

# **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

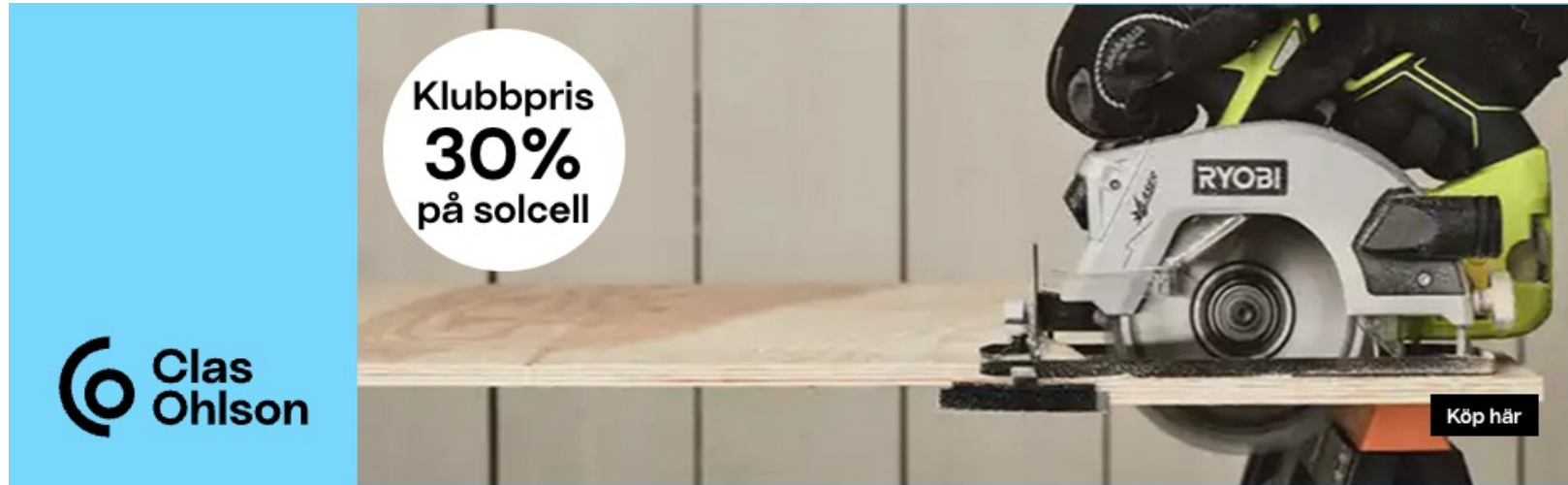
Products are looped through or can be clicked left or right using the arrows. MouseOver will halt the auto-change.

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

<br> : Forced linebreak

\_ : forced non-break

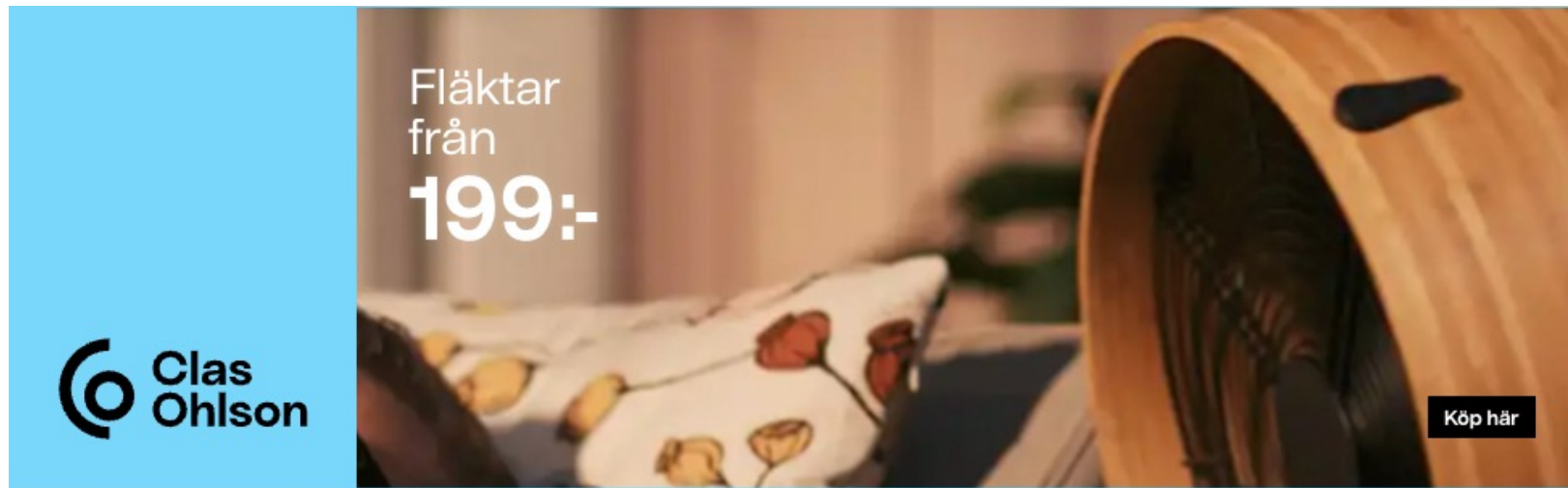
Medium font is default.

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

<br> : 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

<br> : Forced linebreak

\_ : forced non-break

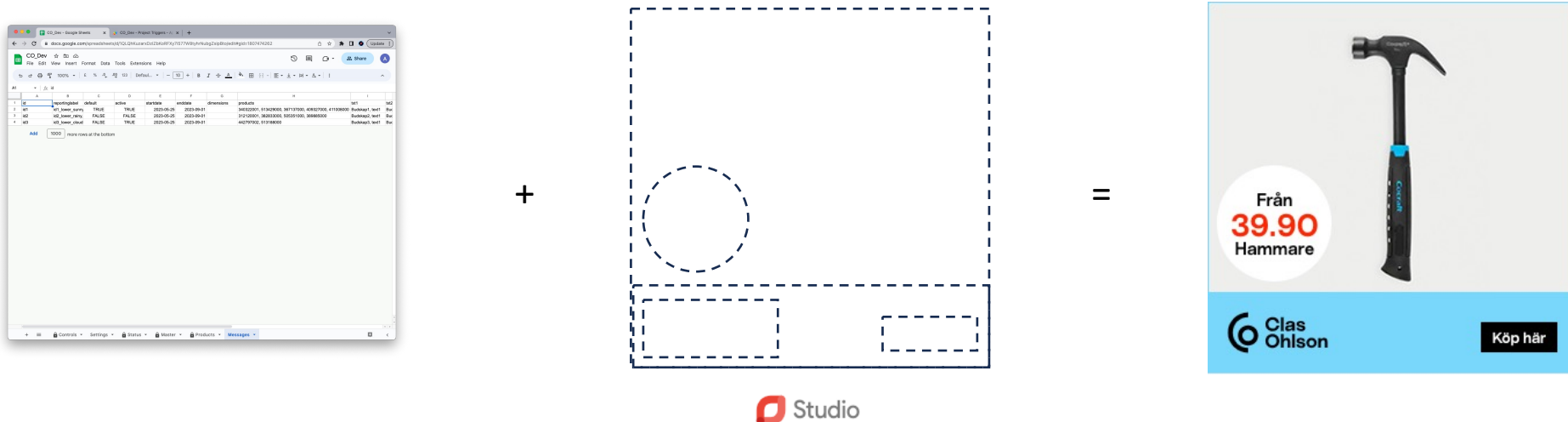
Regular font is default.

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.





# 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.

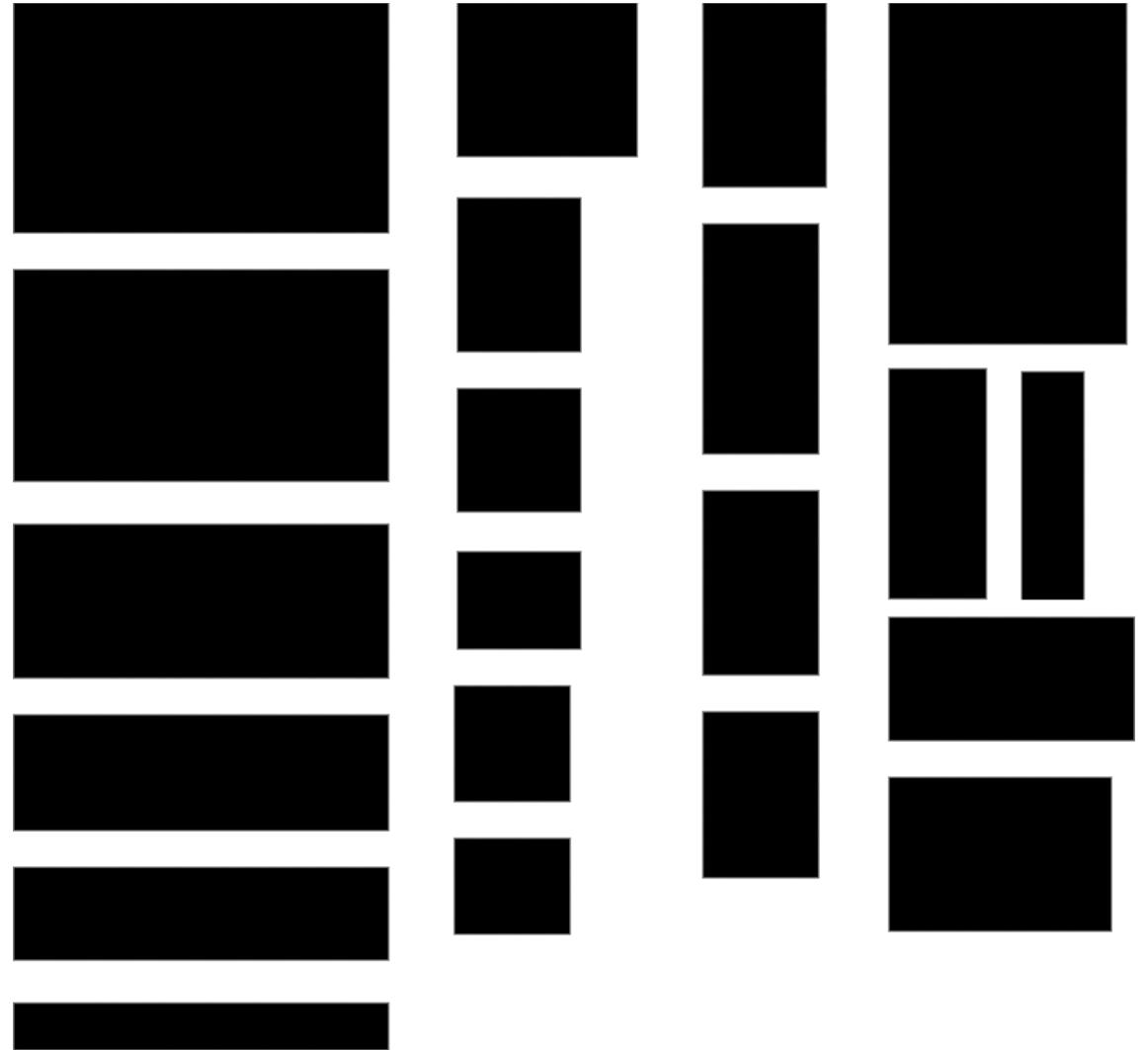
*Exception at the time of writing is the CTA button that alters size depending on length of text instead.*

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

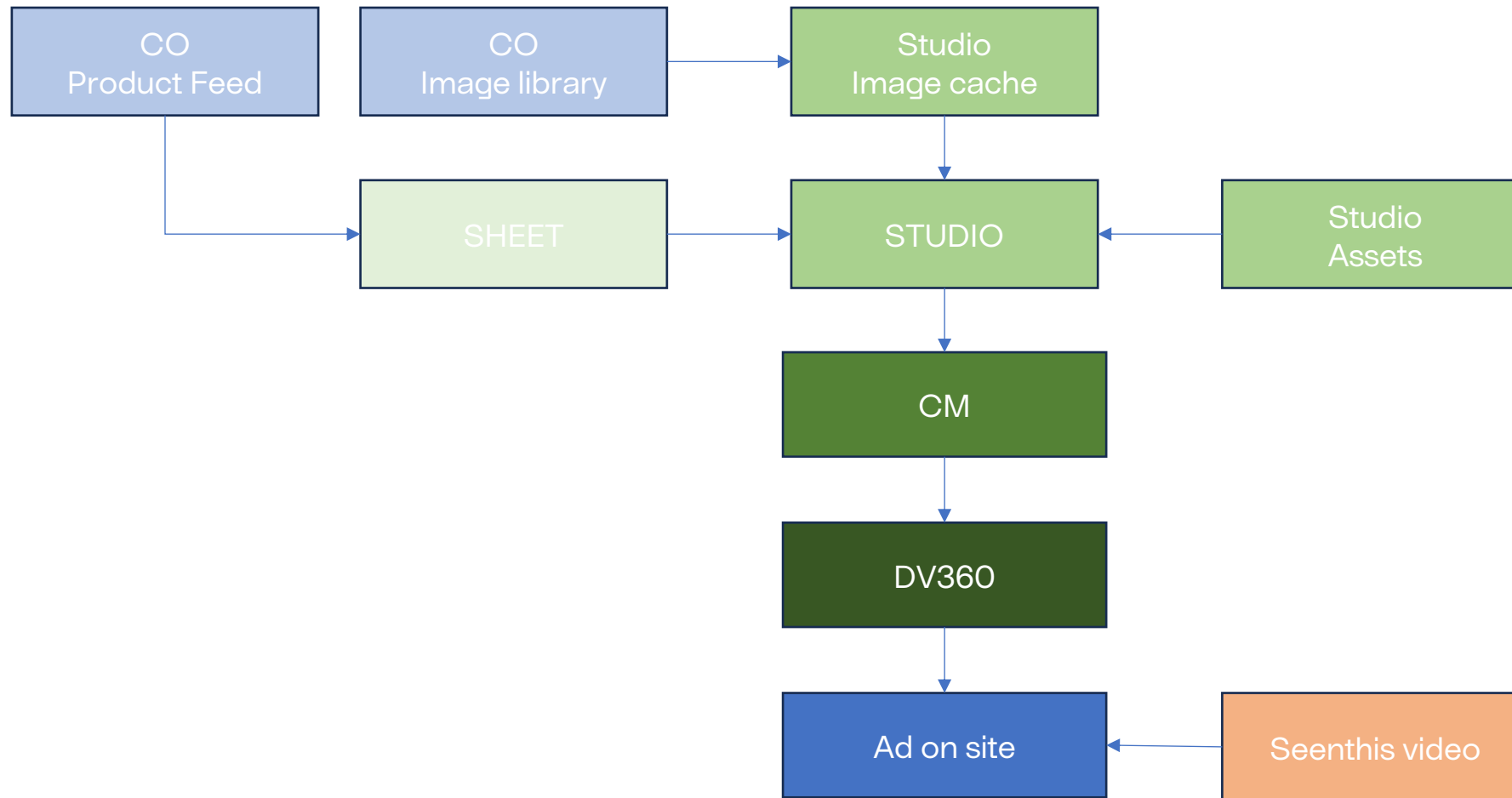
# Available sizes\*

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

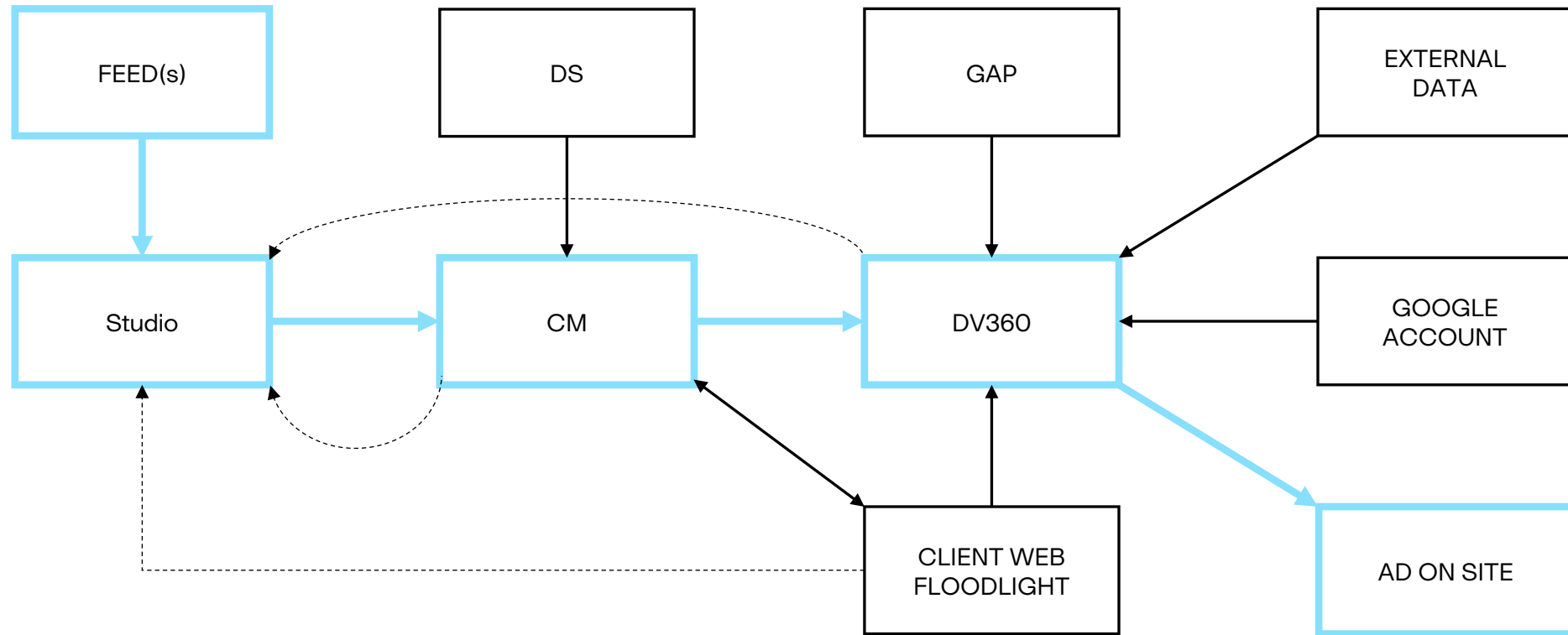


\*Upon production of this guide. Might be subject to future change. Refer to Creatives in Studio for current data.

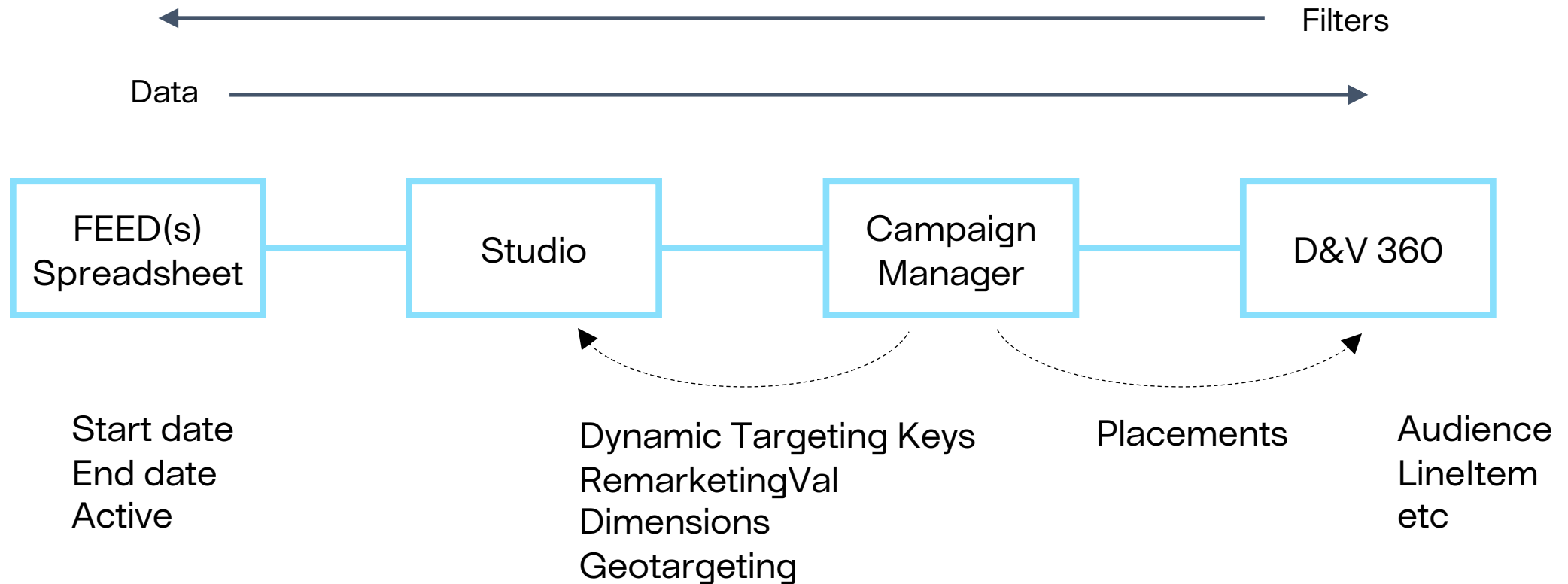
# Architecture of the DCO system



# "Ad to site"-flow

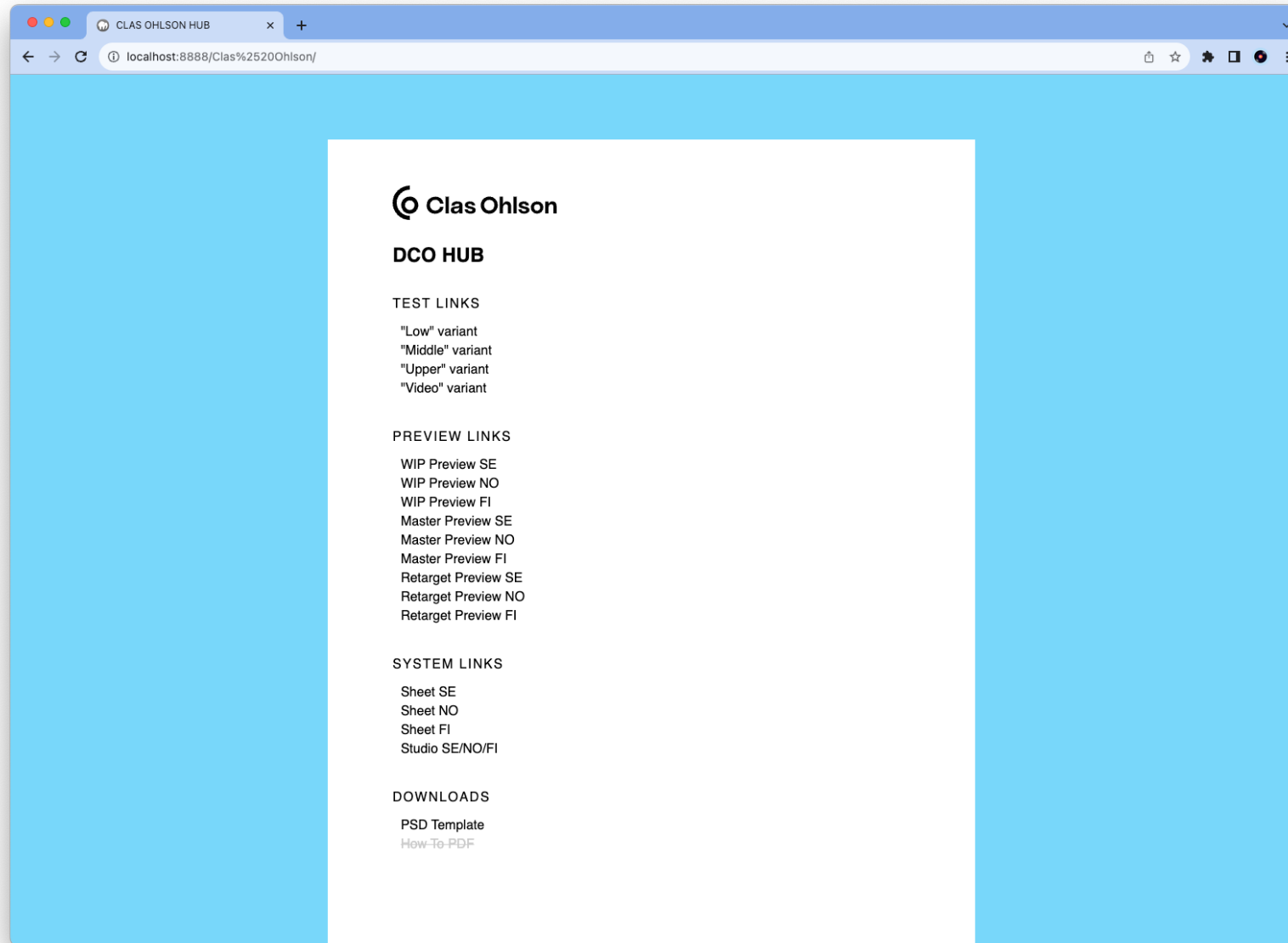


# Filtering

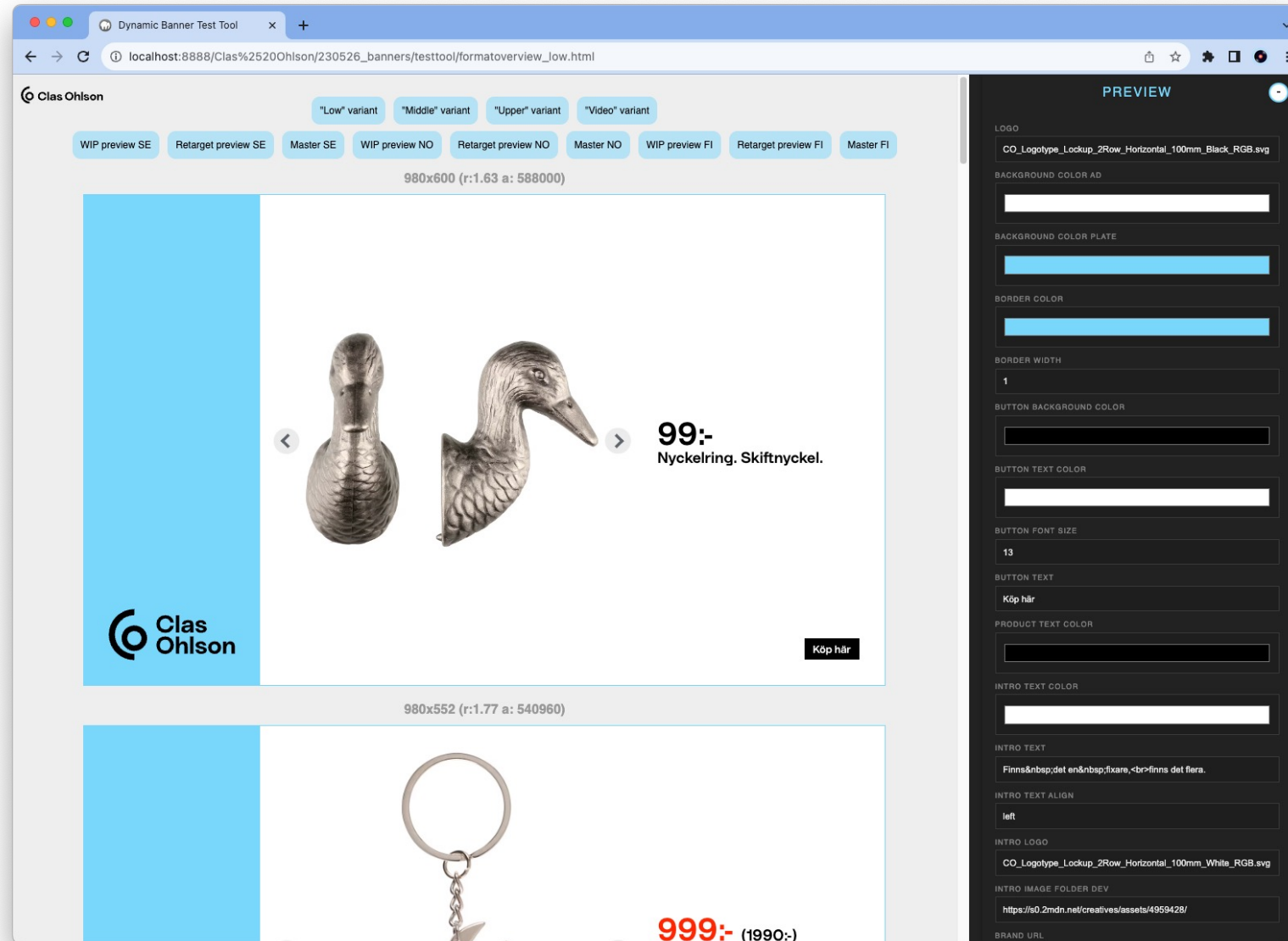


# Online test and preview

Start by testing

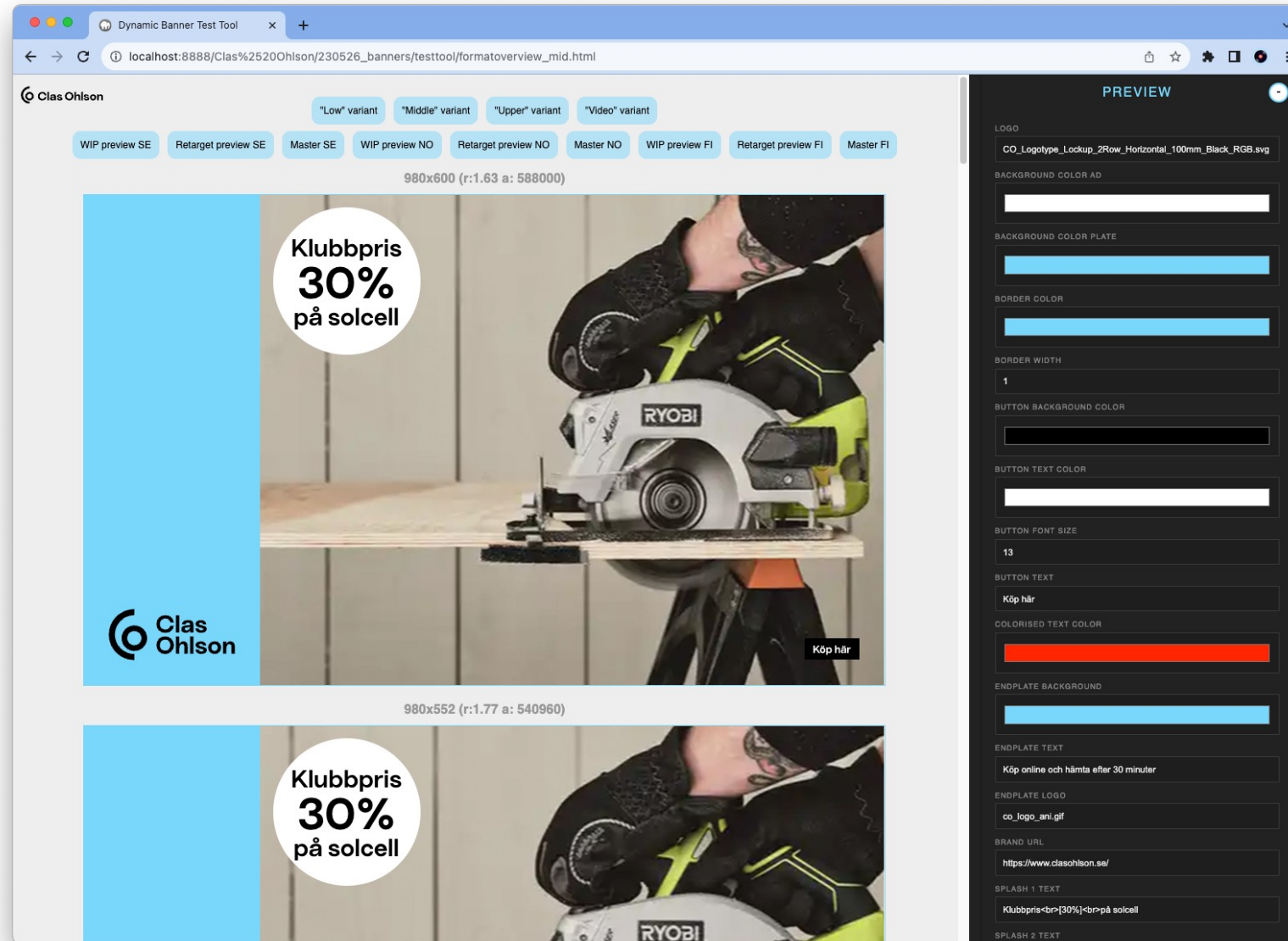


Home page and overview. Links to test and preview pages as well as Studio, the sheets and PSD template as well as this guide.

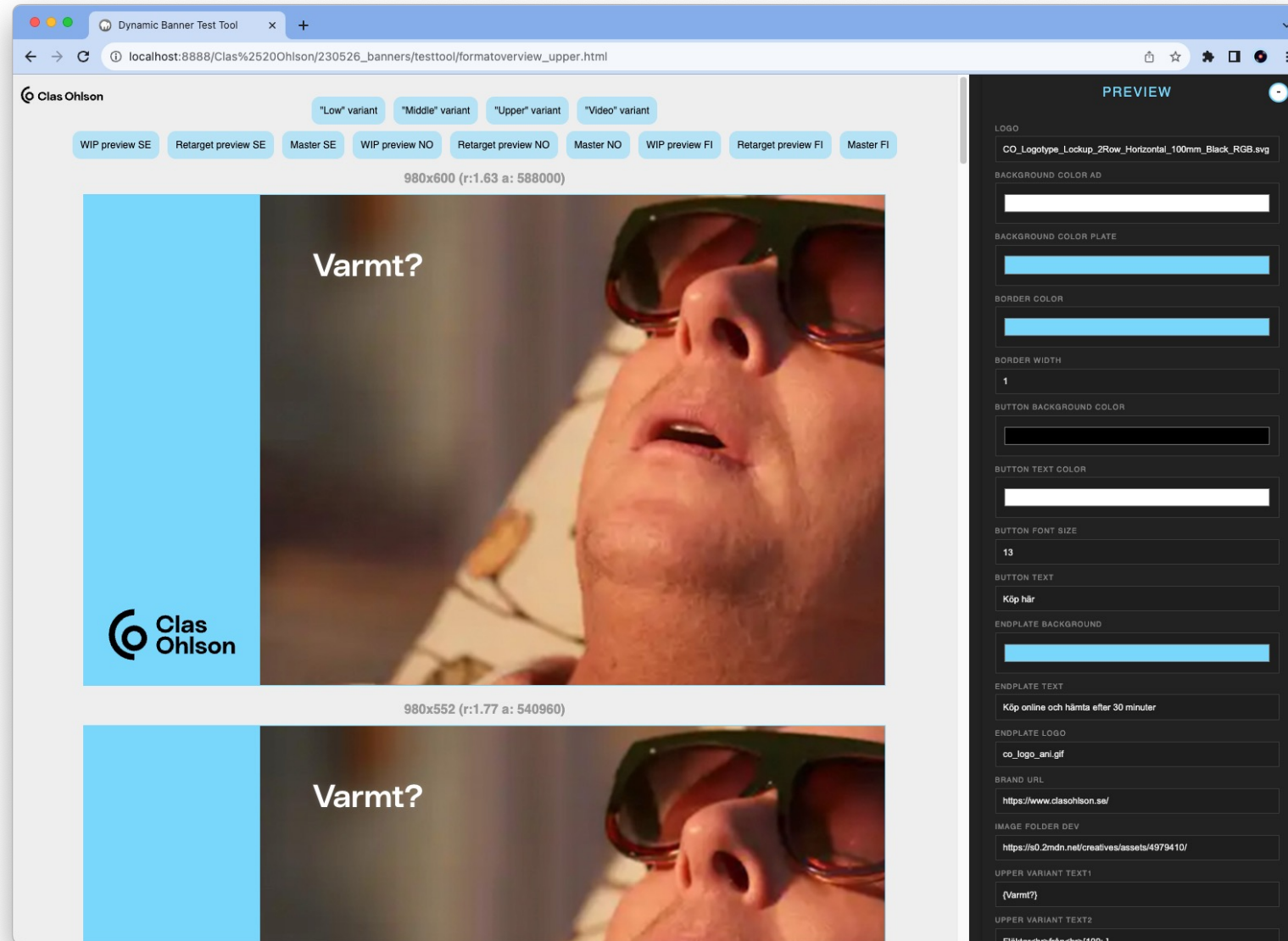


Overview of all messages of Low. Products are read from the feed on live ads.

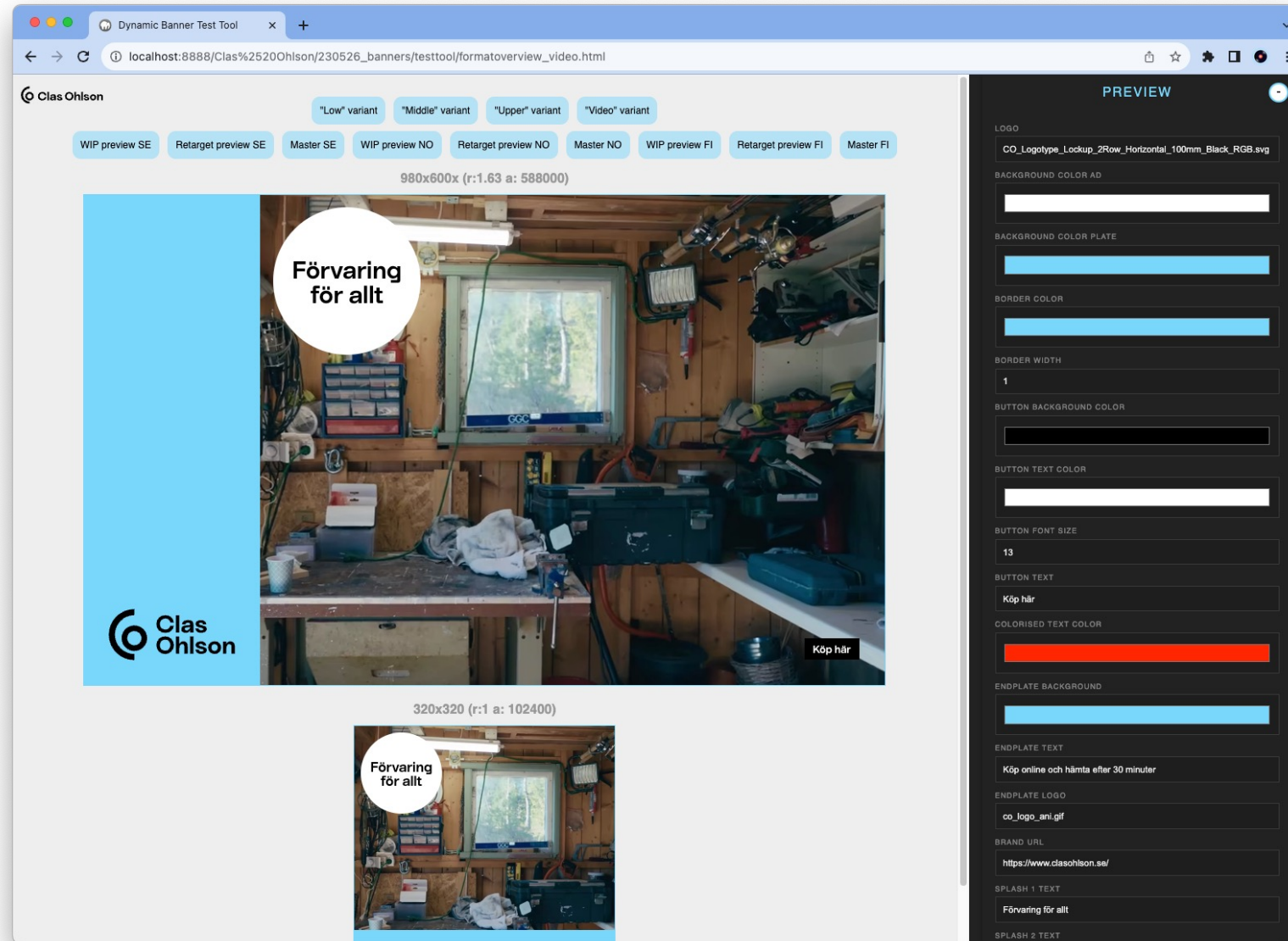




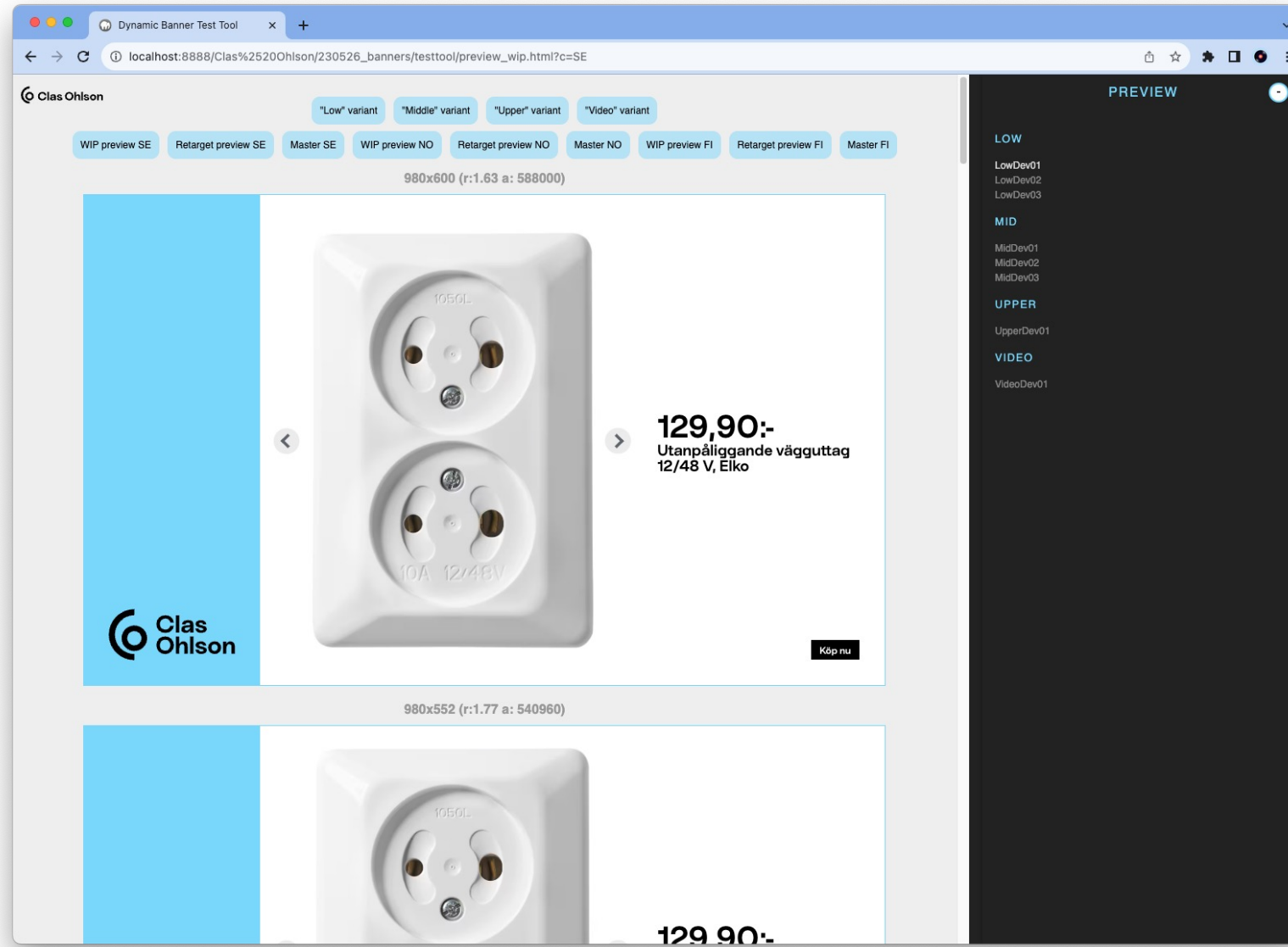
Overview of all messages of Middle. Test splash content and color as well as images that are uploaded to Studio.



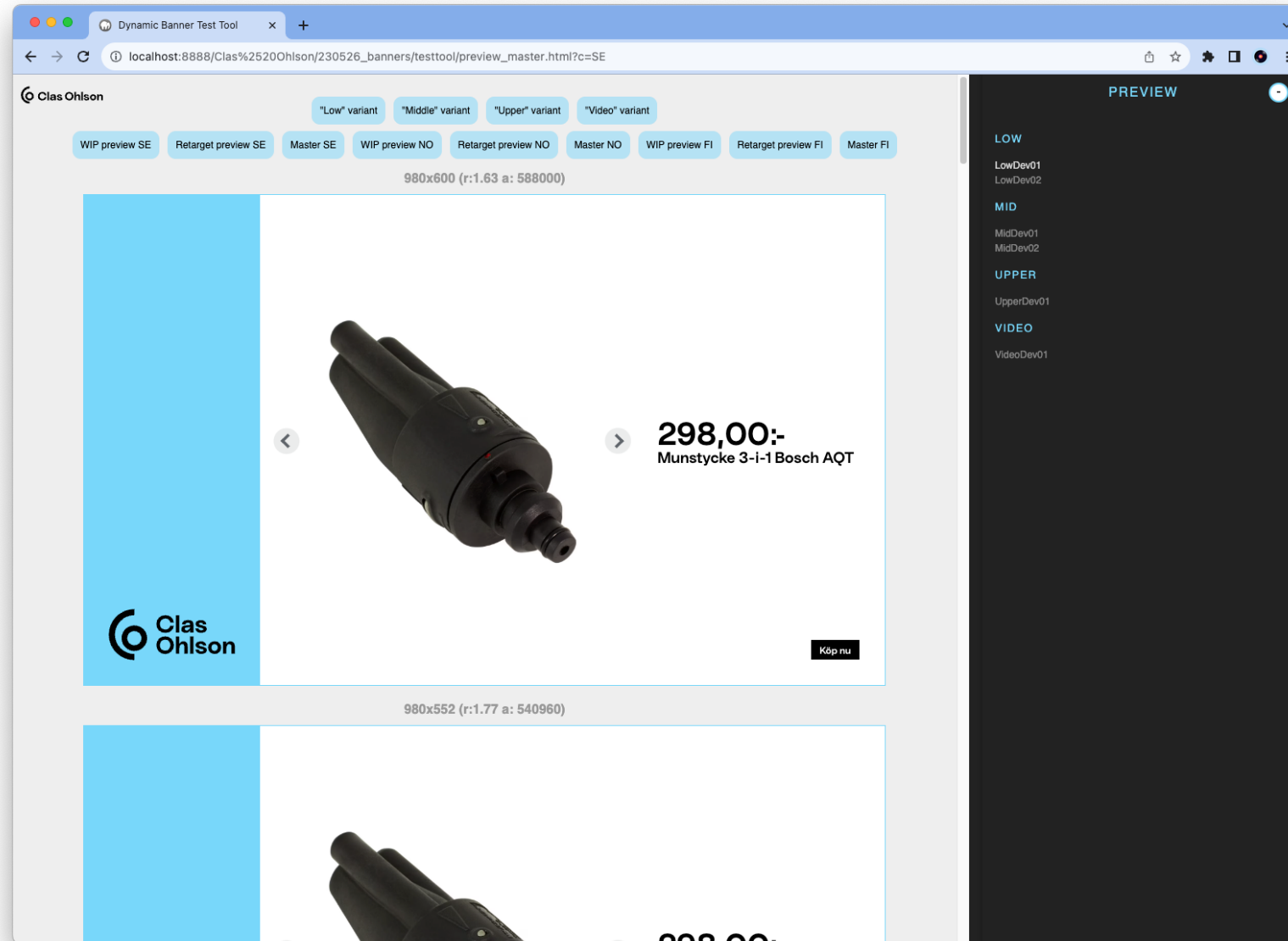
Overview of all messages of Upper. Test text length/layout and well as images that are uploaded to Studio.



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

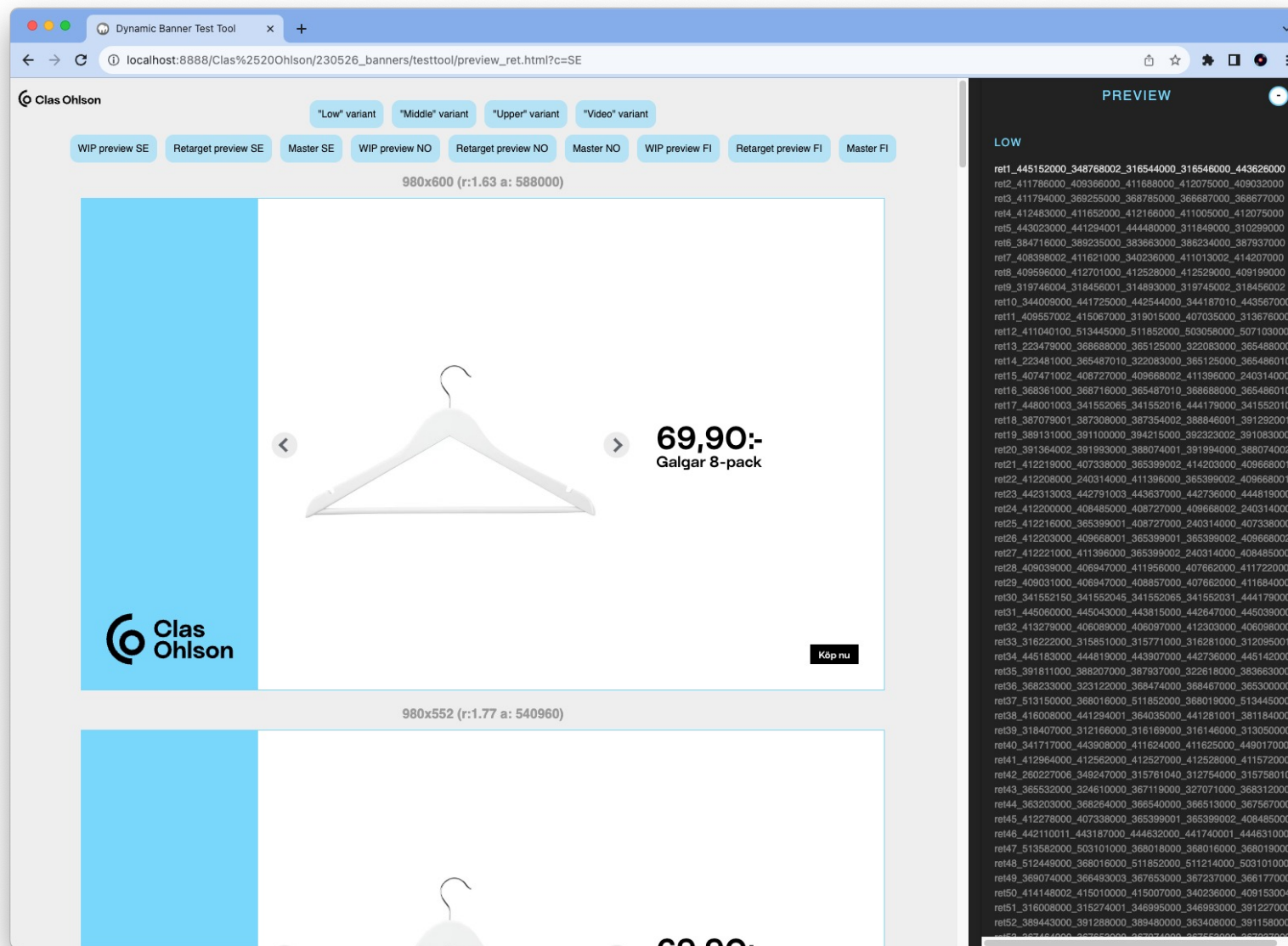


Preview of WIP-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.



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

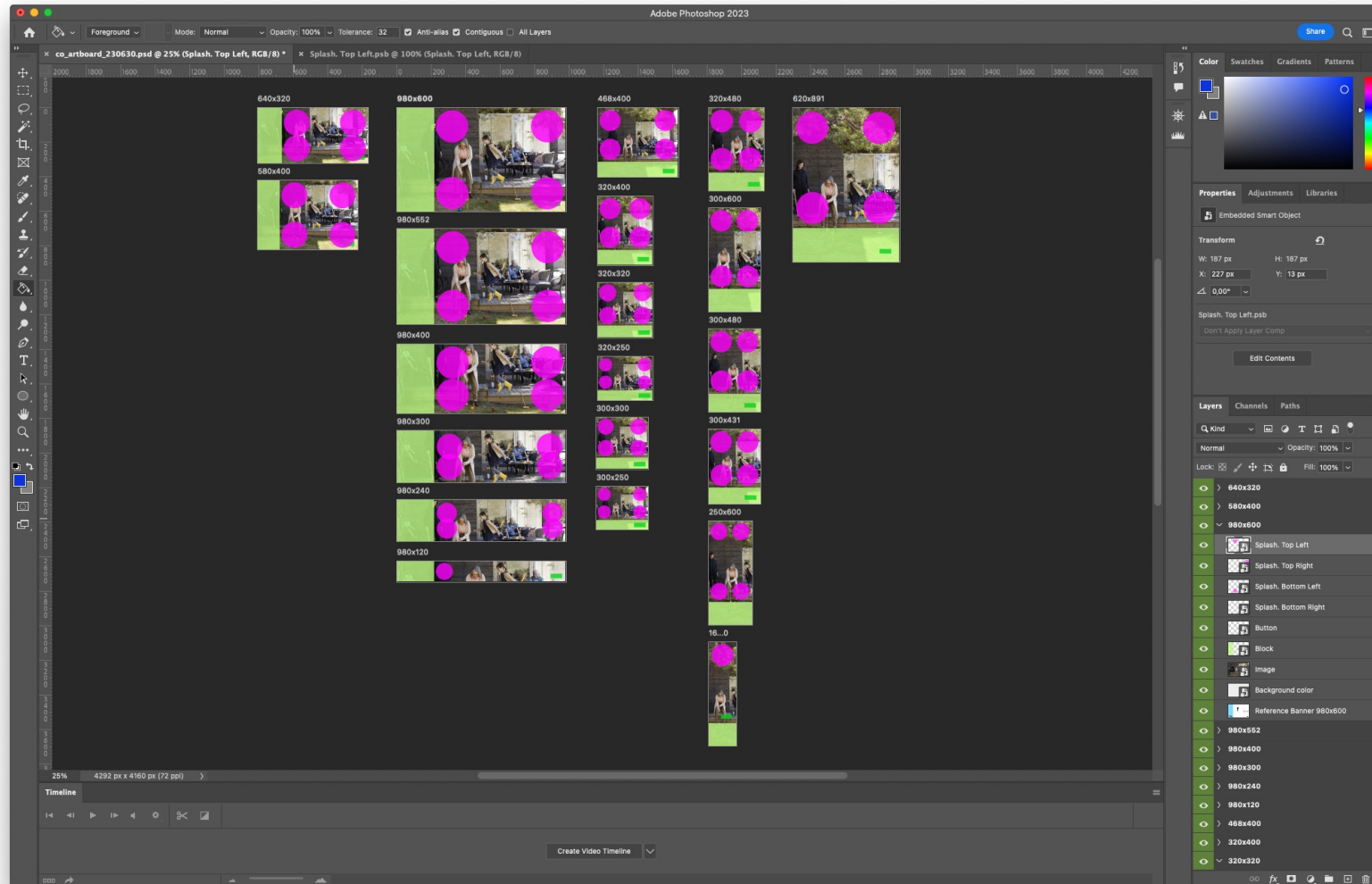




Preview of RETARGET-tab in the sheet. Might take a little to load. Update of the sheet is visible within seconds usually.

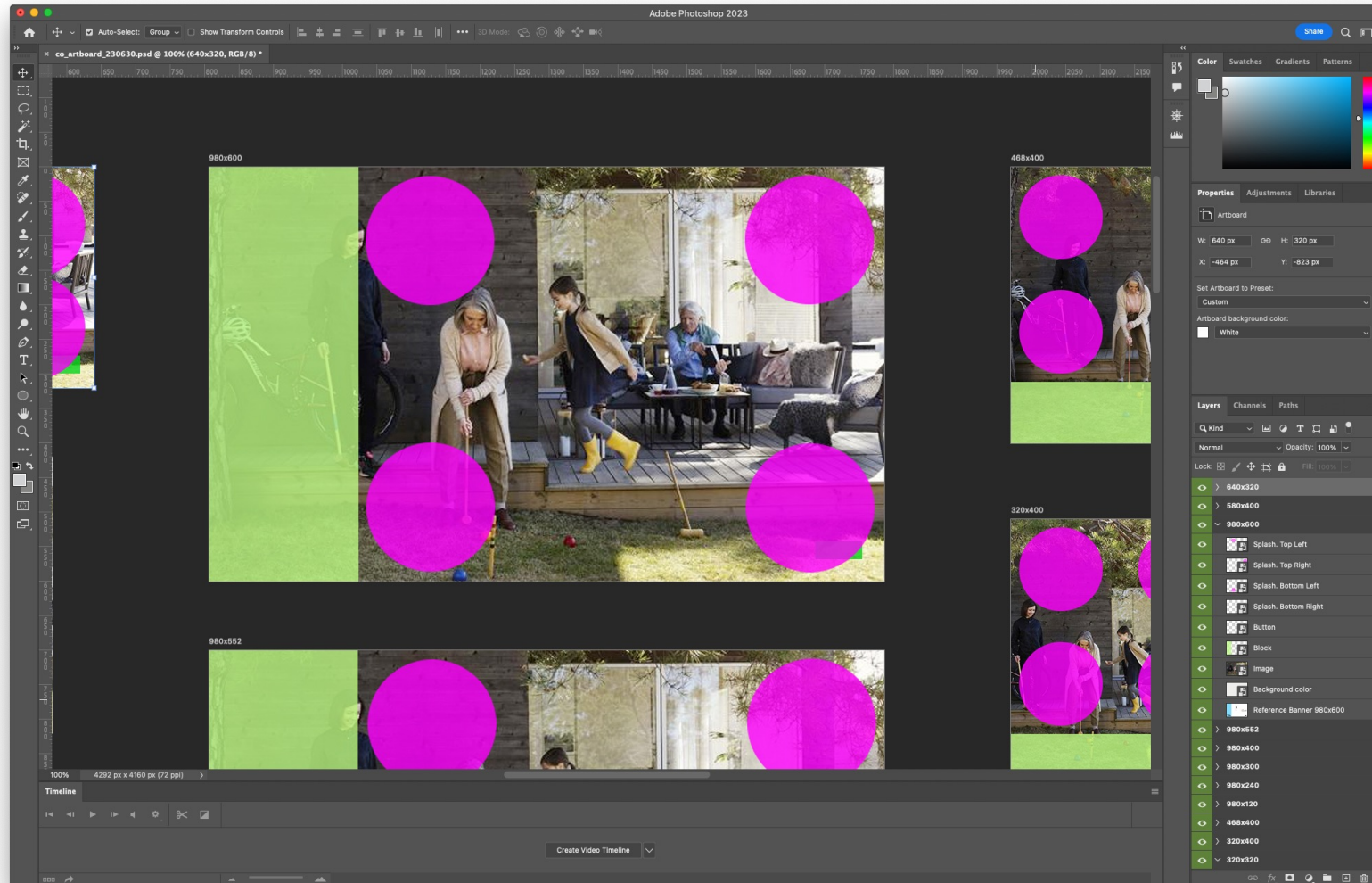
# Photoshop template

Save time working Smart

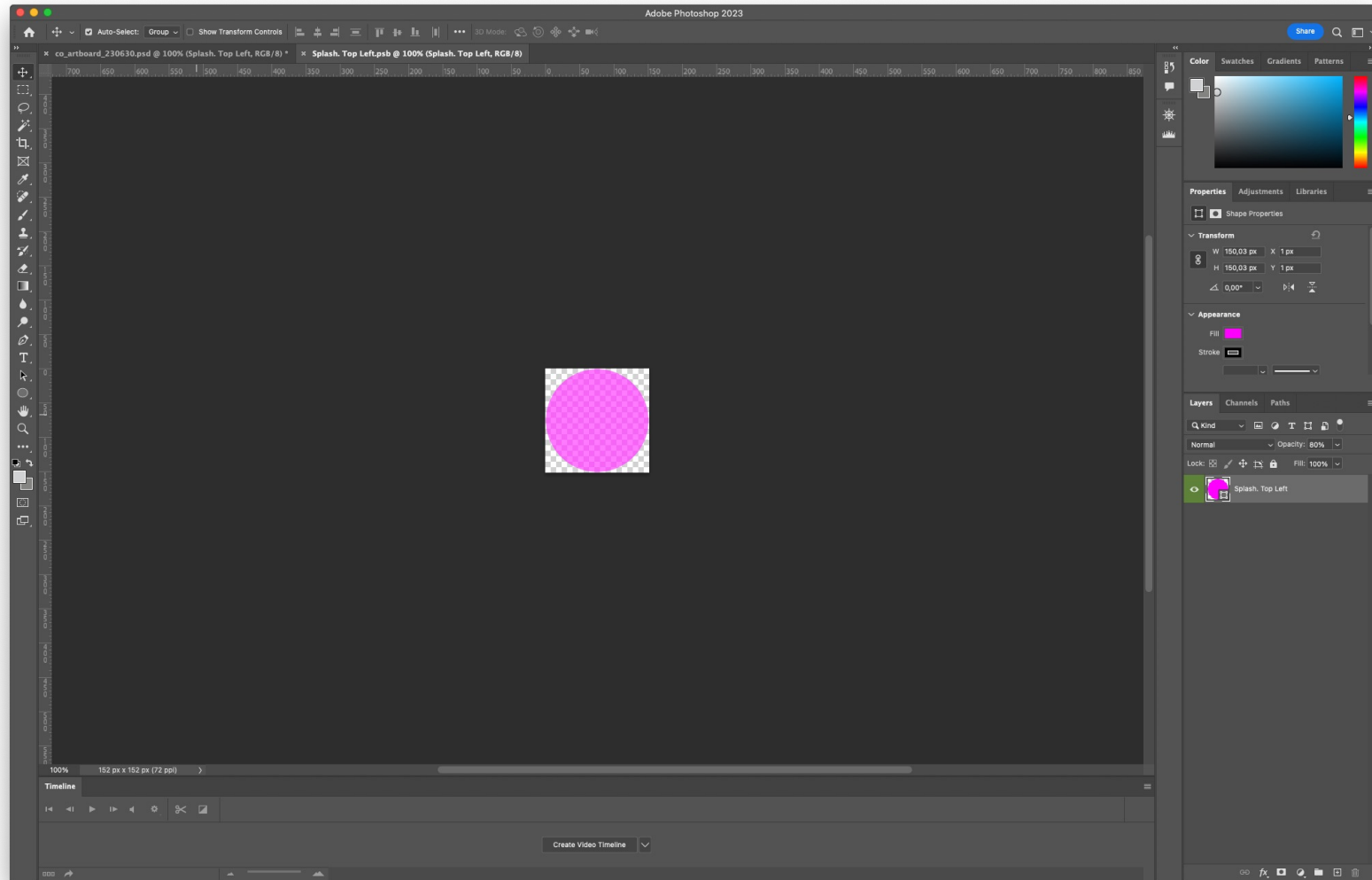


Every size has their own Artboard named after its size, ie 980x240

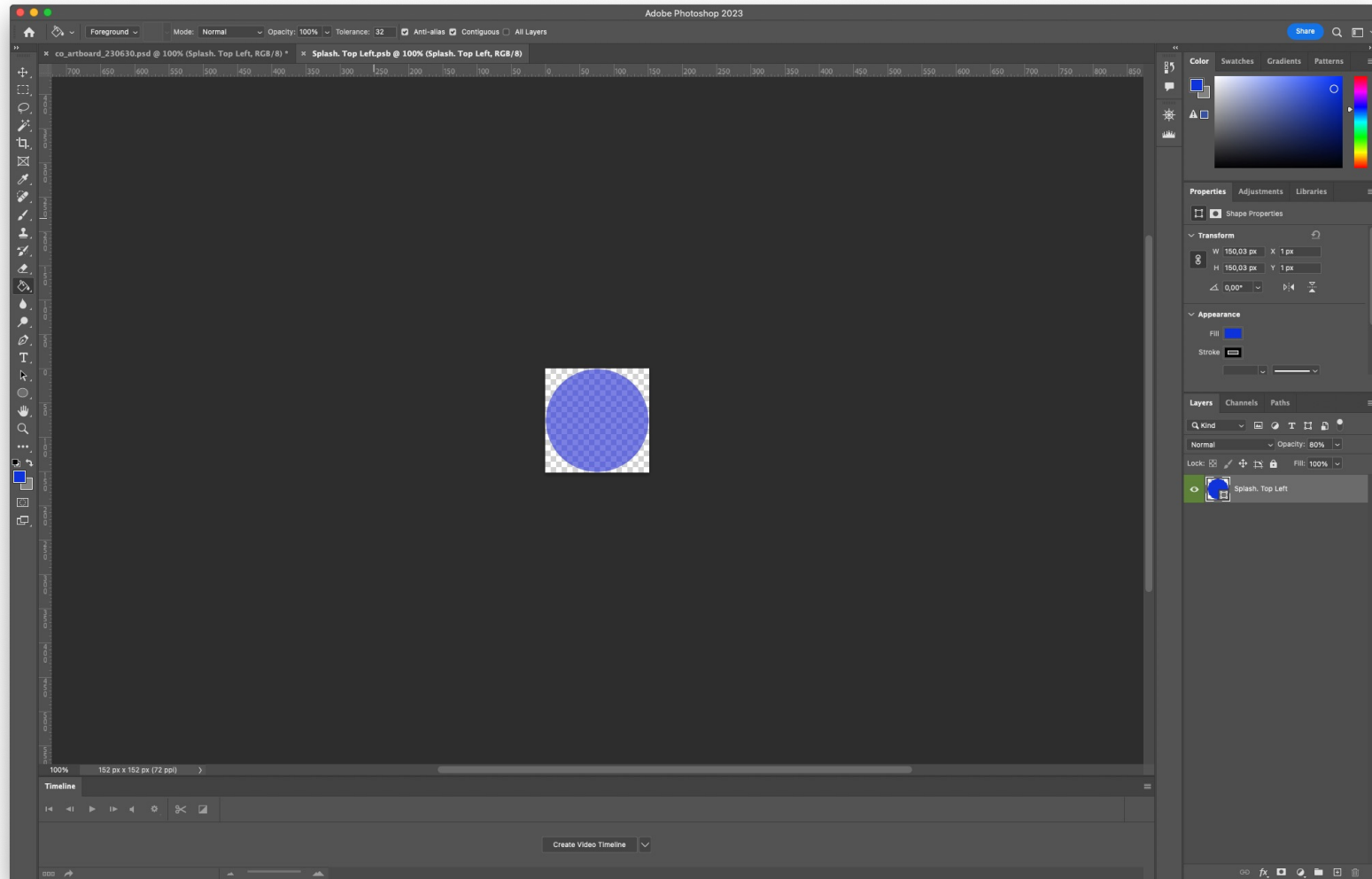




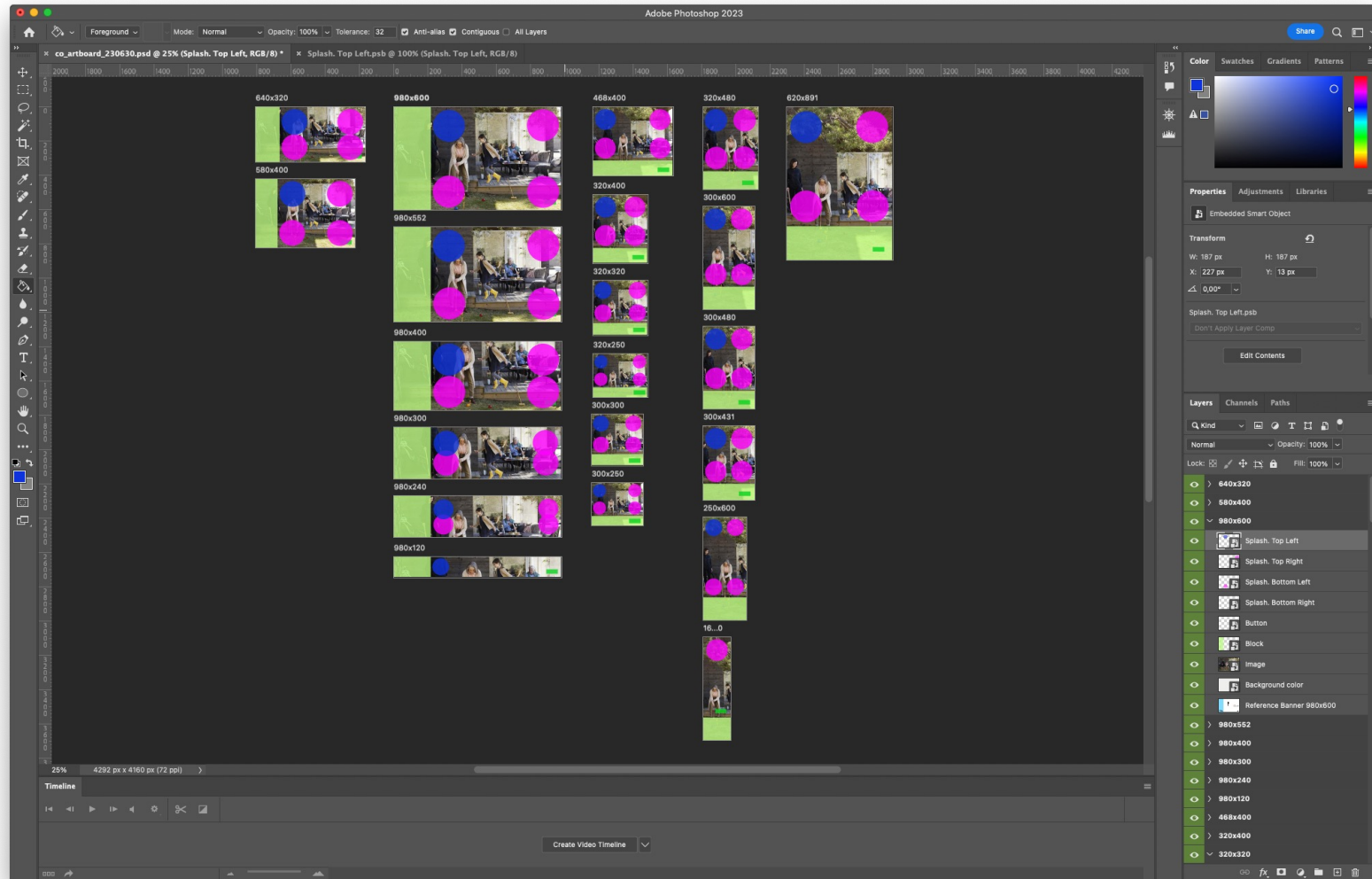
All artboards have the same layer structure. The layers are all Smart Objects. Doubleclick a Smart Object to open it.



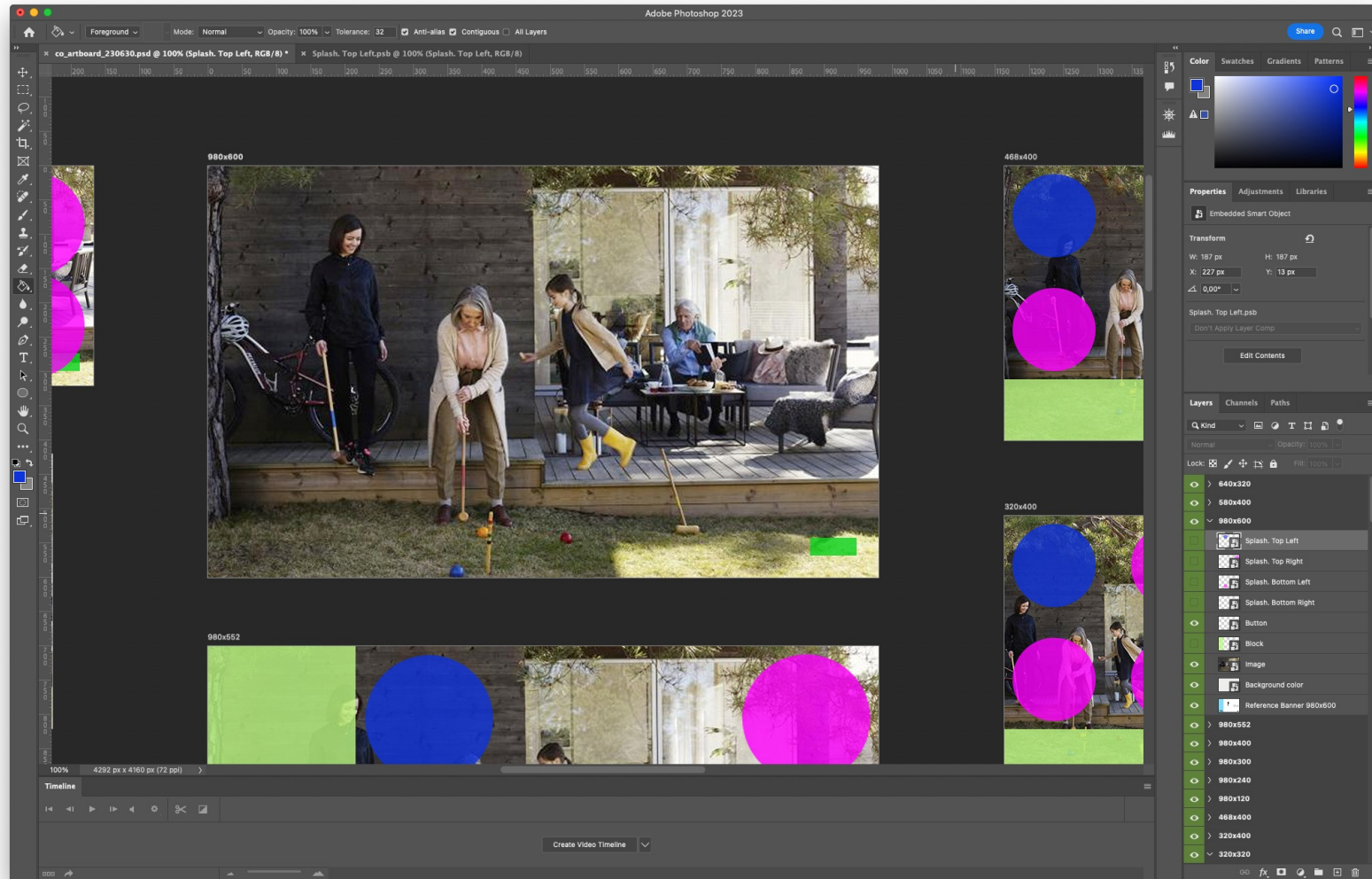
All Smart Objects of the same element is linked to the same object/image.



Do a change in one Smart Object...

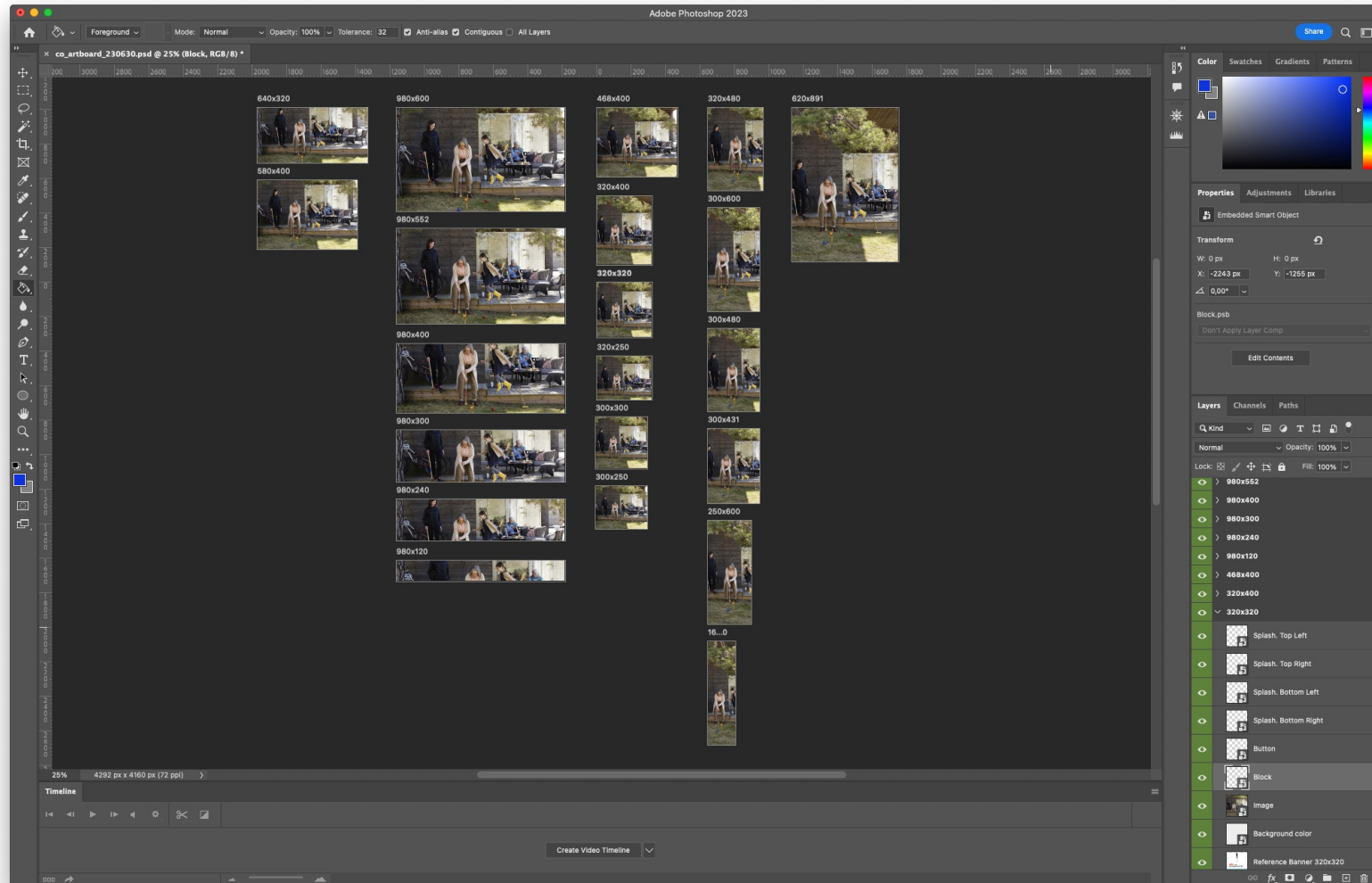


...and it effects all Smart Objects of that element.

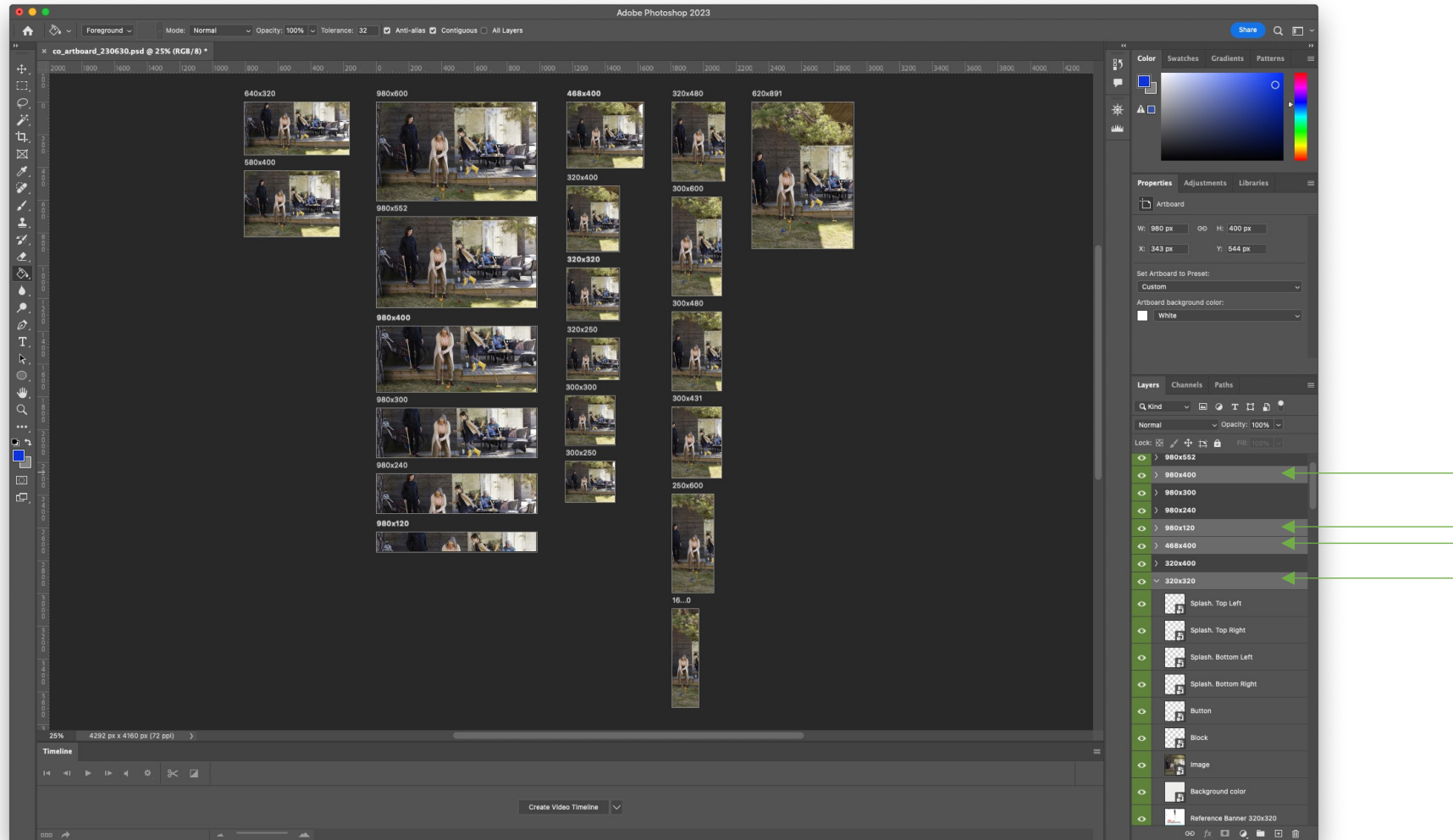


Make the Smart Object safezones for Splashes and Banner Plate transparent to change and export the background.

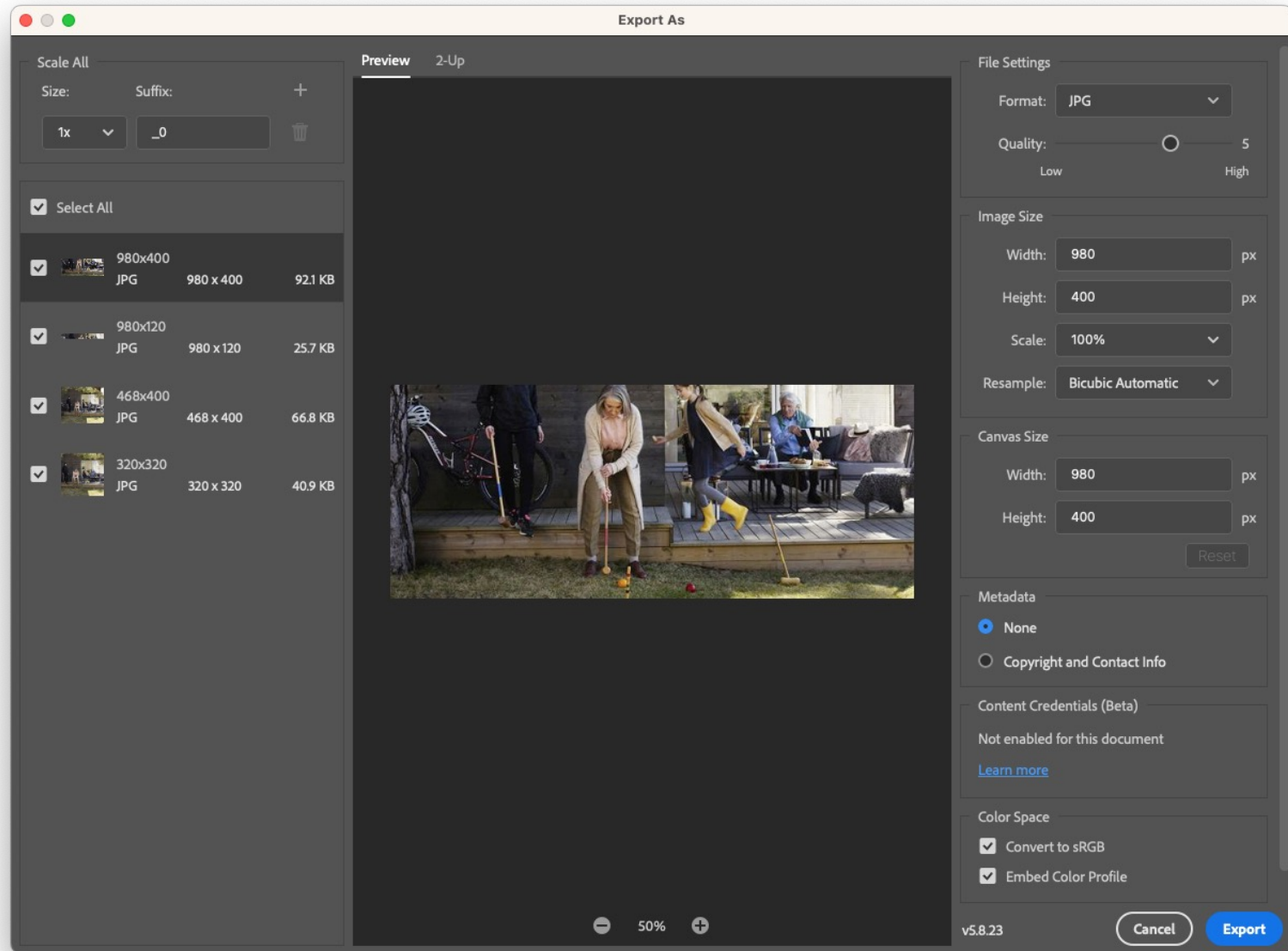




Hide the content of one Smart Object and all copies of that Smart Object are also transparent.

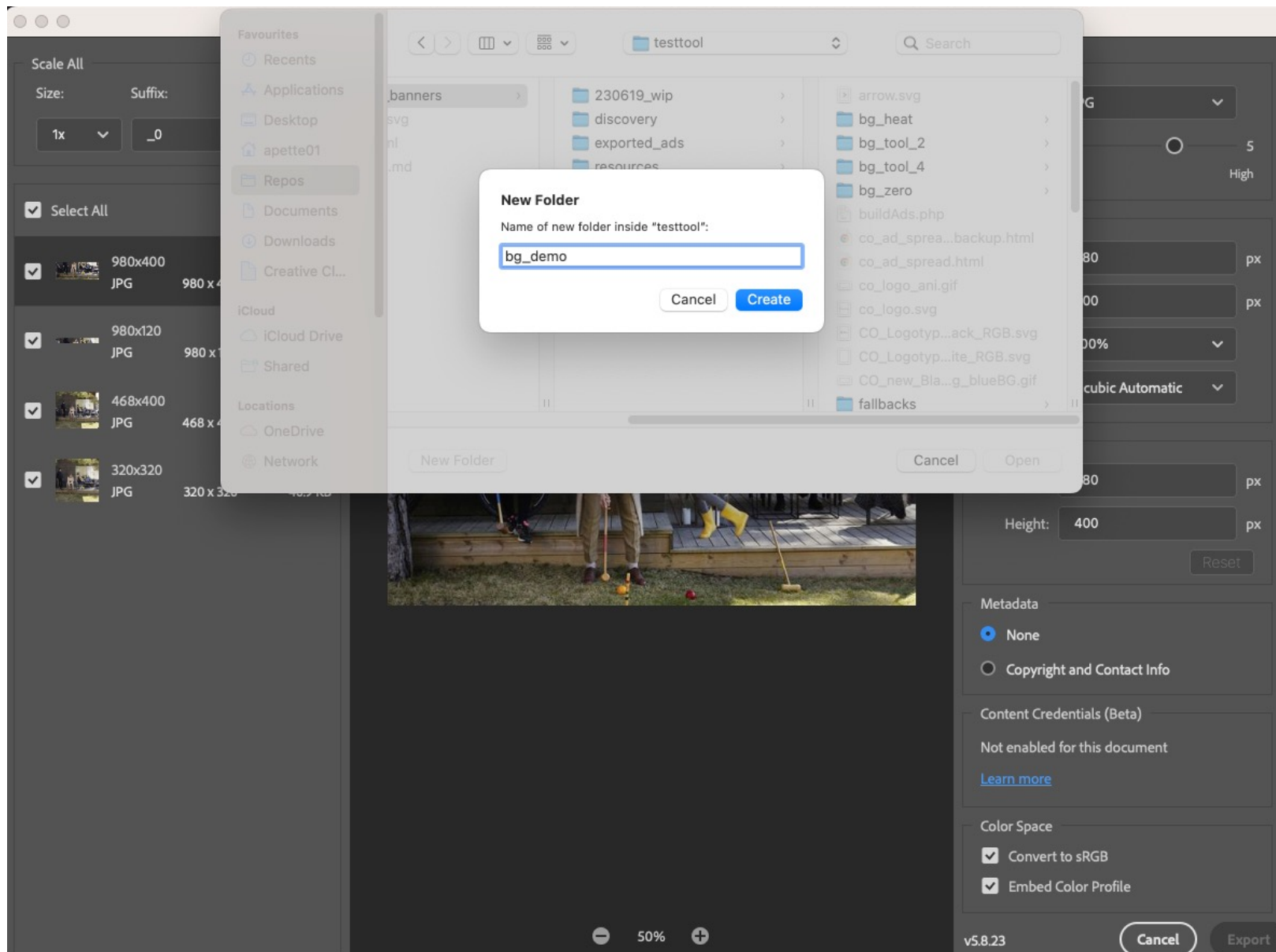


Select the Artboards (images) to export.

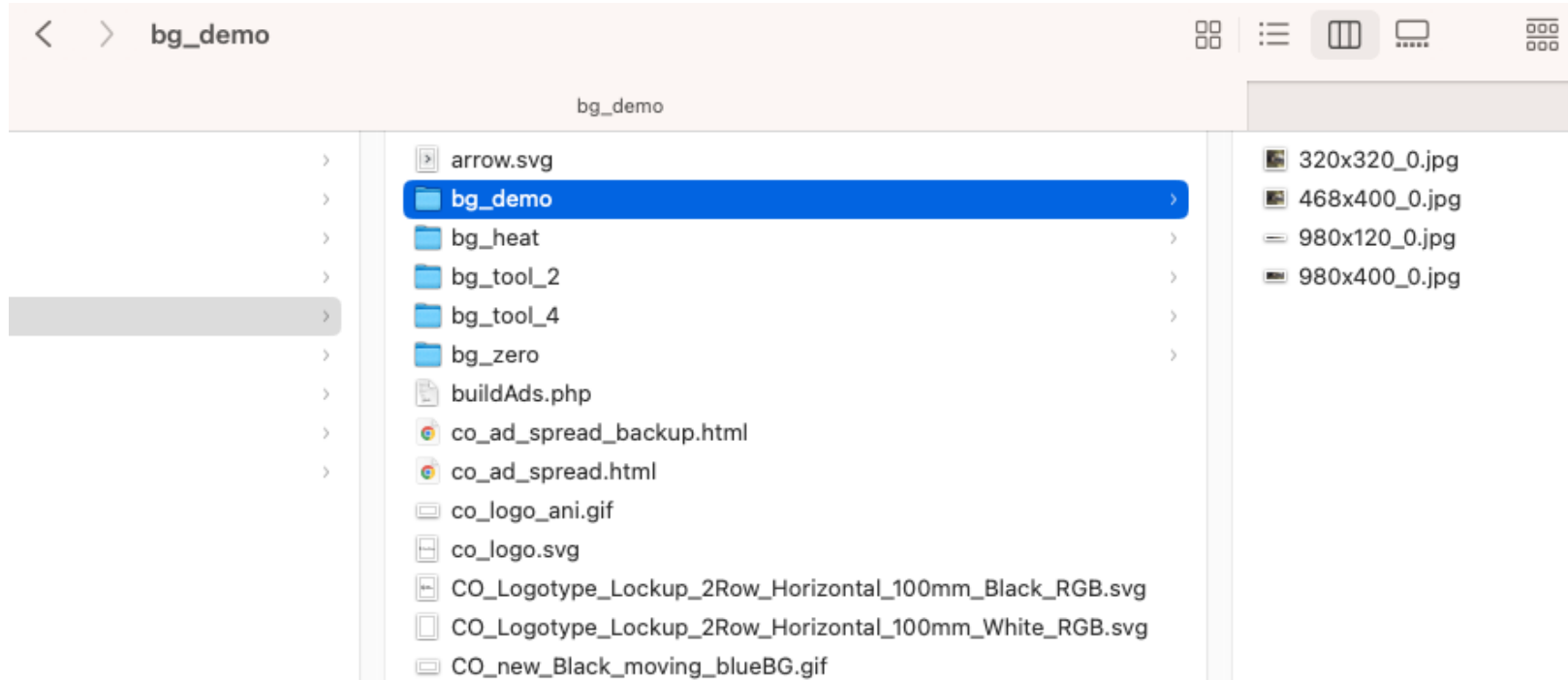


Preview and change quality if needed. Change suffix to \_0 for intro image or \_1,\_2,\_3,\_4 for order in Mid or Upper.

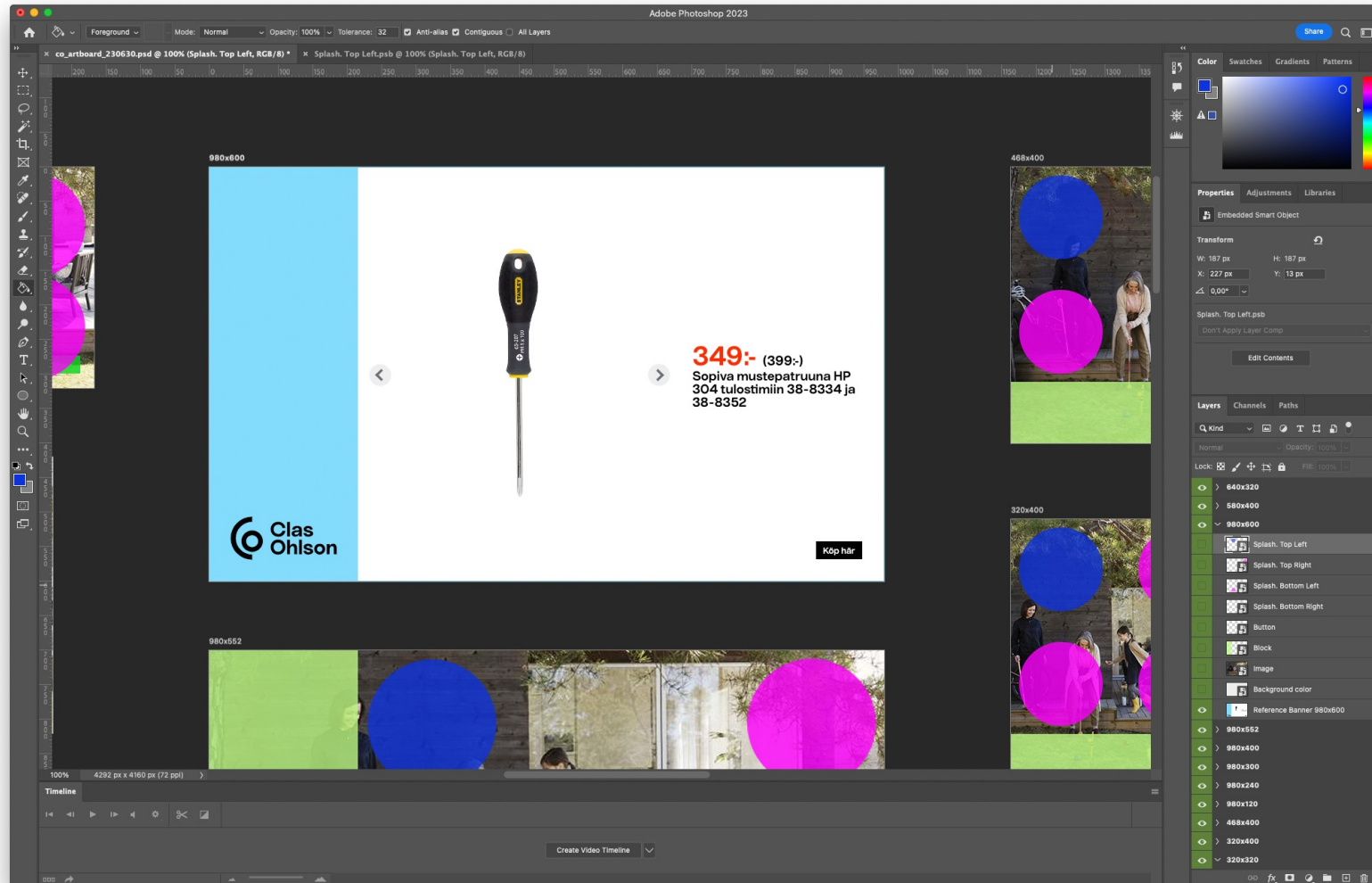




Create a appropriately named folder.



Files are exported with Artboard name (size) and suffix and 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

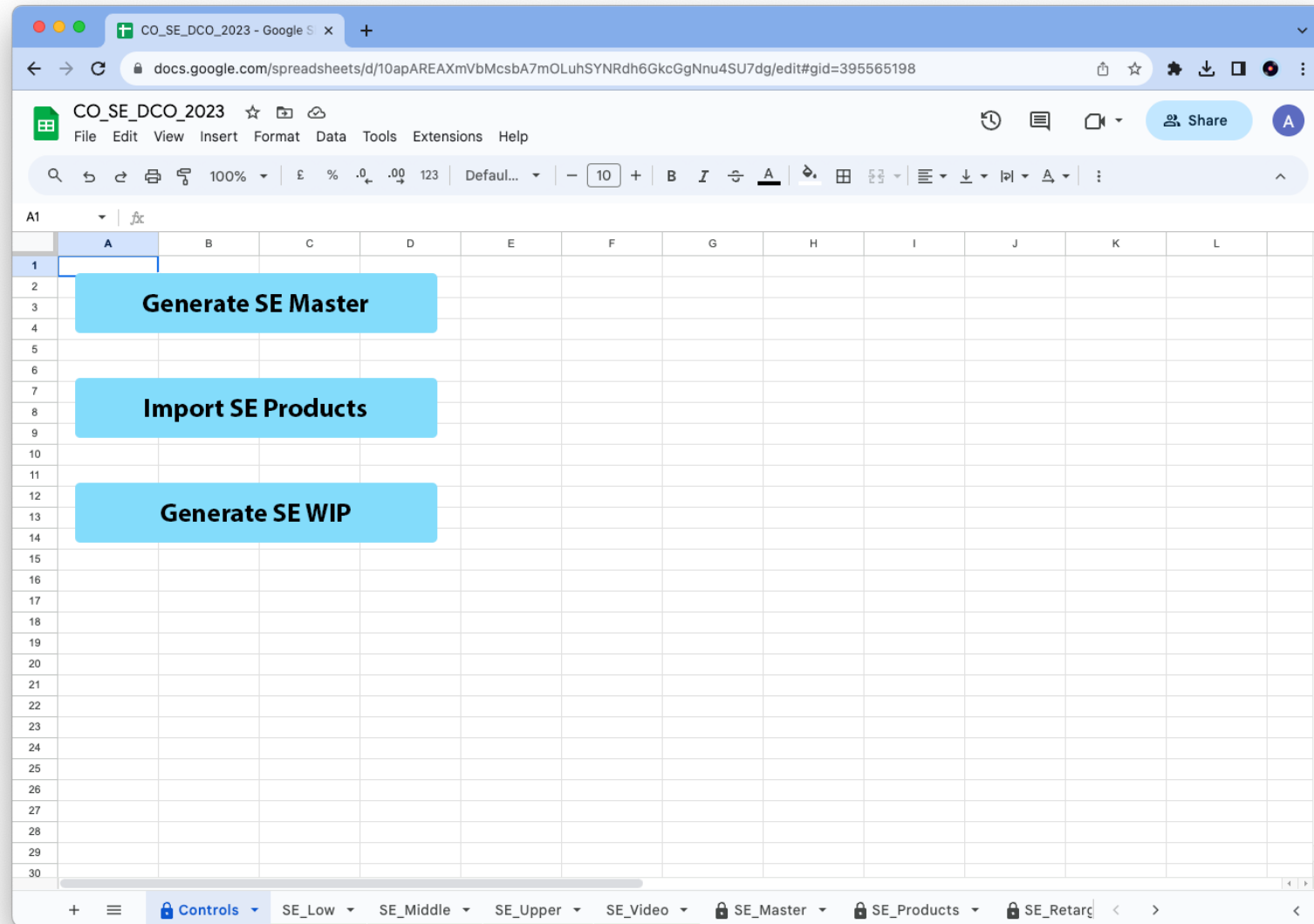
# The Spreadsheet

## 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

Editable. Add, change or delete content here

Generated and used by preview tool and or studio



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 S x

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

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

	A	B	C	D	E	F	G	H	I	
1	variant	id	reportingLabel	introText	introLogo	introImageFolder	introImageFolderDev	products	currency	ctaBtr
2	low	low01	LowDev01	no	CO_Logo...	noimg	noimg	320636000,343598002,511892000,510957000,409354005	:-	Köp ni
3	low	low02	LowDev02	The introtext	CO_Logo...	introImageDev	<a href="https://s0.2mdn.ne">https://s0.2mdn.ne</a>	511793000,506858000,407061000	:-	Köp ni
4	low	low02	LowDev03	Höger introtext	CO_Logo...	introImageDev	<a href="https://s0.2mdn.ne">https://s0.2mdn.ne</a>	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

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

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

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	endplateLogo
2	mid	mid01	MidDev01	Splash 1 mid1	Splash 2	Splash 3	Splash 4	dev_tool_4	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	Köp nu	Slutplatta text	CO_Lo...	co_log
3	mid	mid02	MidDev02	Splash 1 mid2	Splash 2	Splash 3	Splash 4	dev_tool_2	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	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	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	Köp nu	Slutplatta text	CO_Lo...	co_log

Add 1000 more rows at the bottom

SE\_Low SE\_Middle SE\_Upper SE\_Video SE\_Master SE\_Products SE\_Retarg

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  
remarketingVa  
geoTarget

System  
Content  
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Click  
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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.



CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

	A	B	C	D	E	F	G	H	I	J	K	L
1	variant	id	reportingLabel	text1	text2	imgFolder	imgFolderDev	ctaBtnText	endplateText	logo	endplateLogo	colorisedTextColor
2	upper	upper01	UpperDev01	Text 1	Text 2	dev_bg_heat	<a href="https://s0.2mdn...">https://s0.2mdn...</a>	Köp nu	Slutplatta text	CO_Lo...	co_logo_ani.gif	#FF2600

Add 1000 more rows at the bottom

SE\_Low SE\_Middle SE\_Upper SE\_Video SE\_Master SE\_Products SE\_Retargeting

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.

System  
Content  
Style  
Click  
Serving  
Targeting

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  
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startDate  
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geoTarget

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File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

	A	B	C	D	E	F	G	H	I	J	K	L	
1	variant	id	reportingLabel	splashText1	splashText2	splashText3	videoids	videoTracking	ctaBtnText	endplateText	logo	endplateLogo	coloris
2	video	video01	VideoDev01	Splash 1	Splash 2	Splash 3	980x600 v3:avrC	980x600 12hma	Köp nu	Slutplatta text	CO_Lo...	co_logo_ani.gif	#FF2

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  
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.

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

	A	B	C	D	E	F	G	H	
1	variant	id	reportingLabel	default	active	startDate	endDate	dimensions	loc
2	low	low01	LowDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600, 300x250, 300x300, 300x431, 320x320, 300x600, 300x480, 320x250,	
3	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	

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Don't change anything here!

SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

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.

CO\_SE\_DCO\_2023 - Google S x

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=1746649300

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

A96 392426000

	A	B	C	D	E	F	G	H	I
51	414148002	Läderknopp Ari	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	79,90	79,90	Beslag & upphängning	2023-09-07 10:53:49	415010000, 415007000, 340236000, 408
52	316008000	Fiskelåda Kineti	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	499,00	499,00	Friluftsliv & camping	2023-09-07 10:53:49	315274001, 346995000, 346993000, 391
53	389443000	Mobilskal i siliko	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	199,00	199,00	Mobiltelefoni & fast telefoni	2023-09-07 10:53:49	391288000, 389480000, 363408000, 391
54	367464000	Ljusslinga med t	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	179,90	129,90	Lampor & belysning	2023-09-07 10:53:49	367653000, 367974000, 367553000, 367
55	513305000	Slipplatta Cocraf	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	99,00	99,00	Reservdelar 2	2023-09-07 10:53:49	503058000, 512185000, 511214000, 513
56	444657001	Kuddfodral Löv,	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	79,90	79,90	Inredning	2023-09-07 10:53:49	442544000, 346439000, 344187009, 441
57	313982000	Gipsankare med	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	169,90	169,90	Skruv & spik	2023-09-07 10:53:49	306295000, 407035000, 408529000, 408
58	368018000	Solventilator Sur	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	999,00	999,00	Ventilation	2023-09-07 10:53:49	368467000, 365300000, 323122000, 368
59	413086000	Rund knapp, sve	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	69,90	69,90	Beslag & upphängning	2023-09-07 10:53:49	415010000, 409153004, 343040000, 411
60	414113000	D-C-Fix fönsterfi	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	139,90	139,90	Badrum & bastu	2023-09-07 10:53:49	442063000, 341432001, 441995000, 341
61	414112000	D-C-Fix fönsterfi	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	139,90	139,90	Badrum & bastu	2023-09-07 10:53:49	441991000, 349615000, 316235001, 342
62	316579000	Philips 3000 Ser	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	449,00	449,00	Tvättstuga	2023-09-07 10:53:49	316544000, 444310000, 316546000, 415
63	368779000	Adax Vilje 2000	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	949,00	949,00	Klimat & värme	2023-09-07 10:53:49	368106000, 368264000, 366698000, 366
64	391770000	Filament Fiberlo	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	549,00	549,00	Skrivare & skannrar	2023-09-07 10:53:49	388954000, 388888000, 388870000, 388
65	402016002	Mössa barn	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	59,90	29,90	Baby & barn	2023-09-07 10:53:49	315911000, 315855000, 315932000, 411
66	367309000	Bordslampa mec	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	249,00	249,00	Lampor & belysning	2023-09-07 10:53:49	366493001, 366177000, 367653000, 366
67	445122000	Stavmixer 300 V	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	199,90	199,90	Köksmaskiner	2023-09-07 10:53:49	443554001, 440397000, 444715002, 444
68	409012000	Lättspackel för ir	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	69,90	69,90	Måla & tapetsera	2023-09-07 10:53:49	412033000, 406089000, 406098000, 406
69	389256000	Förbetald fotopå	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	299,00	299,00	Foto & video	2023-09-07 10:53:49	387826000, 391168000, 392077000, 389
70	391862000	Razer Kaira X Xi	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	699,00	699,00	Hörlurar & headset	2023-09-07 10:53:49	391374001, 389210001, 391936000, 391
71	368997000	Woods AL310 lu	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	4990,00	4990,00	Klimat & värme	2023-09-07 10:53:49	368766000, 366576000, 368264000, 366
72	368608000	Deltaco Smart H	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	119,90	119,90	Ljuskällor	2023-09-07 10:53:49	367611000, 368323000, 366381000, 361
73	414310000	D-C-Fix fönsterfi	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	139,90	139,90	Badrum & bastu	2023-09-07 10:53:49	442063000, 441991000, 341861002, 316
74	441715000	Hopfällbart fotba	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	169,90	169,90	Personvård & hälsa	2023-09-07 10:53:49	445039000, 445043000, 445038000, 445
75	316479000	Sharper Image >	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	499,00	499,00	Drönare & tillbehör	2023-09-07 10:53:49	389799000, 316294000, 315736000
76	513055000	Laddare till Brau	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	249,00	249,00	Reservdelar 2	2023-09-07 10:53:49	513445000, 507103000, 511214000, 368
77	511512000	Kol 18 x 11 x 6 n	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	59,00	59,00	Reservdelar 2	2023-09-07 10:53:49	512185000, 368016000, 511852000, 511
78	326126000	Laddningsbart b	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	179,90	179,90	Batterier & laddare	2023-09-07 10:53:49	368820000, 368815000, 365125000, 365
79	342320010	Akrylfärg Liquite	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	149,90	149,90	Konstnär	2023-09-07 10:53:49	315761040, 349247000, 315758040, 315
80	512499000	Laddare 3 V/100	<a href="https://www.clas">https://www.clas</a>	<a href="https://images.cl">https://images.cl</a>	99,00	99,00	Reservdelar 2	2023-09-07 10:53:49	368016000, 503101000, 513445000, 511

SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

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.



CO\_SE\_DCO\_2023 - Google S

docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNrdhG6kcGgNnu4SU7dg/edit?gid=436835420

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

variant

	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	ret1	ret1_445152000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
3	low	ret2	ret2_411786000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
4	low	ret3	ret3_411794000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
5	low	ret4	ret4_412483000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
6	low	ret5	ret5_443023000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
7	low	ret6	ret6_384716000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
8	low	ret7	ret7_408398002	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
9	low	ret8	ret8_409596000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
10	low	ret9	ret9_319746004	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
11	low	ret10	ret10_344009000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
12	low	ret11	ret11_409557000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
13	low	ret12	ret12_41104010	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
14	low	ret13	ret13_223479000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
15	low	ret14	ret14_223481000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
16	low	ret15	ret15_407471000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
17	low	ret16	ret16_368361000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
18	low	ret17	ret17_448001000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
19	low	ret18	ret18_387079000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
20	low	ret19	ret19_389131000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
21	low	ret20	ret20_391364000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
22	low	ret21	ret21_412219000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
23	low	ret22	ret22_412208000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
24	low	ret23	ret23_442313000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
25	low	ret24	ret24_412200000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
26	low	ret25	ret25_412216000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
27	low	ret26	ret26_412203000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
28	low	ret27	ret27_412221000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
29	low	ret28	ret28_409039000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na
30	low	ret29	ret29_409031000	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	160x600, 250x600	10	noimg	noimg	na	na

SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

Don't change anything here!

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.

CO\_SE\_DCO\_2023 - Google S x

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CO\_SE\_DCO\_2023

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100% 123 Default... 10 B I A

A1 variant

	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, 250x600	10	noimg	noimg	na	na
3	low	low02	LowDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x600	10	noimg	noimg	na	na
4	low	low02	LowDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320, 300x600	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	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	na	na
6	mid	mid02	MidDev02	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_2	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	na	na
7	mid	mid03	MidDev03	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_tool_4	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	na	na
8	upper	upper01	UpperDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	980x240	10	dev_bg_heat	<a href="https://s0.2mdn.net">https://s0.2mdn.net</a>	na	na
9	video	video01	VideoDev01	FALSE	TRUE	2023-01-01 00:0	2025-01-01 00:0	320x320	10	noimg	noimg	980x600 12hmax	980x600

Add 1000 more rows at the bottom

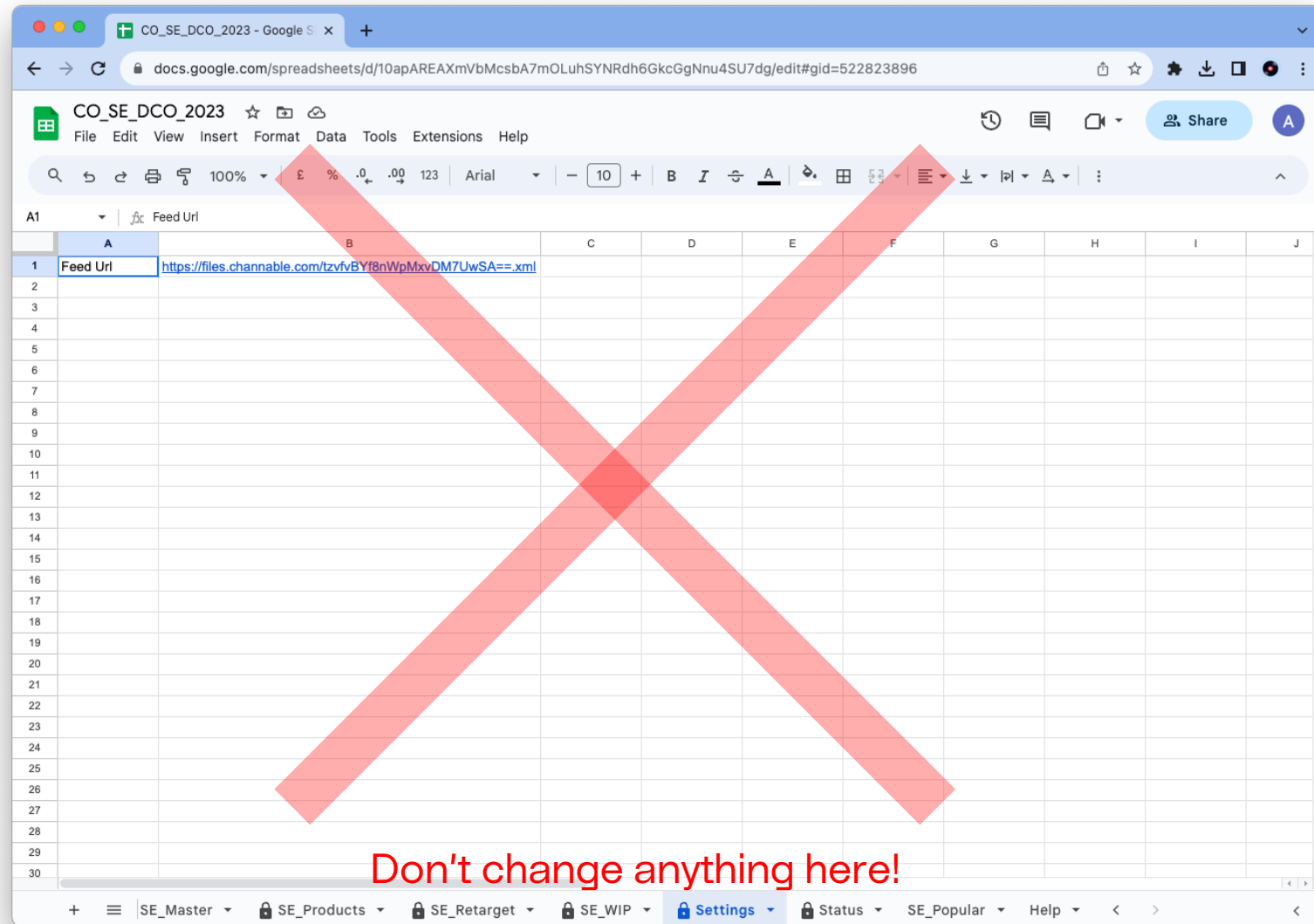
SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

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!**

CO\_SE\_DCO\_2023 - Google S x

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CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Arial 10 B I A

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			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							
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									

+ SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

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



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docs.google.com/spreadsheets/d/10apAREAXmVbMcsbA7mOLuhSYNRdh6GkcGgNnu4SU7dg/edit#gid=397590129

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Calibri 11

A1 Category 1 Rd sv-SE

	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	Verktystillbehör	Laddare & batterier	BATTERIES RYOB	412653000					
3	Bygg	Verktystillbehör	Laddare & batterier	BATTERY KIT RYC	412701000					
4	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412529000					
5	Bygg	Verktystillbehör	Borrar & hålsågar	ACCESSORY SET	408571000					
6	Bygg	Verktystillbehör	Laddare & batterier	BATTERY SET BO	411572000					
7	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412527000					
8	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412528000					
9	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412562000					
10	Bygg	Verktystillbehör	Laddare & batterier	BATTERY CHARG	318745000					
11	Bygg	Verktystillbehör	Slipmaskinstillbehör	KNIFE JIG TORM	412673000					
12	Bygg	Verktystillbehör	Laddare & batterier	BATTERY COCRA	409199000					
13	Bygg	Verktystillbehör	Sågstativ	MITRE SAW STAI	408978000					
14	Bygg	Verktystillbehör	Laddare & batterier	BATTERY KIT RYC	412605000					
15	Bygg	Verktystillbehör	Slippapper och tillbehör	SANDING BLOCK	407425000					
16	Bygg	Verktystillbehör	Laddare & batterier	BATTERY COCRA	409196000					
17	Bygg	Verktystillbehör	Laddare & batterier	BATTERY SET BO	416126000					
18	Bygg	Verktystillbehör	Multiverktystillbehör	ACCESSORY SET	409772000					
19	Bygg	Verktystillbehör	Sågblad	JIGSAW BLADE N	412141000					
20	Bygg	Verktystillbehör	Fräsar	12-PC ROUTER C	412129000					
21	Bygg	Verktystillbehör	Borrar & hålsågar	DRILL BIT BOX C	309943000					
22	Bygg	Verktystillbehör	Laddare & batterier	CHARGER DOUB	412703000					
23	Bygg	Verktystillbehör	Laddare & batterier	BATTERY KIT DEV	412185000					
24	Bygg	Verktystillbehör	Laddare & batterier	BATTERY CHARG	411379000					
25	Bygg	Verktystillbehör	Laddare & batterier	BATTERY 36V 2,C	412746000					
26	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412401000					
27	Bygg	Verktystillbehör	Laddare & batterier	BATTERY RYOBI	412561000					

SE\_Master SE\_Products SE\_Retarget SE\_WIP Settings Status SE\_Popular Help

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

Don't change anything here!

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

CO\_SE\_DCO\_2023 - Google S x

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

CO\_SE\_DCO\_2023

File Edit View Insert Format Data Tools Extensions Help

100% 123 Arial 18 B I A

A1 Reference for text customization

	A	B	C	D	E	F	G	H	I	J	K	L
1	<b>Reference for text customization</b>											
2	(())	Colorises text										
3	[]	Embiggens text										
4	{ }	Boldens text										
5	_	&nbsp; non-breakable line space										
6												
7	<b>How-to for dynamic ads</b>											
8												
9	<b>Thorough version (with draft and preview)</b>											
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	<b>1. Decide on what message to put into the ads</b>											
19												
20		Make sure the texts are of suitable lengths.										
21												
22	<b>2. Update the spreadsheet</b>											
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	<b>3. Create draft</b>											
27												
28	a.	Go to DoubleClick Studio ( <a href="http://www.google.com/doubleclick/studio">http://www.google.com/doubleclick/studio</a> )										

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. Se help tab in the sheet for details.
- `videolds`  
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 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  
Geografic specification used to target the message geographically. 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 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)

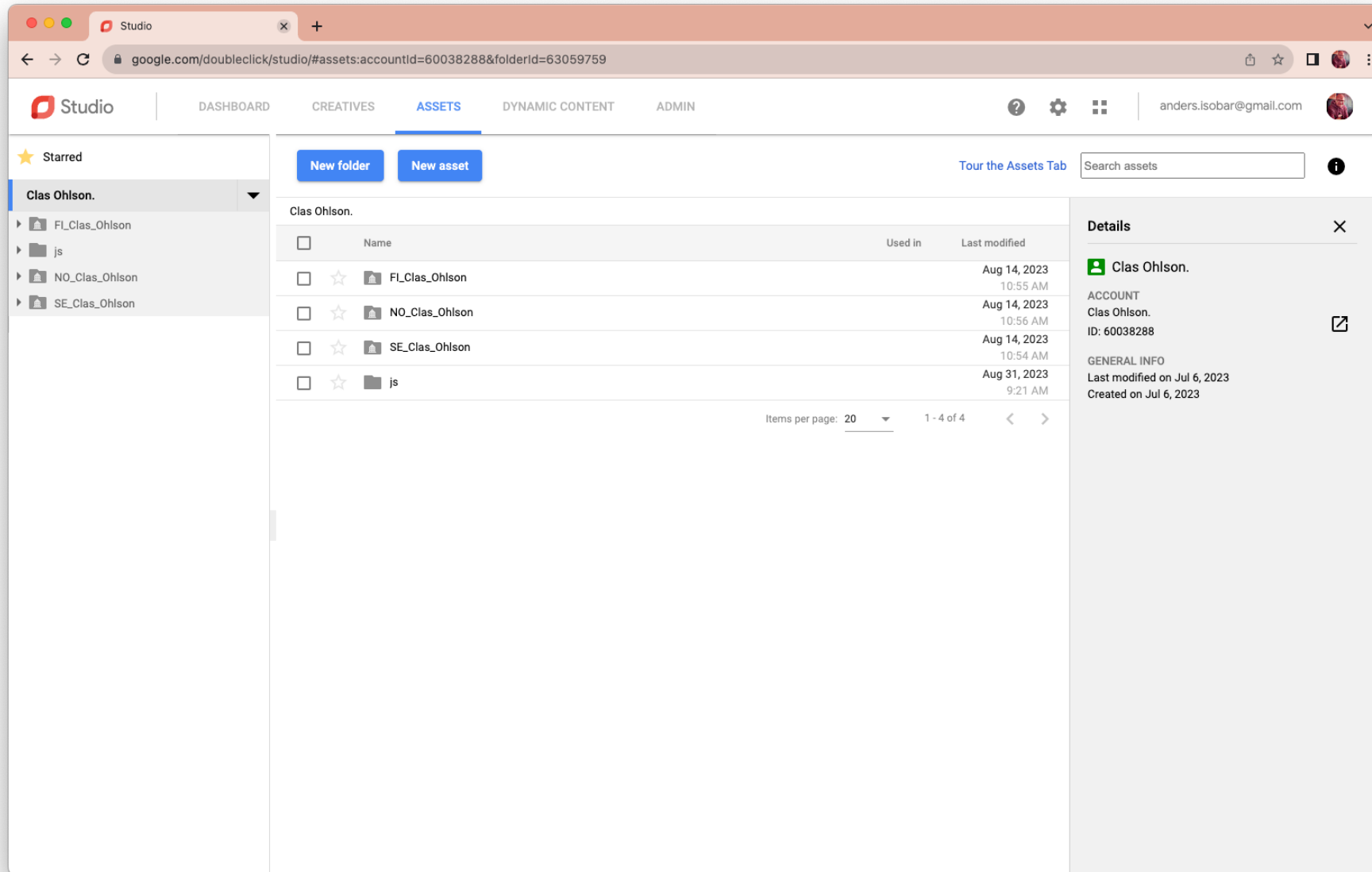
- splash4Pos  
Position of the fourth splash. Must be: Top right, top left, bottom right or bottom left. Where supported. Smaller formats might have less support or fixed positions due to layout constraints.
- text1Color  
Color for the first text or all text depending on template typ. All text for Low.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

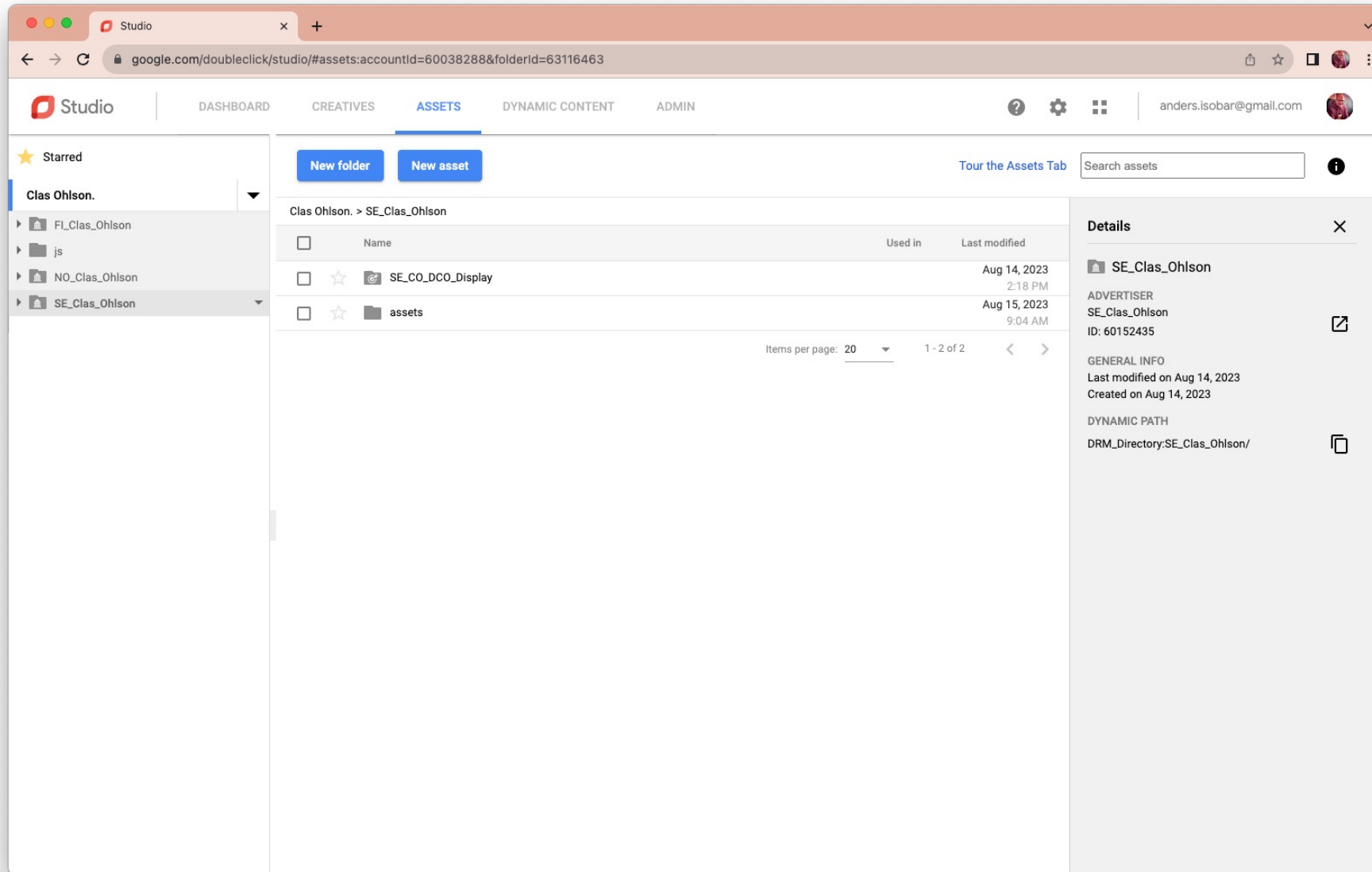
- text3  
The third text.
- text4  
The fourth text.
- text5  
The fifth text.
- introText  
Text for the Low-template intro image.
- introTextColor  
Text color for the Low-template intro image.
- introTextAlign  
Text alignment for the Low-template intro image. Must be left, center or right.
- introLogo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

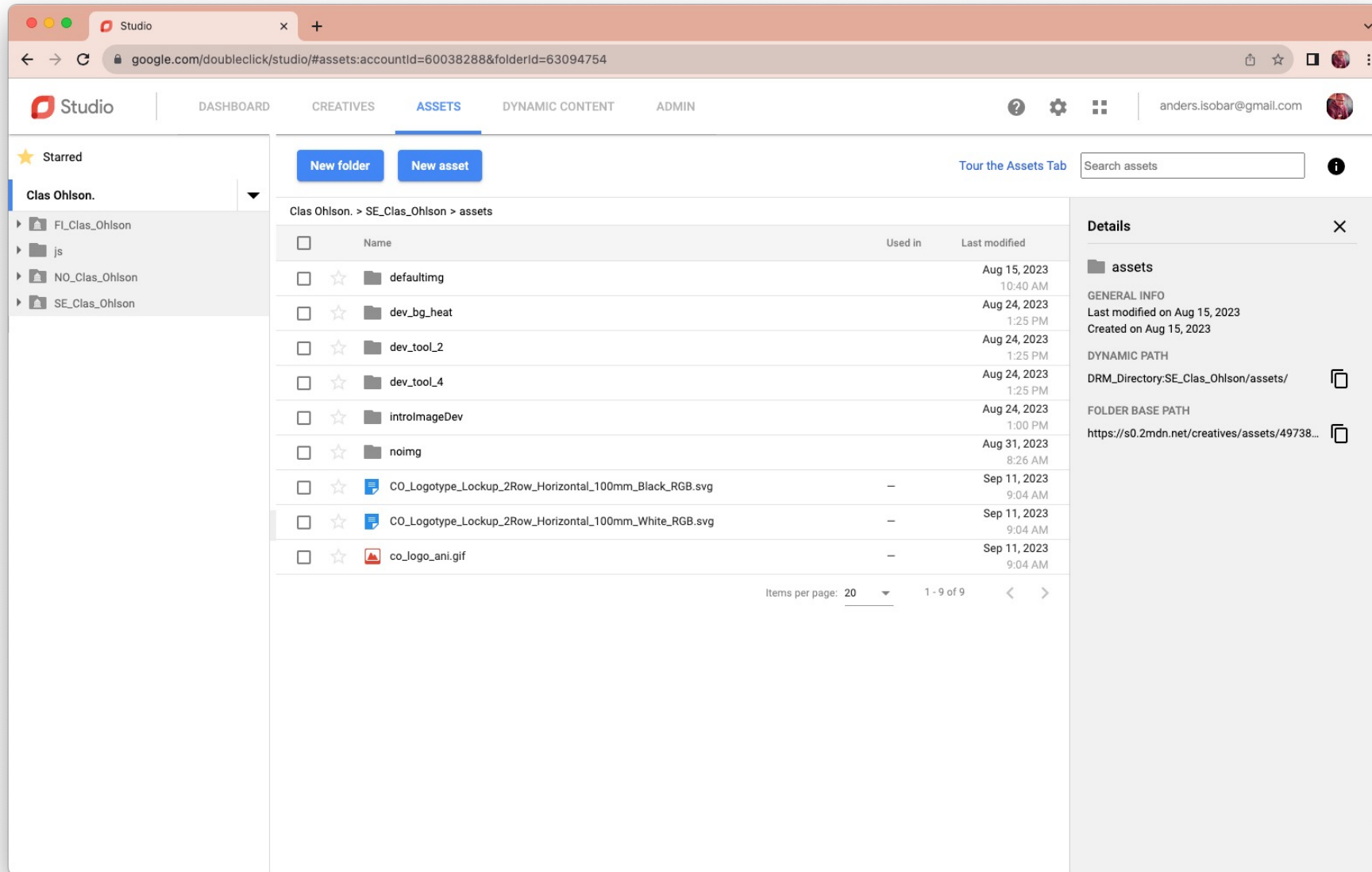
Image and assets hosting



Account home. Upload nothing here.



Advertiser (country) home. Upload nothing here.



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

Studio

google.com/doubleclick/studio/#assets:accountId=60038288&folderId=63115423

Studio DASHBOARD CREATIVES ASSETS DYNAMIC CONTENT ADMIN

Starred

Clas Ohlson.

FL\_Clas\_Ohlson

js

NO\_Clas\_Ohlson

SE\_Clas\_Ohlson

New folder New asset

Tour the Assets Tab Search assets

Clas Ohlson. > SE\_Clas\_Ohlson > assets > dev\_tool\_2

<input type="checkbox"/>	Name	Used in	Last modified
<input type="checkbox"/>	160x600_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	160x600_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	250x600_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	250x600_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x250_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x250_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x300_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x300_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x431_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x431_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x480_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x480_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x600_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	300x600_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	320x160_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	320x160_2.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	320x250_1.jpg	—	Sep 11, 2023 9:05 AM
<input type="checkbox"/>	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\_Ohlson/assets/dev\_t...

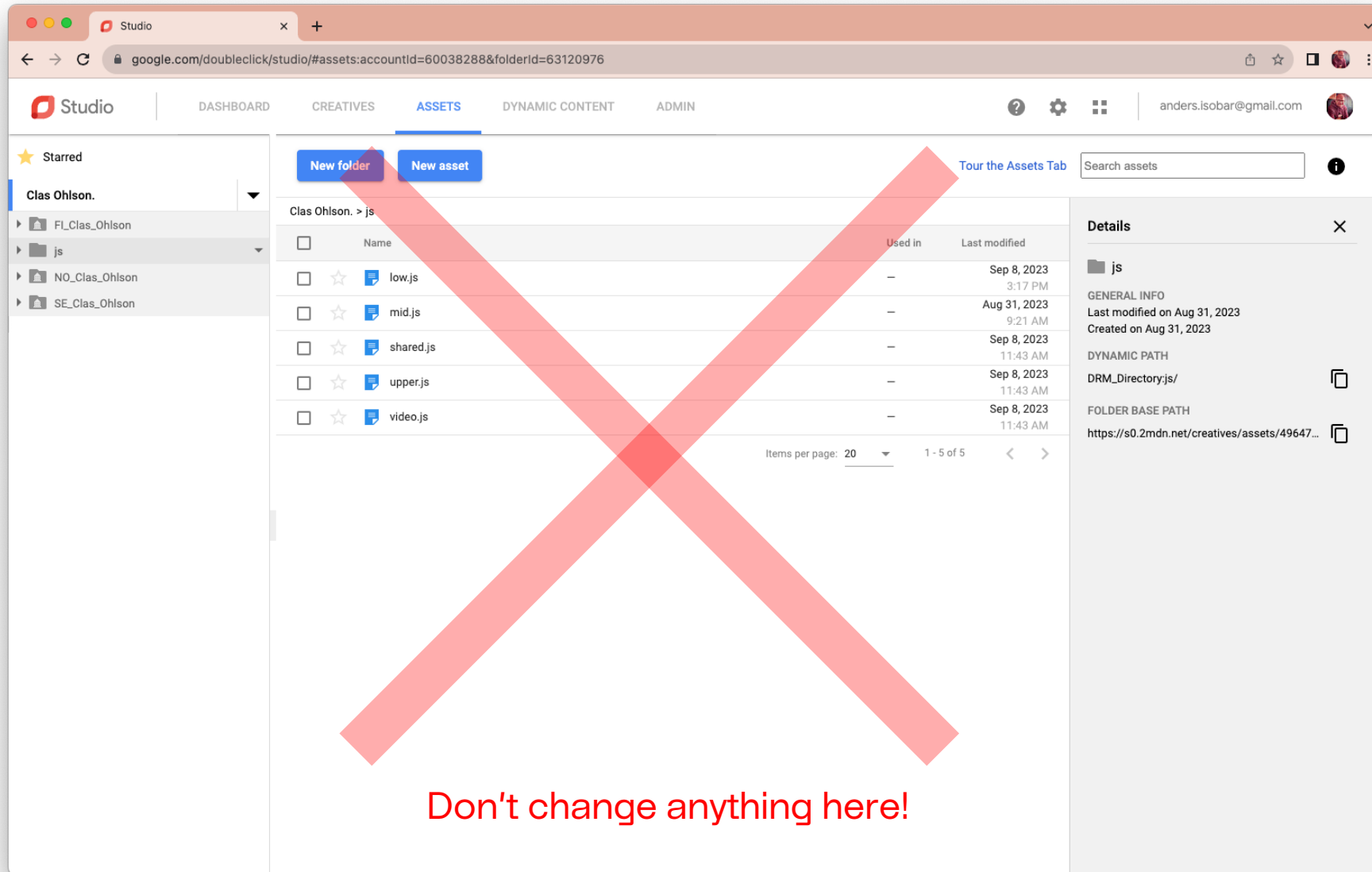
FOLDER BASE PATH

<https://s0.2mdn.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

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

Studio

DASHBOARD

CREATIVES

ASSETS

DYNAMIC CONTENT

ADMIN

?

⚙

☐

anders.isobar@gmail.com

Accounts

Advertisers

Campaigns

Creatives

Clas Ohlson. ✎

Account name  
Clas Ohlson.

Country  
Sweden

Website

Account type  
Creative Agency

Account settings

☒ Dynamic content

☒ QA certified

Advertisers

New advertiser

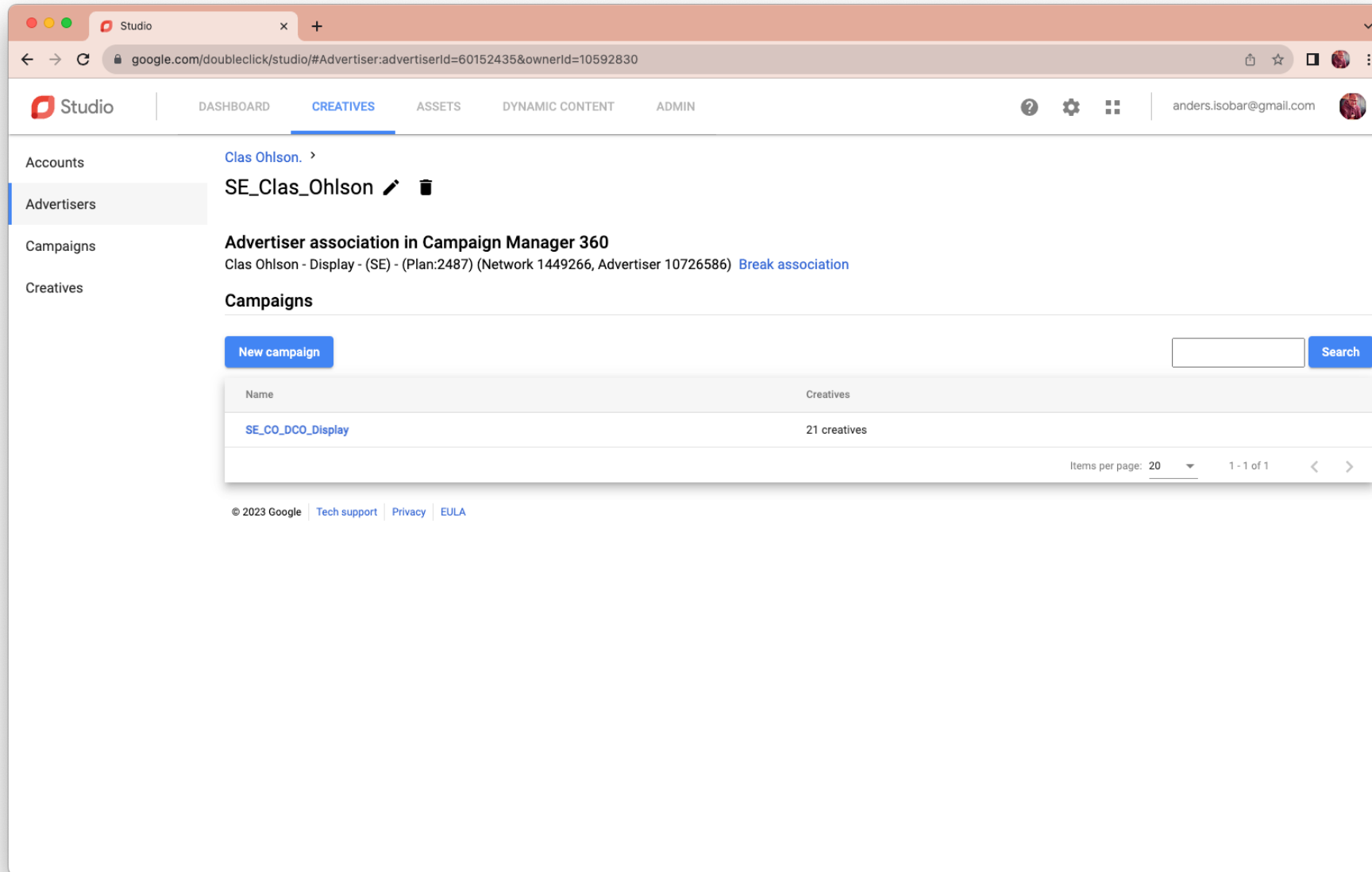
Search

Name	Advertiser association	Campaigns
<a href="#">NO_Clas_Ohlson</a>	Complete	1 campaign
<a href="#">FI_Clas_Ohlson</a>	Complete	1 campaign
<a href="#">SE_Clas_Ohlson</a>	Complete	1 campaign

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

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Account home. Lists Advertisers (countries).



Advertiser (country) home. Lists Campaigns.

Studio

google.com/doubleclick/studio/#campaign:campaignId=60388886&advertiserId=60152435&ownerId=10592830

Studio | DASHBOARD | **CREATIVES** | ASSETS | DYNAMIC CONTENT | ADMIN

Accounts  
Advertisers  
**Campaigns**  
Creatives

Clas Ohlson. > SE\_Clas\_Ohlson >  
**SE\_CO\_DCO\_Display** ✎ 🗑

**Campaign previews**

[Default preview](#) All 21 creatives

**Creatives**

New creative QA options Add to preview Add a filter

<input type="checkbox"/>	Name	Status	Format	Size	Last modified ↓
<input type="checkbox"/>	<a href="#">SE_CO_DCO_300x250</a>	In development	Banner	300×250	Sep 8, 2023 3:00 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_300x300</a>	In development	Banner	300×300	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_300x431</a>	In development	Banner	300×431	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_250x600</a>	In development	Banner	250×600	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_320x250</a>	In development	Banner	320×250	Sep 8, 2023 2:59 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x600</a>	In development	Banner	980×600	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x552</a>	In development	Banner	980×552	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x400</a>	In development	Banner	980×400	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x300</a>	In development	Banner	980×300	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x240</a>	In development	Banner	980×240	Sep 8, 2023 2:58 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_980x120</a>	In development	Banner	980×120	Sep 8, 2023 2:57 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_640x320</a>	In development	Banner	640×320	Sep 8, 2023 2:57 PM
<input type="checkbox"/>	<a href="#">SE_CO_DCO_620x891</a>	In development	Banner	620×891	Sep 8, 2023 2:57 PM

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

Studio

google.com/doubleclick/studio/#creative:step=MANAGE\_FILES&advertiserId=60152435&creativeId=62429592&ownerId=10592830&entityId=3592460988

StudioDASHBOARDCREATIVESASSETS\_DYNAMIC CONTENTADMIN

anderson.isobar@gmail.com

AccountsAdvertisersCampaignsCreatives

Clas Ohlson. > SE\_Clas\_Ohlson > SE\_CO\_DCO\_Display >

SE\_CO\_DCO\_300x250

Showcase this creative in the Rich Media Gallery →

Banner300x250In development

12345

New creativeManage filesEdit eventsPreviewPublish

Files: 2 | Total file size: 65.92K | Enabler version: 01\_250 | Components:

Add assetsUpload assetsDelete

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

Items per page: 20 1 - 2 of 2

Next

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Creative home. Lits files.

# Studio Dynamic Flow

How to get stuff live

Studio

google.com/doubleclick/studio/#ContentManagement:

Studio

DASHBOARD

CREATIVES

ASSETS

DYNAMIC CONTENT

ADMIN

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⚙

⌵

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

clas

Search

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: 201 - 3 of 3

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Privacy

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



Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson >

Advertiser: **SE\_Clas\_Ohlson** 6 rows (0%) of 700000 feed rows used

Profiles Transformed content Remarketing Attributes

[New profile](#) Actions ▾ Active Archived All

[Search](#)

<input type="checkbox"/>	ID	Name	Draft	Published	Archive status
<input type="checkbox"/>	10856050	<a href="#">CO DCO 2023 SE</a>		<span>Published</span> Sep 11, 2023 10:52 AM	Active

Items per page: 20 1 - 1 of 1

Overview of available Profiles within the selected Advertiser.

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

anderson.isobar@gmail.com

Advertisers > SE\_Clas\_Ohlson > 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

2

3

4

5

6

7

New profile   Manage Data   Manage Rules   Generate Code   Preview   Reporting Dimensions   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
<a href="#">CO_SE_DCO_2023_SE_Master</a>	1	<a href="#">CO_SE_DCO_2023_SE_Master</a>		Sep 11, 2023 10:52 AM <span>32 Warning(s)</span>

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.

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

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Advertisers > SE\_Clas\_Ohlson > 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

DraftPublished

1

2

3

4

5

6

7

New profileManage DataManage RulesGenerate CodePreviewReporting DimensionsPublish

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

Edit

Transformed content	Quantity	Element	Draft modified on	Published on
<a href="#">CO_SE_DCO_2023_SE_Master</a>	1	<a href="#">CO_SE_DCO_2023_SE_Master</a>		Sep 11, 2023 10:52 AM

Rules

Edit

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

Reporting dimensions: feeds

Edit

Name	Summary
CO_SE_DCO_2023_SE_Master	Reporting on: variant

Save and exit

Publish

Cancel

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

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

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Advertisers > SE\_Clas\_Ohlson > Profiles >

Profile: CO DCO 2023 SE

Copy draft

Copy published version

Delete draft

Last saved: Sep 11, 2023 1:12 PMID: 10856050Archive status: ActiveSSL Compatibility: CompliantStudio advertiser ID: 60152435Profile status: ActiveHas postal code targeting: No

Draft

Published

1

2

3

4

5

6

7

New profile

Manage Data

Manage Rules

Generate Code

Preview

Reporting Dimensions

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	<div>Edit</div> 1	CO_SE_DCO_2023_SE_Master		Sep 11, 2023 10:52 AM	Action	Compliant	No

Save

Save and continue

Cancel

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

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

anders.isobar@gmail.com

Advertisers > SE\_Clas\_Ohlson > Profiles >

Profile: CO DCO 2023 SE

Copy draft

Copy published version

Delete draft

Last saved: Sep 11, 2023 1:12 PMID: 10856050Archive status: ActiveSSL Compatibility: CompliantStudio advertiser ID: 60152435Profile status: ActiveHas 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	<div>Edit</div> 1	CO_SE_DCO_2023_SE_Master		Sep 11, 2023 10:52 AM	Compliant	No	No

Save

Save and continue

Cancel

Remove

Retransform

Change source

Manage data. Select "Retransform".

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

anders.isobar@gmail.com

Advertisers > SE\_Clas\_Ohlson > 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

DraftPublished

1

2

3

4

5

6

7

New profileManage DataManage RulesGenerate CodePreviewReporting DimensionsPublish

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	<a>Edit</a> 1	CO_SE_DCO_2023_SE_Master	Sep 11, 2023 1:14 PM	Sep 11, 2023 10:52 AM	Action	Compliant	N/A

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

Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson > 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

+ LÄGG TILL I FÖRHANDSGRANSKNINGSARKET

Välj filter till höger om du vill visa en förhandsgranskning.

Preview type

☐ Filter by dynamic criteria

☒ Filter by row ID

Annonsmaterial | [Avmarkera alla](#)

- ☒ [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.

Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson > 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

☒ [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 9/12/2023 Tid 00:00

Tidzson (GMT+00:00) Africa/Abidjan

CO\_SE\_DCO\_2023\_SE\_Master

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.



Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson > Profiles >

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

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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 9/12/2023 Tid 00:00

Tidzoon (GMT+00:00) Africa/Abidjan

CO\_SE\_DCO\_2023\_SE\_Master low01 (LowDev01)

☐ Visa även publicerad version

APPLY RESET

Preview. Click APPLY.

Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson > 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

Tidzson  
(GMT+00:00) Africa/Abidjan

CO\_SE\_DCO\_2023\_SE\_Master  
low01 (LowDev01)

☐ Visa även publicerad version

APPLY RESET

SE\_CO\_DCO\_320x480  
Filtreras efter följande: low01 | 2023-09-12T00:00+00:00  
320 x 480 **UTKAST**

Preview. Selected ads and messages are shown.

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

Studio

DASHBOARD CREATIVES ASSETS **DYNAMIC CONTENT** ADMIN

Advertisers > SE\_Clas\_Ohlson > Profiles >

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

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

Draft 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

[Edit](#)

Transformed content	Quantity	Element	Draft modified on	Published on
<a href="#">CO_SE_DCO_2023_SE_Master</a>	1	<a href="#">CO_SE_DCO_2023_SE_Master</a>	Sep 11, 2023 1:14 PM <a href="#">32 Warning(s)</a>	Sep 11, 2023 10:52 AM <a href="#">32 Warning(s)</a>

[Publish](#)

Rules

[Edit](#)

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

Reporting dimensions: feeds

[Edit](#)

Name	Summary
CO_SE_DCO_2023_SE_Master	Reporting on: variant

[Save and exit](#) [Publish](#) [Cancel](#)

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

Studio

DASHBOARDCREATIVESASSETSDYNAMIC CONTENTADMIN

anders.isobar@gmail.com

Advertisers > SE\_Clas\_Ohlson > Profiles >

Profile: **CO DCO 2023 SE** Copy published version Create draft

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

Published

1

2

3

4

5

6

7

New profileManage DataManage RulesGenerate CodePreviewReporting DimensionsPublish

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
<a href="#">CO_SE_DCO_2023_SE_Master</a>	1	<a href="#">CO_SE_DCO_2023_SE_Master</a>		Sep 11, 2023 1:14 PM 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

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

