

Account Setup

To learn more about setting up your account, refer to:

- [Account Setup Guide for Publishers](#) for comprehensive instructions to set up your account, including specific guides for:
 - [Creating Video Ad Tags](#)
 - [Creating Native Ad Tags](#)
 - [Creating MoPub Tags in PubMatic](#)
- [Quicksheet: Adding Sites and Tags in the Publisher UI](#) for how to set up sites and tags in the Publisher UI.
- [Bulk Uploading Sites and Tags in the Publisher UI](#) to add sites, tags and upload allowlist domains using the Bulk Upload feature.

Video Learning



Creating Sites, Apps & Ad Tags

Creating sites and apps in PubMatic greatly enhances the granularity of your reporting for your account. Sites are often created for different areas of a website and must be created prior to creating the ad tags that will be applied.

An ad tag is code that is inserted into the source code of a web page or app that is used to retrieve an ad from an ad server. Watch this video to understand how to create ad tags in the PubMatic platform.

