

# Traffic Management for DSPs

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The **Traffic Management for DSPs** is available to DSPs in the Media Buyer Console (MBC). To enable this feature in your account, please contact your account manager.

Refer to [Traffic Management for DSPs \(Inventory Exclusion\) FAQ](#) and [Traffic Management for DSPs \(Inventory Inclusion\) FAQ](#) to learn more.

## Introduction

DSPs run multiple campaigns for different types of inventory and may want to **exclude** certain sites or apps from their available inventory (e.g., if QPS is too high, it contains fraudulent inventory, it's not a good fit, etc.).

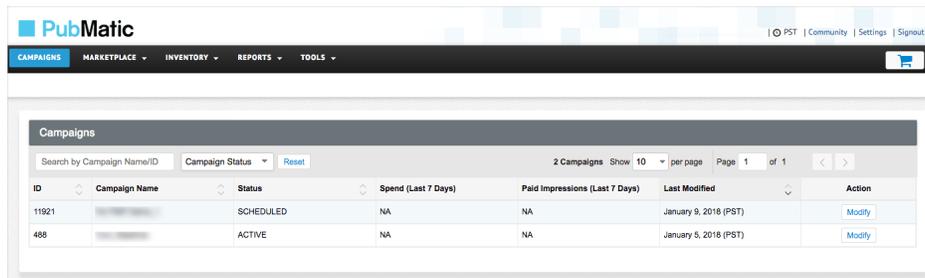
Similarly, DSPs may want to specifically **include** sites or apps if they are attractive prospects for their inventory, (e.g., premium traffic, supported ad sizes, desired audience, etc.).

DSPs can use PubMatic's **Traffic Management for DSPs** in the Media Buyer Console (MBC) to modify their campaigns to include or exclude publishers they do or do not want traffic from to make campaign management easier and more efficient.

The screenshot shows the 'Inventory Inclusion' tab in the PubMatic interface. At the top, there are navigation tabs: Basics, Pacing, Configuration, **Inventory Inclusion** (highlighted), Inventory Exclusion, and Mobile Targeting. Below the tabs, there is a toggle for 'Include All Inventory Available on PubMatic Platform' set to 'Off'. Underneath, the 'Inclusion Mode' is set to 'Ad Sizes' (selected) with 'Site' as an option. The main area is titled 'Inventory Inclusion List' and features a search bar and several dropdown filters: Ad Tag Name, Publisher, Site, Ad Size, Ad Format, and Platform. A 'Download' button is in the top right. Below the filters, it shows '175,833 Ad Tags' and 'Page 1 of 1758'. The table below lists various ad tags with columns for Ad Tag Name, Ad ID, Ad Size, Publisher, Pub ID, Site/App Domain, Site ID, Avg QPS, Platform, and Ad Format. Several rows are checked with a blue checkmark in the first column.

Ad Tag Name	Ad ID	Ad Size	Publisher	Pub ID	Site/App Domain	Site ID	Avg QPS	Platform	Ad Format
<input checked="" type="checkbox"/>	782	Leaderboard-72...	TF	1442		1443	0	Web	TextOnly
<input type="checkbox"/>	1799	Leaderboard-72...	TF	1442		1443	0	Web	ImageOnly
<input type="checkbox"/>	1803	300x250 - Sideki...	TF	1442		1443	0	Web	Banner/Rich ...
<input type="checkbox"/>	1889	Leaderboard-72...	TF	1442		1443	0	Web	Banner/Rich ...
<input checked="" type="checkbox"/>	1485	Half Banner		2793		2794	0	Web	TextOnly
<input checked="" type="checkbox"/>	1486	Leaderboard-72...		2793		2794	0	Web	TextOnly
<input checked="" type="checkbox"/>	1487	Leaderboard-72...		2793		2796	0	Web	TextOnly
<input checked="" type="checkbox"/>	1627	300x250 - Sideki...	freakgeni.us	3021		3022	0	Web	TextOnly
<input checked="" type="checkbox"/>	1674	Large Rectangle	Mickmel, Inc	3052		3053	0	Web	TextOnly
<input type="checkbox"/>	22544	160x600 - Wide ...	Mickmel, Inc	3052		3053	0	Web	Banner/Rich ...

## Accessing Traffic Management in MBC



1. Log in to the [Media Buyer Console \(MBC\)](#).
2. Select **Campaigns** in the navigation bar.
3. Click **Modify** next to the campaign in which you want to include or exclude inventory.

## Including/Excluding 'New' Inventory

When you include or exclude inventory, it will only apply to sites/apps that exist in the PubMatic system at that time. Use the **New**  toggle option to filter the view to only include sites that are new since the last time inclusions/exclusions were saved for the campaign.

## Filter & Search

Use the search box and filter options at the top of the list to locate sites/apps to be included or excluded. The list will filter immediately. Each filter works in combination with the others. Any site in the filtered results will match **all** search and filter selections (e.g., The results will match a search term AND the publisher, platform and IAB category filters selected).

## Inventory Exclusion Filters



## Inventory Inclusion Filters

### Ad Sizes Mode Filters



### Site Mode Filters



## Search

1. Enter a Site/App Identifier in the search box or select the drop-down menu for a filter and select one or more items from the menu. Click **Done** to save the selection.

2. Click **Clear All** above the table to clear the filtered results.

## Selecting Visible Sites & Selecting All

When the sites to be included/excluded are in the list (e.g., through a search and/or filters), the following options for selecting the sites/apps are available:

- To select an **individual** site/app, select the **checkbox** to its left. *(Continue with instructions in **Excluding Sites/Apps** or **Including Sites/Apps** section below.)*
- To select **all** the sites/apps visible in the table, select **Visible**. *(Continue with instructions in **Excluding Sites/Apps** or **Including Sites/Apps** section below.)*
- To select all sites/apps that **match the filter(s) and/or search criteria**, select **Select All**. *(Continue with instructions in **Excluding Sites/Apps** or **Including Sites/Apps** section below.)*

Note: The **Select All** checkbox will be disabled until a search has been performed or at least one filter is selected. (See screenshots below.) This prevents the accidental inclusion/exclusion of all sites/apps.

**Select All** not enabled when no search term or filter have been used.

**Select All** is enabled when at least one filter or a search term has been used.

## Including Sites/Apps

DSPs can choose to automatically approve all inventory in PubMatic or manually select inventory to include.

### Auto-Approval

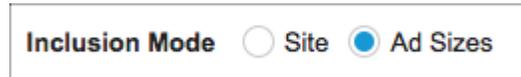
If a DSP is configured to automatically approve all inventory available on the PubMatic platform, the **Include All Inventory on PubMatic Platform** option will be available and set to **On**.



Note: The Auto-Approve option will not appear on DSP accounts that are not configured for auto approval.

### Manual Selection

Inventory for inclusion can be viewed by **Site** or by **Ad Sizes**.



#### Site Mode

When **Site** is selected, the sites currently applicable for the selected campaign will display. Use the search box and filters to locate specific sites. Sites with the checkbox selected are those from which traffic is currently being sent to the DSP. Checkboxes not selected for sites represent traffic that is available in the PubMatic platform, but not currently being sent to the DSP.

#### Ad Sizes Mode

When this option is selected, the list of ad tags currently applicable for the selected campaign will display. Use the search box and filters to locate specific ad tags. Ad tags with the checkbox selected are those from which traffic is currently being sent to the DSP. Checkboxes not selected for ad tags represent traffic that is available in the PubMatic platform but not currently being sent to the DSP.

**Note:** Multiple functions and exclusions can be performed in a session without clicking **Save** after each one. For example, you can include a visible set of sites/apps and then search for and include a different set of sites/apps, and all inclusions will be saved after you click **Save**.

## Excluding Sites/Apps

As soon as a selection is made (i.e., an individual site/app, the **Visible** checkbox or **Select All** checkbox), the system will prompt for the selection of a reason to exclude.

1. Select a reason from the drop-down list and click **Add Reason**.

**Exclusion reason for the selected site**

**Select Exclusion Reason**

Selected reason is displayed only after save

Cancel

Select Reason

Search: |

High Volume (QPS)

Low Performance (CTR, CPA)

High Fraud (NHT, Clicks)

Others

Note: The selected reason will not appear in the **Exclusion Reason** column until the list is saved.

2. Continue to make additional exclusions or click **Save**.

**Note:** Multiple functions and exclusions can be performed in a session without clicking **Save** after each one. For example, you can exclude a visible set of sites/apps and then search for and exclude a different set of sites/apps, and all exclusions will be saved after you click **Save**.

## Download Inclusions/Exclusions

To download a list of all currently excluded or included sites/apps, click **Download**.

The **Site Inclusion Mode** CSV file includes:

- Site/App Identifier
- Site ID
- Publisher
- Pub ID
- IAB Category
- Platform
- Publisher Type

The **Ad Sizes Inclusion Mode** CSV file includes:

- Ad Tag Name
- Ad ID
- Ad Size
- Publisher
- PubID
- Site/App Domain
- Site ID
- Platform
- Ad Format

The **Exclusions** CSV file includes:

- Site/App Identifier
- Site ID
- Publisher
- Pub ID
- IAB Category
- Platform
- Publisher Type
- Exclusion Reason