

# OpenWrap Profile Management

A **Profile** defines a collection of inventory units that have the same configuration settings.

**i** For example:

A website's homepage may have different requirements than its subpages based on user behavior. Users tend to spend little time on a home page of a site, instead, they use it to transition to other subpages where they spend more time digesting content. This may result in different latency requirements for the home page than its subpages. You can configure separate profiles in PubMatic to optimize different latency requirements.

In the **Profile Management** tab you can:

- create a new profile
- edit an existing profile
- modify the profile name
- create a new version of an existing profile
- map ad units

Instructions for all are detailed below.

## Create a profile

Add a new profile to OpenWrap when you have a collection of inventory that shares similar configuration settings. Follow these steps to create a new profile.

1. Login to the [PubMatic UI portal](#) with your account credentials. If you're unsure of your account credentials, contact your account manager for assistance.
2. From the main navigation, select **Inventory > OpenWrap > Profile Management**. Click **Create Profile**.
3. Select **OpenWrap** (or, [create an Identity profile](#)).
4. Enter a **Profile Name** and select the **Platform** type for this profile.
5. Follow the platform-specific instructions below:

**i** Select **Web** for all content types on the web, including video.

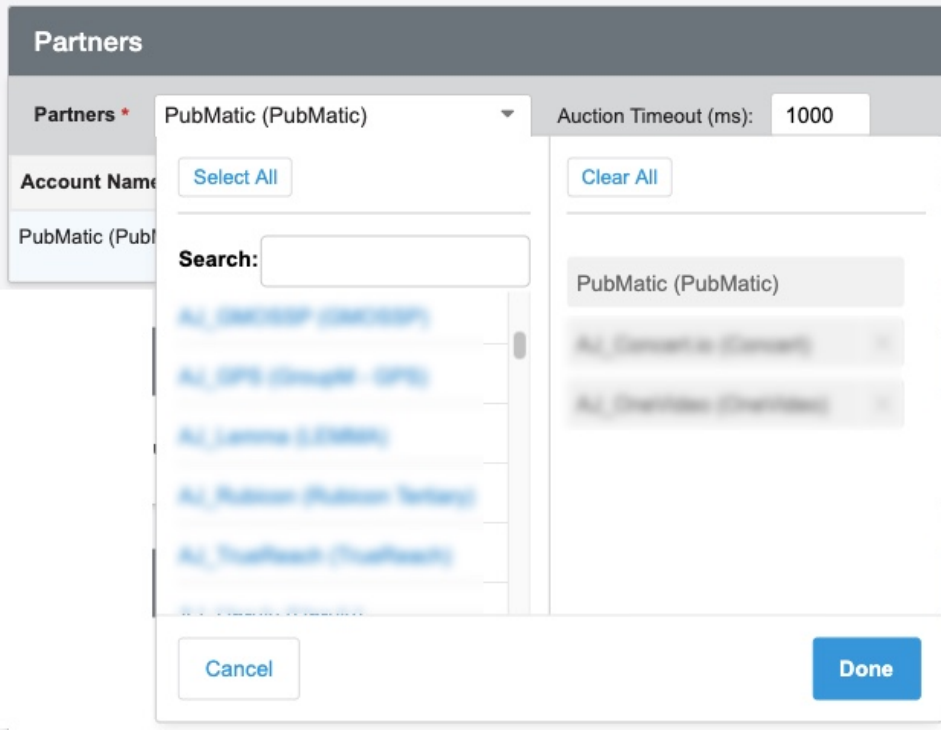
Select **Mobile In-App** when using the OpenWrap in-app SDK.

1. Select your **AdServer**. OpenWrap supports **GAM** (formerly DFP) and **Custom** ad servers.
2. Select a **Release Version** from the menu. The options are:
  - **Stable** releases go through planned release cycles and testing.
  - **Nightly** releases are purpose-oriented versions of PubMatic's wrapper, such as the inclusion of a requested feature or adapter. Nightly releases must be deployed in accordance with our documentation and consultation with a PubMatic solutions engineer, as needed.

The screenshot shows the 'General' configuration form for creating a profile. It includes the following fields and options:

- Profile Type:** Two tabs, 'OpenWrap' (selected) and 'Identity'.
- Profile Name:** A text input field containing 'Sample Profile' with a character count of '86 characters left'.
- Platform:** A radio button selection with options: 'Web' (selected), 'AMP', 'OTT/CTV', and 'Mobile In-App'.
- AdServer:** A dropdown menu currently set to 'DFP'.
- Release Version:** A dropdown menu currently set to 'STABLE - v21.0.0 (Prebid-v3.25.0)'.
- Comment:** A text area with a character count of '200 characters left'.

- Select your partners. PubMatic always appears by default for **Partners**. If you want to add more partners, select from the list and click **Done**.



Set the following:

- The **Auction Timeout (ms)** is the time in milliseconds that the ad server will wait for a response before the auction times out. Choose a high number (for example, 10,000 ms or more), if you want to wait to load ads until the user has had a chance to interact with the consent management platform during the first visit to your site.
- Change the **Traffic Allocation (%)** for your selected partners if you want something lower than the default of 100%.
- Set the **Bid Adjustment (%)** for partners that require a revenue share. For example, if a partner charges 15% revenue share, the **Bid Adjustment (%)** field should be 15. Use a negative number to boost the bid.
- You need to select a **Path** for PubMatic. Partners enabled for **Server-side** support will have all their bids sent via the server-to-server path.

Account Name (Partner)	Traffic Allocation (%) ⓘ	Bid Adjustment (%) ⓘ	Path ⓘ
PubMatic (PubMatic)	90	-5	<input checked="" type="radio"/> Client-side <input type="radio"/> Server-side
All Consents (Consent)	75	7	
All Consents (Consent)	80	0	

- If you enable **Identity Module**, select **Identity Partners** from the menu. For more information, see [Identity Solutions](#).



- If your ad will serve in a region that requires GDPR and/or CCPA, enable the **Consent Management** accordingly, otherwise skip to step 6.



OpenWrap supports only Consent Management Platforms (CMPs) that are compliant with: [IAB Consent Management Provider JavaScript API v1.1](#) or [IAB Consent Management Platform API v2.0](#).

If you enabled **GDPR**:

- Choose your preferred consent management API from the **CMP API** dropdown menu.
- In the **Timeout (ms)** field, enter the number of milliseconds you would like the Consent Management platform to wait for the consent before proceeding. If the timeout value you set here is higher than the partner timeout in step 6, then in the absence of consent, the ad server could potentially proceed without partner bids.
- Auction on CMP Failure** controls whether to proceed with the auction if the call to the Consent Management Platform fails. This option is only supported for CMPs supporting Transparency and Consent Framework (TCF) v1.1. Prebid v4.0 and later defaults to TCF v2.0 and thus when consent management is enabled, if the CMP is missing on the page or otherwise fails to respond, all OpenWrap auctions will be cancelled regardless of the **Auction on CMP Failure** setting.

If you enabled **CCPA**:

- Choose your preferred consent management API from the **CMP API** menu.

- In the **Timeout (ms)** field, enter the number of milliseconds you would like the Consent Management platform platform to wait for the consent before proceeding. If the timeout value you set here is higher than the partner timeout in step 6, then in the absence of consent, the ad server could potentially proceed without partner bids.

**Consent**

GDPR:  Enabled

CMP API:

Timeout (ms):

Auction on CMP Failure:  Yes

---

CCPA:  Enabled

CMP API:

Timeout (ms):

#### 6. Advanced settings:

- Enable **Send All Bids** if you want to send additional key values to the ad server with bid information for every bidder.
  - This feature is only supported when using a GAM ad server.
  - If you want to enable bid landscape or per partner reporting, you must enable **Send All Bids**.
  - If you want to provide priority to PMP bids, you must enable **Send All Bids**.
  - When **Send All Bids** is selected, OpenWrap still sets the OpenWrap key values for the winning bid in addition to the per-bidder key value
- Enable **Currency Conversion** if you want the ad server to convert currency. Select **AdServer Currency** from the menu.
- Enabling **Supply Chain Object** (`schain`) will include Prebid's Supply Chain Object Module in your OpenWrap bundle. Most publishers to do not need to enable this option. Service Providers who manage Prebid wrappers on behalf of multiple publishers and handle payments to publishers need to declare their intermediary status in the Supply Chain object.

The input box accepts a JSON object with Prebid's schain module configuration. See [Prebid schain modules](#) for a full list of options.


#### An example schain module configuration:

```
{
  "config": {
    "ver": "1.0",
    "nodes": [
      {
        "asi": "indirectseller.com",
        "hp": 1,
        "sid": "00001"
      }
    ],
    "complete": 1
  },
  "validation": "strict"
}
```

If **Supply Chain Object** is enabled but the input box is left blank, the module is compiled in PWT but no configuration call is made. The `schain` configuration will need to be set by code on the page or via the custom script option. If different bidders need different `schain` object, leave the box blank and use custom code to set bidder-specific configuration.

- For more information on **Targeting Keys**, see [OpenWrap In-App OTT](#).
- Enable **Use Prebid Analytics** if you want to use the Prebid PubMatic Analytics Adapter. See [Prebid.js Bidder Params](#). If you enable Use Prebid Analytics, then **Optimized Multi-size Ad slots** is automatically enabled.
- Enable **Optimized Multi-size Ad slots** to create a single impression for all sizes of an ad slot. Disabling it will create a separate impression for each size of the ad slot. PubMatic recommends enabling this setting. This setting is automatically enabled if you enable **Use Prebid Analytics**.

7. The **Custom Scripts** feature allows you to customize the behavior of OpenWrap without having to manually put code on your page. The Custom Scripts code will be executed prior to `PWT.jsLoaded()`. A use-case for using custom scripts would be if you want to set Prebid options in the custom script using `owpbjs.setConfig()`.

 Incorrect custom code can break an OpenWrap profile and prevent monetization. It's especially important to make sure the custom code has no syntax errors. Always push new or changed to custom code to staging and then thoroughly test the code before pushing that live.

8. Choose **Save**. The **Status** column will display: **DRAFT (Mapping Pending)**. When you're ready to map the ad units, continue to [Map ad units](#) below.

## Profile Details

Create Profile

Profile Type \* OpenWrap Identity

Select Profile \* testing ⓘ

Profile Name: testing

Profile Id: 3224

Platform: Web

Version	AdServer	Release	Release Type	Modification Date	Creation Date	Size (KB) ⓘ	Status
⋮ Version 1	DFP	v21.0.0	STABLE	2 Dec 19:51:44 UTC 2020	2 Dec 19:51:44 UTC 2020	0	DRAFT(Mapping Pending)

To use OpenWrap with AMP pages see [OpenWrap AMP Support](#).

The process of defining a video ad in OpenWrap is to create a profile and generate an ad tag as you normally would in GAM, then append video-specific parameters to the tag. Following these steps to create your profile:

1. Select your **AdServer**. OpenWrap supports **GAM** (formerly DFP) for OTT/CTV.

**General**

Profile Type: \* OpenWrap Identity

Profile Name: \*  86 characters left

Platform: ⓘ \*   
 Web   
 AMP   
 OTT/CTV   
 Mobile In-App

AdServer: \* DFP

Comment:  200 characters left

2. Select your partners. PubMatic always appears by default for **Partners**. If you want to add more partners, select from the list and click **Done**. Set the following:

- The **Auction Timeout (ms)** is the time in milliseconds that the ad server will wait for a response before the auction times out. Choose a high number (for example, 10,000 ms or more), if you want to wait to load ads until the user has had a chance to interact with the consent management platform during the first visit to your site.
- Change the **Traffic Allocation (%)** for your selected partners if you want something lower than the default of 100%.
- Set the **Bid Adjustment (%)** for partners that require a revenue share. For example, if a partner charges 15% revenue share, the **Bid Adjustment (%)** field should be 15. Use a negative number to boost the bid.
- The **Path** for for OTT/CTV is defaulted to **Server-side**, which means all bids will be sent via server-to-server.

Account Name (Partner)	Traffic Allocation (%) ⓘ	Bid Adjustment (%) ⓘ	Path ⓘ
PubMatic (PubMatic)	<input type="text" value="90"/>	<input type="text" value="-5"/>	<input type="radio"/> Client-side <input checked="" type="radio"/> Server-side
ABC Advertiser (Advertiser)	<input type="text" value="75"/>	<input type="text" value="7"/>	<input type="radio"/> Client-side <input checked="" type="radio"/> Server-side
XYZ Advertiser (Advertiser)	<input type="text" value="80"/>	<input type="text" value="3"/>	<input type="radio"/> Client-side <input checked="" type="radio"/> Server-side

3. **Advanced** setting:

- Enable **Send All Bids** if you want to send additional key values to the ad server with bid information for every bidder.
  - If you want to enable bid landscape or per partner reporting, you must enable **Send All Bids**.
  - If you want to provide priority to PMP bids, you must enable **Send All Bids**.
  - When **Send All Bids** is selected, OpenWrap still sets the OpenWrap key values for the winning bid in addition to the per-bidder key value
- Enabling **Supply Chain Object** (`schain`) will include Prebid's Supply Chain Object Module in your OpenWrap bundle. Most publishers do not need to enable this option. Service Providers who manage Prebid wrappers on behalf of multiple publishers and handle payments to publishers need to declare their intermediary status in the Supply Chain object.

The input box accepts a JSON object with Prebid's `schain` module configuration. See [Prebid schain modules](#) for a full list of options.

#### An example schain module configuration:

```
{
  "config": {
    "ver": "1.0",
    "nodes": [
      {
        "asi": "indirectseller.com",
        "hp": 1,
        "sid": "00001"
      }
    ],
    "complete": 1
  },
  "validation": "strict"
}
```

If **Supply Chain Object** is enabled but the input box is left blank, the module is compiled in PWT but no configuration call is made. The `schain` configuration will need to be set by code on the page or via the custom script option. If different bidders need different `schain` object, leave the box blank and use custom code to set bidder-specific configuration.

4. Choose **Save**. You will be redirected to **Profile Details** page. When you're ready to map the ad units, continue to [Map ad units](#) below.

### OpenWrap ⓘ

Partner Management **Profile Management** Tag Management

#### Profile Details Create Profile

**Profile Type \*** OpenWrap Identity

**Select Profile\*** Sample profile ⓘ

**Profile Name:** Sample profile

**Profile Id:** 3225

**Platform:** OTT/CTV

Version	AdServer	Release	Release Type	Modification Date	Creation Date	Size (KB) ⓘ	Status
⋮ <span>Version 1</span>	DFP	N/A	N/A	2 Dec 21:05:05 UTC 2020	2 Dec 21:05:05 UTC 2020	N/A	DRAFT(Mapping Pending)

See [OpenWrap Mobile In-App Support](#) for details about creating mobile in-app OpenWrap profiles and mapping ad units.

## Manage a profile



### Tip

If you'd like to modify the profile name, click the name.

1. Select the **Profile Management** tab.
2. Select a profile from the **Select Profile** menu.
3. From the **Actions** menu, choose:
  - **Edit** to modify the profile.
  - **Map Ad Units** if you're ready to map the ad units for this profile version.

Version	AdServer	Release	Release Type	Modification Date	Creation Date	Size (KB) ⓘ	Status
Version 1	DFP	v21.0.0	STABLE	2 Dec 21:27:27 UTC 2020	2 Dec 21:27:27 UTC 2020	0	DRAFT(Mapping Pending)

**Actions**

Edit

Map Ad Units

## View account-level parameters

Follow these steps to view account-level parameters on the **Version Details** page:

1. Select the **Profile Management** tab.
2. Select a profile from the **Select Profile** menu.
3. Select the version number you want to view.
4. The **Version Details** modal displays the partners mapped to the version and their account-level parameters at the time of version creation.

## Map ad units

After adding a new profile or creating a new profile version with additional partners, you need to create and upload a mapping file for each partner. The mapping process allows the wrapper tag to include a partner-specific identifier that allows each partner to understand which ad unit is generating the impression (for example, PubMatic requires a site id and ad tag id in the ad call). Partners use this information to apply various settings in their own platform, such as floor price, demand sources, and so on.

### **i** For MCM ad units:

You must escape the ad unit name using straight double quotes (for example, "adunit1,adunit2"). Use a simple text editor to add the quotes, because Excel doesn't always add escape characters to a CSV file in the correct format.

1. In the OpenWrap page, go to the **Profile Management** tab > choose the profile from the **Select Profile** drop-down menu > click the **Actions** menu to the left of the **Version** you want to map the ad units for > select **Map Ad Units**.
2. Select the **template type** from the menu.
3. In the **Actions** column, select **Download Template**. Templates are CSV files, and each template is specific to the template type you've chosen.
4. Complete the template then go back to the **Actions** column and select **Upload Mapping**.

### **i** Note

It is best practice to keep the file size to 500kb or less. If the file size does exceed this threshold, a warning "!" may appear to indicate that the size may cause latency, however, **monetization is not affected**. You may split partner mappings across multiple profiles to reduce the file size.

## Template types

A mapping file needs to be uploaded for each partner. The template type below refers to the on-page information that the wrapper looks for in runtime and then maps to the partner-specific ids uploaded in the mapping file. There are several template type choices below as mentioned.

Template Type	Details
Ad Unit Name + Size	The AD Unit Code of the slot defined for GPT; for example, /12345/Adunit1/Adunit2/ Size will be Width x Height
Div ID + Size	The Div ID on the page Size is specified as Width x Height
Size	Mapping is only for sizes; that is, for a particular size across all inventory, the same partner tag id/ad unit will be called.
Regex	<a href="#">Regex matching</a> allows publisher to have one mapping apply to multiple ad units or divs, which eliminates the need to map every ad unit or div individually.

## Regex mapping

Regex matching allows publishers to group mappings, which eliminates the need to explicitly mention a partner-specific identifier for each ad unit or div. So if you have two ad unit names on a page and you want to map both of them to same AppNexus placement ID or same PubMatic ad tag, you can use a Regex expression to group these two ad units.

### **Regex mapping example**


To group AdUnit1 and AdUnit2:

Use the Regex expression: `^(AdUnit)(1|2)`

The result is a single entry for AdUnit1 and AdUnit2

Regex is supported for Display, In-App & AMP profiles:

- For Display, there's matching against both the DivId & Ad Unit fields. In other types of mappings, it's either DivId or Ad Unit.
- For AMP & In-App, the DivId field is ignored, but the user does need to include a value in the column to upload. We recommend using this value: .
  - \* This regex matches anything.

 While OpenWrap supports the full set of regular expressions, we recommend against using very complex Regex structures such back references, lookahead & lookbehind.

To learn more about building regular expressions:

<https://medium.com/tech-tajawal/regular-expressions-the-last-guide-6800283ac034>

## Ad unit configuration

OpenWrap allows you to manage ad unit configuration for a profile. Ad unit configuration is available for Display (including Native), In-app, ad Video platforms. For more information, refer to [VAST bidder tag management](#) documentation.

## Synchronous and asynchronous tags

OpenWrap provides options to generate both synchronous and asynchronous wrapper tags. Synchronous and asynchronous tags determine how the wrapper (and not the underlying header tags), loads on the page.

In the synchronous version, the publisher doesn't have to delay gpt.js load explicitly to ensure pubmatic pwt.js loads before it (pwt.js still needs to load before gpt.js)

All partner calls occur asynchronously in parallel.

## On-page Integration

1. Select **DFP** for the **Ad Server Type**.
2. Select either **Synchronous** or **Asynchronous** for **Wrapper Tag Type**.
3. Copy the code from the editable portion of the **Document Layout** section.
4. Paste the code into the <head> section of the relevant pages or tag management solution.