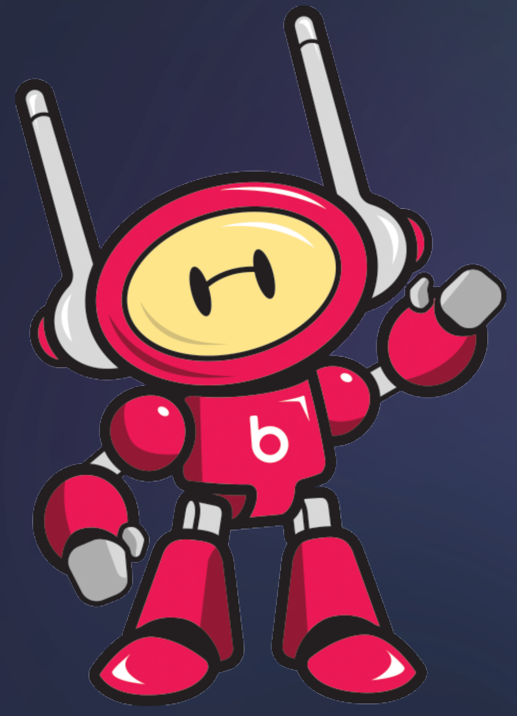


XANDR/APPNEXUS How to set up Buddy Deal IDs and creative tag in Xandr/Appnexus

SET UP FLOW

Advertiser

Create
Advertiser

Insertion Order

Create
Insertion Order

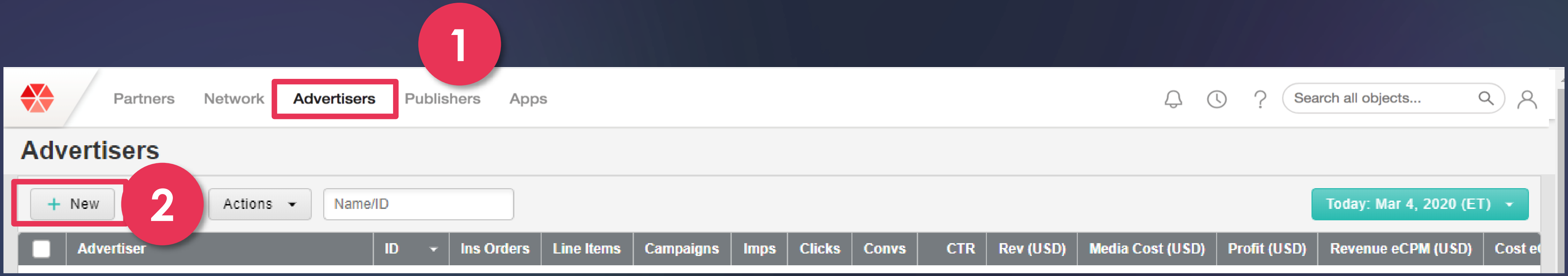
Line Item

Create
Line Item

STEP 1

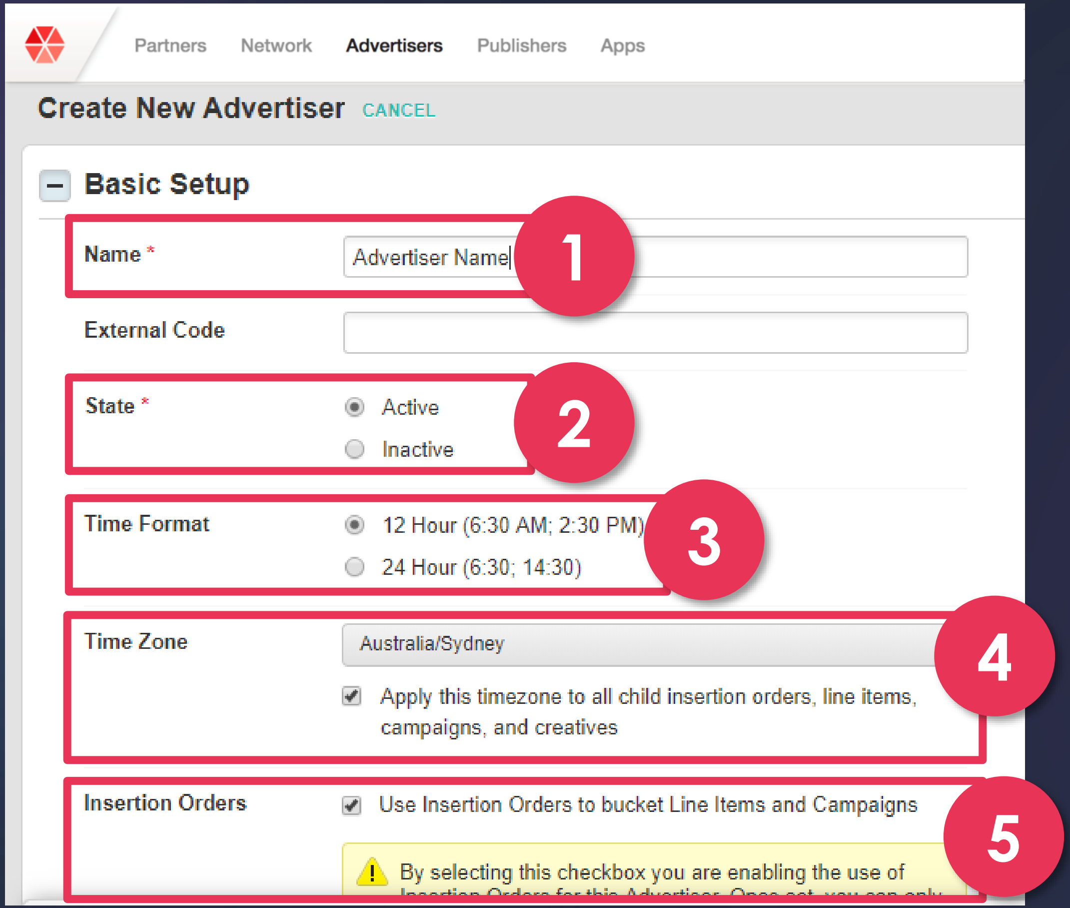
SETTING UP YOUR ADVERTISER

CREATE ADVERTISER



1. Select ***Advertisers*** on the Xandr/Appnexus Menu
2. Click ***New***

CREATE ADVERTISER

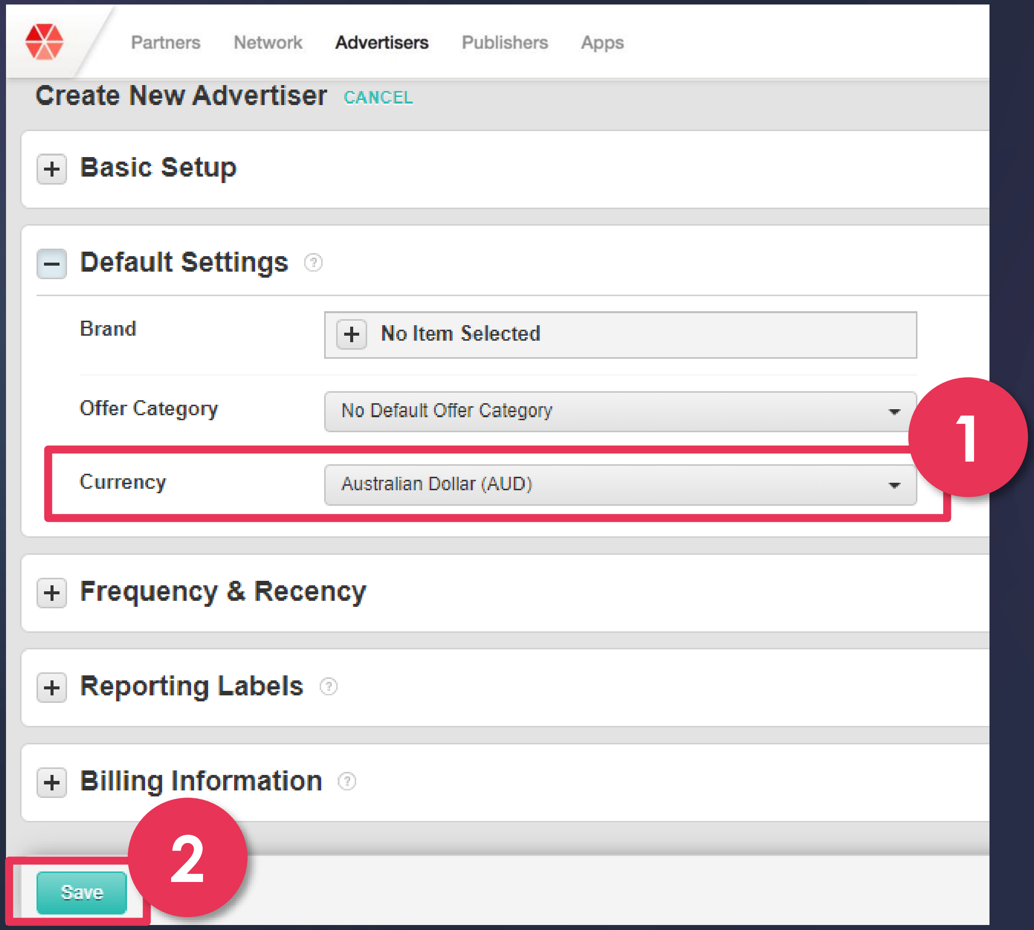


1. Fill in ***Advertiser Name***
2. Select State as ***Active***
3. Select 12 or 24hr hour Time Format
4. *Select **Time Zone** and check **Apply this timezone to all child Insertion orders, line items, campaigns and creatives***
5. *Select **Use Insertion Orders to bucket Line items and Campaigns***

CREATE ADVERTISER

1 Choose ***Currency***

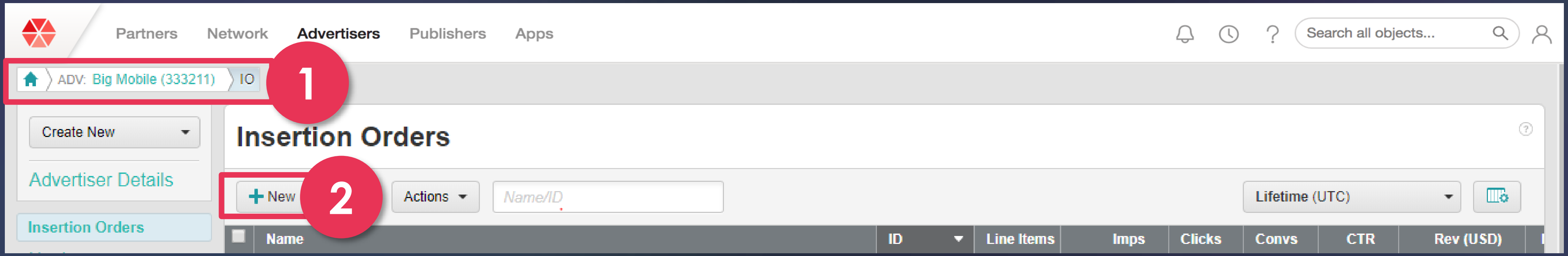
2 Click ***Save***



STEP 2

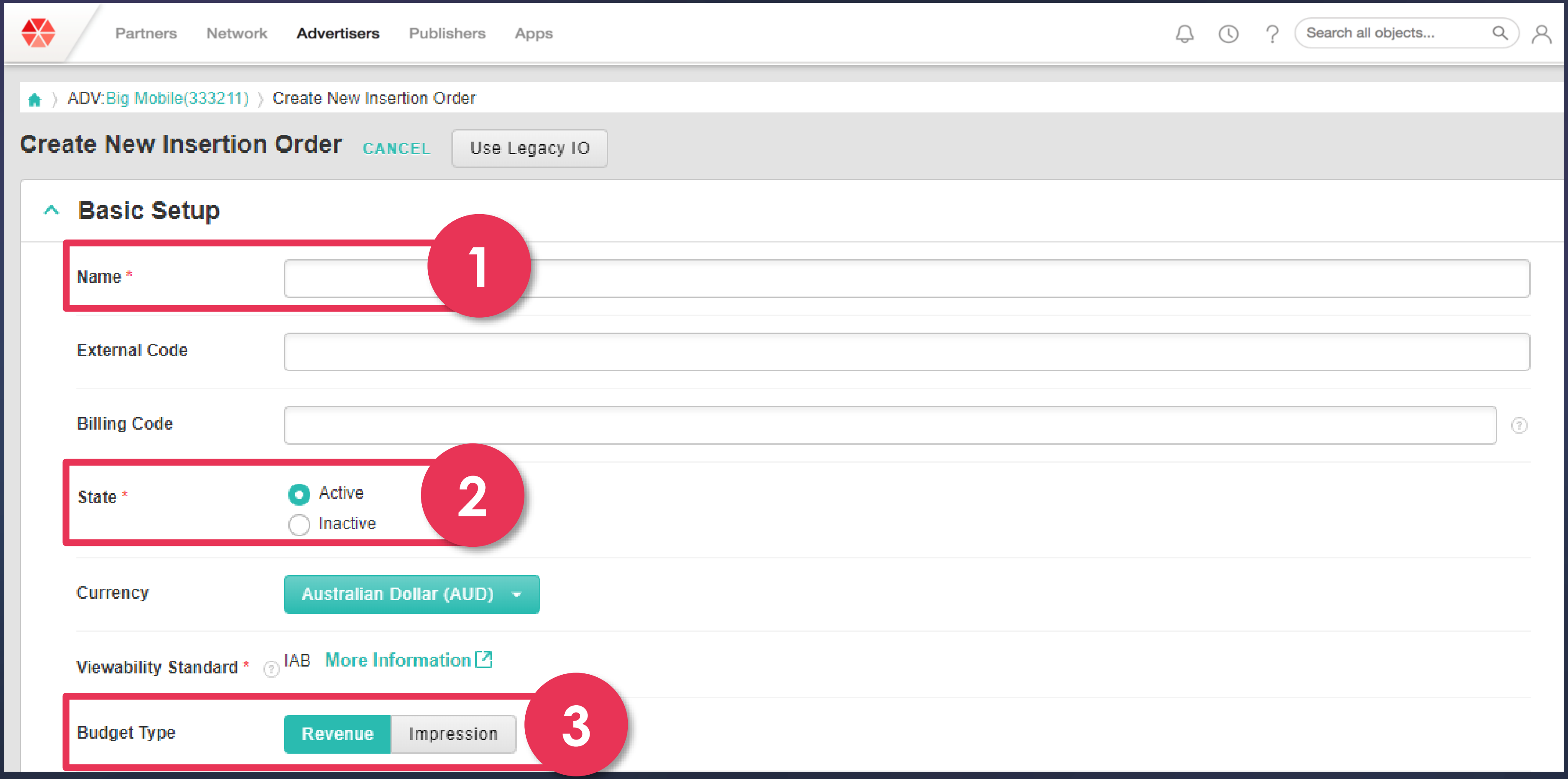
SETTING UP YOUR INSERTION ORDER

CREATE INSERTION ORDER



1. Click on the ***Advertiser*** *you have created*
2. Click ***New***

CREATE INSERTION ORDERS

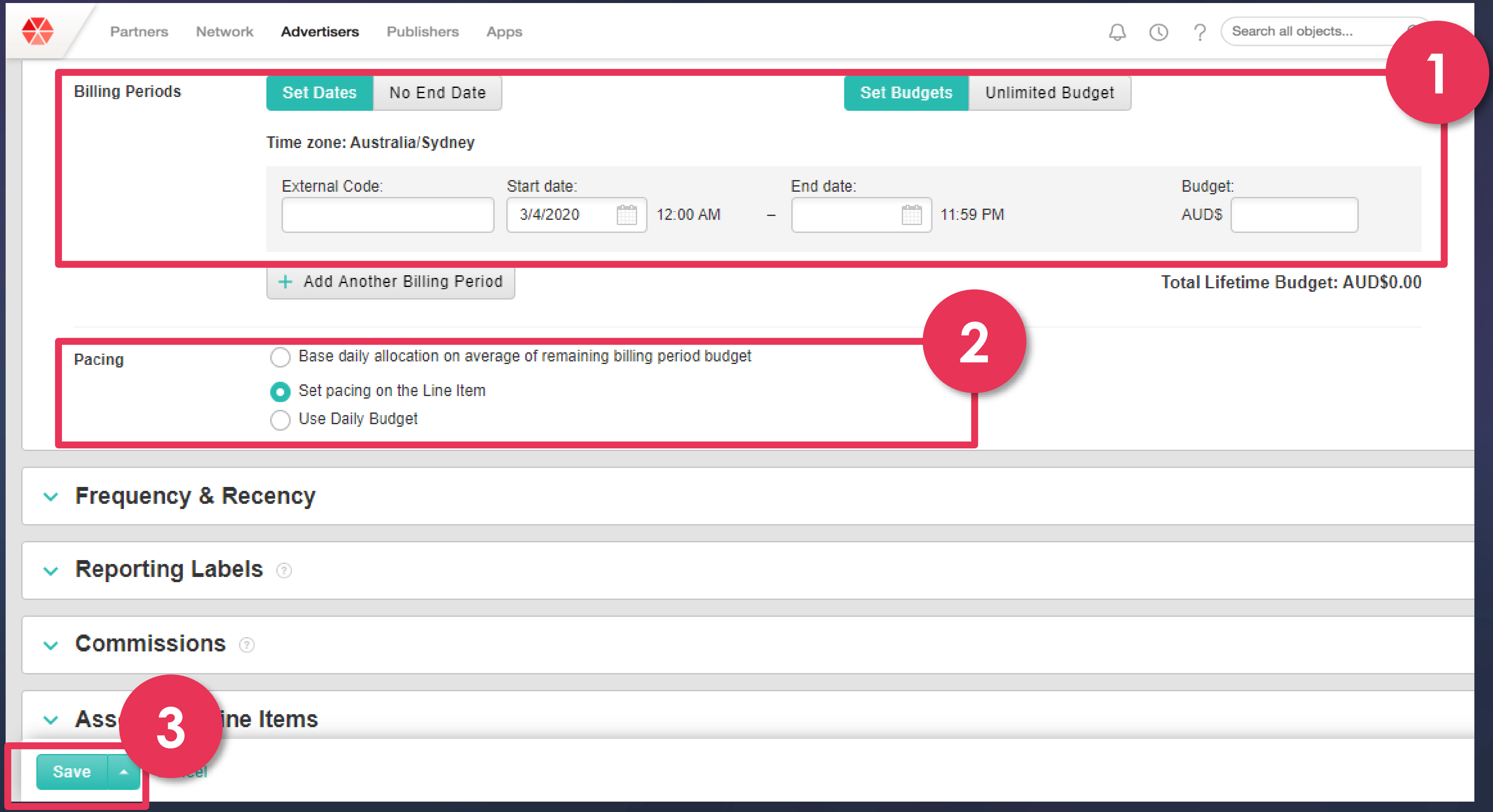


1 Fill in your ***Campaign Name***

2 Select State as ***Active***

3 Select ***Revenue*** or ***Impressions*** as your Budget Type

CREATE INSERTION ORDER



1 Select your ***Start date*** *and* ***End date,*** then input your budget & flights

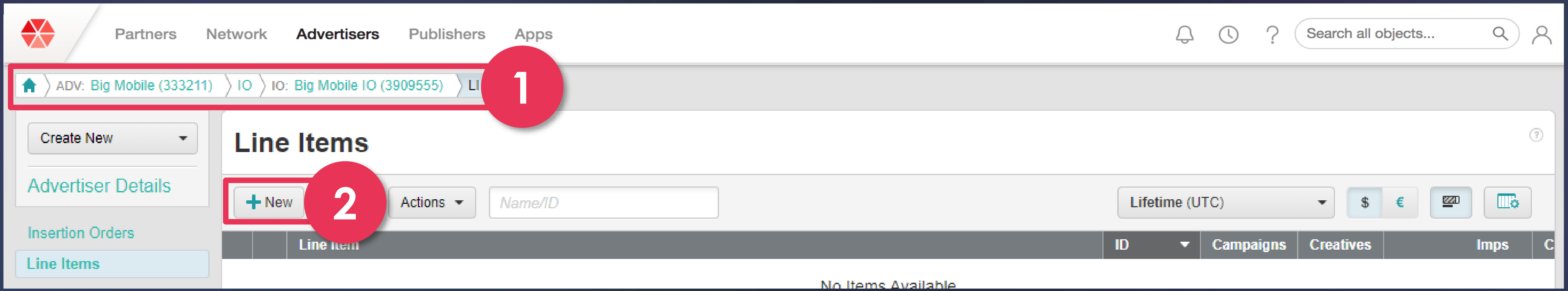
2 Select your ***Pacing*** option

3 Click ***Save***

STEP 3

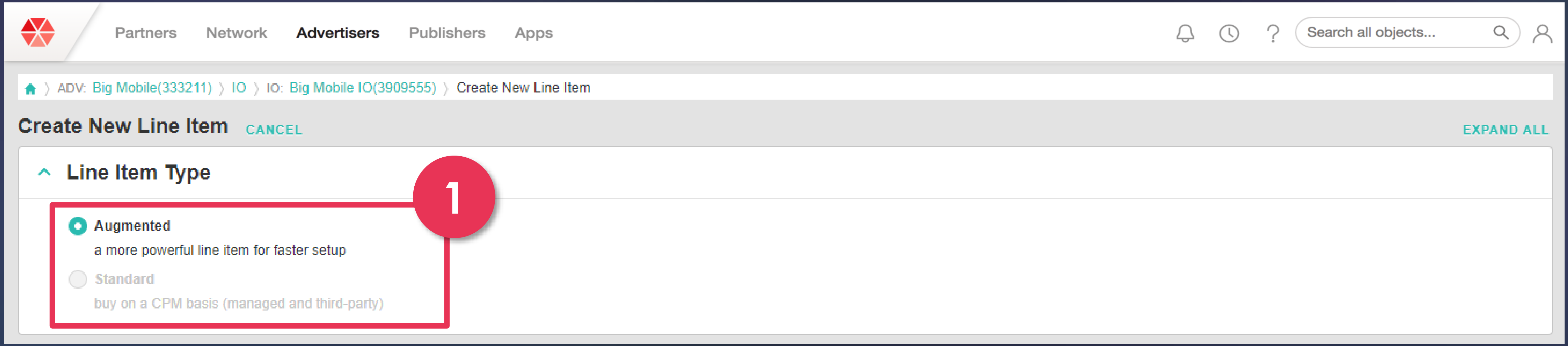
SETTING UP YOUR LINE ITEM

CREATE LINE ITEM



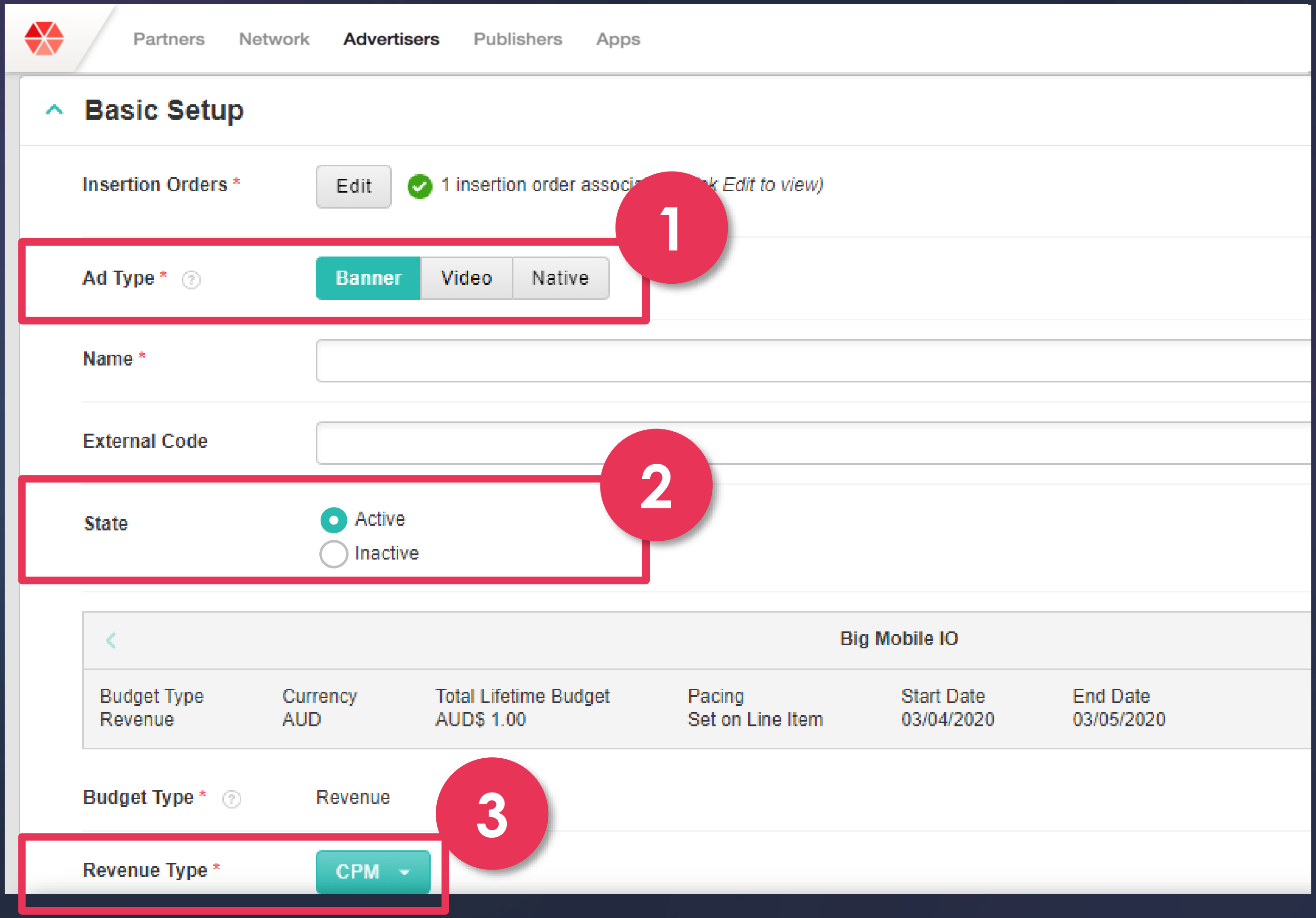
1. Under the ***Advertiser*** and ***Insertion Order*** you have just created
2. Click ***New***

CREATE LINE ITEM



1 Select ***Augmented*** as your Line Item Type

CREATE LINE ITEM

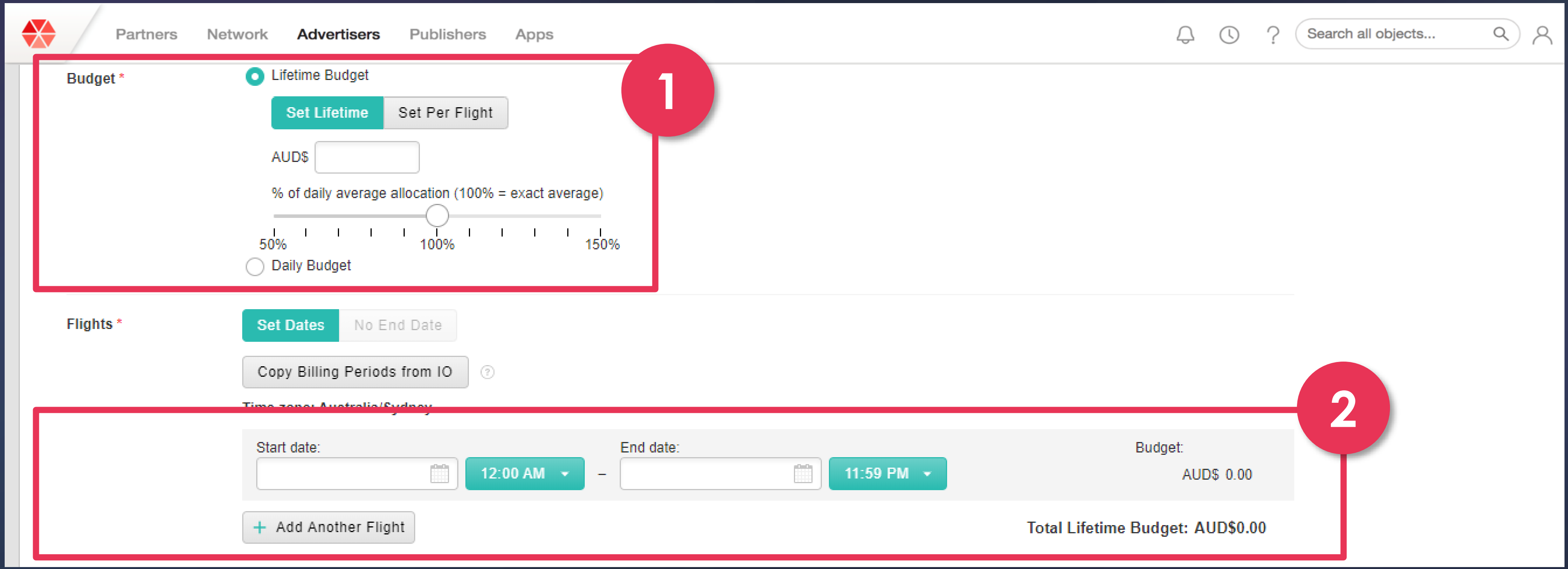


1 Select ***Banner*** as your Ad Type and fill in your ***Line Item Name***

2 Select State as ***Active***

3 *Select **CPM** as revenue type*

CREATE LINE ITEM



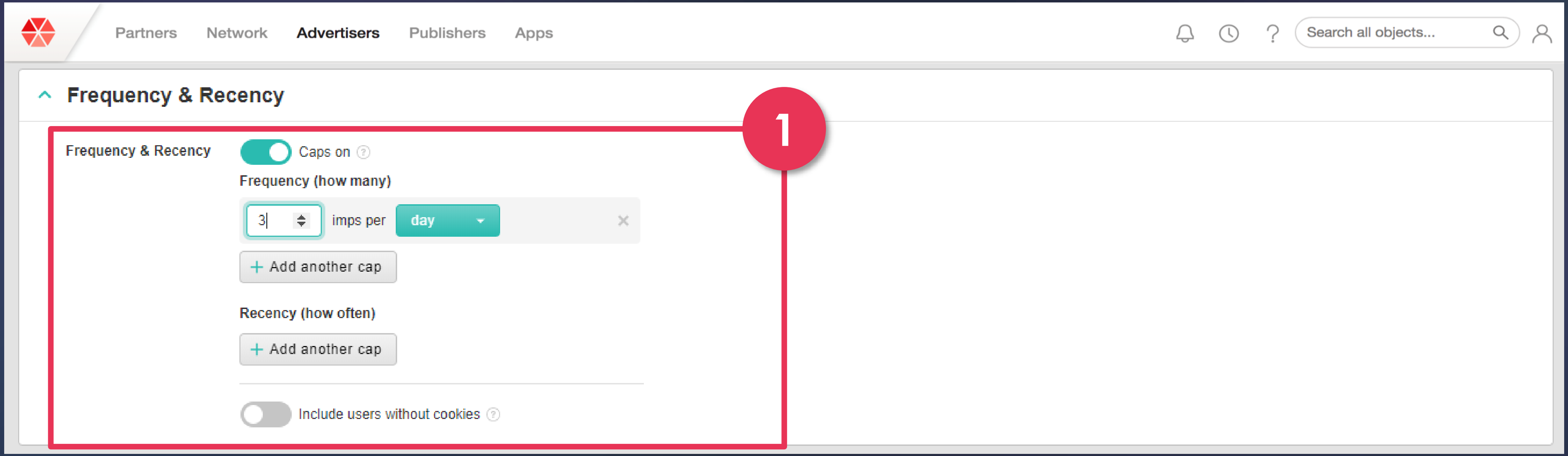
1. Select your ***Budget*** *and set amount for your entire campaign or specific flight*

2. Select ***Start date and End*** date (if same from Insertion Order, select ***Copy Billing Periods from IO)***

CREATE LINE ITEM

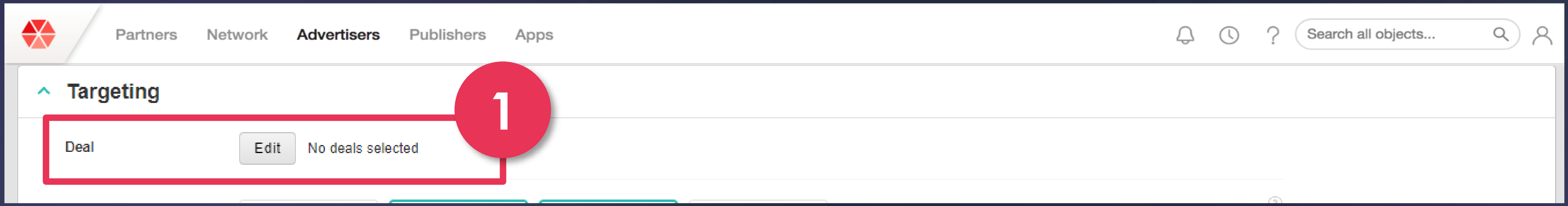
1. Select **Deals** > Select ***Specific Deals***
2. Input any additional ***Geo Targeting***

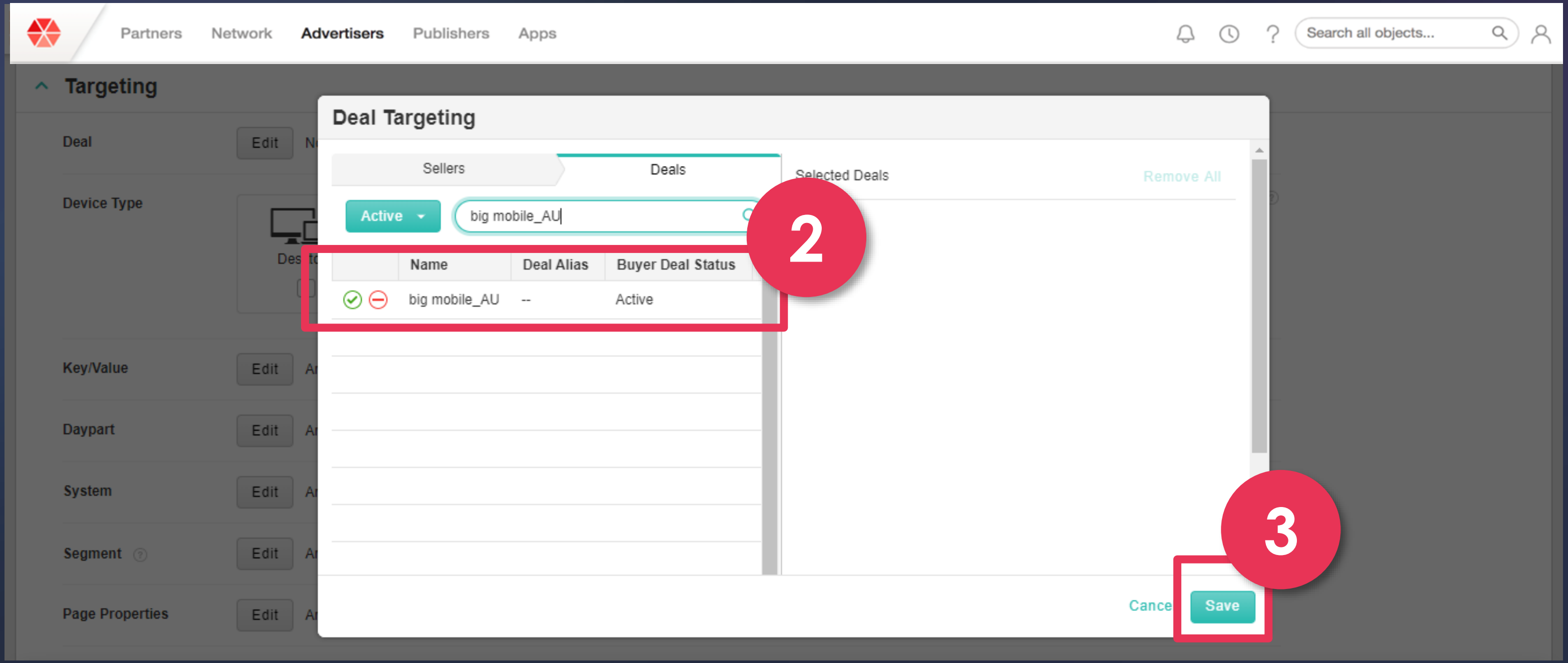
CREATE LINE ITEM



1 If implementing a frequency cap, it is important to turn OFF the option to **Include users without cookies**. The frequency cap can be set at the Advertiser, IO or Line Item level – remember that each level will inherit anything set at a higher level.

CREATE LINE ITEM



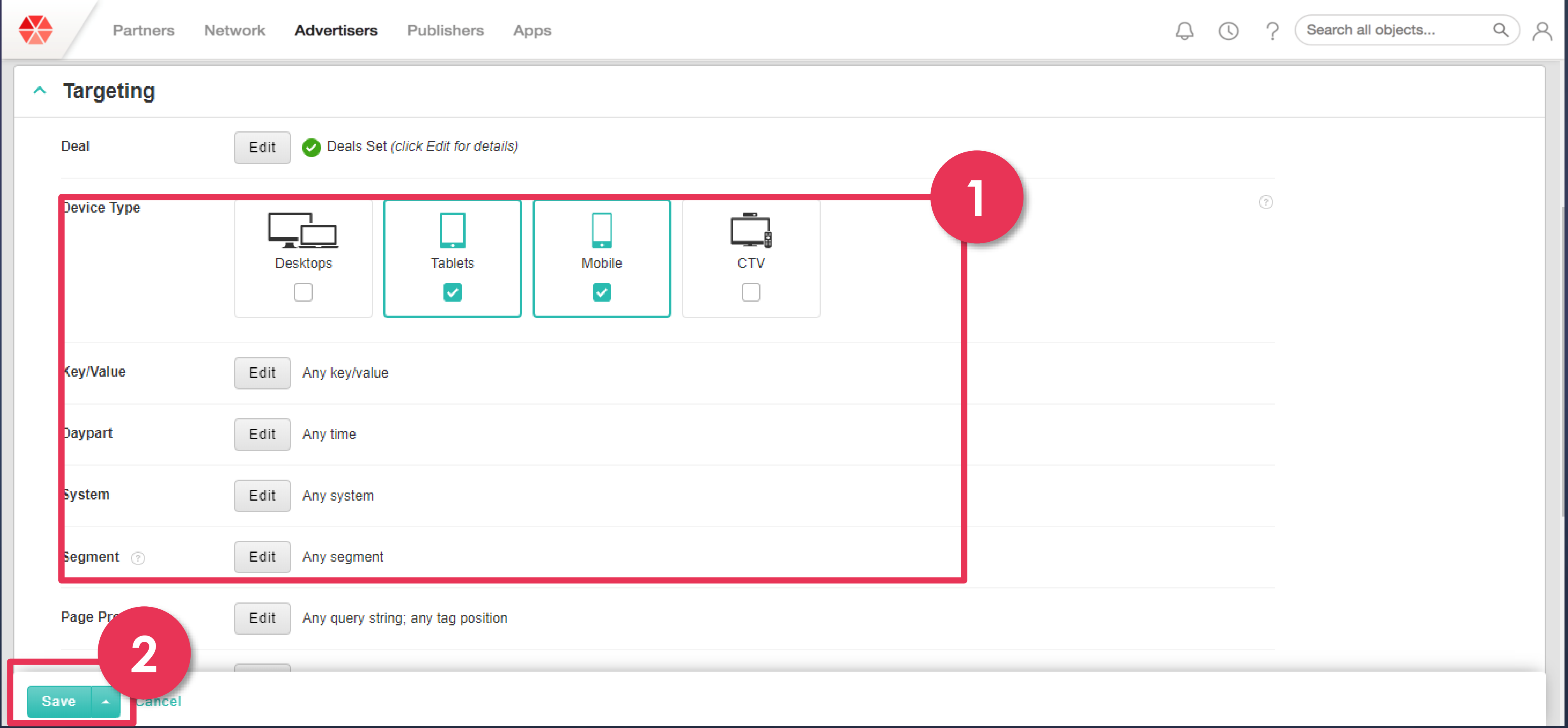


1 Click ***Deal - Edit***

2 Select the ***Deal token*** *provided from Buddy*

3 Click ***Save***

CREATE LINE ITEM

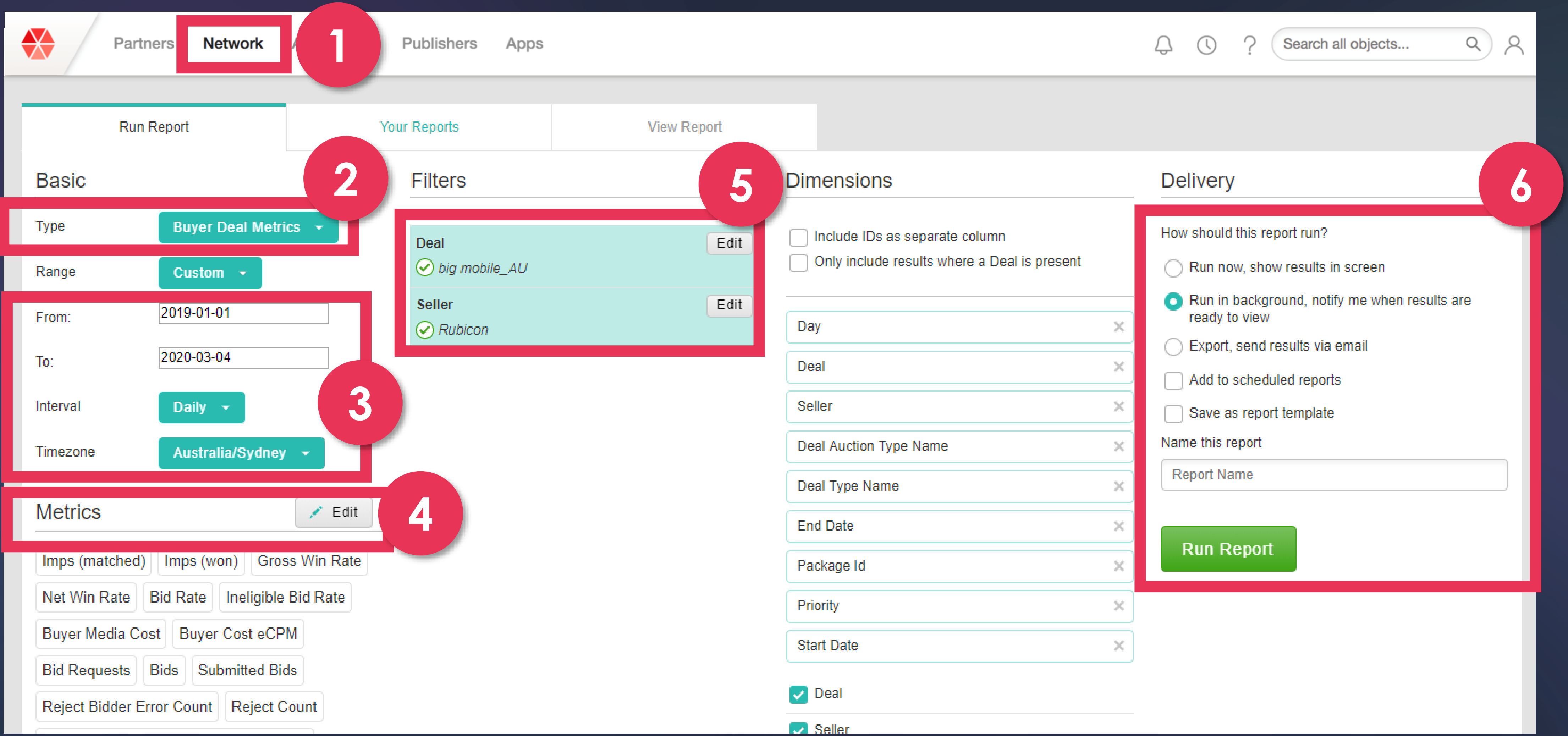


1 Select any additional targeting – keyword, segment or daypart etc.

2 Click Save

STEP 4

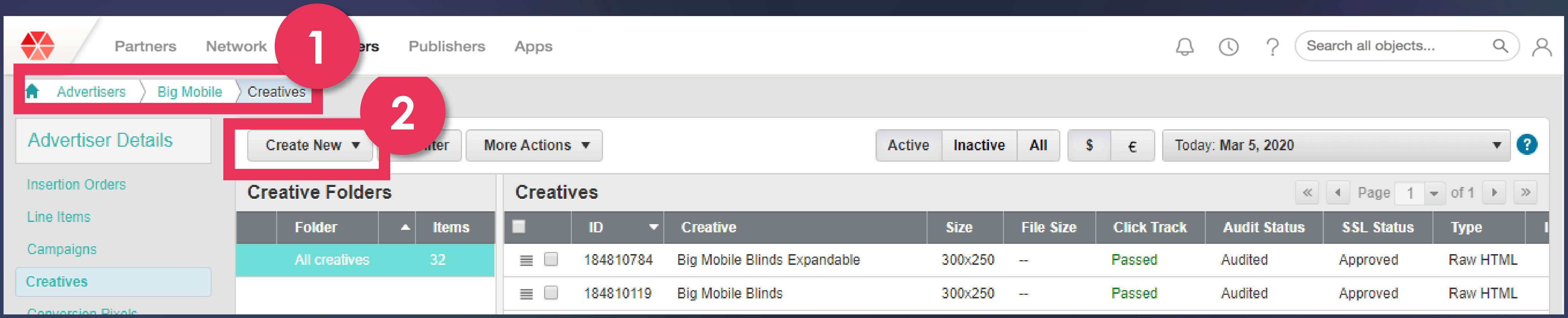
TROUBLESHOOTING YOUR DEAL



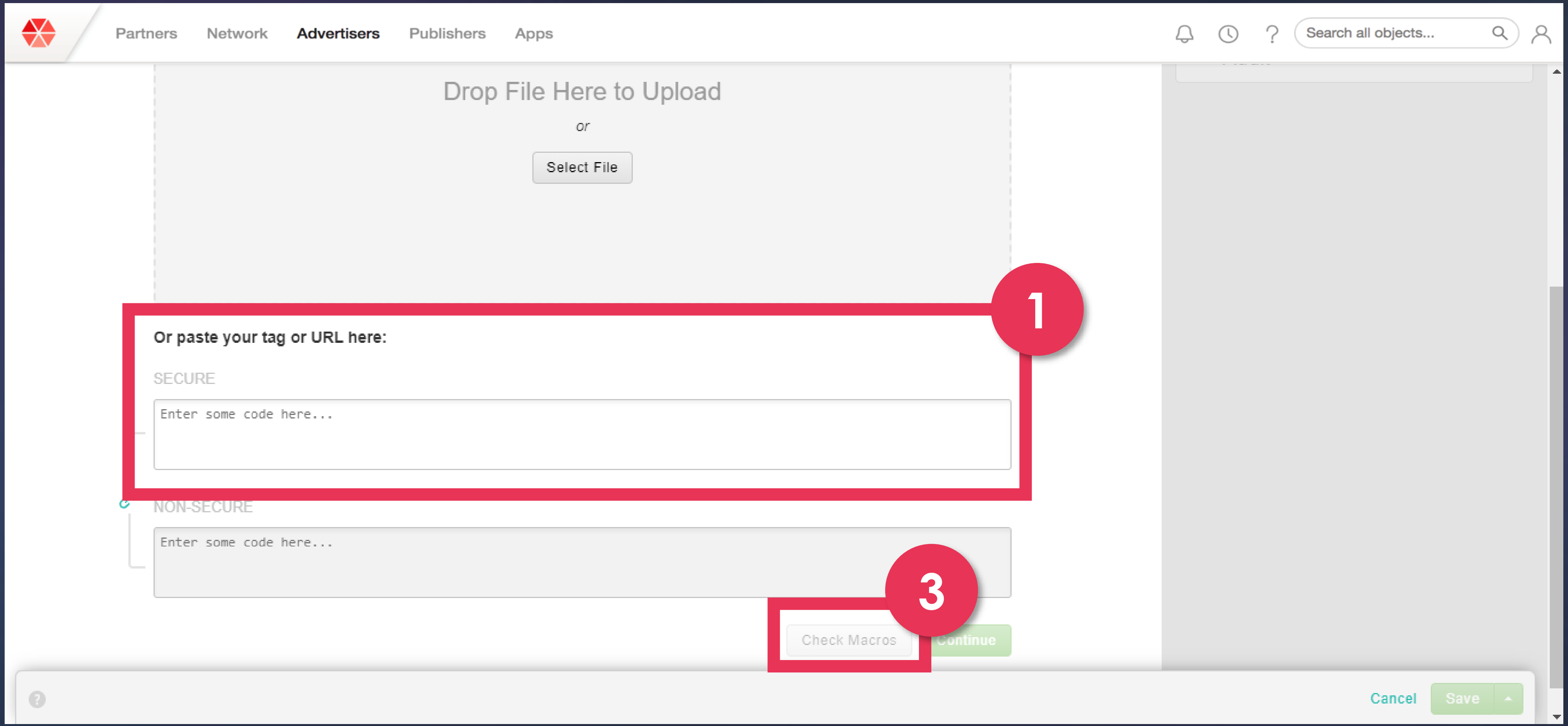
1. Go to ***Network*** > ***Reporting***
2. Select ***Buyer Deal Metrics***
3. Input the Correct ***Dates***
4. Select all of the ***Metrics***
5. Select the ***Deal*** (from Buddy) and ***Seller Name*** (Rubicon)
6. Run Report > Download the ***Troubleshooting*** report & send to adops@bigads.co

STEP 5

AUDITING YOUR CREATIVES

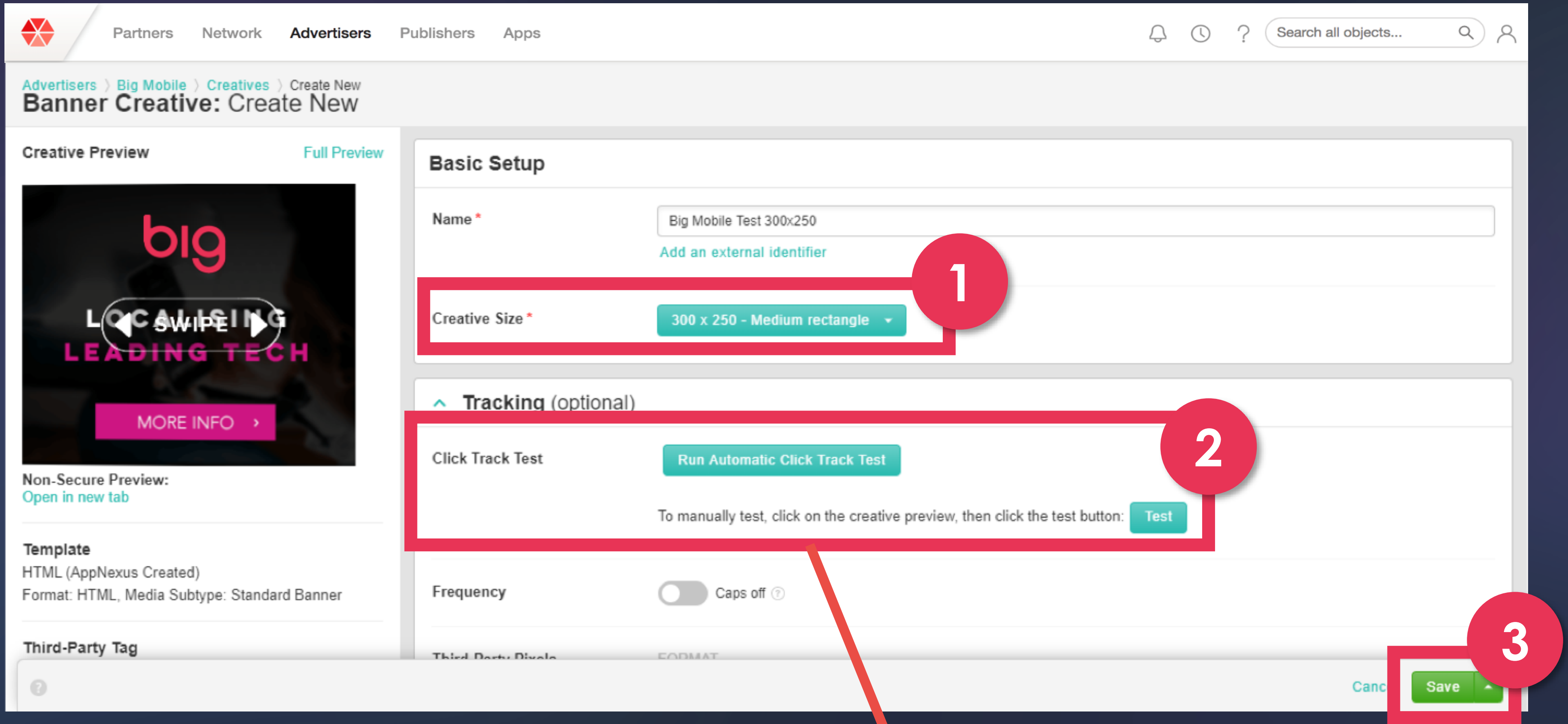


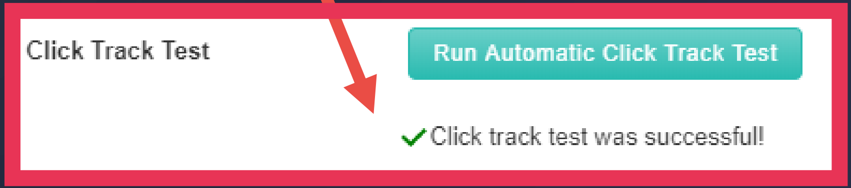
1. Go to your ***Advertiser*** and Select ***Creatives*** (on the left hand side)
2. Create ***New***



1 Copy and Paste ***the Creative Tag*** provided from Buddy

2 Click ***Check Macros*** (please note: Buddy will input correct Xandr/Appnexus macros)

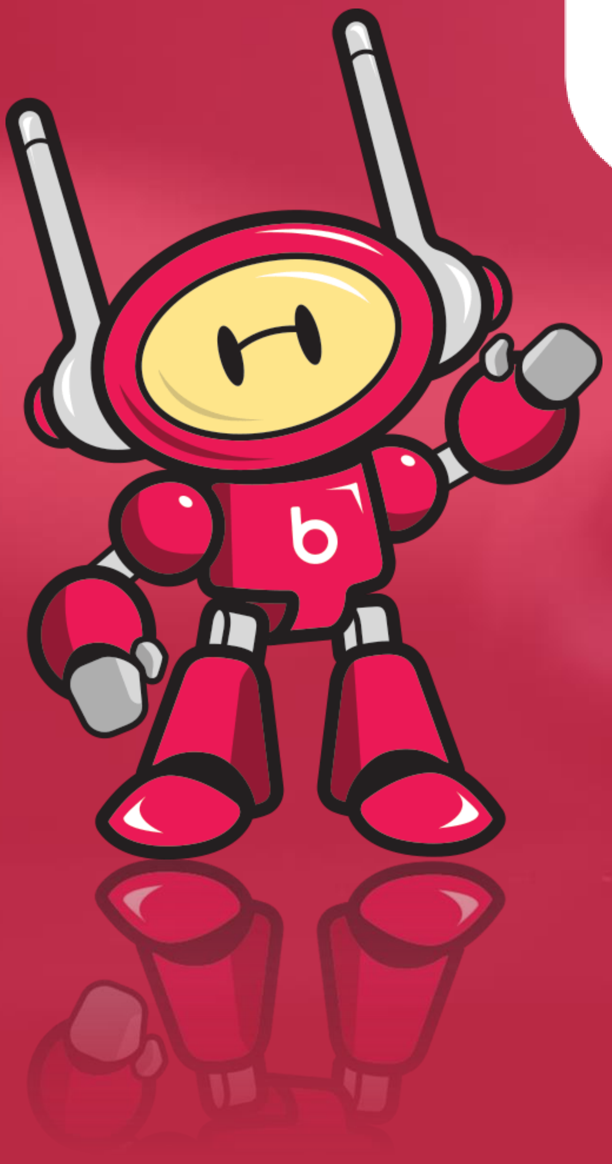




1 Select the correct ***Creative size***

2 Click ***Run Automatic Click Track Test*** or Click ***Test*** to check manually

3 Click ***Save***



big ARE ALWAYS HERE TO HELP

Use Buddy’s Live Chat

adops@bigads.co

www.bigads.co