



How to set up Chocolate into your Google Ad Manager/DFP account using Google Open Bidding (formerly Google EBDA) Documentation

Google Ad Manager



chocolate

Introduction

Publishers who adopt Google's EBDA program can add video ad demand from Chocolate through a single point of integration with Google. In this guide, we explain the step-by-step process to enable Chocolate on Google Ad Manager/DFP Console.

Pre-requisites for Publishers

- The publisher should have a Google DFP/Ad-Exchange account
- Google Ad-Exchange account shall be linked to the Ad Manager Network
- Linked Google Ad-Exchange account shall be primary account (Only primary accounts can be enabled for dynamic bidding)
- Ensure available inventory from Google Publisher Tags (for web) or the Google Mobile Ads SDK (for mobile apps)
- Publisher account is enabled for Exchange bidding

For any more info visit Google Publisher University [Link](#)

3 Steps to Integrate Chocolate

- 1 Share Network Id and Publisher Id with your Chocolate Account Manager**
- 2 Add Chocolate as an Ad Network (New Yield Partner)**
- 3 Create and Manage Yield Group**

Mobile and Desktop Video Ad Formats Supported by Chocolate

Environment

Mobile In-App

Mobile Web

Desktop

Video Ad Dimensions

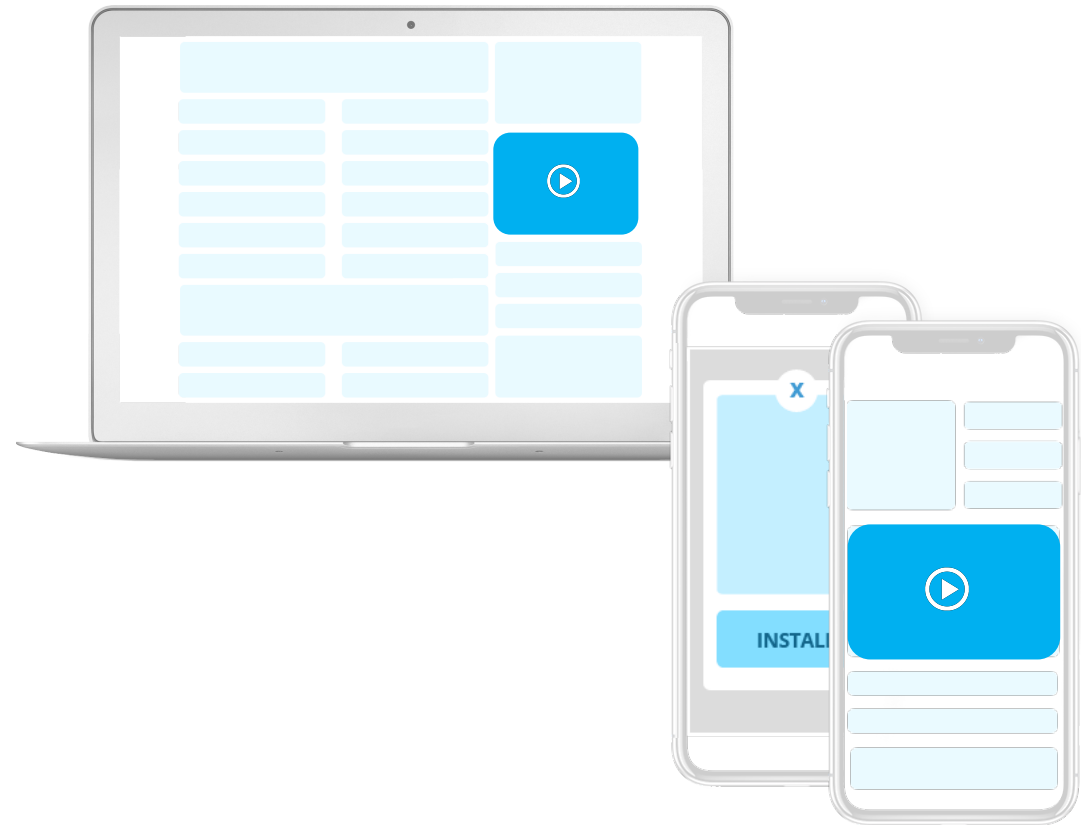
Mobile:

320 x 480 (Full Screen), 300 x 250 (Native)

Desktop:

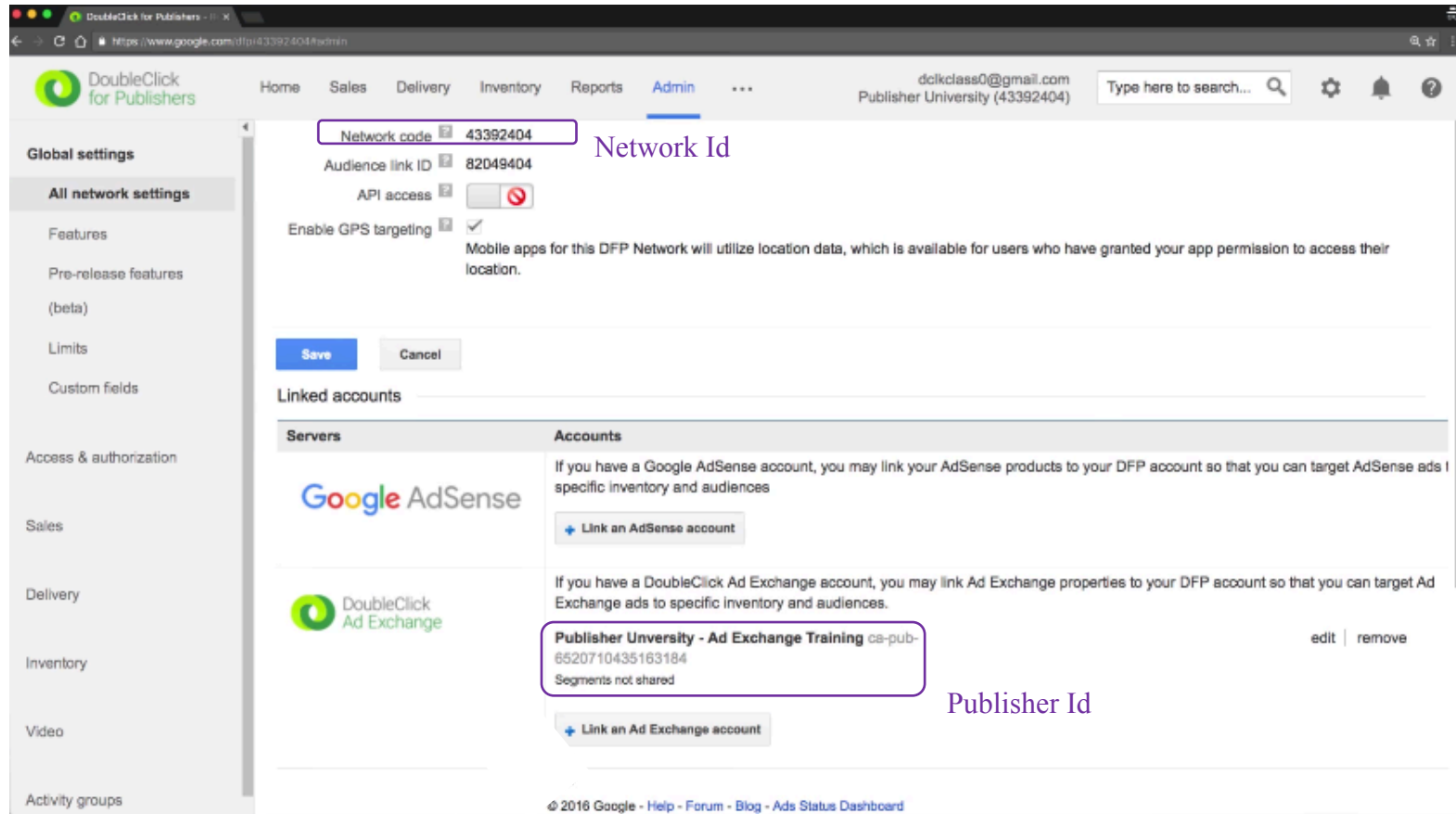
400 x 300 (Pre-Roll), 300 x 250 (In-Banner Video),
640x360 (Full Screen Overlay), 640 x 480 (Full Screen)
, All video ad formats above 400 x 300

Note: Chocolate supports only video ad formats



Step **1**: Share Network Id and Publisher Id with your Chocolate Account Manager

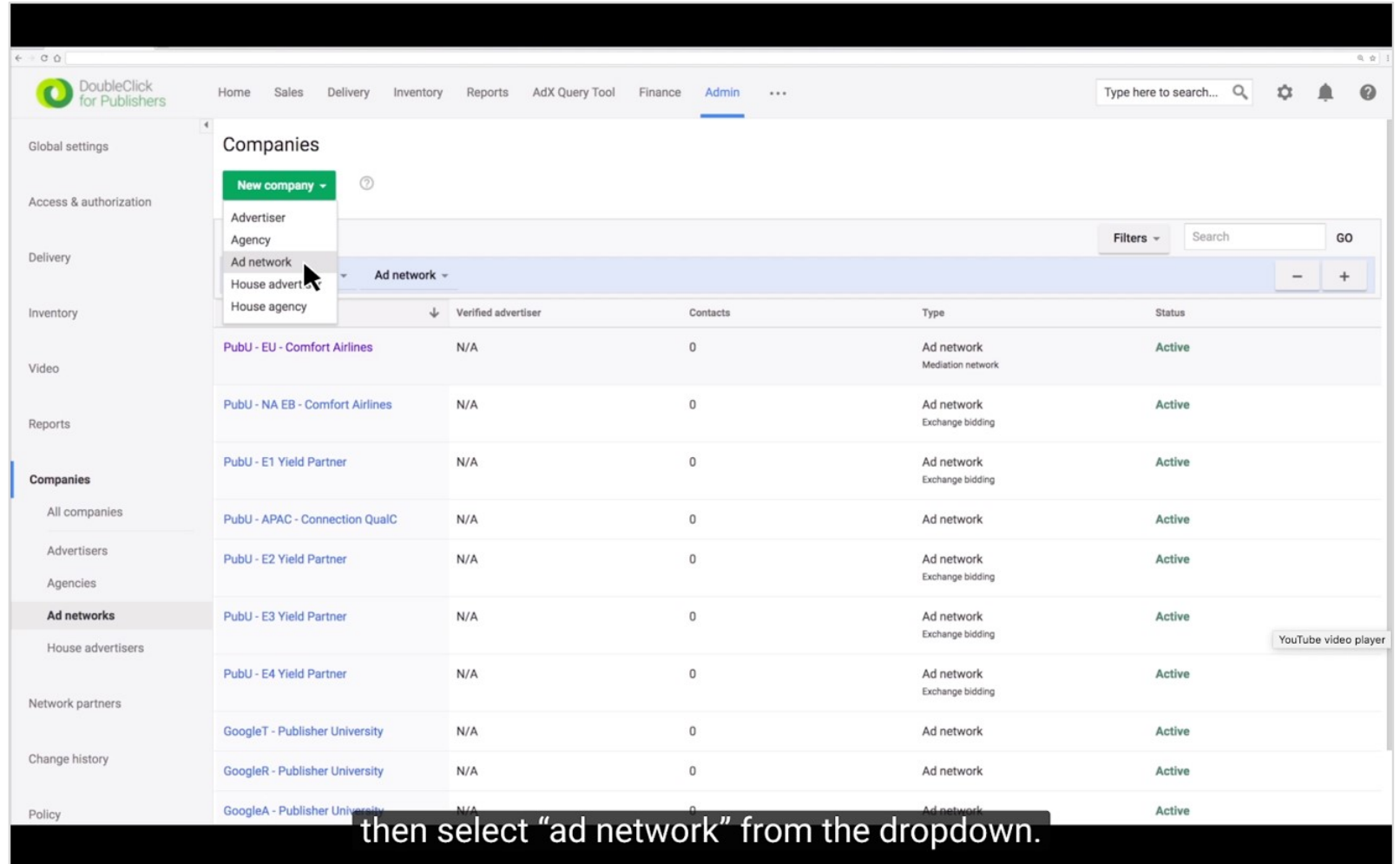
1. Login to Google Ad manager
<https://admanager.google.com/>
2. Click Admin >> Global settings >> Network settings.
3. Find the value next to "Network code". This will be your Network Id
4. Scroll down to the "Linked Accounts" section.
5. You will find Publisher Id in front of your linked DoubleClick Ad Exchange account. This Id usually starts with 'ca-pub-'
6. Share both Ids with your Chocolate Account Manager who will confirm to initiate the set up process and clarify ad formats and dimensions



Google Publisher University Video [Link](#)

Step 2: Add Chocolate as an Ad Network (New Yield Partner)

1. Log in to Google Ad manager
<https://admanager.google.com/>
2. Click on options on left-hand side and navigate to >> Admin >> Companies
3. Click On 'New Company'
4. Select 'Ad Network' from the drop down
5. In the search box, search for 'Vdopia' OR 'Chocolate Platform' and select one of these.
6. Once you select the company two checkboxes will be available.
 - 'Enable for mediation'
 - 'Enable for exchange bidding'



The screenshot shows the 'Companies' page in the DoubleClick for Publishers Admin interface. The 'New company' dropdown menu is open, and 'Ad network' is selected. The table below lists various ad networks, including PubU and GoogleT/GoogleR/GoogleA, all with a status of 'Active'.

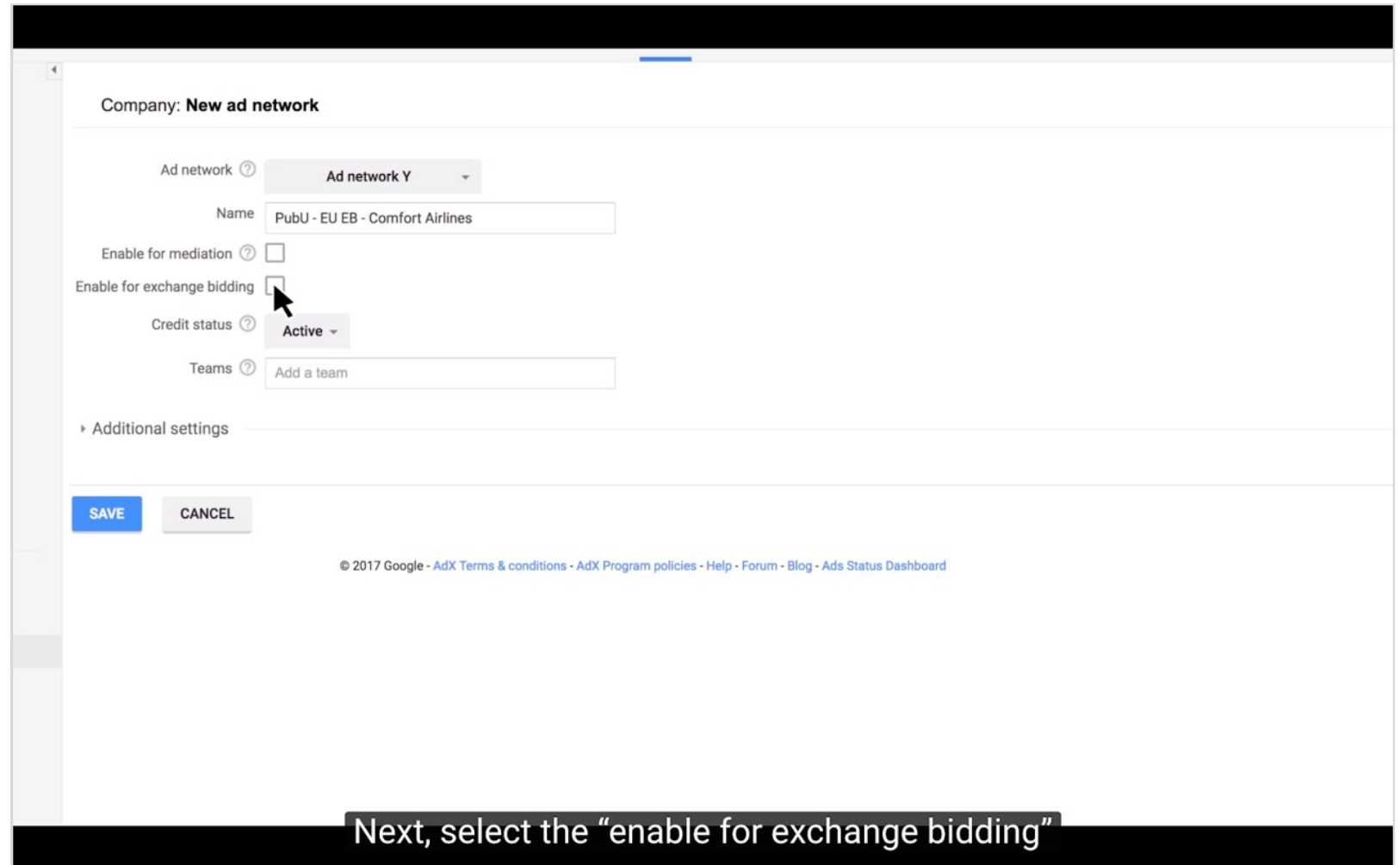
| Company | Verified advertiser | Contacts | Type | Status |
|---------------------------------|---------------------|----------|---------------------------------|--------|
| PubU - EU - Comfort Airlines | N/A | 0 | Ad network Mediation network | Active |
| PubU - NA EB - Comfort Airlines | N/A | 0 | Ad network Exchange bidding | Active |
| PubU - E1 Yield Partner | N/A | 0 | Ad network Exchange bidding | Active |
| PubU - APAC - Connection QualC | N/A | 0 | Ad network | Active |
| PubU - E2 Yield Partner | N/A | 0 | Ad network Exchange bidding | Active |
| PubU - E3 Yield Partner | N/A | 0 | Ad network Exchange bidding | Active |
| PubU - E4 Yield Partner | N/A | 0 | Ad network Exchange bidding | Active |
| GoogleT - Publisher University | N/A | 0 | Ad network | Active |
| GoogleR - Publisher University | N/A | 0 | Ad network | Active |
| GoogleA - Publisher University | N/A | 0 | Ad network | Active |

then select "ad network" from the dropdown.

7. Select 'Enable for exchange bidding' option.
8. Set the Credit status for this company. Only companies with an "Active" credit status can be added to a yield group or serve in mediation. Credit status does not affect Exchange Bidding delivery.
9. All other options are optional and you can leave those blank.
10. Click Save.

Google Publisher University Video [Link](#)

Note: If you don't get an option for 'Enable for Exchange Bidding', then please contact Google to get this option enabled for your account.



Company: **New ad network**

Ad network ? **Ad network Y** ▼

Name PubU - EU EB - Comfort Airlines

Enable for mediation ? ☐

Enable for exchange bidding ? ☒

Credit status ? **Active** ▼

Teams ? Add a team

► Additional settings

SAVE **CANCEL**

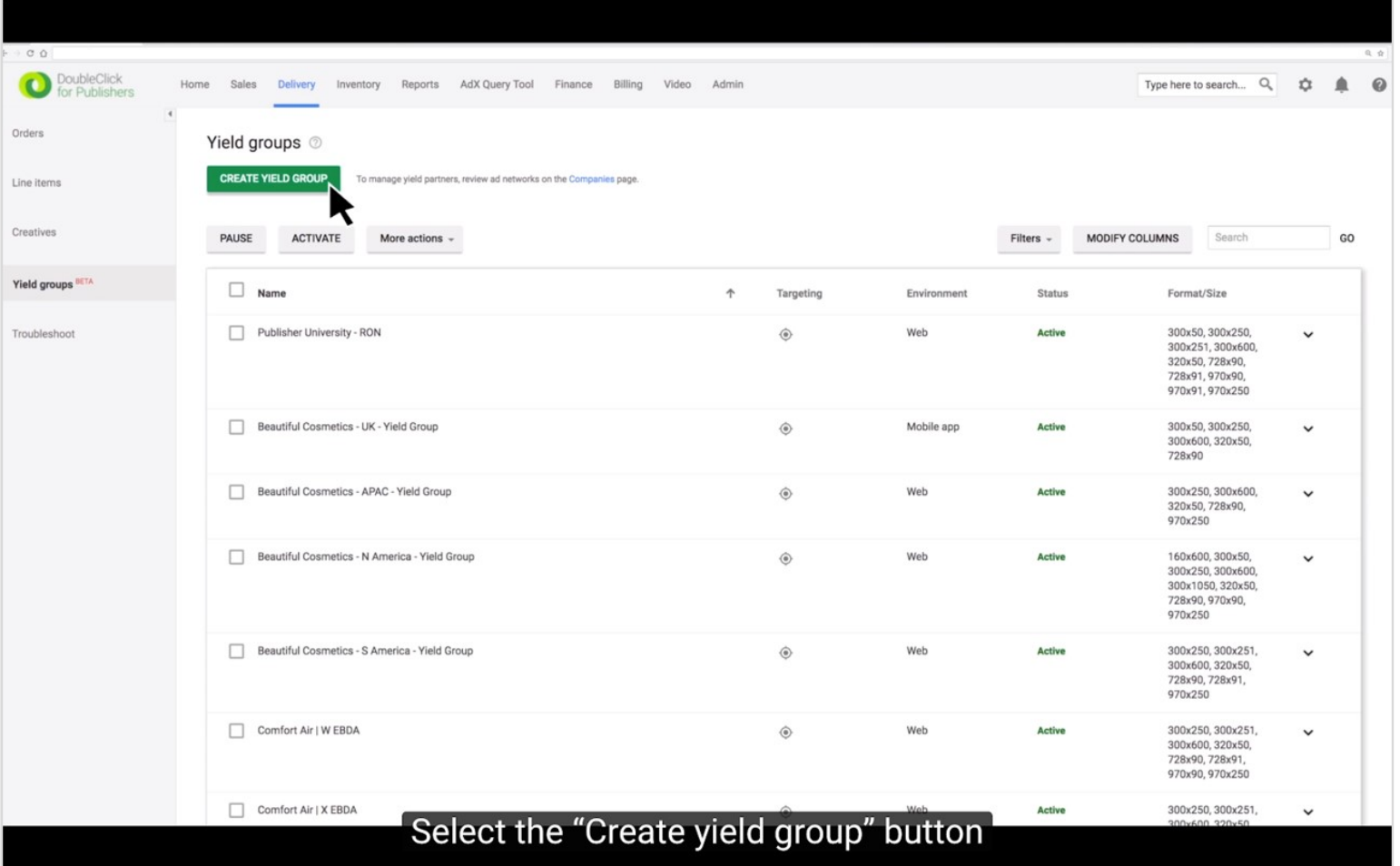
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Next, select the "enable for exchange bidding"

After Company has been added, the publisher needs to create a yield group and target inventory for this new exchange bidding partner.

Step 3: Create and Manage Yield Group

1. Login to Google Ad manager
<https://admanager.google.com/>
2. Click Delivery >> Yield groups
3. Click 'Create Yield Group'
4. Enter a unique Yield group name
5. Select the Ad format (Interstitial) and Environment (Mobile app for app inventory and web for mobile web inventory) you wish to target with this yield group.



The screenshot shows the 'Yield groups' page in the DoubleClick for Publishers interface. The 'CREATE YIELD GROUP' button is highlighted with a green box and a mouse cursor. Below the button is a table of existing yield groups.

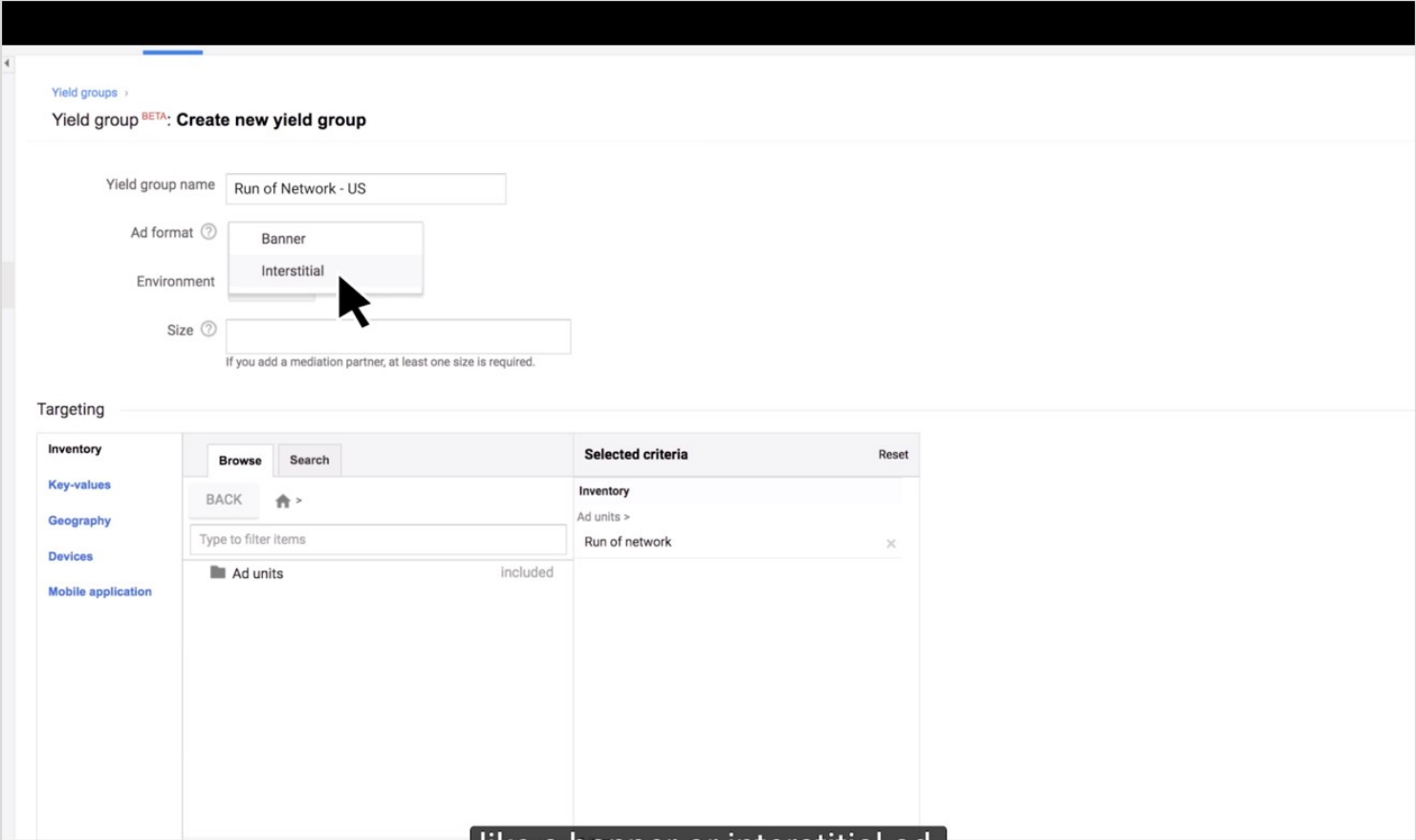
| <input type="checkbox"/> | Name | Targeting | Environment | Status | Format/Size |
|--------------------------|---|-----------|-------------|--------|--|
| <input type="checkbox"/> | Publisher University - RON | | Web | Active | 300x50, 300x250, 300x251, 300x600, 320x50, 728x90, 728x91, 970x90, 970x91, 970x250 |
| <input type="checkbox"/> | Beautiful Cosmetics - UK - Yield Group | | Mobile app | Active | 300x50, 300x250, 300x600, 320x50, 728x90 |
| <input type="checkbox"/> | Beautiful Cosmetics - APAC - Yield Group | | Web | Active | 300x250, 300x600, 320x50, 728x90, 970x250 |
| <input type="checkbox"/> | Beautiful Cosmetics - N America - Yield Group | | Web | Active | 160x600, 300x50, 300x250, 300x600, 300x1050, 320x50, 728x90, 970x90, 970x250 |
| <input type="checkbox"/> | Beautiful Cosmetics - S America - Yield Group | | Web | Active | 300x250, 300x251, 300x600, 320x50, 728x90, 728x91, 970x250 |
| <input type="checkbox"/> | Comfort Air W EBDA | | Web | Active | 300x250, 300x251, 300x600, 320x50, 728x90, 728x91, 970x90, 970x250 |
| <input type="checkbox"/> | Comfort Air X EBDA | | Web | Active | 300x250, 300x251, 300x600, 320x50 |

Select the "Create yield group" button

Note: Chocolate Platform currently supports Video Ad formats only

6. Enter a list of inventory sizes to target. Make sure you choose sizes that correspond with what your exchange or ad network support.
- For a "Web" environment: Leave this field blank to target any size (recommended), or select which sizes are eligible.
 - For a "Mobile app" environment: You must specify one or more sizes (320*480, 300*250)

IMP: When you create a new yield group, you select the ad format and environment. If your account isn't enabled for Exchange Bidding or you have not enabled any companies for Exchange Bidding, the "Mobile app" environment will be the only option available for the "Banner" ad format



Yield groups >

Yield group ^{BETA}: Create new yield group

Yield group name

Ad format [?]

Environment

Size [?]

If you add a mediation partner, at least one size is required.

Targeting

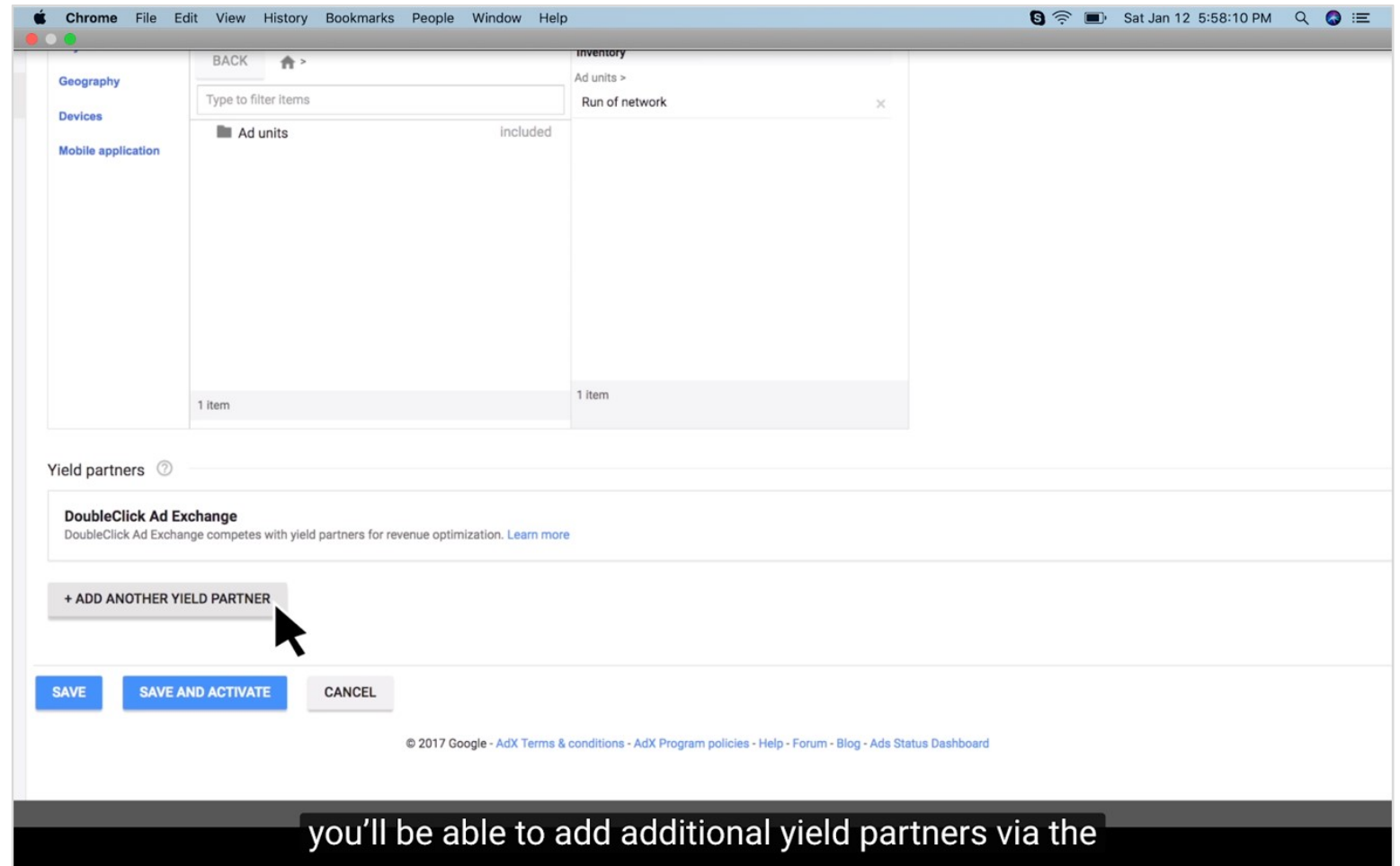
| Inventory | Browse | Search | Selected criteria | Reset |
|--------------------|---|--------|-------------------|-------|
| Key-values | BACK | Home > | Inventory | |
| Geography | <input type="text" value="Type to filter items"/> | | Ad units > | |
| Devices | | | Run of network | X |
| Mobile application | Ad units included | | | |

like a banner or interstitial ad,

7. Scroll down and Click '+ADD ANOTHER YIELD PARTNER' and
8. Select Vdopia/Chocolate from the list.
9. Please make sure the integration type is 'Exchange Bidding'
10. Enter a Default CPM value to manually set the price at which the mediation network will compete
11. Click 'SAVE AND ACTIVATE' to confirm your changes and immediately approve this yield group for delivery.

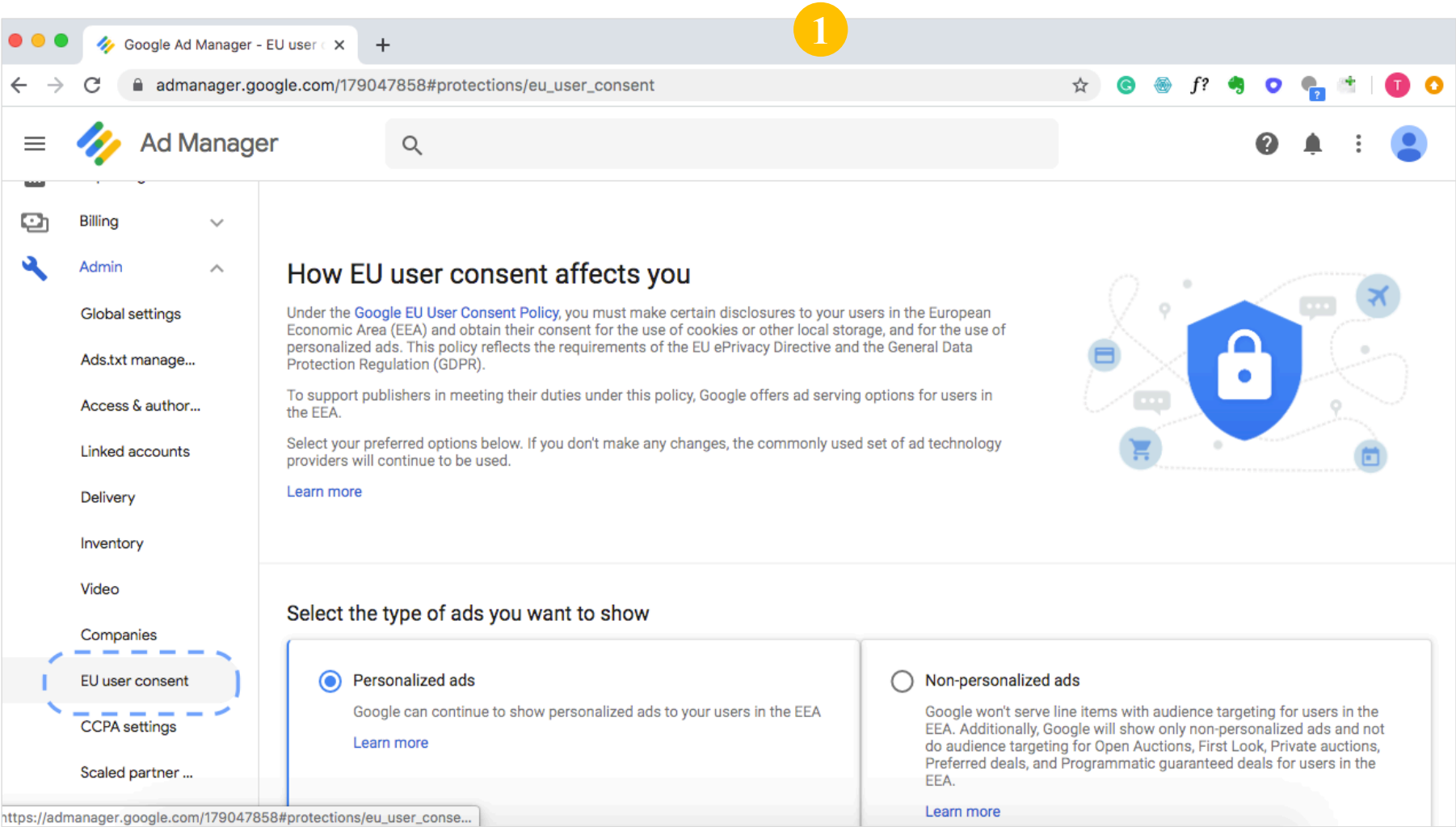
Google Publisher University video [Link](#):

Note: All Reporting is available within the DFP console. Click on the 'Reports' tab in the top navigation bar to pull reports on revenue, CPM by yield group, yield group (exchanges) etc.



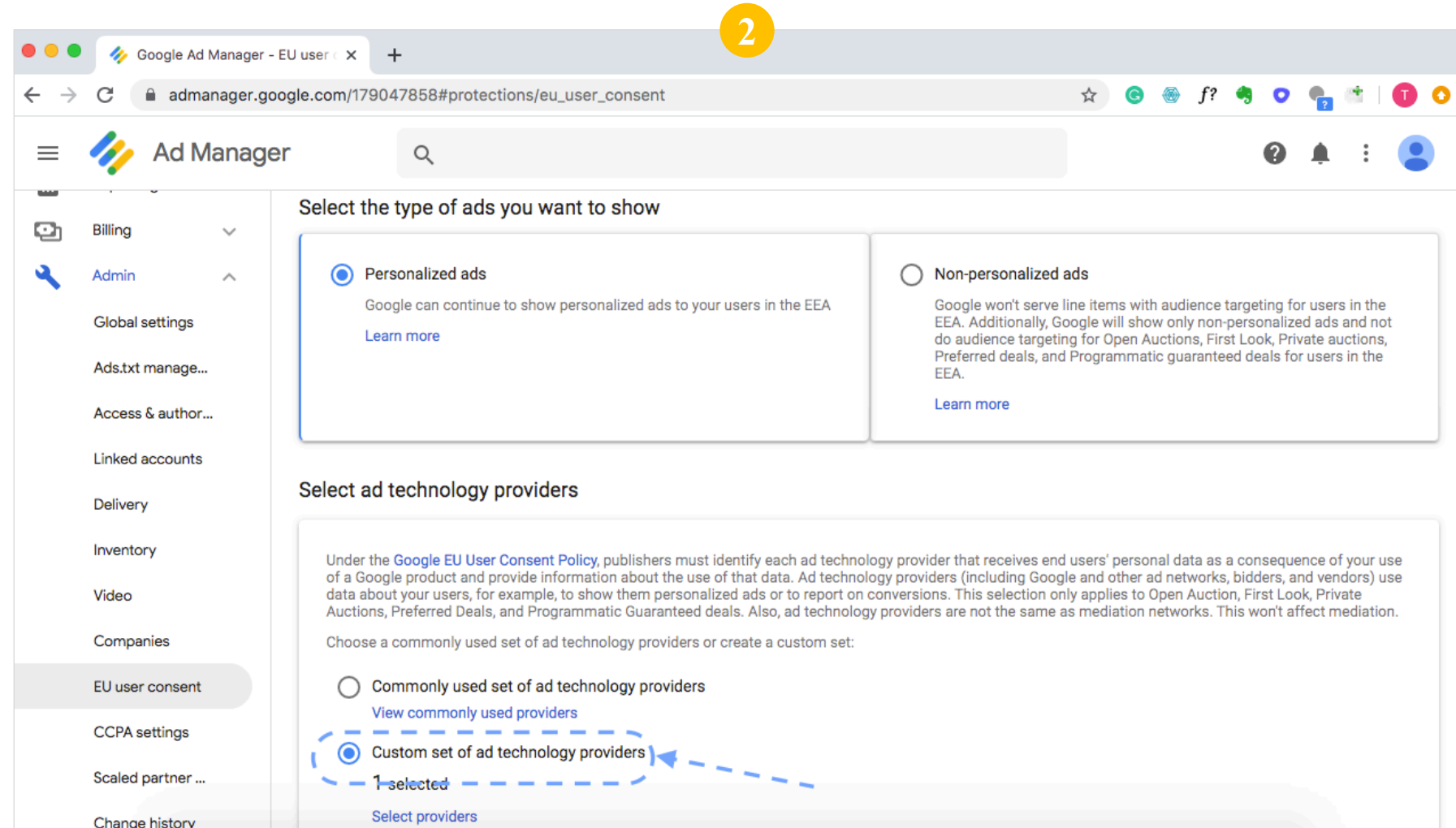
Activating EU Traffic

- 1. Click Admin >> EU user consent



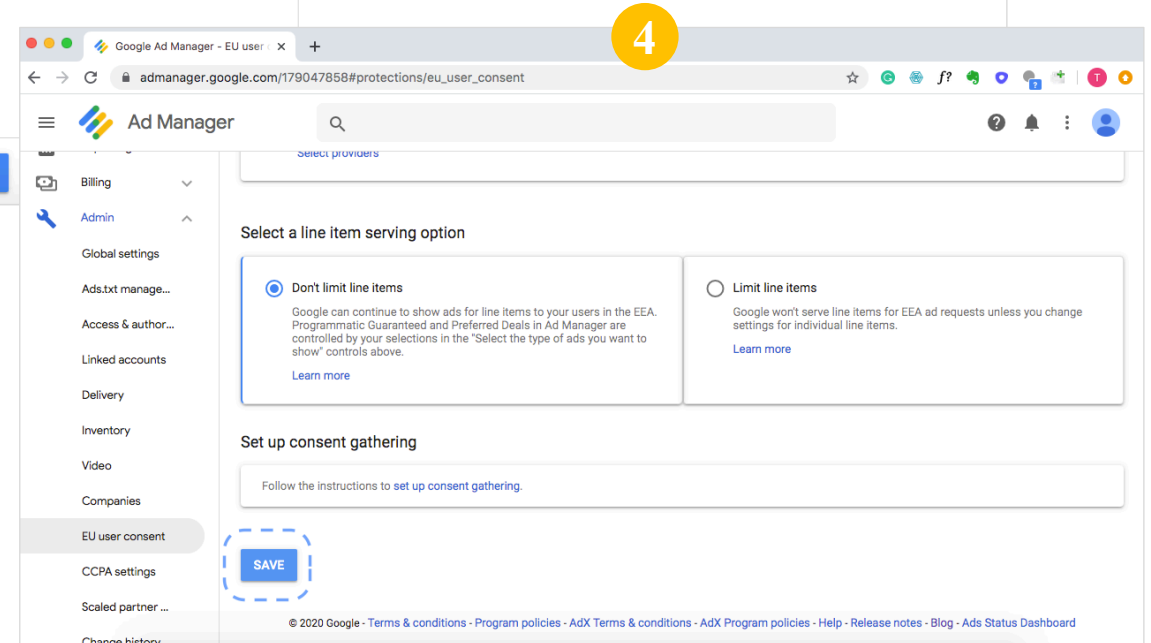
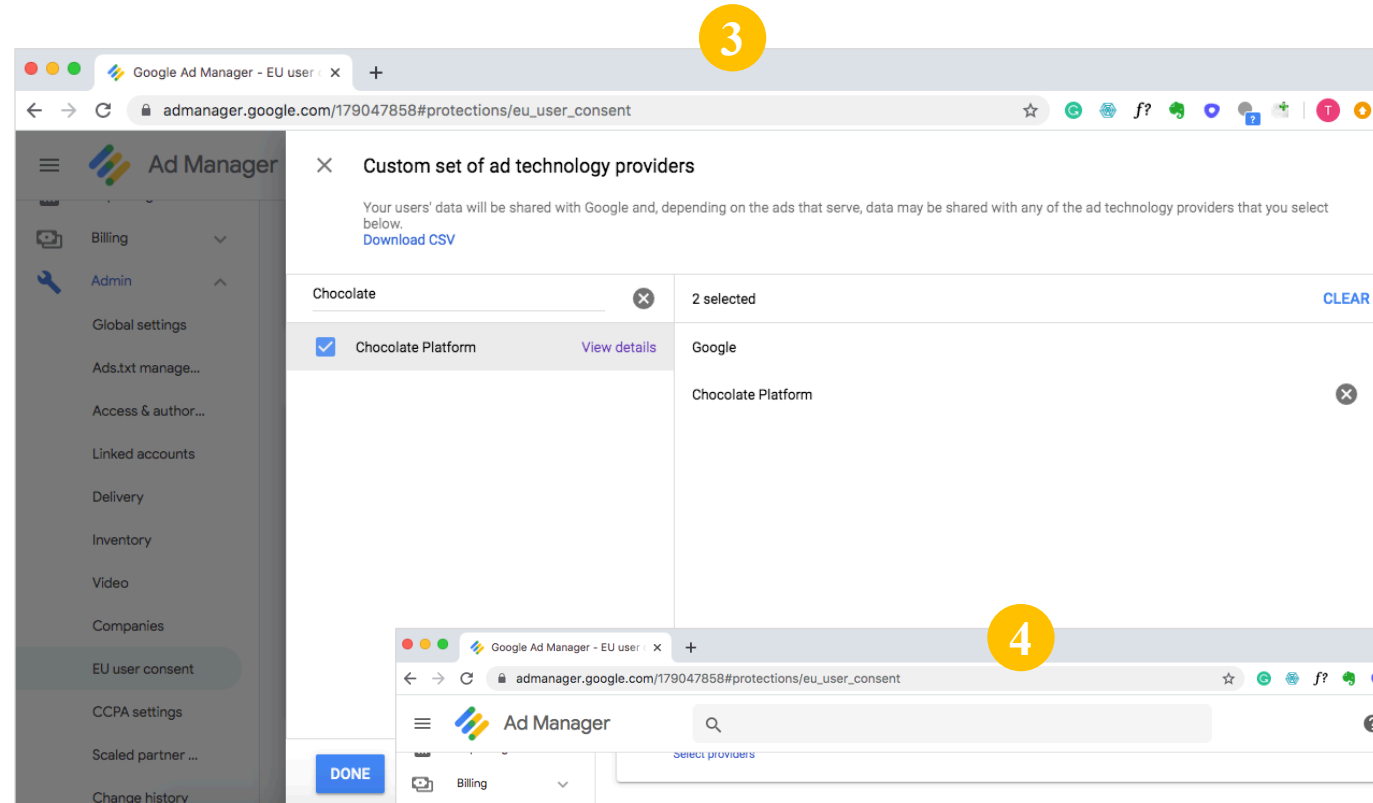
Activating EU Traffic

2. Scroll down to "Select ad technology providers" section
 - By default "Commonly used set of ad technology providers" is selected. Please select the second option - "Custom set of ad technology providers".
 - Click on "Select providers"



Activating EU Traffic

3. In the search box, search for "Chocolate Platform" and select it.
 - Click "Done"
4. Scroll down and click "Save"



Google Publisher University video [Link](#):



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