



PROGRAMMATIC BUYER GUIDE - ADFORM



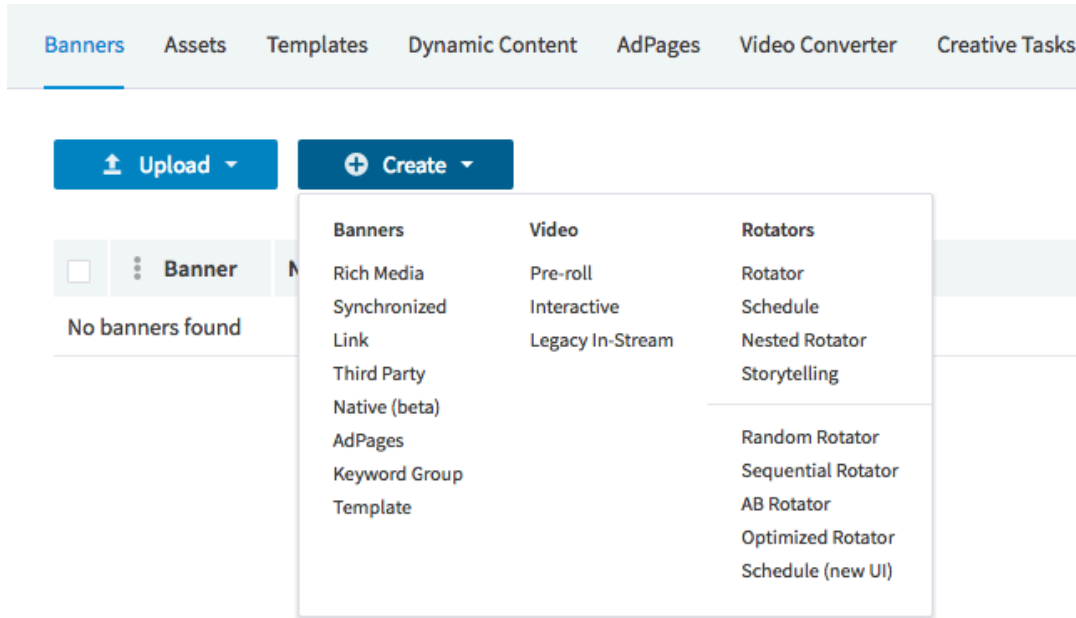
SCHIBSTED
MEDIA GROUP



INDEX

- Products bought on Appnexus using Adform
- How to set up a basic campaign targeting Schibsted Inventory
- How to set up Deal IDs
- Common issues and ways to solve them

PRODUCTS AVAILABLE WITH ADFORM



① Adform is an adserver so you can buy many different formats.

BASIC CAMPAIGN SET UP – OPEN MARKET

Campaigns Inactive Campaigns

Create Campaign

Details Permissions Alerts RTB Campaign labels

▼ Basic

Name

Client

Budget This value does not affect RTB delivery

Currency

Period
Time zone (UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna

Type

Line Item View

Manager

Co-manager

Use Adform AdServing

Trafficking services

RTB Service Package

- ① Fill Campaign Information
- ② Turn on RTB by allocating budget to RTB

BASIC CAMPAIGN SET UP – OPEN MARKET

Real Time Bidding

Line Items Deleted Line Items Change Log

Create

Status: All but Finished Spending: All Pricing: All Sort by: Name Reset Search...

Timeline Impressions Clicks

0 02/10/2016 08/10/2016 14/10/2016 20/10/2016

Line Item test_Bill

1 General 2 Budget and Bidding 3 Inventory 4 Targeting 5 Banners

Details

Name test_Bill

Status Enabled Paused

Timing

31/10/2016 - 17/11/2016 Full Period Schedule

Time zone: (UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna

Save Cancel

③ Create a Line Item

④ Click on the newly created line item to

BASIC CAMPAIGN SET UP – OPEN MARKET

Line Item test_Bill

① General ② Budget and Bidding ③ Inventory ④ Targeting ⑤ Banners

Budget

Goal Budget

0.00 SEK total ~ 0.00 SEK per day

Spend budget ☒ Evenly ☐ Ahead ☐ ASAP

Pricing Model

Buying CPM CPC CPA

Maximum CPM bid price 0.00 SEK

Impression Capping

Add Capping

Save

Cancel

⑤ Choose your budget

BASIC CAMPAIGN SET UP – OPEN MARKET

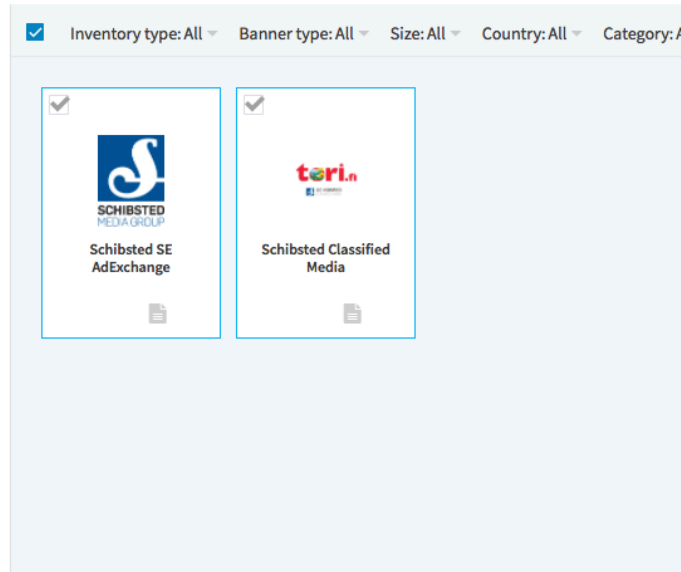
Exchanges

Categories

Domains

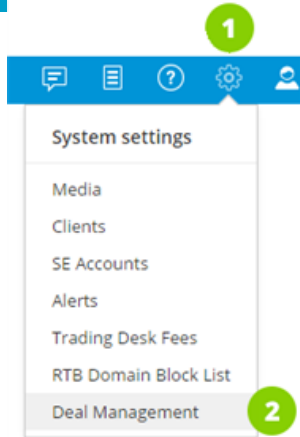
Placement

Other



- ⑥ Choose your inventory
- You can also choose
by domain name

DEAL ID SET UP



- ① Click on System settings
- ② Select Deal management
- ③ Accept Deal
- ④ Fill out Deal Information

CreateDeal

A screenshot of a 'CreateDeal' form. It contains three input fields: 'Name', 'Deal id', and 'Inventory Source'. The 'Inventory Source' field is a dropdown menu with the text 'Select inventory source' and a downward arrow. A red circle with the number '4' is placed over the 'Inventory Source' dropdown. Below the form, there are two buttons: 'Create' (in blue) and 'Cancel' (in grey).

Preferred Deals

A screenshot of a table titled 'Preferred Deals'. The table has columns: 'Id', 'Name', 'Publisher', 'CPM', 'Period', and 'Status'. There are 8 rows of data. The first row is highlighted in blue. The 'Status' column has a dropdown menu open, showing options: 'New', 'Accepted', and 'Rejected'. A red circle with the number '1' is placed over the 'Status' dropdown. The table also has a search bar at the top right. The 'Deal ID-10-1578' row is highlighted in blue, and a red circle with the number '2' is placed over the 'Accept' button in the 'Status' column. A red circle with the number '3' is placed over the 'Reject' button in the 'Status' column.

Id	Name	Publisher	CPM	Period	Status
DID-10-3253	(Incubator) Deal Test	Adform Test	0.01	20/02/2015	New
DID-10-1276	A.Deal	Adform Test	1.00	07/08/2014	Accepted
DID-10-1079	Agency1-Deal2	Adform Test	1.00	04/07/2014 - 31/12/2014	Rejected
DID-10-2854	alste_Deal_UI_test_#_	Adform Test	3.00	18/12/2014	Accepted
DID-10-1578	DBA Adiquota	Adform Test	0.01	25/09/2014	Accepted
DID-10-2594	Deal_UI_Test_#_	Adform Test	3.00	15/01/2015	Accepted
DID-10-2602	Deal_UI_test_#_4	Adform Test	3.00	15/01/2015	Accepted

BEST PRACTICE – TROUBLE SHOOTING

- Do not use/tick off **One Impression Per Page** under (3) Inventory > Other.
- **Step 3. Inventory > Other > Show One Impression Per Page**
- *This feature may reduce the amount of bids and result in lower delivery or no delivery at all.*

Display Line Item

① General ② Budget and Bidding ③ Inventory ④ Targeting ⑤ Banners

Exchanges

Categories

Domains

Placement

Other

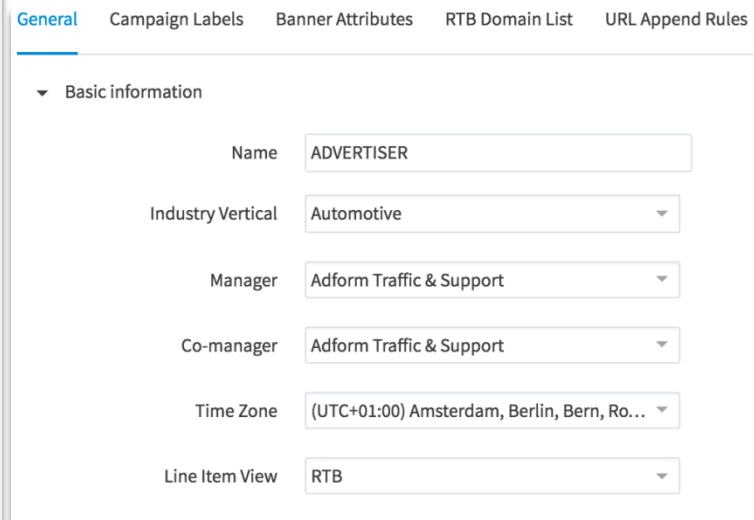
☐ Show one impression per page ⓘ

☐ Only bid when the user id is known ⓘ

BEST PRACTICE – TROUBLE SHOOTING

- Make sure the Advertiser in Adform has one of the **Industry Vertical** as listed in the overview. The reason for this, is that Industry Verticals in AppNexus is a bit different.
- *Another industry vertical may result in bids being blocked and prevent purchases on Schibsted inventory.*

Arts & Entertainment
Automotive
Education
Family & Parenting
Home & Garden
Law, Gov't & Politics
News
Science
Pets
Sports
Style & Fashion
Travel
Shopping
Uncategorized (not recommended)
Non-Standard Content (not recommended)
Illegal Content (not recommended)



The screenshot displays the 'General' tab of the Adform campaign configuration interface. The interface includes a navigation bar with tabs: 'General', 'Campaign Labels', 'Banner Attributes', 'RTB Domain List', and 'URL Append Rules'. The 'General' tab is active, showing a section titled 'Basic information' with a dropdown arrow. Below this, there are six configuration fields:

Field	Value
Name	ADVERTISER
Industry Vertical	Automotive
Manager	Adform Traffic & Support
Co-manager	Adform Traffic & Support
Time Zone	(UTC+01:00) Amsterdam, Berlin, Bern, Ro...
Line Item View	RTB

BEST PRACTICE – TROUBLE SHOOTING

- Do not use/tick off **Above The Fold**. This due to Schibsted Media Group has implemented Lazy Load on their different domains.
- **Step 3. Inventory > Placement > Position > Above The Fold**
- **Above The Fold** will only limit the buys and Bid Requests.

The screenshot displays the 'Inventory' tab in the ad management interface. The left sidebar contains a menu with 'Exchanges', 'Categories', 'Domains', 'Placement', and 'Other'. The main content area is divided into two sections: 'Position' and 'Video Settings'. In the 'Position' section, the 'Above the fold' checkbox is unchecked. The 'Video Settings' section contains two rows of options, each with a checked checkbox.

Section	Option	Status	
Position	Above the fold	Unchecked	
	Video Settings		
	Ad Position	Pre-Roll	Checked
	Ad Position	Mid-Roll	Checked
	Ad Position	Post-Roll	Checked
Ad Position	Unknown	Checked	
Player Size	Small	Checked	
	Medium	Checked	
	HD	Checked	
	Unknown	Checked	

BEST PRACTICE – TROUBLE SHOOTING

1. Go to Step **Nr. 5 Banners** – inside Line Item.
2. Approval Status on the right side. If banners is approved, it will have a **green** icon. If rejected, **red** icon. Press the banner – any the reason why will pop up on the right side.'
3. Please be aware that it can take up to 48 hours before creatives are being approved by AppNexus.

Approval Status		
27	118	
61	84	
94	1	50
28	1	116
31	114	