

Acquisio

DART/DFA Connector User Guide

Content

If you use DART/DFA (DoubleClick for Advertisers) for your clients' advertising campaigns, no doubt you have struggled to find a way to include the detailed conversion statistics offered by DART/DFA into your existing pay-per-click reports. Acquisio's DART/DFA Connector module seamlessly incorporates your DART/DFA spotlight activities directly into the Acquisio platform.

This document describes the steps required to implement the Acquisio DART/DFA Connector in your campaigns. It is divided into the following sections:

- Pre-installation set up
- Connect your client accounts to an existing DART/DFA account
- Associate your ad campaigns to DART/DFA campaigns
- Map the DART/DFA conversions to new columns in Acquisio
- Display the columns in your reports
- What happens when I edit an associated campaign?

Pre-Installation Set Up

The DART/DFA Connector automatically assigns encoded tracking URLs to each keyword in your campaign. During the installation of this connector, you will be asked to define a default URL which will be used if you add new keywords in the future without specific URLs. Likewise, when you install the connector, if an existing keyword does not have a URL specified, we will encode the default URL and assign it to that keyword.

A likely scenario is that you have ads with landing page URLs and keywords in the same ad group without URLs defined. When you install a connector, you will likely not want to use your generic default URL. So prior to installation, you should take the URLs of your ads and assign them to the keywords in your ad groups. You can easily accomplish this in the Acquisio Mass Editor or if you prefer to make the changes in the search engines directly, be sure to synchronize your campaigns afterwards. Just make sure you set a specific URL to each keyword!

What Click-Charges Apply to DFA Tracking?

If you have been tracking conversions through DART Search, you have already been paying a click-charge for every click tracked through the platform. DFA also has a per-click charge, but typically it is much lower than DART Search. Actual per-click charges will depend on your agreement with DoubleClick.

When your search campaigns are associated to DFA through Acquisio, we will create a specific placement in your DART campaigns for each of your ad groups. These placements serve as the click trackers and as the mechanism for the click charges you will incur.

Connect Your Client Accounts to DART/DFA

The first step is to specify which client accounts in Acquisio are to be associated with DART/DFA. Login to Acquisio and click the Admin icon in the left navigation panel. Then select *External Data Sources* (Figure 1).

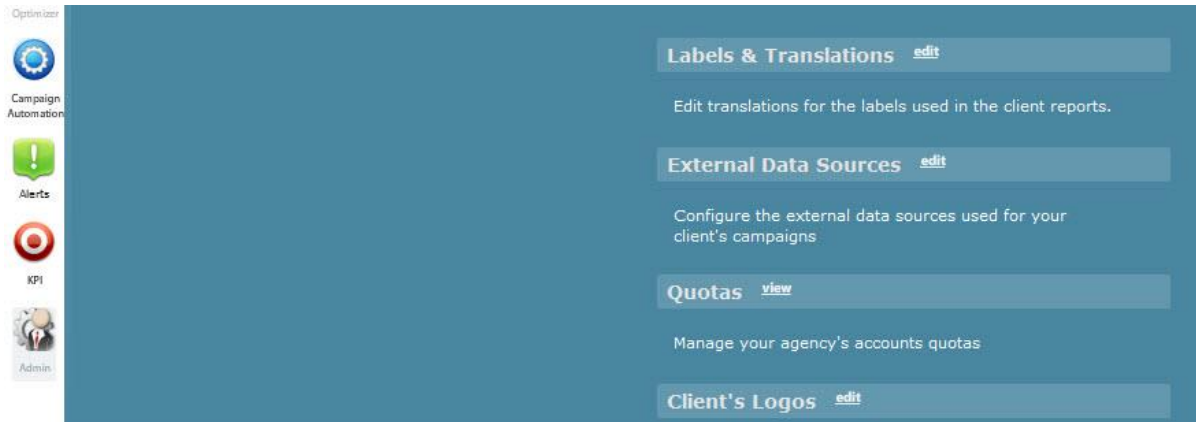


Figure 1 - The Admin Screen

You are presented with the complete list of all client accounts currently attached to Acquisio (Figure 2). Select one of your client accounts. If your client is already using another Acquisio data connector, it will be displayed in the screen. Click *Add New Data Source*.

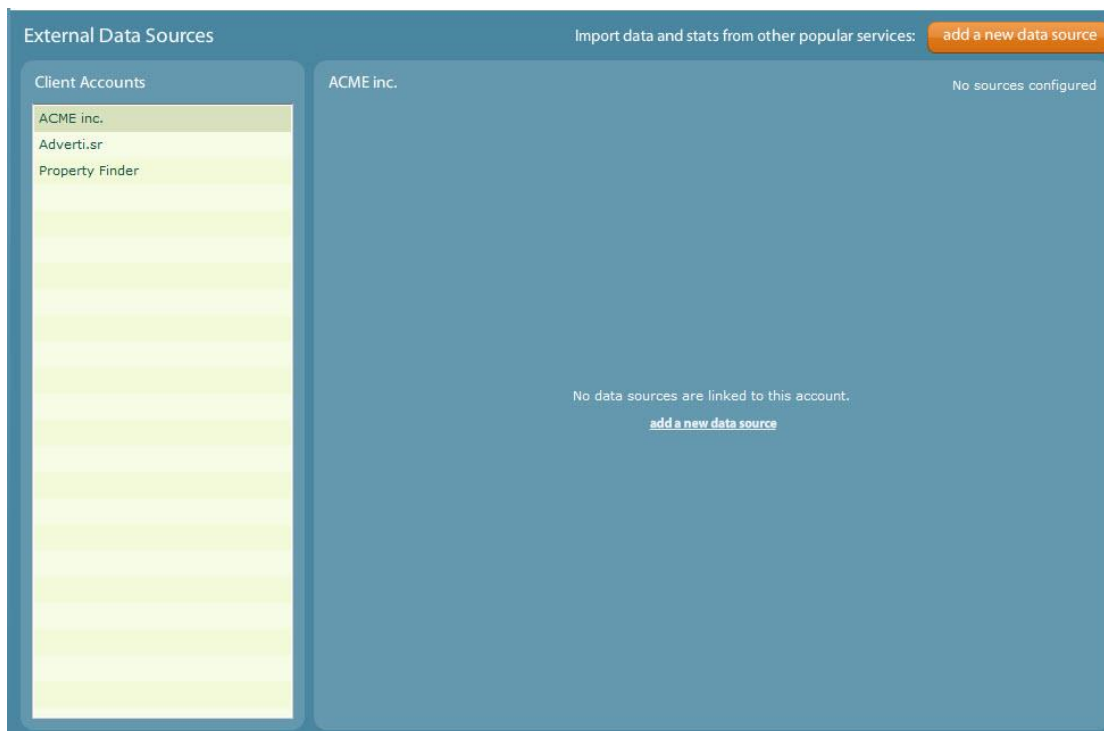


Figure 2 - Add a data source

A list of available data sources will be displayed. Click the radio button next to DoubleClick (Figure 3). Click Next to continue.

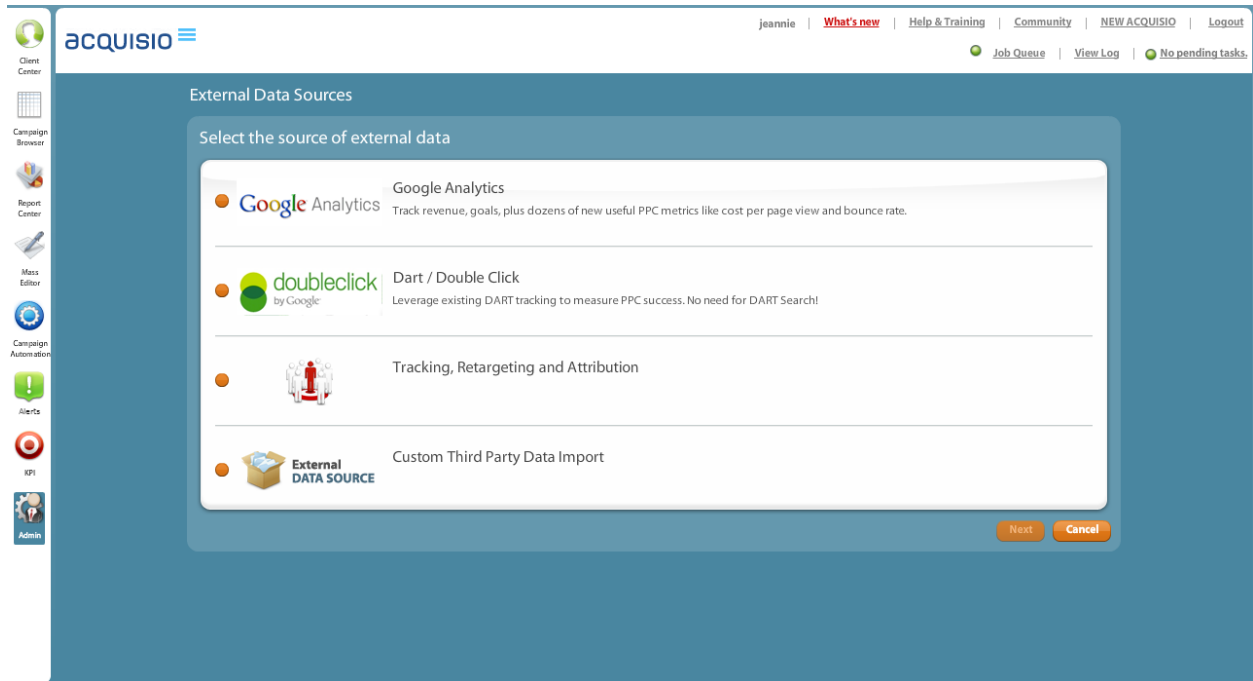


Figure 3 - Select the DoubleClick external data source

You are asked to enter the credentials for your DART/DFA account (Figure 4). If desired, you may also give the data source a unique name for identification purposes. We provide a default name for you. Click *Validate Credentials* to connect to the DART server and retrieve your account information. If you enter inaccurate credentials, the form fields will highlight in red until valid login information is provided.

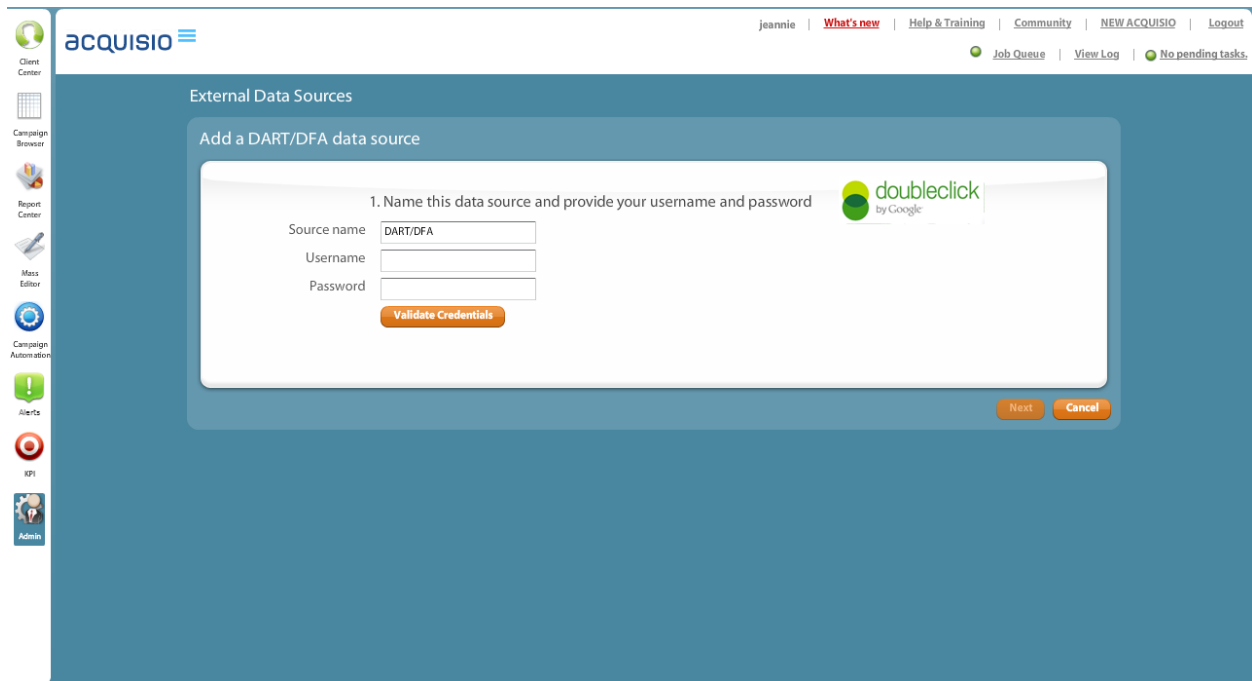


Figure 4 - Enter your DART/DFA login information to connect to your DART/DFA account

You will need to retrieve a security token keyed to your Google account login. Click *Get my security token from Google* (Figure 5).

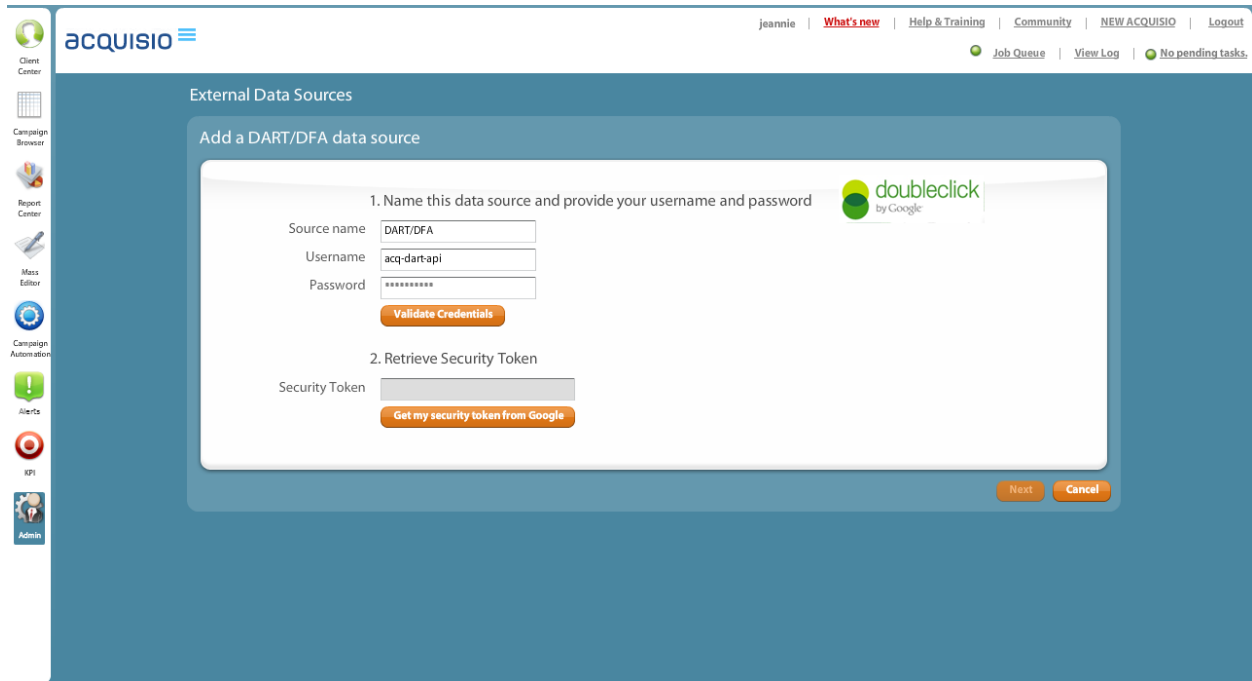


Figure 5 - Retrieve your security token from Google

A warning screen is displayed to remind you to check which Google account is active in your browser. Click *Ok* to continue (Figure 6).

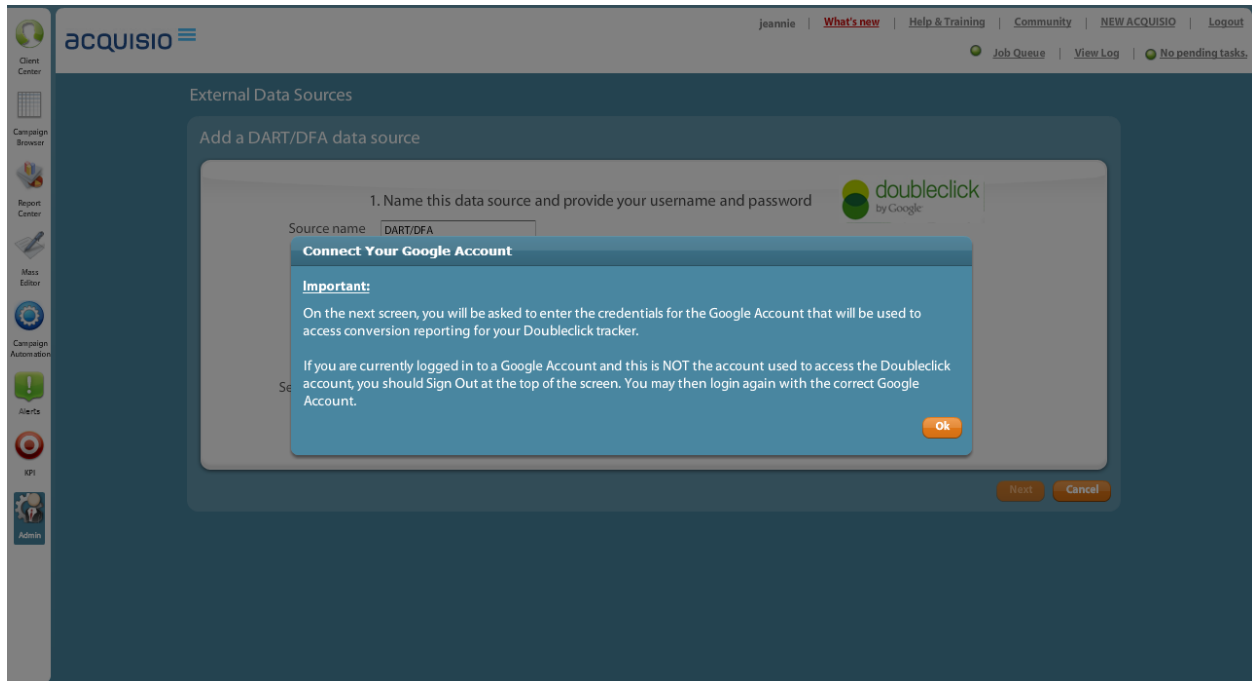


Figure 6 - Check which Google account is active in your browser before continuing

On the popup screen, sign in with your Google credentials (Figure 7).

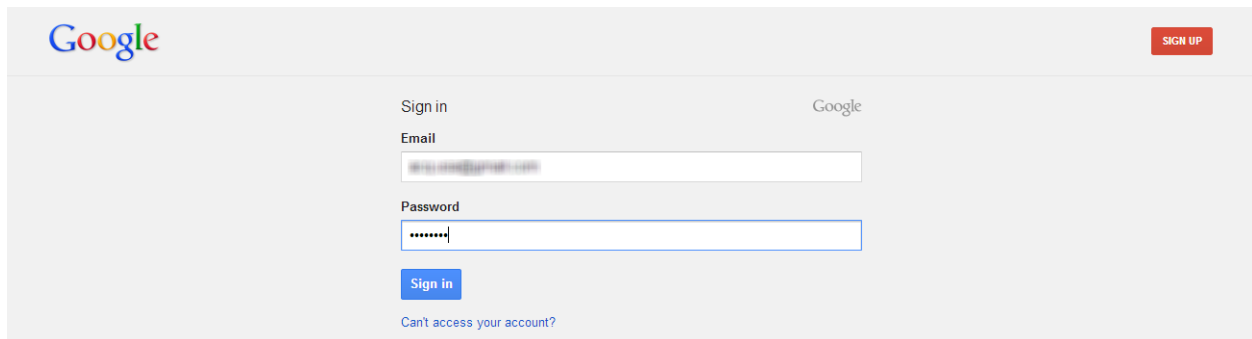


Figure 7 - Sign in to your Google account

Click *Accept* to continue (Figure 8).

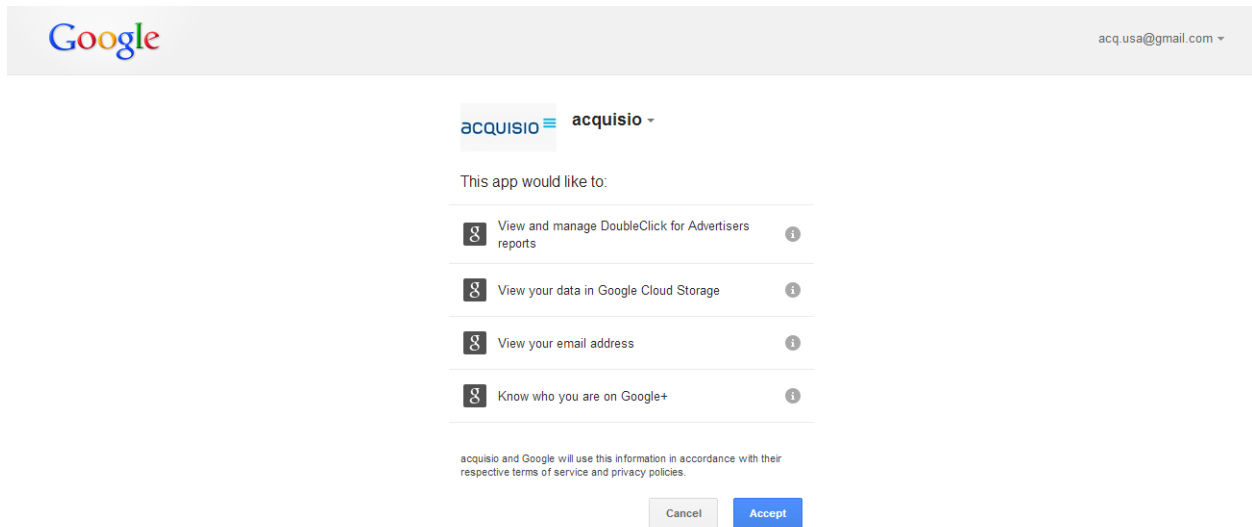


Figure 8 - Google requires you to accept these conditions

Your security token is displayed (Figure 9). Click and copy (Ctrl+C) the code.

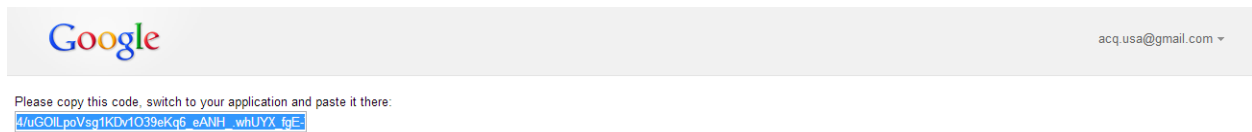


Figure 9 - Copy the security token keyed to your Google account

Return to Acquisio and paste (Ctrl+V) the code you copied into the Security Token field. When your DART/DFA account has been validated, the screen will expand, allowing you to further define your campaign associations (Figure 10).

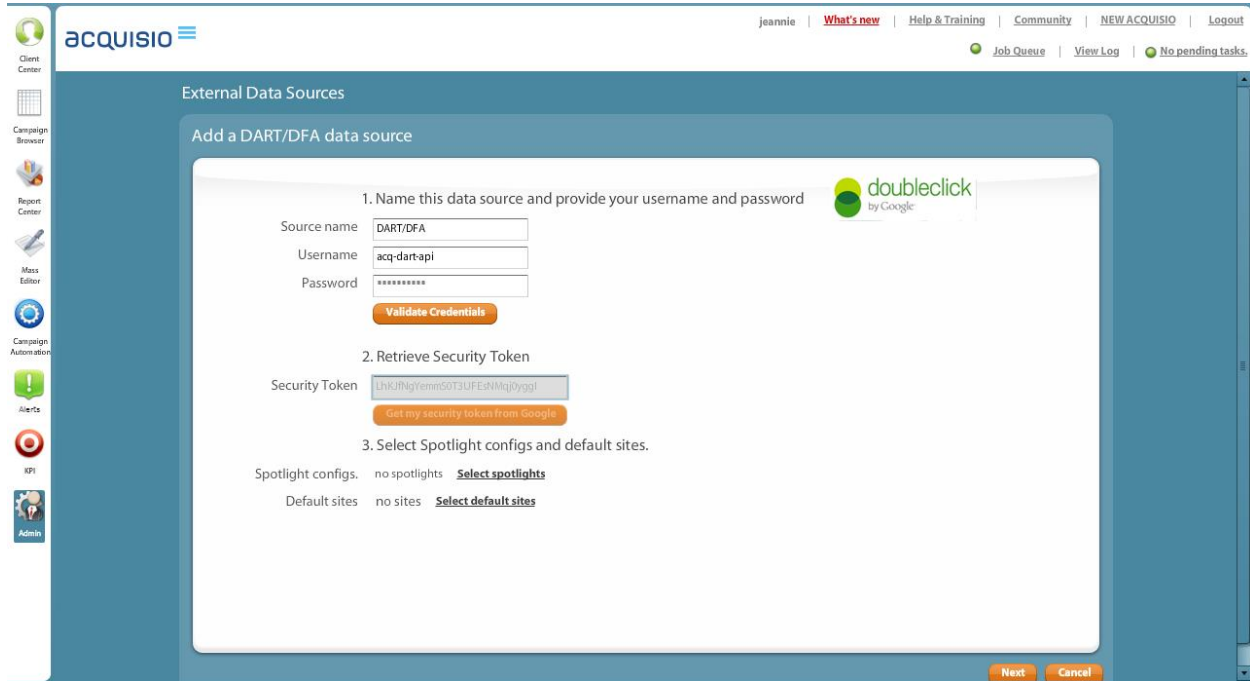


Figure 10 - Here you can define your spotlights and default web sites

Select which of your DART spotlight configurations to use with your campaigns. You will also have to define the default search engine sites used in your DART campaigns. Select your spotlight configurations first (Figure 11). Click *Use Selected Configs* when finished.

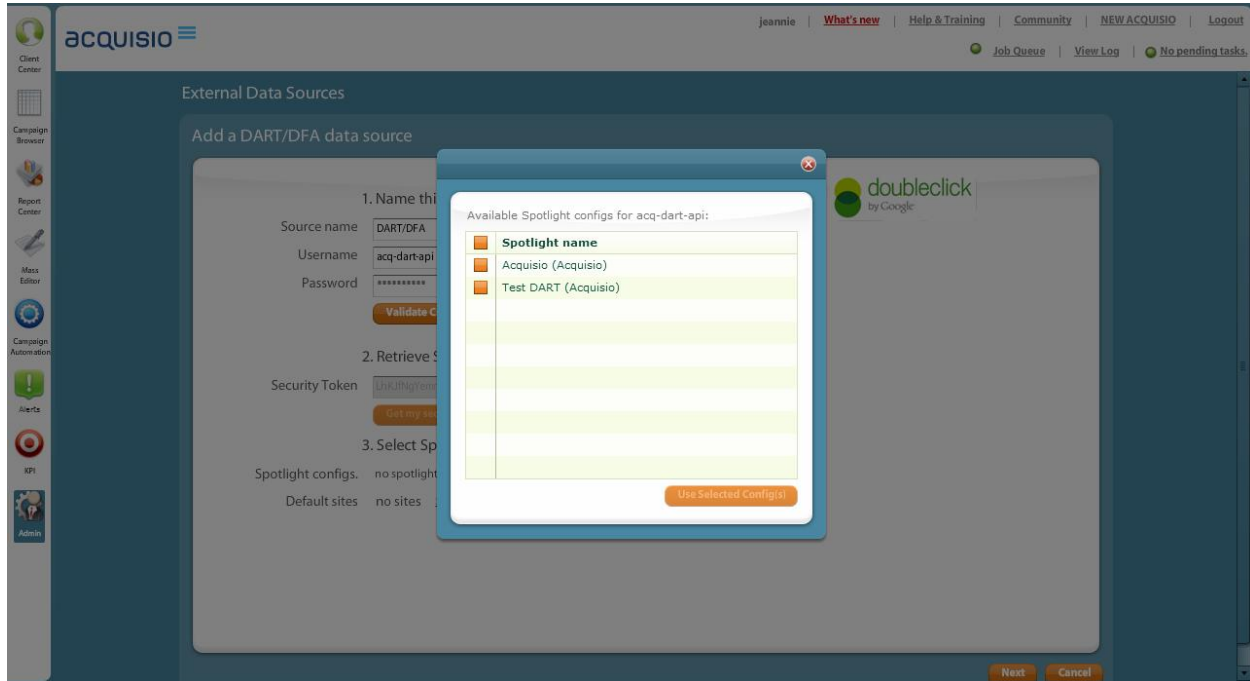


Figure 11 - Select all the DFA spotlights that will apply to these campaigns

Once the spotlights have been selected, click *Select Default Sites* (Figure 12). You may choose from sites you have used previously, sites in your own network at DART, or from a list of all available DART/DFA sites. To view the lists in any of the 3 categories, begin typing characters from the site name and press Enter. The use of the wildcard character (*) is supported, although it may generate very long lists.

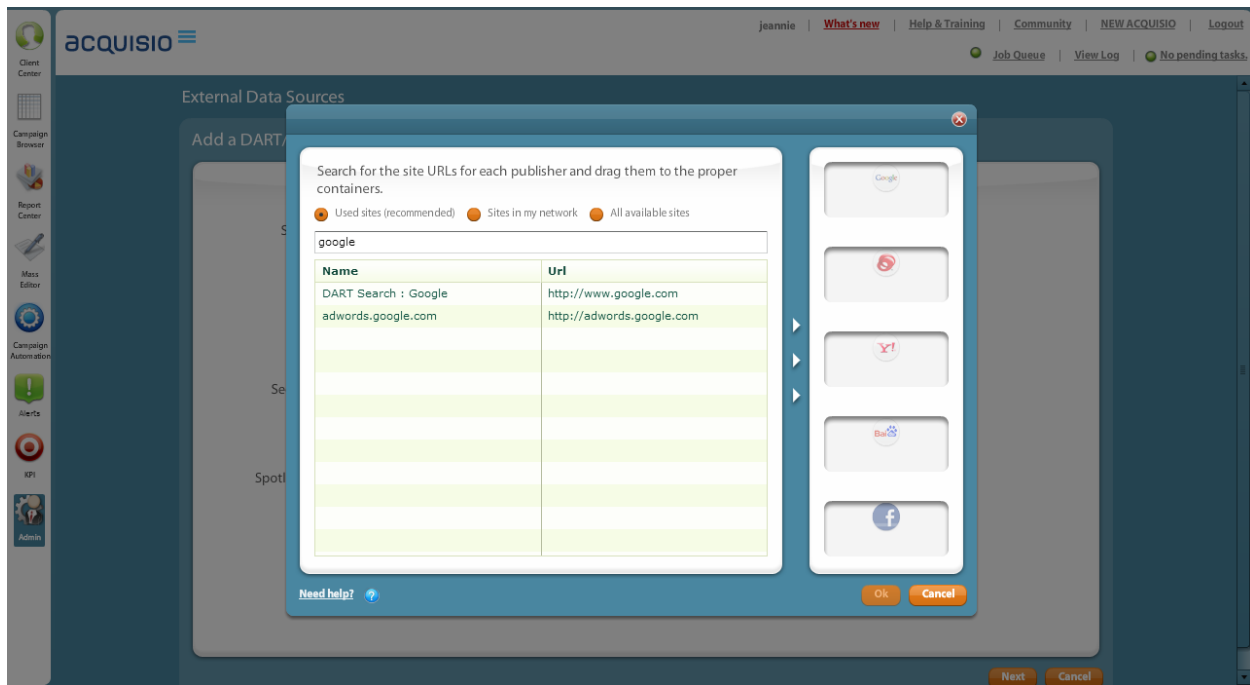


Figure 12 - Locate the default sites to use for your campaigns

As each website is located and identified, drag it with your mouse to the corresponding search engine “container” on the right side of the screen. When the search engine containers have a default web site defined, click **OK** to complete the association (Figure 13).

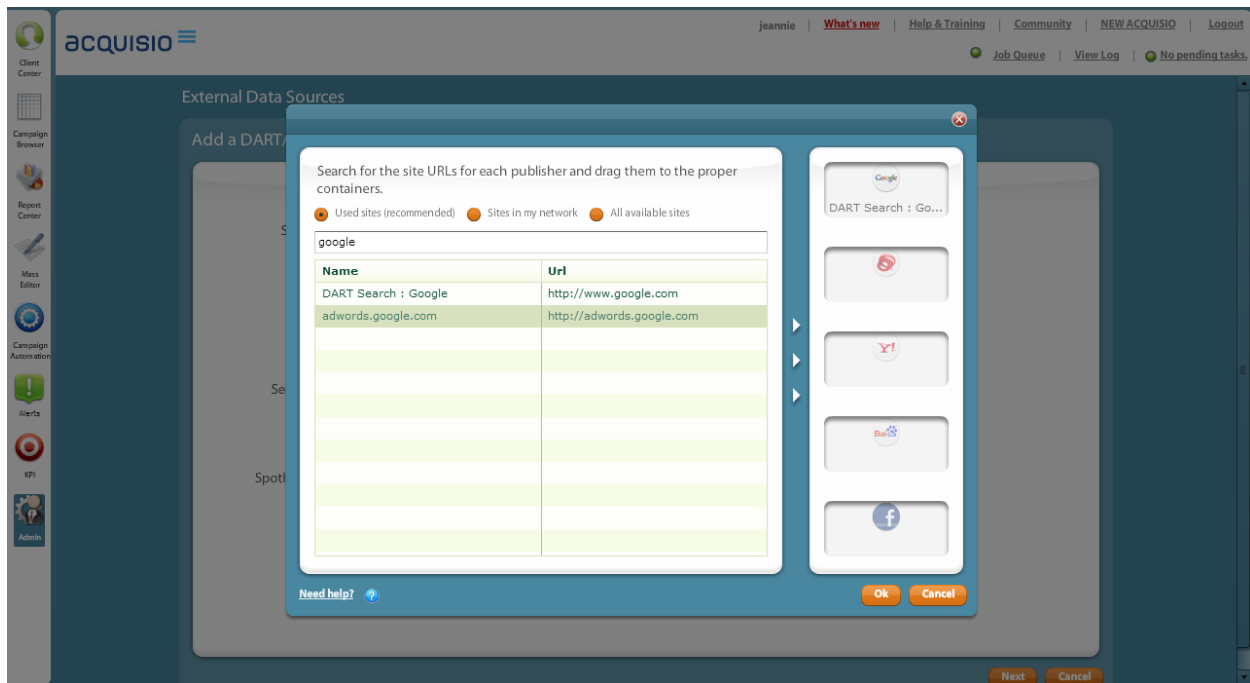


Figure 13 - Define your default sites

Your selected default sites will be displayed onscreen, along with the number of spotlights you have chosen to use (Figure 14). If you wish to make changes to these selections, you may do so now by clicking the appropriate link. If you are satisfied with your choices, click *Next*.

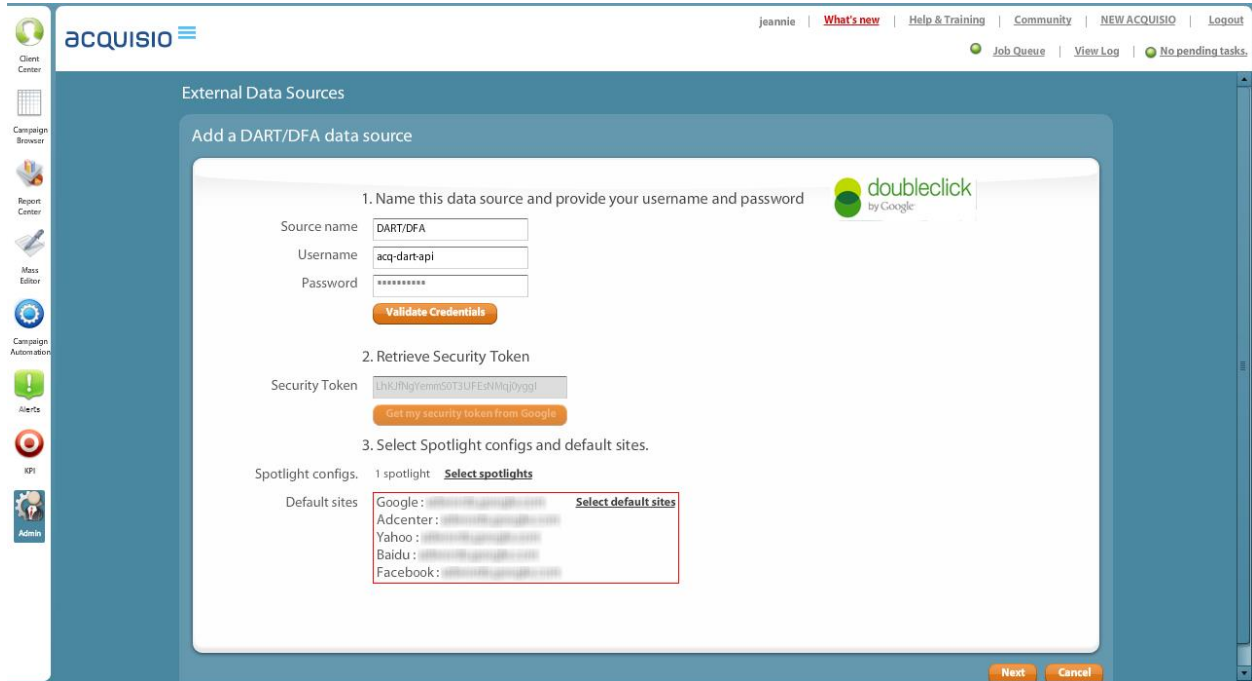


Figure 14 - Default sites and spotlights have been selected

As a final step in the connection process, you may select some or all of the clients in your portfolio to receive the connection (Figure 15). Choose one or more client(s) and select *Add Data Source* when done.

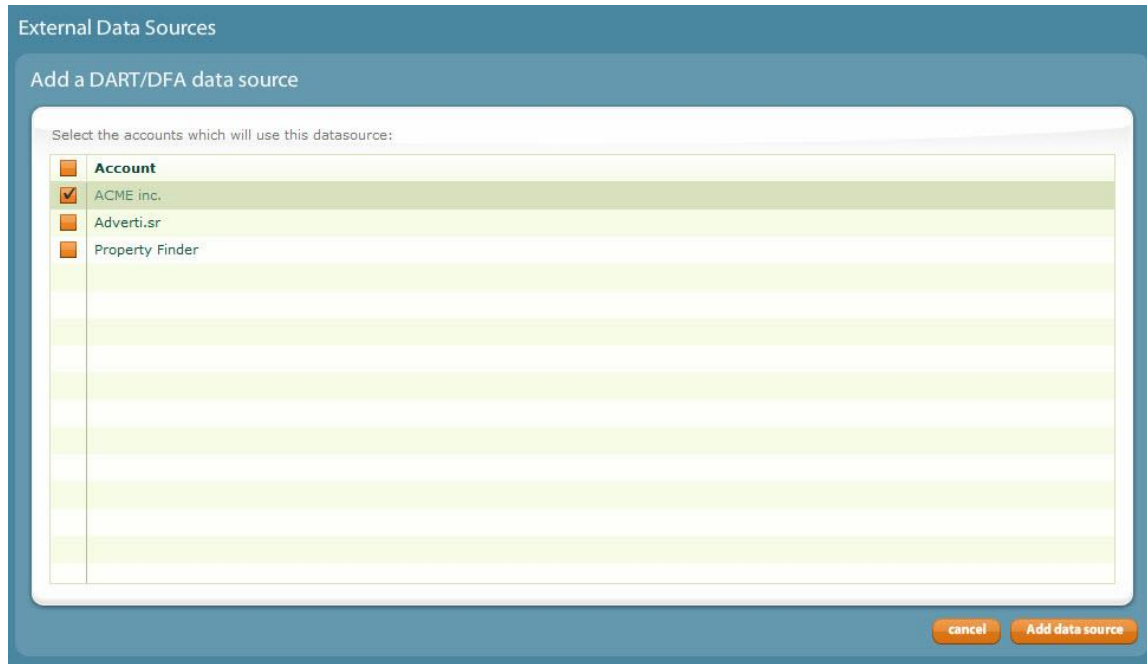


Figure 4 - Define which of your clients will connect to DART/DFA

Your connections to your client accounts are complete! (Figure 16) Depending on the complexity of the connections you defined, the import of the data may take a minute or two. Then you can move on to the campaign associations process.

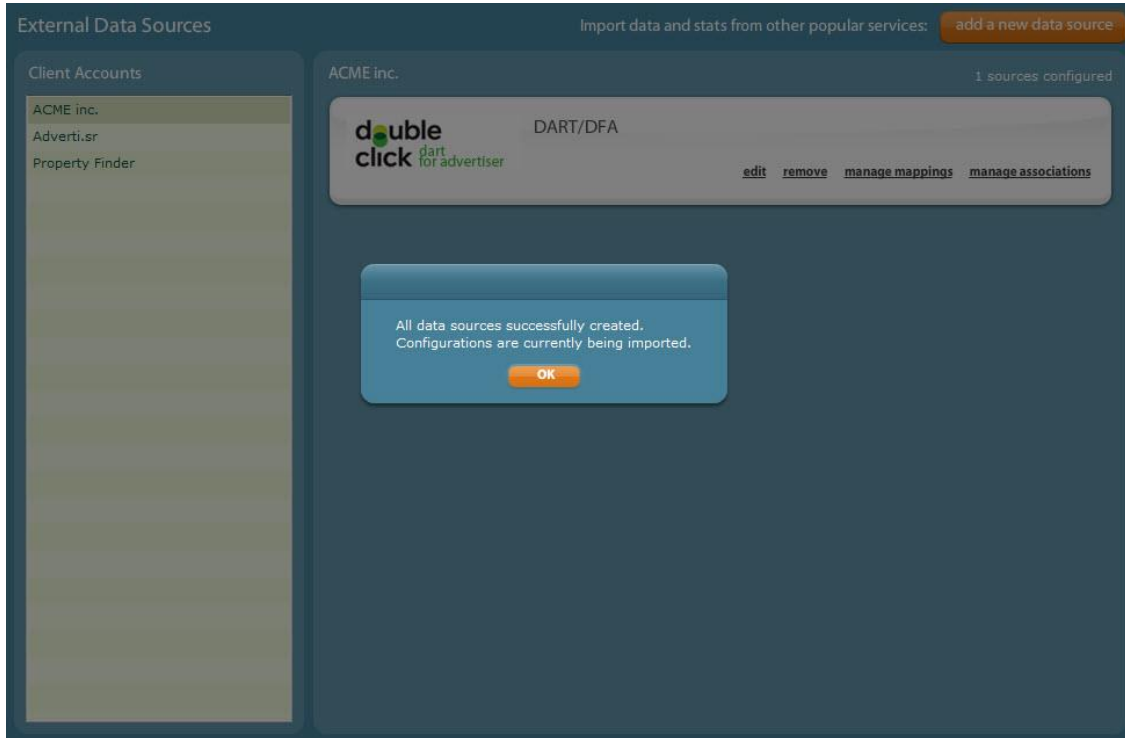


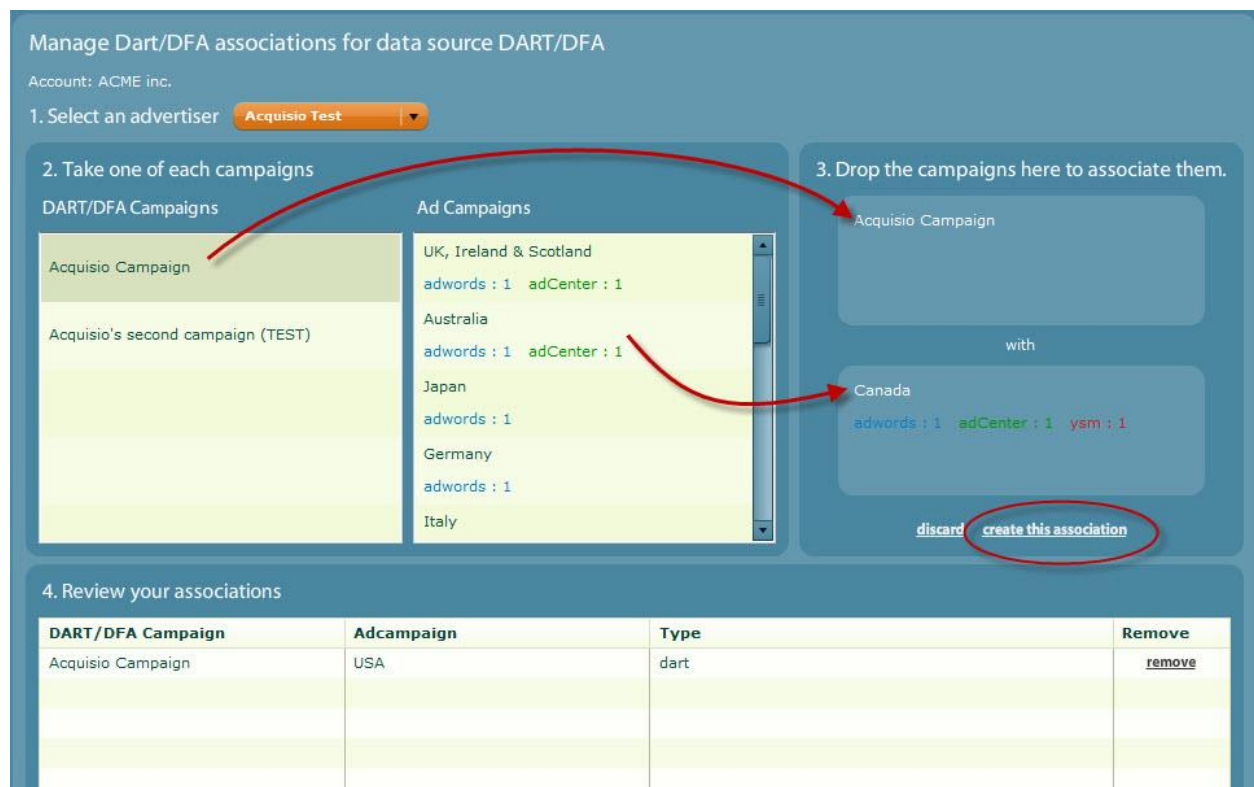
Figure 16 - Connections to the clients are complete!

Associate your ad campaigns to DART/DFA campaigns

The second step in the process is to specify which of your client campaigns will connect to related campaigns in DART/DFA. The DoubleClick DART/DFA icon should be clearly displayed next to your list of clients in the External Data Sources screen. Click *Manage Associations* to continue.

At the Manage Associations screen (Figure 17), click the *Select an Advertiser* button. The list will correspond to the spotlights you chose earlier. When you select an advertiser, the left column of the display will populate with the DART/DFA campaigns associated to that advertiser. These are the campaigns you will associate, or match up, with similar campaigns in Acquisio.

Drag one DART/DFA campaign from the left column to the far right column. Drag one Acquisio campaign from the middle column to the right column. Click *Create this Association* to complete the link. The completed campaign associations appear at the bottom of the screen. Once all campaign associations are made, click *Save Campaign Associations* when done.



Manage Dart/DFA associations for data source DART/DFA

Account: ACME inc.

1. Select an advertiser **Acquisio Test**

2. Take one of each campaigns

DART/DFA Campaigns

Ad Campaigns

3. Drop the campaigns here to associate them.

4. Review your associations

DART/DFA Campaign	Adcampaign	Type	Remove
Acquisio Campaign	USA	dart	remove

Figure 5 - Drag and drop DART/DFA and Acquisio campaigns to associate them

When you save your associations, you will be asked once for a default destination URL (Figure 18). This URL will be used in the future when you create new ad groups and keywords in your campaigns. You will always have the opportunity to enter a more targeted URL at that time. We suggest you use a generic URL for the client such as <http://www.acquisio.com>, rather than a specific landing page used for a specific type of conversion or campaign. Save the default URL and you have completed the campaign association step.

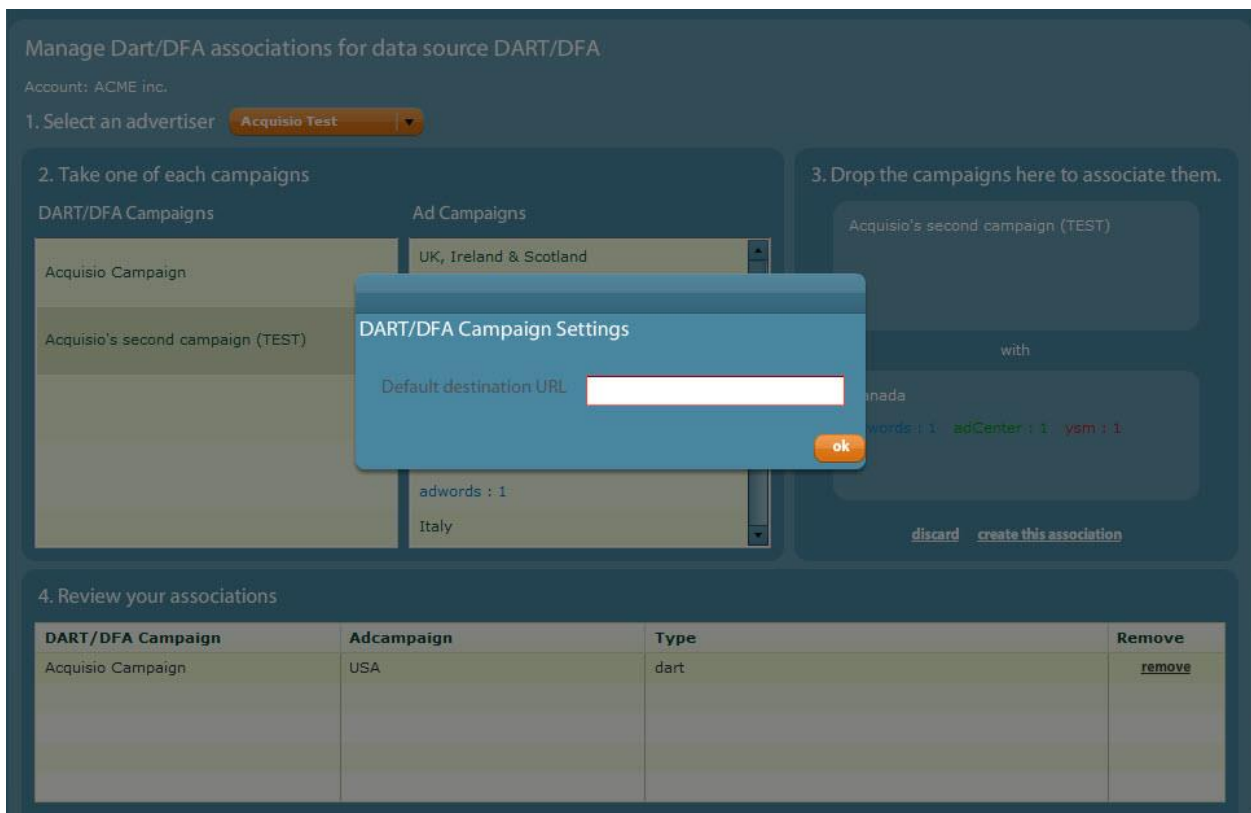


Figure 6 - Assign a default URL to your client's campaign associations

Map the DART/DFA conversions to new columns in Acquisio

At this point, your clients are connected to your DART/DFA accounts and your Acquisio campaigns are associated to your DART/DFA campaigns. Your last major step with the connector is to specify which columns in Acquisio should contain the conversion values from your DART/DFA campaigns. This is called *mapping* the data into Acquisio.

Having completed the Associations step, you should be back at the External Data Sources screen as shown in Figure 16. Click *Manage Mappings*. On this screen, you can manually assign DART/DFA conversions to Acquisio columns.

Begin by selecting one of the spotlight configurations you defined earlier (Figure 19). This will populate the table with Spotlight Activities (Conversions) and Group Names pulled from the DART/DFA servers. Depending on the conversions being tracked, you may be able to assign the DART/DFA conversions to a *count* column, a *revenue* column, or both. Conversion types that are not available will be blank.

Tip: The count column will hold the number of sales made. The revenue column will hold the total value of those sales, as tracked by DART/DFA.

External Data Sources

Edit DART/DFA Mapping for DART/DFA

Account: ACME inc.

Spotlight Config: **Acquisio Test**

double click dart for advertiser

▼ Spot Activities

Filter by type: **All** Filter by status: **All** Search:

Spotlight Activity	Group Name	Count	Revenue	
LandingPage	lp1	Influencer Count		edit
Conversion 1	Conv1	Introducer Count	Introducer Revenue	edit
Conversion 2	Conv1	Call Count	Call Revenue	edit
Conversion 3	Counter	unmapped		edit
Conversion 4	Counter	unmapped		edit

[Use Excel...](#) [Upload Excel...](#) [Excel Help](#)

[cancel](#) [save mapping](#)

Figure 19 - Map your DART/DFA conversions to appropriate columns in Acquisio

Click the *Edit* link to the right of any conversion you wish to map into Acquisio. Use the pull-down menus to select one of the pre-defined columns in Acquisio where the conversion data should appear. You may choose to use a column header with a name such as *Call Count*, or a generic header such as *Conv*.

Value2, which you can rename to a more descriptive name later. When all conversions have been assigned to Acquisio columns, select *Save Mapping* to finish the process.

Note that the act of mapping conversion data to columns in Acquisio will trigger an update process where all related historical data for those conversions is transferred to the Acquisio servers. Depending on the amount of data to be transferred, this process may take from a few minutes to a few hours and your DART/DFA data may not be available in the platform immediately.

Display the columns in your reports

Data from the DART/DFA connector can be displayed in the Campaign Browser and printed reports. It can be graphed as an available metric in any of the *Build a Custom Graph* links and can also be used in the conditional statements of your bid rules in *Campaign Automation*.

To display DART/DFA conversion data in the Campaign Browser, navigate to a campaign that you know holds conversion data and click the *Add/Remove Columns* button (Figure 20). In addition to the standard PPC metrics columns, the column pickers contain the names of all columns that can be assigned to mappings for imported data. Place checkmarks next to the columns you wish to display, then position and resize the columns with your mouse as required.

The screenshot shows the 'Add/Remove columns' dialog box in the Acquisio interface. The dialog is titled 'Add/Remove columns' and has a close button (X) in the top right corner. On the left side, there is a tree view of column categories with checkboxes. The 'External Conversion Tracking and Attribution (2/22 selected)' category is expanded, showing several columns with checkboxes. The 'Influencer Count' and 'Influencer Revenue' columns are checked. Below this, the 'Open Fields (1/70 selected)' category is also expanded, with 'Conv. Count 1' checked. At the bottom of the dialog, there is a 'Reset Column Widths' button. On the right side of the dialog, there is a summary of the current report. It shows the 'Date Range' as 'Last Month (January)'. Below this, there are three metrics: 'Conv.' with a value of 18 and a change of +63.64%, 'Conv. Rate' with a value of 3.80% and a change of +53.62%, and 'Cost/Conv.' with a value of \$173.55 and a change of -25.33%. There are also buttons for 'add to report', 'rates', 'export', and 'refresh'. Below the summary, there is a table with three columns: 'Influencer Count', 'Conv. Count 1', and 'Influencer Revenue'. The table has a header row and several data rows, all showing zero values for the first two columns and \$0.00 for the third. At the bottom of the table, there is a 'Reset Column Widths' button.

Figure 20 - Use the column picker on any Acquisio screen to display new columns

The process is similar when working in a data grid for a custom graph. This is the recommended method for adding tables of data to your printed reports. You may select your columns while in *Build a Custom Graph*, or when the data grid is already embedded into a report in the Report Center.

How to Rename Imported Columns

If you have selected one of the generic open fields such as *Conv. Count1* as a column header for your data, you can rename it (and any other Acquisio column) in the Admin section. Click the Admin icon and select *Labels & Translations* (Figure 21). Scroll down until you locate the column header you wish to change. Click the box under the language you want to change and type the new column header you prefer to see. Click *Save Labels* when done.

Note that the languages available in the table correspond to the list of languages you may select for your printed reports. Any change made in this table will affect the columns in the Campaign Browser and also in the Report Center.

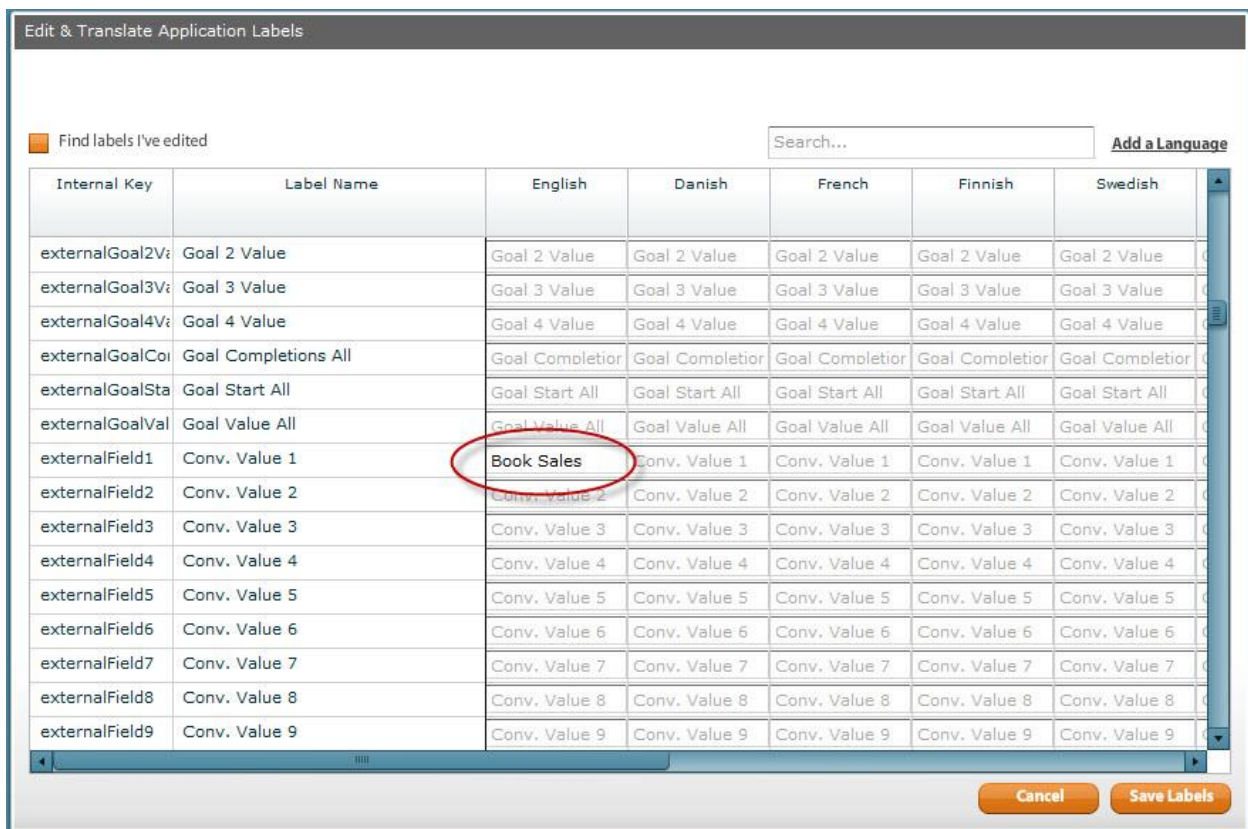


Figure 7 - Use this screen to rename any Acquisio column in most languages

What happens when I edit an associated campaign?

Acquisio constantly monitors the activity of any campaigns that are associated to DART/DFA. If you add ad groups or keywords to a linked campaign, we will automatically track the DART/DFA conversions and will even encode the URLs when they are posted to the search engines from within Acquisio (Figure 22). This applies to individual items added through the Campaign Browser and to items bulk uploaded through the Mass Editor.

The screenshot shows the Acquisio interface for editing a keyword. A table lists various campaigns, and one is selected. Below the table, the 'Edit Selected Keyword(s)' form is visible. The 'Destination URL' field contains a URL with DoubleClick encoding, which is circled in red. The 'Target Destination URL' field shows the original raw URL.

Campaign	Ad Group	Ad Group Status	Keyword	Type	Status
USA 09	Providers - Multi	Enabled	multi engine ppc solution	Broad	Active
USA 09	Providers - Multi	Enabled	search bulk campaign	Broad	Active
USA 09	Providers - Multi	Enabled	multi engine campaign management	Broad	Active
USA 09	Providers - Multi	Enabled	multiple search engine platform	Broad	Active
USA 09	Providers - Multi	Enabled	multi engine search solution	Broad	Active
USA 09	Providers - Multi	Enabled	ppc msn google	Broad	Active
USA 09	Providers - Multi	Enabled	multi engine ppc campaign	Broad	Active
USA 09	Providers - Multi	Enabled	multiple search providers interface	Broad	Active
USA 09	Providers - Multi	Enabled	multi engine bulk software	Broad	Active
USA 09	Providers - Multi	Enabled	multi engine ppc management tool	Broad	Active
USA 09	Providers - Multi	Enabled	multiple search providers tool	Broad	Active

1 of 2900 items selected **Select all** **Copy Selection to Clipboard** Text Size : |

Edit Selected Keyword(s)

Keyword(s): Match Type: Maximum CPC Bid (CAD):

Destination URL: Status:

Target Destination URL:

[Replace Text](#) [Advanced bid changes](#) [Advanced URL changes](#) [Encode URL](#) [Exemption Request](#)

Figure 8 - URLs will automatically receive DoubleClick encoding. The original raw URL is also displayed for your convenience

Note that new campaigns created in Acquisio are not automatically associated with any DART/DFA campaigns. After a new campaign is created in Acquisio, post it to the desired search engine. Then set the campaign association manually in the Admin section, *External Data Sources*. Since the client is already associated with DART/DFA, this is simply a few clicks in the *Manage Associations* screen. Once the association to DART/DFA is complete, you can return to the Mass Editor and upload your ad groups, keywords and ads.