

# Google Display and Video 360 Export Integration

Maximize your data resources by using Treasure Data with [Google DoubleClick Bid Manager](#).

You can create audience lists in your Google DoubleClick Bid Manager (DBM) using data held in Treasure Data. This integration helps you move cookies and Mobile Advertising Identifiers to new or existing audience lists within Google DBM.



Google has rebranded DoubleClick Bid Manager to Display & Video 360, as part of the [Google Marketing Platform](#).

For sample workflows on how to export to Google DoubleClick Bid Manager, view [Treasure Boxes](#).

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## Prerequisites

- Basic knowledge of Treasure Data, including the [TD Toolbelt](#)
- A Google DBM Account
- Authorized Treasure Data DMP access to your Google DBM Account

## Limitations

It may take up to 24 hours for updates to audience lists to be visible in Google DoubleClick Bid Manager (DBM). Expect to wait up to 24 hours from the time of the query completion for changes to be reflected in DBM.

Google Data Platform Policy ([Identifying Users and Obtaining User Consent](#)) requires that each segment identifies at least 100 users.

## Grant Access for Treasure Data

Treasure Data's DDP (DoubleClick Data Platform) connector requires permissions to create audience segments in your Google DBM account. Use the [Google Contact Us](#) form to reach the DoubleClick Bid Manager Support team and request that Treasure Data be granted access to your DBM account. Provide the following information in the form:

- Request: Grant Treasure Data permissions
- Your DoubleClick Bid Manager account ID (referred to by Google as the Partner ID or Advertiser ID)
- Treasure Data DMP:
  - Customer-ID: 140-996-0635
  - NID: treasuredata\_dmp

You are sending information so that Google recognizes Treasure Data and connects your Google DBM account to Treasure Data.

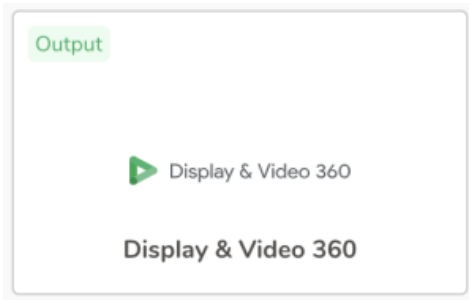
## Use the TD Console to Create Your Connection

### Create a New Connection

In Treasure Data, you must create and configure the data connection prior to running your query. As part of the data connection, you provide authentication to access the integration.

1. Open [TD Console](#).
2. Navigate to [Integrations Hub > Catalog](#).

3. Search for and select *Display & Video 360*.



4. Select Create Authentication.

5. Type the credentials to authenticate.

**New Authentication** ✕  
Display & Video 360

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1 Credentials > 2 Details

Google Doubleclick Bid Manager:

Advertiser / Partner ID:

Advertiser / Partner ID. You must first email Google Doubleclick Bid Manager support to grant Treasure Data access before you can use this connection

[Learn more](#) [Continue](#)

6. Select **Continue**.

7. Type a name for your connection.

8. Select **Done**.

## Column Mappings

### Source Column Name Mappings (Optional)

Define the mapping between Google DDP column names to the output column names that you specify in your query. You specify the target column and then the source column. For example, if *google\_cookie* is the identifier column in your TD data source, you should define the mapping as *cookie:google\_cookie*. If the source column in the mapping is missing, the target column name will be used. For example, a *cookie* is the same as *cookie:cookie* mapping.

### Cookie or Mobile Identifier Column Header

Specify the original source of the user cookie or mobile identifier.

You must select one of the options:

- **cookie\_encrypted**: Encrypted identifier (for example, Web), a cookie hash of user-id
- **cookie\_idfa**: iOS Advertising Identifier
- **cookie\_adid**: Android Advertising Identifier
- **cookie\_epid**: cookie externally provided id

## Column Mappings

The Google AdWords (via DDP) reads data source table by columns and uses the following column name mappings to process each row data:

- **cookie**: The encrypted Google ID or Mobile Advertising Identifier that DDP will use in id matching. This column contains the cookie hash or mobile identifier of your users.
- **list\_name**: This column contains the name of the audience list (segment) that you want to create in your DBM audience. If the list name does not exist in DBM, a new list is created. If the list name exists, the existing list is updated.
- **timestamp** (optional): The timestamp (*seconds* since EPOCH). If this column does not exist or is missing, a current timestamp is used.
- **delete** (optional): This column contains boolean values (*false* or *true*) or numbers (*0* or *1*) to indicate if the cookie is to be added or removed from the given audience segment. By default, the value will be false if the value is left blank or if the column is not provided.

## Define your Query

Sometimes you need to define the column mapping before writing the query.

Plan to transfer your data at least 24 hours ahead of when you need the audience lists (also referred to as segments) to be in Google DoubleClick Bid Manager.

1. Complete the instructions in [Creating a Destination Integration](#).
2. Navigate to **Data Workbench > Queries**.
3. Select a query for which you would like to export data.
4. Run the query to validate the result set.
5. Select **Export Results**.
6. Select an existing integration authentication.

Choose Integration ×

Use Existing Integration

Search...

00\_2977\_box\_connection\_1 box

00\_297\_box\_connection\_2 box

00\_mailpublisher\_shirai mail\_publisher\_smart

7. Define any additional Export Results details. In your export integration content review the integration parameters. For example, your Export Results screen might be different, or you might not have additional details to fill out:

Export Results ×

Lookup Field:  Name of field for dedup (default to email)

Retry Limit:

Retry initial wait in Milliseconds:  ▾

Retry Max wait in milliseconds:

Max http waiting time in milliseconds:

Max upload chunk size (in bytes):

Batch max wait in

8. Select **Done**.
9. Run your query.
10. Validate that your data moved to the destination you specified.

## Integration Parameters for Display and Video



## Integration: meg\_displaynvideo

Source column name mappings:

Mapping of Google DDP target columns to TD as source columns from query. If TD source column is not defined, by default, will map by DDP target column name, i.e. "cookie" -> "cookie", "list\_name" -> "list\_name"

Cookie or mobile identifier column header:

Original cookie or mobile identifier source header

Membership Lifespan:

Number of days a user's cookie stays on the user list

Temp filesize threshold:

Maximum file size (in bytes) of local temp file, that temp file will be flushed to remote file when it reaches threshold

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Parameter	Description
Source Column Name Mappings (Optional)	Define the mapping between Google DDP column names to the output column names that you specify in your query. You specify the target column and then the source column. For example, if <i>google_cookie</i> is the identifier column in your TD data source, you should define the mapping as <i>cookie:google_cookie</i> . If the source column in the mapping is missing, the target column name will be used. For example, a <i>cookie</i> is the same as <i>cookie:cookie</i> mapping.
Cookie or Mobile Identifier Name	The upload process supports several different identifiers, and it is important that types of identifiers are uploaded to the segment using the correct upload file format. Generally, the identifiers fall into one of two categories: encrypted identifiers (anything obtained from Google systems), and raw identifiers (obtained from an external system or source). Any encrypted identifier is uploaded using the <i>cookie_encrypted</i> file format, and raw identifiers are uploaded in a type-specific upload file format such as Mobile Advertising Identifiers, for example, <i>cookie_idfa</i> or <i>cookie_adid</i> .  Supported cookie types are <i>cookie_encrypted</i> , <i>cookie_epid</i> , <i>cookie_idfa</i> , and <i>cookie_adid</i> .
Membership Lifespan	The number of days a user's cookie stays on the user list.
Temp filesize threshold	Maximum file size (in bytes) of local temp file, that temp file will be flushed to remote file when it reaches a threshold

## Example Query

```
SELECT DISTINCT "cookie", "list_name", "time" FROM "google_dbm_ddp"
```

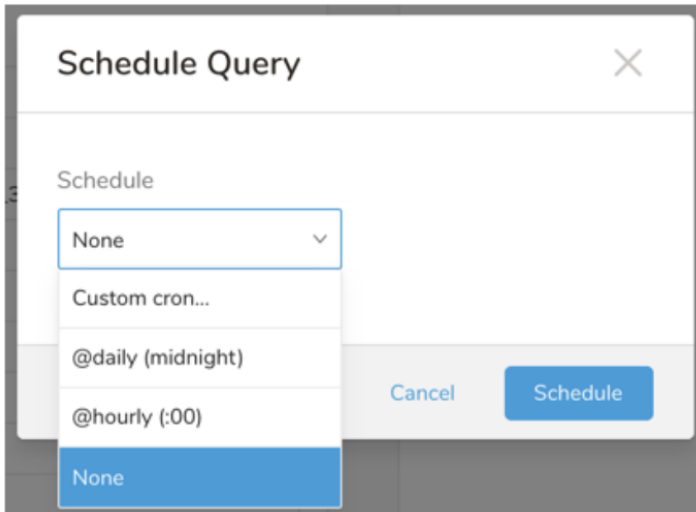
## Optionally Schedule the Query Export Jobs

You can use Scheduled Jobs with Result Export to periodically write the output result to a target destination that you specify.

1. Navigate to **Data Workbench > Queries**.
2. Create a new query or select an existing query.
3. Next to **Schedule**, select None.

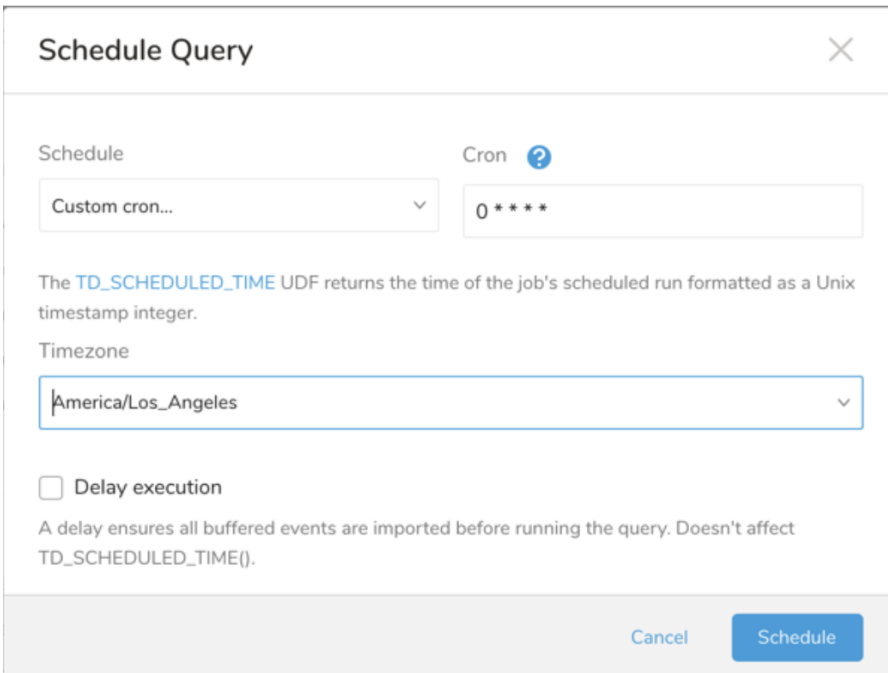
Schedule: **None**

4. In the drop-down, select one of the following schedule options:



Drop-down Value	Description
Custom cron...	Review <a href="#">Custom cron... details</a> .
@daily (midnight)	Run once a day at midnight (00:00 am) in the specified time zone.
@hourly (:00)	Run every hour at 00 minutes.
None	No schedule.

### Custom cron... Details



Cron Value	Description
0 * * * *	Run once an hour.
0 0 * * *	Run once a day at midnight.
0 0 1 * *	Run once a month at midnight on the morning of the first day of the month.
""	Create a job that has no scheduled run time.

```

*      *      *      *      *
-      -      -      -      -
|      |      |      |      |
|      |      |      |      +----- day of week (0 - 6) (Sunday=0)
|      |      |      +----- month (1 - 12)
|      |      +----- day of month (1 - 31)
|      +----- hour (0 - 23)
+----- min (0 - 59)

```

The following named entries can be used:

- Day of Week: sun, mon, tue, wed, thu, fri, sat.
- Month: jan, feb, mar, apr, may, jun, jul, aug, sep, oct, nov, dec.


A single space is required between each field. The values for each field can be composed of:

Field Value	Example	Example Description
A single value, within the limits displayed above for each field.		
A wildcard '*' to indicate no restriction based on the field.	`0 0 1 * *'	Configures the schedule to run at midnight (00:00) on the first day of each month.
A range '2-5', indicating the range of accepted values for the field.	`0 0 1- 10 * *'	Configures the schedule to run at midnight (00:00) on the first 10 days of each month.
A list of comma-separated values '2,3,4,5', indicating the list of accepted values for the field.	0 0 1,11,21 * *'	Configures the schedule to run at midnight (00:00) every 1st, 11th, and 21st day of each month.
A periodicity indicator '* / 5' to express how often based on the field's valid range of values a schedule is allowed to run.	`30 */2 1 * *'	Configures the schedule to run on the 1st of every month, every 2 hours starting at 00:30. `0 0 */5 * *' configures the schedule to run at midnight (00:00) every 5 days starting on the 5th of each month.
A comma-separated list of any of the above except the '*' wildcard is also supported '2,*/5,8-10'.	`0 0 5,* /10,25 * *'	Configures the schedule to run at midnight (00:00) every 5th, 10th, 20th, and 25th day of each month.

5. (Optional) You can delay the start time of a query by enabling the Delay execution.

### Execute the Query

Save the query with a name and run, or just run the query. Upon successful completion of the query, the query result is automatically imported to the specified container destination.

 Scheduled jobs that continuously fail due to configuration errors may be disabled on the system side after several notifications.

## Optionally Configure Export Results in Workflow

Within Treasure Workflow, you can specify the use of this data connector to export data.

Learn more at [Using Workflows to Export Data with the TD Toolbelt](#).