DV360 Autobidding Readiness Monitor (ARM) User Guide

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	Last updated: 2020-04-22

Introduction

Solution Summary

The DV360 Algo Bidding Readiness Monitor is a data visualization service that includes automated build of the data model for labelling DV360 Line Items by their state of 'readiness' for adopting various [automated bid strategies](#), and dashboard template to connect those data sources.

The pipeline is created using:
- [Cloud Composer](#)
- [BigQuery](#)
- [Cloud Storage](#)
- [Google Data Studio](#)
- [DV360 API](#)

Background

Best practices for deciding when to enable an automated bidding strategy for any given line item consists of a summation of 'success events' both at the Line Item and Advertiser level, over a rolling 30-day window. A power user of DV360 might be managing a large volume of Line Items concurrently making this best practice difficult to follow.

Example being, Line Item XYZ is currently set to fixed bidding but the Campaign goal is a certain **cost per click**. In order for the user to see the best performance from an automated bidding strategy, they should first pull reports to see if over the previous 30 day period that Line Item had over 100 clicks, and if across all Line Items that Advertiser had over 10,000 clicks. The user must now do this for potentially hundreds of line items they are managing concurrently.

Overview

The dashboard provides a filterable list of Line Items, broken out by Display and Video type, to provide a set of dimensions and summary metrics to make it easier and faster to find opportunities to adopt DV360 Automated Bidding strategies. Besides the top level chart highlighting opportunities, the Display and Video charts return scores across Autobidding Strategy thresholds. Further explanation on **thresholds**, **scores** and **opportunities** below.
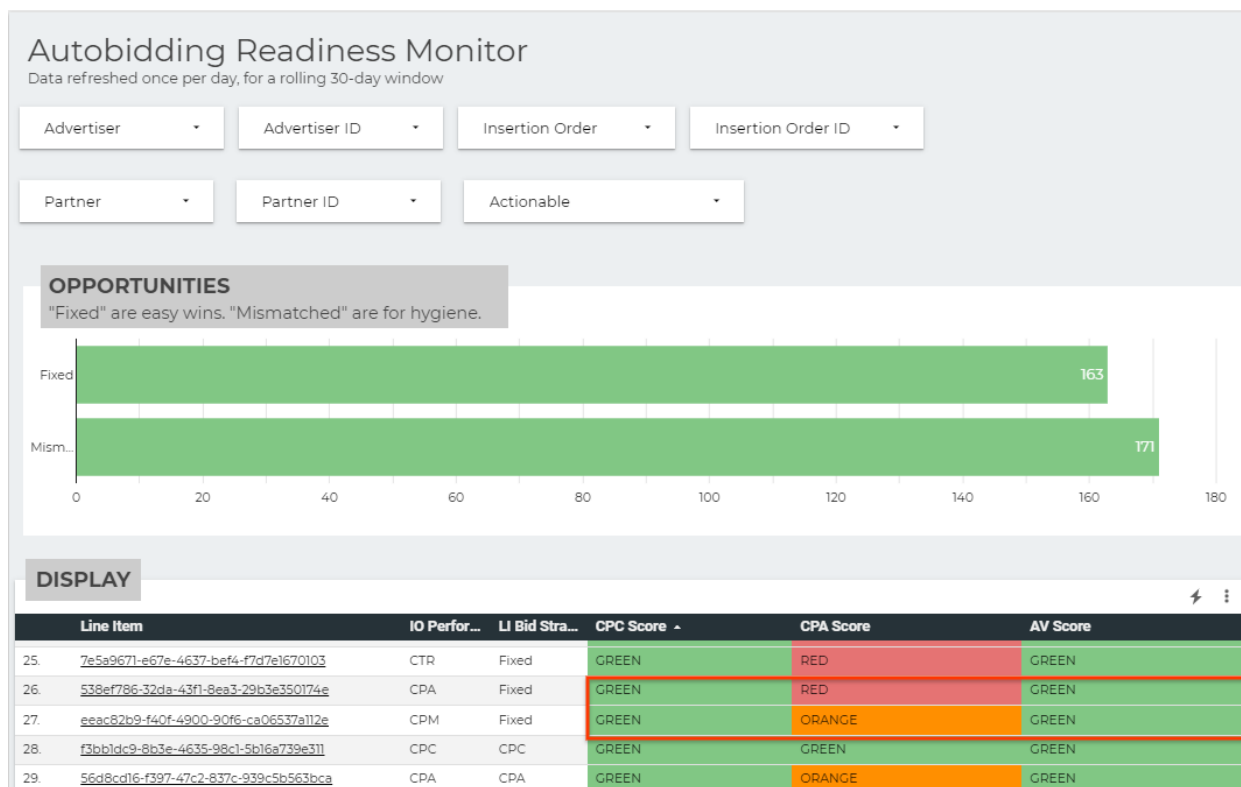
Thresholds

Below is a list of DV360 Autobidding options along with their recommended thresholds of 'success events' in the Last 30 Days at both the Advertiser and Line Item levels in order to be considered best fit.

| Goal	Advertiser level	Line Item level***
CPC (clicks)	>10,000	>100
CPA (conversions)	>2,000	>100
CPI (installs)**	n/a	>100
AVCPM (viewable Impressions)	n/a	>100
AVOpt (viewable impressions)	n/a	>100
CIVA (video views)	>5,000	>100
TOS (video views)	>5,000	>100
CUSTOM (positive values)****	>2,000 (min) >10,000 (rec)	>100 (min) >500 (rec)

Scores

To provide a quick view on how any given Line Item in DV360 is currently standing with regards to these recommended thresholds the Readiness Monitor returns a **Score** per model that is relevant for Display type line items and separately Video type line items.

Possible scores are **Green, Orange, and Red** which are defined as:
- **Green** >= 100% of threshold at **both** the Advertiser and Line Item level
- **Orange** >= 80% of threshold at **both** the Advertiser and Line Item level
- **Red** < 80% of threshold at **either** the Advertiser **or** Line Item level
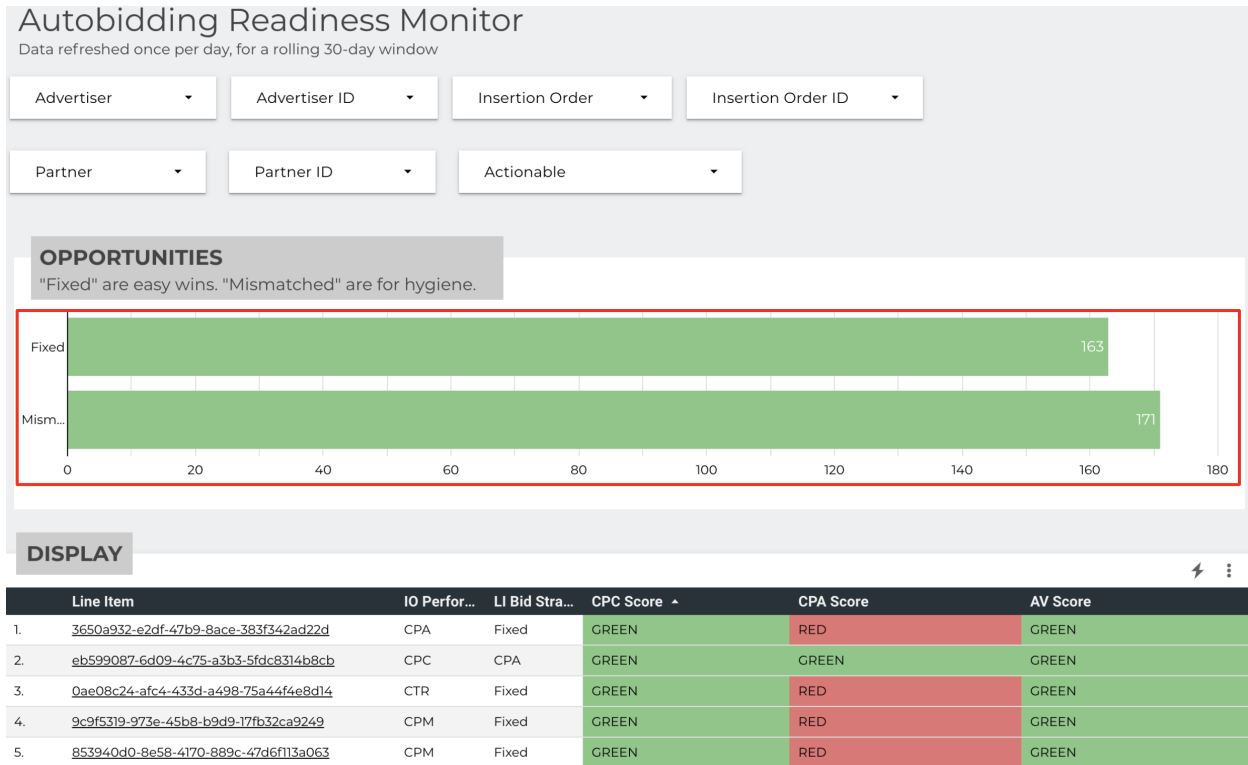
Opportunities

Filter by Partner, Advertiser and/or IO to view Line Items that are ready for Auto-Bidding. The 'Opportunities' are split into 2 categories: "**Fixed**" or "**Mismatched**."

Autobidding Readiness Monitor
Data refreshed once per day, for a rolling 30-day window

Advertiser ▾	Advertiser ID ▾	Insertion Order ▾	Insertion Order ID ▾

Partner ▾	Partner ID ▾	Actionable: Fixed (1) ▾

OPPORTUNITIES
"Fixed" are easy wins. "Mismatched" are for hygiene.
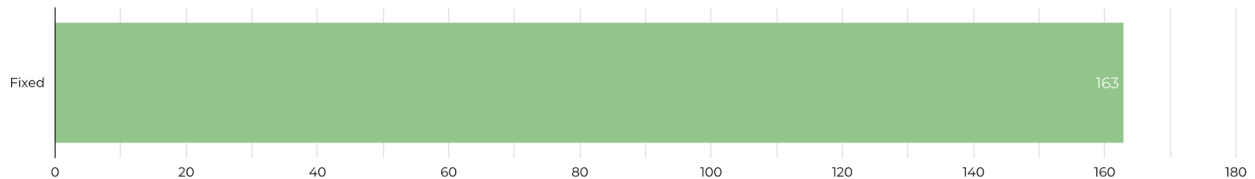
DISPLAY

	Line Item	IO Perfor...	LI Bid Stra...	CPC Score ▲	CPA Score	AV Score
1.	a27795fb-c988-4560-80f4-695e44991b04	CPM	Fixed	GREEN	RED	GREEN
2.	cfbb342d-201e-48f1-9404-851627a33868	CTR	Fixed	GREEN	RED	GREEN
3.	f3f97906-e235-4bb5-9b6b-64266a0ab4b0	CPA	Fixed	GREEN	GREEN	GREEN
4.	a3f52e64-0065-418d-b043-4de5cd5ea1bb	CPM	Fixed	GREEN	RED	GREEN
5.	42966da4-e560-48a3-92b5-ded962234f03	CTR	Fixed	GREEN	RED	GREEN

"**Fixed**" refers to when the Line Item Bid Strategy is not leveraging Auto-Bidding of any kind. Line Items shown here have trained Bid Strategy models that support the IO Performance Goal but are not being leveraged.
- **Recommended Actions**: Switch to the trained Bid Strategy model that supports the IO Performance Goal (i.e. CPA).

Autobidding Readiness Monitor
Data refreshed once per day, for a rolling 30-day window

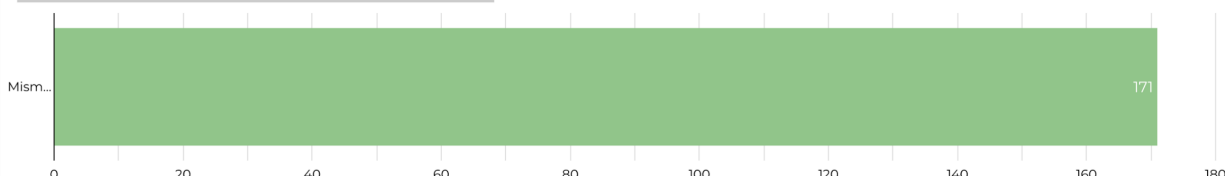| Advertiser ▾	Advertiser ID ▾	Insertion Order ▾	Insertion Order ID ▾
Partner ▾	Partner ID ▾	Actionable: Mismatched (1) ▾	

OPPORTUNITIES
"Fixed" are easy wins. "Mismatched" are for hygiene.

DISPLAY

	Line Item	IO Perfor...	LI Bid Stra...	CPC Score ▲	CPA Score	AV Score
1.	1f982cdb-2f44-42b8-a6d7-501b767e3d8f	CTR	CPA	GREEN	GREEN	GREEN
2.	8dda557c-fa17-4c68-8dfa-7e172f4c2723	CPV	CPA	GREEN	RED	GREEN
3.	ad687204-17c5-4d54-befc-145e1eb0fb5b	CPA	CPC	GREEN	GREEN	GREEN
4.	9696e7ed-15cb-4d2b-a54c-7ee6af5c18fa	CPA	vCPM	GREEN	RED	GREEN
5.	d920b41b-d4ae-48a0-ad1b-dbbf13802749	CPA	vCPM	GREEN	RED	GREEN

"**Mismatched**" refers to when the Line Item Bid Strategy does not match the IO Performance Goal. Line Items shown here have trained Bid Strategy models that support the IO Performance Goal but are not being leveraged.
- **Recommended Actions**: Consider switching to the trained Bid Strategy model that supports the IO Performance Goal.

Limitations

- This solution only supports Display and Video type Line Items
  - Mobile App Install, Trueview, and other Line Item types not yet currently supported by SDF

DV360 Algo Bidding Readiness Monitor Use Cases

Find Line Items ready to enable a given bid strategy

Use the following steps to find the LIs that are ready to switch from fixed bidding to the algo bidding tactic that is aligned with IO goal type.
For example, if the IO goal is *CPA*, this filter will show when the LI is ready to *meet or beat CPA* or *minimize CPA goal* bidding.

1. Navigate to **Actionable** filter at the top of dashboard

   a.

   Autobidding Readiness Monitor
   Data refreshed once per day, for a rolling 30-day window

   | Advertiser ▾ | Advertiser ID ▾ | Insertion Order ▾ | Insertion Order ID ▾ |
   | Partner ▾ | Partner ID ▾ | Actionable ▾ |

2. Select **Fixed** to show LI opportunities which are currently set to fixed bidding.

   a.

   Actionable (Fixed)   Record Count

   Type to search

   Mismatched   171

   ✓ Fixed   ONLY

3. The tables now show LIs that have met 100% of the algo bidding threshold, and are ready for the algo bidding tactic according to IO performance goal type. You may click on the LI name to go to the DV360 page to make changes.

   a.

	Line Item	IO Perfo...	LI Bid Stra...	CPC Score ▲	CPA Score	AV Score
109.	WALD_Doctoral_Prosp_GumGum_In_Screen	CPM	Fixed	GREEN	RED	GREEN
110.	WALD_Doctoral_Prosp_GumGum_Standard	CPM	Fixed	GREEN	RED	GREEN
111.	WALD_Doctoral_Prosp_GumGum_In_Image_Fr...	CPM	Fixed	GREEN	RED	GREEN
112.	dv360__falc_content_openexchange_html5_us_...	CTR	Fixed	GREEN	RED	GREEN
113.	dv360__falc_content_openexchange_html5_dm...	CTR	Fixed	GREEN	RED	GREEN

Find Line Items with a strategy conflicting its Campaign goals

Use the following steps to find the LIs which have met the threshold of bidding tactics based on the IO goal type, but currently are set to another bidding strategy. Thus the IO goal and LI bidding tactic are mismatched.

For example, an IO goal it set to *CPA* and the LI is meeting *CPA bidding* threshold, but currently uses *vCPM bidding*.

4. Navigate to **Actionable** filter at the top of dashboard

   a.

   Autobidding Readiness Monitor
   Data refreshed once per day, for a rolling 30-day window

   | Advertiser ▾ | Advertiser ID ▾ | Insertion Order ▾ | Insertion Order ID ▾ |
   | Partner ▾ | Partner ID ▾ | Actionable ▾ |

5. Select **Mismatched** to show LI opportunities which are currently set to fixed bidding.

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a.

6. The tables now show LIs that have met 100% of the threshold of the bidding strategy aligned to IO performance goal type. However, the LIs are using a different bidding tactic potentially because:
   a. LI bidding tactic is incorrect.
   b. IO goal is used as a placeholder, or not set correctly

This is a good opportunity to check goal / bidding hygiene and maximize the benefit of algo bidding.

FAQs

Why am I not seeing all my Line Items in the dashboard?

There are 3 main reasons: the Line Item/Advertiser has no recent spend, the Line Item(s) are not supported types, or the configuration details for your instance of the dashboard do not include the Partner or Advertiser you are interested in.

For spend, to focus actionable Line Items the data is automatically filtered only for Line Items with spend in Last 7 Days.

For Line Item support by type, can refer to Limitations section of this document for those which are not included due to lack of support by Structured Data Files.

For configuration, check with your Data team or owner of the solution to confirm your Partner and Advertiser IDs are included in the data fetch process.

How fresh is the data?

The default implementation from gTech updates daily.

Feedback and Support

Please reach out to your Google Account team.

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