

Traffic Management for DSPs (Inventory Exclusion) FAQ

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This document provides the frequently asked questions about the Traffic Management for 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](#) to learn more about using the Inventory Exclusion tool.

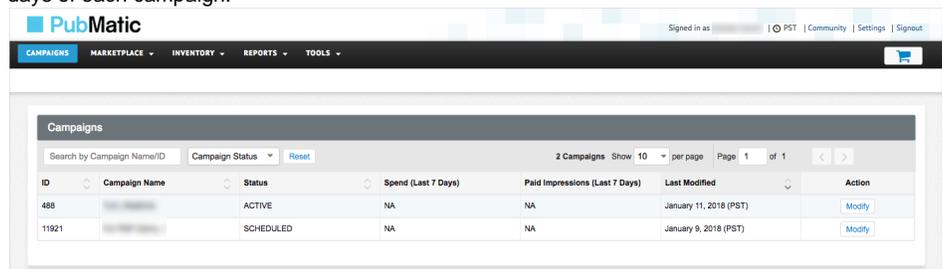
What is the Traffic Management for DSPs (Inventory Exclusion)?

The Traffic Management for DSPs provides a self-serve UI to DSPs so that they don't have to depend solely on their PubMatic account managers and operations team to exclude traffic from certain sites. DSPs can directly access this exclusion tool through the Media Buyer Console (MBC UI) to exclude sites or apps with undesired traffic coming from PubMatic. There may be multiple reasons for DSPs to exclude certain traffic such as, sites with high QPS, fraudulent traffic, low performance, etc.

Since DSPs can use this exclusion tool themselves, they can exclude such traffic immediately without any delays. This also allows DSPs to restrict the traffic upstream on PubMatic's end instead of controlling this traffic at their end.

How does a user access Traffic Management for DSPs (Inventory Exclusion)?

The Traffic Management for DSPs (exclusion) is available in the MBC UI under the **Campaigns** tab. Once a DSP user clicks the **Campaigns** tab, the **Campaigns** listing UI displays a list of all campaigns associated with that DSP's account. The UI displays campaigns either in the Active, Paused or Scheduled state. It also displays the spend and paid impressions for the last seven days of each campaign.



To view the Inventory Exclusion interface, the user needs to click the **Modify** button corresponding to a campaign. The Inventory Exclusion tab displays the list of sites currently applicable for that specific campaign along with a set of filters to find specific sites. Using a combination of these filters, DSPs can locate the sites that they want to exclude from this campaign and select their check boxes to exclude that traffic. The sites with deselected check boxes represent traffic that is being sent to the DSP while the sites with selected check boxes represent traffic that is not being sent to the DSP.

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CAMPAIGNS MARKETPLACE INVENTORY REPORTS TOOLS

Edit Campaign: [Campaign Name]

Basics Pacing Configuration Inventory Inclusion **Inventory Exclusion** Mobile Targeting

Inventory Exclusion List [Download]

Search by Site/App Identifier [Publisher] [Platform] [IAB Categories] [New] [Clear All]

Visible Select All 12,629 Sites Show 10 per page Page 1 of 1263

Site/App Identifier	Site ID	Publisher	Pub ID	IAB Category	Platform	Publisher Type	Avg QPS	Exclusion Reason
	50158			News	Web	Premium Publisher	0	—
	50143			Shopping	Web	Channel Partner	0	—
	50131			Shopping	Web	Channel Partner	0	—
	50100			Personal Finance	Web	Channel Partner	0	—
	50085			Shopping	Web	Channel Partner	0	—
	50082			Shopping	Web	Channel Partner	0	—
	50064			Shopping	Web	Channel Partner	0	—
	50053			Religion & Spirit...	Mobile W...	Channel Partner	0	—
	50054			Religion & Spirit...	Web	Channel Partner	0	—
	50055			Law Gov't & Poli...	Mobile A...	Channel Partner	0	—

Cancel Save

Which criteria can a user use to filter inventory?

DSPs can filter the list of sites by using one or more combinations of the following criteria:

- Searching for a specific text in the site or app URL.
- Publishers associated with the sites.
- Platform of the sites: Web, Mobile Web, Mobile App iOS, and Mobile App Android.
- IAB categories associated with the sites.
- Sites newly created in the PubMatic platform since the campaign was last modified for excluding inventory.

Inventory Exclusion List

Search by Site/App Identifier [Publisher] [Platform] [IAB Categories] [New]

How does a user find out about new sites added to the PubMatic platform?

Suppose a DSP modifies a campaign to exclude current inventory but a publisher creates new sites in the PubMatic platform the next day. The DSP won't be aware of new inventory as it becomes available. In such cases, if a DSP wants to know which new sites have been added since it last modified a campaign, then it can use the **New** toggle filter to enable a list of sites which have been added to the platform after that campaign's last modification date.

IAB Categories [New]

Once the **New** filter is enabled, the site listing table displays a list of all new sites added and highlights them with the **New** label next to the Site ID.

Site/App Identifier	Site ID	Publisher	Pub ID	IAB Category	Platform	Publisher Type	Avg QPS	Exclusion Reason
	50158		40989	News	Web	Premium Publisher	0	—

Why is the Select All check box in a disabled state?

By default, the **Select All** check box is in a disabled state. The reason being, if it is enabled by default, and a user accidentally selects it, then all the traffic being sent to the DSP for that campaign will be excluded. To prevent this, this check box is disabled by default.

The screenshot shows the 'Inventory Exclusion List' interface. At the top, there are search and filter controls: 'Search by Site/App Identifier', 'Publisher', 'Platform', 'IAB Categories', and a 'New' button. Below these, there are two checkboxes: 'Visible' and 'Select All'. The 'Select All' checkbox is disabled, indicated by a greyed-out appearance and a small information icon to its right.

To enable it, the user needs to select at least one value in any one of the filters (Search, Publisher, Platform, IAB Categories, or New). This allows the DSP to select all sites matching a specific filtered criteria.

This screenshot shows the same 'Inventory Exclusion List' interface. In this state, the 'IAB Categories' dropdown menu is open and shows '2 Selected'. The 'Select All' checkbox is now enabled, appearing as a standard white checkbox with a small information icon to its right.

What is the difference between the Visible and Select All check boxes?

The **Visible** check box allows a user to select all sites currently displayed on the screen while the **Select All** check box allows a user to select all sites matching the filtered criteria (which may not all be displayed on the current page).

How does a user exclude traffic to meet QPS limitations?

The site listing table in the Inventory Exclusion tab also displays the average Queries Per Second (QPS) of each site calculated over the last seven days. Using this data, DSPs can analyze the QPS that they need to reduce, select the sites to be excluded and sum up their average QPS values to meet the required QPS number.

Why does an exclusion reason need to be specified to exclude traffic?

It is mandatory to specify an exclusion reason while excluding one or more sites in the Inventory Exclusion tab. This reason has been mandated so that a DSP can make an informed decision about which traffic to exclude in future cases.

If a user selects multiple sites using the **Visible** or **Select All** check box, then the UI initially prompts for the exclusion reason. This reason is then stored as the common reason for all sites selected in that operation.

Can a user exclude sites based on different filters in a single operation?

Yes, Inventory Exclusion allows a user to select sites based on some filters, then select more sites based on another set of filters and save the entire selection in the end. It also allows users to deselect some sites and select other sites in the same operation and then save them together. However, if a user plans to select and deselect (toggle the check box for) the same site in the same operation, then it is recommended that the user separate Select and Deselect into two separate save operations.

When will exclusion settings be applied to a campaign?

Once a user modifies the exclusion list for a campaign using Inventory Exclusion, then the PubMatic system may take up to one hour to enforce those changes.

Why are there additional tabs in a disabled state next to Inventory Exclusion? When will those tabs become enabled?

In addition to the Inventory Exclusion tab, PubMatic is also planning to provide DSPs with additional self-serve tools such as, inventory inclusion, geo targeting, video targeting, mobile targeting, and much more in the near future. As each of these tools get released, PubMatic will inform DSPs accordingly.



How does a user view the list of all sites excluded from a campaign?

If a user wants to view all sites excluded from a specific campaign, then they can generate a downloadable file containing the full exclusion list for that campaign by clicking the Download button at the top right corner of the site listing table.



