

# Deal management for publishers

As a publisher grows, it may want to leverage its foothold to earn more revenue by creating deals directly with advertisers or agency trading desks (ATD). This allows the publisher to directly negotiate the revenue with these entities resulting in an uplift in its revenue. Since the publisher already has a relationship with a Sell Side Platform (SSP) and the advertiser or the ATD has one with a Demand Side Platform (DSP), they can use these platforms to manage (create and fulfill) the deal. To support this capability, SSPs and DSPs need to capture and manage the deal and its attributes.



## More Info

For more on Creating Deals or Deal Details see, [Creating PMP Deals](#).

## Deal advantages

### For a publisher

- Maximize revenue for premium inventory
- Have more control on which buyer gets to buy a specific inventory
- Establish a strategic relationship with an advertiser or ATD
- Obtain reports from the SSP which informs about the monetization of its premium inventory through deals

### For an SSP

- Manage the premium inventory of the publisher
- Helps the publisher to maximize its revenue by providing yield optimization techniques for deal-specific bidding
- Establish a strategic relationship with the DSP associated with the advertiser or ATD

### For a DSP

- Ensure that the advertiser or ATD receives the maximum reach for its premium impressions
- Gets to bid for the premium inventory of the publisher involved in the deal
- Establish a strategic relationship with the SSP associated with the publisher

### For an advertiser or ATD

- Maximize the reach for its premium impressions
- Establish a strategic relationship with a publisher
- Obtain reports from the DSP which informs about the reach of its premium impressions through deals

## View a list of deals

Select **Transactions > Deals** from the main navigation. The Deal Management interface enables you to add deals and monitor deal performance. To view the details and performance for a specific deal, click the name of the deal in the **Deal Name** column.

## Reporting period

You can choose the start and end dates for which you want to view deals. Click **Apply** to apply that date range. **Reset Dates** reverts to the default reporting period.

## Deal type

Filter deals by **All**, **PMP**, or **Auction Packages**.

## Deal status

Deals can be viewed by one or more statuses in the Deal Management table. Select the **Status** drop-down menu. This menu selection enables you to select more than one filter at a time.


- **Select All** - All deals will be displayed.
- **Live** - Deals that are currently running.
- **Paused** - Deals that have been paused will be displayed.
- **Scheduled** - Deals that have been scheduled to execute in the future will be displayed.
- **Completed** - Deals that have completed will be displayed.

- **In Progress** - Deal creation is in progress, but hasn't been completed yet.
- **Failed** - Deal creation failed (this is very rare).

## Priority

When you create a deal, you set a priority. If there are two deals with the same CPM amount and different priorities, the deal with the higher priority will be considered. Deals of different channel types (PMP, ORTB, and so on), are given a different range of priority levels.

Priority for a deal can be modified by using the left or right arrow surrounding the priority level; for example, P15. Choose Save when prompted to save the change.

 When [Optimize for Price](#) is active, deal priority is not considered.

### More Info

For more information about Setting Priority and how to use Optimize for Price see, [Setting Priorities in the P16 Model](#).

## Flagged deals

A red flag appears if sites or apps targeted by a deal are not mapped to any DSP demand. When the total number of impressions sent to PubMatic from a site or app is fewer than 5,000 over the last 30 days, demand will be removed from this site or app. Once the site or app reaches 5,000 total impressions again, the demand is automatically re-mapped. Red flags do not appear in real time, but will display the last date the data was updated, with the ability to refresh for a real-time status.

## Change deal metrics

You can change the information that displays in the Deal Management table by using the column selection icon and checking the box for the metrics you want to display. If too many are selected, the table will not display on the page; scroll horizontally to view all.

**Deal Name:** The name of the deal. Select the name to view its details.

**Deal ID:** The unique identification number for the deal.

**Inventory:** The name of the inventory associated with the deal.

**Start Date:** The start date applied to the deal.

**End Date:** The end date applied to the deal.

**Revenue:** The revenue amount generated by the deal in the selected time period.

**Impressions:** The number of impressions served by the deal in the selected time period.

**eCPM:** The average number of impressions generated by the line items in the deal in the selected time period.

**Response Rate:** The rate at which the deals demand partner responded to the impressions applicable for this deal. This value is the percentage of responses received from the demand partner for all the requests sent by the PubMatic system for this deal's impressions.

$$\text{Response Rate} = (\text{Bid Responses} / \text{Bid Requests}) * 100$$

**Win Rate:** The rate at which the deal is winning the impressions applicable for this deal. This value is the percentage of impressions won by this deal compared to all the impressions applicable for this deal.

$$\text{Win Rate} = (\text{Paid Impressions} / \text{Bid Response}) * 100\%$$

**Blocked (DW):** The number of impressions lost by the deal because the advertiser's category/name/domain associated with the winning impression was not included in the deal's allowlist.

**Blocked (LPF):** Displays the number of impressions lost by the deal because they were blocked due to a landing page filter. In such cases, the landing page URL of the winning impression from this deal is included either in the site's blocklist or not included in the site's allowlist under Ad Quality.

**Total Bid Requests:** Total number of bid requests sent by this deal.

**Lost Bid Auctions:** The number of bids lost in auctions.

**Fill Rate:** The ratio of ad requests that are successfully filled in relation to the total number of ad requests made, expressed in percentage.

**Blocked FF:** Displays the number of impressions lost by the deal because the bid value sent by the deal's demand partner was below the floor set for this deal in Rules.

**Total Non-Zero Bids:** The number of non-zero bid responses from the DSP.

**PubMatic Status:** The deal status (see [Deal status](#)).

**DV360 Status:** The status of Digital and Video 360 deals.

**Priority:** The priority at which the bids from the demand partner configured in this deal should be considered in the bidding process. For example, if there are two bids with the same bid amount and different priorities, then the bid with the higher priority will be considered in the auction, unless Optimize for Price is selected.

**Action:** If you change the priority using the left/right arrows, choose Save in the Action column to save the changes.

## Pause a deal

If a deal is not performing as expected, you can temporarily pause the deal and then resume the deal at any time.

1. Click the three vertical dots on the left-hand column to open the **Actions** menu.
2. Select **Pause**. You'll see **Resume** is now an option. When you're ready to unpause the deal, select **Resume**.

## Download a deal report

1. Select **Transactions > Deals** from the main navigation.
2. Select filters (Status, Reporting Period, and so on.) as needed to include only the desired deals in the report.
3. Select **Export** and select the format you want to download the deals in (that is, XLS or CSV).

## Download a change history

1. Select **Transactions > Deals** from the main navigation.
2. Select **Export** and select **Change History** from the drop-down menu.
3. Select the date range for which you want to download changes.
4. Select **Download**.

## Deal performance

Click a deal name in the Deal List to view its performance.

Refer to the [Changing Deal Metrics in the Deal List](#) section above for metrics definitions.

**Bids Won in PubMatic** = Bids won inside the PubMatic auction (previously equal to "Paid Impressions," which only applies to publishers with tag-based integrations).