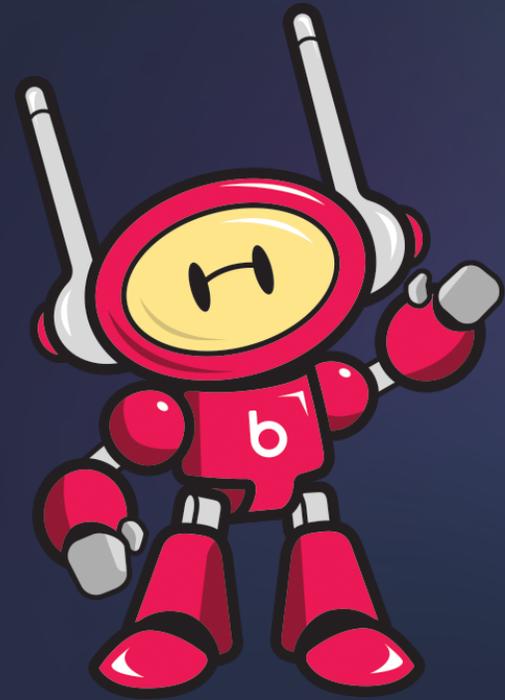


buddy
by big



Amobee How to set up Buddy Deal ID and creative tag in Amobee

STEP 1

SETTING UP BUDDY DEAL AND
CREATIVE TAG

buddy

Start New

1

My Deals

Help

let's find the right people

2

Contextually
curated media

Real-time proximity
targeting

Coming soon

Behavioural
targeting

Coming soon

1

Navigate to **Start New**

2

Click on **Contextually Curated Media**

buddy

Start New

My Deals

Help

JK Jay
Account Manager
Logout

My Deal Reference **1** Test-Amobee_001 (Big Test)

My DSP **2** Amobee

Sort by: Choose... Search Audience

OPTIONS

Run of Network **3** Select

Ad Requests p/m 800M
Price CPM AUD 16

These are non-guaranteed fixed rate Deal IDs - so simply Pay As You Go.

Back **4** Next

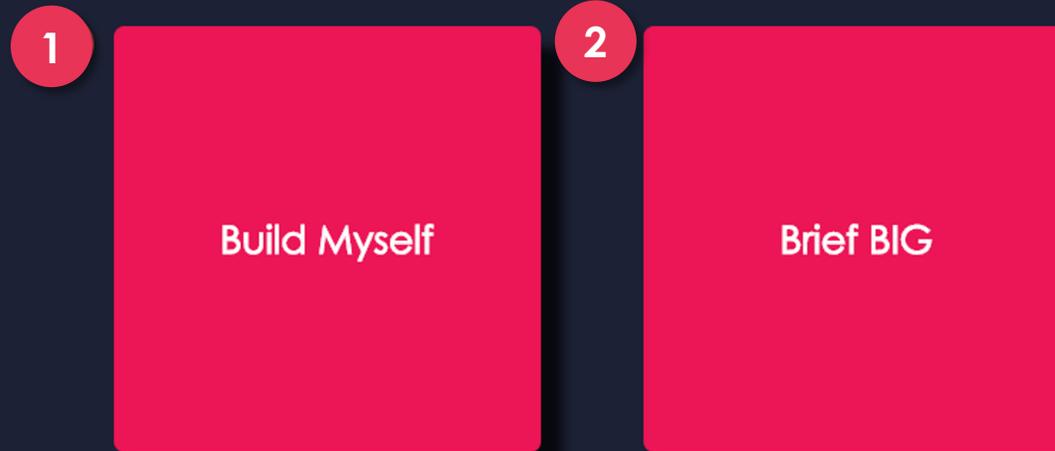
1 Fill in the name of the Deal

2 Select **Amobee** as **My DSP**

3 Select the **Deal Preference/Audience**

4 Click **Next**

let's build some awesome creative to run with that audience



1 Click on **Build Myself** to build the creative yourself

2 Or click on **Brief Big** to request creative build by the BIG team



Contextually Curated Media | Creative Builder

Start New

My Deals

Help

Device

1

Mobile

Desktop

My Deal Reference

Test-Amobee_001 (Big Test)

Creative Name

2

Test_Creative_Big

Ad Format

3

Cube



Dimension

4

300x250

Landing Page URL/3rd Party Click Tracker

5

<https://www.amobee.com/>

3rd Party Impression Tracker

6

Write here...

1 Select **Device** type (Mobile or Desktop)

2 Fill in the **Creative Name**

3 Select the preferred **Ad Format**

4 Select the **Dimension**

5 Fill in the **Landing URL/3rd Party Click Tracker**

6 Implement **3rd Party Impression Tracker** (optional)



Start New

My Deals

Help



Jay

Account Manager

Logout

ADD ELEMENTS

Frame 1

DRAG DROP OR
SELECT IMAGE

1

Dimensions: 300x250, 600x500
Format: .jpg .jpeg .png
Max file size: 65KB

Landing Page URL

Write here...

3rd Party Impression Tracker

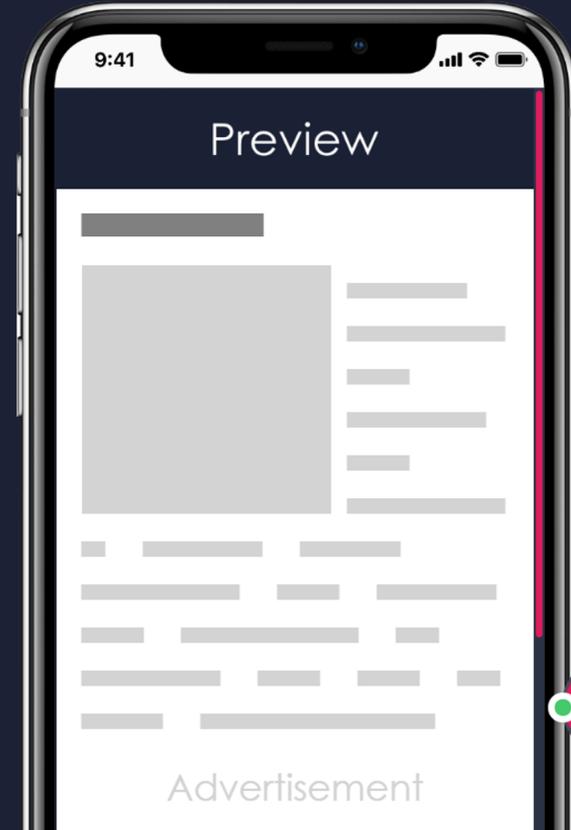
Write here...

Frame 2

DRAG DROP OR
SELECT IMAGE

Landing Page URL

Write here...



1

Select the image files (jpg or png) to build the creative

2

Implement the **Landing Page URL** (optional)

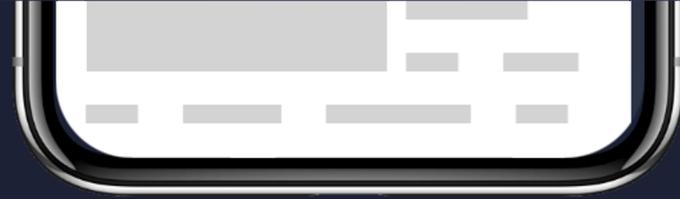
3

Implement the **3rd Party Impression Tracker** (optional)

Dimensions: 300x250, 600x500

Format: .jpg .jpeg .png

Max file size: 65KB



SETTINGS

ON Spin on start **1**

ON Auto swipe **2**

Share Preview

Back

+ Add Another Format

Next **3**



1 Enable **Spin on start** (optional)

3 Click **Next**

2 Enable **Auto swipe** (optional)



Start New

My Deals

Help



Jay

Account Manager

Logout

Test_Creative_Big

| Device | Format | Dimension |
|--------|--------|-----------|
| Mobile | Cube | 300x250 |



Price AUD 16 CPM **2**

These are non-guaranteed fixed rate Deal IDs - so simply Pay As You Go.

Terms & Conditions

a pre-agreed price promoted within Buddy in the form of a CPM rate. You will enter this Deal ID or Deal Token reference within your DSP (Demand Side Platform). Each time your DSP utilises that Deal ID, your DSP will charge you plus your DSP buying fees at the payment terms you've agreed with your DSP (this rate is unknown to BIG). Your DSP will pay the SSP (Supply Side Platform) and it's the SSP who pay BIG and our selected Publishers.

Download T&C

Back



Accept



1 Check the Deal & Creative setups

2 Check the Deal's floor price

3 Click **Accept**



Start New

My Deals

Help



Jay

Account Manager

Logout

Copy & Paste these items into your DSP

Run of Network Deal ID **1**

test-amobee-001



Creative Tag **2**

Test_Creative_Big | Mobile | Cube | 300x250

```
<ins class="adcads"
  data-adc-id="pNcf116AgBm4"
  data-unit="pNcf116AgBm4"
  data-clickable="yes"
  data-click-macro="XXCLICK_FORM_URL[]XX"
  data-redir="yes"
```



AMOBEE

Click to preview

Edit creative

1

Retrieve the **Deal ID**

2

Retrieve the **creative tag**



STEP 2

SETTING UP YOUR ADVERTISER

The screenshot shows the Amobee Campaigns interface. At the top, there is a navigation bar with the Amobee logo and 'CAMPAIGNS' text. Below this, a 'MARKET' dropdown menu is set to 'Amobee ANZ'. A sidebar on the left contains navigation options: 'Advertisers' (highlighted with a red circle '1'), 'Creatives', and 'Deals'. The main content area features a toolbar with a plus icon (highlighted with a red circle '2'), a download icon, a 'Column Set' button, and a search bar. Below the toolbar is a table with columns: Name, Status, Adv. Invoice ↓, Currency, Impressions, Clicks, and Contract Actions.

1 Select Advertisers under the Market menu

2 Click the + icon to **Add New Advertiser**

New Advertiser

Settings

Third Party Ad Vendor

Default Settings

Settings

ADVERTISER:

1 Enter a new advertiser name

ACCOUNT:

4 Select

EXTERNAL ID:

5 Enter an external ID

PRIMARY URL:

2 http:// Enter the URL for the advertiser

ADVERTISER LANGUAGE:

3 Select a language

CATEGORY:

6 Select a category

CURRENCY:

7 AUD(\$)

Third Party Ad Vendor

TPA PLATFORM:

Select TPA Platform

TPA ADVERTISER NAME:

Enter a TPA advertiser name

1 Fill in **Advertiser name**

2 Fill in the **Primary URL** of the Advertiser

3 Select the **Advertiser Language**

4 Select the **Account** this advertiser will be under

5 Fill in **External ID** (optional)

6 Select **Category**

7 Select **Currency**

New Advertiser

Settings  **1**

Third Party Ad Vendor  **2**

Default Settings

1 **NIELSEN DEMO CAMPAIGN:**

Turn on NielsenDAR measurement of 100% of advertiser impressions (Video Only). **NielsenDAR CPM: \$0.18**

This should only be used in addition to Nielsen Audience targeting. NielsenDAR Measurement populates Nielsen On Target columns and guarantees full visibility into demo on-target performance. This is an optional upgrade to the predicted On Target Rate column. For more information, please contact your Amobee Account Manager.

2 **DISPLAY VIEWABILITY:**

DoubleVerify

Moat

Integral Ad Science

3 **VIDEO VIEWABILITY:**

DoubleVerify

Moat

Integral Ad Science

4 **MOBILE VIEWABILITY:**

DoubleVerify

1 Tick the **Nielsen Demo Campaign** box if you would like to enable Nielsen in-demo targeting reporting

2 Select the preferred **Display Viewability** vendor

3 Select the preferred **Video Viewability** vendor

4 **Mobile Viewability** is DoubleVerify as a default

Default Settings

Set defaults for any newly created insertion orders, packages, and line items. Changes do not affect existing items. Advertiser defaults take precedence over Market defaults. For inventory lists, target settings are a combination of Market and Advertiser defaults

IO Defaults

1

STATUS

Play



2

BUDGET LIMIT

AUD(\$)

Enter an amount

3

CLIENT MARGIN

-



1

Set the **Status** to 'Play'

3

Apply the **Client Margin** (optional)

2

Modify the **Budget Limit** (optional)

STEP 3

SETTING UP YOUR INSERTION ORDER

MARKET
Amobee ANZ >

ADVERTISER
Test Advertiser

Insertion Orders **1** +

Download Column Set ...

Search Insertion Order ...

05

| Name | Status | Format | Budget | Budget Pacing | Daily Spend | Goal vs. Actual | Current Flight Avg Daily Spend | A |
|------|--------|--------|--------|---------------|-------------|-----------------|--------------------------------|---|
|------|--------|--------|--------|---------------|-------------|-----------------|--------------------------------|---|

Creatives

Deals

1 Click + icon to **Add New Insertion Order**

New Insertion Order

Settings
Set the primary details for your new campaign.

1 **NAME**
Enter name

2 **EXTERNAL ID**
Enter an external ID

3 **STATUS**
Play

4 **IO GOAL**
Select... \$

5 **CROSS DEVICE**
 Targeting
 Frequency

6 **FREQUENCY**
impressions per days

DERIVED ID
 Opt-out of Derived ID activation
Opting out affects all objects of a campaign (IO, pkg, LI).
This option prevents a campaign from using derived profiles for frequency capping, attribution, etc.

- 1** Fill in **Insertion Order Name**
- 2** Fill in the **External ID** (optional)
- 3** Set **Status** to 'Play'
- 4** Set **IO Goal** (optional)
- 5** Apply **Cross Device Targeting/Frequency** (optional)
- 6** Set **Frequency Cap** (optional)

New Insertion Order

Settings 

Budget

Default Settings

Additional Options

1 INSERTION ORDER HIERARCHY

3-Level: Use an additional layer of budget and frequency cap management using packages, then set targeting strategies under line items.

2-Level: Use line items to define individual targeting strategies and budgets.

Budget

Set the budget information for your campaign. This section defines any client margin, then flights, and the budgets associated with those flights.

2 FLIGHT SCHEDULE **3**

| Start Date | End Date | Budget | Max Impressions | Actual Spend | Under Spend |
|------------|----------|---------|-----------------|--------------|-------------|
| 05/20/2020 | | AUD(\$) | | | |

4 CLIENT MARGIN **4**

MARGIN

(No margin applied)

1 Select **Insertion Order Hierarchy** (3-Level or 2-Level)

2 Select **Flight Schedule**

3 Set **Budget**

4 Select **Client Margin** (optional)

STEP 4

SETTING UP YOUR PACKAGE/LINE ITEM

MARKET: Amobee ANZ > ADVERTISER: Test Advertiser >

INSERTION ORDER: Test Insertion Order

FLIGHT DATES: 8/10/18 - 9/30/18 | BUDGET: \$1K | TOTAL SPEND: \$21.97 | DA: NE AC

Navigation: Packages, Health, Analytics

Actions: + (highlighted with '1'), DISP Viewability, ...

Search: Search Line Item or ID

| Name | Status | Format | Environment | Budget Pacing | Pacing Type | Daily Spend | Budget | Adv. Invoice |
|---------|--------|--------|-------------|---------------|-------------|-------------|--------|--------------|
| Add New | | | | | | | | |

1 Click + icon to **Add New Package** or **Line Item**

New Package

Settings

Budget

Settings

1 INVENTORY TYPE

Open Auction and Private Deals

Programmatic Guaranteed

2 NAME

Enter a name

3 EXTERNAL ID

4 STATUS

Play

5 FORMAT

 Display

 Video

 Audio

1 Select **Inventory Type**

2 Fill in the **Package/Line Item Name**

3 Fill in **External ID** (optional)

4 Set **Status** to 'Play'

5 Select **Format**

New Line Item

Settings

Budget  **1** FREQUENCY CAP _____ impressions per _____ days _____

Bidding & Goals 

Inventory Management 

Targeting 

Creatives

2 CROSS DEVICE TARGETING Turn on Cross Device Targeting

► Additional Settings Options

3 Budget

BUDGET PACING: Even Spend _____

PACING MULTIPLIER: _____

BUDGET TYPE: Designated Budget

DELIVERY: ASAP within day

4 FLIGHT SCHEDULE

 Reset

| Start | End | Budget | Max Impressions |
|------------|-----|---------|-----------------|
| 05/19/2020 | | AUD(\$) | |

1 Set **Frequency Cap** (optional)

2 Turn on **Cross Device Targeting** (optional)

3 Set **Budget Pacing** and **Pacing Multiplier**, **Budget Type** and **Delivery method** (optional)

4 Set **Flight Schedule** and **Budget**

STEP 5

SETTING UP A NEW DEAL

The screenshot shows the Amobee Campaigns interface. At the top, there is a navigation bar with the Amobee logo and 'CAMPAIGNS' text. Below this, a search bar contains 'Search All'. The main content area is titled 'MARKET Amobee ANZ'. On the left, a sidebar menu lists 'Advertisers', 'Creatives', 'Deals', 'Resource Library', and 'Market Settings'. The 'Deals' item is highlighted with a red circle containing the number '1'. In the main content area, there is a table with columns: Name, Assigned, Live Status, Impressions, Bid Request, Total Bid, Amobee Preferred, Labels, Floor Price, eCPM, In-View Rate, and CTR. A red circle with the number '2' is placed over a plus sign icon in the top-left corner of the table, which has a tooltip that says 'Add New Publisher Deal'.

1 Navigate to **Deals** on the dropdown menu

2 Click + icon to **Add New Publisher Deal**

DEAL ID: **1**

DEAL NAME: **2**

FORMAT: **3**

Display Video Audio

INVENTORY SOURCE: **4**

PUBLISHER: **5**

TERMS: **6**

| Start Date | End Date | Floor Price | Impressions (Optional) |
|------------|----------|--------------------------------------|------------------------|
| | | USD <input type="button" value="v"/> | |

- 1** Fill in the **Deal ID**
- 2** Fill in the **Deal Name**
- 3** Select the **Format**
- 4** Select **Inventory Source**
- 5** Fill in the **Publisher Name**
- 6** Fill in the **Terms** (End date is optional for IOA and UFR deals)

STEP 6

TARGETING A NEW DEAL ON
THE CAMPAIGN

Inventory Management

OPEN AUCTION EXCHANGES

Exchanges

▼ **+** Enter Exchanges

1 Reset

DoubleClick AdX 2.0 RTB

PubMatic RTB

AppNexus RTB

Verizon Media Exchange

Rubicon RTB

+30

Save set

PRIVATE DEALS

2 **+** Selected Deals

Enable Automatic Deals

Name

↑

Inventory

Status

Type

Floor Price

Estimated eCPM

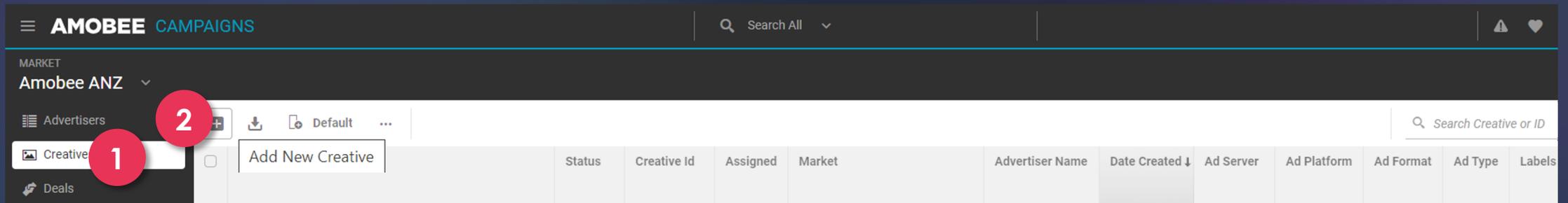
Add private deals using the buttons above.

1 Click the **Reset** button to remove the Open Auction Exchanges

2 Add the new deal via clicking on the **+** icon to under the **Private Deals**

STEP 7

CREATIVE TRAFFICKING



- 1 Navigate to **Creatives** on the dropdown menu
- 2 Click + icon to **Add New Creative**

New Creative

Format & Type ✓ **1** **FORMAT**

- Display
- Video
- Audio

2 **ASSET TYPE**

- Third Party Tags (Bulk)
- Third Party Tag (Single)
- Creative Assets

3 **CREATIVE TYPE ASSETS**

```
<ins class="adcads"
data-adc-id="lk2D4s1TrEr"
data-unit="lk2D4s1TrEr"
data-clickable="yes"
data-click-macro="XXCLICK_FORM_URL[]XX"
data-redirect="yes"
data-click-tracker="XXCLICK_FORM_URL[]XXhttps://www.big
mobile.com/"
data-responsive="yes"
data-width="300"
data-height="250">
<script
src="https://media.adcanvas.com/lk2D4s1TrEr/ad
tag.js" type="text/javascript"></script>
</ins>
```

Bypass Third party tag validation

4 **THIRD PARTY PLATFORM**

Other (Not AdX Approved) ▾

Insert Amobee Click Macro

1 Select creative **Format**

2 Select **Asset Type**

3 Paste the creative tag generated

4 Select **Other** (Not AdX Approved) from **the Third Party Platform** for Buddy Creative Tag format

1 NAME
Big_Test_Creative
17/255

2 AD FORMAT
Standard

3 MEDIA STANDARD
 HTML5
 MRAID

4 LAYOUT
300x250 (Medium Rectangle)

5 SSL COMPLIANCE:
 Yes
 No

6 FLIGHT SCHEDULE
Select Start Date Time to Select End Date Time Australia/Sydney Time

PREVIEW



| | |
|------------|----------------------------|
| Name: | Big_Test_Creative |
| Ad Format: | Standard |
| Layout: | 300x250 (Medium Rectangle) |

1 Fill in the **Name** of the Creative

2 Select the **Ad Format** (i.e. standard, expandable, interstitial)

3 Select the **Media Standard**

4 Select the **Layout**

5 Select the **SSL Compliance** status

6 Fill in the **Flight Schedule**

Tracking

1

CLICK URL

https:// ▾

Required

2

THIRD PARTY TRACKING



Third Party Platform

Third Party Tracking

Add third party tracking using the button above.

1

Fill in the **Click URL** (landing URL)

2

Add **Third Party Tracking** (optional)

Tracking

CLICK URL

https:// ▾

www.amobee.com

THIRD PARTY TRACKING



Third Party Platform

Third Party Tracking

Add third party tracking using the button above.

Cancel

Save

1

Click **Save**

Confirmation

Creative "Big_Test_Creative" has been created.

[Copy](#) [Assign Creative](#) [New Creative](#) [Edit Creative](#) [Back to List](#)

1

| Creative Configuration | | Creative Preview |
|------------------------|-------------------|------------------|
| Name: | Big_Test_Creative | |
| Creative ID: | 1607097498 | |
| Status: | PLAYING | |
| Format: | Display | |

1 Click *Assign Creative*

+ Add Another Creative Reset

| Name ↓ | Status | Preview | ID | Format | Assigned | Layout |
|----------------------------|--------|---------|------------|--------|----------|---------|
| Big_Test_Creative 1 | 🌟 | Preview | 1607097498 | 📄 | N/A | 300x250 |

ASSIGN

Choose which objects (i.e. IOs, packages, or line items) that you want to assign to your selected creative(s).

Creatives that only run on specific devices will be auto-assigned to packages and line items with the appropriate format.

IO Search Campaign Name or ... All Time 🗑️

| <input type="checkbox"/> | Name | Status | Format | Start Date ↓ | End Date | Assigned |
|-------------------------------------|-------------------------------|--------|--------|--------------|--------------|----------|
| <input checked="" type="checkbox"/> | IO: Test Insertion C | 📄 / 🗑️ | 📄 | Aug 10, 2018 | Sep 30, 2018 | |
| <input checked="" type="checkbox"/> | PKG: Test_BIG 2 | 📄 | | Apr 24, 2020 | Apr 24, 2020 | View |
| <input type="checkbox"/> | PKG: cross device | 📄 / 🗑️ | | Aug 27, 2019 | Aug 31, 2019 | View |
| <input type="checkbox"/> | PKG: Experiment Test | 🔄 | | May 13, 2019 | - | View |

Showing 1 - 1 IO's of total 1 records

Selected IOs, Packages and Line Items:

Name

PKG: Test_BIG ✕

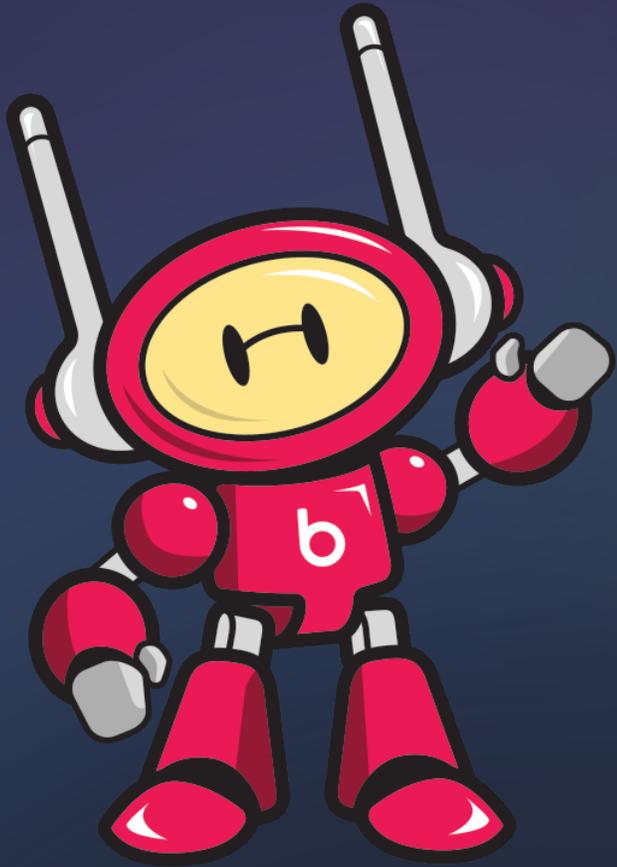
3

Cancel Assign

1 Check the **Creative** to be assigned

3 Click **Assign**

2 Select the **Insertion Order/Package/Line Item** the creative is to be assigned to



WE'RE ALWAYS HERE TO HELP

- Buddy's Live Chat
- adops@bigads.co

www.bigads.co