

# mediahawk

## DoubleClick Search Integration

### Contents

What is DoubleClick Search? .....	2
How does Mediahawk integrate with DoubleClick? .....	2
Linking your DoubleClick account to Mediahawk .....	2
Creating a Floodlight within Mediahawk.....	3
FAQ's .....	4

# mediahawk

## What is DoubleClick Search?

DoubleClick is a search management platform that allows you to manage ads across multiple search engines.

## How does Mediahawk integrate with DoubleClick?

Mediahawk identifies visits coming from DoubleClick using 2 specific parameters that are within the landing page URLs generated by DoubleClick ads. These parameters are GCLID and GCLSRC. The gclsrc parameter is what tells us that the gclid on the landing page URL is coming from a DoubleClick AD. Once we know this, we can then send the gclid if/when the visit converts to a call (In Visit calls only).

Mediahawk sends conversions from our **Vision** product direct to your DoubleClick account.

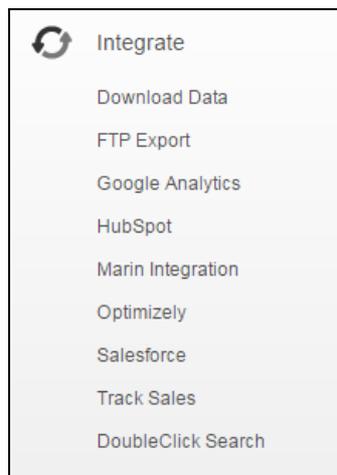
This is recorded as an "offline conversion" within DoubleClick when a visit has had at least one **In Visit** call on it.

Conversions sent include a conversion time which is the date and time of the **first call** that was made on a DoubleClick visit.

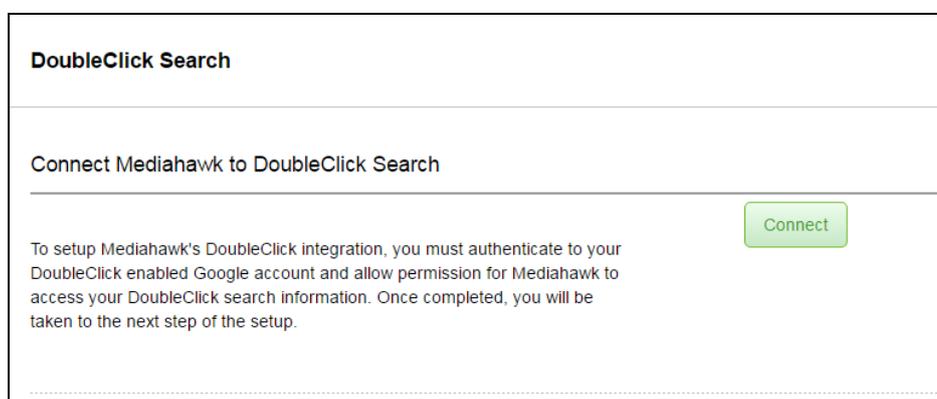
## Linking your DoubleClick account to Mediahawk

In order to manage your DoubleClick account, you need to link this to your Mediahawk account

Within the Mediahawk Platform click **Integrations** and then **DoubleClick Search**.



You will then be presented with the following screen:



Click **Connect**

Mediahawk, Powerhouse, Harrison Close, Knowlhill, Milton Keynes, MK5 8PA

[www.mediahawk.co.uk](http://www.mediahawk.co.uk)

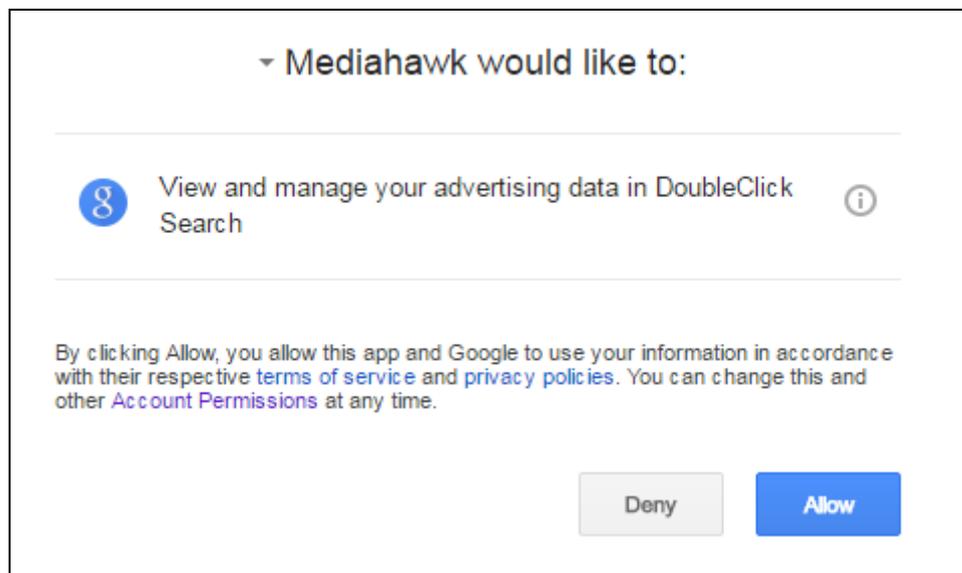
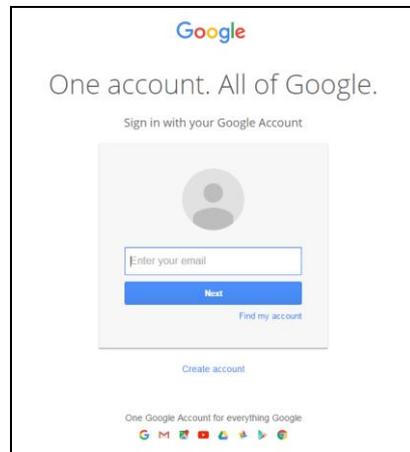
Please contact us on 0333 222 8333 or [Clientservices@Mediahawk.co.uk](mailto:Clientservices@Mediahawk.co.uk)

31/10/2017

# mediahawk

You will be transferred to Google where you will be asked to sign in and approve the Mediahawk access of your DoubleClick search account. Please click **Allow**.

**Please Note: It important to check that the Google account you are linking to has the right DoubleClick account. When the accounts are linked Google generates an access token that we store against the account.**



Once this is complete, you will be returned to the following screen:



You then are required to setup a **Floodlight**.

## Creating a Floodlight within Mediahawk

To create Floodlight, click **Create New Settings** on the right

Mediahawk, Powerhouse, Harrison Close, Knowlhill, Milton Keynes, MK5 8PA

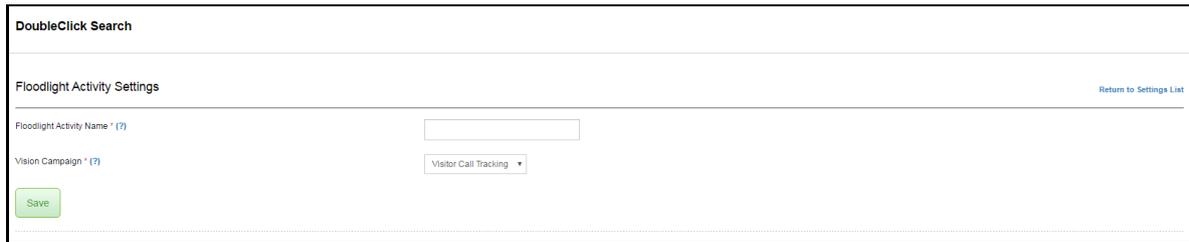
[www.mediahawk.co.uk](http://www.mediahawk.co.uk)

Please contact us on 0333 222 8333 or [Clientservices@Mediahawk.co.uk](mailto:Clientservices@Mediahawk.co.uk)

31/10/2017

# mediahawk

You will be presented with this screen



The screenshot shows a web form titled "DoubleClick Search" with a sub-section "Floodlight Activity Settings". It includes a text input field for "Floodlight Activity Name \* (?)", a dropdown menu for "Vision Campaign \* (?)", and a "Save" button. A "Return to Settings List" link is visible in the top right corner.

Enter the Floodlight Activity Name as set up within your DoubleClick account.

**Please note: This must be exactly how it is setup within your DoubleClick Search**

Select the Vision Campaign that you wish to send data from to this Floodlight Activity.

**(If you have multiple Vision Number Sets you need to setup a Floodlight for each Vision Number Set)**

Click **Save**.

You have now linked your Mediahawk and DoubleClick Search and Mediahawk will begin sending call conversions to your DoubleClick account.

## FAQ's

**Q1.** Does DoubleClick work with both Classic (Static) and Vision (Dynamic) call tracking?

**A1.** DoubleClick only works with Vision due to the parameters we require to identify it being a Doubleclick visit.

**Q2.** What is defined as an Offline Conversion?

**A2.** An offline conversion is defined as a visit generated by a DoubleClick ad that has had at least one In Visit call on it. The Visit Journey is simply. A user clicks on an AD, they are redirected to the landing page, and then make a call to the Mediahawk telephone number. Mediahawk then collates all this information and send it to Doubleclick as an Offline Conversion.

**Q3.** How often does Mediahawk send Offline Conversions to DoubleClick?

**A3.** Mediahawk sends conversions every 30 minutes. We will only send conversions that happened at least 30 minutes prior to when we try to send them.

**For example,** Mediahawk sends a conversion run at 10:00am, the conversions sent will only include activity up to 09:30. This is to avoid sending gclids that are too fresh as there is a chance that DoubleClick may not recognise gclids that are uploaded too soon after the activity happens.

**Q4.** Can I revoke the access to my DoubleClick account?

**A4.** You can do this thorough MyAccount within Google. Simply choose Mediahawk from a list of applications connected to your account. Once selected, click remove. This will unlink your Google account from Mediahawk, and the integration will stop. <https://myaccount.google.com/permissions>

**Q5.** How do I setup a Floodlight Activity within DoubleClick

**A5.** Please find the Google Support pages to assist.  
<https://support.google.com/ds/answer/2478277?hl=en>