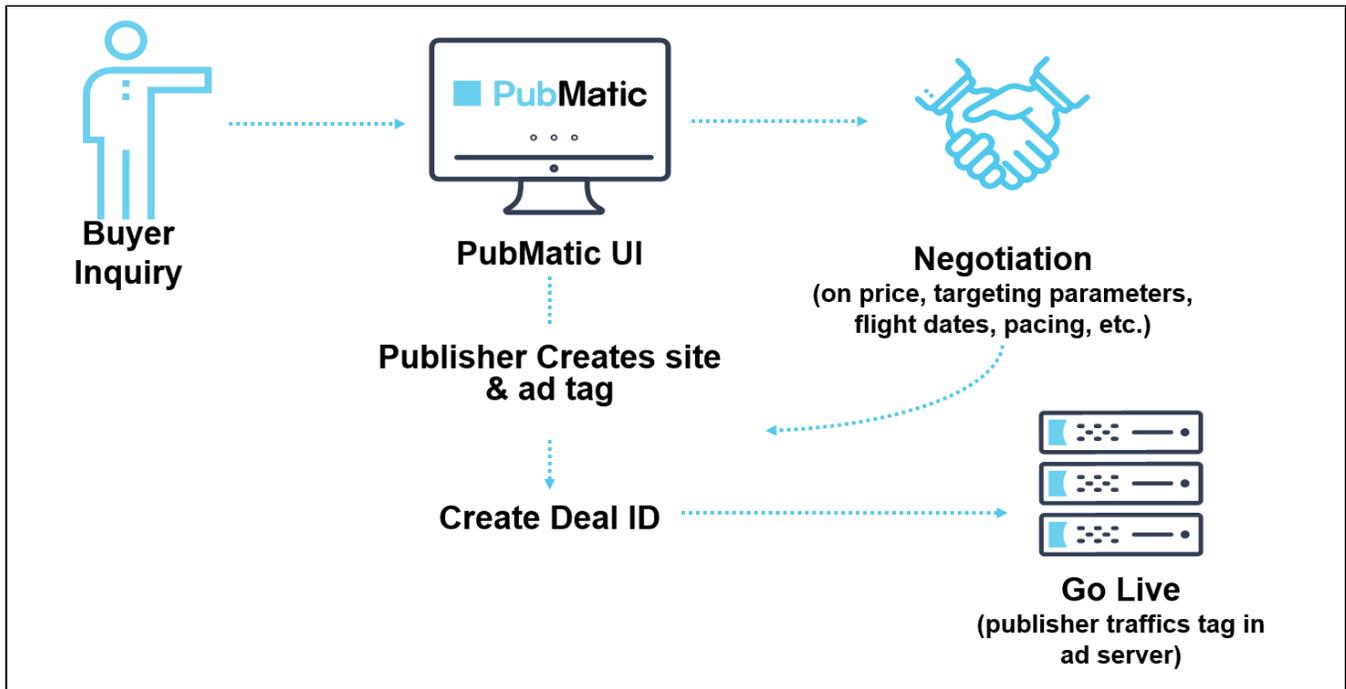


PMP-Guaranteed (tag-based) implementation guide

PubMatic's **Private Marketplace-Guaranteed (PMP-G)** combines the efficiency of OpenRTB with the transparency of direct-sold campaigns. This solution is ideal for PubMatic publishers and advertisers looking for the scale and addressability of programmatic technology, while achieving the guarantees and brand safety of direct sold campaigns.

PubMatic PMP-G works with major DSPs such as, Display & Video 360, The Trade Desk, MediaMath, and Adobe. For the support for Display & Video 360, please refer to [Programmatic Guaranteed in Display & Video 360](#).



Benefits

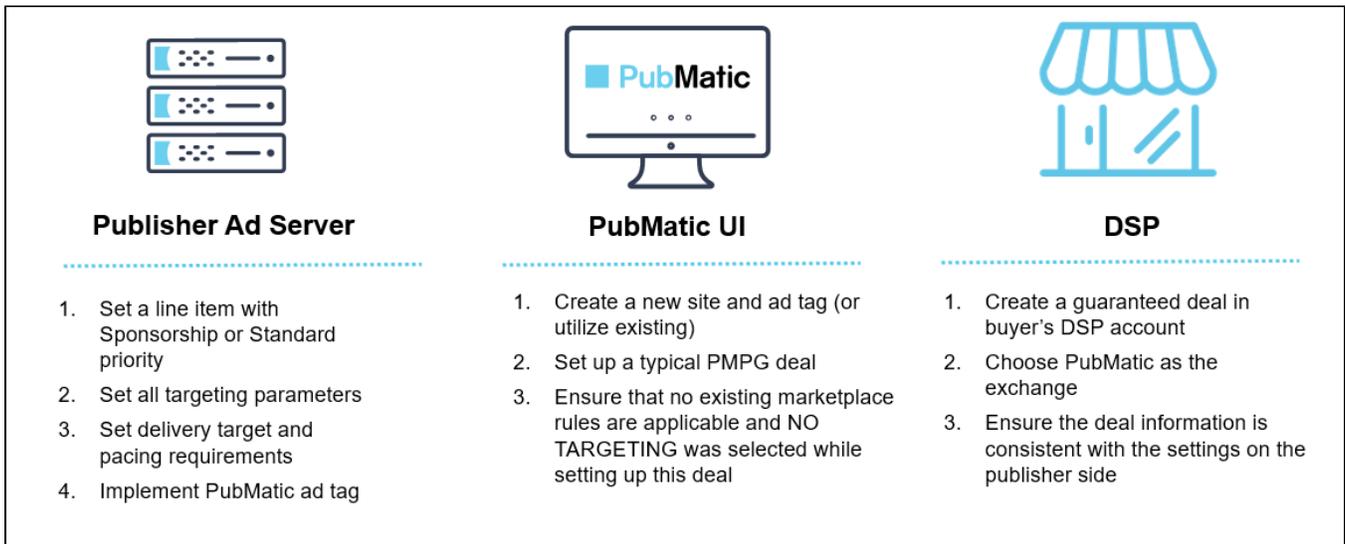
- **Combine Direct I/O and Open Market**
Secure higher eCPMs for your premium inventory and audience data while utilizing the efficiency of RTB infrastructure. Deliver more value to both advertisers and publishers by allowing them to transact direct reserved-style buys.
- **Ensure transparency**
Negotiate directly with the buyer on frequency capping, pacing, and additional targeting parameters prior to launch.
- **Plan for the future**
Establish valuable relationships with buyers who guarantee spend and provide a predictable revenue stream.
- **Better performance**
Achieve higher CPMS by guaranteeing delivery of high value inventory.
- **Simplified workflow**
Increase efficiency and save costs by eliminating the manual steps needed for direct sold campaigns.

Publisher integration options for PMP-Guaranteed

PubMatic direct publishers under different integrations can benefit from PMP-G deals. The best practice is to run PMP-G deals through PubMatic ad tags regardless of your integration type in order to see the best results. Publishers determine what impressions are sent for the PMP-G deal by setting up a line item in the ad server, then insert the associated PubMatic ad tag. That ad server calls PubMatic via the ad tag, and PubMatic is responsible for ensuring that requests go to the DSP and sending all bid responses back to the publisher's ad server. The publisher's ad server makes all ad decisioning. By including PMP-G, PubMatic lets buyers leverage the benefits of programmatic technology using real-time data, volume, and price.

PMP-Guaranteed deal creation

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



Create a PMP-G deal

- [Set up a PubMatic PMP-G Deal in PubMatic UI.](#)
- Set up the Line Item Priority, Custom Targeting, and Creative Code on the ad server (see [Create Ad Server Line Item](#) below).
- Set up a guaranteed deal in buyer's DSP account

Deal best practices

- Use Sponsorship priority or the same level of priority as direct sold line item for PMP-G line item in your ad server.
- Set up audience/demographic targeting and pacing of impressions per the terms with the buyer in your ad server.
- Set the delivery target to 120% of contracted delivery to account for possible discrepancies in your ad server.

When planning to offer PMP-Guaranteed Deals...

The best practice for the initial setup is to allow PubMatic to configure three (3) placeholder line items in your Google Ad Manager instance. PubMatic suggests the following:

- Create the Google Ad Manager 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 [Create Ad Server Line Item](#) section below for more details.

Allow PubMatic to assist in setting up the Programmatic Guaranteed line items to ensure that your line items reflect three different priority levels. Then, at a later date, you will need to add only PubMatic tag.

To determine next steps in providing access, contact your PubMatic Account Manager.

PubMatic or publisher must 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
- Targeting

Publisher ad server settings

PubMatic support for PMP-G works with all major publisher ad servers. Google Ad Manager is used below to show how to set up order and line item in an ad server for a PMP-G deal.

Create ad server line item

1. In Google Ad Manager, 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 familiar with this step.*
4. [Assign the desired priority level to this order](#); **Sponsorship** or **Standard** must be used.

Prioritize line item



See [Google Ad Manager's Dynamic allocation](#) documentation for the most up-to-date Programmatic Guaranteed information. Details can change frequently, so you should consult the Google Ad Manager documentation directly to confirm the information provided below is the most current.

Set up PMP-G 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 Google Ad Manager has a higher priority line item, the line item won't be targeted.

Line Item Priority	Features
Standard or Sponsorship	Impressions goal (Google Ad Manager manages pacing)

×
New order

General settings

Name

0 / 255

Advertiser

Type to search

Trafficker ⓘ

Type to search

Enter a value

Labels (optional) ⓘ

Type to search

Advanced settings

Advertiser contacts (optional)

Please select an advertiser before adding contacts.

Agency (optional)

Type to search

Agency contacts (optional)

Please select an agency before adding contacts.

Secondary trafficker (optional)

Type to search

✕
New line item

Ad type
Display (Standard)

Name

Line item type

Type and priority

Sponsorship (4)

Standard (6, 8, 10)

House (16)

[SHOW MORE](#)

Priority value

Sponsorship:
Highest-ranking line item type for fixed-position and time-based campaigns.

Expected creatives

Additional settings (optional)
Labels (optional)

SAVE

CANCEL

Set delivery and pacing

Set start date, end date, rate, and delivery goal based on the terms with the buyer.

✕ New line item

Delivery settings

Start time

12:00 AM

EDT

End time

11:59 PM

Quantity

0

Impressions

Rate ?

\$ 0.00

USD

CPM

Discount (optional) ?

0

Absolute value

Total value

\$0.00

Adjust delivery (optional)

Deliver impressions ?

Evenly

Display creatives ?

One or more

Rotate creatives ?

Optimized

Day and time ?

Set days and times

Frequency (optional) ?

Set per user frequency cap

Add targeting

Add targeting criteria based on your agreement with your buyers.

✕ New line item

Add targeting
Add targeting preset (optional)
SAVE AS PRESET ⓘ

Inventory	✓ All inventory	▼
Custom targeting	✓ All custom key-values	▼
Geography	✓ All geographies	▼
Mobile application	✓ All mobile applications	▼
Device category	✓ All device categories	▼
Browser	✓ All browsers	▼
Operating system	✓ All operating systems	▼
Browser language	✓ All browser languages	▼
Device capability	✓ All device capabilities	▼
Device manufacturer	✓ All device manufacturers	▼

Add creative code

1. In Google Ad Manager, 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 PubMatic tag script in the creative field. This code is used to call PubMatic. You can generate this ad tag from your PubMatic Publisher Account.

```

<script type='text/javascript'>
  var pubId=33233;
  var siteId=297563;
  var kadId=1456383;
  var kadwidth=600;
  var kadheight=800;
  var kadschain="SUPPLYCHAIN_GOES_HERE";
  var kadtype=1;
  var kadGdpr=""; <!-- Set to 1 if inventory is GDPR compliant -->
  var kadGdprConsent=""; <!-- Insert user GDPR consent string for GDPR compliant inventory -->
  var kadpageurl="cnn.com/news";
</script>
<script type="text/javascript" src="http://ads.pubmatic.com/AdServer/js/showad.js"></script>
```

8. Complete other required fields.
9. Make sure "Serve into a SafeFrame" is unchecked.
10. Save the creative.

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.
- Targeting criteria may impact how line items are delivered.

PubMatic platform settings

In order to set up a PMP-G deal in PubMatic, you'll first need to set up a site or app, and ad tag(s) for the PMP-G deal in PubMatic if you haven't done so already. Learn more at, [Account Setup Guide for Publishers \(Sites/Apps & Ad Tags\)](#). You must also download the PubMatic ad tag and insert it into the creative of the your ad server (see [Publisher ad server settings](#) above).

To pass back non-monetized impressions of your ad tags to your ad server, you must set a passback placement for each ad tag you create. Passback placements are important because ad requests you send to PubMatic may be filtered out for various reasons. For example, PubMatic excludes fraud traffic or traffic without ads.txt. In addition, PubMatic may not receive bids for a very small percentage of bid requests sent to a DSP within the timeout period. Passback placements let PubMatic pass back those requests to your ad server. In the case of a deal that requires time to troubleshoot, a passback placement helps ensure all non-monetized impressions aren't wasted.

Create a deal

To create a deal:

1. Choose, **Channel Type**, PMP Guaranteed.



You must share the Deal ID with the buyer...

The buyer must set up a PMP-G deal that targets this Deal ID in buyer's DSP account.

2. Next select, **Priority**, P5.
3. Choose DV360 from **Demand Partner > Demand Side Platform**.
4. From **Demand Partner > Buyers**, select the buyer you'll work with for this deal.

Create Deal ?

Basic Information | [Inventory](#) | [Targeting](#) | [Contacts](#)

Basic Information ^

* Required Fields

Deal Name: ? 250 characters left

Deal ID: ? 64 characters left Deal ID cannot be changed once deal is created.

[Generate Deal ID](#)

Channel Type: ? PMP PMP Preferred PMP Guaranteed

Priority: ? P5 Priority range for PMP Guaranteed is P5 - P7

Demand Partner: *

Demand Side Platform: ? Select

Buyers: ? Select

Set delivery and budget

1. Set **Start** to ASAP, or if you use specific **Start** date, then you must also set **End** date for the deal.
2. Set the deal price in the **CPM** field.
3. Set the deal budget using the **Minimum Amount** field.
4. And finally set the delivery goal using **Available Impressions**.



Important...

Minimum Amount and **Available Impressions** must be consistent with the settings in Buyer's Display & Video 360 account..

Duration: * Start:

End: Date: * 11:59 pm

Always On:

Auction Type: ⓘ *

CPM: *

Send Deal ID to Publisher: ⓘ

Deal Source: *

Minimum Amount: *

Available Impressions: *

Set inventory

1. Ensure **Platforms** and **Ad Formats** match your ad server settings.
2. Select the **Ad Sizes** you will accept for your inventory.
3. Choose the **Sites** and **Ad Tag** you created in [PubMatic platform settings](#).

Inventory

Create deal from existing Product NO

Platforms: * Web Mobile Web Mobile App IOS Mobile App Android

Ad Format: * Banner and Native Video

Placement/Position:

Ad Sizes:

Sites: 30 Items available

Ad Tags: 19 Items available

Sections:



Targeting in PubMatic is usually not required...

Unless instructed otherwise. See [Best practices](#) below.

Best practices

- Ensure the line item in DSPs goes live first before you send traffic to PubMatic to minimize inventory passed back.
- Create a RTB rule to block bids from Open Market for the sites you create for your PMP-G deals if you do not want any bids from Open Market on the inventory allocated to your guaranteed deals.
- Always create a passback tag in case the buyer side is not ready to bid on the inventory we send to them or troubleshooting is needed.
- Make sure the ad tag you create for a guaranteed deal is used by one deal only in PubMatic platform. If one ad tag is targeted by multiple guaranteed deals, those deals will compete for the same inventory, and win rates for all those deals will be impacted.
- For video ads in app environment in the regions with low internet speeds, timeout of media file URI can be an issue which makes it difficult to reach an ideal win rate. This timeout is caused by the ad creative taking longer to load than your current timeout setting. The error implies that the media file is either too large, the bitrate is too high, or it is incompatible with the platform on which it is attempting to render. To mitigate this issue:
 - Increase the timeout limit of your player
 - Specify the bitrate and size on creatives serving on your apps and ask buyers to follow it (see IAB guide for video bitrate below)
 - Ask buyers to use a VAST with different sizes of the video media file.
 - Optimize your app to increase load speed

Video Setting	Specification		
Resolution	Low resolution	Medium resolution (Standard Definition)	High resolution (High Definition)
<i>16:9 Aspect Ratio</i>	360p or less Typical resolution: • 640x360	Greater than 360p and up to 576p Typical resolutions are: • 854x480 (ATSC) • 1024x576 for (PAL)	Greater than 576p and up to 1080p* Typical resolutions are: • 1280x720 for 720p • 1920x1080 for 1080p
<i>4:3 Aspect Ratio</i>	480p or less Typical resolution: • 640x480	Greater than 480p and up to 576p Typical resolution • 640x480 (ATSC) • 768x576 (PAL)	Not applicable
Video Target Bitrate**	500-700 kbps	700-1500 kbps	1500-2500 kbps for 720p 2500-3500 kbps for 1080p
H.264 Profile/Level	Baseline profile, level 3.0	Baseline profile, level 3.0	High profile, level 3.1 (720p) High profile, level 4.0 (1080p)
Video Frame Rate	Maintain the frame rate of the original content unless a publisher has a particular limitation. Avoid frame rate conversion, transrating, telecine, and 3:2 pulldown wherever possible. The source frame rate for progressive content is likely to be one of the following: <ul style="list-style-type: none"> • 29.970 fps for NTSC countries, commonly referred to as 30 fps • 25 fps for PAL countries • 23.976 fps for film-look content, commonly referred to as 24 fps 		

- Use PubMatic Funnel Analysis report to troubleshoot deal (learn more).
- Use Advertiser Allowlist feature when creating a Deal if the advertiser or advertiser category is blocked by the publisher.
- Contact your PubMatic account manager to ensure the PubMatic throttling is turned off.

To learn about setting up your instance of the PubMatic platform to interoperate with PMP-G, see, [Create and Edit PMP, PMP Preferred, and PMP-G Deals](#).

DSP settings by buyers

When implementing PMP-G deals with PubMatic, follow these best practices:

- Ensure a guaranteed deal is created in buyer's DSP account.
- Publisher needs to inform the DSP about all prerequisite details before they set up PMP-G deals in their DSP console including the deal ID.
- Ensure the platform, ad format, ad size match publisher ad server settings.
- Ensure that no targeting parameters are set up within the DSP console.

Buyers must follow DSP's instructions to set up guaranteed deals in their DSP account.



For more information and details see...

- [PMP-Guaranteed Roles & Responsibilities](#)

