

# Types of Messages

Recommendations, Warnings, Errors, and Information messages appear dynamically in response to the state of the system; however, Overview (or Instructional) messages are static and never change.

## Overview Messages

Icon: No icon is needed

Primary purpose for message is to describe the purpose of a feature. Usually this message is displayed below section or page titles.

## Information Messages

 Icon: ic\_info\_outline\_grey600\_1x\_web\_24dp.png


Primary purpose for message is to provide additional info about how to use a feature such as instructions about how to add code to website pages. Also, this message communicates the state of the system, but no user action is needed.

## Recommendations

 Icon: ic\_lightbulb\_outline\_grey600\_1x\_web\_24dp.png

Primary purpose for message is to provide recommendation or to call out an action a user needs to take to use a feature. For instance, there's nothing wrong with the state of the system, but something is blocking a change that a user may want to make. Most recommendations are currently in the context of editing bid strategies or applying bid modifiers; however, in the future this could change.

## Warnings

 Icon: ic\_warning\_grey600\_1x\_web\_24dp.png

Primary purpose for these messages is alert users of a condition that might cause a problem in the future or actions that cannot be reversed. Usually a user action should be taken to remedy the situation.

## Error Messages

 Icon: ic\_error\_outline\_red\_1x\_web\_24dp.png

Primary purpose for these messages is to alert users of a problem that has already occurred. A user action must be taken to remedy the situation. This condition could cause a workflow roadblock that must be fixed in order for user to progress to the next step.

### Basic help messages for pages or page sections

## Add attribution model

Select a model to apply to your data. The process may take about 24 hours to complete.

When the process completes, you can **add a Floodlight** or Google Analytics activity column to your reports or use the model with a bid strategy.

Add up to 5 models from DoubleClick Campaign Manager and up to 5 models from Google Analytics. [Learn more](#)

FORM CONTENT

# Message Placement for Drawers or Steppers

Basic help messages for drawers or stepper components

## FORM CONTENT


### Add attribution model

Select a model to apply to your data. The process may take about 24 hours to complete.

When the process completes, you can add a Floodlight or Google Analytics activity column to your reports or use the model with a bid strategy.

Add up to 5 models from DoubleClick Campaign Manager and up to 5 models from Google Analytics. [Learn more](#)


Model

 Default first paid search interaction model ▼

 Create your own custom attribution model. [Learn more](#)

 View and edit details of custom attribution models in [Google Analytics](#)

When model has been applied, send email to:

 5 DoubleClick models are already added.  
Before you can add another attribution model, you need to remove an existing model.

SAVE

CANCEL

Depending on how this message is worded, it could be a Warning, Error or Recommendation.

Recommendations are used when there's nothing wrong with the state of the system, but there is something that's blocking a change that a user **may** want to make.

Warnings are used when there is a situation that might cause a problem in the future. Usually a user action **should** be taken to remedy the situation.

Error messages are used when a problem that has already occurred. A user action **must** be taken to remedy the situation.

# Message Placement for Controls

Basic help messages for radio buttons or checkboxes

FORM CONTENT

24px

Automatically adjust bid modifiers for

Recommendations will be provided for all bid modifiers not selected above. [Learn more](#)

☒ Keywords and other biddable items

☐ Mobile bid adjustment

☐ Remarketing target bid adjustment

padding: 8px

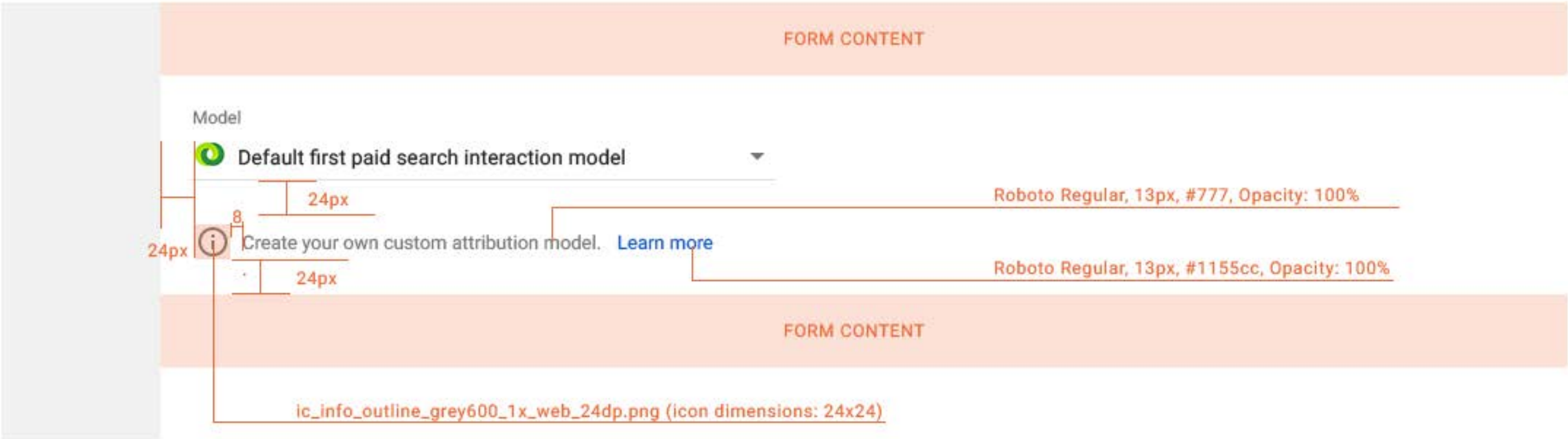
24px

FORM CONTENT



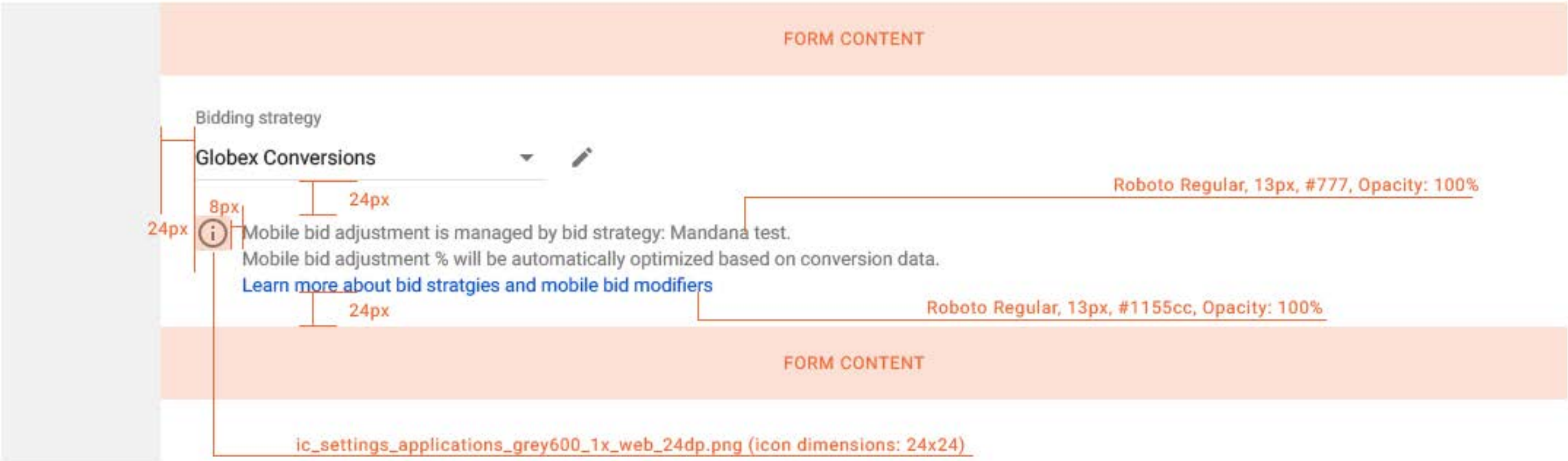
# Informational Messages

Messages with single line of text



# Informational Messages

Messages with multiple lines of text



# Recommendation Messages



## Warning Messages





# Error Messages

