

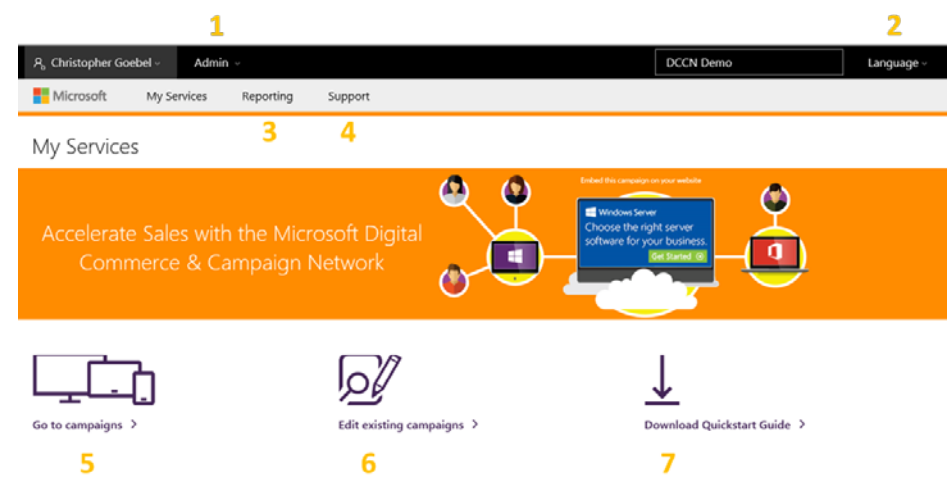
# Microsoft DCCN User Guide

This document provides an overview of how to take full advantage of the Microsoft Digital Commerce and Campaign Network (DCCN) by illustrating the features and providing you with a step-by-step guide.

## DCCN Overview

DCCN is a web-based portal designed to help Microsoft partners build awareness, generate demand and increase sales of Microsoft products, services and devices running Windows. By following the simple steps below, you can publish rich interactive content onto your website as well as download supporting collateral – helping you save time, money and assist you with generating leads and closing more sales.

1. **Admin Menu** - allows you to update and edit your company profile, manage users, and manage “advanced” settings within the DCCN portal
2. **Language** – DCCN is localized in over 20 languages which you can select from the drop down or set your default preference as part of the registration process.
3. **Reporting** – access rich metrics to help you measure the performance and impact of the campaigns you select.
4. **Support** – if your team has any difficulty or questions, please don’t hesitate to refer to the quick start guide, or contact a member of our technical team for assistance.
5. **Go To Campaigns** – this button will direct you to the content and campaigns available for you to choose from.
6. **Edit existing campaigns** – here you can quickly and efficiently manage the content you selected and display on your website

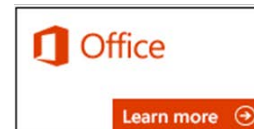


as well as access supporting collateral that you can download and use in your outbound marketing efforts.

7. **Download Quick Start Guide** – provides you access to this document.

### Anatomy of a typical DCCN web campaign:

1. **Interactive banner** – designed to pique the interest of your customers.
2. **Rich microsite** – displayed in a lightbox on your website (will not redirect your customers off your webpage). Designed to engage your customers with clear value propositions, aimed at generating deeper interest resulting in a qualified lead.
3. **Contact Us** – button that generates a web form which a customer fills out when accessing “gated content or for general inquiry through the “Contact Us” button on campaign microsites and is sent directly to your team. See *Register and Input Company Information* section for how to enable these buttons.
4. **Buy Now** – button that is designed to help guide your customer to the next logical step in the sales process (as defined and determined by you.) Example – the customer can be redirected to the product page where the customer can easily purchase the product featured in the web campaign from your webshop. See *Set-Up Campaigns on your website* section for how to enable these buttons.



1



2

3

4

Once you have chosen a campaign, this content will update automatically. For example, if you were syndicating a Windows 8 campaign, that campaign would automatically be updated to the new Windows 10 campaign once available.

## Get Started:

### Register and Input Company Information:

1. Go to: <https://www.msdccn.com>
2. Click on the "Register Today" button.

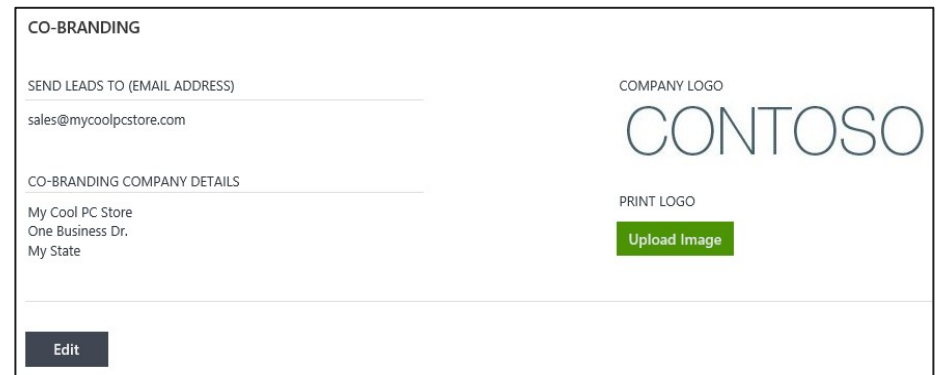
Create your account by filling out your profile and company information for all required fields.

**After you have completed your registration:**

### **Enable 'Contact Us Buttons' within Campaigns**

After you receive your confirmation email, you will need to enable the 'Contact Us' lead generation buttons on DCCN content. To do this:

1. Click the "Company Profile" link located on the Admin tab at the top of the "Home" page.
2. Go to the Co-Branding section at the bottom of the page and click "Edit" to enter and/or edit your information.
3. Enter the email address(es) in the "Send leads to" field where you would like all Contact Us leads to be sent. Detailed customer information will be sent to the email address(es) you provide when a customer clicks the submit button on this form.
4. Fill out the Co-Branding Company details section in order for this information to be included on the Contact Us form. Maximum file size for the company logo is 200k. File types supported are JPG, PNG and GIF.



The screenshot shows a web form titled "CO-BRANDING". It is divided into two main sections. The first section, "SEND LEADS TO (EMAIL ADDRESS)", contains a text input field with the value "sales@mycoolpcstore.com". The second section, "CO-BRANDING COMPANY DETAILS", contains a text input field with the value "My Cool PC Store", "One Business Dr.", and "My State" on separate lines. To the right of these sections, there is a "COMPANY LOGO" section displaying the word "CONTOSO" in a large, light blue font. Below the logo, there is a "PRINT LOGO" link and a green "Upload Image" button. At the bottom left of the form, there is a dark blue "Edit" button.

## Choose a Banner versus Embed on Page – What is the difference?

There are two ways to get content on your website using DCCN. As a banner and/or embedded on a page.

### Banner:

When you choose a banner, your customers will see a banner on your website. When they click on the banner, the microsite content will appear in a lightbox. Customers will not be directed away from your website. Content from DCCN is also SEO neutral, neither improving nor decreasing the search engine rankings.

### Banner appears on your website



### Customer clicks on banner – content is launched in a lightbox



## Embed directly on page:

When you choose direct embed, the content appears directly within your website with no banner and no lightbox. If you choose this option, you will skip Step 2 and go directly to Step 3: Pick up your Code.

## Embed content as a new page



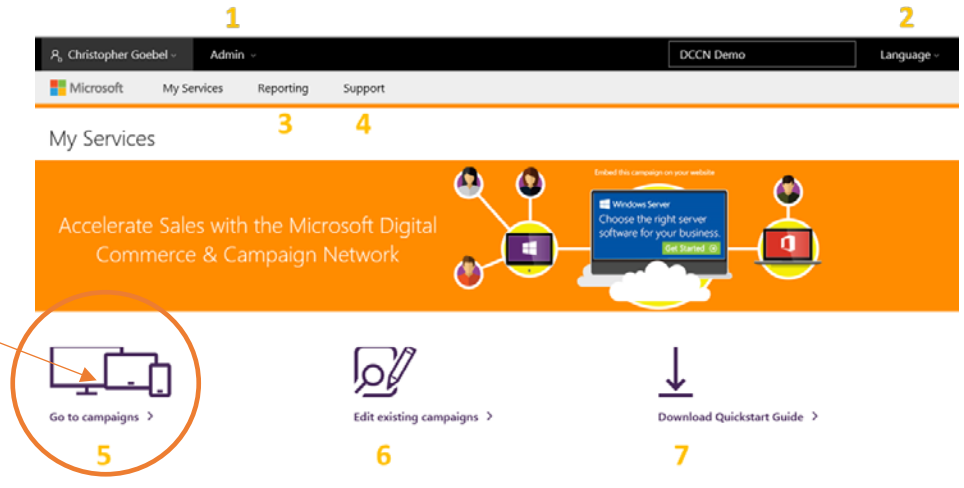
## Embed content into an existing page



Once you have decided your integration approach, you are ready to set up your campaigns.

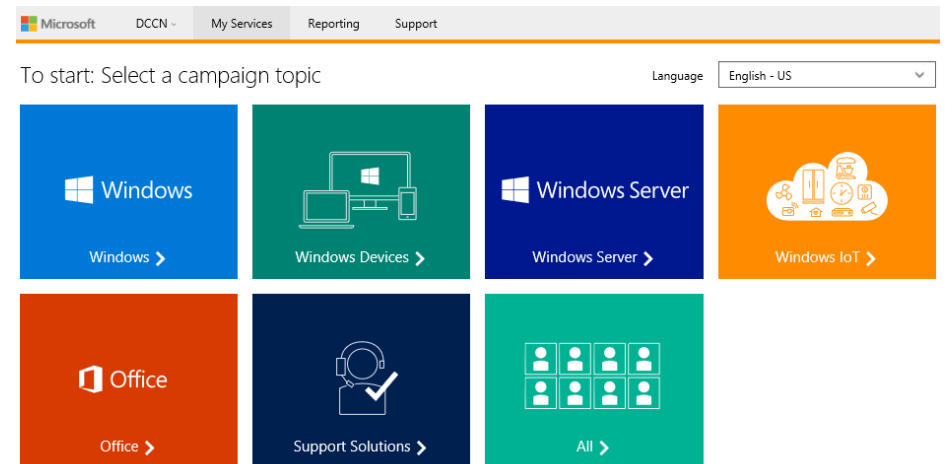
## Set-Up Web Campaigns on Your Website

Click "Go to campaigns" on the Home page.



Select the content topic(s) that you would like to showcase on your website.

Once you choose the topic, you can select specific campaigns that support your business priorities.



**Step 1:** Click on a campaign to add it to the banner rotation.

You may choose more than one campaign within the topic and or choose additional campaigns from other topics. If you would like to select or deselect a campaign from the rotation on your website, simply click the individual campaign. Campaigns noted with check marks (right corner) will be included in your rotation.

Once you have chosen a campaign, you can choose from the following next steps:

- Configure Buy Now links for this campaign
- Download Marketing Materials for this campaign
- Embed the campaign on page
- Add More Campaigns to this rotation

If you are not adding more campaigns, you can

- Pick your Banner size using the toolbar at the bottom of the page.

Campaigns: **New Campaign 2016-09-01** Language English - US

Topics **Windows** Select All Clear Selection

Check campaigns to include into banner selection. Click the campaign title or magnifying glass icon to view the campaign details.

Office

Windows Server

Windows IoT

Windows Devices

Support Solutions

All

**Benefits of Genuine** **Refurbish, Rebuild, Reuse** **Do great things** **Windows 10 Pro**

**Step 1** Choose the campaign(s) Optional: configure Buy Now links **Step 2** Pick your banner size 300 x 250 **Step 3** Pick up your code 2 campaign(s)

Karthik Sekhar Admin CCS Demo Site Language English - US

Microsoft DCCN My Services Reporting Support

Campaigns: **New Campaign 9/15/2016** Language English - US

Topics **Windows** Select All Clear Selection

Check campaigns to include into banner selection. Click the campaign title or magnifying glass icon to view the campaign details.

Windows Devices

Windows Server

Windows IoT

Office

Support Solutions

All

**Accelerate** **Stream Xbox Games to Your Windows 10 Device** **Windows 10 Pro**

**Campaign Added!**

The campaign has been added to your banner rotation.

**Next Steps:**

- [Configure Buy Now](#)
- [Add More Campaigns](#)
- [Pick your banner size](#)
- [Get Code](#)

Don't remind me again OK Cancel

Industry  Automatically include all campaigns in topic

**Step 1** Choose the campaign(s) Optional: configure Buy Now links **Step 2** Pick your banner size 300 x 250 **Step 3** Pick up your code 1 campaign(s)

Optional: Click on the campaign name to preview the campaign details page. On this screen you can preview the microsite, remove it from your rotation, and:

The screenshot shows the 'Campaign Details' page for 'The power to overachieve (Office 2016 & Office 365)'. On the left is a navigation menu with categories like 'Topics', 'Windows', 'Office', 'Windows Server', 'Windows IoT', 'Windows Devices', 'Support Solutions', and 'All'. The main content area features a large Office banner with the text 'Office gives you the power to overachieve.' and a 'Learn more' button. To the right of the banner are fields for 'Topic', 'Partner Type', and 'Audience', with values 'Office', 'Reseller', and 'Business, Consumer' respectively. Further right are four action buttons: 'Preview', 'Configure Buy Now', 'Remove from rotation', and 'Embed on page'. Below the banner is a section for 'Associated Marketing Materials' with a 'Download All' link. This section contains four thumbnails: 'Office 2016 To Reseller Pitch Deck', 'Office 2016 To Reseller Training Deck', and 'Office 2016 Upgrade Flyer'.

**Increase your sales by Configuring the Buy Now Links:** You can enable Buy Now buttons on select campaigns to guide customers to where they can buy the products featured in the campaign on your website or guide customers to contact your sales team directly.

The screenshot shows a 'Configure Buy Now' dialog box overlaid on a campaign details page. The dialog has a title bar with a close button (X). The main text reads: 'You can enable Buy Now links on select campaigns to guide customers to where they can buy these featured products on your website to have them contact your sales team directly.' Below this is a text input field containing 'www.mystore.com/buywindows'. Underneath the input field is a list of example links: 'http://www.yoursite.com/yourproducturlhere', 'http://www.yoursite.com/categorysearchurl', and 'mailto:sales@contoso.com'. At the bottom right of the dialog are 'OK' and 'Cancel' buttons. The background shows a navigation bar with 'My Services', 'Reporting', and 'Support' tabs, and a progress bar at the bottom with steps: 'Choose the campaign(s)', 'Optional: configure Buy Now links', 'Step 2', 'Pick your banner size 300 x 250', 'Step 3', and 'Pick 2 campaigns'.



**Embed on page:** Choose this option if you want to embed the microsite directly within a new or existing page on your website. You will skip Step 2 if you choose to embed on page rather than use a banner rotation.

My Services Reporting Support

### Pick up your code

Copy and paste the Embed campaign code below in the location within your dedicated HTML page where you would like the banner to display.

```
<div id='dccn-embedENIdistributorwindows10pro'></div>
<script type='text/javascript'>
var ccs_cc_args = ccs_cc_args || [];
(function () {
  var o = ccs_cc_args; o.push(['_SKey', '30d3f918']); o.push(['_ZoneId', 'emdedENIdistributorwindows10pro']);
  var sc = document.createElement('script'); sc.type = 'text/javascript'; sc.async = true;
  sc.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'cdn.cnetcontent.com/jsc/h.js';
  var n = document.getElementsByTagName('script')[0]; n.parentNode.insertBefore(sc, n);
})();
</script>
```

You may also email the code to the person who manages your website.

Step 2 Pick your banner size 300 x 250 Step 3

For more information on Banners or Embed on page go to page 10.

**Download Marketing Materials:** Quickly download professionally designed collateral such as pitch decks, videos, flyers, brochures, call guides, etc. - aimed at helping you and your sales team be more efficient and effective in driving demand for and sales of Microsoft product, services and devices running Microsoft Windows.

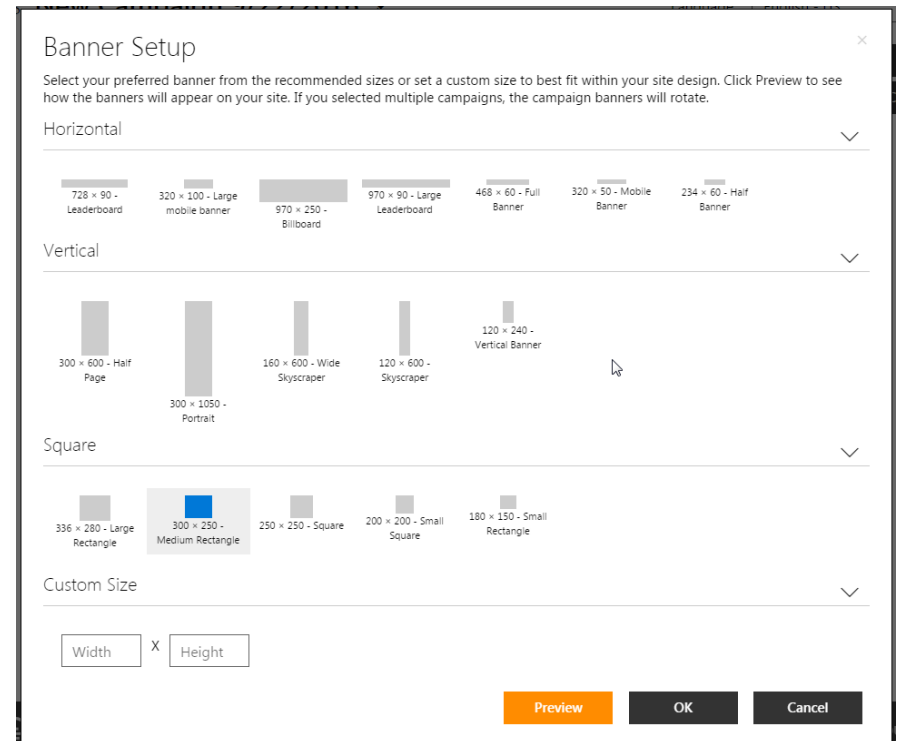
Associated Marketing Materials [Download All](#)

- Office 2016 To Reseller Pitch Deck
- Office 2016 To Reseller Training Deck
- Office 2016 Upgrade Flyer

**STEP 2:** Click “Pick your banner size” from the grey toolbar on the bottom of your screen. Select the banner size that works best for your website and click “OK”. You also have the option of adding in a custom size.

You can preview the banners by clicking ‘Preview’ at the bottom of the Banner Setup screen.

Now click on Step 3.



### STEP 3: Click "Pick up your code".

- Name this code. Choose a name you will remember – such as the location you are publishing the content i.e. *"Homepage left vertical banner."* Click the check mark to save.
- Now copy the campaign code to your clipboard or **Email Code** to yourself or someone who manages your website.

Name your code

**New Campaign 2016-09-01** (click to rename)

Pick up your code

Copy and paste the campaign code below in the location within your HTML page where you would like the content to display.

```
<!-- New Campaign 2016-09-01 -->
<div id='dccc-717e81d1db'></div>
<script type='text/javascript'>
var ccs_cc_args = ccs_cc_args || [];
(function () {
  var o = ccs_cc_args; o.push(['_5Key', '30d3f918']); o.push(['_ZoneId', '717e81d1db']);
  var sc = document.createElement('script'); sc.type = 'text/javascript'; sc.async = true;
  sc.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'cdn.cnetcontent.com/jsc/h.js';
  var n = document.getElementsByTagName('script')[0]; n.parentNode.insertBefore(sc, n);
})();
</script>
```

Campaign Details

Banner Size	300 x 250	Topics	
Language	English - US	Campaigns	Windows 10 Anniversary Windows 10 Pro

You may also email the code to the person who manages your website.

### Place the Code in Your Website

1. Choose a location within your HTML page where you would like the web banner to display, and paste the campaign code into your HTML editor.

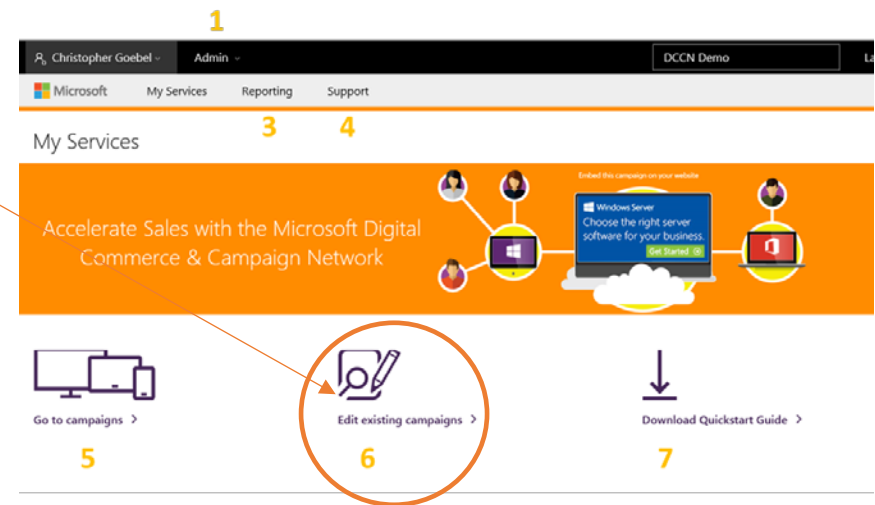
```
18 <div class="primary-menu">
19 <ul class="MenuBarHorizontal" id="PrimaryMenu">
20 <li><a href="#"> Home </a></li>
21 <li><a class="" href="#"> Our Services </a></li>
22 <li><a class="" href="#"> Products by Partner </a></li>
23 <li><a class="" href="#"> About Us </a></li>
24 <li><a class="" href="#"> Contact Us </a></li>
25 </ul>
26 </div>
27 </div>
28 <div id="mainContent-wrapper">
29 <div id="mainContent">
30 <div id="pageContent">
31 <!-- Start: CONTENT 300x250 BANNERS -->
32 <!-- New Campaign 797/717/2016 -->
33 <div id="dccc-da3c7e19ee"></div>
34 <script type='text/javascript'>
35 var ccs_cc_args = ccs_cc_args || [];
36 (function () {
37   var o = ccs_cc_args; o.push(['_5Key', '87166972']); o.push(['_ZoneId', 'da3c7e19ee']);
38   var sc = document.createElement('script'); sc.type = 'text/javascript'; sc.async = true;
39   sc.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'cdn.cnetcontent.com/jsc/h.js';
40   var n = document.getElementsByTagName('script')[0]; n.parentNode.insertBefore(sc, n);
41 })();
42 </script>
43 <!-- End: CONTENT 300x250 BANNERS -->
44
45 <div style="clear: both;"></div>
```

2. If you chose the **Embed on Page** option – choose a location within your HTML page where you would like the web page content to display and paste the campaign code into your HTML editor
3. Publish the web page, and the banner you selected will appear. If there are multiple banners in your rotation, they will rotate as the web page is refreshed.

### Edit Existing Campaign Rotations:

Use the steps below to edit a saved web campaign:

1. Go to the Home page in DCCN and click on “Edit existing campaigns” (#6).
2. Click on the title of the script that you would like to modify.
3. Update the script by selecting and deselecting the campaign(s) you would like to showcase on your website.
4. Click “Publish” at the bottom of the page and “Yes” when prompted to confirm that you want to publish this update to your website. This action will automatically update the banner on your website with the new campaign and banner selection(s).



# Reporting

1. Click Reporting on the Navigation bar (3)

On the Reporting page you will see

- The Banners you are syndicating by size. This will help you see which sizes are performing best.
- The campaigns you are syndicating. For each campaign you will see the following metrics:
  - The First Impression Date
  - The Last Impression Date
  - Total Days Syndicating
  - Overall Impressions (number of times the banner has been seen)
  - Overall Click-Throughs (number of times the banner has been clicked through)
  - Last Month Impressions
  - Last Month Click-Throughs
  - Last Month Contact Us Clicks (number of leads generated through Contact Us buttons)
  - Last Month Buy Now Clicks (number of leads generated through Buy Now buttons)

**DCCN Partner Overview**

Asset Interaction	Impressions	Click-Throughs	CTR
Banner180x60	4,479,372	1,304	0.31%
Banner900x250	1,925,057	2,982	0.23%
Banner40x60	47	0	0%
Banner180x60;Banner180x90	0	0	0%
Banner900x250;Banner300x250	0	0	0%
No Value	0	0	0%

**Campaign Syndication**

Partner Registration Date	Campaign Name	First Impression	Last Impression	Total Days Syndicating	Overall Impressions	Overall Click-Throughs	Last Month Impressions	Last Month Click-Throughs	Last Month Contact Us Clicks	Last Month Buy Now Clicks
12/17/2012	Windows 8 - Consumer	01/01/2014	08/05/2014	979	1,014,937	1,227	0	0	0	0
02/03/2012	Windows Apps	07/11/2014	07/08/2014	720	303,446	365	0	0	0	0
12/17/2012	Windows 8.1	01/01/2014	10/21/2013	659	633,283	389	0	0	0	0
02/07/2012	Windows Tutor for Touch Devices	02/14/2014	12/24/2013	678	496,788	200	0	0	0	0
12/17/2012	Windows Tutor for Non-Touch Devices	02/14/2014	10/20/2013	620	495,738	209	0	0	0	0
02/07/2012	Office Home & Business 2013	12/23/2014	07/08/2014	384	371,987	345	0	0	0	0
12/17/2012	Benefits of Genuine	12/14/2013	08/04/2014	268	369,036	160	62,211	7	0	0
02/07/2012	Windows 10 Launch	10/22/2013	08/01/2014	316	295,202	142	18,881	2	1	0
12/17/2012	Office 2013 & Office 365 - The new Office	10/06/2013	08/13/2014	310	286,634	178	0	0	0	0

## Technical Support

If you have technical questions or need support for the Microsoft DCCN portal or syndication script powered by CNET ContentCast, please contact Customer Support at the below phone numbers or email address.

### **Americas/Asia Pacific**

Phone: +41.21.943.03.78

Email: [CCSsupport@CBSi.com](mailto:CCSsupport@CBSi.com)

### **Europe**

Phone: +1.949.399.8788

Email: [CCSsupportEU@CBSi.com](mailto:CCSsupportEU@CBSi.com)

For general questions about the Microsoft DCCN program, contact [DCCNHelp@Microsoft.com](mailto:DCCNHelp@Microsoft.com)