



Bannerwise

adform

## Step By Step Guide

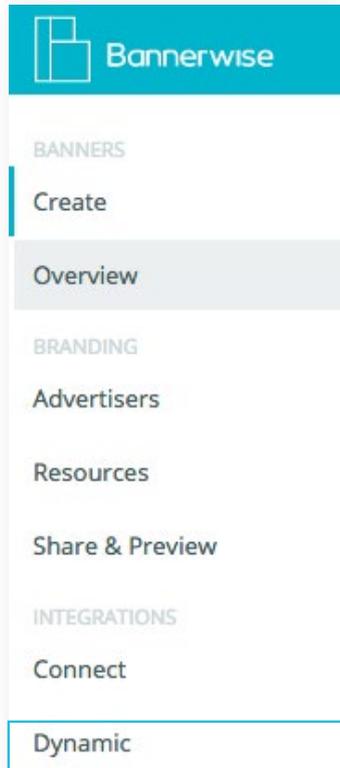
How to create custom **dynamic** remarketing banners for Adform with Bannerwise!



This step-by-step document will guide you through the process of creating custom dynamic banners in the Bannerwise tool, and uploading your dynamic bannerset to your Adform campaign!

# Creating your dynamic campaign

1. **Go to Bannerwise and login!**  
If you don't have an account yet, [get your free trial!](#)
2. **Click on Dynamic**



3. **Click on Add Feed**
4. **Choose the network: Adform**
5. **Enter your Feedname**
6. **Fill in your Client ID + Template values**  
You can find these in your Adform environment. In the next four steps we will explain where to find these ID's in your Adform account.
7. **Login to your Adform account**
8. **Click on a Campaign (title)**
9. **Click on Banners**



10. Click on **Dynamic Content**  
Here you'll find your product feeds.



11. Copy and paste your **Client ID (CID)** into Bannerwise
12. Copy and paste your **Template ID (TID)** into Bannerwise

Type	Title	Items count	CID	TID
DCO	General		77915	18941
DCO	Mart Visser New Collection		77915	18940

13. Now in the Bannerwise tool – select the right type: **DCO** or **DCM**
14. Click **Add your feed**
15. Go to **Create**
16. Click **Start from scratch**
17. Give your bannerset a name
18. **OPTIONAL:** If you are an Agency – **Choose your advertiser**
19. Select your network: **Adform**
20. Select all your **banner sizes** that you want to create
21. Choose a banner type: **Dynamic banner set**
22. Click on **Feeds**



23. You will find your feed in the dropdown
24. **Now it's time to have fun – design your banner!**  
For example: add your background, logo, placeholder picture(s), placeholder text element for product price, placeholder text element for product title, etc.

25. **Let's make the banner dynamic!**

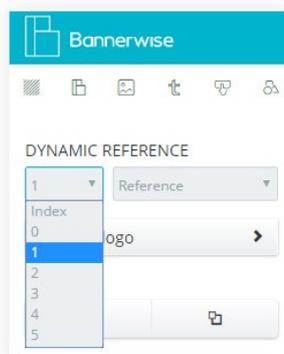
26. **Click on the [element](#) you wish to make dynamic**

In the Bannerwise tool we work with placeholder images for you dynamic content. Just add a random image or text element, on the location of the images and text elements you wish to make dynamic. For example you can put 1 product on 1 slide, 3 products on 1 slide, or 3 slides with each 1 product.

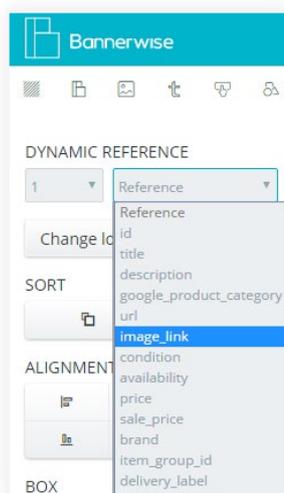
27. **In this example we will make the product picture dynamic:**

28. **Select the [index](#)**

Make sure the index number is always the same for all references that are linked to the same product.



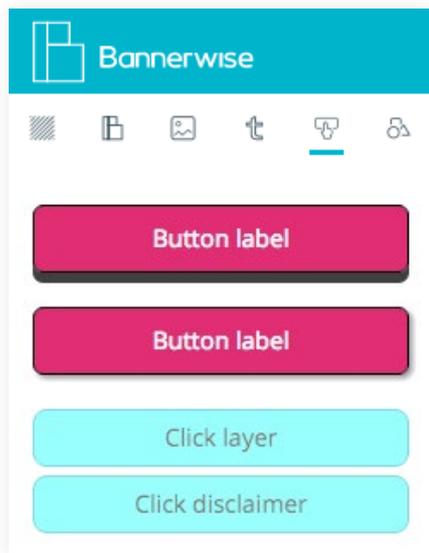
29. **Select the [reference](#)**



30. **Repeat these previous two steps for the other dynamic elements - product title, price, etc.**

31. **Finish your design with the perfect animations!**

32. Ready to generate the other sizes? Generate and adjust **the next sizes!**
33. Are you happy? Add invisible click layers to all banners – Go to **Buttons**
34. Select **Click layer**



35. Drag the Click layer over the clickable area of your banner



36. Select the **index** again  
Make sure the index number is always the same for all references that are linked to the same product.
37. When you choose **the reference**, select **URL**
38. Press **Save!**
39. Click **X** to exit the Builder

40. Click **X** again to exit the Manager
41. You will enter the Overview page.
42. Your recently created bannerset is listed in the Overview. Click on **Export**
43. Select the **Aform** network
44. Choose your **Banner Sizes**
45. Choose your type of **Output**
46. **Download!**
47. And finally, **upload** your bannerset in Adform!