


# UI

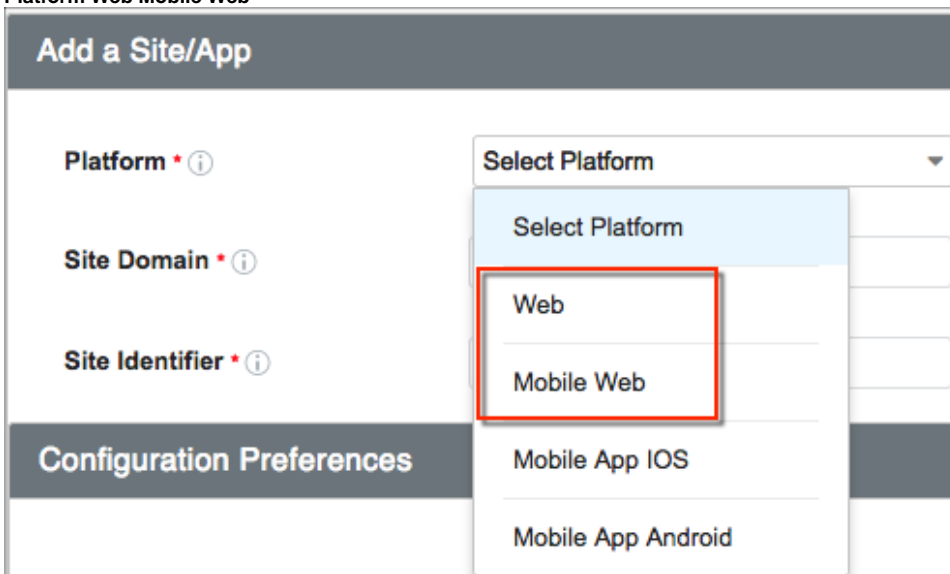
 • Bulk Upload  
•

- 1.
- 2.
- 3.


Web / /


## PubMatic


1. Inventory > Sites & Tags
2. Add a Site/App
3. Platform Web Mobile Web



**Add a Site/App**

Platform \*  **Select Platform** ▼

Site Domain \* 

Site Identifier \* 

**Configuration Preferences**

Web

Mobile Web

Mobile App IOS

Mobile App Android

- 4.

 https// https// .com URL

5. Site Identifier(ID)ID
6. HTTPSecure
7. Primary IAB CategoryIAB Secondary IAB CategoryIAB
8. Configuration Preferences

- Monthly Ad Impressions
- privacy policyURL
- COPPA Compliant
- Decision Manager Type API SettingsAPI

### Exchange Bidding (EB):

- Decision Manager Type: None
- API SettingsAPI:

### Index Integrations:

- Decision Manager TypeStandard

- API SettingsAPI

Prebid Integrations:

- Decision Manager TypeStandard
- API SettingsAPI

Server-to Server:

- Decision Manager TypeNone
- API SettingsAPI

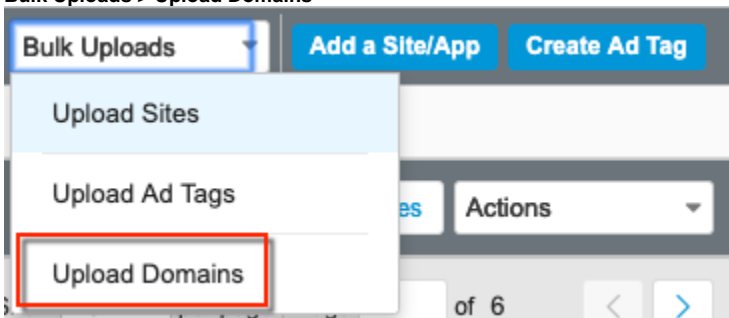
Transparent Ad Marketplace(TAM):

- Decision Manager TypeNone
- API SettingsAPI
- Targeted Campaign TypeRTB

9. Save Save and Add Another Site

1

1. Inventory > Sites & Tags
2. Bulk Uploads > Upload Domains



3. URL/UI/DURL
4. Publisher UI Upload Domains UI Choose File
5. Upload

Domains Domains01

Sites, Apps and Ad Tags ⓘ

Sites, Apps and Ad Tags Bulk Uploads ▼ [Add a Site/App](#) [Create Ad Tag](#)

Sites and Apps Ad Tags

Filters [Export All Sites](#) Actions ▼

53 Sites Show 10 per page Page 5 of 6 < >

<input type="checkbox"/>	Site/App Domain	Identifier ↕	Domains	Primary Category	Last Modified ▼	Ad Tags	Whitelisting
<input type="checkbox"/>	\$ 🍀	...	0	Shopping	23 Aug 2018	1	Applied
<input type="checkbox"/>	! 🍏	...	0	Shopping	23 Aug 2018	0	Applied
<input type="checkbox"/>	\$ 🍏	...	0	Religion & Spirituality	23 Aug 2018	5	Applied
<input type="checkbox"/>	\$ 🍏	...	0	Real Estate	23 Aug 2018	4	Applied
<input type="checkbox"/>	\$ 🍏	...	2	Religion & Spirituality	23 Aug 2018	2	Applied
<input type="checkbox"/>	! 📱	...	0	Religion & Spirituality	23 Aug 2018	0	Applied
<input type="checkbox"/>	\$ 📱	...	0	Religion & Spirituality	23 Aug 2018	6	Applied
<input type="checkbox"/>	\$ 📱	...	0	Religion & Spirituality	23 Aug 2018	4	Revoked
<input type="checkbox"/>	\$ 📱	...	0	Religion & Spirituality	23 Aug 2018	1	Revoked
<input type="checkbox"/>	! 📱	...	1	Religion & Spirituality	23 Aug 2018	0	Revoked



PubMatic

1. Create Ad Tag
- 2.
3. Format Type Response Code
4. Ad Slot Preferences
  - Ad Placement ( ):
  - Fold Placement Fold Fold ATFFold BTFFold Partially above the Fold
  - Expansion( ):
5. User Data Parameters DMA
6. Select Existing Placement Provide Passback Script



Exchange Bidding (EB)

EB Provide Passback Script( ) USD 0.0 eCPM <>