Settings Guide for Publishers

March 24

Setting up CarambolaAI Via GAM

➢ Create a new line item as per the following settings:

> Name:
Choose a name to the line item, use the type name of the unit you are implementing. In this example- " PlayBox"

> Line item type:
The best practice : Sponsorship 4

> Expected creatives:
Add the size of CarambolaAI's unit.
It depends on the unit you chose.

Social unit	300X600, 300X250
In content social	660X670
In content unit	728X340
Playbox	300x250

New line item

Name	CarambolaAI-PlayBox

Line item type	Type	Priority value
	Sponsorship (4)	4

Sponsorship: Sponsorship is the highest-ranking line item type for fixed-position and time-based campaigns.

Expected creatives ⑦	300x250 ✕ Add sizes or native formats	⋮

Show creative details

{ Google ad manager }

> Additional settings:

*Do not turn on the button "Same advertiser exception", in order to keep performance high.

> Delivery settings:

As per the screenshot.

Additional settings

Labels (optional) ⃝

Type to search

Competitive exclusion settings (optional) ⃝

◯ Same advertiser exception ⃝

Comments (optional)

Delivery settings

Start time
12/1/2023   12:00 AM ▾   EST

End time
Unlimited ▾

Blackouts (optional) ⃝
☐ Set blackouts

Goal
100   % of total impressions   Set minimum quantity

Rate ⃝
$ 0   USD   CPD ▾

Total value
—

Display creatives (optional) ⃝

Save   Cancel

{ Google ad manager }

> Adjust delivery:
- Display creatives: One or more
- Rotate creatives: Optimized
- Chiles-directed ads: Don't serve on child-directed requests

> Add targeting:
Inventory: Please select the relevant ad unit or placement that will allow CarambolaAI's unit to be shown.

For example, for PlayBox unit you may choose any ad unite with the size of 300X250 or more.
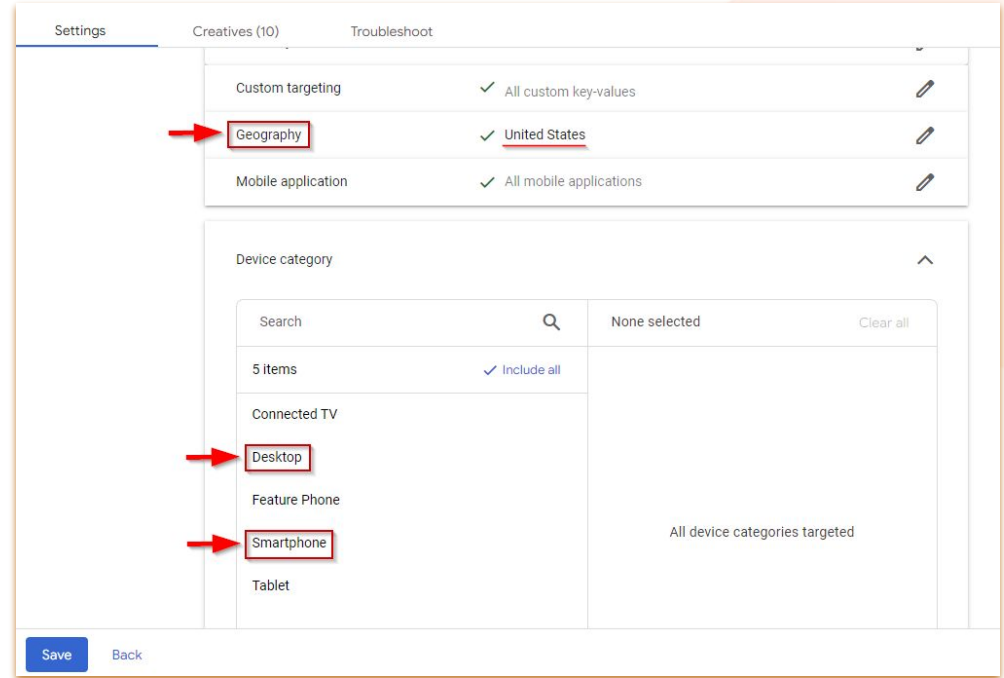
> Add targeting:

Geography:

Test page: Choose the following Geos:
Israel,United state ,your local location.

Live line item: Choose the following Geos:
Default geo: United State
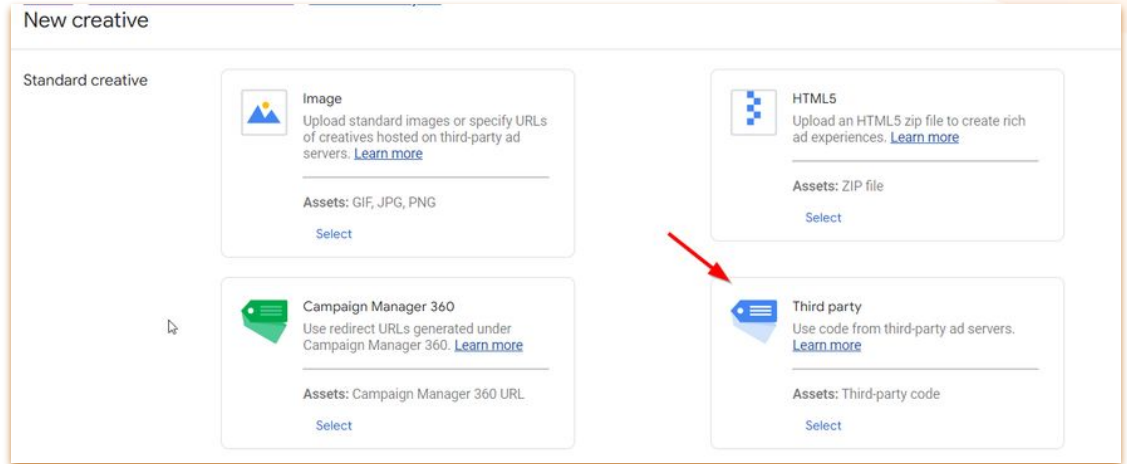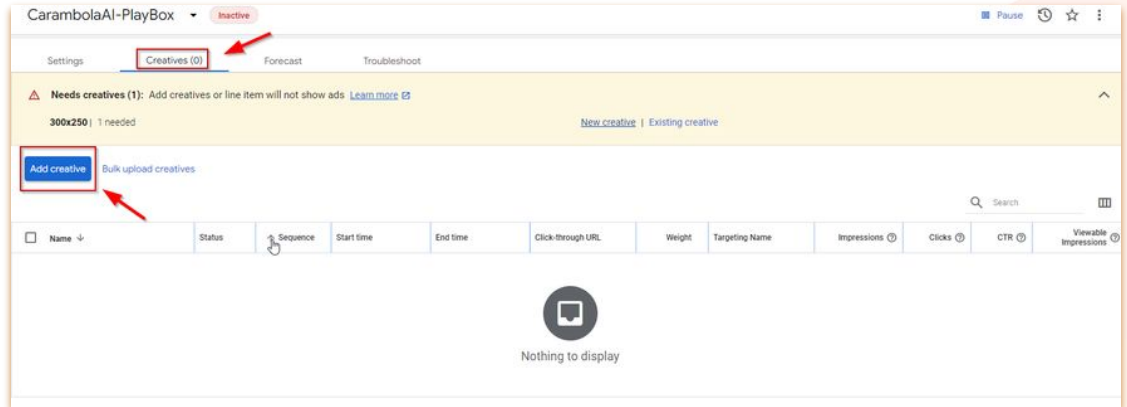Others: Any geo's agreed with the operation team.

Device category:

CarambolAI's unit requires one line item for
desktop and one for mobile web.

- Desktop widget → Include "Desktop"
  category.
- Mobile web widget → Include "Smartphone"
  category.

CarambolaAI
Powered by FireArc

> **Add Creative** → Go to the Creatives tab and then click on Add creative button.

> **Choose Creative type** → "Third party"

> **Implement the widget's Script.**

*Make sure the SafeFrame tick is off.
*Please ignore the alerts that GAM declare's.

Creative: CarambolaAI

ID: [blurred]   Creative type: Third party   Actual size: [blurred]

CarambolaAI

Target ad unit size ⓘ
[blurred]

Code type ⓘ
🔘 Standard   ⚪ AMP   ⚪ Standard and AMP

Standard ⓘ

```
1  <!--Carambola Script -->
2  <img height='0' width='0' alt=''
   src='//pixel.carambo.la/Pixel/frrc74/113203/0/1/0'
   style='display:block;width:0;height:0;' />
3  <script data-cfasync="false" class="carambola_InContent"
   type="text/javascript" cbola_wid="0">
4  (function (i,d,s,o,m,r,c,l,w,q,y,h,g) {
5  var e=d.getElementById(r);if(e===null){
6  var t = d.createElement(o); t.src = g + Math.floor(Math.random() *
```

⚠ Sorry, we don't recognize this tag. If you want to track clicks via Google Ad Manager and avoid counting discrepancies, you must insert the macros manually. Please contact the tag provider for directions on where to place the macros.

Insert macro

☐ Serve into a SafeFrame

Note: New creatives now serve into SafeFrames by default. Make sure to preview the creative on your site to verify that it is compatible with SafeFrames.

CarambolaAI
Powered by ⟡FireArc

{ Google ad manager }