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Successiva: Crea un'unit pubblicitaria in-feed Un feed una sequenza di contenuti che pu essere consultata scorrendo la pagina. I contenuti vengono pubblicati in blocchi dall'aspetto simile che si ripetono uno dopo l'altro. Un feed pu essere redazionale (come un elenco di articoli o notizie) o costituito da schede (come un elenco di prodotti e servizi). I feed possono essere visualizzati ovunque sulla pagina. Nota: per gli annunci in-feed, un feed non si riferisce a web syndication, ad esempio RSS. I feed possono includere: Feed principale della home page(ad esempio un feed di notizie) Feed principale dei risultati di prodotti o servizi Feed orizzontale Feed di solo testo Un sito potrebbe avere un feed diverso sui dispositivi mobili e sui computer. Il layout di una griglia su computer diventa un feed se visualizzato su un dispositivo mobile. Puoi creare annunci in-feed distinti a seconda delle dimensioni dello schermo. Suggerimento: per mostrare gli annunci in-feed, la larghezza del feed deve essere maggiore di 250 pixel. Esempi I seguenti esempi includono un feed della home page e un feed di solo testo. Feed della home page: Feed di solo testo: Come possiamo migliorare l'articolo? In-feed video ads place your brand, product, or service alongside YouTube content that is likely to be viewed by your target audience. In-feed video ads appear in YouTube search results, YouTube watch next, and the YouTube app Home feed. In this article, youll learn about in-feed video ad assets, technical specs, and reporting tools. Benefits Build brand consideration by showing your ads when viewers browse related videos, scroll through the YouTube Home feed in the app, or search for content. Deliver information to viewers actively consuming relevant content. Make viewers more likely to subscribe, share, and watch additional videos from your brand. How in-feed video ads appear on YouTube In-feed video ads include an image thumbnail, a headline, and up to 2 lines of text (depending on where the ad appears). When a viewer interacts with the thumbnail, theyre taken to the ads landing page or website. In certain environments, hovering on the thumbnail will then lead to muted autoplay of the video ad. Note: In the YouTube app, the video may automatically play (with the sound off and captions enabled) in the ad if the viewer turns on "Playback in feeds". Autoplay doesn't count towards video views for the ad, and Google doesnt charge you until the viewer visits the YouTube watch page for the ad. In-feed video ads can appear in the following locations on YouTube: Your ad appears above relevant search results on YouTube for desktop and in the YouTube app for mobile and TV. Your ad appears at the top or in between related videos that appear on a videos watch page. On desktop, your ad appears with related videos adjacent to the main video. On mobile, your ad appears with related videos below the main video. Your ad appears in the YouTube Home feed on desktop, mobile, and TV. On mobile, your ad appears either at the top of the feed (when a Masthead ad isnt being served to viewers) or between videos in the feed. On desktop, your ad appears either as the first recommended video or between videos in the feed. On TV, your ad appears in the recommended videos list. When a user clicks the YouTube channel name on an in-feed ad, they're taken to the ad's landing page or website, not the ad's YouTube channel or watch page. Note: Use of content targeting in the campaign prevents the ad from appearing in the YouTube Home feed. Available assets Asset Guidelines YouTube video URL The link to your video. The URL can be any standard video uploaded to YouTube. The video must be public or unlisted and comply with our advertising policies and requirements. Channel name The name of your channel. Thumbnail A small preview of your video that gives viewers an idea of the videos content. When you create the ad, you can choose from 4 thumbnails from the video. To create custom thumbnails, use YouTube Studio. When creating custom thumbnails, follow our best practices. Headline 100 characters max (text longer than 25 characters may be shortened on some devices). Headline text should be concise and communicate key information, accurately reflect the content in the video, and entice viewers with a clear call-to-action (for example, "Watch now"). Description Up to 2 lines. 35 characters max for each line. The description doesnt appear when the ad runs on the YouTube watch page (desktop) and on TV. Ad specifications Your video must be uploaded to YouTube and set as public or unlisted to use in an ad. You can find the details of in-feed video ad specifications in the table below: Recommended Accepted Callouts Resolution 1080p (Full HD) Recommended pixels (px) for HD: 1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) 720p (Standard HD) Minimum px: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square) Minimum px for SD: 640 x 480px (horizontal) 480 x 640px (vertical) 480 x 480px (square) For optimal quality, we dont recommend using SD Aspect ratio 16:9 for horizontal 1:1 for square 4:3 (SD) for horizontal 9:16 for vertical 2:3 (SD) for vertical For optimal quality, we dont recommend using SD Format .MPG (MPEG-2 or MPEG-4) .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) Cant accept audio files, for example, MP3, WAV, or PCM files on YouTube File size 256 GB Length Best practice by marketing objective Awareness: 15-20 seconds Consideration: 2-3 minutes Any length YouTube view counts arent incremented unless video ad is 10 seconds To build remarketing lists and use YouTube Analytics, video ad must be 12+ seconds Headline/Description Headline: Up to 2 lines, 40 characters per line Description: Up to 2 lines, 35 characters per line Headline: >25 characters may be shortened on some devices All headlines are excluded from desktop and TV watch page and may not show up on mobile Description: Doesnt appear on desktop watch page or on TV Supported Google Ads goal Product and brand consideration Available bidding strategy Cost-per-view (CPV) With CPV bidding, you pay for video views when a person interacts with a video thumbnail to watch your video ad. Youre charged when the video loads successfully in a viewer's browser or in the YouTube app. Note: For the YouTube app, views arent counted for videos that automatically play in the ad when the viewer turns on "Playback in feeds". Reporting Metrics All standard video metrics are available for in-feed video ads. Third-party measurement Third-party measurement is not available for in-feed video ads. Policies In-feed video ads must follow Google Ads policies and YouTube policies. Related links About video ad formats About Video campaign goals Create a Video campaign SearchClear searchClose searchGoogle appsMain menu Some advertisers using standard dynamic ads will begin to notice suggested responsive ads set up in their dynamic campaigns. Until these ads are reviewed and enabled, they'll remain paused. Responsive ads have a streamlined setup process and may help improve the overall performance of dynamic remarketing campaigns. Existing standard dynamic ads are read-only in the new Google Ads experience, but they'll still serve unless paused by advertisers. To get started, create your feed offline as a .csv, .tsv, .xls, or xlsx file, then upload it to your account's "Business data" section. If you're a retail business, use the Google Merchant Center to upload your product feed. With dynamic remarketing, you'll create a feed of all your products or services along with attributes like unique IDs, images, and prices. Using the details from your feed to create responsive ads, dynamic remarketing shows the most relevant information in these ads to people who previously visited your website. There are different types of feeds for different business types. For example, an airline might create a flights feed. People who visited the airline's website might then notice ads tailored with information about the flights they searched for, viewed, or started to book. In this article: About feeds When you create a feed, you're essentially creating a database of products or services that can be used in your responsive ads. Here are a couple of items that the airline (from the example above) might include in their flights feed: Destination ID Flight description Final URL Flight price SFO Book your flight 900.00 USD BOS Book your flight 650.00 USD Feeds can be created as a .csv, .tsv, .xls, or xlsx file and then uploaded to Google Ads. Rows are products or services. Columns are attributes of each item you've listed (such as unique IDs, prices, and descriptions) and should match the letters and spaces of their specs. IDs are important to include in your feed because they're used by your Google tag to connect people on your lists with products they viewed. If you want to add a new column after you've uploaded your feed to Google Ads, you'll need to create a new feed. For products or services that are available in different markets, create a feed for each language and currency. "Business data" supports UTF-8, UTF-16 and UTF-32 (it's best to use UTF-8). The data transformation between these formats is lossless. "Business data" doesn't support UTF7, UTF1, UTF-EBCDIC, SCSU, BOCU, GB-18030, Latin 1, or ISO-8859-1. There are limits to the number of feeds and feed items per account. Learn more About your Google Ads account limits. Get feed templates and specs for your business type There are different types of feeds for different types of businesses and you'll want to choose the type that represents your products or services. The type of feed you create should match the business type you selected when creating your dynamic remarketing campaign. Use the "Custom" feed only if the other business types don't apply to your products or services. Note:The "Attribute" headers need to stay as they are in order to ensure feed templates are read properly. Non-English feeds also need to keep their "Attribute" headers in their original English values in order for the system to recognize them.Education Attribute Specification Sample values Can be displayed in ad Program ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. 1255 Location ID matches the event parameter location_id Any sequence of letters and digits. ID sequence (for example program ID + Location ID, or just Location ID) must be unique. Mountain View Program name* 25 characters maximum (12 for double-width languages). Nursing School name 25 characters maximum (12 for double-width languages). MTV School of Nursing Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Thumbnail image URL PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Image URL Same as above. Area of study 25 characters maximum (12 for double-width languages). Health Program description 25 characters maximum (12 for double-width languages). Nursing certification Contextual keywords Text. Use semicolons to separate multiple keywords. Nursing certification; Mountain View Address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to these specs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. The key must be alphanumeric (letters and numbers only). {_program}=nursing;{_type}=certification Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Program IDs String list of recommended Program IDs to show together with this item. 1275,1285,1255 *Required **Required if you're not using "Final URL."Flights Attribute Specification Sample values Can be displayed in ad Destination ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Googletag. PAR Origin ID matches the event parameter destination Any sequence of letters and digits. ID sequence (for example Destination ID + Origin ID) must be unique. LON Flight description* 25 characters maximum (12 for double-width languages). Book your ticket Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Destination name 25 characters maximum (12 for double-width languages). Paris Origin name 25 characters maximum (12 for double-width languages). London Flight price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 100.00 USD Flight sale price Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Flight sale price" less than values for "Flight price." 80.00 USD Formatted price Any characters. If included in your feed, this attribute is used in your ad instead of "Price." For better results, use this attribute in addition to "Price." Not recommended if prices change frequently. Starting at $100.00 $80100 Formatted sale price Any characters. If included in your feed, this attribute is used in your ad instead of "Sale price." For better results, use this attribute in addition to "Sale price." Not recommended if prices change frequently. On sale for $80.00 $6080 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_dest}=PAR;{_type}=international Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Destination IDs String list of recommended Destination IDs to show together with this item. PAR,LON Android app link Adds a deep link for Android in the form of *android-app://{package_id}/{scheme}/{host_path}*. Description of field: package_id: Application ID as specified in the Android Play Store. scheme: The scheme to pass to the application. Can be http, https, or a custom scheme. host_path: Identifies the specific content within your application. android-app://com.example.android/http/example.com/gizmos?1234 iOS app link Adds a deep link for iOS in the form of *{scheme}://{host}/{path}*. Description of field: scheme: Indicates to iOS which app to open. host: Host to be opened within the app. path: Additional information regarding the location within the app to open. If this is present, iOS app store ID must also be present. exampleApp://content/page iOS app store ID This is used to check if the user has the app installed on their device before deep linking. This is recommended if your iOS mobile app landing page offers a better experience than your website landing page and you don't support Universal Links for iOS deep linking. This value is an integer. If this is present, iOS app link must also be present. 12345678 *Required **Required if you're not using "Final URL."Hotels and rentals Attribute Specification Sample values Can be displayed in ad Property ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. 52639 Property name* Any sequence of letters and digits. IDs must be unique. Mountain View Hotel Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Destination name 25 characters maximum (12 for double-width languages). Downtown Mountain View Description (Highly recommended) 25 characters maximum (12 for double-width languages). Close to SJC Airport Price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 100.00 USD Sale price Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Sale price" less than values for "Price." 80.00 USD Formatted price Any characters. If included in your feed, this attribute is used in your ad instead of "Price." For better results, use this attribute in addition to "Price." Not recommended if prices change frequently. Starting at $100.00 $80100 Formatted sale price Any characters. If included in your feed, this attribute is used in your ad instead of "Sale price." For better results, use this attribute in addition to "Sale price." Not recommended if prices change frequently. On sale for $80.00 $6080 Star rating Must be a number, 15. 3 Category Text Hotel suite Content Contextual keywords Text. Use semicolons to separate multiple keywords. Mountain View "Hotels"; South Bay hotels Address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to thesespecs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_hotelid}=12345;{_type}=resort Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Property IDs String list of recommended Property IDs to show together with this item. 52639,52640,52641 Android app link Adds a deep link for Android in the form of *android-app://{package_id}/{scheme}/{host_path}*. Description of field: package_id: Application ID as specified in the Android Play Store. scheme: The scheme to pass to the application. Can be http, https, or a custom scheme. host_path: Identifies the specific content within your application. android-app://com.example.android/http/example.com/gizmos?1234 iOS app link Adds a deep link for iOS in the form of *{scheme}://{host}/{path}*. Description of field: scheme: Indicates to iOS which app to open. host: Host to be opened within the app. path: Additional information regarding the location within the app to open. If this is present, iOS app store ID must also be present. exampleApp://content/page iOS app store ID This is used to check if the user has the app installed on their device before deep linking. This is recommended if your iOS mobile app landing page offers a better experience than your website landing page and you don't support Universal Links for iOS deep linking. This value is an integer. If this is present, iOS app link must also be present. 12345678 *Required **Required if you're not using "Final URL."Jobs Attribute Specification Sample values Can be displayed in ad Job ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. 1255 Location ID matches the event parameter location_id Any sequence of letters and digits. ID sequence (Job ID + Location ID, or Location ID only) must be unique. MTV Title* 25 characters maximum (12 for double-width languages). Software engineer Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Subtitle 25 characters maximum (12 for double-width languages). Level II Description (Highly recommended) 25 characters maximum (12 for double-width languages). Use your technical skills Salary (Highly recommended) 25 characters maximum (12 for double-width languages). $100,000 Category Text Technical Contextual keywords Text. Use semicolons to separate multiple keywords. Software engineering job; Software jobs Address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to thesespecs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_job}=1234;{_type}=engineering Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Job IDs String list of recommended Job IDs to show together with this item. 1275,1285,1256 *Required **Required if you're not using "Final URL."Local deals Attribute Specification Sample values Can be displayed in ad Deal ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. 1234 Deal name* 25 characters maximum (12 for double-width languages). 50% off at local grocers Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Subtitle 25 characters maximum (12 for double-width languages). Groceries Description (Highly recommended) 25 characters maximum (12 for double-width languages). Save on your weekly bill Price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 100.00 USD Sale price Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Sale price" less than values for "Price. 80.00 USD Formatted price Any characters. If included in your feed, this attribute is used in your ad instead of "Price." For better results, use this attribute in addition to "Price." Not recommended if prices change frequently. Starting at $100.00 $80100 Formatted sale price Any characters. If included in your feed, this attribute is used in your ad instead of "Sale price. For better results, use this attribute in addition to "Sale price." Not recommended if prices change frequently. On sale for $80.00 $6080 Address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to these specs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Category Text Food Contextual keywords Text. Use semicolons to separate multiple keywords. Save groceries coupons; Grocery savings Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_vendor}=LocalGrocer;{_type}=promotion Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Deal IDs String list of recommended local Deal IDs to show together with this item. 1234,1235,1236 Android app link Adds a deep link for Android in the form of *android-app://{package_id}/{scheme}/{host_path}*. Description of field: package_id: Application ID as specified in the Android Play Store. scheme: The scheme to pass to the application. Can be http, https, or a custom scheme. host_path: Identifies the specific content within your application. android-app://com.example.android/http/example.com/gizmos?1234 iOS app link Adds a deep link for iOS in the form of *{scheme}://{host}/{path}*. Description of field: scheme: Indicates to iOS which app to open. host: Host to be opened within the app. path: Additional information regarding the location within the app to open. If this is present, iOS app store ID must also be present. exampleApp://content/page iOS app store ID This is used to check if the user has the app installed on their device before deep linking. This is recommended if your iOS mobile app landing page offers a better experience than your website landing page and you don't support Universal Links for iOS deep linking. This value is an integer. If this is present, iOS app link must also be present. 12345678 *Required **Required if you're not using "Final URL."Real estate Attribute Specification Sample values Can be displayed in ad Listing ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. mtv_12345 Listing name* 25 characters maximum (12 for double-width languages). Boulevard Bungalow Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. City name 25 characters maximum (12 for double-width languages). Mountain View, California Description (Highly recommended) 25 characters maximum (12 for double-width languages). 3 beds, 2 baths, 1568 sq. ft. Price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 6,000.00 USD Property type Text House Listing type Text For sale Contextual keywords Text. Use semicolons to separate multiple keywords. For sale; Houses for sale Address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer tospecs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_ptype}=condo;{_type}=sale Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Listing IDs String list of recommended Listing IDs to show together with this item. mtv_12345,mtv_12350,mtv_12355 *Required **Required if you're not using "Final URL."Retail Travel Attribute Specification Sample values Can be displayed in ad Destination ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. PAR Origin ID matches the event parameter origin Any sequence of letters and digits. ID sequence (for example Destination ID + Origin ID, or just Origin ID) must be unique. LON Title* 25 characters maximum (12 for double-width languages). Book your train ticket Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Destination name 25 characters maximum (12 for double-width languages). Paris Origin name 25 characters maximum (12 for double-width languages). London Price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 100.00 EUR Sale price Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Sale price" less than values for "Price." 80.00 EUR Formatted price Any characters. If included in your feed, this attribute is used in your ad instead of "Price. For better results, use this attribute in addition to "Price." Not recommended if prices change frequently. Starting at $100.00 $80100 Formatted sale price Any characters. If included in your feed, this attribute is used in your ad instead of "Sale price." For better results, use this attribute in addition to "Sale price." Not recommended if prices change frequently. On sale for $80.00 $6080 Category Text Express Contextual keywords Text. Use semicolons to separate multiple keywords. Paris trains; Paris transportation Destination address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to thesespecs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_dest}= LON;{_type}=international Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar Destination IDs String list of recommended Destination IDs to show together with this item. PAR,LON Android app link Adds a deep link for Android in the form of *android-app://{package_id}/{scheme}/{host_path}*. Description of field: package_id: Application ID as specified in the Android Play Store. scheme: The scheme to pass to the application. Can be http, https, or a custom scheme. host_path: Identifies the specific content within your application. android-app://com.example.android/http/example.com/gizmos?1234 iOS app link Adds a deep link for iOS in the form of *{scheme}://{host}/{path}*. Description of field: scheme: Indicates to iOS which app to open. host: Host to be opened within the app. path: Additional information regarding the location within the app to open. If this is present, iOS app store ID must also be present. exampleApp://content/page iOS app store ID This is used to check if the user has the app installed on their device before deep linking. This is recommended if your iOS mobile app landing page offers a better experience than your website landing page and you don't support Universal Links for iOS deep linking. This value is an integer. If this is present, iOS app link must also be present. 12345678 *Required **Required if you're not using "Final URL."Custom Use the "Custom" feed only if the other business types don't apply to your products or services. Attribute Specification Sample values Can be displayed in ad ID* matches the id parameter of the item object Any sequence of letters and digits. IDs must be unique and match the values from your Google tag. Sedan ID2 matches the event parameter location_id Any sequence of letters and digits. ID sequence (for example ID + ID2, or just ID) must be unique. Red Item title* 25 characters maximum (12 for double-width languages). Mid-size sedan Final URL Upgraded URLs Same domain as your website. Begins with "http://" or "https://" Image URL (Highly recommended) PNG (recommended), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi recommended. 11.4MB and 6 million pixels maximum. Item subtitle 25 characters maximum (12 for double-width languages). For sale in Mountain View Item description (Highly recommended) 25 characters maximum (12 for double-width languages). Best selling mid-size car Item category Text Sedans Price (Highly recommended) Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. 20,000.00 USD Sale price Number followed by the alphabetic currency code, ISO 4217 standard. Use '.' as the decimal mark. Make values for "Sale price" less than values for "Price." 15,000.00 USD Formatted price Any characters. If included in your feed, this attribute is used in your ad instead of "Price. For better results, use this attribute in addition to "Price." Not recommended if prices change frequently. Starting at $20,000.00 $20K $15,00020,000 Formatted sale price Any characters. If included in your feed, this attribute is used in your ad instead of "Sale price." For better results, use this attribute in addition to "Sale price." Not recommended if prices change frequently. On sale for $15,000.00 $15K $12,00015,000 Contextual keywords Text. Use semicolons to separate multiple keywords. Sedans; 4 door sedans Item address Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to thesespecs for cities, regions, and countries. Mountain View, CA, USA 123 Boulevard St, Mountain View, CA 94043 41.40338, 2.17403 Tracking template Upgraded URLs Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. {lpurl}?usertype={_user}&ad={_adformatid}&src=google or ?url={lpurl} Custom parameter Upgraded URLs Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. Use semicolons to separate key:value pairs. {_model}=CarModel;{_type}=sedan Destination URL** Same domain as your website. Begins with "http://" or "https://" Final mobile URL Your products mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. If you're currently using the 'ifmobile' ValueTrack parameter in your URLs, make sure it won't cause issues if you decide to use the 'final_mobile_url' attribute in conjunction with this 'ifmobile' ValueTrack parameter. Similar IDs String list of recommended IDs to show together with this item. Sedan,Red Android app link Adds a deep link for Android in the form of *android-app://{package_id}/{scheme}/{host_path}*. Description of field: package_id: Application ID as specified in the Android Play Store. scheme: The scheme to pass to the application. Can be http, https, or a custom scheme. host_path: Identifies the specific content within your application. android-app://com.example.android/http/example.com/gizmos?1234 iOS app link Adds a deep link for iOS in the form of *{scheme}://{host}/{path}*. Description of field: scheme: Indicates to iOS which app to open. host: Host to be opened within the app. path: Additional information regarding the location within the app to open. If this is present, iOS app store ID must also be present. exampleApp://content/page iOS app store ID This is used to check if the user has the app installed on their device before deep linking. This is recommended if your iOS mobile app landing page offers a better experience than your website landing page and you don't support Universal Links for iOS deep linking. This value is an integer. If this is present, iOS app link must also be present. 12345678 *Required **Required if you're not using "Final URL." Create and upload a new feed To get started, create your feed offline as a .csv, .tsv, .xls, or xlsx file, then upload it to your account's "Business data" section. If you're a retail business, use the Google Merchant Center to upload your product feed. In your Google Ads account, click the Tools icon . Click Business data. Click Data feeds on the top. Click the plus button , go to "Dynamic ad feed", and then select your business type. Click Select a file from your computer and attach your feed file. Click Apply. Note: Check your feed for any errors after you've uploaded it. Image or address errors may not show up for 34 hours. You can also use the Google Ads API (AdWords API) to get, add, update, or remove items in your feed. Don't use capital letters in your feed because your ads will be disapproved. For example, "Our New Watch" is allowed, but "OUR NEW WATCH" wouldn't be allowed. Your feed, tag, and campaign can't use or collect any personal or sensitive information about site or app visitors. Learn more about Google's policies on Personalized advertising. New and updated items in your feed go through an approval process to make sure they're appropriate for users according to our advertising policies. Items in your feed won't be reviewed until your campaign and ads are enabled and won't be used in your ads until they're approved. Most feed items are reviewed within 3 business days. Fix problems with your feed When an item in your feed isn't available or up to specs, it won't be used in your ads. You may have errors right after you upload your feed. If not, make sure to check 3 to 4 hours after your feed has been processed. To fix items in your feed, first check the specs for your business type (above). You can either directly edit items in your account's "Business data" section or edit items offline and then upload your feed again to "Business data". Items showing "Pending review" status Items can be in pending review after uploading your feed for the following reasons: Campaign isn't active: To start the data feed policy review, your dynamic remarketing campaign must contain: An active account with correct billing information An active ad group Enabled responsive ads An active feed linked to the campaign This is a new feed: It can take up to 4 business days (or longer depending on site traffic) for the policy review to be completed. Items aren't receiving sufficient tag hits: Make sure that the tag is implemented correctly. Learn more About validations and alerts in Google tag. Products with a high number of visits recorded by the Google tag are reviewed first, and products with low traffic may take longer to be reviewed. Products that haven't ever been visited won't be reviewed. Errors after uploading your feed Error message Issue How to fix it Missing required attributes The feed is missing required attributes (columns). Add all required attributes (columns). Invalid attributes The feed contains unnecessary attributes (columns) that aren't to spec. Remove unnecessary attributes (columns). Invalid price format The price doesn't include the ISO4217 alphabetic currency code. Add the ISO4217 alphabetic currency code to the price. Invalid URL The URL doesn't begin with "http://" or "https://" Add "http://" or "https://" to the beginning of the URL. Invalid contextual keywords The list of contextual keywords isn't semicolon separated. Separate contextual keywords with semicolons. Scheduled upload failed The uploaded feed .csv file is too large. Upload a .csv file thats equal to or less than 500 MB in file size. Errors after your feed has been processed Error message Issue How to fix it Image not accessible Our system can't access the image. For example, the server hosting the image may be blocking access or taking too long to allow access. Host the image in an accessible location. Invalid image format The image isn't a standard file type or format. Convert the image to .PNG, .JPG, .JPEG, or .GIF, and save it in RGB color code with an ICC profile attached. Invalid image size The image is too large. Reduce the image: Recommended image size: 300px by 300px Recommended resolution: 72dpi Maximum file size: 11.4MB Maximum pixel count: 6 million pixels Invalid address format The address isn't formatted correctly. Use one of these formatting methods: City, state code, country Full address with zip code Latitude-longitude in the DDD format Use commas to separate your address. Refer to thesespecs for cities, regions, and countries. Image not downloaded due to SSL error Issues with your website's SSL certificate are preventing our system from downloading the image. Check your SSL certificate with an online tool, or you may choose to switch to URLs that don't use your website's SSL certificate. Related links Next: 5. Tag your website visitors Next you'll create a feed, which is a collection of all the products or services you want to advertise. Rows are products or services. Columns are attributes of each item, such as descriptions and prices. You'll create your feed as a .csv, .tsv, .xls, xlsx file and then upload it to Google Ads. Create and upload a new feed To get started, create your feed offline as a .csv, .tsv, .xls, or xlsx file and then upload it to your account's "Business data" section. If you're a retail business, use the Google Merchant Center to upload your product feed. In your Google Ads account, click the Tools icon . Click Business data. From the tabs at the top click Data feeds. Click the plus button and select Dynamic ad feed, then select your business type. Click Choose file and attach your feed file. Click on Apply. Note: Check your feed for any errors after you've uploaded it. Image or address errors may not show up for 3-4 hours.Remember that there is a limit of 100 page feeds per account. Learn how to create a feed for your responsive ads. Menyajikan beragam informasi terbaru, terkini dan mengedukasi.15 November 2021 17:48 WIBwaktu baca 2 menitApa Itu Feed Instagram? Ini PenjelasannyaFeed Instagram merupakan fitur yang sudah ada sejak pertama kali instagram itu sendiri hadir. Pada praktiknya fitur ini berupa beranda instagram yang isinya adalah postingan dari pengguna lain.Tulisan dari Kabar Harian tidak mewakili pandangan dari redaksi kumparanIlustrasi aplikasi instagram. Foto: Pexels.Pengertian Feed InstagramHal yang Harus Diperhatikan dalam Menyusun Feed InstagramIlustrasi aplikasi Instagram. Foto: Pexels.Feeds are a way for websites large and small to distribute their content well beyond just visitors using browsers. Feeds permit subscription to regular updates, delivered automatically via a web portal, news reader, or in some cases good old email. Feeds also make it possible for site content to be packaged into "widgets," "gadgets," mobile devices, and other bite-sized technologies that make it possible to display blogs, podcasts, and major news/sports/weather/whatever headlines just about anywhere. What Does This Mean? You may recognize the universal feed icon or these "chicklets" from your favorite websites, blogs, and podcasts. These icons represent content in any format - text, audio or video - to which you can subscribe and read/watch/listen using a feed reader. What's that? Why is This a Good Thing? Technology evolution in online publishing has made it really easy to not only publish regular updates to web-based content, but also keep track of a large number of your favorite websites or blogs, without having to remember to check each site manually or clutter your email inbox. You can now streamline your online experience by subscribing to specific content feeds and aggregating this information in one place to be read when you're ready. Consumer Bottom Line: Subscribing to feeds makes it possible to review a large amount of online content in a very short time. Publisher Bottom Line: Feeds permit instant distribution of content and the ability to make it "subscribable." Advertiser Bottom Line: Advertising in feeds overcomes many of the shortcomings that traditional marketing channels encounter including spam filters, delayed distribution, search engine rankings, and general inbox noise. Who publishes feeds? Most of the biggest names on the web offer content feeds including USATODAY.com, BBC News Headlines, ABCNews, CNET, Yahoo!, Amazon.com (including a podcast!), and many more. Google publishes feeds as part of many of our services; for example, you can get a feed of new items for any search you make in Google News. In addition, hundreds of thousands of bloggers, podcasters, and videobloggers publish feeds to keep themselves better connected to their readers, listeners, admirers, and critics. Apple, through its iTunes Music Store, offers tens of thousands of audio and video podcasts for download, each of which is powered by a feed. How do I read feeds? If you want to browse and subscribe to feeds, you have many choices. Today, there are more than 2,000 different feed reading applications, also known as "news aggregators" (for text, mostly) or "podcatchers" (for podcasts). There are even readers that work exclusively on mobile devices. Some require a small purchase price but are tops for ease-of-use and ship with dozens of feeds pre-loaded so you can explore the feed "universe" right away. Free readers are available as well; a search for "Feed reader" or "Feed aggregator" at popular search sites will yield many results. A handful of popular feed readers are listed at the bottom of this page. A typical interface for a feed reader will display your feeds and the number of new (unread) entries within each of those feeds. You can also organize your feeds into categories and even clip and save your favorite entries (with certain applications). If you prefer, you can use an online, web-based service to track and manage feeds. Online services give you the advantage of being able to access your feed updates anywhere you can find a web browser. Also, upgrades and new features are added automatically. Show me what a typical feed reader looks like. How can I publish my own feeds? If you have a website, blog, audio/video content, or even photos, you can offer a feed of your content as an option. If you are using a popular blogging platform or publishing tool like TypePad, Wordpress, or Blogger, you likely publish a feed automatically. Even other non-blogging sites like social photo-sharing service Flickr offer feeds of content you produce that others can retrieve. There are also tools on the market that can help transform traditional web content into the right format for distribution. FeedBurner's services allow publishers who already have a feed to improve their understanding of and relationship with their audience. Once you have a working feed, run it through FeedBurner and realize a whole new set of benefits. And finally, some technical backstory... The new method for easily distributing online content is often called a web feed and the technical format that makes it possible is called RSS, which stands for Really Simple Syndication, Rich Site Summary, and/or Rockdale, Sandow, and Southern (Railroad) if you trust the good folks at AcronymFinder.com. RSS is based on XML, a widely used standard for textual information exchange between applications on the Internet. RSS feeds can be viewed as plain text files, but they're really designed for computer-to-computer communication. We should point out that RSS is just one standard for expressing feeds as XML. Another well-known choice is Atom. Both formats have their boosters, and it doesn't appear that consolidation toward a single standard is imminent. However, most feed subscribers simply want fresh content and don't care at all about the underlying protocol. (FeedBurner helps publishers avoid this quandary with our SmartFeed service, which makes any feed format readable on any subscriber device.) Resources: Feed-Related Backgrounders Popular Feed ReadersApplications Online Services Google Reader NewsGator (Online) My Yahoo! Bloglines Pageflakes NetvibesPodcast Readers iTunes Juice Doppler FireAnt22 Januari 2025 16:35 WIBwaktu baca 3 menitUkuran Feed Instagram Terbaru 2025, dari 1:1 Menjadi 4:5Instagram merupakan media sosial yang digunakan untuk mengunggah foto dan video. Namun, kini terdapat perubahan ukuran pada feed Instagram. Simak artikel berikut ini untuk tahu ukuran terbarunya.Tulisan dari How To Tekno tidak mewakili pandangan dari redaksi kumparanIlustrasi feed Instagram berubah 2025. Foto: PexelsUkuran Feed Instagram Terbaru 2025 yang Perlu DiketahuiIlustrasi ukuran feed Instagram terbaru 2025 yakni 4:5. Foto: PexelsCara Mengubah Tampilan Feed InstagramIlustrasi cara mengubah ukuran feed Instagram agar kembali normal. Foto: Pexels

How to put fuel line in weed eater gas tank. How to get fuel line into weed eater fuel tank. How to put new fuel line in weedeater. How to get new fuel line in weedeater tank. How to get fuel line in weedeater tank. How to clean fuel line on weedeater. How to fill gas in sweden.