



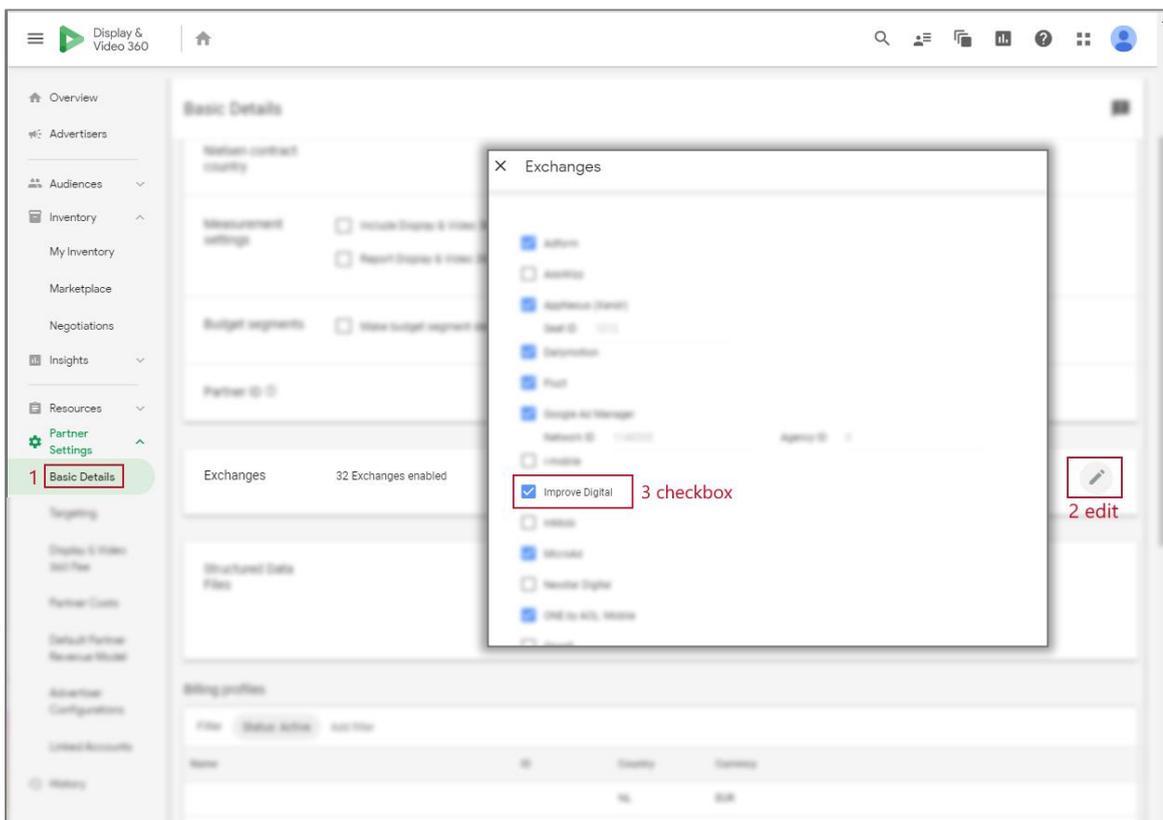
impact marketplace

DV360 DEAL ID SETUP GUIDE

These are the steps to setup IMPACT marketplace Deals in Display&Video 360 (DV360)

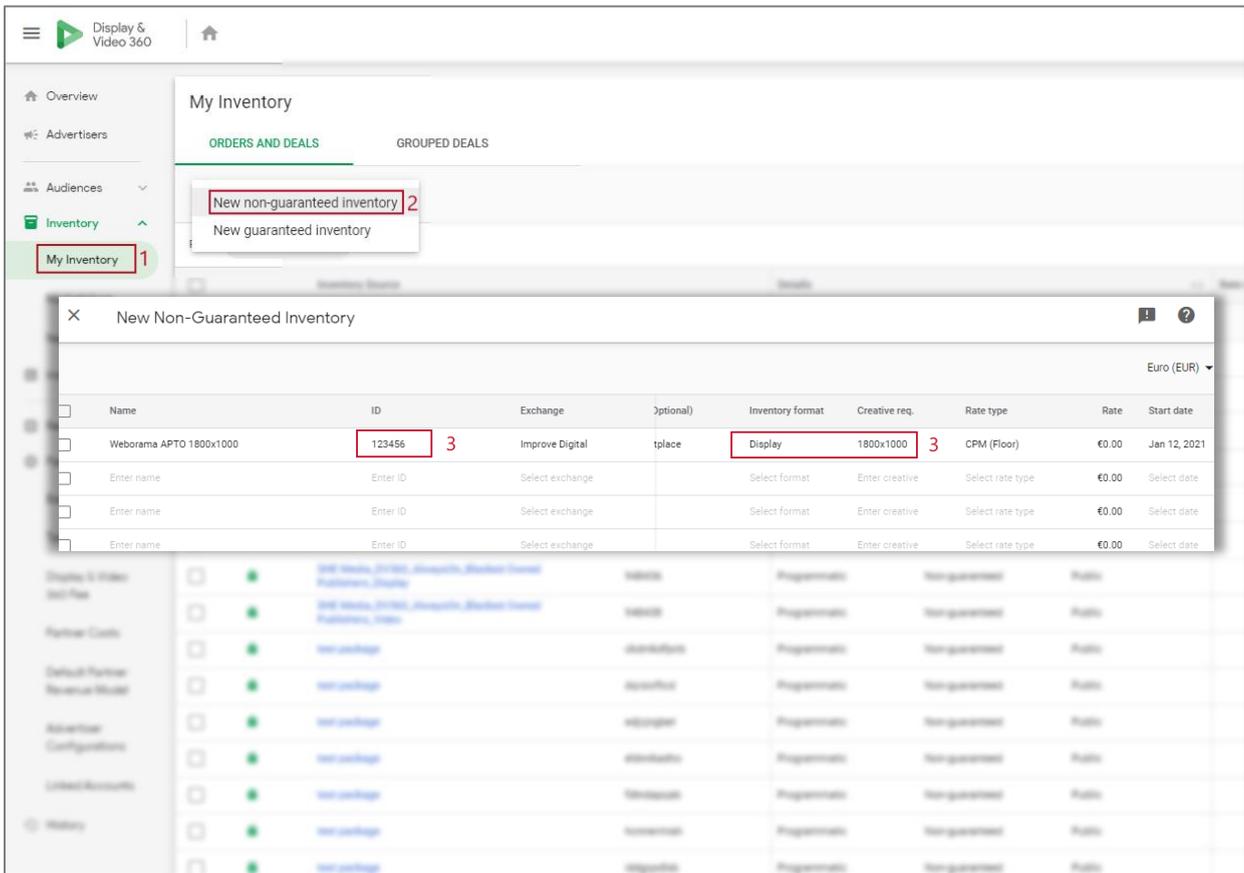
1. Ensure that the exchange is activated in the basic account settings

Go to *settings > basic details > exchanges > select: Improve Digital*



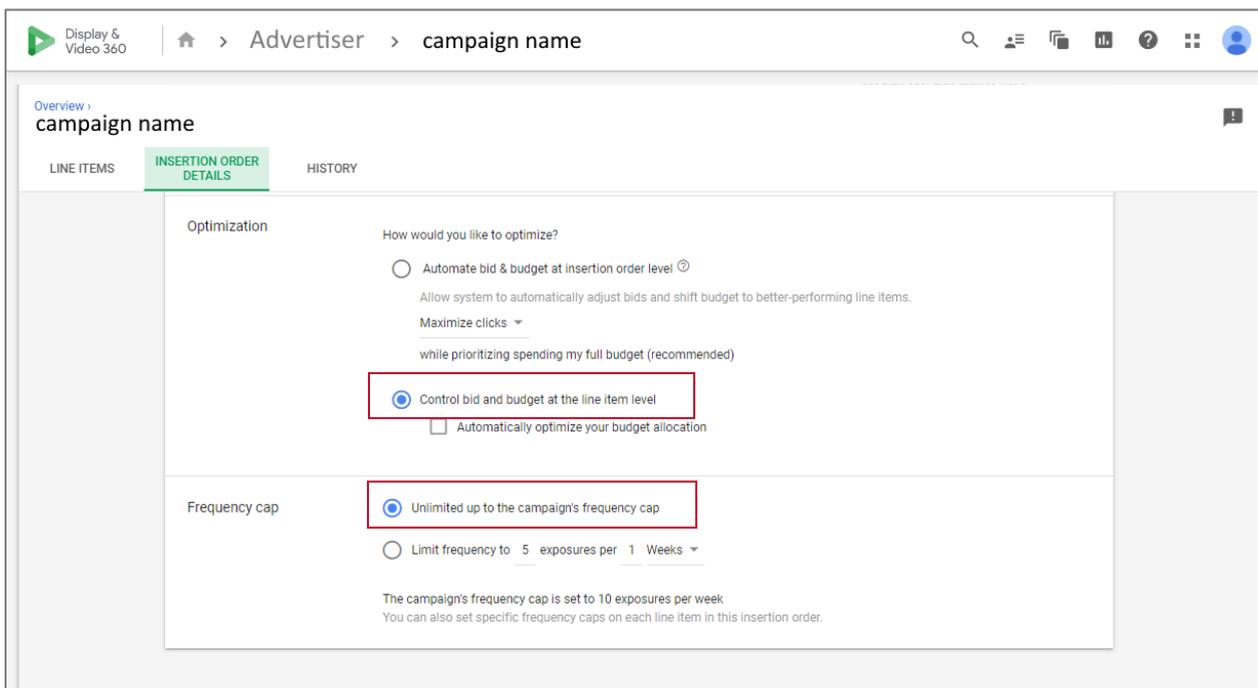
2 Set Up the Deal ID in My Inventory

Go to *inventory > my inventory > new > new Non-Guaranteed Inventory* and setup the deals using the Deal IDs provided by your contact. Please setup 1 deal/ row per format using the correct target size (e.g. 1800x1000 for Automated Page Takeover, 320x400 for Mobile Portrait, 320x500 for Mobile Interscroller etc.).

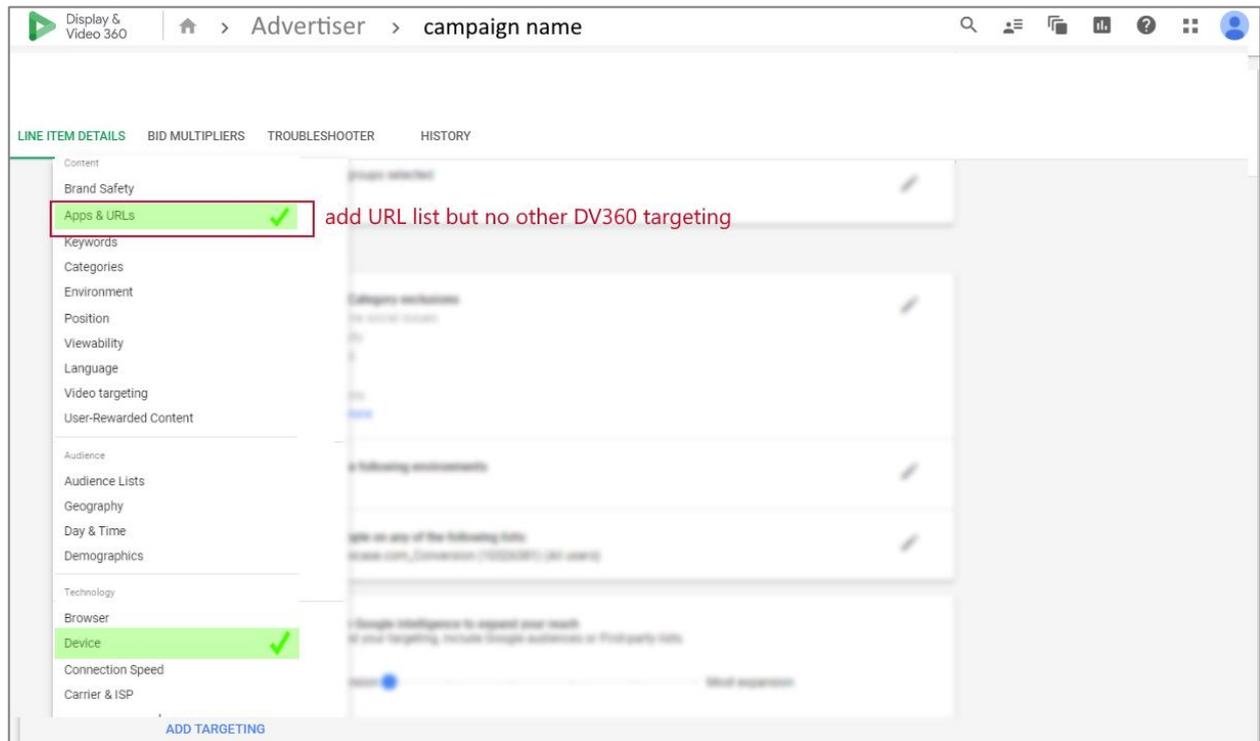


3 Settings campaign, insertion order and line items.

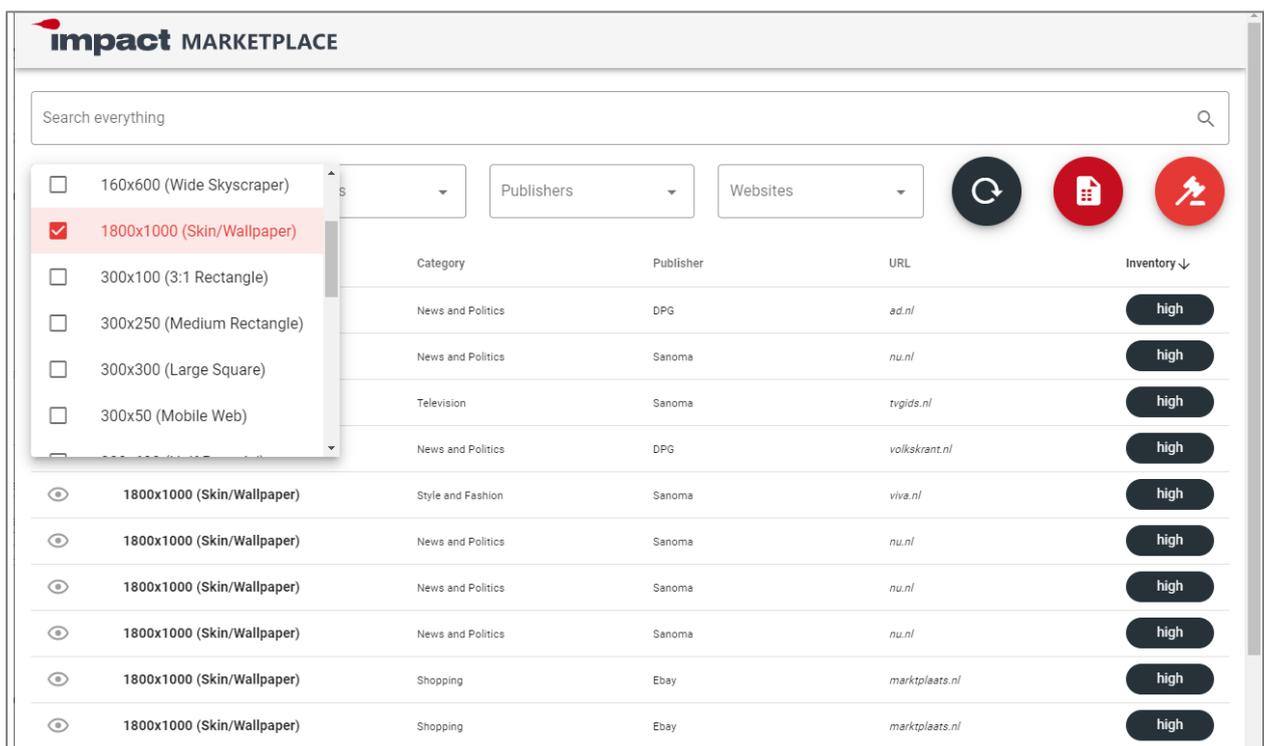
When setting up the **campaign** and **insertion order** make sure you don't use automated bidding optimization. Control bids at line item level and don't use frequency capping. When enabled, this only delivers to cookie'd users, so you may limit your audience reach (excludes Safari users, in-app users, cookie opt outs, etc). Use pacing and budget cap options to limit frequency instead.



Limit targeting on insertion order and line item level. Most options in DV360 like, Brand Safety, Affinity, Custom Affinity, and In-Market audience targeting are all Google's proprietary products and only work with AdX inventory. Use URL lists from the IMPACT marketplace to target these specific URLs and exclude devices if you want. Build URL lists based on publisher, format and category in [IMPACT marketplace URL builder](https://weborama-impact-marketplace.web.app/): <https://weborama-impact-marketplace.web.app/>



EXAMPLE IMPACT marketplace webapp



4 Assign creatives with WCM tags

On **line item** level please assign your Weborama campaign manager (WCM) creative tag. Be sure you set the right *dimension* for the creative (target size e.g. 1800x1000 for Automated Page Takeover) select *requires html5*, and paste the wcm javascript tag in the *third party tag* field. Do not use any other settings on **creative level**.

Display & Video 360

campaign name

DETAILS HISTORY

Basic details

Name Weborama - APTO Status Active

50 / 255

PREVIEW

Dimensions 1800 x 1000 1

Landing page URL https://weborama.nl/nl 133 / 1024

Don't scale to fit device width

Technologies

Requires MRAID

Requires HTML5 2

Third party tag 3

```
<script type="text/javascript">
var adperfbj = {
  account_id :
  ,tracking_element_id :
  ,width : 1
  ,height : 1
  ,fullhost :
  ,weborama: {
    selfpromotion: 'solution.weborama.fr'
    ,random : '{CACHEBUSTER}'
    ,burst : 'always'
    ,imtrackers : []
    ,clicktrackers : []
    ,publisherclick : '{CLICK_URL}'
  }
};
document.write("<scr+ipt language='javascript'
src='https://cstatic.weborama.fr/js/advertiserv2/adperfb_launch
_1.0.0_scrambled.js'></scr+ipt>");
</script>
```

SAVE RESET

SAVE CANCEL

Key takeaways:

- Make sure **Improve Digital exchange** is activated in your DV 360 account.
- Don't use Google owned targeting options including frequency capping. To control frequency, use daily budget cap instead.
- Target on **URLS** and build whitelists using the Impact marketplace web app.
- Always use matching adsize (eg. APTO = 1800x1000) per format/ deal ID and on **creative level**.
- Use *requires html5* on creative level.

About Impact Marketplace:

<https://www.weborama.nl/en/richmedia/impact>

Questions? Reach out to teamimpact@weborama.nl or call our office

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