

Connect Pixel Configuration Workflow

- MTD receives request for new Connect pixel in ServiceDesk
- MTD configures the automation to support the new pixel (1-2 business days)
**If the partner/ad server for which the Connect pixel is being requested is one that MTD hasn't previously supported, additional time is required to get clearance from HMI Data Governance (1-2 weeks), PS to fetch macros (2 business days), and MTD to build the new automation (1 week)*
- MTD tags Platform Solutions in ServiceDesk ticket, providing the script for the new Connect pixel
- PS files the pixel and distributes it to AdOps team managing the account (1-2 business days)
- AdOps team implements the pixel within its designated server, or distributes it to its intended partner. (2 business days) **Assuming AdOps has received all other trafficking components and partners do not require unfamiliar macros*
- Partner implements pixels within their ad server and activates campaign (2 business days) **This is the fastest a media partner could be expected to launch; It is common for them to need upwards of 5 business days*
- Onboarding and QA of the incoming data **This step does not initiate until media has gone live, and requires a minimum of 5 full days of data aggregation*

Total: 6-11 business days, from ServiceDesk ticket receipt to ad server implementation.

LiveRamp Media Pixel Configuration Workflow

- MTD receives request for new LR media pixel in ServiceDesk
- MTD tags Platform Solutions in ServiceDesk ticket (1 business day)
- PS submits ticket to LiveRamp to generate new pixel ID (1 business day)
- LiveRamp returns pixel ID (2 business days)
- PS formats ID into media pixel script and delivers it to AdOps team managing the account (1 business day)
- AdOps team formats pixel for the specific partners and line items in the media plan (2 business days) **Assuming AdOps has received all other trafficking components and partners do not require unfamiliar macros*
- Partner implements pixels within their ad server and activates campaign (2 business days) **This is the fastest a media partner could be expected to launch; It is common for them to need upwards of 5 business days*

Total: 9 business days, from ServiceDesk ticket receipt to media activation.

Add 3-10 business days for data onboarding and QA post-ingestion

Please make sure to take into consideration the caveats mentioned in each asterisk *