GENECYQ

Step by step instruction: How to install the custom creative template on Google Ad Manager (GAM)

Creative templates for Google Ad Manager (formerly DoubleClick for Publishers) are predefined creative types that you can use when adding new banners on GAM ad server.

By using creative templates you can convert effortlessly simple banners to rich media ads (high CPM ads) and show them in a publisher's site via GAM ad server without technical knowledge.

You can read more about custom creative templates on GAM official pages.

Requirements

Requirements to install or update templates in the Google Ad Manager:

- Google Ad Manager account and access to it;

- access to Google Ad Manager includes the permission role "Edit creative templates" (here are the official documentation on how to check permissions assigned to the user);

- GPT tags installed on a website (to use installed templates);

- have a built-in or installed compression tool (such as 7zip).

Install/update custom creative template

1. Sign In to your Google Ad Manager account.

2. Click on **Delivery > Creatives** on the left side menu.

3. Click on the **Creative templates** tab.

4. Click the **New creative template** button if you want to install the new template or select one of the installed templates to make an update.

5. Click on the **IMPORT** button.

6. Browse for a creative template file (with ".dfp-template" extension). Click **SUBMIT** button.

> Meaning of template file suffixes:
> - "" (no suffix) – default; for using with size-defined ad-units (for instance, 1x1, 300x250, etc.);
> - "_outofpage" – for using with out-of-page ad-units;
> - "_multiple" – for Wallpaper only, version for using with multiple source files; for using with size-defined ad-units;
> - "_multiple_outofpage" - for Wallpaper only, version for using with multiple source files; for using with out-of-page ad-units.

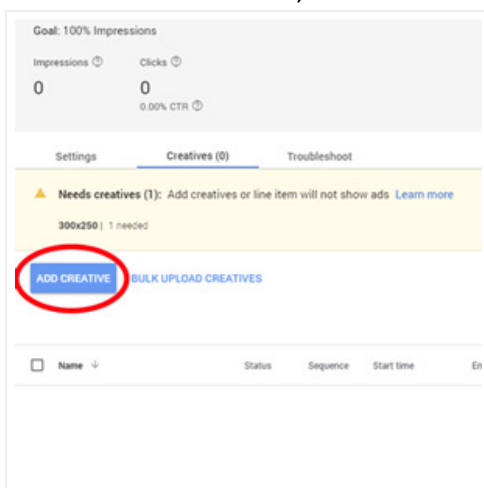7. "Import successful" message will appear shortly.

> Don't make any changes if you aren't sure what you are doing. Any changes may break a template. If you need to change something, use the customization method or follow instructions here to change default values.

8. Click **SAVE** button. A confirmation message and list of templates appear if everything was okay.
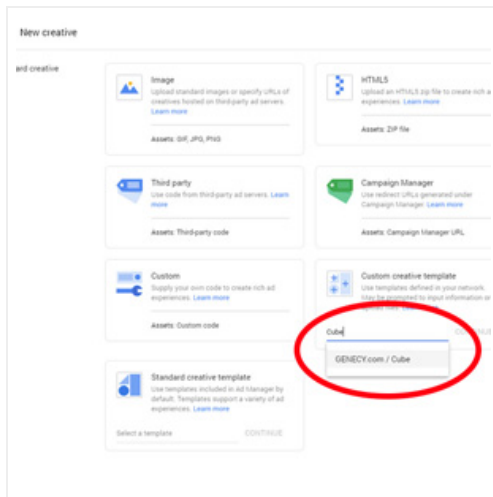
Installation is completed.

Use custom creative template

1. Create a new or open one of an existing line item;

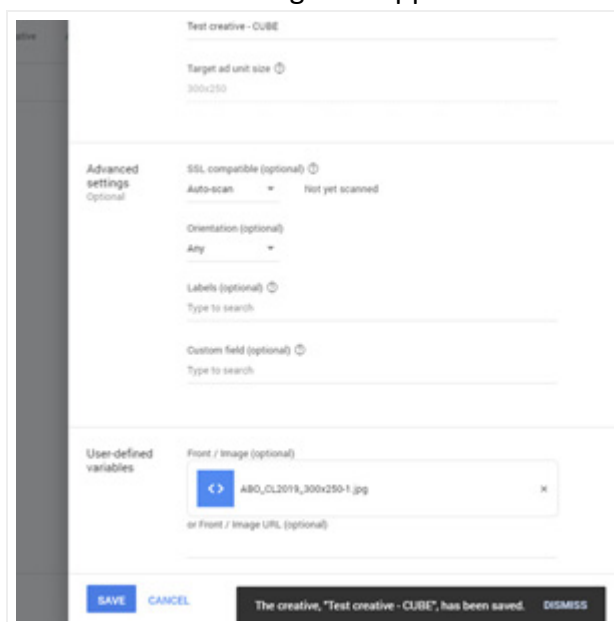2. Click the **Creatives** tab, then click on the button **ADD CREATIVE**;

3. From the popup list select **New creative** > **[a size from selected sizes in line-item settings]**;

4. Search for and select a previously installed template in the "Custom creative template" block, then click on the button **CONTINUE**;

5. Fill the form and click the button **SAVE**;

6. A confirmation message will appear. A creative adding process is completed.

After that, you can check a creative on your website or check it on a new window.

> Please note that creative may not appear in the "Preview" tab itself due to Google Ad Manager's technical limitations. Try to check creative on a new window or a site.

More about how to add creatives, you can read on Google Ad Manager's official pages.