Campaign Manager 360 (CM360) Solutions

OPPORTUNITY

Campaign Manager 360 (CM360) is a web–based ad management platform for advertisers and agencies to plan, execute, and analyze digital campaigns across websites and mobile platforms. It offers features for ad serving, targeting, verification, and reporting. CM360's trafficking tools simplify campaign management, from setting up campaigns, placements, and ads to supporting various creative types.

Its robust reporting capabilities track performance with real–time data visualization, attribution modeling tools, and key metrics. Verification ensures ad impressions meet standards with tools for geo–targeting, content checks, and data export. CM360 helps optimize campaigns, ensure compliance, and gain actionable insights.

Ad Serving and Trafficking

CM360 allows users to manage and serve ads across multiple platforms efficiently. It includes tools for trafficking, ensuring ads are delivered to the right audience, at the right time, and in the right format.

Cross–Channel Reporting

CM360 provides comprehensive, centralized reporting for campaigns across various channels. It integrates with other Google Marketing Platform tools to deliver actionable insights and transparency.

Floodlight Tracking

Floodlight tags track conversions, website activity, and audience behavior. This feature is crucial for measuring campaign performance and creating custom audiences for remarketing.

Integration with DV360 and Google Ads

CM360 seamlessly integrates with Display & Video 360, SA360, and Google Ads. This ensures a streamlined workflow for campaign execution, data sharing, and unified reporting across platforms

Proof of Success

+40% more clicks

Mondelez International used native integrations between Campaign Manager 360, Studio and Display & Video 360 to drive efficiencies and enable collaboration between tech, media and creative

+178% product sales

Banco Azteca was also able to customize its campaigns in Display & Video 360 and Campaign Manager 360 by adding and removing Analytics 360 audiences that the campaigns can reach.