

AD
YOU
LIKE.

Every Brand Has A Story To Tell.

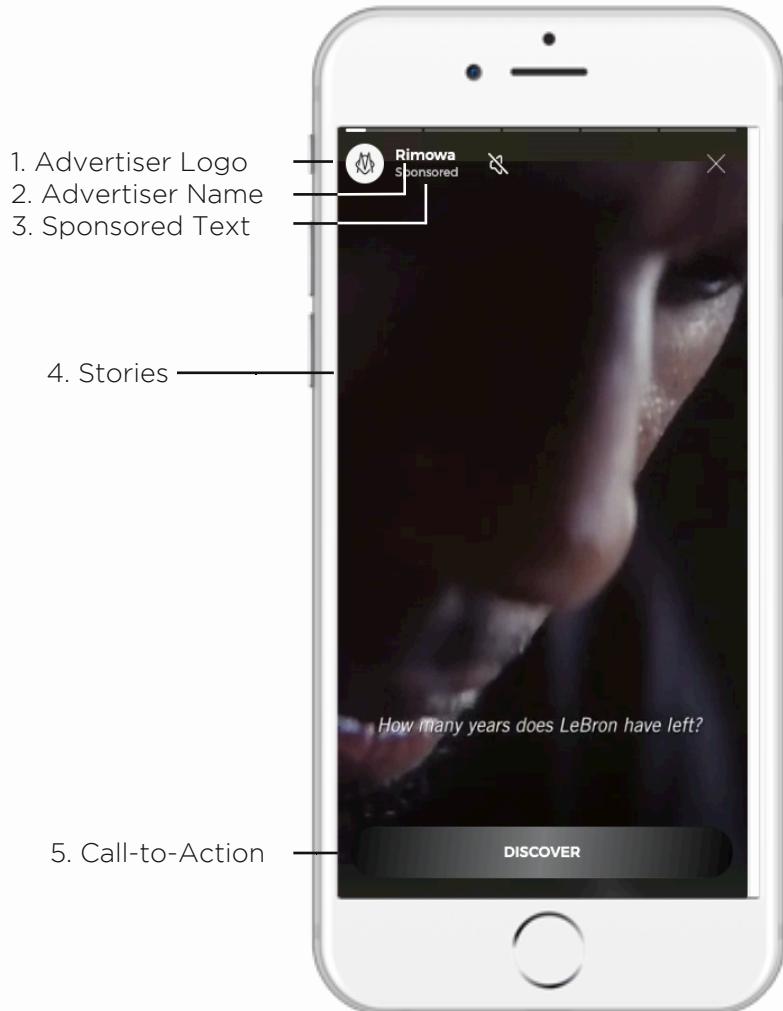


AD
YOU
LIKE.

IN-VIEW STORIES



Assets required for Stories.



These are the assets that ADYOU LIKE need to set up the Story.

DISPLAY BRAND NAME

Advertiser name shown on stories

ADVERTISER LOGO

- Minimum size: 64*64px – select a square image
- Supported image file formats: JPG, PNG, JPEG
- Maximum file size: 1MB

VIDEO

- Supported formats: mp4, avi, mov, webm, mkv, fkv, wmv, m4v
- Size:
 - Height min 720px
 - Width min 420px
 - Ratio 9:16 preferred like iPhone 6 format
- File weight : 25MB max per media

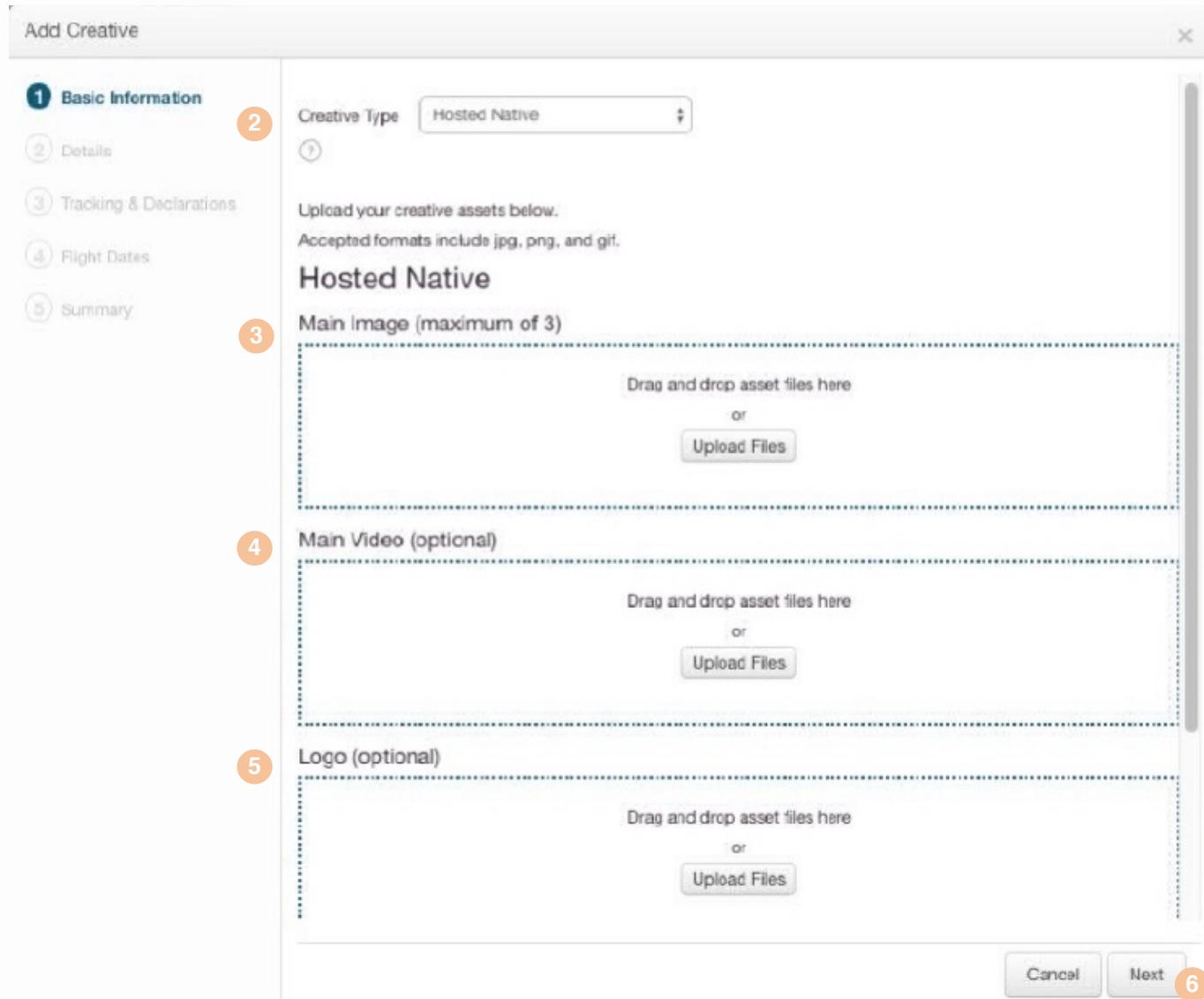
IMAGE

- Supported formats: JPG, PNG, JPEG
- File weight : 25MB max per media
- Size:
 - Height min 720px
 - Width min 420px
 - Ratio 9:16 preferred like iPhone 6 format

LANDING PAGE

Click through to advertiser page

Stories creative setup. Part 1



You'll have to set up the creative as **Native Display** with the exception of the **Clpr landing page**.

To set up Native creatives

1. Click **New Creative** on the Advertiser page
2. Select **Hosted Native** from the **Creative Type**
3. **Upload Files**
4. **Native Video creatives**
Less than 5 minutes
5. **Logos**
The logo may overlay the main image or display separately from the main image depending on the website.
6. **Click Next**

Stories creative setup. Part 2

Add Creative

Basic Information

1 Required

2 Description

3 Required

4 Short Title (Up to 25 characters)

5 Long Title (Up to 90 characters)

6 Short Description (Up to 90 characters)

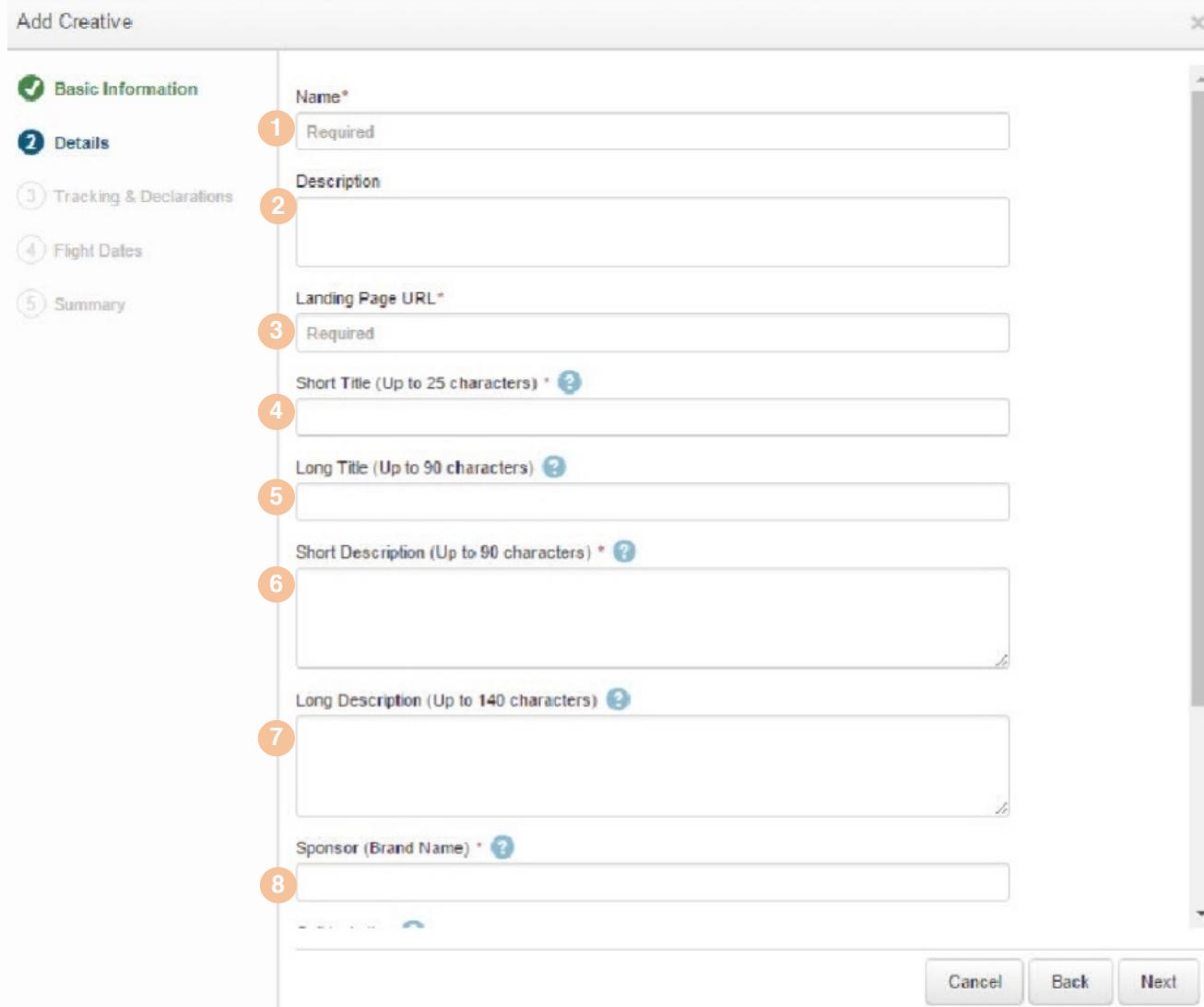
7 Long Description (Up to 140 characters)

8 Sponsor (Brand Name)

Name*

Landing Page URL*

Cancel Back Next



1. **Native Creative**
2. **Description**
3. **Landing Page URL**
This should be Clipr tag provided by ADYOUlike
4. **Short Title**
25 characters max
5. **Long Title**
90 characters max
6. **Short Description**
90 characters max
7. **Long Description**
140 characters max
8. **Sponsor / Brand Name**

Stories creative setup. Part 2

The screenshot shows a user interface for setting up a creative. It consists of five numbered steps:

- Sponsor**: An input field labeled "Sponsor".
- Call to Action**: An input field labeled "Call to Action".
- Ad Server**: An input field labeled "Ad Server" with a question mark icon.
- Creative Placement ID**: An input field labeled "Creative Placement ID" with a question mark icon.
- Click Next**: A button labeled "Next" with the number "5" next to it.

Below the first four steps, there is a checked checkbox labeled "This creative is an app install ad". At the bottom of the interface, there are three more fields: "Store Name" (with a question mark icon), "Price" (with a question mark icon), and "Rating" (with a question mark icon). The "Rating" field has a dropdown menu showing "No rating".

1. Sponsor

2. Call to Action

3. Ad Server

For hosted creatives, the ad server is The Trade Desk. You can enter it here or let it be automatically entered as here when the creative is saved

4. Creative Placement ID

5. Click Next

Stories creative setup. Part 3

Add Creative

Basic Information

Details

Tracking & Declarations **2**

Flight Dates

Summary

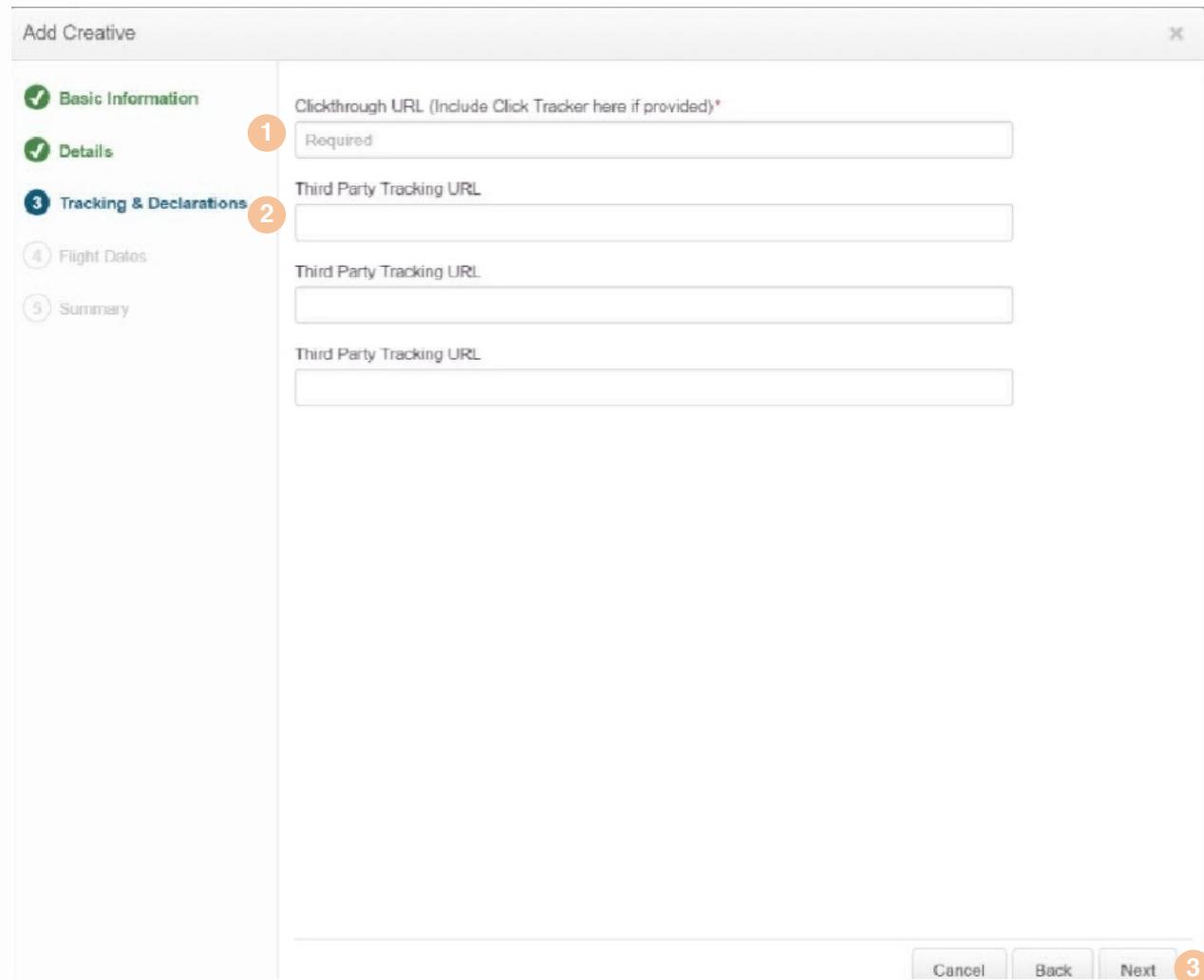
Clickthrough URL (Include Click Tracker here if provided)*
Required

Third Party Tracking URL

Third Party Tracking URL

Third Party Tracking URL

Cancel Back Next **3**



- 1. Enter the Clickthrough URL**
The URL should begin with https://
- 2. Enter third-party tracking tags**
- 3. Click << Next>> to display the Flight Dates screen.**

Stories creative setup. Part 4

Add Creative

Basic Information

Details

Tracking & Declarations

Flight Dates

Summary

Start Date: 12:00 AM

End Date: 11:59 PM

Time Zone: (UTC) Coordinated Universal Time

Cancel Back Create

1. **Enter the flight start date and time**
If it is not set, the flight start date and time defaults to immediately
2. **Enter the flight end date and time**
If it is not set, the flight end date and time defaults to indefinitely.
3. **Select the time zone for the flight start and end time**
4. **Click Create**

AD
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LIKE.

OMP.



Open-Exchange Targeting.

Home / Test - TTD Training / Lizzie.Test / LC_Megagon AD GROUP

BIDDING GOALS & BUDGETS SETTINGS

Recommendations

Koa is exploring for recommendations. Check back soon to see new discoveries or visit Activity to see insights.

Activity 6/27/2018 - 7/27/2018

Bid Health Yesterday

Pacing

UPCOMING FLIGHT BUDGET SPEND CPC GOAL CPC ACTUAL \$1.10

WIN RATE AVG BID AVG CPM

Expressiveness: 72.0

You have no current or upcoming flight

← BACK TO TARGETING

1 Supply Vendor 2

Target List Block List

Search... BROWSE DOWNLOAD

Select all (56 results)

AdColony (OMAX)

AdGeneration

Adyoulike

TYPE WHITE OPS

Target

Private Contract rail

Market type

Open market and private market

Private market only

1 Open market and private market

Start typing to add private contracts

New Ad Group Setup

To target inventory in an open-exchange, you will first need to set up your ad group accordingly.

- 1 Add the Supply Vendor rail. This allows you to target or block specific ADYOU LIKE
- 2 Click Browse and add the SSP you would like to target

To target a ADYOU LIKE Open Market Inventory only, make sure not to target any private contracts. If you do not target private contracts as a default it will be targeted as Open Market Inventory.

- 1 Select the Open Market and Private Market option in Market Type within the Private Contract rail

AD
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PMP.



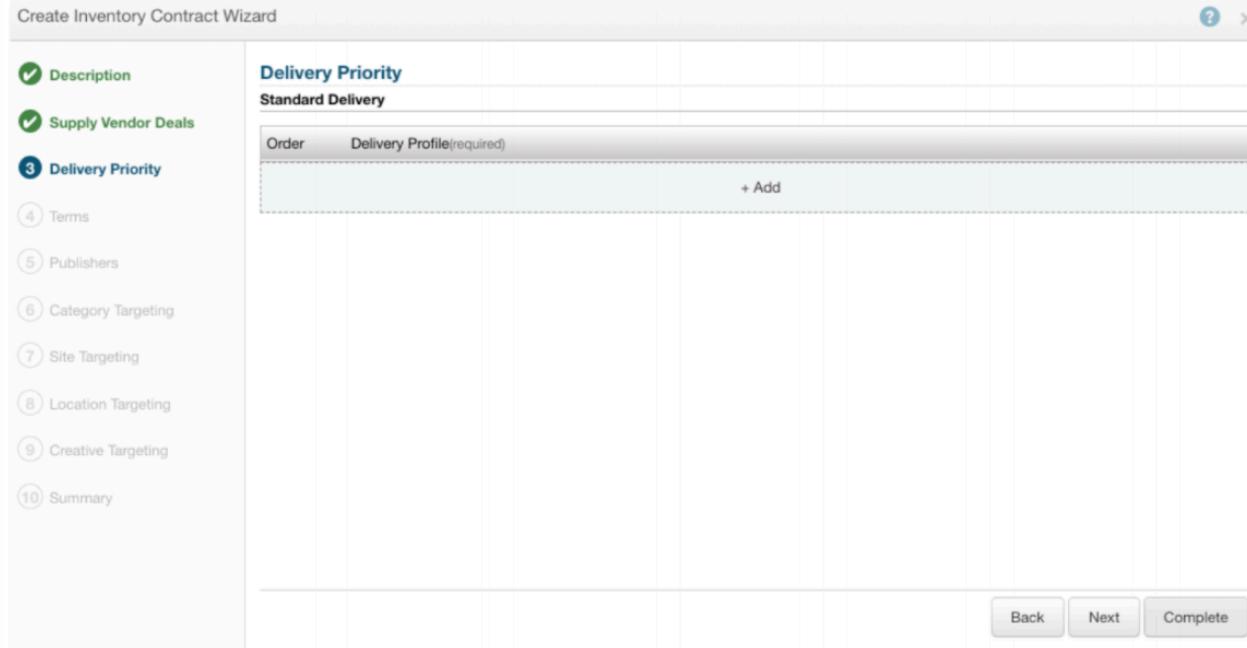
Private Marketplace Targeting.

The screenshot shows the AD YOU LIKE PMP dashboard. At the top, there are tabs for LIBRARIES (highlighted with a red circle), REPORTS, TOOLS, and LEARN. Below the tabs, there are summary metrics: CPM (0.727), CPC (\$0.603), CTR (0.121%), and CPA (\$0.00). The date range is set from October 1, 2018, to October 17, 2018, with a dropdown for 'MTD'. The viewability is listed as MOAT 23%. On the left sidebar, under 'Creatives', are options for Data Management Platform (DMP), Geo Locations (Classic), Locations, Inventory, IP Addresses - Cookie Matched, and Publisher Management Platform (PMP) (highlighted with a red circle). Below the sidebar, the 'Create Inventory Contract Wizard' dialog box is open, showing step 1: Description. It includes fields for Name* (Required), Description, Start Date, End Date, and Logo URL. A vertical list on the left of the dialog box shows steps 1 through 10.

Private Marketplace Contract Setup

1. PMP dashboard click **Libraries**
2. Select **Publisher Management Platform** to set up PMP deal. (If PMP is set up skip x)
3. Click **Inventory Contract** to start the Create Inventory Contract Wizard. Enter the relevant details.
4. Supply **Vendor Deals** select ADYOULIKE from the **Supply Vendor** dropdown list.
5. Enter the deal code as provided by ADYOULIKE in the **Deal Code** input field.
6. Enter the **Floor Price**
7. Click **Add Item** to add the deal to the Supply Vendor Deals list.

Private Marketplace Targeting.

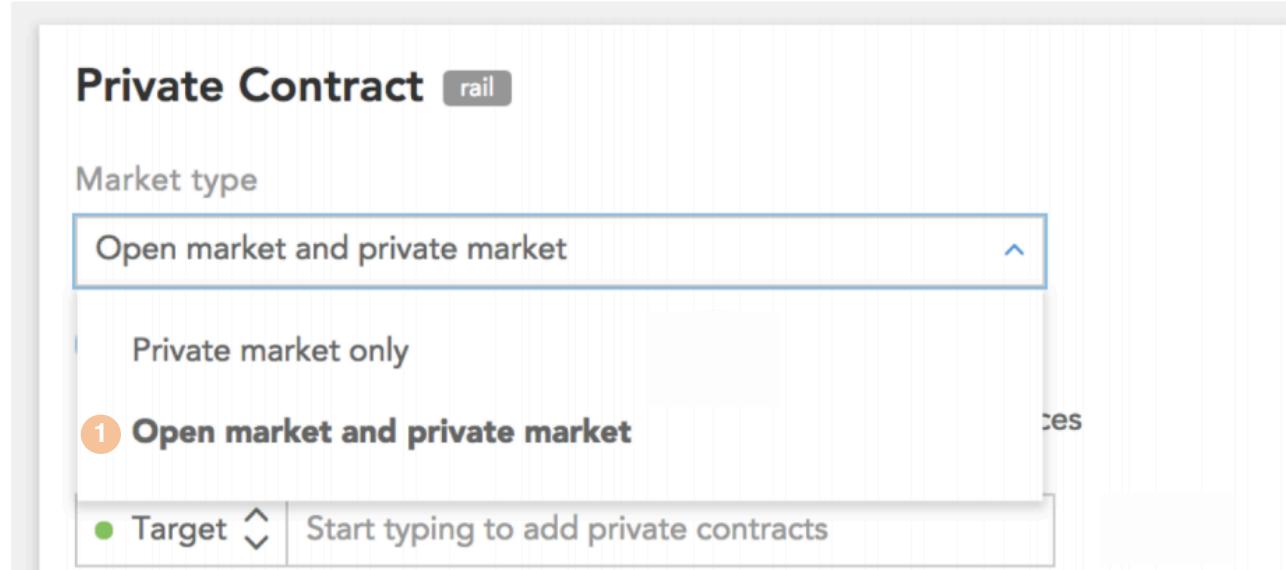


Deal Availability					
Rubicon	Today	Yesterday	Last 7-Days	Last 30-Days	MTD
Deal-000000	0	0	9	4,882	4,882

Private Marketplace Contract

1. On the “Contract Permissions Settings” page, (Under the Delivery Priority section) select the delivery profile set up for the partner.
2. Click **Complete** to create the private contract.
3. On the dialog box that appears, click **Go to Deal**
4. Check that the deal has avails coming through for your ad group to bid on when the campaign goes live.

Private Marketplace targeting.



Ad group setup

To target inventory via PMPs, you will first need to set up your ad group accordingly.

1. Navigate to an existing ad group
2. Click **Add Rail box** in the Rail section of your Bidding dashboard.
3. Select **Private Contract** from the Add Targeting - Rail panel.
4. Choose whether you'd like to target the only the private market or both the private and open markets
5. Search for and select – or browse, using the **Browse button** (If you would like to add a contract group, simply click Add Private Contract List)
6. Save your changes – once your tile has been created, you can add the Private Contract optimization tile and add bid factors for your targeted contracts.

AD
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**THANK
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