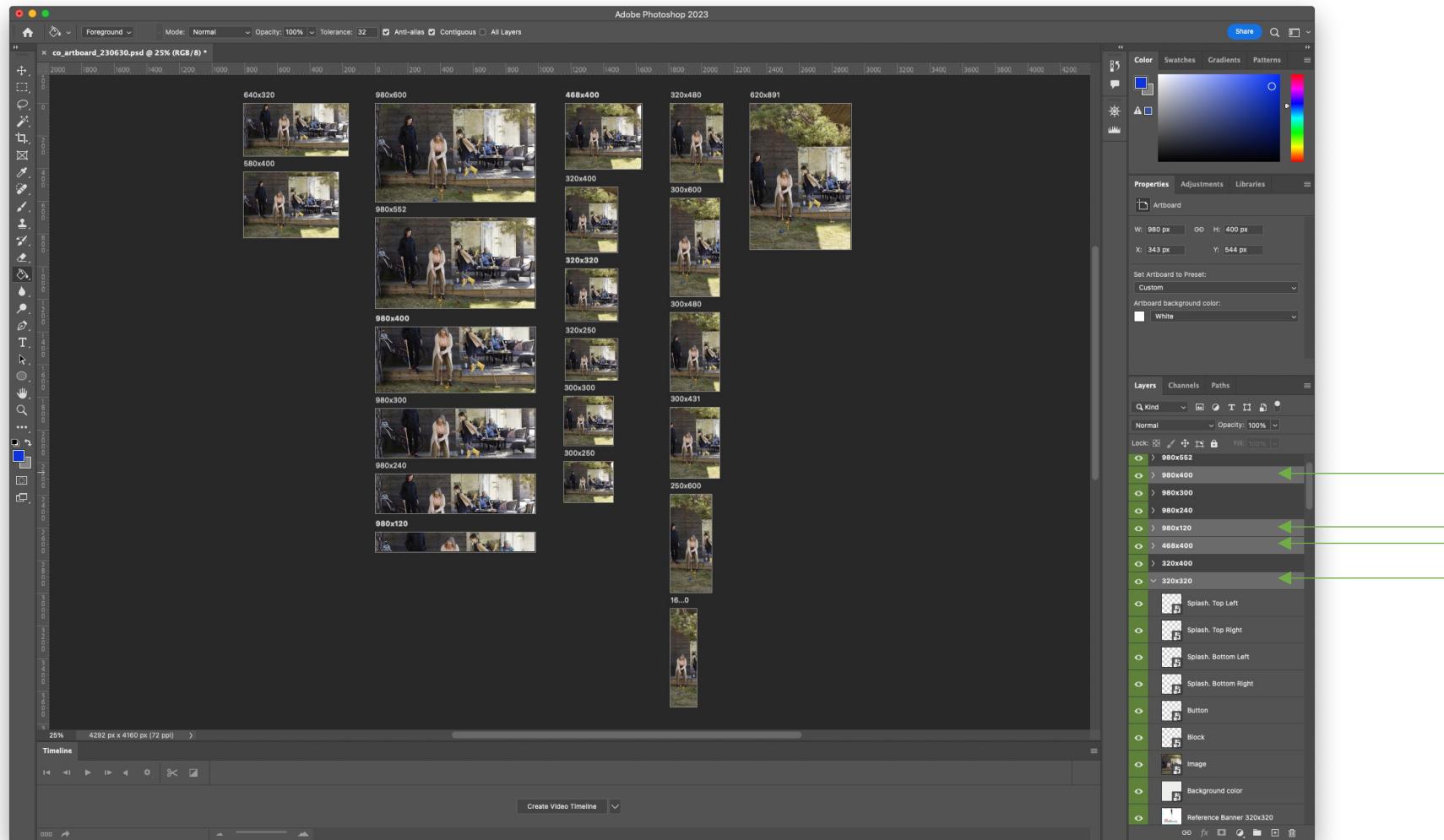
...and it effects all Smart Objects of that element.



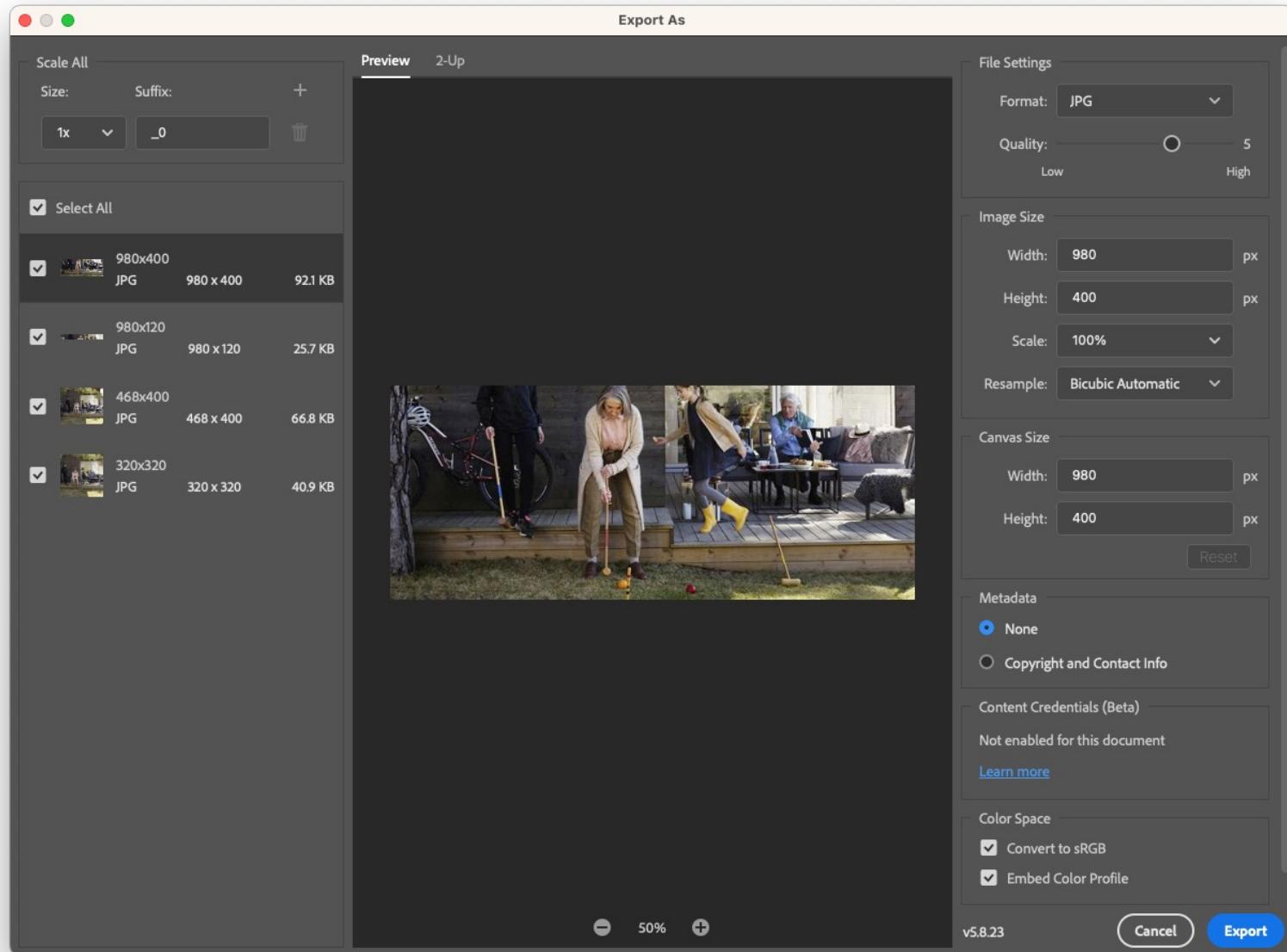
Make the Smart Object safezones for Splashes and Banner Plate transparent to change and export the background.



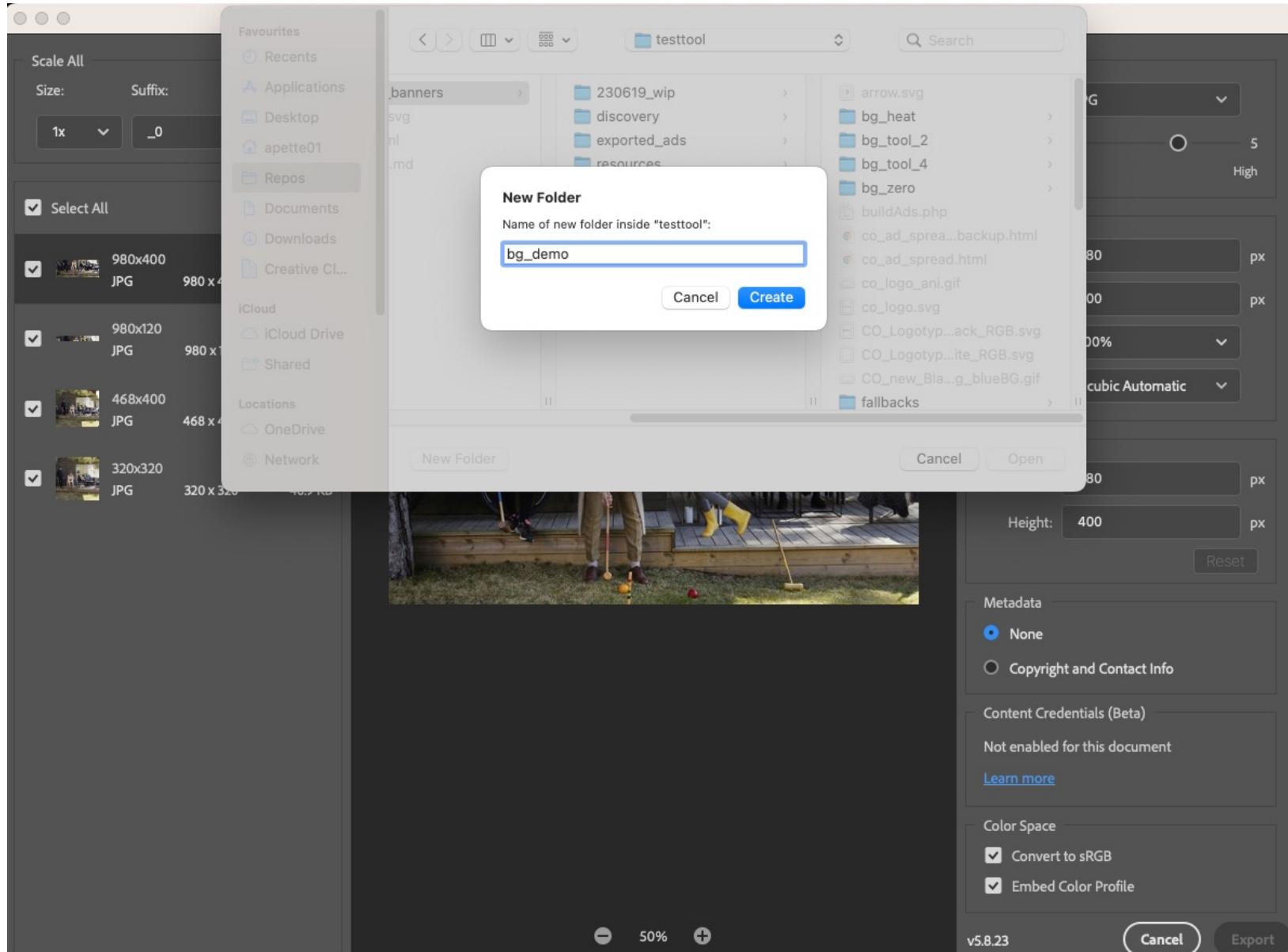
Hide the content of one Smart Object and all copies of that Smart Object are also transparent.



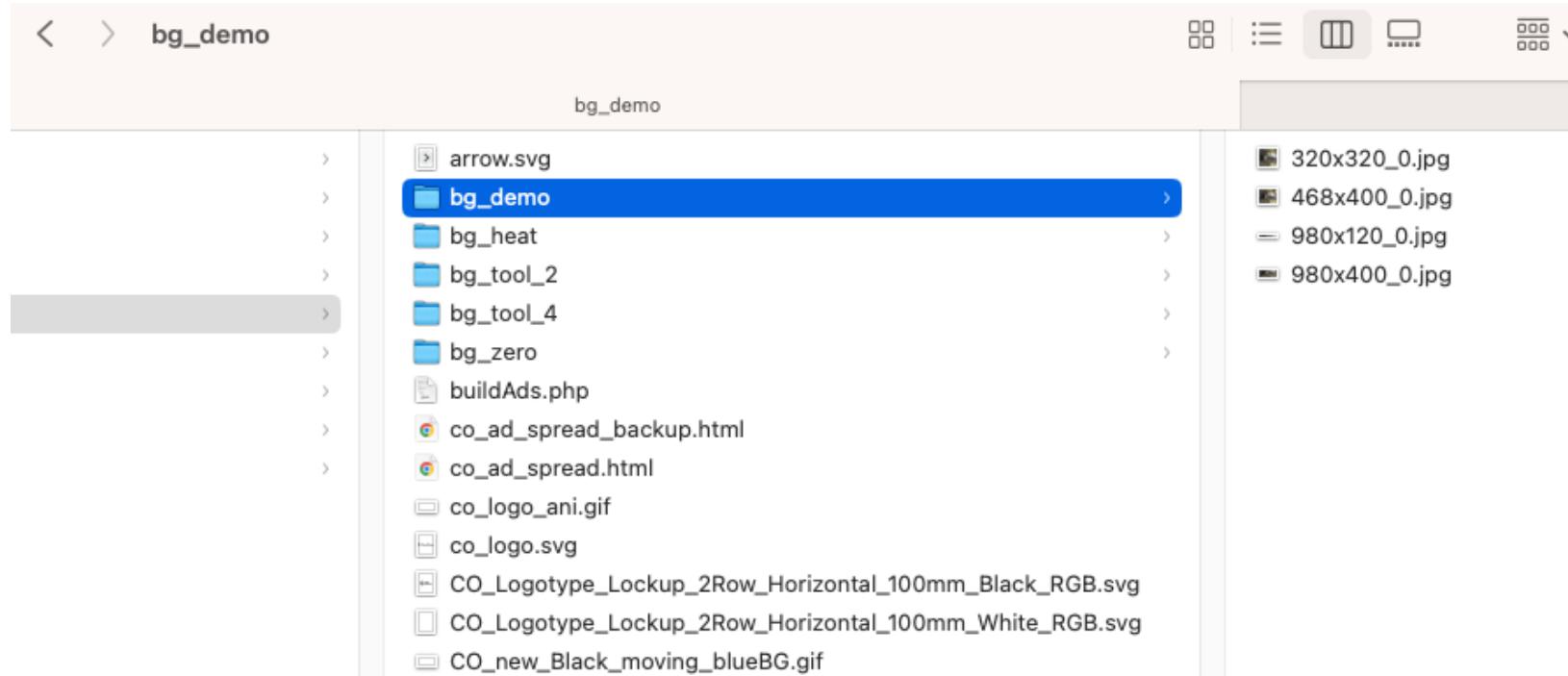
Select the Artboards (images) to export.



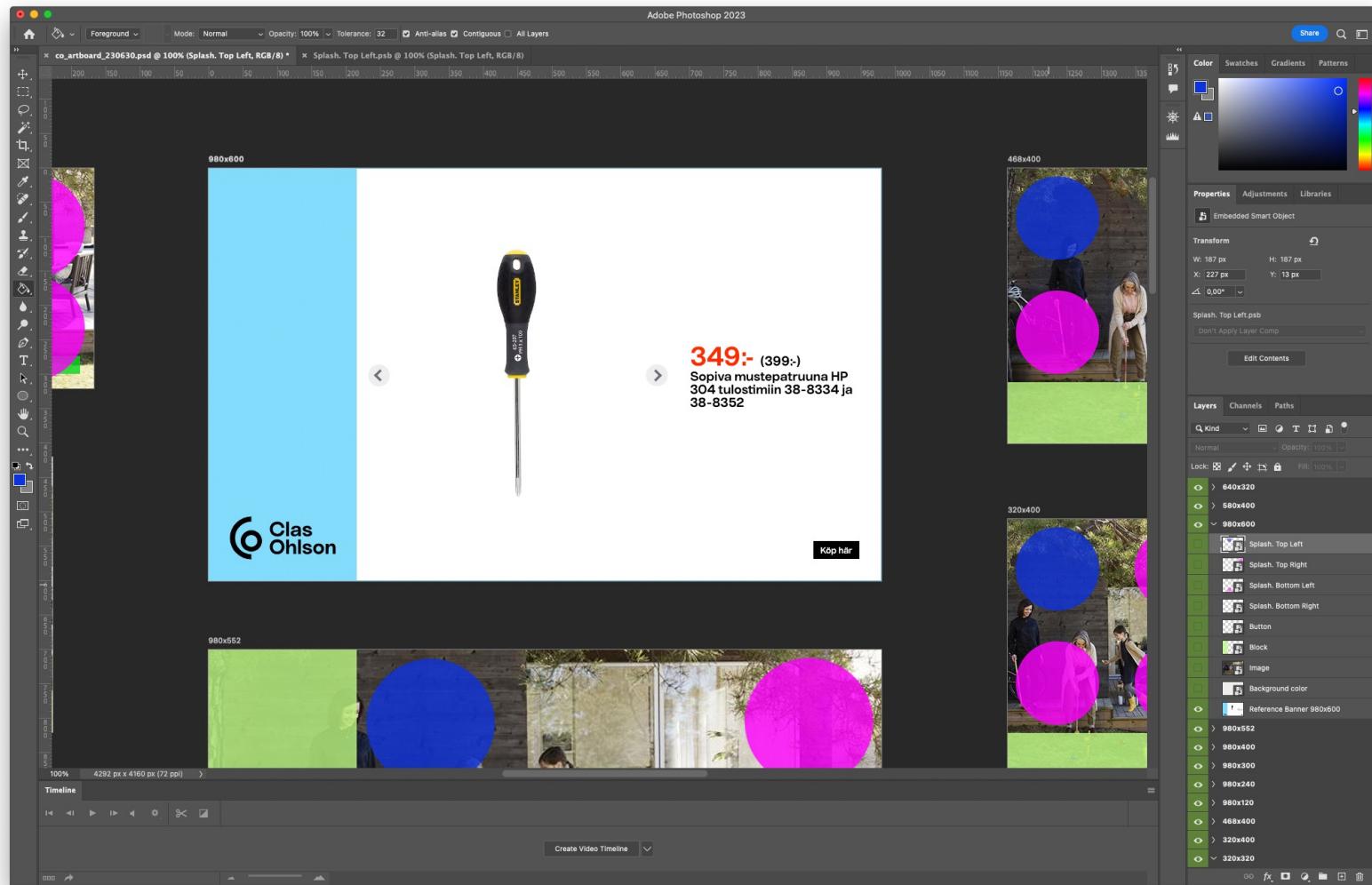
Preview and change quality if needed. Change suffix to `_0` for intro image or `_1,_2,_3,_4` for order in Mid or Upper.



Create a appropriately named folder.



Files are exported with Artboard name (size) and suffix are ready for upload to Studio Assetlibrary.



In the back of each Smart Object layer structure is a reference banner screen shot.

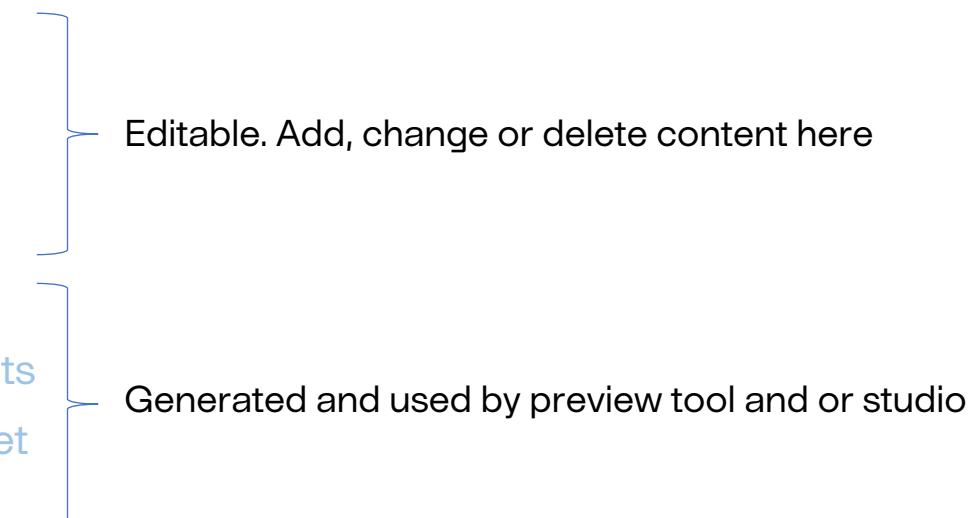
The spreadsheet

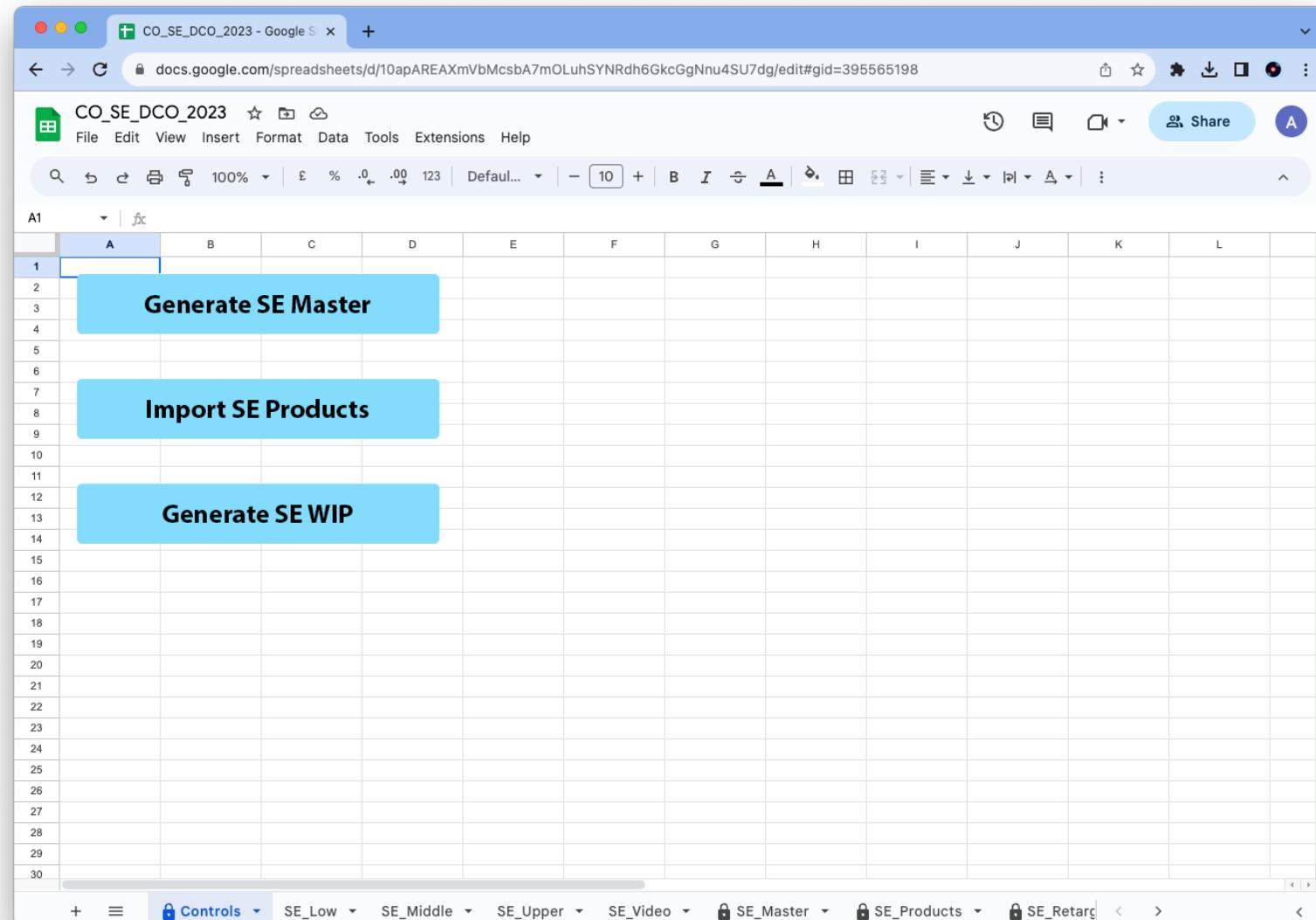
Once source (per country) to rule them all

The Spreadsheet

Tabs

- Controls — Where to control the sheet
- XX_Low
- XX_Middle
- XX_Upper
- XX_Video
- XX_Master
- XX_Products
- XX_Retarget
- XX_WIP
- Settings — Editable Feed urls
- Status — Generated info on the sheets and auto run process
- XX_Popular — Updated from exported excel
- Help — Useful info and step by step guide on how to publish data





Controls. Control panel for the feed. Use the buttons here to generate the sheets used for LIVE or WIP data, as well as manual product import.

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=469374157

File Edit View Insert Format Data Tools Extensions Help

A1 variant

	A	B	C	D	E	F	G	H	I	J	K
1	variant	id	reportingLabel	introText	introLogo	introImageFolder	introImageFolder	products	currency	ctaText	ctaUrl
2	low	low01	LowDev01	no	CO_Logo...	noimg	noimg	320636000,343598002,511892000,510957000,409354005	:-	Köp nu	
3	low	low02	The introtext	The introtext	CO_Logo...	introImageDev	https://s0.2mdn.net	511793000,506858000,407061000	:-	Köp nu	
4	low	low02	Höger introtext	Höger introtext	CO_Logo...	introImageDev	https://s0.2mdn.net	511793000,506858000,407061000	-	En lite	

Add 1000 more rows at the bottom

Controls SE_Low SE_Middle SE_Upper SE_Video SE_Master SE_Products SE_Retarg

variant
id
reportingLabel
introText
introLogo
introImageFolder
introImageFolderDev
products
currency
ctaBtnText
logo
introTextColor
introTextAlign
textColor
shadow
colorisedTextColor
backgroundColorMain
backgroundColorPlate
borderColor
btnBgColor
btnTextColor
ctaBtnFontSize
borderWidth
logoClickUrl
aniLogoClickUrl
brandClickUrl
dimensions
default
active
startDate
endDate
loops
dynamicTargetKey1
dynamicTargetKey2
remarketingVal
geoTarget

SE_Low. Sheet used for LOW-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmBMcSB7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=1782883480

File Edit View Insert Format Data Tools Extensions Help

D4 ((HEJ)) och hå

	A	B	C	D	E	F	G	H	I	J	K	L	
1	variant	id	reportingLabel	splashText1	splashText2	splashText3	splashText4	imgFolder	imgFolderDev	ctaBtnText	endplateText	logo	endpla
2	mid	mid01	MidDev01	Splash 1 mid1	Splash 2	Splash 3	Splash 4	dev_tool_4	https://s0.2mdn.i	Köp nu	Slutplatta text	CO_Lo...	co_log
3	mid	mid02	MidDev02	Splash 1 mid2	Splash 2	Splash 3	Splash 4	dev_tool_2	https://s0.2mdn.i	Köp nu	Slutplatta text	CO_Lo...	co_log
4	mid	mid03	MidDev03	((HEJ)) och hå	En {bold} text	Splash 3	Splash 4	dev_tool_4	https://s0.2mdn.i	Köp nu	Slutplatta text	CO_Lo...	co_log

Add 1000 more rows at the bottom

Controls SE_Low SE_Middle SE_Upper SE_Video SE_Master SE_Products SE_Retarg

SE_Middle. Sheet used for MIDDLE-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=418159416

CO_SE_DCO_2023

File Edit View Insert Format Data Tools Extensions Help

variant

A1

variant	id	reportingLabel	text1	text2	imgFolder	imgFolderDev	ctaBtnText	endplateText	logo	endplateLogo	colorisedTextColor	en
upper	upper01	UpperDev01	Text 1	Text 2	dev_bg_heat	https://s0.2mdn.j	Köp nu	Slutplatta text	CO_Lo...	co_logo_ani.gif	#FF2600	

Add 1000 more rows at the bottom

SE_Upper

variant
 id
 reportingLabel
 text1
 text2
 imgFolder
 imgFolderDev
 ctaBtnText
 endplateText
 logo
 endplateLogo
 colorisedTextColor
 endplateBg
 backgroundColorMain
 backgroundColorPlate
 borderColor
 btnBgColor
 btnTextColor
 text1Color
 text2Color
 shadow
 ctaBtnFontSize
 borderWidth
 clickUrl1
 clickUrl2
 logoClickUrl
 aniLogoClickUrl
 brandClickUrl
 dimensions
 default
 active
 startDate
 endDate
 loops
 dynamicTargetKey1
 dynamicTargetKey2
 remarketingVal
 geoTarget

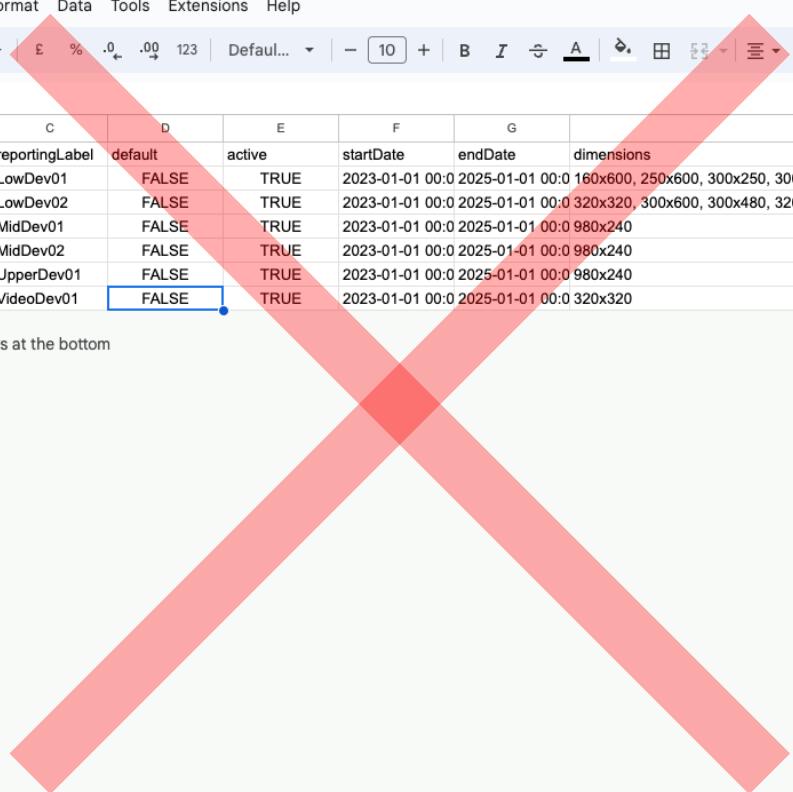
System
 Content
 Style
 Click
 Serving
 Targeting

SE_Upper. Sheet used for UPPER-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.

variant	id	reportingLabel	splashText1	splashText2	splashText3	videoIds	videoTracking	ctaBtnText	endplateText	logo	endplateLogo	coloris
video	video01	VideoDev01	Splash 1	Splash 2	Splash 3	980x600 v3:avrC	980x600 12hmaj Köp nu	Slutplatta text	CO_Lo...	co_logo_ani.gif	#FF2	

SE_Video. Sheet used for VIDEO-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.

variant
 id
 reportingLabel
 splashText1
 splashText2
 splashText3
 videoIds
 videoTracking
 ctaBtnText
 endplateText
 logo
 endplateLogo
 colouredTextColor
 endplateBg
 splashF1Bg
 splashF2Bg
 splashF3Bg
 splashF4Bg
 splash1Pos
 splash2Pos
 splash3Pos
 splash4Pos
 splashText1Color
 splashText2Color
 splashText3Color
 splashText4Color
 backgroundColorMain
 backgroundColorPlate
 borderColor
 btnBgColor
 btnTextColor
 ctaBtnFontSize
 borderWidth
 clickUrl1
 clickUrl2
 clickUrl3
 clickUrl4
 logoClickUrl
 aniLogoClickUrl
 brandClickUrl
 dimensions
 default
 active
 startDate
 endDate
 loops
 dynamicTargetKey1
 dynamicTargetKey2
 remarketingVal
 geoTarget



Don't change anything here!

	variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loc
1	low	low01	LowDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600, 300x250, 300x300, 300x431, 320x320, 300x600, 300x480, 320x250,	
2	low	low02	LowDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x600, 300x480, 320x250	
4	mid	mid01	MidDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	
5	mid	mid02	MidDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	
6	upper	upper01	UpperDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	
7	video	video01	VideoDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320	

variant	p0Image
id	p0Price
reportingLabel	p0SalePrice
default	p1Image
active	p1Price
startDate	p1SalePrice
endDate	p2Image
dimensions	p2Price
loops	p2SalePrice
imgFolder	p3Image
imgFolderDev	p3Price
videoTracking	p3SalePrice
videoIds	p4Image
logoClickUrl	p4Price
aniLogoClickUrl	p4SalePrice
logo	splash1Pos
backgroundColorMain	splash2Pos
backgroundColorPlate	splash3Pos
borderColor	splash4Pos
btnBgColor	text1Color
btnTextColor	text2Color
ctaBtnFontSize	text3Color
ctaBtnText	text4Color
currency	text5Color
borderWidth	text1
dynamicTargetKey1	text2
dynamicTargetKey2	text3
remarketingVal	text4
geoTarget	text5
colorisedTextColor	introText
endplateBg	introTextColor
endplateText	introTextAlign
endplateLogo	introLogo
brandClickUrl	introImageFolder
clickUrl1	introImageFolderDev
clickUrl2	
clickUrl3	
clickUrl4	
clickUrl5	
splashF1Bg	
splashF2Bg	
splashF3Bg	
splashF4Bg	

SE_Master. Sheet used for Studio. These are the messages that, once imported into Studio will be LIVE.

Don't change anything here!

	A	B	C	D	E	F	G	H	I
51	414148002	Läderknapp Ari i	https://www.clas.com/images/cl	79,90	79,90		Beslag & upphängning	2023-09-07 10:53:49	415010000, 415007000, 340236000, 409
52	316008000	Fiskelåda Kinetik	https://www.clas.com/images/cl	499,00	499,00		Fritidsliv & camping	2023-09-07 10:53:49	315274001, 346995000, 346993000, 391
53	389443000	Mobilskal i silikon	https://www.clas.com/images/cl	199,00	199,00		Mobiltelefoni & fast telefoni	2023-09-07 10:53:49	391288000, 389480000, 363408000, 391
54	367464000	Ljusslinga med k	https://www.clas.com/images/cl	179,90	129,90		Lampor & belysning	2023-09-07 10:53:49	367653000, 367974000, 367553000, 367
55	513305000	Slipplatta Crocraf	https://www.clas.com/images/cl	99,00	99,00		Reservdelar 2	2023-09-07 10:53:49	503058000, 512185000, 51214000, 513
56	444657001	Kuddfodral Löv,	https://www.clas.com/images/cl	79,90	79,90		Inredning	2023-09-07 10:53:49	442544000, 346439000, 344187009, 441
57	313982000	Gipsankare med	https://www.clas.com/images/cl	169,90	169,90		Skrub & spik	2023-09-07 10:53:49	306295000, 407035000, 408529000, 409
58	368018000	Solventilator Sur	https://www.clas.com/images/cl	999,00	999,00		Ventilation	2023-09-07 10:53:49	368467000, 365300000, 323122000, 368
59	413086000	Rund knapp, svart	https://www.clas.com/images/cl	69,90	69,90		Beslag & upphängning	2023-09-07 10:53:49	415010000, 409153004, 343040000, 411
60	414113000	D-C-Fix fönsterfri	https://www.clas.com/images/cl	139,90	139,90		Badrum & bastu	2023-09-07 10:53:49	442063000, 341432001, 441995000, 341
61	414112000	D-C-Fix fönsterfri	https://www.clas.com/images/cl	139,90	139,90		Badrum & bastu	2023-09-07 10:53:49	441991000, 349615000, 316235001, 342
62	316579000	Philips 3000 Ser	https://www.clas.com/images/cl	449,00	449,00		Tvättstuga	2023-09-07 10:53:49	316544000, 444310000, 316546000, 415
63	368779000	Adax Vilje 2000	https://www.clas.com/images/cl	949,00	949,00		Klimat & värme	2023-09-07 10:53:49	368106000, 368264000, 366698000, 366
64	391770000	Filament Fiberlo	https://www.clas.com/images/cl	549,00	549,00		Skrivare & skannrar	2023-09-07 10:53:49	388954000, 388888000, 388870000, 388
65	402016002	Mössa barn	https://www.clas.com/images/cl	59,90	29,90		Baby & barn	2023-09-07 10:53:49	315911000, 315855000, 315932000, 411
66	367309000	Bordslampa med	https://www.clas.com/images/cl	249,00	249,00		Lampor & belysning	2023-09-07 10:53:49	366493001, 366177000, 367653000, 366
67	445122000	Stavmixer 300 V	https://www.clas.com/images/cl	199,90	199,90		Kökmaskiner	2023-09-07 10:53:49	443554001, 440397000, 444715002, 444
68	409012000	Lättspackel för ir	https://www.clas.com/images/cl	69,90	69,90		Måla & tapetsera	2023-09-07 10:53:49	412033000, 406089000, 406098000, 406
69	389256000	Förbetalad fotpå	https://www.clas.com/images/cl	299,00	299,00		Foto & video	2023-09-07 10:53:49	387826000, 391168000, 392077000, 389
70	391862000	Razer Kaira X	https://www.clas.com/images/cl	699,00	699,00		Hörlurar & headset	2023-09-07 10:53:49	391374001, 389210001, 391936000, 391
71	368997000	Woods AL310 lu	https://www.clas.com/images/cl	4990,00	4990,00		Klimat & värme	2023-09-07 10:53:49	368766000, 366576000, 368264000, 366
72	368608000	Deltaco Smart H	https://www.clas.com/images/cl	119,90	119,90		Ljuskällor	2023-09-07 10:53:49	367611000, 368323000, 366381000, 361
73	414310000	D-C-Fix fönsterfri	https://www.clas.com/images/cl	139,90	139,90		Badrum & bastu	2023-09-07 10:53:49	442063000, 441991000, 341861002, 316
74	441715000	Hopfällbart fotb	https://www.clas.com/images/cl	169,90	169,90		Personvård & hälsa	2023-09-07 10:53:49	445039000, 445043000, 445038000, 445
75	316479000	Sharper Image >	https://www.clas.com/images/cl	499,00	499,00		Drönare & tillbehör	2023-09-07 10:53:49	389799000, 316294000, 315736000
76	513055000	Laddare till Brau	https://www.clas.com/images/cl	249,00	249,00		Reservdelar 2	2023-09-07 10:53:49	513445000, 507103000, 511214000, 368
77	511512000	Koi 18 x 11 x 6 n	https://www.clas.com/images/cl	59,00	59,00		Reservdelar 2	2023-09-07 10:53:49	512185000, 368016000, 511852000, 511
78	326126000	Laddningsbart b	https://www.clas.com/images/cl	179,90	179,90		Batterier & laddare	2023-09-07 10:53:49	368820000, 368815000, 365125000, 365
79	342320010	Akrylfärg Liquide:	https://www.clas.com/images/cl	149,90	149,90		Konstrukt	2023-09-07 10:53:49	315761040, 349247000, 315758040, 315
80	512499000	Laddare 3 V/100	https://www.clas.com/images/cl	89,00	89,00		Reservdelar 2	2023-09-07 10:53:49	368019000, 503101000, 513445000, 511

ProductId
ProductName
ProductUrl
ProductImageU
rl
RegularPrice
CurrentPrice
Category2
Added
Related

SE_Products. Sheet used for Products. The products are automatically imported from Clas Ohlson via Channable on a daily basis.

Don't change anything here!

variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loops	imgFolder	imgFolderDev	videoTracking	videoId
low	ret1	ret1_445152000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret2	ret2_411786000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret3	ret3_411794000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret4	ret4_412483000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret5	ret5_443023000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret6	ret6_384716000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret7	ret7_408398002	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret8	ret8_409596000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret9	ret9_319746004	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret10	ret10_34400900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret11	ret11_40955700	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret12	ret12_41104010	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret13	ret13_22347900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret14	ret14_22348100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret15	ret15_40747100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret16	ret16_36836100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret17	ret17_44800100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret18	ret18_38707900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret19	ret19_38913100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret20	ret20_39136400	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret21	ret21_41221900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret22	ret22_412202800	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret23	ret23_44231300	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret24	ret24_41220000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret25	ret25_41221600	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret26	ret26_41220300	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret27	ret27_41222100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret28	ret28_40903900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na
low	ret29	ret29_40903100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x61	10	noimg	noimg	na	na

SE_Retarget. Sheet used for Product Retarget Messages. These are based on the LOW-template and is auto generated upon product import (daily). Only products in stock are put into rotation.

variant	p0Image
id	p0Price
reportingLabel	p0SalePrice
default	p1Image
active	p1Price
startDate	p1SalePrice
endDate	p2Image
dimensions	p2SalePrice
loops	p3Image
imgFolder	p3Folder
imgFolderDev	p3FolderDev
p3Price	p3SalePrice
p4Image	p4Image
logoClickUrl	p4Price
aniLogoClickUrl	p4SalePrice
logo	splash1Pos
backgroundColorMain	splash2Pos
backgroundColorPlate	splash3Pos
borderColor	splash4Pos
btnBgColor	text1Color
btnTextColor	text2Color
ctaBtnFontSize	text3Color
ctaBtnText	text4Color
currency	shadow
borderWidth	borderWidth
text1	text1
text2	text2
text3	text3
text4	text4
geoTarget	text5
colorisedTextColor	introText
endplateBg	introTextColor
endplateText	introTextAlign
endplateLogo	introLogo
brandClickUrl	introImageFolder
clickUrl1	introImageFolderDev
clickUrl2	clickUrl1
clickUrl3	clickUrl2
clickUrl4	clickUrl3
clickUrl5	clickUrl4
splashF1Bg	clickUrl5
splashF2Bg	splashF1Bg
splashF3Bg	splashF2Bg
splashF4Bg	splashF3Bg

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=302877627

CO_SE_DCO_2023

File Edit View Insert Format Data Tools Extensions Help

variant

A1

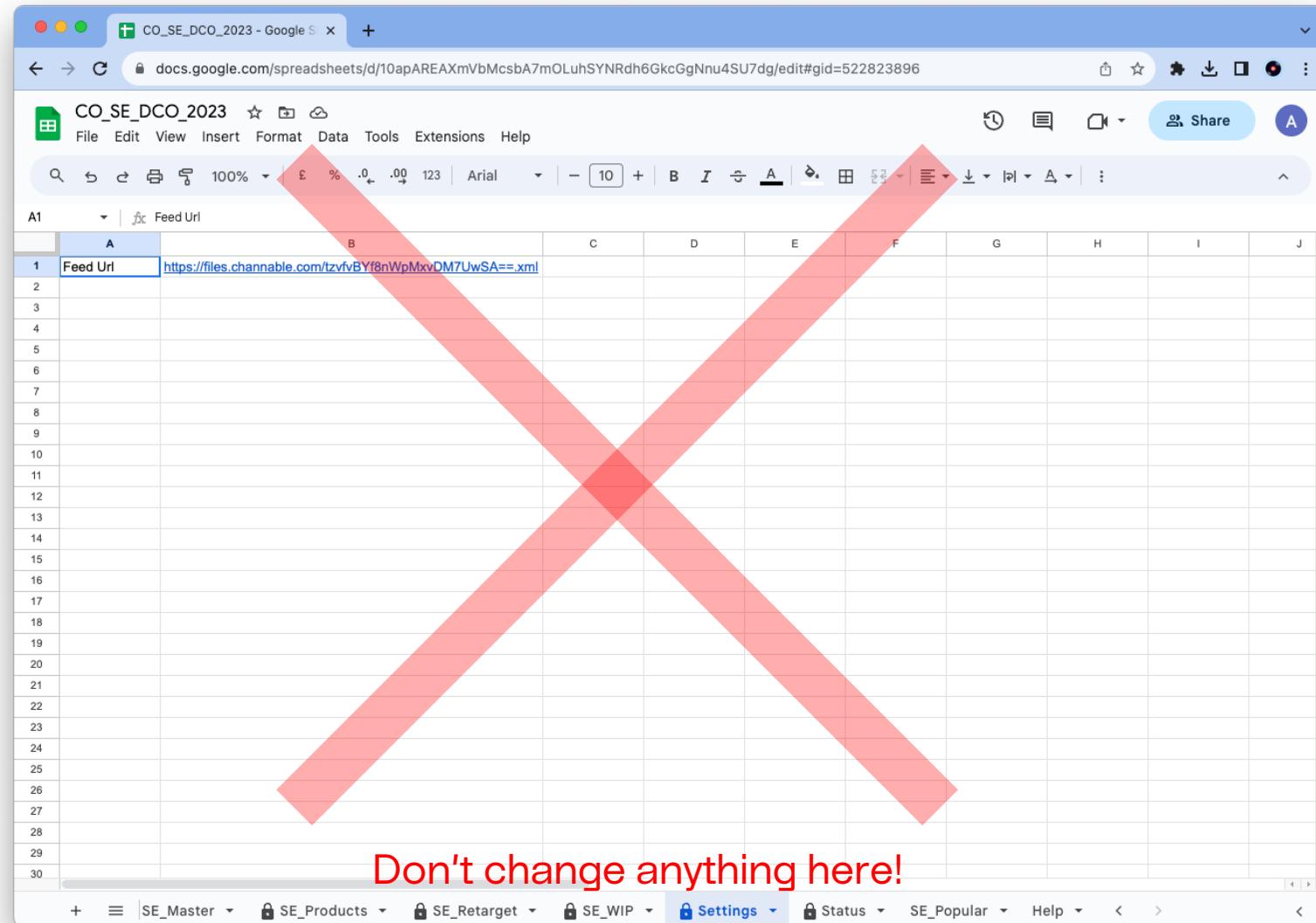
variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loops	imgFolder	imgFolderDev	videoTracking	videoId
low	low01	LowDev01	TRUE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x60	10	noimg	noimg	na	na
low	low02	LowDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x60	10	noimg	noimg	na	na
low	low02	LowDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x60	10	noimg	noimg	na	na
mid	mid01	MidDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_4	https://s0.2mdn.j	na	na
mid	mid02	MidDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_2	https://s0.2mdn.j	na	na
mid	mid03	MidDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_4	https://s0.2mdn.j	na	na
upper	upper01	UpperDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_bg_heat	https://s0.2mdn.j	na	na
video	video01	VideoDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320	10	noimg	noimg	980x600 12hma	980x60

Add 1000 more rows at the bottom

variant
 id
 reportingLabel
 default
 active
 startDate
 endDate
 dimensions
 loops
 imgFolder
 imgFolderDev
 p0Image
 p0Price
 p0SalePrice
 p1Image
 p1Price
 p1SalePrice
 p2Image
 p2Price
 p2SalePrice
 p3Image
 p3Price
 p3SalePrice
 p4Image
 p4Price
 p4SalePrice
 logo
 splash1Pos
 backgroundColorMain
 splash2Pos
 backgroundColorPlate
 splash3Pos
 borderColor
 splash4Pos
 btnBgColor
 text1Color
 text2Color
 text3Color
 text4Color
 currency
 borderWidth
 shadow
 text1
 text2
 text3
 text4
 text5
 introText
 endplateBg
 endplateText
 endplateLogo
 introTextAlign
 introLogo
 brandClickUrl
 clickUrl1
 clickUrl2
 clickUrl3
 clickUrl4
 clickUrl5
 splashF1Bg
 splashF2Bg
 splashF3Bg
 splashF4Bg

SE_WIP. Sheet used for Work In Progress.

These messages are used on the preview-page and generated from the



Settings. Here the URL for product import is set. **Do not change!**

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=1666931784

CO_SE_DCO_2023

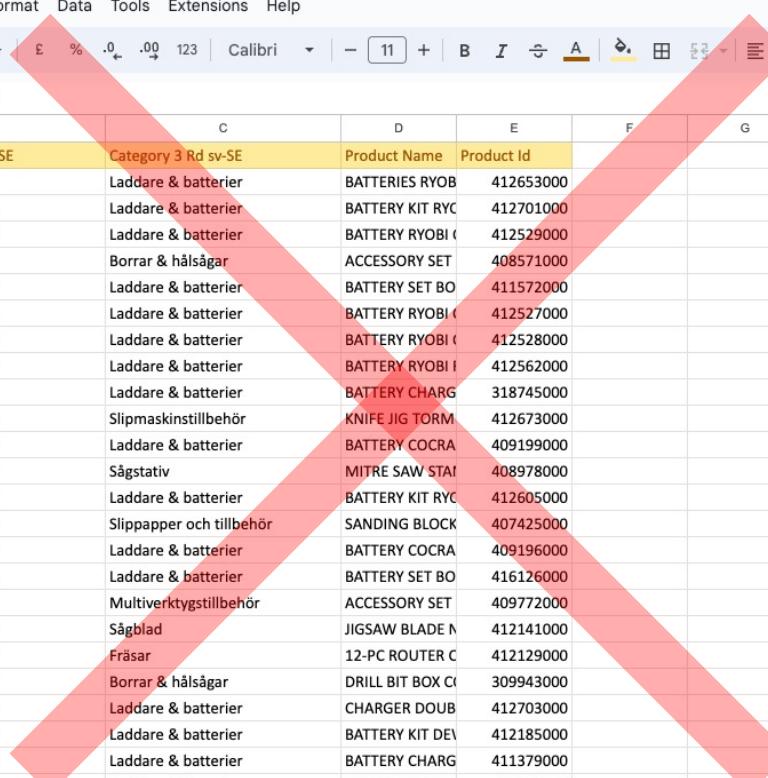
File Edit View Insert Format Data Tools Extensions Help

A1 Latest Run by

A	B	C	D	E	F	G	H	I
1 Latest Run by	Button: Update WIP 2023-09-11 10:58:50							
2 Status	Resting							
3 Product update flow status	Retarget generation started 2023-09-7 10:56:32							
4 Products Update started	2023-09-07 10:53:43							
5 Products Update ended	2023-09-07 10:55:51							
6 Number of Products	16459							
7 Number of Low messages	3							
8 Number of Mid messages	3							
9 Number of Upper messages	1							
10 Number of Video messages	1							
11 Number of Product RT messages	14035							
12 Master (Total) messages	6							
13 WIP messages	8							
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
26								
27								
28								
29								
30								

Status. View the number of messages and the status of processes run.

Category 1 Rd sv-SE
 Category 2 Rd sv-SE
 Category 3 Rd sv-SE
 Product Name
 Product Id



Don't change anything here!

	A	B	C	D	E	F	G	H	I	J
1	Category 1 Rd sv-SE	Category 2 Rd sv-SE	Category 3 Rd sv-SE	Product Name	Product Id					
2	Bygg	Verktygstillbehör	Laddare & batterier	BATTERIES RYOBI	412653000					
3	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY KIT RYC	412701000					
4	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI C	412529000					
5	Bygg	Verktygstillbehör	Borrar & hälsägar	ACCESSORY SET	408571000					
6	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY SET BO	411572000					
7	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI C	412527000					
8	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI C	412528000					
9	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI I	412562000					
10	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY CHARG	318745000					
11	Bygg	Verktygstillbehör	Slipmaskinstillbehör	KNIFE JIG TORM	412673000					
12	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY COCRA	409199000					
13	Bygg	Verktygstillbehör	Sägstativ	MITRE SAW STA	408978000					
14	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY KIT RYC	412605000					
15	Bygg	Verktygstillbehör	Slippapper och tillbehör	SANDING BLOCK	407425000					
16	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY COCRA	409196000					
17	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY SET BO	416126000					
18	Bygg	Verktygstillbehör	Multiverktygstillbehör	ACCESSORY SET	409772000					
19	Bygg	Verktygstillbehör	Sågblad	JIGSAW BLADE N	412141000					
20	Bygg	Verktygstillbehör	Fräsar	12-PC ROUTER C	412129000					
21	Bygg	Verktygstillbehör	Borrar & hälsägar	DRILL BIT BOX C	309943000					
22	Bygg	Verktygstillbehör	Laddare & batterier	CHARGER DOUB	412703000					
23	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY KIT DEV	412185000					
24	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY CHARG	411379000					
25	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY 36V 2,C	412746000					
26	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI C	412401000					
27	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI I	412610000					

SE_Popular. Copy-pasted from excel provided by Clas Ohlson and is sorted on sales per Category 2.

CO_SE_DCO_2023 - Google Sheets

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=695939001

File Edit View Insert Format Data Tools Extensions Help

A1 Reference for text customization

1 **Reference for text customization**

2 (()) Colorises text

3 [] Embiggens text

4 {} Boldens text

5 - non-breakable line space

6

7 **How-to for dynamic ads**

8

9 **Thorough version (with draft and preview)**

10

11 1. Decide on what message to put into the ads

12 2. Update the spreadsheet (and assets if needed)

13 3. Create draft

14 4. Retransform

15 5. Preview

16 6. Publish

17

18 **1. Decide on what message to put into the ads**

19

20 Make sure the texts are of suitable lengths.

21

22 **2. Update the spreadsheet**

23

24 Go to the spreadsheet and enter the texts on a new row. Copy an old row if a lot of data is to be reused. Make sure UniqueID is unique and that only one ad is set as TRUE in the default column.

25

26 **3. Create draft**

27

28 a. Go to DoubleClick Studio (<http://www.google.com/doubleclick/studio>)

SE_Master SE_Products SE_Retarget SE_WIP Settings Status SE_Popular Help

Help. Reference and reminders on how to use the sheet and studio.

Column details

- **Variant**
Specifies what variant of the template to use. Must be low, mid, upper or video.
- **Id**
Unique ID so the system can keep track of the rows
- **reportingLabel**
Label used for reporting, should be unique
- **Default**
if the ad is the default message or not. Must be TRUE or FALSE.
- **Active**
If the ad is to be included in the rotation or not. Must be TRUE or FALSE. Set to FALSE if a message is to be paused for example.
- **startDate**
From what date the message should run. Based on PST-time zone because of that's where the system originates.
- **endDate**
Until what date the message should run. Based on PST-time zone because of that's where the system originates.
- **Dimensions**
What dimensions the message should be served in. Tip: if text is had to fit, use one message row for one format ratio type and another row for another ratio.
- **Loops**
Number of loops the ad should run.

Column details (cont)

- **imgFolder**
What folder to read images from.
- **imgFolderDev**
The URL to the folder used for the preview.
- **videoTracking**
IDs of the videos to read from Seenthis. See help tab in the sheet for details.
- **videoids**
IDs for the tracking of the videos to read from Seenthis. See help tab in the sheet for details.
- **logoClickUrl**
Where to end up if clicking the logo or the blue plate.
- **aniLogoClickUrl**
Where to end up if clicking the endplate
- **Logo**
What file to use as the logo.
- **backgroundColorMain**
What color to use for the background.
- **backgroundColorPlate**
What color to use for the colored plate.

Column details (cont)

- **borderColor**
What color to use for the border.
- **btnBgColor**
What color to use for the button background.
- **btnTextColor**
What color to use for the button text
- **ctaBtnFontSize**
What size to use for the button text
- **ctaBtnText**
What text to use in the button.
- **currency**
What suffix to use for the currency.
- **borderWidth**
What pixel width the border of the ad will have.
- **dynamicTargetKey1**
Primary level of ids used to target the ad properly
- **dynamicTargetKey2**
Secondary level of ids used to target the ad properly

Column details (cont)

- **remarketingVal**
What id to target the remarketing on
- **geotarget**
Geographic specification used to target the message geographically. Based on the AdWords-API. Download the latest CSV-spec here:
<https://developers.google.com/google-ads/api/data/geotargets>
- **colorisedTextColor**
What color to use when using colorised text. Colorise text by putting it within double brackets: (()). Where supported.
- **endplateBg**
What color to use for the endplate background.
- **endplateText**
The text used on the endplate.
- **endplateLogo**
The logo used on the endplate.
- **brandClickUrl**
Where to end up when clicking on the logo.
- **clickUrl1**
Where to end up when clicking on the first slide or product depending on template type.
- **clickUrl2**
Where to end up when clicking on the second slide or product depending on template type.

Column details (cont)

- **clickUrl3**
Where to end up when clicking on the third slide or product depending on template type.
- **clickUrl4**
Where to end up when clicking on the fourth slide or product depending on template type.
- **clickUrl5**
Where to end up when clicking on the fifth product.
- **splashF1Bg**
Color for the first splash background.
- **splashF2Bg**
Color for the second splash background.
- **splashF3Bg**
Color for the third splash background.
- **splashF4Bg**
Color for the fourth splash background.
- **p0Image**
First product image
- **p0Price**
First product price

Column details (cont)

- p0SalePrice
First product sale price
- p1Image
Second product image
- p1Price
Second product price
- p1SalePrice
Second product sale price
- p2Image
Third product image
- p2Price
Third product price
- p2salePrice
Third product sale price
- p3Image
Fourth product image
- p3Price
Fourth product price

Column details (cont)

- p3SalePrice
Fourth product sale price
- p4Image
Fifth product image
- p4Price
Fifth product price
- p4SalePrice
Fifth product sale price
- splash1Pos
Position of the first splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout constraints.
- splash2Pos
Position of the second splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout constraints.
- splash3Pos
Position of the third splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout constraints.

Column details (cont)

- **splash4Pos**
Position of the fourth splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout constraints.
- **text1Color**
Color for the first text or all text depending on template typ. All text for Low.
- **text2Color**
Color for the second text.
- **text3Color**
Color for the third text.
- **text4Color**
Color for the fourth text.
- **Shadow**
Color and opacity for text shadow. Must be RGBA formatted, ie: `rgba(0,0,0,0.5)` for shadow or `rgba(255,255,255,0.5)` for glow.
- **Text1**
The first text.
- **text2**
The second text.

Column details (cont)

- `text3`
The third text.
- `text4`
The fourth text.
- `text5`
The fifth text.
- `introText`
Text for the Low-template intro image.
- `introTextColor`
Text color for the Low-template intro image.
- `introTextAlign`
Text alignment for the Low-template intro image. Must be left, center or right.
- `introLogo`
What logo to use for the intro image.
- `introImageFolder`
From what asset folder to read the intro image. Name images widthxheight_0.jpg
- `introImageFolderDev`
Image folder URL to use for the preview.

Studio Asset Library

Image and assets hosting

Studio

google.com/DoubleClick/studio/#assets:accountId=60038288&folderId=63059759

DASHBOARD CREATIVES ASSETS DYNAMIC CONTENT ADMIN

anders.isobar@gmail.com

Starred

Clas Ohlson.

New folder New asset

Clas Ohlson.

Name	Used in	Last modified
FI_Clas_Ohlson		Aug 14, 2023 10:55 AM
NO_Clas_Ohlson		Aug 14, 2023 10:56 AM
SE_Clas_Ohlson		Aug 14, 2023 10:54 AM
js		Aug 31, 2023 9:21 AM

Items per page: 20 1 - 4 of 4

Details

Clas Ohlson.

ACCOUNT
Clas Ohlson.
ID: 60038288

GENERAL INFO
Last modified on Jul 6, 2023
Created on Jul 6, 2023

Account home. Upload nothing here.

The screenshot shows the Doubleclick Studio interface on a Mac OS X system. The window title is "Studio" and the URL in the address bar is "google.com/DoubleClick/studio/#assets:accountId=60038288&folderId=63116463". The top navigation bar includes tabs for "DASHBOARD", "CREATIVES", "ASSETS" (which is the active tab), "DYNAMIC CONTENT", and "ADMIN". The user's email "anders.isobar@gmail.com" and profile picture are visible in the top right corner.

The left sidebar, titled "Starred", shows a folder structure under "Clas Ohlson." with the following items:

- FI_Clas_Ohlson
- js
- NO_Clas_Ohlson
- SE_Clas_Ohlson

The main content area displays the "ASSETS" tab with the following details:

Clas Ohlson. > SE_Clas_Ohlson

Name	Used in	Last modified
SE_CO_DCO_Display		Aug 14, 2023 2:18 PM
assets		Aug 15, 2023 9:04 AM

Items per page: 20 1 - 2 of 2

The right side of the interface features a "Details" sidebar for the selected asset "SE_Clas_Ohlson".

Details

SE_Clas_Ohlson

ADVERTISER
SE_Clas_Ohlson
ID: 60152435

GENERAL INFO
Last modified on Aug 14, 2023
Created on Aug 14, 2023

DYNAMIC PATH
DRM_Directory:SE_Clas_Ohlson/

Advertiser (country) home. Upload nothing here.

Studio

google.com/DoubleClick/studio/#assets:accountId=60038288&folderId=63094754

Starred

Clas Ohlson.

New folder New asset

Clas Ohlson. > SE_Clas_Ohlson > assets

Name	Used in	Last modified
defaultimg		Aug 15, 2023 10:40 AM
dev_bg_heat		Aug 24, 2023 1:25 PM
dev_tool_2		Aug 24, 2023 1:25 PM
dev_tool_4		Aug 24, 2023 1:25 PM
introlImageDev		Aug 24, 2023 1:00 PM
noimg		Aug 31, 2023 8:26 AM
CO_Logotype_Lockup_2Row_Horizontal_100mm_Black_RGB.svg	—	Sep 11, 2023 9:04 AM
CO_Logotype_Lockup_2Row_Horizontal_100mm_White_RGB.svg	—	Sep 11, 2023 9:04 AM
co_logo_ani.gif	—	Sep 11, 2023 9:04 AM

Items per page: 20 1 - 9 of 9

Details

assets

GENERAL INFO

Last modified on Aug 15, 2023
Created on Aug 15, 2023

DYNAMIC PATH

DRM_Directory:SE_Clas_Ohlson/assets/

FOLDER BASE PATH

https://s0.mdn.net/creatives/assets/49738...

Assets home. Create new folders for backgrounds here. Upload any new logos here.

The screenshot shows the Studio interface with the Assets tab selected. The left sidebar shows a tree view of folders: Clas Ohlson > SE_Clas_Ohlon > assets > dev_tool_2. The main content area displays a list of files in the dev_tool_2 folder, including various jpg files of different widths and heights. The details sidebar on the right shows the folder structure and a copyable URL: <https://s0.mdn.net/creatives/assets/49793...>.

Starred

Clas Ohlson.

New folder New asset

Clas Ohlson. > SE_Clas_Ohlon > assets > dev_tool_2

Name	Used in	Last modified
160x600_1.jpg	—	Sep 11, 2023 9:05 AM
160x600_2.jpg	—	Sep 11, 2023 9:05 AM
250x600_1.jpg	—	Sep 11, 2023 9:05 AM
250x600_2.jpg	—	Sep 11, 2023 9:05 AM
300x250_1.jpg	—	Sep 11, 2023 9:05 AM
300x250_2.jpg	—	Sep 11, 2023 9:05 AM
300x300_1.jpg	—	Sep 11, 2023 9:05 AM
300x300_2.jpg	—	Sep 11, 2023 9:05 AM
300x431_1.jpg	—	Sep 11, 2023 9:05 AM
300x431_2.jpg	—	Sep 11, 2023 9:05 AM
300x480_1.jpg	—	Sep 11, 2023 9:05 AM
300x480_2.jpg	—	Sep 11, 2023 9:05 AM
300x600_1.jpg	—	Sep 11, 2023 9:05 AM
300x600_2.jpg	—	Sep 11, 2023 9:05 AM
320x160_1.jpg	—	Sep 11, 2023 9:05 AM
320x160_2.jpg	—	Sep 11, 2023 9:05 AM
320x250_1.jpg	—	Sep 11, 2023 9:05 AM
320x250_2.jpg	—	Sep 11, 2023 9:05 AM

Details

dev_tool_2

GENERAL INFO

Last modified on Aug 24, 2023

Created on Aug 24, 2023

DYNAMIC PATH

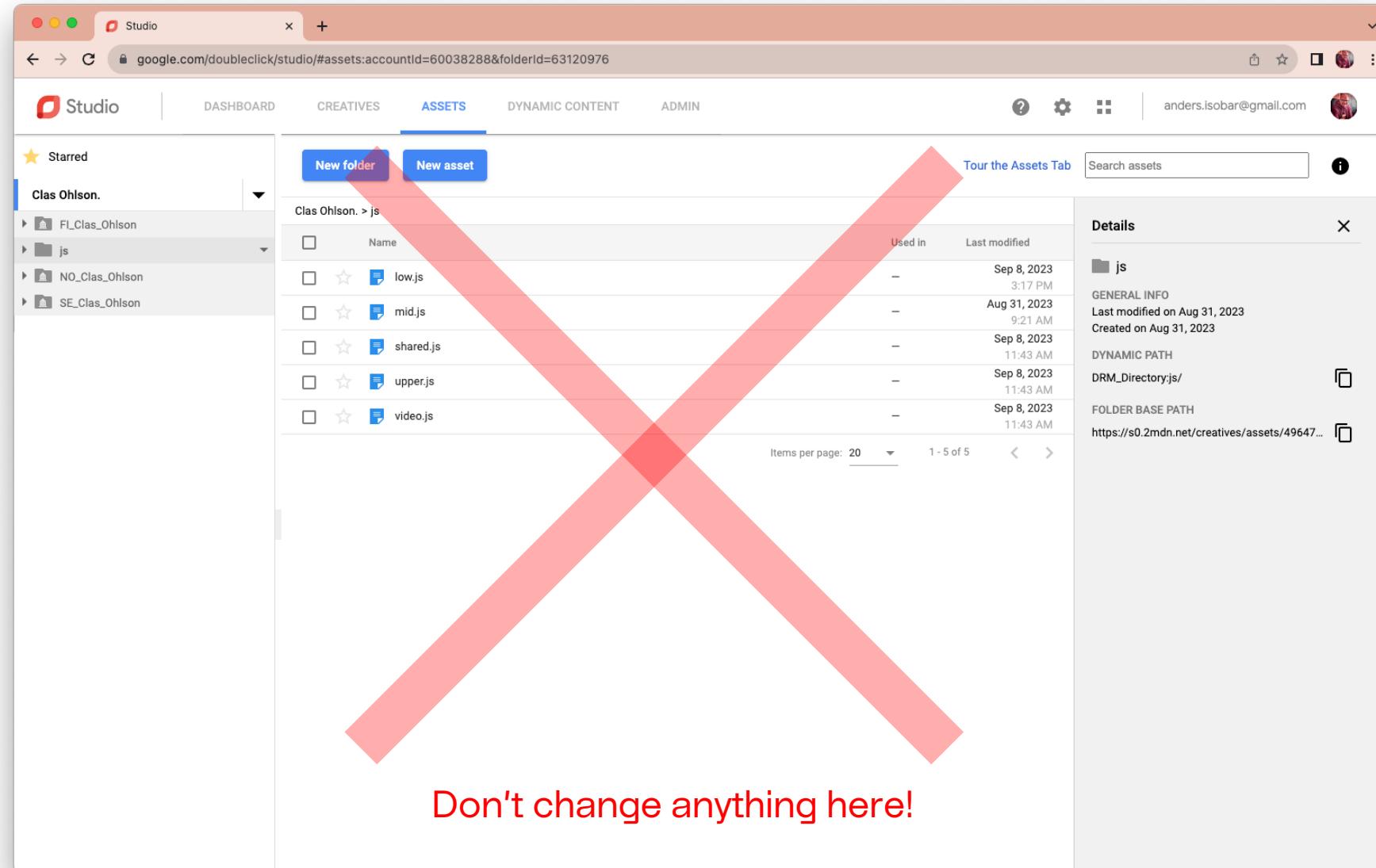
DRM_Directory:SE_Clas_Ohlon/assets/dev_tool_2

FOLDER BASE PATH

<https://s0.mdn.net/creatives/assets/49793...>

Folder URL to
copy to sheet
for preview tool

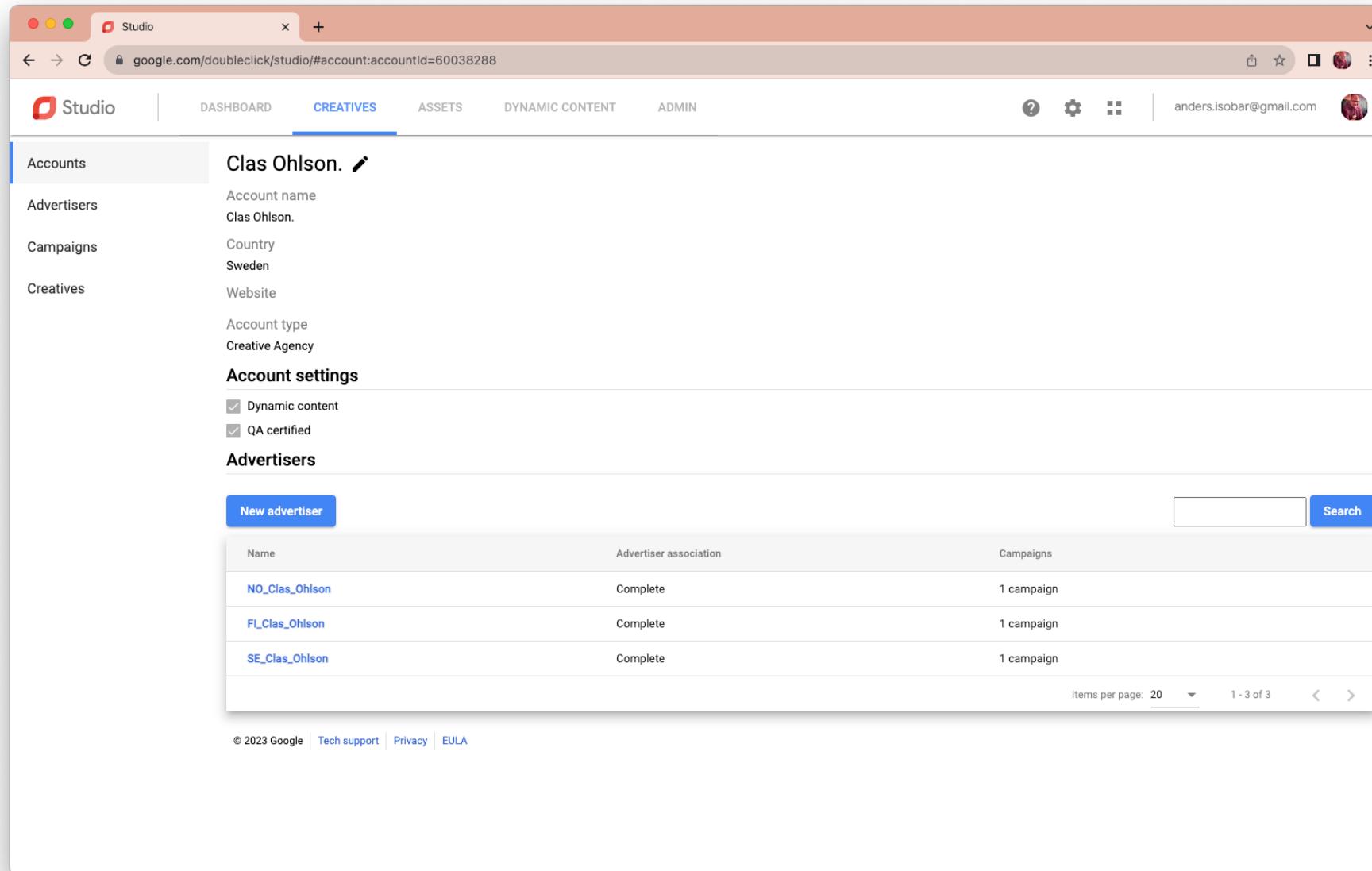
Name files "widthxheight_order.jpg", ie 980x240_1.jpg .Upload files one by one or faster in a zipped folder.



Javascript files home. Upload or delete nothing here.

Studio Creatives

The templates



Studio x +

google.com/doubleclick/studio/#account:accountId=60038288

Studio DASHBOARD CREATIVES ASSETS DYNAMIC CONTENT ADMIN ? ⚙ grid anders.isobar@gmail.com 

Accounts **Clas Ohlson.** edit

Advertisers Account name Clas Ohlson.

Campaigns Country Sweden

Creatives Website

Account type Creative Agency

Account settings

Dynamic content

QA certified

Advertisers

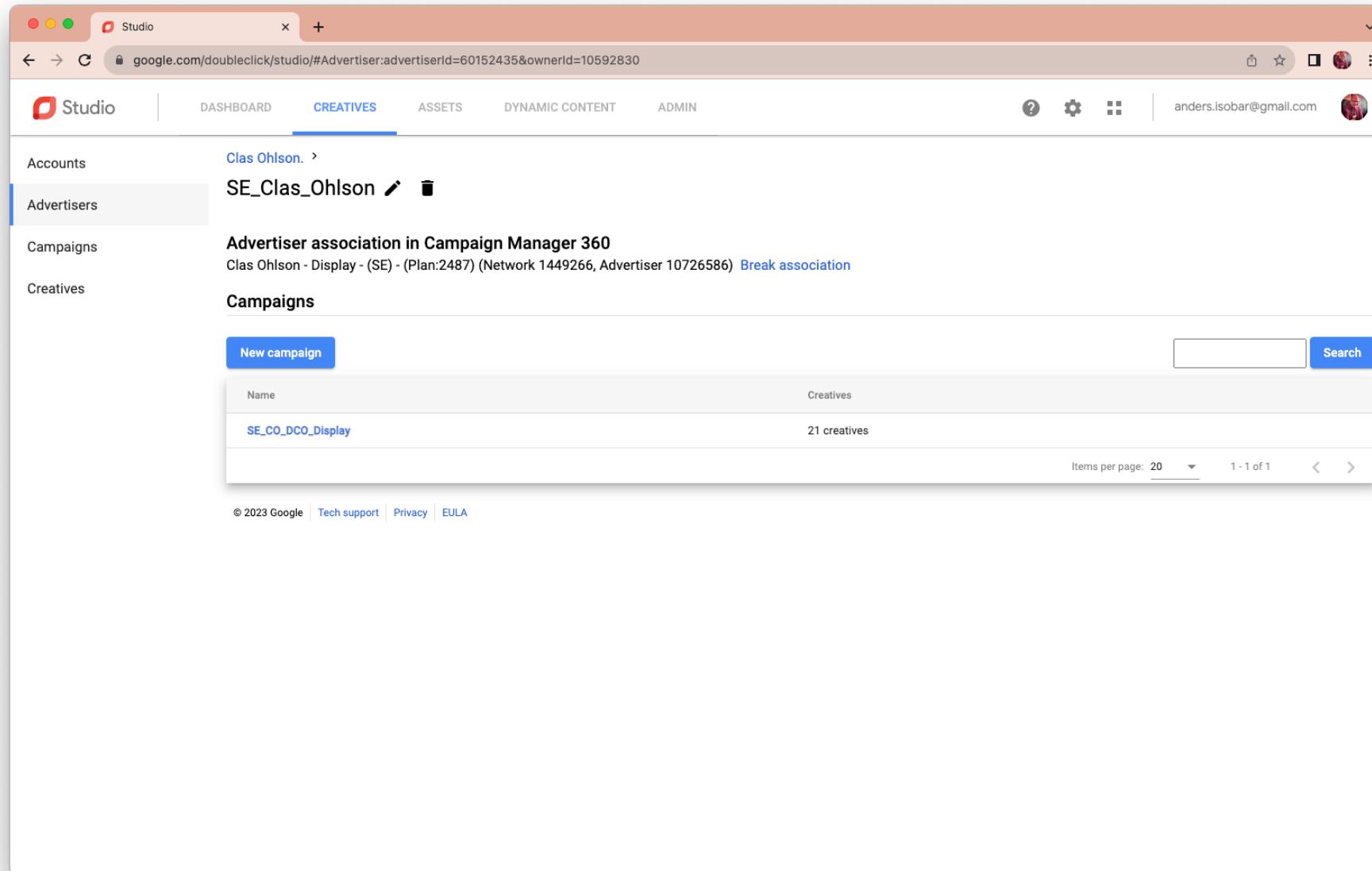
New advertiser Search

Name	Advertiser association	Campaigns
NO_Clas_Ohlson	Complete	1 campaign
FI_Clas_Ohlson	Complete	1 campaign
SE_Clas_Ohlson	Complete	1 campaign

Items per page: 20 ▼ 1 - 3 of 3 < >

© 2023 Google | [Tech support](#) | [Privacy](#) | [EULA](#)

Account home. Lists Advertisers (countries).



The screenshot shows the Google Doubleclick Studio interface. The top navigation bar includes the 'Studio' logo, a search bar with the URL 'google.com/DoubleClick/studio/#Advertiser:advertiserId=60152435&ownerId=10592830', and user account information for 'anders.isobar@gmail.com'.

The main menu bar has tabs: DASHBOARD, **CREATIVES** (which is selected), ASSETS, DYNAMIC CONTENT, and ADMIN.

The left sidebar navigation includes: Accounts (Clas Ohlson), Advertisers (SE_Clas_Ohlson, with edit and delete icons), Campaigns, and Creatives.

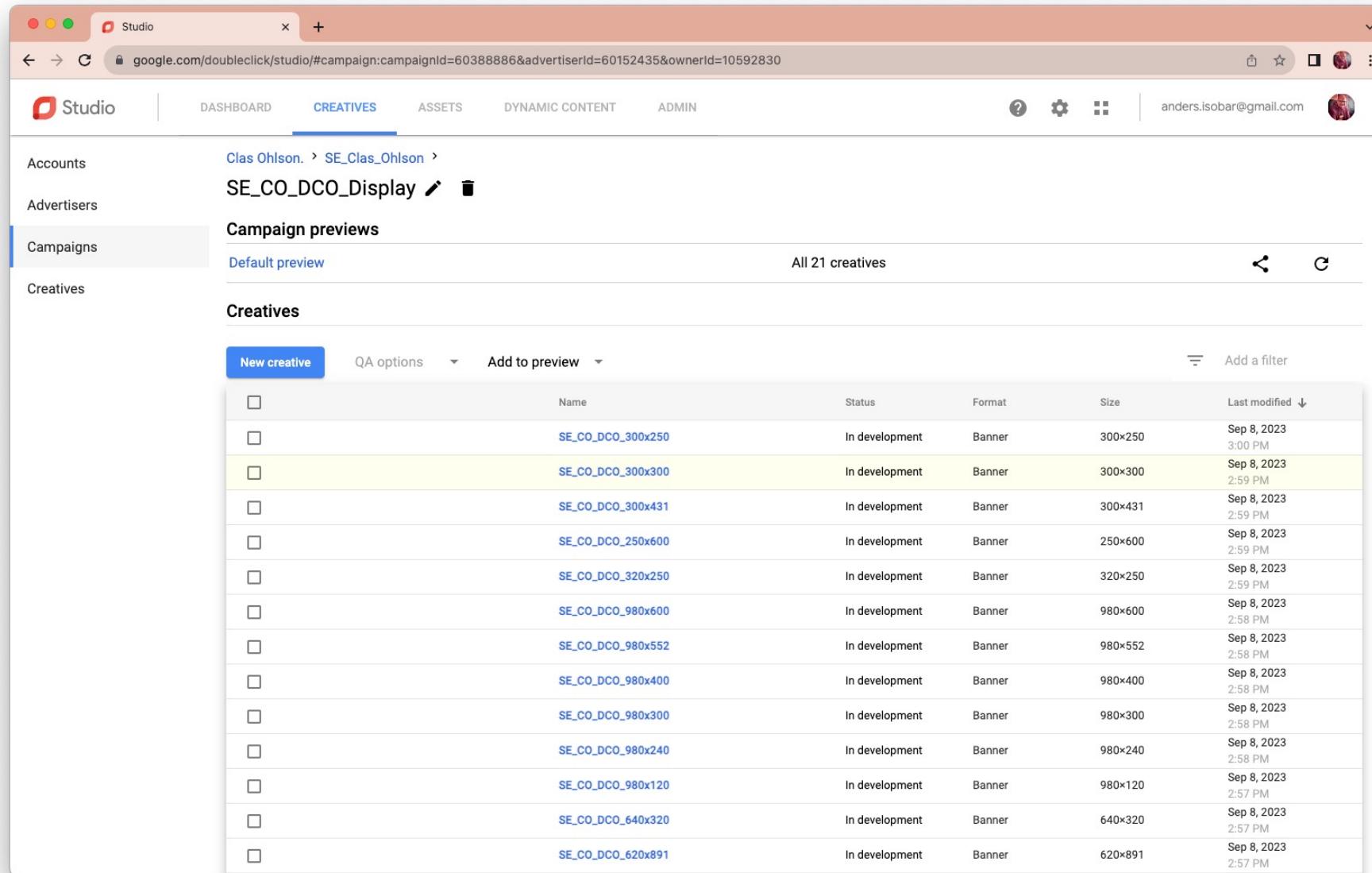
The central content area displays the message: **Advertiser association in Campaign Manager 360**. It shows the association between 'Clas Ohlson - Display - (SE) - (Plan:2487) (Network 1449266, Advertiser 10726586)' and provides a [Break association](#) link.

Below this, a section titled 'Campaigns' shows a table with one row:

Name	Creatives
SE_CO_DCO_Display	21 creatives

At the bottom of the page, there are links for 'New campaign', a search bar, and footer links: © 2023 Google | Tech support | Privacy | EULA.

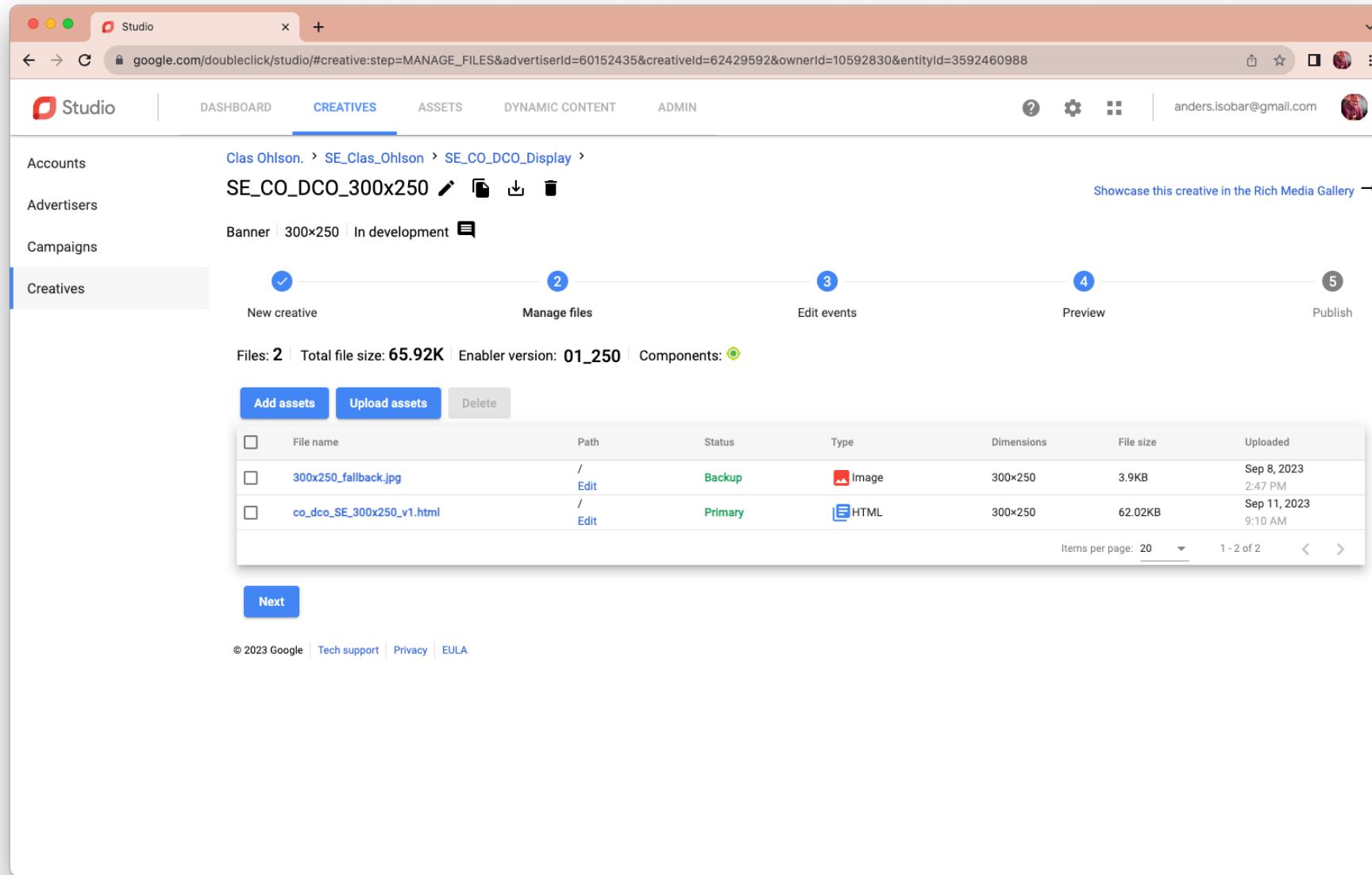
Advertiser (country) home. Lists Campaigns.



The screenshot shows the Google Doubleclick Studio interface. The top navigation bar includes 'Studio' (with a red 'D' icon), 'DASHBOARD', 'CREATIVES' (which is the active tab, highlighted in blue), 'ASSETS', 'DYNAMIC CONTENT', 'ADMIN', and a user profile for 'anders.isobar@gmail.com'. The main content area shows a breadcrumb path: 'Clas Ohlson > SE_Clas_Ohlson > SE_CO_DCO_Display'. Below this, a section titled 'Campaign previews' shows 'Default preview' and 'All 21 creatives'. A 'Creatives' table is displayed, with a 'New creative' button at the top left. The table columns are: Name, Status, Format, Size, and Last modified. The table lists 14 rows of creative assets, all of which are 'In development' Banner formats. The last modified date for all entries is 'Sep 8, 2023' at 2:59 PM, except for the first two which are at 3:00 PM.

	Name	Status	Format	Size	Last modified
<input type="checkbox"/>	SE_CO_DCO_300x250	In development	Banner	300x250	Sep 8, 2023 3:00 PM
<input type="checkbox"/>	SE_CO_DCO_300x300	In development	Banner	300x300	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	SE_CO_DCO_300x431	In development	Banner	300x431	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	SE_CO_DCO_250x600	In development	Banner	250x600	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	SE_CO_DCO_320x250	In development	Banner	320x250	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	SE_CO_DCO_980x600	In development	Banner	980x600	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	SE_CO_DCO_980x552	In development	Banner	980x552	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	SE_CO_DCO_980x400	In development	Banner	980x400	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	SE_CO_DCO_980x300	In development	Banner	980x300	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	SE_CO_DCO_980x240	In development	Banner	980x240	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	SE_CO_DCO_980x120	In development	Banner	980x120	Sep 8, 2023 2:57 PM
<input type="checkbox"/>	SE_CO_DCO_640x320	In development	Banner	640x320	Sep 8, 2023 2:57 PM
<input type="checkbox"/>	SE_CO_DCO_620x891	In development	Banner	620x891	Sep 8, 2023 2:57 PM

Campaign home. Lists Creatives. 1 "creative" = 1 ad template.



The screenshot shows the Doubleclick Studio interface, specifically the Creative management screen. The top navigation bar includes 'Studio' (with a red 'D' icon), 'DASHBOARD', 'CREATIVES' (which is the active tab, highlighted in blue), 'ASSETS', 'DYNAMIC CONTENT', and 'ADMIN'. The top right corner shows the user's email 'anders.isobar@gmail.com' and a profile picture.

The main content area shows the following hierarchy: Accounts > Clas Ohlson. > SE_Clas_Ohlson > SE_CO_DCO_Display > SE_CO_DCO_300x250. The creative is identified as a 'Banner | 300x250 | In development'. There is a link to 'Showcase this creative in the Rich Media Gallery'.

The 'Creatives' tab is selected, and a progress bar with five numbered steps (1 to 5) is visible: 1. New creative (marked with a checkmark), 2. Manage files, 3. Edit events, 4. Preview, 5. Publish.

Below the progress bar, the file details are listed: 'Files: 2 | Total file size: 65.92K | Enabler version: 01_250 | Components: 0'. There are buttons for 'Add assets', 'Upload assets', and 'Delete'.

A table lists the uploaded files:

	File name	Path	Status	Type	Dimensions	File size	Uploaded
<input type="checkbox"/>	300x250_fallback.jpg	/	Backup	Image	300x250	3.9KB	Sep 8, 2023 2:47 PM
<input type="checkbox"/>	co_dco_SE_300x250_v1.html	/	Primary	HTML	300x250	62.02KB	Sep 11, 2023 9:10 AM

Below the table, there are buttons for 'Items per page: 20' (with a dropdown arrow), '1 - 2 of 2', and navigation arrows. A 'Next' button is also present.

At the bottom, there is a footer with links: '© 2023 Google | Tech support | Privacy | EULA'.

Creative home. Lists files.

Studio Dynamic Flow

How to get stuff live

Studio x +

google.com/DoubleClick/studio/#ContentManagement:

Studio DASHBOARD CREATIVES ASSETS DYNAMIC CONTENT ADMIN anders.isobar@gmail.com

Welcome to Dynamic Creative

Dynamic Creative is the new Content Management System built into DoubleClick Studio, allowing for instant content updates, automatic optimisation and intelligent, data-fed campaigns.

To start supercharging your ad performance, click on the buttons below.

Sample Files Help Center

Advertisers with Dynamic Content

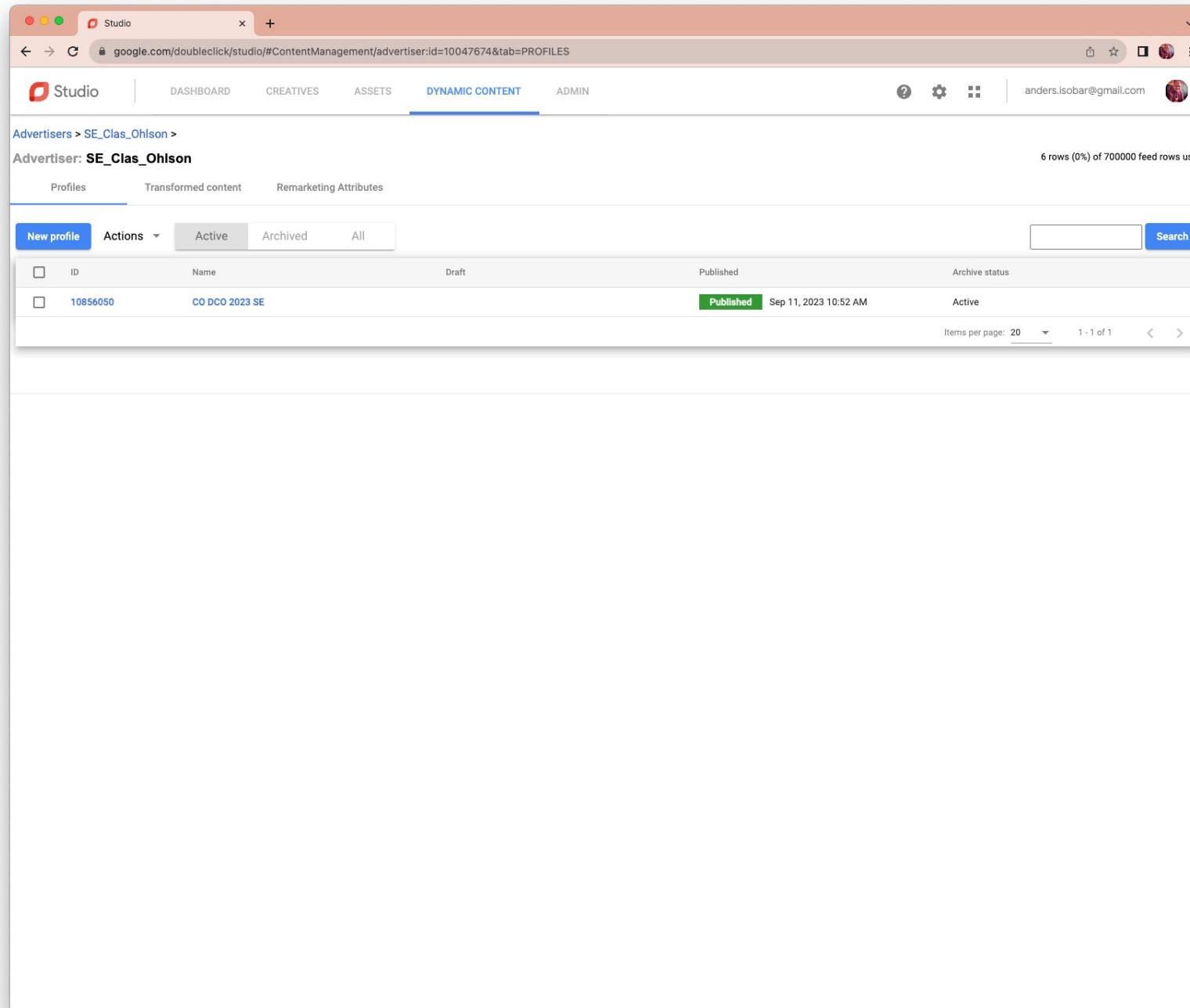
Enable advertiser for dynamic content

Name	Profiles	Account Name	Content Sources	Transformed Content	Elements
SE_Clas_Ohlon	2 profiles	Clas Ohlon.	8 content sources	8 transformed contents	8 elements
NO_Clas_Ohlon	1 profile	Clas Ohlon.	1 content source	1 transformed content	1 element
FI_Clas_Ohlon	1 profile	Clas Ohlon.	1 content source	1 transformed content	1 element

Items per page: 20 1 - 3 of 3 < >

© 2023 Google | Tech support | Privacy | EULA

Overview of available Advertisers within the accounts user have access to.



The screenshot shows the Doubleclick Studio interface with the following details:

- Header:** Studio, google.com/doubleclick/studio/#ContentManagement/advertiser:id=10047674&tab=PROFILES
- Top Navigation:** DASHBOARD, CREATIVES, ASSETS, DYNAMIC CONTENT (highlighted in blue), ADMIN
- User Information:** anders.isobar@gmail.com, profile icon
- Breadcrumbs:** Advertisers > SE_Clas_Ohison >
- Advertiser:** SE_Clas_Ohison
- Content Management:** 6 rows (0%) of 700000 feed rows used
- Profile List:** Profiles, Transformed content, Remarketing Attributes
- Profile Actions:** New profile, Actions (dropdown), Active, Archived, All
- Search:** Search bar and button
- Table Headers:** ID, Name, Draft, Published, Archive status
- Table Data:**

ID	Name	Draft	Published	Archive status
10856050	CO DCO 2023 SE		Published Sep 11, 2023 10:52 AM	Active
- Page Controls:** Items per page: 20, 1 - 1 of 1, navigation arrows

Overview of available Profiles within the selected Advertiser.

Advertisers > SE_Clas_Ohlin > Profiles >

Profile: CO DCO 2023 SE [Copy published version](#) [Create draft](#)

Last saved: Sep 11, 2023 10:52 AM ID: 10856050 Archive status: Active SSL Compatibility: Compliant Studio advertiser ID: 60152435 Profile status: Active Has postal code targeting: No

Published

1 New profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions 7 Publish

Review the profile summary, below. Click Edit to jump to previous steps in the workflow and make any changes. Existing entries are saved as you review the different sections.

Feeds

Transformed content	Quantity	Element	Draft modified on	Published on
CO_SE_DCO_2023_SE_Master	1	CO_SE_DCO_2023_SE_Master	Sep 11, 2023 10:52 AM	Sep 11, 2023 10:52 AM 32 Warning(s)

Rules

Name	Type	Rotation	Summary
CO_SE_DCO_2023_SE_Master	Prioritized	Random	Prioritized rule, Rotating on: Random

Reporting dimensions: feeds

Name	Summary
CO_SE_DCO_2023_SE_Master	Reporting on: variant

[Cancel](#)

Profile overview. To begin doing changes and/or updates press "Create draft"-button at the top.

The screenshot shows the Google Doubleclick Studio interface for managing dynamic content profiles. The top navigation bar includes links for DASHBOARD, CREATIVES, ASSETS, DYNAMIC CONTENT (which is the active tab), and ADMIN. The user's email, anders.isobar@gmail.com, is visible in the top right corner.

The main content area displays a profile named "CO DCO 2023 SE". Key details shown include:

- Last saved: Sep 11, 2023 1:12 PM
- ID: 10856050
- Archive status: Active
- SSL Compatibility: Compliant
- Studio advertiser ID: 60152435
- Profile status: Active
- Has postal code targeting: No

Below this, there are two tabs: "Draft" (selected) and "Published". A horizontal navigation bar with numbered steps (1-7) is present, with each step having a corresponding link:

- 1. New profile
- 2. Manage Data
- 3. Manage Rules
- 4. Generate Code
- 5. Preview
- 6. Reporting Dimensions
- 7. Publish

A note below the navigation bar states: "Review the profile summary, below. Click Edit to jump to previous steps in the workflow and make any changes. Existing entries are saved as you review the different sections."

The "Feeds" section contains a table with one entry:

Transformed content	Quantity	Element	Draft modified on	Published on
CO_SE_DCO_2023_SE_Master	1	CO_SE_DCO_2023_SE_Master		Sep 11, 2023 10:52 AM

The "Rules" section contains a table with one entry:

Name	Type	Rotation	Summary
CO_SE_DCO_2023_SE_Master	Prioritized	Random	Prioritized rule, Rotating on: Random

The "Reporting dimensions: feeds" section contains a table with one entry:

Name	Summary
CO_SE_DCO_2023_SE_Master	Reporting on: variant

At the bottom of the page are three buttons: "Save and exit", "Publish", and "Cancel".

Profile overview. More options available after clicking "Create draft".

Advertisers > SE_Clas_Ohlin > Profiles > **CO DCO 2023 SE**

Profile: CO DCO 2023 SE

Last saved: Sep 11, 2023 1:12 PM ID: 10856050 Archive status: Active SSL Compatibility: Compliant Studio advertiser ID: 60152435 Profile status: Active Has postal code targeting: No

Draft Published

1 New profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions 7 Publish

Manage content by setting values that update in your ad automatically. The details you enter in profile fields can be re-used in creatives that are associated with this profile.

Profile Fields

Note: You're limited to 50 characters per field name, 255 characters per field value, and 25 fields per profile.

New profile field

Fields	Data type	Values	SSL Compliance
--------	-----------	--------	----------------

Feeds

New content Use existing content

Transformed content	Quantity	Element	Draft modified on	Published on	SSL Compliance	Has Default Row	Has Published Postal Code Targeting
CO_SE_DCO_2023_SE_Master	Edit 1	CO_SE_DCO_2023_SE_Master	Sep 11, 2023 10:52 AM	Action	Compliant	No	No

Save Save and continue Cancel

Manage data. Click Action in the profile summary to Retransform (import) the sheet data.

The screenshot shows the Google Doubleclick Studio Dynamic Content Profiles interface. The top navigation bar includes 'Studio', 'DASHBOARD', 'CREATIVES', 'ASSETS', 'DYNAMIC CONTENT' (which is the active tab), and 'ADMIN'. The user is logged in as 'anders.isobar@gmail.com'. The main content area shows a profile named 'CO DCO 2023 SE' with the following details: Last saved: Sep 11, 2023 1:12 PM, ID: 10856050, Archive status: Active, SSL Compatibility: Compliant, Studio advertiser ID: 60152435, Profile status: Active, and Has postal code targeting: No. Below this, there are tabs for 'Draft' (selected) and 'Published'. A horizontal navigation bar with numbered steps (1-7) provides links to 'New profile', 'Manage Data', 'Manage Rules', 'Generate Code', 'Preview', 'Reporting Dimensions', and 'Publish'. A note below the navigation bar states: 'Manage content by setting values that update in your ad automatically. The details you enter in profile fields can be re-used in creatives that are associated with this profile.' The 'Profile Fields' section includes a note: 'Note: You're limited to 50 characters per field name, 255 characters per field value, and 25 fields per profile.' A 'New profile field' button is visible. The 'Feeds' section shows a table with columns: 'Transformed content', 'Quantity', 'Element', 'Draft modified on', 'Published on', 'SSL Compliance', 'Has Default Row', and 'Has Published Postal Code Targeting'. A single row is listed: 'CO_SE_DCO_2023_SE_Master', 'Edit 1', 'CO_SE_DCO_2023_SE_Master', 'Sep 11, 2023 10:52 AM', 'Compliant', 'No', 'No'. A context menu is open over this row, with options: 'Remove', 'Retransform' (which is highlighted in blue), and 'Change source'. At the bottom of the feeds section are buttons for 'Save', 'Save and continue', and 'Cancel'.

Manage data. Select "Retransform".

Advertisers > SE_Clas_Ohlin > Profiles > **CO DCO 2023 SE**

Profile: CO DCO 2023 SE

Last saved: Sep 11, 2023 1:12 PM

ID: 10856050

Archive status: Active

SSL Compatibility: Compliant

Studio advertiser ID: 60152435

Profile status: Active

Has postal code targeting: No

Draft Published

1 New profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions 7 Publish

Manage content by setting values that update in your ad automatically. The details you enter in profile fields can be re-used in creatives that are associated with this profile.

Profile Fields

Note: You're limited to 50 characters per field name, 255 characters per field value, and 25 fields per profile.

New profile field

Fields	Data type	Values	SSL Compliance
--------	-----------	--------	----------------

Feeds

New content Use existing content

Transformed content	Quantity	Element	Draft modified on	Published on	SSL Compliance	Has Default Row	Has Published Postal Code Targeting
CO_SE_DCO_2023_SE_Master	Edit 1	CO_SE_DCO_2023_SE_Master	Sep 11, 2023 1:14 PM	Sep 11, 2023 10:52 AM	Action Compliant	N/A	No

Save Save and continue Cancel

Manage data. Draft modified is updated. Skip 3. Manage Rules and 4. Generate Code. Go to 5 to Preview or 7 to Publish

The screenshot shows the Google Doubleclick Studio interface for a Dynamic Content profile. The profile is titled "CO DCO 2023 SE" and has the ID 10856050. It was last saved on Sep 11, 2023, at 1:12 PM. The archive status is Active, and the SSL compatibility is Compliant. The studio advertiser ID is 60152435, and the profile status is Active. There is no postal code targeting.

The interface includes tabs for Draft and Published. A navigation bar at the top shows steps 1 through 7: New profile, Manage Data, Manage Rules, Generate Code, Preview, Reporting Dimensions, and Publish. Step 4 (Generate Code) is currently selected.

Below the navigation bar, a message says: "Preview creatives that use the code in Step 4 and are associated with this profile. You can resume editing the profile at any time and the previous work will be saved."

The main preview area shows a message: "Välj filter till höger om du vill visa en förhandsgranskning." (Select filter to the right if you want to view a preview.)

On the right side, there is a sidebar for "Preview type" with two options: "Filter by dynamic criteria" (radio button) and "Filter by row ID" (radio button, selected). Below this, there is a list of "Annonsmaterial" (Advertisement material) with checkboxes. Most checkboxes are checked, indicating multiple banner sizes are selected for preview:

- SE_CO_DCO_300x250(Banner)
- SE_CO_DCO_320x400(Banner)
- SE_CO_DCO_320x480(Banner)
- SE_CO_DCO_468x400(Banner)
- SE_CO_DCO_580x400(Banner)
- SE_CO_DCO_620x891(Banner)
- SE_CO_DCO_640x320(Banner)
- SE_CO_DCO_980x120(Banner)
- SE_CO_DCO_980x240(Banner)
- SE_CO_DCO_980x300(Banner)
- SE_CO_DCO_980x400(Banner)
- SE_CO_DCO_980x552(Banner)
- SE_CO_DCO_980x600(Banner)
- SE_CO_DCO_320x250(Banner)
- SE_CO_DCO_250x600(Banner)
- SE_CO_DCO_300x431(Banner)
- SE_CO_DCO_320x320(Banner)
- SE_CO_DCO_160x600(Banner)
- SE_CO_DCO_300x600(Banner)
- SE_CO_DCO_300x300(Banner)

Preview. Go to "Filter by row ID" to select size(s) and message to preview.

The screenshot shows the Google Doubleclick Studio interface for creating a Dynamic Content profile. The top navigation bar includes 'Studio', 'DASHBOARD', 'CREATIVES', 'ASSETS', 'DYNAMIC CONTENT' (which is selected), and 'ADMIN'. The user is logged in as 'anders.isobar@gmail.com'. The current section is 'Advertisers > SE_Clas_Ohlin > Profiles > CO DCO 2023 SE'. The profile details are as follows:

- Last saved: Sep 11, 2023 1:12 PM
- ID: 10856050
- Archive status: Active
- SSL Compatibility: Compliant
- Studio advertiser ID: 60152435
- Profile status: Active
- Has postal code targeting: No

Below the details, there are tabs for 'Draft' (selected) and 'Published'. A horizontal progress bar with numbered steps 1 through 7 is shown, with steps 1, 2, 3, and 4 being completed. The steps are: 1. New profile, 2. Manage Data, 3. Manage Rules, 4. Generate Code, 5. Preview, 6. Reporting Dimensions, and 7. Publish.

The 'Preview' tab is selected in the preview section. A list of checkboxes on the right side allows selecting specific creatives for previewing. The listed creatives are:

- SE_CO_DCO_980x552(Banner)
- SE_CO_DCO_980x600(Banner)
- SE_CO_DCO_320x250(Banner)
- SE_CO_DCO_250x600(Banner)
- SE_CO_DCO_300x431(Banner)
- SE_CO_DCO_320x320(Banner)
- SE_CO_DCO_160x600(Banner)
- SE_CO_DCO_300x600(Banner)
- SE_CO_DCO_300x300(Banner)
- SE_CO_DCO_300x480(Banner)

Below the preview list, there are date and time inputs. The date is set to 9/12/2023 and the time is 00:00. The timezone is set to (GMT+00:00) Africa/Abidjan. A dropdown menu for 'Tidszon' (Timezone) shows 'CO_SE_DCO_2023_SE_Master'.

A separate dropdown menu on the right lists various dev environments:

- low01 (LowDev01)
- low02 (LowDev02)
- mid01 (MidDev01)
- mid02 (MidDev02)
- upper01 (UpperDev01)
- video01 (VideoDev01)

Preview. Scroll down to enter a date and a timezone and select a message to preview.
Use checkboxes by creative listing to select which ads to preview.

The screenshot shows the Google Doubleclick Studio interface for a Dynamic Content profile. The profile is titled "CO DCO 2023 SE" and is in Draft status. The preview section displays a list of creative assets, including various banner sizes, all of which are selected. The preview is set for the date 9/12/2023 at 00:00 in the Africa/Abidjan time zone, with the campaign named "low01 (LowDev01)". The "Visa även publicerad version" checkbox is unchecked. At the bottom, there are "APPLY" and "RESET" buttons.

Profile: CO DCO 2023 SE

Last saved: Sep 11, 2023 1:12 PM

ID: 10856050

Archive status: Active

SSL Compatibility: Compliant

Studio advertiser ID: 60152435

Profile status: Active

Has postal code targeting: No

Draft Published

1 New profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions 7 Publish

Preview creatives that use the code in Step 4 and are associated with this profile. You can resume editing the profile at any time and the previous work will be saved.

PREVIEW PREVIEW SHEETS

SE_CO_DCO_980x552(Banner)
 SE_CO_DCO_980x600(Banner)
 SE_CO_DCO_320x250(Banner)
 SE_CO_DCO_250x600(Banner)
 SE_CO_DCO_300x431(Banner)
 SE_CO_DCO_320x320(Banner)
 SE_CO_DCO_160x600(Banner)
 SE_CO_DCO_300x600(Banner)
 SE_CO_DCO_300x300(Banner)
 SE_CO_DCO_300x480(Banner)

Datum Tid
9/12/2023 00:00

Tidszon
(GMT+00:00) Africa/Abidjan

CO_SE_DCO_2023_SE_Master
low01 (LowDev01)

Visa även publicerad version

APPLY RESET

Preview. Click APPLY.

Studio

google.com/DoubleClick/studio/#ContentManagement/ProfileGuides:id=10047674&pr=10856050&revision=DRAFT&step=PREVIEW

Studio DASHBOARD CREATIVES ASSETS DYNAMIC CONTENT ADMIN anders.isobar@gmail.com

Advertisers > SE_Clas_Ohlinson > Profiles >

Profile: CO DCO 2023 SE Copy draft Copy published version Delete draft

Last saved: Sep 11, 2023 1:12 PM ID: 10856050 Archive status: Active SSL Compatibility: Compliant Studio advertiser ID: 60152435 Profile status: Active Has postal code targeting: No

Draft Published

1 New profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions 7 Publish

Preview creatives that use the code in Step 4 and are associated with this profile. You can resume editing the profile at any time and the previous work will be saved.

PREVIEW PREVIEW SHEETS

PREVIEW

298,00:-
Munstycke 3-i-1 Bosch AQT

Clas Ohlson

Köp nu

SE_CO_DCO_320x480
Filtreras efter följande: low01 | 2023-09-12T00:00+00:00
320 x 480 UTKAST

Tidszon
(GMT+00:00) Africa/Abidjan

CO_SE_DCO_2023_SE_Master
low01 (LowDev01)

Visa även publicerad version

APPLY RESET

Preview. Selected ads and messages are shown.

(Due to how the ads are loaded timing of the looping might be very off. Disregard this.)

The screenshot shows the Google Doubleclick Studio Dynamic Content profile editor. The top navigation bar includes 'Studio', 'DASHBOARD', 'CREATIVES', 'ASSETS', 'DYNAMIC CONTENT' (which is selected), and 'ADMIN'. The user is logged in as 'anders.isobar@gmail.com'. The profile is titled 'CO DCO 2023 SE'.

Profile details: Last saved: Sep 11, 2023 1:14 PM, ID: 10856050, Archive status: Active, SSL Compatibility: Compliant, Studio advertiser ID: 60152435, Profile status: Active, Has postal code targeting: No.

Workflow steps: Draft (selected), Published. The Draft section is numbered 1 through 7: 1. New profile, 2. Manage Data, 3. Manage Rules, 4. Generate Code, 5. Preview, 6. Reporting Dimensions, 7. Publish.

Instructions: Review the profile summary, below. Click Edit to jump to previous steps in the workflow and make any changes. Existing entries are saved as you review the different sections.

Feeds

Transformed content: CO_SE_DCO_2023_SE_Master (Quantity: 1, Element: CO_SE_DCO_2023_SE_Master). Draft modified on: Sep 11, 2023 1:14 PM (32 Warning(s)). Published on: Sep 11, 2023 10:52 AM (32 Warning(s)). Publish button is highlighted.

Rules

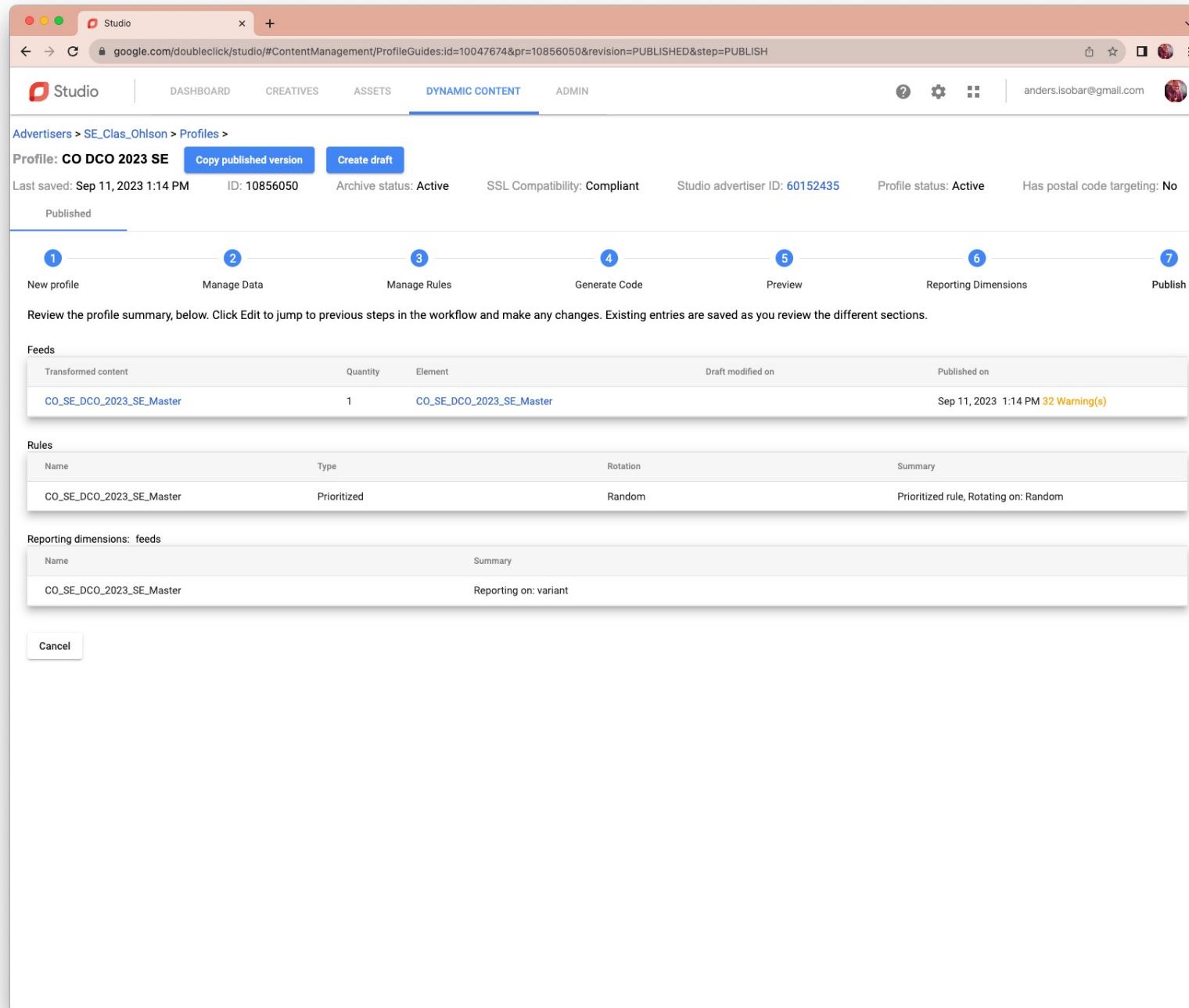
Name: CO_SE_DCO_2023_SE_Master, Type: Prioritized, Rotation: Random, Summary: Prioritized rule, Rotating on: Random.

Reporting dimensions: feeds

Name: CO_SE_DCO_2023_SE_Master, Summary: Reporting on: variant.

Buttons at the bottom: Save and exit, Publish (highlighted), Cancel.

Publish. Ignore warnings (they are known and nothing to worry about) and press the Publish button at the bottom.



The screenshot shows the Google Doubleclick Studio interface for managing profiles. The top navigation bar includes 'Studio', 'DASHBOARD', 'CREATIVES', 'ASSETS', 'DYNAMIC CONTENT' (which is the active tab), and 'ADMIN'. The user is logged in as 'anders.isobar@gmail.com'. The main content area shows a profile named 'CO DCO 2023 SE' with the ID '10856050'. The profile status is 'Active' and the profile status is also 'Active'. The 'Published' tab is selected, showing a workflow with seven numbered steps: 1. New profile, 2. Manage Data, 3. Manage Rules, 4. Generate Code, 5. Preview, 6. Reporting Dimensions, and 7. Publish. Step 1 is highlighted with a blue circle. Below the workflow, a message says: 'Review the profile summary, below. Click Edit to jump to previous steps in the workflow and make any changes. Existing entries are saved as you review the different sections.' The 'Feeds' section shows a single feed named 'CO_SE_DCO_2023_SE_Master' with a quantity of 1 and an element named 'CO_SE_DCO_2023_SE_Master'. The 'Rules' section shows a single rule named 'CO_SE_DCO_2023_SE_Master' with a type of 'Prioritized' and a rotation of 'Random'. The 'Reporting dimensions: feeds' section shows a single feed named 'CO_SE_DCO_2023_SE_Master' with a reporting on of 'variant'. A 'Cancel' button is located at the bottom left of the summary area.

Publish. New feed data is published and the profile is updated from "Draft mode" to "Published".

Process & responsibilities

Who does what and when?

CO

CO / dentsu media teams
(content) / (filter & report)



DC/Merkle/CO



dentsu media teams

