Google Display Network

Dynamic Remarketing Campaigns Custom Tracking

Merchant Center product URLs are used as landing page URLs for your Dynamic Remarketing Ads via Display Ad Builder, please see below options of custom tracking (if necessary). Note that most changes in landing page URLs will be done in your Merchant Center feed.

Important note: If you are updating your Merchant Center feed in XML for any of the custom attributes listed below, you must add the Google Product Search namespace declaration. Otherwise, your feed may not process correctly. This is for XML feeds only.

Client goal:
1) Use a different URL for the Dynamic ads campaign

Solution: AdWords_Redirect & ifdyn ValueTrack Parameter

In order to select a different URL to use in the Dynamic Remarketing campaign, the advertiser will need to download their Merchant Center feed and update it accordingly:

- **If using a TXT feed** - just add a column **adwords_redirect** and paste the new URLs they want to use under this column and next to each of the products.
- **If using a XML feed** - update it using
  <g:adwords_redirect>http://www.newurl.com/product.html</g:adwords_redirect>
- **If using API requests** - update it using
  <scp:adwords_redirect>http://www.newurl.com/product.html</scp:adwords_redirect>

See more details on adwords_redirect.

Important note: adwords_redirect will override the Merchant Center URLs **for both Dynamic Remarketing Ads AND Product Ads**. Therefore, in order for the client to separate these traffic sources, they will need to append **{ifdyn:}**, **{ifpe:}** and

{ifpla:} ValueTrack parameters to the end of their new URL.

The **{ifdyn:}** valuetrack parameter allows you to specify a value that Google should display when your offers are shown in dynamic ads. Similarly, the **{ifpe:}** valuetrack parameter allows you to determine the value for Product Extensions and the **{ifpla:}** valuetrack parameter allows you to determine which value for Product Listing Ads.

ValueTrack parameter	Behavior for Dynamic Ads	Behavior for PLAs	Behavior for Product Extension Ads
{ifdyn:<value>}	expands to <value>	expands to a zero length string	expands to a zero length string
{ifpla:<value>}	expands to a zero length string	expands to <value>	expands to a zero length string
{ifpe:<value>}	expands to a zero length string	expands to a zero length string	expands to <value>

Example

For example, let's say that you use a URL variable called "origin" to identify the source of clicks. You want this variable to have the value of "organic" if the click is coming from organic sources, "dyn" if it's coming from dynamic ads, "pe" if it's coming from product extensions and "pla" if it's coming from product listing ads. In that case, you could use the following URL in your URL attribute:

http://www.newurl.com/product.html?source=origin

And you could use the following URL in your adwords_redirect attribute:

http://www.newurl.com/product.htm?source={ifdyn:dyn}{ifpe:pe}{if pla:pla}

This would result in the following URL serving when clicks are coming from organic sources:

http://www.newurl.com/product.htm?source=origin

When clicks are coming from Dynamic Ads:

http://www.newurl.com/product.htm?source=dyn

When clicks are coming from Product Extensions enabled ads:

http://www.newurl.com/product.htm?source=pe

When clicks are coming from Product Listing ads:

http://www.newurl.com/product.htm?source=pla

For more information, please look here:
http://support.google.com/adwords/bin/answer.py?hl=en&answer=2404255&from=186488&rd=1

2) Solution above does not work and client wants to use a different URL for the Dynamic ads campaign

Solution: c:drlp

In order to select a different URL to use in the Dynamic Remarketing campaign (if the AdWords_Redirect solution is not compatible), the advertiser will need to download their Merchant Center feed, update it accordingly and re-upload it:

- **If using a TXT feed** - just add a column with the heading **c:drlp:url** and paste the new URLs they want to use under this column and next to each of the products. These URLs must be unencoded.
- **If using a XML feed** - update it using <c:drlp type="url">insert new unencoded landing page url </c:drlp>
- **If using API requests** - update it using <sc:attribute name="drlp" type="url">insert new unencoded landing page url</sc:attribute>

Note: If client implements c:drlp:url, this will override their Merchant center product URLs and the URL under the attribute c:drlp:url will be used **for dynamic ads only**. Therefore c:drlp:url will override an adwords_redirect, if one exists for products with the c:drlp:url attribute. Product Ads and Product extensions links will not be affected and will continue using the Merchant center original product URLs, or adwords_redirect if it exists.

Note: **If client uses Value Track parameters**, the URL must be unencoded and read as a string for the Value Track parameters to work. Modify the above instructions to:

- **If using a TXT feed** - just add a column with the heading **c:drlp** and paste the new URLs they want to use under this column and next to each of the products. These URLs must be unencoded.
- **If using a XML feed** - update it using <c:drlp type="string">insert new unencoded landing page url </c:drlp>
- **If using API requests** - update it using <sc:attribute name="drlp" type="string">insert new unencoded landing page url</sc:attribute>

Client goal:
3) Apply a click tracker for dynamic ads

Solution: Use Click prefix URL in Display Ad Builder UI

You can specify the click tracker in the Display Ad Builder UI under the "Click prefix URL (optional)" field. This will prepend the URL specified in this field to the landing page URL for dynamic ads (whether this is the destination URL, c:drlp, adwords_redirect, or the product URL).

For example, entering the following DoubleClick click tracking tag:

http://ad.doubleclick.net/clk;254607559;78348227;x?

Would look like this in the interface:

And result in a landing page URL for a Google Store product would look like this:

http://ad.doubleclick.net/clk;254607559;78348227;x?http://www.googlestore.com/Accessories/Android+Cookie+Jar.axd

Client goal:
## 4) Include other tracking data in URL for dynamic ads

Solution: Use ValueTrack URL parameters

You can specify useful data to be included in your URL for dynamic ads by using ValueTrack URL parameters. These parameters will be expanded based on the details of the ads. For a list of ValueTrack URL parameters and implementation details, please see more information on ValueTrack.

Important note: ValueTrack URL parameters will only work for dynamic ads if they are supported by display ads. For example, {copy:[name]} is not supported by display ads and therefore will not be expanded for dynamic ads.

Solution: Replace and append tracking key values

Entering one or more additional tracking parameters (where key=value and multiple values are separated by ampersands) in the Dynamic interface (towards the bottom of the settings panel) will modify the landing page URL, allowing existing key/values to be updated (like the 'wmc' value) and missing key/values to be added to the product landing page.

Additional Tracking (optional)

▼ More Options

size=300x250&wmc=DIS31_1878786
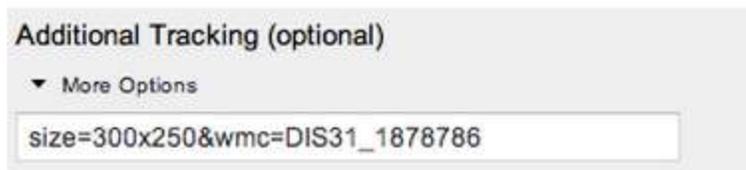
For example, entering the following two advanced tracking key/values:
- size=300x250
- wmc=DIS31_1878786

Which would update the product URL for for a Google Store product like this:

http://www.googlestore.com/Accessories/Android+Cookie+Jar.axd?wmc=SEM49_1879005

And would result in a landing page URL like this (where the 'wmc' value was replaced, because it was in the product URL, and the 'size' key/value was added, because it was not in the product URL):

http://www.googlestore.com/Accessories/Android+Cookie+Jar.axd?wmc=DIS31_1878786&size=300x250

5) Client needs to replace the product ID in Merchant center to match the ID passed through the Smart Pixel

Solution: c:drid

In order to add a new product ID in Merchant center to be used for the dynamic ads campaign the advertiser will need to download their Merchant Center feed, update it accordingly and re-upload it:

- **If using a TXT feed** - just add a column **c:drid:string** and paste the new ids they want to use under this column and next to each of the products.
- **If using a XML feed** - update it using <c:drid type="string">insert new product ID </c:drid>
- **If using API requests** - update it using `<sc:attribute name="drid" type="text">insert new product ID</sc:attribute>`

Note: If client implements c:drid:string, this will override their Merchant center product IDs and the ID under the attribute c:drid:string will be used **for dynamic ads only**. Their previous Merchant center product IDs will remain in the feed as normal.

Client goal:

6) Select products that should not appear in Dynamic Ad campaigns

Solution: excluded_destination

By default, all products are added to the Display Ads use case regardless of the feed's "advanced feed usage settings" in Merchant Center (the Display Ads use case option may only be unselected by an internal admin) . You can exclude individual products from appearing in Display Ads by using the excluded_destination attribute in your Merchant Center feed -- this attribute may also be used to exclude a product from appearing in Shopping and/or Commerce Search (Learn more). To exclude Display Ads with the excluded_destination attribute, the client will need to modify their Merchant Center feed:

- **If using a TXT feed** - add a column named "excluded_destination" and paste "Display

Ads"

- **If using a XML feed** - update the product using
  `<g:excluded_destination>Display Ads</g:excluded_destination>`
- **If using API requests** (<u>Learn more</u>) - update the product using
  `<app:control><sc:excluded_destinationdest="DisplayAds"/></app:control>`

Note:

- excluded_destination value may include multiple use cases to exclude

More and updated information on 'excluded_destination' <u>here</u>.

7) Solution above does not work and client wants to use a different field to specify which products will appear for the Dynamic Ads campaign only

Solution: c:druse

In order to exclude products from your Dynamic Remarketing and Dynamic Contextual campaigns if excluded_destination is not an option (e.g., use of the Content API), the client will need to download their Merchant Center feed and update it accordingly:

- **If using a TXT feed** - just add a column **c:druse:boolean** and paste the value "true" or the value "false" under this column for each product.
- **If using a XML feed** - update it using `<c:druse type="boolean">true</c:druse>` or `<c:druse type="boolean">false</c:druse>` for each product.
- **If using API requests** - update it using `<sc:attribute name="druse" type="boolean">true</sc:attribute>` or `<sc:attribute name="druse" type="boolean">false</sc:attribute>` for each product.

Note:

- Products where druse is "true" will be eligible to appear in dynamic ads
- Products where druse is null/undefined/blank will be eligible to appear in dynamic ads
- Products where druse is "false" will NOT display in dynamic ads

Client goal:

8) Use a different title to display in Dynamic Ads

Solution: c:drtitle

By default, the product title displayed in dynamic ads will be the same as the product title for PLAs. We recommend using short titles for dynamic ads. In order to display a different product title in your Dynamic Remarketing and Dynamic Contextual campaigns, the client will need to download their Merchant Center feed and update it accordingly:

- **If using a TXT feed** - just add a column **c:drtitle:string** and paste the new title they want to use under this column and next to each of the products.
- **If using a XML feed** - update it using <c:drtitle type="string">insert shorter product title </c:drtitle>
- **If using API requests** - update it using `<sc:attribute name="drtitle" type="text">insert shorter product title</sc:attribute>`

Client goal:
9) Select categories of products to use in the Dynamic Ads campaign

Solution: Product Filters.

For further control over which products we'll match from your Google Merchant Center account to user searches, you can use product filters. Product filters allow you to show only a **category** of your products in your dynamic ads, product ads and product extensions.

More information:
http://support.google.com/adwords/bin/answer.py?hl=en&answer=186300

Client goal:
10) Implement 1x1 Impression trackers in the DAB

ads

Advertiser/Agency to send the 1x1 image trackers to the Account Manager.

Account Manager Steps:
Raise through go/casesconsult > 3PAS Consult > 3PAS/GDN AdOps > United States > LCS Request > 1x1 Pixel Request
Details on this help center article.