Quickstart Guide: Inventory Discovery Tool

Overview

PubMatic has launched an Inventory Discovery Tool to give users a deeper understanding of available inventory from the most recent 15 days on our platform and to help them find unique inventory fast.

Key benefits

- **Plan Smarter:** Find unique inventory fast within publisher domains that meet your desired specifications across video, display, CTV, mobile app, and mobile web. The most recent 15 days of relevant inventory that meets your campaign KPIs at scale will be highlighted.
- **Be Choosy:** Discover available targeted inventory to achieve your campaign KPIs.
- **Reach Further:** Pair the results with PubMatic's Deal Summary Tool in the Media Buyer Console for optimal reach.
- **Custom Reports:** Receive personalized reports emailed to you that match unique inventory within your chosen KPIs.
- **Go Live Quickly:** Use your custom results to get deals created and running in the Media Buyer Console.

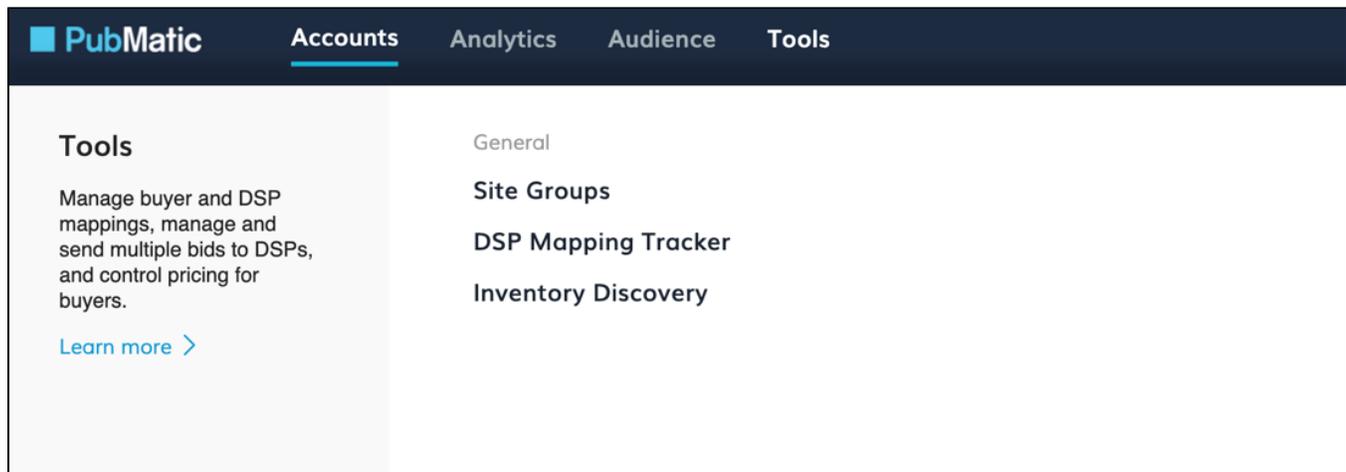This feature is now live for users in the Media Buyer Console.

Inventory Discovery Tool workflow

Step 1: Log in.

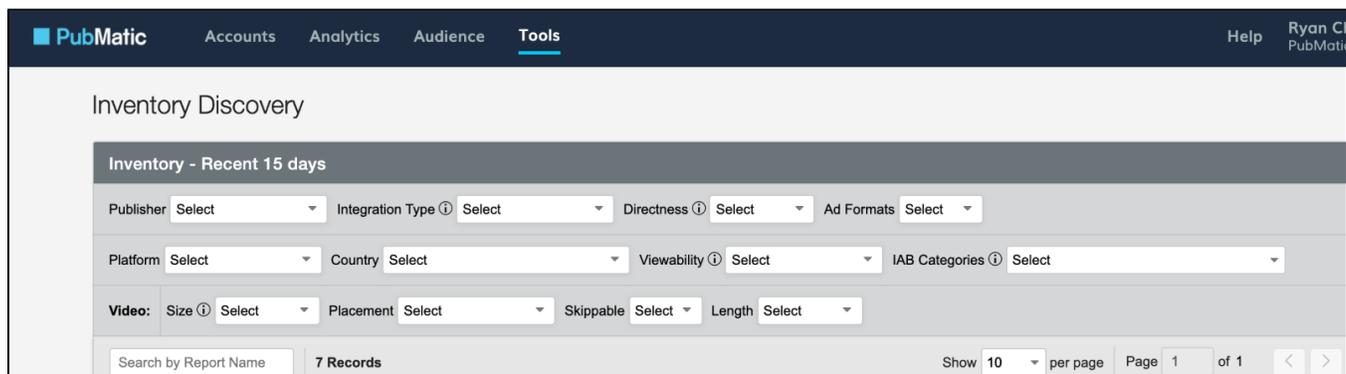Log in to the Media Buyer Console.

Step 2: Navigate to the Inventory Discover tab.

Select **Tools > Inventory Discovery** from the main navigation.

Step 3: Be Choosy.

Select your desired publishers, integration type, directness, ad formats, platform, country, viewability, and IAB categories from each list. For video, you can also select size, video placement, whether the video is skippable, and length. Please keep in mind, the more selective you become, the less available inventory you will receive. Also, if the domain is not categorized you will not see inventory for that domain.

Step 4: Get it Processing.

Once you have selected your desired specifications, click **Generate Report**.

Step 5: Customize Your Report.

Name your file, add a description, and enter your email address. Click **Report Configuration** to deselect dimensions and metrics that should be excluded from the report. Then, click **Generate Report**.

Inventory Discovery ✕

File Name: *
```
Inventory Discovery                            ✕
```
101 characters left

Description:
```
Inventory Discovery


```
236 characters left

Send To: *
```
client@client.com                              ✕
```
An email will be sent to this address when the report is ready.

⌃ **Report Configuration**

Deselect dimensions or metrics to exclude them from the generated file

Dimensions		Metrics	
☑	Publisher	☑	Total Requests
☐	Page URL	☐	eCPM
☐	Country	☐	Viewability %
☐	Ad Format		

Cancel   **Generate Report**

St

ep 6: Confirmation.

Once you've clicked **Generate Report**, you'll see a pop-up screen that confirms your report is being generated.

Inventory Discovery ✕

✓

Your request was submitted. You will get an email when processing is complete.

Ok

St

ep 7: Wait a few minutes.

Good things come to those who wait!

After you've clicked **OK,** you'll see a list of the reports you've requested, along with their status. The most recent report will have a yellow **Processing** status until it's complete. If you're in a rush, you can click on the refresh icon to see if it's been generated. Once it's complete, you'll see the status turn green and read **Available.**

That's it! Simple, right? We hope you enjoy this exciting new feature in our world-class Media Buyer Console.