# 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

• Overview	Basic Details								
6 Advertisers	Nation-contract country		×	Exchanges		-	-	1	
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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.).

≡ Þ Display & Video 360	A								
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A New No	n-Guaranteed I	nventory							
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Name		ID	Exchange	Optional)	Inventory form	at Creative req.	Rate type	Rate	Start date
Weborama AP	TO 1800x1000	123456 3	Improve Digital	tplace	Display	1800x1000	3 CPM (Floor)	€0.00	Jan 12, 2021
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### 3 Settings campaign, insertion order and line items.

When setting up the **campaign** and **insertion order** make sure you <u>don't</u> use automated bidding optimization. Control bids at line item level and <u>don't</u> use frequency capping. When enabled, this only delivers to cookied 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.

Display & Video 360	<ul> <li>Advertiser</li> </ul>	> campaign name	Q	₽≡	r,	ıl.	?	::	
overview > campaign na	me								B
LINE ITEMS	NSERTION ORDER HISTORY								
	Optimization	How would you like to optimize?  Automate bid & budget at insertion order level  Allow system to automatically adjust bids and shift budget to better-performing line items.  Maximize clicks  while prioritizing spending my full budget (recommended)  Control bid and budget at the line item level  Automatically optimize your budget allocation							
	Frequency cap	Unlimited up to the campaign's frequency cap     Limit frequency to 5 exposures per 1 Weeks ▼							
		The campaign's frequency cap is set to 10 exposures per week You can also set specific frequency caps on each line item in this insertion order.							

**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 <u>IMPACT marketplace URL builder</u>: https://weborama-impact-marketplace.web.app/

M DETAILS BID MULTIPLIERS	TROUBLESHOOTER HISTORY				
Content Brand Safety	inge allefail	/			
Apps & URLs	add URL list but no other DV360 targeting				
Keywords Categories					
Environment	Calegory exclusions	1			
Position	the second design	~			
Viewability					
Language					
Video targeting					
User-Rewarded Content	-				
Audience	a bit of the second secon				
Audience Lists					
Geography					
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Demographics	mask con, (conversor (10220391) (in users)	~			
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	in and incentive works foreign automatics of first and the				
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## EXAMPLE IMPACT marketplace webapp

Îm	pact MARKETPLACE				
Search	n everything				Q
	160x600 (Wide Skyscraper)	- Publishers	- Websites	- O	
	1800x1000 (Skin/Wallpaper)				
	300x100 (3:1 Rectangle)	Category	Publisher	URL	Inventory 🗸
	300x250 (Medium Rectangle)	News and Politics	DPG	ad.nl	high
	300x300 (Large Square)	News and Politics	Sanoma	nu.nl	high
	300x50 (Mobile Web)	Television	Sanoma	tvgids.nl	high
	· · · · · · · · · · · · · · · · · · ·	News and Politics	DPG	volkskrant.nl	high
۲	1800x1000 (Skin/Wallpaper)	Style and Fashion	Sanoma	viva.nl	high
۲	1800x1000 (Skin/Wallpaper)	News and Politics	Sanoma	nu.nl	high
۲	1800x1000 (Skin/Wallpaper)	News and Politics	Sanoma	nu.nl	high
۲	1800x1000 (Skin/Wallpaper)	News and Politics	Sanoma	nu.nl	high
۲	1800x1000 (Skin/Wallpaper)	Shopping	Ebay	marktplaats.nl	high
۲	1800x1000 (Skin/Wallpaper)	Shopping	Ebay	marktplaats.nl	high

## 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 <u>not</u> use any other settings on **creative level**.

	DETAILS	HISTORY		
Overview		Rooio dotoilo		
		Dasic uetails		
			Name 🕥 Weborama - APTO	Active -
Creatives			50 / 255	
			PREVIEW	
ASSIGN CREATIVES			Dimensions ⑦	
Name 🛧			1800 × 1000	
			https://weborama.nl/nl	
4			133 / 1024	
			Don't scale to fit device width ②	
			Technologies 💿	
Conversion tracking ③			Requires MRAID	
			Requires HTML5	
			Third-party tag <script type="text/javascript"></script>	

#### 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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