



A Datawrkz Product

Agency User Manual v3.0

Thanks for signing up on Vizibl. This manual gives you details on various features and functionalities of the Vizibl platform and how you can use them.

V2.0 - Updated to include deal selection process to the Insertion Orders from Line Items

V3.0 - Updated to include PG Deal IO, Netflix PG and PMP deals selection in Insertion Order, corresponding changes to create LI flows

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1. Agency Advertisers

Each client of your Agency for whom you want to run campaigns on Vizibl has to be created as an Agency Advertiser in Vizibl. All campaign activity happens inside the boundaries of an Agency Advertiser.

1.1 Agency Advertisers Listing

Click on Agency Advertisers from the Left Hand Side menu to see a list of Agency Advertisers under your Agency. The Listing screen includes Agency Advertiser Name, Id, State, Number of IOs and LIs associated with the Agency Advertiser, Number of Impressions/Clicks/Average CTR%/Conversions/Average CPM/Total Cost/Total Revenue delivered by all Line Items associated with the Agency Advertiser.

	Name	ID	State	IOs	LIs	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost	⋮
<input type="checkbox"/>	RTP	401025	Active	1	1	1	0	0	0	0.00	0	0.00	0.00	⋮

You can click on the number under the IOs column to go to the Insertion Orders Listing screen, click on the number under the LIs column to go to the Line Items Listing screen, and click on the number under the Creatives column to the Creatives Listing screen.

The screenshot shows the 'Agency Advertisers' section of the Vizibl DSP interface. On the left is a sidebar with 'VDSP' selected under 'Agency Advertisers'. The main area displays a table with one row for 'RTP'. A callout box highlights the column headers: Name, ID, State, IOs, LIs, Creatives, Imps, Clicks, CTR %, CPM, Conversions, Revenue, Total Cost, and three dots for more options. The RTP row shows values: ID 401025, State Active, IOs 1, LIs 1, Creatives 1, Imps 0, Clicks 0, CTR % 0.00, Conversions 0, Revenue 0.00, and Total Cost 0.00.

Name	ID	State	IOs	LIs	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost	⋮
RTP	401025	Active	1	1	1	0	0	0.00	0	0.00	0.00	0.00	⋮

You can modify the columns in the Agency Advertisers Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.

This screenshot shows the same 'Agency Advertisers' page as above, but with a context menu open over the RTP row. The menu is titled 'Select Columns' and includes checkboxes for 'Name', 'ID', 'State', and 'Vertical'. Other options like 'Name', 'ID', 'State', and 'Vertical' are also listed but not checked.

You can Edit or Delete an Agency Advertiser by selecting respective options from the three dots menu at the end of each Agency Advertiser.

<input type="checkbox"/>	Name	ID	State	IOs	LIs	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost	⋮
<input type="checkbox"/>	RTP	401025	Active	1	1	1	0	0	0.00%	0.00	0	0.00	0.00	⋮

Warning: Deleting an Agency Advertiser will remove all data pertaining to that Agency Advertiser from Vizibl and cannot be recovered again.

You can edit an Agency Advertiser directly from the Agency Advertisers Listing screen by clicking an Agency Advertiser.

<input type="checkbox"/>	Name	ID	State	IOs	LIs	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost	⋮
<input type="checkbox"/>	RTP	401025	Active	1	1	1	0	0	0.00%	0.00	0	0.00	0.00	⋮

Search: Use the Search button on top right to search for specific Agency Advertisers in the Agency Advertisers Listing. To search for an Agency Advertiser, enter a few letters of the Agency Advertiser Name.

Filter: Use the Filter button on top right to filter for specific Agency Advertisers in the Agency Advertisers Listing.

The screenshot shows the 'Agency Advertisers' section of the Vizibl DSP interface. On the left, a sidebar menu includes 'Back to Agencies', 'VDSP', 'Agency Advertisers' (which is selected and highlighted in orange), 'Libraries', 'Reports', 'My Accounts', and 'Users'. The main content area has a header 'AGC: VIZIBL DOCUMENTATION AGENCY > AGENCY ADVERTISERS'. It displays a note about statistical data being in EST5EDT timezone and having a lag of 2-4 hrs. Below this is a table with columns: Name, ID, State, IOs, LIs, Creatives, Imps, Clicks, CTR %, CPM, Conversions, Revenue, and Total Cost. A single row for 'RTP' is shown, with 'Active' status and all other metrics at zero. At the top right are 'Search' and 'Filter' buttons, and a 'CREATE NEW' button. At the bottom right are pagination controls for 'Items per page: 10' and '1 - 1 of 1'.

Following filters are available:

- State: Select Agency Advertiser State
- Time Period for Statistics: Select Date range to see statistics for that Date Range in the Agency Advertisers Listing
- Vertical: Select Agency Advertiser Vertical. Currently defaulted to “General”

Click on **Apply Filter** to apply the selected filters. Click **Clear** at the top to clear the selected filters. Click **Cancel** to close the filters pop-up.

This screenshot shows the same 'Agency Advertisers' page as above, but with a 'Filters' overlay open on the right side. The overlay contains three sections: 'State' (with radio buttons for 'All', 'Active', and 'Inactive', where 'All' is selected), 'Time period for statistics' (with dropdown menus for 'Range' set to 'Yesterday' and 'Vertical' set to 'All'), and 'Buttons' for 'CANCEL' and 'APPLY FILTER'.

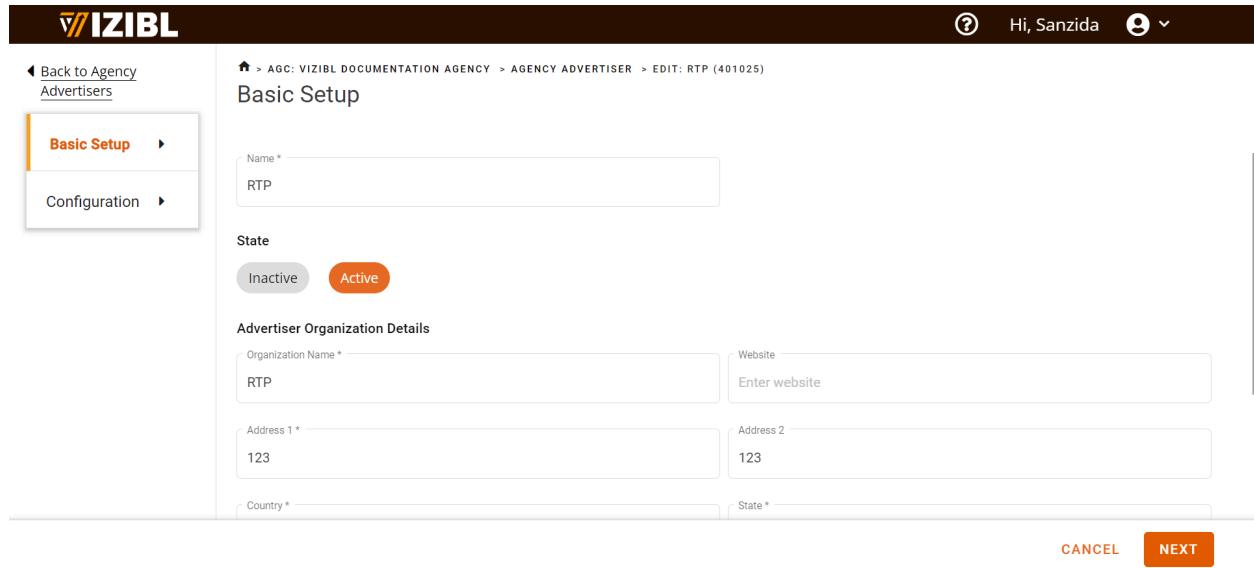
1.2 Create an Agency Advertiser

- On the Agency Advertisers Listing screen, click the **+ Create New** button. This opens the Create New Agency Advertiser screen, where you define all relevant details for your advertiser

<input type="checkbox"/>	Name	ID	State	IOs	Lis	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost	⋮
<input type="checkbox"/>	RTP	401025	Active	1	1	1	0	0	0	0.00	0	0.00	0.00	⋮

- Basic set-up:

- Enter a name for the Agency Advertiser. You will later be able to search for and report on the Agency Advertiser using this name
 - In the Vertical dropdown select the industry this Agency Advertiser belongs to. Currently defaulted to General
 - Select a state. If "Active", Insertion Orders and Line Items will be eligible to serve.
- Tip:** To avoid spending before you're ready, set the state to "Inactive" until everything related to the buy has been set up and verified.
- Enter Advertiser Organization Details
 - Click **Next**



Basic Setup

Name * RTP

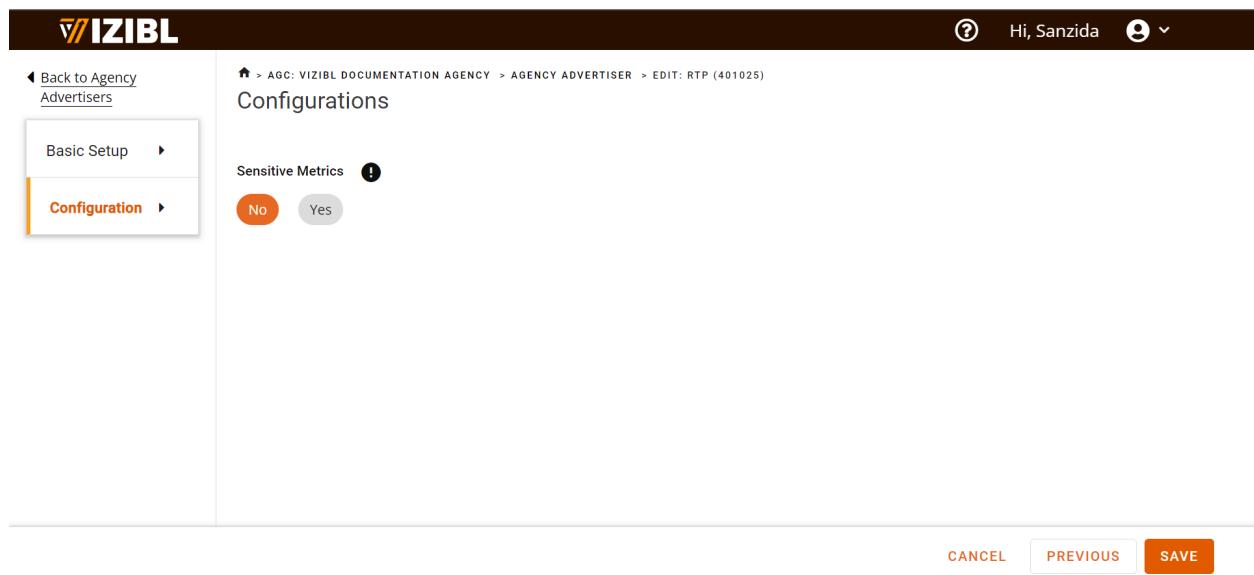
State Inactive Active

Advertiser Organization Details

Organization Name *	Website
RTP	Enter website
Address 1 *	Address 2
123	123
Country *	State *

CANCEL **NEXT**

3. Configuration: Select Yes to show your Revenue and Profit metrics to your client (if you create and share an Agency Advertiser Reporting user login details to them).
4. Click **Save** to save the Agency Advertiser. Click **Previous** to go to the previous screen or **CANCEL** to cancel the Agency Advertiser Creation



Configurations

Sensitive Metrics !

No Yes

CANCEL **PREVIOUS** **SAVE**

1.3 Edit an Agency Advertiser

You can edit an Agency Advertiser details from the Agency Advertisers Listing screen by clicking on the three dots menu at the end of each Agency Advertiser row and clicking Edit edit the following fields:

- Agency Advertiser Name
- Agency Advertiser State from Active to Inactive or vice versa
- Agency Advertiser Organization Details
- Configuration options

Name	ID	State	IOs	LIs	Creatives	Imps	Clicks	CTR %	CPM	Conversions	Revenue	Total Cost
RTP	401025	Active	1	1	1	0	0	0	0.00	0	0.00	0.00

2. Insertion Orders

Insertion orders allow you to easily manage collections of line items that may share a common budget, time span, and business terms. An insertion order can contain one or more line items. For example, you may want to set a common budget and billing periods for several line items, but have each line item target a different region or buy different types of media.

Associating your line items with insertion orders allows you to preserve historical pacing and performance data across line items under a single insertion order, and to streamline your setup for long-standing advertiser relationships.

2.1 Insertion Orders Listing

Click on Insertion Orders from the Left Hand Side menu to see a list of Insertion Orders under an Advertiser. The Listing screen includes Insertion Order Name, Id, State, Deal Type, Number of LIs associated with the Insertion Order, Number of Impressions/Clicks//Average CTR%/Conversions/Average CPM/Total Cost/Total Revenue delivered by all Line Items associated with the Insertion Order, and Last Modified Date of the Insertion Order.

Name	ID	State	Deal Type	LIs	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022

You can click on the number under the LIs column to go to the **Line Items Listing** screen.

Name	ID	State	Deal Type	LIs	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022

You can modify the columns in the **Insertion Orders Listing** by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.

Name	ID	State	Deal Type	LIs	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00		

You can Edit or Activate or Delete an Insertion Order by selecting respective options from the three dots menu at the end of each Insertion Order.

The screenshot shows the 'Insertion Orders' listing page. On the left, there's a sidebar with 'Campaigns' expanded, showing 'Insertion Orders' selected. The main area has a header 'Insertion Orders' and a note about statistical data. A table lists one insertion order:

Name	ID	State	Deal Type	Lts	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified	More
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022	More

At the bottom right, there are buttons for 'Edit', 'Deactivate', and 'Delete'. Below the table, there are pagination controls for 'Items per page: 10' and '1 - 1 of 1'.

You can edit an insertion order directly from the **Insertion Orders Listing** screen by clicking an Insertion Order.

You can activate/Deactivate an Insertion Order from the **Insertion Orders Listing** screen by selecting the Check box next to each insertion order that you want to activate or deactivate and clicking the Activate or Deactivate button at the top right of the screen.

This screenshot is similar to the previous one, but the 'Activate' button is highlighted in orange. The table shows the same insertion order with its state now set to 'Active'.

Name	ID	State	Deal Type	Lts	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified	More
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022	More

Search: Use the Search button on top right to search for specific Insertion Orders in the **Insertion Orders Listing**. To search for an Insertion Order, enter a few letters of the Insertion Order Name.

Filter: Use the Filter button on top right to filter for specific Insertion Orders in the Insertion Orders Listing.

Name	ID	State	Deal Type	Lis	Imps	Clicks	Conv	CTR %	CPM	Total Cost	Rev	Last Modified	More Options
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022	⋮

Following filters are available:

- **State:** Select Insertion Order State
- **Time Period for Statistics:** Select Date range to see statistics for that Date Range in the Insertion Orders Listing
- **Deal Type:** Select Deal Type from the available list
- **Campaign Date:** Select From-Date and To-Date to see Insertion Orders that have flight dates within those From-Date and To-Date

Click on **Apply Filter** to apply the selected filters. Click **Clear** at the top to clear the selected filters. Click **Cancel** to close the filters pop-up.

Insertion Orders

Please note that the statistical data shown below is in EST5EDT timezone and has a lag of 2-4 hrs.
All cost and revenue figures in the below grid are in USD.

Name	ID	State	Deal Type	Lis	Imps	Clicks	Convs
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0

Filters **CLEAR**

State

- All
- Active
- Inactive

Time period for statistics

Range Yesterday

Deal Type

Types All

2.2 Create a New Insertion Order

1. Click the Create New button from the **Insertion Orders Listing** screen

Insertion Orders

Please note that the statistical data shown below is in EST5EDT timezone and has a lag of 2-4 hrs.
All cost and revenue figures in the below grid are in USD.

Name	ID	State	Deal Type	Lis	Imps	Clicks	Convs	CTR %	CPM	Total Cost	Rev	Last Modified	⋮
CTV_Test_Vizibl	100001030	Active	Regular	1	0	0	0	0%	0	0.00	0.00	Nov 8, 2022	⋮

CREATE NEW

2. Basic SetUp: In the Basic Setup section, you enter basic information about the insertion order, such as its name and its budget and billing details:
 1. Enter a name for the insertion order. You will later be able to search for and report on the Insertion Order using this name

2. Select a state. If "Active", child Line Items will be eligible to serve.
Tip: To avoid spending before you're ready, set the state to "Inactive" until everything related to the buy has been set up and verified.
3. Select OpenRTB if you want to target auction based inventory. If you want to use deals in the LIs corresponding to this IO, Select one of the Deal type (listed below)
 - i. Netflix PG: Select this option if you want to target Netflix PG deals. This option is available only if it is enabled for your account. Please write to accountssupport@datawrkz.com or your account manager to enable this feature for your account
 - ii. PG Deals: Select this option if you want to target Programmatic Guaranteed Deals
 - iii. PMP Deals: Select this option if you want to target Private MarketPlace or Private Auction Deals. Also Select Yes for Private Deals if you have publisher negotiated deals to use in this Insertion Order. Else select No.
 - iv. PMP Netflix: Select this option if you want to target Netflix PMP deals. This option is available only if it is enabled for your account. Please write to accountssupport@datawrkz.com or your account manager to enable this feature for your account

Warning: You cannot change the Deal Type once you save the insertion order. Also, if you select a Deal Type in the IO, corresponding LIs under this IO can only target deals. You cannot mix and match Deal LIs and Non-deal LIs

Below sections detail the steps involved in creating different IO types based on the Deal Type option selected above.

2.2.1 For Open RTB IOs

- i. Select a budget type. Determines whether the budget will be allocated by revenue (money) or by impression.
 1. Revenue - If this Insertion Order runs on money as budget cap
 2. Impressions - If this Insertion Order runs on impressions as budget cap

Warning: You cannot change the Budget Type once you save the insertion order.

- ii. Set up billing periods and budgets. You can add multiple billing periods and budgets. Billing periods allow you to allocate portions of your marketing budget to discrete periods of time. Any Line Item flight dates must occur within the dates of the parent insertion order's billing periods.

Warning: You cannot set a start date in the past.

- iii. Select a Frequency cap. This Frequency cap can be further refined or set at Line Items level as well. Most restrictive frequency takes precedence

The screenshot shows the 'Basic Setup' step of the insertion order creation process. It includes fields for the insertion order name, state (Active), ID type (PMP Deal), private deals (No), budget type (Revenue), start date (05-Aug-2024), end date (dd-mm-yyyy), budget amount (USD), and frequency (6 times per day).

- iv. Select an inventory Allow/Block list. This determines the inventory that may be targeted or blocked by any line items belonging to this insertion order. This is optional and can be applied at individual Line Item level as well. A Vizibl blocklist is applied by default.
- v. Click Save to save the insertion order.

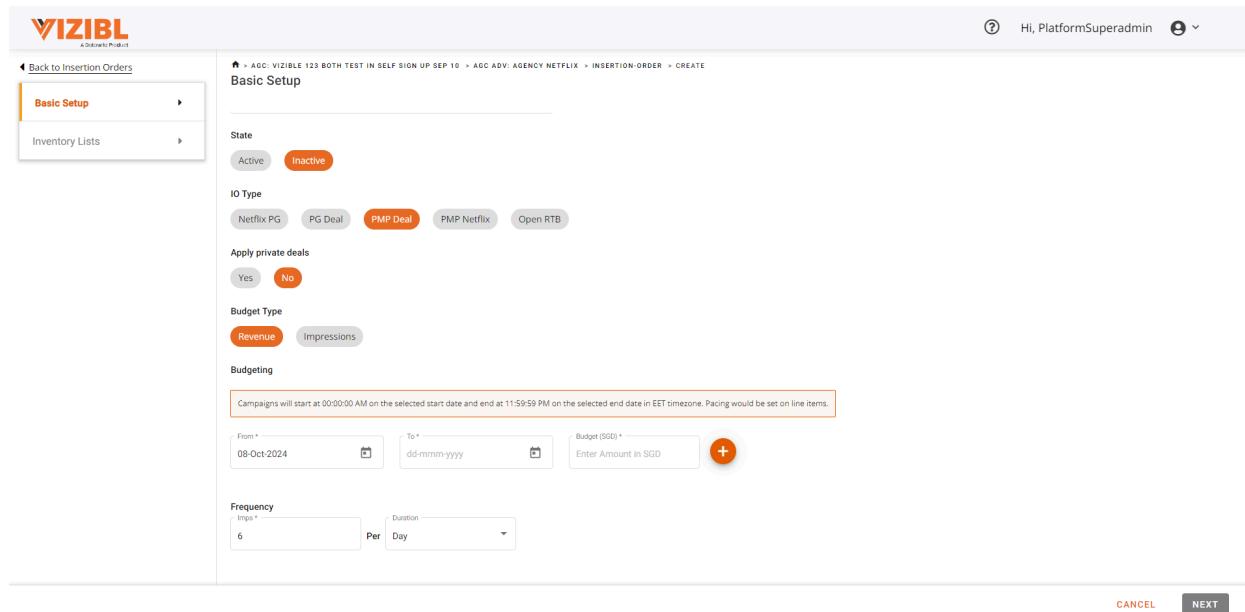
2.2.2 For PMP Deal or Netflix PMP Deal IOs

- i. Apply Private Deals: Select “Yes” if you want to target deals that you have negotiated with publishers. Contact accountssupport@datawrkz.com to approve and enable these deals for your account. Select “No” if you want to target deals already available in the platform
- ii. Select a budget type. Determines whether the budget will be allocated by revenue (money) or by impression.
 1. Revenue - If this Insertion Order runs on money as budget cap
 2. Impressions - If this Insertion Order runs on impressions as budget cap

Warning: You cannot change the Budget Type once you save the insertion order.
- iii. Set up billing periods and budgets. You can add multiple billing periods and budgets. Billing periods allow you to allocate portions of your marketing budget to discrete periods of time. Any Line Item flight dates must occur within the dates of the parent insertion order's billing periods.

Warning: You cannot set a start date in the past.

- iv. Select a Frequency cap. This Frequency cap can be further refined or set at Line Items level as well. Most restrictive frequency takes precedence



Basic Setup

State: Active

IO Type: PMP Deal

Apply private deals: Yes

Budget Type: Revenue

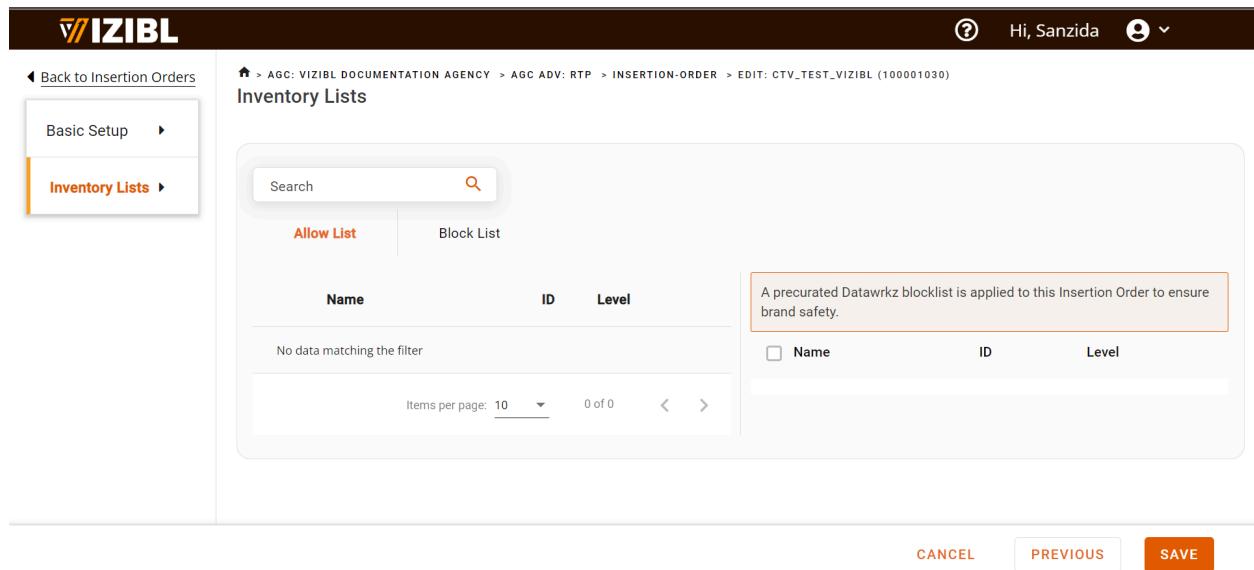
Campaigns will start at 00:00:00 AM on the selected start date and end at 11:59:59 PM on the selected end date in EET timezone. Pacing would be set on line items.

From: 08-Oct-2024 To: dd-mmm-yyyy Budget (SGD): Enter Amount in SGD +

Frequency: Imps * 6 Per Day

CANCEL **NEXT**

- v. Select an inventory Allow/Block list. This determines the inventory that may be targeted or blocked by any line items belonging to this insertion order. This is optional and can be applied at individual Line Item level as well. A Vizibl blocklist is applied by default.
- vi. Click Save to save the insertion order.



Inventory Lists

Allow List

No data matching the filter

Items per page: 10 0 of 0 < >

A precurated Datawrkz blocklist is applied to this Insertion Order to ensure brand safety.

Name ID Level

CANCEL **PREVIOUS** **SAVE**

2.2.3 For PG Deals or Netflix PG Deals

- i. Apply Private Deals: Select “Yes” if you want to target deals that you have negotiated with publishers. Contact accountssupport@datawrkz.com to approve and enable these deals for your account. Select “No” if you want to target deals already available in the platform
- ii. Set up billing periods You can add only a single billing period to target PG deals. To avoid delivery issues, please align the billing periods with those of the deals negotiated with the publisher. Any Line Item flight dates must occur within the dates of the parent insertion order's billing periods.

Warning: You cannot set a start date in the past.

- iii. No other IO options are available for PG deals; these are controlled by the publisher in the deal set up.
- iv. Click Save to save the insertion order.

The screenshot shows the 'Basic Setup' step of a new insertion order creation process. The 'Name' field is empty. The 'State' section has 'Active' selected. The 'IO Type' section has 'PG Deal' selected. The 'Apply private deals' section has 'No' selected. The 'Budgeting' section contains a note: 'Please align the dates to Programmatic Guaranteed deal dates to avoid inconsistencies in delivery.' Below this are 'From' and 'To' date pickers, both showing '08-Oct-2024'. At the bottom right are 'CANCEL' and 'SAVE' buttons.

2.3 Edit an Insertion Order

You can edit an insertion order directly from the **Insertion Orders** screen by clicking on an Insertion Order and Edit the following fields:

- Insertion Order Name
- Insertion State from Active to Inactive or vice versa

- Billing periods and budgets of any flights with future start/end dates as applicable for each Deal Type
- Add new flights
- Frequency cap
- Add/Remove Inventory Lists

You cannot edit the following fields:

- Deal Type
- Budget Type
- Apply Private Deals Yes/No
- Billing periods and budgets of any flights with past Start and end dates

3. Line Items

You use Line items (LIs) to set up targeting for an advertising campaign, and schedule your advertisements to run.

3.1 Line Items Listing

Click on Line Items from the Left Hand Side menu to see a list of Line Items under an Advertiser. The Listing screen includes Line Item Name, Id, State, Ad Type, Insertion Order Id, Number of Creatives associated with the Line Item, Number of Impressions/Clicks//Average CTR%/Conversions/Average CPM/Total Cost/Total Revenue delivered by all Line Items associated with the Line Item, and Last Modified Date of the Line Item.

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Conv	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	Sep 11, 2023

You can click on the Insertion Id to go to the Insertion Order details screen.

You can click on the number under the Creatives column to go to the Creatives Listing Screen showing all Creatives associated with that Line Item.

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Convs	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	Sep 11, 2023

You can modify the columns in the Line Items Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.

Select Columns

 Name
 ID
 State
 Ad Type

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Convs	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	

You can Create a new Line Item by clicking on **+Create New** button.

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Convs	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	Sep 11, 2023

You can Edit or Duplicate or Delete a Line Item by selecting respective options from the three dots menu at the end of each Line Item.

You can edit a Line Item directly from the Line Items Listing screen by clicking an Line Item.

You can activate/Deactivate a Line Item from the Line Items Listing screen by selecting the Check box next to each Line Item that you want to activate or deactivate and clicking the Activate or Deactivate button at the top right of the screen.

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Convs	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	Sep 11, 2023

Search: Use the Search button on top right to search for specific Line Items in the Line Items Listing. To search for a Line Item, enter a few letters of the Line Item Name.

Filter: Use the Filter button on top right to filter for specific Line Items in the Line Items Listing.

Name	ID	State	Ad Type	Insertion Order ID	Creatives	Imps	Clicks	Convs	CTR %	CPM	Rev	Total Cost	Last Modified
CTV_Test_Vizibl_LI	200001100	Inactive	Connected TV	100001030	1	0	0	0	0%	0	0.00	0.00	Sep 11, 2023

Following filters are available:

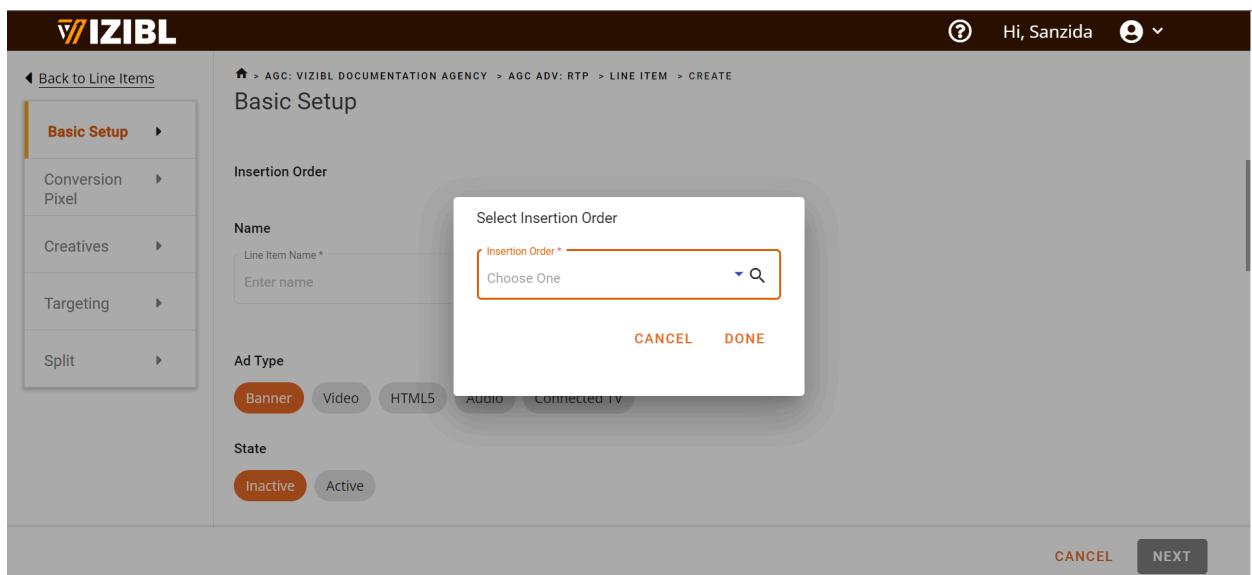
- **State:** Select Line Item State
- **Ad Type:** select Ad Type from the available list
- **Insertion Order:** Select the Insertion Order from the available list
- **Time Period for Statistics:** Select Date range to see statistics for that Date Range in the Line Items Listing

- **Campaign Date:** Select From-Date and To-Date to see Line Items that have flight dates within those From-Date and To-Date

Click on **Apply Filter** to apply the selected filters. Click **Clear** at the top to clear the selected filters. Click **Cancel** to close the filters pop-up.

3.2 Create a New Line Item (Targeting OpenRTB inventory or PMP Deals)

- Click the **+ Create New** button from the Line Items Listing screen
- Select an Insertion Order to which you want to associate this Line Item and click **Done**



3.2.1 Basic SetUp

- In the Basic Setup section, you enter basic information about the Line Item, such as its name and its budget and billing details:
 1. Enter a name for the Line Item. You will later be able to search for and report on the insertion order using this name
 2. Select an Ad Type of Ads you will run in this Line Item from the list of available options

Warning: You cannot change the Ad Type once you save the Line Item.

3. Select a state. If "Active", Line Item will be eligible to serve.

Tip: To avoid spending before you're ready, set the state to "Inactive" until everything related to the buy has been set up and verified.

4. Select Revenue Type from the list of available options. This is the basis on which your client has agreed to pay you. **Warning:** You cannot change the Revenue Type once you save the Line Item.

- Cost Plus: Select this revenue type if your client will pay you your media cost (whatever you spend on buying inventory) plus an extra percentage of what you spend (mark-up). Enter margin % as 0 if you manage your margins outside Vizibl

1. Cost Plus Margin: Margin you would like to mark-up the actual CPM bid cost by
2. Min. Average Revenue CPM: Minimum CPM you would like Vizibl to bid in the auction after considering any cost plus margin
3. Max. Average Revenue CPM: Maximum CPM you would like Vizibl to bid in the auction after considering any cost plus margin

- CPM: Select this revenue type if your client will pay you a flat amount per thousand impressions and enter the corresponding revenue CPM value in the Revenue CPM text box.

- CPC: Select this revenue type if your client will pay you a flat amount per click and enter the corresponding revenue CPC value. This option is only available if the Budget Type in IO is set to Revenue., and LI Ad type is Banner, HTML5 or Video

5. Set up flights and budgets. You can add multiple flights and budgets to a Line Item by clicking on + button. Flights allow you to allocate portions of your marketing budget to discrete periods of time. Any Line Item flight dates must occur within the dates of the parent Insertion Order's billing periods. Flights are subject to following constraints:

- Flights cannot overlap
- Flights must be at least one day long
- Flights must occur in the future
- Flight dates must fall inside the billing period dates of the parent Insertion Order.

6. Select budget pacing:

- Select Even Pacing if you want your budget to be spent evenly throughout the duration of the flight

- Select Daily Budget if you want to cap daily spends of the flight. The budget can be currency or imps depending on the budget type you selected in the Insertion Order. Note the following with respect to daily budget:
 1. The Line Item will stop delivering overall if the overall flight budget is fully spent or stop delivering in a day if daily budget is fully spent
 2. Daily budget will be distributed evenly throughout the day based on the available impressions within a specific geographic area.
 3. Any unspent daily budget will be distributed evenly through the remainder of the flight
- 7. Select a Frequency cap. Most restrictive frequency cap set between Insertion Order and Line Item takes precedence
- 8. Optimization: The Optimization section provides various settings related to optimization and goals depending on the Revenue Type selected above. Vizibl optimization engine will consider your goal value and goal type when bidding on inventory. You can optimize to:
 1. **CTR** - Select this type if you want to optimize to a clickthrough rate percentage. Enter the desired percentage in the text field
 2. **VCR** - Select this option if you want to optimize to a video completion rate percentage. Enter the desired percentage in the text field. This option is only available if you selected Video as the Ad Type in **Basic Setup**.
 3. **CPC** - Select this type if you want to track and report against a cost per click goal. Enter the CPC amount in the text field. If your revenue type is **CPC**, optimization will inherit the goal value from your revenue value.
 4. **CPA** - Select this type if you want to achieve a cost per action goal. When choosing this goal type, you have the option to optimize to only post-click conversions or to both post-click and post-view conversions.
 - If you want to optimize to both post-click and post-view conversions:
 - Select CPA and enter the CPA amount in the text field.
 - If this is a retargeting line item (a line item that targets users who have already shown interest in the past), select Retargeting and ensure that the line item targets at least one retargeting segment (a segment

- in My Segments section of the Targeting → Segments)
- If this is a prospecting line item (a line item that targets a wide spread of users who may become interested in the brand), select Prospecting.
 - If you want to optimize to only both post-click conversions:
 - Select CPA and enter a CPA amount in the text field
 - Select Post-click Only
 - Enter a CPC amount in the text field. (If your Revenue Type is **CPC**, the CPC goal is inherited automatically.)
 - In either case a conversion pixel is required to be associated with the Line Item. Vizibl associates a default conversion pixel from the available list of conversion pixels for this Agency Advertiser and the same can be modified in the Conversion Pixel section of Line Item set up.
 - Contextualized Optimization: **This is by default disabled for all Vizibl accounts. Please contact your account manager if you would like this to be enabled for your Vizibl account.** This is used to indicate whether to leverage this Line Item's context and performance in optimization. If enabled for your account in Vizibl:
 - Selecting Yes will run optimization algorithms using current campaign context and performance, plus performance of relevant past campaigns available in the system
 - Selecting No will run optimization algorithms only using performance of relevant past campaigns available in the system
 - Goal Priority: Goal priority is used to indicate which goal should be given greater emphasis when bidding.
 - **Delivery** will prioritize impression volume by multiplying bids up to 2x in response to delivery. When you optimize to clicks, it will also allow line items to discover inventory with historical CPCs up to 10x the goal. This might cause margin and performance to be deprioritized, possibly resulting in a negative margin.
 - **Performance** will prioritize your advertiser goal over impression volume and profit.
 - **Margin** reduces optimized bids by your desired profit margin. This is available if your revenue type is CPM or CPC

Note: The **Margin** option will not display if you selected **Cost Plus** from the **Revenue Type** drop-down in the Basic Setup section.

- Select a Frequency cap. Most restrictive frequency cap set between Insertion Order and Line Item takes precedence.
- Click **Next**

The screenshot shows the 'Basic Setup' section of the Vizibl DSP interface. On the left, a sidebar menu has 'Basic Setup' selected. The main area displays the 'Basic Setup' form with the following fields:

- Insertion Order:** CTV_Test_Vizibl
- Name:** Line Item Name * (with placeholder Enter name)
- Ad Type:** Banner (selected), Video, HTML5, Audio, Connected TV
- State:** (progress bar)

At the bottom right are 'CANCEL' and 'NEXT' buttons.

3.2.2 Conversion Pixel

- Optionally, associate one or more conversion tracking pixels to this Line Item. These pixels can be used to track the Line Item's performance.
 - You can see the list of All available conversion tracking pixels under **All** tab, Post View conversion tracking pixels under **Post View** tab, Post Click conversion tracking pixels under **Post Click** tab, and Post View + Post Click conversion tracking pixels under **Hybrid** tab
 - You can use the Search box to search for Conversion tracking pixels by name
 - Select one or more conversion tracking pixels from the left hand side list of conversion pixels by selecting the checkbox and the same will move to the right hand side as selected conversion tracking pixels to be associated with this Line Item

Note: You have to create one or more conversion tracking pixels in the Libraries section before those can be available in this section of the Line Item

- Click **Next**.

Back to Line Items

Basic Setup ▾

Conversion Pixel ▾

Creatives ▾

Targeting ▾

Split ▾

Select Pixels

Name	ID	Type		Name	ID	Type
Test	600001084	Hybrid				

Items per page: 10 1 – 1 of 1 < >

CANCEL PREVIOUS NEXT

3.2.3 Creatives

- Associate one or more creatives to this Line Item
 - You can see the list of All available creatives under All folder, and creatives stored under specific folders in those respective folders
 - Clicking on a folder will display creatives in that folder
 - Select one or more creatives from the left hand side list of creatives by selecting the checkbox and the same will move to the right hand side as selected creatives to be associated with this Line Item

Note: You have to create one or more creatives in the Libraries section before those can be available in this section of the Line Item

- Click **Next.**

Back to Line Items

Basic Setup ▾

Conversion Pixel ▾

Creatives ▾

Targeting ▾

Split ▾

Select Creative

All(0)

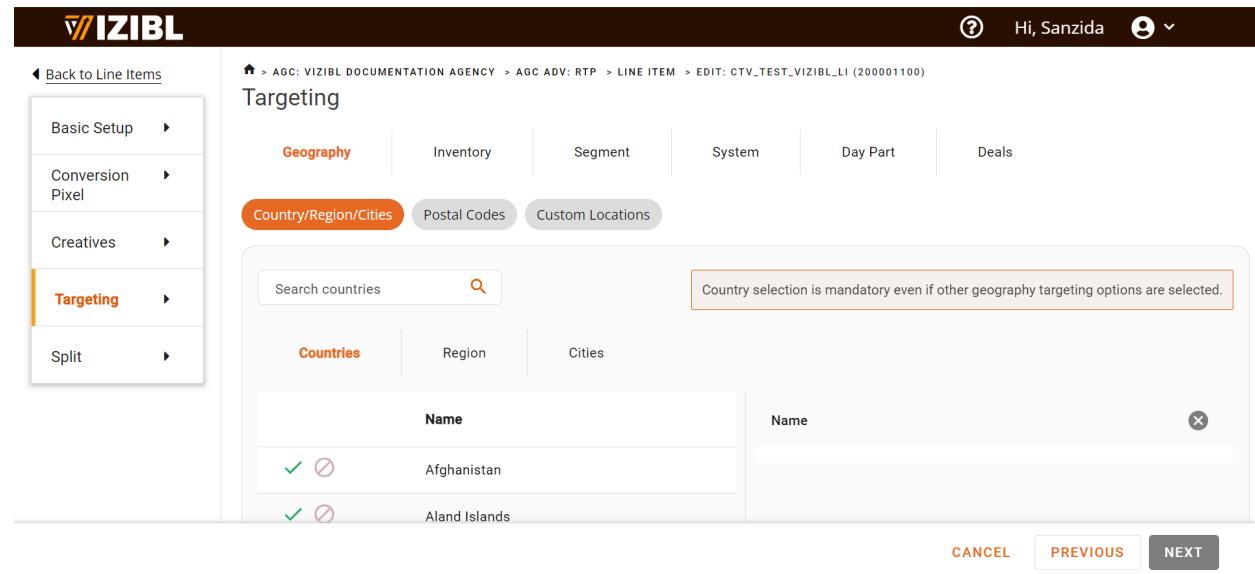
	Name	ID	Audit Status	Preview		Name	ID	Audit Status	Preview
<input type="checkbox"/>	CTV_Test_Creative 1	700001149	Expired						

Items per page: 10 1 – 1 of 1 < >

CANCEL PREVIOUS NEXT

3.2.4 Targeting

Select various targeting parameters for the Line Item in this section



The screenshot shows the 'Targeting' section of the Vizibl DSP interface. On the left, a sidebar menu includes 'Basic Setup', 'Conversion Pixel', 'Creatives', 'Targeting' (which is currently selected), and 'Split'. The main area has tabs for 'Geography', 'Inventory', 'Segment', 'System', 'Day Part', and 'Deals'. Under 'Geography', there are three sub-tabs: 'Country/Region/Cities' (which is selected and highlighted in orange), 'Postal Codes', and 'Custom Locations'. A search bar at the top says 'Search countries' with a magnifying glass icon. Below it, a message states 'Country selection is mandatory even if other geography targeting options are selected.' A table lists countries with checkboxes for inclusion or exclusion. The table has columns for 'Name' and 'Status'. Two entries are shown: 'Afghanistan' and 'Aland Islands', both with green checkmarks and red circles with a slash.

3.2.4.1 Geography

You must target users based on at least one country level. You may optionally set up other geographic inclusions or exclusions. In addition to country, you can also restrict the impressions you target based on other geographic details of the users viewing them. To restrict the impressions you target based on other geographic details of the users viewing them, select relevant geographic targeting option from the tabs:

- Restrict users by country, region, or city
 - The Countries list shows all of the countries that can be targeted. You can include countries or drill into a country to see its regions/states.
 - The Regions list is more granular than countries. Generally speaking, regions are based upon whatever method the country in question uses to divide itself into parts. For example, regions within the United States are states. Canada is divided into its provinces, and India is divided into its states and union territories. The Regions list shows all of the regions/states that can be targeted. You can either include or exclude regions/states or drill into a region/state to view its cities. When you exclude a region, its cities are not available for further inclusion or exclusion.
 - The Cities list shows all of the cities that can be targeted. You can either include or exclude cities.

Tip: Click the column headers to sort counties, regions, or cities by name or ID, or use the search field to find a particular location.

Warning: Do not add conflicting geographic targeting at multiple levels. For example, if you are including the United States, Canada, and Mexico, and then you also include US zip codes, only the US zip codes targeted will be served. In this scenario, zip code targeting will automatically limit the targeting to the US only. Similarly, do not target both the region of Arizona and the metro code of New York, because geo restrictions are an AND relationship.

Warning: Although restricting by country is highly accurate, the more specific the targeting, the more imprecise the results. This is especially true when targeting locations as granular as cities, metro codes, and zip codes. Also, depending upon which geographic restriction options you choose, you may significantly reduce the likelihood of a match and thus jeopardize delivery.

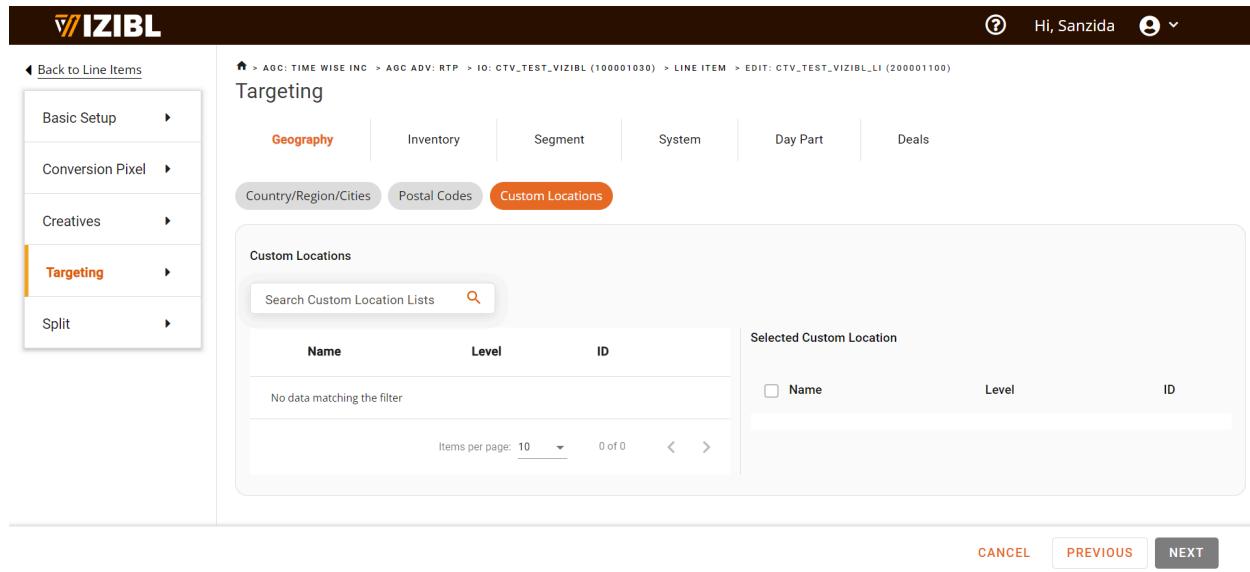
- Restrict users by metro code (available only if United States is selected as targeting country)
 - Available metro codes range from large cities such as New York City, United States, to smaller cities such as Rochester, NY, United States. Unless you are excluding the entire US in country targeting, you will target all metro codes by default. However, on the **Metro Code** tab, you can narrow your targeting to include or exclude specific metro codes.
- Restrict users by postal code
 - On the Postal Code tab, once you select a country, you can include up to 100 postal codes at a time for validation using a comma-separated or line-separated list
 - Click on **Validate & Add** button to validate the entered postal codes and add to the Line Item
 - A maximum of 4000 postal codes are supported per Line Item
 - Postal codes can be alphanumeric strings of up to 14 characters and can contain a space or hyphen
 - Unlike other types of geographic targeting, postal codes may only be included (not excluded)
 - If your list contains postal/zip codes that don't exist in the Vizibl database, you will be presented with an error message and given the chance to correct and resubmit any invalid postal codes. Some common formatting errors that may generate an error message are:
 - Excel-Truncated Zeros: Excel may truncate leading zeros from postal codes if they are numeric (09873 becomes

9873). However, an alphanumeric postal code such as "0BC 143" would not be affected.

- **Country:** Postal codes can only be added for one country at a time

The screenshot shows the 'Targeting' section of the Vizibl DSP interface. The left sidebar has 'Targeting' selected. The top navigation bar shows the current path: Home > AGC: TIME WISE INC > AGC ADV: RTP > IO: CTV_TEST_VIZIBL (100001030) > LINE ITEM > EDIT: CTV_TEST_VIZIBL_LI (200001100). The main area is titled 'Targeting' and has tabs for Geography, Inventory, Segment, System, Day Part, and Deals. The 'Postal Codes' tab is active and highlighted in orange. Below the tabs, there are three buttons: Country/Region/Cities, Postal Codes (which is active), and Custom Locations. A dropdown menu for 'Country' is open, showing 'Choose One'. Below it, a text input field says 'Add Postal Codes (Please enter 100 postal codes at a time for validation)' with a placeholder 'Enter postal codes separated by commas or newlines.' To the right, there is a 'Postal Codes' input field with a clear button (X). At the bottom right are buttons for 'CANCEL', 'PREVIOUS', and 'NEXT'.

- Restrict users by custom locations
 - On the Custom Locations tab, you can search for Custom Locations you have created in the Libraries section and associate one or more custom locations with the Line Item
 - Select one or more custom locations from the left hand side list of custom locations and move them to the right hand side as selected custom locations to be associated with this Line Item
- Note:** You have to create one or more custom locations in the Libraries section before those can be available in this section of the Line Item
- Click **Next**



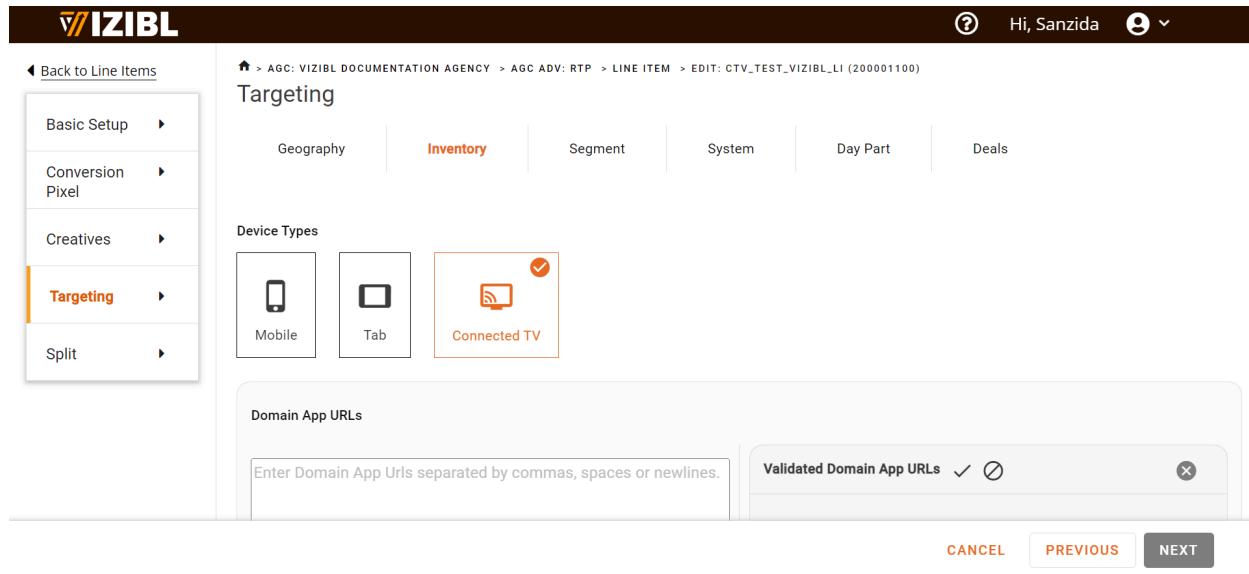
The screenshot shows the 'Targeting' section of the Vizibl DSP interface. On the left, a sidebar menu includes 'Basic Setup', 'Conversion Pixel', 'Creatives', 'Targeting' (which is currently selected and highlighted in orange), and 'Split'. The main content area has tabs for 'Geography', 'Inventory', 'Segment', 'System', 'Day Part', and 'Deals', with 'Geography' being the active tab. Under 'Geography', there are three sub-tabs: 'Country/Region/Cities', 'Postal Codes', and 'Custom Locations', with 'Custom Locations' being the active tab. A search bar labeled 'Search Custom Location Lists' is present. Below it is a table with columns 'Name', 'Level', and 'ID', which displays the message 'No data matching the filter'. To the right, a 'Selected Custom Location' panel shows a table with columns 'Name', 'Level', and 'ID', which is currently empty. At the bottom of the page are buttons for 'CANCEL', 'PREVIOUS', and 'NEXT'.

3.2.4.2 Inventory

You can use this section to select the list of exchanges/SSPs you want to buy from, target universal or custom content categories, specify whether to advertise on web or app inventory, create and/or apply blocklists or allowlists, and include/exclude specific placements and/or publishers from targeting

- Device Type: You can select one or more device types to target. These include Desktop/Laptop, Mobile, Tablets, Connected TV (only if Ad Type is selected as ConnectedTV in Line Item Basic Set-up). Atleast one device type selection is mandatory
- Inventory Type: Set the Inventory Type
 - App Only - Runs in applications installed on mobile tablets and phones
 - Web Only - Runs on standard websites and those optimized for browsers on mobile devices.
 - App & Web - Runs on both inventory types (default setting).
- Domain App URLs: You can enter a list of site domains or App URLs you want to include or exclude from targeting from this specific Line Item
 - Enter the list in the text box provided and click **Validate & Add**
 - All valid domains and app URLs are added to the right hand side and associated with the Line Item
 - Select Include or Exclude action
- Inventory Lists: You can select one or more pre-created inventory lists (Allow Lists or Block Lists) and associate them with the Line Item
 - Click on “Allow Lists” tab and select one or more more Allow Lists you want to associate with this Line Item

- Click on “Block Lists” tab and select one or more Block Lists you want to associate with this Line Item
- Content Categories: When Vizibl reviews inventory, we apply these categories based on the inventory's content. For example, a car dealership placement group would be assigned to the "Autos & Vehicles" category. Sellers can apply categories when self-reviewing inventory as well and apply them to slices of their inventory to package their inventory for specific buyers to target.
 - The Categories tab shows a list of top-level categories. You can either include or exclude top-level categories or drill into a category to view its child categories
 - The Sub-Categories list shows all child categories in the context of their parent categories. You can either include or exclude sub-categories. Note that when you exclude a top-level category, its sub-categories are not available for further inclusion or exclusion.
- Note:** When targeting more than one category, the categories have an OR relationship. For example, if you target the "News" and "Finance" categories, you will bid on inventory that is in either category. The inventory does not need to be in both categories.
- Publishers/Placements: You can include/exclude certain placements and or publishers from targeting
 - To include or exclude Publishers
 - Select **Publisher Id** and add a list of publisher Ids in the text box provided
 - Click on **Validate & Add**
 - Validated publisher Ids are added to the right hand side
 - You can select Include or Exclude action
 - To include or exclude Placements
 - Select **Placement Id** and add a list of placement Ids in the text box provided
 - Click on **Validate & Add**
 - Validated placement Ids are added to the right hand side
 - You can select Include or Exclude action
- Creative sizes: You can select specific sizes of ad slots you want to target in the Line Item. If left blank, Vizibl determines best ad slots that fit the creatives associated with the Line Item and serve ads in those slots
- Click **Next**



3.2.4.3 Segment

You can use this section to associate first party and third party audience segments to the Line Item. You can target users within segments by using Boolean expressions.

- Select “Apply DW determined brand safety segments” to overlay additional brand safety segments while delivering ads
Note: Vizibl by default blocks inappropriate sites/aps using default blocklists. These additional brand safety segments is to ensure that specific audiences are also overlaid to block
- You can use the following Boolean operators to narrow or broaden your targeting scope:

Boolean Operator	Purpose	Targeting Requirement	Example

And	Narrows the targeting scope.	<ul style="list-style-type: none"> ● If targeting multiple segments within a segment group, users must belong to all selected segments. ● If targeting multiple segment groups that contain multiple segments, an <i>Or</i> relationship will be created between segment groups. Therefore, users only have to belong to one segment group but not all of them to be targeted. 	<p>For example, you want to sell tickets to a show at Chicago, Illinois and Los Angeles, California. In order to sell as many tickets as possible, you want to promote a resort stay at these locations by targeting travelers who have a desire to travel to Chicago or Los Angeles.</p>
Or	Broadens the targeting scope.	<ul style="list-style-type: none"> ● If targeting multiple segments within a segment group, users can belong to any of the selected segments. ● If targeting multiple segment groups that contain multiple segments, an <i>And</i> relationship will be created between segment groups. Therefore, users must belong to all segment groups to be targeted. 	<p>For example, you are launching a new theme park in New York City in the next few weeks, so you want to promote the event throughout the state of New York and possibly nearby states such as Pennsylvania, New Jersey, and Connecticut. The new theme park is built around the theme of Avengers, so you specifically want to target users who are fans of Avengers or those users who have an interest in theme parks in general.</p>

- Click one of the following tabs:
 - My Audience Segments
 - Third Party Segments
- To target users within one segment group, do the following:
 - Select the appropriate segments that display on the left and they will move into Segment Group 1 on the right.

By default, the corresponding include icon will be automatically selected for every segment after selecting each one. You can leave

the include icon selected to target the users within the segment. Otherwise, click the exclude icon to exclude the users within the segment from being targeted.

- Select And or Or to add boolean operators between the segment groups.

If you target multiple segments, the following will occur depending upon the boolean operator that you select:

- Selecting Or will automatically add an AND boolean operator between segments, which means that users must be in all the segments to be targeted.
- Selecting And will automatically add an OR boolean operator between segments, which means that users can be in any one of the segments to be targeted.

- To target users within multiple segment groups, do the following:

- Select the appropriate segments that display on the left and they will move into Segment Group 1 on the right.

Click Create New Group to add more segment groups and select the appropriate segments into each corresponding segment group.

By default, the corresponding include icon will be automatically selected for every segment after dragging each one. You can leave the include icon selected to target the users within the segment. Otherwise, click the exclude icon to exclude the users within the segment from being targeted.

- Select And or Or to add boolean operators between the segments and segment groups.

If you are targeting multiple segment groups, the following will occur depending upon the boolean operator that you select:

- Selecting Or will automatically add an AND boolean operator between the segments within each segment group, but an OR boolean operator will be added between the segment groups. To be targeted, users only have to belong to at least one segment group, not all of the specified segment groups.
- Selecting And will automatically add an OR boolean operator between the segments within each segment group, but an AND boolean operator will be added between the segment groups. To be targeted, users must belong to all of the specified segment groups.

- There are many ways in which you can use multiple segment groups to target users. Let's say you have four segments: A, B, C, and D. A and B are "good" segments that you want to use for remarketing. Users only