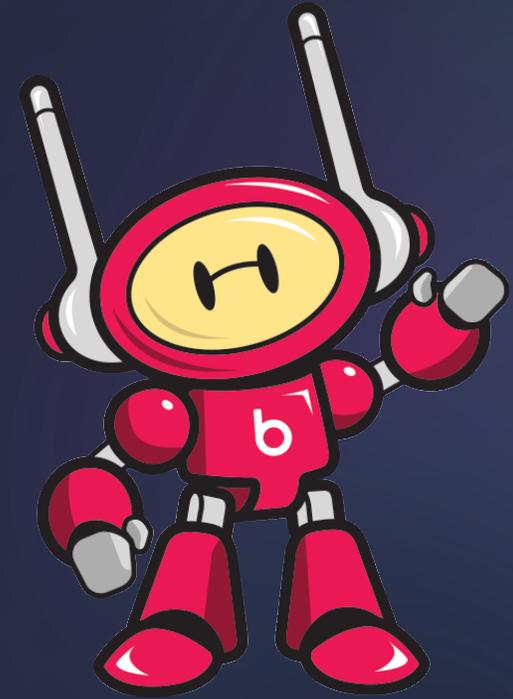


buddy
by big



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

SET UP FLOW

Advertiser



Insertion Order



Line Item



STEP 1

SETTING UP YOUR ADVERTISER

CREATE ADVERTISER

The screenshot shows the Xandr/Adnexus interface. At the top, there is a navigation bar with tabs for 'Partners', 'Network', 'Advertisers', 'Publishers', and 'Apps'. The 'Advertisers' tab is selected and highlighted with a red box and a red circle containing the number '1'. To the right of the navigation bar is a search bar labeled 'Search all objects...' and a user profile icon. Below the navigation bar, the main heading is 'Advertisers'. Underneath, there is a '+ New' button, an 'Actions' dropdown menu, and a 'Name/ID' search field. The '+ New' button is highlighted with a red box and a red circle containing the number '2'. To the right of these elements is a date selector showing 'Today: Mar 4, 2020 (ET)'. Below the search and action area is a table with columns: Advertiser, ID, Ins Orders, Line Items, Campaigns, Imps, Clicks, Convs, CTR, Rev (USD), Media Cost (USD), Profit (USD), Revenue eCPM (USD), and Cost eCPM.

1 Select **Advertisers** on the Xandr/Appnexus Menu

2 Click **New**

CREATE ADVERTISER

Partners Network **Advertisers** Publishers Apps

Create New Advertiser [CANCEL](#)

Basic Setup

Name * Advertiser Name **1**

External Code

State * Active **2**
 Inactive

Time Format 12 Hour (6:30 AM; 2:30 PM) **3**
 24 Hour (6:30; 14:30)

Time Zone Australia/Sydney **4**
 Apply this timezone to all child insertion orders, line items, campaigns, and creatives

Insertion Orders Use Insertion Orders to bucket Line Items and Campaigns **5**
! By selecting this checkbox you are enabling the use of Insertion Orders for this Advertiser. Once set, you can only

1 Fill in **Advertiser Name**

2 Select State as **Active**

3 Select 12 or 24hr hour Time Format

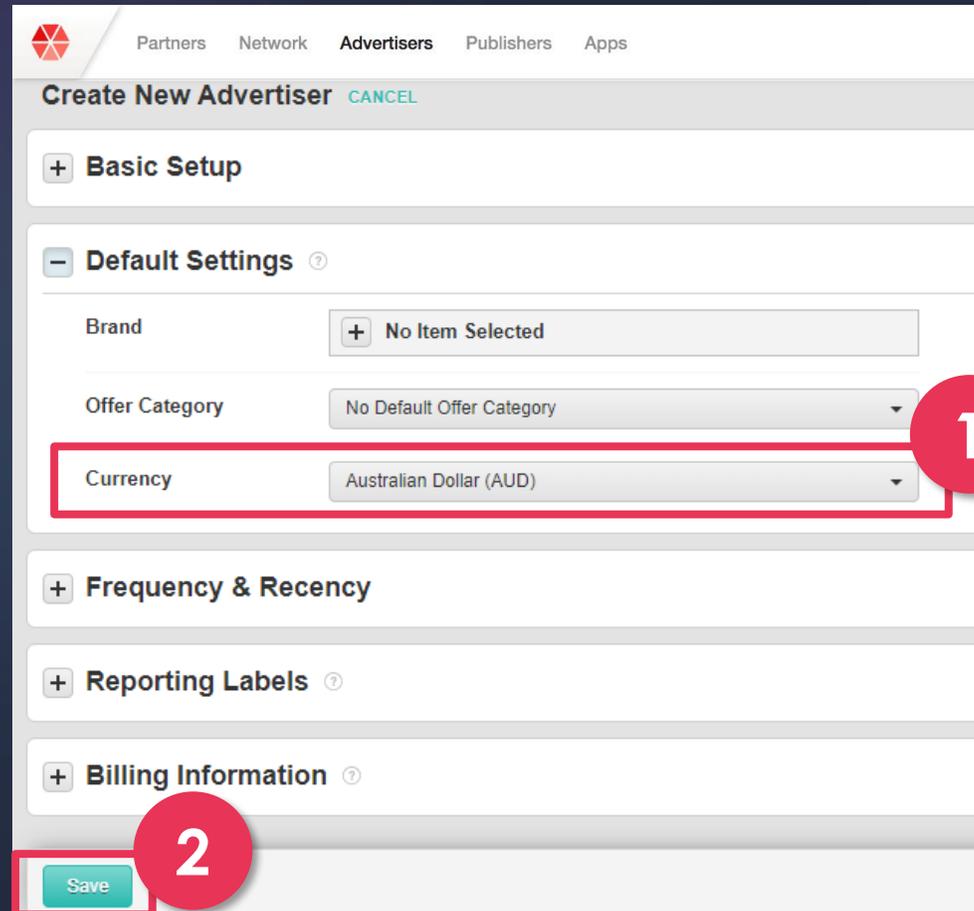
4 Select **Time Zone** and check **Apply this timezone to all child Insertion orders, line items, campaigns and creatives**

5 Select **Use Insertion Orders to bucket Line items and Campaigns**

CREATE ADVERTISER

1 Choose **Currency**

2 Click **Save**



The screenshot shows the 'Create New Advertiser' form in a web application. The form is divided into several sections: 'Basic Setup', 'Default Settings', 'Frequency & Recency', 'Reporting Labels', and 'Billing Information'. The 'Default Settings' section is expanded, showing fields for 'Brand', 'Offer Category', and 'Currency'. The 'Currency' field is highlighted with a red box and a red circle containing the number '1'. The 'Save' button at the bottom left is also highlighted with a red box and a red circle containing the number '2'. The 'Currency' field is set to 'Australian Dollar (AUD)'. The 'Brand' field is set to '+ No Item Selected'. The 'Offer Category' field is set to 'No Default Offer Category'. The 'Frequency & Recency', 'Reporting Labels', and 'Billing Information' sections are collapsed.

Partners Network **Advertisers** Publishers Apps

Create New Advertiser [CANCEL](#)

+ Basic Setup

- Default Settings ⓘ

Brand + No Item Selected

Offer Category No Default Offer Category

Currency Australian Dollar (AUD)

+ Frequency & Recency

+ Reporting Labels ⓘ

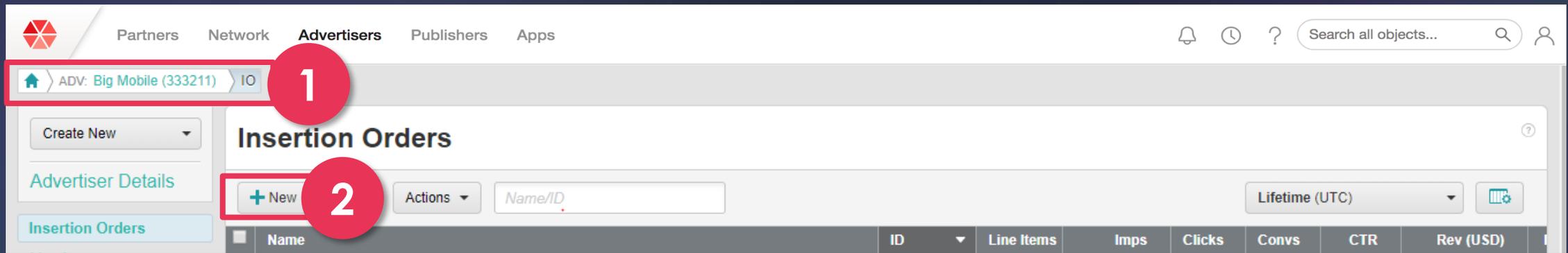
+ Billing Information ⓘ

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

Partners Network **Advertisers** Publishers Apps

ADV:Big Mobile(333211) > Create New Insertion Order

Create New Insertion Order [CANCEL](#) [Use Legacy IO](#)

Basic Setup

Name *

External Code

Billing Code

State * Active Inactive

Currency [Australian Dollar \(AUD\)](#)

Viewability Standard * IAB [More Information](#)

Budget Type [Revenue](#) [Impression](#)

1 Fill in your **Campaign Name**

2 Select State as **Active**

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

CREATE INSERTION ORDER

The screenshot shows a web interface for creating an insertion order. At the top, there are navigation tabs for 'Partners', 'Network', 'Advertisers', 'Publishers', and 'Apps'. A search bar is located in the top right corner. The main form is divided into several sections:

- Billing Periods:** This section is highlighted with a red box and a callout '1'. It contains two tabs: 'Set Dates' (active) and 'No End Date'. To the right are 'Set Budgets' and 'Unlimited Budget' tabs. Below these is the 'Time zone: Australia/Sydney'. The 'Start date' is set to 3/4/2020 at 12:00 AM, and the 'End date' is set to 11:59 PM. A 'Budget' field is set to AUD\$ with an empty input box. A '+ Add Another Billing Period' button is at the bottom left of this section. The 'Total Lifetime Budget: AUD\$0.00' is displayed at the bottom right.
- Pacing:** This section is highlighted with a red box and a callout '2'. It contains three radio button options:
 - Base daily allocation on average of remaining billing period budget
 - Set pacing on the Line Item
 - Use Daily Budget
- Frequency & Recency:** A collapsed section.
- Reporting Labels:** A collapsed section.
- Commissions:** A collapsed section.
- Ass... line Items:** A collapsed section.
- Save:** A green button at the bottom left, highlighted with a red box and a callout '3'.

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

The screenshot shows the 'Line Items' page in an advertising platform. The breadcrumb navigation at the top is highlighted with a red box and a red circle containing the number '1'. The breadcrumb path is: [Home](#) > [ADV: Big Mobile \(333211\)](#) > [IO](#) > [IO: Big Mobile IO \(3909555\)](#) > [LI](#). Below the breadcrumb, the page title is 'Line Items'. On the left sidebar, there are links for 'Advertiser Details', 'Insertion Orders', and 'Line Items'. The main content area has a '+ New' button highlighted with a red box and a red circle containing the number '2'. To the right of the '+ New' button is an 'Actions' dropdown menu and a text input field labeled 'Name/ID'. Further right, there is a 'Lifetime (UTC)' dropdown menu, currency selection buttons for '\$' and '€', and icons for a calendar and a refresh button. Below these elements is a table header with columns: 'Line item', 'ID', 'Campaigns', 'Creatives', 'Imps', and 'C'. The table content is empty, and the text 'No Items Available' is displayed at the bottom.

1 Under the **Advertiser** and **Insertion Order** you have just created

2 Click **New**

CREATE LINE ITEM

Partners Network **Advertisers** Publishers Apps

Search all objects...

ADV: Big Mobile(333211) > IO > IO: Big Mobile IO(3909555) > Create New Line Item

Create New Line Item CANCEL EXPAND ALL

Line Item Type

- Augmented**
a more powerful line item for faster setup
- Standard
buy on a CPM basis (managed and third-party)

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

CREATE LINE ITEM

Partners Network Advertisers Publishers Apps

Basic Setup

Insertion Orders * Edit ✓ 1 insertion order associated (Click Edit to view)

Ad Type * ? Banner Video Native

Name *

External Code

State Active Inactive

Big Mobile IO					
Budget Type	Currency	Total Lifetime Budget	Pacing	Start Date	End Date
Revenue	AUD	AUD\$ 1.00	Set on Line Item	03/04/2020	03/05/2020

Budget Type * ? Revenue

Revenue Type * ? CPM

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

The screenshot displays the 'CREATE LINE ITEM' interface. At the top, there are navigation tabs: Partners, Network, Advertisers, Publishers, and Apps. A search bar and user profile icon are on the right. The 'Budget' section is highlighted with a red box and a red circle containing the number '1'. It includes a radio button for 'Lifetime Budget' (selected), buttons for 'Set Lifetime' and 'Set Per Flight', an 'AUD\$' input field, a slider for '% of daily average allocation (100% = exact average)' ranging from 50% to 150%, and a radio button for 'Daily Budget'. The 'Flights' section is also highlighted with a red box and a red circle containing the number '2'. It includes buttons for 'Set Dates' and 'No End Date', a 'Copy Billing Periods from IO' button, a 'Time zone: Australia/Sydney' label, 'Start date' and 'End date' fields with time dropdowns (12:00 AM and 11:59 PM), a 'Budget: AUD\$ 0.00' field, and a '+ Add Another Flight' button. The 'Total Lifetime Budget: AUD\$0.00' is displayed at the bottom right of the flight section.

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

The screenshot shows the 'Advertisers' section of a web interface. At the top, there are navigation tabs: 'Partners', 'Network', 'Advertisers', 'Publishers', and 'Apps'. On the right, there are icons for notifications, a clock, a help icon, and a search bar labeled 'Search all objects...'. The main content area is divided into sections. The first section, 'Supply Strategy *', contains three radio button options: 'Open Exchange', 'Managed', and 'Deals'. The 'Deals' option is selected. Below these options are two buttons: 'All Deals' and 'Specific Deals'. A red box and a red circle with the number '1' highlight this entire section. The second section, 'Payment Model *', shows 'Pay Per Impression'. The third section, 'Geography *', features a dropdown menu with the text 'Select a country' and a search icon. To the right of the dropdown is a link labeled 'Additional Geo Restrictions'. A red box and a red circle with the number '2' highlight the 'Geography *' section.

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

CREATE LINE ITEM

Partners Network Advertisers Publishers Apps

Search all objects...

Frequency & Recency

Frequency & Recency Caps on ?

Frequency (how many)

3 | imps per day

+ Add another cap

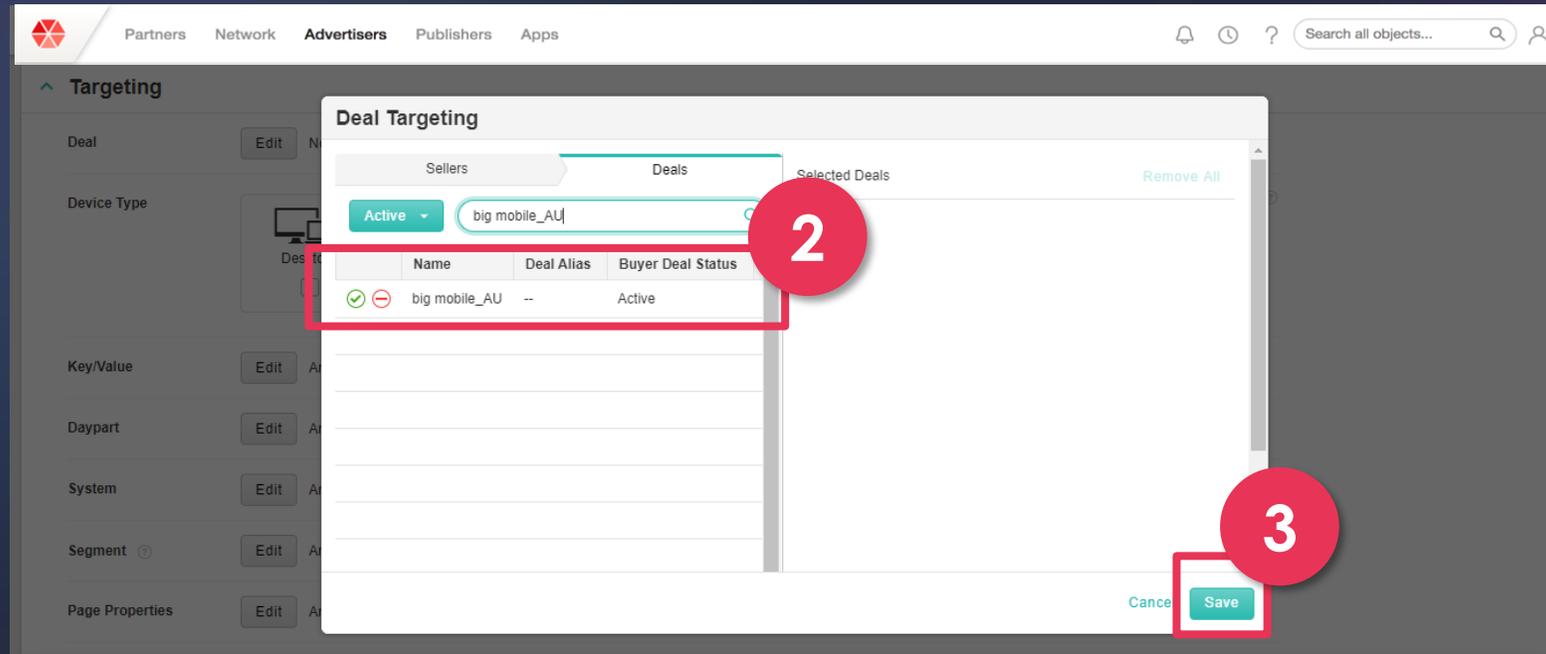
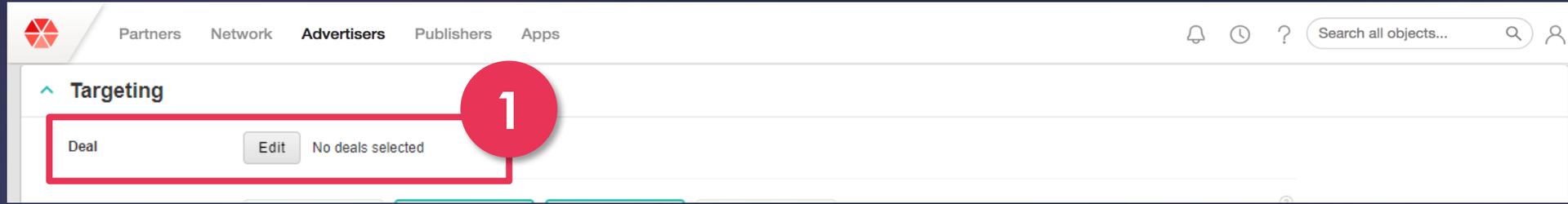
Recency (how often)

+ Add another cap

Include users without cookies ?

- 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**

3 Click **Save**

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

CREATE LINE ITEM

Partners Network Advertisers Publishers Apps

Search all objects...

Targeting

Deal Edit ✓ Deals Set (click Edit for details)

Device Type

Desktops

Tablets

Mobile

CTV

Key/Value Edit Any key/value

Daypart Edit Any time

System Edit Any system

Segment ? Edit Any segment

Page Pr Edit Any query string; any tag position

Save Cancel

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

2 Click Save

STEP 4

TROUBLESHOOTING YOUR DEAL

The screenshot shows a reporting interface with the following sections and callouts:

- 1**: Navigation menu with 'Network' highlighted.
- 2**: 'Basic' section with 'Type' set to 'Buyer Deal Metrics'.
- 3**: 'Basic' section with date range 'From: 2019-01-01' and 'To: 2020-03-04', and 'Interval' set to 'Daily'.
- 4**: 'Metrics' section with an 'Edit' button.
- 5**: 'Filters' section with 'Deal' (big mobile_AU) and 'Seller' (Rubicon) selected.
- 6**: 'Delivery' section with 'Run in background, notify me when results are ready to view' selected and a 'Run Report' button.

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

Partners Network **1** ers Publishers Apps

Advertisers > Big Mobile > Creatives

Advertiser Details

Insertion Orders

Line Items

Campaigns

Creatives

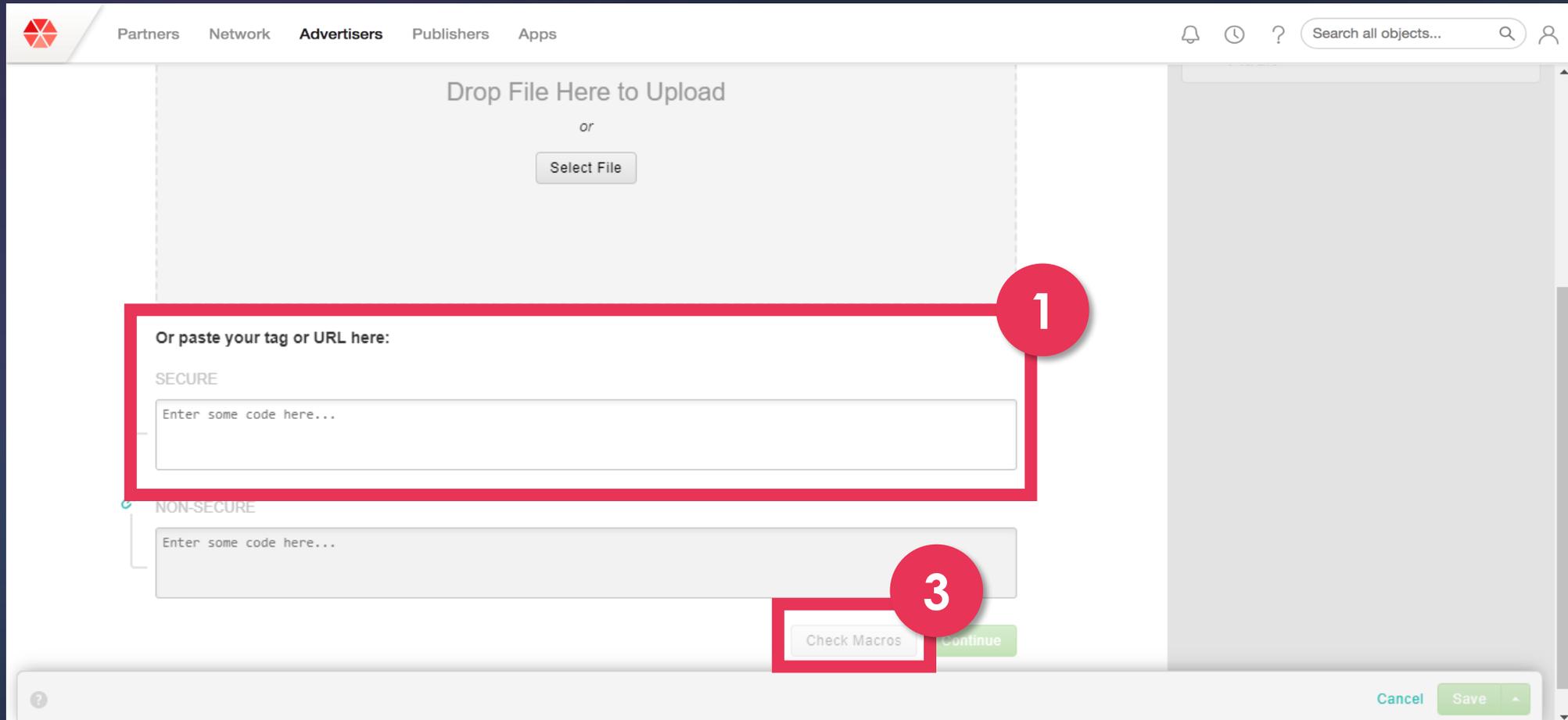
Conversion Pixels

Create New **2** Enter More Actions

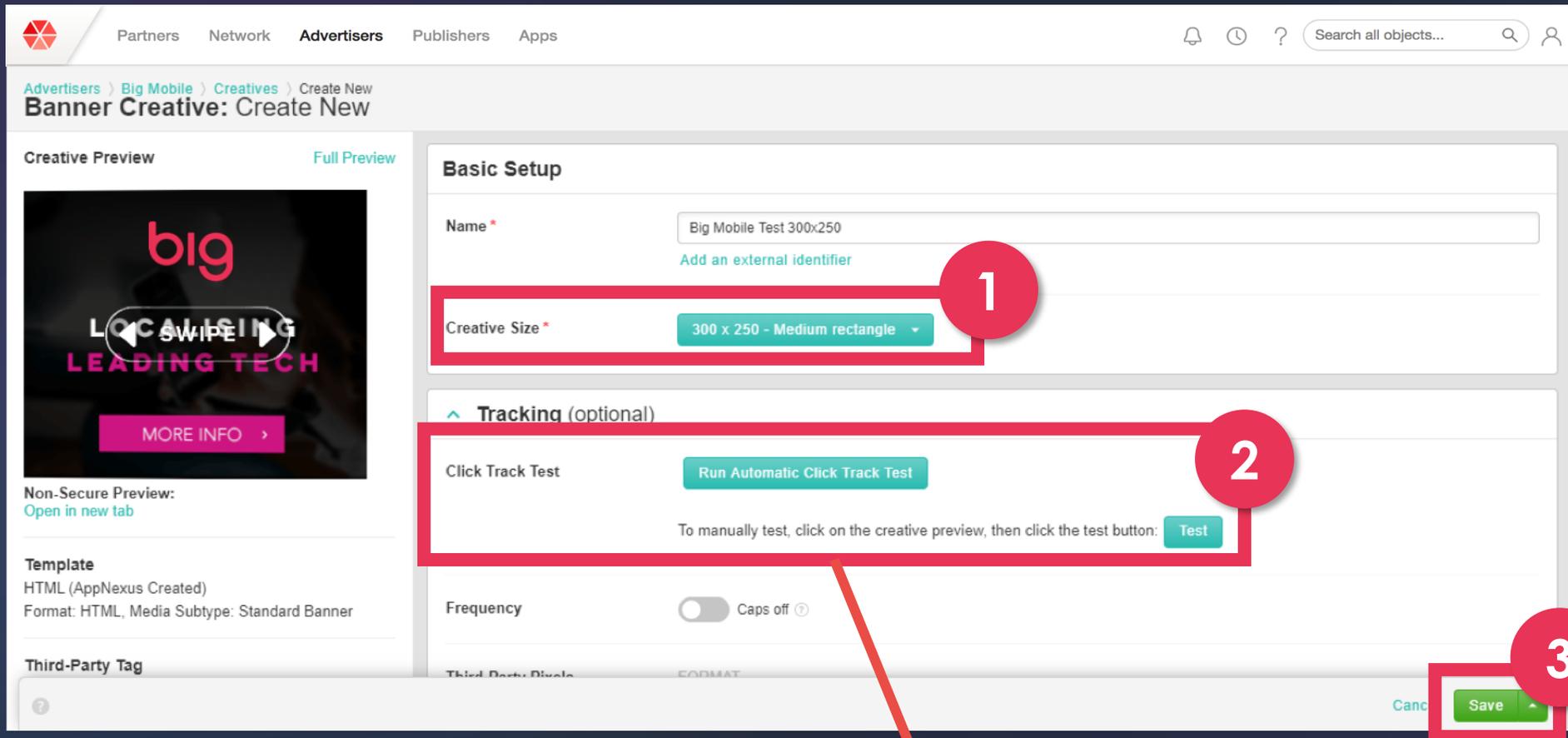
Active Inactive All \$ € Today: Mar 5, 2020

Creative Folders		Creatives									
Folder	Items	ID	Creative	Size	File Size	Click Track	Audit Status	SSL Status	Type		
All creatives	32	184810784	Big Mobile Blinds Expandable	300x250	--	Passed	Audited	Approved	Raw HTML		
		184810119	Big Mobile Blinds	300x250	--	Passed	Audited	Approved	Raw HTML		

- 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)
- 3

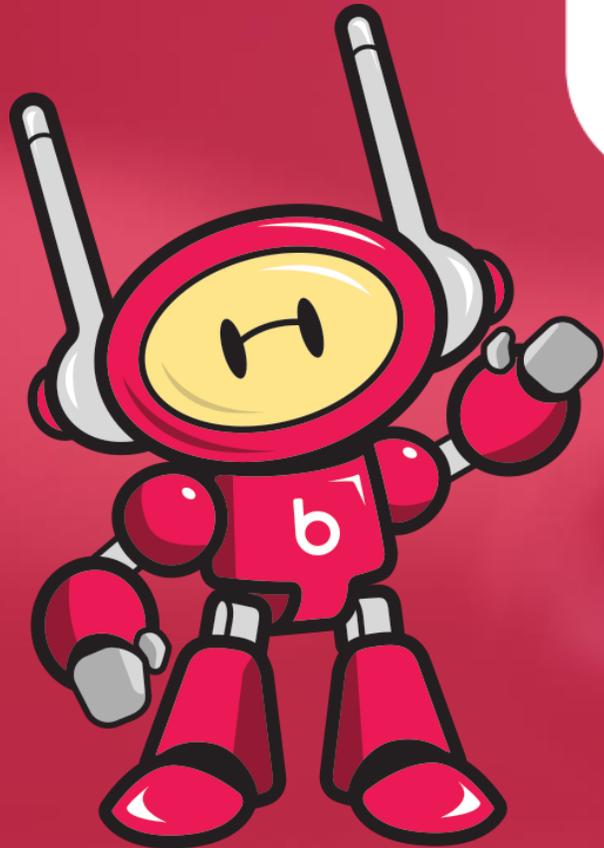


1 Select the correct **Creative size**

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