



Delacon, AdWords Call Extensions and DoubleClick Integration Guide

Version 1.0

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Introduction

Delacon's AdWords and DoubleClick integration allows offline calls received from AdWords campaign data to be pushed into DoubleClick, allowing you to include offline call data in your DoubleClick bid management strategy alongside online data.

Offline call data is when a call has been made directly using the number directly in the Google Ad, without the caller actually clicking on the ad.

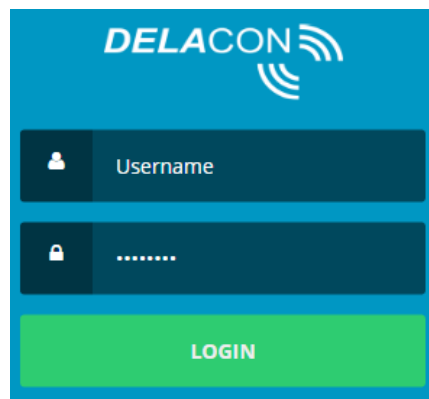
To setup the integration, you will need to follow the below steps.

Step 1 Logging In

1. Go to Delacon Portal login page

<https://pla.delaconcorp.com/siteui/login>

2. Enter in your Username and Password and click 'Login

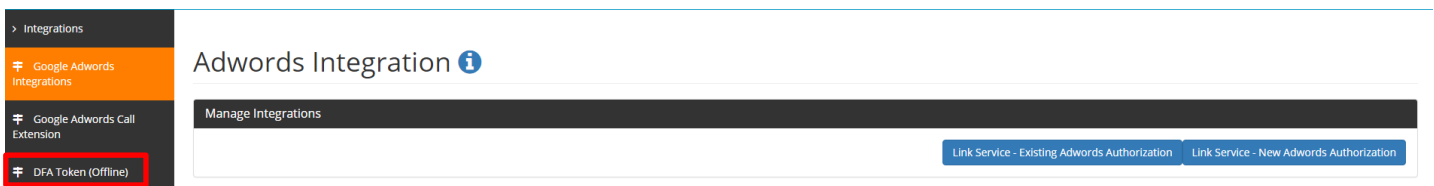
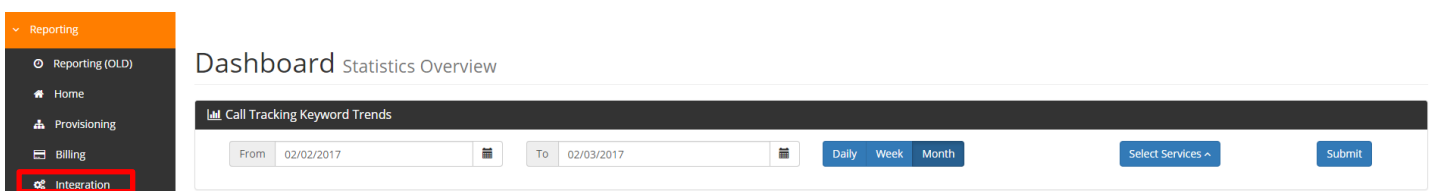


If you can't remember your login details, please contact your account manager or email support@delaconcorp.com

Step 2 Integrations Menu

Once logged in, you will need to go to the DFA Token (Offline) menu in our Integration menu:

- Click on Reporting → Integration → DFA Token (Offline)



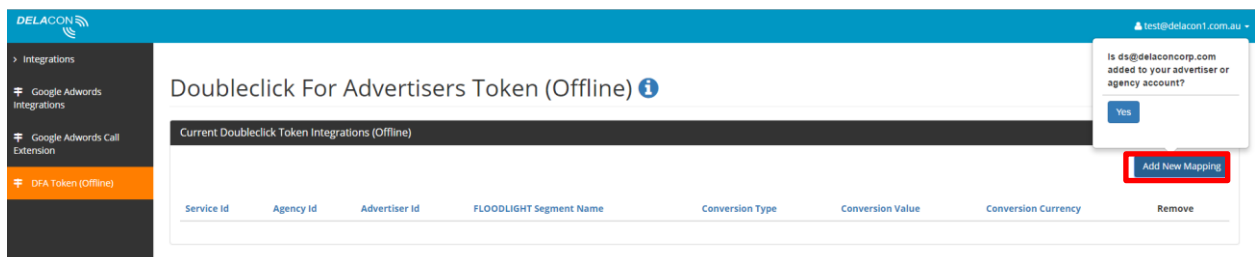
Step 3 Mapping

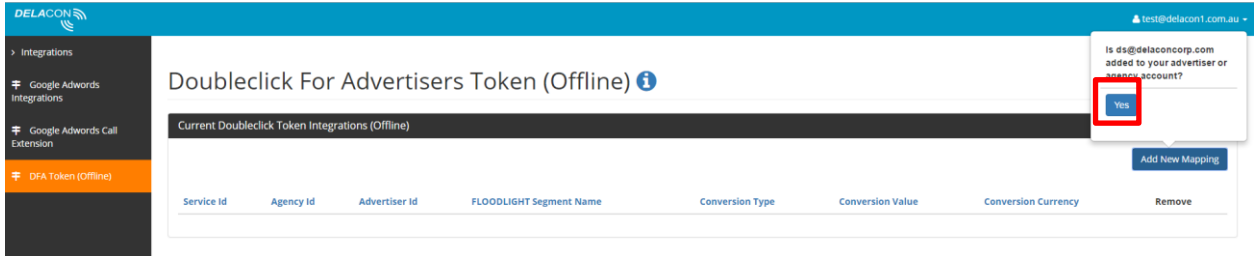
1. Before you can begin the mapping process, you will need to add ds@delaconcorp.com to your advertiser or agency account and provide write access.

Please click on below link to find out more information on how you can do this:

<https://support.google.com/ds/answer/6051717?hl=en>

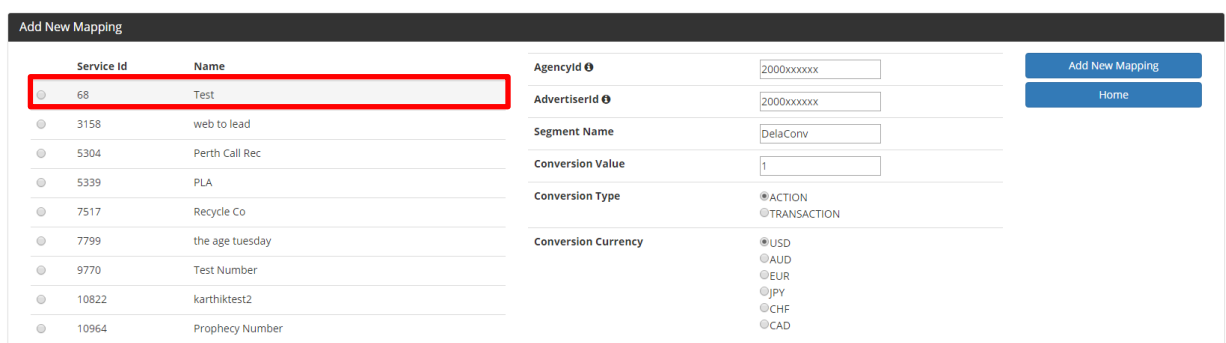
If this has already been done, click on 'Add New Mapping' and then 'Yes'





2. Choose the relevant Service ID (one at a time) by marking the checkbox.

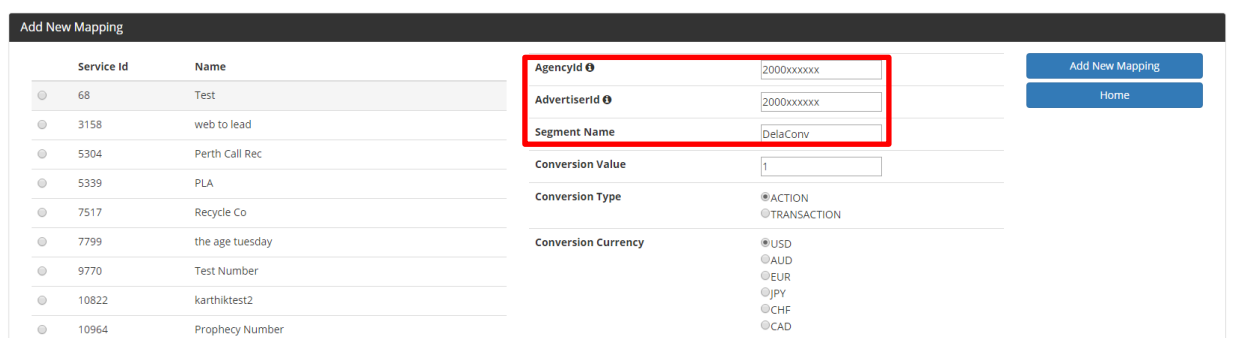
DoubleClick For Advertisers Token (Offline)



3. Enter the following details:

- a. Agency ID
- b. Advertiser ID
- c. Segment Name (must match the Floodlight segment name in DoubleClick)

DoubleClick For Advertisers Token (Offline)



4. Enter the conversion value – this is set by you and is determined by how much value you place on a call conversion.

DoubleClick For Advertisers Token (Offline)

Service Id	Name	AgencyId	AdvertiserId	Segment Name	Conversion Value	Conversion Type	Conversion Currency
<input type="radio"/> 68	Test	2000xxxxxx	2000xxxxxx	DelaConv	1	<input checked="" type="radio"/> ACTION <input type="radio"/> TRANSACTION	<input checked="" type="radio"/> USD <input type="radio"/> AUD <input type="radio"/> EUR <input type="radio"/> JPY <input type="radio"/> CHF <input type="radio"/> CAD
<input type="radio"/> 3158	web to lead						
<input type="radio"/> 5304	Perth Call Rec						
<input type="radio"/> 5339	PLA						
<input type="radio"/> 7517	Recycle Co						
<input type="radio"/> 7799	the age tuesday						
<input type="radio"/> 9770	Test Number						
<input type="radio"/> 10822	karthiktest2						
<input type="radio"/> 10964	Prophecy Number						

5. Enter the Conversion Type : Action = Call is received
Transaction = Value attributed to that call conversion

DoubleClick For Advertisers Token (Offline)

Service Id	Name	AgencyId	AdvertiserId	Segment Name	Conversion Value	Conversion Type	Conversion Currency
<input type="radio"/> 68	Test	2000xxxxxx	2000xxxxxx	DelaConv	1	<input checked="" type="radio"/> ACTION <input type="radio"/> TRANSACTION	<input checked="" type="radio"/> USD <input type="radio"/> AUD <input type="radio"/> EUR <input type="radio"/> JPY <input type="radio"/> CHF <input type="radio"/> CAD
<input type="radio"/> 3158	web to lead						
<input type="radio"/> 5304	Perth Call Rec						
<input type="radio"/> 5339	PLA						
<input type="radio"/> 7517	Recycle Co						
<input type="radio"/> 7799	the age tuesday						
<input type="radio"/> 9770	Test Number						
<input type="radio"/> 10822	karthiktest2						
<input type="radio"/> 10964	Prophecy Number						

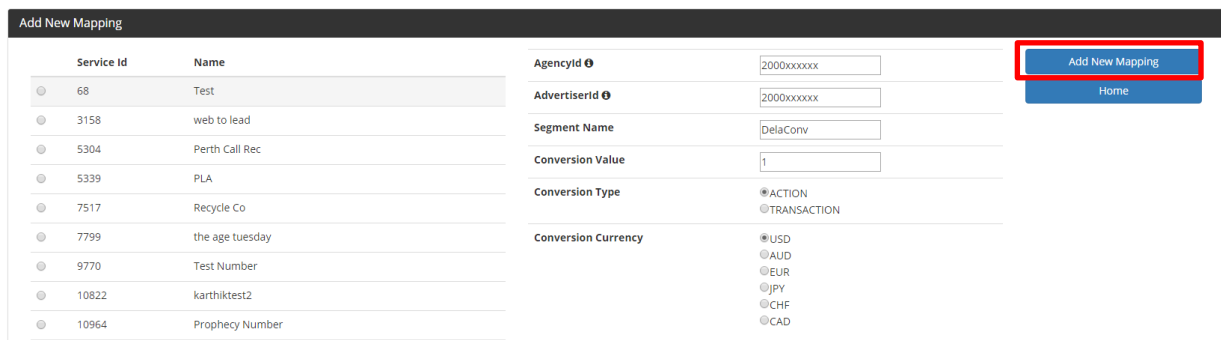
6. Select the Conversion Currency:

DoubleClick For Advertisers Token (Offline)

Service Id	Name	AgencyId	AdvertiserId	Segment Name	Conversion Value	Conversion Type	Conversion Currency
<input type="radio"/> 68	Test	2000xxxxxx	2000xxxxxx	DelaConv	1	<input checked="" type="radio"/> ACTION <input type="radio"/> TRANSACTION	<input checked="" type="radio"/> USD <input type="radio"/> AUD <input type="radio"/> EUR <input type="radio"/> JPY <input type="radio"/> CHF <input type="radio"/> CAD
<input type="radio"/> 3158	web to lead						
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<input type="radio"/> 7517	Recycle Co						
<input type="radio"/> 7799	the age tuesday						
<input type="radio"/> 9770	Test Number						
<input type="radio"/> 10822	karthiktest2						
<input type="radio"/> 10964	Prophecy Number						

7. Click Add New Mapping

DoubleClick For Advertisers Token (Offline)



Service Id	Name
<input type="radio"/> 68	Test
<input type="radio"/> 3158	web to lead
<input type="radio"/> 5304	Perth Call Rec
<input type="radio"/> 5339	PLA
<input type="radio"/> 7517	Recycle Co
<input type="radio"/> 7799	the age tuesday
<input type="radio"/> 9770	Test Number
<input type="radio"/> 10822	karthiktest2
<input type="radio"/> 10964	Prophecy Number

Add New Mapping

AgencyId

AdvertiserId

Segment Name

Conversion Value

Conversion Type
 ACTION
 TRANSACTION

Conversion Currency
 USD
 AUD
 EUR
 JPY
 CHF
 CAD

[Add New Mapping](#)
[Home](#)

8. Repeat this process for other CIDs/Services

About Delacon

Delacon has extensive expertise in developing leading edge telecommunication technologies that help businesses stay ahead. Since the company's beginning in 1996, Delacon has been committed to developing products that help businesses improve their day to day operations and marketing ROI. Over the past few years the company's efforts have been focused on delivering a world class call tracking solution to support directory companies, digital media agencies, data driven marketing professionals, direct marketers, SME and enterprise businesses.