



# Carousel Documentation

## Publisher Integration

**Prepared By:** Callum Mcadam

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**Disclaimer:** This document is actively maintained and will be updated regularly to reflect improvements in the system. While the core process remains consistent, refinements may be made to enhance performance and functionality. As a result, this document is subject to change.

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# 1. Overview of the Mantis Carousel

The Mantis Carousel utilises Mantis TAG verified AI technology to showcase relevant and recent content through an on-page widget. This technology aims to enhance user engagement and site performance with the following key benefits:

- **Increase Traffic:** Keep users on the site for longer, improving page navigation.
- **Incremental Impressions:** Integrate ad units within the widget to boost ad impressions.
- **Material Impact on Revenue:** Significantly increase traffic and revenue potential.
- **Cookie Free: Operates:** without requiring personal data, ensuring user privacy.
- **Customisable:** Easily match the look and feel of your site.

This guide provides step-by-step instructions for setting up the Mantis Carousel.

## 2. Basic Integration

### 2.1. Create and Configure Custom Element

To set up the Mantis Carousel, create and place one or more custom elements named `<mantis - ui - widget>` at the desired locations on your site. This element displays the Mantis Carousel and can support multiple instances if needed, with each instance requiring a unique `id`. Use unique IDs for each widget, such as `id="mantis - ui - widget"`, `id="mantis - ui - widget - 1"`, `id="mantis - ui - widget - 2"`, etc.

Example of a configured element:

```
<mantis - ui - widget id="mantis - ui - widget" data - config="{\"offset\":\"0\", \"title\":\"Recommended Reads\"}></mantis - ui - widget>
```

□

To dynamically create the custom element using JavaScript:

```
const carouselContainer = document.createElement('mantis - ui - widget');
carouselContainer.setAttribute('id','mantis - ui - widget - 1');
carouselContainer.setAttribute('data - config', JSON.stringify({
  offset: "0",
  title: "Recommended Reads"
}));
document.body.appendChild(carouselContainer);
```

□

**Custom Element Configuration** Each `mantis - ui - widget` element can be customised using the `data - config` attribute, configured as a JSONlike object. Parameters such as `title`, `offset`, and `theme` are optional and can be omitted. If they are not set, default values will automatically be applied on the backend.

Here’s how the backend defaults will work:

- **"offset" (optional)** : Defaults to `0`, starting the carousel at the first item. For additional carousels, set this to `20, 40, 60`, etc.
- **"theme" (optional)** : Defaults to the site’s standard theme unless explicitly specified.
- **"title" (optional)** : Defaults to "Similar articles to this" if not specified.

**Note for Development and Testing:** To facilitate testing on pre-production and development environments, you can add `"url": "<product ion - url - here>"` to the `data - config` to override the URL the carousel uses. This should only be used in development and must be removed prior to deploying to production.

## Recommended Height:

- While a fixed height is not required for the `mantis - ui - widget` , we **highly recommend** setting one to reduce Cumulative Layout Shift (CLS) and ensure a smoother user experience. For best results:
  - Set the widget height to **455px on desktop** and **471px on mobile** .
  - This can be achieved through inline CSS or external stylesheets, adapting as needed based on your site's responsive design.

## 2.2. Site Header

### Step-by-Step Guide

1. Create the custom element as described in Section 2.1.
2. Insert the Script

Place the following script within the `<head>` section of your site:

```
<!-- Mantis Client Side Loader (JS) -->  
<script async src= "https://scripts.mantis - intelligence.com/<publisher - mantis -  
path>/mantis.js" ></script>
```

□

3. Verify Integration

- Check to ensure that the `mantisui-widget` is populated with the Mantis Carousel content after the script loads.

## 2.3. Google Tag Manager Integration

Follow the instructions in 2.1 to create and configure the custom element. To deliver the Mantis Carousel using Google Tag Manager (GTM):

1. **Create the custom element as described in Section 2.1.**
2. **Create a New Tag**
  - Go to your GTM account and create a new tag.
  - Select "Tag Configuration" and choose "Custom HTML".
  - Copy and paste the script from the Basic Integration (**see 2.1**) section into the HTML field.
  
3. **Set Up a Trigger**
  - Click on "Triggering" and choose "New".
  - Name your trigger (e.g., "Mantis Carousel Trigger").
  - Choose "Page View" as the trigger type.
  - Configure the trigger to fire on "All Page Views" or specific conditions based on your requirements.
  
4. **Publish the Container**
  - Save your tag and trigger.
  - Submit and publish your GTM container to make the changes live.

### 3. Google Ad Manager Integration

To deliver the Mantis Content Carousel through an ad slot in Google Ad Manager (GAM), follow these steps. This can be done using a 1x1, OOP, or standard IAB sizes. For IAB sizes, it is recommended to collapse the ad slot once delivered to prevent white space. This configuration can be managed by your Account Manager.

1. **Create the custom element as described in Section 2.1.**
2. **Create a New Order**
  - a. Log in to your Google Ad Manager account.
  - b. Create a new order using a naming convention appropriate to your business. For example, "**Mantis Carousel - [SiteName]**".
3. **Create a New Line Item**
  - a. Within the order, create a new line item.
  - b. Set the size of the line item. For example, use 1x1, OOP, or any standard IAB sizes like 300x250.
  - c. Configure the targeting settings based on your requirements.
  - d. This can include targeting specific ad units, key-values, or inventory types.
  - e. Set the priority and delivery settings according to your campaign needs. Common priorities are sponsorship, standard or bulk.
4. **Important** : To ensure that the line item is only able to deliver to a single slot on the page at a time, set up a competitive exclusion or ensure the line item is targeted to a unique slot.
5. **Add a New Custom Creative**
  - a. In the line item, add a new custom creative.
  - b. Choose the "**Custom Creative**" type.
  - c. Paste the code snippet below into the "**Code Snippet**" box.
6. **Important:** Disable "**Serve into a SafeFrame**". This is crucial as the Mantis script needs to escape the iframe.
7. **Save and Preview**
  - a. Save the creative and preview it to ensure it displays correctly.
8. **Set the CampaignLive**
  - a. Once everything is verified, set the campaign live.

## 4. Site Crawling

### 4.1. IP Address Whitelisting

To allow Mantis to effectively crawl your site, it may be necessary to whitelist specific IP addresses and user agents. Additionally, if your site is protected by a paywall, you should either whitelist the same IP addresses or consult with your account manager to discuss potential options or solutions.

#### UK/EEA Production Environment:

- **IP Addresses:**
  - 34.240.134.77
  - 54.170.2.16
  - 54.217.151.63

#### UK/EEA Development Environment:

- **IP Addresses:**
  - 34.247.109.254
  - 52.51.234.82
  - 34.246.26.24

#### AU/APAC Production Environment:

- **IP Addresses:**
  - 54.253.149.197
  - 54.252.110.150
  - 13.239.164.163

#### AU/APAC Development Environment:

- **IP Addresses:**
  - 3.104.26.13
  - 52.63.215.31
  - 54.253.20.45

#### User-Agent:

- 'Mantisbot/1.0 (+<http://www.mantis-intelligence.com/>)'

#### Important Notes:

- Ensure that the above IP addresses are whitelisted in your firewall or any other security mechanisms to allow Mantis to crawl your site.
- If your site has a paywall, you may need to whitelist these IPs or consult with your Mantis account manager to discuss alternative solutions for crawling paywalled content.

## 4.2. Paywall Restrictions

If your site is protected by a paywall, the solution for Mantis crawling will depend on the specific paywall implementation. The Mantis crawler has JavaScript turned off by default for security and efficiency reasons, and script elements are also stripped during the crawling process. As a result, certain paywall configurations can prevent the crawler from accessing the content it needs for analysis.

### Options to Ensure Proper Functionality:

1. **Whitelist at the CDN Level:**

You can whitelist Mantis at the CDN level to allow the crawler to access the full content of your paywalled pages. This approach ensures that Mantis can properly scan and analyse the content for brand safety and contextual targeting.

2. **Provide a Suitable On-Page Element:**

Another option is to provide an on-page element where the full text is available to the crawler. This element should be accessible without requiring login or JavaScript to display the content, ensuring that the Mantis crawler can properly read and process the necessary data.

3. **Client-Side Paywalls:**

If your paywall is implemented on the client side (e.g., solutions like Piano.io), Mantis may already be able to bypass it since JavaScript is disabled on our crawler. This only works if the full article text is available in the page source on initial load, and the client side paywall simply hides or removes part of the content after load.

### Important Note:

Work with your Mantis account manager to determine the best solution for your specific paywall setup. If access to the content behind the paywall is not properly configured, the crawler may only be able to access the first few paragraphs, depending on what content is exposed on the page. This could impact the completeness of contextual data, potentially affecting targeting and brand safety.

## 5. Environments

The following environments are used for various stages of the deployment and testing process for the Mantis Carousel:

- **Production:** This is the live environment where the Mantis Client Side Carousel operates on your site as it is accessed by end-users. It is the final, fully tested version that is used in the real-world application. Ensure that all configurations and integrations are thoroughly tested here before going live.
  - **URL:** <https://scripts.mantis-intelligence.com/<publisher-mantis-path>/mantis.js>
- **Stable:** This environment is used to test the stability and performance of the Mantis Client Side Carousel in a pre-production setting. It is intended to ensure that all features function reliably and are ready for deployment to the production environment.
  - **URL:** <https://stable-scripts.mantis-dev-awx.com/<publisher-mantis-path>/mantis.js>
- **Dev:** This environment is used for specific testing and validation scenarios that might involve experimental features or configurations not available in the standard production or development environments. It allows for controlled testing before changes are moved to the stable environment.
  - **URL:** <https://bertha-scripts.mantis-dev-awx.com/<publisher-mantis-path>/mantis.js>

Each environment serves a specific purpose to ensure that the Mantis Client Side Carousel is robust, functional, and ready for production deployment. Please select the appropriate environment based on your testing and deployment needs.

## 6. Contact Information

### General Inquiries

For general questions or if you are unsure who to contact, please reach out to our support team, and we will direct your inquiry to the appropriate department.

Email: [hello@mantissolutions.com](mailto:hello@mantissolutions.com)

### Client Services

For client support, account management, and service-related inquiries:

Email: [clientservices@mantissolutions.com](mailto:clientservices@mantissolutions.com)

### Mantis Partnerships

For strategic partnerships and high-level management inquiries:

**Ben Pheloung - Head of Mantis**

Email: [ben.pheloung@mantissolutions.com](mailto:ben.pheloung@mantissolutions.com)

### Product & Technical Implementation

For inquiries related to product development, roadmap planning, or technical integration:

**Callum McAdam – Senior Technical Product Manager**

Email: [callum.mcadam@mantissolutions.com](mailto:callum.mcadam@mantissolutions.com)

**Gloria Bricalli – Product Manager**

Email: [gloria.bricalli@mantissolutions.com](mailto:gloria.bricalli@mantissolutions.com)

We value your feedback and are dedicated to ensuring your experience with Mantis meets your expectations. Please do not hesitate to reach out with any concerns or feedback you may have.