



THE FUTURE IS NOW



PROGRAMMATIC BUYER GUIDE - DBM








SCHIBSTED
MEDIA GROUP



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- Products bought on Appnexus using DBM
- 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 DBM

Display Environments		
✓	Desktop Web Inventory from websites designed for desktop browsers.	
✓	Mobile Web Inventory from websites optimized for mobile browsers.	
✓	Mobile App Inventory displayed in mobile apps.	
✓	Mobile App Interstitial Ad inventory shown before or between content loads in mobile apps.	
✓	Desktop Web on Mobile Inventory from websites not designed for mobile browsers but viewed on them.	

- ① DBM allows you to buy display on desktop and mobile devices.
- ② You cannot buy Native or video from Appnexus.
- ③ You can buy Skin Pages

BASIC CAMPAIGN SET UP

Public Inventory

schibsted Target filtered: [All](#) [None](#) ☒ Target new exchanges

▼ ☐ AppNexus New sub-exchanges will be excluded

- ☐ Schibsted Classified Sites
- ☐ Schibsted Norge AS
- ☐ Schibsted Sweden

Private Deals

Search inventory Target: [All](#) [None](#)

▼ AppNexus

<input type="checkbox"/>	Test 1	until 29 Jan 2015	€13.33 CPM
<input type="checkbox"/>	Test 2		€2.67 CPM

- In your Campaign, click targeting
- Choose inventory source
- Choose targeted filtered: None and search for Schibsted.

BASIC CAMPAIGN SET UP – CHECK LIST

Mandatory:

- ☐ Make sure your geo targeting matches the inventory provided (pull an inventory availability report and check to see that there is sufficient inventory in the deal in the markets you are targeting)
- ☐ Ensure your bid price is at least 20% above the floor price
- ☐ You have the creative formats agreed on and use the inventory availability report to ensure there are sufficient volumes for your formats (the more ad sizes you have the more volumes you can capture)
- ☐ If you are using ad position targeting ensure it corresponds to what was agreed with the publisher and check availability via the inventory availability report

Recommended:

- ☐ Set high frequency caps to make sure you do not limit delivery (at both line item and insertion order level)
- ☐ Do not layer on too much targeting (avoid category targeting, site targeting, brand safety filters, etc.)
- ☐ Do not use any optimizers (vCPM and Auto Budget Allocation)
- ☐ Do not use bid curves
- ☐ Do not target more than one deal in a line item
- ☐ Do not target the deal in the same line item as other inventory

DEAL ID SET UP

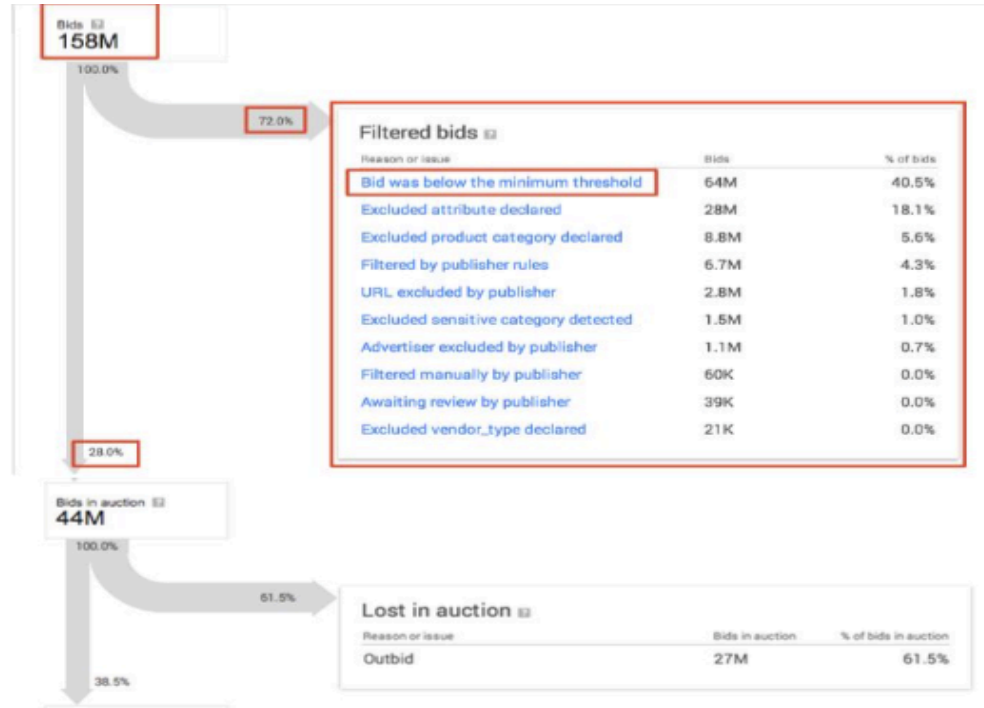
The screenshot shows the DoubleClick Digital Marketing interface. At the top, there is a navigation bar with the following tabs: Exchange Buying, Reporting, Users, Partner (highlighted), and User Settings. Below the navigation bar, there is a text instruction: "Click Inventory Sources in the menu to the left and press 'Add inventory Source'". On the left side, there is a sidebar menu with the following items: Basic Details, Default Targeting, Partner Costs, Default Partner Revenue Model, Channels, Inventory Sources (highlighted), and History. The main content area displays the "New inventory source" form. The form has a "Basic Details" section with the following fields: Exchange (set to DoubleClick Ad Exchange), Deal ID, Name, Minimum bid (set to 0.00 US Dollars (USD)), Seller name, Start date (set to Start), End date (set to End), and Partners & Advertisers (set to Add Partner or Advertiser...). There is also a checkbox for "Preferred deal" which is currently unchecked. A "Save" button is located at the bottom left of the form.

- ① Partner tab in main menu
- ② Select inventory sources
- ③ Place Deal ID number sent from Schibsted Adops in the box.
- ④ Put the agreed price in the price boxes.

Be sure to add at least 20% more than the asking price to insure delivery

TROUBLE SHOOTING - RTB BREAK OUT

- Using RTB Breakout, buyers can view bid responses that are being filtered and impressions lost due to issues that may be actionable by the buyer.
- Using the activity data, buyers can determine possible ways to increase impression availability.
- Bidding activity data automatically updates upon filter selection (by **creative ID, publisher or Deal ID**) and defaults to data collected today.
- Buyers can choose to view data from today, yesterday, the last 7 days, the last 30 days, or customized dates



TROUBLESHOOTING – COMMON PROBLEMS

Reason	Why it happens	How to prevent
Intentionally not bidding on the deal	Buyer has no matched campaign for the deal e.g. no current demand for an Always-On deals, campaign is delayed or cancelled, campaign budget/terms has been changed	Set clear expectations prior to striking deals Establish frequent communications and checkpoints
Campaign trafficking issues or limitations	Campaign, line item, or creative not enabled within the buyer's system Campaign delivery is limited by frequency capping, pacing, or other optimization goals Insufficient budget (e.g. buyer used up budget from other inventory source faster than they expect)	Set clear expectations prior to striking deals Ensure publisher has enough relevant inventory Establish frequent communications and checkpoints
Integration issue	Bidder is not aware of the deal / deal ID Bidder not looking at the Block Override signal in the Bid Request and current campaign bids are being filtered due to publisher blocks	Buy-side parties ensure deal IDs are being passed to the bidder Bidder updates program to inject block override signal Publisher enables block override feature
Publisher / Inventory issue	Publisher has not verified its URLs, causing an empty URL field in bid requests Low inventory volume results in minimal matched users and related campaigns require targeting only to known users Publisher is blocking related campaign and does not have Block Override enabled	Publisher ensures all URLs are verified by AdX Publisher allocates enough inventory for the deal and sets the right expectations with buyers Publisher enables block override Publisher ensures inventory made available to deals is compliant with AdX policy