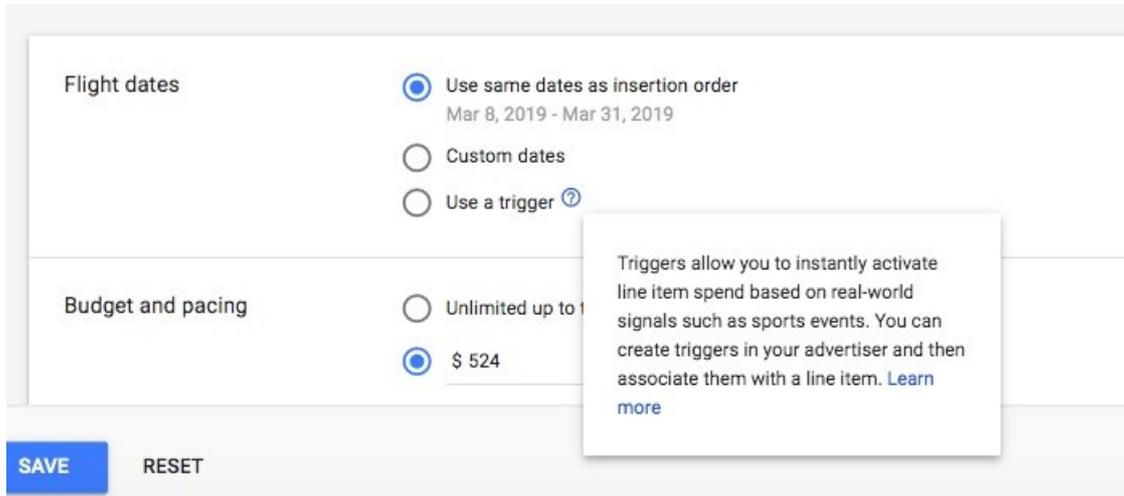


Triggers introduced to DV360

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

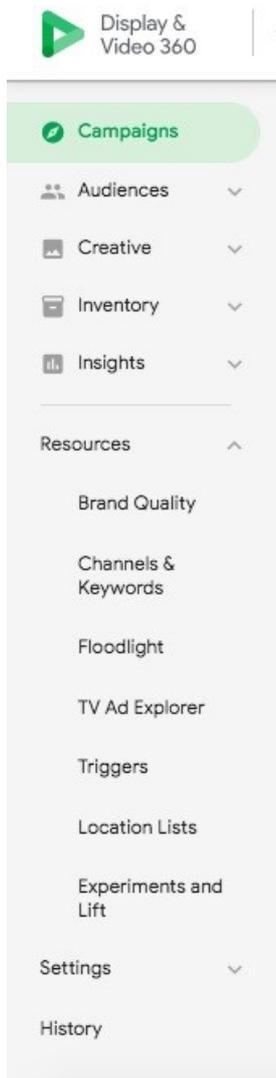
2 Apr 2019

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:

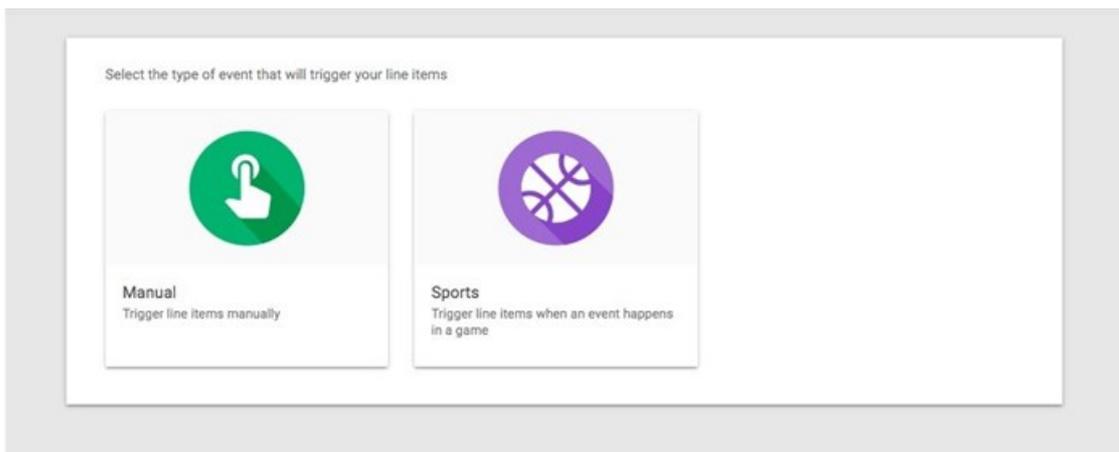


The screenshot shows a settings panel for a DV360 line item. It is divided into two sections: 'Flight dates' and 'Budget and pacing'. In the 'Flight dates' section, three radio button options are visible: 'Use same dates as insertion order' (selected), 'Custom dates', and 'Use a trigger' (with a help icon). Below the selected option, the dates 'Mar 8, 2019 - Mar 31, 2019' are displayed. In the 'Budget and pacing' section, two radio button options are visible: 'Unlimited up to' and '\$ 524' (selected). At the bottom left, there are 'SAVE' and 'RESET' buttons. A tooltip box is overlaid on the 'Use a trigger' option, containing the text: '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](#)'

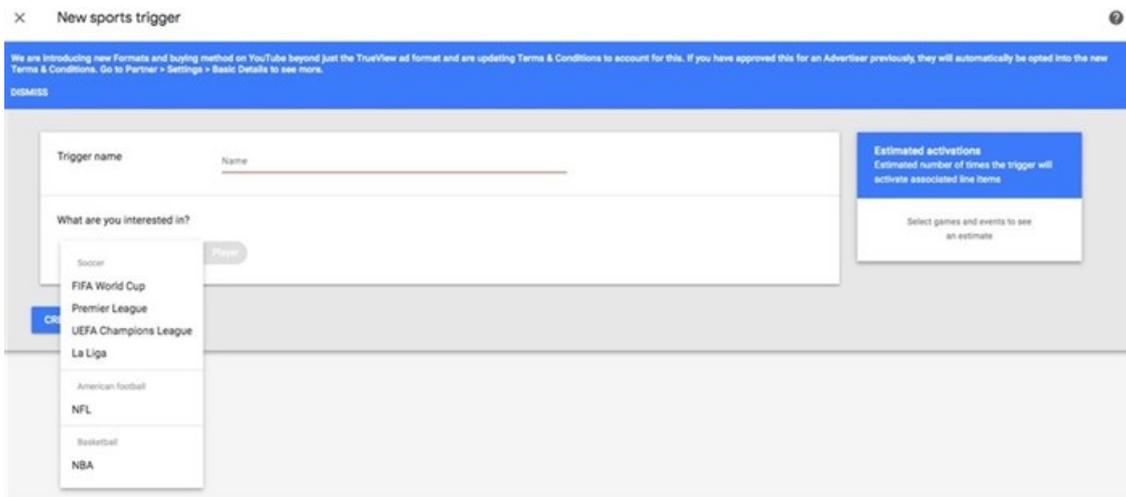
Now of course this doesn't give you much insight into the capabilities of the new addition, but if you take a few steps back and go into your Advertiser, you will see under Resources a new button named, Triggers.



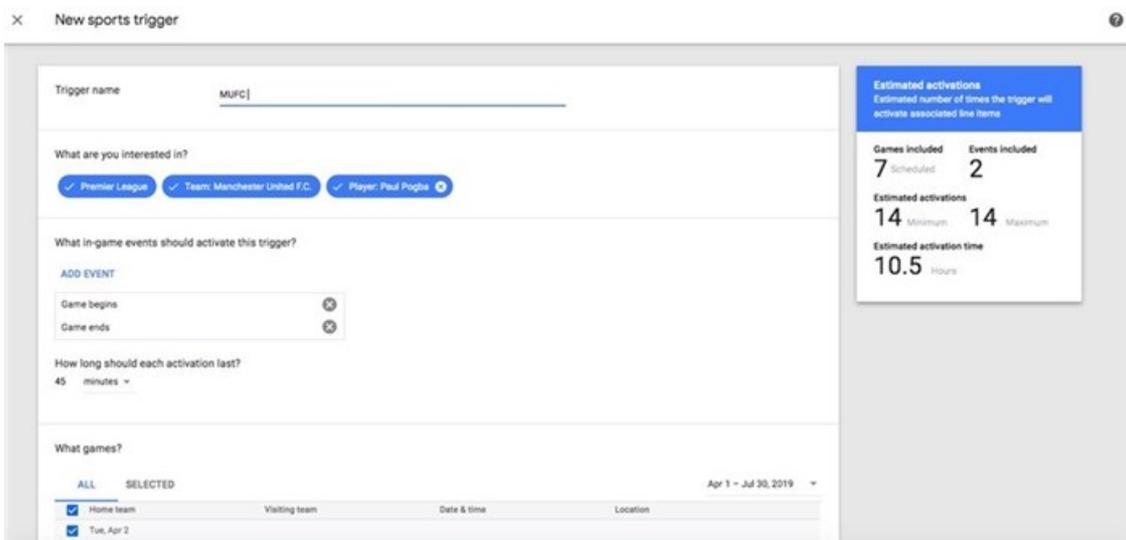
So at this time we can see that there are in fact two types of Triggers available Manual as well as Sports. What this gives you is the ability to do is to be able to leverage your FMCG Brands in line with Sporting Events that could target your ideal Audience. The Manual function allows you to effectively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



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.



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	
<input checked="" type="checkbox"/> Wolverhampton Wanderers F.C.	Manchester United F.C.	Tue 2 Apr 2019, 8:45 PM CEST	Molineux Stadium
<input checked="" type="checkbox"/> 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.

- " **4 reasons why CFOs love data-drive creative** 26 Apr 2024
- " **Why data-driven creative projects fail and 3 steps to ensure success** 17 Apr 2024
- " **Jaco Lintvelt appointed as the new managing director of Incubeta Africa** 11 Apr 2024
- " **Data driven creative - when marketing is indistinguishable from magic** 13 Nov 2023
- " **Victoria Webb appointed as new managing director of Incubeta MENA** 24 Oct 2023

Incubeta



Incubeta is an international team of experts in marketing, technology, data, and creative.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>