Clas Ohlson DCO Guide

Version 1
September 2023.

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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

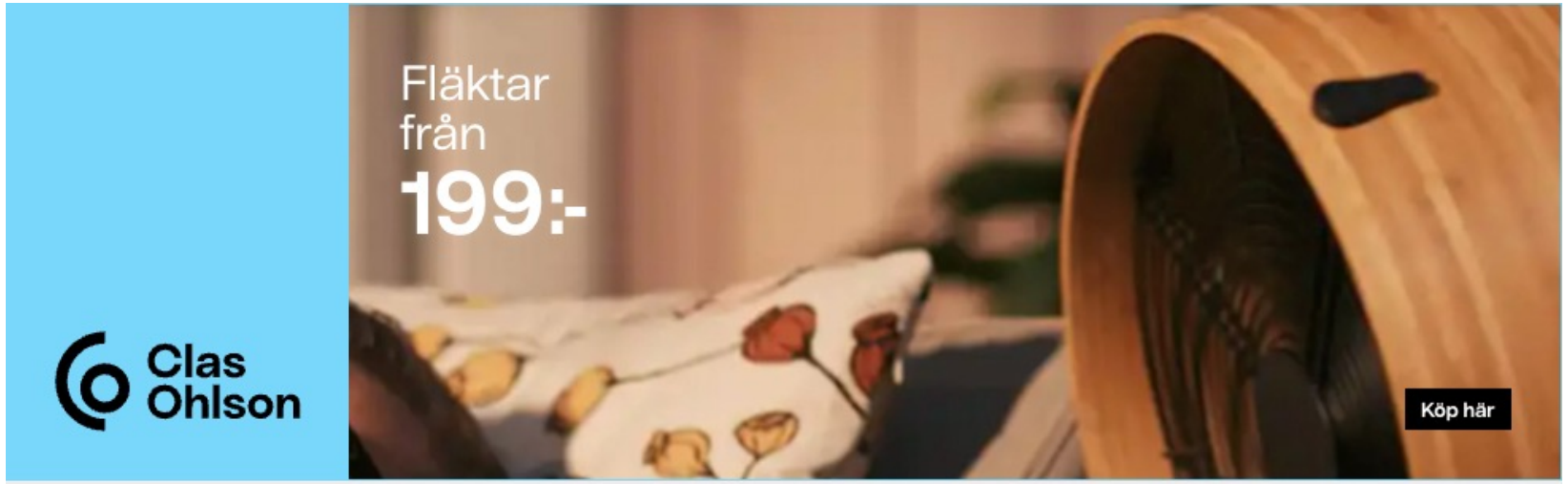
Medium font is default.

Example in the splash in the ad:

```
Från<br>([39.90])<br>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<br>från<br>[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

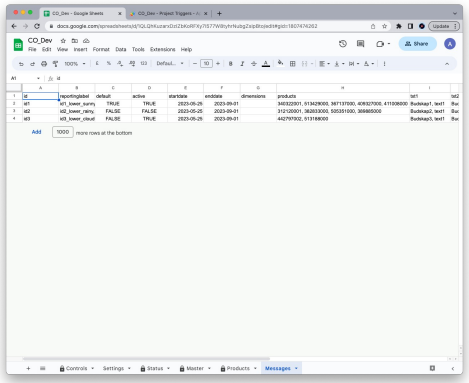
Regular font is default.

Example in the splash in the ad:

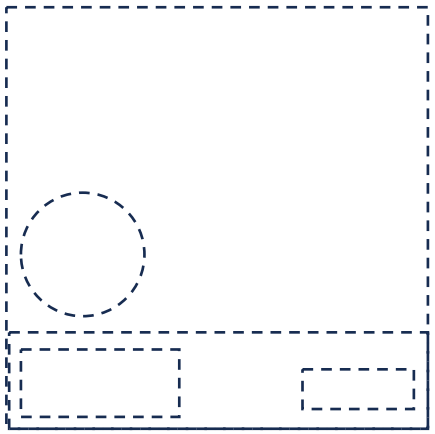
```
Fläktar<br>från<br>[199:]
```

Template details

- The ads are "empty" template containers ment 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.



+



Studio

=

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.

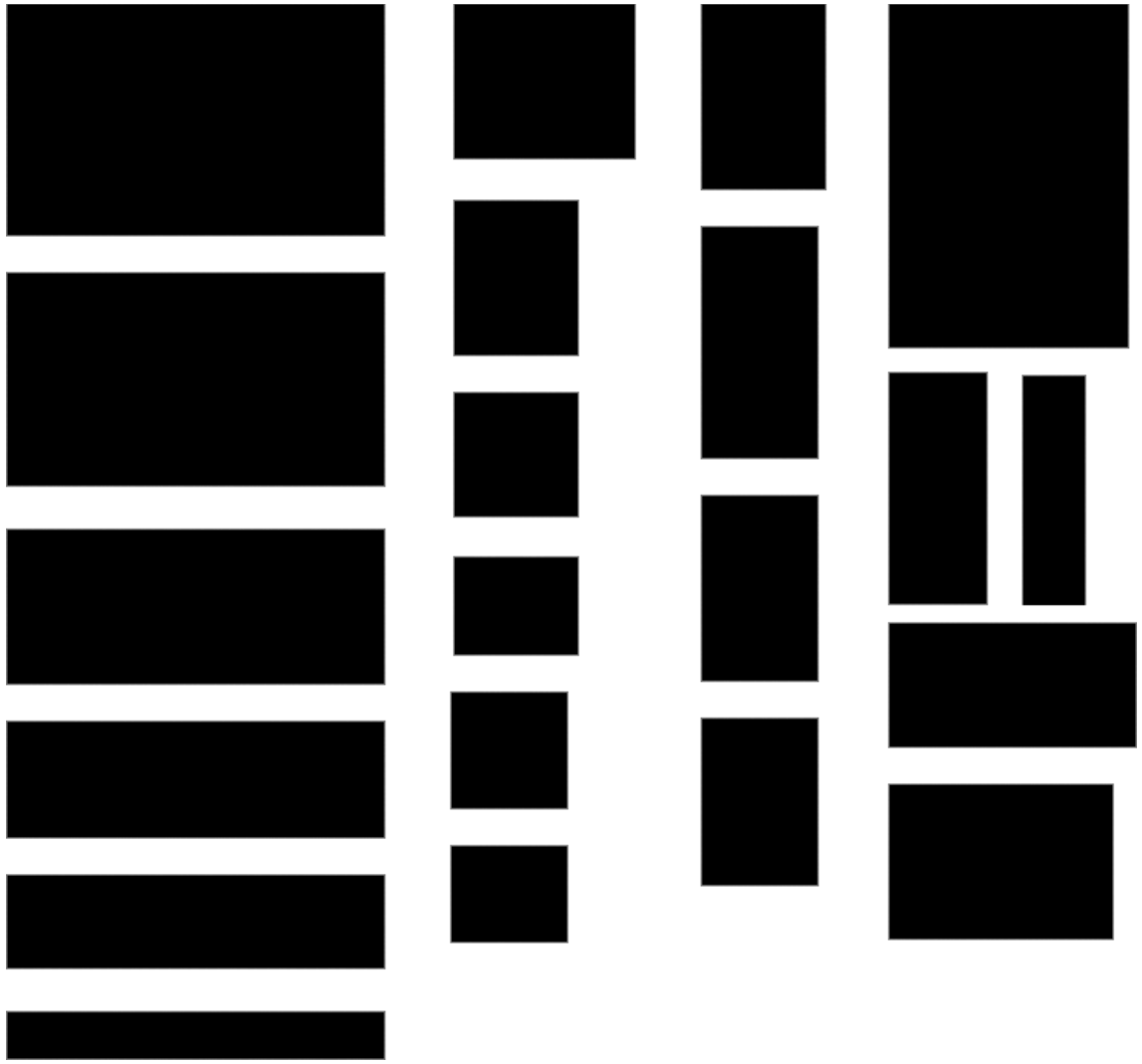
Exception at the time of writing is the CTA button that alters size depending on length of text instead.

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

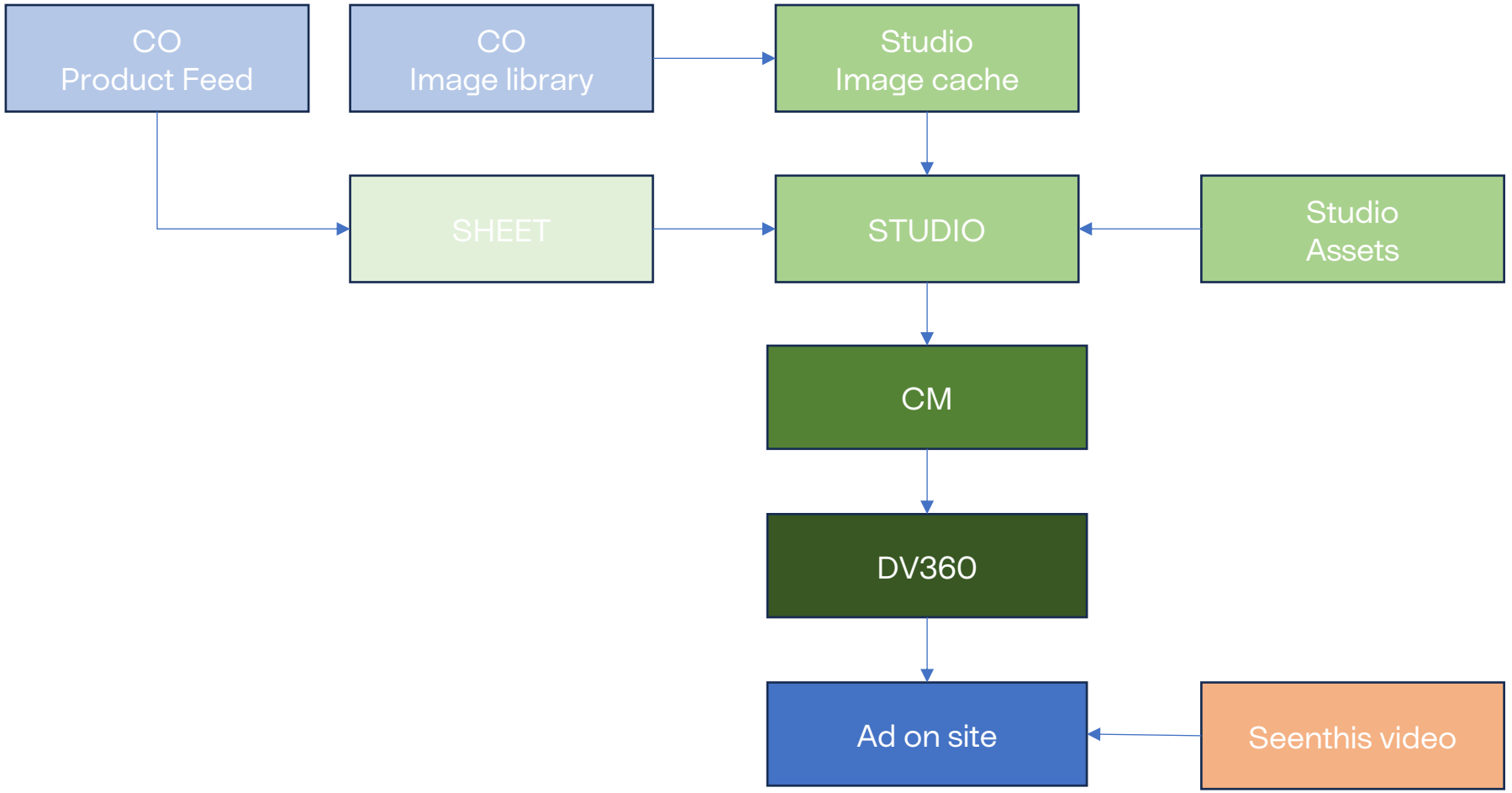
Available sizes*

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

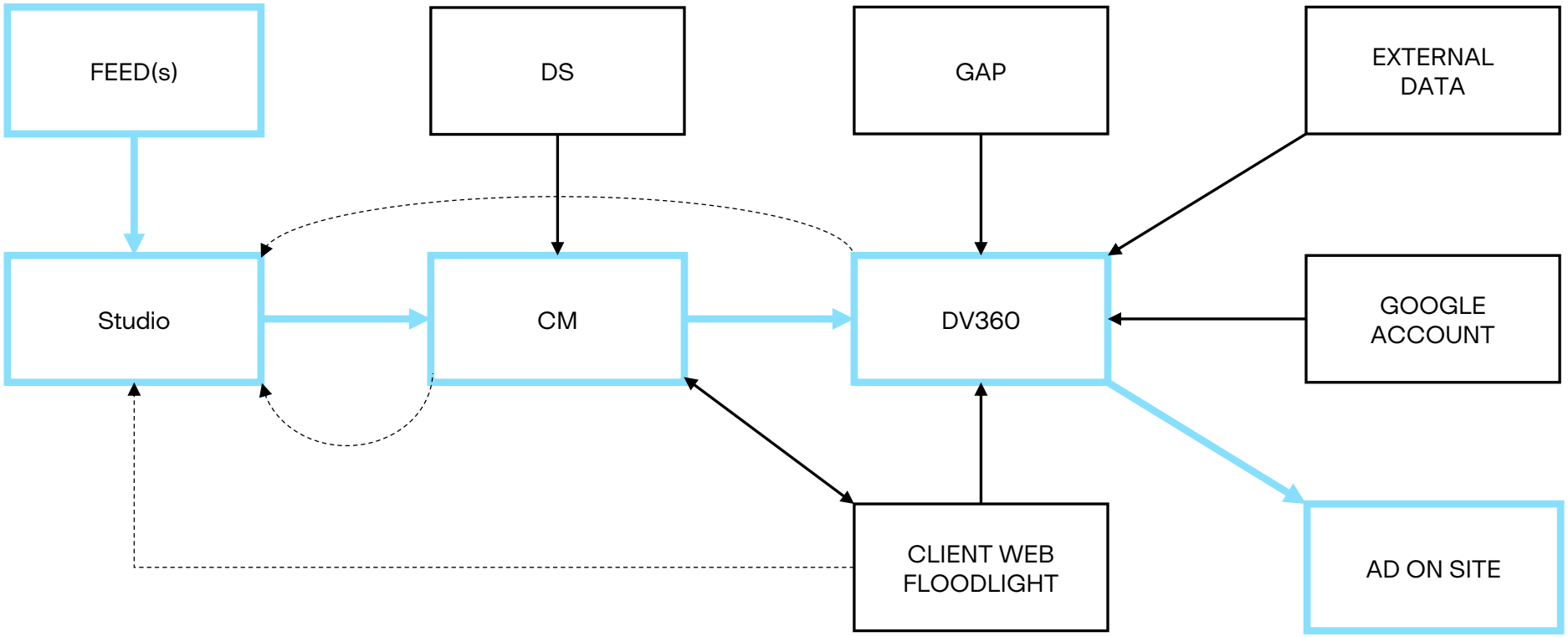


*Upon production of this guide. Might be subject to future change. Refer to Creatives in Studio for current data.

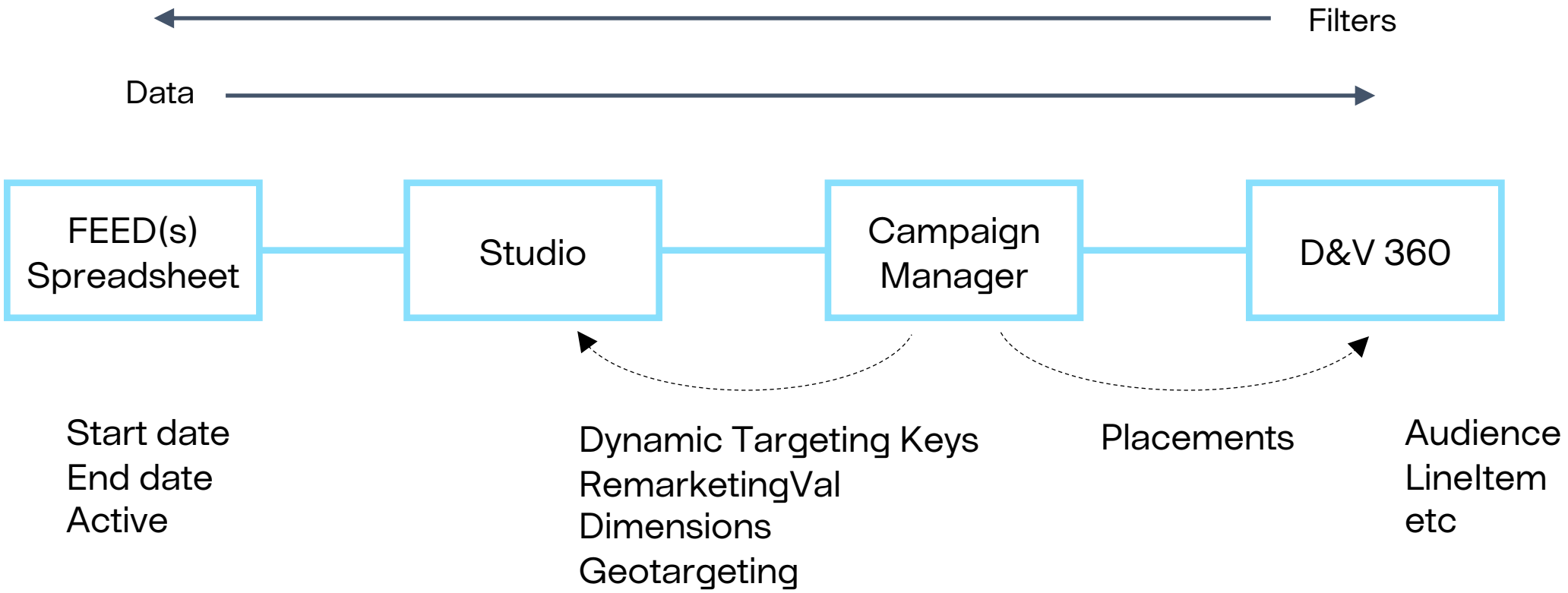
Architecture of the DCO system



"Ad to site"-flow

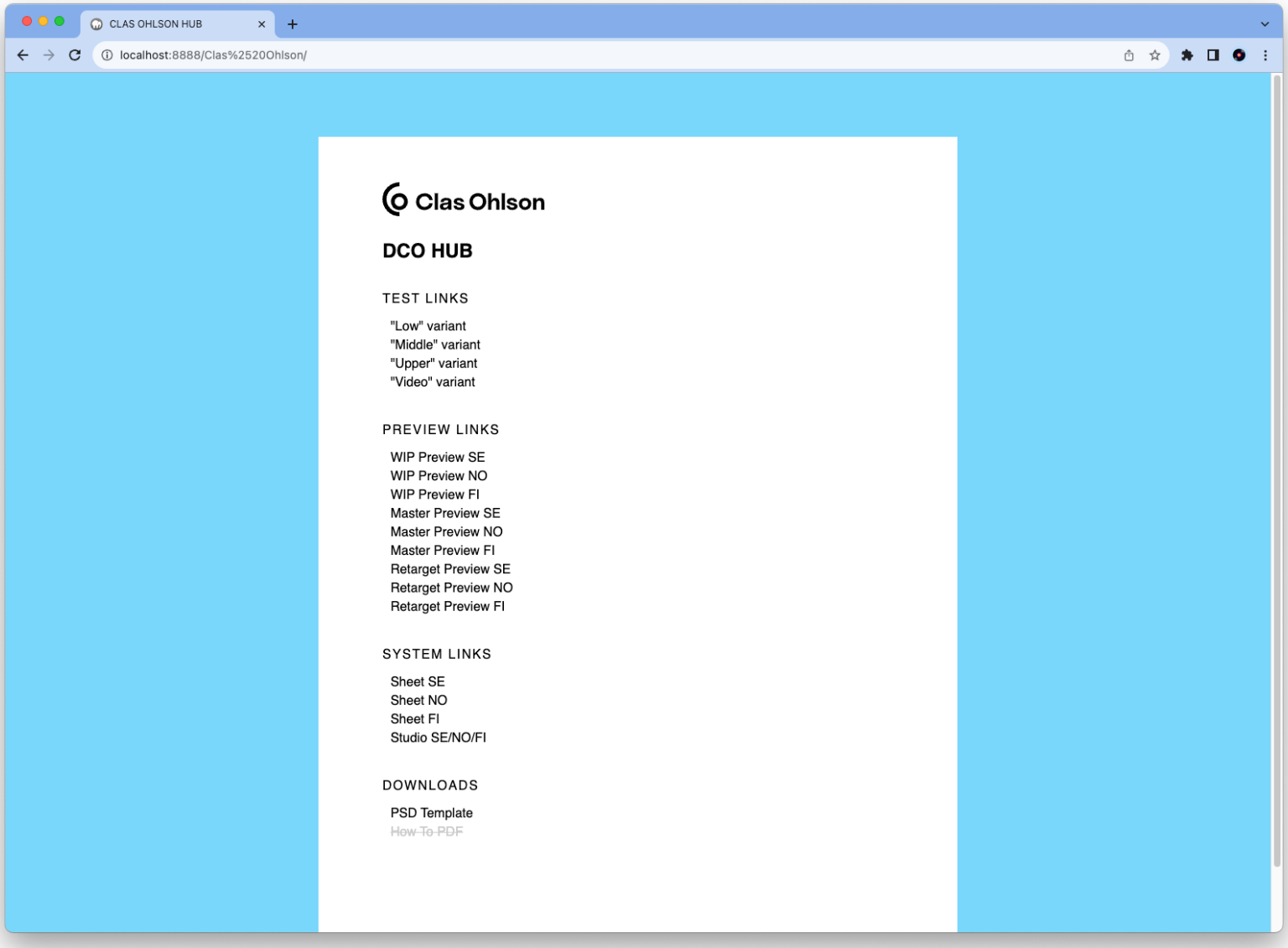


Filtering

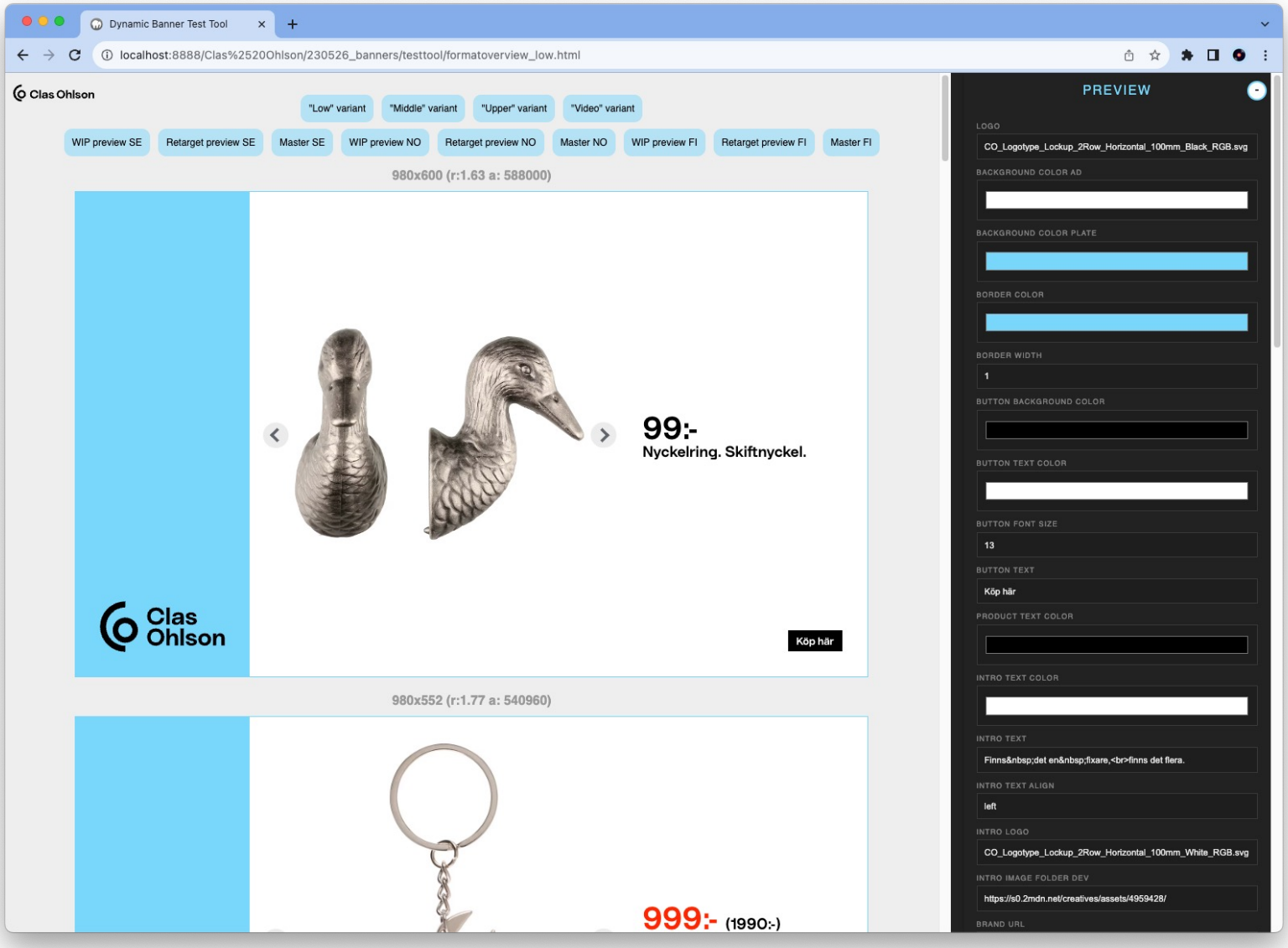

Filters
Data
FEED(s)
Spreadsheet
Studio
Campaign
Manager
D&V 360
Start date
End date
Active
Dynamic Targeting Keys
RemarketingVal
Dimensions
Geotargeting
Placements
Audience
LineItem
etc

Online test and preview

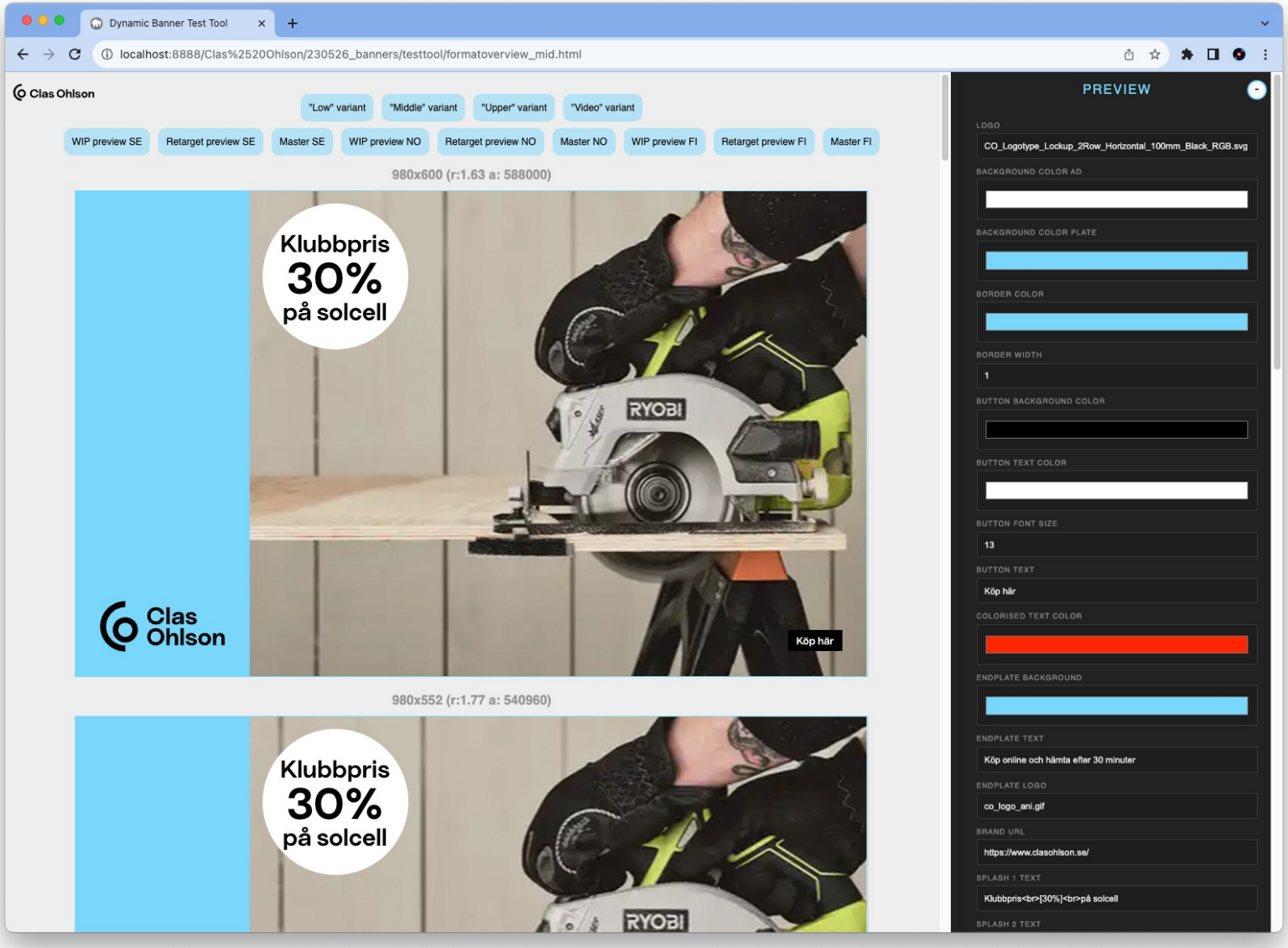
Start by testing



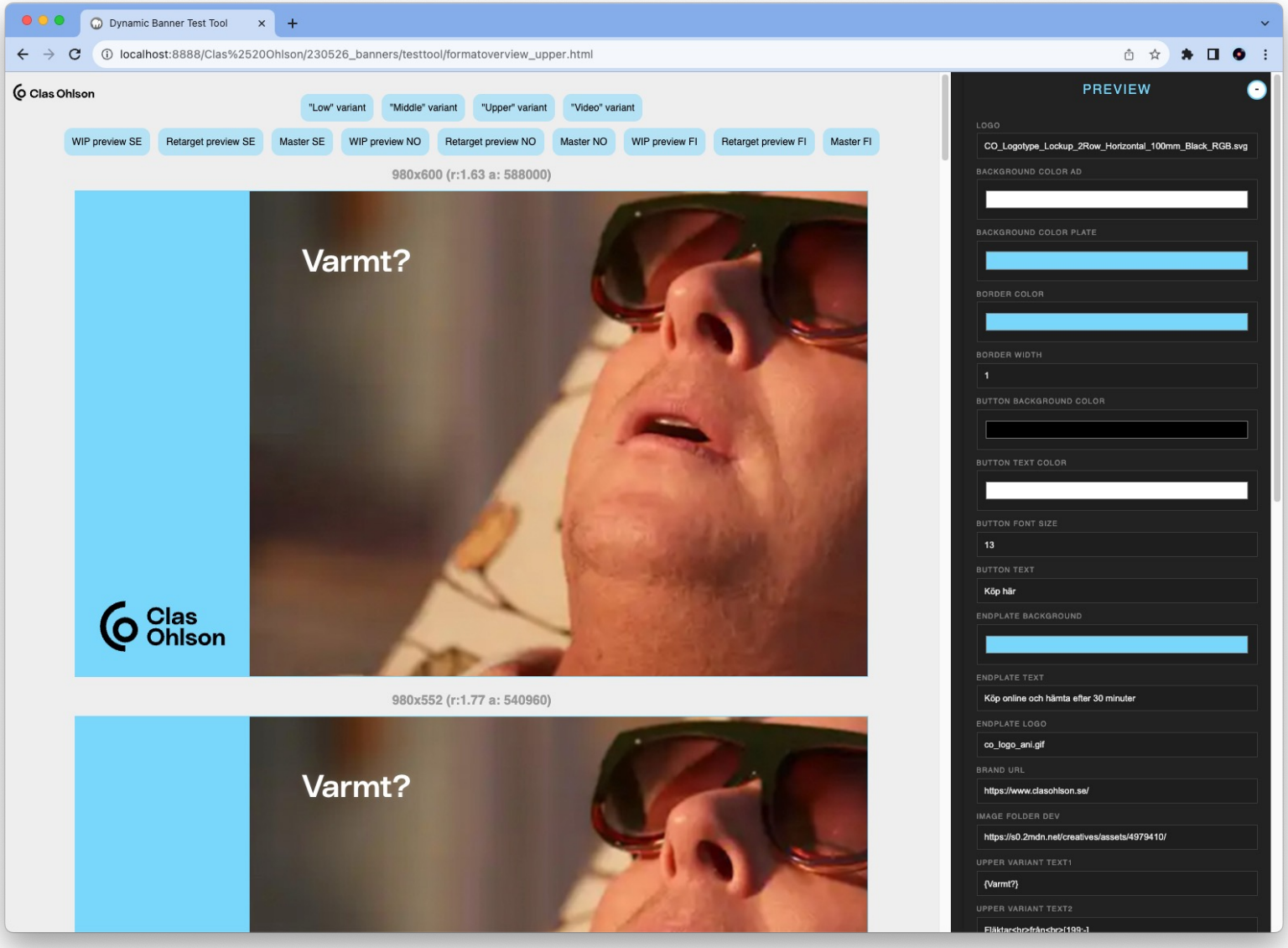
Home page and overview. Links to test and preview pages as well as Studio, the sheets and PSD template as well as this guide.



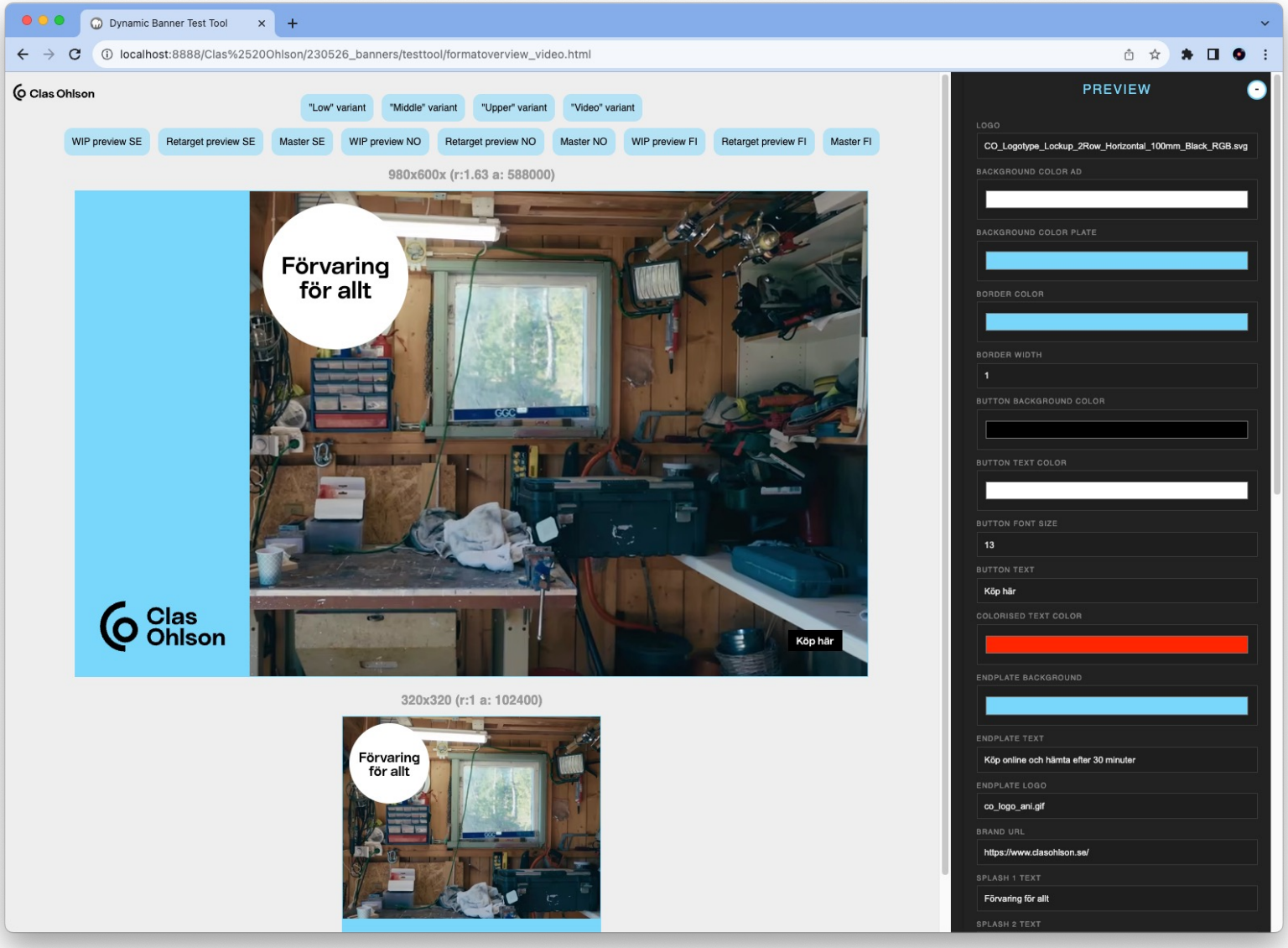
Overview of all messages of Low. Products are read from the feed on live ads.



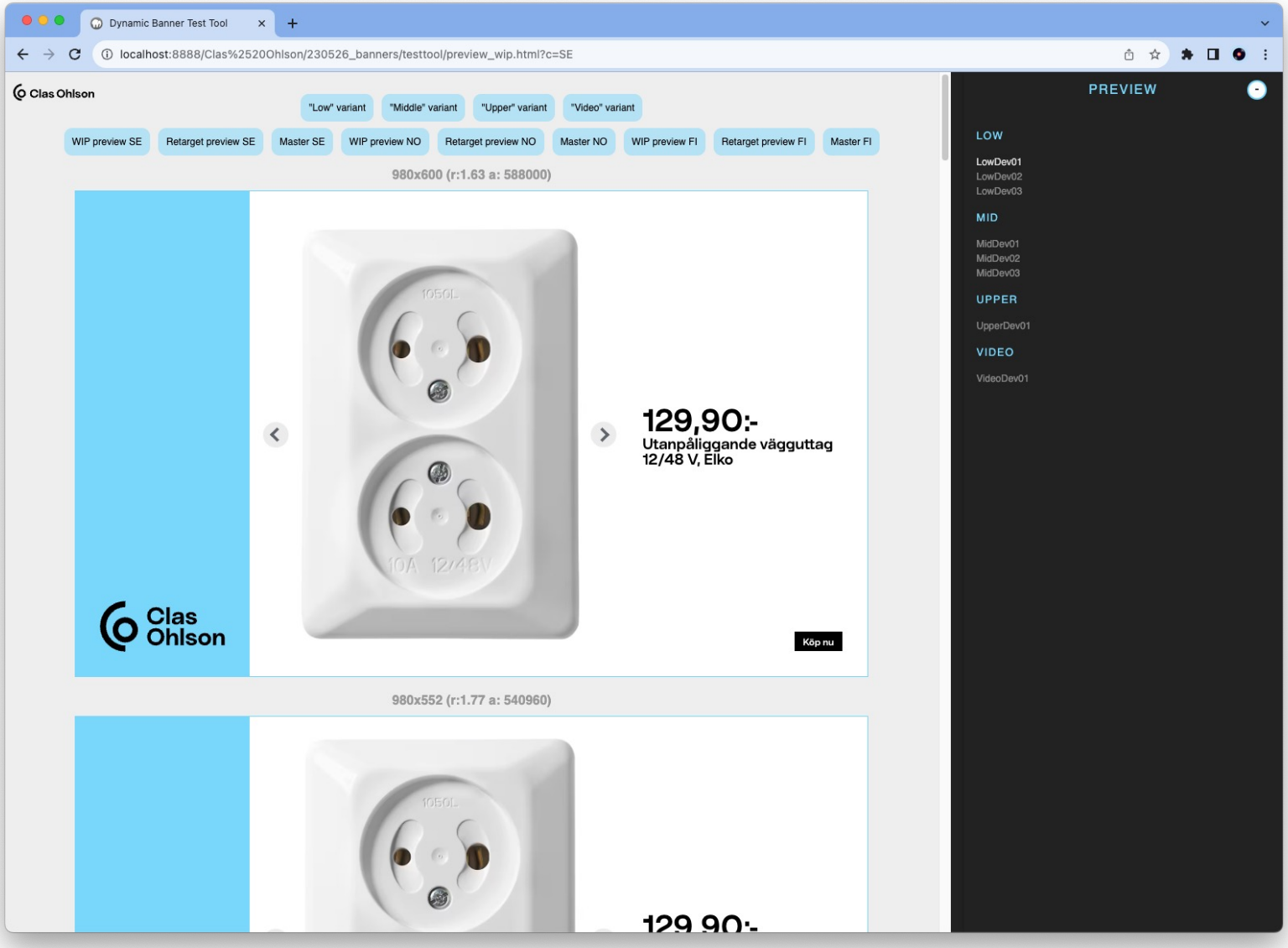
Overview of all messages of Middle. Test splash content and color as well as images that are uploaded to Studio.



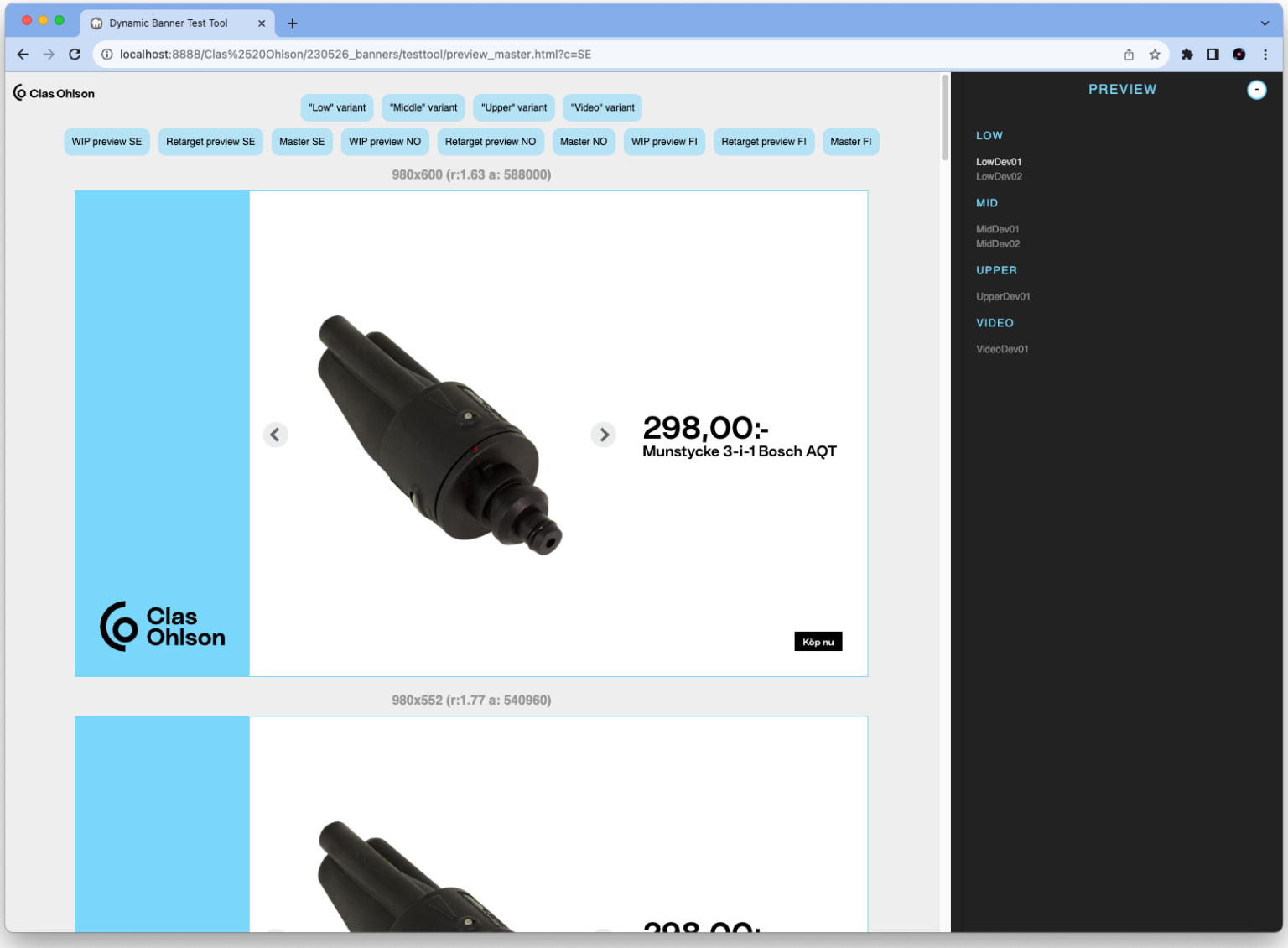
Overview of all messages of Upper. Test text length/layout and well as images that are uploaded to Studio.



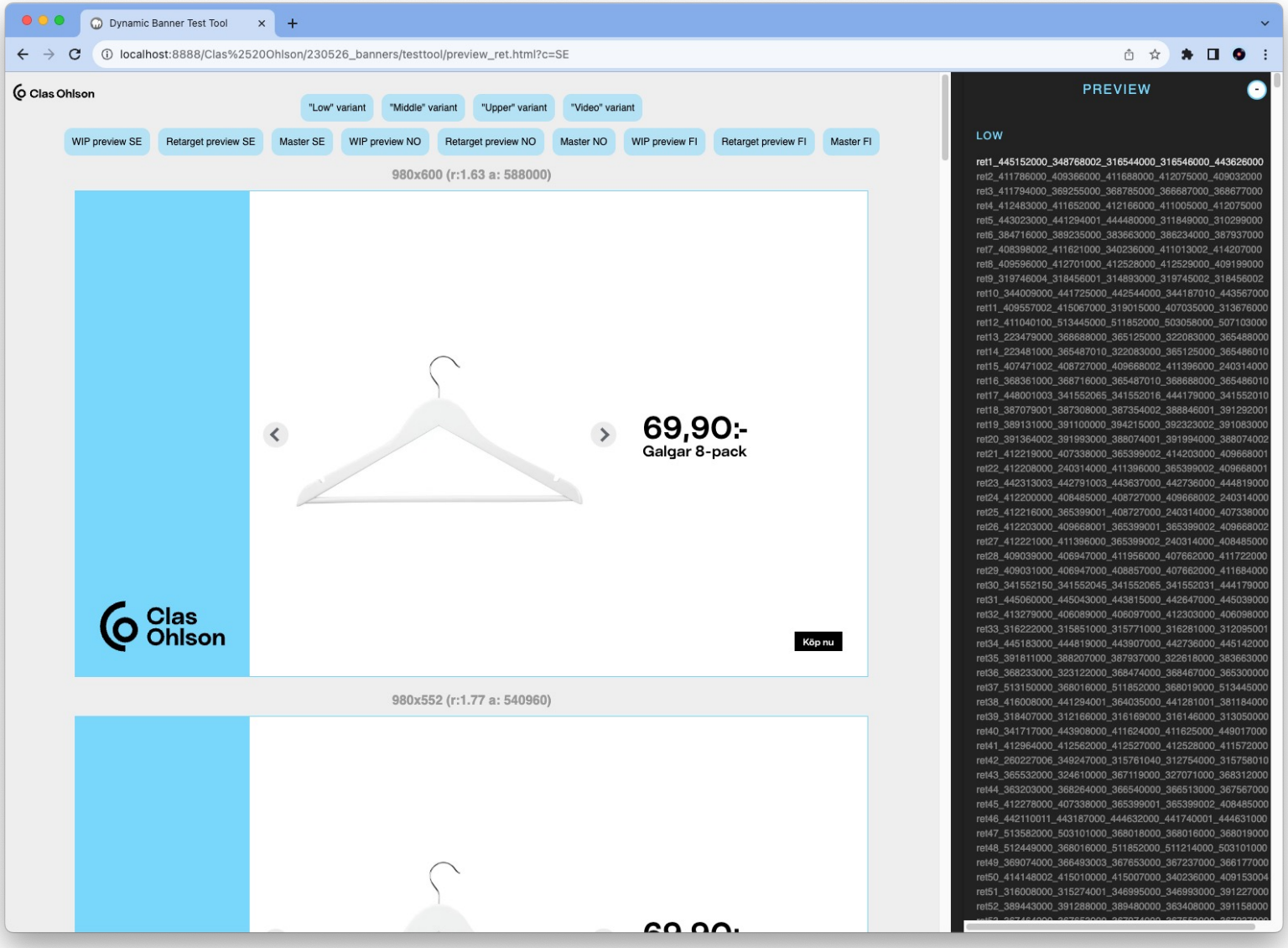
Overview of all messages of Video. Test splash content and color as well as videos that are uploaded to Seenthis.



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



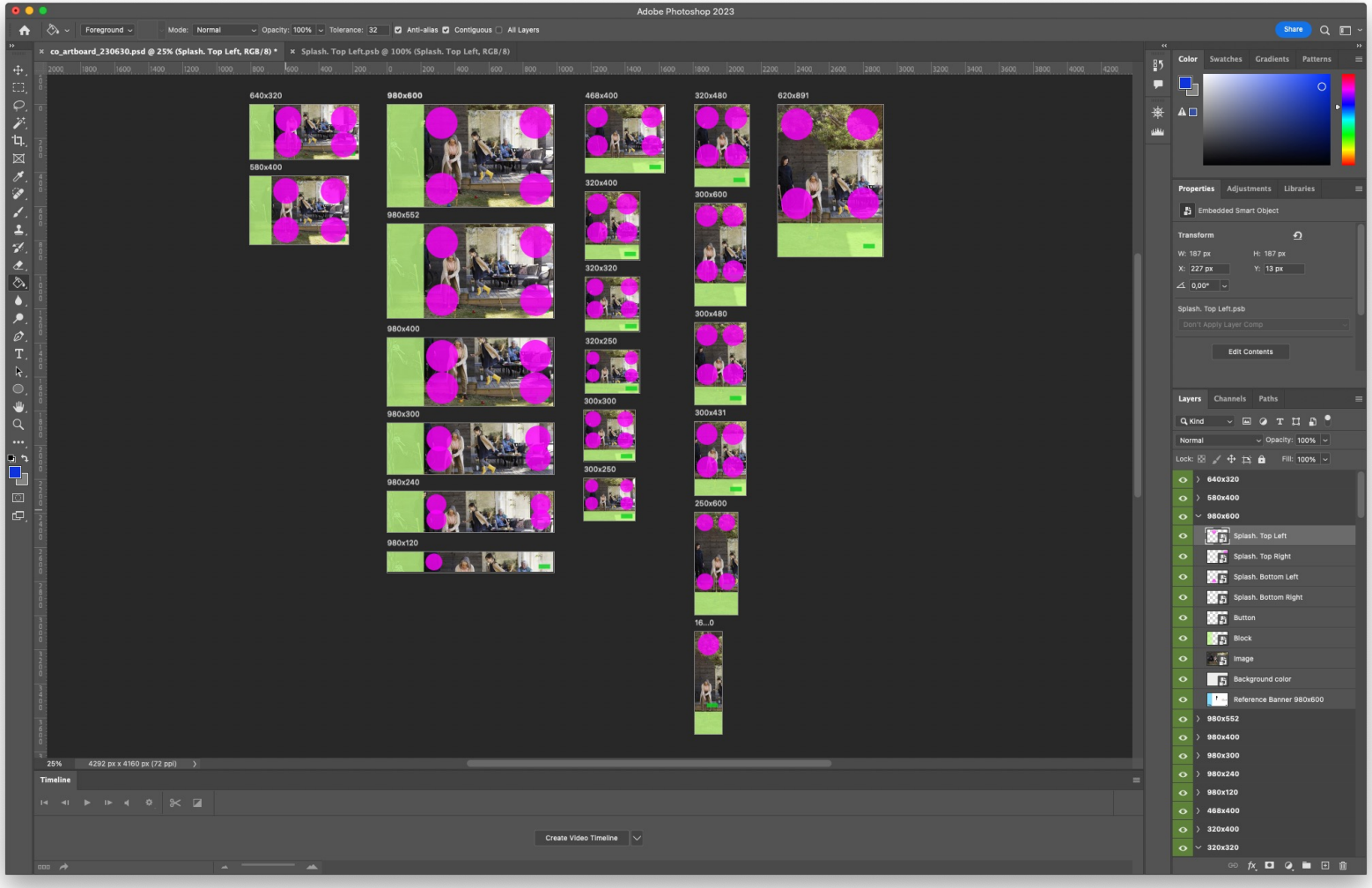
Preview of MASTER-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.



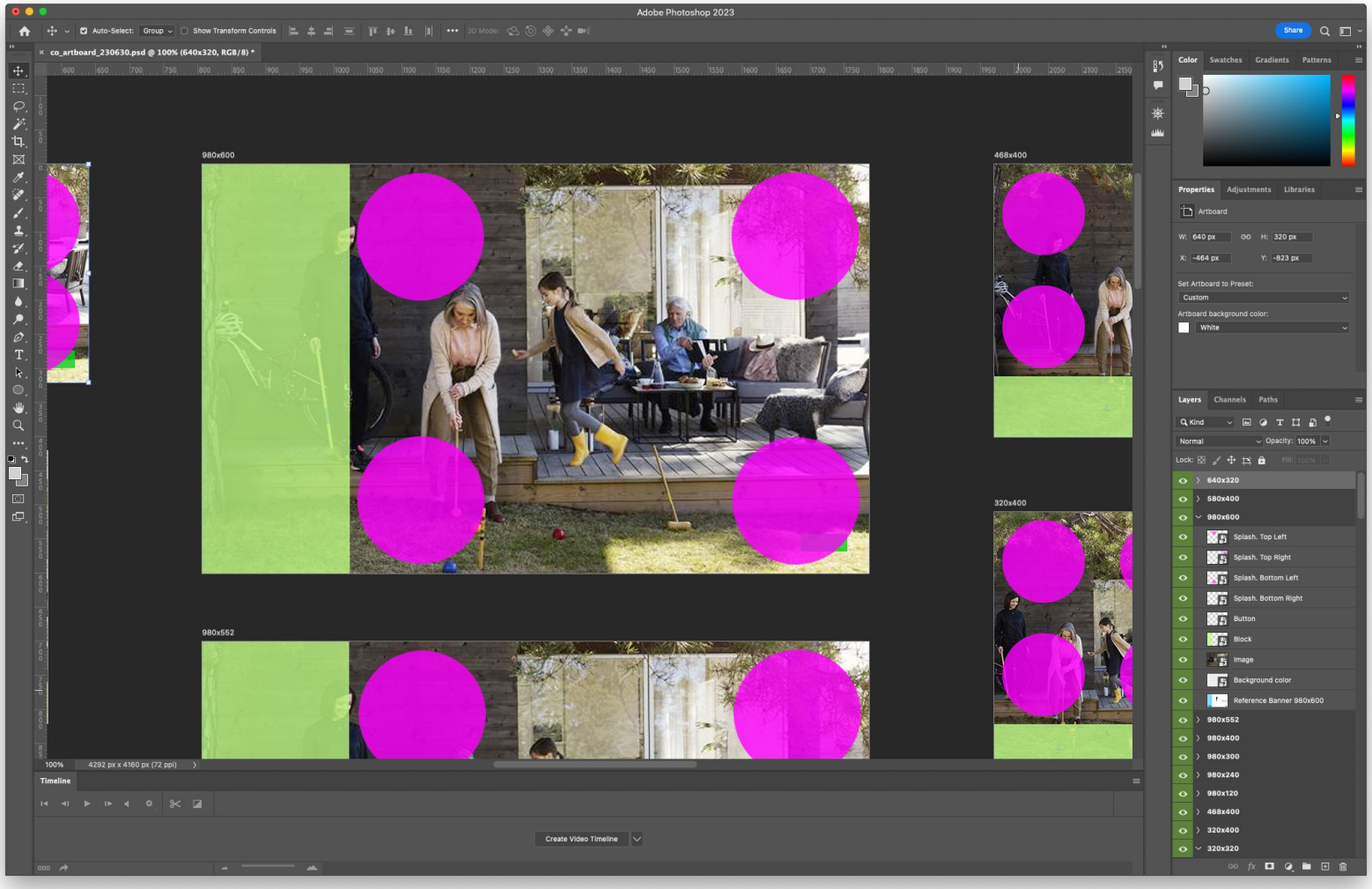
Preview of RETARGET-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.

Photoshop template

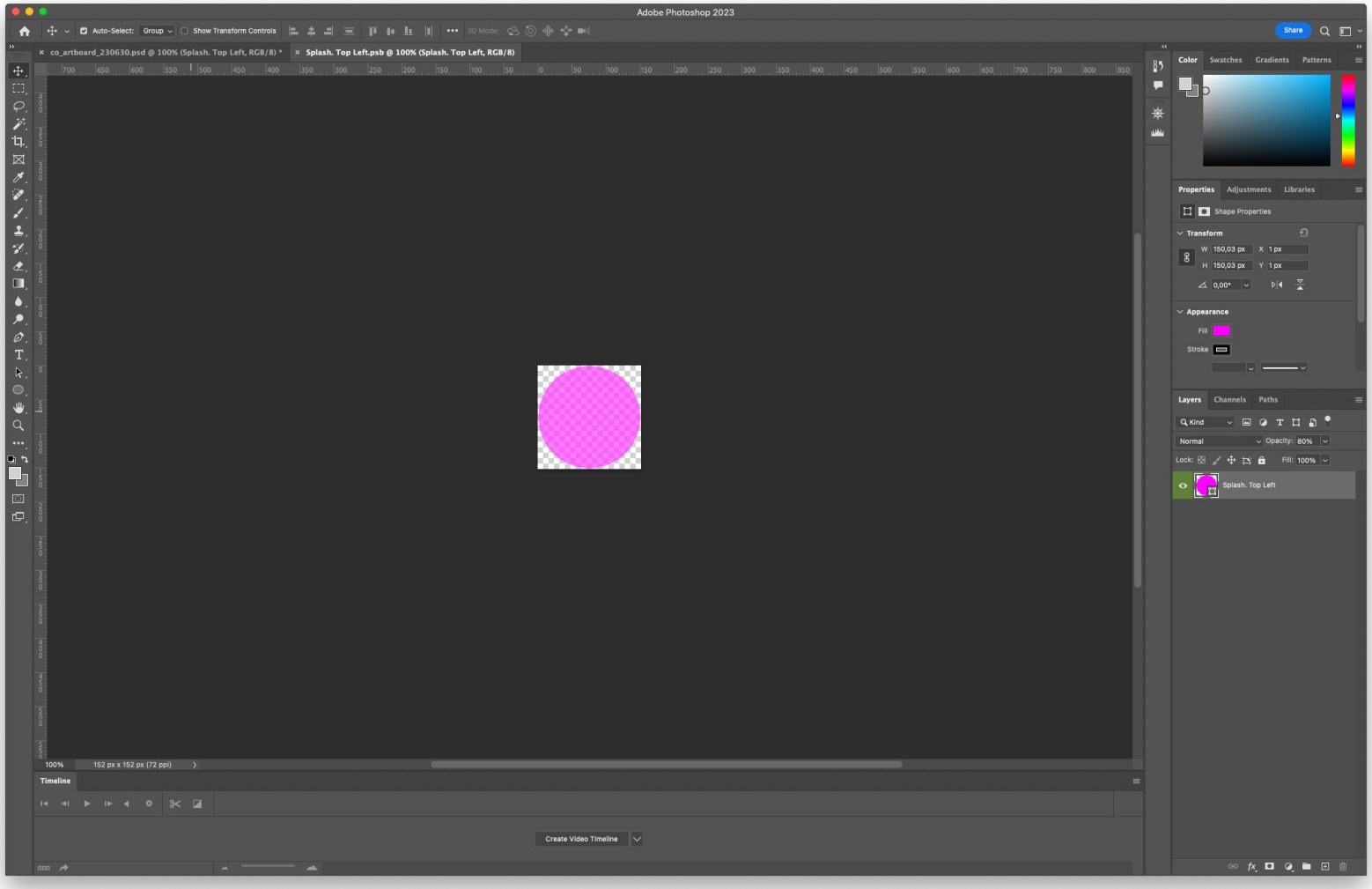
Save time working Smart



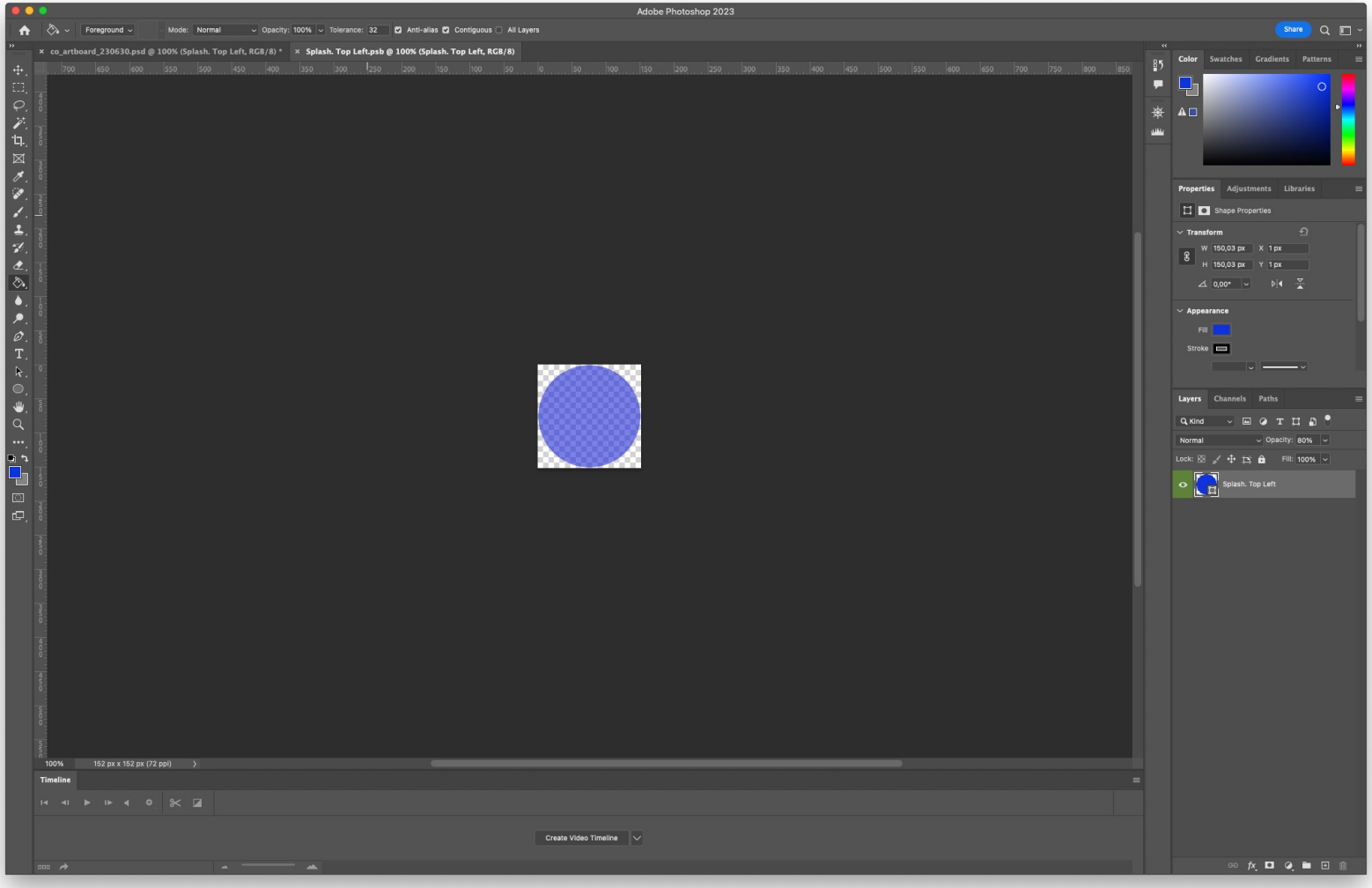
Every size has their own Artboard named after its size, ie 980x240



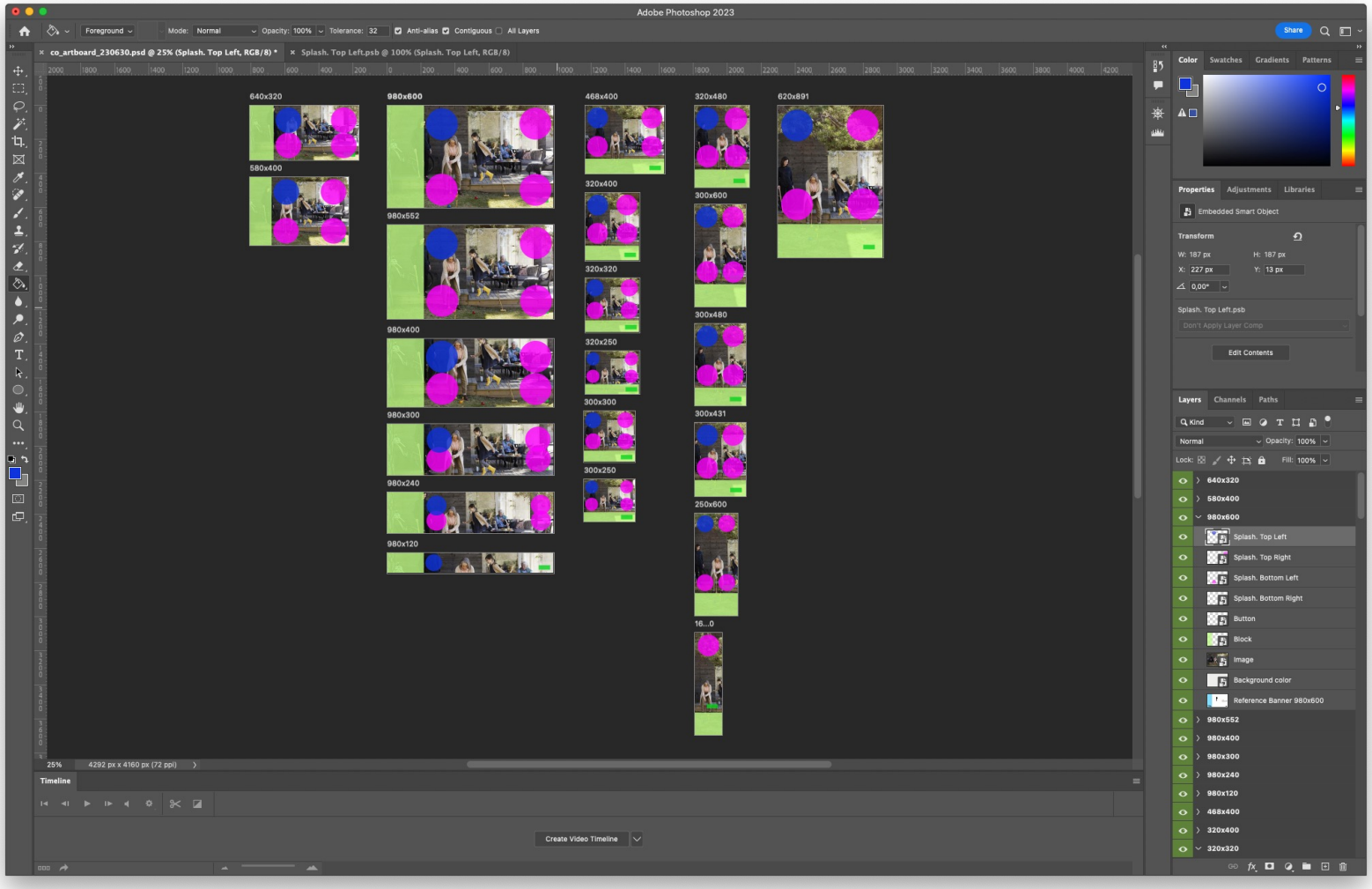
All artboards have the same layer structure. The layers are all Smart Objects. Doubleclick a Smart Object to open it.



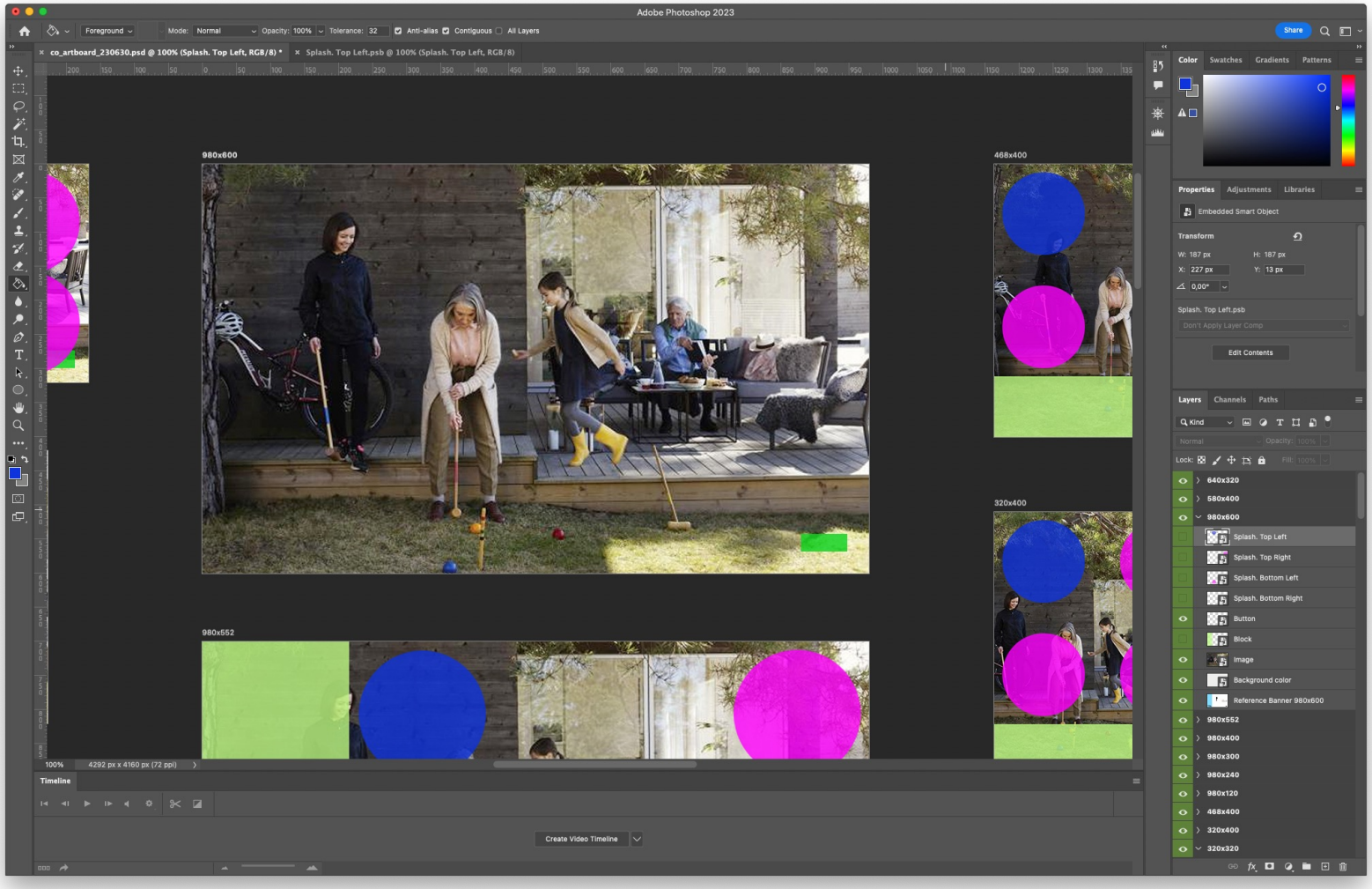
All Smart Objects of the same element is linked to the same object/image.



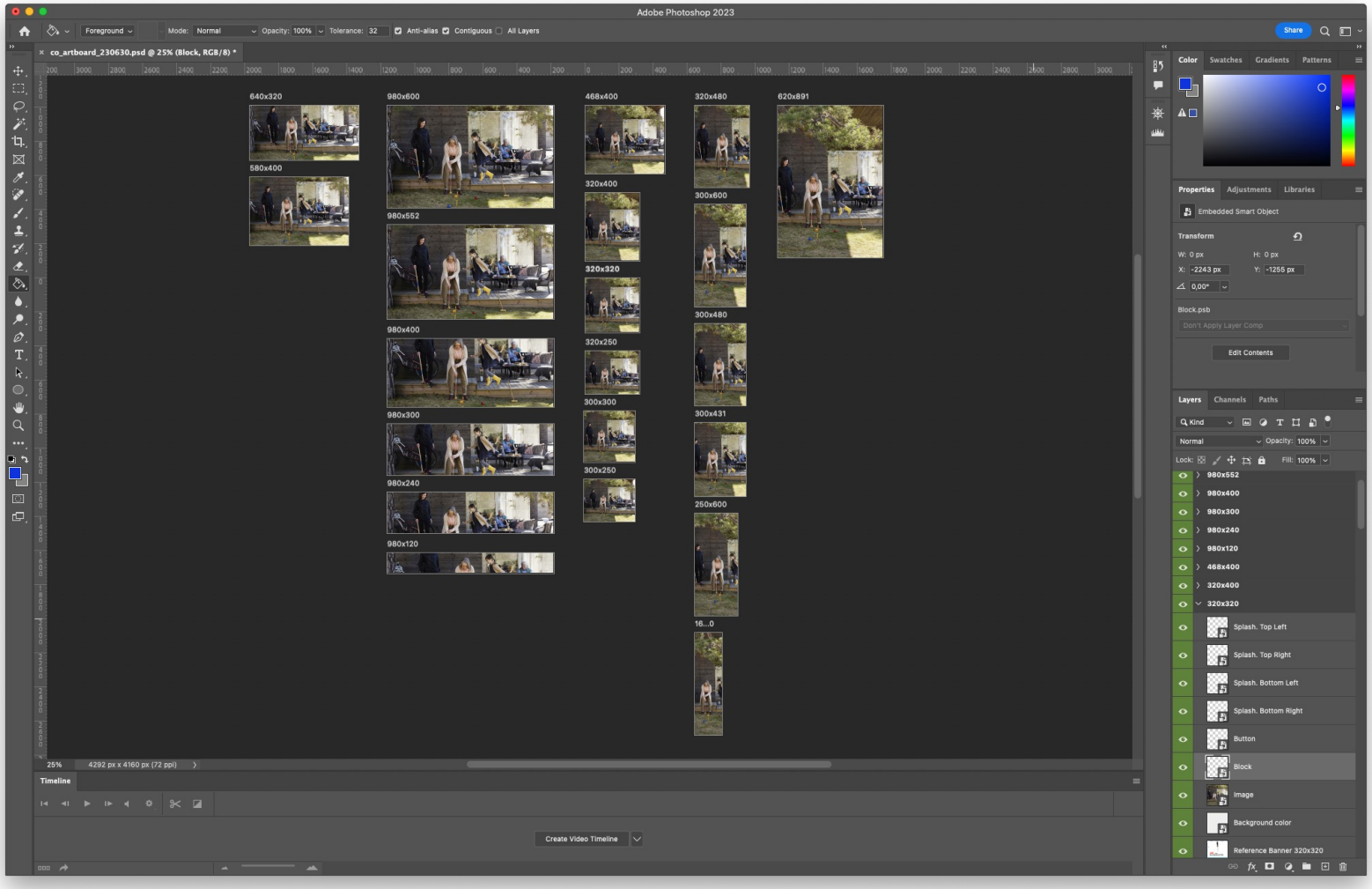
Do a change in one Smart Object...



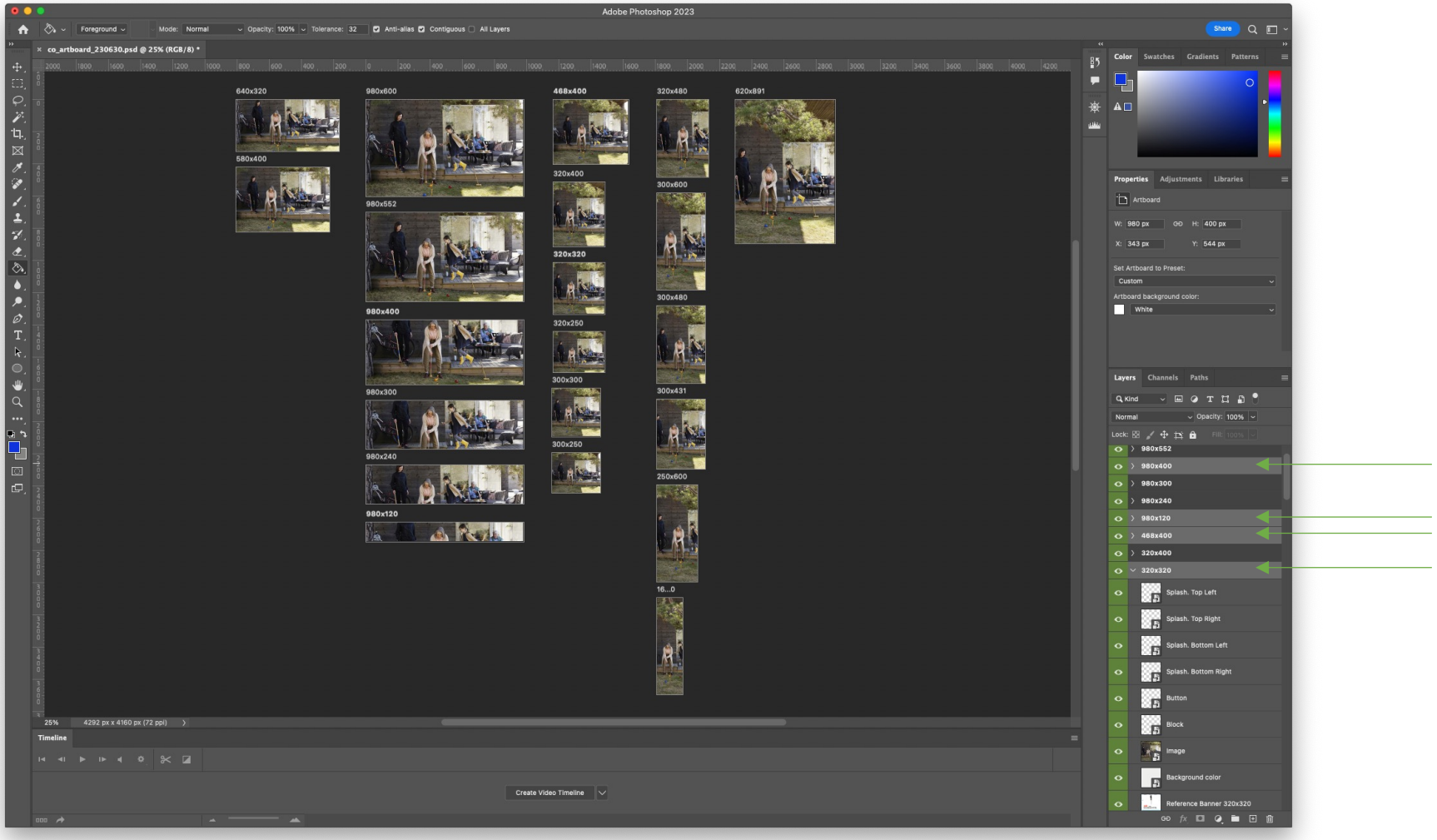
...and it effects all Smart Objects of that element.



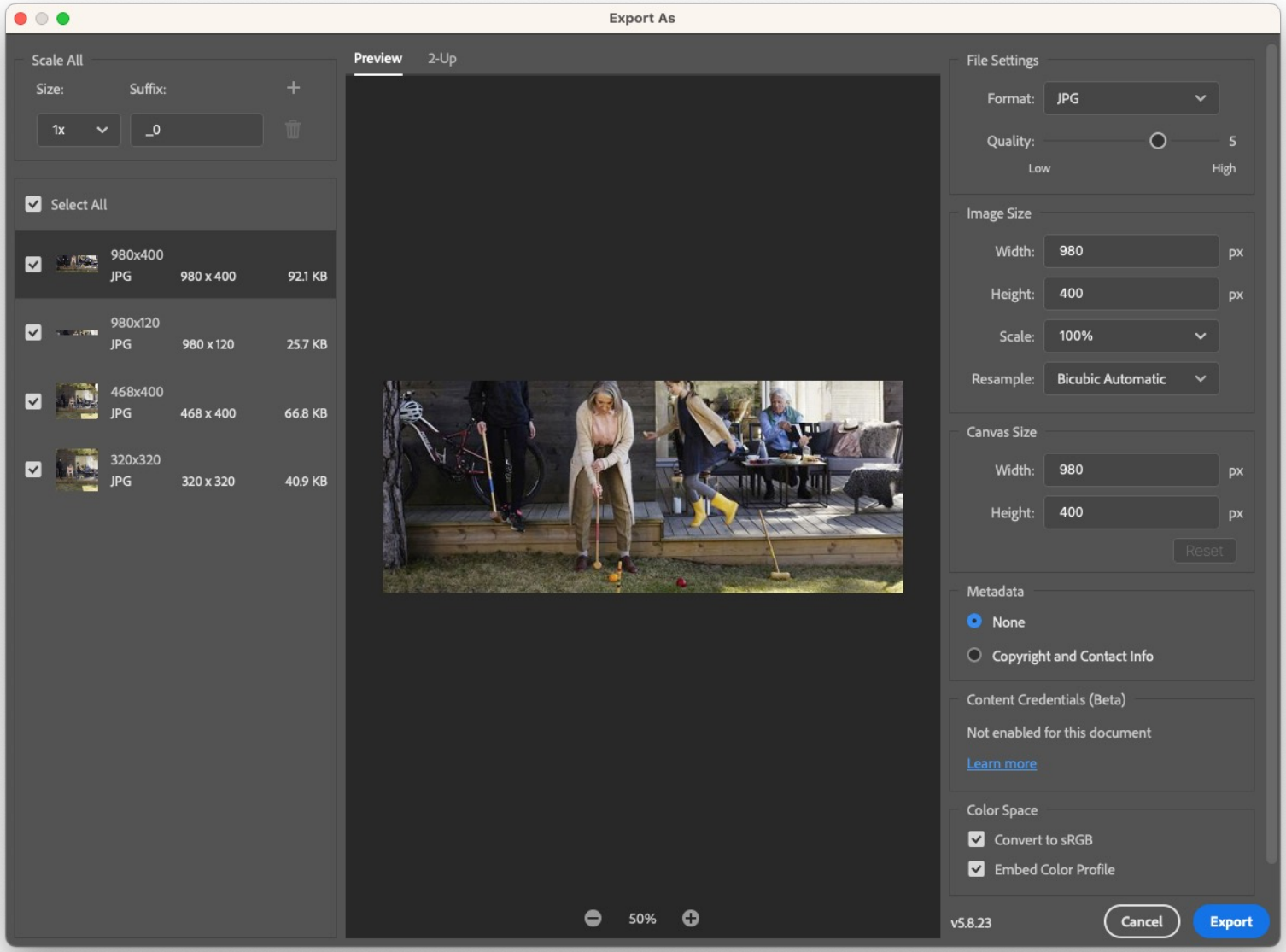
Make the Smart Object safezones for Splashes and Banner Plate transparent to change and export the background.



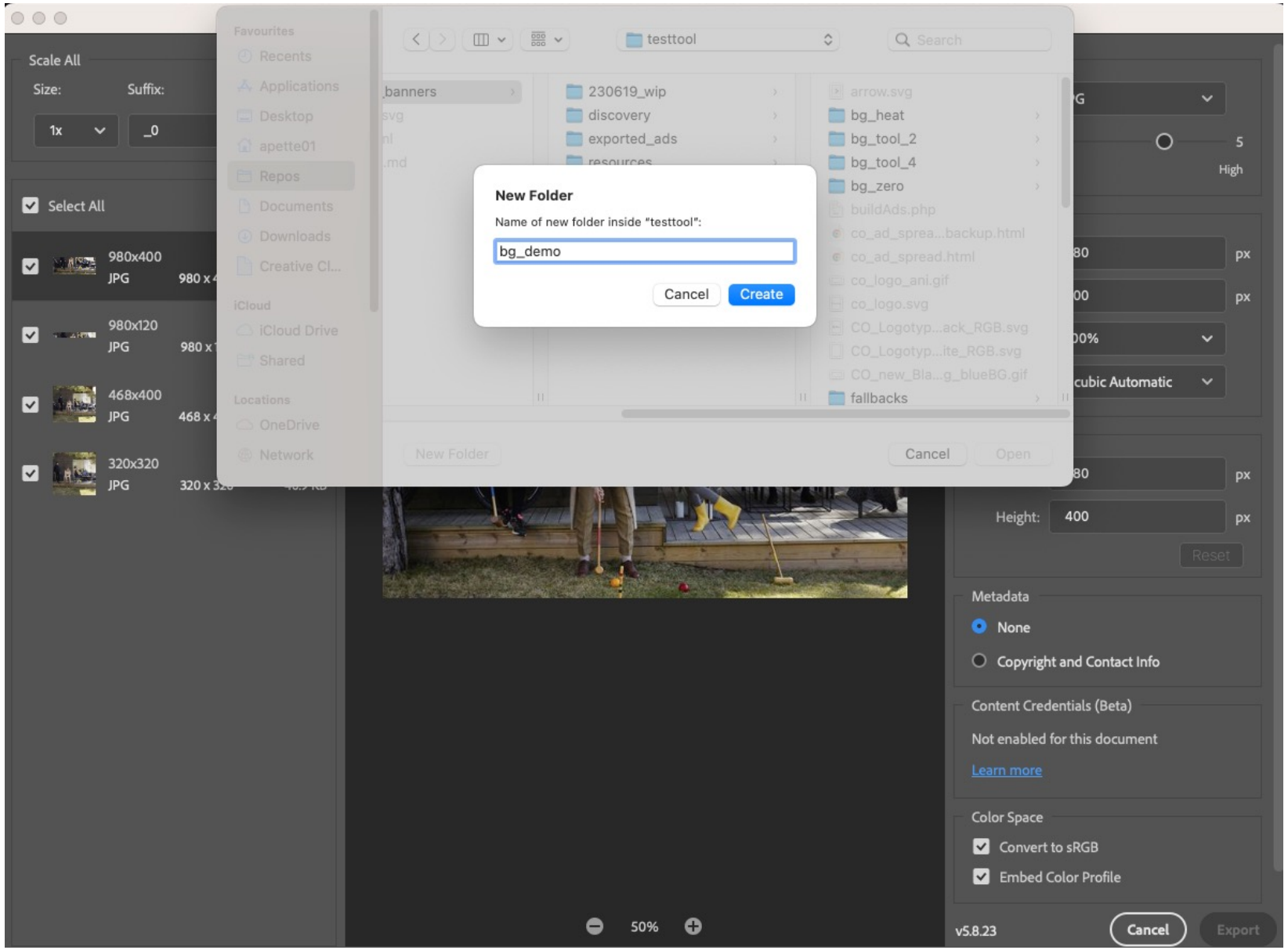
Hide the content of one Smart Object and all copies of that Smart Object are also transparent.



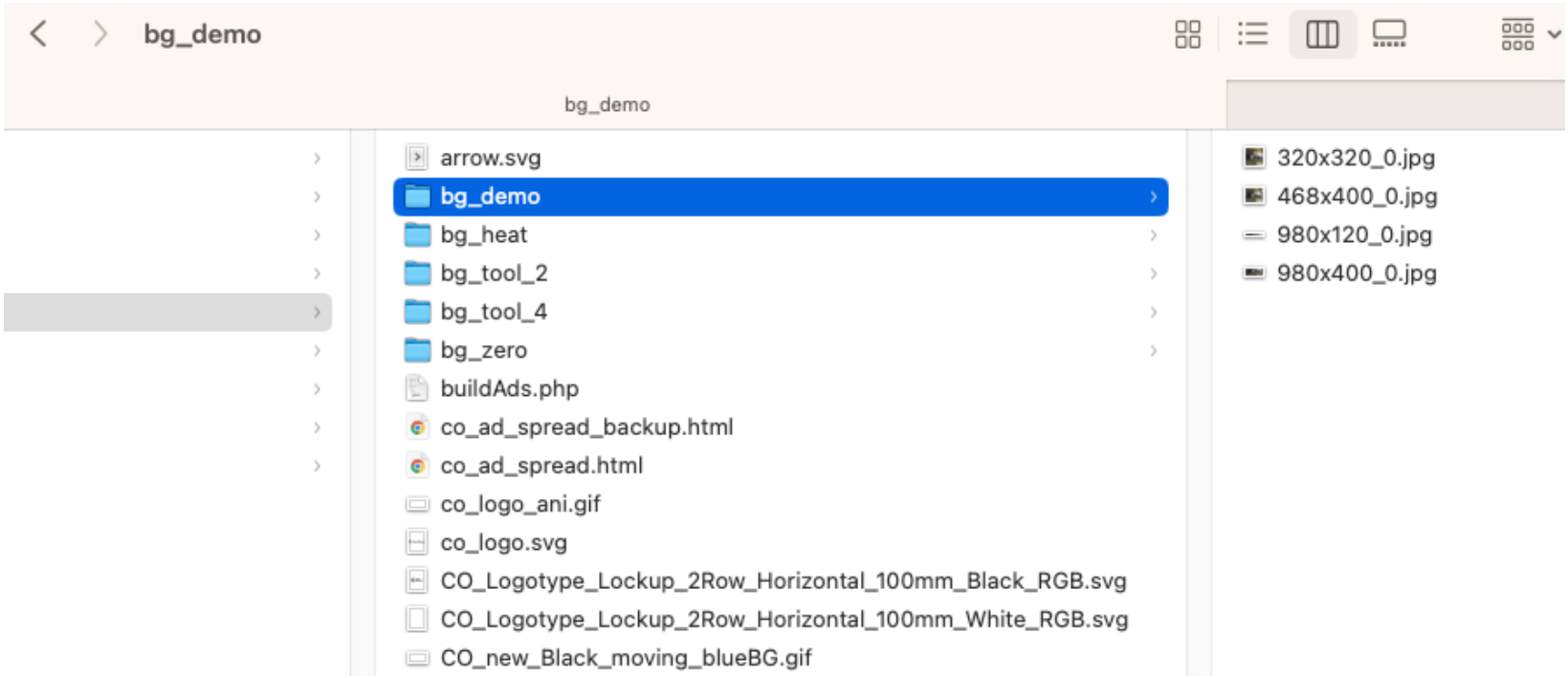
Select the Artboards (images) to export.



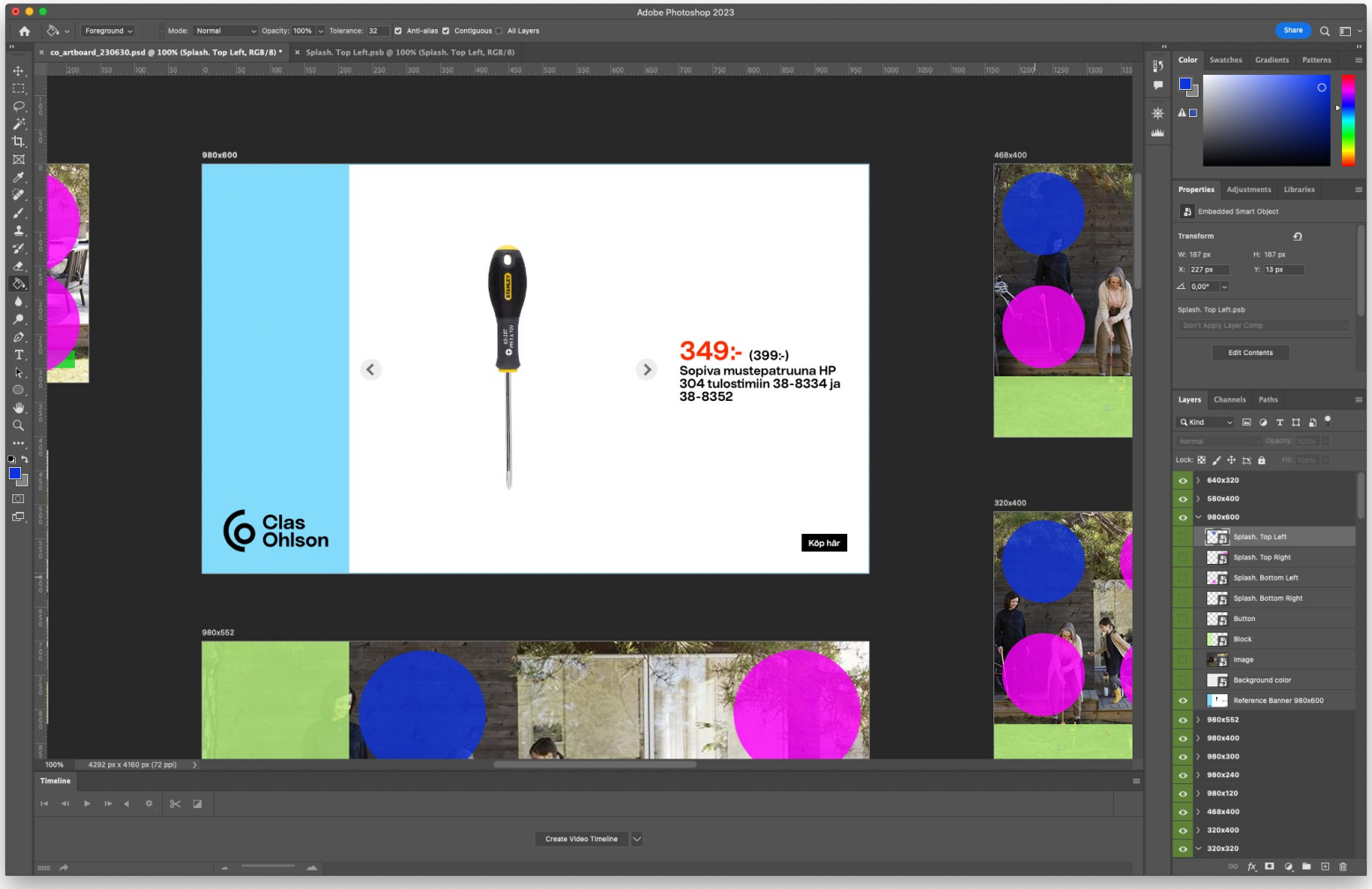
Preview and change quality if needed. Change suffix to _0 for intro image or _1,_2,_3,_4 for order in Mid or Upper.



Create a appropriately named folder.



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



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

The spreadsheet

Once soruce (per country) to rule them all

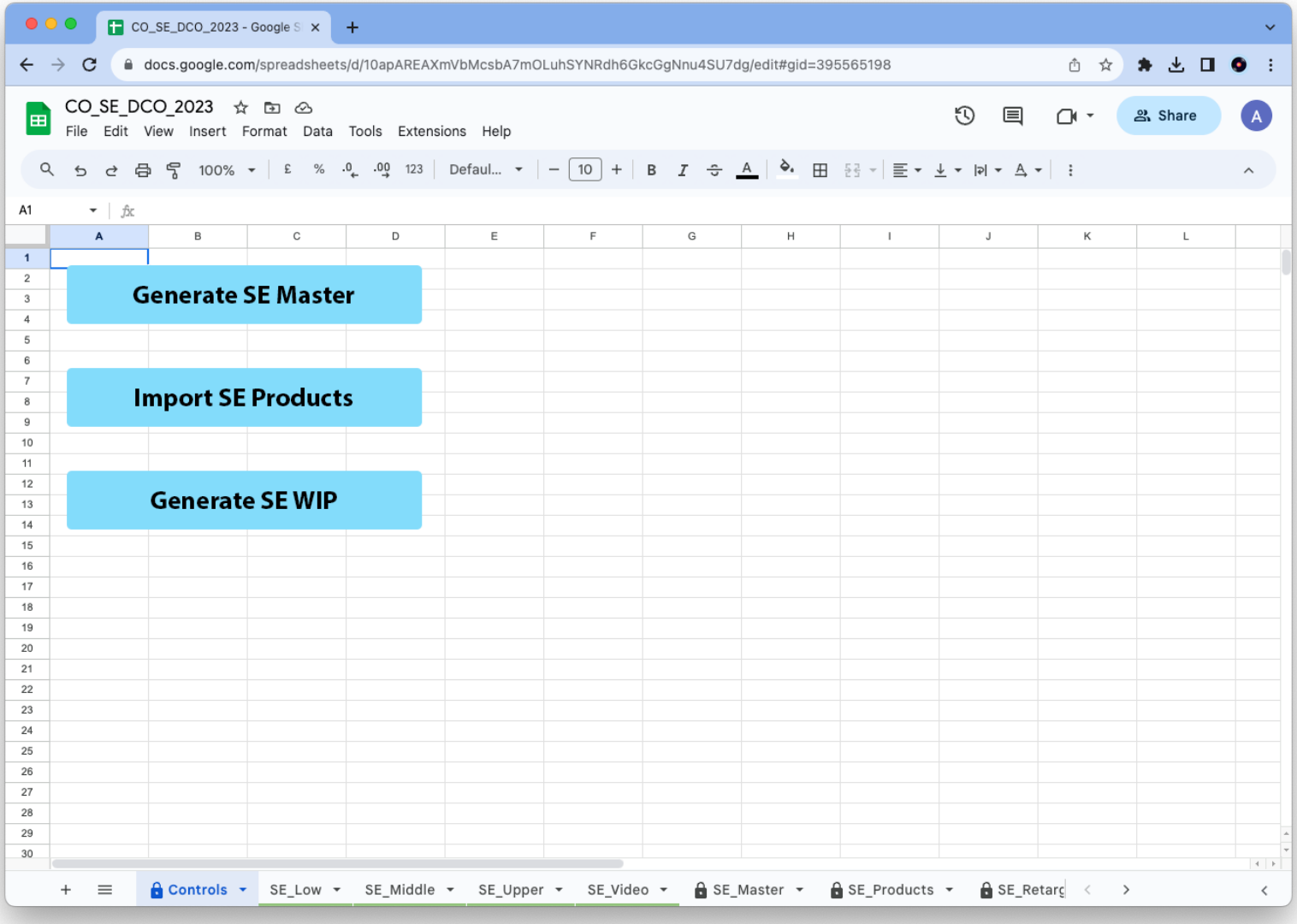
The Spreadsheet

Tabs

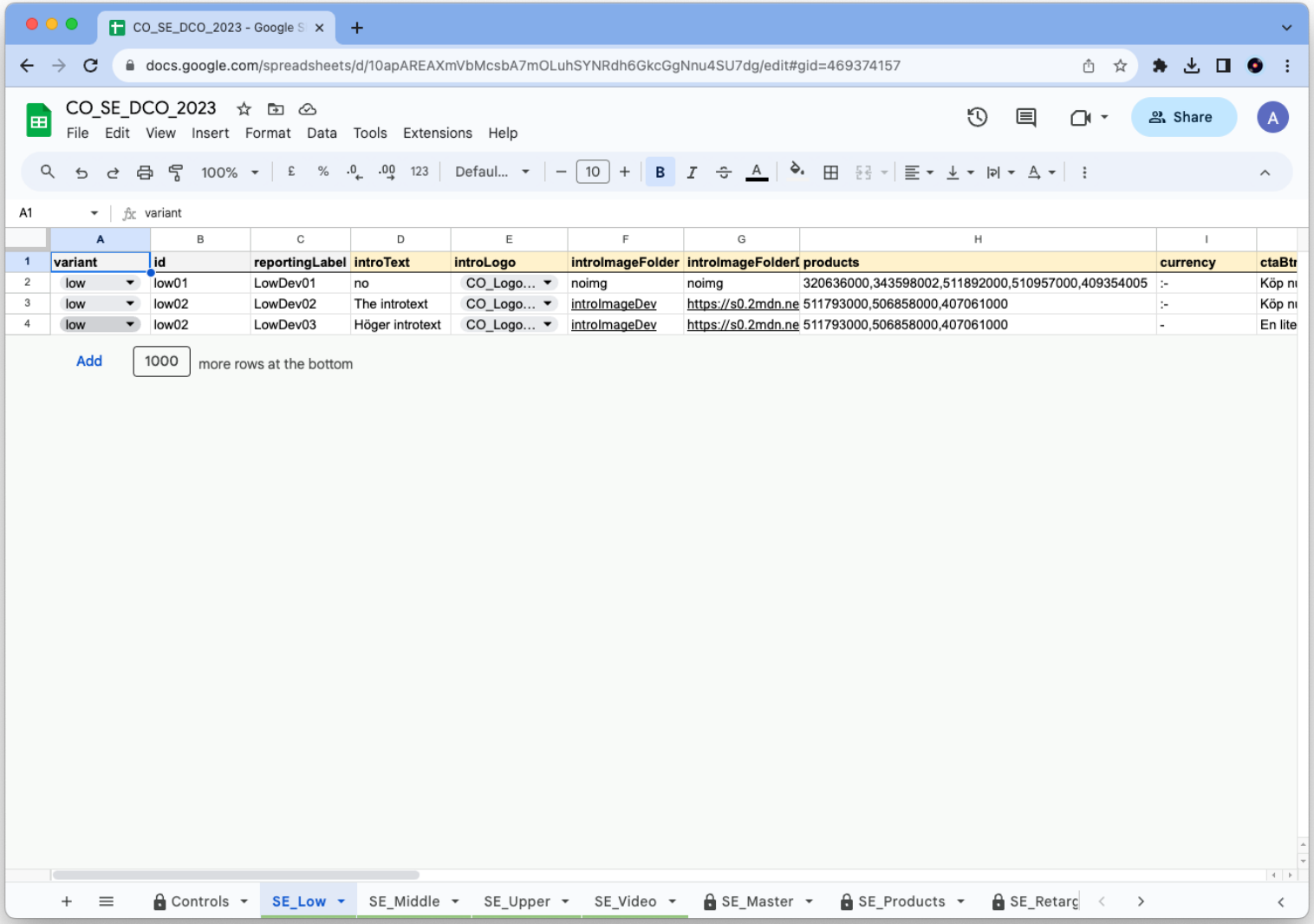
- Controls — Where to control the sheet
- XX_Low
- XX_Middle
- XX_Upper
- XX_Video

  Editable. Add, change or delete content here
- XX_Master
- XX_Products
- XX_Retarget
- XX_WIP

  Generated and used by preview tool and or studio
- 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



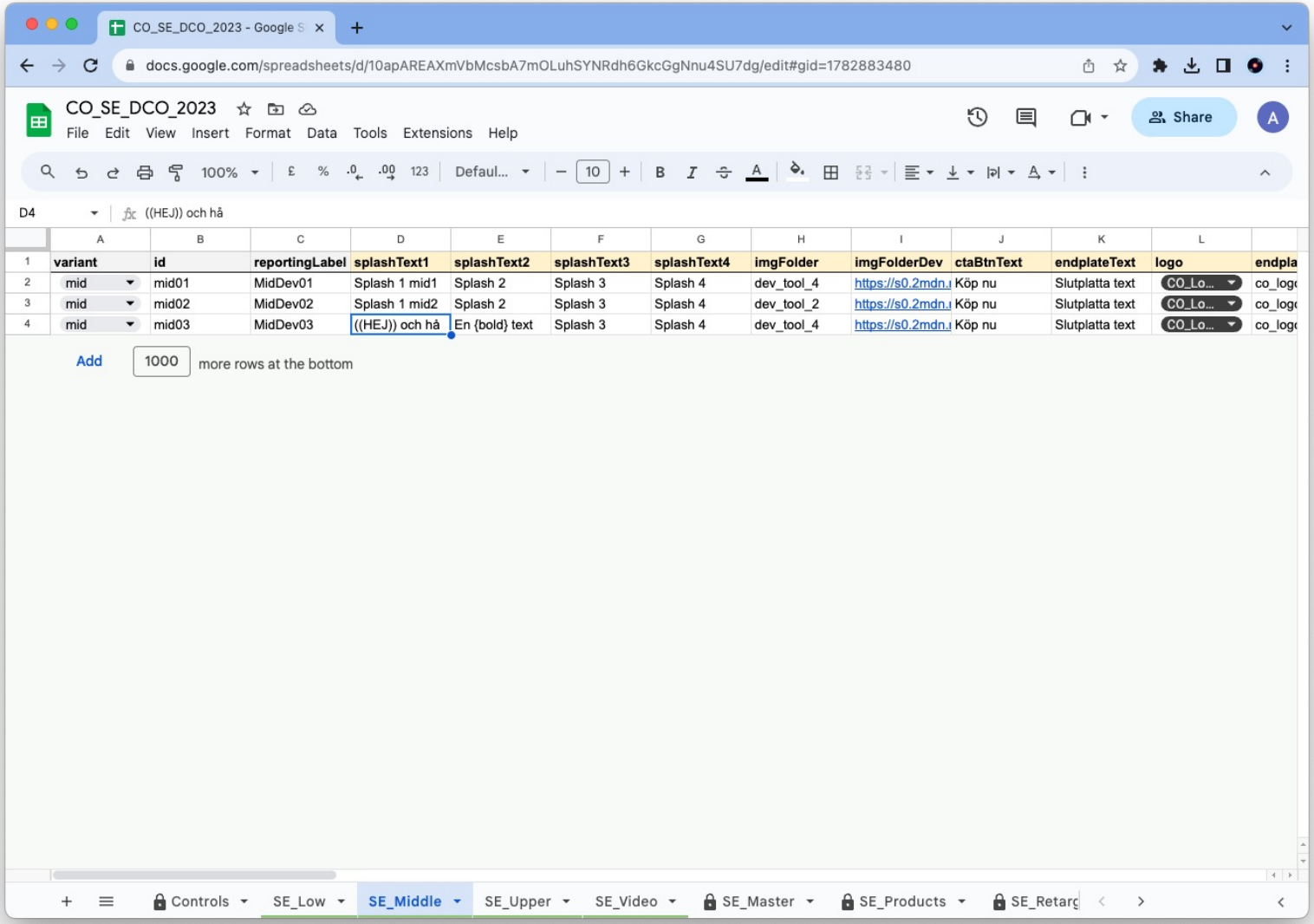
Controls. Control panel for the feed. Use the buttons here to generate the sheets used for LIVE or WIP data, as well ad manual product import



System
Content
Style
Click
Serving
Targeting

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

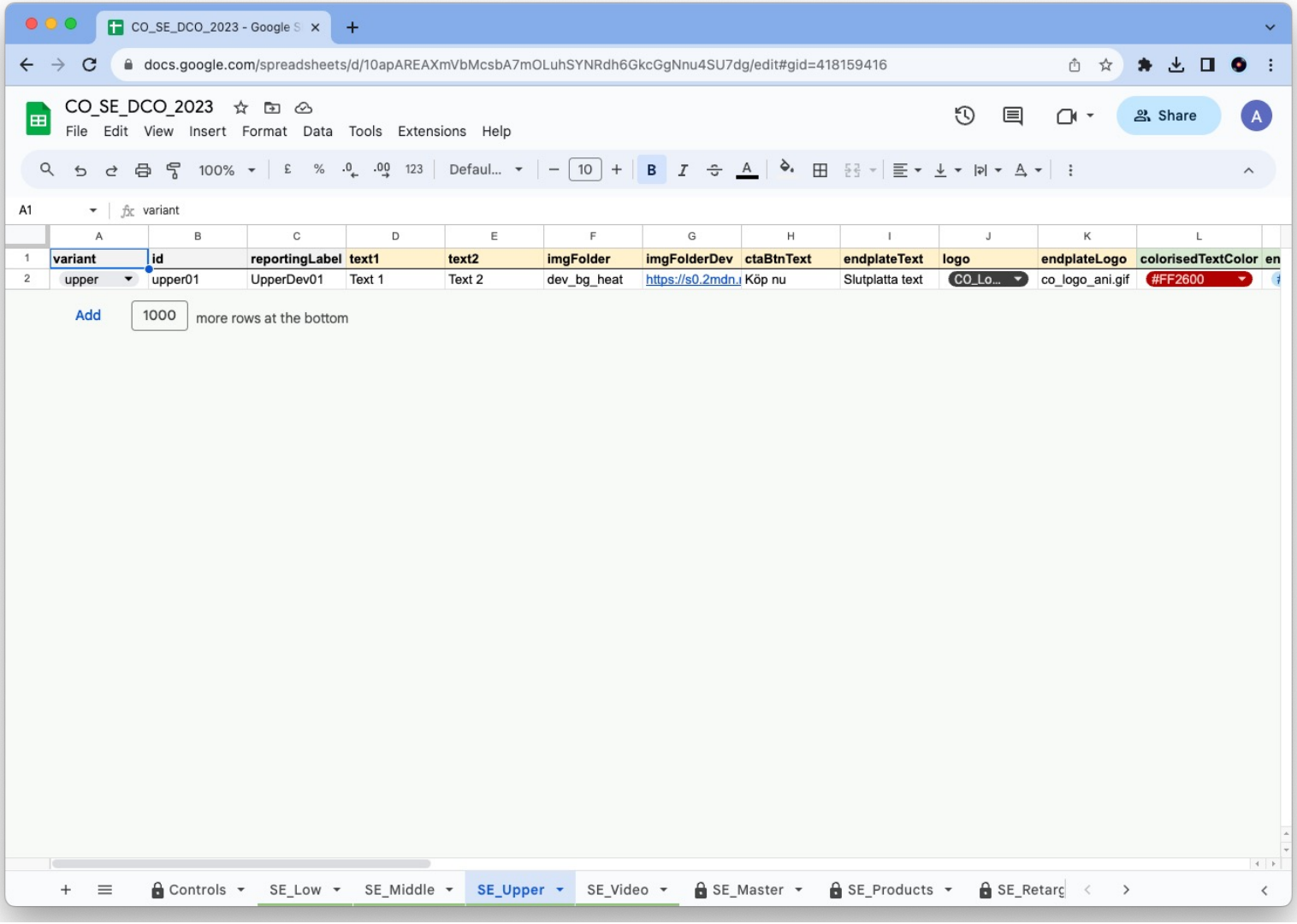
SE_Low. Sheet used for LOW-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are, the messages used



variant
id
reportingLabel
splashText1
splashText2
splashText3
splashText4
imgFolder
imgFolderDev
ctaBtnText
endplateText
logo
endplateLogo
splashF1Bg
splashF2Bg
splashF3Bg
splashF4Bg
splash1Pos
splash2Pos
splash3Pos
splash4Pos
splashText1Color
splashText2Color
splashText3Color
splashText4Color
colorisedTextColor
backgroundColorMain
endplateBg
backgroundColorPlate
borderColor
btnBgColor
btnTextColor
ctaBtnFontSize
borderWidth
clickUrl1
clickUrl2
clickUrl3
clickUrl4
logoClickUrl
aniLogoClickUrl
brandClickUrl
default
active
dimensions
startDate
endDate
loops
dynamicTargetKey1
dynamicTargetKey2
remarketingVal
geoTarget

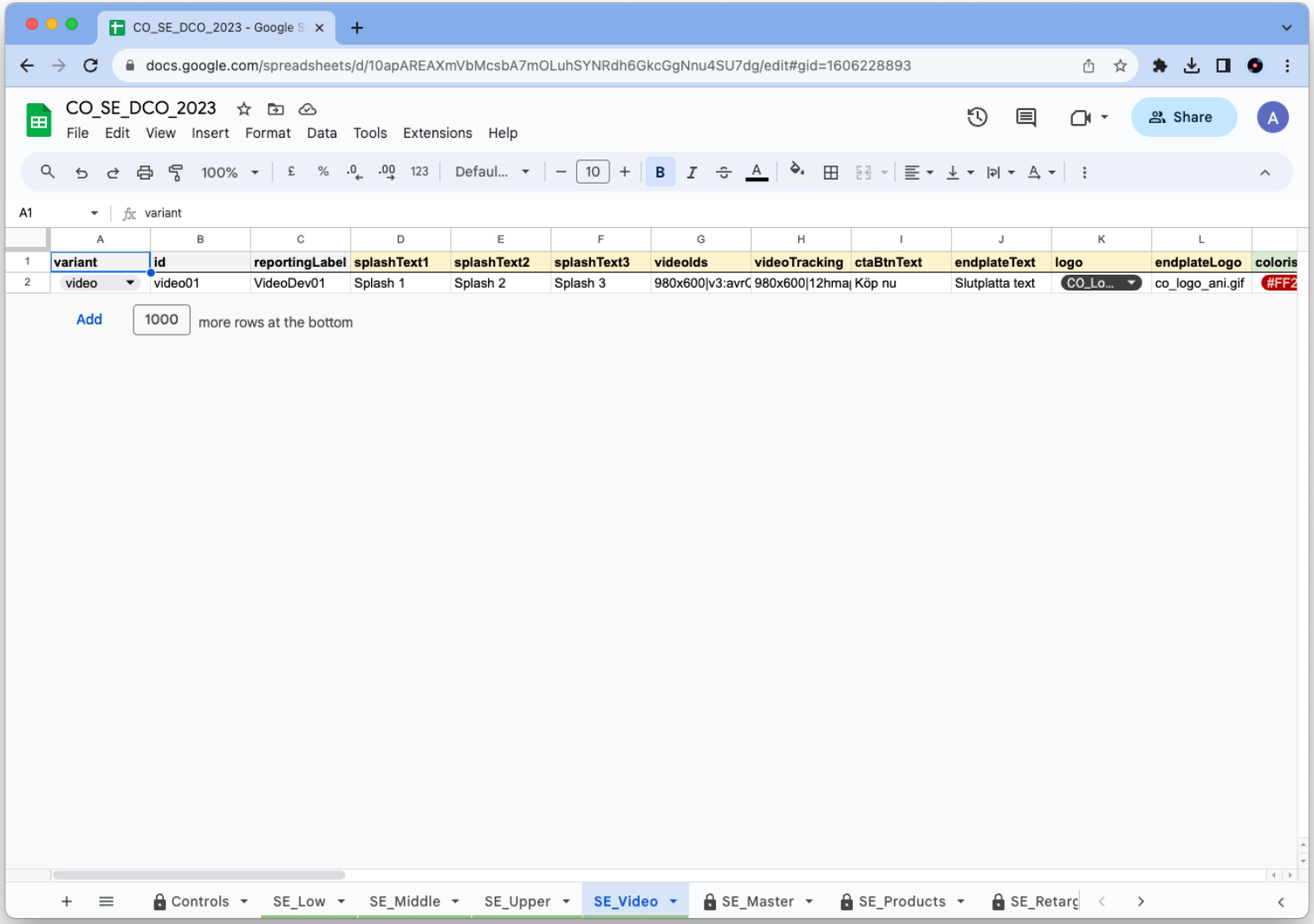
System
Content
Style
Click
Serving
Targeting

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.



System
Content
Style
Click
Serving
Targeting

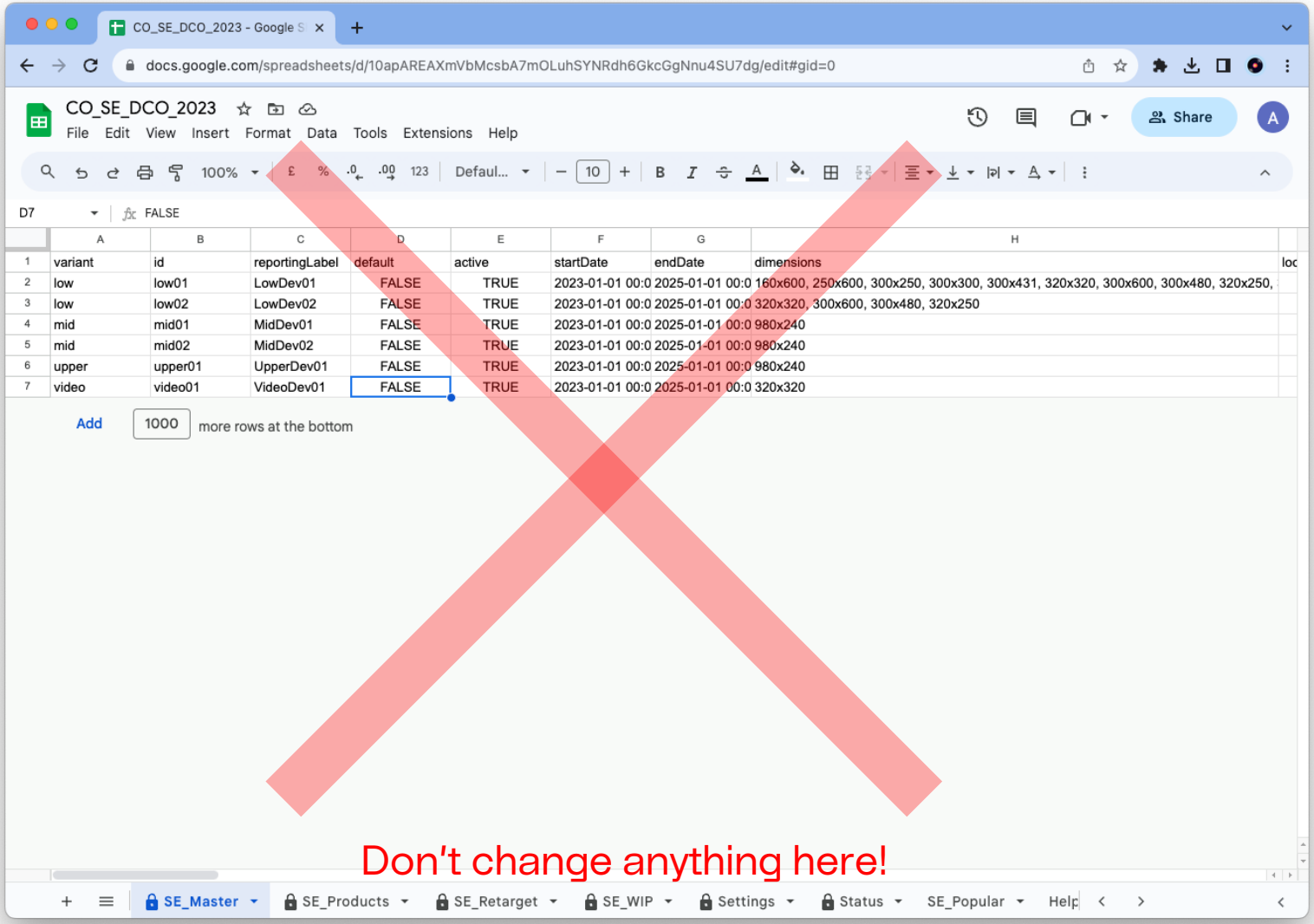
SE_Upper. Sheet used for UPPER-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.



variant
id
reportingLabel
splashText1
splashText2
splashText3
videoIds
videoTracking
ctaBtnText
endplateText
logo
endplateLogo
colorisedTextColor
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

System
Content
Style
Click
Serving
Targeting

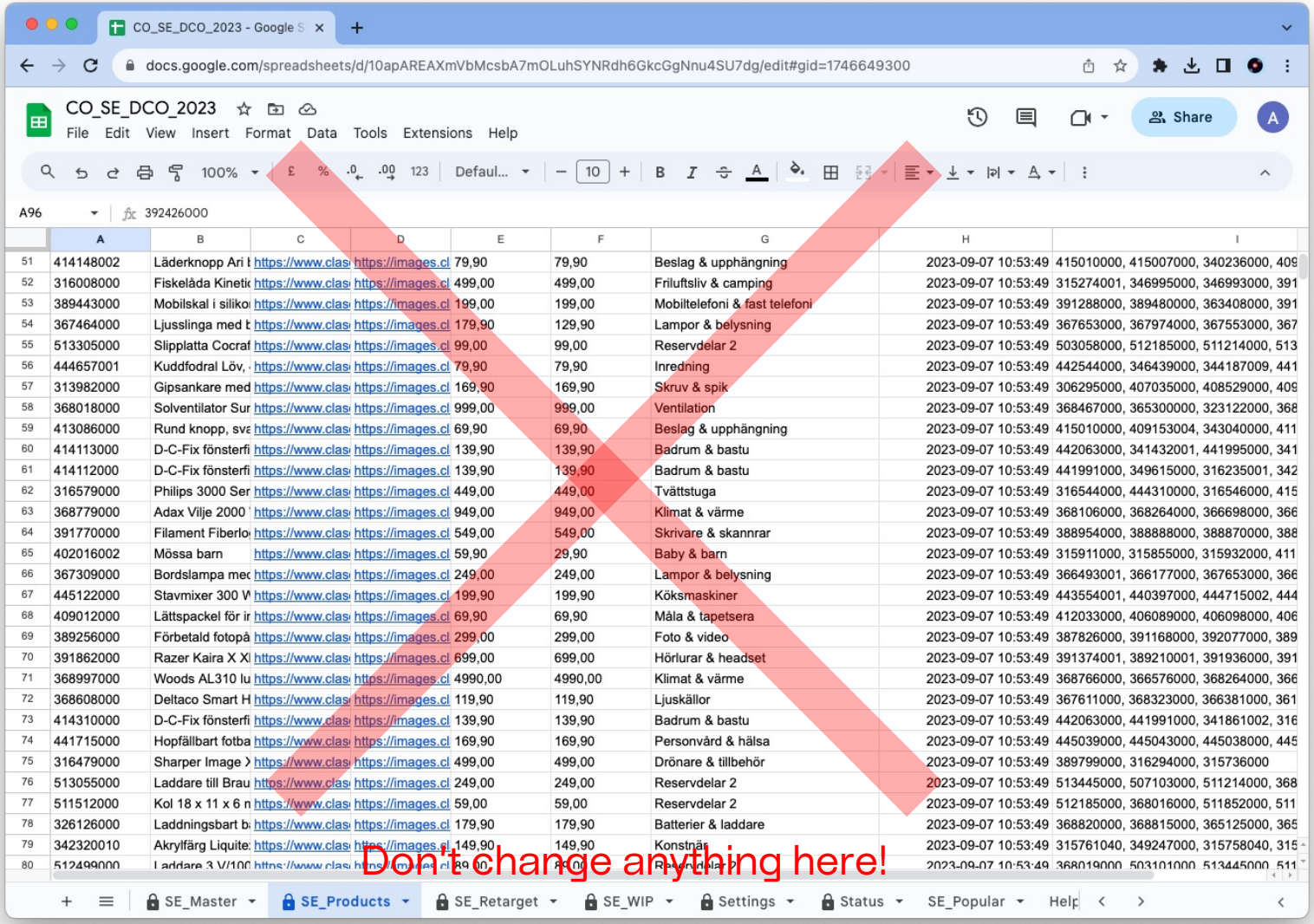
SE_Video. Sheet used for VIDEO-type messages. Columns are divided and color coded into types of content ie system, content, style, clickthroughs etc. When Master or WIP-sheets are generated these are the messages used.



variant
id
reportingLabel
default
active
startDate
endDate
dimensions
loops
imgFolder
imgFolderDev
videoTracking
videoIds
logoClickUrl
aniLogoClickUrl
logo
backgroundColorMain
backgroundColorPlate
borderColor
btnBgColor
btnTextColor
ctaBtnFontSize
ctaBtnText
currency
borderWidth
dynamicTargetKey1
dynamicTargetKey2
remarketingVal
geoTarget
colorisedTextColor
endplateBg
endplateText
endplateLogo
brandClickUrl
clickUrl1
clickUrl2
clickUrl3
clickUrl4
clickUrl5
splashF1Bg
splashF2Bg
splashF3Bg
splashF4Bg

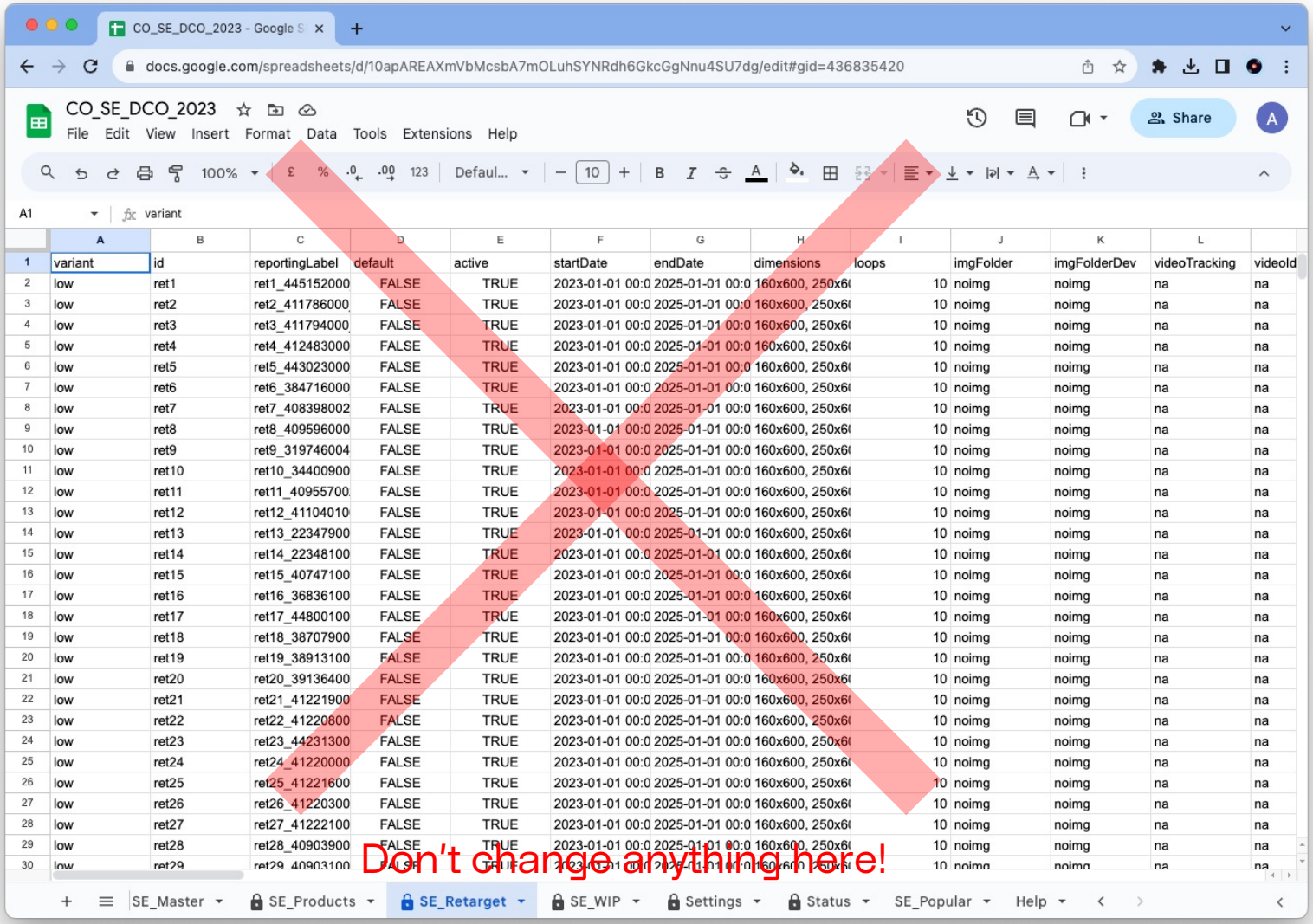
p0Image
p0Price
p0SalePrice
p1Image
p1Price
p1SalePrice
p2Image
p2Price
p2salePrice
p3Image
p3Price
p3SalePrice
p4Image
p4Price
p4SalePrice
splash1Pos
splash2Pos
splash3Pos
splash4Pos
text1Color
text2Color
text3Color
text4Color
shadow
text1
text2
text3
text4
text5
introText
introTextColor
introTextAlign
introLogo
introImageFolder
introImageFolderDev

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



ProductId
ProductName
ProductUrl
ProductImageUrl
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.

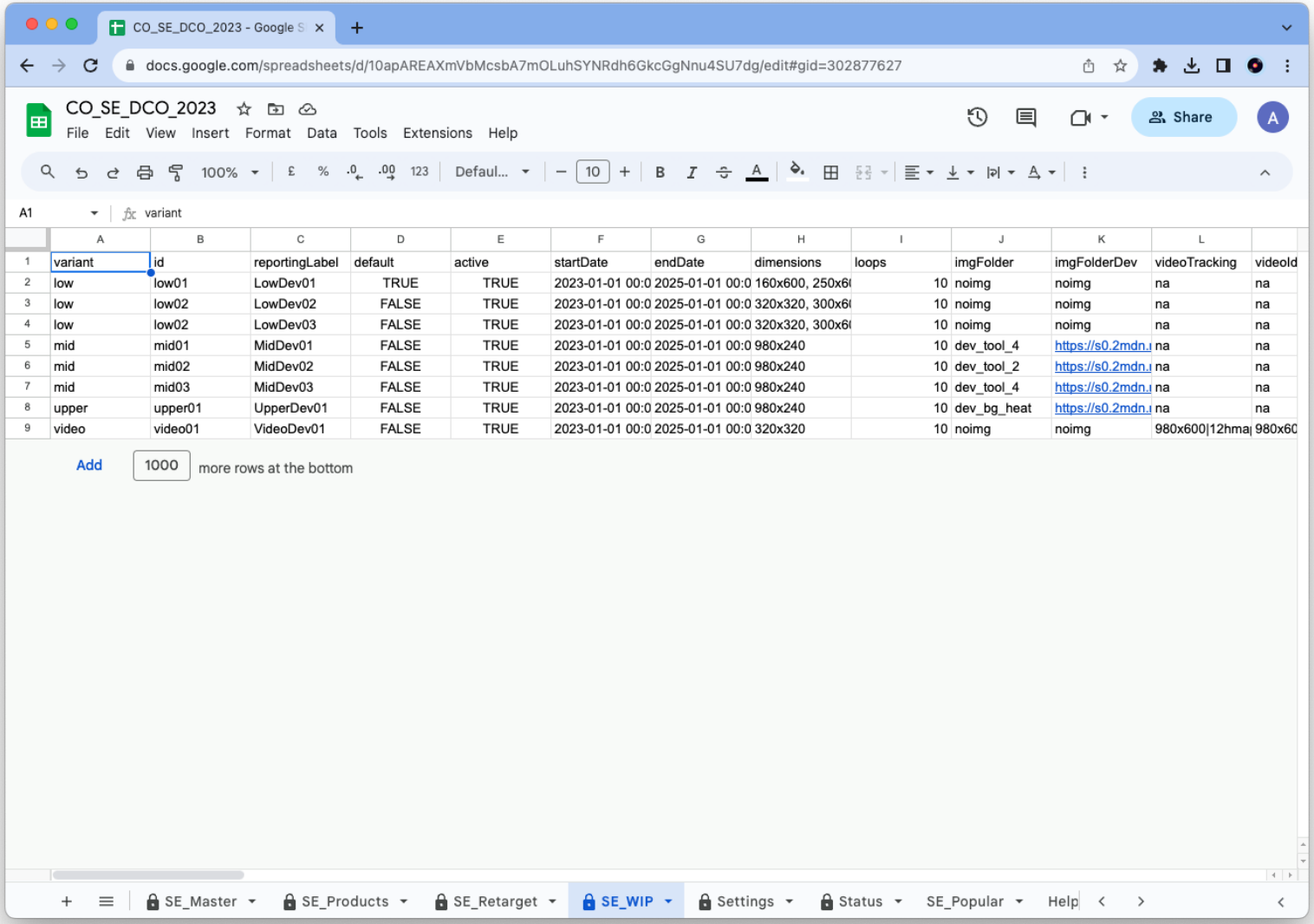


A	B	C	D	E	F	G	H	I	J	K	L	
variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loops	imgFolder	imgFolderDev	videoTracking	videoId
low	ret1	ret1_445152000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret2	ret2_411786000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret3	ret3_411794000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret4	ret4_412483000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret5	ret5_443023000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret6	ret6_384716000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret7	ret7_408398002	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret8	ret8_409596000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret9	ret9_319746004	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret10	ret10_34400900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret11	ret11_40955700	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret12	ret12_41104010	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret13	ret13_22347900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret14	ret14_22348100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret15	ret15_40747100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret16	ret16_36836100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret17	ret17_44800100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret18	ret18_38707900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret19	ret19_38913100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret20	ret20_39136400	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret21	ret21_41221900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret22	ret22_41220800	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret23	ret23_44231300	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret24	ret24_41220000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret25	ret25_41221600	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret26	ret26_41220300	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret27	ret27_41222100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret28	ret28_40903900	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
low	ret29	ret29_40903100	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na

variant
id
reportingLabel
default
active
startDate
endDate
dimensions
loops
imgFolder
imgFolderDev
videoTracking
videoIds
logoClickUrl
aniLogoClickUrl
logo
backgroundColorMain
backgroundColorPlate
borderColor
btnBgColor
btnTextColor
ctaBtnFontSize
ctaBtnText
currency
borderWidth
dynamicTargetKey1
dynamicTargetKey2
remarketingVal
geoTarget
colorisedTextColor
endplateBg
endplateText
endplateLogo
brandClickUrl
clickUrl1
clickUrl2
clickUrl3
clickUrl4
clickUrl5
splashF1Bg
splashF2Bg
splashF3Bg
splashF4Bg

p0Image
p0Price
p0SalePrice
p1Image
p1Price
p1SalePrice
p2Image
p2Price
p2salePrice
p3Image
p3Price
p3SalePrice
p4Image
p4Price
p4SalePrice
splash1Pos
splash2Pos
splash3Pos
splash4Pos
text1Color
text2Color
text3Color
text4Color
shadow
text1
text2
text3
text4
text5
introText
introTextColor
introTextAlign
introLogo
introImageFolder
introImageFolderDev

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.

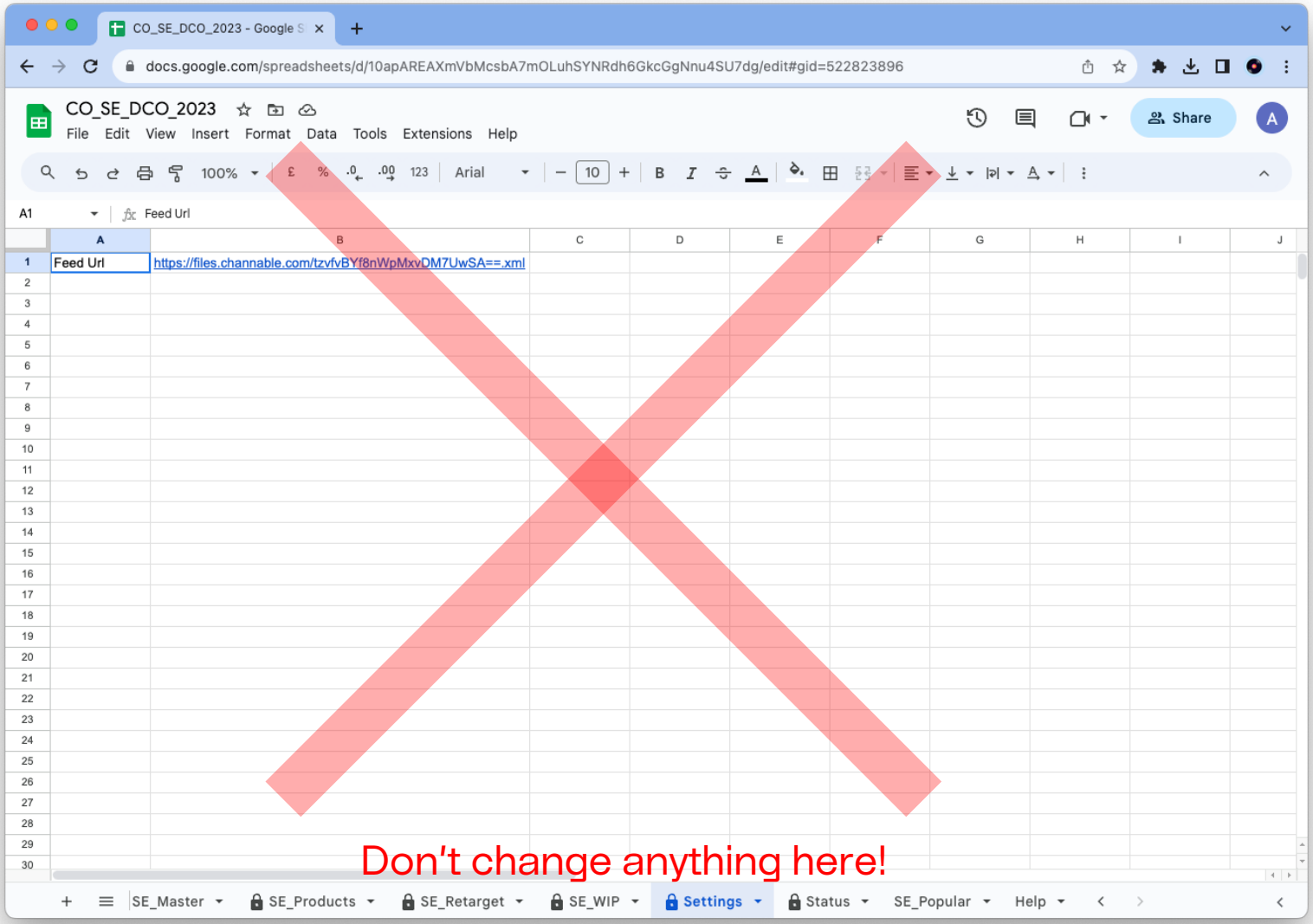


	A	B	C	D	E	F	G	H	I	J	K	L	
1	variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loops	imgFolder	imgFolderDev	videoTracking	videoId
2	low	low01	LowDev01	TRUE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x6	10	noimg	noimg	na	na
3	low	low02	LowDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x6	10	noimg	noimg	na	na
4	low	low02	LowDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x6	10	noimg	noimg	na	na
5	mid	mid01	MidDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_4	https://s0.2mdn.i	na	na
6	mid	mid02	MidDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_2	https://s0.2mdn.i	na	na
7	mid	mid03	MidDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_4	https://s0.2mdn.i	na	na
8	upper	upper01	UpperDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_bg_heat	https://s0.2mdn.i	na	na
9	video	video01	VideoDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320	10	noimg	noimg	980x600|12hma	980x60

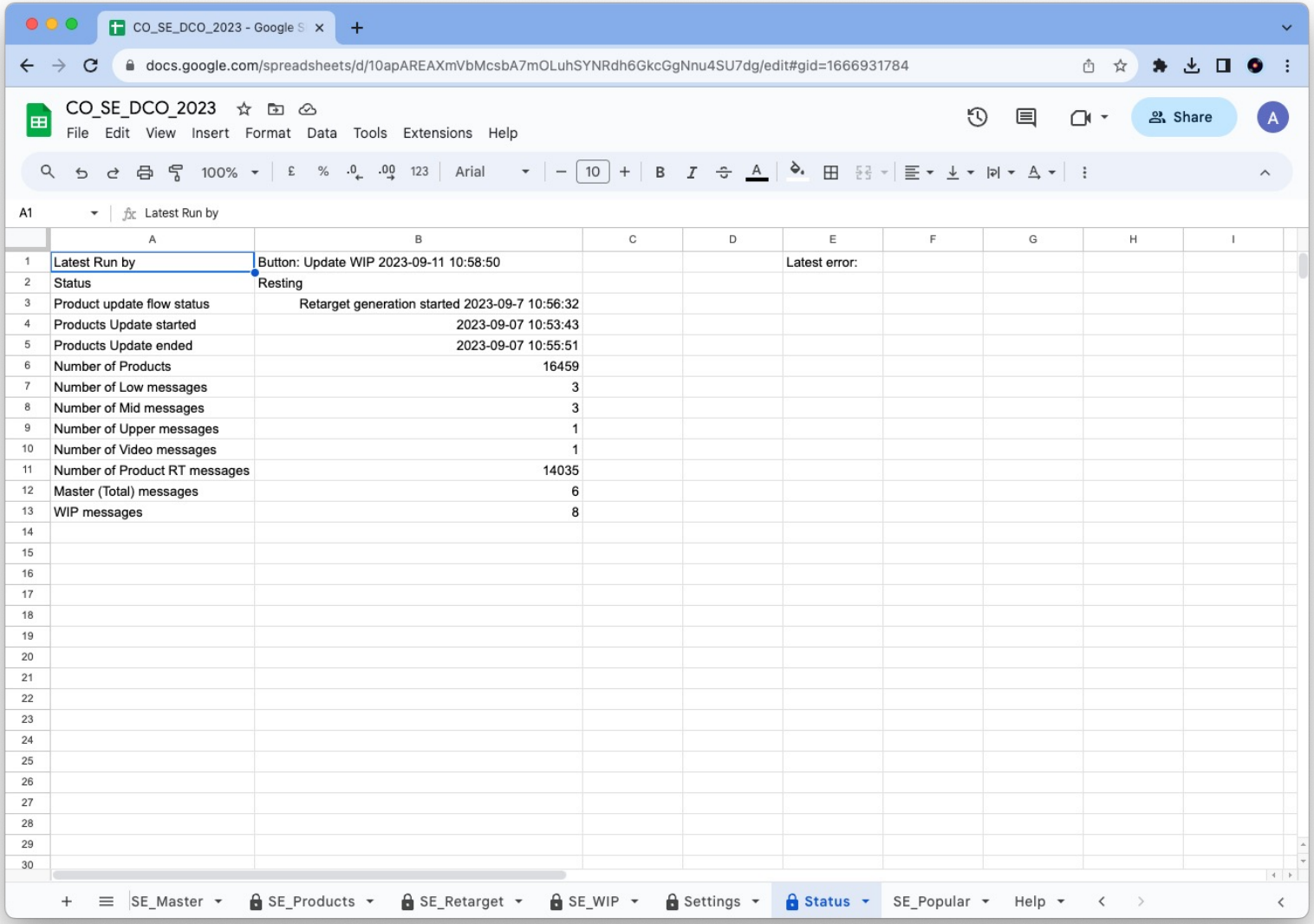
variant
id
reportingLabel
default
active
startDate
endDate
dimensions
loops
imgFolder
imgFolderDev
videoTracking
videoIds
logoClickUrl
aniLogoClickUrl
logo
backgroundColorMain
backgroundColorPlate
borderColor
btnBgColor
btnTextColor
ctaBtnFontSize
ctaBtnText
currency
borderWidth
dynamicTargetKey1
dynamicTargetKey2
remarketingVal
geoTarget
colorisedTextColor
endplateBg
endplateText
endplateLogo
brandClickUrl
clickUrl1
clickUrl2
clickUrl3
clickUrl4
clickUrl5
splashF1Bg
splashF2Bg
splashF3Bg
splashF4Bg

p0Image
p0Price
p0SalePrice
p1Image
p1Price
p1SalePrice
p2Image
p2Price
p2salePrice
p3Image
p3Price
p3SalePrice
p4Image
p4Price
p4SalePrice
splash1Pos
splash2Pos
splash3Pos
splash4Pos
text1Color
text2Color
text3Color
text4Color
shadow
text1
text2
text3
text4
text5
introText
introTextColor
introTextAlign
introLogo
introImageFolder
introImageFolderDev

SE_WIP. Sheet used for Work In Progress.
These messages are used on the preview-page and generated from the



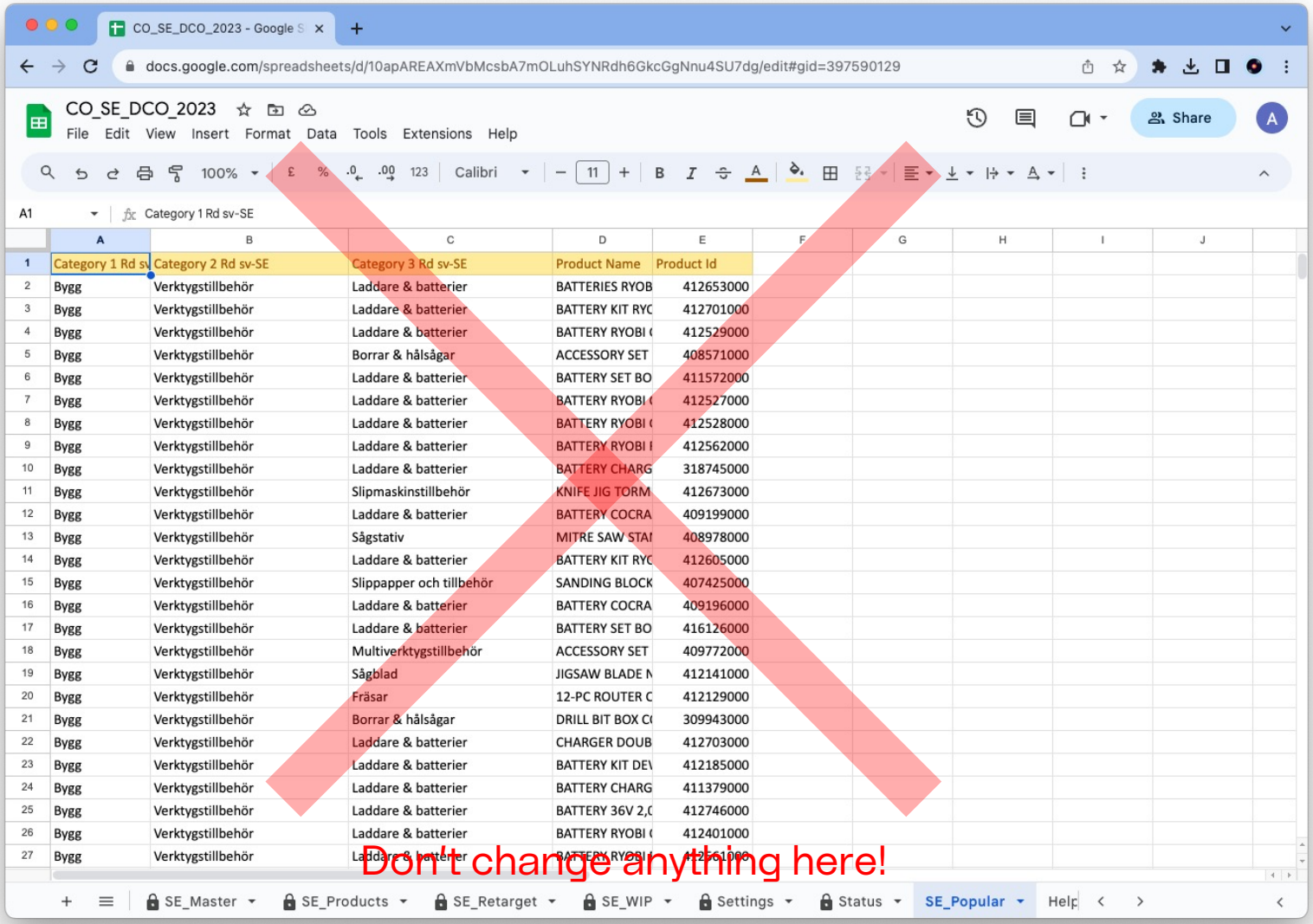
Settings. Here the URL for product import is set. Do not change!



	A	B	C	D	E	F	G	H	I
1	Latest Run by	Button: Update WIP 2023-09-11 10:58:50			Latest error:				
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							

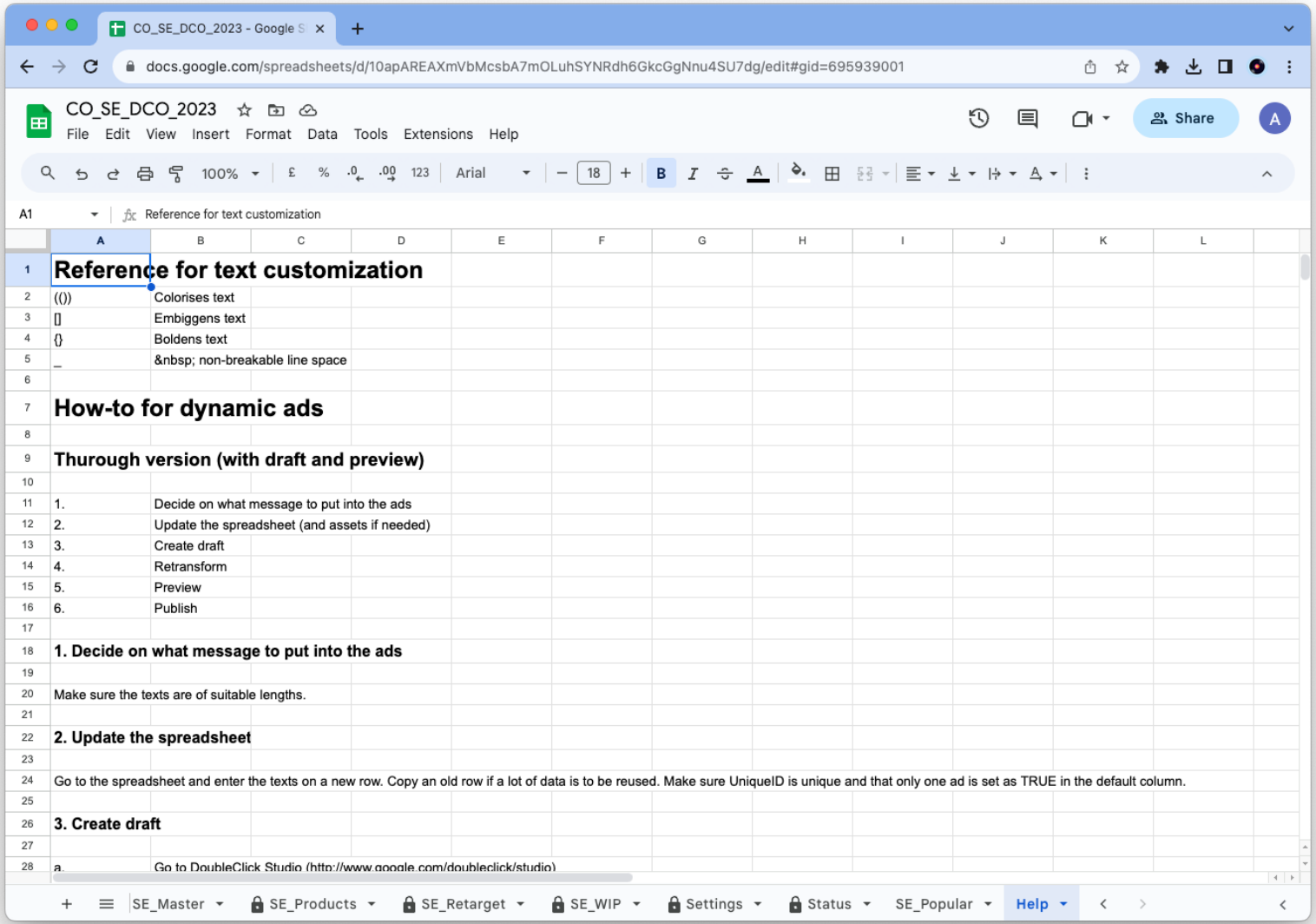
Status. View the number of messages and the status of processes run.

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



	A	B	C	D	E
1	Category 1 Rd sv	Category 2 Rd sv-SE	Category 3 Rd sv-SE	Product Name	Product Id
2	Bygg	Verktygstillbehör	Laddare & batterier	BATTERIES RYOB	412653000
3	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY KIT RYC	412701000
4	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI (	412529000
5	Bygg	Verktygstillbehör	Borrar & hålsågar	ACCESSORY SET	408571000
6	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY SET BO	411572000
7	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI (	412527000
8	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI (	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	Sågstativ	MITRE SAW STAI	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 M	412141000
20	Bygg	Verktygstillbehör	Fräsar	12-PC ROUTER C	412129000
21	Bygg	Verktygstillbehör	Borrar & hålsågar	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,(	412746000
26	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI (	412401000
27	Bygg	Verktygstillbehör	Laddare & batterier	BATTERY RYOBI	412561000

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



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. Se help tab in the sheet for details.
- videoIds
  IDs for the tracking of the videos to read from Seenthis. Se help tab in the sheet for details.
- logoClickUrl
  Where to end up if clicking the logo or the blue plate.
- aniLogoClickUrl
  Where to endup 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
  Geografic specification used to target the message geographicaly. Based on the AdWords-API. Dowload 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 withing 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 contraints.
- 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 contraints.
- 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 contraints.

Column details (cont)

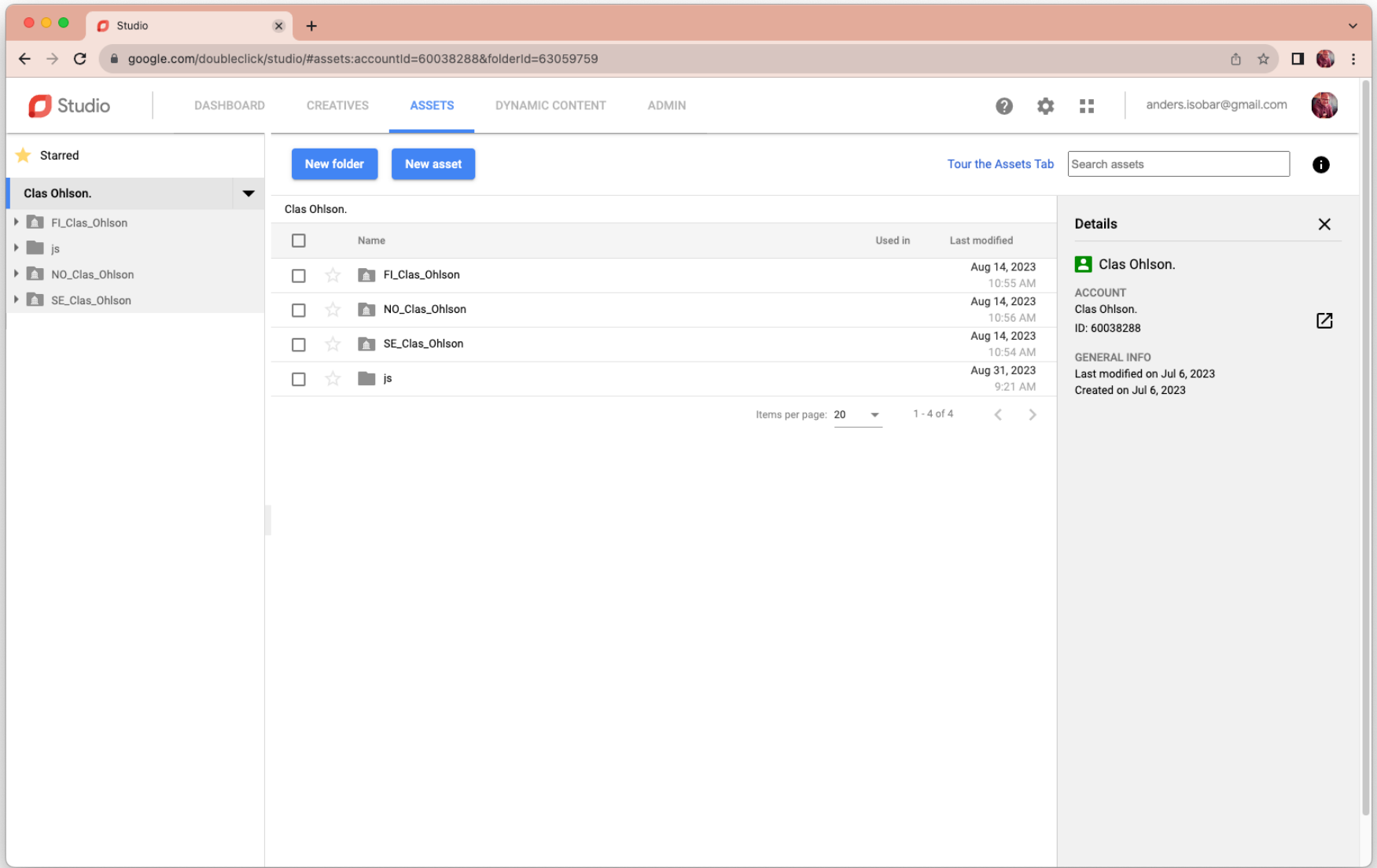
- splash4Pos
  Position of the fourth splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout contraints.
- text1Color
  Color for the first text or all text depending on template typ. All text for Low.
- 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)

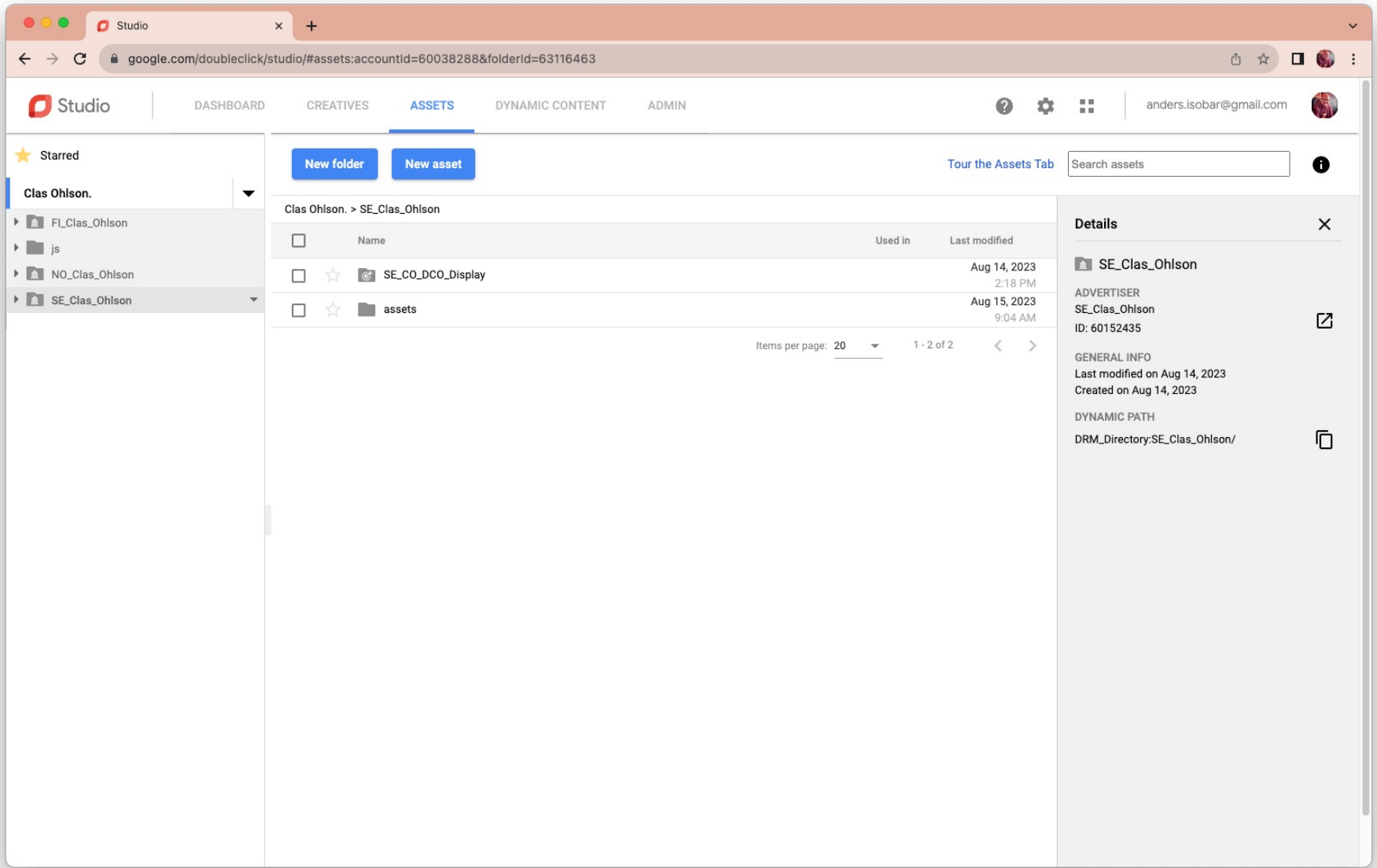
- text3
  The third text.
- text4
  The fourth text.
- text5
  The fifth text.
- introText
  Text for the Low-template intro image.
- introTextColor
  Text color for the Low-template intro image.
- introTextAlign
  Text alignment for the Low-template intro image. Must be left, center or right.
- introLogo
  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

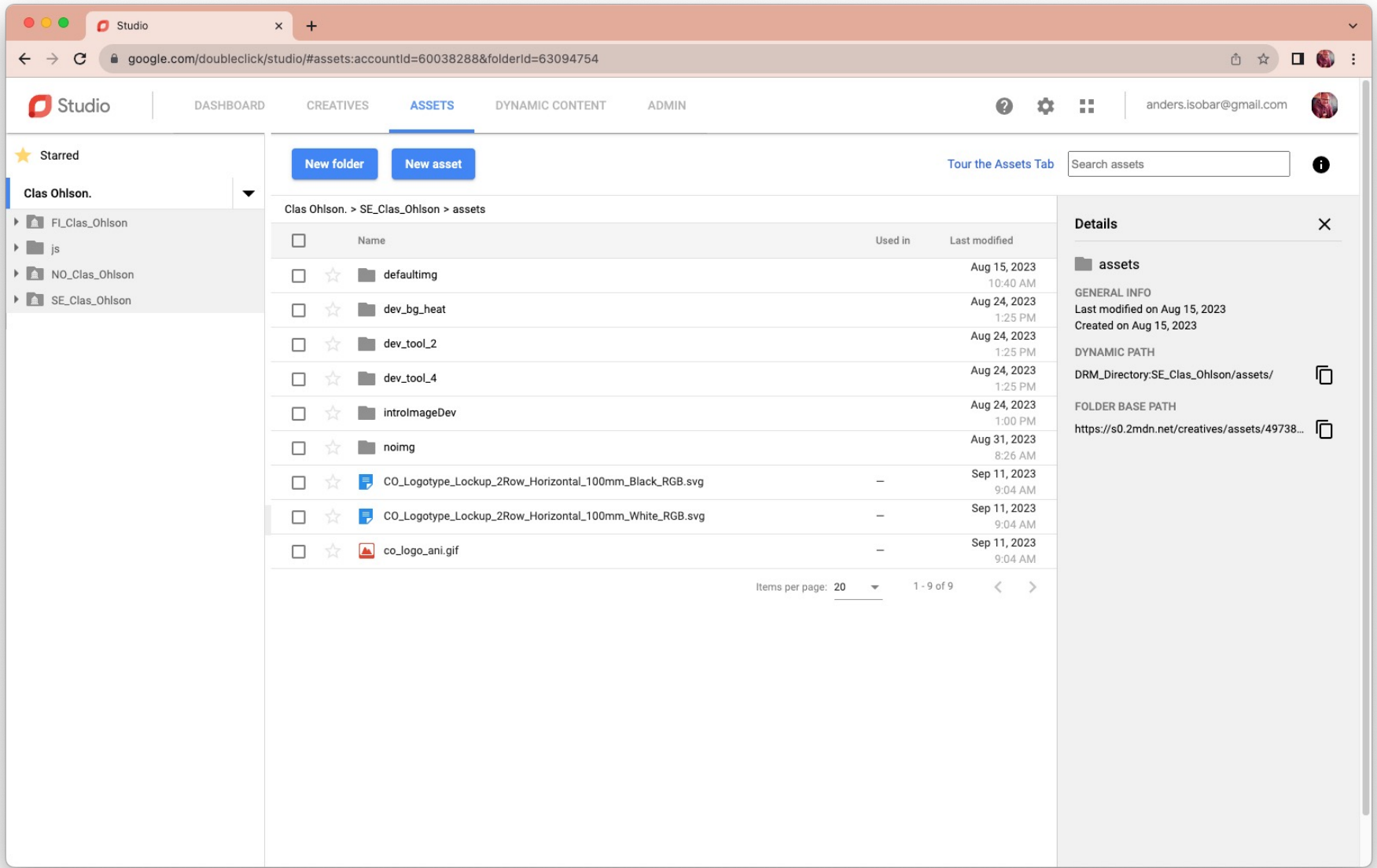
Image and assets hosting



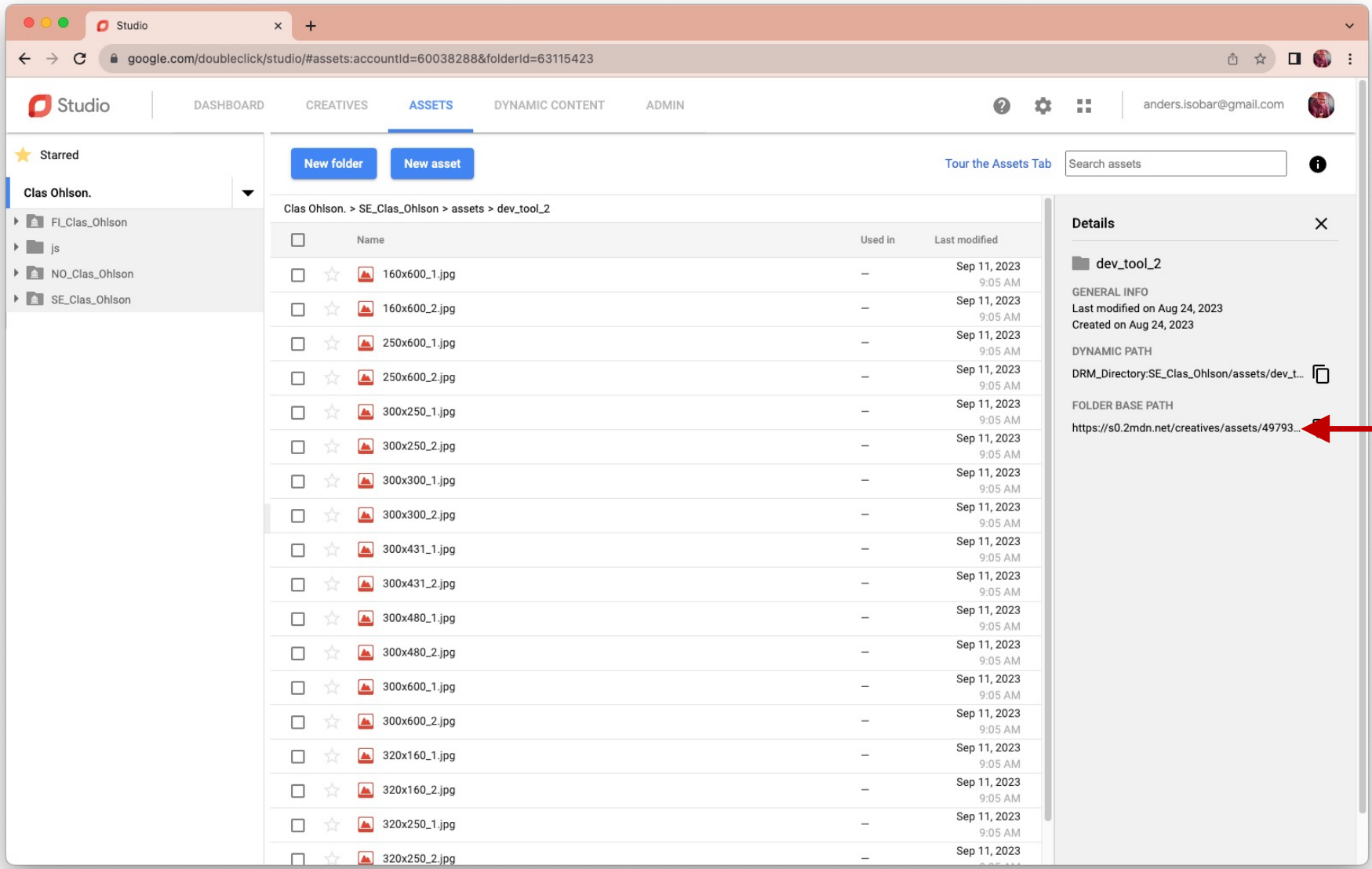
Account home. Upload nothing here.



Advertiser (country) home. Upload nothing here.

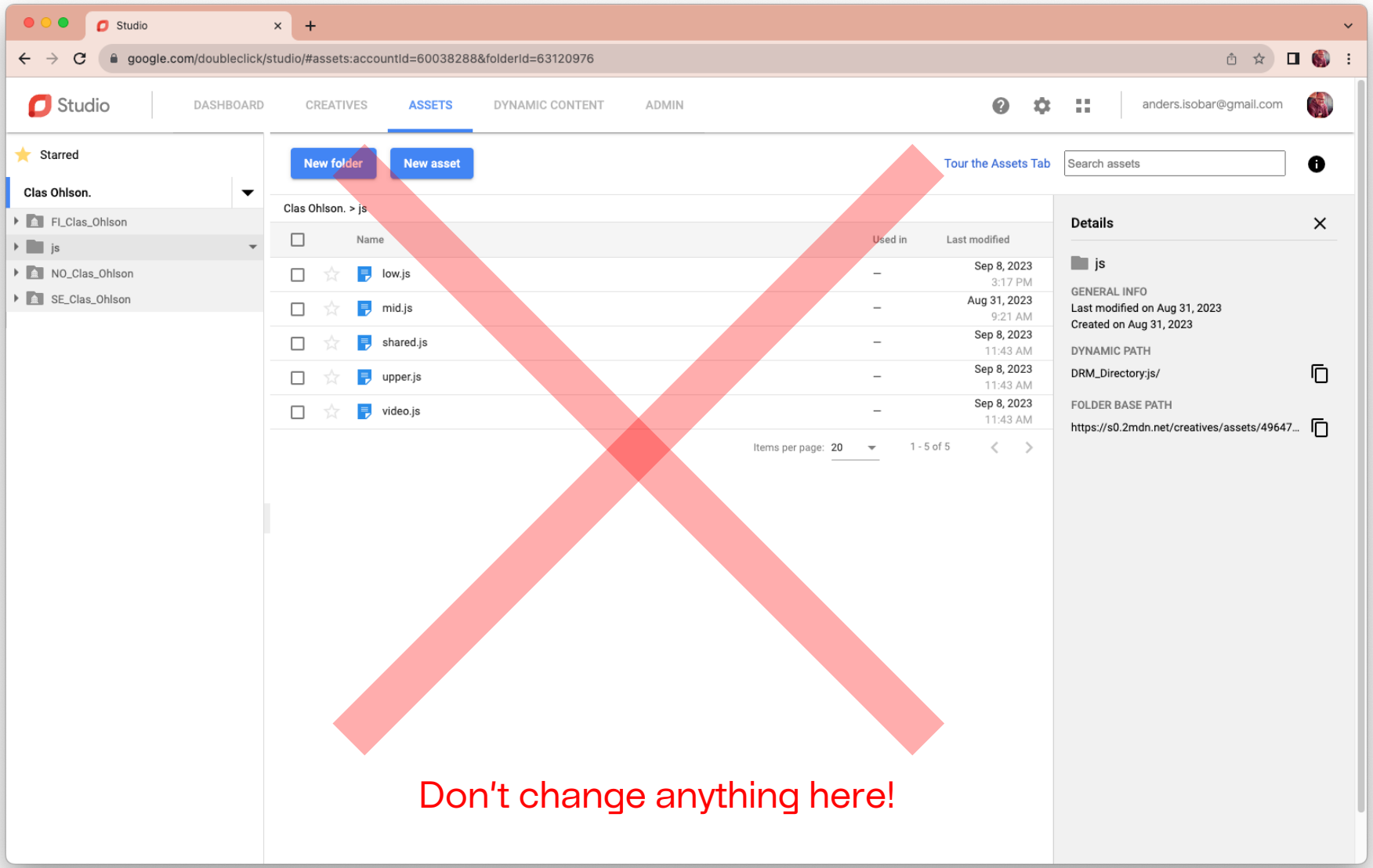


Assets home. Create new folders for backgrounds here. Upload any new logos here.



Folder URL to copy to sheet for preview tool

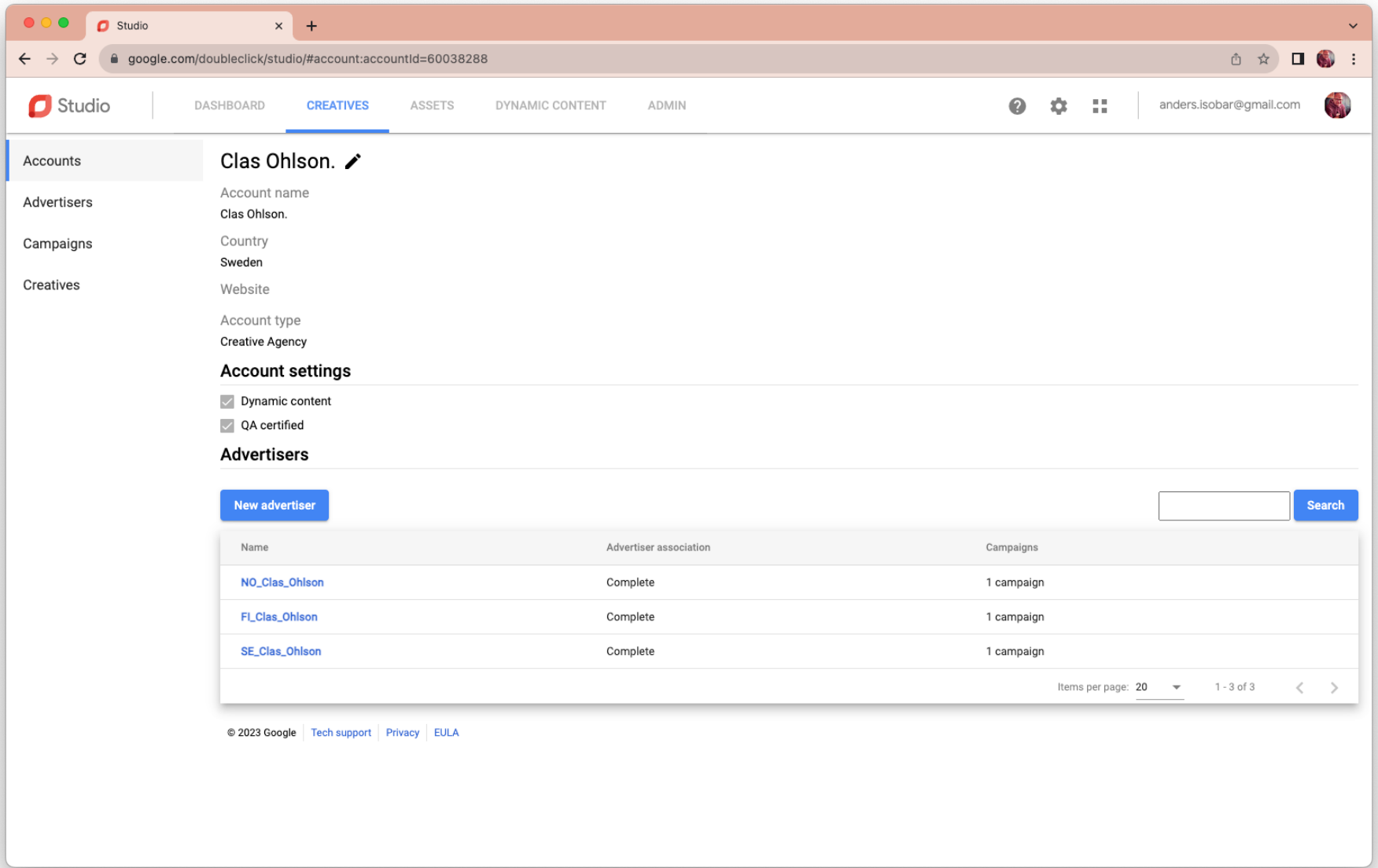
Name files “widthxheight_order.jpg”, ie 980x240_1.jpg .Upload files one by one or faster in a zipped folder.



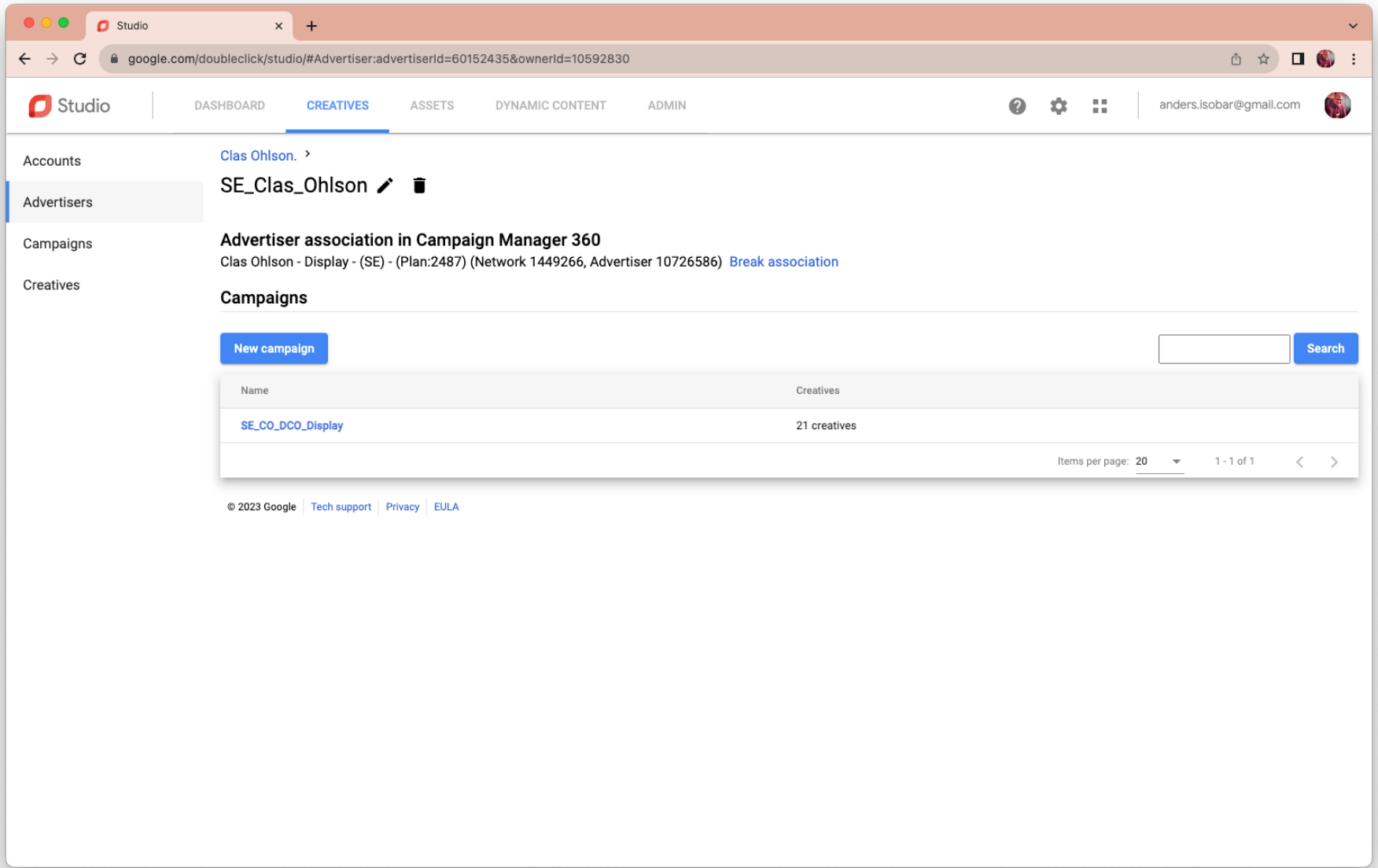
Javascript files home. Upload or delete nothing here.

Studio Creatives

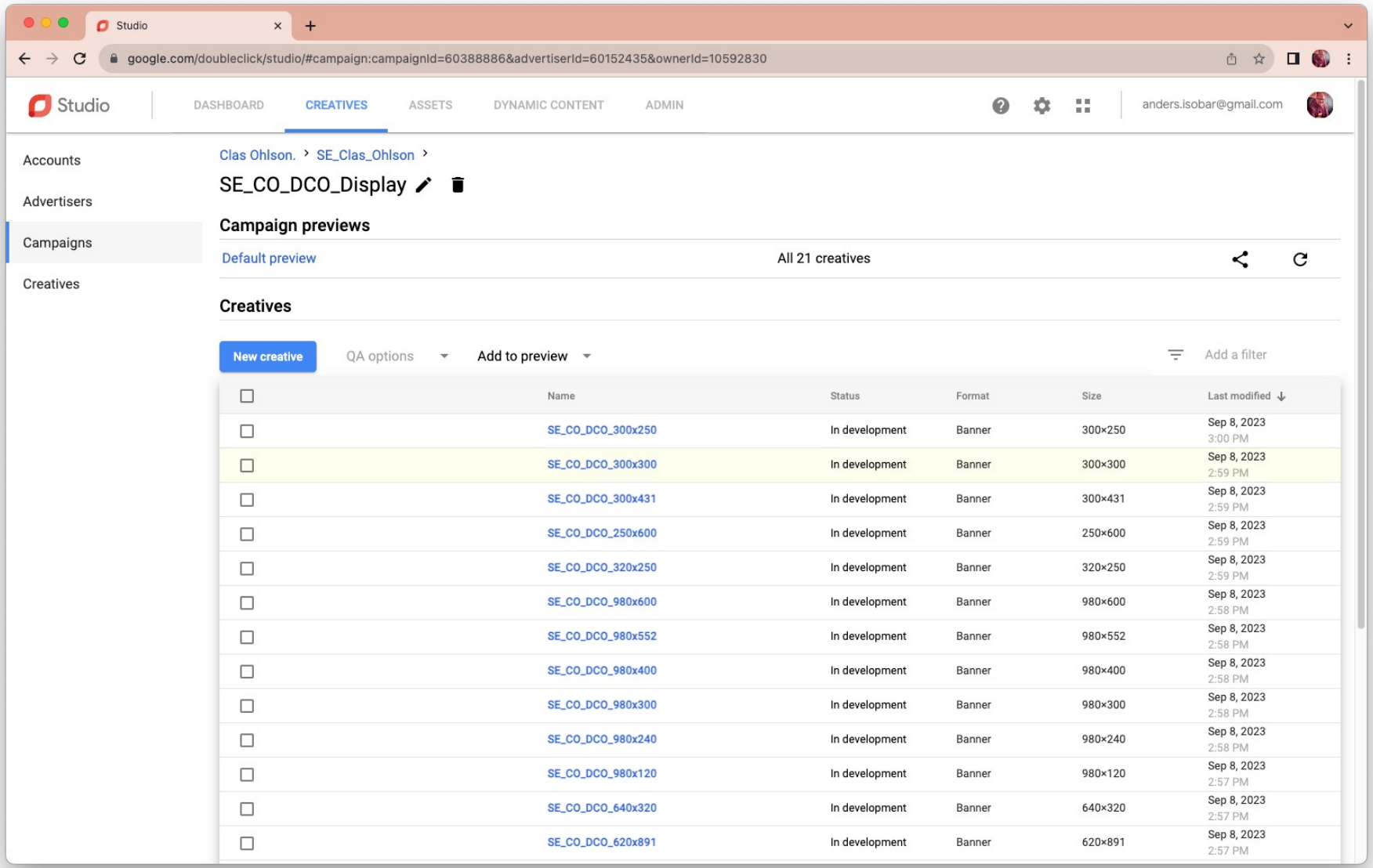
The templates



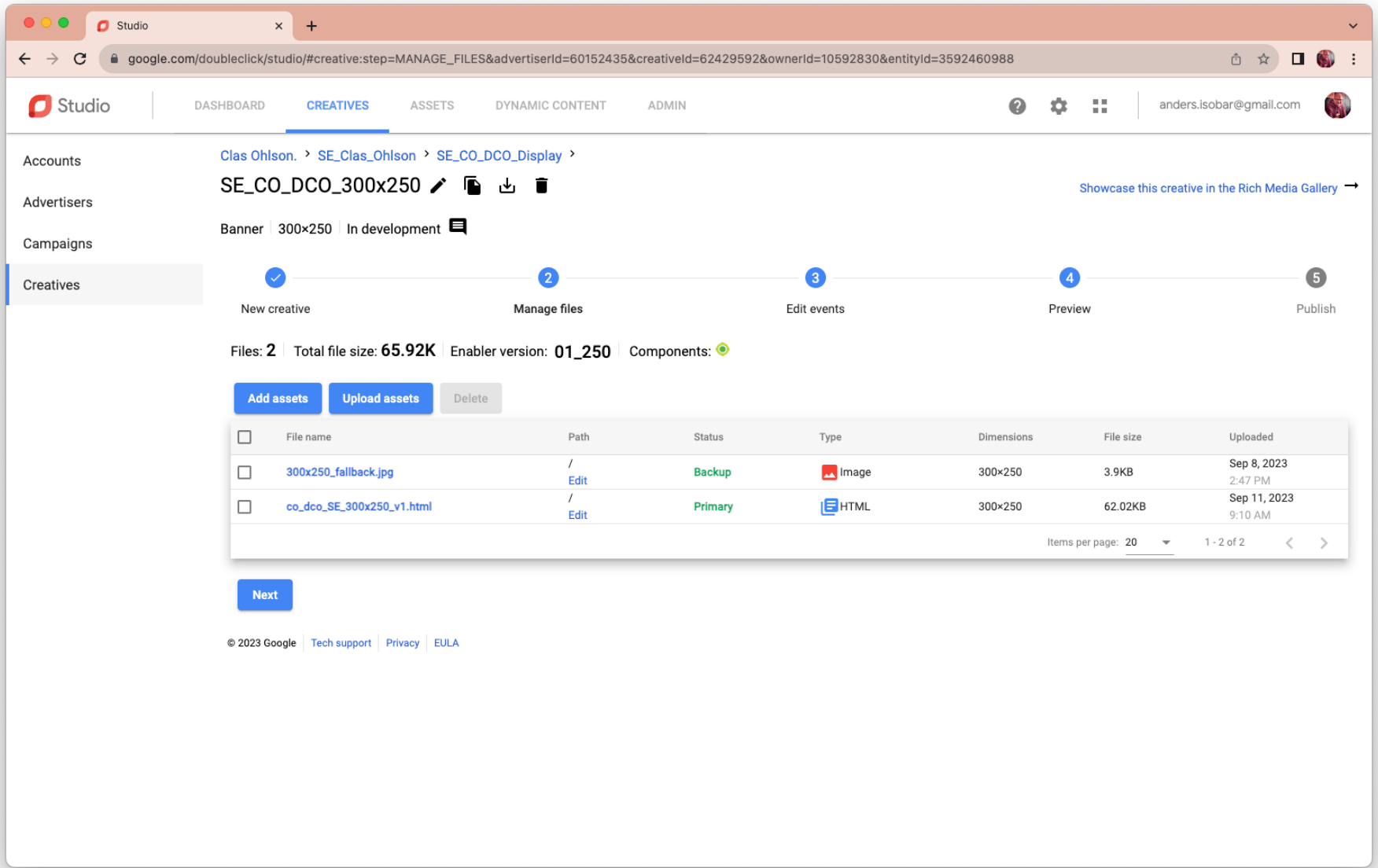
Account home. Lists Advertisers (countries).



Advertiser (country) home. Lists Campaigns.



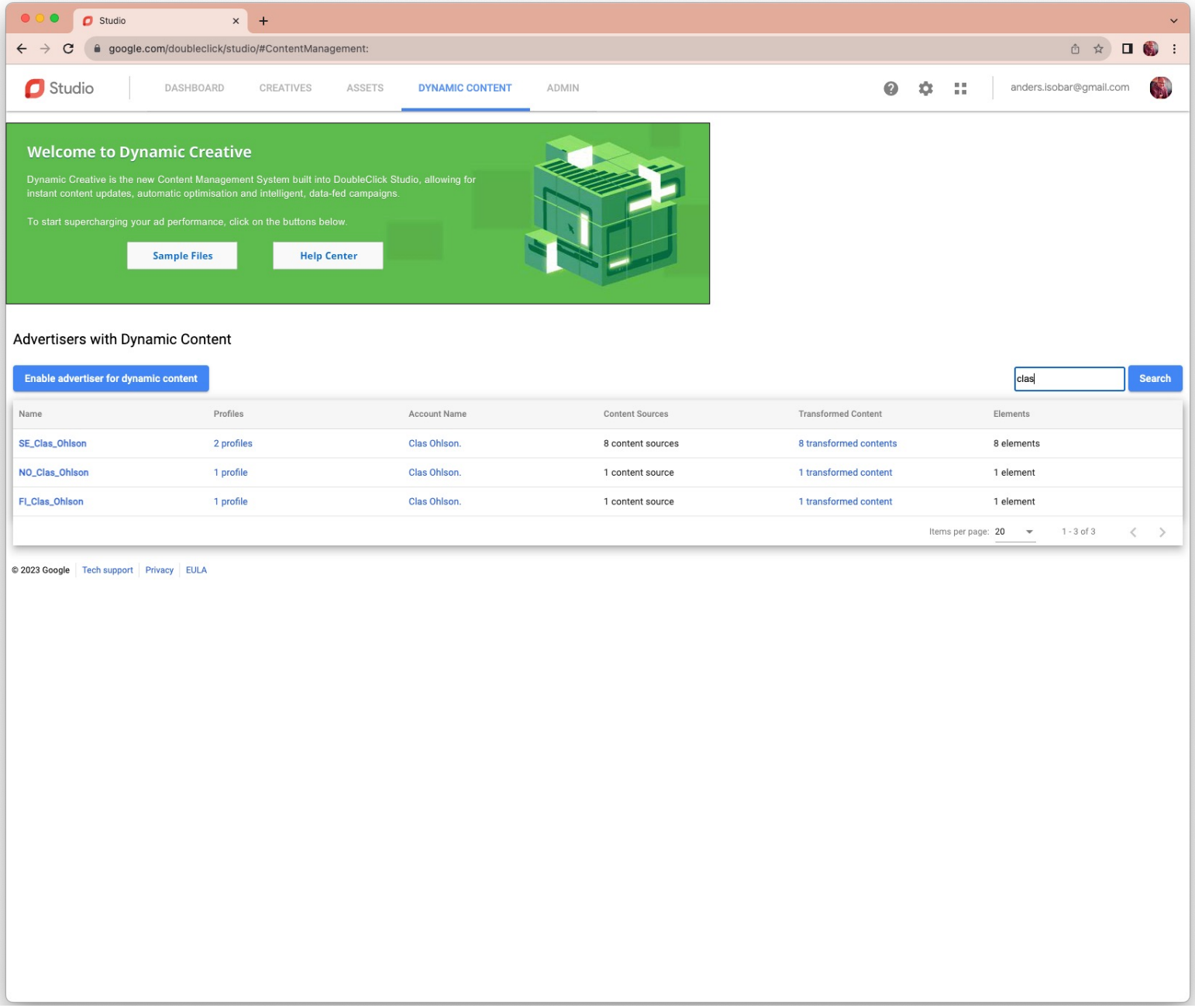
Campaign home. Lists Creatives. 1 “creative” = 1 ad template.



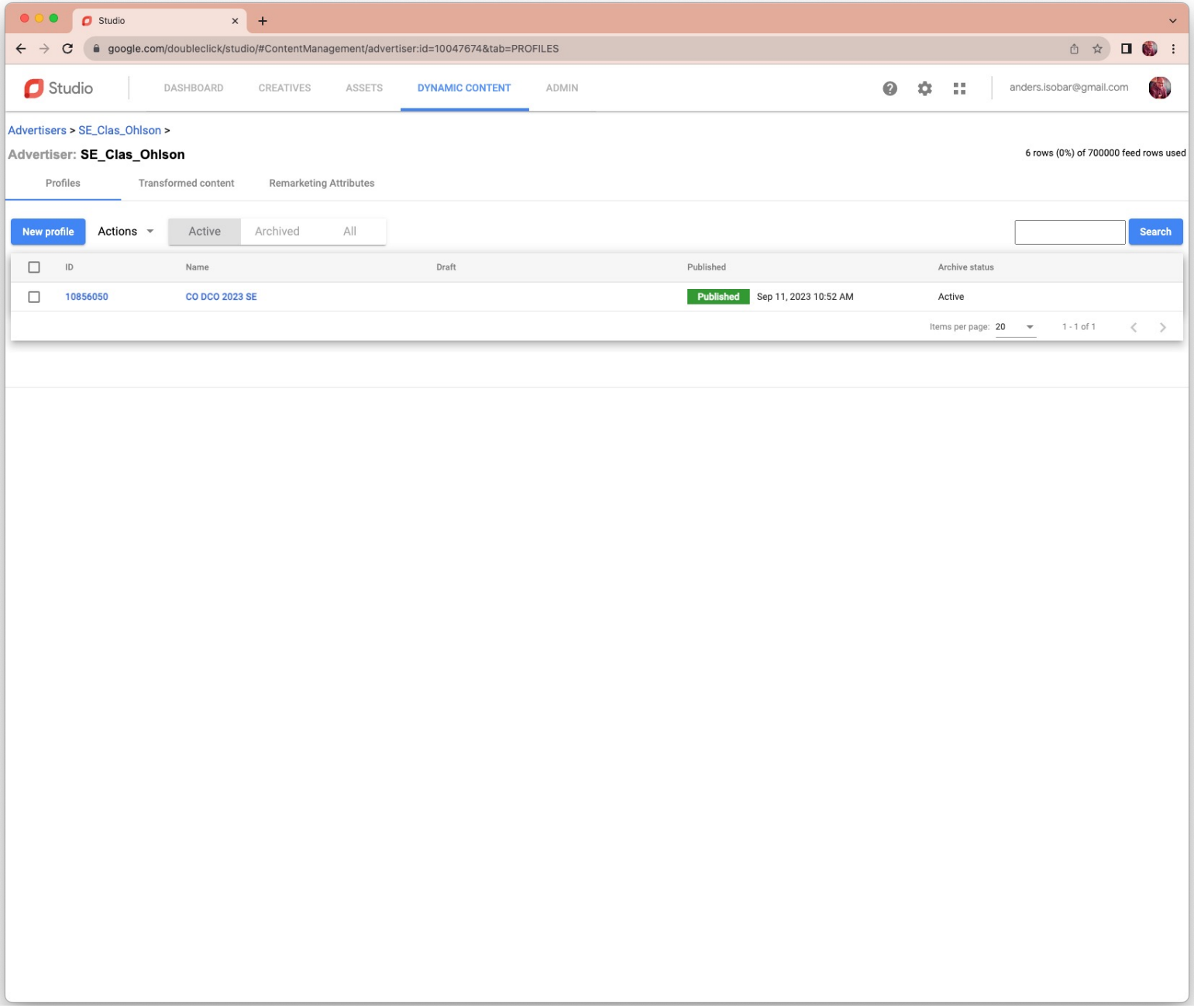
Creative home. Lits files.

Studio Dynamic Flow

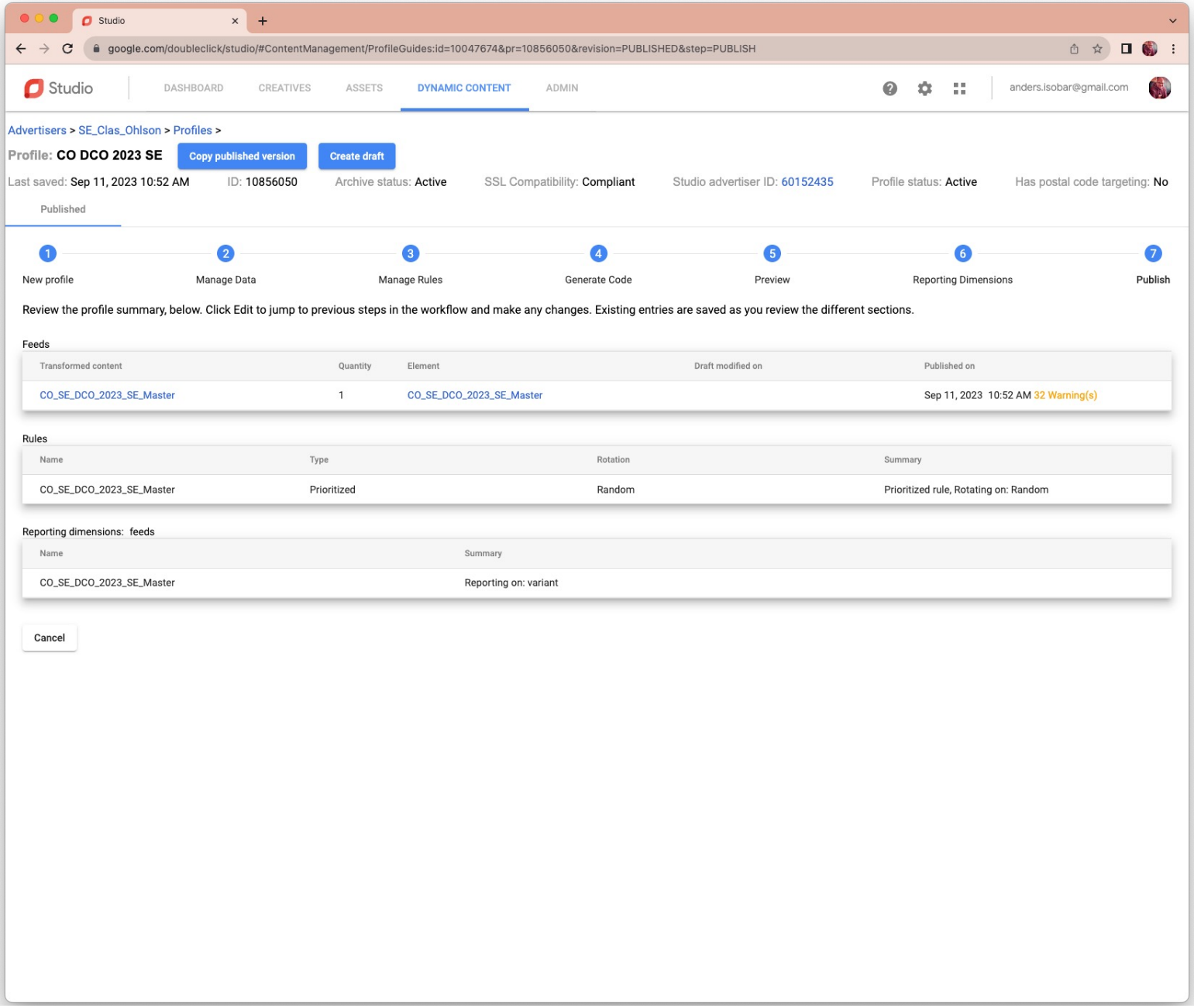
How to get stuff live



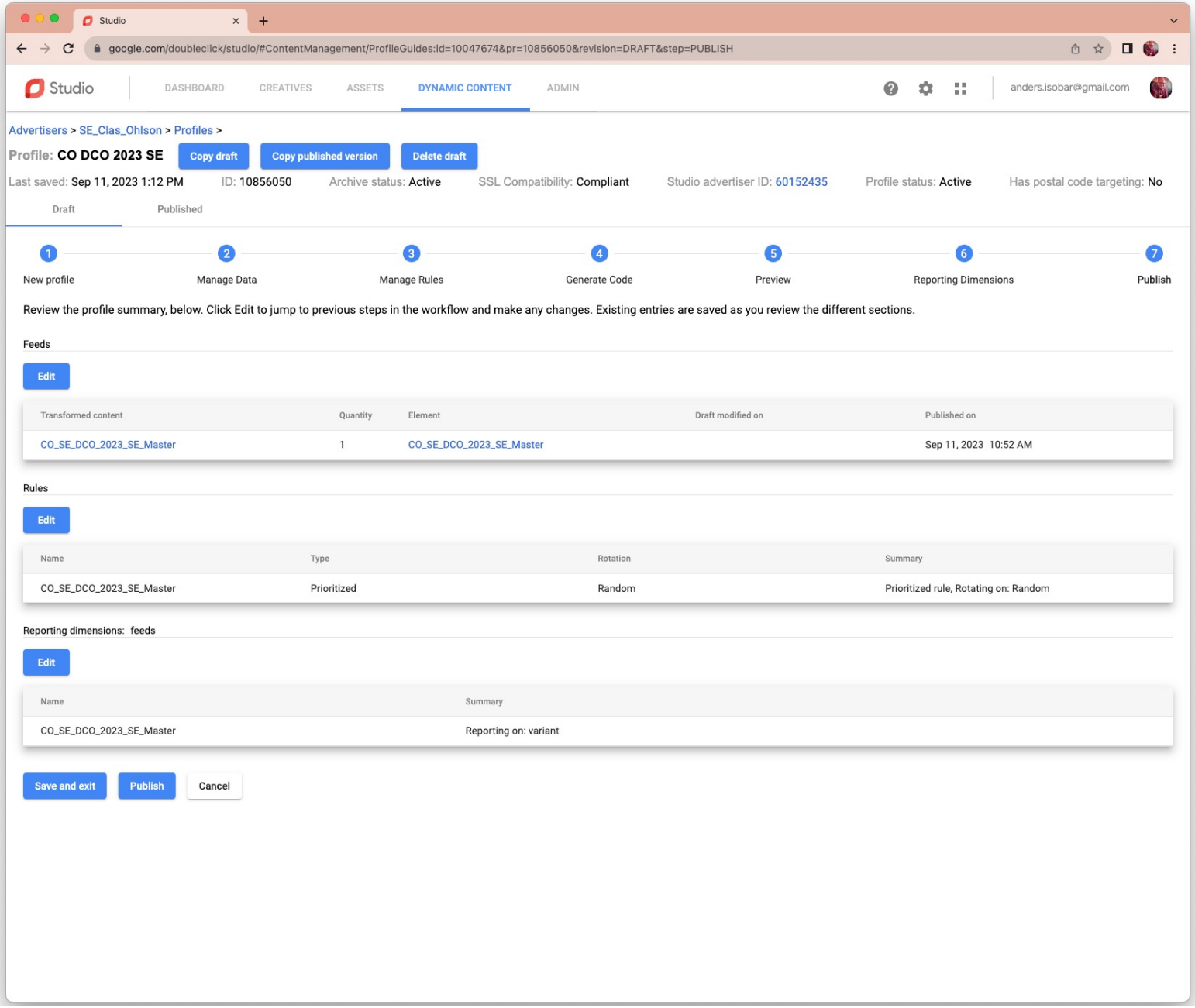
Overview of available Advertisers within the accounts user have access to.



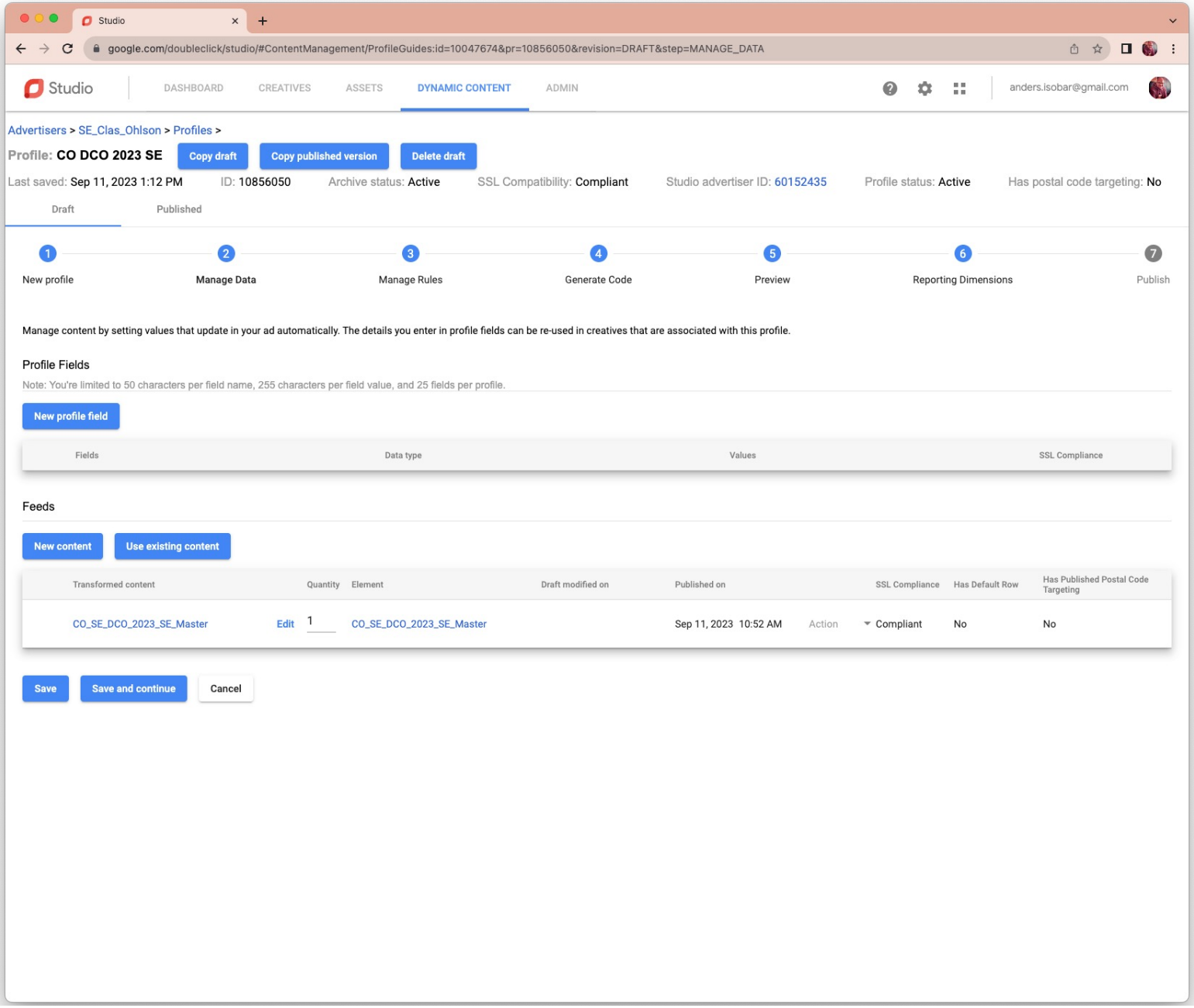
Overview of available Profiles within the selected Advertiser.



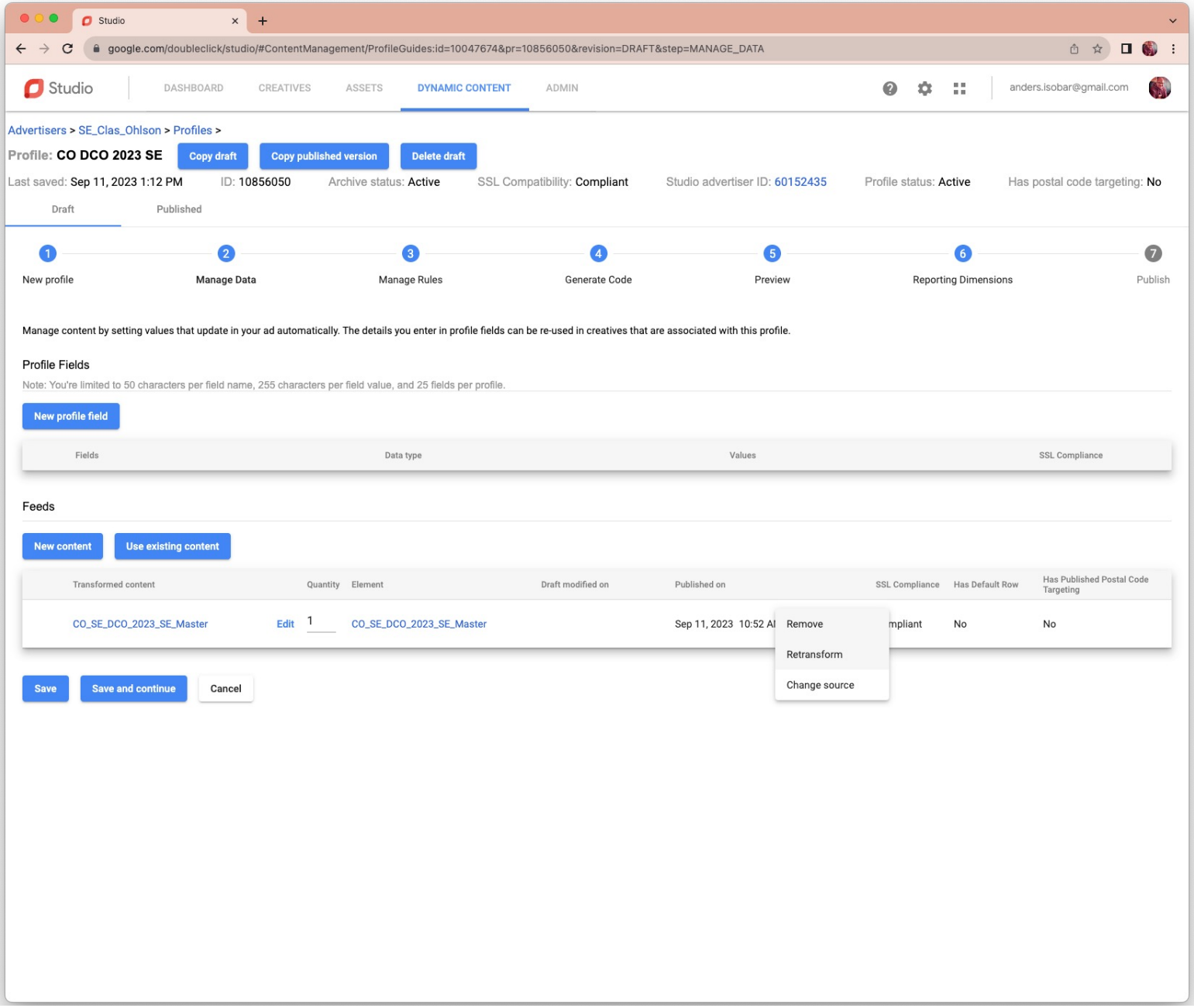
Profile overview. To begin doing changes and/or updates press “Create draft”-button at the top.



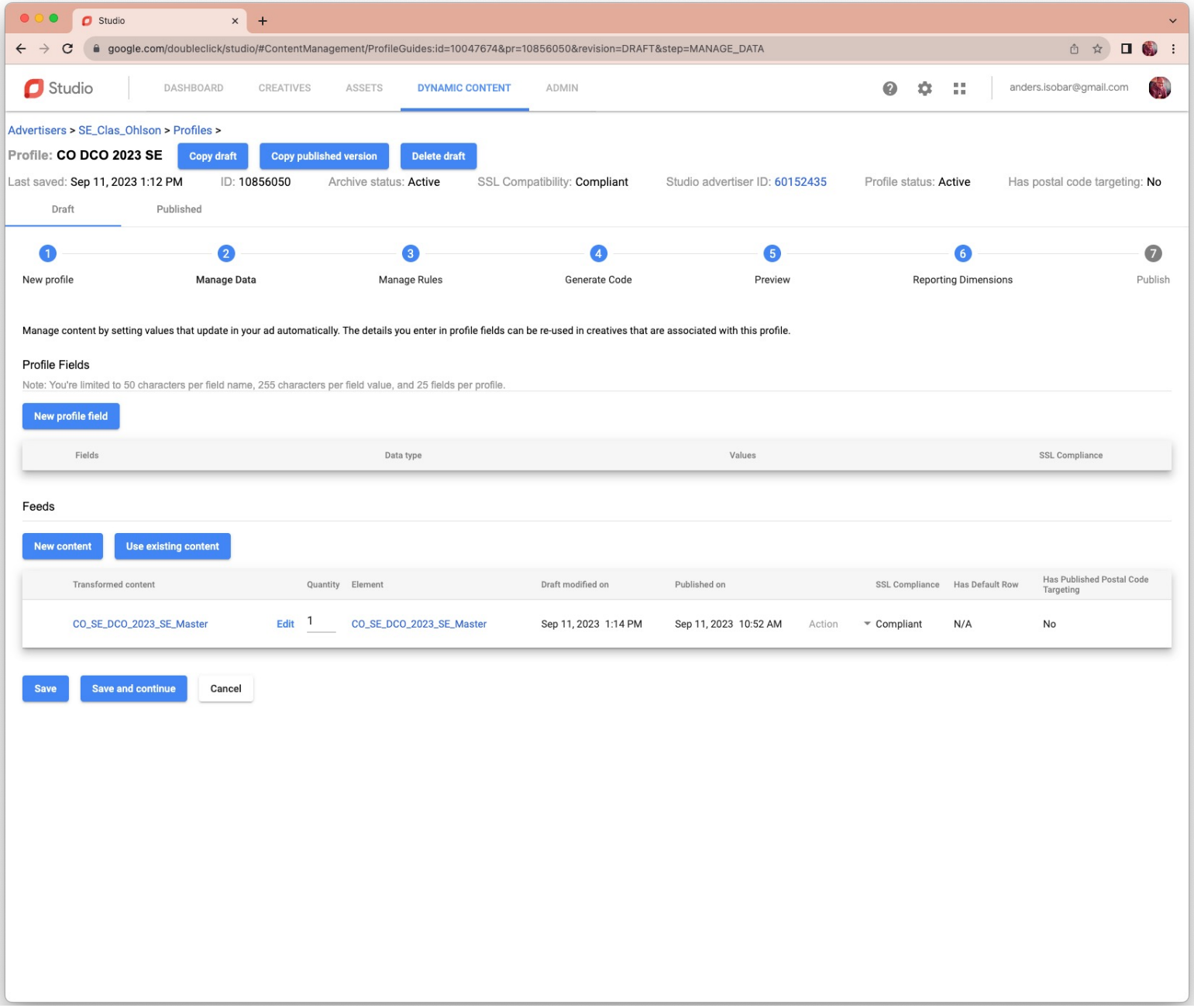
Profile overview. More options available after clicking "Create draft".



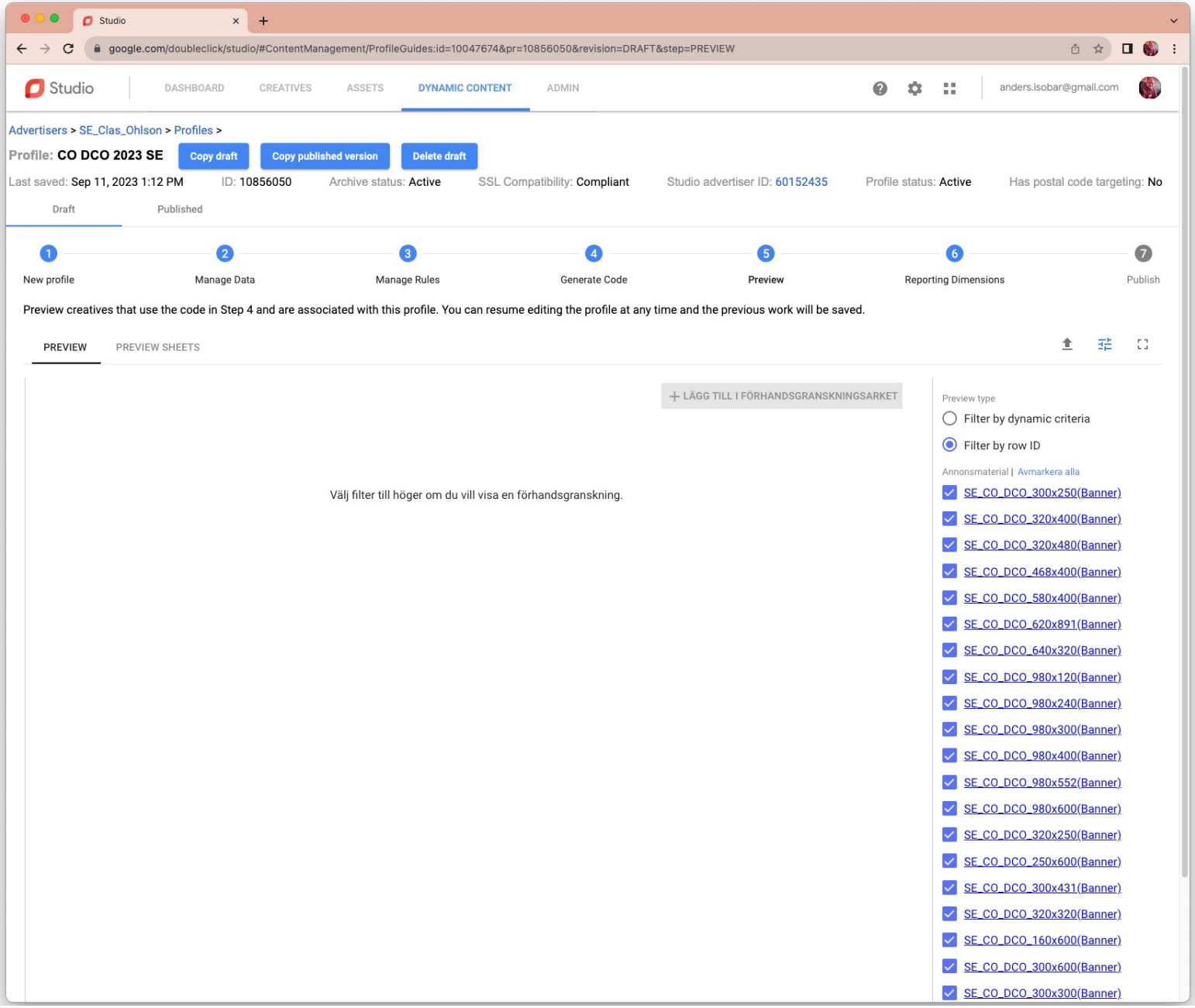
Manage data. Click Action in the profile summay to Retransform (import) the sheet data.



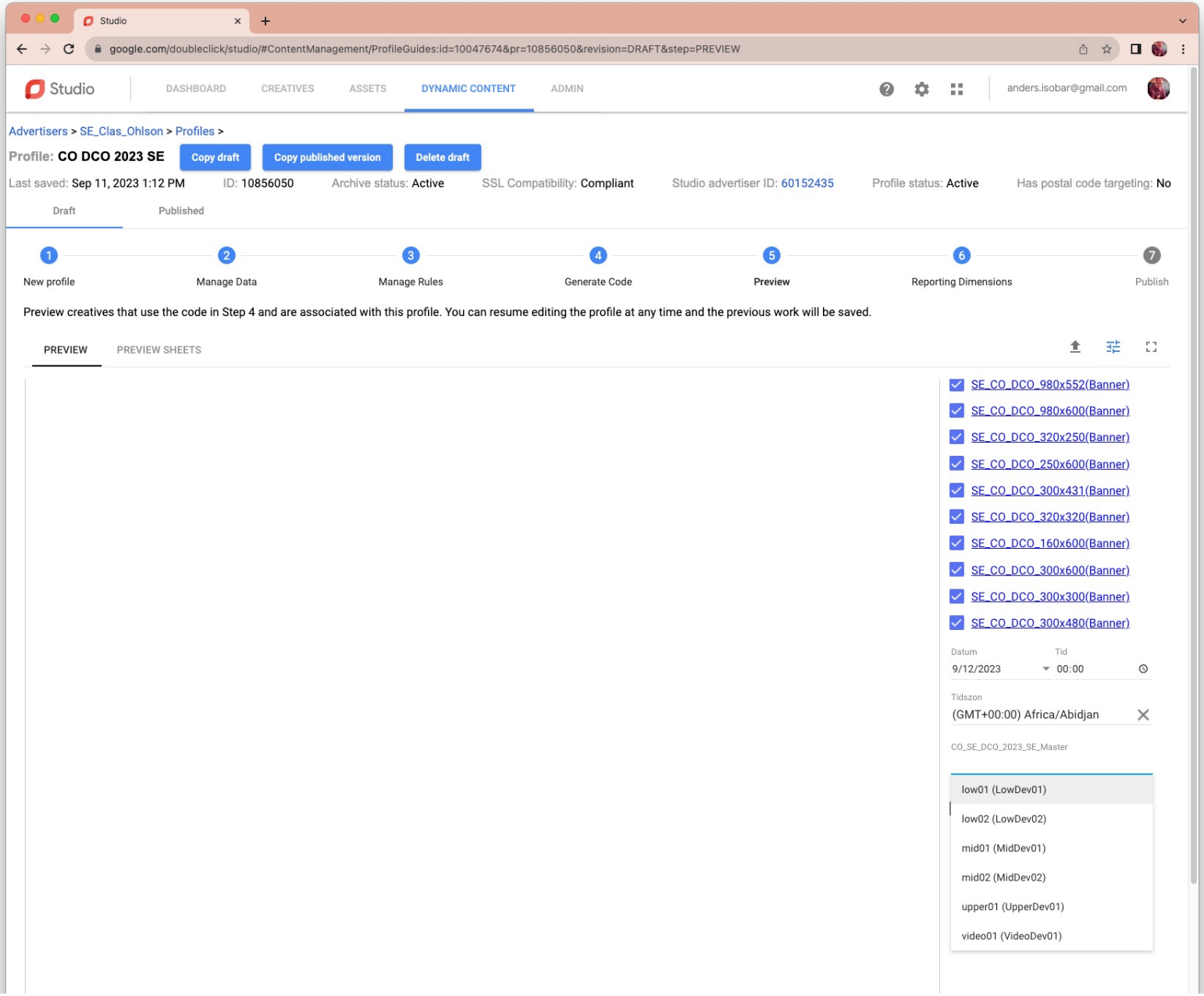
Manage data. Select "Retransform".



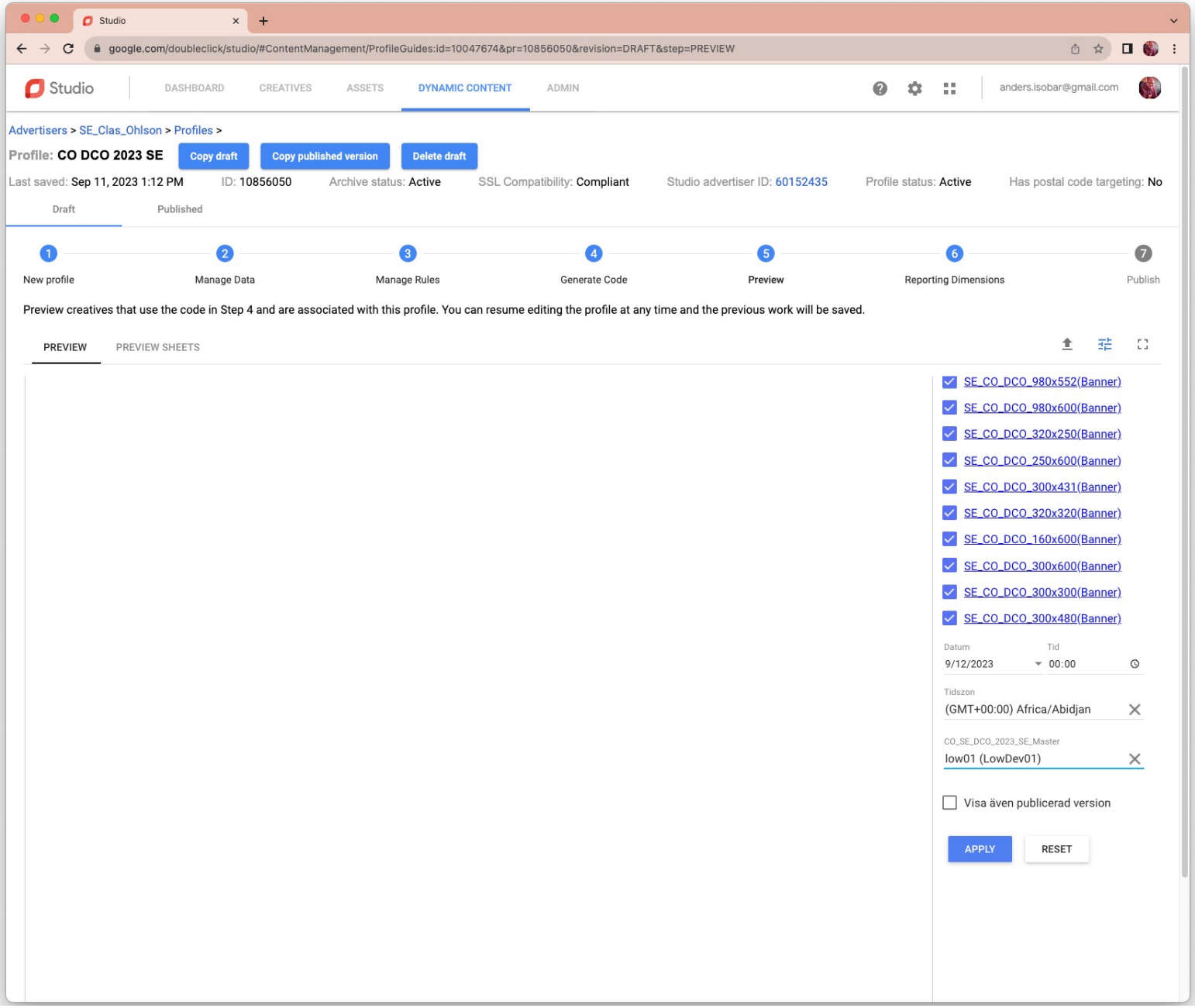
Manage data. Draft modified is updated. Skip 3. Manage Rules and 4. Generate Code. Go to 5 to Preview or 7 to Publish



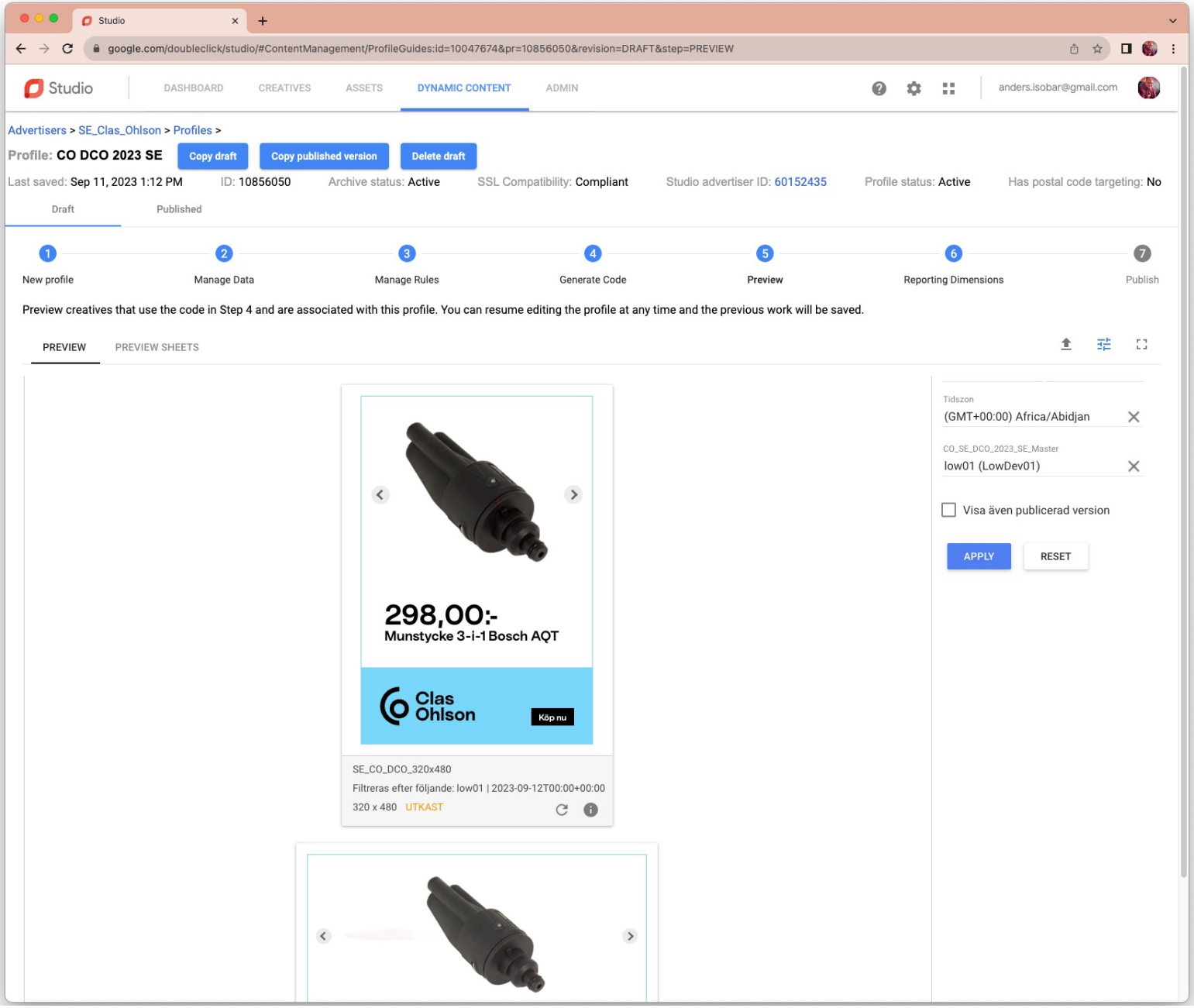
Preview. Go to “Filter by row ID” to select size(s) and message to preview.



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.

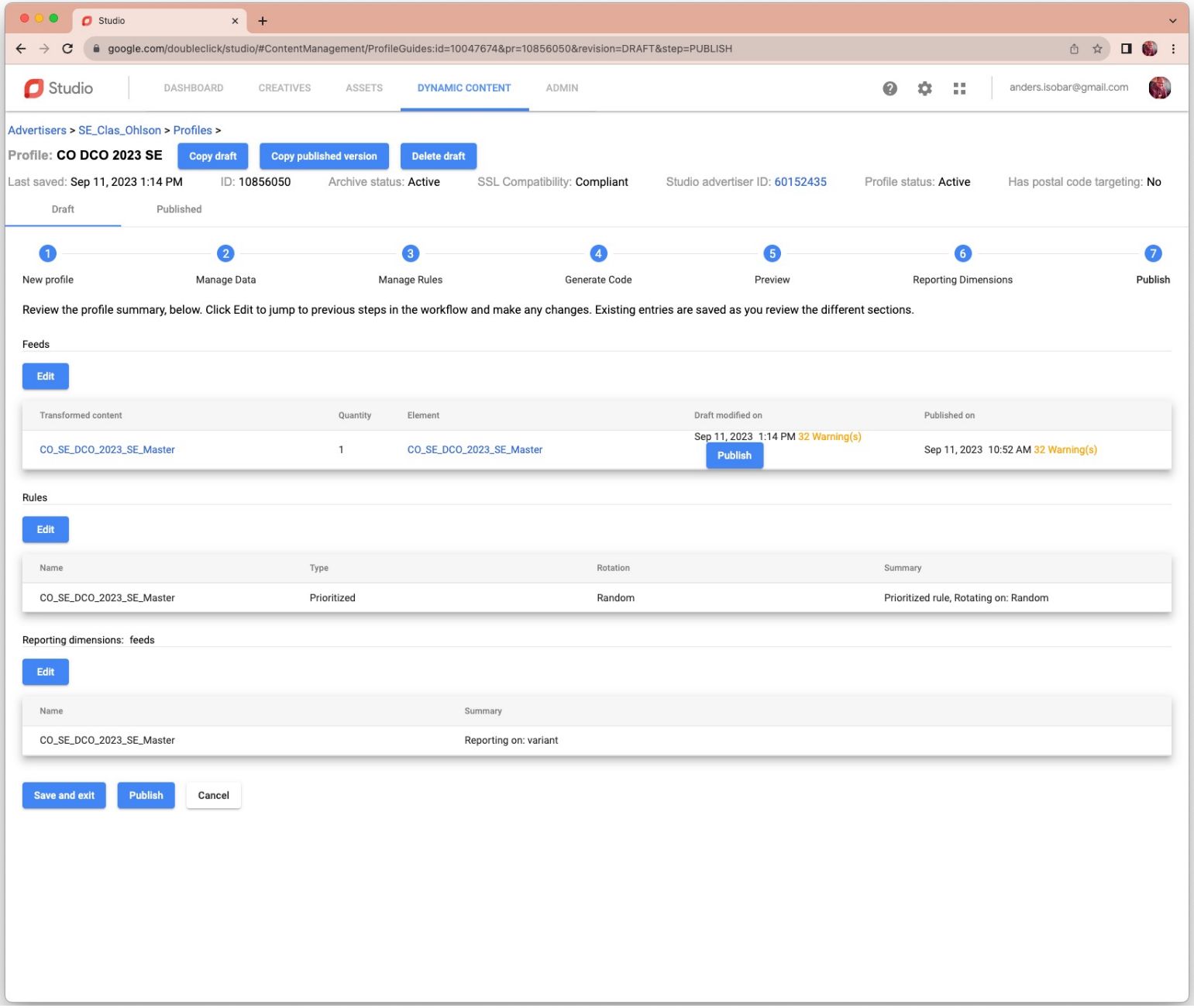


Preview. Click APPLY.

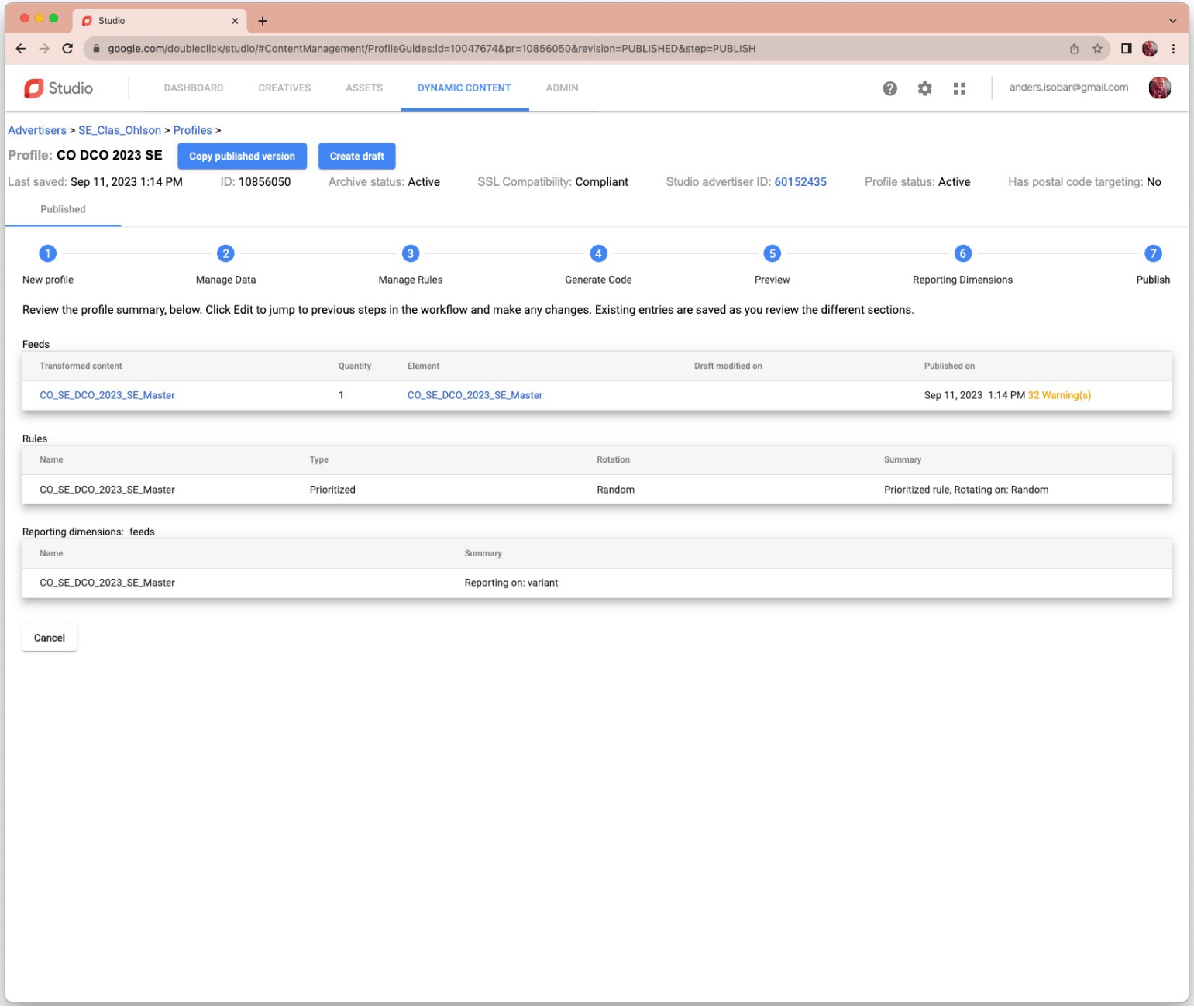


Preview. Selected ads and messages are shown.

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



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



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

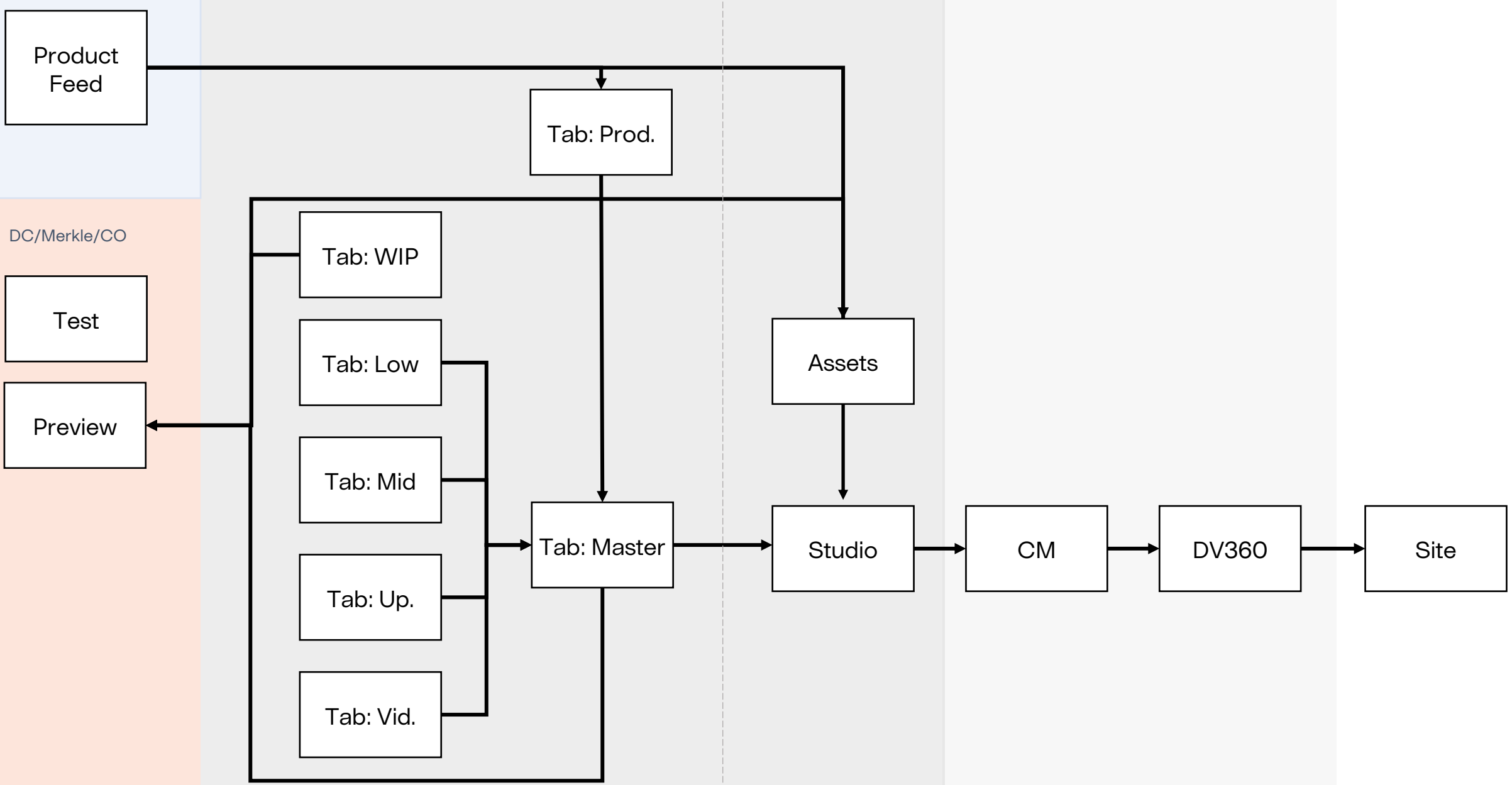
Process & responsibilities

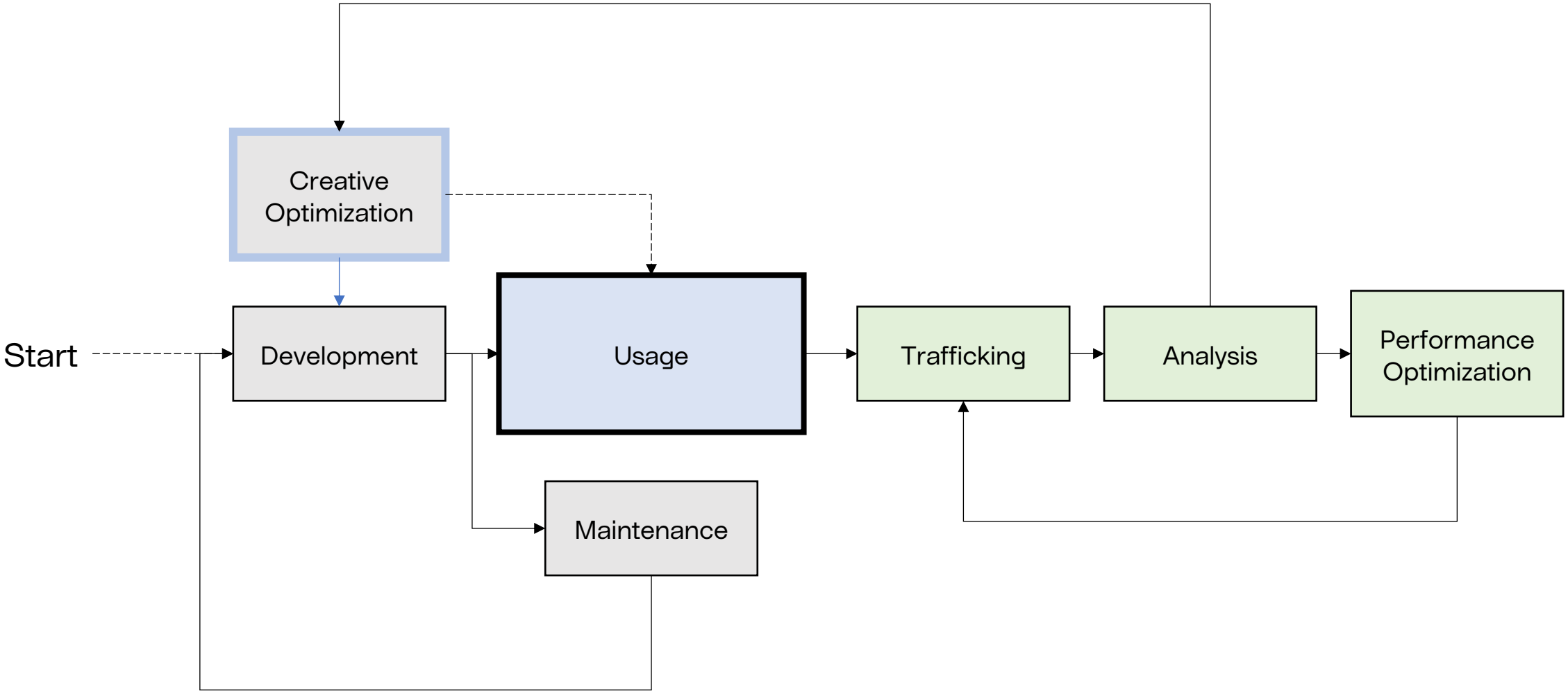
Who does what and when?

CO

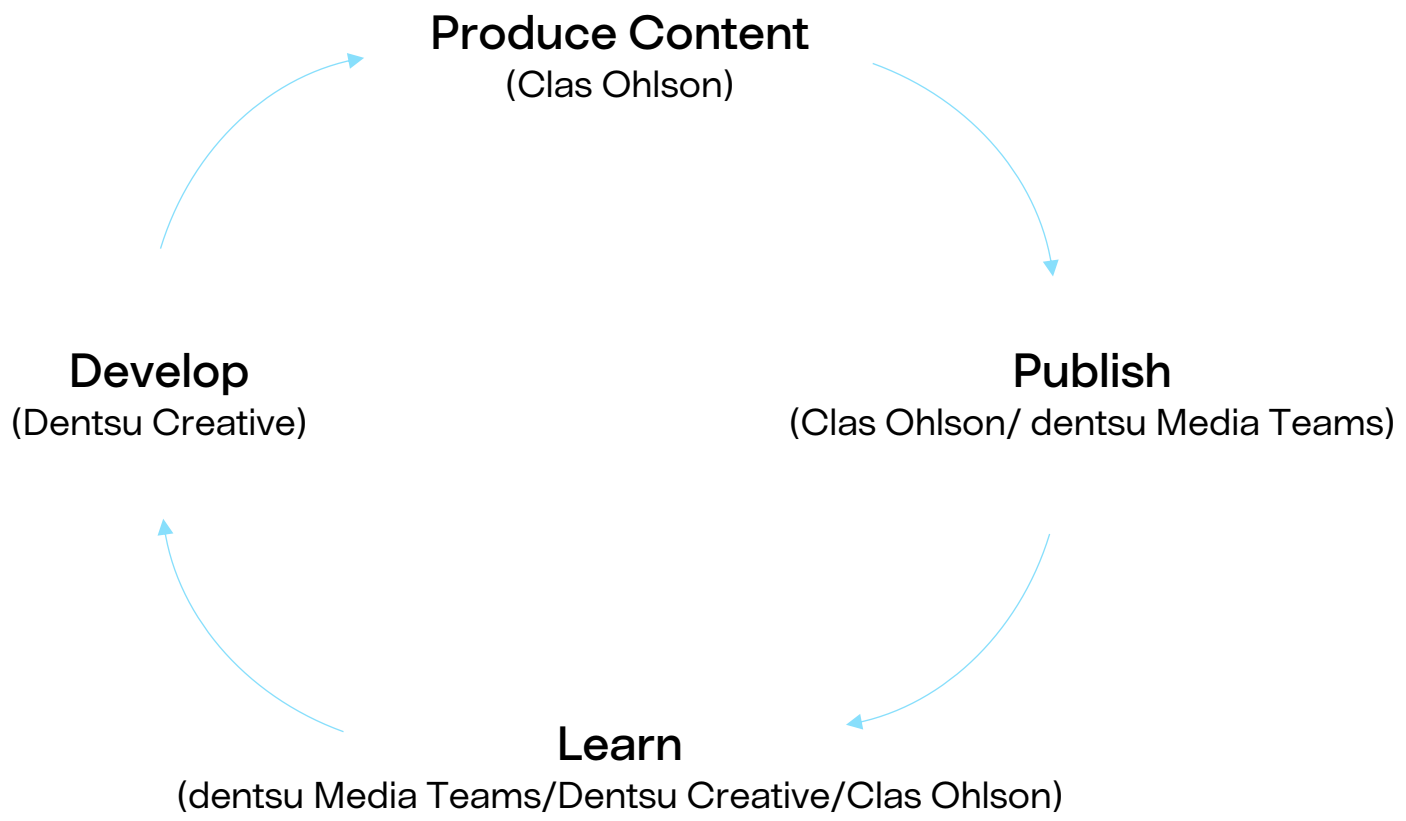
CO / dentsu media teams
(content) / (filter & report)

dentsu media teams





Dentsu Creative
Clas Ohlson
dentsu Media Teams


Produce Content
(Clas Ohlson)
Publish
(Clas Ohlson/ dentsu Media Teams)
Learn
(dentsu Media Teams/Dentsu Creative/Clas Ohlson)
Develop
(Dentsu Creative)