

# Create PMP, PMP Preferred, and PMP-G deals

 To learn more about managing deals, see [Deal Management for Publishers](#).

## Create a new deal

To create a deal, navigate to the **Create Deal** page: **Transactions > Deals > Create Deal**.

 To learn more, see [PMP-Guaranteed Roles & Responsibilities](#).

The **Create Deal** page consists of four sections. Click to view steps to follow for each section:

### Basic information

Follow these steps to complete the Basic Information section.

1. Enter a **Deal Name**. This can be anything, but we recommend using a format that's consistent and meaningful. For example: ATD/Buyer - DSP- Publisher Placement MMDDYY.
2. Enter a **Deal ID** that follows this convention: Buyer - Publisher - Month/Day - NumericValue **OR** select **Generate Deal ID** to automatically generate a Deal ID.

 Deal ID has a limit of 64 characters.

3. Select a **Channel Type**: **PMP**, **PMP Preferred**, or **PMP Guaranteed (PMP-G)**. For more information, see [Private Marketplace](#).

#### If you select PMP-G:

The Guaranteed Terms options will display when you select PMP-G. The terms are specified in the contract and must be enabled on the publisher side ad server.

**Total Spend Committed:** Select currency type and enter the monetary value.

**Total Impressions Committed:** Enter the number of committed impressions.

**Frequency Cap:** Allows you to accurately control how often a Deal ID is sent to a buyer.

4. Select a priority for the deal. Priorities help you achieve the desired delivery, fill and, eCPM for each deal. Each channel has a specific priority range:
  - PMP-G: P5 - P7 (Default is P5)
  - PMP Preferred: P8-10 (default is P10)
  - PMP: P11-15 (Default is P15)

 1 is the highest priority and 16 is the lowest priority. Bids from demand sources will consider the priority in the bidding process. If there are two bids with the same bid amount and different priorities, the bid with the higher priority will be considered in the auction.

For more information, see [Setting Priorities with the Simplified Model \(P16\)](#).

5. Select the **Demand Side Platform** and **Buyers** from the dropdown.

 **PMP-G** and **PMP Preferred** can have only one buyer and one DSP.

Buyers are filtered based on DSP Selection. We display Buyer - DSP - `SeatId` for each DSP Buyer pair. `SeatId` is an association Id between DSP and Buyer.

### Digital & Video 360

PubMatic has an API integration with Digital & Video 360, so deal information is automatically pushed into Digital & Video 360 when it's saved. In Digital & Video 360, a deal ID can be used by only one buyer seat, or a group of associated buyer seats under an agency. Please specify buyer seats when choosing Digital & Video 360 as a DSP. If the desired buyer seat is not available, reach out to your PubMatic account manager for assistance.

When there are changes to a deal with DV360 as DSP, we now make API calls to DV360 only when deal fields required by Google are updated, this includes deal name, deal ID, impression target (for PG only), spend (for PG only), rate type, rate, floor price, start date, end date, ad size, and max video duration.

[Learn more about DV360](#)

6. Select the **Timezone** that applies to this deal.
7. Enter the **Start** and **End** dates for this deal. For deals without an end date, select **Ongoing**.

 PMP-G deals set to **Custom** have an end date, they cannot be set to **Ongoing**.

8. Select the **Auction Type**:
  - **First Price**: Each bidder provides a bid. The highest bidder gets the first slot, the second-highest the second slot, etc. Bidders pay the price they bid themselves. **(PMP ONLY)**
  - **Second Price**: The highest bidder wins the auction, but pays the second-highest bidder's bid price plus fee. **(PMP ONLY)**
  - **Fixed Price**: Price paid in the PMP deal is not an auction, but is agreed to by both seller and buyer.
9. Enter the desired **CPM** for this deal.
10. **Post-auction Discount** lets you to offer a discount at the deal ID level. This discount is applied to the bid after the auction to maintain bidding competitiveness. Enter a **Minimum Amount** and **Available Impressions**. **(PMP-G ONLY)**
11. **Skip this step if you are not a publisher using a server-to-server integration**.
  - **No** is selected by default
  - Select **Yes** if the Deal ID should be sent to the publisher in PubMatic's response. If enabled, the Deal ID must be passed to PubMatic by the publisher in the ad request, and then PubMatic will include this Deal ID in its response to the publisher.
12. Select the **Deal Source** (Publisher or PubMatic).

## Inventory

 This page provides guidance for completing the **Inventory** section of the **Create Deal** page.

You can auto-populate Inventory details from an existing product or select the inventory details yourself. To select the details yourself:

Select the **Platform(s)** and **Ad Format(s)** and then complete the details for the inventory. The remaining options will change based on the platform and ad format you select.

## Targeting

 This page provides guidance for completing the **Targeting** section of the **Create Deal** page.

You can navigate to the **Create Deal** page in the PubMatic UI as follows: select the **Transactions** tab > click **Deals** from the menu > click the **Create Deal** button in the top-right corner of the page.

PubMatic's robust targeting capabilities enable you to optimize deals by defining the parameters that best fit your inventory.

Set targeting criteria for the following. Select the criteria you want to include in targeting. To remove selected criteria, click the "X" or **Clear All** in the **Targeted Summary** section (see above screenshot).

Targeting type	Description
<b>Audience</b>	You can either include or exclude an audience(s) for this deal. Note that if you exclude an audience for an Audience Package deal, then Audience Targeting is not supported for the calculation of Max Total Avail Impressions.
<b>Dayparting</b>	Dayparting allows you to target specific days and times of the week. (See details <a href="#">below</a> .)

<b>Domain and app</b>	You can either include or exclude domains, app bundle IDs, subdomains, subdirectories, specific pages, and keywords that appear in page URLs/app bundle ID (see details <a href="#">below</a> ).
<b>Geography</b>	You can either include or exclude specific countries for this deal. DMA targeting is available on the backend; contact your account manager to request this option.
<b>Inventory</b>	You can set Inventory to include any ad size or manually select up to 1,000 specific ad sizes.
<b>Key value</b>	Enter key value variables to create rules for custom targeting. (See details <a href="#">below</a> .)
<b>Mobile</b>	Select any Latitude/Longitude, devices, operating systems, browsers, carriers and device types this deal should target. You can also enable OM SDK targeting for deals targeting mobile app platforms. (See details <a href="#">below</a> .)
<b>Rich Media</b>	Select one or more Rich Media providers. Rich media ads include streaming video, text or images that interact instantly with visitors.
<b>Video</b>	Select ad formats, positions, player size and skip/playback options to target. (See details <a href="#">below</a> .)
<b>Viewability</b>	Select the viewability parameters to optimize this deal (see details <a href="#">below</a> ).

 Specific targeting below will appear when it applies to the product Inventory options selected.

## Mobile targeting

Select mobile targeting attributes to include in this deal.

Attributes	Options
<b>OM SDK Support</b>	Check this box to enable. Note that this is only an option for deals that are exclusively targeting mobile app platforms.
<b>Latitude/Longitude</b>	Yes or No
<b>Smartphone Devices</b>	Any or Select
<b>Mobile OS</b>	All, or select specific mobile operating system(s)
<b>Browsers</b>	All, or select specific browser(s)
<b>Carrier</b>	All, or select specific carrier(s)
<b>Device ID Type</b>	All, or select specific device type(s)

## OM SDK Support

To target mobile apps that support [IAB Open Measurement SDK](#), in the Inventory section, select only **Mobile App IOS** and/or **Mobile App Android**. Make sure **Mobile Web** and **Web** are deselected.

Check the OM SDK Support box to enable. If the box is grayed out, go back to the Inventory section and make sure **Mobile Web** and **Web** are deselected.

## Video targeting

Select the video targeting attributes to include in this deal.

- **Video Ad Formats:**
  - **Linear:** Indicates the video ad which runs before, between, or after the video content is viewed by the publisher.
  - **Non-Linear:** Indicates the video ad which runs parallel to the video content so the publisher still has the option of viewing the content.
- **Ad Position:**
  - **Pre-roll:** Video ad that appears before the video content displays.
  - **In-roll:** Video ad that appears in the middle of the video content.
  - **Post-roll:** Video ad that appears after the video content completes.
- **Skippable:** Yes, No, Any
- **Skip Delay:** Enter number of seconds
- **Skip Delay Override:** Enter number of seconds
- **Players Size:** All, Small, Medium, Large

## Viewability targeting

Viewability targeting allows you to create deals that target only impressions that meet a minimum level of predicted viewability. For example, if you want to target impressions that are at least 80% likely to be viewable, select **80% or greater** from the drop-down list.

Viewability thresholds are predicted based on historical data provided by our viewability partners, [Moat](#) and [Pixelate](#). We're integrated with Moat to measure video ads and Pixelate to measure banner ads in both web and app environments. It's important to remember that viewability thresholds are not a guarantee of viewability.



#### IMPORTANT: Not all apps are supported for video ads

- Banner ads are fully supported in both web and app environments
- Video ads are supported in web environment and **certain apps**.
- For in-app video ads, you should target the deal to the apps supported for viewability. If your app is not on the list below, contact your PubMatic account manager.

[Apps-Supported.xlsx](#)



Keep in mind that deals with a higher viewability threshold will result in fewer matches. To increase your match rate, try lowering the viewability threshold. You can adjust this setting at any time.

## Domain and App targeting



For detailed instructions, see [Domain and App Targeting](#).

Domain and app targeting can be used to target domains, app bundle IDs, subdomains, subdirectories, specific pages, and keywords that appear in page URLs/app bundle IDs.



### Match types

#### Broad Match

This is the most flexible match type. It matches all URLs/app bundles that contain the string specified. Broad match is ideal for targeting all properties under a domain/app bundle, subdomain, or subdirectory.

Example: targeting [example.com/news](#) will match both + [https://www.example.com/news/sport+](#) and + [https://weather.example.com/news+](#)

#### Simple Match

This match type looks for the URLs/app bundles you specify but ignores query parameters, hash tags, and anchor tags. Simple match is ideal for targeting single pages.

Example: targeting [example.com](#) will match pages like + [https://www.example.com+](#) and + [https://example.com?query=true+](#) , but NOT + [https://www.example.com/news+](#)

#### Exact Match

This match type looks for URLs/app bundles that are exactly what you specify. If you add query parameters or hash tags, it will significantly change page displays. Exact match is ideal for targeting single pages.

Example: targeting [www.example.com](#) will match + [https://www.example.com+/](#) , but will NOT match + [https://example.com?query=true+](#) or + [https://www.example.com/news+](#)

## Key value targeting

Key-value targeting allows you to define rules for custom targeting in the PubMatic UI.



### If this string was passed in a request:

```
"key_val" = "key1=v1, v2, v3 | key2=v1 | key3=v3, v5"
```

The key value targeting in the PubMatic UI:	Request matches the deal?
key1=v1 AND key3=v5	Yes
key1=v2 AND key2 is NOT v1	No

Key value format:

- Key value pairs are separated by "|"
- Each value is separated by ","

For example: "key\_val"="key1=v1 , v2 , v3 |key2=v1 |key3=v3 , v5 "

See [Bid Request Objects and Parameters](#) for how to pass key value pairs in bid request.

Limitations in ad requests:

- The key value string in a request can't be longer than 5100 characters.
- There are no restrictions on the length of key or key values.

Restrictions in key value targeting:

- The length of a key must be equal to or less than 16 characters.
- The length of a key value must be equal to or less than 256 characters.
- The total key value targeting JSON string for a given deal must be equal to or than than 2048 characters.

Steps to add a key value to this deal:

1. Click **Add Rule** to create a new rule for this deal
2. Enter the key values.  
Example #1: targeting supported  
Key: Category Is 123  
and  
Key: Allowlist Is 1,2  
  
Example #2: targeting not supported  
Key: Age Is Under 25
3. Click **Submit**. The key feature will be added to this rule.
4. Click **+Add Key to this Rule** if you want to add another key feature for this rule.
5. Click **Done** to create the rule.
6. Click **+Add Another Key**.



To delete a rule, click **Delete**.

## Dayparting

Dayparting allows you to target viewers during specific days and times of the week.

- Selected days appear green and the non-selected days appear red.
- To run a deal 24/7, deselect all the days of the week. This creates a rule to target all the days.
- The time zone is automatically set in the viewer's time zone.

## Advertiser Allowlist

- a. Select **Yes** for **Advertiser Allowlist** if you would like to allowlist one or more advertisers by advertiser name, IAB Category or domain. Allowlisting will make this deal available only to buyer(s) who match the advertisers you select. If you select Yes, continue to step 2; if **No**, move to the next section.
- b. Make the desired selections from the dropdown lists for:
  - **IAB Categories**
  - **Advertisers**
  - **Advertiser Domain** (manually input from the dropdown or upload in bulk.

## Contacts

This table below provides guidance for completing the **Contacts** section

Field name	Note	Description
<b>Last lookup Enabled</b>	optional PMP-G only	TBD
<b>Sales Manager</b>	optional	Select from the drop-drown list.
<b>DSP Email</b>	optional	Search for the DSP email you want to use. Click <b>Done</b> to add it to the deal.
<b>Buyer Email</b>	optional	Search for the Buyer email you want to use. Click <b>Done</b> to add it to the deal.
<b>Additional Emails</b>	optional	You can add as many as 15 additional emails.

## Save the deal

When you're done with all the sections and ready to activate the deal, click **Create a Copy** (this is optional) and then **Save & Activate**.

If you need to make corrections or modifications, see [Edit a deal](#).

## Edit a deal

These instructions explain how to edit a deal.

1. Select **Transactions > Deals** from the main navigation. You're now in the **Deal Management** page.
2. Go to the **Edit Deal** page in one of two ways:
  - Click the three dots next to the deal name in the **Deal Management** page, then select **Edit** from the **Actions** menu.
  - Click the deal name in the **Deal Management** page, then click the **Edit** button on the top-right corner of the page.
3. You're now in the **Edit Deal** page. Make your changes, then scroll to the bottom of the page and click **Save & Activate Deal**.