



# 8 STEPS TO TRAFFICKING THIRD-PARTY CREATIVES IN DFP

If an advertiser or ad network sends you a piece of creative code (also known as an ad tag) that calls another ad server, you will need to traffic that creative as a “third-party creative”.

**The key to successfully serving third-party creatives and minimizing discrepancies is to make sure that you are properly inserting macros in the third-party code.**



## To add a third-party creative to your network:

- 1 On the **Orders** tab, click **Creatives** in the left-hand navigation.
- 2 Click **Add creatives**.
- 3 Begin typing to search for the advertiser whose creative you're adding. Each creative is associated with one advertiser.
- 4 When you've found the right advertiser, click **Continue**.
- 5 Click **Third-party**.
- 6 Enter the name for your creative.
- 7 Paste the tags from a third-party ad server into the **Code** snippet field.
  - If DFP recognizes your creative, click **Insert macros** and DFP will automatically insert the appropriate macros into your code snippet.
  - If DFP doesn't recognize your creative, place your cursor within the code snippet where a macro should be placed, then click the corresponding button to insert the macro.
  - If there are no instructions in the ad tag for where the macros should go or you're not completely sure, it's best to reach out to the third party directly.
- 8 Select the target ad unit size where the creative should deliver.

**\*\*\*\*It's important to note that sovnr ads will not appear in DFP when trying to pre-view. The tags must be live in order for you to see them.**