



PROGRAMMATIC BUYER GUIDE - APPNEXUS



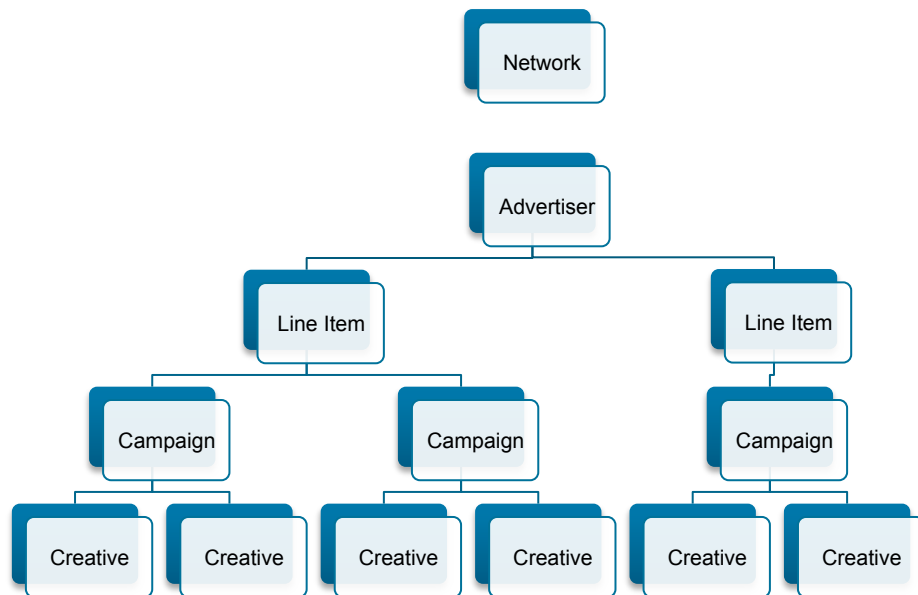
SCHIBSTED
MEDIA GROUP



INDEX

- Appnexus Resources
- Formats supported by Appnexus
- How to set up a basic campaign targeting Schibsted Inventory
- How to set up Deal IDs
- Common issues and ways to solve them

APPNEXUS TRADER RESOURCES



- ① Appnexus works with a hierarchy structure. All objects set at a higher level effect the lower levels.
- ② Network – Set your blacklists that can be applied to all advertisers and campaigns.
- ③ Advertiser – Create and name your clients
- ④ Line item – Define your business relationship with each advertiser as these values get passed onto the campaign level.
- ⑤ Campaign – Execute your media strategy on behalf of your client.

APPNEXUS TRADER RESOURCES

- ① Advertiser – Define and name the advertiser you will be buying for.
- ② Line Items – This is the financial relationship you have with your advertisers.

Depending on the objectives of the campaign the Line Item can have more of a campaign management functionality.

Ex.) Where do I put the start and ending date?

Recommendation – If your media budget with the client will be the same throughout time period, separate the dates on the campaign level. If you have different objectives, you may want to create separate line items instead.

- ③ Campaigns – Place to manager the actual buys for your advertiser.
- ④ Creatives – Management of your different creative material.

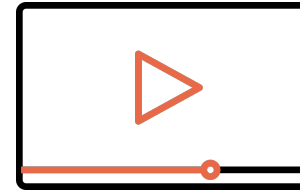
APPNEXUS FORMATS AND PRODUCTS



Banners
Skin
Native



Banners
Native



Pre roll -
Outstream

Contact your sales
person for more
details on video
offering.

BASIC CAMPAIGN SET UP – ADVERTISER LEVEL

Create New Advertiser CANCEL

1

Basic Setup

Name *

External Code

State *
☒ Active
☐ Inactive

Time Format
☒ 12 Hour (6:30 AM; 2:30 PM)
☐ 24 Hour (6:30; 14:30)

Time Zone
Europe/Amsterdam
☒ Apply this timezone to all child insertion orders, line items, campaigns, and creatives

Insertion Orders
☒ Use Insertion Orders to bucket Line Items and Campaigns ?

2

Default Settings ?

Brand

Offer Category

Currency

3

- 1 Create Advertiser – Must do in order to start buying
- 2 UNCHECK Insertion order unless you know how to use this.
- 3 Set brand name and the currency. You can also declare the brand category for your advertiser.

BASIC CAMPAIGN SET UP – LINE ITEM LEVEL

Basic Setup

Name * Altamira - Home & 25-40 yrs - Audience Extension - 160408-160708 - E

External Code

State *
☒ Active
☐ Inactive

Currency Swedish Krona (SEK)

Flight Dates
Start Date
04/08/2016 12:00 AM Europe/Amsterdam
End Date
☒ 06/30/2016 11:59 PM Europe/Amsterdam
☐ Run Indefinitely

Budget
☐ Unlimited
☒ Impression
☐ Revenue
Lifetime Custom Budget
3,000,000 imps
Daily Pace Lifetime Budget
Allocate 3,000,000 imps evenly across flight dates

Revenue Type * CPM
Revenue Value: KR

☐ Ensure a minimum margin of %

- 1 Create LINE ITEM – GIVE IT A NAME, DATE
- 2 Define the budget by either impressions or revenue.
- 3 Set your revenue type. This is mostly for reporting later on as you will pay the final media cost.

BASIC CAMPAIGN SET UP – CAMPAIGN LEVEL SET YOUR STRATEGY

Basic Setup

Name *

External Code

State * ☐ Active ☒ Inactive

Flight Dates

Start Date

End Date ☒ ☐ Run Indefinitely

Budget ☐ Unlimited ☒ Impression ☐ Media Cost

Lifetime

Daily

☒ Pace evenly throughout day ☐ Spend as fast as possible

Buying Strategies * ☐ Buy Direct Inventory ☒ Buy Third-Party Inventory

☒ Pay on a Per-impression (CPM) basis

Target reach and delivery

☒ Auto-bid to win most platform impressions (ECP)

☐ Auto-bid to win ~50% of platform impressions (EAP)

☐ Bid CPM: max KR min KR

OTHER OPTIONS

☐ Enable cadence modifier

Line Item Details

LI Name: Altamira - Home & 2...

Booked Revenue: Cost Plus

Minimum Margin: Not set

Performance Goal Tracking: Not set

① Set up campaign to fit your planning at the line item level.

② Set your budget to reflect Line Level budget

③ Define Buyer Strategy


① Bid Base – Always bid the same


② Optimize to predict performance


③ Target and reach – Max and min bidding technique

BASIC CAMPAIGN SET UP – CAMPAIGN LEVEL TARGETING

Device and Supply Type ?

 ☒ ON Desks & Laptops

 ☒ ON Tablets


 ☒ ON Phones


SUPPLY TYPE

☒ Default: Web, Mobile Web and App Placements

☐ Custom

Inventory Quality ?

☐ Serve only on AppNexus Spend Protection inventory 

 To target AppNexus Spend Protection inventory, you must set the "Verify AppNexus Spend Protection Impressions" option on the parent insertion order to "Yes" and select a verification partner.

☐ Serve only on AppNexus-reviewed inventory

☒ Serve on any inventory

① Device and inventory quality

② Define the inventory

- Selecting “serve on any inventory” is a best practice. Apply your whitelist on the network level.

BASIC CAMPAIGN SET UP – CAMPAIGN LEVEL TARGETING

Inventory

Edit



Targeting Set (click edit for details)

Inventory Targeting

Universal Categories

Custom Categories

Direct Inventory

3rd Party Inventory

Domain Lists

Specific Domains ✓

App Lists

Specific Apps

Summary

Universal Categories		Selected Universal Categories
Categories	Sub-categories	
<input type="text" value="Search for categories..."/>		Any Universal Category
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Category	ID
<input checked="" type="checkbox"/>	Arts & Entertainment	10
<input checked="" type="checkbox"/>	Autos & Vehicles	6
<input checked="" type="checkbox"/>	Beauty & Personal Care	7
<input checked="" type="checkbox"/>	Books & Literature	7984
<input checked="" type="checkbox"/>	Business & Industry	8
<input checked="" type="checkbox"/>	Computers & Electronics	9
<input checked="" type="checkbox"/>	Education	7986
<input checked="" type="checkbox"/>	Finance	11
<input checked="" type="checkbox"/>	Food & Drink	12
<input checked="" type="checkbox"/>	Games	13
<input checked="" type="checkbox"/>	Health	14
<input checked="" type="checkbox"/>	Home & Garden	15

Rows per page: 25 | 1 of 2

☐ Allow unknown categories

- 1 Edit your inventory selection
- 2 Define the inventory – Domains, SSPs, App lists etc etc

BASIC CAMPAIGN SET UP – DEAL TARGETING



Display and Mobile

- ☐ Buy direct/third-party inventory
- ☒ Buy using deal targeting

Deal Targeting

Sellers and Deals

Sellers

ES

All

Name	ID
ES_PMP_DEPORTE	23...
ES_PMP_MODA	23...
ES_PMP_Moda	23...
ES_PMP_NOTICIAS	23...
ES_PMP_NOTICIAS Co...	25...
ES_PMP_NOTICIAS_Ni...	24...
Lina testar	12...
Patrik Testar (remove me)	14...
Patrik Testar (remove m...	14...
SCH - Bull - Othernp6...	14...

Deal Details (as received from Seedtag Advertising SL)

Status: Active

Ask Price: €5.00 CPM

Currency: EUR

Type: Private Auction

Start: Immediately

End: Indefinitely

Last Updated: 2016-10-11 16:06:37

Sizes: 10x1

Brands: Any

Description: No description

Name	ID	Ask Price	Currency	Type	Start	End	Last Updated	Sizes	Brands	Description
ES_PMP_DEPORTE	23...									
ES_PMP_MODA	23...									
ES_PMP_Moda	23...									
ES_PMP_NOTICIAS	23...	€5.00		Seedtag ...						
ES_PMP_NOTICIAS Co...	25...	€5.00		Seedtag ...						
ES_PMP_NOTICIAS_Ni...	24...	€3.00		Seedtag ...						
Lina testar	12...	-		Schibsted...						
Patrik Testar (remove me)	14...	≈€4.77		Schibsted...						
Patrik Testar (remove m...	14...	≈€4.77		Schibsted...						
SCH - Bull - Othernp6...	14...	≈€10.12		Schibsted...						

Rows per page: 25 | 1 of 1

Cancel Add

- 1 Switch to deal targeting in campaign set up.
- 2 Search for your deal id with the seller.

TROUBLESHOOTING ISSUES

ISSUE	Solution
Bids being rejected	https://wiki.appnexus.com/display/console/Understanding+Bid+Rejections
Not buying Deal impressions	Double-check mapping to the seller
Not buying impressions on Open Market	Double-check for contradicting issues on in the “budget” set up in both line item and campaign.
Creative auditing	Appnexus needs to audit your creative. It usually take 1 business day.
Whitelists and black lists	Make sure your whitelists and blacklists are not conflicting as they can be set on the network level.