

Monitor PMP Performance

As your deals begin to monetize and generate revenue, it makes sense to monitor performance to ensure consistent growth. This includes reviewing the settings of those deals, investigating transaction touch-points, and leveraging reporting. In this video you will learn how to:

- Use the Deal Management UI to analyze the makeup and performance of your deals
- Use the Funnel Report to step through the bid life-cycle
- Use deal-specific reports to locate potential areas for optimization and adjustment.

Resources

[Deal management for publishers](#)

[Funnel Analysis report](#)

[Existing reports](#)