



ezoic

Ad Testing Setup Guide

Google
—
Certified
Publishing
Partner

Choose “Setup Ad Testing” from the dashboard

Integrate Your Site.

Choose from several easy options. Required to get started. ([already completed this step? click here.](#))

Setup Ad Testing.

Place Ezoic ad units on your site and start testing ad locations immediately.



Turn on Ezoic.

Select the percentage of traffic that you'd like to go to the Ezoic Platform.

Place the provided script into your header

```
<!-- Ezoic Ad Testing Code-->  
<script src="//g.ezoic.net/ezoic/ezoiclitedata.go?did=      "></script>  
<!-- Ezoic Ad Testing Code-->
```

Convert your existing ad code

1) Choose where the placeholder will go

Where on the page is this ad?













Sidebar

- Sidebar ✓
- Top of Page
- Under Page Title
- Under First Paragraph
- Under Second Paragraph
- Mid Content
- Long Content
- Bottom of Page

2) Pick the placeholder sizes to test

What size(s) of ads should be shown in this ad unit?

Horizontal [select all]

- 728x90 - Leader   
- 970x90 - Large Leader   
- 468x60 - Banner   
- 234x60 - Half Banner   

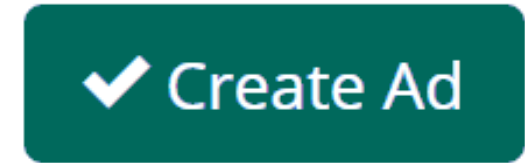
3) Select the devices for the placeholder to show on

Desktop On

Tablet On

Mobile On

Click “Create Ad” and the placeholder code will be generated for you



The code will look like this 

```
<!-- Ezoic - Example Ad Unit - sidebar -->  
<div id="ezoic-pub-ad-placeholder-100"></div>  
<!-- End Ezoic - Example Ad Unit - sidebar -->
```

Replace your original ad with the converted ad on your site

When you have converted all of your ads,
click “Create New Ads Units”

Create New Ad Units

Go to “Add Display Unit”

Display Ad Units

[+ Add Display Ad Unit](#)

ID	Name	Position Type	Ad Code	Action
100	Right Rail 1	sidebar		</> ✎ ✕

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Choose the location, size, and devices to test in the same way you did while converting ads



Place the code provided anywhere on the site you would like an ad to be tested. We suggest creating at least 15 placeholders, so the system has a lot of options to test.



Next Step: Apply for the Google Ad Exchange!

