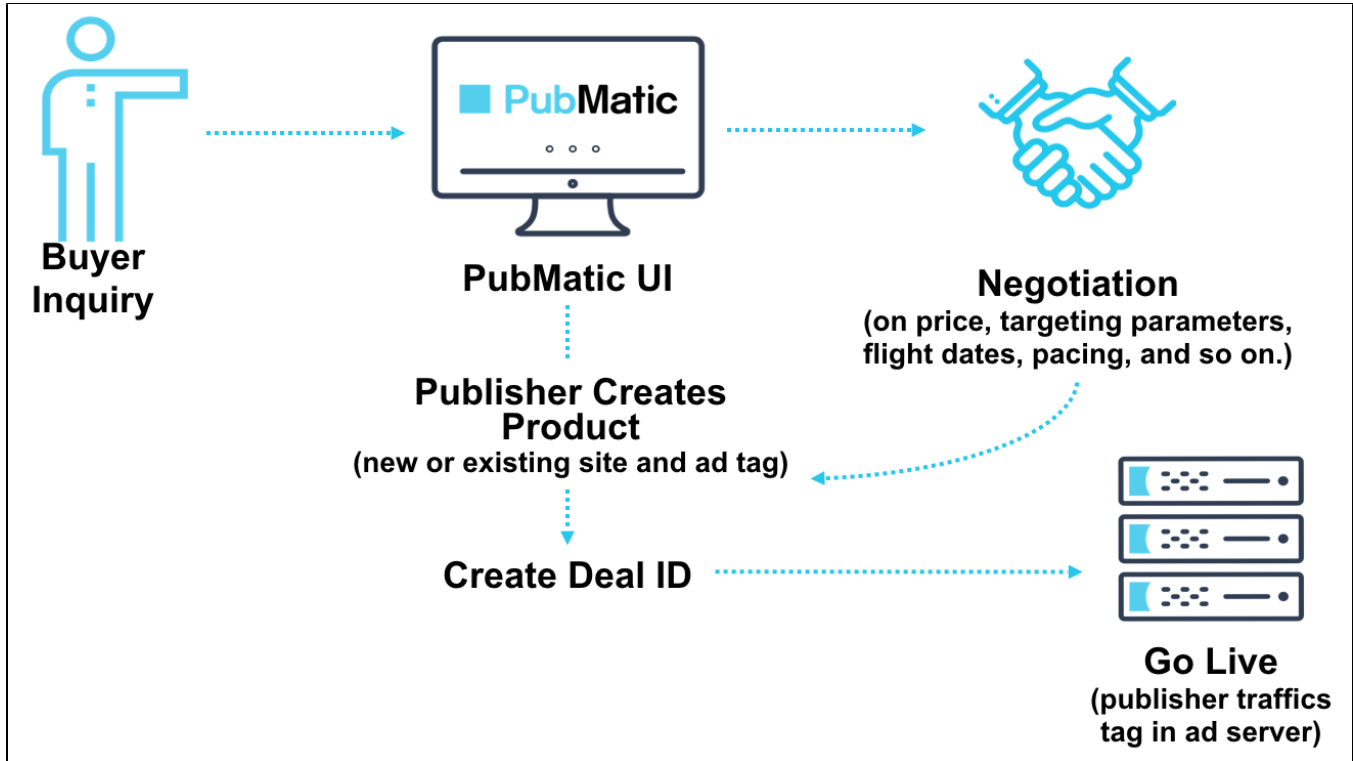


PMP-Guaranteed in OpenWrap implementation guide

Introduction

PubMatic's **Private Marketplace-Guaranteed (PMP-G)** combines the efficiency of OpenRTB with the transparency of direct-sold campaigns. Driven by the shift of brand dollars to programmatic, PMP-G enables buyers to improve the efficacy of direct buys by:

- Using real-time audience data against brand-safe inventory.
- Leverage header bidding to create the relationship between one seller and one buyer.
- Enable direct negotiation of various aspects of IOs, such as audience, volume, and price.



PMP-Guaranteed Support in OpenWrap

OpenWrap sends all PMP-G Deal IDs, as well as other Deal IDs to the ad server. **The publisher's ad server makes all ad decisioning.** By including PMP-G, OpenWrap lets buyers leverage the benefits of RTB channels using real-time audience data, volume, and price.

All of PubMatic's PMP-G bid responses pass through OpenWrap to the ad server. It also passes the highest open marketplace bid response to let the publisher's ad server determine the best response to monetize the impression.

Partner configuration

OpenWrap can include partners in the Wrapper for deals, **but for PMP-Guaranteed it supports only PubMatic deals.**

PubMatic supports deal-channel value, to indicate whether a bid is an open market bid, a PMP, or a PMP-G. This gives publishers operational flexibility and scalability to seamlessly manage a PMP-G program; see [Ad Server Line Item Creation](#) below for details. Open market bids from other exchanges remain active in OpenWrap.

Note: In future iterations of PMP-G, we will be able to support deals for other partners if they provide PubMatic with their respective key-value pairs. PubMatic will then customize OpenWrap to pass through each key-value to the publisher's ad server, which identifies the higher priority line items for these deals.

Partner	Key	Deal-Channel Map	Default Deal-Channel Value
PubMatic	pwtdeal_pubmatic	1=PMP 6=PMP-G	PMP

Deal-Channel Map is an extra signal that denotes deal type and facilitates simplified ad server set up.

Operational Notes

- OpenWrap can pass multiple bids to the ad server, including the highest open market bid and one Deal ID per exchange (for supported exchanges); for example, a bid from PubMatic, a bid from AppNexus, and an open market bid from Index Exchange. There can be only one highest open market bid and one Deal ID per exchange.
- The Wrapper passes PMP or PMP-G string to the GAM.
- The open market bid can come from PubMatic or any other exchange that may have provided the highest bid for the specific impression opportunity under consideration.

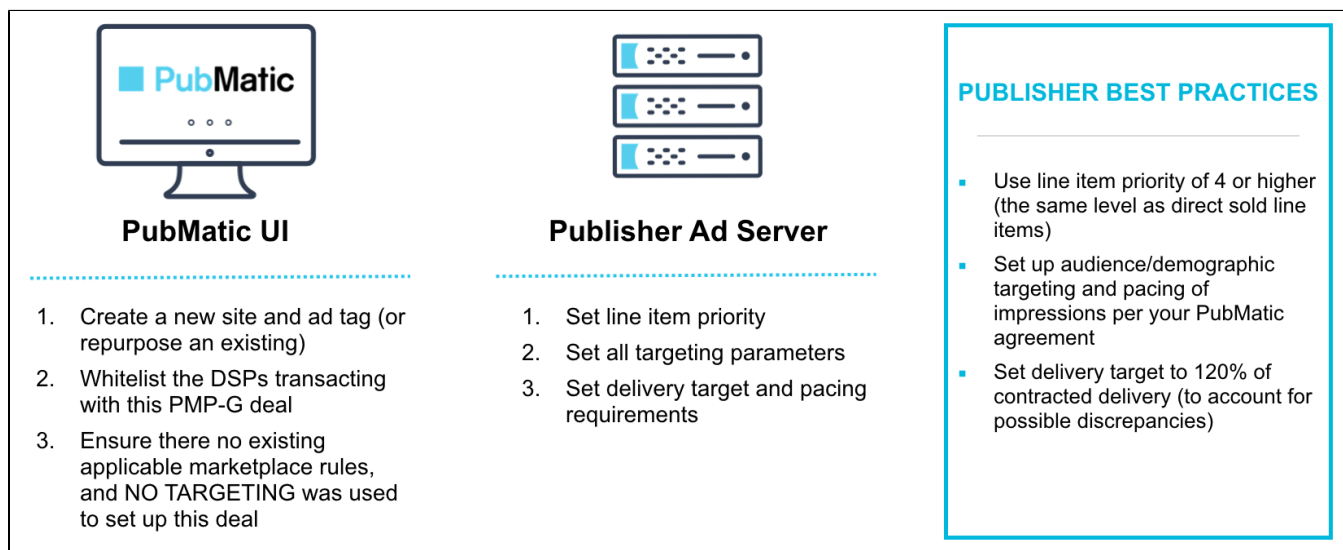


To ensure that buyers can buy guaranteed inventory through PubMatic, regardless of open market interest from other SSPs, the PubMatic SSP returns only one response.

- The publisher's ad server that makes the final decision using the appropriate line items, priority level, and price point at which to monetize the impression.
- No additional configuration is necessary for the publisher to explicitly send a PMP-G deal channel and deal id value to the ad server.

PMP-Guaranteed deal creation

The following image provides an overview of the PMP-G workflow and best practices for publishers:



To create a PMP-G Deal:

- [Set up a PMP-G Deal in PubMatic UI.](#)
- [Set up OpenWrap](#) and test that deal details are passed.
- Set up the Line Item Priority, Custom Targeting, and Creative Code on the ad server (see below).

Best Practices

- Ensure the line item priority of 4 or higher (or at the same level as direct-sold line items).



When planning to offer PMP-Guaranteed Deals, the best practice for the initial OpenWrap setup is to allow PubMatic to configure three (3) placeholder line items in your GAM instance. PubMatic suggests the following:

- Create the GAM Order and name it: PubMatic PMP-Guaranteed
- Create three line items under this order and name them:
 - PubMatic Line Item - Platinum
 - PubMatic Line Item - Gold
 - PubMatic Line Item - Silver

See the [Ad Server Line Item Creation](#) section below for more details.

Allowing PubMatic to assist in setting up the PMP-Guaranteed line items ensures that the line items are set at three different priority levels, so only key-value pairs need to be added at a later date.

Contact your PubMatic Account Manager to determine next steps in providing access.

- Set up audience/demographic targeting and pacing of impressions per the terms of your PubMatic agreement.
- Set delivery target to 120% of contracted delivery (to account for possible discrepancies).

PubMatic or publisher to provide

Relevant to both Publishers and DSPs for setting up their systems.

- % of impressions and 30-day avails
- Price
- Min. budget amount
- Transaction dates
- Days of the week
- Day parting
- Matched users

Ad server line item creation

1. In GAM, click **Delivery** from the main navigation.
2. Click **New Order**.
3. Complete the relevant information per the standard order creation process. Information to enter includes: start time, end time, and so on. Most publisher ad operations teams are well-familiar with this step.
4. Assign the desired priority level to this order; **Standard** is recommended.

Line item priority



See [GAM Delivery Priority Options](#) documentation for the most up-to-date GAM information. Details can change frequently, so publishers should consult the GAM documentation directly to confirm the information provided below is the most current.

Set up PMP-Guaranteed deals on the ad server at the Sponsorship or Standard priority level, depending upon your requirements (see bulleted descriptions below). PMP-G line items should match the intended goals for which these priority tiers are intended; that is, share of voice or absolute share of inventory.

- Sponsorship priority line items enable publishers to prioritize the deal at the highest priority, but they can set only a share of volume as the target of the deal and not specific inventory volume.
- Standard priority line items can set the goal for a specific inventory volume, but the priority is lower. In this case, if GAM has a higher priority line item, the line item won't be targeted.

Line Item	Priority	Features
Standard or Sponsorship	4 or higher	Impressions goal (GAM manages pacing)

Recommended Priority Level for Line Items

To understand how forecasting accounts for key-values, refer to [GAM Documentation](#).

Add creative code

1. In GAM, click **Delivery** from the main navigation.
2. Click **Creatives** in the left-hand navigation.
3. Click **Add Creatives**.
4. Search for and click **Continue** to add the advertiser whose creative is being added.
5. Click **Custom**.
6. Enter a name for the creative.
7. Copy/Paste the following script in the creative field. This code is used to accept PubMatic's Deal ID.

```
<script type='text/javascript'>
  (function(){
    var i = 0, w = window.self;
    while(w!== window.top && !(w.PWT && w.PWT.displayCreative) && i<10){
      w = window.self.parent; i++;
    }
    try{ w.PWT.displayPMPCreative(document, '%%PATTERN:pwtdeal_pubmatic%%', []); } catch(e){}
  })();
</script>
```

8. Complete other required fields.
9. Save the creative.

Creative display function

This creative is specific for PubMatic; %%PATTERN:pwtdeal_pubmatic%% must be updated with the specific partner key.

Custom targeting

An important last step in the line item setup is to complete custom targeting. This allows the ad server to action on the Deal ID and the Deal Channel Value that are passed by the Wrapper through to the ad server.

- Publishers can include specific Deal IDs while setting up line items. These Deal IDs will be included in the custom parameter targeting as per below.
- Publishers can also set up line items to target the deal channel type only. For this, a wild card needs to be entered after the deal channel as part of the relevant key value. When configured correctly a new Deal ID does NOT need to be entered every time a new deal needs to be activated.

This line item should have the following key value targeting:

Key: pwtdeal_pubmatic

Value: <DealChannel>* (If the publisher wants to target all PMP-G deals)

Value: <DealChannel> _-<DealId> _-* (If the publisher wants to only target specific Deal IDs)

Sample deal targeting scenarios

Scenario	Example
Targeting a specific PMP-G deal for PubMatic (e.g., PUBDEAL1)	pwtdeal_pubmatic=PMPG_-PUBDEAL1_-_* Note: The separator _-* at the end is necessary; If it isn't present an example such as PMPG_-PUBDEAL1* will target all deals such as PUBDEAL123, PUBDEAL1XYZ, etc. The wildcard match character * at the end is also mandatory as the last parameter passed after deal ID is bid ID which is used for creative rendering.
Targeting specific PMP-G deal for PubMatic (e.g PUBDEAL1)	pwtdeal_pubmatic=PMPG_-PUBDEAL1_-_*
Targeting multiple PMP-G deal for PubMatic (e.g PUBDEAL1, PUBDEAL2)	pwtdeal_pubmatic=PMPG_-PUBDEAL1_-_* OR PMP_-PUBDEAL2_-_*
Targeting all PMP-G deals in one line item	pwtdeal_pubmatic=PMPG_-_*
Targeting deals starting with specific string e.g all deals starting with PUB	pwtdeal_pubmatic=PMPG_-PUB*
Targeting deals coming for other supported partners (check the supported partners list & partner-key above)	pwtdeal_<partner-key>=PMPG_-PARTNERDEAL1



Note: The special combination of separator characters _- should not be present in the actual Deal ID String

Using a specific deal ID

Add targeting

Targeting preset ? optional

	Key-values	Selected criteria	Reset
Inventory	<p>pwtdeal_pubmatic is:</p> <div style="border: 1px solid red; padding: 2px;"><input type="text" value="PMPG_-_PUBDEAL1_-_*"/></div>	Inventory	
Key-values		Ad units >	
Geography		Run of network	×
Devices		Key-values	
Connection		pwtdeal_pubmatic is PMPG_-_PUBDEAL1_-_*	×
Mobile application			
	<p>Add key</p> <p style="text-align: center;">- OR -</p> <p>+ Add set</p> <p>Use ~ for 'includes' match (~value) or * for 'begins with' match (value*). Learn more</p>		
		2 items	
		Save selected criteria as a preset ?	
		<input type="text" value="Give this preset a name"/>	SAVE

Using a deal channel targeting

Add targeting

Targeting preset ? optional

Inventory	Key-values	Selected criteria
<p>Key-values</p> <p>Geography</p> <p>Devices</p> <p>Connection</p> <p>Mobile application</p>	<p>pwtdeal_pubmatic is ✕</p> <p><input type="text"/></p> <p>Select all Unselect all</p> <p><input type="checkbox"/> PMP*</p> <p><input type="checkbox"/> PMP_-_PUBDEAL1_-_*</p> <p><input type="checkbox"/> PMP_-_REG*</p> <p><input type="checkbox"/> PMPG_-_PUBDEAL1_-_*</p> <p><input type="checkbox"/> PREF_-_PUBDEAL1_-_*</p>	<p>Inventory Reset</p> <p>Ad units ></p> <p>Run of network ✕</p> <p> </p> <p>1 item</p> <p>Save selected criteria as a preset ?</p> <p><input type="text" value="Give this preset a name"/> <input type="button" value="SAVE"/></p>

Common pitfalls for publishers

- Do not create line items at a higher priority than what it deserves.
- Allocating lesser inventory to the line item than desired. Ad server will start throttling in this case.
- Custom targeting with Deal ID should include proper wildcards - <Targeting including deal id>_-*_. Do not enter <Targeting including deal id>*.
- Attach the desired creative to the right line item. The creative should have PubMatic-specific targeting as described above.
- Targeting criteria may impact how line items are delivered. Deal ID with wildcard targeting should usually be at a lower priority than deal-specific line items.