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.
Select Delivery Profiles from the bottom left section of the screen.
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.”
Select **First Party Inventory Contracts** and click **+Inventory Contract** to create your contract.

Give it a name.
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**.
If you receive an error message - please ignore and click OK.

Select the Delivery Profile you created for your advertiser and click Complete. The Deal ID is now available to target as a Private Contract.
All other options are not required.

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

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.
Select “Third Party Display” from the Creative Type drop down. You will do this for all formats supplied by Buddy.
Paste the Third Party Display Tag provided by Buddy into this box. Click **Next**
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.
You can ignore this next page. All JavaScript and Impression Tags have already been inserted to your Buddy creative. Click ‘Next’.

Input your flight dates and select your time zone. Click ‘Create’.
Select ‘Go to Creative’ and your Buddy campaign is ready to go live
Use Buddy’s Live Chat
adops@bigads.co
www.bigads.co