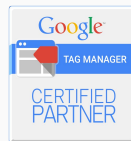


# [Webinar] Google Analytics 360 & DoubleClick for Publishers

9.14.16

# About InfoTrust

- Based in Cincinnati, OH
- Digital analytics consulting & product development
- 2015 and 2016 Inc. 5000 Member
- A Cincinnati Best Place to Work Finalist 2012, 2013, 2014, 2015 & 2016
- 3,000+ sites analyzed and supported annually



# About Me



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# Agenda

- **How It Works**
- Benefits of the Integration
- Potential Use Cases
- Example Reports
- How to Get Started
- Q&A

# DoubleClick for Publishers

DoubleClick for Publishers is an advertising software as a service application managed by Google. It allows publishers to sell ad inventory on their digital properties.



# Example

The screenshot shows the ESPN website interface. At the top, there's a navigation bar with 'TOP EVENTS' and a list of sports scores for various leagues including MLB, NFL, NBA, and NHL. Below this is a red banner for 'StubHub | Your ticket out' with the text 'Sell your ticket to the next fan on the depth chart.' and a 'Sell tickets' button. The main content area is divided into several sections:

- FAVORITES:** A sidebar on the left showing 'Cowboys NFL' for Sunday, 9/18, and 'Ohio State NCAA' for Saturday, 9/17. It also features 'Reds MLB' for Tuesday, 9/13.
- Video Player:** A central video player showing two baseball players, one from the Texas Rangers (number 18) and another from the Texas Rangers (number 18), shaking hands. The video is titled '5h - David Schoenfeld'.
- What we learned: Beltre packs a punch as Rangers rally again:** An article snippet discussing Adrian Beltre's performance, mentioning he can hit 400-plus-foot home runs from his knee and that Texas has Houston's number.
- TOP HEADLINES:** A list of news items including 'Spiller on Saints release: 'Didn't see it coming'', 'Leach: Cops, media unfairly target football players', 'Ceferin succeeds Platini as UEFA president', 'Rangers' Beltre belts 408-foot HR from one knee', 'Denver PD chief, Broncos' Marshall talk issues', 'Rex has lap band removed to back brother Rob number', and 'Vegas handicappers rank all 32 NFL teams'.
- Now:** A section on the right showing social media posts from 'ESPN Fantasy Sports' and 'ESPN UK'.
- World's largest ticket marketplace:** A StubHub logo and text on the left side of the page.

# How The Integration Works

Analytics 360 and DFP tags communicate with each other using shared IDs. Each system logs multiple IDs that are generated on the page and inter-tag communication ensures that logged IDs are the same.



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# The Integration

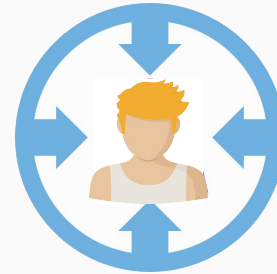
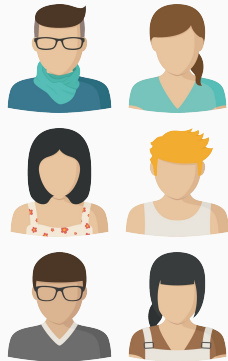
The integration between GA 360 & DFP allows data to flow back and forth between the two tools.

It has two major features:

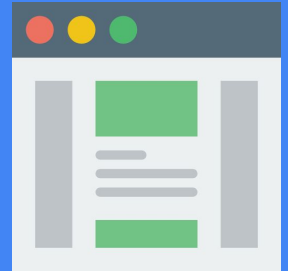
1. Sharing GA Audiences with DFP
2. Pushing DFP data into GA 360 reports

Feature #1: GA  $\rightarrow$  DFP

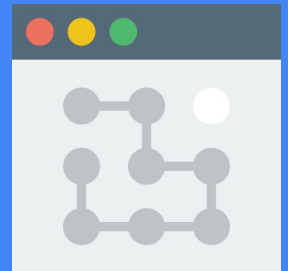
# Sharing GA Audiences with DFP



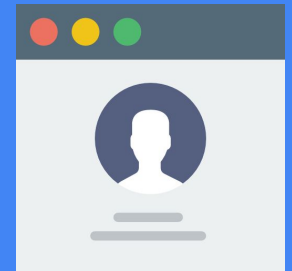
Benefit: Show more personalized,  
relevant ads



1. Target users based on their activity on your site



## 2. Target users based on their attributes



# Ad Personalization

The screenshot displays a news website layout. On the left, a large photo shows Sam Wyche, a former Bengals coach, talking to a player. Below it is the headline "Former Bengals coach Sam Wyche gets new heart" with a sub-headline "Beloved former Bengals coach Sam Wyche is out of heart surgery after finding a donor match in Oregon Monday night." To the right of this article is a grid of smaller news items, each with a thumbnail and a headline: "Protesting nuns trapped, rescued from elevator" (18 mins ago), "Woman locked inside her BMW: 'Am I gonna die?'" (34 mins ago), "Photos of underweight horses prompt outcry" (32 mins ago), "Want to live by the river? Take a dip into Aqua" (5 hours ago), "Cincy State invites in locked-out ITT students" (3 hours ago), "Bengals going with white-out for 'color rush'" (27 mins ago), "Another drug coming to make heroin crisis worse" (4 hours ago), and "Union Terminal renovation price got \$900K higher" (4 hours ago). At the bottom right of this grid is a link for "Political trivia, presidential debate and beer?". On the far right, a red-bordered advertisement for "WCPO Insider Rewards" is highlighted with a red arrow. The ad features the text "Summer is Better With Insider" in a script font, "Become an Insider and get 2 FREE TICKETS TO RIVERBEND!", and a "JOIN TODAY" button. Below the ad is a "WATCH NOW" banner for "7 DAYS FREE" on Sling TV, with the text "Restrictions Apply" and the Sling TV logo.

Former Bengals coach Sam Wyche gets new heart  
Beloved former Bengals coach Sam Wyche is out of heart surgery after finding a donor match in Oregon Monday night.

Protesting nuns trapped, rescued from elevator 18 mins ago

Woman locked inside her BMW: 'Am I gonna die?' 34 mins ago

Photos of underweight horses prompt outcry 32 mins ago

Want to live by the river? Take a dip into Aqua 5 hours ago

Cincy State invites in locked-out ITT students 3 hours ago

Bengals going with white-out for 'color rush' 27 mins ago

Another drug coming to make heroin crisis worse 4 hours ago

Union Terminal renovation price got \$900K higher 4 hours ago

Political trivia, presidential debate and beer?

WCPO Insider Rewards  
Summer is Better With Insider  
Become an Insider and get 2 FREE TICKETS TO RIVERBEND!  
Use promo code RIVERBEND at sign up. \*select shows while supplies last  
JOIN TODAY

WATCH NOW  
7 DAYS FREE  
Restrictions Apply  
sling TELEVISION

"I'm already a member, why am I seeing this ad?"

# Build an Audience List from Scratch

## Audiences

Create audiences to re-engage with your users and reach them through Google's Audience marketing integrations like Facebook and Display Advertising Network. [Learn More](#)

### 1 Link Configuration

View ?

All Web Site Data ▾

Destination account ?

DFP: [Account ID] ▾

Search

✓ DFP: [Account ID]

### 2 Define Audience

## Audience Builder

Demographics

Technology

Behavior 1

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

### Behavior

Segment your users by how often they visit and conduct transactions.

Sessions ?

= ▾

Days Since Last Session ?

≤ ▾ 7 ✕

Transactions ?

per user ▾ = ▾

Session Duration ?

per user ▾ = ▾

Behavior

Days Since Last Session ≤ 7 ✕

Apply

Cancel



# Convert a Segment to an Audience List

+ NEW SEGMENT Import from gallery Share segments View Search segments ?

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> ☆ *Visitors with less than 2 visits only	Jan 24, 2014	Jan 24, 2014	Actions ▾
System	<input type="checkbox"/> ☆ /document/notice-of-contract	Feb 28, 2014	Feb 28, 2014	Actions ▾
Custom	<input type="checkbox"/> ☆ <b>&gt;= 2 Sessions</b>	Mar 30, 2015	Mar 30, 2015	Actions ▾
Shared	<input type="checkbox"/> ☆ 0 Goals from Google CPC	Jul 31, 2015		
Starred	<input type="checkbox"/> ☆ 18-24 Males	Jun 6, 2014		
Selected	<input type="checkbox"/> ☆ 2015 Users with 1 Goal	Oct 13, 2015		
	<input type="checkbox"/> ☆ 2015 Users with 2 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾
	<input type="checkbox"/> ☆ 2015 Users with 3 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾
	<input type="checkbox"/> ☆ 2015 Users with 4 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾

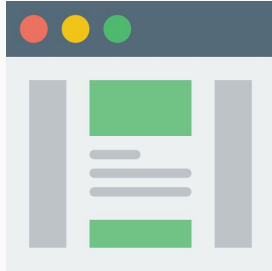
**>= 2 Sessions**  
Sessions ≥ 2

- Edit
- Copy
- Share
- Build Audience**
- Delete

Apply Cancel

Feature #2: DFP  $\rightarrow$  GA

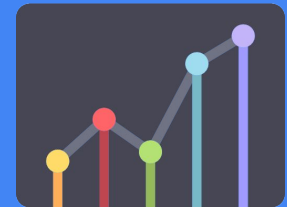
# Push DFP Data Into Google Analytics



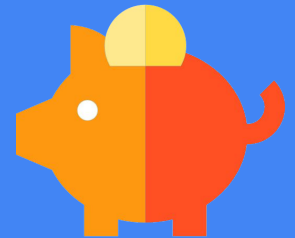
Benefit: Unified reporting view of  
ad revenue and user behavior



1. Standard Reports: Understand which traffic sources and pages drive the most ad revenue



2. Custom Reports: Understand which content categories, content types, sections, authors, etc. drive the most revenue



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# Use Cases

- Improve ad targeting to drive more value for clients
- Understand types of content that drive the most ad revenue
- Understand which content has the highest CTR
- Optimize ad placement based on DFP & GA 360 data

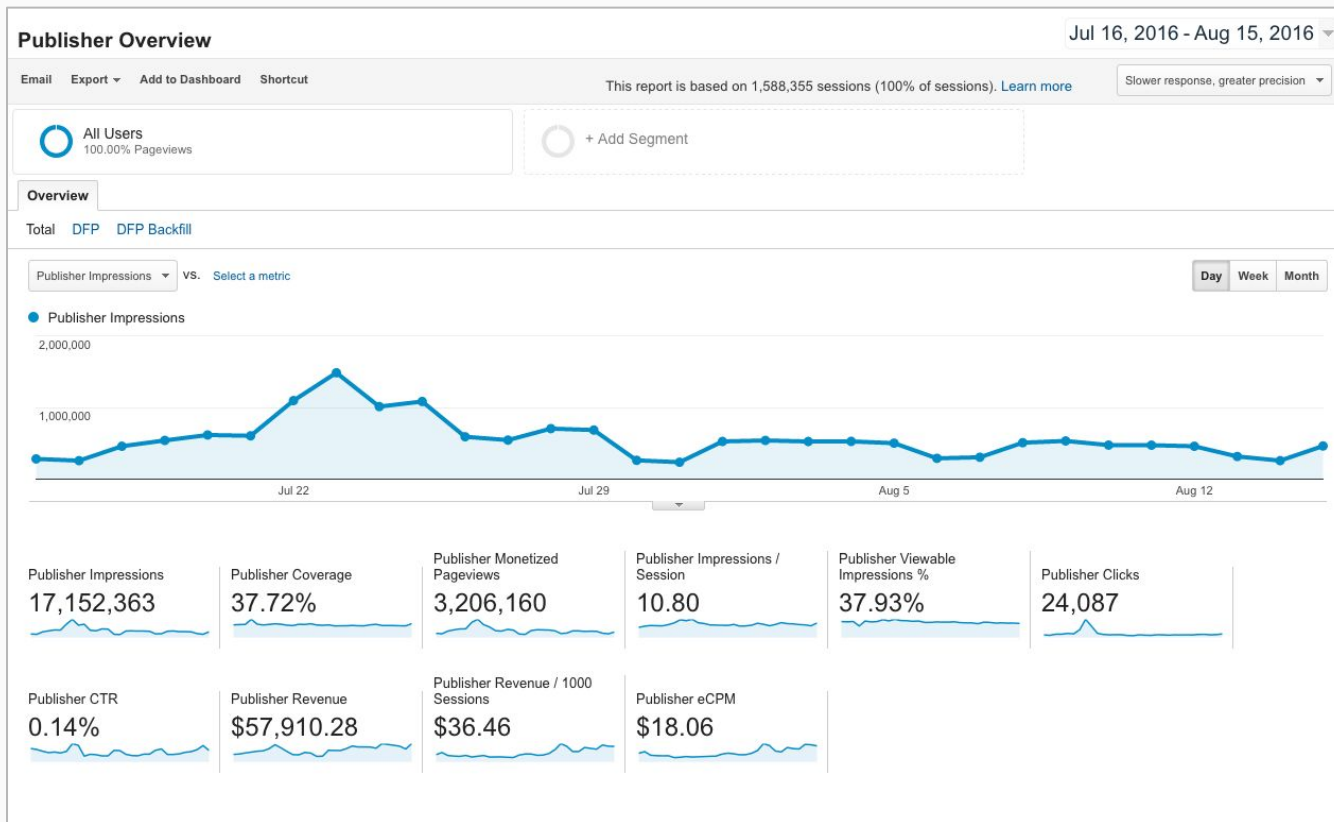


# Agenda











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# Standard Reports

# Default Reports - Publisher Overview



# Default Reports - Publisher Pages

Page ?	Publisher Impressions ? ↓	Publisher Coverage ?	Publisher Monetized Pageviews ?	Publisher Impressions / Session ?	Publisher Viewable Impressions % ?	Publisher Clicks ?	Publisher CTR ?	Publisher Revenue ?	Publisher Revenue / 1000 Sessions ?	Publisher eCPM ?
	<b>17,152,363</b> % of Total: 100.00% (17,152,363)	<b>37.72%</b> Avg for View: 37.72% (0.00%)	<b>3,206,160</b> % of Total: 100.00% (3,206,160)	<b>10.80</b> Avg for View: 10.80 (0.00%)	<b>37.93%</b> Avg for View: 37.93% (0.00%)	<b>24,087</b> % of Total: 100.00% (24,087)	<b>0.14%</b> Avg for View: 0.14% (0.00%)	<b>\$57,910.28</b> % of Total: 100.00% (57,910.28)	<b>\$36.46</b> Avg for View: \$36.46 (0.00%)	<b>\$18.06</b> Avg for View: \$18.06 (0.00%)
1.	 <b>6,670,411</b> (38.89%)	<b>40.84%</b>	<b>1,010,491</b> (31.52%)	<b>11.52</b>	<b>22.09%</b>	<b>8,263</b> (34.30%)	<b>0.12%</b>	<b>\$22,109.35</b> (38.18%)	<b>\$38.20</b>	<b>\$21.88</b>
2	 <b>425,298</b> (2.48%)	<b>33.07%</b>	<b>107,030</b> (3.34%)	<b>17.37</b>	<b>28.15%</b>	<b>250</b> (1.04%)	<b>0.06%</b>	<b>\$1,563.53</b> (2.70%)	<b>\$63.84</b>	<b>\$14.61</b>
3	 <b>379,118</b> (2.21%)	<b>43.17%</b>	<b>45,224</b> (1.41%)	<b>7.94</b>	<b>45.47%</b>	<b>159</b> (0.66%)	<b>0.04%</b>	<b>\$639.75</b> (1.10%)	<b>\$13.40</b>	<b>\$14.15</b>
4	 <b>364,158</b> (2.12%)	<b>39.96%</b>	<b>80,154</b> (2.50%)	<b>9.44</b>	<b>43.47%</b>	<b>1,546</b> (6.42%)	<b>0.42%</b>	<b>\$1,382.19</b> (2.39%)	<b>\$35.85</b>	<b>\$17.24</b>
5	 <b>333,817</b> (1.95%)	<b>30.38%</b>	<b>11,619</b> (0.36%)	<b>110.03</b>	<b>45.90%</b>	<b>87</b> (0.36%)	<b>0.03%</b>	<b>\$1,018.03</b> (1.76%)	<b>\$335.54</b>	<b>\$87.62</b>
6	 <b>306,127</b> (1.78%)	<b>44.41%</b>	<b>44,580</b> (1.39%)	<b>15.89</b>	<b>47.53%</b>	<b>385</b> (1.60%)	<b>0.13%</b>	<b>\$527.37</b> (0.91%)	<b>\$27.37</b>	<b>\$11.83</b>
7	 <b>301,902</b> (1.76%)	<b>48.11%</b>	<b>31,849</b> (0.99%)	<b>20.36</b>	<b>53.75%</b>	<b>377</b> (1.57%)	<b>0.12%</b>	<b>\$471.34</b> (0.81%)	<b>\$31.78</b>	<b>\$14.80</b>
8	 <b>264,748</b> (1.54%)	<b>33.71%</b>	<b>64,194</b> (2.00%)	<b>11.00</b>	<b>40.97%</b>	<b>765</b> (3.18%)	<b>0.29%</b>	<b>\$764.62</b> (1.32%)	<b>\$31.76</b>	<b>\$11.91</b>
9	 <b>198,426</b> (1.16%)	<b>39.50%</b>	<b>66,527</b> (2.07%)	<b>5.09</b>	<b>89.63%</b>	<b>595</b> (2.47%)	<b>0.30%</b>	<b>\$0.13</b> (0.00%)	<b>&lt;\$0.01</b>	<b>&lt;\$0.01</b>
10	 <b>169,675</b> (0.99%)	<b>40.84%</b>	<b>32,341</b> (1.01%)	<b>10.97</b>	<b>49.92%</b>	<b>219</b> (0.91%)	<b>0.13%</b>	<b>\$368.17</b> (0.64%)	<b>\$23.81</b>	<b>\$11.38</b>

# Default Reports - Publisher Referrals

Source ?	Publisher Impressions ? ↓	Publisher Coverage ?	Publisher Monetized Pageviews ?	Publisher Impressions / Session ?	Publisher Viewable Impressions % ?	Publisher Clicks ?	Publisher CTR ?	Publisher Revenue ?	Publisher Revenue / 1000 Sessions ?	Publisher eCPM ?
	<b>6,195,473</b> % of Total: 36.12% (17,152,363)	<b>36.94%</b> Avg for View: 37.72% (-2.07%)	<b>1,174,220</b> % of Total: 36.62% (3,206,160)	<b>8.96</b> Avg for View: 10.80 (-17.04%)	<b>38.83%</b> Avg for View: 37.93% (2.38%)	<b>5,316</b> % of Total: 22.07% (24,087)	<b>0.09%</b> Avg for View: 0.14% (-38.90%)	<b>\$22,025.23</b> % of Total: 38.03% (\$57,910.28)	<b>\$31.85</b> Avg for View: \$36.46 (-12.65%)	<b>\$18.76</b> Avg for View: \$18.06 (3.85%)
1.	<b>2,579,899</b> (41.64%)	<b>38.44%</b>	<b>481,515</b> (41.01%)	<b>15.67</b>	<b>36.49%</b>	<b>2,782</b> (52.33%)	<b>0.11%</b>	<b>\$9,406.30</b> (42.71%)	<b>\$57.13</b>	<b>\$19.53</b>
2.	<b>1,259,120</b> (20.32%)	<b>37.14%</b>	<b>230,826</b> (19.66%)	<b>7.02</b>	<b>38.95%</b>	<b>411</b> (7.73%)	<b>0.03%</b>	<b>\$4,197.81</b> (19.06%)	<b>\$23.41</b>	<b>\$18.19</b>
3.	<b>607,271</b> (9.80%)	<b>29.00%</b>	<b>147,295</b> (12.54%)	<b>4.86</b>	<b>43.66%</b>	<b>780</b> (14.67%)	<b>0.13%</b>	<b>\$2,952.78</b> (13.41%)	<b>\$23.65</b>	<b>\$20.05</b>
4.	<b>376,334</b> (6.07%)	<b>41.51%</b>	<b>50,148</b> (4.27%)	<b>7.45</b>	<b>45.59%</b>	<b>156</b> (2.93%)	<b>0.04%</b>	<b>\$682.17</b> (3.10%)	<b>\$13.50</b>	<b>\$13.60</b>
5.	<b>307,674</b> (4.97%)	<b>35.67%</b>	<b>61,117</b> (5.20%)	<b>6.93</b>	<b>40.48%</b>	<b>309</b> (5.81%)	<b>0.10%</b>	<b>\$1,124.96</b> (5.11%)	<b>\$25.34</b>	<b>\$18.41</b>
6.	<b>142,625</b> (2.30%)	<b>38.98%</b>	<b>23,932</b> (2.04%)	<b>18.01</b>	<b>28.89%</b>	<b>52</b> (0.98%)	<b>0.04%</b>	<b>\$433.33</b> (1.97%)	<b>\$54.72</b>	<b>\$18.11</b>
7.	<b>105,053</b> (1.70%)	<b>37.47%</b>	<b>21,793</b> (1.86%)	<b>5.93</b>	<b>41.23%</b>	<b>84</b> (1.58%)	<b>0.08%</b>	<b>\$323.24</b> (1.47%)	<b>\$18.24</b>	<b>\$14.83</b>
8.	<b>89,341</b> (1.44%)	<b>36.49%</b>	<b>16,516</b> (1.41%)	<b>12.23</b>	<b>32.11%</b>	<b>51</b> (0.96%)	<b>0.06%</b>	<b>\$327.43</b> (1.49%)	<b>\$44.82</b>	<b>\$19.83</b>
9.	<b>73,606</b> (1.19%)	<b>39.54%</b>	<b>13,688</b> (1.17%)	<b>9.95</b>	<b>34.00%</b>	<b>30</b> (0.56%)	<b>0.04%</b>	<b>\$239.97</b> (1.09%)	<b>\$32.44</b>	<b>\$17.53</b>
10.	<b>64,753</b> (1.05%)	<b>37.53%</b>	<b>12,887</b> (1.10%)	<b>4.86</b>	<b>46.82%</b>	<b>25</b> (0.47%)	<b>0.04%</b>	<b>\$180.15</b> (0.82%)	<b>\$13.52</b>	<b>\$13.98</b>

# Custom Reports

# Custom Tracking Options






- Custom Dimensions
- Custom Metrics
- Content Groupings

+ NEW CUSTOM DIMENSION					Q Search
Custom Dimension Name	Index	Scope	Last Changed	State	
Date Published	1	Hit	Feb 23, 2016	Active	
Published Day	2	Hit	Feb 23, 2016	Active	
Published Month	3	Hit	Feb 23, 2016	Active	
Published Year	4	Hit	Feb 23, 2016	Active	
Content Type	5	Hit	Feb 23, 2016	Active	
Has Video	6	Hit			
Category	7	Hit			
Content Owner	8	Hit			
Content Provider	9	Hit			
Content ID	10	Hit			

+ NEW CONTENT GROUPING					Q Search
Index	Name	Description	Last modified	Status	
1	<a href="#">Content Classification</a>	Tracking Code Enabled	Feb 18, 2016, 10:59:57 AM	<input checked="" type="checkbox"/>	
2	<a href="#">Content Type</a>	Tracking Code Enabled	Feb 23, 2016, 10:06:24 AM	<input checked="" type="checkbox"/>	
3	<a href="#">Content Owner</a>	Tracking Code Enabled	Aug 10, 2016, 5:41:32 PM	<input checked="" type="checkbox"/>	
4	<a href="#">Content ID</a>	Tracking Code Enabled	Aug 10, 2016, 5:41:40 PM	<input checked="" type="checkbox"/>	

# Custom Report - Publisher Content Class.

Primary Dimension: **Content Classification (Content Group)**

Plot Rows: Secondary dimension Sort Type: Default advanced     

	Content Classification (Content Group) ?	Publisher Impressions ?	Publisher Coverage ?	Publisher Monetized Pageviews ?	Publisher Impressions / Session ?	Publisher Viewable Impressions % ?	Publisher Clicks ?	Publisher CTR ?	Publisher Revenue ?	Publisher Revenue / 1000 Sessions ?	Publisher eCPM ?
		26,396,499 <small>% of Total: 100.00% (26,396,499)</small>	31.88% <small>Avg for View: 31.88% (0.00%)</small>	6,350,064 <small>% of Total: 100.00% (6,350,064)</small>	6.89 <small>Avg for View: 6.89 (0.00%)</small>	32.62% <small>Avg for View: 32.62% (0.00%)</small>	23,546 <small>% of Total: 100.00% (23,546)</small>	0.09% <small>Avg for View: 0.09% (0.00%)</small>	\$45,477.57 <small>% of Total: 100.00% (\$45,477.57)</small>	\$11.87 <small>Avg for View: \$11.87 (0.00%)</small>	\$7.16 <small>Avg for View: \$7.16 (0.00%)</small>
<input type="checkbox"/>	1. News	15,675,625 (59.39%)	31.30%	4,084,890 (64.33%)	6.13	34.53%	14,645 (62.20%)	0.09%	\$26,357.86 (57.96%)	\$10.31	\$6.45
<input type="checkbox"/>	2. Homepage	6,729,783 (25.49%)	34.13%	1,246,707 (19.63%)	8.48	20.90%	3,350 (14.23%)	0.05%	\$10,783.03 (23.71%)	\$13.58	\$8.65
<input type="checkbox"/>	3. Weather	1,245,719 (4.72%)	33.15%	376,195 (5.92%)	6.83	36.03%	1,973 (8.38%)	0.16%	\$2,287.69 (5.03%)	\$12.55	\$6.08
<input type="checkbox"/>	4. Video Player	888,575 (3.37%)	33.09%	50,474 (0.79%)	125.26	46.72%	245 (1.04%)	0.03%	\$2,041.01 (4.49%)	\$287.71	\$40.44
<input type="checkbox"/>	5. Station 50	544,926 (2.06%)	30.97%	157,060 (2.47%)	5.87	38.94%	552 (2.34%)	0.10%	\$1,229.84 (2.70%)	\$13.26	\$7.83
<input type="checkbox"/>	6. News - AP-National	286,054 (1.08%)	27.49%	74,293 (1.17%)	10.27	39.02%	339 (1.44%)	0.12%	\$591.61 (1.30%)	\$21.23	\$7.96
<input type="checkbox"/>	7. News - Live Stream	280,402 (1.06%)	34.37%	83,023 (1.31%)	6.97	42.68%	806 (3.42%)	0.29%	\$519.54 (1.14%)	\$12.91	\$6.26
<input type="checkbox"/>	8. Traffic Cam	131,288 (0.50%)	28.47%	52,137 (0.82%)	7.14	51.02%	413 (1.75%)	0.31%	\$215.85 (0.47%)	\$11.74	\$4.14
<input type="checkbox"/>	9. Search Results	117,326 (0.44%)	30.89%	41,356 (0.65%)	24.81	52.75%	141 (0.60%)	0.12%	\$227.21 (0.50%)	\$48.05	\$5.49
<input type="checkbox"/>	10. Sport	92,481 (0.35%)	27.29%	31,581 (0.50%)	6.29	44.74%	122 (0.52%)	0.13%	\$286.17 (0.63%)	\$19.46	\$9.06



# Custom Report - Publisher Content Type

Primary Dimension: **Content Type (Content Group)**

Plot Rows Secondary dimension: Sort Type: Default

advanced

<input type="checkbox"/>	Content Type (Content Group) ?	Publisher Impressions ?	Publisher Coverage ?	Publisher Monetized Pageviews ?	Publisher Impressions / Session ?	Publisher Viewable Impressions % ?	Publisher Clicks ?	Publisher CTR ?	Publisher Revenue ?	Publisher Revenue / 1000 Sessions ?	Publisher eCPM ?
		26,396,499 % of Total: 100.00% (26,396,499)	31.88% Avg for View: 31.88% (0.00%)	6,350,064 % of Total: 100.00% (6,350,064)	6.89 Avg for View: 6.89 (0.00%)	32.62% Avg for View: 32.62% (0.00%)	23,546 % of Total: 100.00% (23,546)	0.09% Avg for View: 0.09% (0.00%)	\$45,477.57 % of Total: 100.00% (\$45,477.57)	\$11.87 Avg for View: \$11.87 (0.00%)	\$7.16 Avg for View: \$7.16 (0.00%)
<input type="checkbox"/>	1. Story	16,074,569 (60.90%)	31.15%	4,168,549 (65.65%)	5.82	34.57%	15,046 (63.90%)	0.09%	\$27,445.16 (60.35%)	\$9.93	\$6.58
<input type="checkbox"/>	2. Category	9,903,461 (37.52%)	33.25%	1,921,770 (30.26%)	10.19	27.61%	7,423 (31.53%)	0.07%	\$17,208.29 (37.84%)	\$17.71	\$8.95
<input type="checkbox"/>	3. Video	417,953 (1.58%)	41.65%	159,607 (2.51%)	13.90	65.50%	1,077 (4.57%)	0.26%	\$823.18 (1.81%)	\$27.38	\$5.16
<input type="checkbox"/>	4. (not set)	402 (0.00%)	31.25%	118 (0.00%)	0.01	24.43%	0 (0.00%)	0.00%	\$0.72 (0.00%)	\$0.02	\$6.11
<input type="checkbox"/>	5. Link	114 (0.00%)	0.03%	100,020 (1.58%)	<0.01	86.73%	0 (0.00%)	0.00%	\$0.21 (0.00%)	<\$0.01	<\$0.01

# Custom Report - Publisher Content ID

Content ID (Content Group) ?	Publisher Impressions ? ↓	Publisher Coverage ?	Publisher Monetized Pageviews ?	Publisher Impressions / Session ?	Publisher Viewable Impressions % ?	Publisher Clicks ?	Publisher CTR ?	Publisher Revenue ?	Publisher Revenue / 1000 Sessions ?	Publisher eCPM ?
	<b>25,782,217</b> % of Total: 100.00% (25,782,217)	<b>35.74%</b> Avg for View: 35.74% (0.00%)	<b>5,013,242</b> % of Total: 100.00% (5,013,242)	<b>8.46</b> Avg for View: 8.46 (0.00%)	<b>30.81%</b> Avg for View: 30.81% (0.00%)	<b>22,431</b> % of Total: 100.00% (22,431)	<b>0.09%</b> Avg for View: 0.09% (0.00%)	<b>\$48,505.73</b> % of Total: 100.00% (48,505.73)	<b>\$15.92</b> Avg for View: \$15.92 (0.00%)	<b>\$9.68</b> Avg for View: \$9.68 (0.00%)
1. <a href="#">4180</a>	<b>6,541,548</b> (25.37%)	36.62%	1,058,118 (21.11%)	9.78	20.30%	5,439 (24.25%)	0.08%	\$11,495.82 (23.70%)	\$17.19	\$10.86
2. <a href="#">178533</a>	<b>1,239,938</b> (4.81%)	37.39%	40,278 (0.80%)	154.13	43.59%	322 (1.44%)	0.03%	\$3,850.64 (7.94%)	\$478.64	\$95.60
3. <a href="#">32734696</a>	<b>879,088</b> (3.41%)	37.26%	170,665 (3.40%)	7.84	22.03%	373 (1.66%)	0.04%	\$1,155.83 (2.38%)	\$10.31	\$6.77
4. <a href="#">32738859</a>	<b>830,042</b> (3.22%)	40.38%	133,690 (2.67%)	9.75	29.15%	318 (1.42%)	0.04%	\$1,162.15 (2.40%)	\$13.65	\$8.69
5. <a href="#">32751319</a>	<b>649,650</b> (2.52%)	38.34%	113,877 (2.27%)	7.52	19.04%	276 (1.23%)	0.04%	\$851.11 (1.75%)	\$9.86	\$7.47
6. <a href="#">4182</a>	<b>627,711</b> (2.43%)	30.59%	135,180 (2.70%)	19.92	27.01%	494 (2.20%)	0.08%	\$1,097.05 (2.26%)	\$34.81	\$8.12
7. <a href="#">4181</a>	<b>534,258</b> (2.07%)	40.55%	87,360 (1.74%)	20.03	30.51%	942 (4.20%)	0.18%	\$1,078.30 (2.22%)	\$40.42	\$12.34
8. <a href="#">32756946</a>	<b>416,344</b> (1.61%)	33.24%	103,715 (2.07%)	5.08	28.04%	162 (0.72%)	0.04%	\$498.96 (1.03%)	\$6.08	\$4.81
9. <a href="#">32753230</a>	<b>383,763</b> (1.49%)	36.26%	92,504 (1.85%)	4.08	40.05%	284 (1.27%)	0.07%	\$581.27 (1.20%)	\$6.17	\$6.28
10. <a href="#">32753533</a>	<b>332,334</b> (1.29%)	34.94%	72,857 (1.45%)	6.77	33.71%	117 (0.52%)	0.04%	\$428.45 (0.88%)	\$8.72	\$5.88

# Agenda

- How It Works
- Benefits of the Integration
- Potential Use Cases
- Example Reports
- **How to Get Started**
- Q&A

# Checklist for the Integration

- ❑ You must have Google Analytics 360 (premium) for the properties you would like to link
- ❑ The majority of your DFP tags must be Google Publisher Tags (GPT)
- ❑ A User must be an administrator on both the GA 360 property *and* the DFP account

# Get Started

Work with a Google Analytics 360 Authorized Reseller to:

1. Update data architecture to collect custom data points needed for DFP + GA 360 reporting
2. Fill out necessary form to get the DFP integration process started
3. Complete the integration from GA 360's Admin settings (once Google has enabled the integration)
4. Ensure integration is working properly
5. Create and enhance DFP reporting in GA 360

# Agenda

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# Coming Up...

## [Webinar] Chaos to Calm: Tag Management Overview

September 28 @ 12:00pm EST

Register here: <http://goo.gl/f8MUvC>



Lucas Long  
Product Manager  
TagInspector.com

# Additional Resources

1. [\[Case Study\] AccuWeather delivers value with DoubleClick & GA 360](#)
2. [Overview of Google Publisher Tags \(GPT\)](#)
3. [Custom Dimensions and Metrics](#)
4. [Content Groupings](#)
5. [Audience Lists](#)

[\*\*Contact InfoTrust with Additional Questions\*\*](#)



# Thank you

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Questions?

**InfoTrust**