

Creating an AdSense backfill campaign

Last Modified on 10/21/2021 11:48 am EDT

Please note that some fields have been deprecated and are no longer functional

- ~~Impression Percent~~ – **Deprecated**
- ~~Impression Quanta~~ – **Deprecated**
- ~~Location~~ – **Deprecated**
- ~~Visibility~~ – **Deprecated**
- ~~Same Advertiser Exclusions~~ – **Deprecated**
- ~~Passbacks~~ – **Deprecated**
- ~~Non-Refresh Units Only~~ – **Deprecated**

This article contains information on how to create display ad units in your Google AdSense dashboard and how to build a backfill campaign in Freestar's platform.

Creating ad units in AdSense

To create a display ad unit, follow the instructions in this AdSense Help [article](#) to create units for each size that you are using with Freestar. AdSense Responsive tags will not work for the passback.

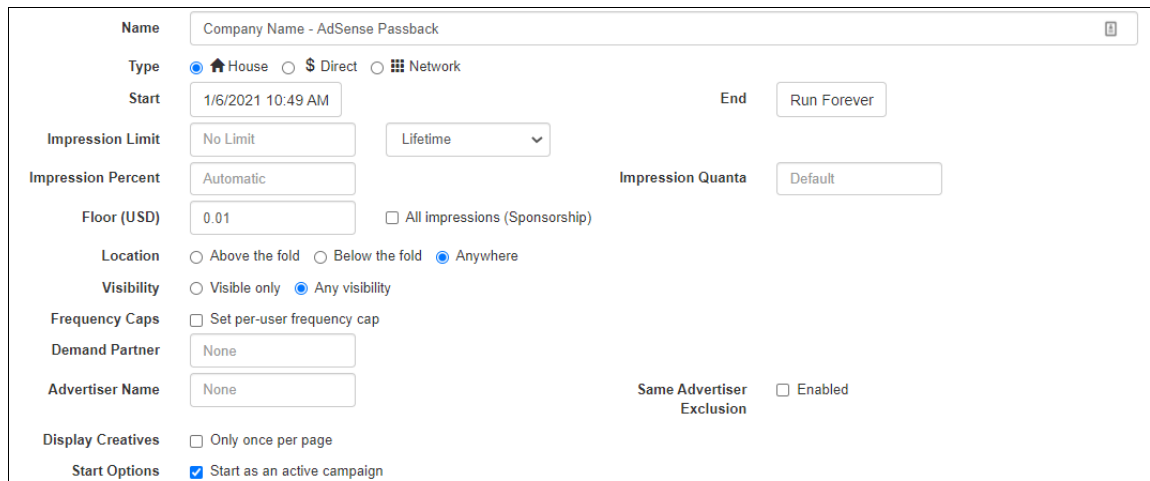
Creating an AdSense backfill campaign

1. Log in to [Freestar Analytics dashboard](#).
2. Select the person icon in the top right corner of the screen.
3. Select **Self-serve Ads**.
4. Click **New Ad Campaign**. Use the following criteria to create your campaign:
 - Name – Give the campaign a name that you would want to see while searching or reporting. Suggested naming convention: Company Name - AdSense Passback
 - Type – House
 - Floor – 0.01 (Note: Google changed their policies about serving AdSense tags as third party creatives and they must be at least \$0.01 in order to serve.)
 - Sites – Select the site you would like this AdSense backfill campaign to target.
 - Ad units - Select the desired ad units to be targeted.

Important: If you have opted in to use Freestar's interstitials, an interstitial ad unit will be created by default in our system. Make sure to exclude the interstitial ad unit if you don't

want your campaign to serve in this format.

- Leave all other settings as the default settings.



The screenshot shows the AdSense campaign settings form. The 'Name' field is 'Company Name - AdSense Passback'. The 'Type' is set to 'House'. The 'Start' date is '1/6/2021 10:49 AM' and the 'End' is 'Run Forever'. The 'Impression Limit' is 'No Limit' with a 'Lifetime' dropdown. The 'Impression Percent' is 'Automatic' and the 'Impression Quanta' is 'Default'. The 'Floor (USD)' is '0.01' and the 'All impressions (Sponsorship)' checkbox is unchecked. The 'Location' is 'Anywhere'. The 'Visibility' is 'Any visibility'. The 'Frequency Caps' checkbox is unchecked. The 'Demand Partner' is 'None' and the 'Advertiser Name' is 'None'. The 'Same Advertiser Exclusion' checkbox is unchecked. The 'Display Creatives' checkbox is unchecked. The 'Start Options' checkbox 'Start as an active campaign' is checked.

5. Click **Create Ad Campaign**.

6. To create a new creative, use the following criteria:

- Name – Defaults to the size of the creative
- Size – Select the size of the AdSense ad tag; we suggest you add a creative for each size available that AdSense supports: 728x90, 160x600, 300x250, 300x600, 300x50, 320x50, 336x280, 468x60, 970x90, 970x250, 320x100
- Kind – Third-party
- Third-party HTML – Paste in your AdSense tag



The screenshot shows the 'New Creative' form. The 'Name' field is 'Use size as name'. The 'Size' is set to '728x90'. The 'Kind' is set to 'Third-party'. The 'Third-party HTML' field is empty. The '+ Add Creative to Campaign' button is visible at the bottom.

7. Click **Add Creative to Campaign**.

8. Repeat for all other sizes for the site you selected.

Add your Google AdSense ads.txt lines into your ads.txt file for your site

Make sure to add your AdSense ads.txt line into your ads.txt file. If you need help adding the line

into your file, use our hosted ads.txt option where the lines can be added in our interface. Please email accountmanagement@freestar.com if you need help implementing hosted ads.txt.

If you are already using our hosted ads.txt option, you can edit your lines by following these directions:

1. Log in to [Freestar Analytics](#).
2. In the left menu select **Site Settings > Ads.txt**.
3. If you have more than one (1) site, search for the domain name by using the "Select site" box at the top of the page.
4. Under Manage custom ads.txt lines, select the Click here link to view your additional lines.
5. Paste your AdSense line into the "Ads.txt custom lines" text field.
6. Select the Save icon in the top right.

Important notes

The campaign may take a few hours to sync and go live on your site.

Once it is live and your ads.txt has been updated, you will be able to see your AdSense tags filling into the Freestar slots when Freestar does not have a buyer for the slot.

Your revenue for these AdSense Passback tags will appear in your AdSense dashboard and will only appear as the \$0.01 amount that the campaign is set to in ANALYZable. Since this is not your real earnings for AdSense, we will remove the \$0.01 on our billing statements and you will be paid directly from AdSense for these impressions.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).