

Exit Intent Interstitial

GAM Booking Instructions

LOGO

Right-click & select
"Change Picture" to
add your logo.

The Exit Intent Interstitial is a high impact ad creative which is triggered when the user's mouse moves toward the top of the browser window (desktop, tablet) or on mobile devices 3 seconds after the user interacts (scrolls) within a page.

This ad creative currently complies with Google and the Better Ads Council guidelines.

❖ **Remember – if you also are running a bottom float bar ad on the same page and same date, the 2 ads will rotate.**

1. Create a new line item in DFP:

- Name your line item
- Inventory size should be 1x1
- Add Adhesion in the label field on the line item
- Type should be standard to preserve eCPM. Markets should use their local high impact rates for this ad creative.

The screenshot shows the 'New Line Item' configuration page in the Google Display Advertising (GAM) interface. The 'Name' field is set to 'Exit Intent High Impact'. Under 'Inventory sizes', the 'Standard' radio button is selected, and the size is set to '1x1'. The 'Labels' section has 'Adhesion' entered in the 'optional' field. The 'Settings' section is expanded, showing 'Type' set to 'Standard', 'Start time' as '10/1/18 12:00 AM CDT', 'End time' as '11/1/18 11:59 PM', 'Quantity' as '10,000', 'Rate' as '25 CPM USD', and 'Discount' as '0 Absolute value'. The 'Total value' is calculated as '\$250.00'.

- Add ad unit targeting – domainname.com
 - All standard targeting is available for this ad unit
 - Frequency Capping – 2x1 recommended

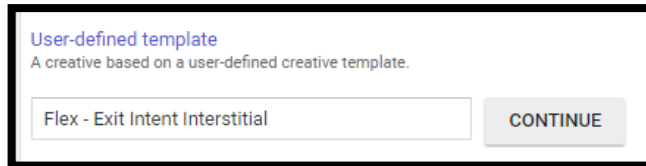
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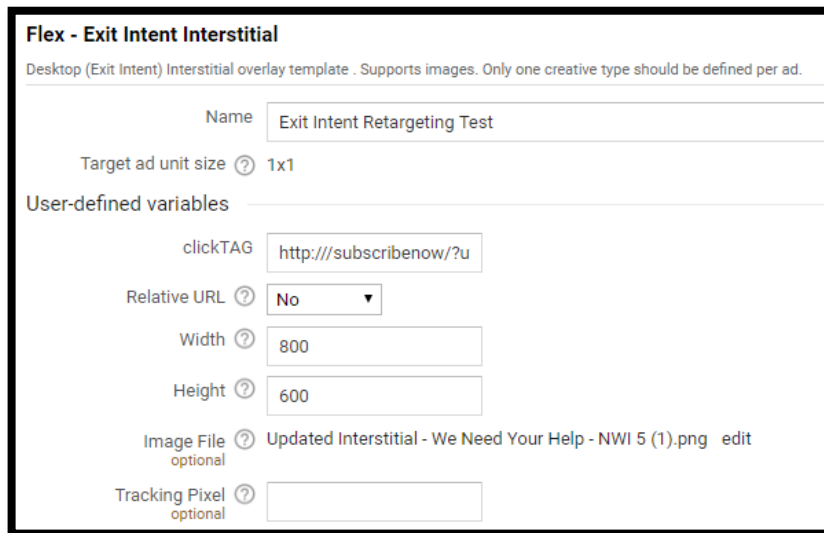
- f. Save and upload creative
- b. Choose creative type User-defined template
 - i. Flex – Exit Intent Interstitial
 - ii. Click continue



User-defined template
A creative based on a user-defined creative template.

Flex - Exit Intent Interstitial

- g. Add a Name
- h. Add Advertiser's click-through URL
- i. Width: 800
- j. Height: 600
- k. Add image file - .jpg, .png, .gif
 - a. Image files must be under 1 MB in size



Flex - Exit Intent Interstitial
Desktop (Exit Intent) Interstitial overlay template . Supports images. Only one creative type should be defined per ad.

Name

Target ad unit size

User-defined variables

clickTAG

Relative URL

Width

Height

Image File optional

Tracking Pixel optional

- l. Save creative

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Sample Exit Intent Interstitial:

