



# Google Ad Manager Summer Livestream Series

## Implementation Guide

Use the steps in this guide to implement and report on some of the optimizations discussed in today's livestream.

### Add native formats to your inventory:

**Step 1:** [Create your native ad](#). Click into your Delivery tab and select Native, then Create Native ad. For a simple process, use the Google guided design editor.

When creating your Native style, use a descriptive name. In the Guided design editor you can select "Customizable for in-feed" or "Google designed for in-article" your selection here will depend on what type of native ad you'd like to create. Your ability to select standard formats will adjust based on your selection.

- If you want your ad to be shown in a grid or feed of content then "Customizable for in-feed" is best. If you choose this option you can select the different shapes of your native ad in the third section of the page.
- If you want your native ad to show in articles or outside the main content then "Google designed for in-article" is best. If you choose this option, Google will determine the best shape for you based on your site setup.
- Leave your ad size selected as fluid.
- Click 'Continue' and make any necessary design edits to your native ad to make it look and feel more like your site.

- Target your native ad to the relevant ad units on your site or app.

**Step 2:** [Create a new line item](#) or add your Native ad to an existing Ad Exchange line item.

- If you create a new line item, select **Native (Native)** as the **ad size**.
- For existing line items, add **Native (Native)** as an inventory size.

## Report on native

There are two different ways you can report on native formats: either via a creative size dimension or via the native style name and native ad format name dimensions.

When you report with the [Creative size](#) dimension in the Ad Manager Query Tool, you'll see a special "Native" value for native ad impressions.

You can also use the [Native style name](#) and [Native ad format name](#) dimensions to break down your reports by native styles and formats. Note that non-native values display as "(No native style)" or "(Non-native ad)" and are included in the totals.

We recommend using the [Ad Exchange Historical report type](#) for multi-size **programmatic** inventory. This is because, in Ad Manager historical, if you're mixing native and banner ads on a single Ad Exchange line item, you won't be able to use creative size to distinguish between native and banner ads. Ad Manager reporting currently only displays the size of the Ad Manager creative for multi-size requests. Because there's only a single creative in this multi-size configuration, the Ad Manager Query Tool always displays the same size in the "Creative size" dimension, regardless of whether Ad Exchange served a native ad or banner ad

## A/B Test with Native

- For the highest performing style using the native experiments framework
  - Click into your **Native** tab
  - From the table, click a native style that meets both of these requirements:
    - Has a value of **'Native content ad'** or **'Native app install ad'** in the **'Format'** column.
    - Has a value of **'Programmatic & traditional'** in the **'Deal eligibility'** column.
  - From the **'Style your native ad'** page, click **Create A/B experiment**.
  - Click **'Continue'**

## Enable out-stream video

- Click into your protections tab and select new protection and ad content from the dropdown
- Name your protection something that you can remember
- Under the opt-ins section on the bottom right, click add on the ad experiences section
- Toggle your Video ad experience to be opted-in

## Report on out-stream video

To report on only the inventory that is eligible to serve in-article and in-feed video:

1. [Create a new query](#) with the "**Historical**" report type.
2. Add the **Video placements** dimension.\*
3. Add any additional [dimensions and metrics](#). All [Video viewership metrics](#) are available.
4. Click **Run**.

To report on the video creatives that served to display inventory:

1. [Create a new query](#) using the "**Ad Exchange historical**" report type.
2. Apply the following filters to your report:  
**Ad types** is any of **Video**  
**Products** is any of **Display**
3. Add any additional [dimensions and metrics](#).
4. Click **Run**.

## Setup multi-size

**Step 1:** Determine which Ad Exchange line items you'd like to enable multi-size on.

- [Create](#) or [edit](#) the Ad Exchange line items that include the inventory sizes of creatives you'd like to use.
- Add in the new sizes.

**Step 2:** Click **Save and...** and select '**Generate multi-size creative**' to add the creative.

- Note: if you try to create a new creative for each ad size, multi-size won't actually function, the different creatives will just serve on rotation.

## Report on multi-size

1. Reports → Queries
2. Historical
3. Use the delivery dimension '**Creative size (delivered)**' and the inventory dimension '**Requested ad sizes**' to see how multi-size rules are delivering and performing