



TAG GUARANTEE – GUIDE v1.1

INTRODUCTION

Tag Guarantee (TG) is Google's version of AG (Automated Guaranteed, Adform). To book TG you will use Google's Tag Guaranteed deals. TG deals will enable you to manage your guaranteed buys within Doubleclick Bid Manager (DBM).

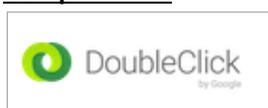
DBM can serve tag-based guaranteed reservations for participating advertisers. With this feature, advertisers can traffic traditional reservations deals in DBM and receive a tag sheet that they can send to the publisher to traffic in their Adserver. DBM provides a unique tag for every publisher placement (named "Product" in Bid Manager) that is part of the guaranteed buy.

The tags can be used by any publisher and is compatible with other system after modification of the tags. TG gives you the power of programmatic and direct campaigns all in one since it's delivered to reservations!

Please note - You must use [Marketplace](#) to have access to Tag Guaranteed deals. If your Google account doesn't have Marketplace, contact your Google Bid Manager account representative.

TAG GUARANTEE – Booking process and setup

Setup in DBM



1. Define the TG deals by these 3 steps:

Step 1: Add products and advertisers.

Step 2: Settings for the deals (optional).

Step 3: Choose creatives. *Important - The creatives will be hosted in DCM/DBM. Leeads will not host creatives for TG.*

For detailed information about the setup of TG please visit Google DBM Support → [Tag Guaranteed deals - DoubleClick Bid Manager Help](#) (See section: Using Tag Guaranteed deals)

2. Targeting TG deals. Assign the TG deal to a new or existing insertion order. (For more information: [Tag Guaranteed deals - DoubleClick Bid Manager Help](#) (See section: Targeting Tag Guaranteed deals)

3. Generate TG tags. Send the tags to the publisher.

TAG GUARANTEE – Tags and macros

Tag format - INS Display tags

The Display tags in Tag Guaranteed deals are so called *INS tags*. It is the INS tags you will send to the publisher (Leads). You need to specify the size of the creatives with the parameters [**WIDTH**] and [**HEIGHT**] in the “Dimensions” column of the tag sheet. The size of these parameters have to match the creative size you specified in the “Create products” step.

INS Tag Parameters

Here you’ll find a short description av of the included parameters in the INS Tags:

INS HTML attribute	Purpose
<code>data-dbm-deal</code>	Uniquely identifies the deal to Bid Manager. Do not edit.
<code>data-dcm-app-id</code>	Accepts an identifier for in-app impressions. Provide an App ID for iOS apps or the App package for Android apps.
<code>data-dcm-child-directed</code>	Accepts a value of 0 or 1. A value of 1 indicates that this particular request may come from a user under the age of 13, under COPPA compliance .
<code>data-dcm-underage</code>	Accepts a value of 0 or 1. A value of 1 indicates that this particular request may come from a user under the age of 16 (may differ by country), under compliance with the EU’s General Data Protection Regulation (GDPR) .
<code>data-dcm-click-tracker</code>	Third-party click tracker URL. Redirects clicks to a third-party site for tracking.
<code>data-dcm-limit-ad-tracking</code>	Accepts a value of 0 or 1. A value of 1 means that the user has enabled the “Limit Ad Tracking” option for IDFA or AdID in order to opt out of interest-based ads and remarketing. If “Limit Ad Tracking” is off, the value is 0.
<code>data-dcm-publisher-url</code>	Accepts the page URL as reported by the publisher. Use this in cases where the ad tag might not have access to the full top-level URL due to iframing, or for in-app impressions where the current app view displays content roughly equivalent to the given URL (for example, the same news article in-app and on the web).
<code>data-dcm-resettable-device-id</code>	Anonymous user resettable device identifiers in the form of IDFA for iOS or advertising ID (AdID) for Android. The publisher must pass a value into this parameter in order to enable in-app conversion tracking. The values should be the unhashed, raw value. Bid Manager will only accept values passed securely over SSL-enabled tags.

Tag Template:

```
<ins class='dcmads'  
style='display:inline-block;width:{width};height:{height}'  
data-dbm-deal = {deal id}  
data-dcm-resettable-device-id= <dc_rdid, pub supplied, optional>  
data-dcm-child-directed = <optional, pub supplied>  
data-dcm-limit-ad-tracking = <optional, pub supplied>  
data-dcm-publisher-url= <optional, pub supplied>  
data-dcm-click-tracker = <insert your click macro here>  
<script src='//www.googletagservices.com/dcm/dcmads.js'></script>  
</ins>
```

Tag Example:

```
<ins class='dcmads'  
style='display:inline-block;width:1920px;height:1080px'  
data-dbm-deal = '4025929_80502'  
data-dcm-rendering-mode='script'  
data-dcm-https-only  
data-dcm-resettable-device-id= ''  
data-dcm-child-directed = ''  
data-dcm-limit-ad-tracking = ''  
data-dcm-publisher-url= ''  
data-dcm-click-tracker = '_ADCLICK_'  
<script src='//www.googletagservices.com/dcm/dcmads.js'></script>  
</ins>
```

Please note that this tag is only an example of a tag that can be trafficked and not all parameters in the INS tag are required. One or more parameters might be optional and added. Click macro shown in above example is compatible with Adtech and might vary for other publishers and adservers.

For more information about TG please visit Google DBM Support:

[Tag Guaranteed deals - DoubleClick Bid Manager Help](#)