

LEADAD TEMPLATE DOCUMENTATION

The Basics

Lots of people want to hear from your business, but filling in forms can be difficult or time consuming or just a click too far. Adsolutions' LeadAd makes the lead generation process simple. We load a form directly in your ad both on desktop and mobile. The contact information is populated by autocomplete information if available (the browser automatically completes values based on values that the user has entered before.)

Potential clients can then simply tap submit and by doing so generate a qualified lead for your business.

We offer LeadAd in many forms and sizes. Whether it is a standard IAB size, a publisher specific responsive design, or a high-impact Rich Media format, we can create a great performing LeadAd for you.

The screenshot shows a desktop view of a website with a lead generation form. The website header includes 'My Gazzetta', 'LIVE 3', and 'Abbonati'. The main content area features the 'La Gazzetta dello Sport' logo and navigation tabs for 'CALCIO', 'MOTORI', 'BASKET', 'CICLISMO', 'ALTRI SPORT', and 'ACTIVE'. A central banner for 'YARIS CROSS HYBRID' is displayed. Below the banner is a form titled 'PRENOTA LA NUOVA YARIS' with fields for 'Nome', 'Cognome', 'Email', 'Telefono', and 'CAP'. A 'PROVALA SUBITO' button is located below the form. A privacy notice is visible below the form fields. At the bottom of the page, there is a row of five small video thumbnails with titles in Italian.

We (Adsolutions) have no access to, nor do we store the submitted lead data. We can either setup a Google sheet for you, to which we will have no access during your campaign. Or we can setup a custom connection to your CRM system. In both options the data flows from the ad on the users browser directly to its final storage option.

This document will explain what assets we need so you can start your first campaign.

Customization

LeadAds are simple and effective. They are not designed to overwhelm your audience with too much information. They effectively communicate your message or proposition and ask the users that are interested to return their information, a follow up is guaranteed.

By keeping the LeadAds simple we enhance their effectiveness and make ad production a breeze. We offer customization of images, colors, text and design to optimize the lead conversions.

How can I get the best results?

1) Using only one ad is not going to get you the best results.

Just like most other campaigns, one single ad will not bring you the best results. Our advice is to use the LeadAd as one of the last steps in a bigger communication plan. Besides drawing the attention of a consumer, we also advice to try and create a positive attitude towards your product or brand. Generating leads will be much easier after this.

2) Optimize, optimize, optimize

Learn from your experiences in the past, but remember no situation is completely the same. We would always advice you to try and optimize the LeadAds as much as possible. Use multiple versions of the LeadAd, compare the results and optimize your campaign.

We see a number of specific advertiser goals for which you could use the LeadAd.

Grow your newsletter

Newsletters can be an effective and cheap way to build up the communication with your potential clients and to activate them periodically. You can use the LeadAd to ask your clients for their email address in exchange for a discount or by hosting a competition.

Limited time offer or pre-launch

Offering a limited time- or pre-launch offer can be an effective way to generate leads. We can add a counter to the ad to visually create a sense of urgency.

Lead Magnet

Ask for your clients contact information and reward them with access to valuable information, access to an event, brochure or whitepaper for example.

Assets

We need the following assets and information to setup a LeadAd for you:

- ad type (IAB standard size, Responsive ad, Rich Media Adformat)
- image.jpg (main image) or video.mp4.
- logo image
- text for the header
- privacy link
- language preference
- preferred data storage method (CRM integration, Google sheets etc.)
- colors

Image or video

You can opt for either a main image or a main video. Depending on the ad type, the image has a particular specification:

MPU: 300x168 pixels, jpg, max 100kb

Billboard: 353x200 pixels, jpg, max 100kb

Responsive: 266x200 pixels, jpg, max 100kb

For the video, the specifications are identical for all ad types:

Video: 16:9, mp4, max 2,5mb.

Logo

Depending on the ad type the logo image has a particular specification:

MPU: 50x50 pixels, jpg, max 25kb

Billboard: 50x200 pixels, jpg, max 25kb

Responsive: 50x200 pixels, jpg, max 25kb

Text for header

Max 40 characters

Privacy link

URL to privacy statement/policy

Language preference

Pick your preferred language, we have English, Italian, German and Dutch available. If another language is preferred please let us know, so we can send you a translation document.

Preferred data storage method

Tell us the preferred data storage method, the description on implementing Google Sheets is available down below in this document. Please contact us to discuss an integration with a CRM system. And keep in mind that implementing a CRM system requires some custom work and time.

Colors

Please provide the color number for the buttons of the ad and the text colors.

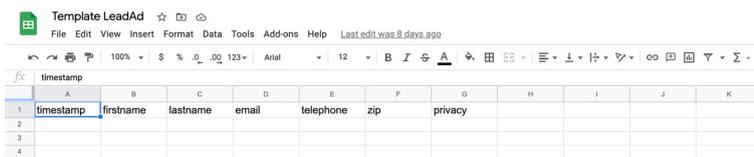
Preparing Google sheets

The LeadAd sends the form data directly to an end point. An end point can be your CRM system for example, or other software that allows us to send data. We also offer a Google sheets implementation. When the user presses submit in the ad the data is send to a Google sheet that is owned by - and only visible to you. We've prepared a Google sheet template that contains a script that allows data to be sent to the google sheet, but doesn't allow to read the data. There's a couple of simple steps involved in order to allow the ad to send the data and for the sheet to succesfully receive the data.

Sheet sharing

We will share a google sheet with you and make you owner of that sheet. Then we'll ask you to remove our access to the sheet.

When receiving the sheet it will look empty apart from some colums. Please do not alter these colums or their names as these correspond to the names of the fields within the form in the ad.



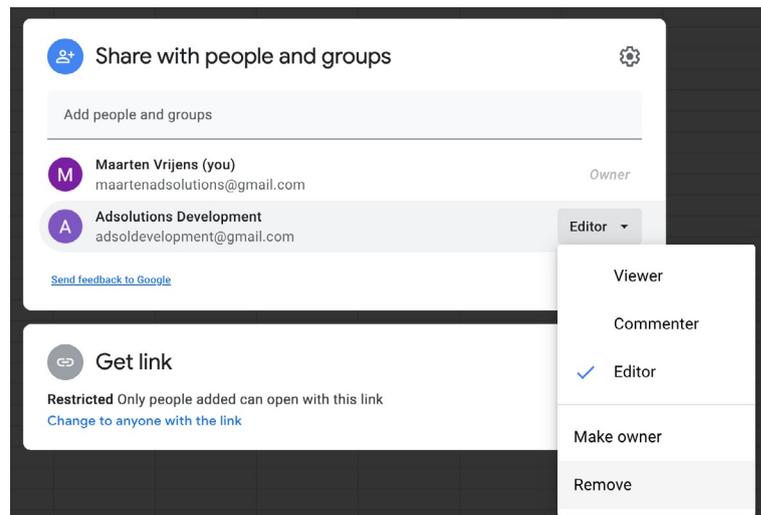
timestamp	firstname	lastname	email	telephone	zip	privacy



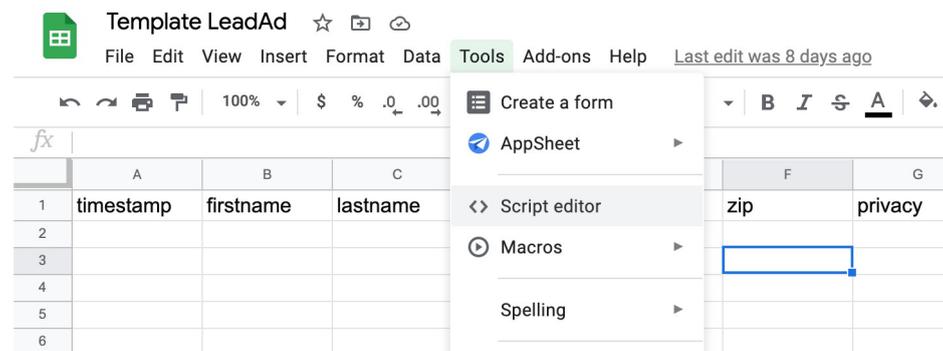
On the top right click the [share](#) button. The popup that opens shows you our gmail (adsoldevelopment@gmail.com) as Editor and your own address as owner.

Click to the right of the adsoldevelopment@adsolutions.com address and select [Remove](#) from the pulldown menu.

In the next screen hit [save](#). You should now only see your own e-mail address and receive a confirmation message that the user has been removed. The sheet is now not accessible by Adsolutions anymore.



Now that the sheet is only accessible by you, we need to deploy the sheet and make it accessible for the ad to post data. In order to do so please open the script editor: [Tools -> Script Editor](#). It can take some time before the script editor loads. [Do make sure you're logged out with all other](#)

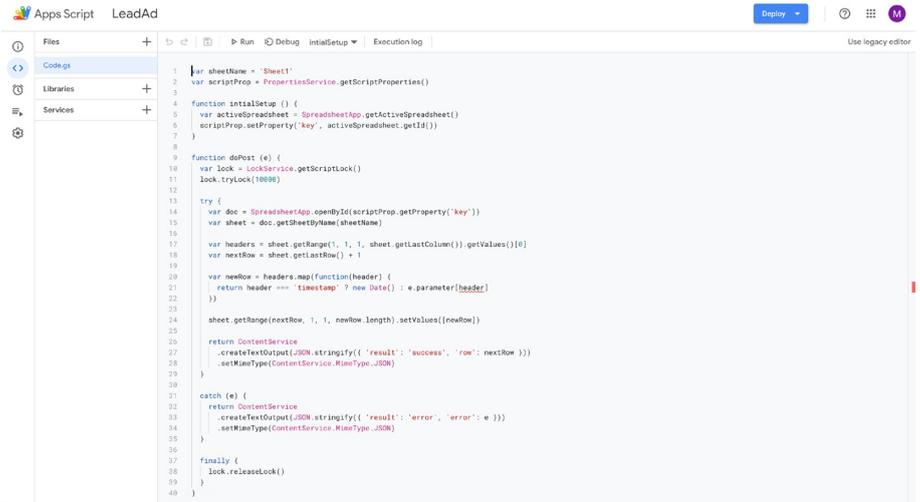


[Google accounts](#) except for the one you want to use for the LeadAd.

A new window opens in the browser and the script editor will pop-up:

The Script Editor

After pressing the script editor button from the pulldown window the script editor opens in a new tab. Inside you'll see a script that might look daunting, but worry not, you will not have to write any code. Please do not change anything within the code on the opening page.



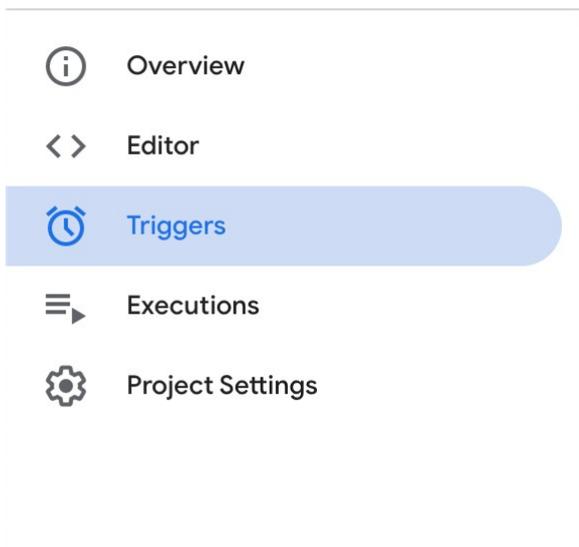
```

1  var sheetName = 'Sheet1'
2  var scriptProp = PropertiesService.getScriptProperties()
3
4  function installSetup () {
5    var activeSpreadsheet = SpreadsheetApp.getActiveSpreadsheet()
6    scriptProp.setProperty('key', activeSpreadsheet.getId())
7  }
8
9  function doPost (e) {
10   var lock = LockService.getScriptLock()
11   lock.tryLock(1000)
12
13   try {
14     var doc = SpreadsheetApp.openById(scriptProp.getProperty('key'))
15     var sheet = doc.getSheetByName(sheetName)
16
17     var headers = sheet.getRange(1, 1, sheet.getLastColumn()).getValues()[0]
18     var nextRow = sheet.getLastRow() + 1
19
20     var newRow = headers.map(function(header) {
21       return header === 'timestamp' ? new Date() : e.parameter[header]
22     })
23
24     sheet.getRange(nextRow, 1, 1, newRow.length).setValues([newRow])
25
26     return ContentService
27       .createTextOutput(JSON.stringify({ 'result': 'success', 'row': nextRow }))
28       .setMimeType(ContentService.MimeType.JSON)
29   }
30
31   catch (e) {
32     return ContentService
33       .createTextOutput(JSON.stringify({ 'result': 'error', 'error': e }))
34       .setMimeType(ContentService.MimeType.JSON)
35   }
36
37   finally {
38     lock.releaseLock()
39   }
40 }

```

The script editor has a menu on the left hand side of the screen. In the following steps we'll take you through some of the buttons within this menu. What we're trying to achieve is to publish the LeadAd sheet and allow the ad to send data to it.

Apps Script LeadAd



- Overview
- Editor
- Triggers**
- Executions
- Project Settings



No results

Try adjusting your filter criteria or [create a new trigger](#).

Add Trigger for LeadAd

Choose which function to run

Choose which deployment should run

Select event source

Select event type

Failure notification settings +

Notify me daily

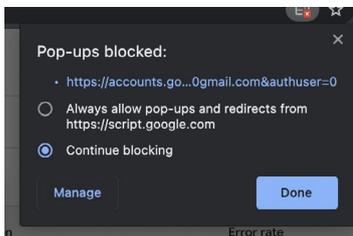
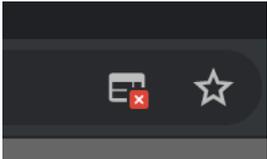
Cancel

Save

The fourth **Select event type** should say **On form submit**.

Then hit the **Save** button.

It could be that your browser prevents pop-up's. Please allow pop-ups from this URL by clicking the blocked pop-up icon and set the preference to allow pop-ups.



Add Trigger for LeadAd

Choose which function to run

doPost

Choose which deployment should run

Head

Select event source

From spreadsheet

Select event type

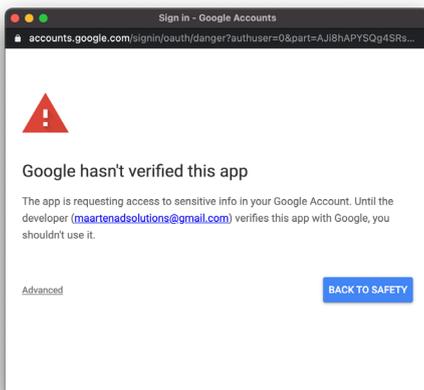
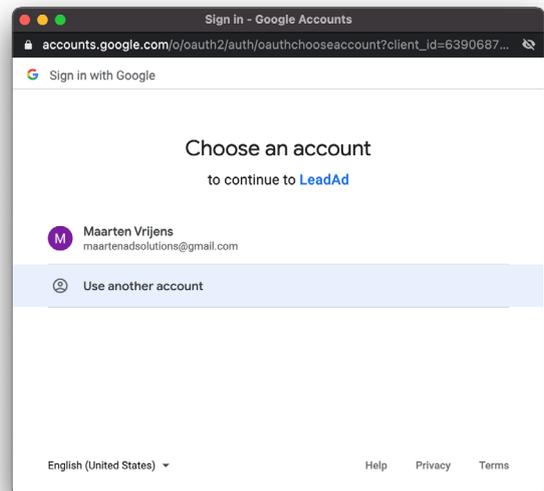
- On open
- On edit
- On change
- On form submit**

Failure notification settings +

Notify me daily

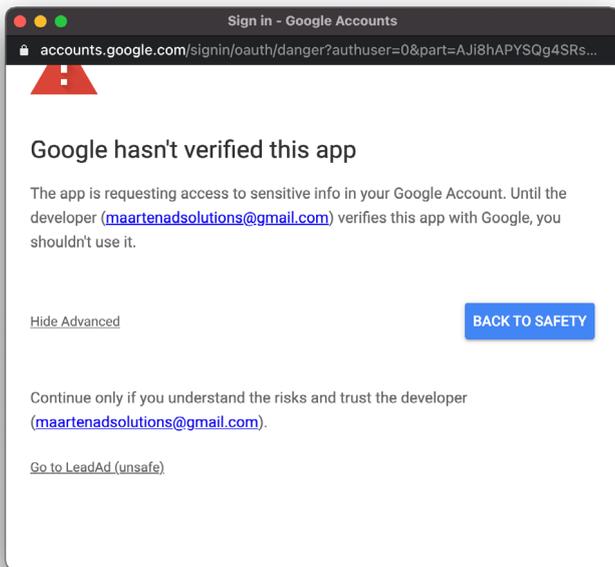
Cancel Save

Now we need to allow the trigger to run by giving permission with your account. In the popup screen select your **user account** and **continue**.



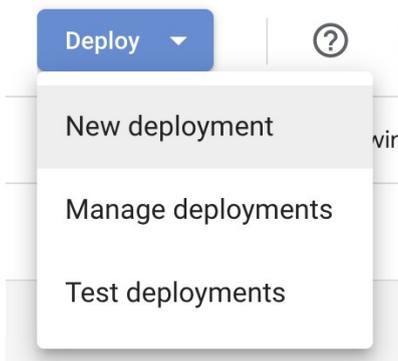
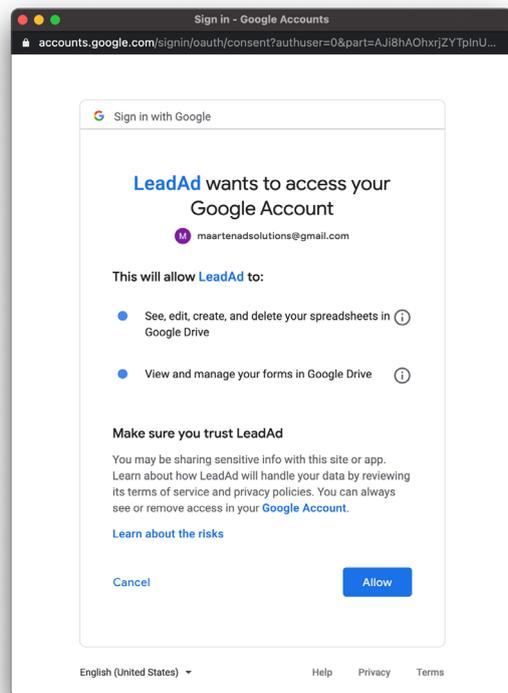
A warning screen appears informing that Google hasn't verified this app. Don't be alarmed, this is expected. The app being your trigger and our script that allows for sending the form data. click **Advanced**

The advanced screen will allow you to continue. Select [Go to LeadAd](#)



Click [Allow](#).

The popup will close and the setup of the trigger is finished. You'll return to the script editor UI.

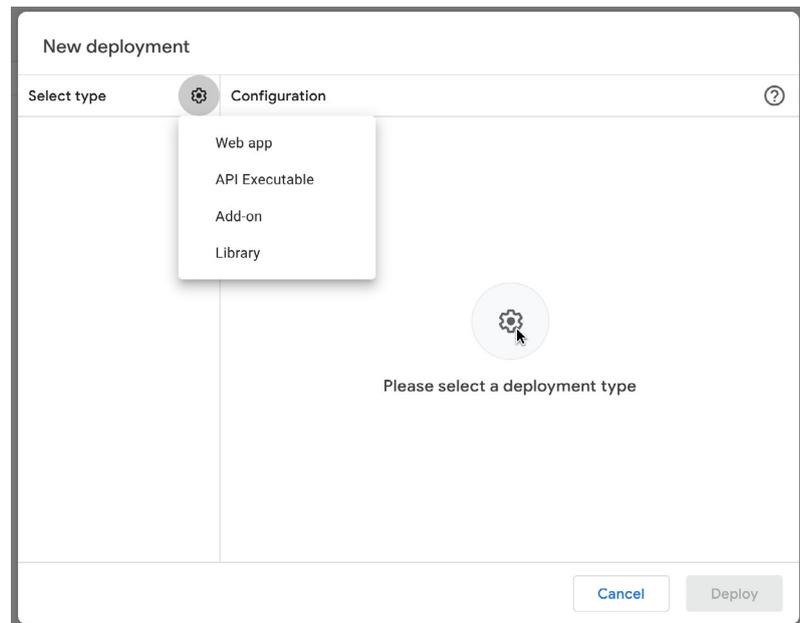


Deploying the app

Now that the trigger is setup we'll need to deploy the app. This step will generate a URL we need to implement within the actual ad. And which we'll call when a user hits submit within the ad.

On the top right click [Deploy - New deployment](#)

A new window opens. On the top left click the cogwheel and select **Web app**



In the next screen fill out a **description (LeadAd)**

Underneath select **your user account** if not already prefilled and set access to **Anyone**

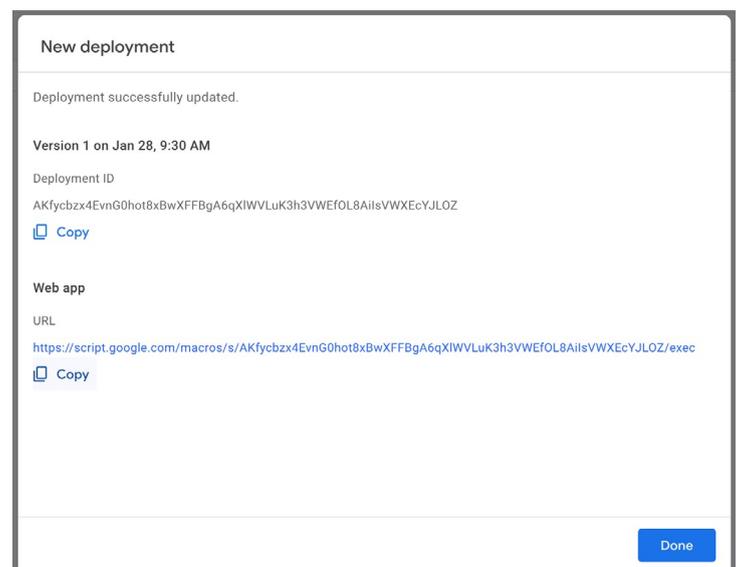
Click **Deploy**.

On the next screen the **Web app URL** will be shown. Copy this URL and send it to traffic@adsolutions.com with the rest of the assets.

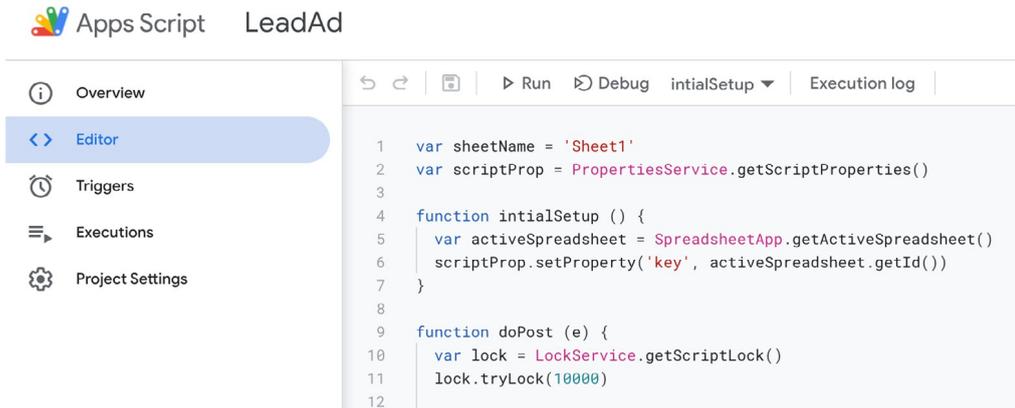
Do make sure you **select and copy the URL** and **not** the Deployment ID.

Click **Done**

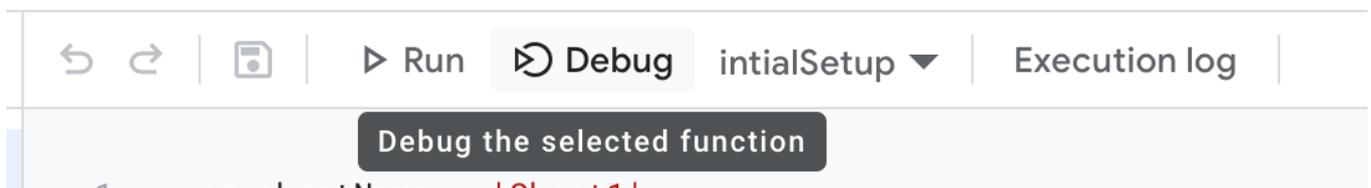
The popup will close and the setup of the deployment is finished. You'll return to the script editor UI. Almost there.....



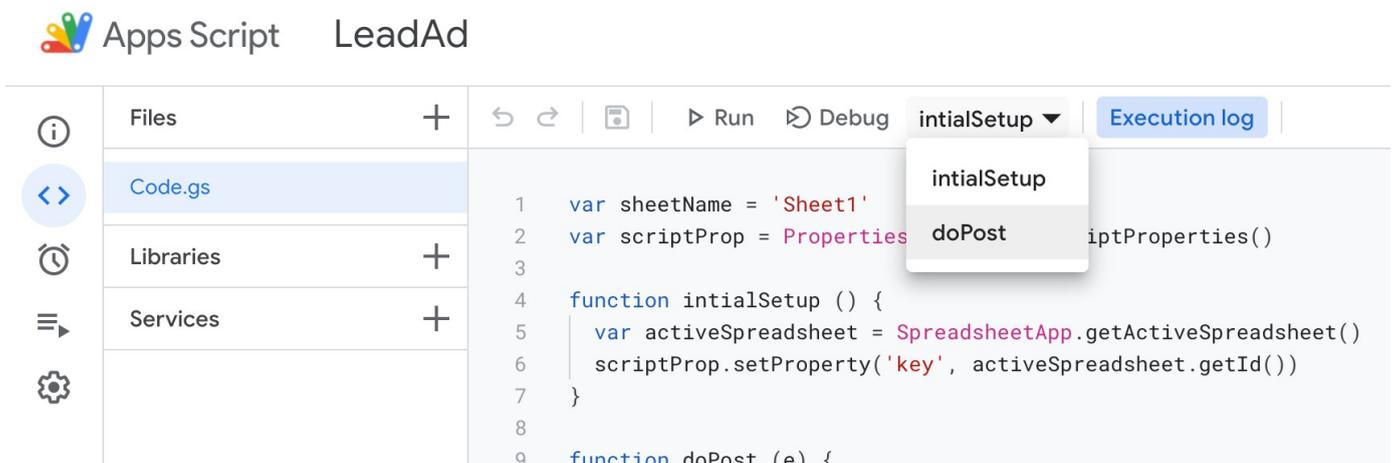
In the Script Editor UI select **Editor** on the left menu



On top of the script you'll find a **Run (play) button**, a debug button and a pulldown stating **InitialSetup** at first. Leave everything as is and **hit the Run button**.



Next we're going to run and test our script. Select **doPost** in the pulldown and hit **Run** once more:



You're now all set to receive the data of the ad!! You can close the Script Editor and send the **Web app URL** and your creative assets to traffic@adsolutions.com We will setup the ad with your assets and implement the Web app URL. After this, we will provide you with a preview link of the ad. You can test if you receive data by filling out some test data within the ad and submitting it. The data should immediately populate the Google sheet.