



A recipe book on how to
integrate and activate data



The increasing complexity in the digital landscape means there are more and more marketing tools to choose from. This book aims to show you how to solve some of your biggest challenges by integrating different digital marketing platforms with one another.

For example, we're going to illustrate how to make your brand and performance marketing work hand in hand so your strategy can be more customer-centric. We're also going to show you how getting all of your digital marketing tools working together can help you tailor bids according to consumers' propensity to buy.

The format we're using is a little bit like a recipe book. First we'll outline some of the problems you're trying to solve – think of these as recipes for dishes you want to make. Then we'll dive into the ingredients – these are the digital tools that are necessary to produce the results you're aiming for.

The idea is to show you how to mix and match the raw ingredients so you can become a proficient chef.



Who is this for



Directors or Heads of Media who want to...

- Understand impact of purchase decisions
- Connect brand and performance activity
- Take consumer-driven marketing approach



Directors or Heads of Programmatic who want to...

- Drive effectiveness and efficiency of programmatic campaigns
- Understand impact on other channels
- Be able to use data from as many channels as possible to inform campaigns



Directors or Heads of Analytics who want to...

- Understand full funnel / user journey and effectively attribute impact of each channel
- Enable use of onsite data to power media purchase and creative



Directors or Heads of Data who want to...

- Break up data silos across organisations and enable teams to make effective use of data available across organisation



Heads of Performance

who want to...

- Drive CPA down by making more data available to adjust bidding and creative
- Use more data points generated by campaigns as signals to drive performance of campaigns



Heads of Branding

who want to...

- Use data to adjust creative messaging and targeting
- Apply data for creative use cases



Media Agency Account Directors

who want to...

- Show clients full value of working across different areas of digital marketing



Heads of Strategy

who want to...

- Translate customers' data into competitive advantage for their client

ACTIVATION

Your audience

SEE

Largest addressable qualified audience

THINK

With some commercial intent

Your objective

REACH

Prospects you don't know

Segment target audience **15**

Use exclusive third-party data from direct deals in targeting **17**

Prospects you know

Exclude current customers **13**

When they are offsite

Use exclusive third-party data from direct deals for creative messaging ... **19**

Target users who have previously seen or engaged with AdWords video or display campaign **21**

Use clicks and video views as signals for creative messaging .. **23**

INCREASE ENGAGEMENT

When they are onsite

Use specific onsite engagements as signals **25**

Use clicks, video views and conversions as signals for creative messaging **27**

ANALYSIS & REPORTING

You want to **Verify** if target audience has been reached..... **49**

Bring other reporting data such as TV, offline sales and so forth together with campaign data to then build unified reporting..... **53**

Attribute offline events like call centre calls or in-store sales, or correct conversions reduced by offline requirements such as credit checks..... **51**

Just as there are many methods for making the perfect plate of scrambled eggs, there may be other approaches to solving the marketing objectives outlined in this book, such as using Audience Center 360 or another DMP.

However, our aim here is not to add more utensils to your kitchen, but to highlight how simple it can be to address some of your most pressing marketing objectives with the tools you already have to hand.

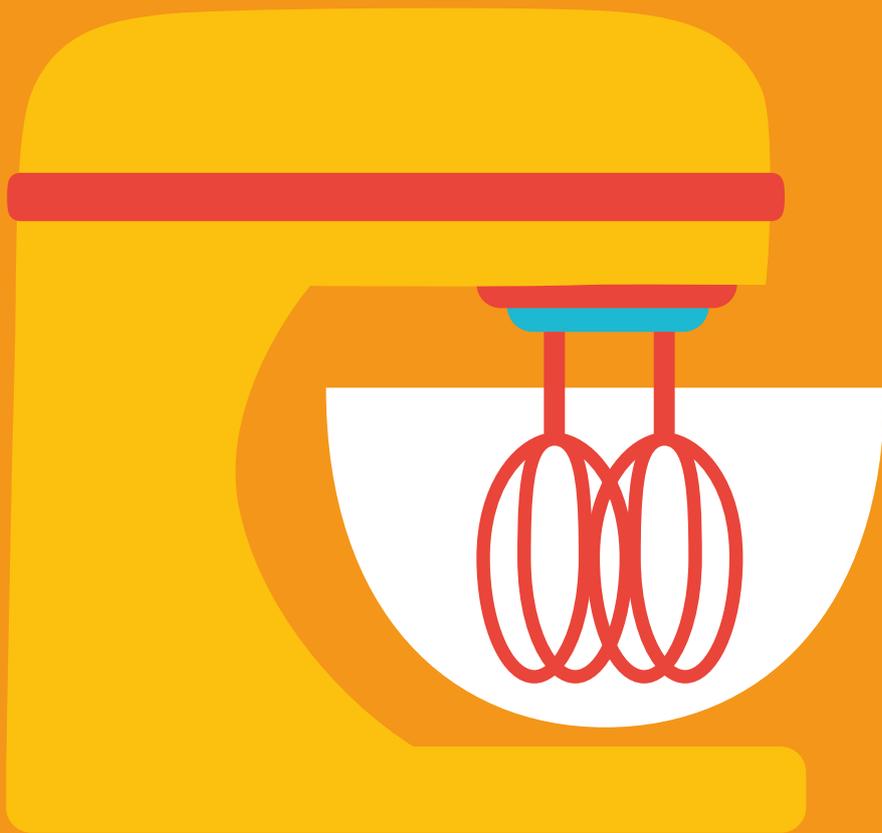
Know your onions

(aka Glossary)

	AC	Google Audience Center 360	Truly understand your customers and be there when it counts. Audience Center 360 (beta), a data management platform, collects and organises all your data sources, enabling you to find, expand, and reach your most valuable audiences with the right message at just the right moment.
	AW	AdWords	AdWords is an advertising service for businesses wanting to display ads on Google and its advertising network.
	CRM	Customer Relationship Management System	This is a tool companies use to track interactions with current and future customers, by organizing, automating, and synchronising sales, marketing, customer service, and technical support.
	DBM	DoubleClick Bid Manager	With DoubleClick's integrated and open demand side platform (DSP) you can organise and segment audience data from any source. Act on these insights in real time with Google's proprietary technology for bidding, targeting and optimisation.
	DCM	DoubleClick Campaign Manager	DoubleClick Campaign Manager simplifies how campaigns are run, from media planning to reporting. Serving all of your ads across publishers, DSP's and tracking other channels, it's your central campaign reporting tool.
	DDM	DoubleClick Digital Marketing	DoubleClick's integrated and open platform lets you bring all your audience insights together in one place. With a complete, real-time view of your audience, you can engage the people you care about most to maximise the impact of your advertising dollars.
	DDP	DoubleClick Data Platform	Our internal data synchronisation tool for certified external platforms.
	DFP	DoubleClick For Publishers	DoubleClick for Publishers (DFP) supercharges productivity and performance to maximise your sales margins. Streamline your ad management across all demand sources and channels, including multi-screen video.
	DMP	Data Management Platform	Tool to manage audiences from / to different platforms.

 DoubleClick Studio	DRM	DoubleClick Studio	Get engaging creative out the door faster and better with DoubleClick Creative Solutions. It's everything you need to build and manage engaging digital ads, from custom video to mobile plug-and-play.
 DoubleClick Search	DS	DoubleClick Search	Get the most from your search campaigns with DoubleClick Search. Unified insights give you a complete view of your digital marketing across channels, so you can respond to an ever-changing market in real time and at scale.
	DT	Data Transfer	Data Transfer is an advanced feature that delivers analytics beyond standard DoubleClick reporting. Data Transfer files contain raw information that can offer additional insights and many opportunities for marketers, but may require technical expertise to use.
	GA360	Google Analytics 360 suite	Google Analytics 360 suite lets you analyse data from all touch points in one place, for a deeper understanding of customer experience on your website and in combination with DCM also across your campaigns.
	GCP	Google Cloud Platform	Google's core infrastructure suite for data analytics and machine learning.
	GCS	Google Cloud Storage	Google Cloud Storage offers developers and IT organisations durable and highly available object storage.
	GMC	Google Merchant Centre	Google Merchant Centre is a tool that helps you to upload your shop and product data to Google and make it available to Google Shopping and other Google services.
	PLUs	Provided List Uploads	Feature within DT to upload remarketing lists to DoubleClick.
	SOW	Statement of Work	
	YT	YouTube	YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

ACTIVATION



Exclude current customers

Within your target audience, you want to reach as many people as possible at the ideal frequency. But when your strategy is to obtain new business, reaching existing customers compromises efficiency.

In these types of campaigns, it's important to have the capability to exclude the customers you already have in order to reach the new ones.

To get started, use

Google Analytics 360 s15

You could also use

Floodlight Remarketing Tag s13



Segment target audience

When you have the ability to divide your target audience into segments, you can serve ads focused on particular groups of consumers and their unique tastes and needs.

By showing each subset of your total audience ads that are specific and tailored, you boost the chance of your message hitting home.

Not only can you adjust your messaging to key groups, but you can also adapt your bidding according to the segment's propensity to convert. In this way, your campaigns work harder and deliver more.

To get started, use

Audience Center 360..... s1

Jade
Age: 35-44
Geo: Midlands
Likes: Knitting



Rasoul
Age: 35-44
Geo: South
Likes: Fast Cars



Sophie
Age: 18-24
Geo: Highlands
Likes: Walking



Phil
Age: 18-24
Geo: Scotland
Likes: Football



Andrea
Age: 18-24
Geo: London
Likes: Clubbing



Use exclusive third-party data from direct deals in targeting

By setting up a direct deal to gain third-party data from another business, you can enhance your audience targeting.

For instance, you might benefit from a partnership with a company whose customer base is likely to be interested in the kinds of products or services you sell. This adds up to a great opportunity – you can target a data set of the other company’s existing customers with your campaigns.

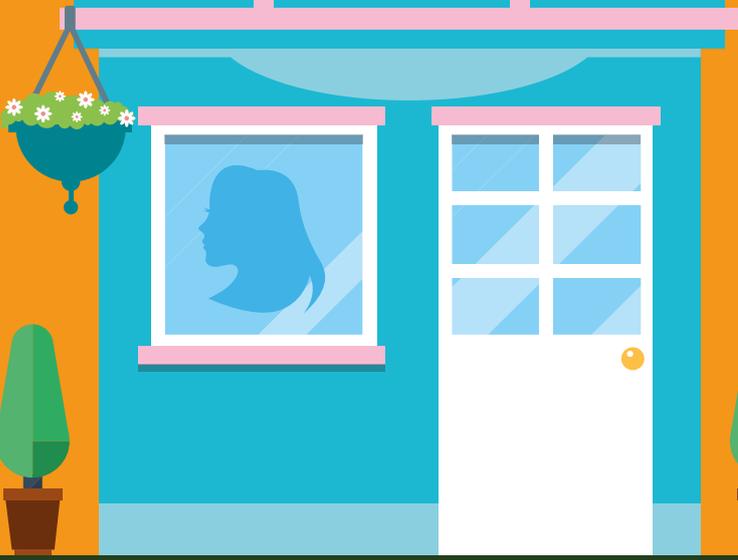
To get started, use

- DoubleClick Bid Manager s5**
- Third-Party DMP or CRM Onboarder s25**

You could also use

- Audience Center 360..... s1**

• Beauty Salon •



TRAVEL AGENCY



Use exclusive third-party data from direct deals for creative messaging

Establishing a direct partnership to obtain third-party data is one way to turbo-charge your digital marketing.

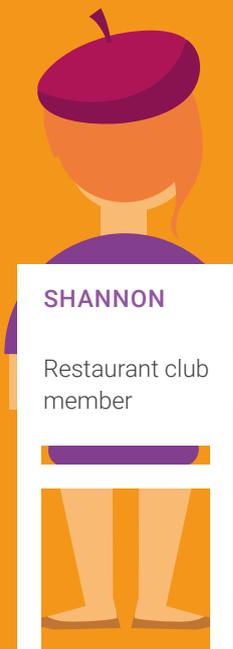
For example, you can overlay data gained through a direct deal with your own in-house database, then fine-tune your creative messaging based on these richer insights about your target consumers.

To get started, use

DoubleClick Bid Manager s5
Third-Party DMP or CRM Onboarder s25

You could also use

Audience Center 360..... s1



Target users who have previously seen or engaged with AdWords video or display campaign

If someone has watched your video or seen your masthead on YouTube or has seen your ad on the Google Display Network, you can continue the story to deepen the effect.

The first step is to create a remarketing list of those consumers who have seen your content. Then, find and engage them again to help drive them further along the conversion funnel.

To get started, use

List Sharing **s19**



Use clicks and video views as signals for creative messaging

When a consumer has interacted with your content, it's a good indication that they might be ready to hear more from your business.

Even if a consumer has not yet visited your site, you can use offsite signals showing what the consumer has seen or done elsewhere on the internet. In this way, it's possible to go beyond just the impression and understand what they clicked or what video they watched. After they've engaged once, you can find and engage with them again.

To get started, use

Provided List Uploadss23

23

You could also use

Floodlight Remarketing Tags13



Use specific onsite engagements as signals

Say someone visits your site. How long did they stay? What pages did they view? When you have insight into specific user behaviours like these, you can take the signals and use them to inform your creative messaging and bids. Combine this onsite data with campaign data to design campaigns around what users really do, think and want.

Overleaf, you will find a list of onsite signals you could use.

To get started, use

Google Analytics 360 s15

25

You could also use

DoubleClick Bid Manager s5

Onsite signals you could use include consumers who:



Didn't bounce



Came to your site more than a set number of occasions and spent over a certain number of minutes there each time



Came to your site through organic, direct or branded paid search



Watched a video on your YouTube channel



Viewed the same product more than a certain number of times



Saw all of your content



Engaged with one of your internal promotions but didn't convert



Engaged with your latest campaign but didn't buy



Have the same age, gender and interests as your highest converting users



Have a renewal date that's approaching



Are subject to product upsell



Are sensitive to seasonal occasions, such as Mothers' Day, Christmas and so forth



Are similar to users who already spent over a set amount of money



Are premium users

Use clicks, video views and conversions as signals for creative messaging

When people visit your site, they do a number of things – they click, they watch videos and they even make purchases.

What they're doing gives you a rich look into user intent. Make the most of it, by using these consumer signals to adapt your campaigns' creative messaging.

To get started, use

Provided List Uploadss23

27

You could also use

Floodlight Remarketing Tags13

HOTEL ONLINE



BOOK NOW



▶



1 ADVENTURE

2 EXPERIENCE

3 LIFE



Adjust targeting and creative messaging based on specific onsite and engagement signals

When your priority is upselling or cross-selling, it makes sense to understand your customers' previous actions on your website. These kinds of insights let you effectively give a customer what they're likely to need or want. With the right tools, you can target a tailored creative message according to a user's past behaviour on your site.

This can be really useful if you have a large inventory that changes frequently – by knowing what a person found interesting on your site before, you're in a good position to show them more items that could be of interest to them going forward.

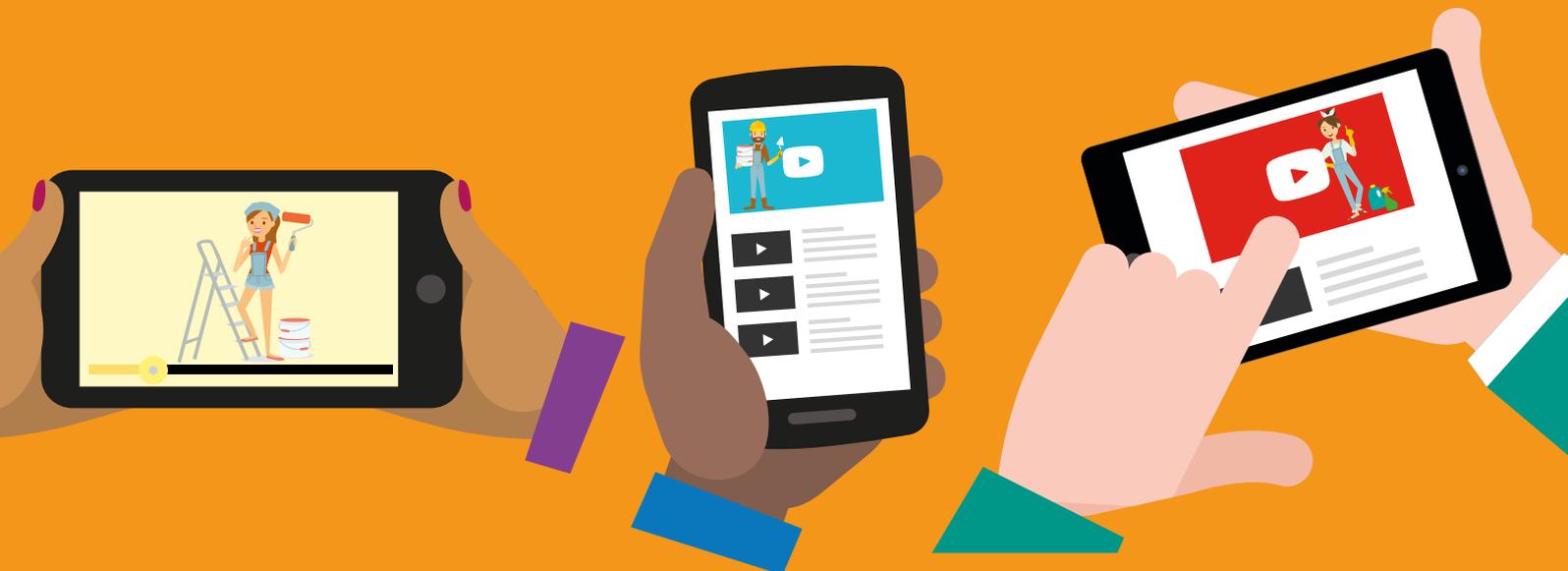
To get started, use

Floodlight Remarketing Tag s13

29

You could also use

Google Analytics 360 s15



Adjust targeting and creative messaging based on CRM data

Businesses today are collecting huge amounts of CRM data. But if it's not put to use, there's little point.

Draw on your CRM database to make your advertising more compelling and effective. Use your first-party data to target marketing to real customers, and to adjust creatives with messaging that truly resonates with the people who buy your products or services.

To get started, use

Audience Center 360..... s1

31

You could also use

Google Analytics 360 s15



Jaime likes adventure holidays



Show Jaime your adventure holidays campaigns



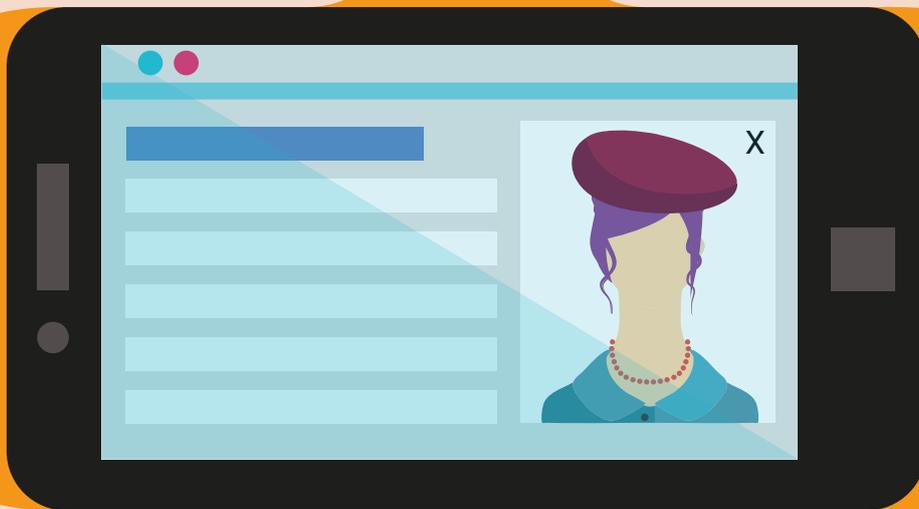
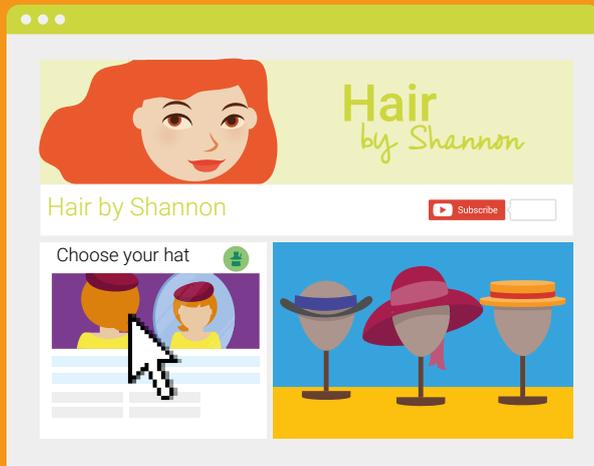
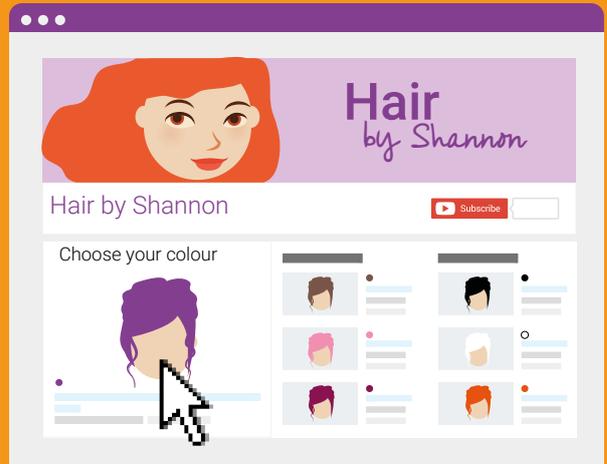
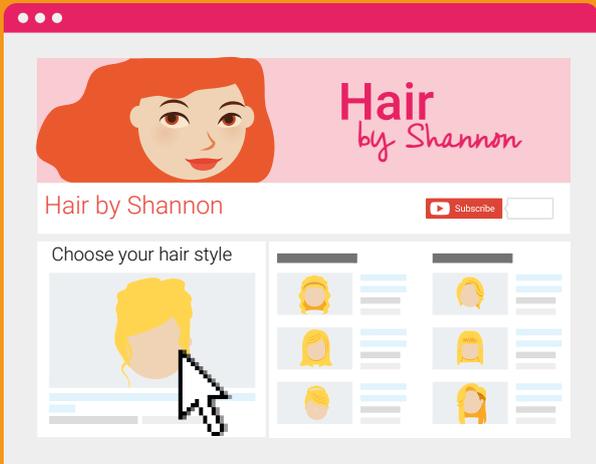
Integrate very large product feeds into dynamic ads to target user with a specific product

If you hold an extensive inventory of products or offer a range of packages with multiple options to choose from, there's a huge opportunity to show consumers exactly what they're interested in.

With dynamic ads, you can integrate real-time product availability and information directly into your advertising messages. Combine this with retargeting to remind people about items they've been looking at, or to show them other similar things they might like.

To get started, use

DoubleClick Feed Ingestion.....s11



Adjust targeting and creative messaging based on specific onsite signals

There may be specific activities that people do when they visit your website that indicate that they're interested in something or have a certain need your business could fulfil.

Start monitoring these specific onsite signals in order to drive ads targeted to these consumers, with messaging that's tailored accordingly.

To get started, use

Floodlight Remarketing Tag s13



For acquisition campaigns, exclude existing customers

If your goal is to acquire new prospects and turn them into customers, then you might not want to show a particular campaign to people who already form your customer base.

In this case, it's really useful to have technology in place that lets you exclude existing customers from your acquisition campaign so it can achieve maximum efficiency.

To get started, use

Floodlight Remarketing Tag s13

You could also use

Google Analytics 360 s15

To take it even further, use

Audience Center 360..... s1



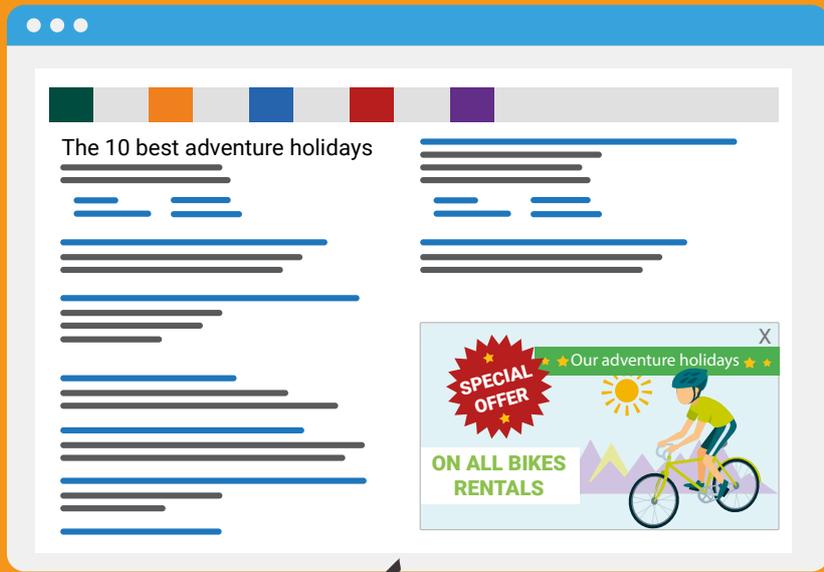
Integrate very large product feeds into dynamic ads to target user with a specific product

A database of all your inventory can be turned into a direct feed to drive the relevance in your online advertising. Dynamic ads populated with messages and images from the feed enable you to show consumers particular offers suited especially to them.

For instance, a person might have bought an economy flight from your site. Your inventory contains plenty of other services they might need, from an upgrade to car hire. Upsell and retain customers with dynamic ads featuring up-to-date offers.

To get started, use

DoubleClick Feed Ingestion.....s11



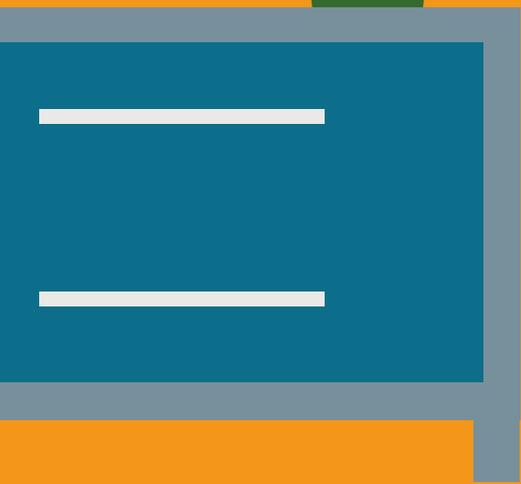
Leverage user-specific onsite signals for targeting based on customer lifecycle or products purchased

If a customer has logged in to your website, you can gather CRM data on the go to generate insights.

Target your messages according to what purchases they've made or where they sit in the customer lifecycle. Use tools to tailor and serve ads that are relevant, meaningful and capable of driving real impact.

To get started, use

Floodlight Remarketing Tag s13



Use CRM data to target customers up for a renewal

If the product or service you sell has a seasonal or annual lifecycle, you need a way to encourage existing customers to renew their purchase.

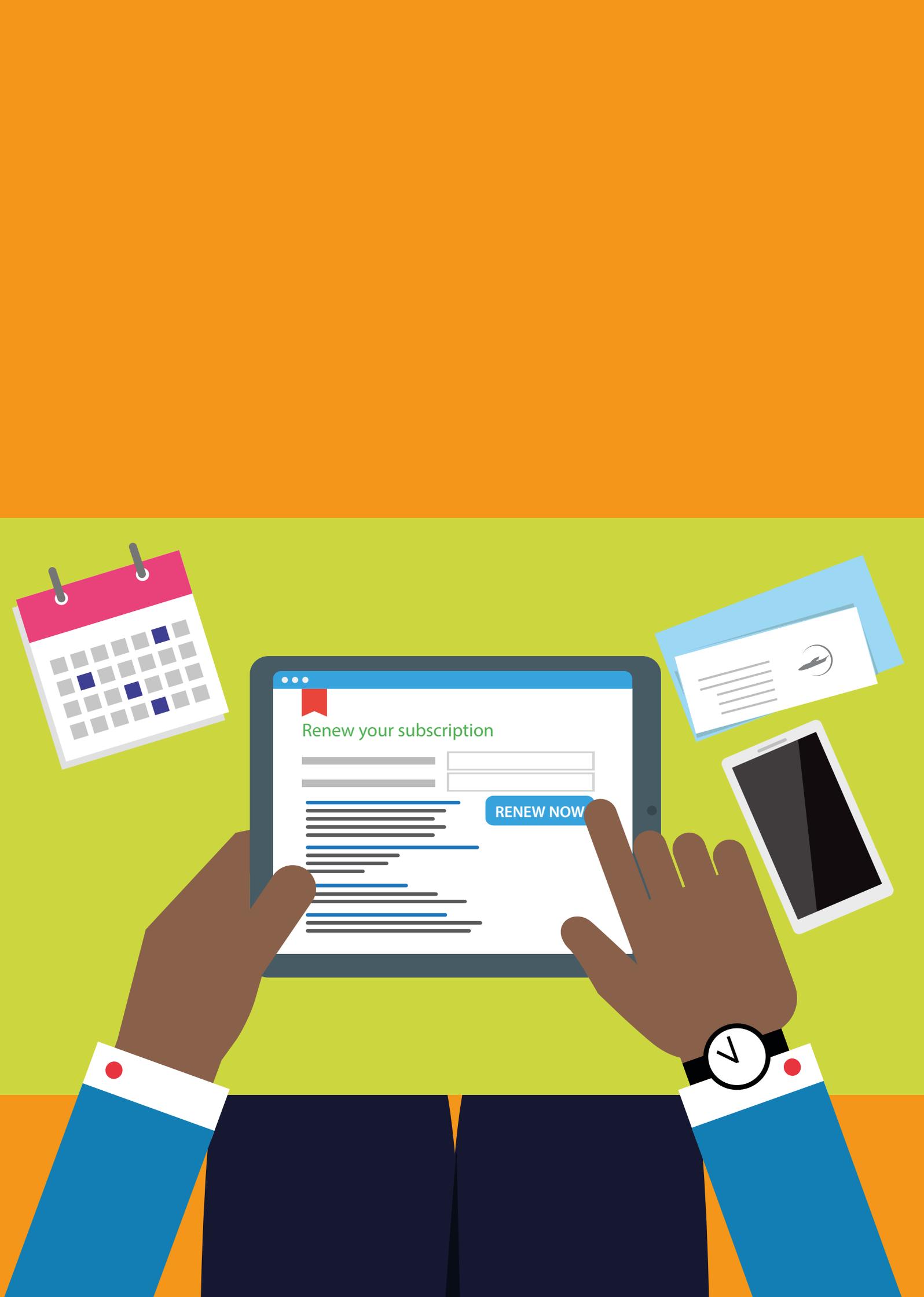
For example, their membership might be running out soon, their subscription is about to end or their contract with you is set to expire. By linking your CRM database to online marketing, you can find your existing customers in the digital environment and drive them to renew.

To get started, use

- Audience Center 360..... s1**
- Third-Party DMP or CRM Onboarders25**

You could also use

- Google Analytics 360 s15**



Renew your subscription

RENEW NOW

Use CRM data to target customers with existing products

Using real data about a customer’s previous purchases is a great way to make your advertising message more attractive and effective. If your CRM database includes a record of who has purchased what, then use it to your advantage.

For example, a consumer who has bought three products from you from the same manufacturer in the past might be interested in seeing the latest item that brand has to offer.

To get started, use

Third-Party DMP or CRM Onboarder s25

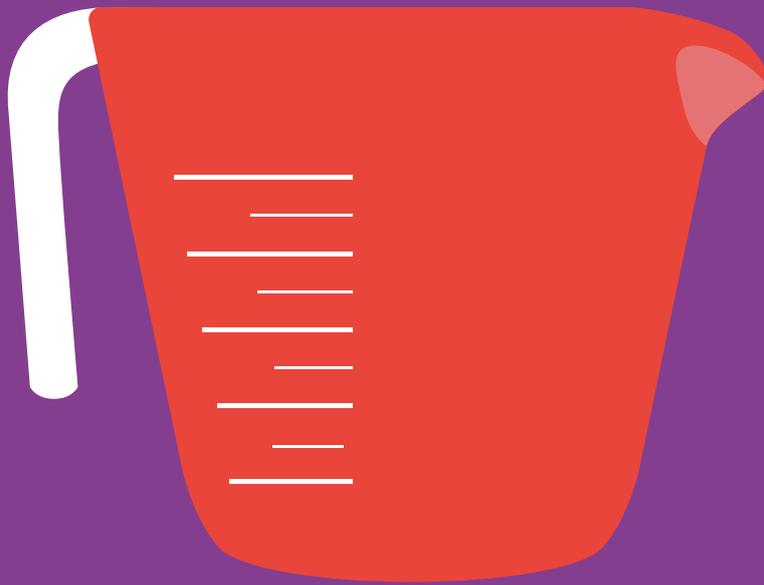
45

You could also use

Google Analytics 360 s15



ANALYSIS & REPORTING



Verify if targeted audience has been reached

As a brand advertiser, you need to know if the consumers you're hoping to talk to have in fact had a chance to see your advertising.

Verifying whether ads have successfully reached the intended audience requires measurement tools that provide an accurate view of where your campaign has appeared, and the frequency that your ads have been served to users.

To get started, use

Audience Center 360..... s1



Attribute offline events

In many cases, a campaign seen by a consumer online generates a response that takes place offline. For instance, a user might leave the digital environment to make a call to your call centre. Or, sometimes an additional offline process has to take place in the background, such as when a banking customer signs up for a new account online but then needs to wait while a credit check takes place offline.

In order for your measurement and analysis to be as complete possible, it's critical to be able to monitor these offline events and feed them back into your system.

To get started, use

Google Analytics 360 s15

51

You could also use

DCM/DS Offline Conversions API s9



Combine reporting

Unified reporting contributes to a more complete view than when you can only look at a single data source.

For example, when you bring reporting data such as TV or offline sales together with campaign data, your understanding of how consumers are behaving and what works best gets an enormous boost.

In short, the ability to mix and match data from multiple sources enables more holistic analysis and more powerful insights.

To get started, use

Google Cloud Platform s17



You've got the kitchen,
now it's time to cook.



SOLUTIONS



Google data integration and activation solutions

Symbols

YOUR RESOURCE INVESTMENT



LOW



MEDIUM



HIGH

BUSINESS IMPACT



MODERATE



STRONG



VERY GOOD



OPTIMUM

TOOLS
(aka products you need)



IMPLEMENTATION
PROGRESS



Audience Center 360



HIGH



OPTIMUM



- DoubleClick Bid Manager
- DoubleClick Campaign Manager (optional)

If you want to analyse campaign performance across audiences and build custom audiences leveraging both first- and third-party data, then Audience Center 360 can address your advanced data management needs.

Audience Center 360 is Google's own DMP. It can leverage multiple sources to merge, extend and manage data and audiences. CRM platforms, Google Analytics, AdWords and DoubleClick data can be ingested by Audience Center 360 for later use in the DoubleClick stack.

s1

BENEFITS

- Fully integrated with DoubleClick, seamless integration
- No data loss in cookie matching
- Share audiences with all marketing channels
- Tagless solution
- 24-hour implementation

CONSIDERATIONS

- Currently in closed beta
- License fee

METHOD

- 1 A DoubleClick team will assess the suitability of your business for participation in the beta.
- 2 Sign the contract.
- 3 Authorise the import of your data into Audience Center 360.
- 4 Your accounts (including DoubleClick Bid Manager, DoubleClick Campaign Manager, Google Analytics 360, YouTube and AdWords) will be linked in Audience Center 360 so that data is ingested.
- 5 Audiences are created using first- and third-party data, or a combination of both.
- 6 Audiences are pushed to DoubleClick Bid Manager, DoubleClick Campaign Manager, AdWords and the Google Display Network for campaign targeting.

Team

DoubleClick

DoubleClick and your team

Your team

DoubleClick

Your team

Your team

Milestones

Contract signed

Accounts linked

Audience creation

Activation

Progress



40%

80%

100%

BigQuery



HIGH



STRONG



Any of:

- DoubleClick Campaign Manager
- DoubleClick Bid Manager
- DoubleClick Search
- Google Analytics 360

Businesses that already have CRM systems or DMP integrations in place can make their existing data go even further with BigQuery.

BigQuery is a fully managed analysis service that's fast and scalable for big data analytics. BigQuery lets you gain valuable customer insights by combining multiple data sources (such as Google Analytics, DoubleClick, DMPs or CRMs, databases, etc.) and performing advanced statistical analysis. It operates on your unsampled analytics data so you get hit-level analysis – and it returns your results in seconds.

s3

BENEFITS

- Build custom queries
- Eliminate data silos

CONSIDERATIONS

- Requires big data expertise

METHOD

- 1 Deploy BigQuery account (free for Google Analytics 360 customers).
- 2 Integrate data sources into BigQuery (DoubleClick, Google Analytics 360, CRM, databases etc.).
- 3 Use BigQuery interface to query your bid data.
- 4 Use other visualisation or business intelligence software if needed.

Team

Your team and DoubleClick

Your team and DoubleClick

Your team

Your team

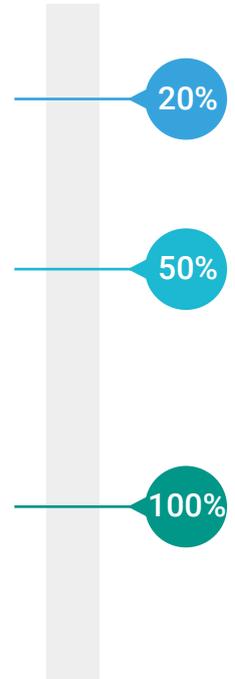
Milestones

BigQuery activated

All data sources integrated

SQL, programming, business intelligence and/or other querying methods in use

Progress



DoubleClick Bid Manager



MEDIUM



VERY GOOD

DoubleClick Bid Manager is DoubleClick's DSP, allowing you to connect with your audience through the most complete programmatic platform.

Reach always-connected consumers when and where it matters with our complete programmatic buying platform. DoubleClick Bid Manager gives you access to top-tier inventory across screens and formats, and the real-time insights you need to make your buys count.

Online courses and webinars are available at <https://support.google.com/bidmanager>

s5

BENEFITS

- Precise targeting and optimisation
- Free Google data available in the platform
- Cross-screen made simple
- Premium video inventory
- Industry-leading fraud protection

CONSIDERATIONS

- Bidding available on CPM-only basis; the cost models are available for optimisation
- Availability of some features depends on your existing integrations with DoubleClick

METHOD

- 1 DoubleClick Bid Manager contract.
- 2 Platform deployment and advertiser implementation.
- 3 Access given.
- 4 Ramp up and trainings.

Team

Your team and DoubleClick

DoubleClick

Your team

DoubleClick

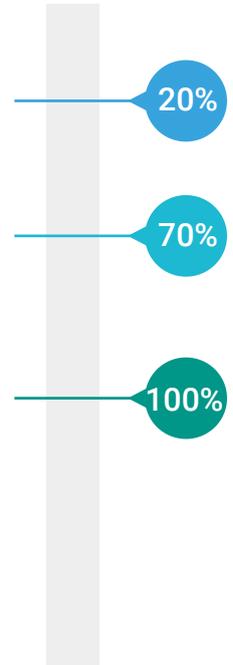
Milestones

Contract signed

Account / partners setups

First campaign trafficked

Progress



DoubleClick Bid Manager Third-Party Data Provider



HIGH



STRONG



- DoubleClick Campaign Manager
- DoubleClick Bid Manager (optional)

Businesses are keen to buy your existing data segments to serve their specific needs. When you act as a DoubleClick Bid Manager third-party data provider, you can sell data within the DoubleClick platform at a given CPM.

- Feed your data into DoubleClick as an approved data provider
- Integrate your segments through the DoubleClick Data Platform
- Licence your data segments on a CPM basis

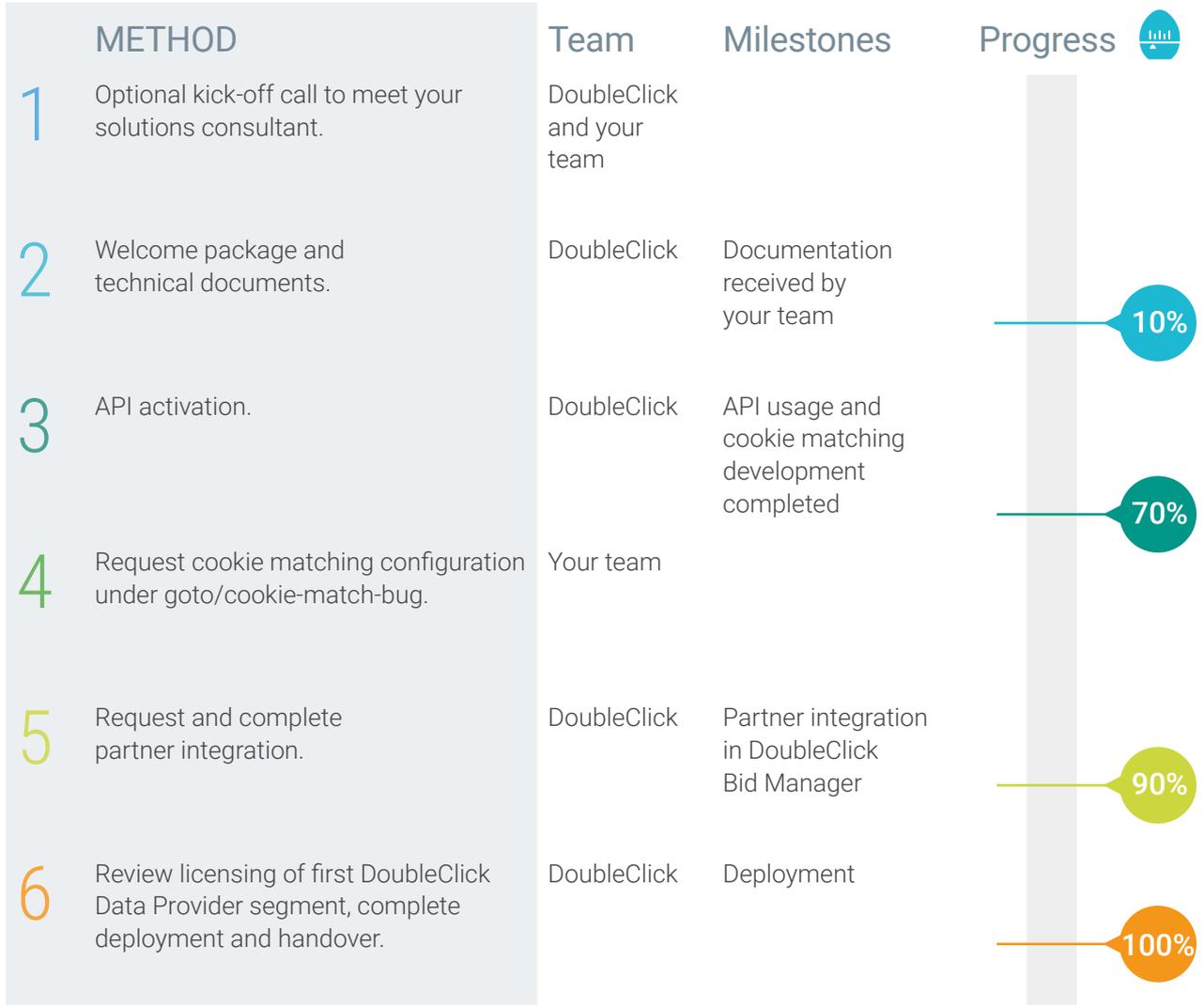
s7

BENEFITS

- Sell data in DoubleClick Bid Manager
- Globally available

CONSIDERATIONS

- Onboarding process to become a data provider



DoubleClick Campaign Manager / DoubleClick Search Offline Conversions API



MEDIUM



STRONG



- DoubleClick Campaign Manager
- DoubleClick Search

The DoubleClick Digital Marketing conversion API enables you to upload offline data such as phone calls, in-store conversions, subscriptions, refunds and more. This allows improved bid optimisations, more comprehensive attribution and the creation of remarketing lists from offline conversions.

This is a great option if you're logging lots of conversions through a call centre or in physical store locations. Currently, this functionality is running as a beta in DoubleClick Campaign Manager.

s9

BENEFITS

- Leverage offline conversion for bid optimisation
- DoubleClick support

CONSIDERATIONS

- Only for uploading conversions
- Requires some in-house development

METHOD	
1	Become familiar with the offline API.
2	Define conversions in UI to be uploaded and edited offline.
3	Develop automation for API uploads.
4	Optional: leverage new conversions for bidding optimisation and/or improved attribution.

Team

Your team

Your team

Your team

Your team and DoubleClick

Milestones

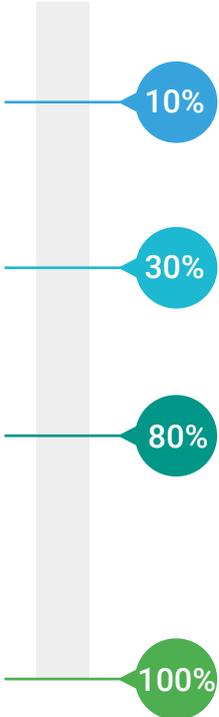
Documentation received by your team

Conversions defined and set in DoubleClick

Implementation of offline conversions using API

Report on or use new conversions for automatic bidding or remarketing lists

Progress



DoubleClick Feed Ingestion



LOW



STRONG



- DoubleClick Campaign Manager
- DoubleClick Search

Feed ingestion is a great option if you have an extensive inventory of products, packages or services you want to share with consumers. With feed ingestion in DoubleClick, you can take any product feed to quickly and easily create dynamic display, search and shopping campaigns.

Feeds can be used to dynamically set creative messages in display ads, or to create shopping or inventory keyword campaigns in DoubleClick Search.

- Update DoubleClick Rich Media Dynamic Creatives using XML, CSV, Google Merchant Centre or spreadsheets feeds
- Initiate DoubleClick Search inventory-aware campaigns using Google Merchant Centre or XML

BENEFITS

- Easy implementation
- Ability to adapt messaging
- Advanced search automation

CONSIDERATIONS

- If you don't have a feed already, you'll need to set one up

s11

METHOD

Feed ingestion for dynamic display ads

- 1 Create or adapt a feed.
- 2 Upload feed to DoubleClick Studio.
- 3 Launch dynamic creative campaign.

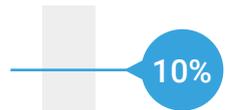
Team

Milestones

Progress 

Your team

Feed prepared in correct format



Your team

Feed uploaded to DoubleClick



Campaign prepared using feed data (search or dynamic creatives)



Your team

Campaign launch



Feed ingestion for search (shopping and inventory keyword campaigns)

- 1 Create or adapt a feed.
- 2 Upload feed to DoubleClick Search.
- 3 Leverage feed data to launch shopping and/or inventory keyword campaigns.

Your team

Feed prepared in correct format



Your team

Feed uploaded to DoubleClick



Campaign prepared using feed data (search or dynamic creatives)



Your team

Campaign launch



Floodlight Remarketing Tag



LOW



OPTIMUM



- DoubleClick Campaign Manager

Audience lists for your digital campaigns become more powerful with the addition of your first-party data. DoubleClick Floodlight tag custom variables make it possible to ingest any data, including CRM data about your customers that is consistently populated into the HTML of your website, such as order IDs, SKU numbers, contract expiry dates and so on.

This enables you to build audience lists based on both Floodlight activities and CRM data without any additional technology.

In addition to directly assigning values to the custom variables in the Floodlight tags, you can use Google Tag Manager to scale your efforts and simplify procedures further. Adding a Google Tag Manager data layer means you can manage CRM and offline data as web variables and map them to your Floodlight custom variables.

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BENEFITS

- Straightforward implementation
- Total support from the DoubleClick team

CONSIDERATIONS

- Floodlight execution required
- Personally identifiable information excluded

METHOD

- 1 Define Floodlight configuration, including custom variables.
- 2 Implement Floodlight tags and leverage Google Tag Manager if required for data layer.
- 3 Create DoubleClick audience lists leveraging first-party custom variables.

Team

Your team

Your team

Your team

Milestones

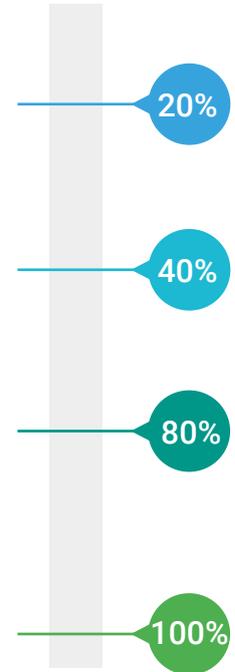
Floodlight configuration defined

Tags implemented

Custom variables implemented within tags

Create audiences in DoubleClick using custom variables

Progress



Google Analytics 360 Data Imports and Custom Definitions



MEDIUM



VERY GOOD



- DoubleClick Campaign Manager
- DoubleClick Bid Manager
- DoubleClick Search

Many businesses are looking to make use of their own first-party data and create ad hoc audience lists. Using Google Analytics 360, you can now ingest CRM and offline data and map it to custom metrics and dimensions within the platform.

The data can then be applied to creating segments, which can later be used in DoubleClick for media buying optimisation, creative messaging customisations and more.

s15

BENEFITS

- Direct list creation in Google Analytics 360
- DoubleClick stack integrations
- Instant data uploads through Google Analytics 360 custom variables
- Easy implementation

CONSIDERATIONS

- Licenses
- Limitations of common data fields

METHOD		Team	Milestones	Progress 
1	Implement Google Analytics 360, including tagging.	Your team	Google Analytics 360 contract	
2	Integrate Google Analytics 360 and DoubleClick.	Your team and DoubleClick	Google Analytics 360 DoubleClick integration implemented	25%
3	Define custom dimensions.	Your team	Google Analytics 360 custom dimensions definition	50%
4	If using manual data imports, create and import CSV files; if using online custom definitions, implement the custom definition upload in the tags.	Your team	Offline/CRM data imported into Google Analytics 360	
5	Create audiences in Google Analytics 360 leveraging new CRM or offline data.	Your team		75%
6	Push audiences to DoubleClick for activation.	Your team	Create audiences and push them to DoubleClick	100%

Google Cloud Platform



HIGH



OPTIMUM



- DoubleClick Campaign Manager
- DoubleClick Bid Manager
- DoubleClick Search

Unifying data sources into the cloud makes data accessible and usable across teams and throughout organisations. Google Cloud Platform can help you gain a better understanding of your audiences, identify your most valuable customers, make the best use of your media mix, fine-tune your digital campaigns, and attribute conversions and performance across channels.

Google Cloud Platform uses cloud connectors to offer a way to integrate and centralise all your data sources. Through these connectors, marketing data can be sent to DoubleClick. Other cloud solutions such as BigQuery and visualisation solutions like Lego and Tableau can be integrated, too.

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BENEFITS

- Link with CRM data, weather data, offline data and more
- Eliminate data silos
- Maximise flexibility
- Use any data source for segmenting audiences
- Understand the true impact of advertising to the business

CONSIDERATIONS

- Requires a level of big data expertise and possibly programming depending on the data sets and tools used

METHOD

- 1 Get access to the data sets, including
 - Data transfer files for DoubleClick data.
 - BigQuery data transfer for Google Analytics 360 data.
 - Any other data sets available via FTP, API and so on.
- 2 Develop a join for the data sets, which may include
 - Cookie data collected into a match table at page loads.
 - Custom variables pushed into the various toolset tags.
- 3 Use SQL, Dataproc, or Dataflow to develop intermediate tables for the data joins as needed.
- 4 Join data into unified BigQuery table.

Team

Your team or a GCP Partner and DoubleClick

Milestones

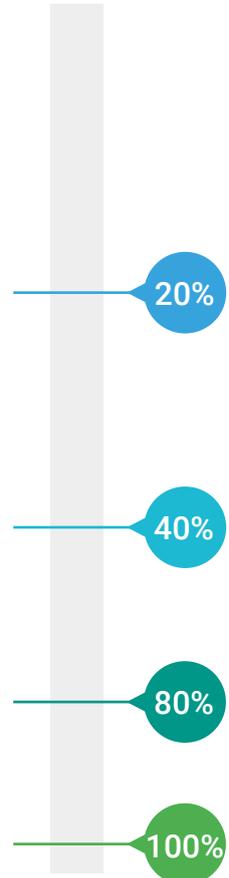
Requirements and use cases definition

All data sources identified and set up

Data sets joined in Google Cloud Platform and intermediate tables created if needed

Data analysis on Google Cloud Platform

Progress



List Sharing to and from Non-DoubleClick Platforms



LOW



STRONG



- DoubleClick Campaign Manager
- DoubleClick Bid Manager

If you're already using advertising solutions from across Google, don't forget that your audience-sharing capabilities go beyond the DoubleClick stack.

By mapping user lists, you can share audiences between Google platforms including AdWords, YouTube, DoubleClick and Google Analytics 360, either directly from the platforms or by contacting the corresponding support teams.

s19

BENEFITS

- Fast
- Make the most of your user lists for media buying

CONSIDERATIONS

- Some limitations in terms of search remarketing

METHOD

- 1 Identify lists to export.
- 2 If destination account is within same environment share directly.
- 3 Contact Google representative if not.

Team

Your team

Your team

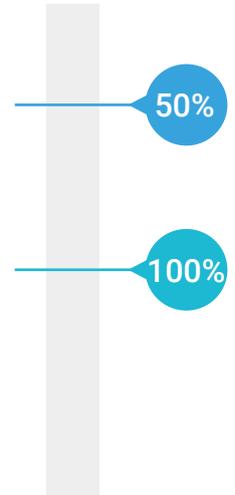
DoubleClick

Milestones

Request mapping to Google/DoubleClick

Receive confirmation and use the lists

Progress



Private Data Management Platform



HIGH



VERY GOOD



- DoubleClick Bid Manager
- DoubleClick Campaign Manager (optional)

If you've already got your own in-house platform where you manage your data, you can make it available for your online advertising campaigns using DoubleClick.

You'll need to execute an integration via API, which will match and translate your data into actionable audience lists in the DoubleClick Data Platform. The process uses a DoubleClick Bid Manager data transfer setup.

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BENEFITS

- Free
- Harness your own technology and systems

CONSIDERATIONS

- Requires development by your team
- Because your team owns the development, DoubleClick support is limited

METHOD

- 1 Optional kick-off call to meet your solutions consultant.
- 2 Welcome package and technical documents.
- 3 API activation.
- 4 Request cookie matching configuration.
- 5 DoubleClick Bid Manager integration tests.
- 6 Monitor data sharing, complete deployment and handover.

Team

DoubleClick and your team

DoubleClick

DoubleClick

Your team

DoubleClick and your team

DoubleClick

Milestones

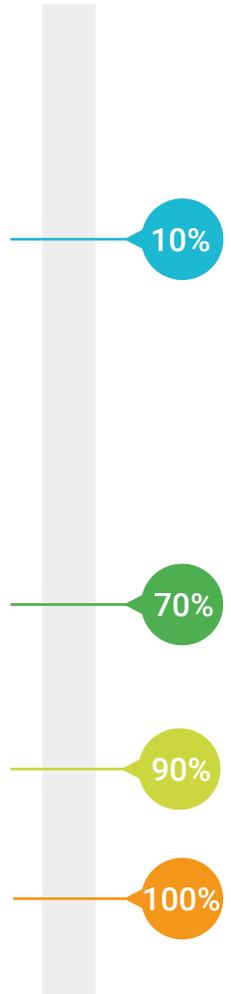
Documentation received by your team

Development of cookie-matching environment

Integration tests

Deployment

Progress



Provided List Uploads



MEDIUM



STRONG



- DoubleClick Campaign Manager
- DoubleClick Bid Manager

Provided List Uploads enable you to import remarketing lists into DoubleClick Campaign Manager, which you can then use across the whole DoubleClick Digital Marketing platform.

First you'll need to use data transfer files to create custom remarketing lists. You'll then be able to build more complex remarketing lists to match specific business rules or requirements, and upload and use ad hoc remarketing lists whenever you need to.

s23

BENEFITS

- Ability to create ad hoc remarketing lists
- Ability to create post-impression remarketing lists

CONSIDERATIONS

- Data transfer files required

METHOD	
1	Complete data transfer request form.
2	Initiate Google Salesforce request and create statement of work.
3	Sign statement of work.
4	Create Google Group for user access.
5	Google Cloud Storage access granted to group.
6	Become familiar with documentation and start uploading lists.

Team

Your team

DoubleClick

Your team

Your team

DoubleClick

Your team

Milestones

Data transfer statement of work signed

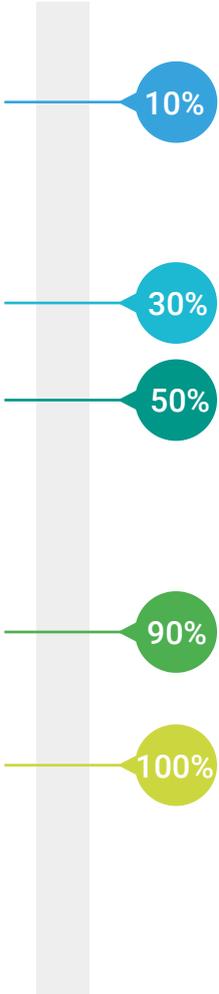
Data transfer and Google Cloud Storage bucket set up by DoubleClick

Access granted to your team

Using data transfer files, remarketing list created and uploaded

Confirmation that list has been processed

Progress



Third-Party DMP or CRM Onboarder



HIGH



OPTIMUM



- DoubleClick Bid Manager
- DoubleClick Campaign Manager (optional)

If you have many offline customer interactions without online site visits, using a third-party DMP or CRM onboarder is a good way to convert information about your current customers that only you possess into targetable online cookies.

Dozens of third-party DMPs are already integrated with DoubleClick, which means they're ready and able to send your audiences straight into the platform. CRM onboarder partners are another option, translating CRM segments into actionable audiences in DoubleClick.

s25

BENEFITS

- Integrate and sell your first-party segments
- Requires no site visit from DoubleClick
- Audience building capabilities

CONSIDERATIONS

- Some cookie loss in the cookie matching process
- Third-party fees

METHOD

Using a third-party DMP

- 1 DoubleClick is currently integrated with dozens of DMPs. If yours isn't within the list, request a new integration implementation.
- 2 Once the third-party DMP is up and running, follow their specific instructions to ingest data and push it to the DoubleClick platform.
- 3 Use the DMP's imported audiences for media buying in the DoubleClick platform.

Team

DoubleClick

Your team and the third-party DMP

Your team

Milestones

DoubleClick integration check

Third-party DMP deployment and implementation

Audience activation in DoubleClick

Progress



80%

100%

Using a certified CRM onboarding partner for uploading first-party data and lists

- 1 If CRM onboarding partner isn't certified, contact your Google representative to initiate legal review and tech integration.
- 2 Identify the first-party data and lists you wish to push to DoubleClick.
- 3 Sign the legal agreement provided by DoubleClick.
- 4 DoubleClick will request a DMP or CRM onboarder mapping request.

Your team and DoubleClick

Your team

Your team

DoubleClick

CRM onboarder

DoubleClick certification check

Legal agreement signature

Request audience mapping to DoubleClick



30%

100%

Dinner is served!

Google