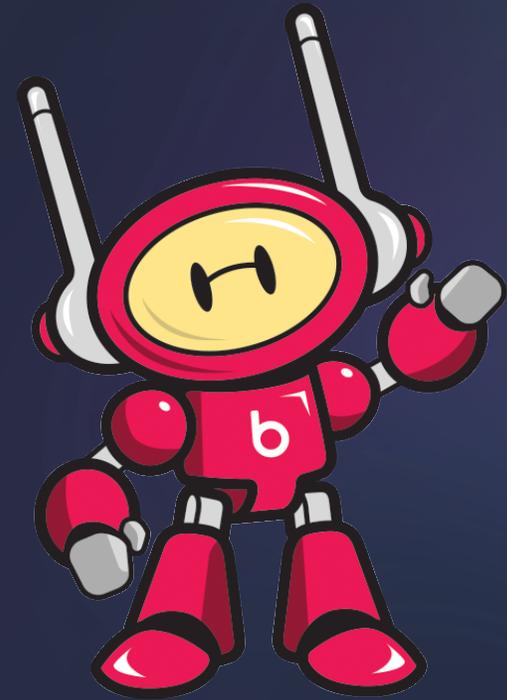


buddy
by big



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

Display & Video 360 | Big Mobile

My Inventory

ORDERS AND DEALS | GROUPED DEALS

NEW

New non-guaranteed inventory

New guaranteed inventory

Filter | Status

Inventory Source	Details	Rate & Vol.	Delivery	Creative reqs.	Dates
Everything else	ID	Rate	Bid ratio (%)	Sizes	Start date

New Non-Guaranteed Inventory

Australian Dollar (AUD)

Name	ID	Exchange	Seller name (Optional)	Inventory format	Creative req.	Rate type	Rate	Start date	End date (Optional)	Advertiser
Insert Deal Name	Insert Deal Token	Rubicon	BigMobile	Display	300x250	CPM (Floor)	A\$19.00	Oct 16, 2019	Oct 17, 2019	Big Mobile
Enter name	Enter ID	Select exchange	Enter name	Select format	Enter creative	Select rate type	A\$0.00	Select date	Select date	Big Mobile
Enter name	Enter ID	Select exchange	Enter name	Select format	Enter creative	Select rate type	A\$0.00	Select date	Select date	Big Mobile

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

The screenshot shows the DV360 interface with the 'Negotiations' menu selected. A 'Status' filter dropdown is open, showing options like 'Action required', 'Cancelled', 'Completed', 'Expired', 'Incoming offer', 'Sent to seller', and 'Viewed by seller'. The 'Incoming offer' option is selected. The table below shows a list of deals with columns for RFP name, RFP ID, Status, and Deal type. The deal 'PA_ResearchGate_Premiumn_Ir' is highlighted with a red box and callout 3.

RFP name	RFP ID	Status	Deal type
DEMAND PA ROW O&O RON Desktop & Mobile Video		Incoming offer	Private auction
DEMAND PA ROW MMPlus RON Desktop & Mobile Video		Incoming offer	Private auction
Big Mobile + Pulbift - Youngsters- \$17.99 Floor		Incoming offer	Private auction
PA_ResearchGate_Premiumn_Ir		Incoming offer	Private auction
Travel Audience targeting_39% \$100K+ income_32% with children_72% Higher Education		Incoming offer	Private auction
Big Mobile + Pulbift - Professionals- \$17.99 Floor		Incoming offer	Private auction
		Incoming offer	Private auction

1 Select **Negotiations** from the DV360 menu

3 Select the deal that matches the details provided from Buddy

2 Filter the status to **Incoming offer**

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 Insertion order name Draft ?

2 **Budget** Select your budget type
AUD ▼

Specify this insertion order's flight dates and budget segments

Budget	Description	Start date	End date
AUD 0		Mar 12, 2019 ▼	Apr 12, 2019 ▼

! Your campaign will overspend its planned budget by IDR9000000

[ADD SEGMENTS](#) Show actualized

Auto budget allocation
 Allow system to automatically shift budget to better-performing line items.

Pacing Flight ▼ Ahead ▼

Frequency cap No limit
 Limit frequency to exposures per Lifetime ▼

3 **Authorized and Non-Participating Publishers** ?

Public Inventories	0 Exchanges and 0 Subexchanges are selected	
Private Deals	✓ Private _Auction_DV360 Reda DV360 Deal 20190305 Reda DV360 Deal 20190306	

New campaign

Inventory Source - Public Inventories

ALL SELECTED [642]

Target automatic deals ALL NONE

Target new exchanges

<input type="checkbox"/>	Public Inventory	Auto Deals	
<input checked="" type="checkbox"/>	Admeta	Subscribed	
<input checked="" type="checkbox"/>	AppNexus (199 of 199)	Subscribed	New sub-exchanges will be included
<input checked="" type="checkbox"/>	BidSwitch (106 of 106)	Subscribed	New sub-exchanges will be included
<input checked="" type="checkbox"/>	BrightRoll Exchange for Display from Yahoo! (29 of 29)	Subscribed	New sub-exchanges will be included
<input checked="" type="checkbox"/>	Fluct	Subscribed	
<input checked="" type="checkbox"/>	FreeWheel SSP	Subscribed	
<input checked="" type="checkbox"/>	Google Ad Manager (4 of 4)	Subscribed	New sub-exchanges will be included
<input type="checkbox"/>	Improve Digital	Subscribed	

Apply

- 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**

The screenshot shows a 'New campaign' window with a sub-window titled 'Inventory Source - Private Deals'. The sub-window has a filter bar with 'ALL' and 'SELECTED [1]'. Below is a table with columns: ID, Exchange, Transaction Type, Rate, and Rate Type. The table lists several deals, with the last one, 'Big Buddy MREC', selected. A 'Create' button is located at the bottom of the sub-window.

ID	Exchange	Transaction Type	Rate	Rate Type
Private Deals				
Akato_300x250_PD	AppNexus	Private auction	\$0.10	CPM (Floor)
Akato_PrivateAuction_Hivis	AppNexus	Private auction	\$0.03	CPM (Floor)
Big Buddy MREC	Display & Video 360 Tag	Guaranteed (Tag)	IDR7,000.00	CPM (Fixed)
	Google Ad Manager	Preferred deal	A\$18.00	CPM (Fixed)

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

INSERTION ORDERS LINE ITEMS COMBINED Intelligence

Total cost (Mar 5, 2019 – Mar 11, 2019)
AUD 5,668.77
1% of IDR1,000,000.00 allocated

Average CPM (Mar 5, 2019 – Mar 11, 2019)
AUD 11,498.52 vs IDR50,000.00 goal

Today: IDR0.00 Today: IDR11,492.40

Displaying data for 1 insertion order

NEW INSERTION ORDER Mar 10, 2019

Filter Status: Active or Draft Add filter

Insertion order

CPM goal

Private_Auction_DV360

Real-time bidding
Open auction line item serving on Display & Video 360

Story
Show creatives in a sequence.

	Goal	Delivery
Planned spend	CPM	Imp
1,000,000.00	1,000%	11,588.61

1 Create a **New Insertion Order**

2 Choose **Real time bidding** (see point 2 insert)

INSERTION ORDERS
LINE ITEMS
COMBINED
Intelligence

Total cost (Mar 5, 2019 – Mar 11, 2019)

5,668.77

1% of IDR1,000,000.00 allocated

Today: IDR0.00

Average CPM (Mar 5, 2019 – Mar 11, 2019)

11,498.52 vs IDR50,000.00 goal

Today: IDR11,492.40

Displaying data for 1 insertion order

NEW LINE ITEM
1

ance ▾
Mar 10, 2019

Filter Status: Active or Draft Add filter

- Insertion order
- CPM goal
- Private_Auction_DV360

Display
Image, HTML5 (including rich media), and native ads (both display and video)

Video
Video ads sold on a CPM basis for a variety of environments

Audio
Audio ads sold on a CPM basis for a variety of environments

TrueView
Video ads shown on YouTube and partners

Mobile app install
Drive installs of your app with display and video ads

2

	Goal	Delivery
% of Planned spend	CPM	Imp
1,000%	1,588.61	

1 Create *Line Item*

2 Choose *Display* (see point 2 insert)

Line item name Draft ?
[Copy settings from an existing line item.](#)

Inventory source
Display & Video 360 automatically excludes inventory from unauthorized sellers. Select to buy inventory from Authorized Sellers only or from both Authorized Sellers and Non-participating Publishers. [Learn more](#)

Authorized and Non-Participating Publishers ?

Public Inventories 0 Exchanges and 0 Subexchanges are selected

1 Private Deals ✓

Flight dates
 Use same dates as insertion order
Mar 5, 2019 - Mar 11, 2019
 Custom dates
Mar 12, 2019 to Mar 13, 2019

2 **Budget and pacing**
 Unlimited up to the insertion order's budget.
 5000000
Flight

Bid strategy
 While spending full budget, Minimize CPC
 Meet or beat goal of _____ IDR While spending full budget, CPC
Maximize performance if the full budget can be spent. Maximize spend at the goal CPA if the full budget cannot be spent.
 Optimize for viewable CPM bid. _____ IDR
3 Fixed bid 1,400.00
 Do not exceed average CPM of _____

1 Ensure you have selected the correct deal

2 Input your Budget goal for this Line Item

2 Input your Fixed Bid from Buddy

1 **ASSIGN CREATIVES**

Creatives

Creative optimization ⓘ None ▼

Name	↑	Status	Type	DV360 status	Exchange status
 No creatives assigned ASSIGN CREATIVES					

1 Assign your creatives

STEP 3

TROUBLESHOOTER

Overview > Big Mobile RON Marketplace Test (10) > **1**
 Big Mobile RON Marketplace Test (10)

LINE ITEM DETAILS BID MULTIPLIERS **TROUBLESHOOTER** HISTORY

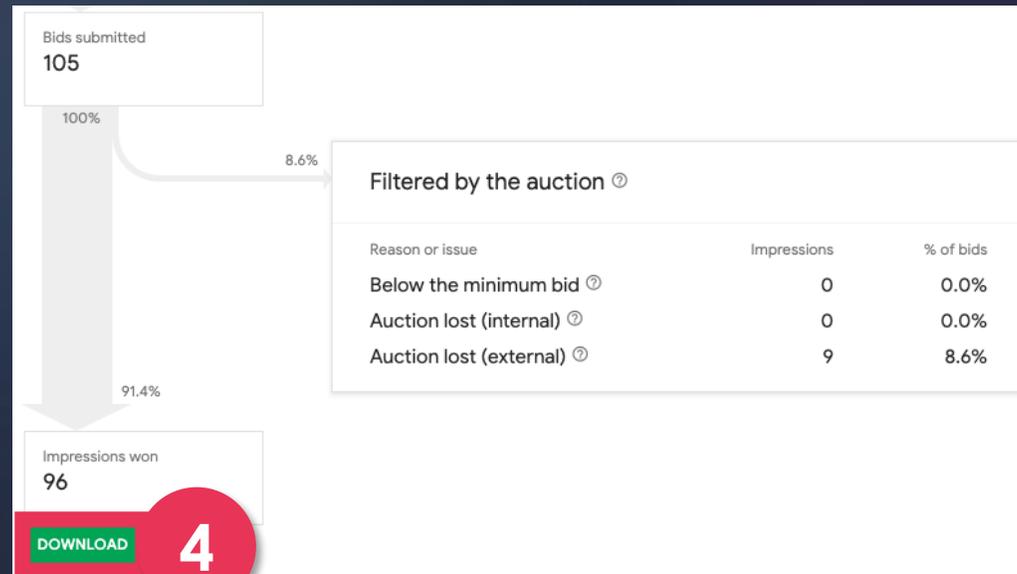
Inventory: | **2**

- All Inventory
- Big Mobile RON Marketplace Test [BM-MARKETPLACE-002] (Ru**
- 5

Total number of deals: 1

3

- Current day
- Previous day
- Last 7 days
- Last 14 days



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

Name ⓘ

Big Mobile

10 / 255

Dimensions ⓘ

300 × 250 (Medium Rectangle)

Landing page URL ⓘ

http://bigmobile.com

20 / 1024

Don't scale to fit device width ⓘ

Technologies ⓘ

Requires MRAID

Requires HTML5

Expanding direction ⓘ

None ▼

Expands on hover

Third-party tag

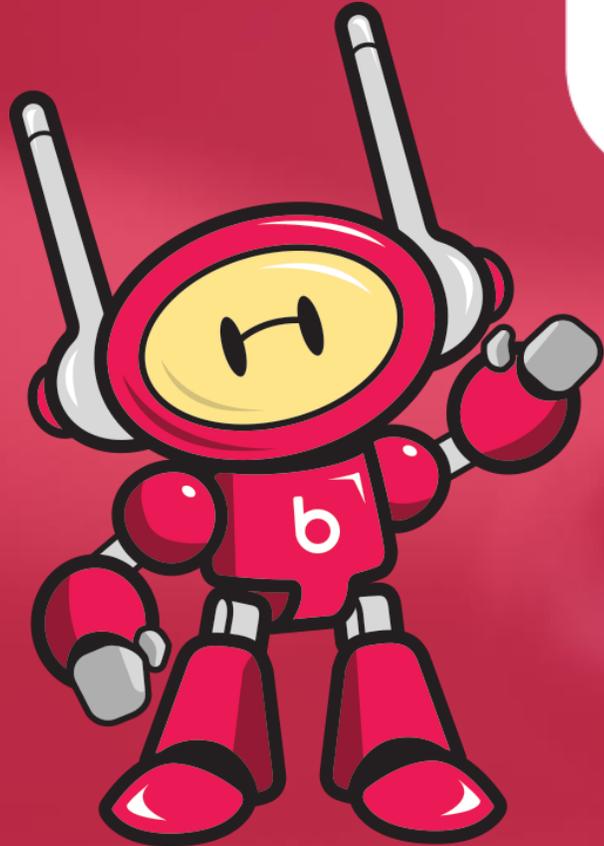
PASTE HERE

⚠ You are responsible for ensuring that your collection and use of user information complies with your legal agreements and applicable laws and policies, including the [EU User Consent Policy](#). Carefully consider your responsibilities before using tracking code to collect information from ad impressions.

⚠ Can't add macros to this tag type automatically. To avoid creative rejections or reporting errors, insert macros (for example, `${CLICK_URL}` or `${CLICK_URL_ENC}`) into this tag yourself. See [macro insertion examples](#) to learn how to add macros or contact your ad server for help.

2

TEST TAG



big ARE ALWAYS HERE
TO HELP

Use Buddy's Live Chat

adops@bigads.co

www.bigads.co