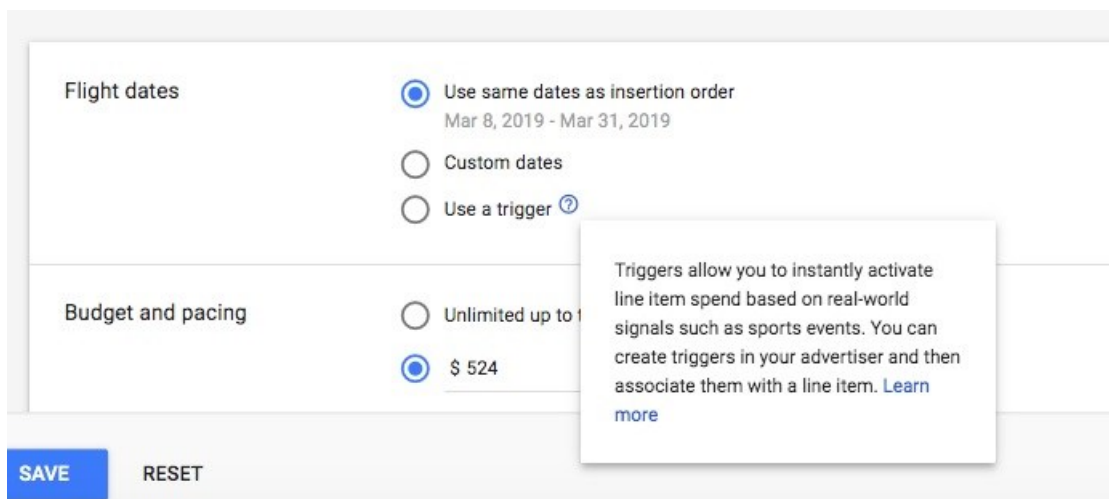


# Triggers introduced to DV360

By [Simon Orgill](#), issued by [Incubeta](#)

2 Apr 2019

For all brands and campaign managers who work day in and day out in DV360, you might have recently seen a really cool new flight feature has been added to your Line Items, it looks a little something like this:



Flight dates

☒ Use same dates as insertion order  
Mar 8, 2019 - Mar 31, 2019

☐ Custom dates

☐ Use a trigger [?](#)

Budget and pacing

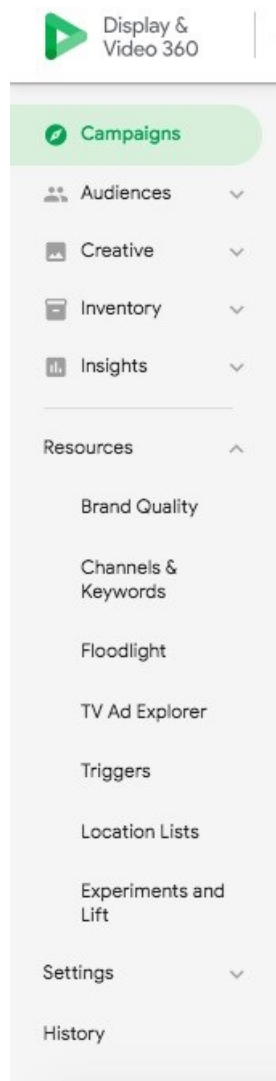
☐ Unlimited up to

☒ \$ 524

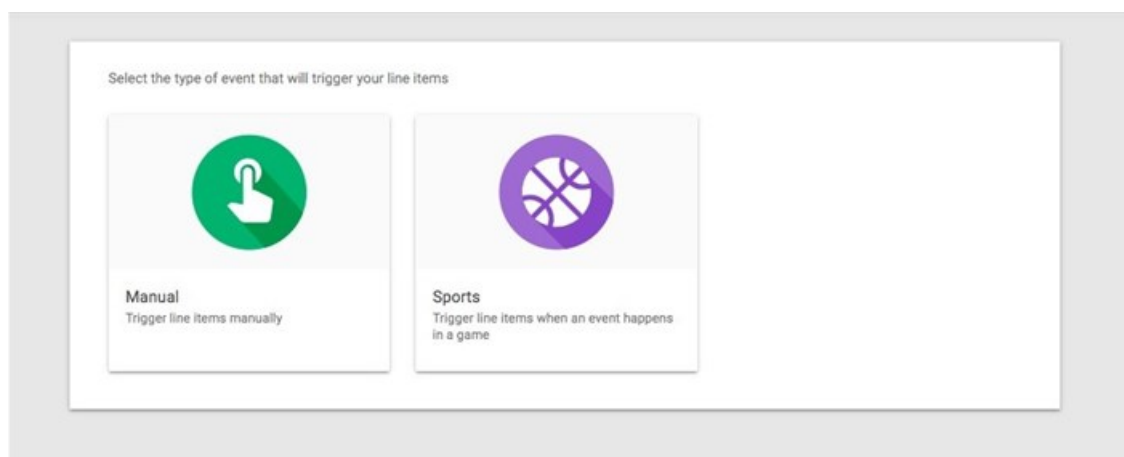
Triggers allow you to instantly activate line item spend based on real-world signals such as sports events. You can create triggers in your advertiser and then associate them with a line item. [Learn more](#)

**SAVE** RESET

Now of course this doesn't give you much insight into the capabilities of the new addition, but if you take a few steps back and go into your Advertiser, you will see under Resources a new button named, Triggers.



So at this time we can see that there are in fact two types of Triggers available Manual as well as Sports. What this gives you is the ability to do is to be able to leverage your FMCG Brands in line with Sporting Events that could target your ideal Audience. The Manual function allows you to effectively create your own such "Events" whatever that might be for you.



For sports though, it is limited to a few namely the English Premier League, La Liga, and UEFA Champions League, NFL and NBA, but who knows, we'll have to see what Google does intend to add.

New sports trigger

We are introducing new Formats and buying method on YouTube beyond just the TrueView ad format and are updating Terms & Conditions to account for this. If you have approved this for an Advertiser previously, they will automatically be opted into the new Terms & Conditions. Go to Partner > Settings > Basic Details to see more.

Dismiss

Trigger name

What are you interested in?

Soccer

FIFA World Cup

Premier League

UEFA Champions League

La Liga

American football

NFL

Basketball

NBA

Estimated activations

Estimated number of times the trigger will activate associated line items

Select games and events to see an estimate

Imagine having the ability to advertise a multitude of different types of products at times where your audience will be in the correct mindset to take action on that, now the Triggers are great but your Targeting will also need to be defined, either through 1st Party Audience Targeting or a list of sites where your consumer would go, in my opinion, this would of course limit wastage of spend.

New sports trigger

Trigger name

What are you interested in?

☒ Premier League ☒ Team: Manchester United F.C. ☒ Player: Paul Pogba

What in-game events should activate this trigger?

ADD EVENT

Game begins

Game ends

How long should each activation last?

45 minutes

What games?

ALL SELECTED

Apr 1 - Jul 30, 2019

Home team	Visiting team	Date & time	Location
<input checked="" type="checkbox"/>			
<input checked="" type="checkbox"/>			

Estimated activations

Estimated number of times the trigger will activate associated line items

Games included 7 Scheduled Events included 2

Estimated activations 14 Minimum 14 Maximum

Estimated activation time 10.5 Hours

As you can imagine you can no doubt see that we have a ton a variables to consider, from specific team to specific player as well! When creating a Trigger you can have different stories for unique events, players scoring to even when a team loses so you can sell a "Comforting" product. The capabilities of this new trigger are immense!

What are you interested in?

✓ Premier League ✓ Team: Manchester United F.C. ✓ Player: Paul Pogba

What in-game events should activate this trigger?

Gameplay

☒ Game begins

☒ Game ends

☐ Halftime of a game

☐ Game ends in draw

Team

☐ Team wins a game

☐ Team loses a game

☐ Team scores a goal

Player

☐ Player scores a goal

Apr 1 - Jul 30, 2019

Visiting team	Date & time	Location
Wolverhampton Wanderers F.C.	Tue 2 Apr 2019, 8:45 PM CEST	Molineux Stadium
Sat, Apr 13		

We are in a testing phase with a number of our global clients. We will soon have a new findings and insights to report on. Check back soon for my findings on this fun new tool. In the meantime you guys play with it and let me know your thoughts and questions.

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