

Deal Settings

The **Deal Settings** screen allows you to set certain defaults that will apply to all future deals.

To access the Deal Settings screen, select **Transactions > Deal Settings** from the Main Navigation.

Auction Package Settings

Auction Packages enable the building of new publisher-first data audiences and creates new revenue and markets for this data. We designed Auction Packages with the following publisher benefits in mind:

Auction Package Deals

All publishers are opted in for auction package by default. By selecting **Opt-out**, a publisher's inventory will no longer be available to buyers for auction package deals.

Default CPM

Banner: All Auction Package deals targeted to banner inventory will be set to this default CPM. The PubMatic system look at three prices: the default CPM, dynamic floor price, and all applicable RTB Rules for each impression. The highest floor price among them is sent in the bid requests to DSPs.

Video: All Auction Package deals targeted to banner inventory will be set to this default CPM. The PubMatic system look at three prices: the default CPM, dynamic floor price, and all applicable RTB Rules for each impression. The highest floor price among them is sent in the bid requests to DSPs.

Default Priority

The PubMatic system uses a P16 model for setting bid priorities. Suggested priority levels for each channel type (P16=lowest, P1=highest):

Channel type	Suggested priority level	Suggested default
Reserved for Publisher Direct I/Os	P1-P4	N/A
PMP Guaranteed	P5-P7	P5
PMP Preferred	P8-P10	P10
PMP	P11-P15	P15
OpenRTB	P16	P16



learn more

[Setting bid priorities.](#)

PMP Settings

These PMP settings allow you to choose whether winning deals will be sent to a publisher's ad server for prioritization or reporting.

Publisher Sourced: Toggle this button to disable publisher-sourced deals from being sent to publishers. This feature is enabled by default for all publishers.

PubMatic Sourced: Toggle this button to disable PubMatic-sourced deals from being sent to publishers. This feature is enabled by default for all publishers.