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Auction Packages via The Trade Desk
Best Practices

Campaign / Ad Group Set-Up Best Practices:

- ☐ Features to disable: these are not compatible with DOOH
    - ☐ Don't use the ad environment rail
    - ☐ Disable the Audience Excluder
    - ☐ Don't select "Target only trackable users"
    - ☐ Disable Post bid viewability reporting (DOOH is 100% viewable so save on costs)
    - ☐ Disable KOA if possible
- ☐ Reach is the best KPI for DOOH campaigns
- ☐ Frequency: Do not set a campaign frequency cap or goal
- ☐ Audience: At the ad group level, choose 'everyone' for the audience

Bidding Best Practices

- ☐ Auction Packages have a bid range, with a minimum and maximum guidance
- ☐ If you're using the "floor price" tool, be sure to bid % above your base bid to ensure you win or else this will override your bid and cause delivery issues
- ☐ Disable Pre-bid solutions (Ensure that you have all pre-bid solutions disabled, including those for brand safety, page quality, and viewability.)

Creative Best Practices

- ☐ Creative via tags not currently accepted - you must upload the creative files
- ☐ Assets are automatically sent to publishers for approval once you begin actively bidding on the Auction Package
    - ☐ Note that in this scenario creative approval can take up to 3 business days and your campaign will <u>not</u> begin spending until creatives are approved.
    - ☐ Let your Broadsign contact know if expedited creative approval is needed and we will work with the media owners