



Revenue Optimization 101

NMA + Google

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Agenda


Overview - The yield framework

What can I optimize? (Rules, Adx Inventory, UI Opportunities)

Key Reports - How to measure success of my performance

Additional Resources

Q&A



Programmatic teams globally
only spend **25%** of their
time on value-creating
activities.

Source: *Boston Consulting Group study*

Overview - The yield framework

Maximizing Competition

Core competencies

Providing signals

Demand types

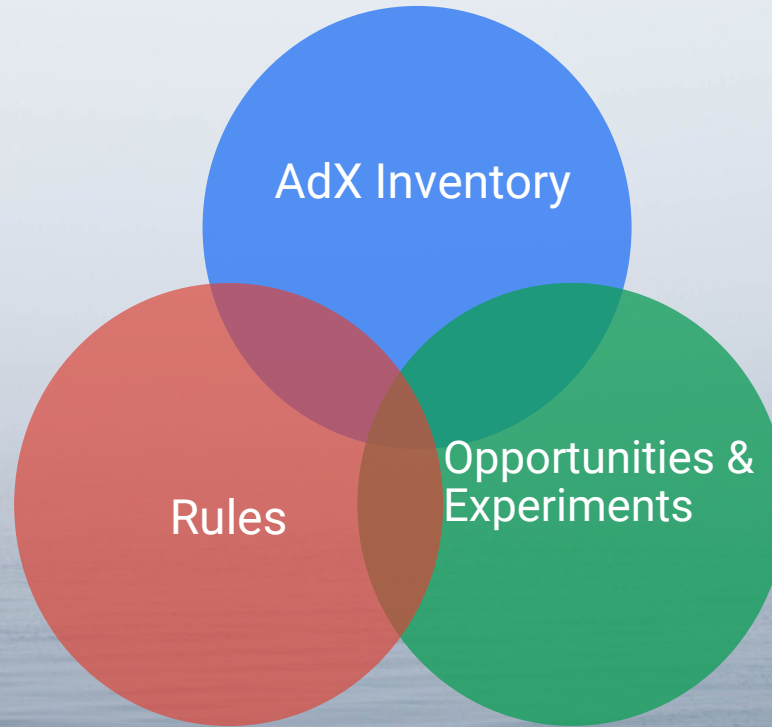
Auction dynamics

Optimizing Supply

Users

Advertiser

What can I optimize?

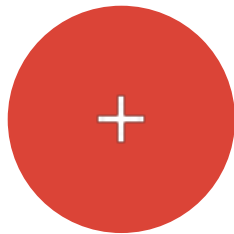


Optimize your Rules

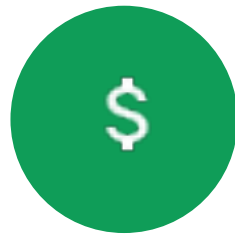
What rules?



Blocking



Opt-in



Open Auction
Pricing



Flexible Sizes



Ad Styles &
Backup Ads

Where within the UI can I find these rules?

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Ad Exchange rules



BLOCKING

OPT-IN

OPEN AUCTION PRICING

FLEXIBLE SIZES

AD STYLES & BACKUP ...

Blocking

Display

Video

NEW DISPLAY RULE

Everything

WHEN TARGETING:

All inventory

All DFP ad units

All DFP placements

All geographies

All URLs

All sizes

All key-values

All operations

BLOCK THE FOLLOWING:

GENERAL CATEGORIES

Jobs & Education > Job Listings

SENSITIVE CATEGORIES

8 sensitive categories [view](#)

COOKIES AND DATA USES (NON-GOOGLE DEMAND)

—

USER-BASED DATA (GOOGLE DEMAND SOURCES)

—

AD STYLES

1

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Ad Exchange inventory

Ad Exchange rules

Blocking Rules Optimization tips

- High price floors for direct buyers/advertisers and competitors instead of blocking them.
- Avoid Category Blocks
- Specific URLs rather than an entire category.
- Reduce URL block list to the minimum
- Sensitive categories are blocked by default, and should be treated with great care.



Opt-in Optimization tips

- Review and manually opt-in for the newly added ad technology on a regular basis.
- Enable Expandable Technology Vendors if possible. Expandable creatives are a high-value advertising medium that increase customer interactions and improve CTR.



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Ad Exchange rules

BLOCKING OPT-IN OPEN AUCTION PRICING

Opt-in > Edit display rule

Name:

When targeting:
Target: All inventory, All geographies, All Sizes

Allow the following:

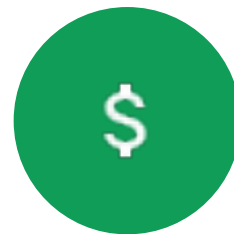
Restricted categories	Type to filter items below	Allow the following
Ad technologies		Restricted categories reset
		(No restricted categories)
		Ad technologies reset
	Accuen	Accuen ×
	Adform - Expandable	Adform - Expandable ×
	Adledge	Adledge ×
	AdLedge - Ad Blocking	AdLedge - Ad Blocking ×
	Adlens	Adlens ×
	Adloox	Adloox ×
	AdLoox - Ad Swapping	AdLoox - Ad Swapping ×
	AdmantX	AdmantX ×
	Admotion - Expandable	Admotion - Expandable ×
	Adnologies	Adnologies ×
	Adobe Flash FLV	Adobe Flash FLV ×
	adserve digital advertising services	adserve digital advertising services ×
	AdYapper	AdYapper ×
	Aggregate Knowledge	Aggregate Knowledge ×
	Alenty	Alenty ×
		Audience Manager(DemDex) ×
		Avall Intelligence ×

[SAVE](#) [CANCEL](#)



Open Auction Pricing Rules Tips

- Keep rules structure as simple as possible
- Enable both Branded and Anonymous price floors in your rules to increase demand and fill-rate
- Keep most granular rules at the top priority to ensure they are reviewed first
- Use the Bid Landscape report to understand some of your buyers' behavior.
- Avoid making drastic increases to your pricing rules
- Keep anonymous pricing floors low (\$0 or \$0.01)
- Keep default pricing rules as low as possible to increase your fill-rate
- Not all inventory sizes are the same
- Differentiate your rules by device (Mobile or Desktop) and geographical location



Open Auction Pricing Rules Tips

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Ad Exchange rules



- Home
- Sales
- Delivery
- Inventory
- Ad units
- My apps
- Audience
- Key-values
- Targeting presets
- Exclusions
- Traffic forecast
- Network settings
- Publisher profiles
- Ad Exchange inventory
- Ad Exchange rules
- Reports
- Billing

Open auction pricing

Display

Video

NEW DISPLAY RULE

1	RON	EDIT	DELETE
TARGETING			
All inventory	All DFP ad units not CS_ColoradoPolitics not CS_Gazette not newsok_300x250FL_1 not newsok_300x250FL_1_2 not newsok_728x90FL_1 not newsok_970x250FL_1 not Out_There not Red Alert Politics not Rocky Mountain News not test prebid not Washington Examiner not Weekly Standard	All DFP placements	All geographies
		All URLs	All sizes
		All key-values	All operating systems
		All device categories	
PRICING AND BLOCKING			
ANONYMOUS \$0.25	BRANDED \$0.50	BUYER Everybody else	ADVERTISER Everybody else
2	Default	EDIT	
TARGETING			
All inventory	All DFP ad units	All DFP placements	All geographies
		All URLs	All sizes
		All key-values	All operating systems
		All device categories	
PRICING AND BLOCKING			
ANONYMOUS \$0.39	BRANDED Blocked	BUYER Everybody else	ADVERTISER Everybody else

Flexible Sizes Rules Tips

- Use the Flexible Sizes rule to manage how small of a creative you are willing to accept (Set at 67% x 67% by default).
- Flexible sizes take priority over size blocking rules, so plan accordingly.

For Example:

1. You set up a blocking rule that excludes creatives with a size of **300x50**.
2. You set up a flexible inventory size of **468x80** with a minimum creative width of **60%** and a minimum creative height of **60%**.
3. As the "Preview" section indicates, the minimum allowed size is **280x36**. Therefore, **300x50** is a size that fits within the flexible size threshold for the ad slot.
4. Even though you blocked the size of **300x50** in step 1, because the flexible inventory size from step 2 allows **300x50** creatives, those creatives may appear in the **468x80** ad slot.

To ensure that sizes remain blocked, make sure that all flexible size ranges are bigger than the blocked size. In the above example, if you:

Change the flexible range for **468x80** to a minimum creative width of **80%** and a minimum creative height of **80%**.

The **300x50** size will fall below the minimum range of **374x64**, and therefore continue to be blocked.



DoubleClick
by Google

Allow smaller creatives

☒ Allow creatives that are smaller than the inventory size **A**

☐ Do not allow creatives that are smaller than the inventory size **B**

☐ Use system recommended minimum width and height **C**

☒ Set custom minimum width and height **D**

Minimum creative width: 0% 50% **F** 100% 67 % of inventory width

Minimum creative height: 0% 50% 100% 67 % of inventory height

PREVIEW

Sample relationships between common inventory sizes and common smaller creative sizes. [Learn more.](#)

G Inventory size: 336x280

H Common smaller creative sizes: 300x250, 250x250

336x280

300x250

MIN SIZE: 225x187

I Inventory size: 300x250

J Common smaller creative sizes: 250x250

300x250

250x250

MIN SIZE: 201x167

Ad Styles & Backup Ads Rules

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- Enable both text and display ads in your default rule to increase auction pressure and drive a higher fill-rate.
- Define your backup ads under the Ad Styles & Backup Ads Rules to determine what will show if no targeted ads are available for your page.
- If you are using DFP, back up ads in AdX are not necessary as these impressions go back to DFP to serve a lower priority line item (i.e House ads)

Use the following:


Ad types


- ☒ Image/rich media & text ads
- ☐ Image/rich media ads only
- ☐ Text ads only


Text ad style
AdWords ads only


SELECT AD STYLE **USE CUSTOM SETTINGS**


The ad style settings selected below apply to this 'Ad styles and backup ads' rule. To change the ad style settings, you'll need to edit the rule. [Learn more about Ad styles and backup ads.](#)


Google default


Classic grey


High-contrast black


High-contrast white


Modern white

Backup ads

- ☒ Show blank space
- ☐ Show other ads from another URL
- ☐ Fill space with a solid color #

SAVE **CANCEL**

Optimize your Inventory

Making your inventory as attractive as possible to advertisers,

Optimizing supply - Improving User Experience

Speed is king

- ❑ Sites that load in 5 seconds, as opposed to 19 seconds, experience a **25% higher ad viewability and 49% increase** in ad requests, generating twice the revenue (check out the Need for Speed report)
- ❑ PageSpeed Tools is a good place to start, as well as creating and optimizing AMP pages

Ad experiences should be great

- ❑ At a minimum, meet the Better Ads Standard developed by the Coalition for Better Ads
- ❑ Develop an ad experience that ensures users return to your site

Optimizing supply - Creating attractive demand for buyers

Different sizes, different value

- ❑ Solving the ad map puzzle is about creating balance between incorporating high yielding formats like Interstitials (5x RPMs vs. 320x50s) and 970x250s (2x CPMs vs. 160x600s), whilst not overloading your users

Placement and implementation is important

- ❑ Strive for viewability, not fold location; 35% of of ATF ads have less than 50% viewability, while 21% BTF ads have more than 50% viewability
- ❑ Sticky mobile banners are frequently of >90% viewability, and can include a 'close' button to protect UX
- ❑ Well-designed native implementations are in high demand from advertisers and lightweight

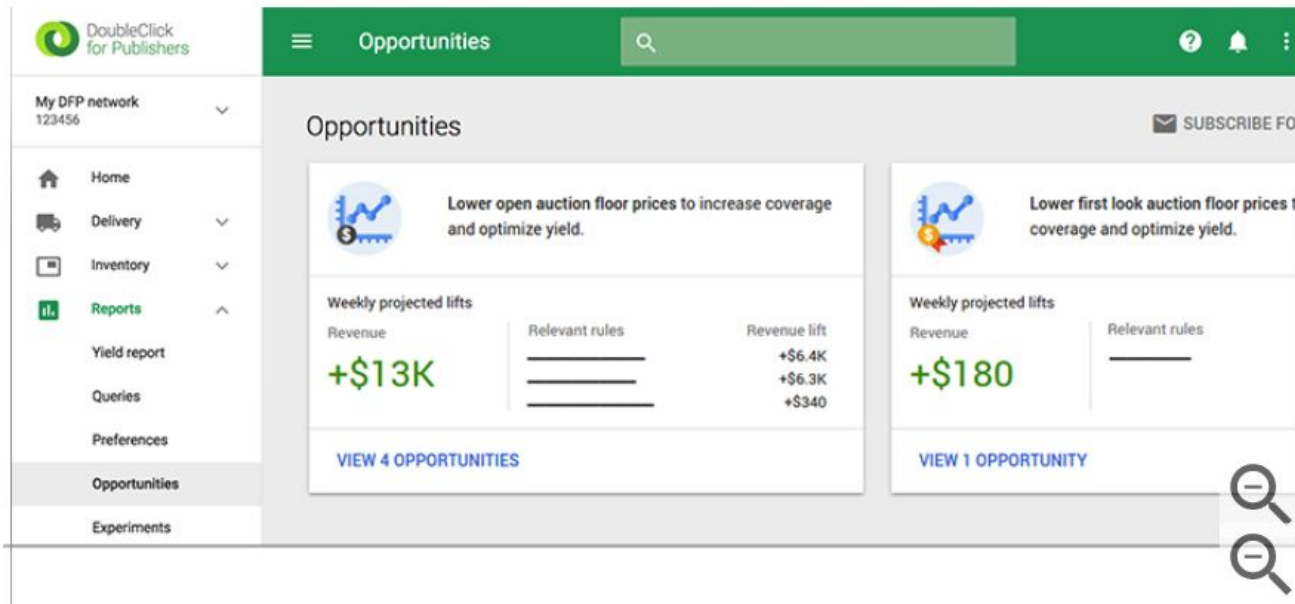
Viewability as a guiding principle

- ❑ There is a direct correlation between viewability and yield; inventory that is 80-100% viewable elicits bids 3x greater than inventory that is 0-39% viewable - it should be central to your strategy

Opportunities & Experiments

Test and apply suggestions from DFP

Opportunities



- Weekly Suggestions on how to earn more revenue
- You can view projected revenue impact and decide whether to implement the suggest changes

Opportunity Types:

- Add Native Formats
- Allow Ad Exchange to compete for your impressions
- Lower Open Auction floor prices
- Unblock General Categories
- Opt-in high performing Ad technologies

Experiments

What are experiments?

Experiments let you use actual network traffic to test how applying a change will impact revenue. You can compare the impression traffic allocated to an "experiment" group to a control group without the rule changes.

Find and evaluate your experiments

When you run an experiment, your experiment appears in the "Experiments" section, and the opportunity for this experiment disappears from the "Opportunities" page. Once an experiment has begun, you can't change it. Each Ad Exchange rule can only have one experiment running on its targeted inventory at a given time.

Key Reports

Total Revenue with General Breakdown - How to Pull

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Report type: Historical

Dimensions

- Line item type

Metrics

- Total impressions
- Total CPM, CPC, CPD, and vCPM revenue

Filters

- n/a

A1. Total Revenue with General Breakdown - How to Read

Detailed description	Key report metric	Line item type	Total impressions	Total CPM, CPC, CPD, and vCPM revenue (\$)
Sponsorship + PG	Guaranteed	Sponsorship	24,227,353	160,538.73
Standard + PG		Standard	10,297,040	1,807.70
Price Priority	3P via LIs	Price priority	33,457,405	283,665.60
Bulk		Bulk	12,937,386	97.1
Network		Network	0	15,331.44
House		House	41,926,135	0
AdX where only a line item was eligible	AdX via LIs	Ad Exchange	1,027,067	1,574.24
AdX Preferred deals via a line item	PDs via DFP	Preferred deal	0	0
	Total revenue DFP	Total	149,924,551	\$523,589

E1. Unfilled Impressions - How to Pull

Report type: Historical

Dimensions

- Ad unit (All levels)
- Requested Ad Sizes

Metrics

- Total code served count
- Unfilled impressions

Filters

- n/a

E1. Unfilled Impressions - How to Read

Ad unit	Requested ad sizes	Total code served count	Unfilled impressions
Ad unit 1	300x250	8,174,276	4,646
Ad unit 1	728x90	8,949,710	6,708
Ad unit 1	300x600	5,297,843	9,942
Ad unit 2	300x250	7,866,153	9,807
Ad unit 2	728x90	6,355,852	5,719
Ad unit 2	300x600	8,440,176	3,029
Ad unit 3	300x250	1,558,965	8,855
Ad unit 3	728x90	1,977,245	5,240
Ad unit 3	300x600	2,117,302	5,892
Total		50,737,522	59,838

Counted when DFP
returns a line item

Counted when DFP has
nothing to return

E2. DFP Hygiene - How to Pull

Report type: Historical

Dimensions

- Line item type
- Line item (Check “Line item priority” attribute)

Metrics

- Total impressions

Filters

- n/a

E2. DFP Hygiene - How to Read

	Line item priority												
Line item type	1	2	3	4	5	6	7	8	9	10	11	12	16
Sponsorship				29,647,267								20,005,722	
Standard						54,809,353		86,099,775		2,042,567			
Ad Exchange												98,860,435	
Price priority								50,234,653				66,903,324	
Network												95,111,536	
Bulk												14,556,191	
House													29,303,959

Look out for line items
at custom priorities

Note: To get to this view, you must create a [pivot table](#) from the exported DFP report.

Additional Resources

Resources

- [Need for Speed Report](#)
- [PageSpeed Tools](#)
- [Creating and Optimizing AMP pages](#)
- [Optimize Performance Help Center Guide](#)
- [Solutions to Common Problems](#)
- [Training and Support \(Including Publisher University\)](#)

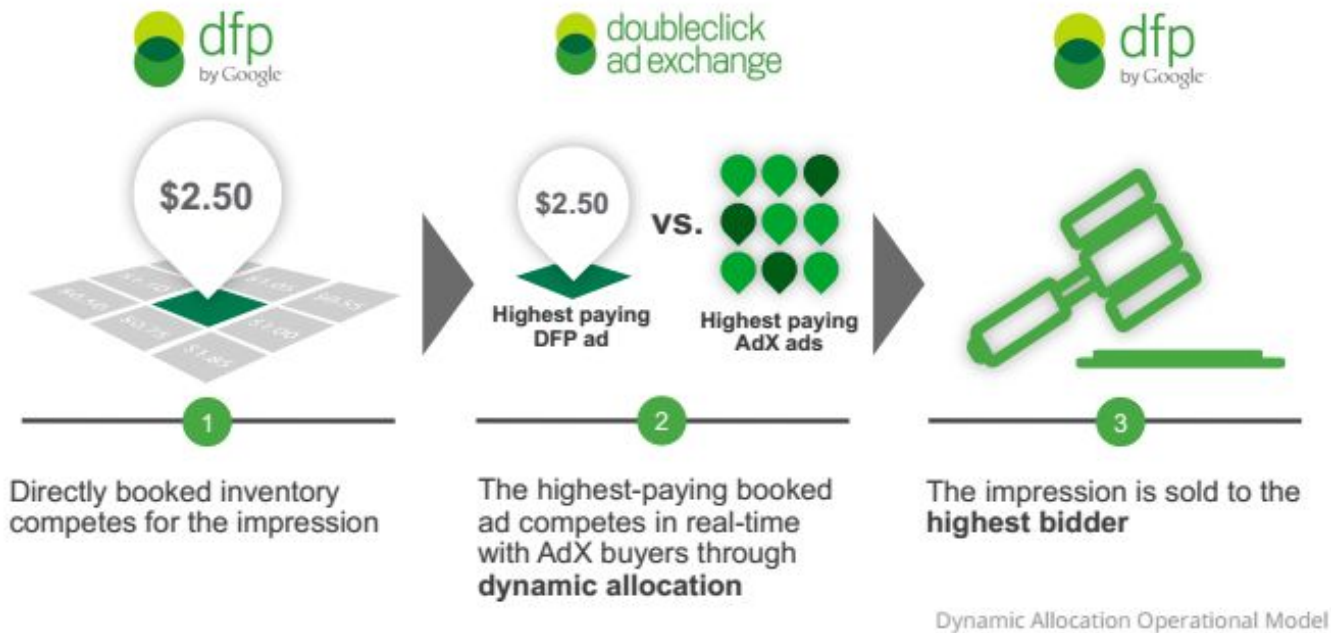
Q&A

Thank you!

Appendix

With DFP and AdX, you don't need to make any compromise

DFP allows you to compete with your other demand



Core competencies

Reviewed ad technology opt-ins	<input type="checkbox"/>
Specifically checked the verification vendors opt-ins (Integral Ad Science, comScore & DoubleVerify)	<input type="checkbox"/>
Scheduled monthly reminder to check new ad technologies	<input type="checkbox"/>
Reviewed ability to accept gambling & alcohol restricted categories	<input type="checkbox"/>
If monetising app interstitials, considered opting-into allowing video interstitials	<input type="checkbox"/>
Reviewed & minimised blocked general & sensitive categories	<input type="checkbox"/>
Reviewed & minimised blocked cookies & data uses	<input type="checkbox"/>
Reviewed & minimised blocked advertiser URLs /migrated to pricing rules	<input type="checkbox"/>
Ensured First Look is enabled	<input type="checkbox"/>
Reviewed price floors and ensured they are not too high (January reductions)	<input type="checkbox"/>
Ensured all of the above are set across display, video & app 'products'	<input type="checkbox"/>
Implemented flexible sizes for my single-size requests	<input type="checkbox"/>
Checked there are no ' Unclassified ' NPM domains for Represented partners	<input type="checkbox"/>
Updated my publisher profile & set account-level email addresses for deals (Sales>Deals settings)	<input type="checkbox"/>

Providing signals

If monetising app, ensured content URL is being passed for all in-app requests	<input type="checkbox"/>
If not, begun conversations internally to get this onto the roadmap	<input type="checkbox"/>
If monetising video, ensured description_url is being passed for all requests	<input type="checkbox"/>
Checked the ads.txt tab in DFP and confirmed there are no flagged issues	<input type="checkbox"/>
Checked I have not opted-out of allowing signed-in user targeting (in Admin>Global settings)	<input type="checkbox"/>
Checked I have not opted-out of allowing location targeting for apps	<input type="checkbox"/>
Ensured all my pricing rules are using the 'branded' branding type	<input type="checkbox"/>
Ensured all my pricing rules have an anonymous floor (lower than branded)	<input type="checkbox"/>

Demand sources

Opted-into text demand on as much inventory as possible, or testing uplift on a certain area	<input type="checkbox"/>
If monetising video, ensured I am accepting skippable demand	<input type="checkbox"/>
If monetising video, ensured my non-skippable max length is appropriate (at least 30 seconds)	<input type="checkbox"/>
Created all native formats : 'display content', 'display app-install', 'video content' & 'video app-install'	<input type="checkbox"/>
For each of the above, have created styles for all standard sizes (300x250, 320x50, 728x90)	<input type="checkbox"/>
Also, for each of the native formats, have created styles for (120/160x600, 300x600, 970x250)	<input type="checkbox"/>
Checked my native style targeting includes special ad units	<input type="checkbox"/>
Have reviewed all AdX line items, and ensured they all have the ' native ' size included	<input type="checkbox"/>
Looked at optimising the layout of my native ads; adding a border, editing colours, editing CTA button	<input type="checkbox"/>
Looked at editing my standard native styles to be much more natively designed, matching site design	<input type="checkbox"/>
Considering creating new native-only slots, which would ideally be fluid	<input type="checkbox"/>
Considering opting-into outstream demand on mobile 300x250 ad units	<input type="checkbox"/>

Auction dynamics - automatic features

Ensured my floors are as low as acceptable to the business, to allow [optimised pricing](#) to work

☐

Ensured all my Private Auctions are 'optimised' (allowing the Open Auction to compete)

☐

Checked I have not opted-out of [revenue share based optimisations](#)

☐

Reviewed and actioned all outstanding [Opportunities](#) flagged in my account

☐

Signed up to [email notifications](#) when new Opportunities are surfaced

☐

Understand Optimised Competition & Target CPM, awaiting the ability to test


☐

Checked deals [opportunity cost](#) and reviewed any deals that are causing negative revenue

☐

Auction dynamics - DFP configuration

Consolidated my AdX line items into max 3: one for display, app and video	<input type="checkbox"/>
Ensured my AdX line items are 'run of network' and explicitly include special ad units	<input type="checkbox"/>
Ensured my Exchange Bidding Yield Groups are 'run of network' and explicitly include special ad units	<input type="checkbox"/>
Reviewed the list of participating Exchange Bidding partners and maximising integrations	<input type="checkbox"/>
Checked my set up in the user interfaces of Exchange Bidding platforms, ensuring my pricing rules & blocks are appropriate	<input type="checkbox"/>
Checked no non-guaranteed line items are trafficked in the guaranteed space (Sponsorship/Standard); use Price Priority	<input type="checkbox"/>
Reviewed all remnant line items and ensured rates/ value CPMs are net RPM representative, taking ad serving costs into consideration	<input type="checkbox"/>
If using Header Bidding, checked that pricing bands/buckets are sufficiently small so as to allow fair competition	<input type="checkbox"/>
If using Header Bidding, cross-referenced revenue numbers from DFP rates and true pay outs, ensuring no discrepancy	<input type="checkbox"/>
If using passbacks, then passing back to DFP rather than AdX, to allow Exchange Bidding to compete & native to work	<input type="checkbox"/>
If using mediation, ensured that rates are net RPM representative, use automatic data collection where possible	<input type="checkbox"/>
If suitable, opted into refresh in-app requests	<input type="checkbox"/>

A photograph of a family—a woman and three children—gathered around a tablet computer. The woman is in the background, looking on. Three children are in the foreground, focused on the screen. The image is semi-transparent with a dark overlay. A vertical teal bar is positioned to the left of the title text. A thin white curved line arcs across the lower half of the image.

Managing your Yield with AdX

“Request sources” report on Dynamic Allocation in AdX

Request sources » Pricing Rules						
Dimensions	Ad requests	Matched requests	Coverage	eCPM	Lift	Estimated revenue
▼ Dynamic Allocation with DFP competition	2,250,000	1,860,000	82.67%	£2.00	60.27%	£3,720.00
AdX won the impressions by beating the reserve price sent by DFP						
▼ Dynamic Allocation with no DFP competition	750,000	640,000	85.33%	£1.50	---	£960.00
AdX did not receive a reserve price sent by DFP						
▼ No Dynamic Allocation	200,000	190,000	95.00%	£1.00	---	£190.00
Ads served outside of dynamic allocation: tags hard coded on the page or delivered through different ad server / incorrect LI priority.						

Dynamic Allocation with DFP competition

Coverage varies depending on the source of the request

AdX Win Rate in DFP

Uplift on the other LI CPM

Request sources														
Dimensions	↑	Ad requests	↓	Matched requests	↓	Coverage	↓	Ad impressions	↓	eCPM	↓	Lift	↓	Esti
Dynamic Allocation with DFP competition		47,209,622		16,366,285		34.67%		16,909,830		UK£2.65		102.16%		
Dynamic Allocation with no DFP competition		40,944,441		27,312,891		66.71%		28,145,238		UK£0.92		—		
No Dynamic Allocation		2,714,442		2,624,101		96.67%		2,607,216		UK£0.67		—		

AdX CPM when winning against another LI

Low Win rate + High CPMs → DFP value CPM rates may be inaccurate (too high)

Dynamic Allocation with no DFP competition

Impacted by AdX floors in rules

Request sources											
Dimensions	↑	Ad requests	↓	Matched requests	↓	Coverage	↓	Ad impressions	↓	eCPM	↓
Dynamic Allocation with DFP competition		47,209,622		16,366,285		34.67%		16,909,830		UK£2.65	
Dynamic Allocation with no DFP competition		40,944,441		27,312,891		66.71%		28,145,238		UK£0.92	
No Dynamic Allocation		2,714,442		2,624,101		96.67%		2,607,216		UK£0.67	

No other eligible line items in DFP
-OR-
All eligible to compete line items had a rate of \$0

No Dynamic Allocation

Request sources » Pricing Rules							
Dimensions	Ad requests	Matched requests	Coverage	eCPM	Lift	Estimated revenue	
▼ Dynamic Allocation with DFP competition	2,250,000	1,860,000	82.67%	£2.00	60.27%	£3,720.00	
728x90 ROS	1,000,000	900,000	90.00%	£2.00	40.00%	£1,800.00	
160x600 ROS	800,000	710,000	88.75%	£2.00	70.00%	£1,420.00	
300x250 ROS	450,000	250,000	55.56%	£2.00	150.00%	£500.00	
▼ Dynamic Allocation with no DFP competition	750,000	640,000	85.33%	£1.50	---	£960.00	
728x90 ROS	200,000	190,000	95.00%	£1.50	---	£285.00	
160x600 ROS						£675.00	
▼ No Dynamic Allocation						£190.00	
728x90 Passback						£190.00	

3 common explanations:

- AdX Tag directly on the page
- Using another Ad Server, not DFP
- **Using DFP but trafficking AdX in a wrong way** (as network or price priority for example)