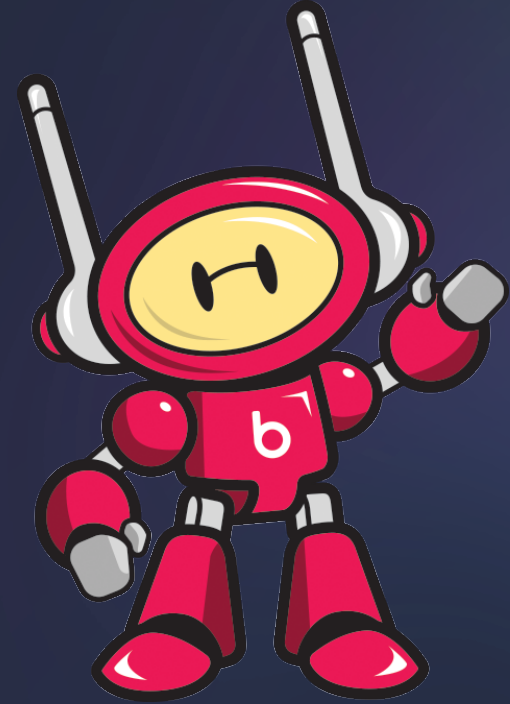


buddy

by big

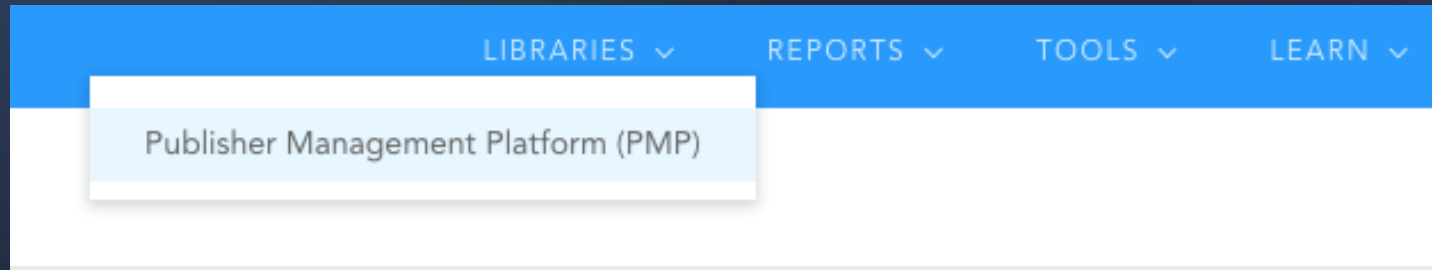


THE TRADE DESK How to set up Buddy Deal ID and creative tag in TTD

If you're a first-time buyer with Buddy, you must first contact your representative at The Trade Desk and ask them to add Big Mobile as a Supply Partner.

1

Log in to The Trade Desk Platform and visit the Publisher Management Platform (PMP) by clicking Libraries in the top right section of the screen.



2

Select Delivery Profiles from the bottom left section of the screen.

theTradeDesk

Publisher Management Platform

First Party
Inventory Contracts

Third Party
Inventory Contracts

Contract Groups

Delivery Profiles

Spend vs Impressions | 30 days

Spend: \$0 to \$30,000
Impressions: 0 to 3,000,000

7-Feb 12-Feb 17-Feb 22-Feb 27-Feb 4-Mar

Top Spending Contracts | Lifetime

Contract	Spend	Impressions
Sharethrough - VVA - RON	\$572,638	46,777,948
Sharethrough - VVA - Channel - Arts & Entertainment	\$195,146	24,704,469
Sharethrough - VVA - Audience - 21+	\$103,568	12,306,863
Sharethrough - VVA - Channel - Health & Fitness	\$84,683	8,042,650
Sharethrough - VVA - Channel - Sports	\$83,829	8,019,373

Insights | Lifetime

Spend: \$1,455,044
Profit: \$620,195
Partner Cost: \$834,849
Margin: 43%
Bids: 557,783,909
Wins: 145,249,739
Win Rate: 26.041%
CPM: \$10.02
Partner CPM: \$5.75
CPC: \$1.12
CTR: 0.892%
Avg. Bid: \$8.23

+ Inventory Contract | Sorted by Name, Ascending

1 - 25 of 80 | 25 | 1 | search...

Name	Wins (Total)	CPM (Total)	Spend (Total)	Media Cost (Total)	Floor Price
American Express_CPS Acquisition Test_Q117_TTD	0	\$0.00	\$0.00	\$0.00	Unknown
American Express_CPS Acquisition Test_Q117_TTD V2	0	\$0.00	\$0.00	\$0.00	Unknown

Deals Terms Sites

3

Select **The Partner You Operate Out Of** for the **Advertiser**. Then add the **Advertiser(s)** that will have access to this Deal ID by choosing “Only the following advertisers are allowed to buy.”

Create Delivery Profile

Name *

Enter a Name

Description

Enter a Description

+ Partners

Partner

No items to display.

☐ Only the following advertisers are allowed to buy

☒ All advertisers from the selected partners are allowed to buy except

+ Advertisers

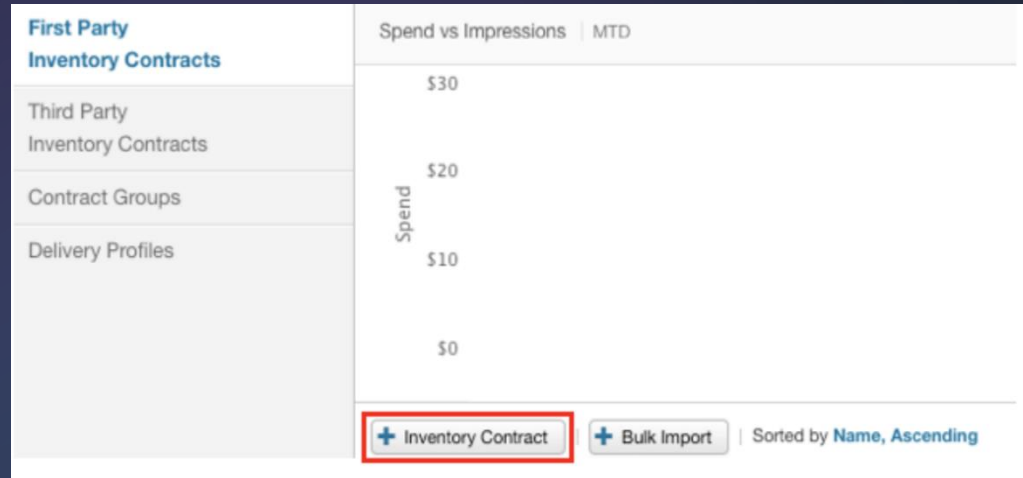
Advertiser

No items to display.

Cancel Save

4

Select **First Party Inventory Contracts** and click **+Inventory Contract** to create your contract.



5

Give it a name.

Create Inventory Contract Wizard

1 Description

2 Supply Vendor Deals

3 Delivery Priority

4 Terms

5 Publishers

6 Category Targeting

7 Site Targeting

8 Location Targeting

9 Creative Targeting

10 Summary

Description

Name*

Required

Description

Start Date

End Date

Logo URL

Cancel

Next

6

Select **Big Mobile** as the **Supply Vendor** from the drop-down menu and add your Deal ID. Floor pricing is optional, please do not enter a price. Click **Add Item** and then **Next**.

Create Inventory Contract Wizard

✓ Description

2 Supply Vendor Deals

3 Delivery Priority

4 Terms

5 Publishers

6 Category Targeting

7 Site Targeting

8 Location Targeting

9 Creative Targeting

10 Summary

Supply Vendor Deals

Supply Vendor

Deal Code

Floor Price

Enter the supply vendor deal code.

\$

Optional

Add Item

☐ Remove Selected

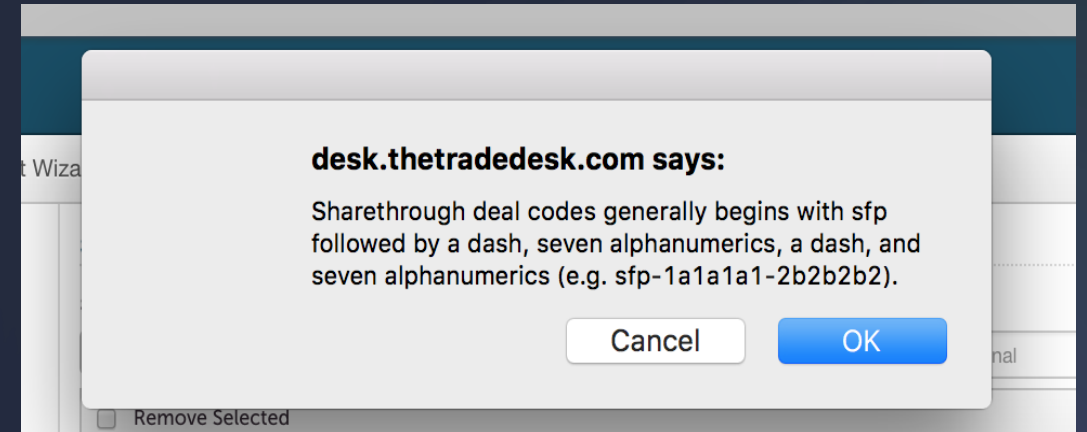
There are no items to display.

Back

Next

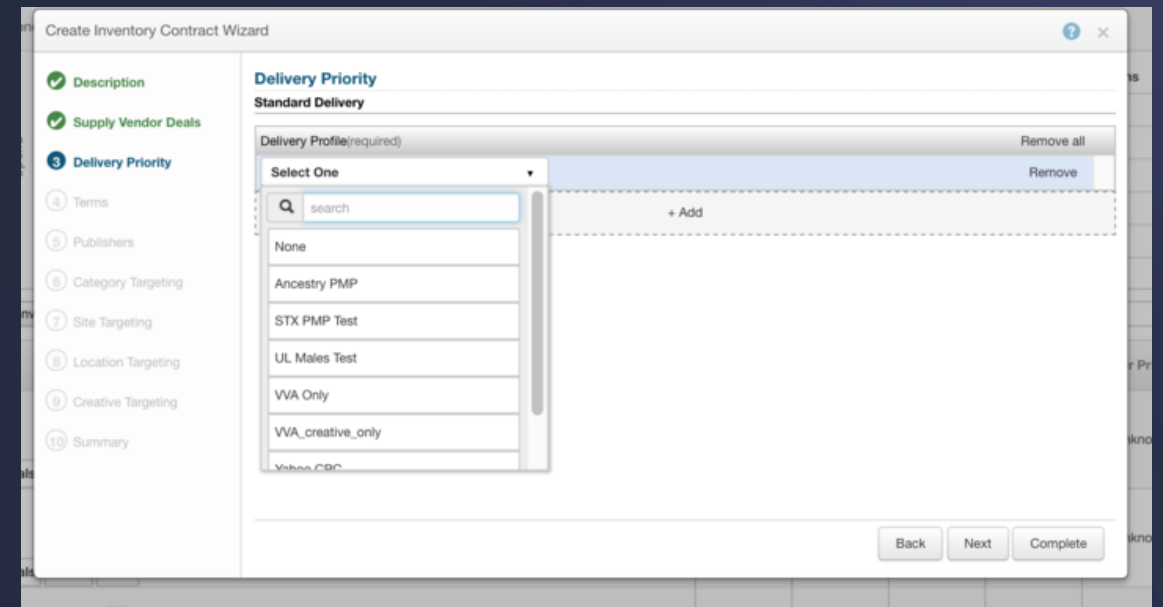
7

If you receive an error message - please ignore and click OK



8

Select the **Delivery Profile** you created for your advertiser and click **Complete**. The Deal ID is now available to target as a Private Contract.



9

All other options are not required.

- ④ Terms
- ⑤ Publishers
- ⑥ Category Targeting
- ⑦ Site Targeting
- ⑧ Location Targeting
- ⑨ Creative Targeting
- ⑩ Summary

10

To only target PMP contracts, return to the **Advertiser** dashboard. Select your advertiser, open the campaign, and enter the Ad Group.

theTradeDesk

Home

Advertisers

Filters



All



My Advertisers



With Live Campaigns

Filter by Labels

Campaigns

RTB Ad Groups

11

Open the **Inventory Targeting** section on the left menu

Select **Private Market Only** from the **Market Type** dropdown menu. Click **+Contract/Group** and search for your Inventory Contract in the list. Once you have found it, click **Add Selected**.

Classic View

The screenshot shows the 'Inventory' section with a 'Market Type' dropdown menu set to 'Private Market Only'. Below this, there is a section titled 'Private Marketplace Contracts and Groups' with a '+ Contract / Group' button. A table of contracts is visible, with the first row highlighted. The 'Add Selected' button at the bottom right is highlighted.

Contract Name	Date	Price	Price Price	Relation	Type	Channel	Seller Terms	Included
Contract Name Search	7/16/2027		Both	Both	Any	Any		
Private View	7/16/2027	877.00	Unknown	Not Party	Contract	Unknown	None	Already Included

Alternate View

The screenshot shows the 'Private Contracts' section with a 'Market type' dropdown menu set to 'Private market only'. Below this, there is a toggle switch for 'Help me reach private contract floor prices'. A search bar with a 'Target' button and a 'BROWSE' button are also visible.

Market type: Private market only

☐ Help me reach private contract floor prices

Target Start typing to add private contracts BROWSE

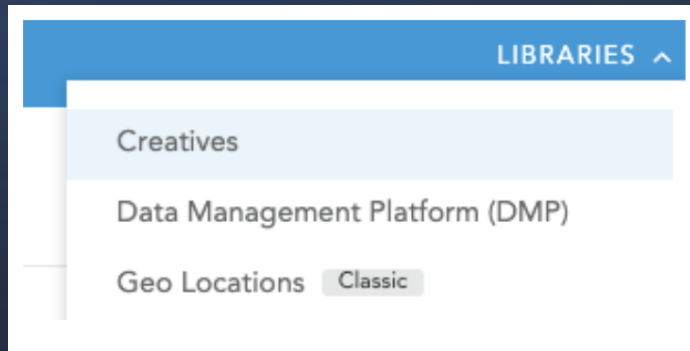
Now that the PMP Contract is created and targeted, you can continue to edit your campaign.

Programmatic High Impact Creative Setup

Add High Impact Creative to begin automated ad buying with The Trade Desk and Buddy.

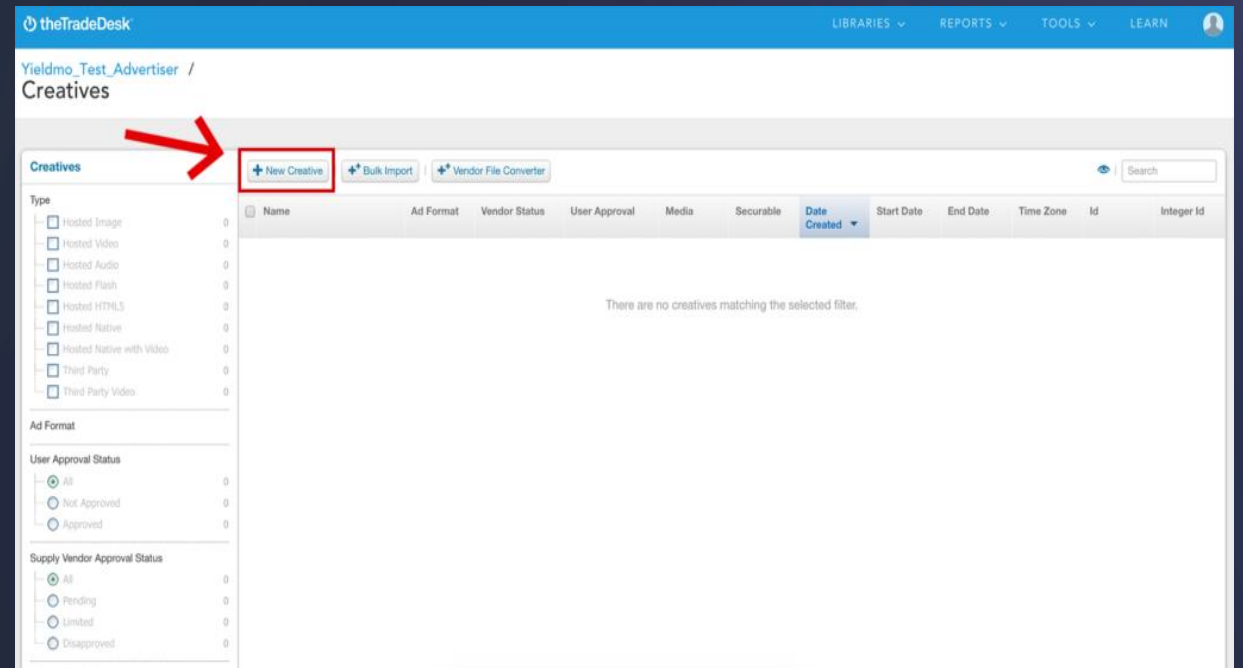
1

From the advertiser dashboard, choose the name of your campaign and click **Creatives** from the **Libraries** drop-down menu in the top right section of the screen.



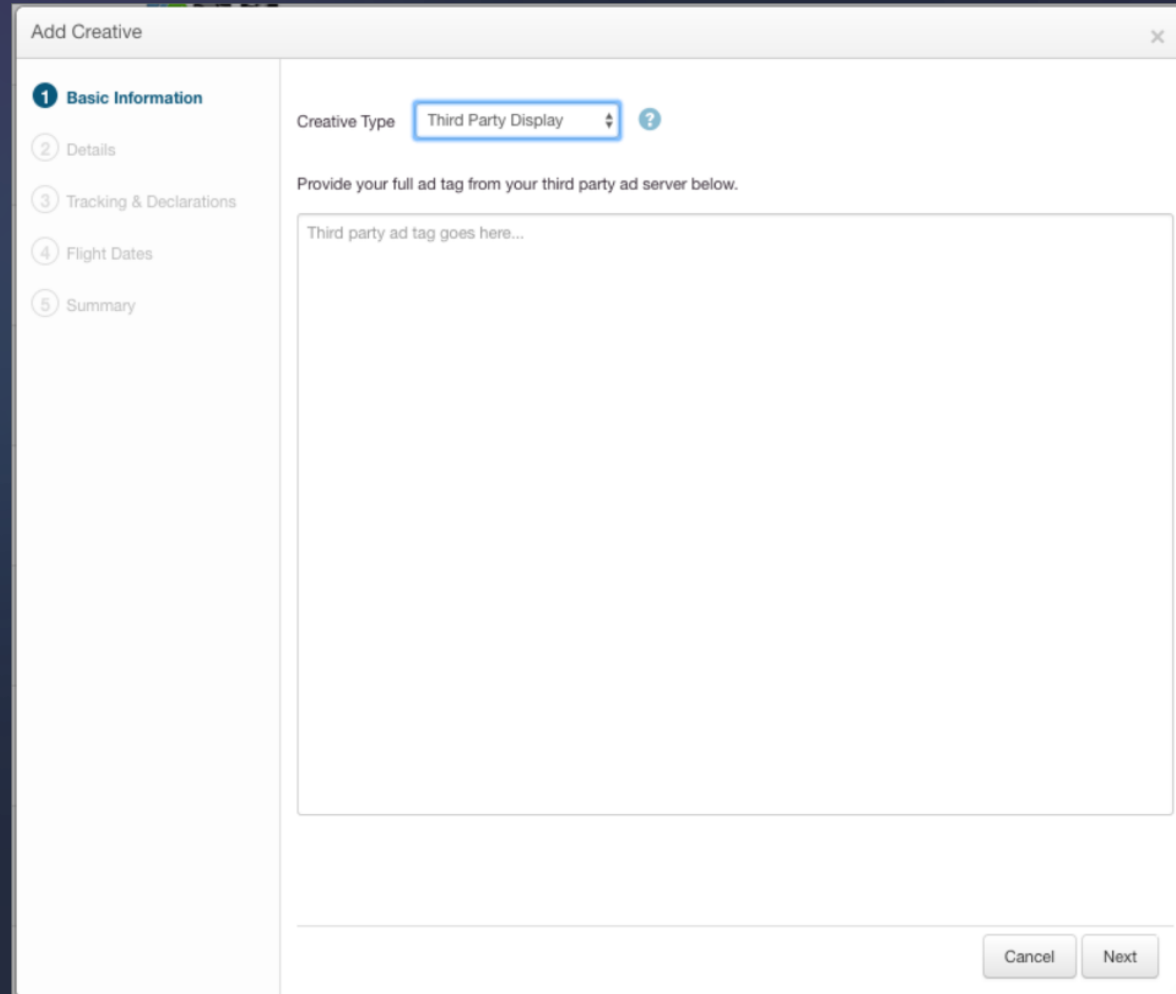
2

Click **+New Creative** to add the creative details of your campaign. Choose **Hosted (Display, Video, Audio)** from the drop-down menu and begin adding your creatives.



3

Select “Third Party Display” from the Creative Type drop down. You will do this for all formats supplied by Buddy



The screenshot shows a web-based form titled "Add Creative" with a close button (X) in the top right corner. On the left side, there is a vertical navigation menu with five items: "1 Basic Information" (highlighted with a blue circle), "2 Details", "3 Tracking & Declarations", "4 Flight Dates", and "5 Summary". The main content area is divided into two sections. The top section is labeled "Creative Type" and features a dropdown menu currently displaying "Third Party Display", which is highlighted with a blue border. To the right of the dropdown is a small blue circle containing a white question mark. Below this, a text label reads "Provide your full ad tag from your third party ad server below." Underneath the text is a large, empty rectangular text input field with the placeholder text "Third party ad tag goes here...". At the bottom right of the form, there are two buttons: "Cancel" and "Next".

4

Paste the Third Party Display Tag provided by Buddy into this box. Click **Next**

Add Creative

1 Basic Information

2 Details

3 Tracking & Declarations

4 Flight Dates

5 Summary

Creative Type

Third Party Display

Provide your full ad tag from your third party ad server below.

```
<iframe class=ym-emp-iframe frameborder="0" scrolling="no" srcdoc="<style>body{margin:0}</style>
<div id=ym_1977550121382610281 class=ym data-force-height=250 data-force-width=300 data-ll-id=1946446956168480200 data-click-tracker='% %TTD_CLK%'></div>
<script type=script/javascript>function(a,e){if(void 0===t_ym){var a=Math.round(5*Math.random()/3)+1;t_ym=;var
m=e.createElement(script);m.type=script/javascript;m.async=!0;m.src=//static.yieldmo.com/ym.+a+.js;(e.getElementsByTagName(head)[0])&e.getElementsByTagName(body)
[0]).appendChild(m)}else t_ym instanceof String||void 0===t_ym.chkPls||t_ym.chkPls()&t_ym.chkPls()&(document.window);
</script>"></iframe>
```

Cancel

Next

5 Under 'Securable', always select ***This creative may be served on secure web pages***. Click 'Next'.

6 Name your creative.

7 Select the appropriate ad-size e.g. **320x480**, **320x50** or **300x250** from the Ad Format drop down. You will select this for any and all ad formats.

8 Add your Landing Page URL.

The screenshot shows the 'Add Creative' form with the following fields and annotations:

- 6** Name*: Yieldmo_Test_Creative
- 7** Ad Format*: YieldMo High Impact Unit (136x136)
- 8** Landing Page URLs*: https://www.yieldmo.com
- 5** Securable: ☒ This creative may be served on secure web pages

At the bottom of the form are buttons for 'Cancel', 'Back', and 'Next'.

9

You can ignore this next page. All JavaScript and Impression Tags have already been inserted to your Buddy creative. Click 'Next'.

The screenshot shows the 'Add Creative' form at step 3, 'Tracking & Declarations'. The left sidebar shows the progress: 'Basic Information' (checked), 'Details' (checked), 'Tracking & Declarations' (active), 'Flight Dates' (4), and 'Summary' (5). The main content area contains several input fields for tracking tags and URLs, and a section for 'Expandable?' with radio buttons for 'Yes' and 'No' (where 'No' is selected). At the bottom, there is a 'Yahoo Offer Type' dropdown menu and three buttons: 'Cancel', 'Back', and 'Next'.

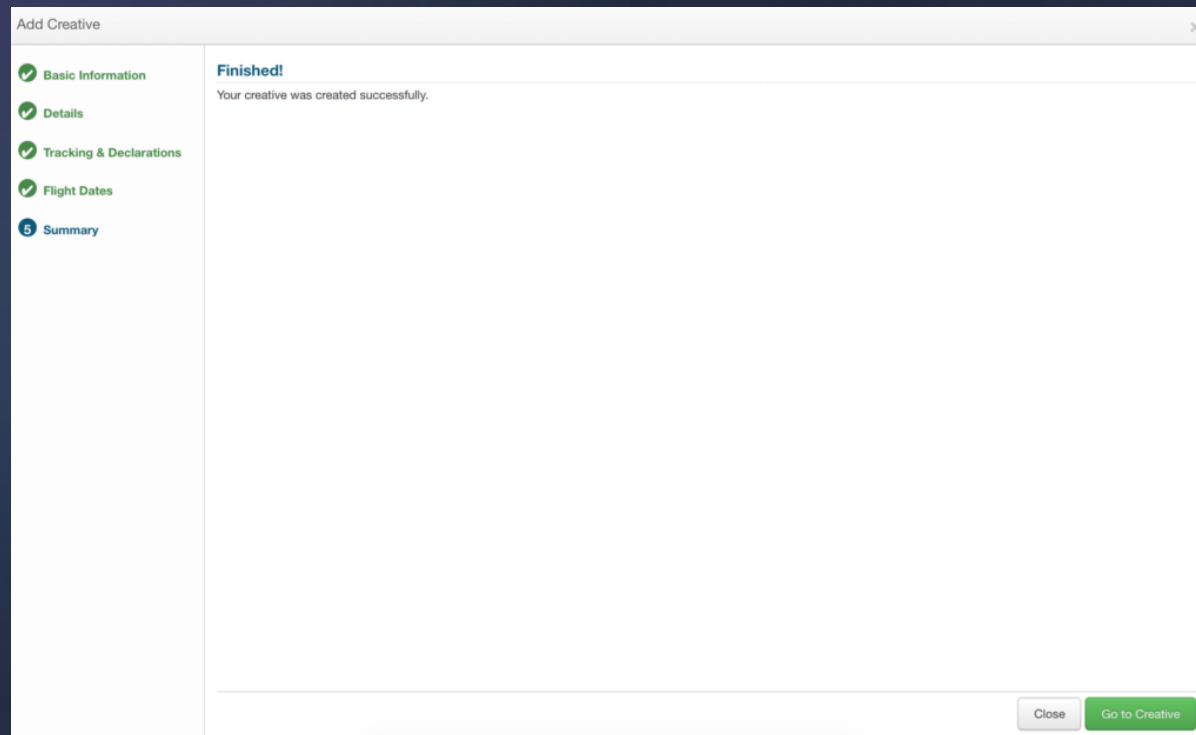
10

Input your flight dates and select your time zone. Click 'Create'.

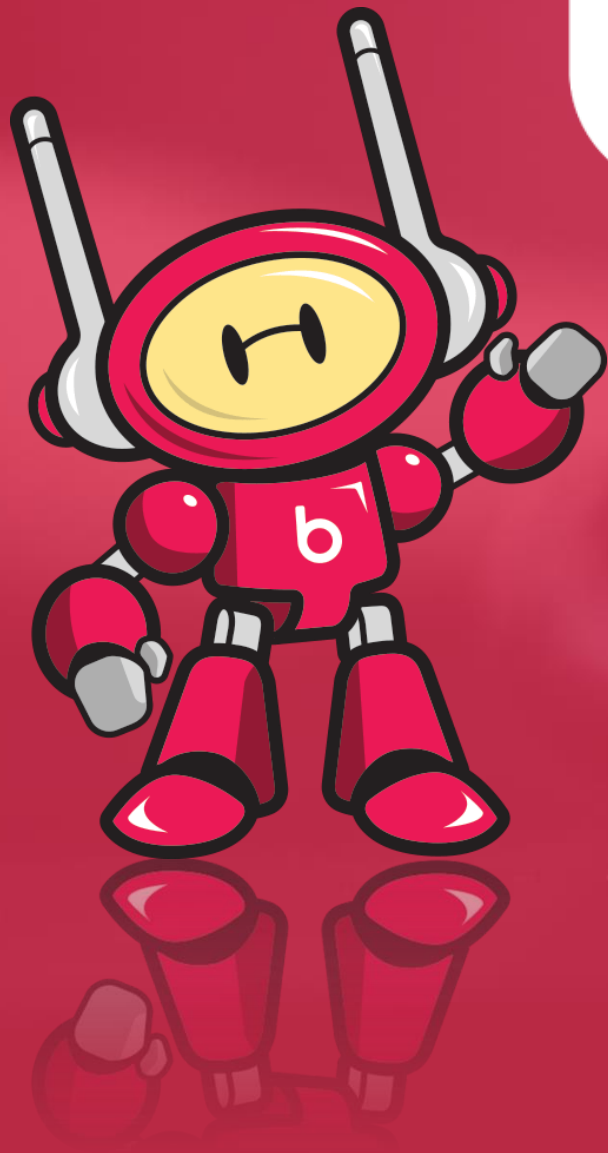
The screenshot shows the 'Add Creative' form at step 4, 'Flight Dates'. The left sidebar shows the progress: 'Basic Information' (checked), 'Details' (checked), 'Tracking & Declarations' (checked), 'Flight Dates' (active), and 'Summary' (5). The main content area contains fields for 'Start Date' (with a time dropdown set to '12:00 AM'), 'End Date' (with a time dropdown set to '11:59 PM'), and a 'Time Zone' dropdown menu set to 'UTC'. At the bottom, there are three buttons: 'Cancel', 'Back', and a green 'Create' button.

11

Select 'Go to Creative' and your Buddy campaign is ready to go live



The screenshot shows a web application window titled "Add Creative" with a close button (X) in the top right corner. On the left side, there is a vertical list of steps, each with a green checkmark icon: "Basic Information", "Details", "Tracking & Declarations", "Flight Dates", and "Summary". The "Summary" step is highlighted with a blue circle containing the number 5. The main content area on the right displays a "Finished!" message in blue text, followed by the text "Your creative was created successfully." in a smaller font. At the bottom right of the window, there are two buttons: a grey "Close" button and a green "Go to Creative" button.



big ARE ALWAYS HERE
TO HELP

Use Buddy's Live Chat

adops@bigads.co

www.bigads.co