

VIANT MACROS

For most providers, Viant will automatically modify creative to include the Viant click tracker and cache buster macros. However, some providers require a unique setup. You may upload the Excel files that are exported from the provider platforms directly into the Viant DSP without needing to modify the files.

1. Navigate to the All Creatives or Associated Creative tags, depending on if you're setting the creative at the campaign or order level, and select the "New" button.
2. Select "Add Banners" or "Add Videos" from the "Create New Creative" menu.
3. Select "Third Party Banner" or "Third Party Video" and choose the desired provider.
4. Select the "Single Upload" or "Bulk Upload" option on the next screen. When selecting Banners, choose between "HTML/JavaScript" or "MRAID" from the dropdown.
 - a. If selecting "Single Upload," ensure that the required information is accurate.
 - b. If selecting "Bulk Upload," drag your Excel file containing the tags into the window or click "Choose a File" and find it manually.
5. After the file and tags are verified, a summary of each individual tag will be displayed. Any tags that are not supported will be marked with an X and the reason will be listed. Click Next to continue through the setup process.
6. Confirmation that all supported creative tags have been supported will be displayed. Click Done to return to the main creative screen.
7. Before setting the order active, you may test creatives by using the preview link in the DSP.

Enter the associated Order ID from within the DSP

Enter the Creative ID from within the DSP

https://ad.ipredictive.com/d/render/fasttrack?zid=shanghai_1_0_1&OrderId=ORDER_ID_HERE&creativeId=CREATIVE_ID_HERE