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

2. Click **New**
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**
1. Choose **Currency**
2. Click **Save**
STEP 2

SETTING UP YOUR INSERTION ORDER
1. Click on the **Advertiser** you have created

2. Click **New**
1. Fill in your **Campaign Name**
2. Select State as **Active**
3. Select **Revenue** or **Impressions** as your Budget Type
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
1. Under the *Advertiser* and *Insertion Order* you have just created.

2. Click *New*
Select **Augmented** as your Line Item Type
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.
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**)
1. Select Deals > Select Specific Deals
2. Input any additional Geo Targeting
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.
1. Click **Deal - Edit**

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

3. Click **Save**
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**
Use Buddy’s Live Chat
adops@bigads.co
www.bigads.co