



Google DCM (Campaign Manager)

Campaign manager -> select campaign -> select properties -> Option of the campaign

Campaign properties

SAVE

Discard changes

Copy

Change log

Landing pages

Landing pages in this campaign

⚠ If you make any updates to a landing page, your changes will affect the landing page across your advertiser.

New

Delete

Make default

1 of 1

Default	Name required	URL required	Custom Android deep link	Custom iOS deep link
<input type="checkbox"/>	<input checked="" type="checkbox"/> default 24438998	https://energyfactor.exxonmobil.asia/		

▸ Landing page URL suffix

▸ Event tags [Take a tour!](#)

Impression event tags

View

Applied tags

Advertiser tags

Campaign tags

New impression event tag...

Delete

Name	Application	Enabled	Tag type	SSL
There are no impression event tags defined in your campaign.				

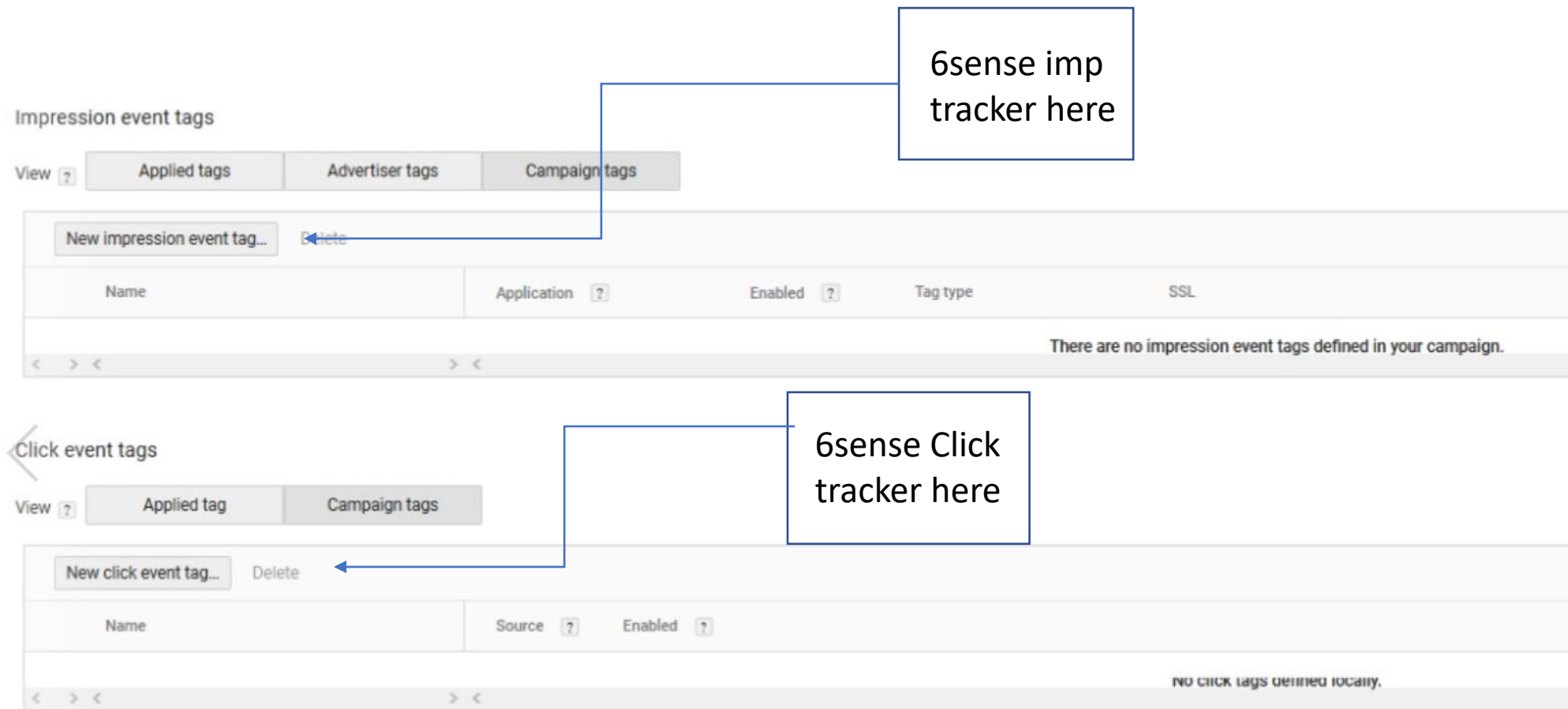
Click event tags

View

Applied tag

Campaign tags

In the Impression Tag – add 6Sense Imp tracker and In Click Event tags – add 6Sense click tracker.



The image shows two screenshots of the 6Sense interface. The top screenshot is for 'Impression event tags' and the bottom is for 'Click event tags'. Both have a 'View' dropdown with 'Applied tags', 'Advertiser tags', and 'Campaign tags' options. The 'Impression' section has a 'New impression event tag...' button and a 'Delete' button. The 'Click' section has a 'New click event tag...' button and a 'Delete' button. Both sections have a table with columns for Name, Application/Source, Enabled, Tag type, and SSL. The 'Impression' table is empty with the message 'There are no impression event tags defined in your campaign.' The 'Click' table is also empty with the message 'NO click tags defined locally.' Blue boxes with arrows point to the 'New' buttons, labeled '6sense imp tracker here' and '6sense Click tracker here' respectively.

Impression event tags

View ? Applied tags Advertiser tags Campaign tags

New impression event tag... Delete

Name	Application ?	Enabled ?	Tag type	SSL
There are no impression event tags defined in your campaign.				

Click event tags

View ? Applied tag Campaign tags

New click event tag... Delete

Name	Source ?	Enabled ?
NO click tags defined locally.		

Ex - Impression tracker – implemented

Impression event tag properties

test 2858787

Properties

Overrides

Name required

test

Application ?

Apply automatically ▼

Enabled ?

Yes ▼

Tag type ? required

Image ▼

Tag URL ? required

<https://t.6sc.co/img.gif?event=imp&ppgid=4181f027&cb=%n>

⚠ You are responsible for ensuring that your collection and use of user information complies with your legal agreements and applicable laws and policies, including the [EU User Consent Policy](#). Carefully consider your responsibilities before using tracking code to collect information from ad impressions.

Limit is 500 characters. Current: 55.

Delimiter

Key

Value

SAVE

Discard changes

Cancel

Ex – Click tracker implemented

Click event tag properties

test123 2859672

Properties

Name
required


test123

Enabled ?

Yes

Tag URL ?
required

https://t.6sc.co/img.gif?event=clk&redirect=https%3A%2F%2Fwww.intel.com%2Fcontent%2Fwww%2Fus%2Fen%2Fnow%2Fyour-data-on-intel%2Farchitecting-deploying-virtualization-guide.html&ppgid=0b5bd058&cb=%n&=

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Limit is 500 characters. Current: 198.

Delimiter	Key	Value
?	event	= clk

Custom string x

SAVE

Discard changes

Cancel

Browser tabs: AU_Art Gallery_Brett Whiteley_FY x +

Address bar: <https://www.google.com/dfa/trafficking/#/accounts/9574/campaigns/22094783/explorer?statuses=0;2>

Page title: Campaign Manager

Page content: AU_Art Gallery_Brett Whiteley (ID: 22094783) Status: Active Run on...

Section: Campaign properties

Buttons: SAVE Discard changes

View: Applied tags

Modal: Impression event tag properties

Modal content:

Publisher Direct 30sec 2699231

Properties

Overrides

Name required: Publisher Direct 30sec

Application: Apply manually

Enabled: Yes

Tag type required: Image

Tag URL required: 32330/32327935/skeleton.gif

Help text:

Enter the tracking URL provided by your vendor. Make sure it's the right URL for your type of event tag. Otherwise, your event tag will not work correctly.

- **Impression event tags:** Enter an impression pixel or survey URL. Do not enter a click tracking URL.
- **Click event tags:** Enter a click tracking URL. Do not enter an impression pixel or survey URL.

For help with key-value pairs, escaping, or general event tag setup, see our [guide](#) to click event tags.

Buttons: SAVE Discard changes