DV360 How to set up Buddy Deal ID and creative tag in DV360
STEP 1

OPTION 1
Set up Inventory menu

OPTION 2
Set up Negotiation menu
**OPTION 1: SETTING UP ON INVENTORY MENU**

1. Select *My Inventory* on DV360 menu
2. Click *New >> New non-guaranteed inventory*
3. Fill in the details of the deal provided by Buddy including *Deal Name* and *Deal Token*, *Exchange*, *Size* etc.
**OPTION 2: SETTING UP ON NEGOTIATION MENU**

1. Select **Negotiations** from the DV360 menu

2. Filter the status to **Incoming offer**

3. Select the deal that matches the details provided from Buddy
STEP 2
SETTING UP YOUR INSERTION ORDER
1. Create new Insertion Order >> Input
   Campaign Name

2. Select your Budget, Dates & Pacing

3. Continued on Next Slide
1. Click to edit the Public Inventories option
2. Uncheck **Target new exchanges**
3. Select **None** and check all public inventory and then uncheck again (to ensure nothing is selected)
4. Click **Apply**
1. Click to edit the Private Deals option
2. Select the deal set up earlier (matching the deal token provided by Buddy)
3. Click Create
1. Create a **New Insertion Order**

2. Choose **Real time bidding** (see point 2 insert)
1. Create Line Item
2. Choose Display (see point 2 insert)
1. Ensure you have selected the correct deal
2. Input your Budget goal for this Line Item
3. Input your Fixed Bid from Buddy
### Assign your creatives

The image shows a user interface panel titled "Creatives" with a section for assigning creatives. The panel contains a table with columns for Name, Status, Type, DV360 status, and Exchange status. The table currently shows "No creatives assigned." Below the table, there is a button labeled "ASSIGN CREATIVES."
STEP 3
TROUBLESHOOTER
1. Within your **Campaign** >Select **Line item** > **Troubleshooter**

2. Select your Deal from the Inventory drop down

3. Choose the reporting period

4. Download the **Troubleshooter** report & send to adops@bigads.co
STEP 4

AUDITING YOUR CREATIVES
1. Make sure to uncheck **MRAID** and **HTML5**

2. Click **Test Tag** to make sure the creative tag is rendering correctly and going to the correct landing page

3. Click **SAVE** to finish
Use Buddy’s Live Chat

adops@bigads.co

www.bigads.co