Amobee How to set up Buddy Deal ID and creative tag in Amobee
STEP 1

SETTING UP BUDDY DEAL AND CREATIVE TAG
Navigate to **Start New**

Click on **Contextually Curated Media**
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
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)
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)
Enable Spin on start (optional)

Enable Auto swipe (optional)

Click Next
1. Check the Deal & Creative setups
2. Check the Deal’s floor price
3. Click **Accept**
Retrieve the **Deal ID**

Retrieve the **creative tag**
STEP 2
SETTING UP YOUR ADVERTISER
1. Select Advertisers under the Market menu
2. Click the + icon to Add New Advertiser
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**
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.
1. Set the **Status** to ‘Play’
2. Modify the **Budget Limit** (optional)
3. Apply the **Client Margin** (optional)
STEP 3
SETTING UP YOUR INSERTION ORDER
Click + icon to **Add New Insertion Order**
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)
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
Click + icon to Add New Package or Line Item
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**
Set Frequency Cap (optional)

Turn on Cross Device Targeting (optional)

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

Set Flight Schedule and Budget
STEP 5

SETTING UP A NEW DEAL
1. Navigate to Deals on the dropdown menu
2. Click + icon to Add New Publisher Deal
Fill in the **Deal ID**

Fill in the **Deal Name**

Select the **Format**

Select **Inventory Source**

Fill in the **Publisher Name**

Fill in the **Terms** (End date is optional for IOA and UFR deals)
STEP 6
TARGETING A NEW DEAL ON THE CAMPAIGN
Click the **Reset** button to remove the Open Auction Exchanges

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

2. Add **Third Party Tracking** (optional)
# Tracking

**CLICK URL**

https://

www.amobee.com

**THIRD PARTY TRACKING**

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<tr>
<th>Third Party Platform</th>
<th>Third Party Tracking</th>
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Add third party tracking using the button above.

1. **Click Save**
Click **Assign Creative**
1. Check the Creative to be assigned
2. Select the Insertion Order/Package/Line Item the creative is to be assigned to
3. Click Assign
WE’RE ALWAYS HERE TO HELP

➢ Buddy’s Live Chat
➢ adops@bigads.co

www.bigads.co