LINEAR

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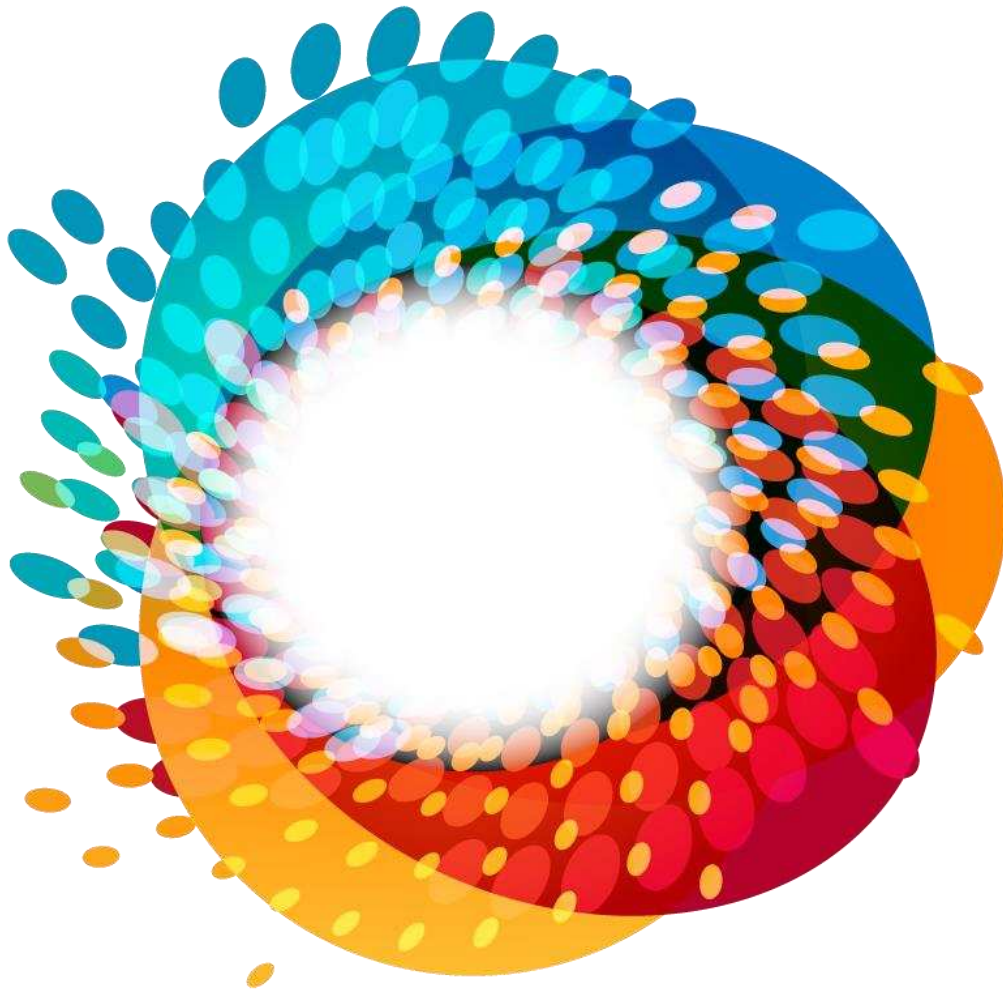**PROGRAMMATIC**

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Manage Existing
Linear Business

Manage Emerging
Digital Delivery

Automate Buying
and Selling Process
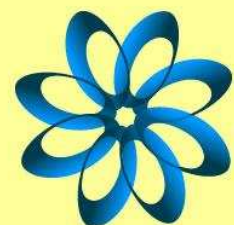
Digital Ad Operations
Objective, Trend and ROI

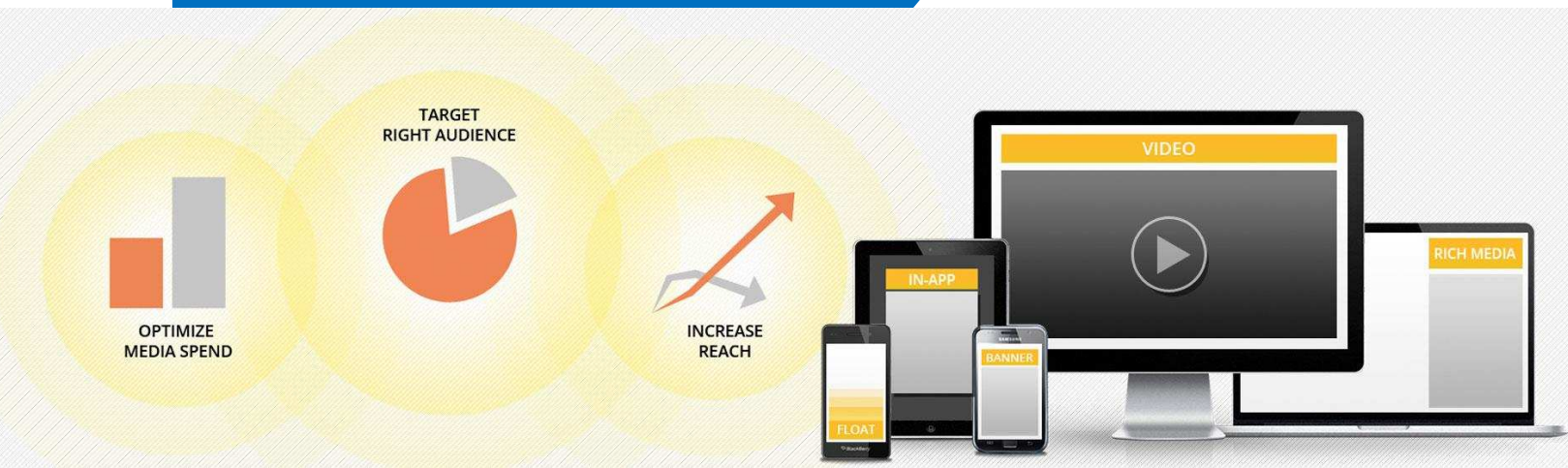BY: **FARUK RAHAMAN JOY**

March 24, 2015

By

LA'LOGICIEL
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LA'LOGICIEL
every step toword logic

Ad operations is a tedious, repetitive and involves several processes that have to be diligently executed. With the growing and constantly changing ad serving requirements, it becomes practically impossible to achieve anything significant in a day.

Also, and Ad Trafficker is usually a person who is multi-tasking handling several other responsibilities at a time. Consequently, Ad Trafficking has turned out to be quite a painful task.

This is where we come into picture. We have years of hands on experience with ad layout & position optimization, campaign management & optimization, creative management, site tagging and report analysis. We have a pool of skilled and talented team who not only understand the significance of the task assigned but also realize the overall objective behind it.

- Our team is well acquainted with all the major Ad Serving System Interfaces.

- You can outsource your entire ad operations and comfortably focus on the key aspects of your business.

- We plan out Job Schedules to suit your business requirements.

- You will be having an Account Manager assigned to attend to your queries and concerns.

- Though our focus is on ad operations, we also offer professional consulting services including business process optimization.

Our team works on and has expertise in the following

Ad Servers: Adtech IQ, Doubleclick DFA, DFP (Small Biz and Enterprise), Atlas Ad Manager, Right Media OAS 24/7, OpenX, Zedo, Tribal Fusion and other proprietary systems.

3rd Party Rich Media Technologies: MediaMind, Pointroll, Eyewonder, Mediaplex, and other proprietary systems.

Ad Type: Standard Banner, Text links, Expanding gif/flash, Full page flash ads, Overlays, Interstitials/Metastitials, Streaming ads (audio/video), Time frame ads (sponsors/takeovers) and other more ad types.

Campaign management & Optimization:

Campaign management & Optimization play a crucial role in attaining the optimal campaign performance. The campaigns should be monitored at multiple levels; most common being site optimization, creative optimization and audience management. Close2Seven has a very experienced campaign optimization team that understands the campaign goals and is able to manage campaigns effectively through constant monitoring and making changes after due statistical data considerations.

Campaign management & Discrepancy management:

As the complexities grow and multiple ad servers involved, discrepancies are a painful reality of ad operations. As a team, we understand the dynamics of ad server counts and able to effectively report and resolve impression and click discrepancies. Using business intelligence tools, we are able to report definitive thresholds for management and appropriate tweaking to work within advertiser guidelines.

⊕ **WHAT IS AD OPERATIONS?**

Nowadays, in recent trend advertising is essential for website publishers to boost revenue for your Company. Any thriving publisher must employ an Ad operations company or staff an Ad operations team to make this happen. Therefore, Ad Operations are a **critical** part of a publisher's infrastructure. Website publishers need an Ad Operations team to **support** the sale and delivery of online advertising in order to prosper.

But what exactly is Ad Operations? Digital advertisers offer publishers display advertising (banner ads or rich media advertising), text advertising, search advertising, online video advertising, mobile advertising, and email display ads, all of which are unique opportunities for **revenue generation**. These opportunities are accessed through the processes and systems known formally as Online Advertising Operations or in the trade as "Ad Ops."

⊕ **What exactly does "ad ops" do?**

Ad Operations teams input, serve, target, optimize, manage, and report on the performance and traffic of online ads. Ad Operations doesn't leave the fate of a campaign to chance. After campaign launch, an Ad Ops team closely **monitors** the ads to ensure they are doing their job: **make the website publisher money**. A competent Ad Operations team monitors ad traffic continuously. It is an ongoing relationship that is tweaked and adjusted based on data collected by the invisible hands of the Ad Operations department, team, or company.

⊕ **What is the ad operations team's main objective?**

But not every Ad Operations team is created equal. Some are separate entities and others are departments within digital content publishers or ad agencies. Whether it's a solo group or distinct part of a larger company, the primary function of Ad Operations is the same: fulfill the ad campaign. What is the role of the ad campaign? It's all about to bring in and **retain revenue**. In more technical terms, Ad Operations implement the ad buy, the amount of advertising a client.

Our company to run for a definitive window of time, which is dictated by the insertion order or "IO." Ad Ops work with **sales** departments, **advertisers**, **technology** teams, and clients to ensure smooth delivery of the campaign. A good Ad Operations team "takes the temperature" of the insertion order regularly by generating ad server reports that communicate a campaign's status and directly inform the team's next steps.

Time to Turn Your Website Into a Virtual ATM

○ Interested in your own ad server?

We provide support, training and consulting to publishers who would like to implement their own ad server. We are well-versed in DoubleClick for Publishers (DFP), DFP Small Business, PubSquared Atlas Ad Manager, OpenX, AdTech, Bluestreak, Ad Juggler, & 24/7 Media (OAS).

⊕ **AD OPERATIONS INDUSTRY TERMS**

It seems like there is a new term that gets created everyday in our industry (ad operations), That is why our ad ops experts have created an "Ad Ops 101" Check List, filled with every industry term that we can think of. This can be used as a cheat sheet for your next conference call or just a simple confirmation on the terms you are already familiar with. Check out our list below!

⊕ Ad Trafficking:

Ad Trafficking is the process of setting up ads in the ad server, so that when an ad request is made to the ad server, the correct ad will be returned and played based on the ad policies and ad targeting information in the ad tag. Ad Server - The technology and service that places advertisements on web sites. Ad serving technology companies provide software to web sites and advertisers to serve ads, count them, choose the ads that will make the website or advertiser most money, and monitor progress of different advertising campaigns. Ad servers are divided into two types: Publisher ad servers and advertiser (or third party) ad servers. Some popular ad servers include: - DoubleClick DFP Premium - DoubleClick's DFP Small Business - OpenX - Ad Tech - Atlas - BlueStreak - Smart AdServer - AdZerk - AdJuggler - Epom.

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⊕ Impression:

Sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page. The number of impressions of a particular advertisement is determined by the number of times the particular page is located and loaded.

⊕ Ad Tag:

A snippet of HTML or JavaScript code that is either inserted into your ad server or hard coded into your source code. The ad tag serves and tracks a 3rd party creative

⊕ Inventory:

The number of available impressions that a website receives; The types of advertisements (web banners) that can be displayed.

⊕ Media Planning:

The process of combining media to achieve the marketing campaign objectives and finding the right "media mix" for a client's brand.

⊕ Rich Media:

A term for advertising creative using advanced technology such as streaming video, downloaded applet s (programs) that interact instantly with the user and ads that change when the user's mouse passes over it.

⊕ Inventory & Yield Management:

The tracking and management of ad inventory, often from ad networks and ad exchanges.

⊕ CPM (Cost per Mille):

Cost per 1,000 impressions. For example, a $1 CPM means $1 for 1000 ad views. For the purpose of ad serving, it is the cost to serve 1,000 ad impressions.

⊕ RPM (Revenue per Mille):

Revenue per 1000 impressions (RPM) represents the estimated earnings you'd accrue for every 1000 impressions you receive. RPM doesn't represent how much you have actually earned; rather, it's calculated by dividing your estimated earnings by the number of page views, impressions, or queries you received, and then multiplying by 1000.

⊕   CPC (Cost per Click):

CPC represents cost per click. This revenue model is used to price many of the pay per click advertising models (PPC) such as Google's AdWords. As the name implies, advertisers place ads however only pay when a user clicks on the ad.

⊕   3rd Party Ad Server:

Generally utilized to host rich media or executions that are being hosted/tracked outside of the publisher's ad server.

⊕   Ad Networks:

A company that connects advertisers to web sites that wants to host advertisements. The key function of an ad network is aggregation of ad space supply from publishers and matching it with advertiser demand.

⊕   Ad Exchange:

Ad exchanges are technology platforms that facilitate the bided buying and selling of online media advertising inventory from multiple ad networks. The approach is technology-driven as opposed to the historical approach of negotiating price on media inventory.

⊕   Real-Time Bidding (RTB):

Refers to the means by which ad inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets.

⊕   Supply Side Platform (SSP):

This is a technology platform with the single mission of enabling publishers to manage their advertising impression inventory and maximize revenue from digital media.

⊕   Demand Side Platform (DSP)

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface. Real-time bidding for displaying online ads takes place within the ad exchanges, and by utilizing a DSP, marketers can manage their bids for the banners and the pricing for the data that they are layering on to target their audiences.

⊕ Private Marketplace (PMP) / Private Exchange:

Private ad exchanges are a way for publishers to participate in the real-time, auction-based online ad market without doing business with third party ad networks. This is a more direct, yet programatic approach to selling inventory.

⊕ **Industry Acronyms:**

We know Ad Operations is famous for their three letter acronyms. Just when you think all the possible combinations of acronyms have been exhausted, a new one seems to pop up put of seemingly nowhere! Next time that you hear a colleague spew out a fancy new acronym that you are not familiar with, reference our list below. Maybe you can even surprise them with something new!

- RTB - Real-Time Bidding

- DFP - Dart for Publishers

- XFP - Dart for Publishers Premium

- GPT - Google Publisher Tags

- DFA - Dart for Advertisers

- SSP - Supply Side Platform

- DSP - Demand Side Platform

- DMP - Data Management Platform

- PMP - Private Marketplace

- ATF - Above the Fold

- BTF - Below the Fold

- ROI - Return on Investment

- CTR - Click Through Rate

- CPM - Cost per thousand

- eCPM - Effective CPM

- rCPM - Real CPM

- tCPM - True CPM

- RPM - Revenue per Thousand

- CPA - Cost per Acquisition

- CPD - Cost per Day

- CPC - Cost per Click

- EPC- Average Earnings per 100 Clicks

- RFP - Request for Proposal

- AdX - Google's Ad Exchange

- IO - Insertion Order

⊕ **AD SERVER AUTONOMY FOR PUBLISHERS**
  ⊕ What is an ad server?

Are you a website owner, blogger or online publisher looking for a better way to manage your advertising? Since advertising is one of your main sources of revenue, it's important to get this task in check. Solution: get your own ad server. What is an ad server? Basically, ad servers are the reason anyone online sees ads related to their web searches when they browse different websites. They are always current because the formulas ad servers use are updated regularly so the most relevant, up-to-date ads are displayed.

  ⊕ Why you should not serve ads manually or use an advertiser's ad server?

Do you need your own ad server? Well, relying on an advertiser's already existing ad server gives another company access to all your campaign data and posting ads manually is an inefficient use of your time. Therefore, an automated system to which only you have access might be the way to go. This option is the most private, and gives you the most control over your campaigns.

Your own ad server allows you to manage your inventory from one place in real time. Publishers that wait for reports on how their impressions are doing don't get to take advantage of the benefits of feedback in real time. Without your own ad server, you risk losing valuable time and money waiting hours, even days before hearing about under-performing ads. When

you have your own ad server, you don't have to worry about content from other companies slowing down the server. Your own ad server lets you replace ads quickly once you've uploaded the HTML or JavaScript tags in your site. All you need to do is head to your server any time you need to change an ad. You can also monitor stats, geo-target ads and fine-tune your campaigns in many other ways to ensure you are maximizing on your returns.

You might be wondering what specific services ad servers provide. Ad servers enable you to track the number of impressions and clicks for all your campaigns. Availability forecasts are another great incentive to having your own ad server. Being able to identify the trends and preferences of specific visitors for targeting is undoubtedly the greatest benefit to having your own ad server.

⊕   Choosing the right ad server

Being clear on your needs before choosing an ad server is important because you need to dedicate time (unless you outsource this service) and money to your ad server investment. For example, if you are a small publisher you likely have a limited budget with which to work; therefore, it makes sense to start small rather than buy into an expensive ad server that may be too sophisticated for your needs.

Let's explore some of the top ad servers. Conveniently, many of them offer trial memberships for free, so taking this big step can be done without too significant a commitment. Let's look at DFP Small Business, Double Click Publishers (DFP), Atlas Solutions, OpenX, AdZerk, AdTech and 24/7 Real Media Open AdStream (OAS).DFP Small Business, owned by Google, is free (under 100 monthly impressions), quick to implement, and easy to use – all benefits to first time users. It is a reliable, trusted place to turn. In terms of targeting, it is functional but not overly sophisticated. DFP Small Business, owned by Google, is free (under 100 monthly impressions), quick to implement, and easy to use – all benefits to first time users. It is a reliable, trusted place to turn. In terms of targeting, it is functional but not overly sophisticated.

⊕ DoubleClick for Publishers Small Business (DFP)

Pros:

- Target by geography, day and time, ad placement, or create custom targeting criteria

- Enables frequency capping and road blocking

- Integrates easily with AdSense, a major advantage for publishers who are selling some ads directly but monetizing remnant inventory through the Google ad network

- Publishers have complete control over their ads: where, when and for whom they appear

- Set impression controls for directly-sold campaigns

- Because the DFP for Small Business APIs are identical to the ones used for the new DFP Premium ad server, integrating other systems, such as an order entry system, should be relatively simple.

Cons:

- Getting the support you need may be difficult

- There is an Online Help Center with the usual FAQs, do-it-yourself videos and a blog with ample posts, but finding the answers to your specific questions can be an arduous task.

⊕ **DoubleClick for Publishers (DFP)**

DFP, pervasive in the ad ops world, quickly became the "go to ad server". In 2007, Google took it over, fine-tuned it by eliminating its shortcomings, and re-released it in 2011 as DFP Premium.

Pros:

- Easier to maintain than legacy DFP

- It can handle virtually anything a publisher could want; DFP Premium offers numerous targeting and scheduling options including geo-targeting (by area code, zip code and Designated Market Areas), share of voice and roadblock campaigns, and frequency capping

- Offers an easy interface to customize targeting criteria by using algorithms to match ads to the users most likely to respond

- Ad delivery is determined by predictive models, which help anticipate traffic patterns

- Offers numerous plug-ins, enabling publishers to sell video and mobile ads on their sites

- VAST compliant

- Because it is fully integrated with DoubleClick Ad Exchange, publishers can sell unsold inventory to advertisers in real-time auctions

- Historically, DFP Premium could only be accessed via the Internet Explorer browser, creating problems for Apple users, but the new DFP Premium supports all major browsers

Cons:

- Like its legacy counterpart, it has a learning curve

- A publisher must consider timeframe, resources and technical competence of the ad ops team before selecting this server

- There are upgrade considerations if you were already using the former version of DFP

- Because of the newness of this server, it may take some time for both publishers and Google to realize the full potential of DFP Premium

- In terms of support, the same issues apply to DFP Premium as DFP Small Business

- DFP Premium is ideal for medium to large size publishers looking for a platform with competitive capabilities for inventory management, reporting and campaign optimization but may be too robust for small publishers just starting out

⊕ **Atlas Solutions**

Atlas Solutions, like DFP, has a big-name backer: Facebook. Although it is a relatively new acquire for Facebook, it is a solid choice, and has video and interactive elements, providing you with other engaging ways to attract your target audience.

Pros:

- Traffickers like this platform because you can traffic ads very quickly without too many obstacles

- Reports are fairly simple to generate, and this server has the capability to report on a variety of variables historically

Cons:

- Targets, especially those that could be reported on or forecasted, are limited

- Report turnaround time can be long comparatively

- No Workflow tool

- Unfriendly user interface not easy to learn

⊕ **OpenX**

OpenX affords you the same benefits as the other ad servers and it is ideal for medium to large publishers.

Pros:

- It boasts an easy plug-in to a network of advertisers

- Competitive with DFP Premium in terms of reduction in discrepancies and latency

- Supports vanity delivery domain names

- API based to allow easy integration with other systems

- Simple and straightforward

- Publishers have control over how ad delivery is paced

- Publishers can target by geography, audience, retargeting and behavioral retargeting

- Excellent tagging process

- Publishers can see all buyers, direct and indirect, in a single report; publishers can see exactly who buys their ads

- Fully mobile and video compliant

- Integrated with OpenX Market, a global ad exchange

- Assigned a dedicated sales team for technical support and help with best practices

Cons:

- Some have argued it is hard to master

- Its user interface can be confusing

- Setting up new campaigns can be difficult

- Does not support report customization

- No automated reporting

- Forecasting is cumbersome

⊕ **AdZerk**

AdZerk has gotten a lot of media attention lately. It is user-friendly, and great for established publishers and beginners as well.

Pros:

- Free up to 100 Million Monthly Impressions, $0.03 CPM after that threshold

- Reliable; Adzerk uses asynchronous ad codes, the fastest in the industry, to improve speed and never slow down a page load

- Always evolving and makes improvements based on client demand

- Robust and it is built with the needs of publishers and networks in mind

- User-friendly

- Works directly with publishers and networks to develop and test an interface that is built for their workflow and maximizes their productivity

- Starting a new campaign and generating ad tags literally takes seconds.

- Well supported; Adzerk's support team has quick response times, issue resolutions, and is integrated with their development and operations teams.

Cons:

- Poor costumer support

- Fairly new to industry; client feedback is sparse at this time

⊕ **AdTech**

AdTech, a server most appropriate for larger publishers or smaller publishers looking for a server with ample features, has many features and options if you're willing to take the time to master it. It has a strong European influence.

Pros:

- Offers a simple, intuitive user interface and workflow

- Streamlined the process for trafficking campaigns

- Users can customize the view of the campaign

- AdTech's tree structures simplify targeting, so ads can be targeted effectively

- Approach to tagging- users can select the location, type, size and tag type

- Robust analytical capabilities for reporting – reports can be made in real time or automated

- Global network of support centers; also has engineers for support

Cons:

- User-interface takes a little getting used to

- Steeper learning curve

- Too many reporting options confuse the process

- Inconvenient forecasting

- Do not have their own ad network

- APIs are older and have some quirks that may take some getting used to

⊕ **24/7 Real Media Open AdStream (OAS)**

24/7 Real Media Open AdStream (OAS) is a fairly robust system that is flexible with many options.

Pros:

- Strong audience targeting, including geo, computer-based and behavioral

- Many options when setting up campaigns and creating ad products

- Publishers can easily customize reports and the standard reports are straightforward and informative

- Simple and easy to understand tag structure

- Maximum ability to differentiate the campaigns sold

Cons:

- More limited level of video ad serving

- User interface is not as fast as some users would like

- Forecasting model is an add-on feature to the platform; you must first create a campaign, which can be time-consuming

- OAS creative library is also a new addition and may need some fine-tuning

Wrapping Up

No matter which ad server you choose, you will need to commit to it to reap the benefits of having your own ad server. It's the best way to maximize on your advertising dollars, which are after all, your primary source of revenue.

Publishers

Advertisers/Agencies

Networks

Total revenue management

DoubleClick offers publishers a complete ad revenue engine, helping publishers streamline operations and capture the most value for every impression.
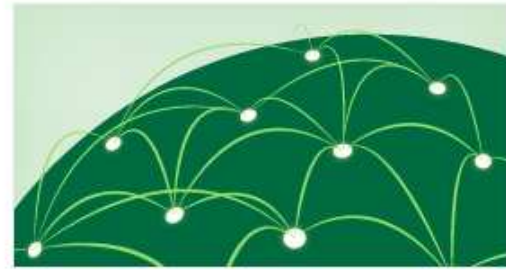
Complete campaign workflow

Advertisers and agencies strengthen and simplify even the most complex online campaigns using our digital ad management platform.

The global ad market

DoubleClick Ad Exchange is a real-time digital ad marketplace that connects publishers with agencies, ad networks and third-party technology providers.

⊕ **Better Ad Serving Through DoubleClick**

DoubleClick by Google is the most widely used ad server in North America. Certified since 2002, Operative is the largest reseller of DoubleClick products, including:

- DoubleClick for Publishers (DFP Premium)

- DoubleClick Campaign Manager (DCM)

- Ad Exchange (Adx)

- DFP Audience

- Optimization for DFP

Hundreds of publishers and agencies across the globe manage their digital ad serving through Operative. Our customers receive both cost savings and unmatched technical support from our in-house DoubleClick product experts. We pass along our reseller discounts to you. Plus, we provide dedicated, live support and ensure timely, guaranteed responses. Our expertise in more than 20 ad servers enables us to assist with a multitude of activities from migrations to cross-platform integrations.

⊕ **Google Doubleclick**

1 Certified Doubleclick Reseller

More companies trust Operative to power their Doubleclick ad serving than any other reseller. We are the Doubleclick experts.

⊕ **Dedicated Ad Serving Support**

users **Consulting**

We offer consulting to help you get your campaigns off the ground, and keep them running smoothly.

flask **Training**

Our expert instructors offer custom training sessions, ranging from basic introductions to advanced techniques.

Gear **Implementation**

We put it all together for you. From network setup to workflow consultation, we create a fluid integration into your tech stack.

tag **Retagging**

We handle everything from comprehensive audits to upgrades, hands-on QA, and troubleshooting.

map **Migration**

From start to finish, we'll handle the entire migration from any ad server, including inventory transfers.

phone **Technical Support**

Dedicated, live experts are accessible when you need them, in your time zone — including after-hours availability.

Ad Operation Services (Ad-Opts) for Publishers

LA LOGICIEL Ad Operations for was built from the ground up by seasoned ad operations professionals and our mission today is: To deliver the highest quality, white glove ad operations support for online publishers. Over the years we have strengthened our teams and expanded our product and service offerings in order to stay true to our mission, and we now offer a full suite of products and services that can support the most basic to the most advanced publishers – and everything in between.

- Cost reductions of up to 50%

- Expertise and guidance

- Experienced, efficient, and effective

- We staff for you

- You tell us what you need; we hire, train, retain

- Complete coverage with backup during all your business hours

- 4-years record for quality

We work with a wide variety of ad technologies and platforms, whereas many publishers only work with one or a few. From standard display to mobile video to order management systems, our teams work with best of breed ad technologies that continue to shape and revolutionize our industry.

LA LOGICIEL Ad-Opts managed services and professional services teams provide publishers with the knowledge, expertise and support to run their ad operations with streamlined efficiency. Let our team put together snazzy demos for your advertisers. We can also edit creative sizes, fix issues, test rich media and do anything else you need.

For Publishers:

- Setting up Campaigns as per IO's

- Creative and 3rd party tags – testing and uploading

- Site Tagging based on the Ad Server

- Campaign Management

- Inventory Management

- Screen-shots & Reporting

For Ad Networks:

- On-boarding Publishers and Advertisers

- Setting campaigns as per Insertion Orders

- Passback implementation

- Managing Waterfall sequences

- Publisher and Advertiser revenue reporting

- Helping the Ad-Network in their sales strategy

⊕ **Works on Any Ad Server**

We have expertise on all major ad servers and exchanges – DART (both DFP and DFA), OAS, OpenX, Atlas and your self-developed ad server. We even have in-depth knowledge of ad serving & trafficking processes for all 3rd Party Rich Media technologies.

The online advertising industry is becoming more complex and the roles and responsibilities of ad operations are expanding rapidly. LA LOGICIEL Ad-Opts is agile and flexible which enables us to pivot and shift with ease in order to stay in line with current industry trends, new technologies and best practices. We're always expanding on our offerings as we continue to provide our clients with the highest level of service.

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every step toward logic

LINEAR + **DIGITAL** + **PROGRAMMATIC**

Manage Existing Linear Business

Manage Emerging Digital Delivery

Automate Buying and Selling Process

Steps to make more revenue from your ads on Google DFP

Say your site began to reach high volume traffic and you have a large audience following you. Sooner or later you realize you can generate a lot more advertising revenue through the ad networks. You did your research and concluded that Google DFP is the best tool for you.

Now what?

If you are reaching over 200,000 monthly impressions but have not yet crossed the 90 million monthly impression threshold, Google will automatically refer you to DFP Small Business.

DFP Small Business advantages and demystifications

DFP Small Business is a free ad server that offers your inventory to multiple ad networks. In the process it gives you more control over your ad delivery than AdSense and exposes your inventory to a lot more competition. If you are left with unsold inventory, Google encourages you to integrate AdSense with DFP to grant your unsold spaces a second chance. DFP SB will optimize your revenue by automatically selecting the highest paying ads.

The overall benefit of advancing to Google DFP is that more competition exposes you to more revenue earning opportunities. On the other hand, there will be no low hanging fruits dangling in front of you if you do not roll up your sleeves and work on serving the highest yielding ads.

Unfortunately basic ad serving is not always effective. The path to a simple low-cost solution to maximize yield from ad networks is becoming increasingly difficult.

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Most publishers eventually hit that Eureka moment and realize a need to work on better ad monetization.

They discover that ad networks alone as a strategy for selling inventory, can heavily compromise earning potential. There is also the threat of diluting the ad-to-content relevance. The outcome can even drive down performance.

Google DFP Small Business Sample Set Up

1. Create an order for each network

2. Make a line item per ad unit

3. Set the type to price priority and the limit to none

4. Enter a CPM value & estimated eCPM for each network

Upload the ad tags, save the line item, click on the inventory tab and find the relevant ad unit

Setting up Google DFP Small Business correctly

Ad unit's monetization through DFP is tricky business

Even a small increase or decline in your page's revenue can significantly impact your profit.

For instance; in a small site generating merely 250,000 monthly page views, each $5.00 surge in display RPM (Revenue per 1,000 impressions) will increase profits by $1000.00.

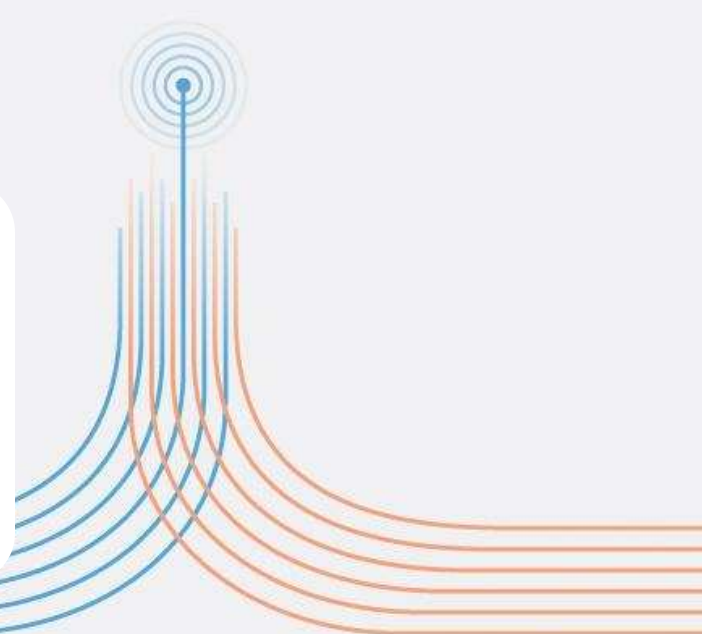**The complexities of the DFP SB set up process**

To demonstrate to you how complex it can be, see the sample set up diagram. Here's the unnerving issue; if you don't know the particular network's CPM you may have trouble following these steps, as most ad networks are based on a CPC system (revenues earned by clicks). At best you are left with a trial and error experimentation process until you find the ideal CPM.

For every hurdle flung in your direction, there are tips, tricks and trial versions worth experimenting with. One of the advantages of working with Google is that it's products are a work in process and there is always an influx of many great upgrades. You just got to make sure you have your finger on the pulse, or can at least consult with someone that does to know which feature or tool to work with to boost your revenues.

Today, to reap the full benefits of multiple ad networks demands, there is a need to invest in research and perhaps reach out to monetization experts.

The way to attaining maximum revenue from every digital ad at zero risk?

Publisher – is your advertising traffic growing? Are you ready to increase your revenues? If you're nodding affirmatively then this is the time to take the plunge into Google's Ad Exchange Real Time Bidding (RTB) platform.

Google's DoubleClick Ad Exchange is an open marketplace where you buy and sell your ad space in a real-time auction. It helps you to allocate ads more efficiently and more profitably. You can access countless more advertisers and sell a lot more impressions while still being able to control who advertises on your site. You can even identify where your revenue is coming from and what ads are most valuable.

Nonetheless managing Google Ad Exchange's business processes is complex and can be overwhelming. If you do it on your own, at best you might see some return on investment. At worse you could end up with under-performing ad inventory sales and the eerie silent treatment in your company corridors.

To secure a revenue boost and robust return on investment, it's vital to equip your organization with the resources, expertise and technology skill set needed to manage this multifaceted platform.

To improve performance, maximize inventory sell-through and significantly boost your revenues you'll need to know how to take full advantage of what Google's Ad Exchange offers. You will need to estimate potential sales and you will need to manage your premium customers.

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Recognizing the challenges of managing Google Ad Exchange, Total Media created a smart monetization solution that optimizes every ad impression and delivers a much bigger revenue stream, at zero risk.

Being a long term Google partner, and the biggest DoubleClick by Google, Total Media is well positioned to identify and leverage new revenue stream opportunities. An expert team of technology developers and advertising industry analysts works to monetize every ad unit, minimize unsold inventory and maximize premium publisher rates. The monetization team is well adept at bringing the right impression to the right person at the right time.

A new Total Media optimization algorithm triggers alerts on publisher revenue opportunities as well as potential losses. Our team at Total Media immediately notifies our customers and recommends how best to act on the alerts.

La Logiciel's monetization unit employs a multi-talented, multi-lingual team of industry experts, technology developers and Google Ad Exchange professionals, who analyze traffic sources, optimize the fill rate/CPM ratio and in turn, reach the best bid rates for you, the publisher.

"We're constantly developing ad exchange enhancing technology and enriching our expertise to deliver the most advanced solutions for managing the real-time media marketplace," Adi Engel, Director of Professional Services and products.

"With our new analytics, we can forecast revenues and help to deliver huge revenue gains while maintaining premium clients."

CPM, CPC, and CPA Pricing for Online Media

There are three main ways of pricing online media – CPC, CPM, and CPA. The difference between the three is what deliverable the Publisher and Marketer agree to bill on. As you'll see below, the pricing structure often reflects who has the bargaining power, as well as the quality of the product.

CPM – Premium Inventory, Premium Publishers, Premium Price

CPM, which stands for Cost-Per-Mille (Mille is Latin for "thousand"), is when the price is based on 1,000 impressions. Almost all Publishers prefer to bill on impressions because it is an inventory based product, rather than a performance based product. In other words, publishers risk nothing on ad performance with a CPM system and get paid for every impression. For the largest and best-known Publishers, this is the pricing standard and in terms of overall cost, CPM priced media is almost always at the top of the chain.

CPC – Realm of the Small Publisher and Direct Response Marketer

CPC stands for Cost-Per-Click, and is a performance-based metric. This means the Publisher only gets paid when (and if) a user clicks on an ad, no matter how many impressions they serve trying to get the click. As you can guess, this pricing structure is much more favorable to Marketers, but can be difficult if not impossible to negotiate with any Publisher with a premium brand, especially with all the Ad Networks and Ad Exchanges out there today willing to pick up unsold inventory and pay by CPM, albeit a low CPM. Publishers don't like CPC pricing because it is difficult to plan inventory demand around a moving target like click-through-rate on an ad they've never seen or tested before. Two campaigns with the same CPC rate might require vastly different levels of impressions for the Publisher to bill in full and this uncertainty is a high opportunity cost to pay. Only when they've exhausted their ability to sell by CPM will Publishers entertain CPC offers, and by that point, Marketers are scraping the bottom of the barrel in terms of inventory availability and quality. If you are a brand fighting for the attention of a key demographic, this simply won't do.

For smaller publishers without much of a brand however, selling their inventory on a CPC basis is often the only option they have. But don't let the disdain among premium Publishers fool you, the CPC media business is an immense, multi-billion dollar market and there are plenty of people making a fortune off clicks. Just ask Google – Google's AdSense product is the largest CPC clearing house on earth that attracts Publishers and Marketers by the thousands. CPC is a very low risk way to buy media because Marketers only have to pay for performance, so they have some level of confidence in their return on investment.

CPA – A Key ROI and Optimization Metric, but Rarely a Pricing Option

CPA, or Cost Per Action, or sometimes Cost Per Acquisition is the best deal of all for Advertisers in terms of risk because they only pay for media when it results in a sale, or conversion against their campaign goal. At this level, Marketers can pick the most they're willing to spend for a sale and can basically set an unlimited budget and forget about it. Similarly to CPC pricing, this is usually an awful deal for Publishers. Affiliate Marketing programs operate on a CPA basis with Publishers that are exclusively devoted to hawking their products with sites that are more advertorial than anything else.

That said, all Direct Marketers will calculate their *effective CPA,* or eCPA as an optimization metric and to track their Return on Investment. An eCPA can be calculated by taking the total marketing cost and dividing it by the number of sales realized. So, if you were a company that bought $50 worth of media to advertise a product and made 5 sales to people that clicked on your ad, your eCPA was $50 / 5 sales = $10 per sale. This was a great deal if you make more than $10 in profit on each sale, but if not, you'll have to rethink your marketing strategy.

Examples -

To help visualize these pricing options, look at the table below, which shows how $1,000 of media would need to be priced and perform for each method discussed above.

Cost Basis	Impressions	Clicks	Click Rate	Conversions (Actions)	Conversion Rate	Price	Total Cost
CPM	100,000	500	0.5%	50	10.0%	$10.00	$1,000.00
CPC	100,000	500	0.5%	50	10.0%	$2.00	$1,000.00
CPA	100,000	500	0.5%	50	10.0%	$20.00	$1,000.00

Why the Changes to Come Ad operation?

- ❑ Empowers advertiser to target the right audience
- ❑ New system will provide enhanced ROI
- ❑ Flexibility of customizing budgets
- ❑ Ability to rotate multiple creative concepts
- ❑ Makes more prime real estate available
- ❑ Adoption of latest digital ad technologies
- ❑ More accountability and scalability
- ❑ Better performance insights
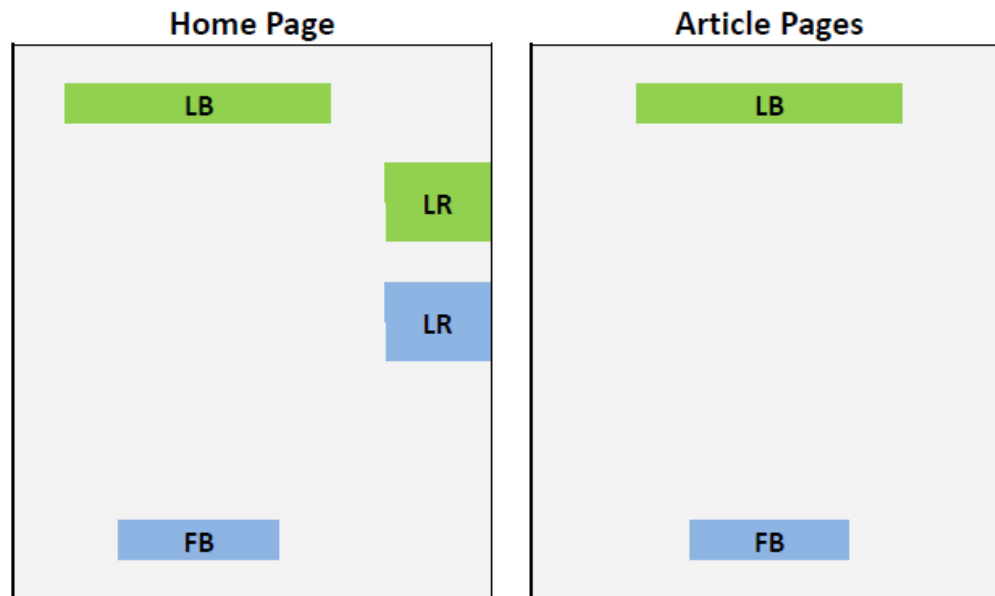- ❑ Comprehensive advertising campaign reports

⊕ **Ad Format and Placements:**
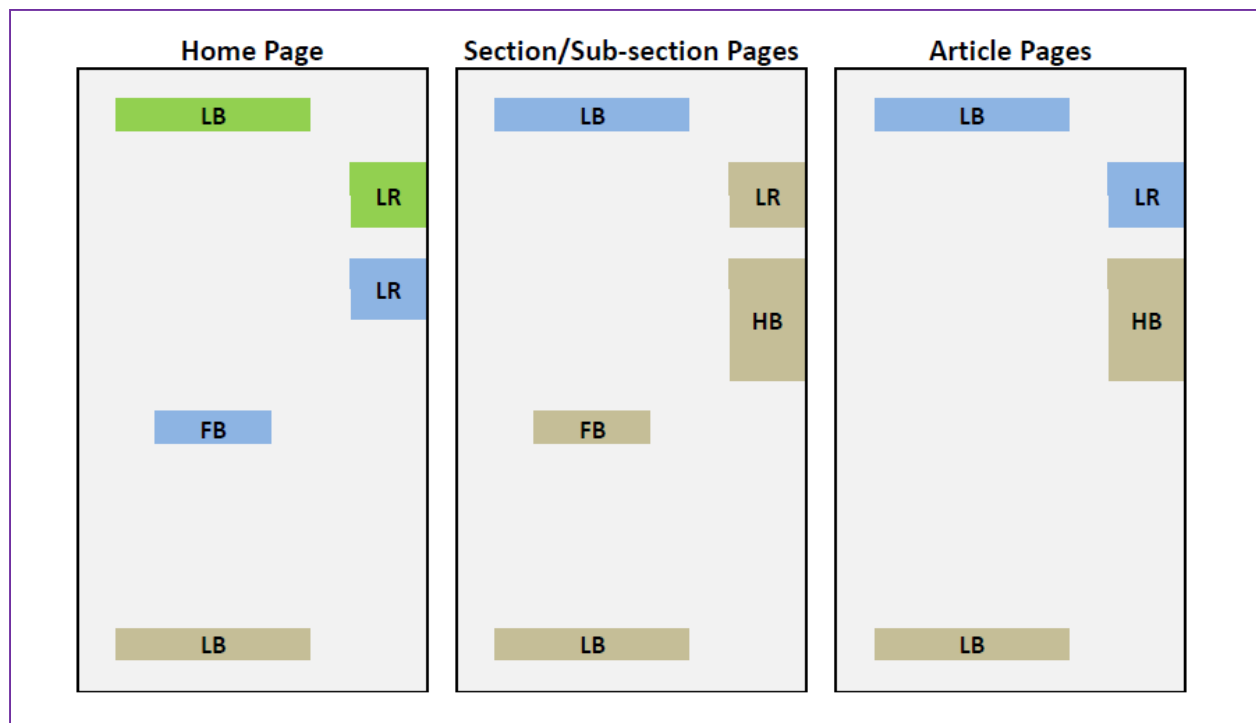
LB	Leaderboard	728x90		Super Premium	2 Spots
LR	Large Rectangle	336x280		Premium	5 Spots
FB	Full Banner	468x60		Regular	7 Spots
HB	Half-page Banner	300x600			
INT	Interstitial	660x440			
SL	Slug	664x30			

⊕ **Home Page:**

LB	Leader Board	728x90		Super Premium	3 Spots
LR	Large Rectangle	336x280		Premium	3 Spots
FB	Full Banner	468x60			

⊕ Ad Specifications:

Format Name	Dimensions	File size Limit	File Types	Rich Media Options	Flash Version	Action Script Version	FPS	Animation
Leaderboard	728x90	40 KB	GIF/JPG/PNG/SWF/3rd Party	Yes	8.0 or lower	2.0 or lower	24 fps max	15 sec
Medium Rectangle	300x250	40 KB	GIF/JPG/PNG/SWF/3rd Party	Yes	8.0 or lower	2.0 or lower	24 fps max	15 sec
Large Rectangle	336x280	40 KB	GIF/JPG/PNG/SWF/3rd Party	Yes	8.0 or lower	2.0 or lower	24 fps max	15 sec
Full Banner	468x60	40 KB	GIF/JPG/PNG/SWF/3rd Party	Yes	8.0 or lower	2.0 or lower	24 fps max	15 sec
Half-page Banner	300x600	40 KB	GIF/JPG/PNG	No	n/a	n/a	n/a	n/a
Text Ad			Text - Bangla - Max 30 Char Text - English - Max 35 char	No	n/a	n/a	n/a	n/a
Slug	664x30	40 KB	GIF/JPG/PNG	No	n/a	n/a	n/a	n/a
Interstitial	660x440	40 KB	GIF/JPG/PNG	No	n/a	n/a	n/a	n/a

⊕ Targeting & Reporting:

❑ Targeting includes (at the initial stage)
  - Ad Placement (within the site)
  - Ad Placement (in geographical area)

❑ Various reports will be available to advertisers
  - Delivery Report
  - Advertisers
  - Orders
  - Line items
  - Creative

❑ Inventory Report
  - Network level
  - Ad units level
  - Placement level
  - Geography

⊕ Adsense approximate income according to monthly page view

Page Views

A page view is what Google counts in your reports every time a user views a page displaying Google ads. We will count one page view regardless of the number of ads displayed on that page.

For example, if you have a page displaying three ad units and it is viewed twice, you will generate two page views.

Clicks

For standard content ads, Google counts a click when a user clicks on an ad.

For link units, Google counts a click when a user clicks on an ad on the page of ads, after selecting a link in the link unit.

Page Click Through Rate (Page CTR)

The Page Click Through Rate (CTR) is the number of ad clicks divided by the number of impressions or page views that you have received.

Page CTR = Clicks / Page Views

For example, if you received 5 Clicks from 100 Page Views, then your Page CTR would be 5%. (5/100*100=5%)

Cost Per Click (CPC)

The Cost Per Click (CPC) is the amount you earn each time a user clicks on your ad. The CPC for any ad is determined by the advertiser; some advertisers may be willing to pay more per click than others, depending on what they're advertising.

Page Revenue Per Thousand Impressions (Page RPM)

Page Revenue Per Thousand Impressions (RPM) is calculated by dividing your estimated earnings by the number of page views you received, then multiplying by 1000.

Page RPM = (Estimated Earnings / Number of Page Views) * 1,000

For example, if you earned an estimated $0.15 from 25 page views, then your page RPM would equal ($0.15 / 25) * 1000, or $6.00.

Estimated Earnings

3,000 daily or 90,000 monthly unique visitors (coming directly to the website, i.e. not through Google)
Click Through Rate (CTR) ~2.5% (is this exceedingly high?)
Cost Per Click (CPC) ~ $2.89 (based on 60% of average keyword value CPC)

Simply multiplying out that would put monthly ad revenue at $6,505/month which seems exceedingly high given only 90K monthly unique visitors?

⊕ Serve your ad using our ad Server:

Most of the publisher serves their advertiser's ad on their site. If you look at most websites you will notice that ads are usually displayed without an ad server in the background. All the webmaster has to do is copy and paste the ad tags that are supplied by the advertising company on the website or pages the ads should be displayed on.
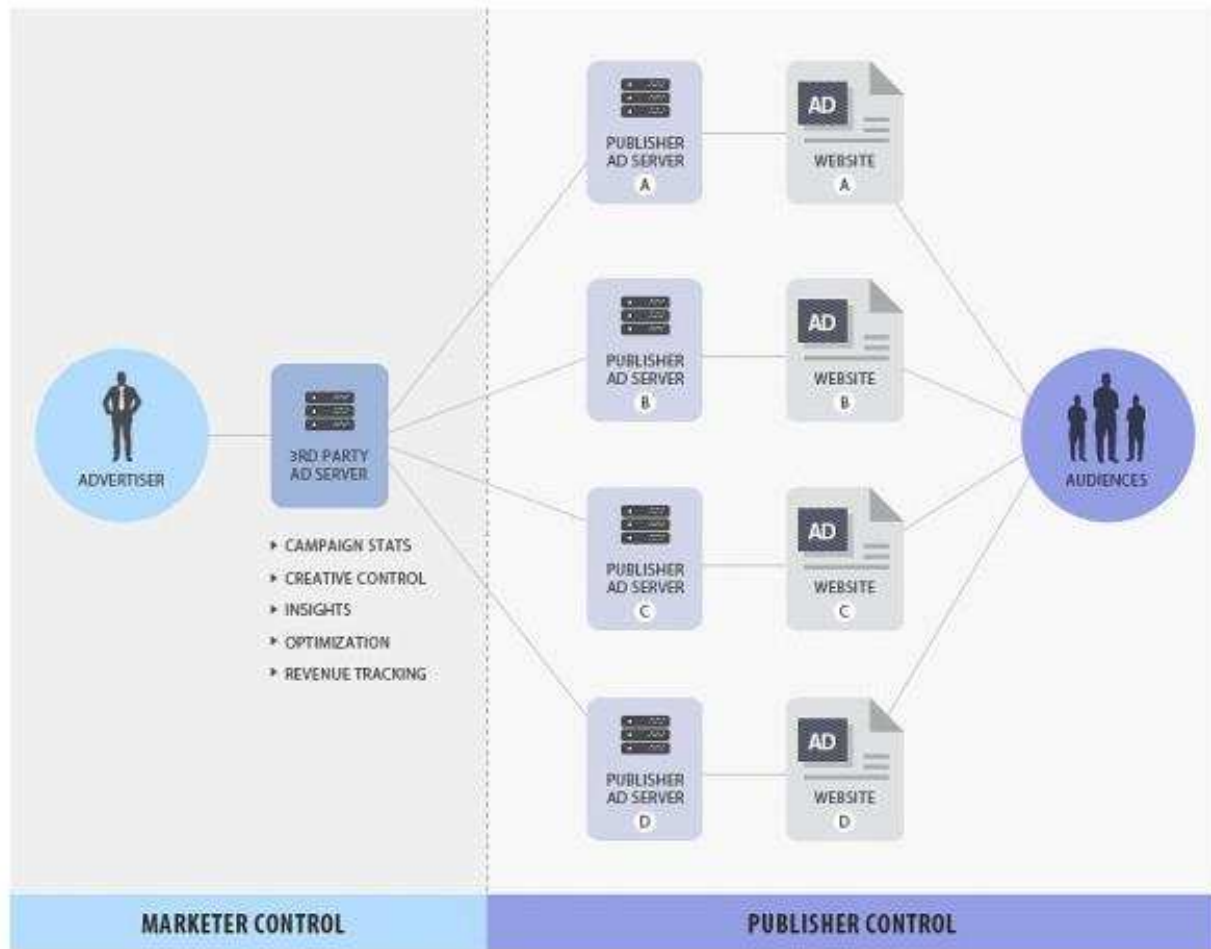
Let's see an example: If you are a publisher and a food products company from Bangladesh wants to advertise on your site front page. But some of your visitors are from USA. They are also seeing this ad when they are visiting from abroad. But what is the benefit of showing a Bangladeshi food products ad to USA?

In the same time if you can show **several ads** by using **one placement** and serve all ads to the appropriate audience, it will boost your revenue more and more.

Benefits of using our ad server:

- ✓ Monetize your traffic.
- ✓ Quick Campaigns Set-up
- ✓ Ad Campaigns Management
- ✓ Advanced Targeting
- ✓ Real-Time Monitoring
- ✓ Real-Time Reports
- ✓ Post-Click and User Tracking
- ✓ Maximal Performance and Security
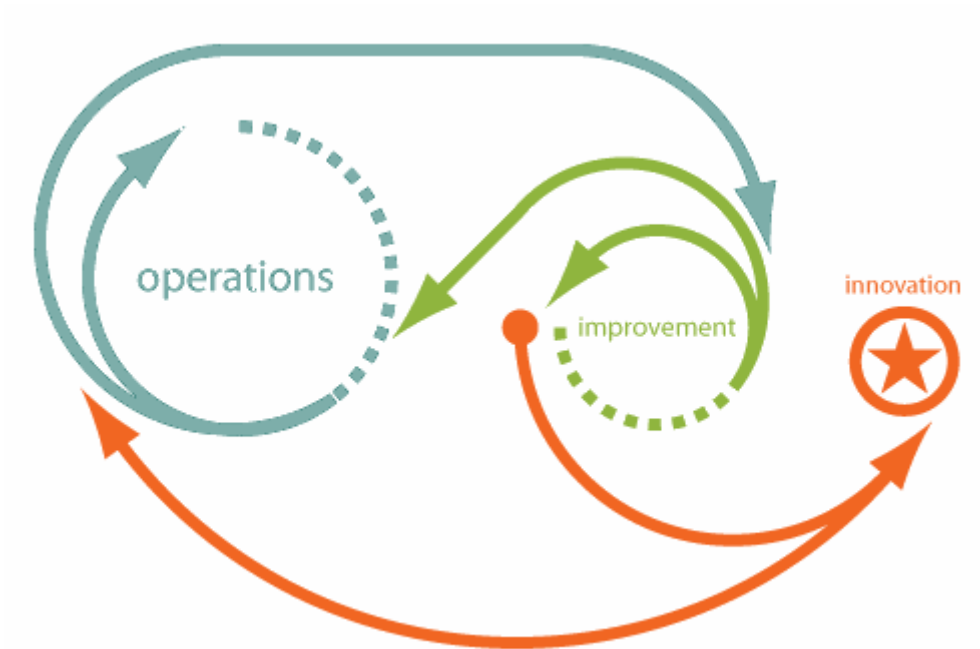
Thank You

Who we are:

Since 2003, La Logiciel is an offshore software development company of designing, defining and delivering technology-enabled enterprise solutions for companies around the world and all-round high quality services to its customers. La Logiciel's expertise is based on development, customization and integration of delicate enterprise-level solutions by providing a well-balanced combination of technological skills, geographical knowledge, hands-on experience, efficient technique and inherent passion for IT.

Web Design & Development
We develop static website, dynamic website, ecommerce website, different kinds of web portal and other web application. We are also expert on CMS

Digital Media Advertising
We Are dedicated to an audience engaging process of promotion. Having our DMA expert Team, we can operate effective DMA campaign for your business.

Email marketing
E-mail marketing is our latest service. We have 5,00,000+ e-mail address of different business organization and their owners. Which are effective for your business.

Software Development
La Logiciel already developed different kinds of customized software like Accounting management software, Shop management software,etc

Search Engine Optimization
earch engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.

Logo Design
La Logiciel leads the way in high quality Corporate Logo Design & Graphic Design Services. We already develop 500+ logo for different company.

LA'LOGICIEL

La Logiciel, 98/3, (1st Floor), Nazeemuddin Road, 1104 Dhaka, Bangladesh ✕
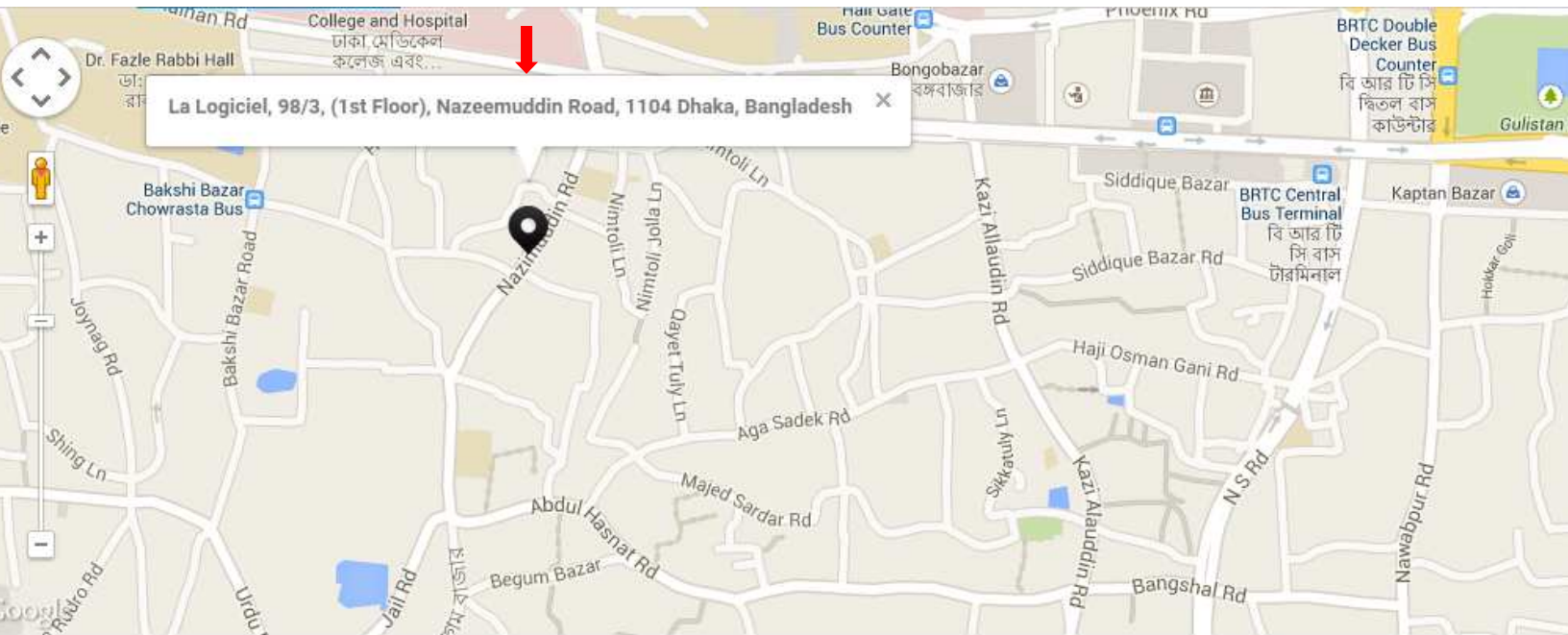
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