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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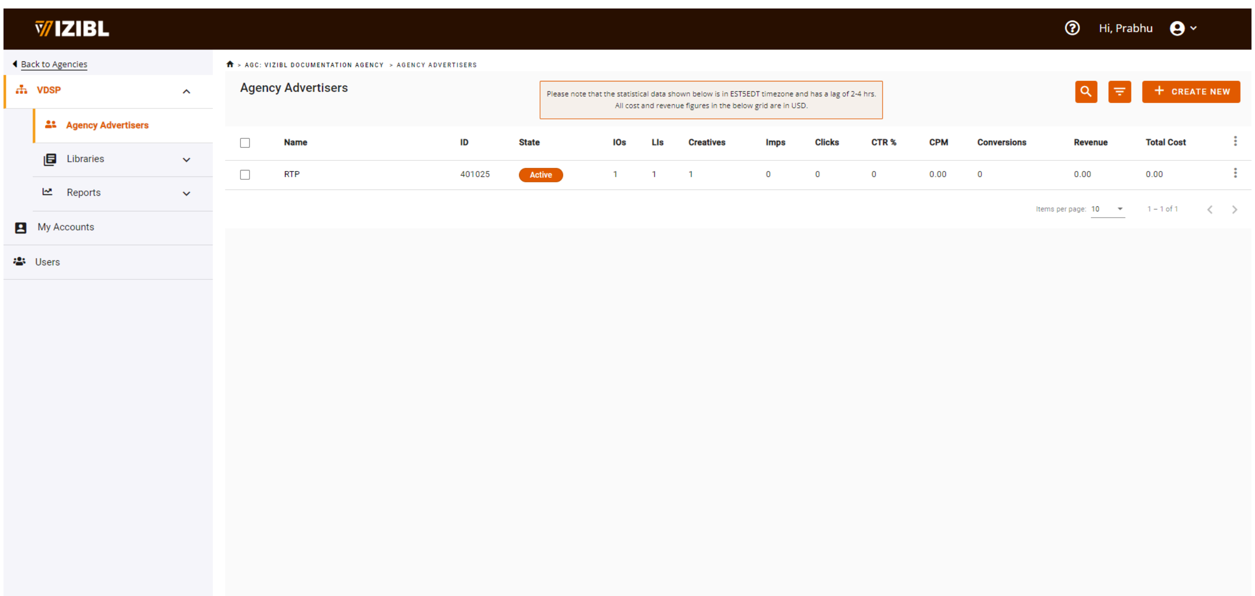
1. Agency Advertisers

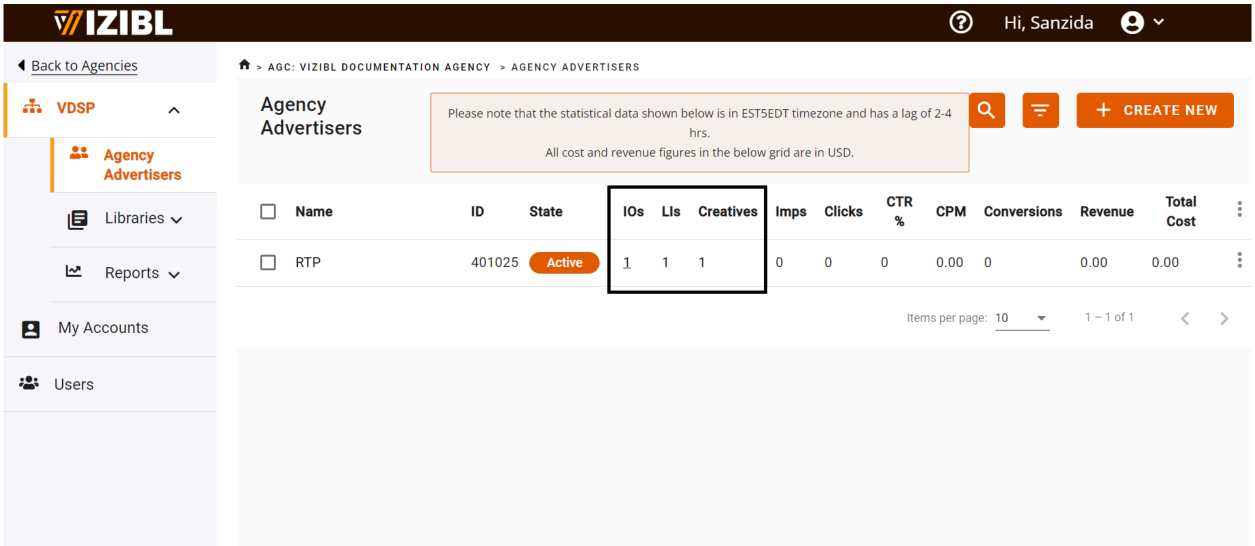
Each client of your Agency for whom you want to run campaigns on Vizibl has to be created as an Agency Advertiser in Vizibl. All campaign activity happens inside the boundaries of an Agency Advertiser.

1.1 Agency Advertisers Listing

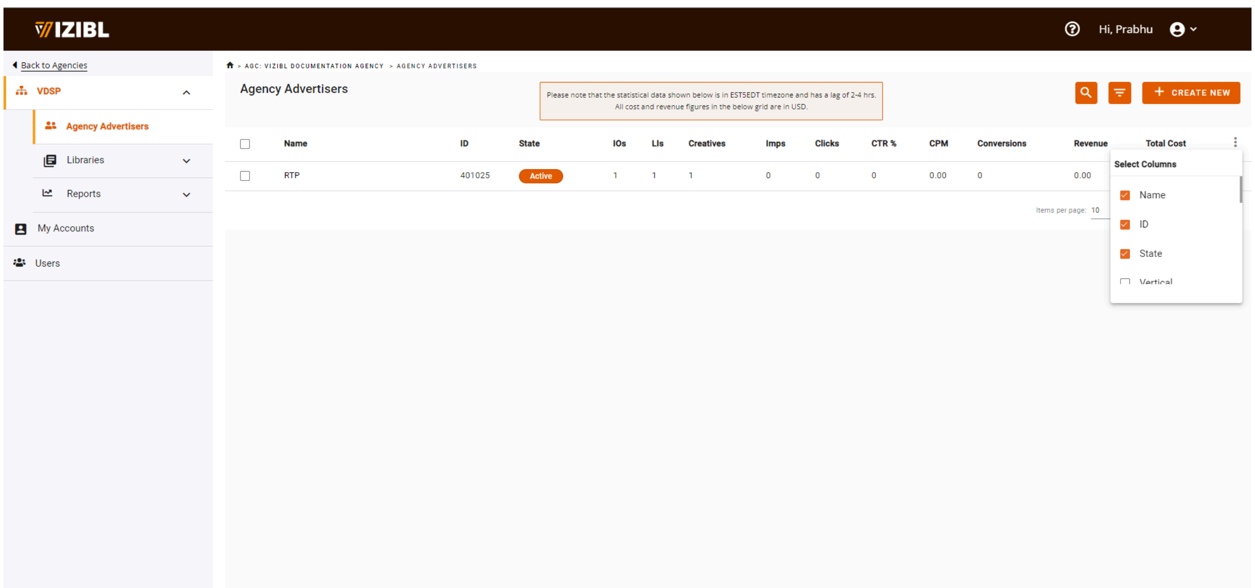
Click on Agency Advertisers from the Left Hand Side menu to see a list of Agency Advertisers under your Agency. The Listing screen includes Agency Advertiser Name, Id, State, Number of IOs and LIs associated with the Agency Advertiser, Number of Impressions/Clicks/Average CTR%/Conversions/Average CPM/Total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



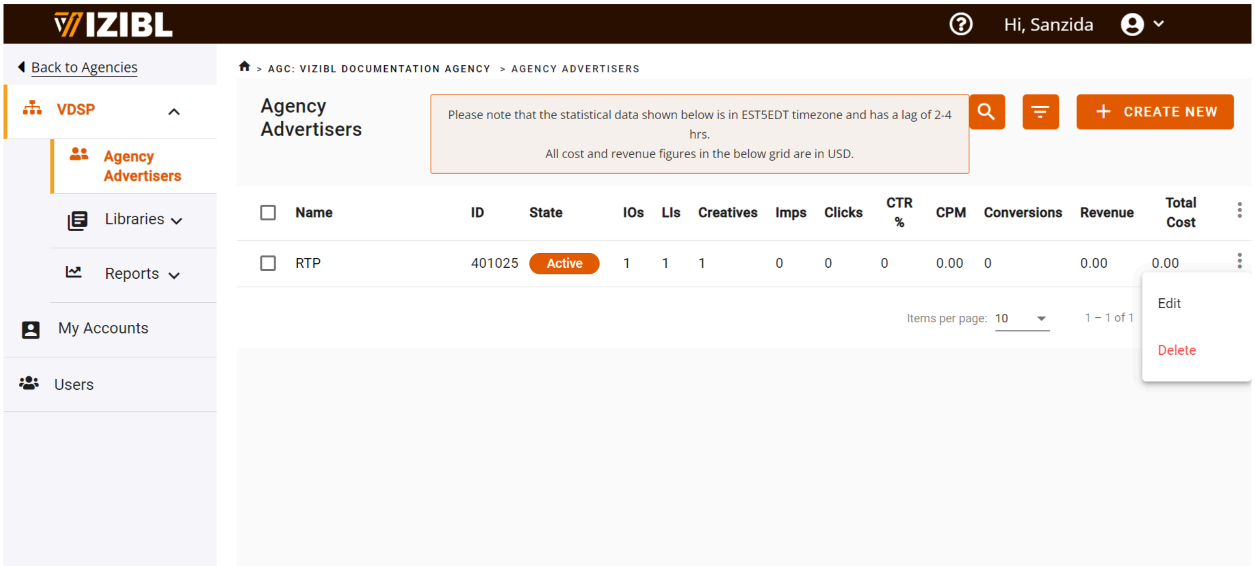
You can click on the number under the IOs column to go to the Insertion Orders Listing screen, click on the number under the LIs column to go to the Line Items Listing screen, and click on the number under the Creatives column to the Creatives Listing screen.



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.

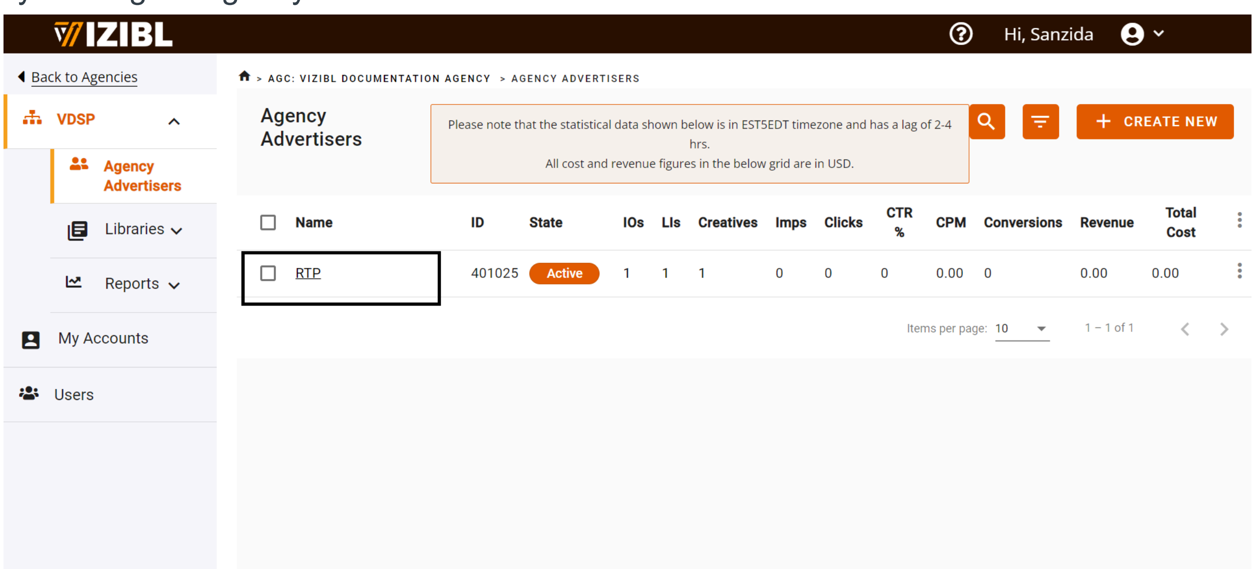


You can Edit or Delete an Agency Advertiser by selecting respective options from the three dots menu at the end of each Agency Advertiser.



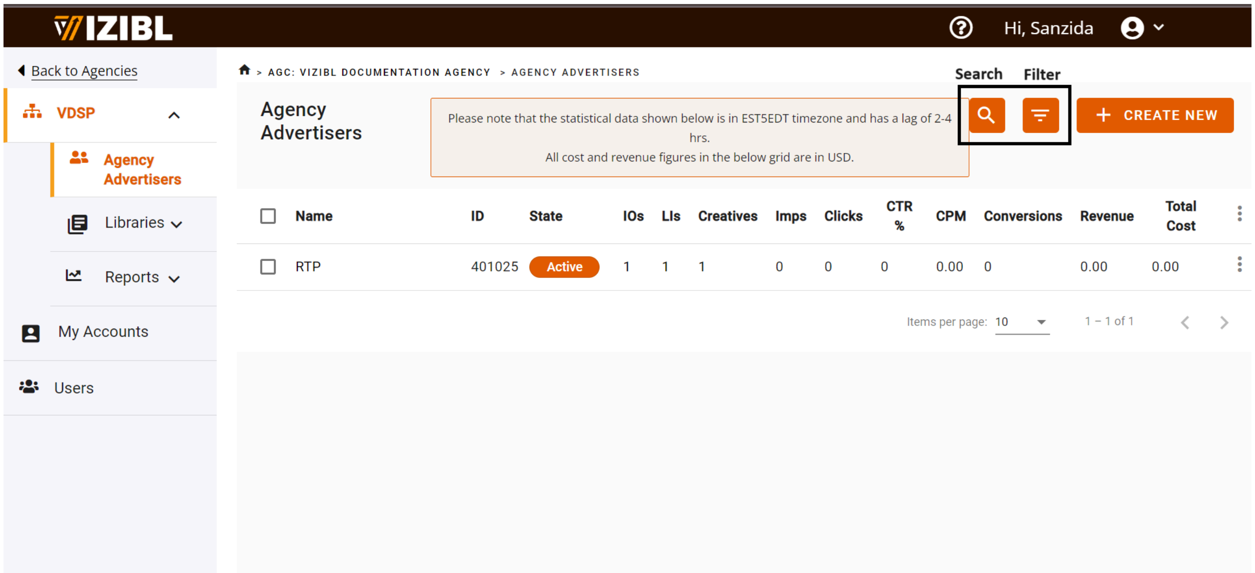
Warning: Deleting an Agency Advertiser will remove all data pertaining to that Agency Advertiser from Vizibl and cannot be recovered again.

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



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.

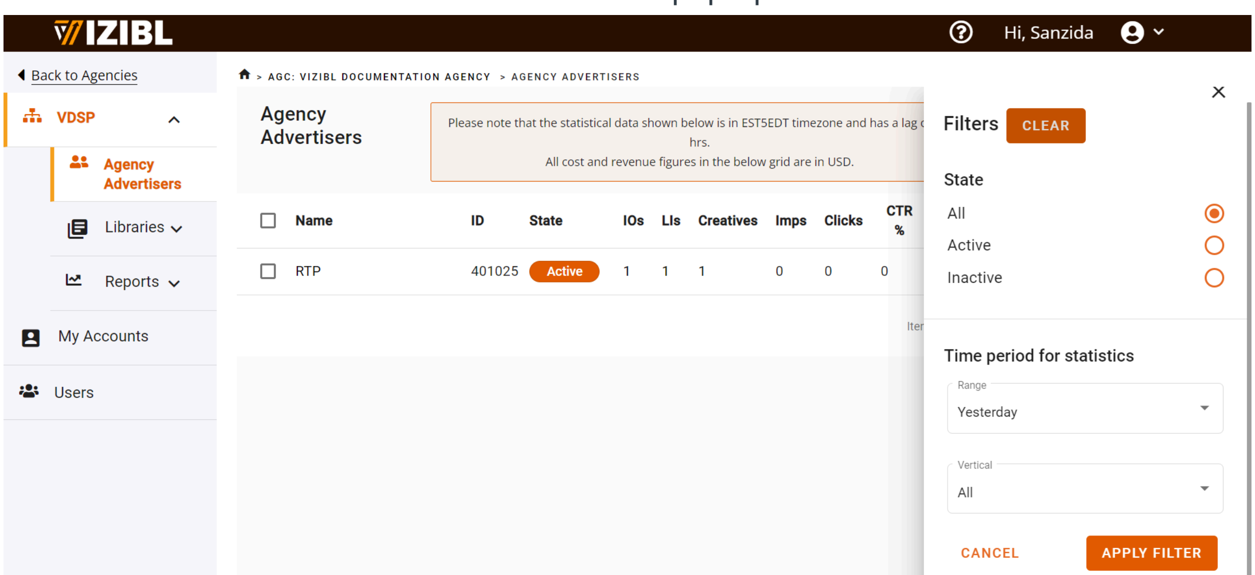
Filter: Use the Filter button on top right to filter for specific Agency Advertisers in the Agency Advertisers Listing.



Following filters are available:

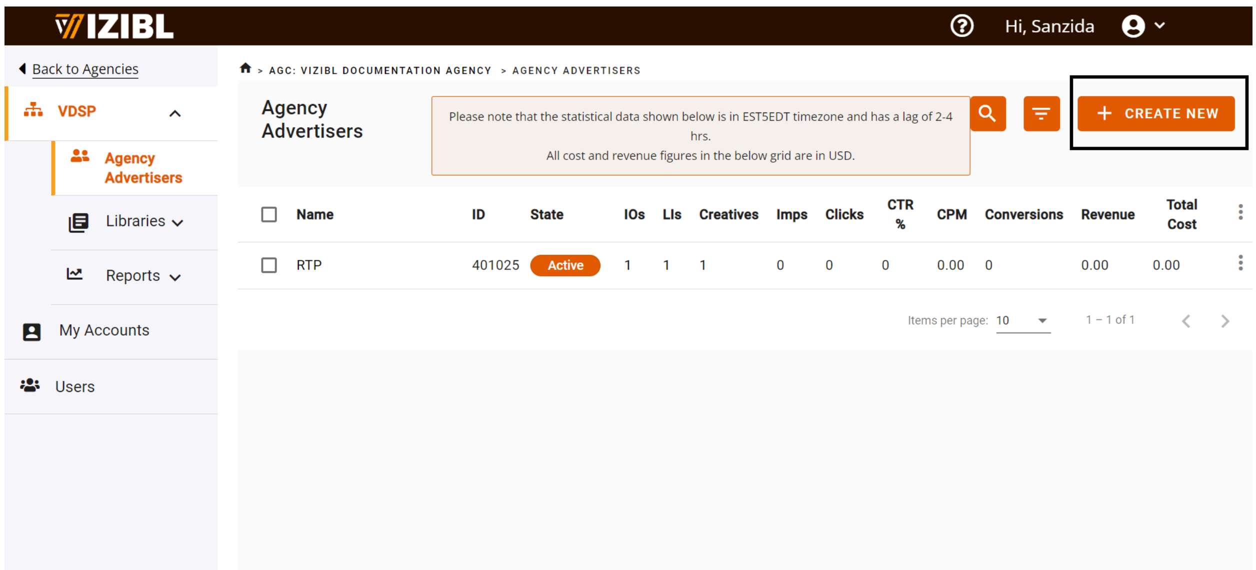
- State: Select Agency Advertiser State
- Time Period for Statistics: Select Date range to see statistics for that Date Range in the Agency Advertisers Listing
- Vertical**:** Select Agency Advertiser Vertical. Currently defaulted to “General”

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.

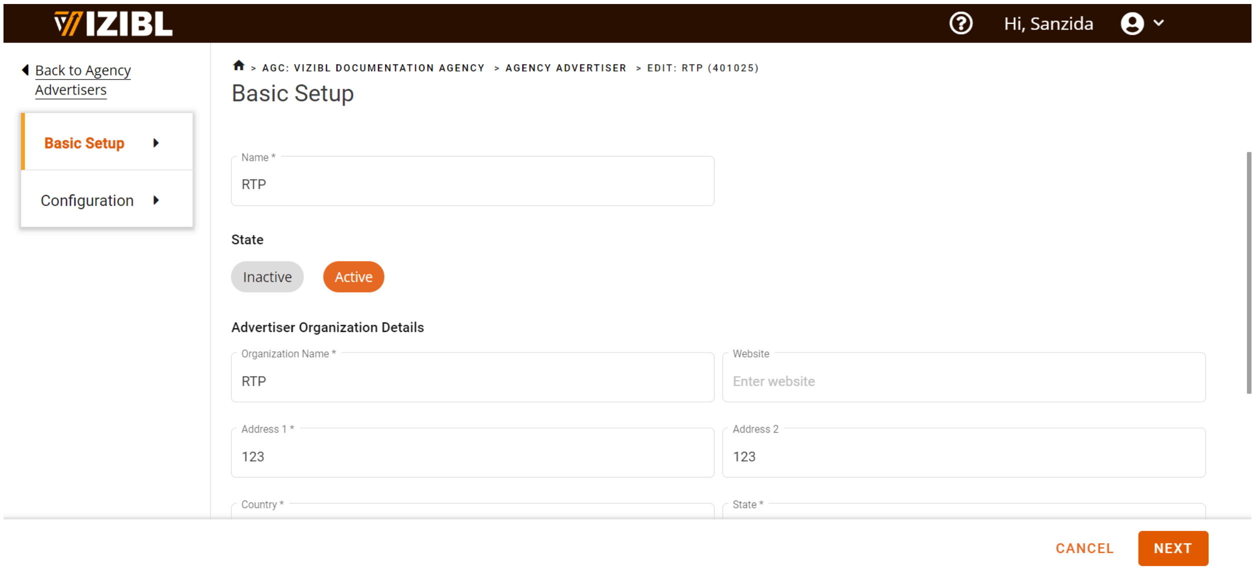


1.2 Create an Agency Advertiser

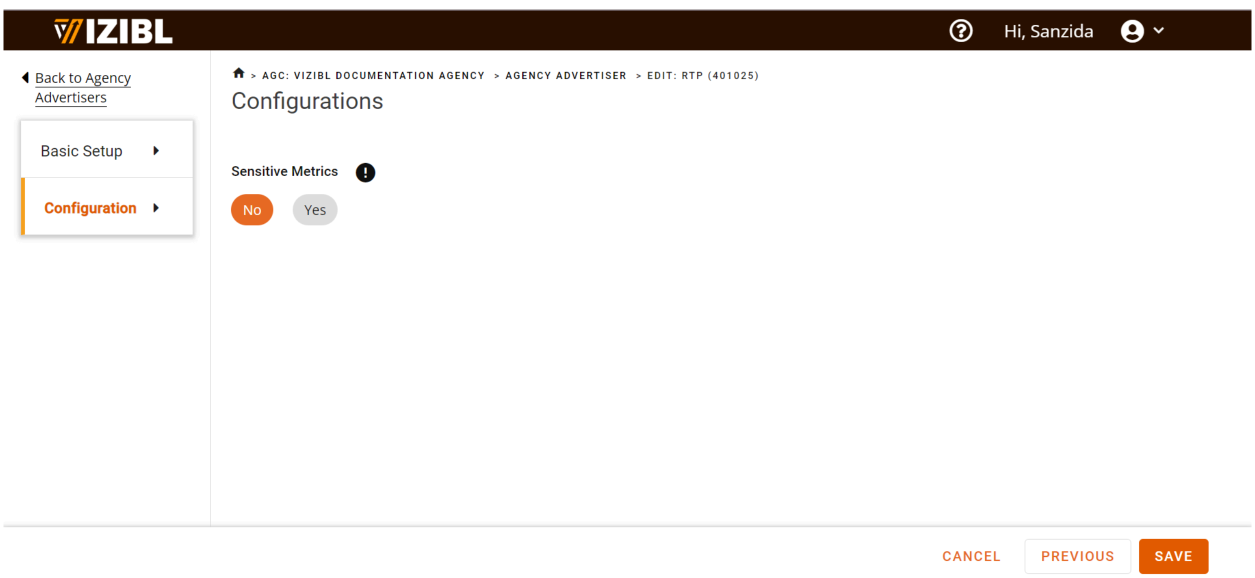
1. On the Agency Advertisers Listing screen, click the **+ Create New** button. This opens the Create New Agency Advertiser screen, where you define all relevant details for your advertiser



2. Basic set-up:
    a. Enter a name for the Agency Advertiser. You will later be able to search for and report on the Agency Advertiser using this name
    b. In the Vertical dropdown select the industry this Agency Advertiser belongs to. Currently defaulted to General
    c. 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.
    d. Enter Advertiser Organization Details
    e. Click **Next**



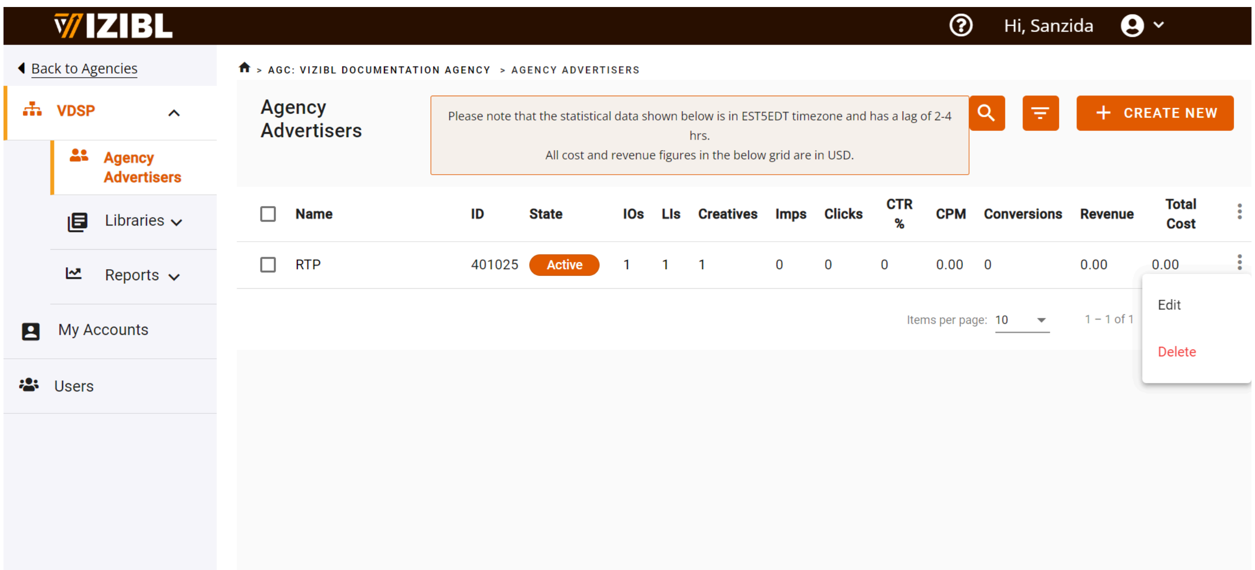
3. Configuration: Select Yes to show your Revenue and Profit metrics to your client (if you create and share an Agency Advertiser Reporting user login details to them).
4. Click **Save** to save the Agency Advertiser. Click **Previous** to go to the previous screen or **CANCEL** to cancel the Agency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



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



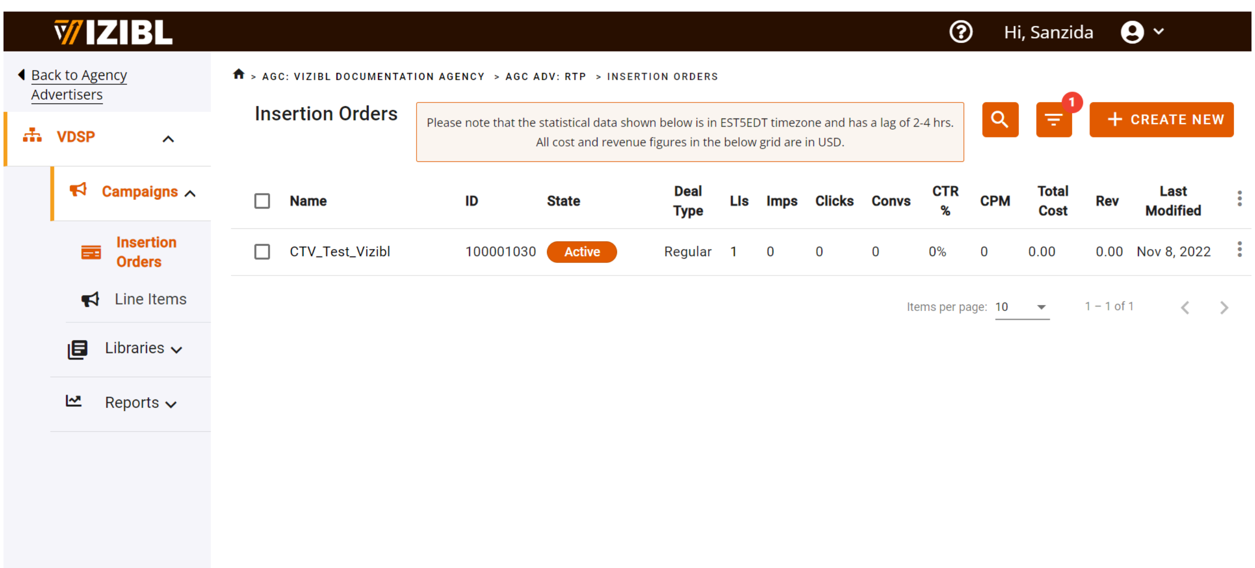
2. Insertion Orders

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.

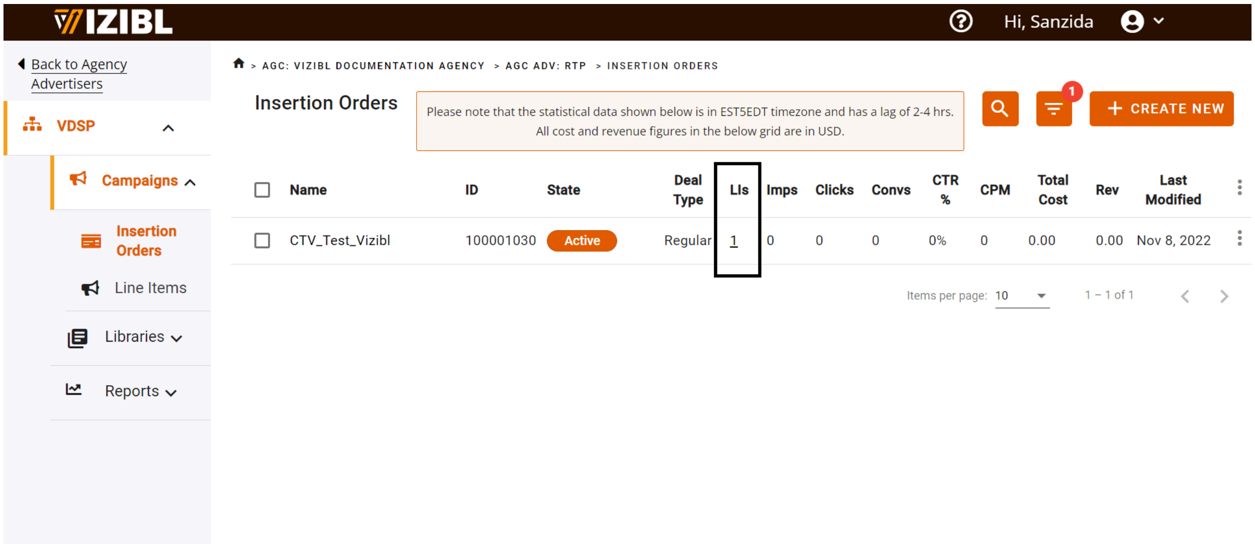
Associating your line items with insertion orders allows you to preserve historical pacing and performance data across line items under a single insertion order, and to streamline your setup for long-standing advertiser relationships.

2.1 Insertion Orders Listing

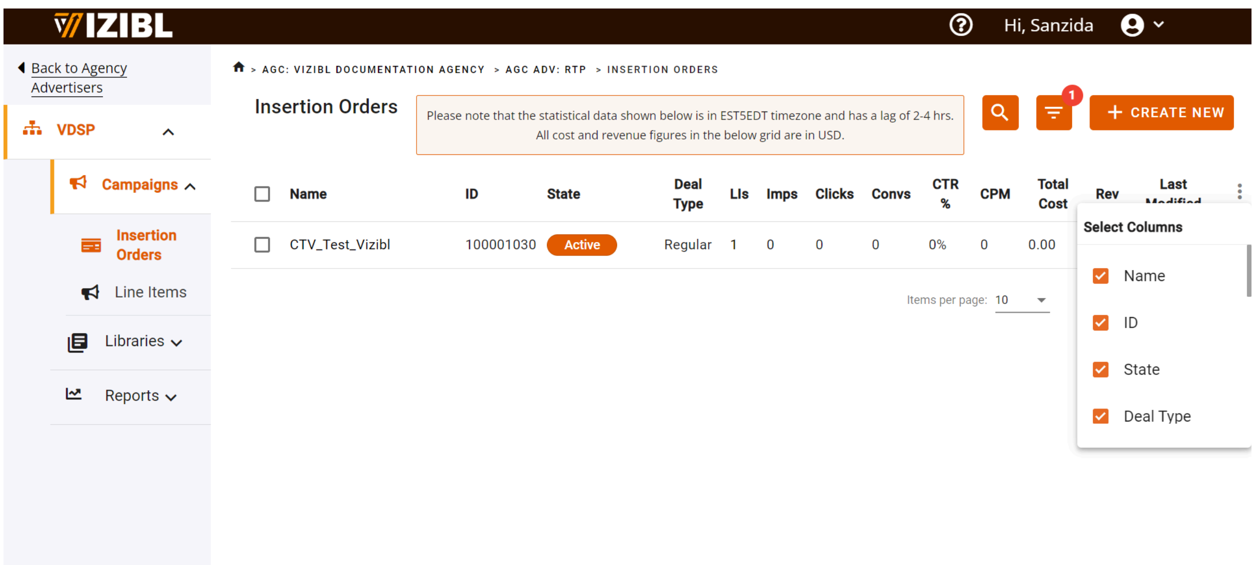
Click on Insertion Orders from the Left Hand Side menu to see a list of Insertion Orders under an Advertiser. The Listing screen includes Insertion Order Name, Id, State, Deal Type, Number of LIs associated with the Insertion Order, Number of Impressions/Clicks//Average CTR%/Conversions/Average CPM/Total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



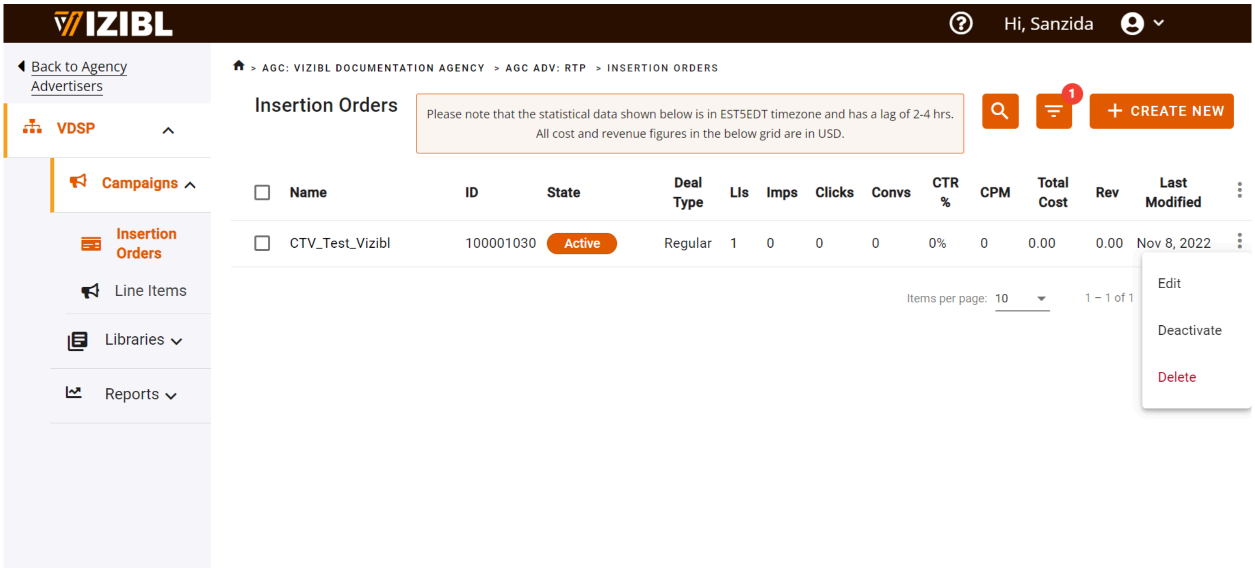
You can click on the number under the LIs column to go to the **Line Items Listing** screen.



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.

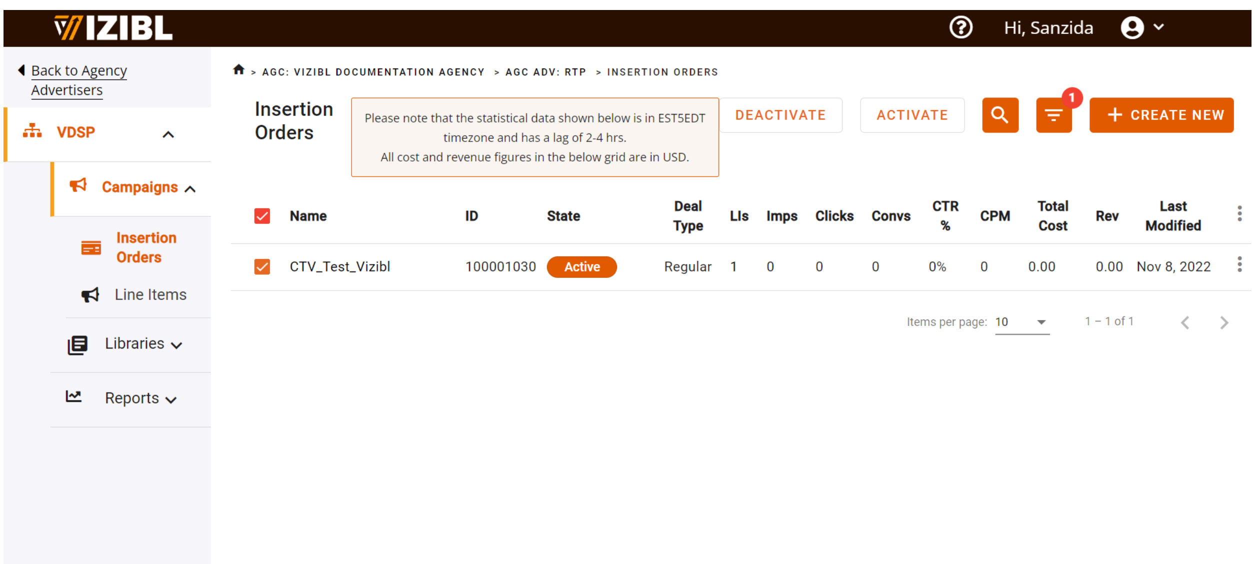


You can Edit or Activate or Delete an Insertion Order by selecting respective options from the three dots menu at the end of each Insertion Order.



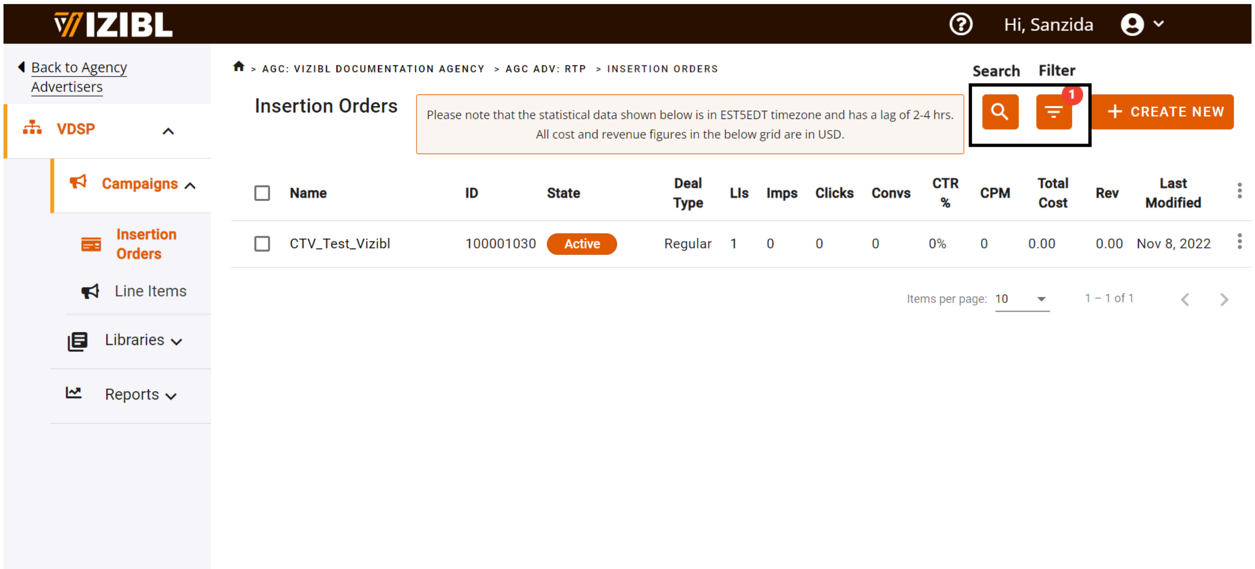
You can edit an insertion order directly from the **Insertion Orders Listing** screen by clicking an Insertion Order.

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.



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.

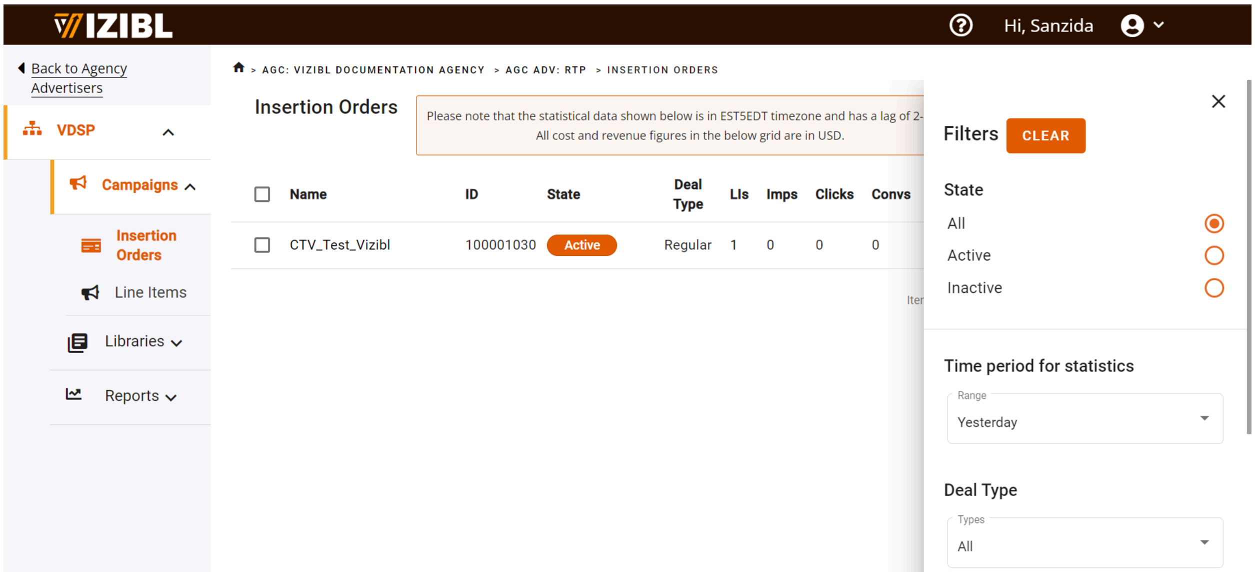
Filter: Use the Filter button on top right to filter for specific Insertion Orders in the Insertion Orders Listing.



Following filters are available:

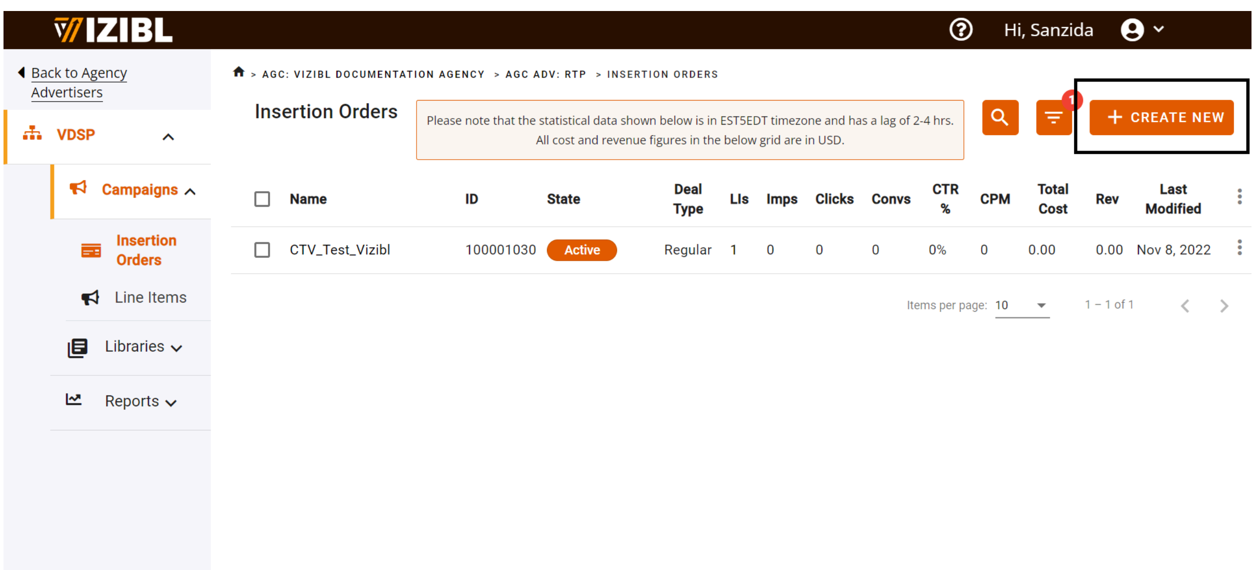
- **State**: Select Insertion Order State
- **Time Period for Statistics**: Select Date range to see statistics for that Date Range in the Insertion Orders Listing
- **Deal Type:** Select Deal Type from the available list
- **Campaign Date:** Select From-Date and To-Date to see Insertion Orders that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



2.2 Create a New Insertion Order

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



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

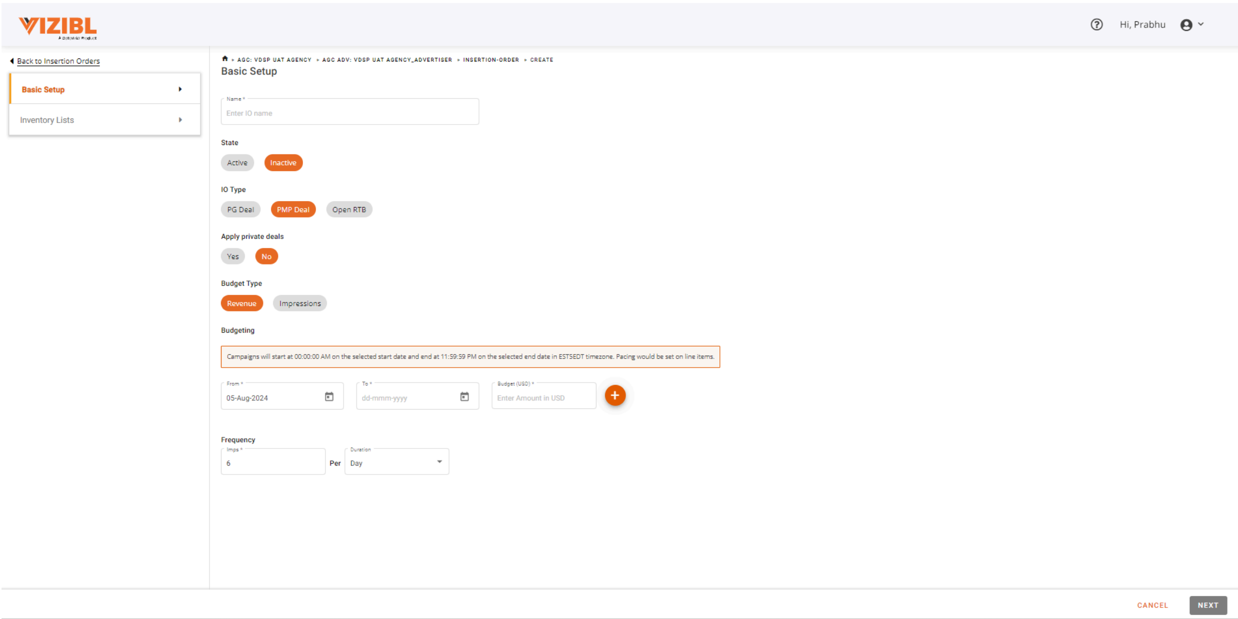
i. Select a budget type. Determines whether the budget will be allocated by revenue (money) or by impression.
   1. Revenue - If this Insertion Order runs on money as budget cap
   2. Impressions - If this Insertion Order runs on impressions as budget cap

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.

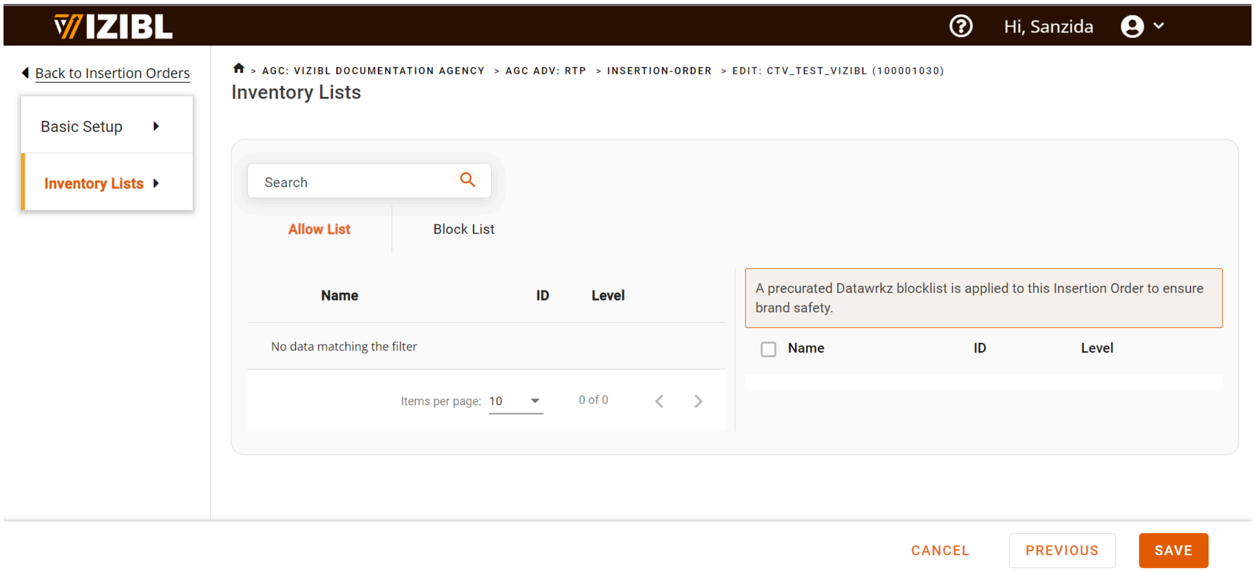
Warning: You cannot set a start date in the past.

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



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.

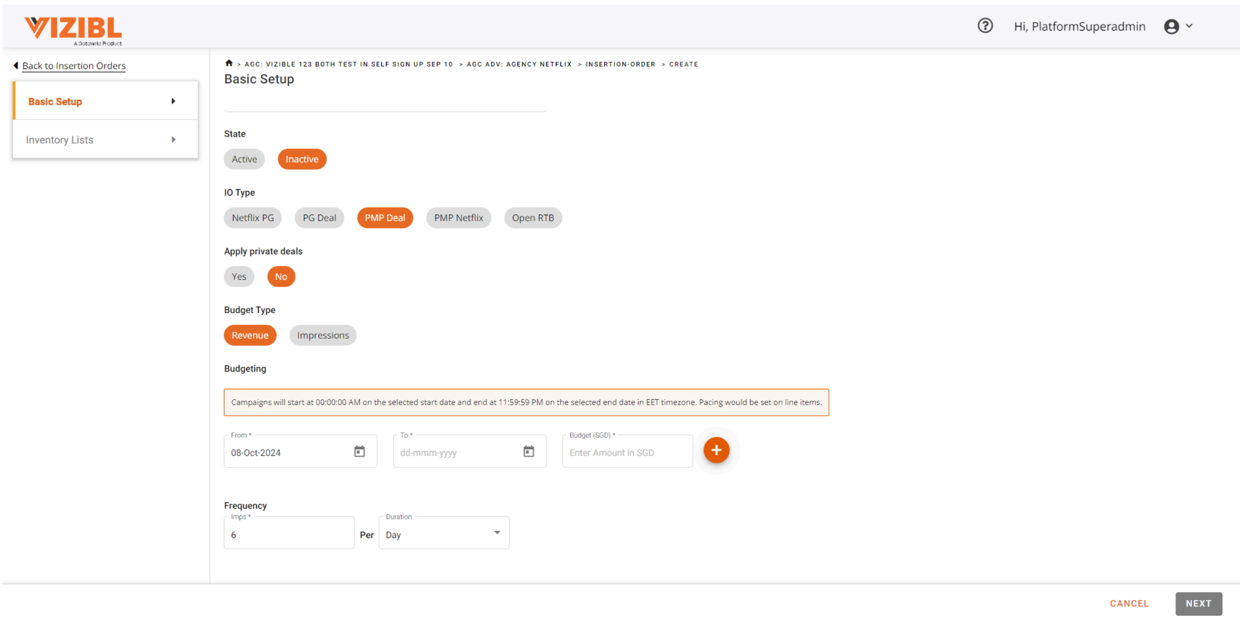
   1. Revenue - If this Insertion Order runs on money as budget cap
   2. Impressions - If this Insertion Order runs on impressions as budget cap

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

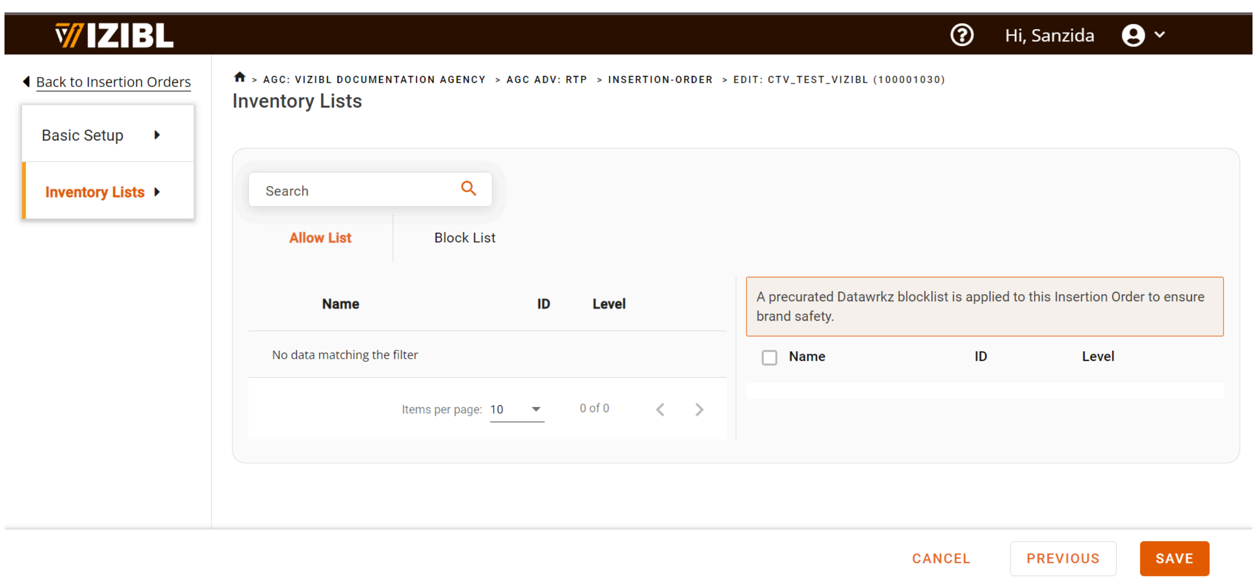
iii. Set up billing periods and budgets. You can add multiple billing periods and budgets. Billing periods allow you to allocate portions of your marketing budget to discrete periods of time. Any Line Item flight dates must occur within the dates of the parent insertion order's billing periods.

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



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.



2.2.3 For PG Deals or Netflix PG Deals

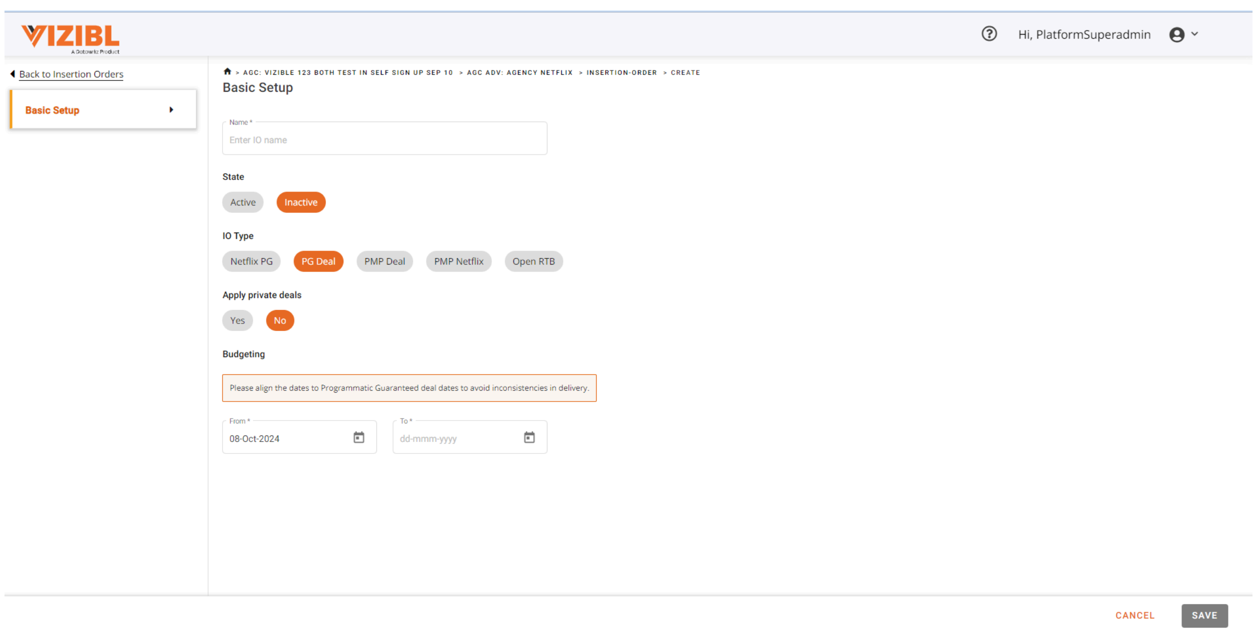
i. Apply Private Deals: Select “Yes” if you want to target deals that you have negotiated with publishers. Contact accountssupport@datawrkz.com to approve and enable these deals for your account. Select “No” if you want to target deals already available in the platform

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.



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:

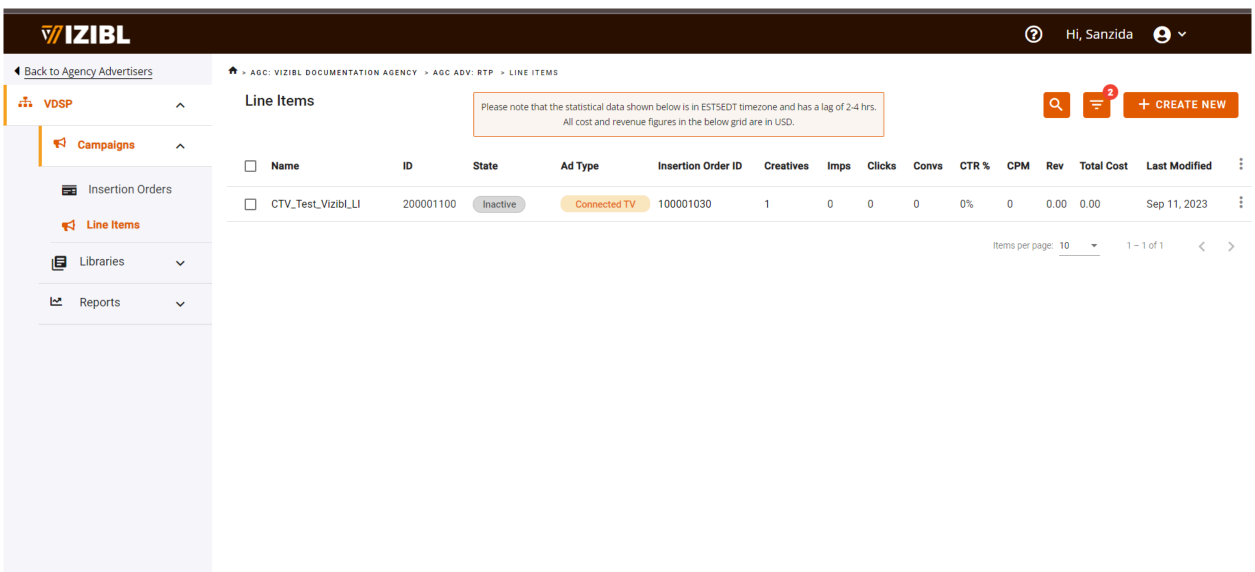
- Deal Type
- Budget Type
- Apply Private Deals Yes/No
- Billing periods and budgets of any flights with past Start and end dates

3. Line Items

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

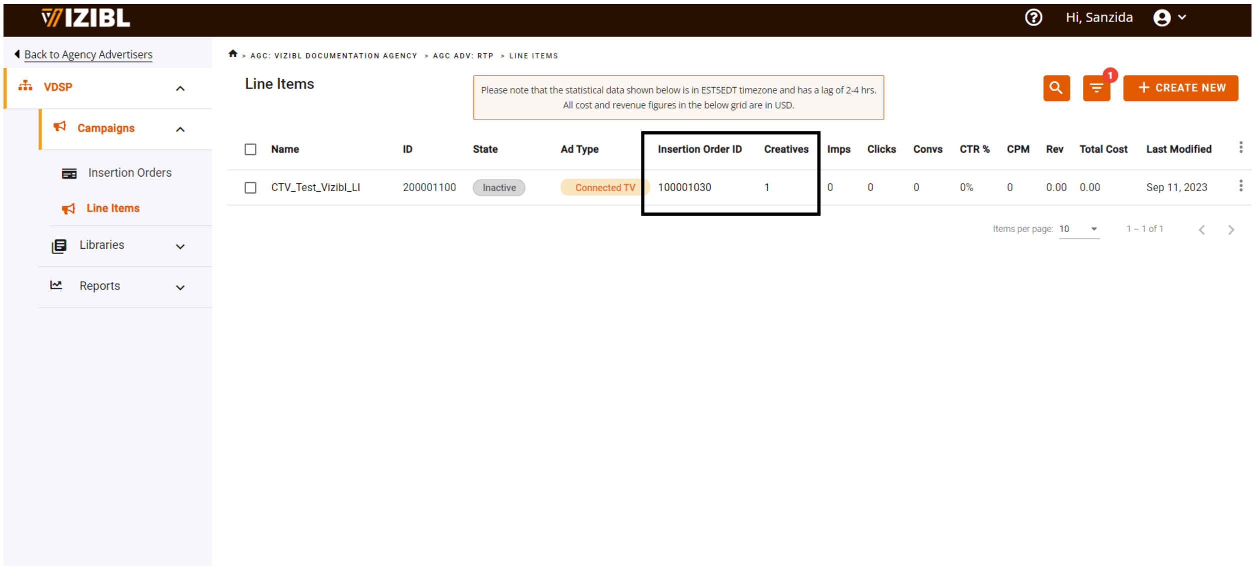
3.1 Line Items Listing

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.

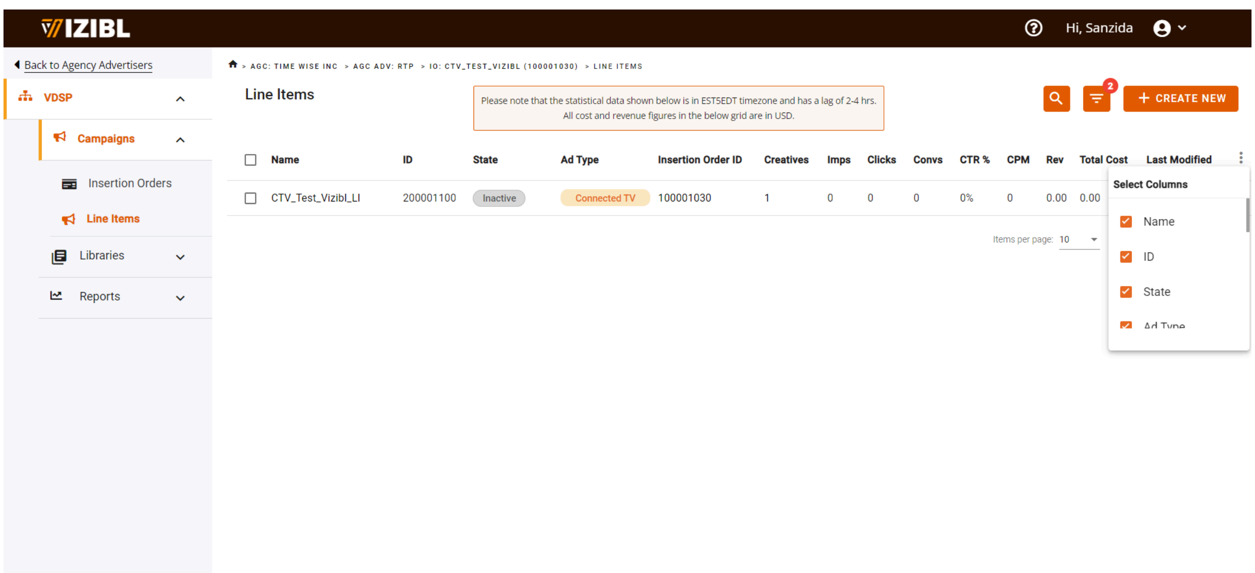


You can click on the Insertion Id to go to the Insertion Order details screen.

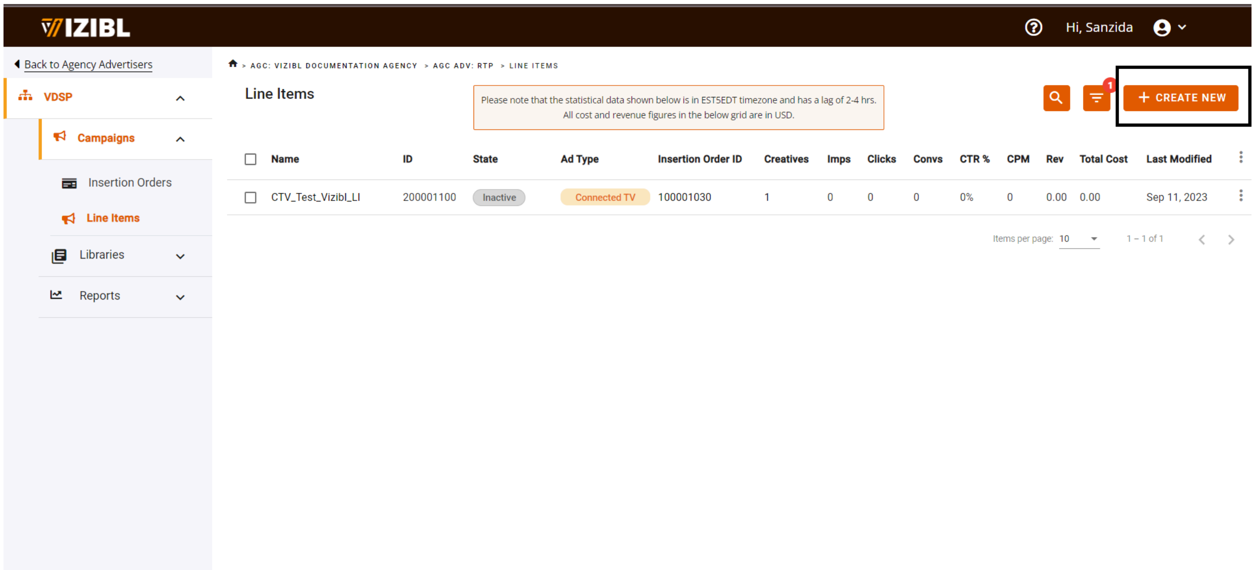
You can click on the number under the Creatives column to go to the Creatives Listing Screen showing all Creatives associated with that Line Item.



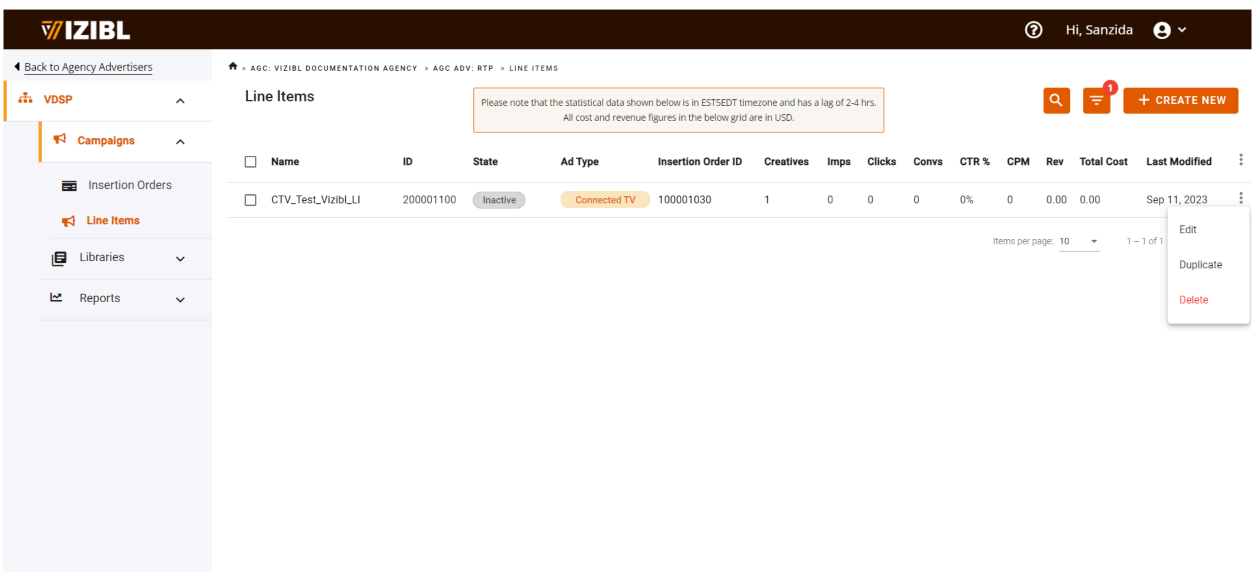
You can modify the columns in the Line Items Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



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

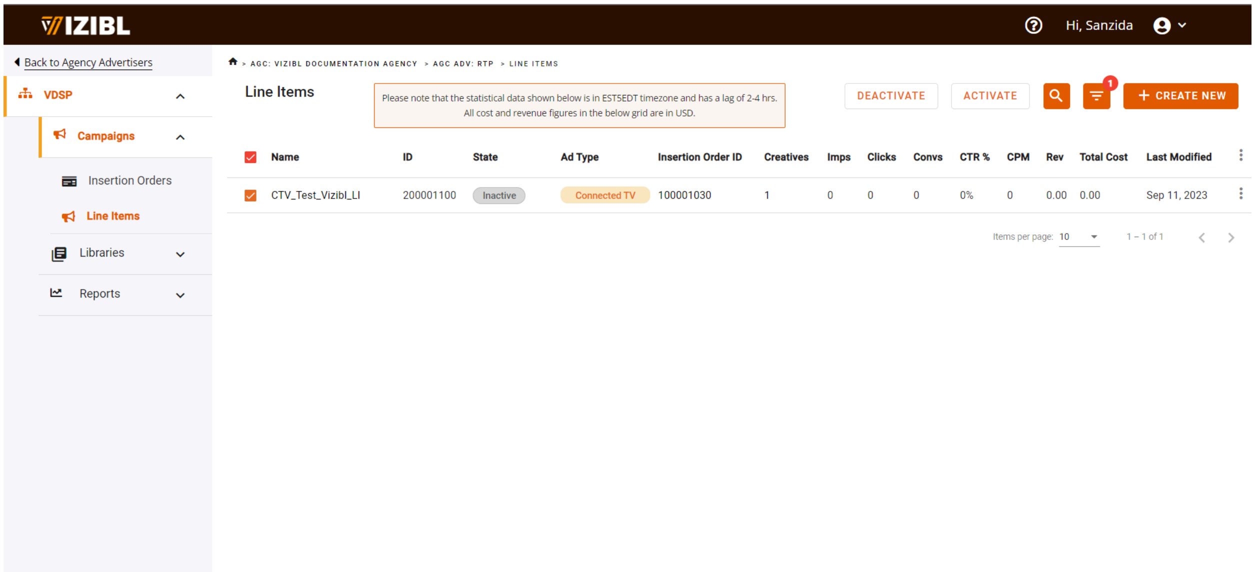


You can Edit or Duplicate or Delete a Line Item by selecting respective options from the three dots menu at the end of each Line Item.



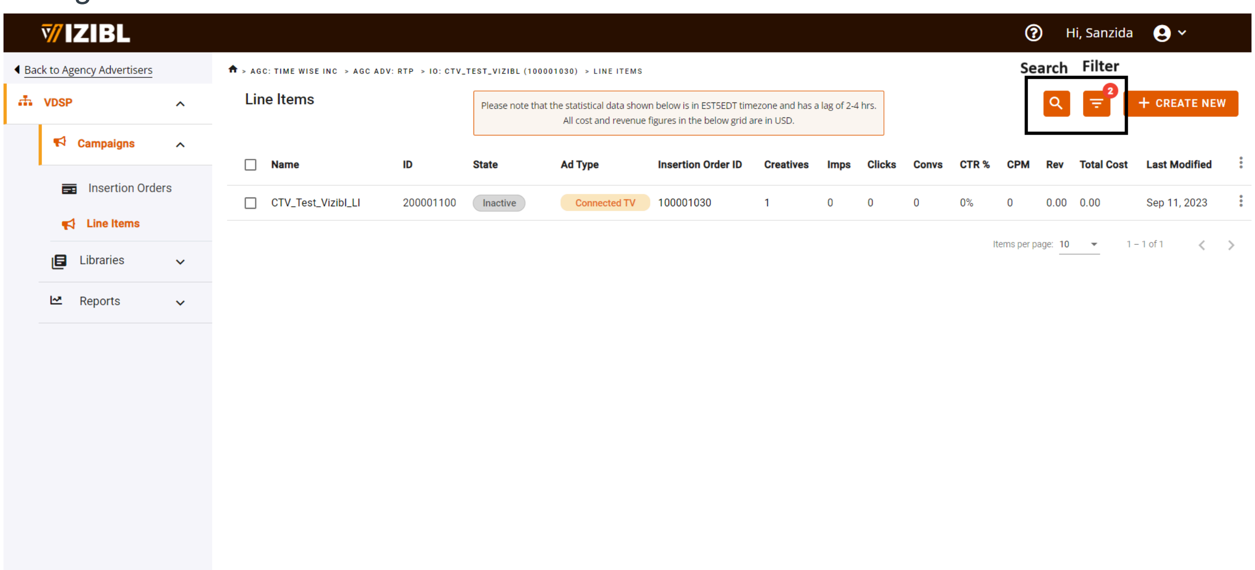
You can edit a Line Item directly from the Line Items Listing screen by clicking an Line Item.

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.



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.



Following filters are available:

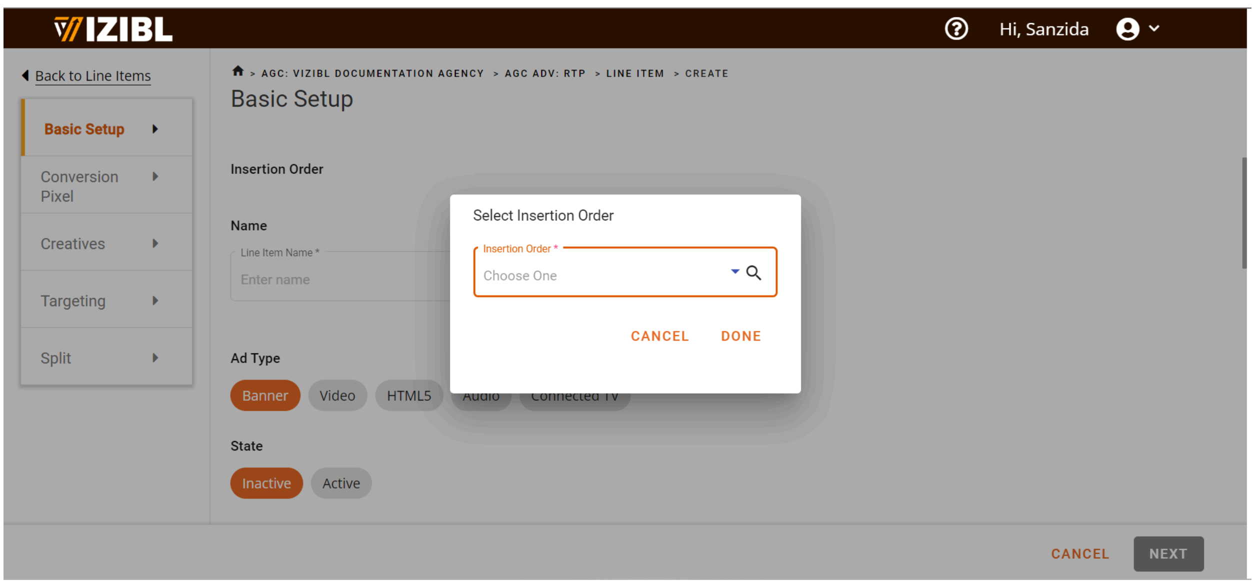
- **State**: Select Line Item State
- **Ad Type**: select Ad Type from the available list
- **Insertion Order**: Select the Insertion Order from the available list
- **Time Period for Statistics**: Select Date range to see statistics for that Date Range in the Line Items Listing

- **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

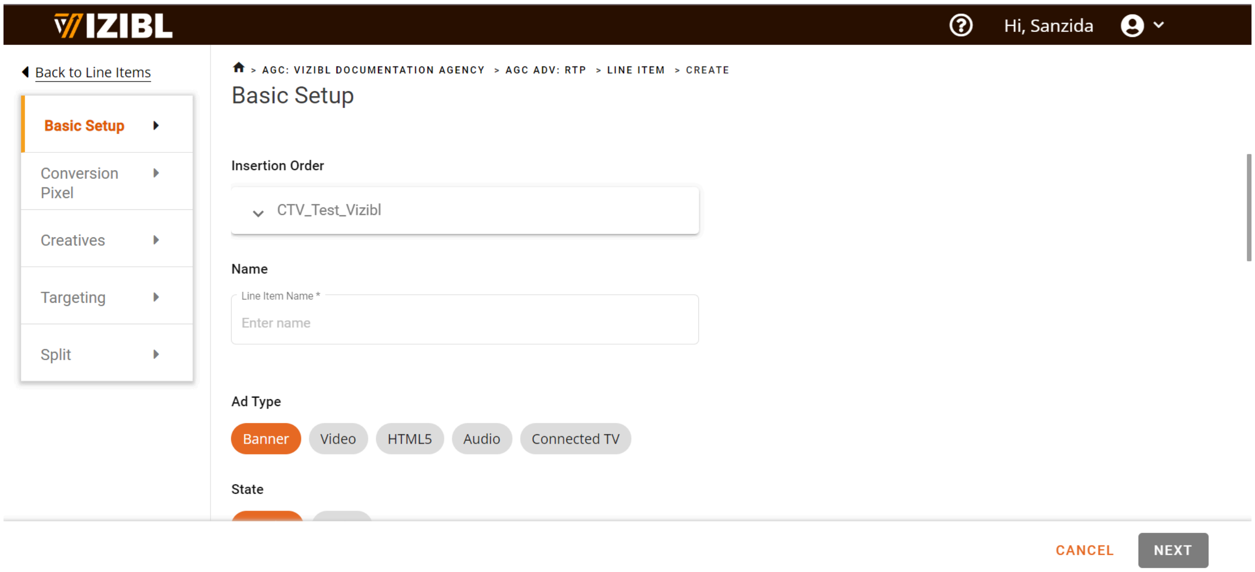
- Select Daily Budget if you want to cap daily spends of the flight. The budget can be currency or imps depending on the budget type you selected in the Insertion Order.Note the following with respect to daily budget:
  1. The Line Item will stop delivering overall if the overall flight budget is fully 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.

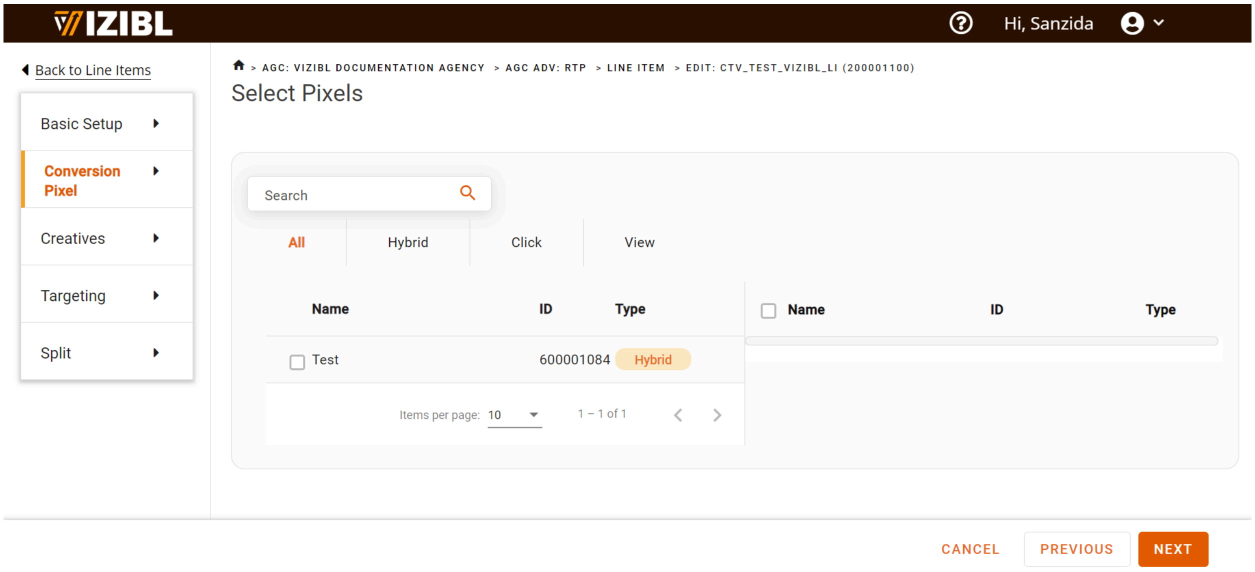
- Select a Frequency cap. Most restrictive frequency cap set between Insertion Order and Line Item takes precedence.
- Click **Next**



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 more 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

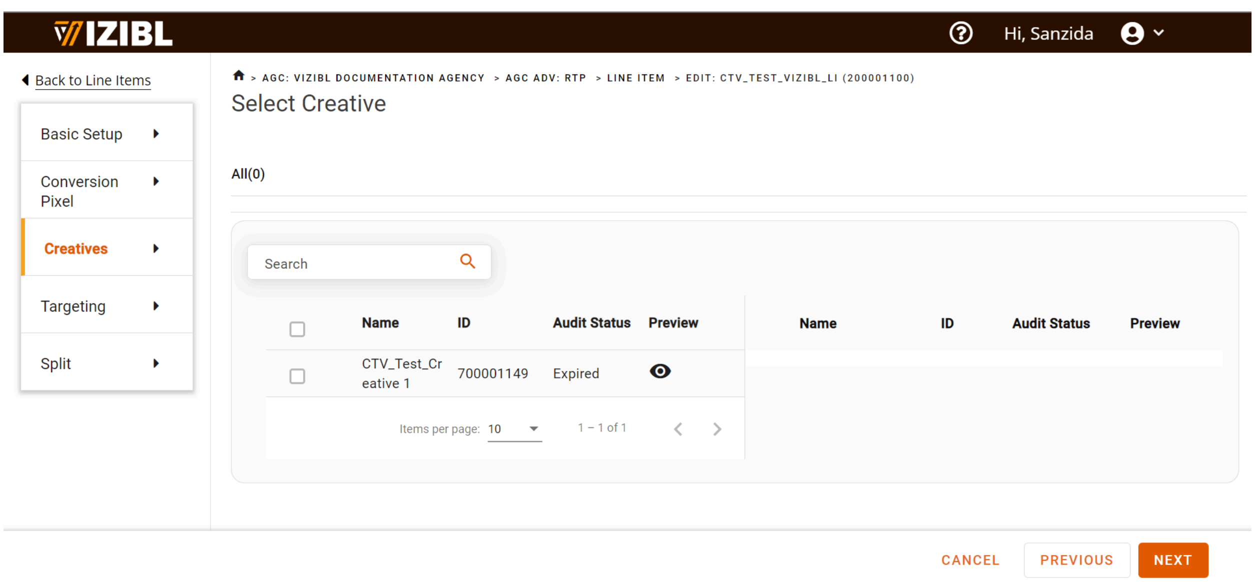
  Note: You have to create one more conversion tracking pixels in the Libraries section before those can be available in this section of the Line Item
- Click **Next.**



3.2.3 Creatives

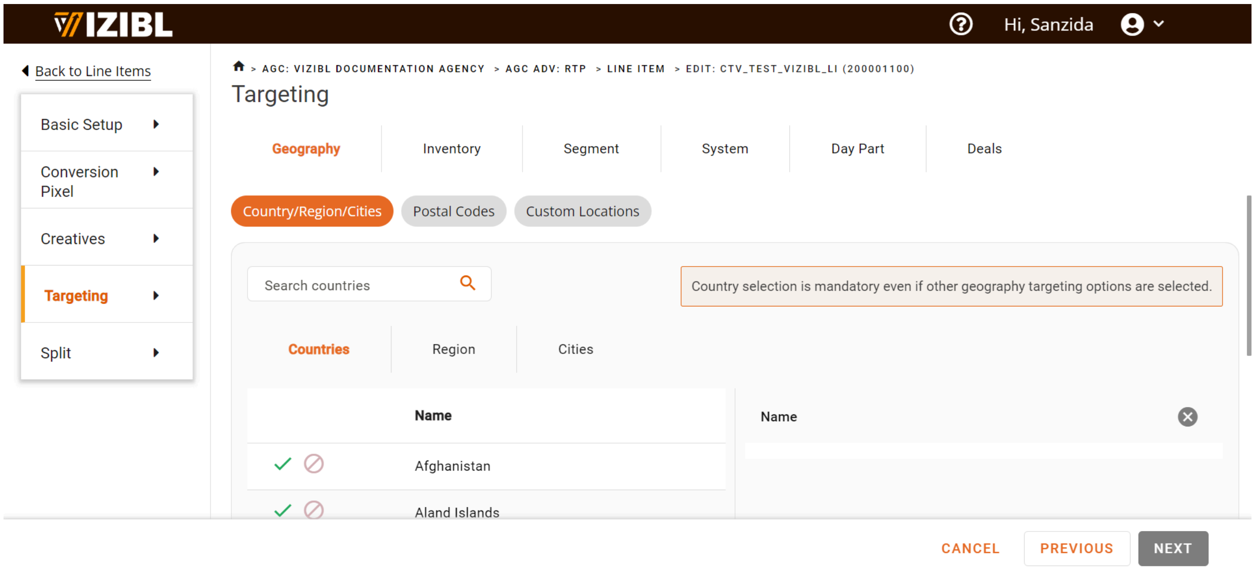
- Associate one or more creatives to this Line Item
  - You can see the list of All available creatives under **All** folder, and creatives stored under specific folders in those respective folders
  - Clicking on a folder will display creatives in that folder
  - Select one more more creatives from 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 more creatives in the Libraries section before those can be available in this section of the Line Item
- Click **Next.**



3.2.4 Targeting

Select various targeting parameters for the Line Item in this section



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.

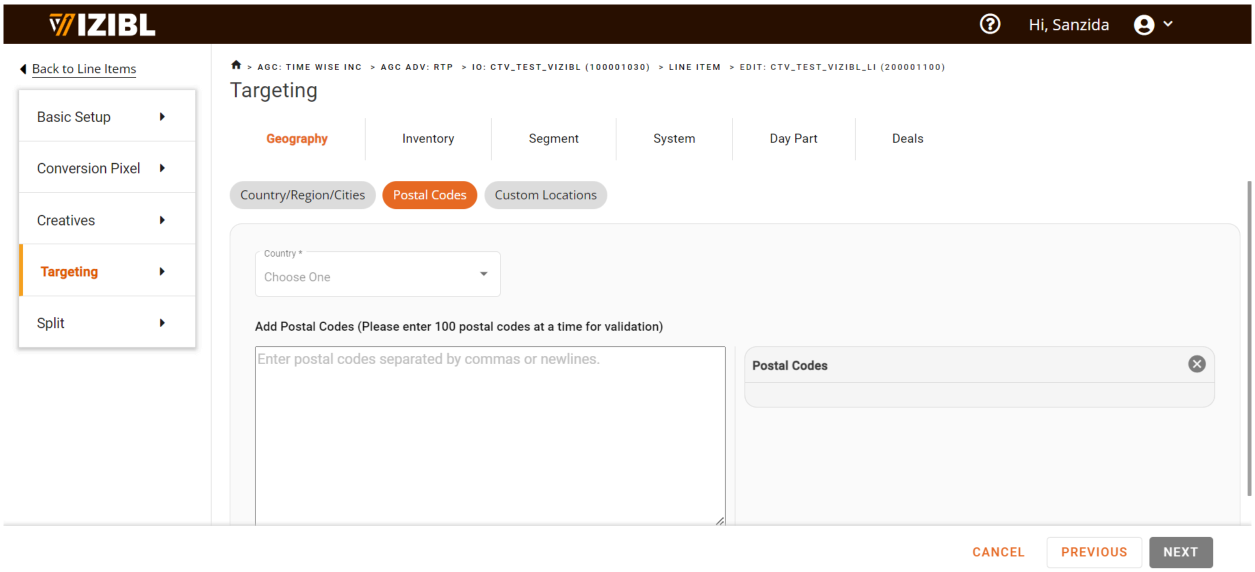
Tip: Click the column headers to sort counties, regions, or cities by name or ID, or use the search field to find a particular location.

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.

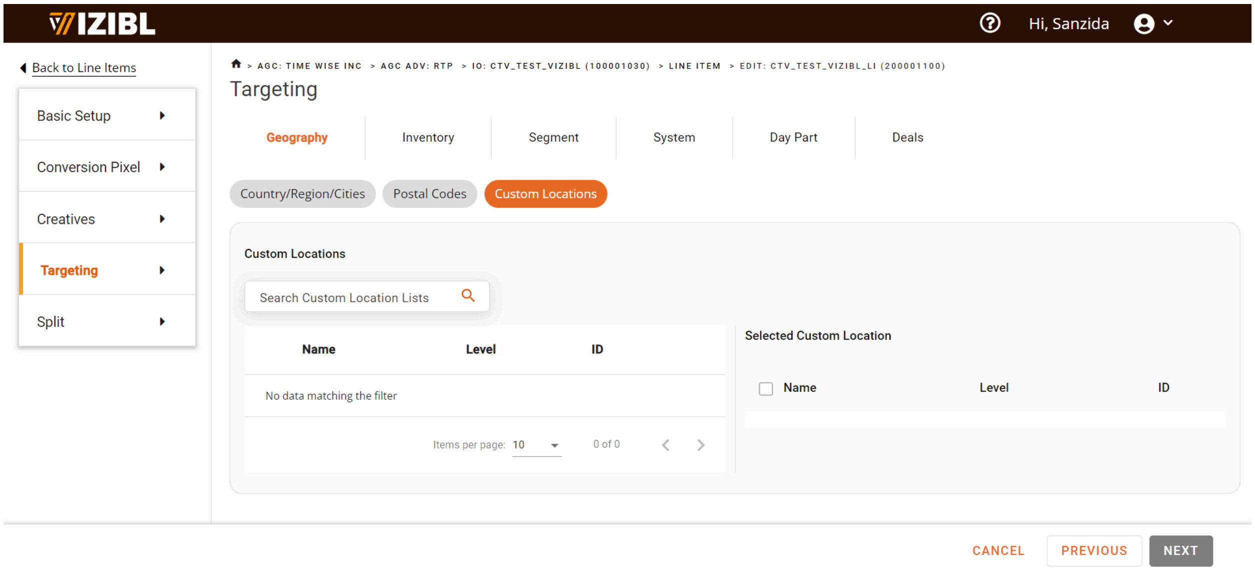
- Restrict users by metro code (available only if United States is selected as targeting country)
    - Available metro codes range from large cities such as New York City, United States, to smaller cities such as Rochester, NY, United States. Unless you are excluding the entire US in country targeting, 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 Imte
    - 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



- 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 more more custom locations creatives from the left hand side list of custom locations creatives by selecting the checkbox and the same will move to the right hand side as selected custom locations to be associated with this Line Item

  Note: You have to create one more custom locations creatives in the Libraries section before those can be available in this section of the Line Item
- Click **Next**



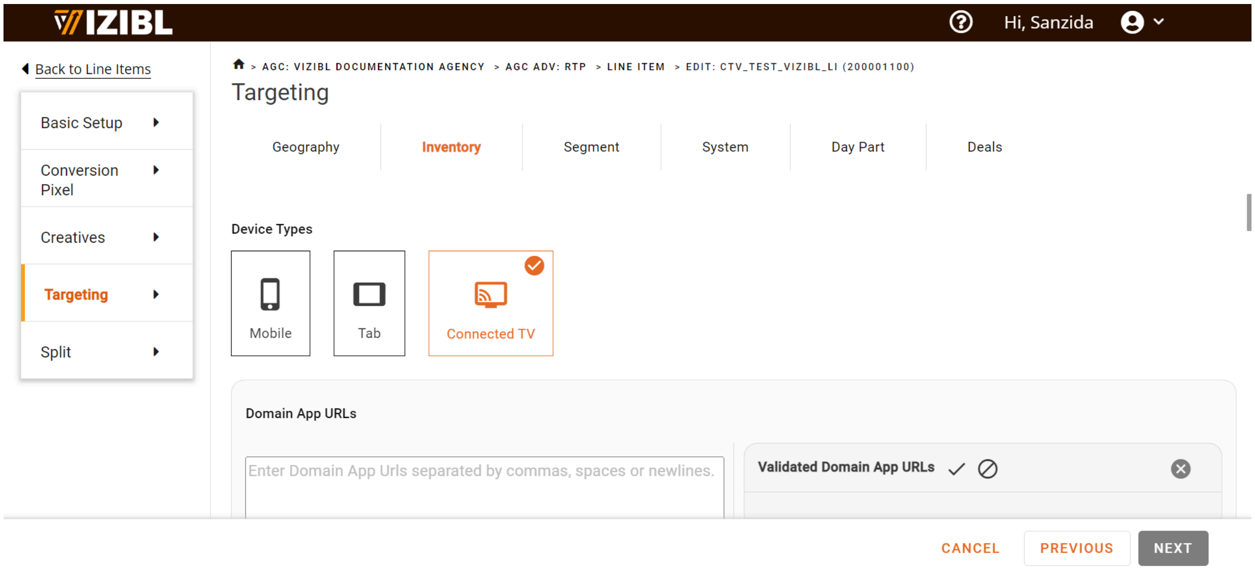
3.2.4.2 Inventory

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.	• 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 *Or* 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.	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.
Or	Broadens the targeting scope.	• 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 *And* relationship will be created between segment groups. Therefore, users must belong to all segment groups to be targeted.	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.

- 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

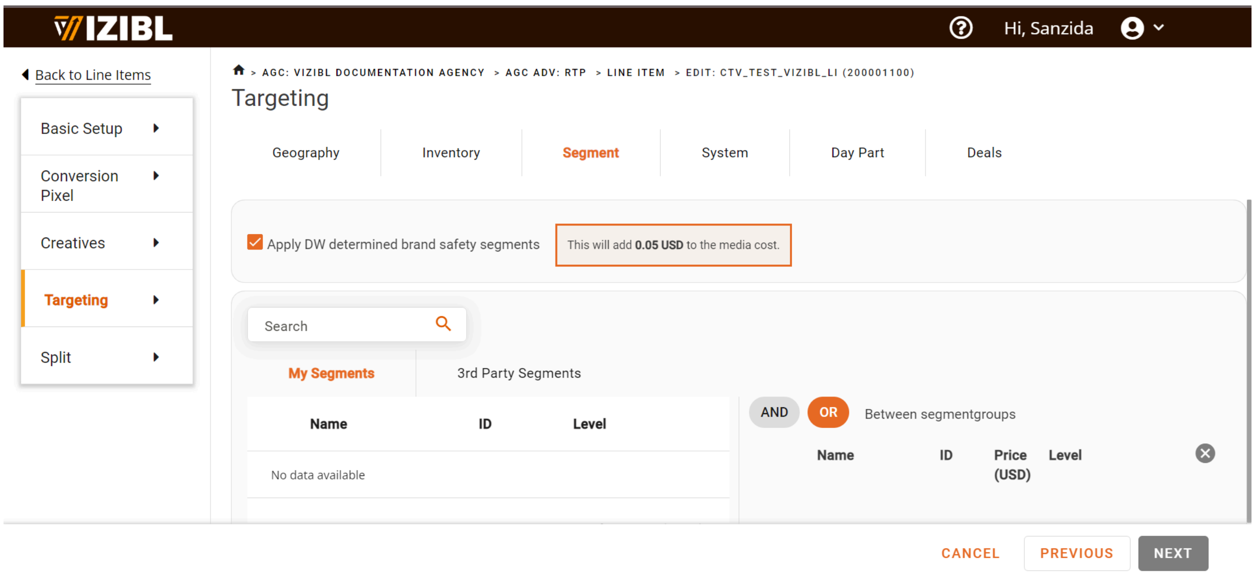
the include icon selected to target the users within the segment. Otherwise, click the exclude icon to exclude the users within the segment from being targeted.

- 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

have to be in either segment A or segment B, not both, to be targeted. C and D are "bad" segments and include users that you aren't interested in being targeted.
In this example, you would have segments A and B grouped within one segment group as well as a second segment group for segment C and a third segment group for segment D. Your goal is to exclude users that are in segment C and segment D.
A boolean expression for this scenario would look something like this: (Require A OR Require B) AND (Exclude C) AND (Exclude D).

- Click **Next**



3.2.4.4 System

You can target users based on their operating systems, browsers, language, device model, or carrier. In the Targeting section of a Line Item, click on System tab.

By default, all operating systems, browsers, and languages are targeted. On the System tab, you can narrow your targeting to include or exclude specific systems.

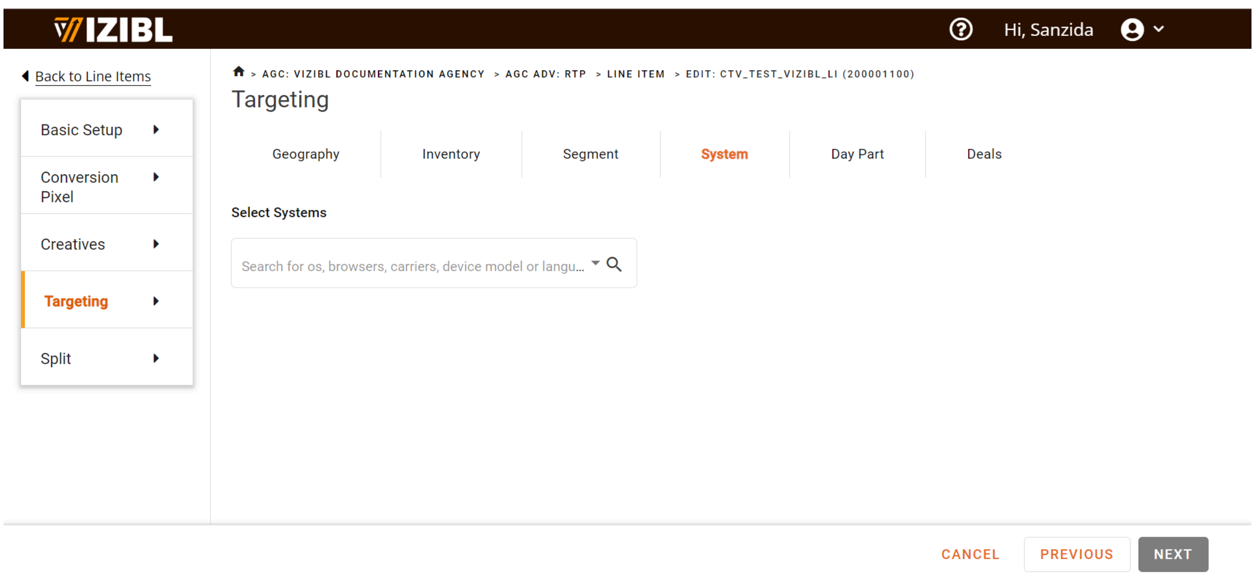
- Search for an OS Family (for example Microsoft Windows or Apple Mac) or Operating Systems (for example Windows 8 or 10.8 Mountain Lion) or Browsers or Languages or Device Makes/Models or Carriers for targeting. You can either include or exclude any of these from targeting.

Note: If you want to target the Safari browser on desktop and mobile, make sure to include both "Safari" and "iPhone" browsers in your targeting. Including the "iPhone" browser is necessary to see delivery for your line item
Note: The language that is targeted here for excluding and including is the browser language, not the language of the content

Warning: All system targeting types can be used but with some limitations. Due to inconsistent user agent naming conventions used by app providers and mobile carriers, the device type, device make/model, and OS targeting methods for mobile apps are only available for a small portion of inventory. Targeting these items will limit reach on mobile apps.

Additionally, since a significant portion of all impressions are delivered to unknown browsers, operating systems, or both, you should consider targeting **Unknown** operating systems and browsers to avoid severely restricting reach.

Click **Next**



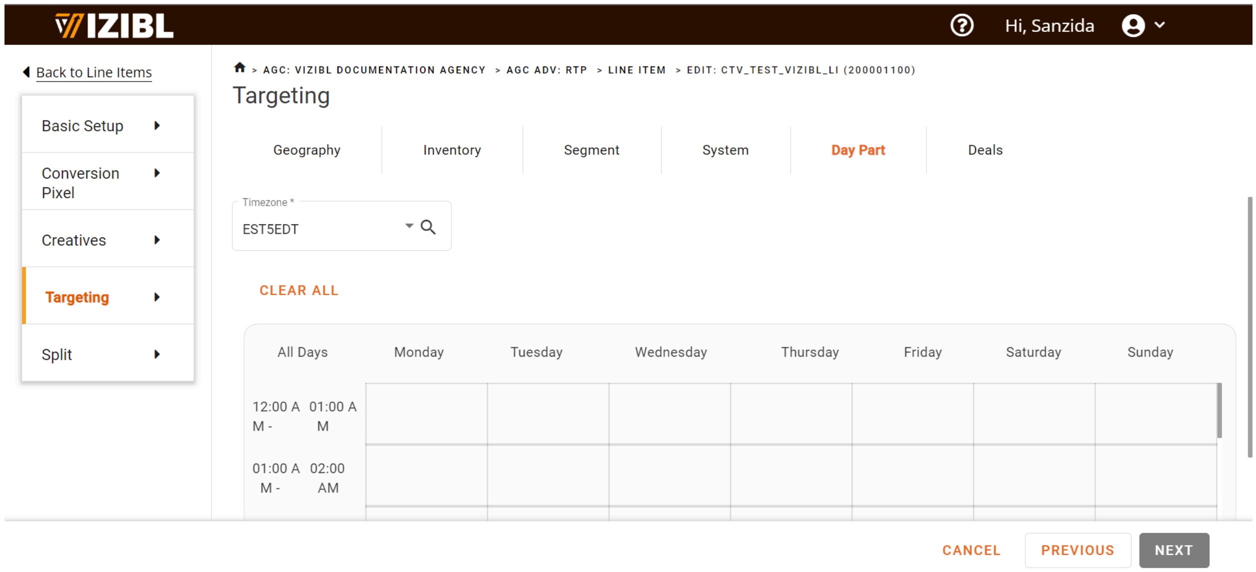
3.2.4.5 Day Part

You can target users based on the day and time when they see impressions.

By default, all days and times are targeted. In the Day Part tab, you can narrow your targeting by selecting blocks of time during which you want to reach users. Also, you can select the timezone to apply for this targeting.

Tip: You can select a full day or full hour slot across days by clicking on the Day (Monday, Tuesday etc) or on the Hour slot (12:00 AM to 1:00 AM). Click **Clear All** to clear all selections.

Click **Next**



3.2.4.6 Deals

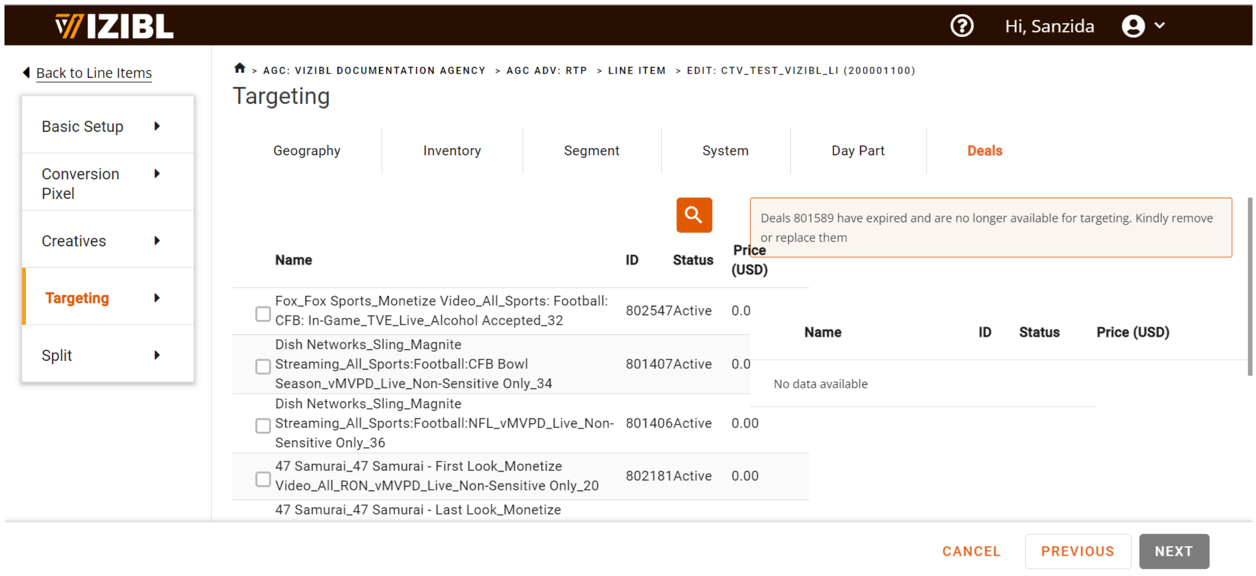
A deal is an agreement between a buyer and a seller that provides special access to inventory and/or data. Deals are primarily used to access preferred premium inventory or negotiated inventory.

This section is available only if you are creating this LI under a PMP Deal IO.

By selecting Deals in the Deals tab, you can target all deals from sellers or specific deals from one or more sellers.

Search for available deals and select one or more by checking the check box. Those deals will be moved to the right side and associated with the Line Item.

Click **Next**



3.2.4.7 Video

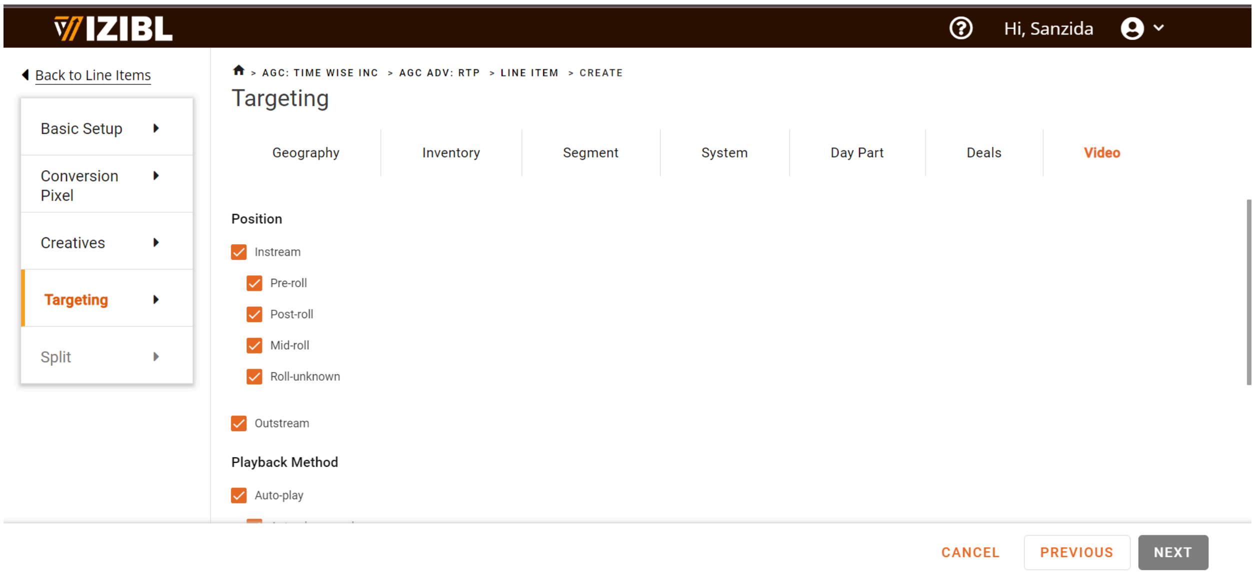
** Available only for Video Ad Type **

You can target video inventory based on the position, playback method and player width. By default, you will target all positions, playback methods and player widths and roll positions. However, you can narrow your targeting.

Note: You should avoid using both VAST creatives and in-banner or interstitial video creatives within the same video campaign. An in-banner or interstitial video creative will not serve when you target by position. Setting any of the three video targeting parameters (i.e., **Playback Method**, **Player Size**, or **Position**) will restrict inventory to only those that satisfy the specified parameters and thus significantly limit your delivery potential.

The options available to target inventory by position, also called context:

- **Instream** - Video ads are embedded within a video player.
  - **Pre-roll** - Inventory that hosts video creatives that play before the user selected video of choice.
  - **Post-roll** - Inventory that hosts video creatives that play after the user selected video of choice.
  - **Mid-roll** - Inventory that hosts video creatives that play in the middle of the user selected video of choice.
  - **Roll-Unknown** - Target inventory where no position information has been provided.
- **Outstream** - Video ads are embedded within the body of a web page.



You can target inventory that accepts creatives with the following playback methods:

- **Auto-play, sound on** - Video creative starts playing with sound on as soon as the page loads.
- **Auto-play, sound off** - Video creative starts playing with sound off as soon as the page loads. Sound comes on when the user clicks on the creative.
- **Auto-play, sound unrecognized** - Video creative starts playing as soon as the page loads, but no sound information is specified.
- **Click-to-play** - Video creative is static on the page till the user clicks to play.
- **Mouse-over** - Video starts playing when the user moves the mouse over the creative.
- **Unknown** - Target inventory where no initiation method information is provided (e.g., YouTube inventory).

Tip: For maximum delivery and reach, we recommend that you include **Unknown** in your targeting since some inventory (such as Google Ad Manager) is not classified. Playback method targeting is not available for Google Ad Manager.

Player inventory is available across all supply types (web, mobile web, and mobile app). The following player sizes are available to target:

- **Small -** primarily in-banner inventory (maximum width of 319 pixels)
- **Medium -** includes most smartphone player inventory for mobile apps (minimum width of 320 pixels, maximum width of 639 pixels)
- **Large -** primarily large-format web inventory (minimum width of 640 pixels)
- **Unknown**

Tip: For maximum delivery and reach, we recommend that you include **Unknown** in your targeting, because some inventory (such as Google Ad Manager) is not classified.

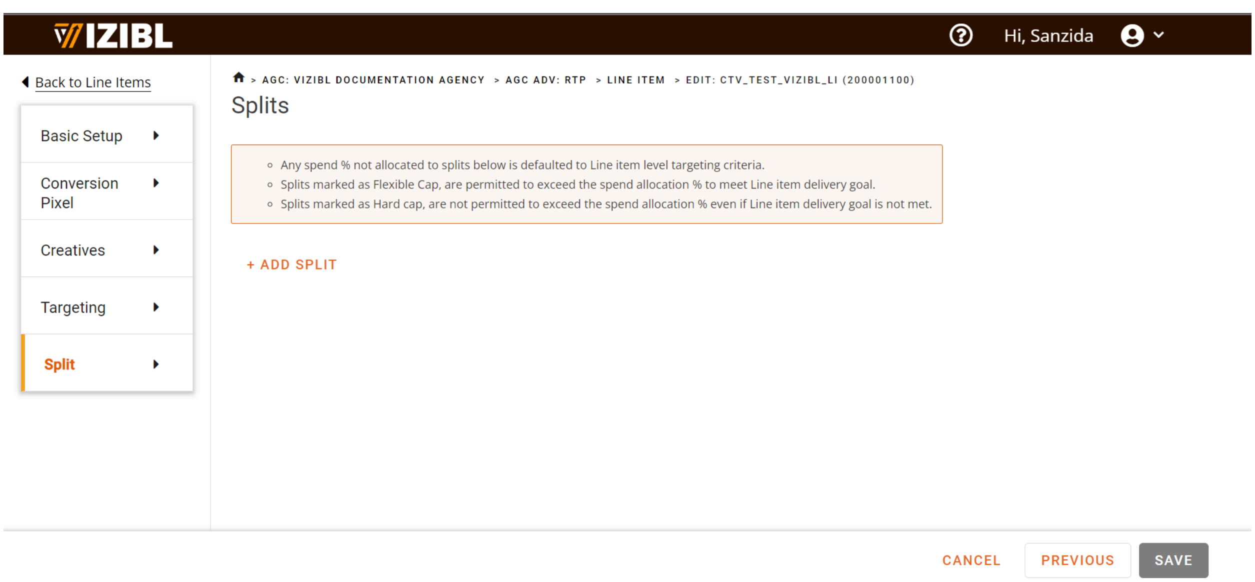
Click **Next**

3.2.5 Splits

You can use splits to refine line item targeting and dynamically adjust bids, budget allocation, and creative allocation across a line item's targeted inventory. Splits are recommended if you have sophisticated targeting requirements.

Splits allow you to:

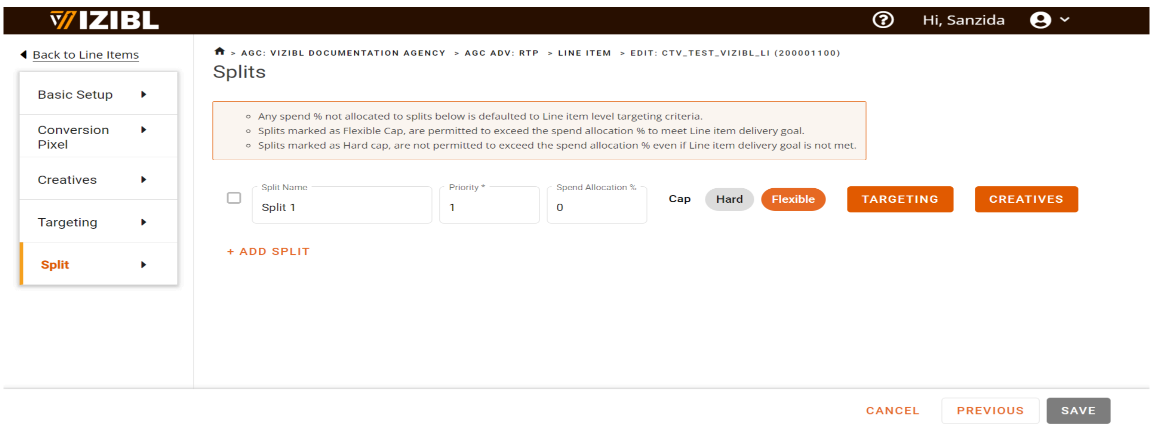
- Target different subsections of inventory that match the line item's more general criteria
- Dynamically adjust bids based on targeting
- Allocate the line item budget to different targets
- Distribute creatives across the line item's targeted inventory



You define a split by specifying the inventory you want available for it, using any combination of split settings. These include geography, inventory performance, and segment information. If you choose, you can also specify budget allocations, bidding priority, and/or creative selection for each split.

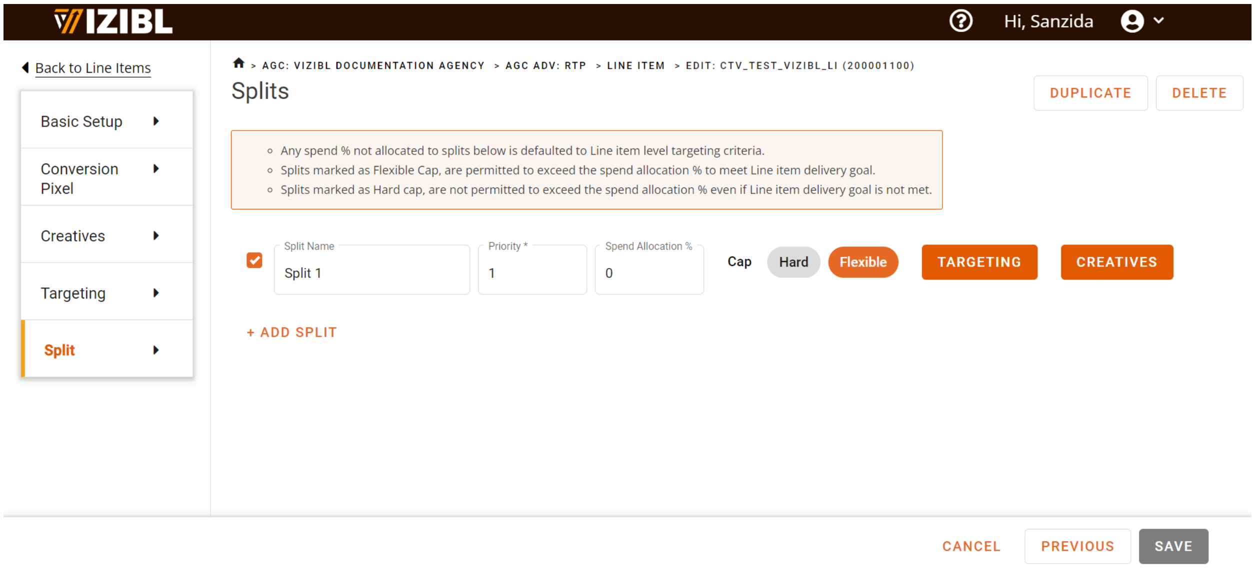
- Creating a Split: You can create a new split by clicking on **+ Add Split** button and giving it a name
- Split priority: When using multiple programmable splits on a line item, you can prioritize your splits so that impressions applicable to multiple splits get assigned to one split over another
  - If an impression applies to multiple programmable splits, the impression is assigned to the split with the lowest priority number
  - For example, if Split A (priority 1) is targeting "domain=foxnews.com", Split B (priority 2) is targeting "city=Chicago", and an impression is available from a user in Chicago visiting foxnews.com, then the impression will be assigned to Split A because it has a higher priority (lower priority number) than Split B
  - The same priority number can't be set for multiple splits.
- Spend Allocation (%): Spend allocation is the percentage of the line item daily budget assigned to a split. You can have multiple splits per Line Item, with spend allocation across all splits totalling to no more than 100%. If the spend allocation across all splits totals to less than 100%, remaining budget is spent using the Line Item targeting criteria
  - Enter a percentage for each split in the Spend Allocation text box
  - Spend allocation for each split can be between 1% and 99%
- Capping: Capping determines how a split handles conflicts between the spend allocation and line item delivery goals
  - Flexible: Flexible capped splits prioritize delivery over spend allocation. When flexible splits are underdelivering, they are permitted to exceed the spend allocation goal to reach the line item delivery goal. That is, if the line item cannot reach the delivery goal, Vizibl will ignore spend allocation goals and maximize spend on every split until the line item reaches the delivery goal. If the line item delivery goal is being met, then spend allocation goals will be met. If a spend allocation goal isn't met, this implies that the particular split does not have enough inventory to reach its spend allocation goals. By default, splits are flexible
  - Hard: Hard capped splits prioritize spend allocation over delivery. Even when line items are underdelivering, hard capped splits are not permitted to exceed the spend allocation goal to help the line item reach its delivery goal. This will prevent overspend on a split, but may cause the line item to underdeliver

- Split Targeting: You can define a split by specifying the targeting goals you want it to meet. These target goals can be Geography, Inventory, Segment, System, Frequency and Recency
  - Click on **Targeting** button and select necessary targeting goals from respective tabs
- Assigning Creatives to a Split: You can assign specific creatives for a split to deliver
  - Click on **Creative** button to select creatives to be assigned to a split
  - Creatives available at a Line Item level are available in the split. Select one or more creatives by checking the checkbox and same will be added to right hand side to associate with the split



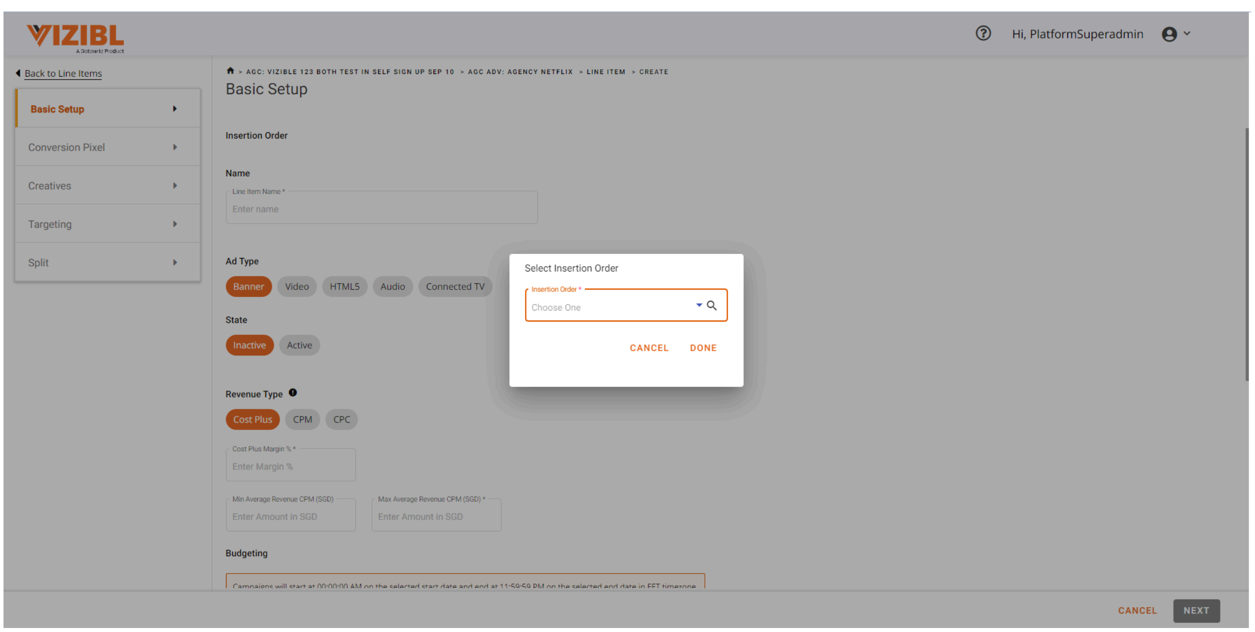
- Deleting a Split: Check the checkbox next to a split and click on the **Delete** button at the top right corner to delete a split
- Duplicating a Split: Check the checkbox next to a split and click on the **Duplicate** button at the top right corner to duplicate a split. This duplicates an existing split with all its targeting goals. You can edit this split to change any targeting goals

  Click **Save** to save the Line Item.



3.3 Create a New Line Item (Targeting Netflix 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.** Make sure you select an IO that is a Netflix PMP Deal IO.



3.3.1 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. "Video" is the only Ad Type available for Netflix PMP deals
    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. **Warning:** Ensure you provide a CPM value that is equal to or more than the Netflix PMP deal CPM (which you get from the Deals section in Libraries). Otherwise necessary deals will not be available for targeting.
        - 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

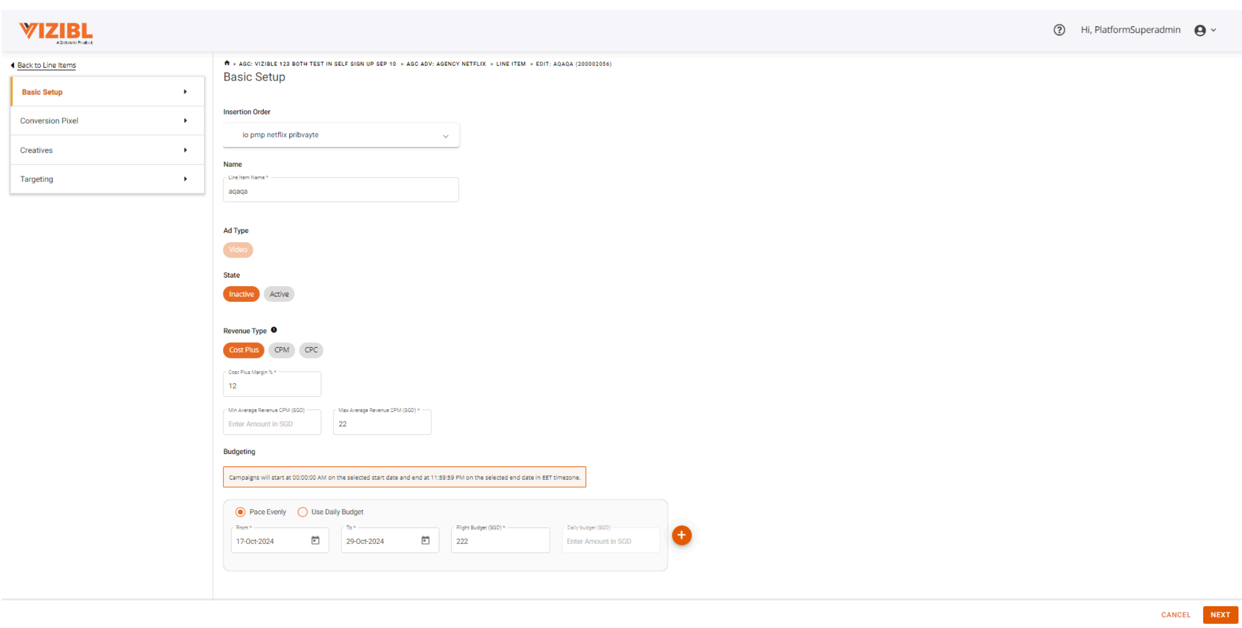
- Flights must be at least one day long
- Flights must occur in the future
- Flight dates must fall inside the billing period dates of the parent Insertion Order.

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:
   5. **CTR -** Select this type if you want to optimize to a clickthrough rate percentage. Enter the desired percentage in the text field
   6. **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**.
   7. **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.

- 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

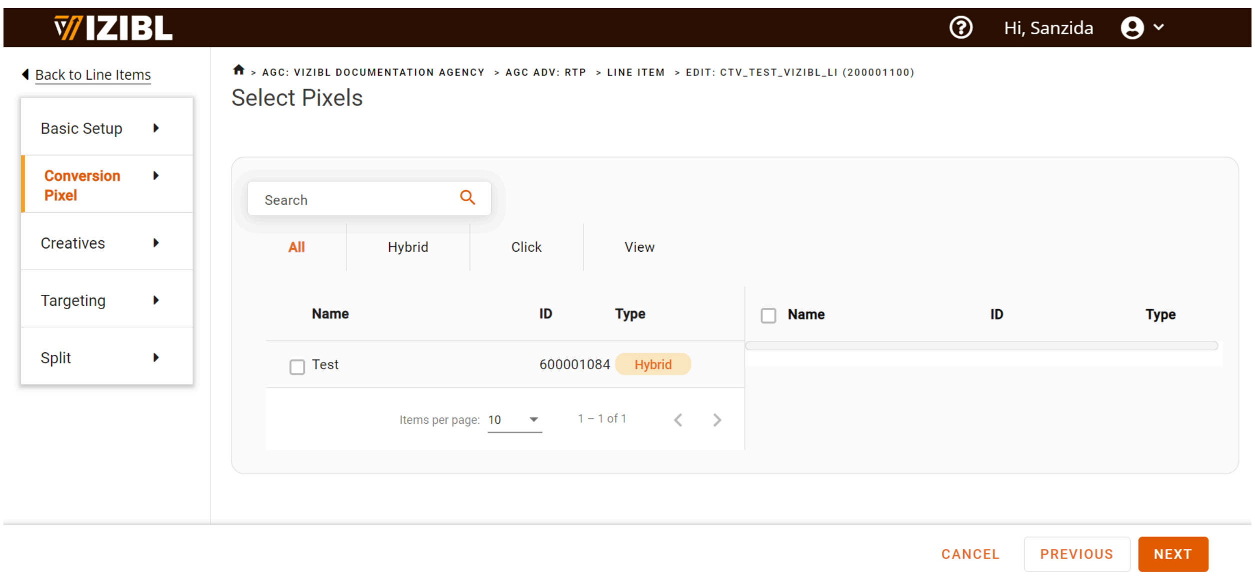
- Goal Priority: Goal priority is used to indicate which goal should be given greater emphasis when bidding.
  - **Delivery** will prioritize impression volume by multiplying bids up to 2x in response to delivery. When you optimize to clicks, it will also allow line items to discover inventory with historical 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**



3.3.2 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 more 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 more conversion tracking pixels in the Libraries section before those can be available in this section of the Line Item
- Click **Next.**

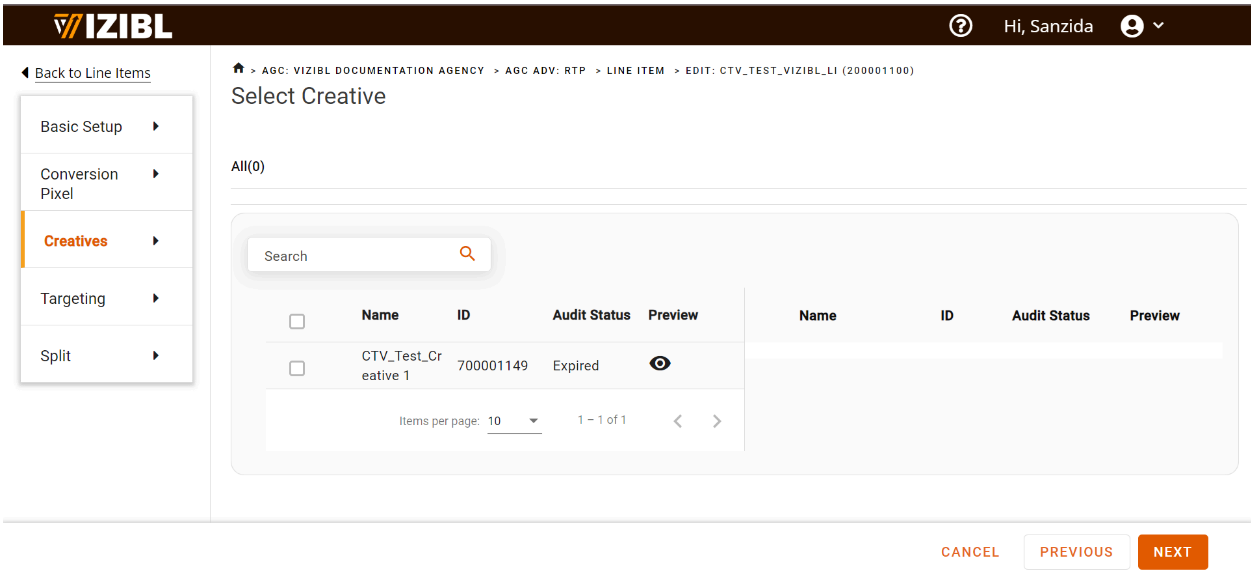


3.3.3 Creatives

- 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 more 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

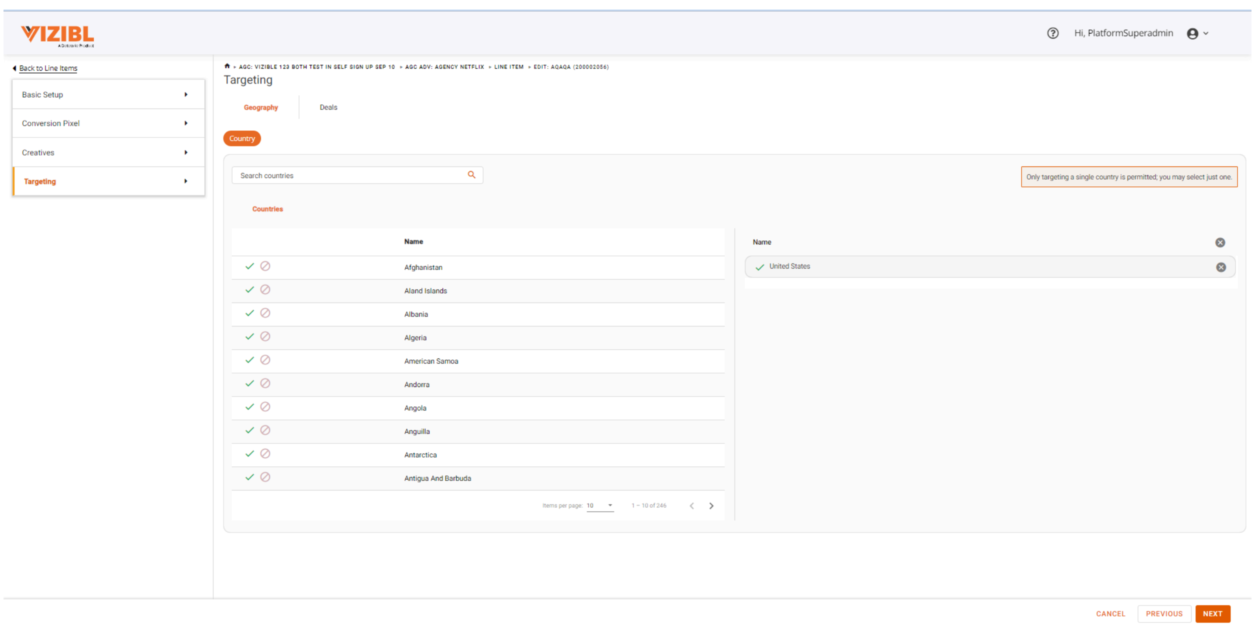
  Note: You have to create one more creatives in the Libraries section before those can be available in this section of the Line Item

- Click **Next.**



3.3.4 Targeting

Only Geography and Deals targeting is allowed for Netflix PMP deals LIs.



3.3.4.1 Geography

You must target users based on at least one country level. And this country should match with the Netflix inventory you are targeting. For example: If you want to target Netflix PMP Deals in the US, select US as the geography. Only Country level targeting is available at this stage.

- Click **Next**

3.3.4.2 Deals

A deal is an agreement between a buyer and a seller that provides special access to inventory and/or data. Deals are primarily used to access preferred premium inventory or negotiated inventory.

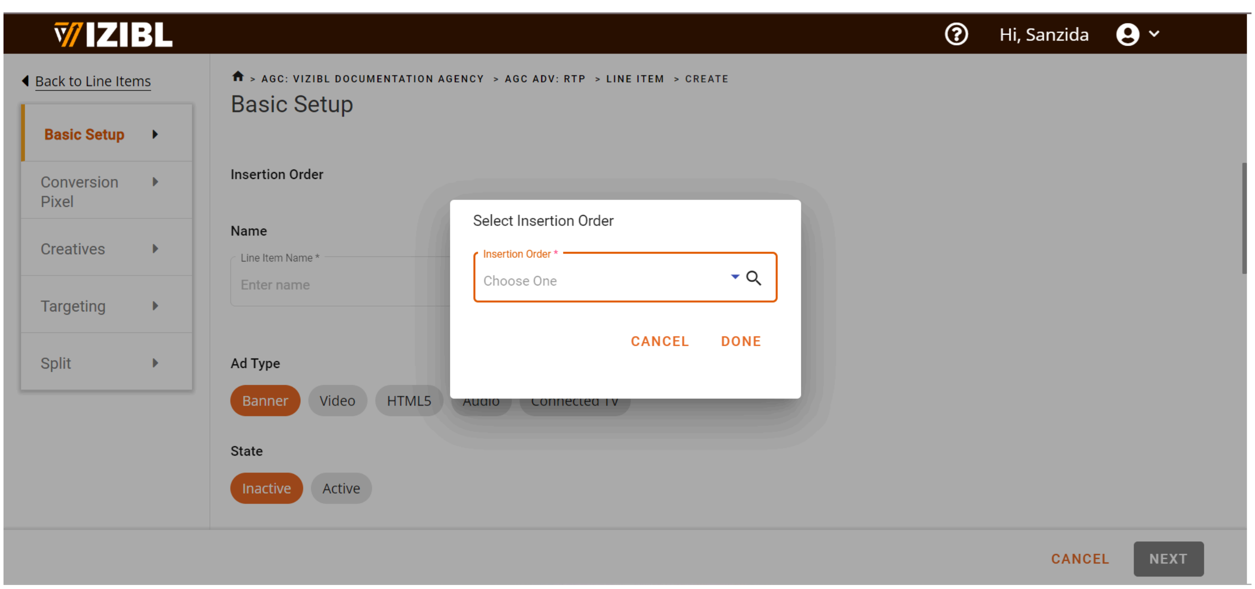
This section is available only if you are creating this LI under a Netflix PMP Deal IO.

Search for available deals and select one by checking the checkbox. That deal will be moved to the right side and associated with the Line Item. **Please note that only one Netflix deal can be selected per LI.**

Click **Save** to save the Line Item.

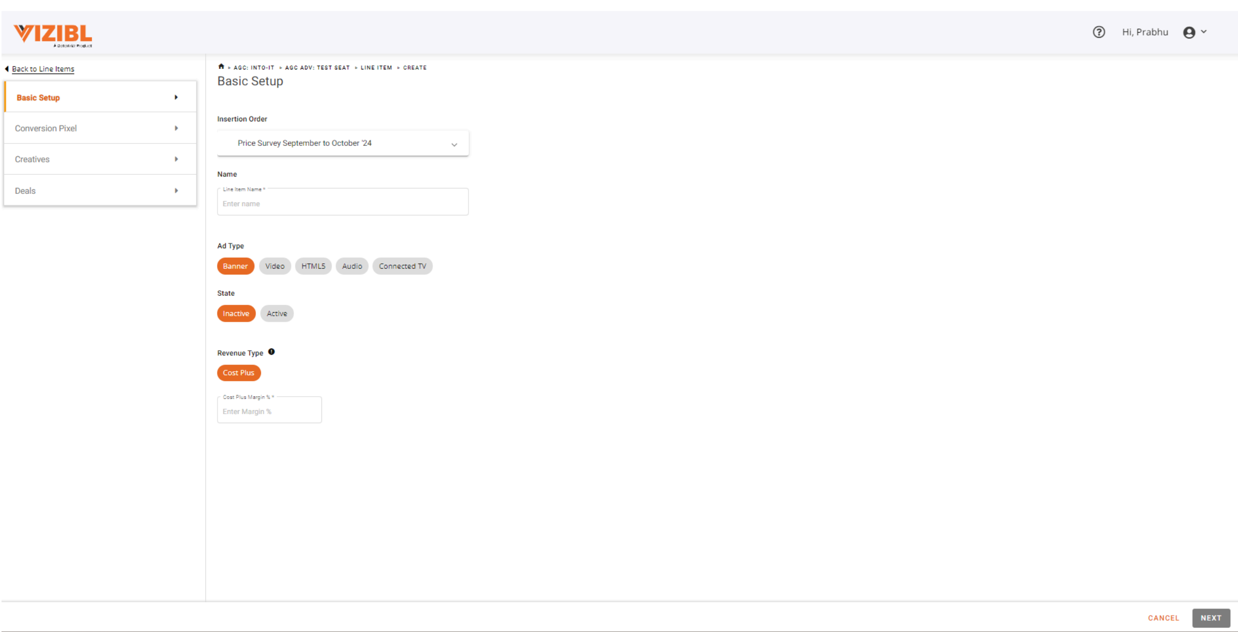
3.4 Create a New Line Item (Targeting PG Deals)

- 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**



3.4.1 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. Only Cost Plus Revenue Type is available for PG deals. Using this revenue type you can specify a margin % (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
    5. Flights, Budgets, Pacing. Optimization and Frequency are managed by the publisher when setting up the PG deal. Hence these cannot be set for a PG deal LI.
    - Click **Next**



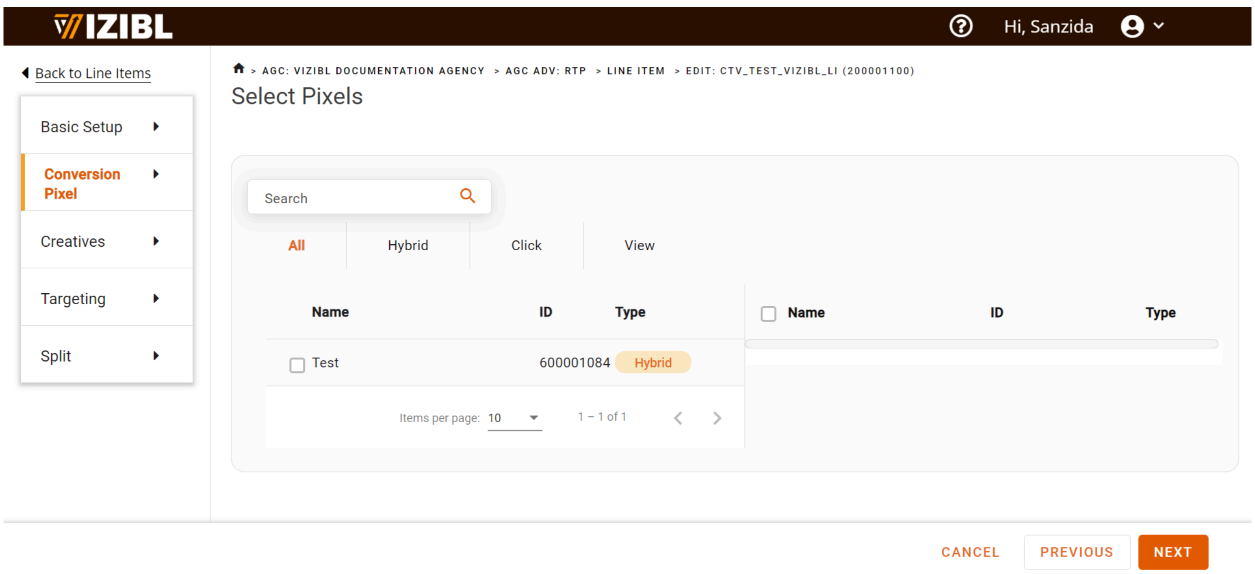
3.4.2 Conversion Pixel

- 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 more 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 more conversion tracking pixels in the Libraries section before those can be available in this section of the Line Item

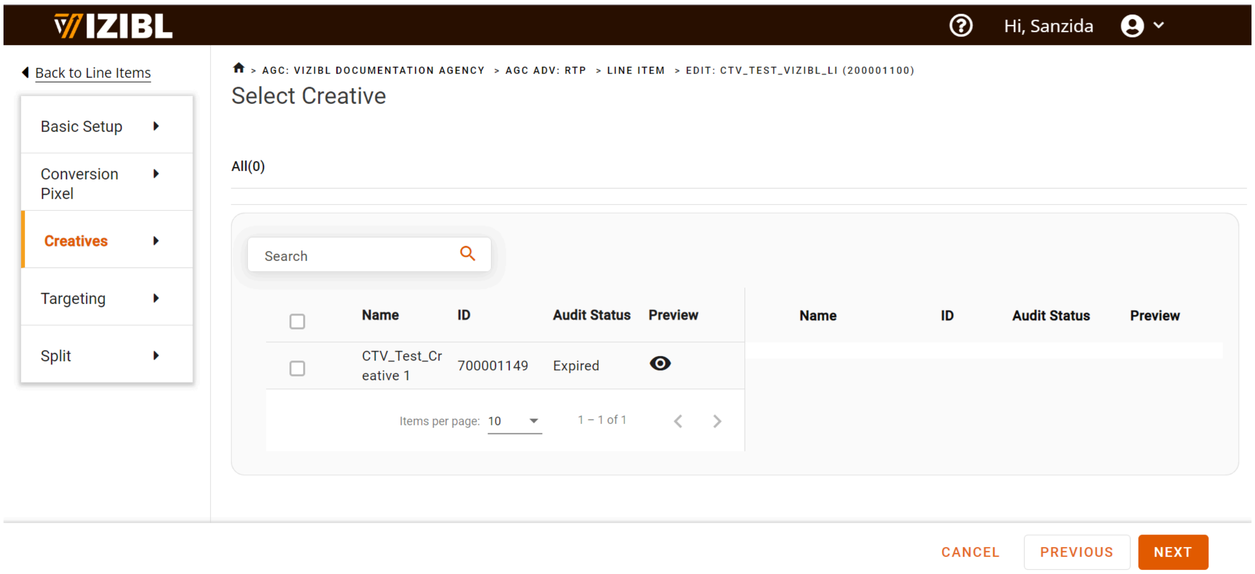
- Click **Next.**



3.4.3 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 more 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 more creatives in the Libraries section before those can be available in this section of the Line Item
- Click **Next.**



3.4.4 Targeting

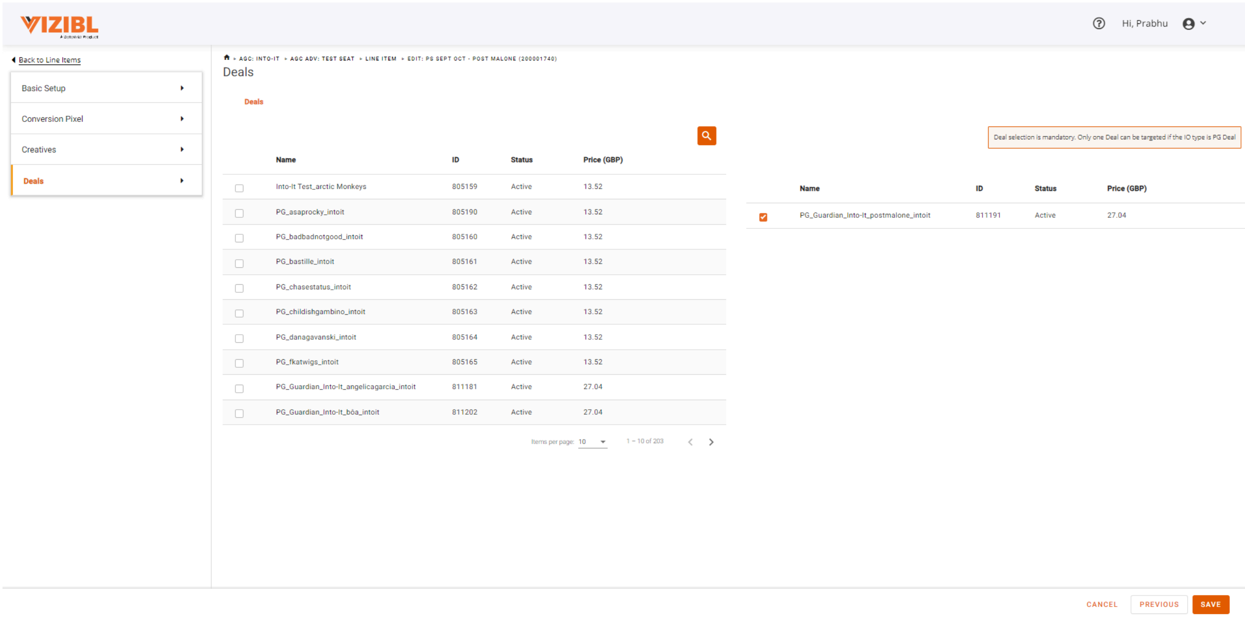
Only Deal selection is available for Targeting. All other targeting options that are typically available for ORTB or PMP deals are not available for PG Deal LIs as all targeting is set up and controlled by the publisher when setting up the PG Deal.

3.4.4.1 Deals

A deal is an agreement between a buyer and a seller that provides special access to inventory and/or data. Deals are primarily used to access preferred premium inventory or negotiated inventory.

This section is available only if you are creating this LI under a PG Deal IO.

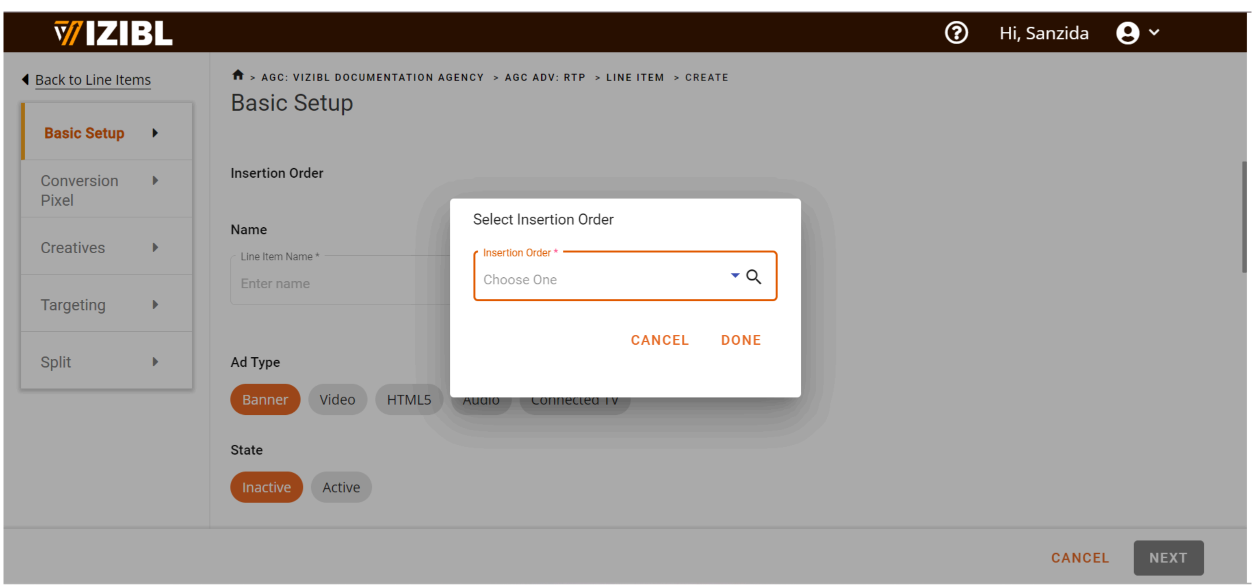
Search for available deals and select one by checking the checkbox. That deal will be moved to the right side and associated with the Line Item. **Please note that only one PG deal can be selected per LI.**



Click **Save**

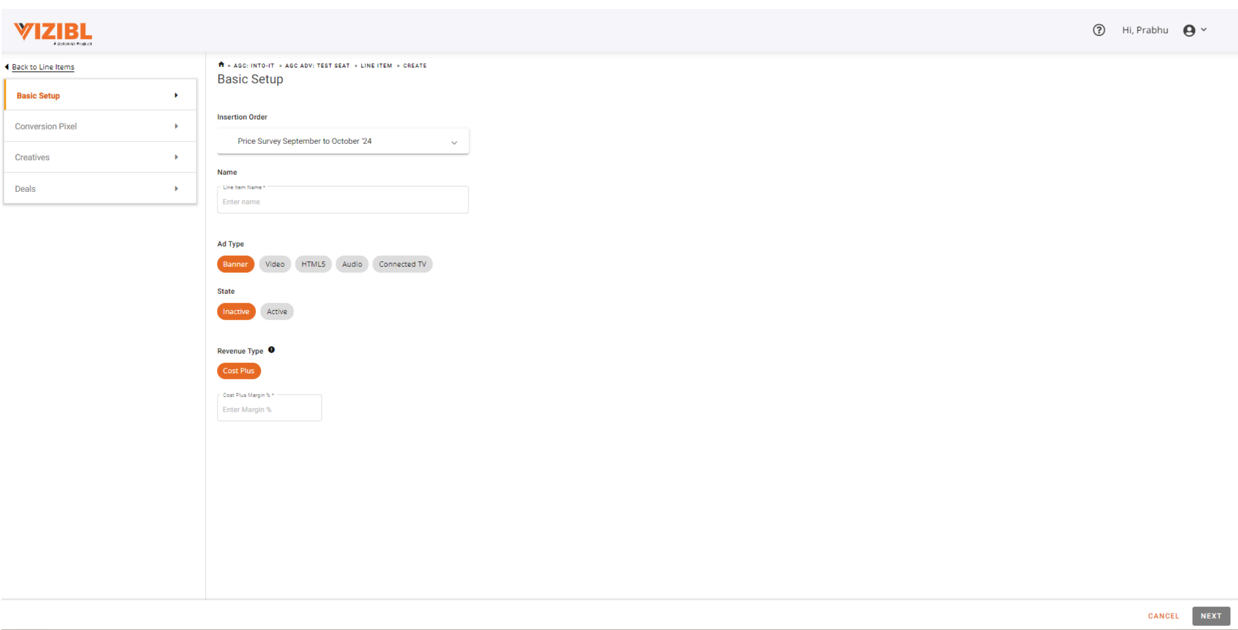
3.5 Create a New Line Item (Targeting Netflix PG Deals)

- 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**



3.5.1 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. “Video” is the only Ad Type available for Netflix PMP deals
    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. Only Cost Plus Revenue Type is available for PG deals. Using this revenue type you can specify a margin % (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
    5. Flights, Budgets, Pacing. Optimization and Frequency are managed by the publisher when setting up the PG deal. Hence these cannot be set for a PG deal LI.
    - Click **Next**

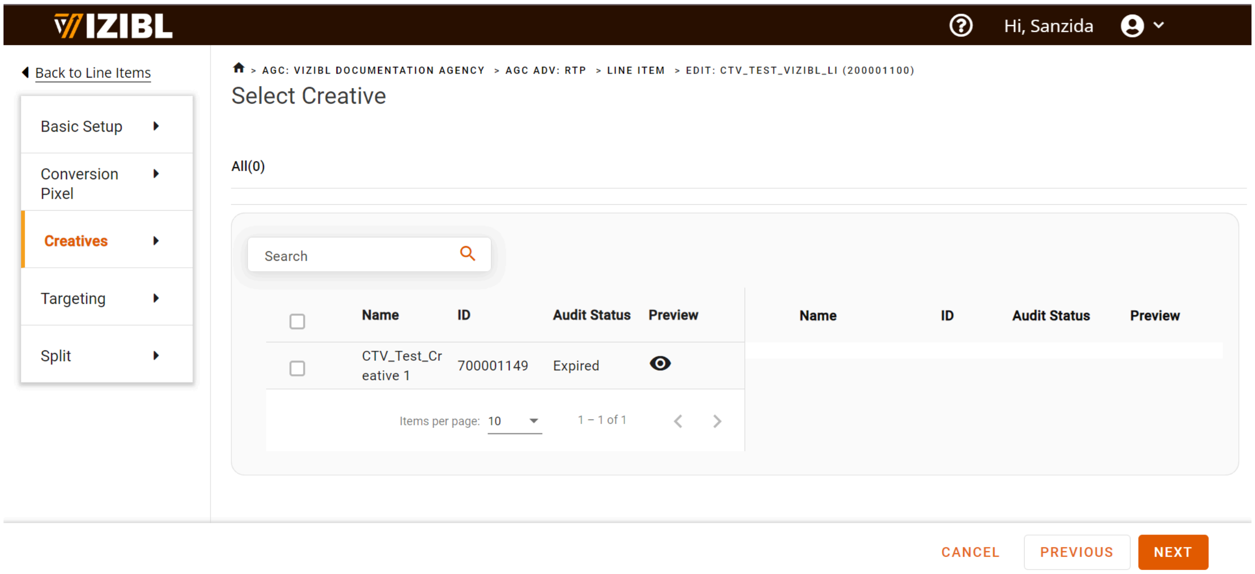


3.5.2 Creatives

- 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 more 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 more creatives in the Libraries section before those can be available in this section of the Line Item
- Click **Next.**



3.5.3 Targeting

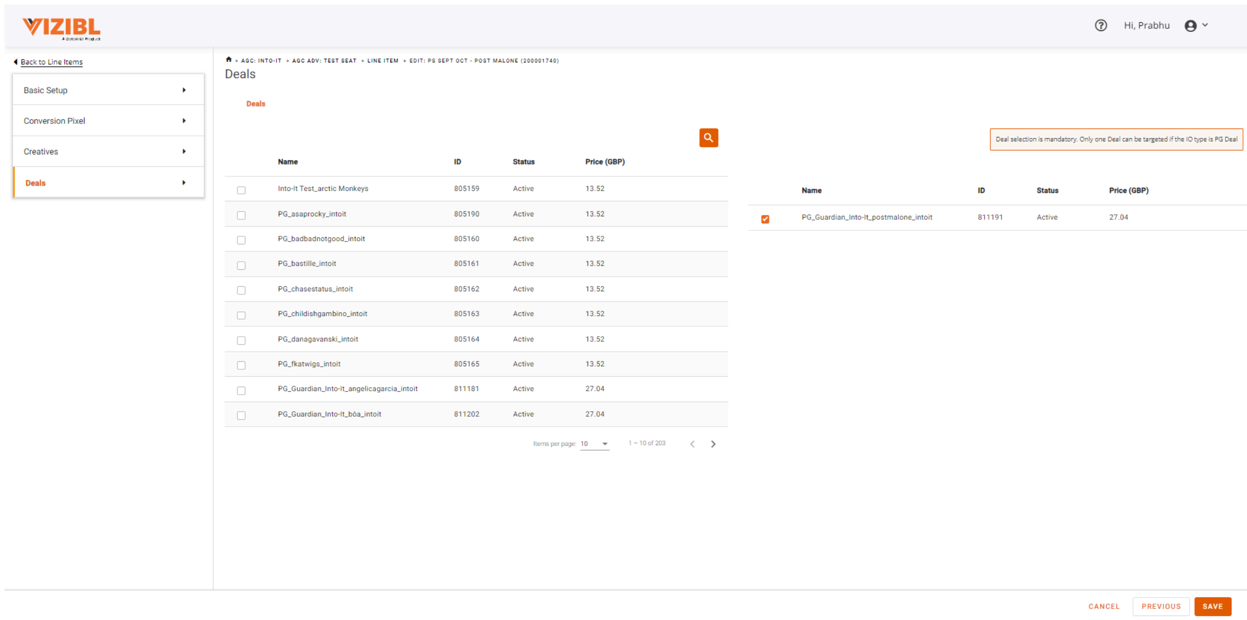
Only Deal selection is available for Targeting. All other targeting options that are typically available for ORTB or PMP deals are not available for PG Deal LIs as all targeting is set up and controlled by the publisher when setting up the PG Deal.

3.5.3.1 Deals

A deal is an agreement between a buyer and a seller that provides special access to inventory and/or data. Deals are primarily used to access preferred premium inventory or negotiated inventory.

This section is available only if you are creating this LI under a Netflix PG Deal IO.

Search for available deals and select one by checking the checkbox. That deal will be moved to the right side and associated with the Line Item. **Please note that only one PG deal can be selected per LI.**



Click **Save**

3.6.Edit a Line Item

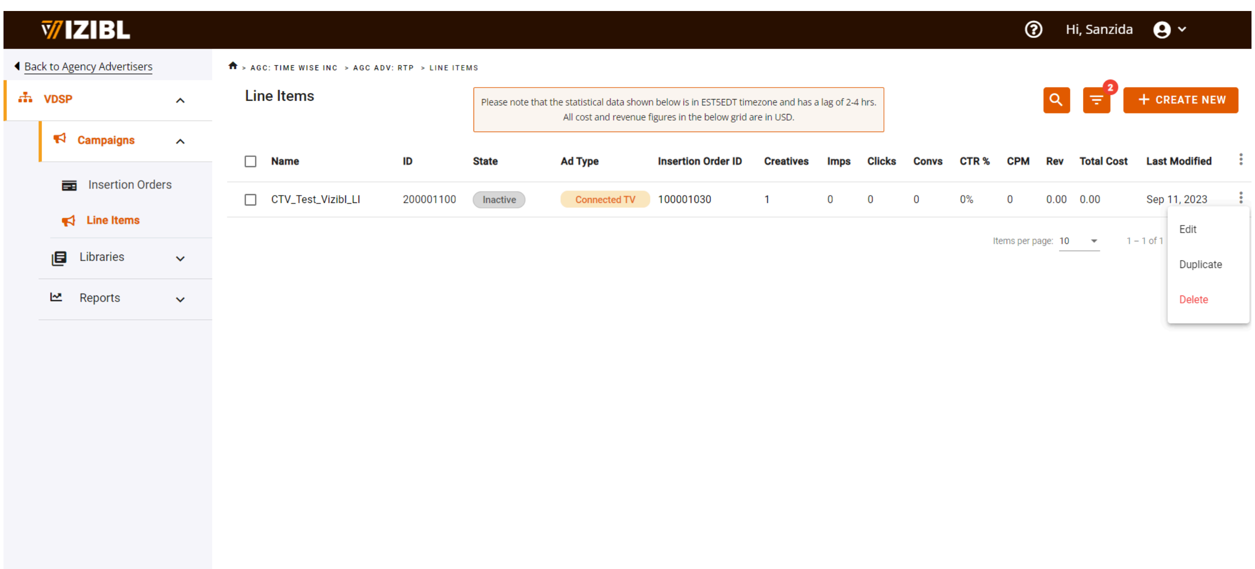
- Click on the Line Item Name or Edit option from the three dots menu of each Line Item from the Line Items Listing Screen to Edit a Line Item
- All Line Item information with below exceptions can be edited:
    1. Ad Type
    2. Revenue Type
    3. Start and End Dates in the past in flights
    4. Flight Budget and Daily Budget for flights that have ended
    5. Flight Dates button from the Line Items Listing screen
- Click on Next//Save on respective sections to save the edits and save the Line Item

3.7 Duplicate a Line Item

You can duplicate a Line Item (Source Line Item) to copy all the settings of that Line Item into a new Line Item. This functionality comes in handy to quickly create new Line Items by replicating an existing Line Item. All Fields are editable in the new Line Item.

- Click on the Duplicate option from the three dots menu of each Line Item from the Line Items Listing Screen to duplicate that Line Item
- Below “Basic setup” section of Line Item information will not be copied from the source Line Item and has to be entered for the new Line Item
  1. Selecting an Insertion Order under which this Line Item has to be created
  2. Line Item name
  3. Line Item State
  4. Revenue Type and corresponding MargiN/CPM values
  5. Flight dates and budgets
  6. Optimization
  7. Goal Priority
  8. Frequency
- Below “Basic setup” section of Line Item information is copied from the source Line Item and can be modified as needed
  1. Ad Type

     Note: Changing the Ad Type in the new Line Item will result in removal of creatives associated with the Line Item and new Creatives have to be associated with the new Line Imte
- All other Line Item information (Conversion Pixel, Creatives (subject to above Note), Targeting and Splits) is copied from the source Line Item and can be modified as needed
- Click on Next/Save on respective sections to save the edits and save the Line Item



4. Agency Libraries

You can manage various assets in the Agency Libraries section and **those assets will be available to use across all your clients**. Please note that Agency Libraries are different from Agency Advertiser Libraries. While both libraries serve similar functionalities, the difference lies in the scope of applicability of these libraries. Agency libraries are available for use across all agency advertisers under an agency, whereas Agency Advertiser libraries are available for use within the boundaries of respective Agency Advertisers only. Please refer to the Agency Advertiser Libraries section below for details on Agency Advertiser libraries..

Click on Agency Libraries from the Left Hand Side menu to see different Agency Libraries.

4.1 Inventory Lists

4.1.1 About Inventory Lists

Inventory lists are a way to group the domains, apps, and app bundle IDs that you want to target or exclude on your insertion orders and line items. Each inventory list must be either an allowlist (for restricting targeting) or blocklist (for excluding) and can contain any combination of domains, apps, or app bundle IDs.

Examples of items that may be included in your inventory lists are:

- app bundle IDs:
    - 617263396
    - com.magmamobile.game.Elements
- raw URL (domain): yahoo.com
- raw URL (app): https://itunes.apple.com/us/app/funny-pics-lol!-daily-laughs/id617263396

Inventory Lists can be applied via the Allowlist or Blocklist fields within the Inventory Tab of Line Items and Inventory Lists section for Insertion orders.

Domains

- You can target domains (cnn.com) and subdomains (sports.cnn.com), but you can't target specific directories within domains (`cnn.com/sports`) by default.

- The process of targeting of domains (cnn.com) and subdomains (sports.cnn.com) depends on whether the subdomains are mapped in the system or not
- Domains that begin with www will have the www substring stripped out before being stored in our system. For example, www.example.org will be shortened to .example.org.

Apps

App Bundle ID (App ID)

An app bundle ID (or app ID) is just a unique identifier for a specific app. App IDs are defined differently depending on whether the app runs on iOS or Android:

- Every iOS app has a unique iTunes ID
- Every Android app has a unique Android Package Name

How to find App IDs

To find the IDs for an Android or IOS app, find the app's detail page - the easiest way is to do a web search. The URL of the app store's detail page will show the app's ID.

For example, here are the detail pages for the "Candy Crush" app:

- Google Play: https://play.google.com/store/apps/details?id=com.king.candycrushsaga
  - ID: com.king.candycrushsaga
- iTunes: https://itunes.apple.com/app/apple-store/id553834731
  - ID: 553834731

How to choose which apps to target

To identify specific mobile apps to target, we recommend targeting the region you're interested in, activating your campaign, and after a few days running the Site Domain Performance report from Vizibl Reports section, which will show you the apps that you've been reaching. You can then update your targeting to include or exclude specific apps to meet your needs.

Key to Domain/App Audit Flags

Each domain or app in a list can have one of the following audit statuses:

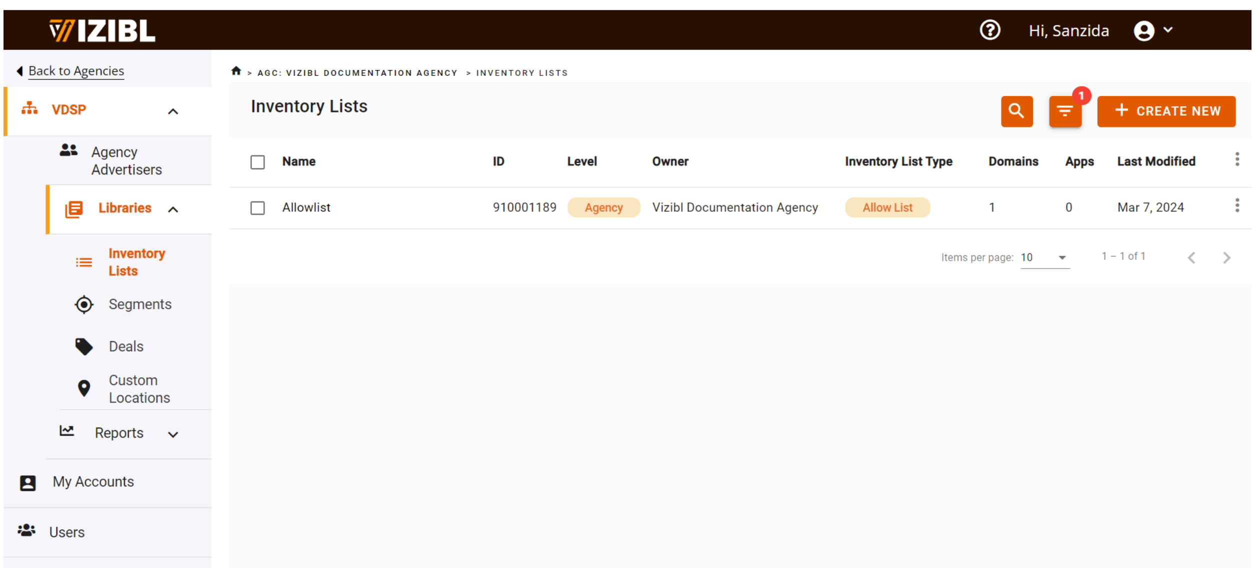
- **Audited** - the domain/app has been audited and approved.
- **Rejected** : The reason the domain/app has been rejected after being audited (e.g., Hate Speech).
- **"--"** - the domain/app is either unauditable (has been reviewed but can't be audited) or is pending audit (has not been reviewed yet, but is in the audit queue)

Note: For audit status "--" creatives will be delivered through managed inventory or deals. They will not be delivered in open exchange unless you have allowed unauditable creatives for the line item.

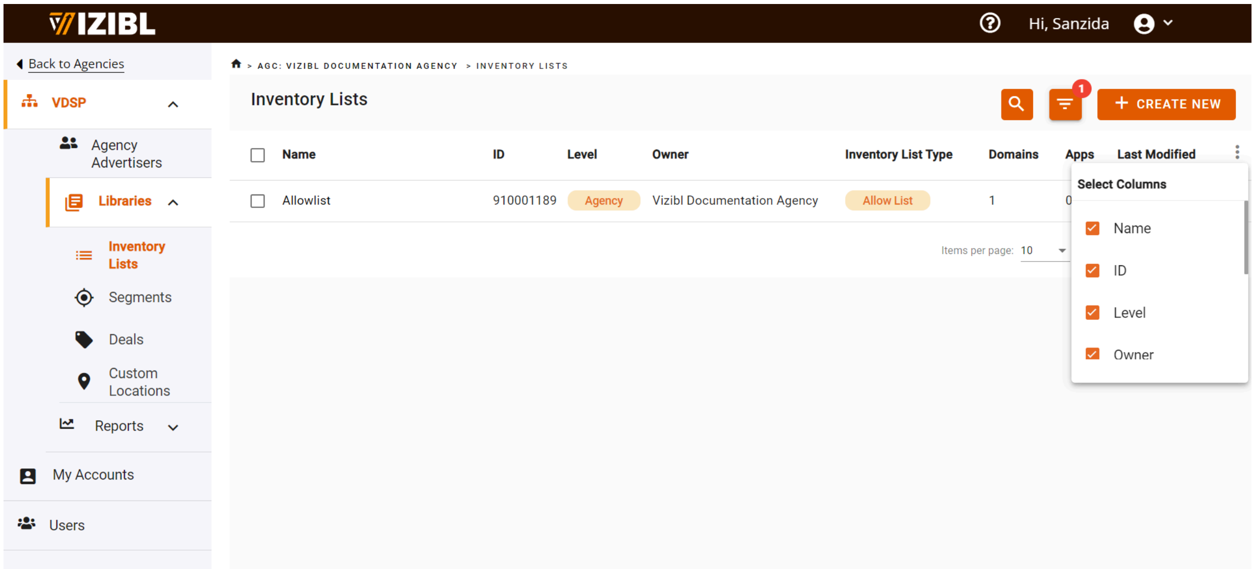
Note: The domains with audit status of either "**Audited**" or "**--**" are available for use in the augmented line item inventory lists.

4.1.2 Inventory Lists Listing

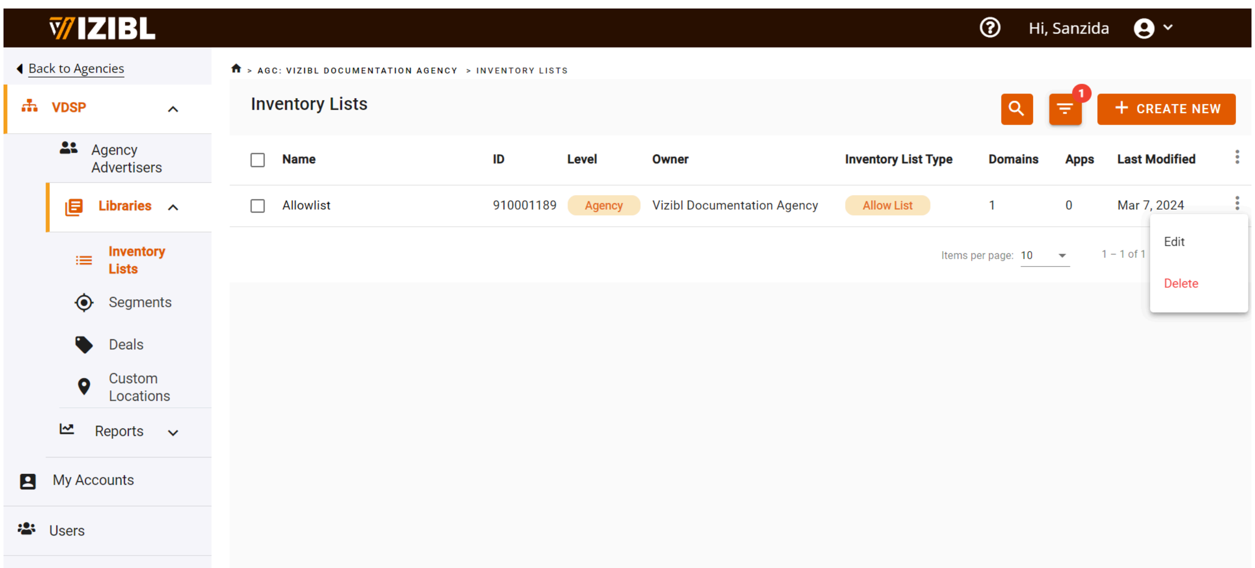
Click on Inventory Lists under Agency Libraries from the Left Hand Side menu to see a list of Inventory Lists at an Agency Level. The Listing screen includes Inventory List Name, Id, Level, Owner, Inventory List Type, Number of Domains, Number of Apps and Last Modified Date of the Inventory List.



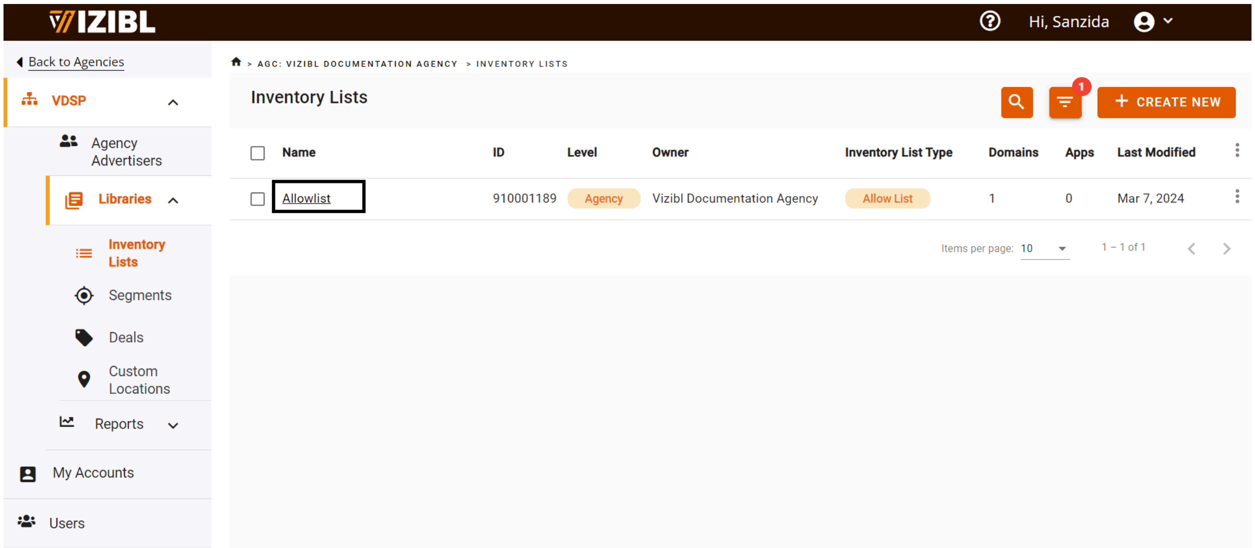
You can modify the columns in the Inventory Lists Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



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

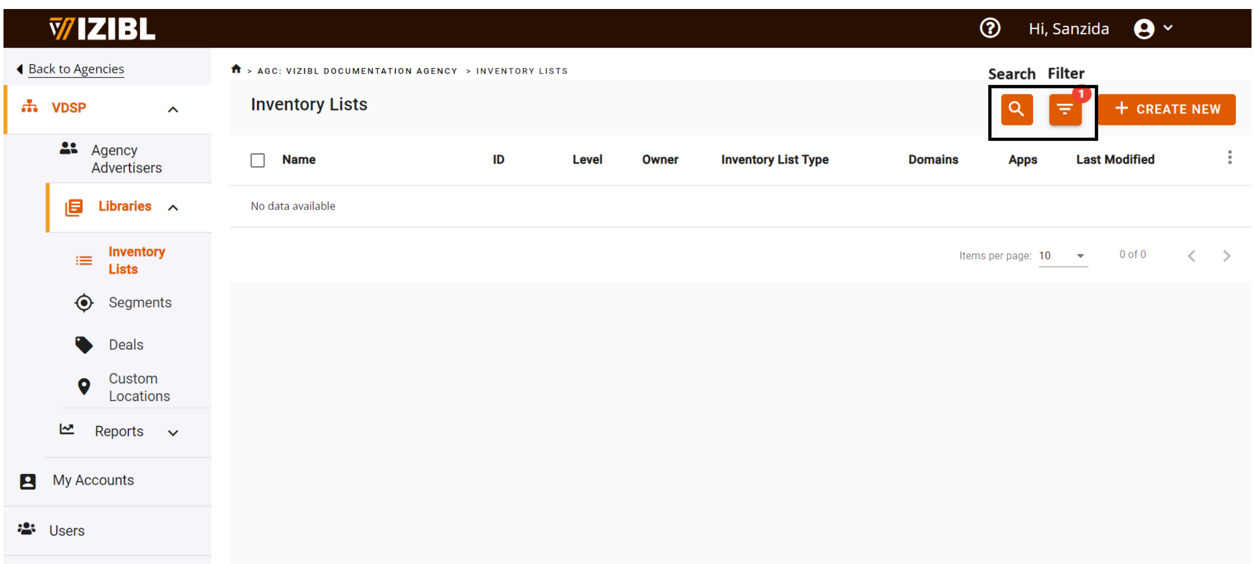


You can edit an Inventory List directly from the Inventory Lists Listing screen by clicking an Inventory List.



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

Filter: Use the Filter button on top right to filter for specific Inventory Lists in the Inventory Lists Listing.

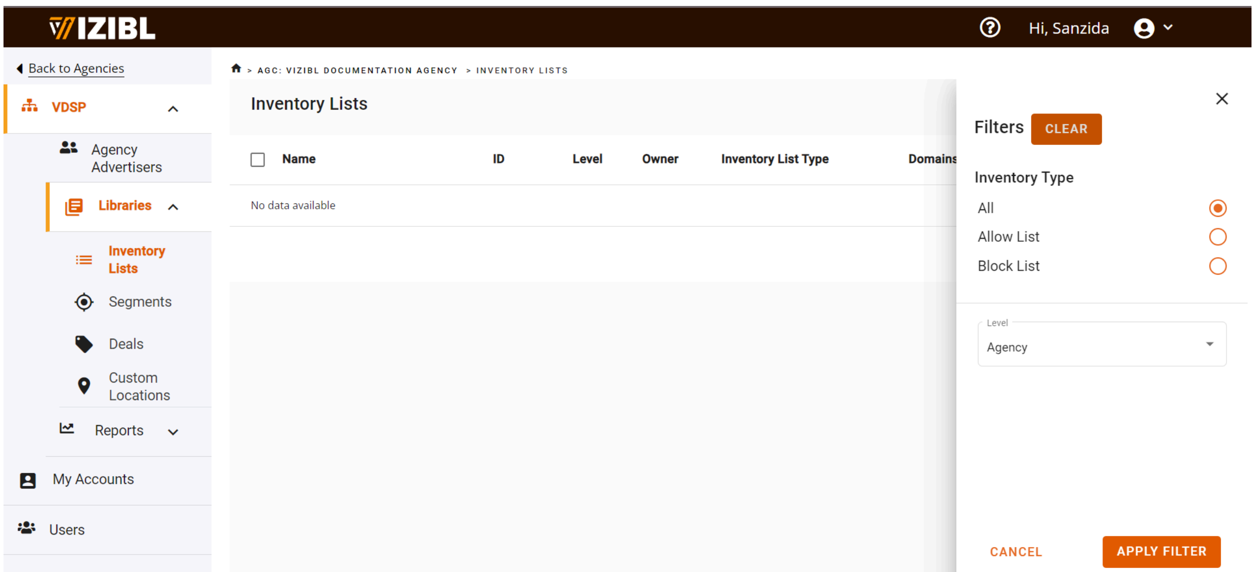


Following filters are available:

- **Inventory Type**: Select Inventory List Type
- **Inventory List Level**: Select the hierarchical level of Inventory Lists to see lists available at that level. Vizibl has the following hierarchy for Inventory Lists:

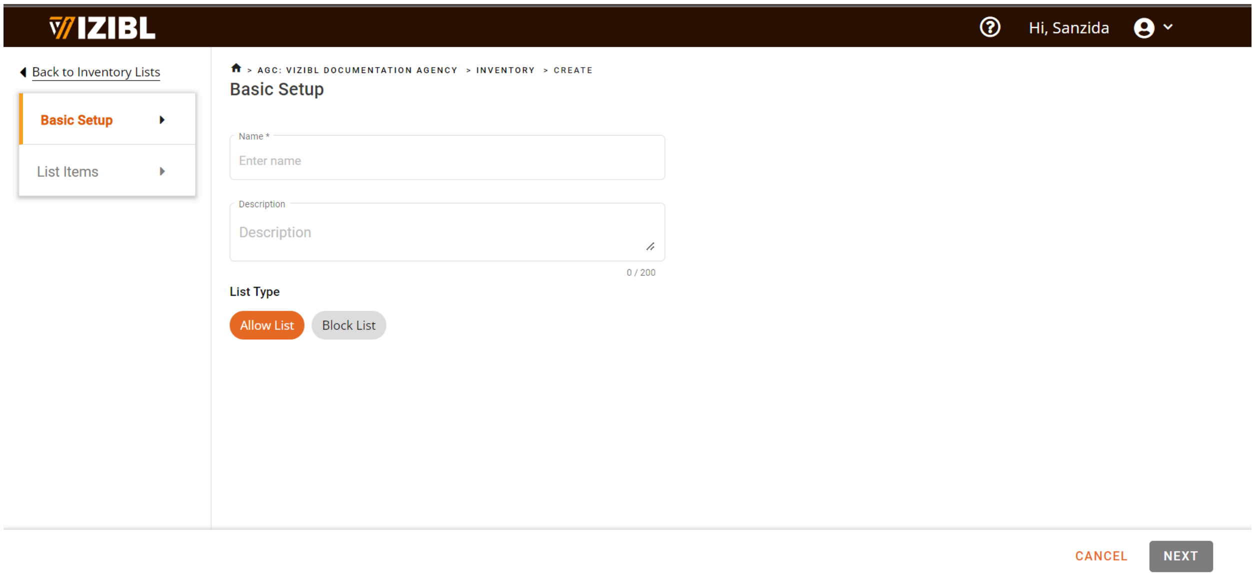
- Platform - Inventory Lists are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
- Agency - Inventory Lists are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator
- Agency Advertiser - Inventory Lists are created at an Agency Advertiser Level and made available to that Agency Advertiser. These are created by the Agency Advertiser

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.

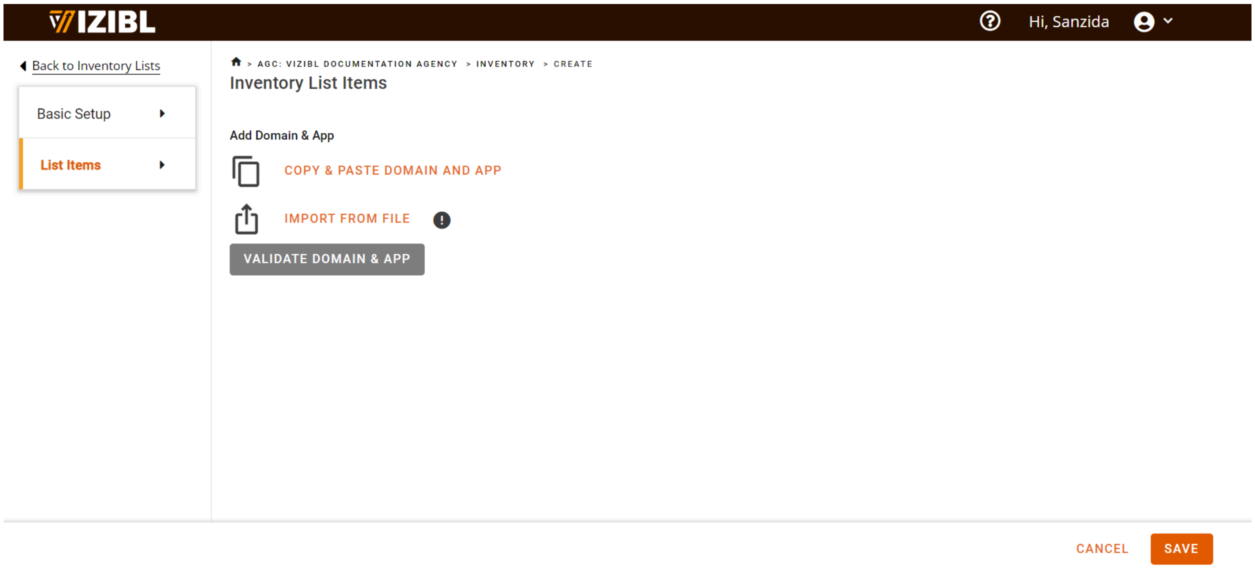


4.1.3 Create a New Inventory List

1. Go to the Inventory Lists screen
2. Click **+ Create New** button
3. Enter a name for the inventory list.
4. Optionally, enter a description if necessary.
5. Select the List Type:
    - Allowlist (for restriction)
    - Blocklist (for exclusion)

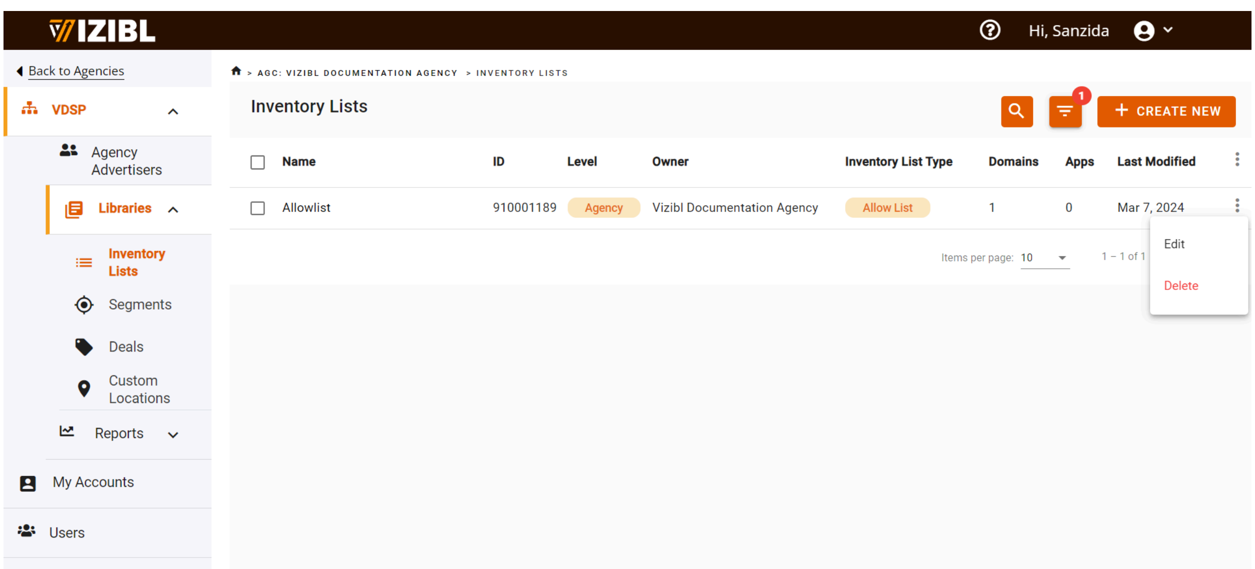


6. Click Next.
7. Click either:
    - Copy and paste domains & apps to enter or paste a list of domains and/or apps to be included in this inventory list.
    - Import from file to import a list of domains and/or apps to be included in this inventory list.
      Note: The maximum number of domains and/or apps per inventory list is limited to 100,000.
8. Click Validate Domains & Apps. The list will be checked to ensure that:
    - None of the domains or apps you entered violate Vizibl policies.
    - Invalid URL formats (i.e., non-http or non-https) are removed from the list.
9. Click Save. The inventory list is created and displays in Inventory Lists Listing screen



4.1.4 Edit an Inventory List

1. Click on Inventory List name or click on Edit from the three buttons at the end Inventory List



4.2 Segments

4.2.1 About Segments

Segments use information about a user, such as webpages they visit, actions they take, or qualities such as gender, location, and wealth, to assign that user to a group called a segment. Segment data is written to and extracted from the server-side cookie store via segment pixels.

The most common way of building audience segments is by placing client-side segment pixels on websites or associating them with creatives, signaling that a user has visited a web page or taken a simple action.

Agencies can create segment pixels that are attached to a specific advertiser, or they can create segment pixels that are available for targeting to all their advertisers. An advertiser-level segment is only available to that advertiser's campaigns.

Agencies can also upload their first party data (IPs, MAIDs, Cookies, Email ids*, Street addresses*, Phone numbers*) and make it available for use in campaigns across one or more of their advertisers.

* - United States Only

Use Cases

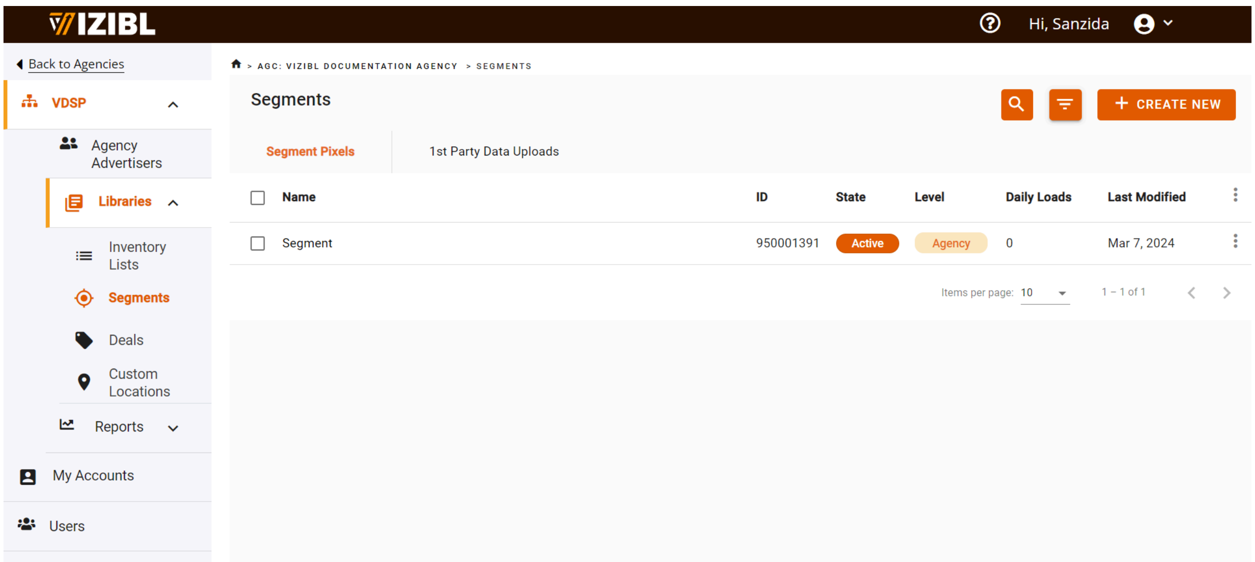
- **Performance / retargeting campaigns**. As users browse the Internet, they visit sites that move them along the attribution funnel (or a series of interactions that elicit a desired action from the user, such as a page visit, conversion, etc.) You, as a buyer, might set up several ad campaigns each targeting a particular segment that corresponds to a section of the attribution funnel. Users are added to these segments as they visit different pages relevant to the acquisition event (such as visiting the home page, adding items to a shopping cart page, a purchase confirmation page, etc.)
- **Brand awareness campaigns**. If you're a buyer or seller, and are looking to do basic clustering or modeling of audiences, you can also use client-side segment pixels. In this instance, the purpose would be for branding, ultimately giving a signal that a user has visited a particular page or taken a specific action. While similar to the retargeting example above, in this situation, the goal is to bring brand awareness to the relevant audience rather than prompting a user response or action. An example of this is a "luxury car enthusiast" client-side segment pixel firing on a high end online magazine, where the audience would then be bought against by trading desks representing the branding efforts for BMW.

4.2.2 Segment Pixels

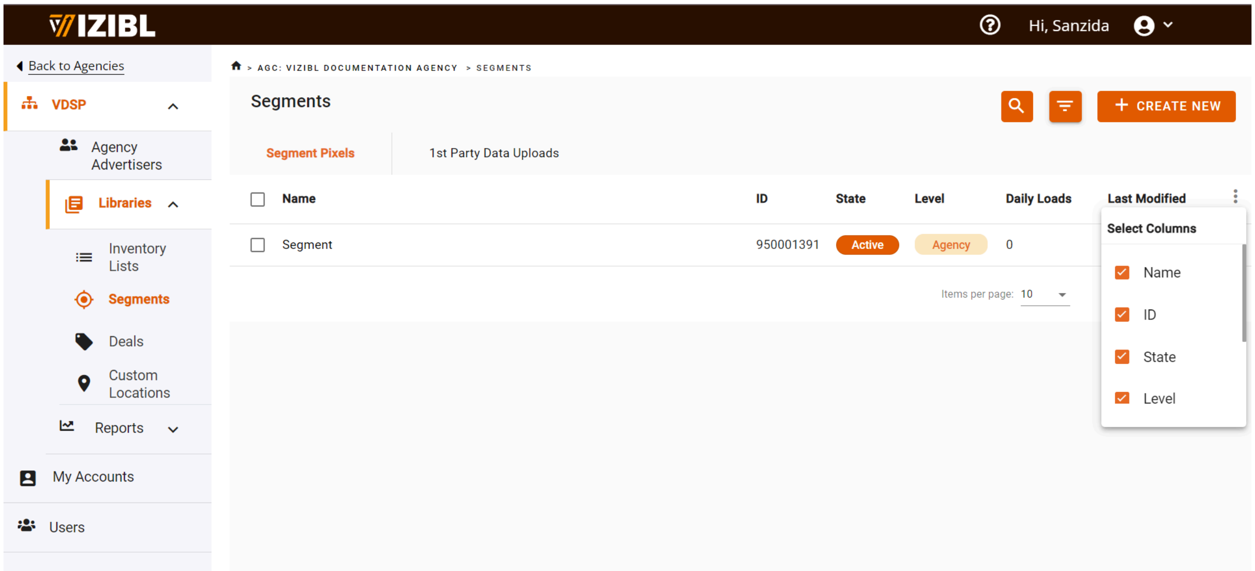
A segment pixel marks a user as belonging to a certain target audience based on the web pages they visit, the actions they take (such as making a purchase), or data such as gender or location.

Segment Pixels Tab - Listing

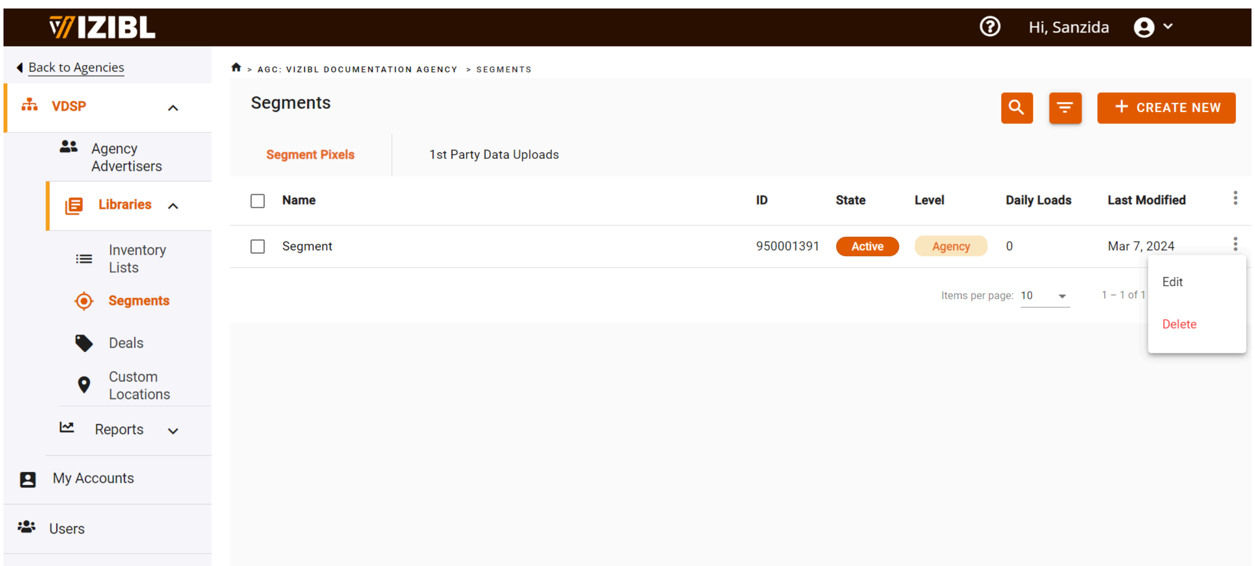
Click on Segments under Agency Libraries from the Left Hand Side menu to see a list of Segment Pixels at an Agency Level. The Listing screen includes Segment Pixel Name, Id, State, Level, Daily Loads Last Modified Date of the Segment Pixel.



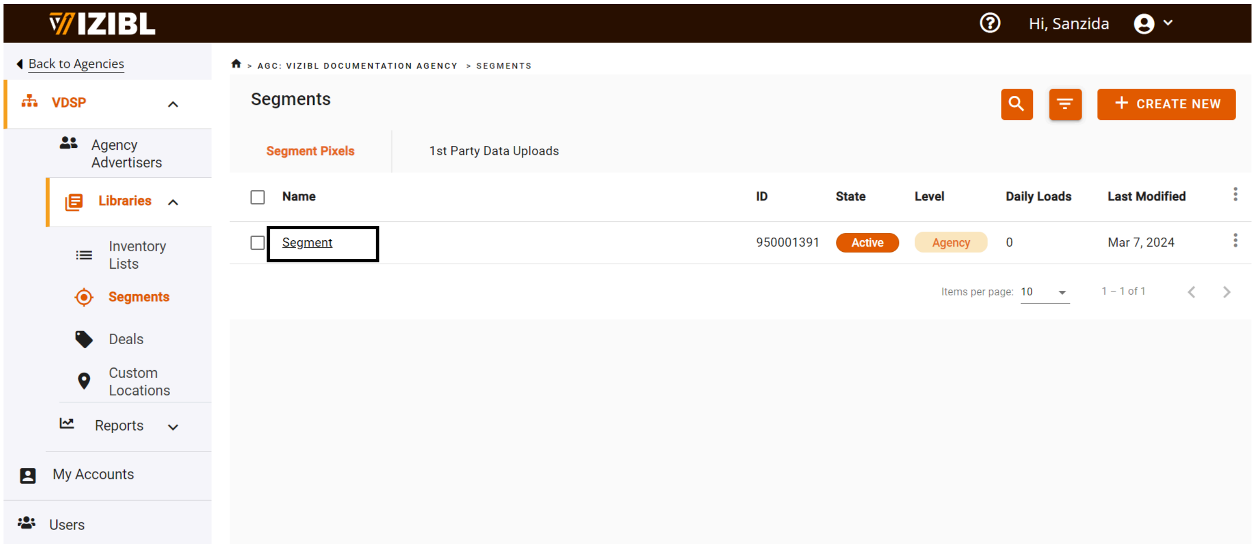
You can modify the columns in the Segment Pixels Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



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

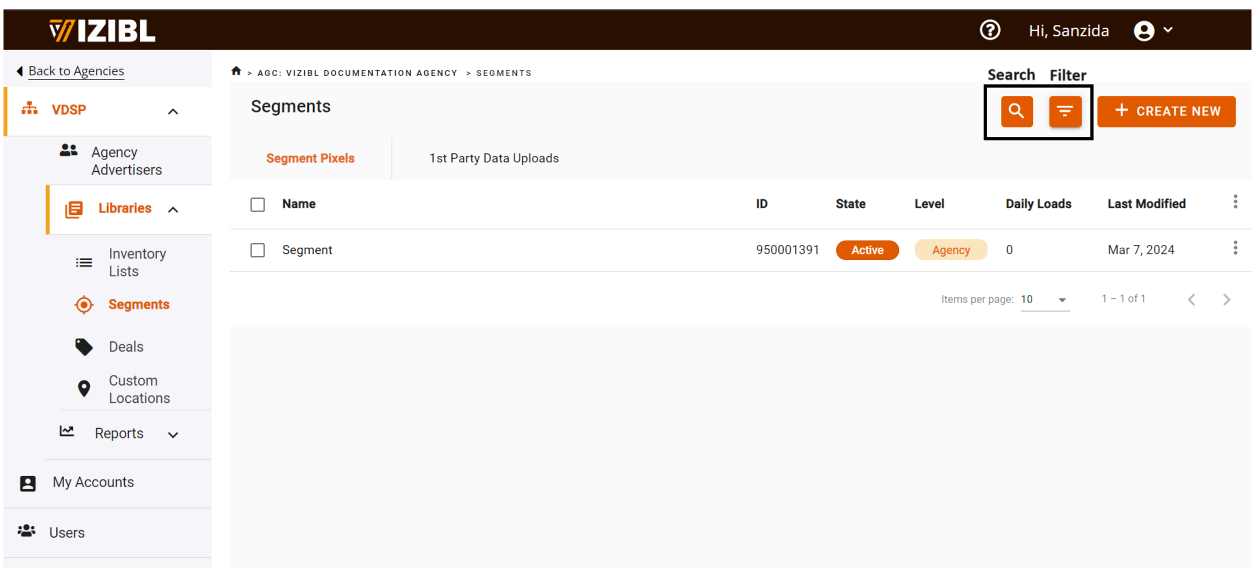


You can edit a Segment Pixel directly from the Segment Pixels Listing screen by clicking a Segment Pixel.



Search: Use the Search button on top right to search for specific Segment Pixels in the Segment Pixels Listing. To search for a Segment Pixel, enter a few letters of the Segment Pixel Name.

Filter: Use the Filter button on top right to filter for specific Segment Pixels in the Segment Pixels Listing.

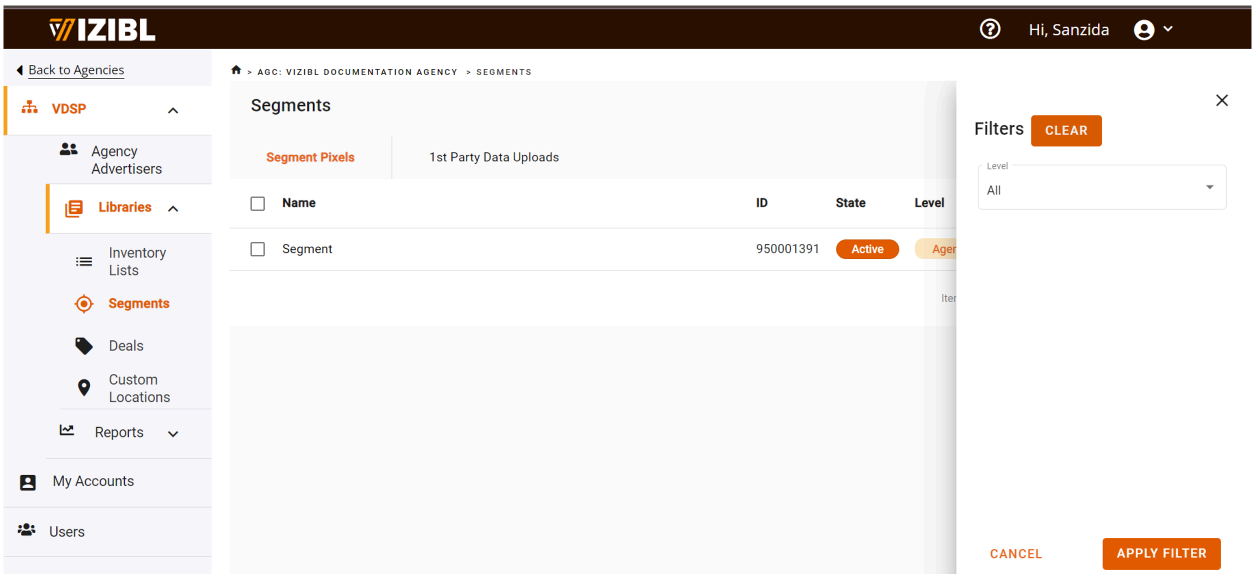


Following filters are available:

- **Segment Pixel Level**: Select the hierarchical level of Segment Pixels to see pixels available at that level. Vizibl has the following hierarchy for Segment Pixels:

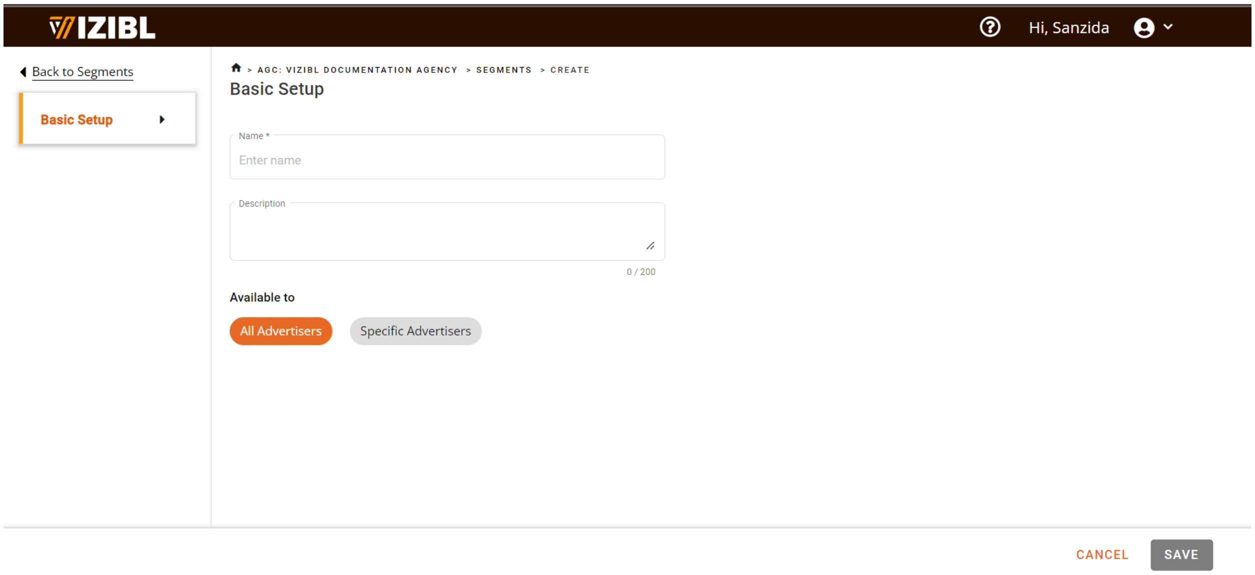
  - Platform - Segment Pixels are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
  - Agency - Segment Pixels are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator

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.



Create a New Segment Pixel

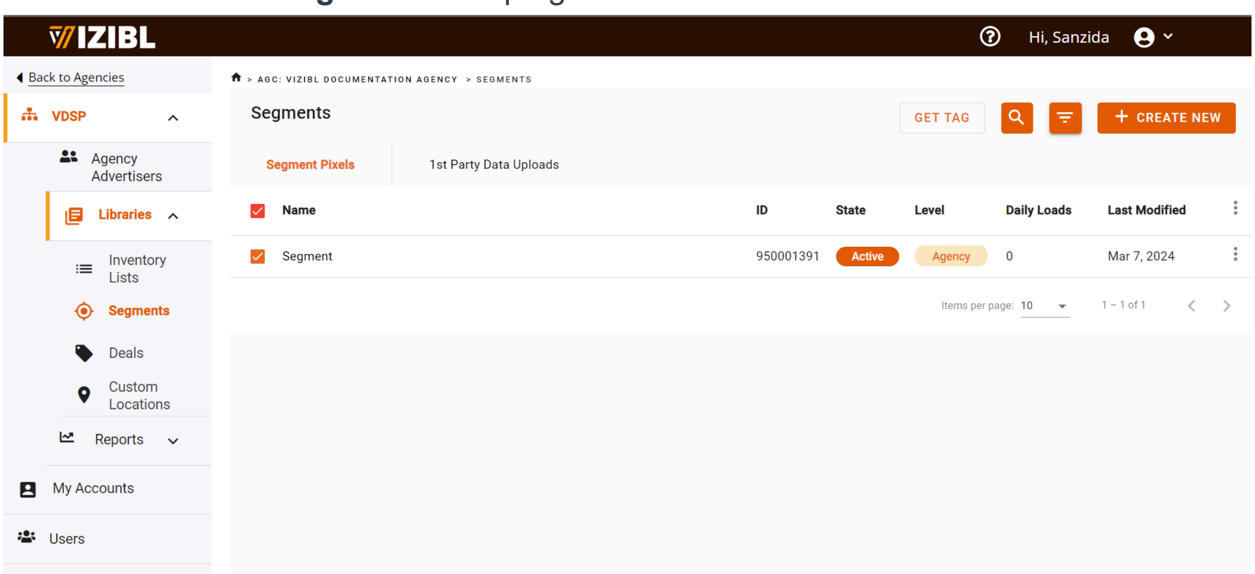
- Click on **+ CREATE NEW** button to create a new Segment Pixel
- Enter a Name for the Segment Pixel and optionally, enter a Description
- Assign access of this Segment Pixel to All Agency Advertisers (by clicking on **All Advertisers** button) and specific Agency Advertisers (by clicking on **Specific Advertisers** button and selecting specific Agency Advertisers from the available list)
- Click **Save** to save the Segment Pixel



Get Segment Pixel Tag

In order to collect Audience Data into the Segment, a Segment Pixel Tag has to be placed on websites or creatives, signaling that a user has visited a web page or taken a simple action. To get this Tag:

- Go to Segment Pixels Listing screen
- Select the Segment Pixel you want to extract the Tag for
- Click on **Get Tag** button at top right corner of the screen

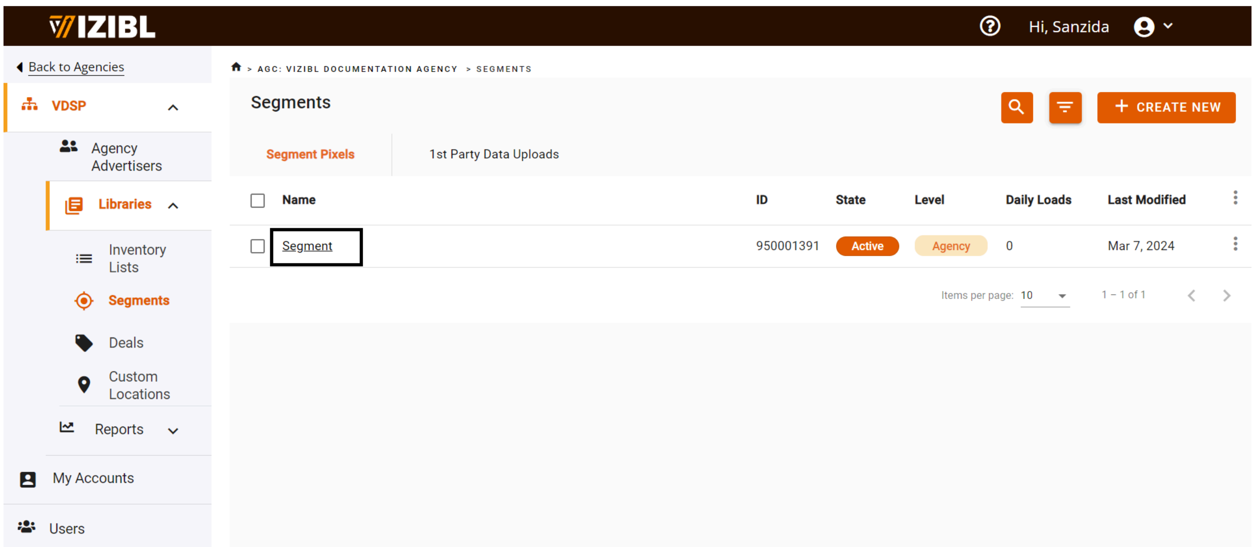


- For placing Segment Pixels on a website:
    - On the pop-up, select “Use a Javascript Tag” and click on **Get Tag** button
    - Copy the displayed code and place the same on the website
- For placing Segment Pixles on a creative outside Vizibl:

- ○ On the pop-up, select “Generate Image Pixel” and click on **Get Tag** button
  - ○ Copy the displayed code and place the same on the creative
- For using Segment Pixels on creatives within Vizibl, refer Creatives section

Edit a Segment Pixel

You can edit an existing Segment Pixel Name or Description by clicking on the Segment Pixel name from the Segment Pixel Listing screen.
Note: Editing a Segment Pixel **does not** change the code already placed on the website or creatives. It only changes the name of the Segment Pixel in Vizibl. This has no impact on the code already placed on the website or creatives

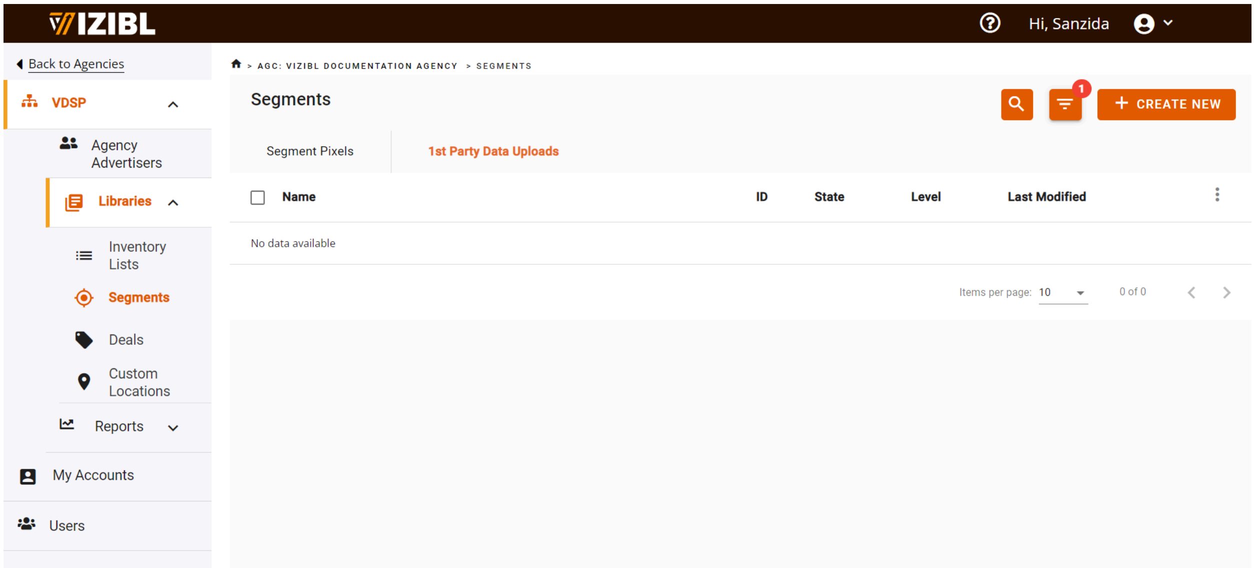


4.2.3 1st Party Data Uploads

Agencies can upload first party data into Segments and use those Segments to target users in the Line Items.

1st Party Data Uploads Tab - Listing

Click on Segments under Agency Libraries from the Left Hand Side menu and click on 1st Party Data Uploads Tab to see a list of 1st Party Data Upload Segments at an Agency Level. The Listing screen includes Segment Name, Id, State, Level, and Last Modified Date of the Segment.



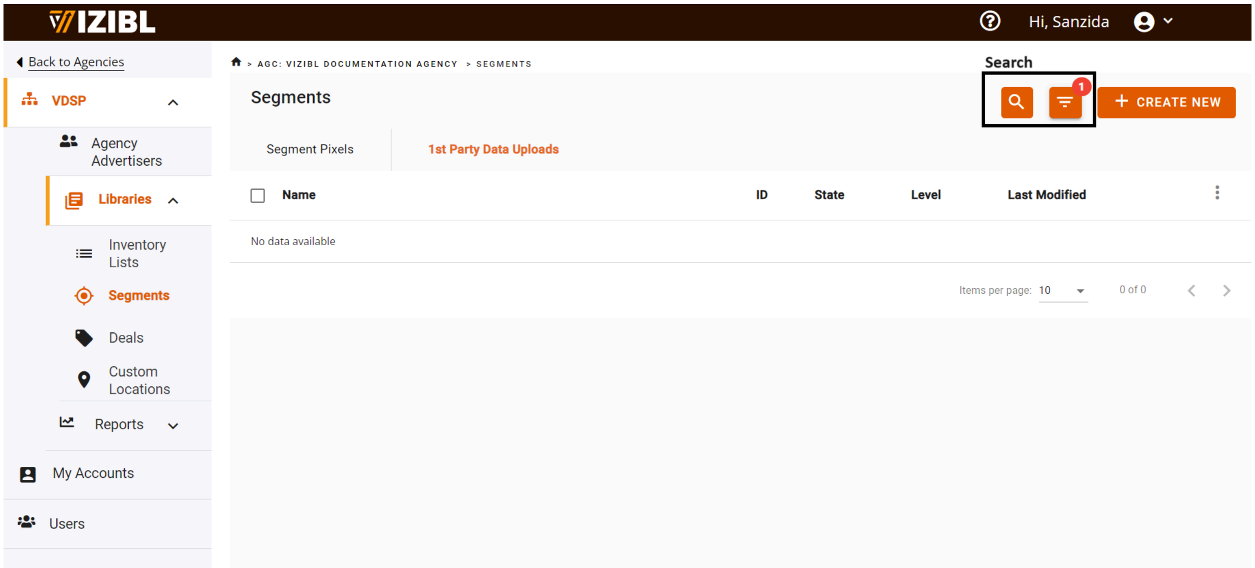
You can modify the columns in the Segment Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.

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

You can also edit a Segment directly from the 1st Party Data Uploads Listing screen by clicking a Segment.

Search: Use the Search button on top right to search for specific Segments in the 1st Party Data Uploads Listing. To search for a Segment, enter a few letters of the Segment Name.

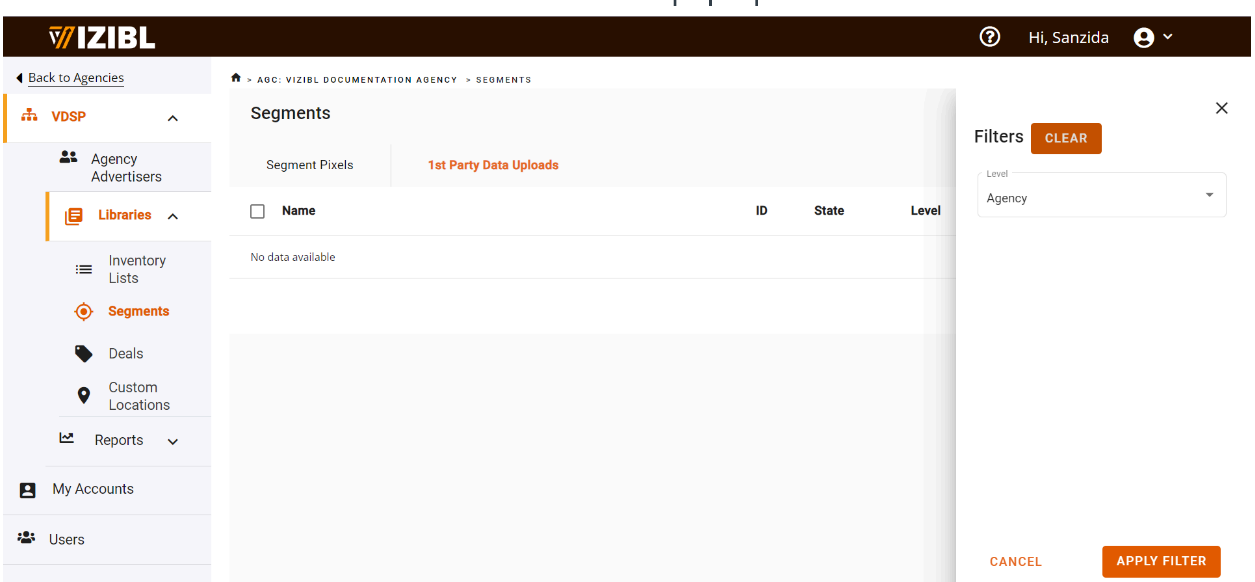
Filter: Use the Filter button on top right to filter for specific Segments in the 1st Party Data Uploads Listing.



Following filters are available:

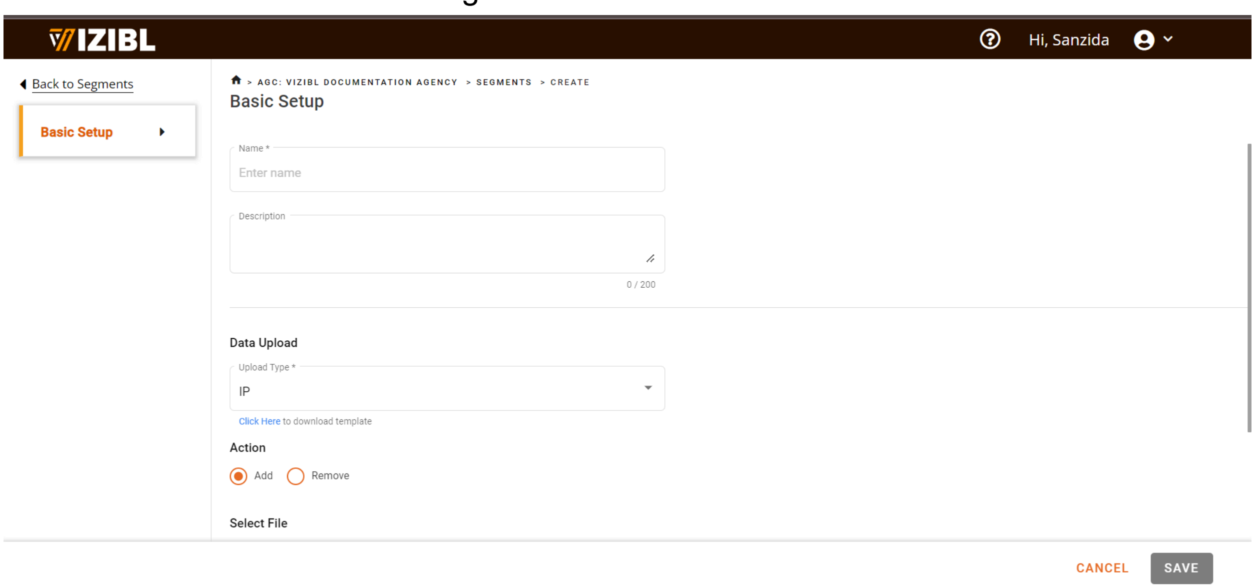
- **Segment Level**: Select the hierarchical level of Segments to see pixels available at that level. Vizibl has the following hierarchy for Segments:
  - Platform - Segments are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
  - Agency - Segments are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator

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.



Create a New 1st Party Data Upload Segment

- Click on **+ CREATE NEW** button to create a new Segment from 1st Party Data Uploads Tab
- Enter a Name for the Segment and optionally, enter a Description
- Select Data Upload type
  - IP - To upload IP addresses
  - MAID - To upload Mobile Ad IDs
  - Cookies - To upload Cookies
  - Other - To upload Email ids/Phone numbers/Street addresses
- Download the respective template for the selected data upload type and populate with corresponding data
- Select an Action
  - **Add** to add data to the segment
  - **Remove** to remove data from the segment
- Click on **Import From File** to select the filled template and upload the data. Ensure that the right template is use as per the Data Upload type
- Assign access of this Segment to All Agency Advertisers (by clicking on **All Advertisers** button) and specific Agency Advertisers (by clicking on **Specific Advertisers** button and selecting specific Agency Advertisers from the available list)
- Click **Save** to save the Segment



Edit a 1st Party Data Upload Segment

- Click on Segment name or Edit option from three dots menu to edit an existing segment
- You can change the Name, Description, Add Data to or Remove Data from an existing segment
- Click **Save** to save the Segment

4.3 Deals

4.3.1 About Deals

A deal is an agreement between a buyer and a seller that provides special access to inventory and/or data.

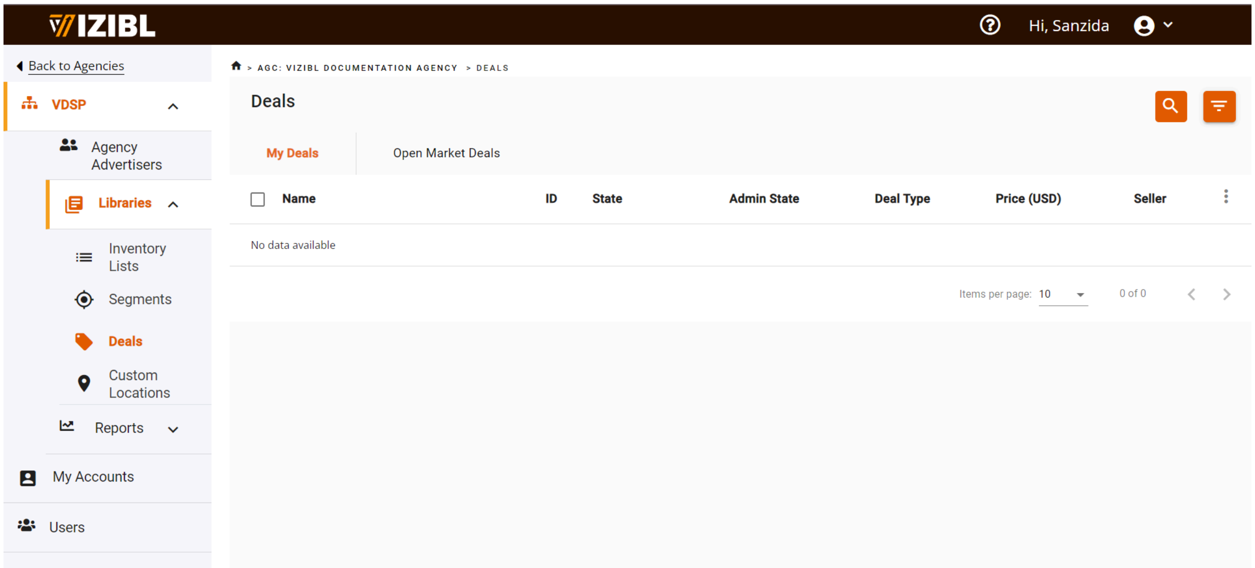
This section shows all deals available to you as an Agency. This is a read-only section to see a list of deals.

There are two types of deals available in Vizibl:

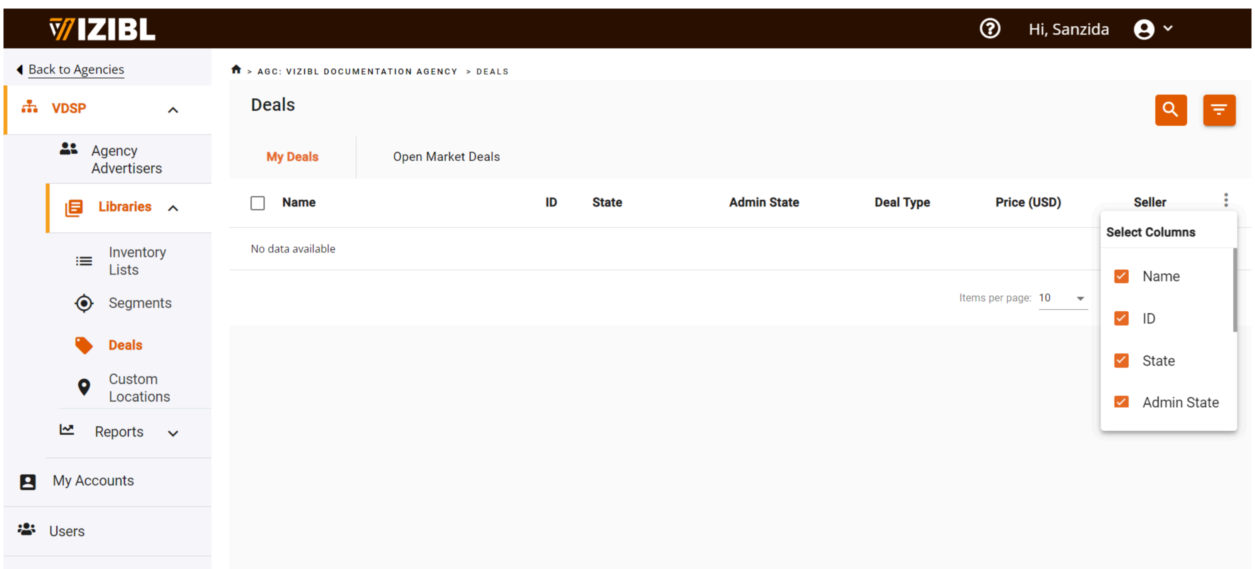
- My Deals: These are custom deals negotiated by you or on your behalf with specific publishers. These could also be special deals curated by Vizibl and made available to you
- Open Market Deals: These are deals available to all clients of Vizibl and are managed by Vizibl at a platform level

4.3.2 My Deals Listing

Click on Deals under Agency Libraries from the Left Hand Side menu and click on My Deals Tab to see a list of custom deals available to you. The Listing screen includes Deal Name, Id, State, Admin State, Deal Type, Floor Price of the deal, Seller of this deal, and Last Modified Date of the Deal.

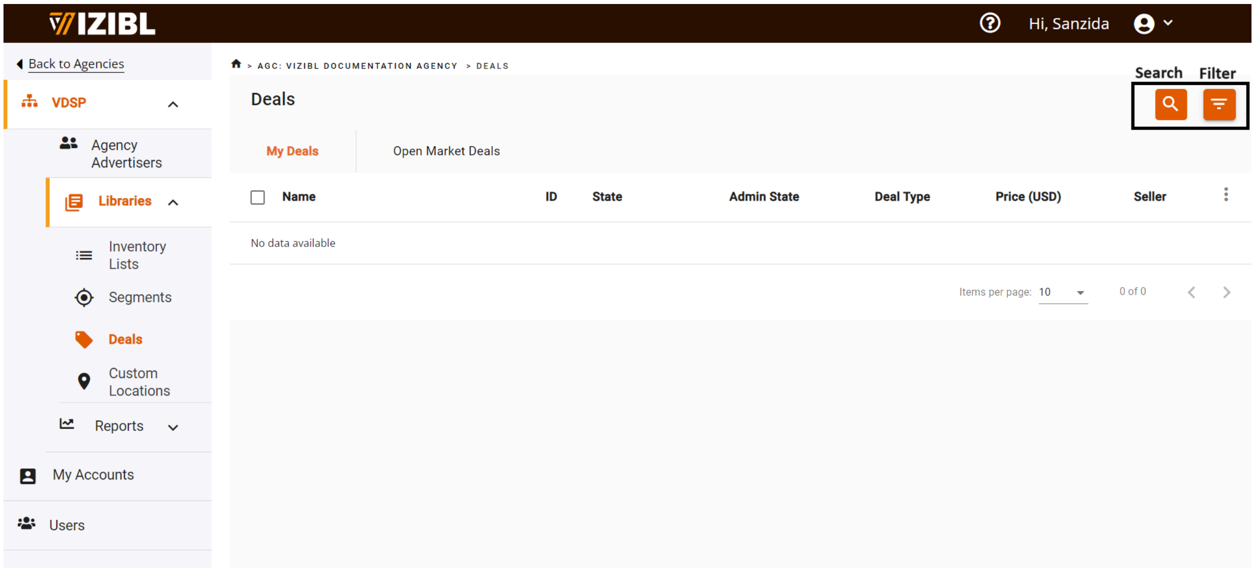


You can modify the columns in the My Deals Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



Search: Use the Search button on top right to search for specific Deals. To search for a Deal, enter a few letters of the Deal Name.

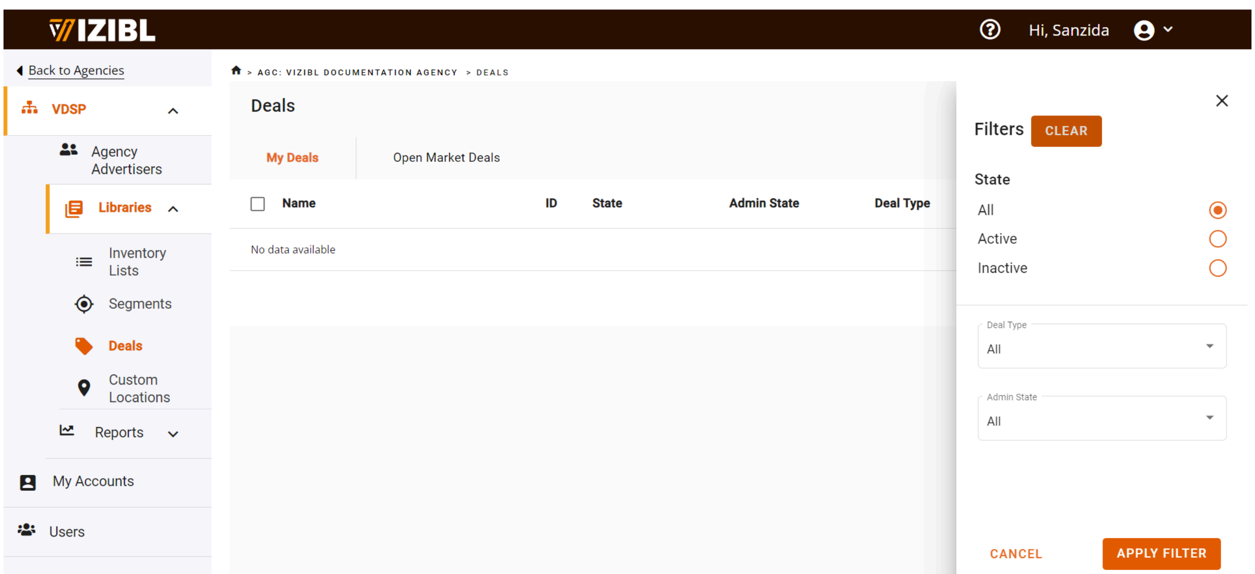
Filter: Use the Filter button on top right to filter for specific Deals in the My Deals Listing.



Following filters are available:

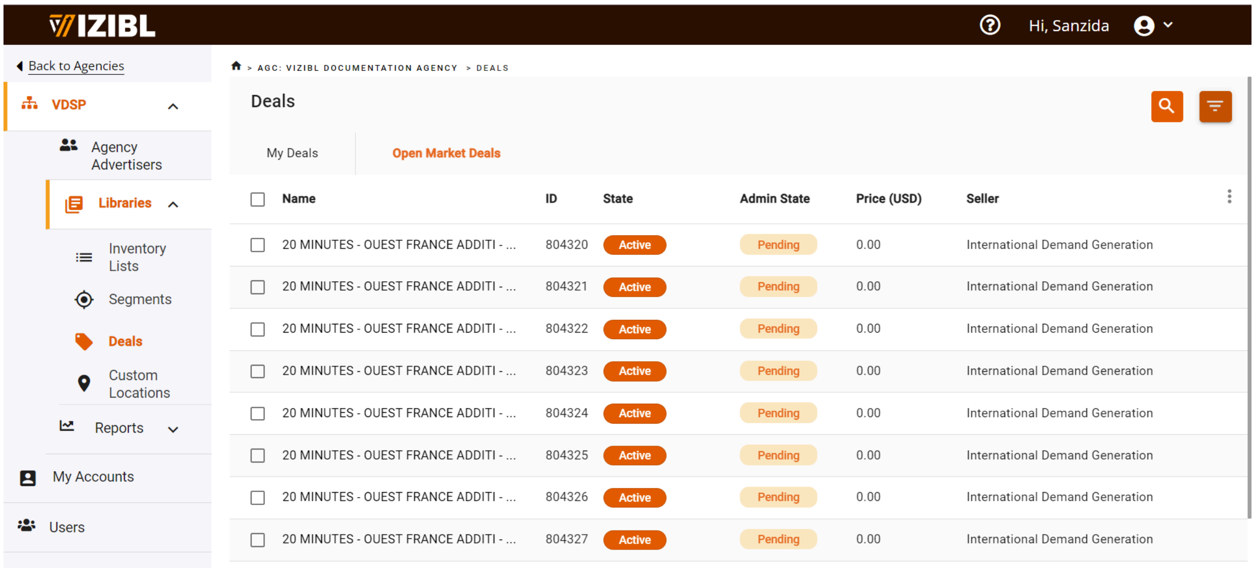
- **State:** To filter by Active/Inactive Deals
- **Deal Type:** To filter by Regular (i.e created by the platform) or Private (i.e negotiated by you as a client)
- **Admin State:** Approved (by Vizibl administrator for your use) or Rejected (by Vizilb administrator for your use) or Pending (for review by Vizibl administrator) or Expired (Deal is no longer available)

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.

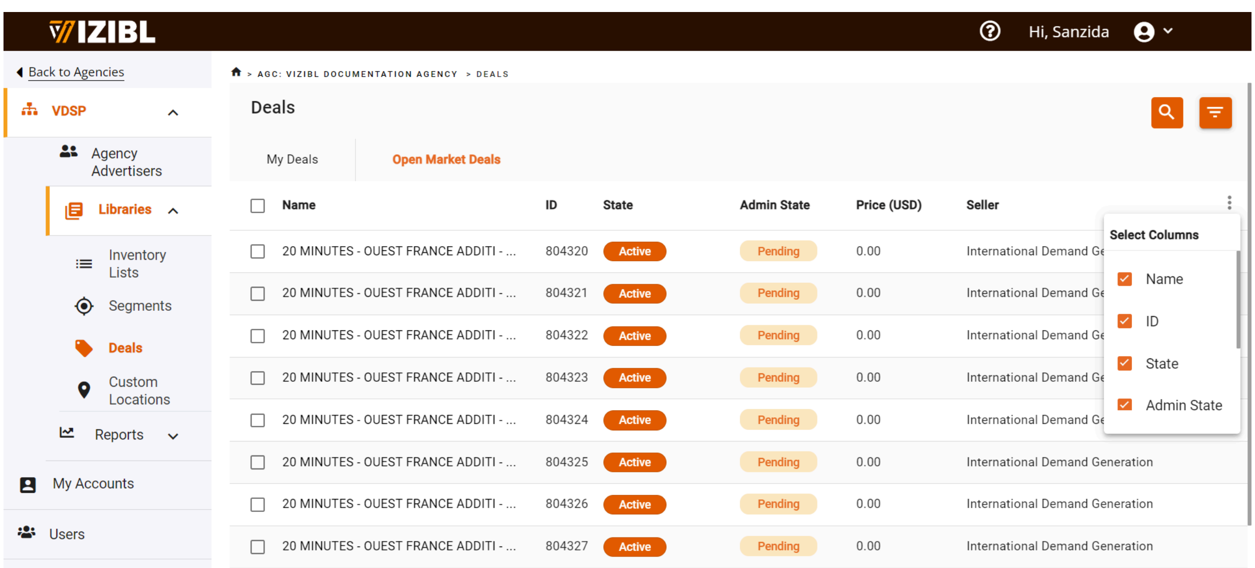


4.3.3 Open Market Deals Listing

Click on Deals under Agency Libraries from the Left Hand Side menu and click on Open Market Deals Tab to see a list of open market deals available on the platform. The Listing screen includes Deal Name, Id, State, Admin State, Floor Price of the deal, and Seller of this deal.

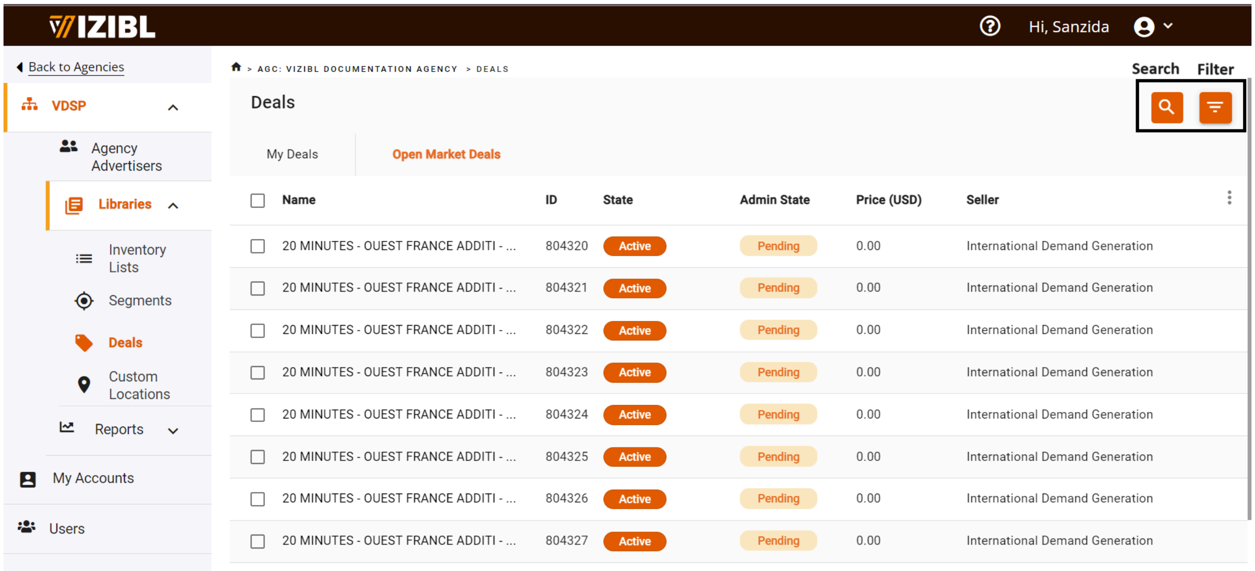


You can modify the columns in the Open Market Deals Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



Search: Use the Search button on top right to search for specific Deals. To search for a Deal, enter a few letters of the Deal Name.

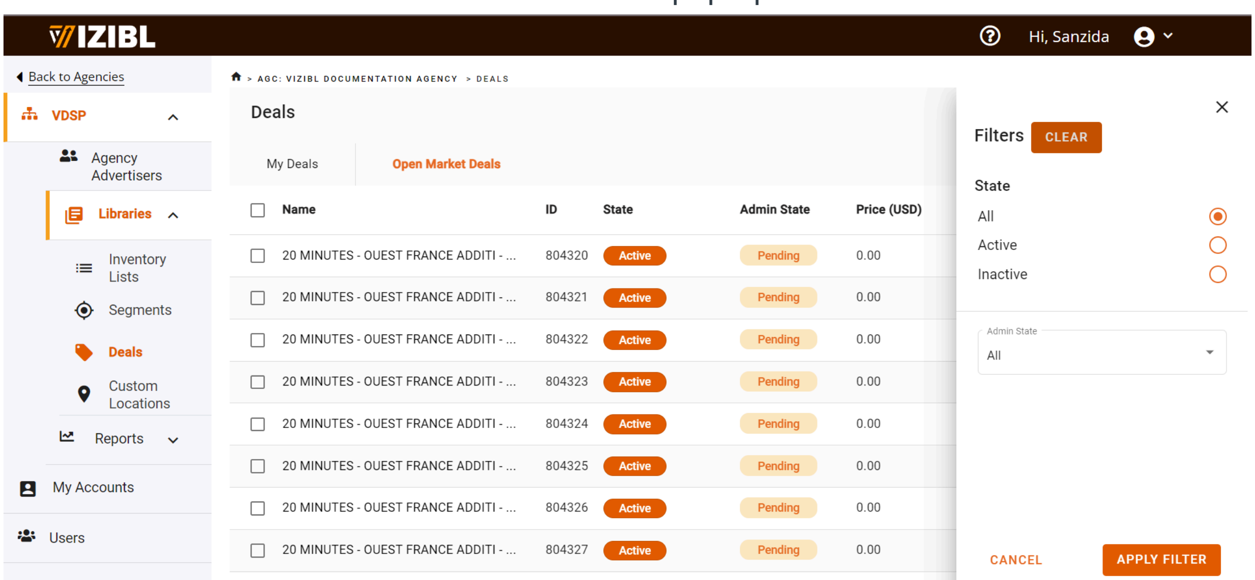
Filter: Use the Filter button on top right to filter for specific Deals in the Open MarketPlace Deals Listing.



Following filters are available:

- **State:** To filter by Active/Inactive Deals
- **Admin State:** Approved (by Vizibl administrator for your use) or Rejected (by Vizilb administrator for your use) or Pending (for review by Vizibl administrator) or Expired (Deal is no longer available)

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.



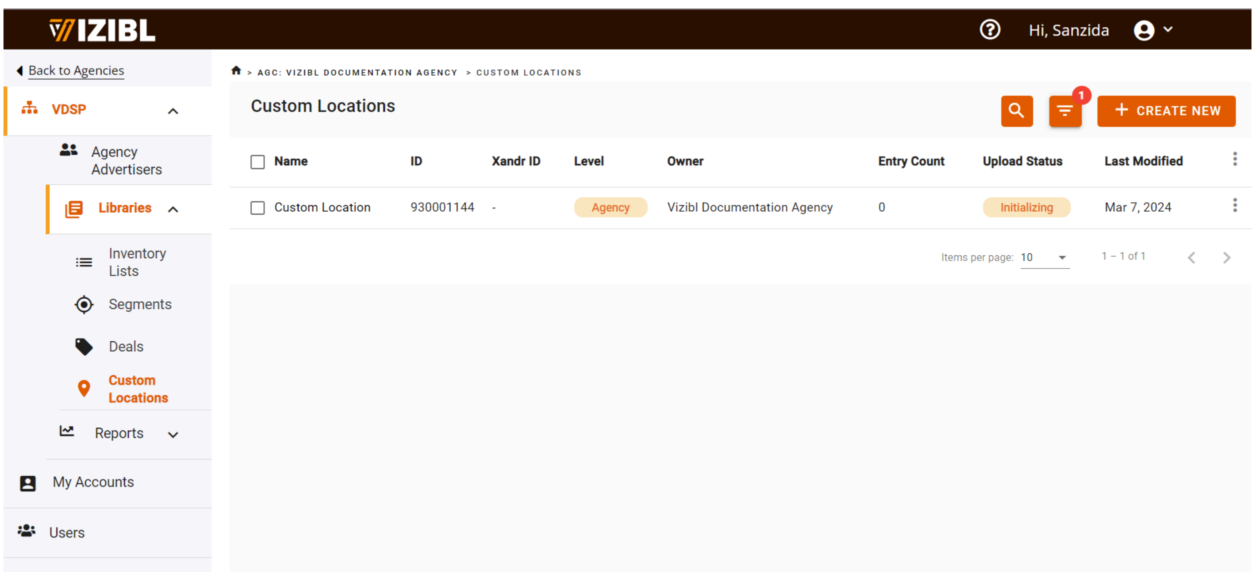
4.4 Custom Locations

4.4.1 About Custom Locations

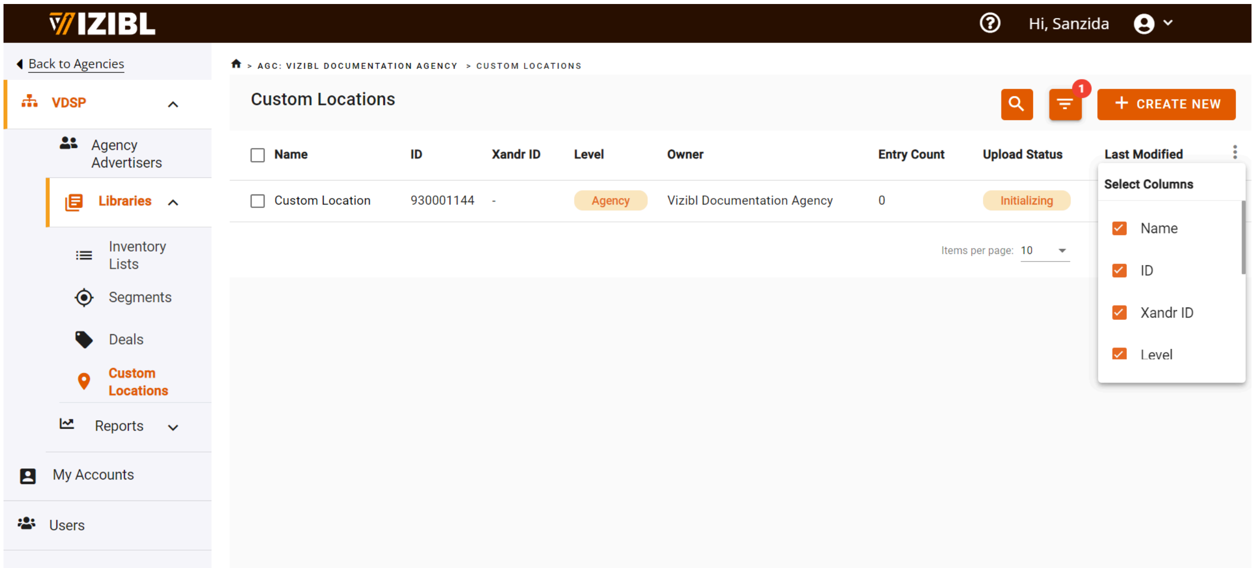
A Custom Location is a list of latitude, longitude, and radius data. You can use Custom Locations for geographical hyperlocal targeting of multiple user locations.
Note: Approximately 30% of impressions received for targeting contain location data that you can target with geo radius segments.

4.4.2 Custom Locations Listing

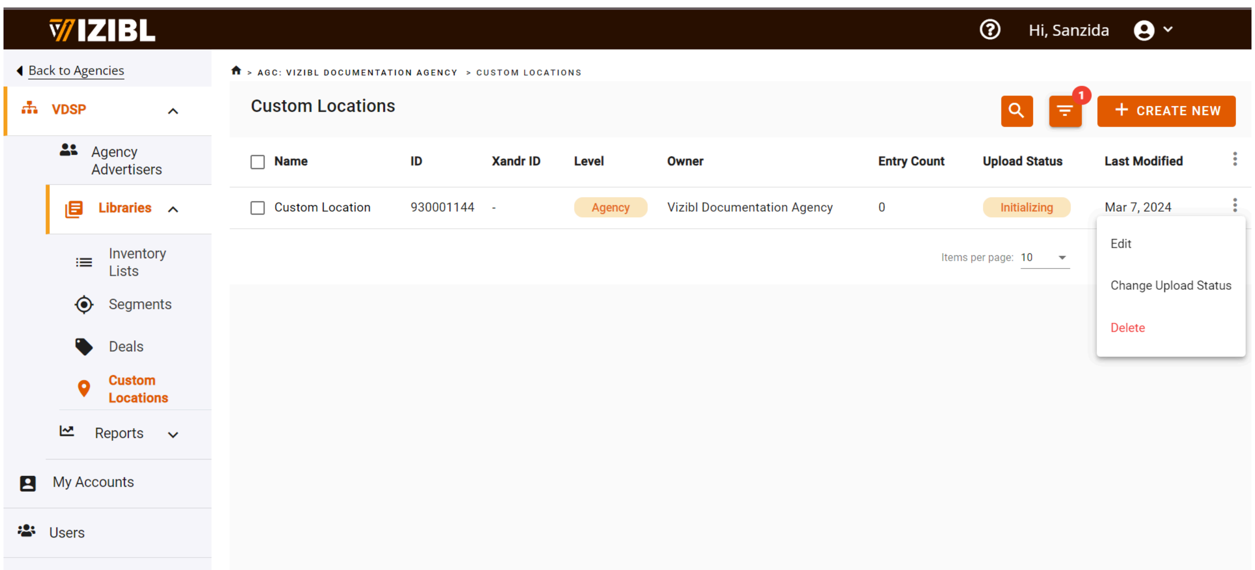
Click on Custom Locations under Agency Libraries from the Left Hand Side menu to see a list of custom locations. The Listing screen includes Custom Location Name, Id, Level, Owner, Entry Count, Upload State, and Last Modified Date.



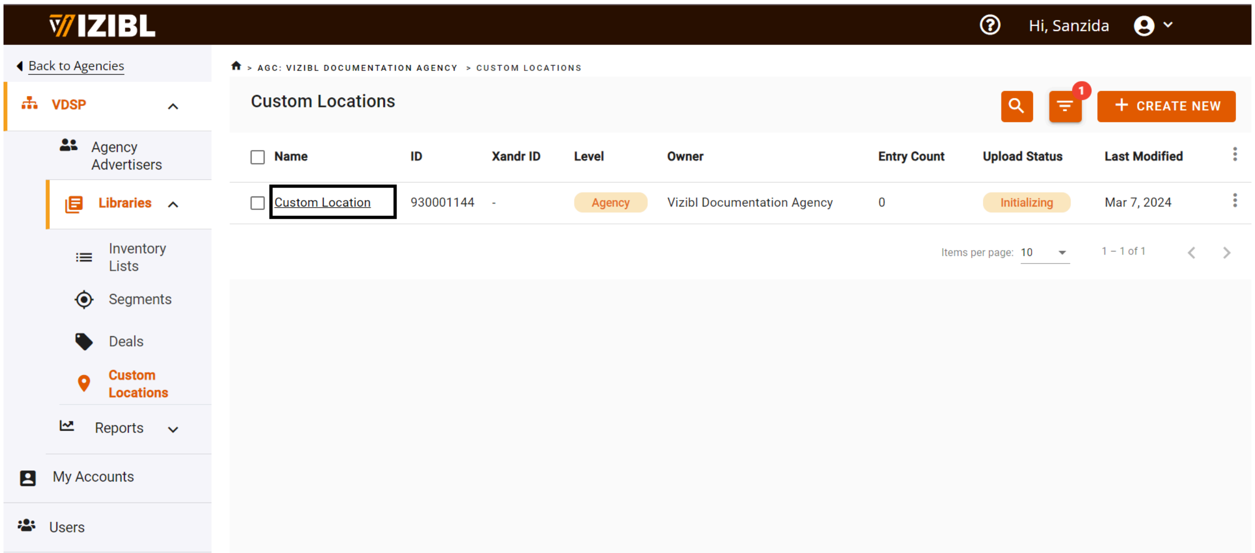
You can modify the columns in the Custom Locations Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



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

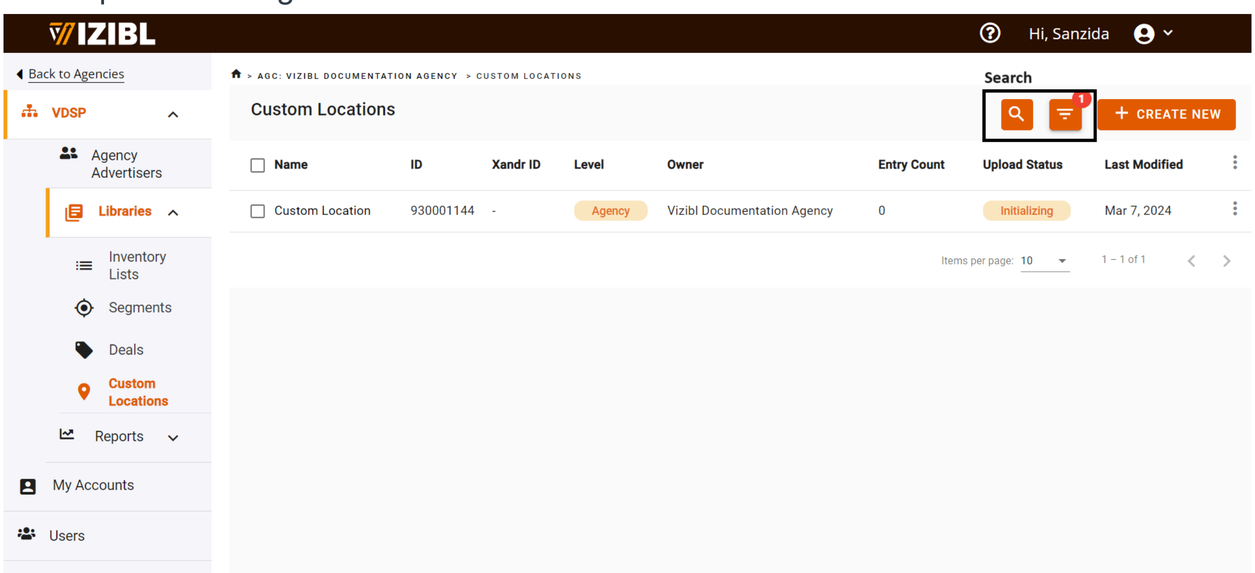


You can also edit a Custom Location directly from the Custom Locations screen by clicking a Custom Location.



Search: Use the Search button on top right to search for specific Custom Locations. To search for a Custom Location, enter a few letters of the Custom Location Name.

Filter: Use the Filter button on top right to filter for specific Segments in the 1st Party Data Uploads Listing.



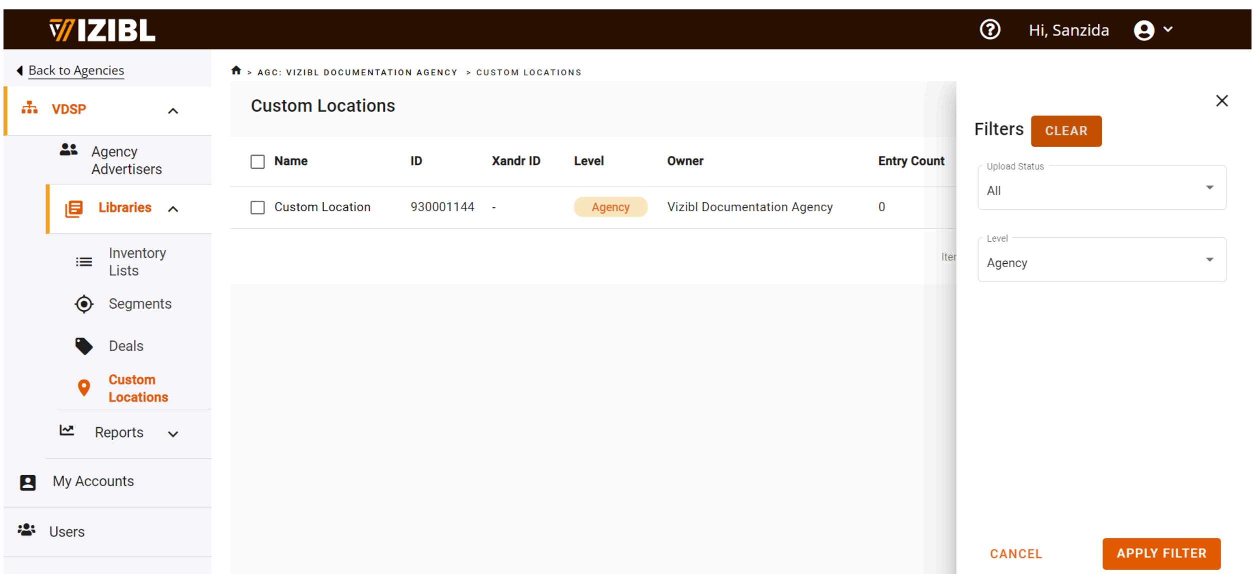
Following filters are available:

- **Upload Status:** A Custom Location can have following Upload Statues
  - Uploaded: Custom Locations are successfully uploaded into the system and are ready for targeting
  - Waiting: Custom Locations are waiting to be uploaded into the system

- Initializing: Custom Locations are uploaded and waiting to be available for targeting
- Error: Custom Locations are not uploaded and need to be fixed before they can be uploaded

- **Custom Location Level**: Select the hierarchical level of Custom Locations to see Custom Locations available at that level. Vizibl has the following hierarchy for Custom Locations:
    - Platform - Custom Locations are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
    - Agency - Custom Locations are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator
    - Agency Advertiser - Custom Locations are created at an Agency Advertiser Level and made available to that Agency Advertiser. These are created by the Agency Advertiser

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.



5. Agency Advertiser Libraries

You can manage various assets in the Agency Advertiser Libraries section and **those assets will be available to use within the boundary of a specific Agency Advertiser only**. Please note that Agency Advertiser Libraries are different from Agency Libraries. While both libraries serve similar functionalities, the difference lies in the scope of applicability of these libraries. Agency Advertiser libraries are available for use within the boundaries of a specific Agency Advertisers, whereas Agency libraries are available for use across all Agency advertisers under an agency. Please refer to the Agency Libraries section above for details on Agency libraries.

Click on a specific Agency Advertiser from the Advertiser Listing page. Once within the scope of an Agency Advertiser click on Libraries from the Left Hand Side menu to see different Agency Advertiser Libraries specific to this Agency Advertiser.

5.1 Inventory Lists

5.1.1 About Inventory Lists

Inventory lists are a way to group the domains, apps, and app bundle IDs that you want to target or exclude on your insertion orders and line items. Each inventory list must be either an allowlist (for restricting targeting) or blocklist (for excluding) and can contain any combination of domains, apps, or app bundle IDs.

Examples of items that may be included in your inventory lists are:

- app bundle IDs:
  - 617263396
  - com.magmamobile.game.Elements
- raw URL (domain): yahoo.com
- raw URL (app): https://itunes.apple.com/us/app/funny-pics-lol!-daily-laughs/id617263396

Inventory Lists can be applied via the Allowlist or Blocklist fields within the Inventory Tab of Line Items and Inventory Lists section for Insertion orders.

Domains

- You can target domains (cnn.com) and subdomains (sports.cnn.com), but you can't target specific directories within domains (`cnn.com/sports`) by default.

- The process of targeting of domains (cnn.com) and subdomains (sports.cnn.com) depends on whether the subdomains are mapped in the system or not
- Domains that begin with www will have the www substring stripped out before being stored in our system. For example, www.example.org will be shortened to .example.org.

Apps

App Bundle ID (App ID)

An app bundle ID (or app ID) is just a unique identifier for a specific app. App IDs are defined differently depending on whether the app runs on iOS or Android:

- Every iOS app has a unique iTunes ID
- Every Android app has a unique Android Package Name

How to find App IDs

To find the IDs for an Android or IOS app, find the app's detail page - the easiest way is to do a web search. The URL of the app store's detail page will show the app's ID.

For example, here are the detail pages for the "Candy Crush" app:

- Google Play: https://play.google.com/store/apps/details?id=com.king.candycrushsaga
  - ID: com.king.candycrushsaga
- iTunes: https://itunes.apple.com/app/apple-store/id553834731
  - ID: 553834731

How to choose which apps to target

To identify specific mobile apps to target, we recommend targeting the region you're interested in, activating your campaign, and after a few days running the Site Domain Performance report from Vizibl Reports section, which will show you the apps that you've been reaching. You can then update your targeting to include or exclude specific apps to meet your needs.

Key to Domain/App Audit Flags

Each domain or app in a list can have one of the following audit statuses:

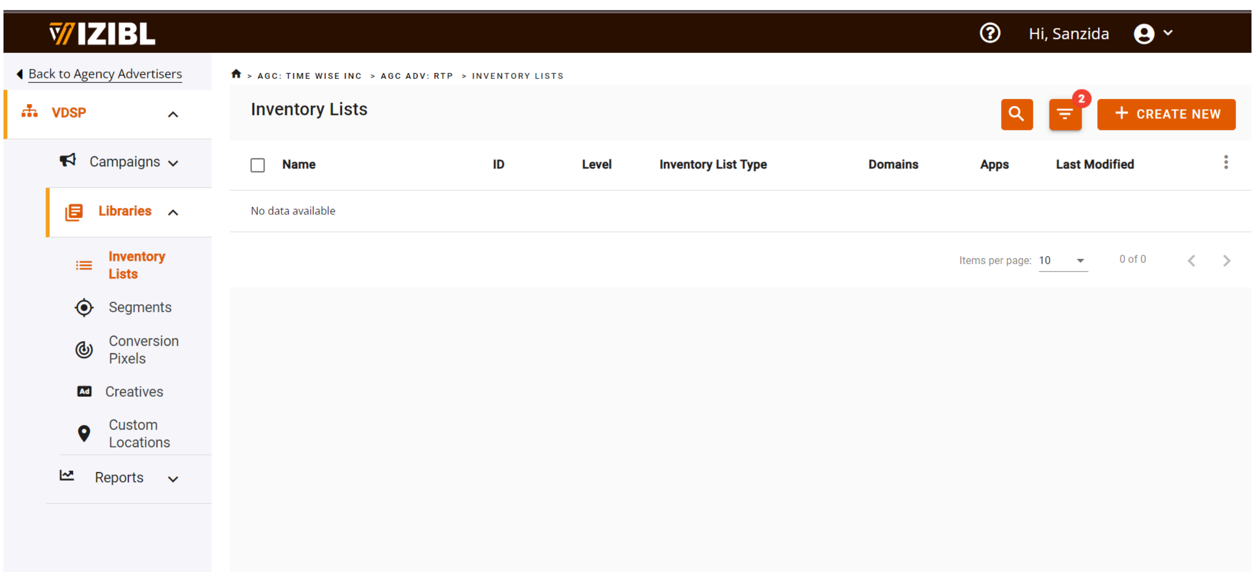
- **Audited** - the domain/app has been audited and approved.
- **Rejected** : The reason the domain/app has been rejected after being audited (e.g., Hate Speech).
- "**--**" - the domain/app is either unauditable (has been reviewed but can't be audited) or is pending audit (has not been reviewed yet, but is in the audit queue)

Note: For audit status "--" creatives will be delivered through managed inventory or deals. They will not be delivered in open exchange unless you have allowed unauditable creatives for the line item.

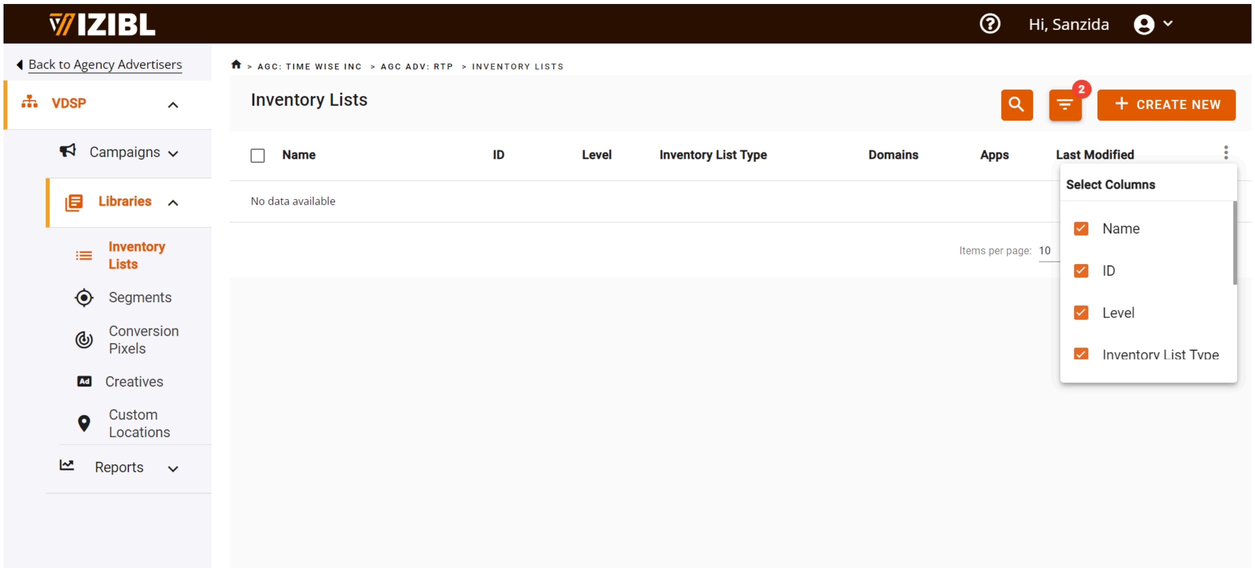
Note: The domains with audit status of either "**Audited**" or "**--**" are available for use in the augmented line item inventory lists.

5.1.2 Inventory Lists Listing

Click on Inventory Lists under Agency Libraries from the Left Hand Side menu to see a list of Inventory Lists at an Agency Level. The Listing screen includes Inventory List Name, Id, Level, Owner, Inventory List Type, Number of Domains, Number of Apps and Last Modified Date of the Inventory List.



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

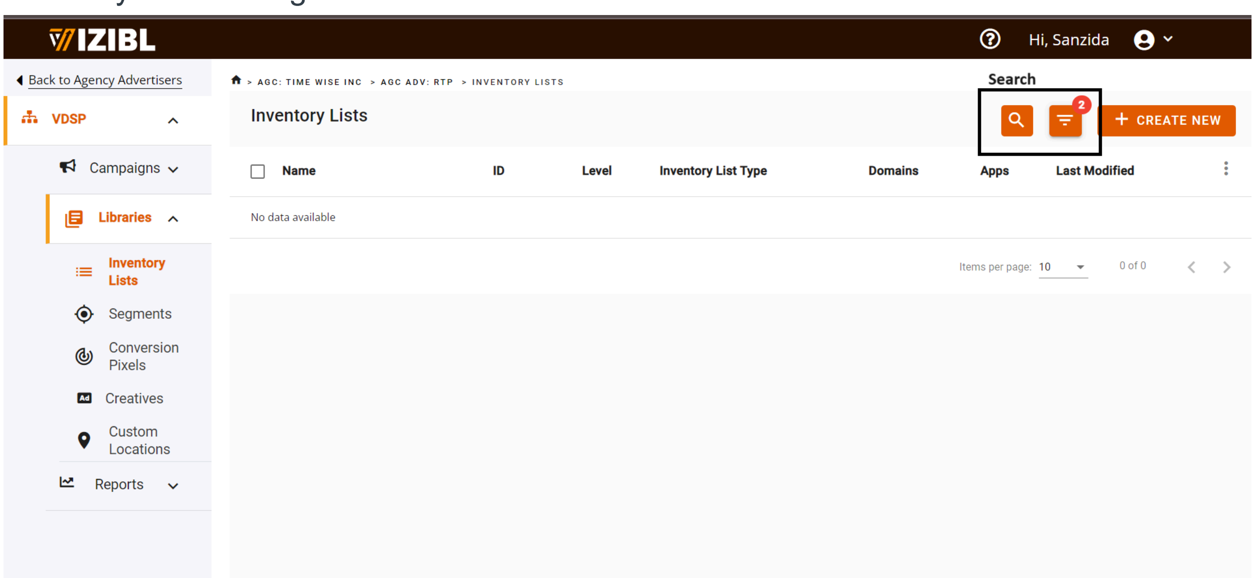


You can Edit or Delete an Inventory List by selecting respective options from the three dots menu at the end of each Inventory List.

You can edit an Inventory List directly from the Inventory Lists Listing screen by clicking an Inventory List.

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

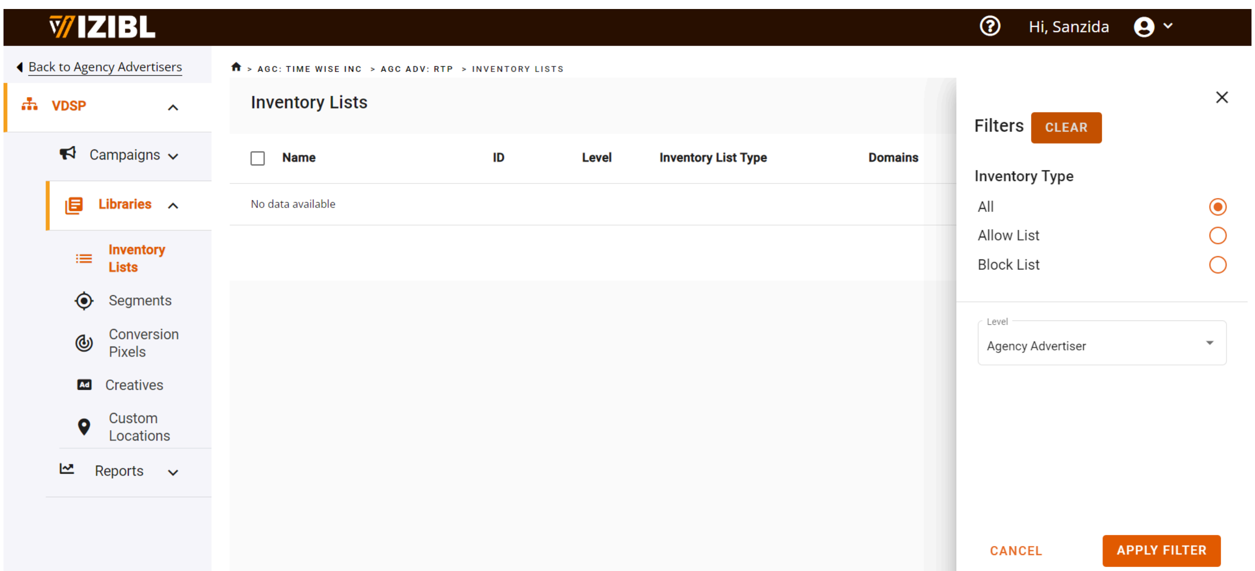
Filter: Use the Filter button on top right to filter for specific Inventory Lists in the Inventory Lists Listing.



Following filters are available:

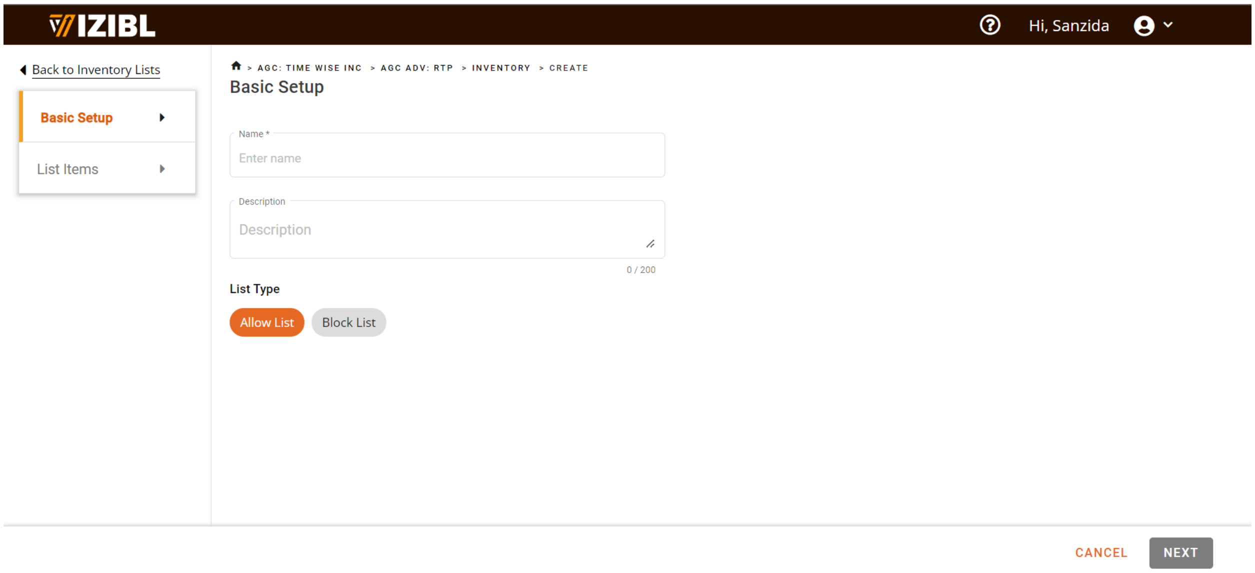
- **Inventory Type**: Select Inventory List Type
- **Inventory List Level**: Select the hierarchical level of Inventory Lists to see lists available at that level. Vizibl has the following hierarchy for Inventory Lists:
    - Platform - Inventory Lists are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
    - Agency - Inventory Lists are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator
    - Agency Advertiser - Inventory Lists are created at an Agency Advertiser Level and made available to that Agency Advertiser. These are created by the Agency Advertiser

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.



5.1.3 Create a New Inventory List

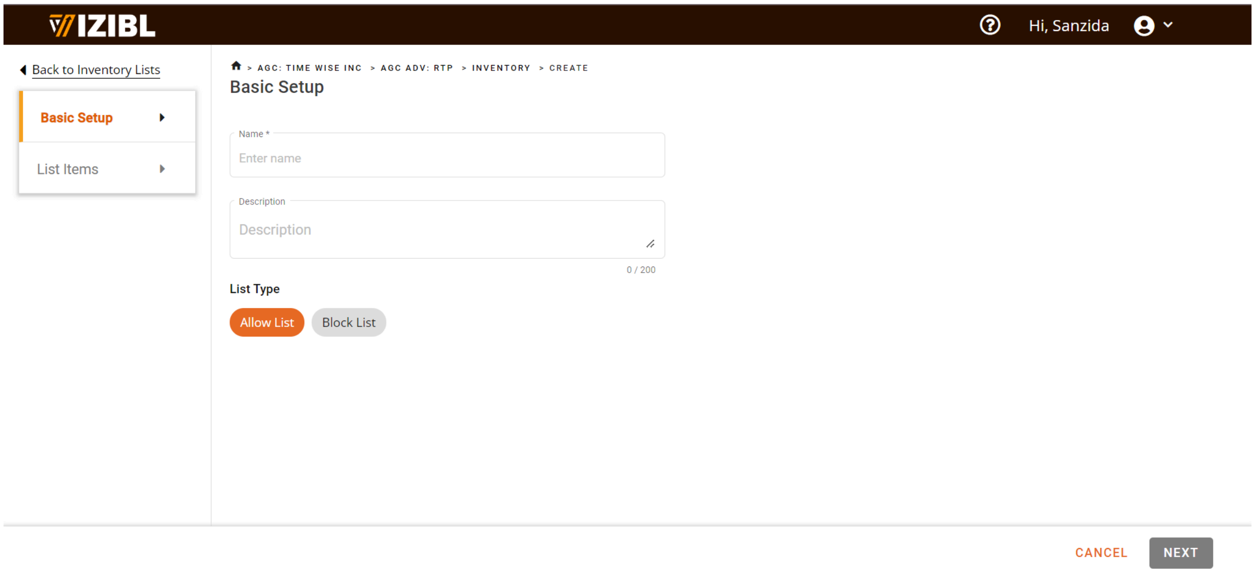
10. Go to the Inventory Lists screen
11. Click **+ Create New** button
12. Enter a name for the inventory list.
13. Optionally, enter a description if necessary.
14. Select the List Type:
    - Allowlist (for restriction)
    - Blocklist (for exclusion)



15. Click Next.
16. Click either:
    - Copy and paste domains & apps to enter or paste a list of domains and/or apps to be included in this inventory list.
    - Import from file to import a list of domains and/or apps to be included in this inventory list.
      Note: The maximum number of domains and/or apps per inventory list is limited to 100,000.
17. Click Validate Domains & Apps. The list will be checked to ensure that:
    - None of the domains or apps you entered violate Vizibl policies.
    - Invalid URL formats (i.e., non-http or non-https) are removed from the list.
18. Click Save. The inventory list is created and displays in Inventory Lists Listing screen

5.1.4 Edit an Inventory List

2. Click on Inventory List name or click on Edit from the three buttons at the end Inventory List



5.2 Segments

5.2.1 About Segments

Segments use information about a user, such as webpages they visit, actions they take, or qualities such as gender, location, and wealth, to assign that user to a group called a segment. Segment data is written to and extracted from the server-side cookie store via segment pixels.

The most common way of building audience segments is by placing client-side segment pixels on websites or associating them with creatives, signaling that a user has visited a web page or taken a simple action.

Agencies can create segment pixels that are attached to a specific advertiser from here. An advertiser-level segment is only available to that advertiser's campaigns.

Agencies can also upload Agency Advertiser’s first party data (IPs, MAIDs, Cookies, Email ids*, Street addresses*, Phone numbers*) and make it available for use in campaigns across that specific Agency Advertiser.

* - United States Only

Use Cases

- **Performance / retargeting campaigns**. As users browse the Internet, they visit sites that move them along the attribution funnel (or a series of interactions that elicit a desired action from the user, such as a page visit, conversion, etc.) You, as a buyer, might set up several ad campaigns each targeting a particular segment that corresponds to a section of the attribution funnel. Users are added to these segments as they visit different pages relevant to the acquisition event (such as visiting the home page, adding items to a shopping cart page, a purchase confirmation page, etc.)

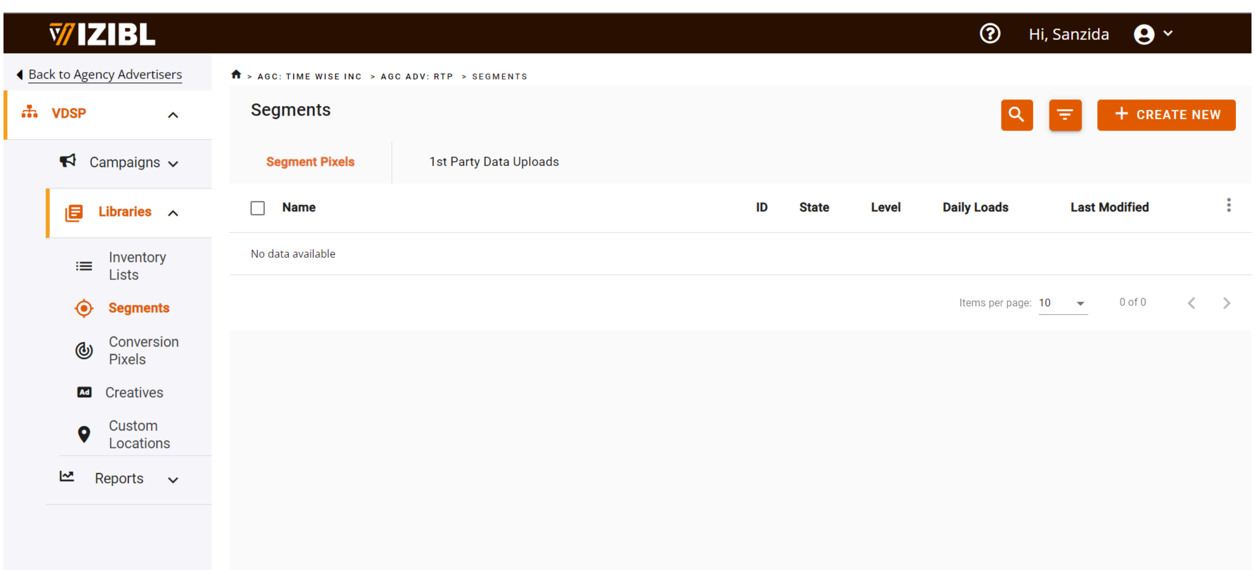
- **Brand awareness campaigns**. If you're a buyer or seller, and are looking to do basic clustering or modeling of audiences, you can also use client-side segment pixels. In this instance, the purpose would be for branding, ultimately giving a signal that a user has visited a particular page or taken a specific action. While similar to the retargeting example above, in this situation, the goal is to bring brand awareness to the relevant audience rather than prompting a user response or action. An example of this is a "luxury car enthusiast" client-side segment pixel firing on a high end online magazine, where the audience would then be bought against by trading desks representing the branding efforts for BMW.

5.2.2 Segment Pixels

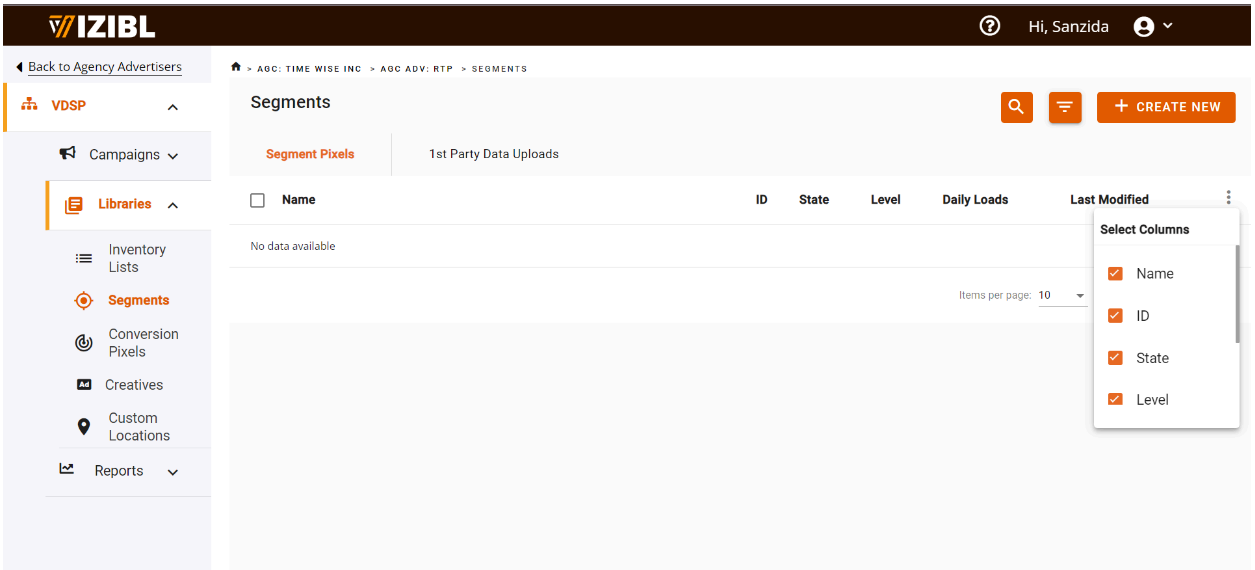
A segment pixel marks a user as belonging to a certain target audience based on the web pages they visit, the actions they take (such as making a purchase), or data such as gender or location.

Segment Pixels Tab - Listing

Click on Segments under Libraries from the Left Hand Side menu to see a list of Segment Pixels at an Agency Advertiser Level. The Listing screen includes Segment Pixel Name, Id, State, Level, Daily Loads Last Modified Date of the Segment Pixel.



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

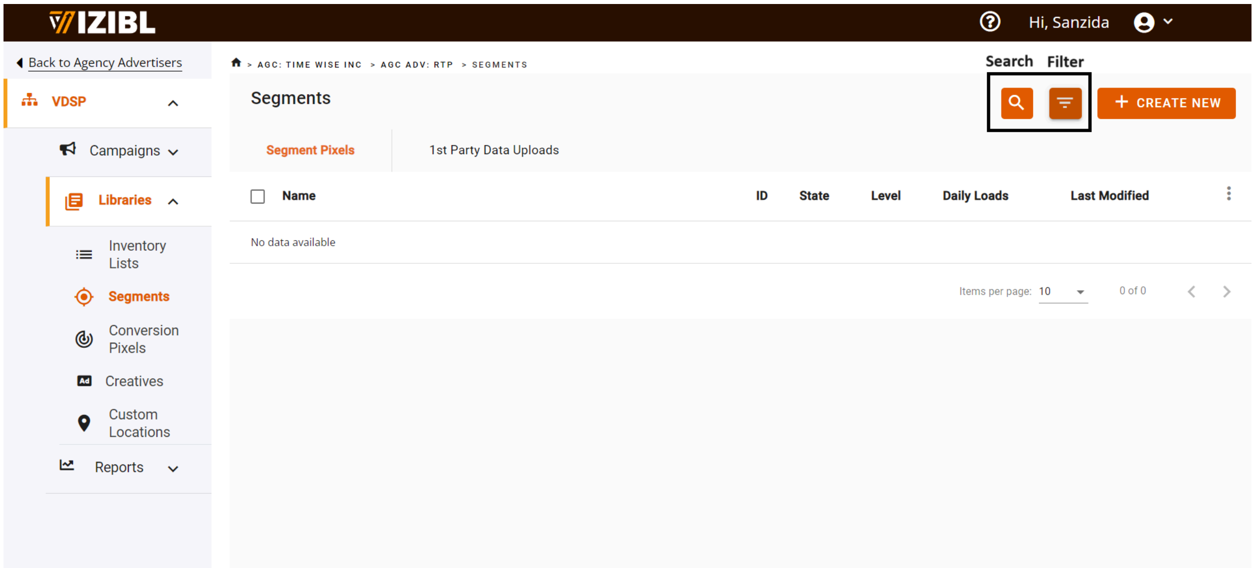


You can Edit or Delete a Segment Pixel by selecting respective options from the three dots menu at the end of each Segment Pixel.

You can edit a Segment Pixel directly from the Segment Pixels Listing screen by clicking a Segment Pixel.

Search: Use the Search button on top right to search for specific Segment Pixels in the Segment Pixels Listing. To search for a Segment Pixel, enter a few letters of the Segment Pixel Name.

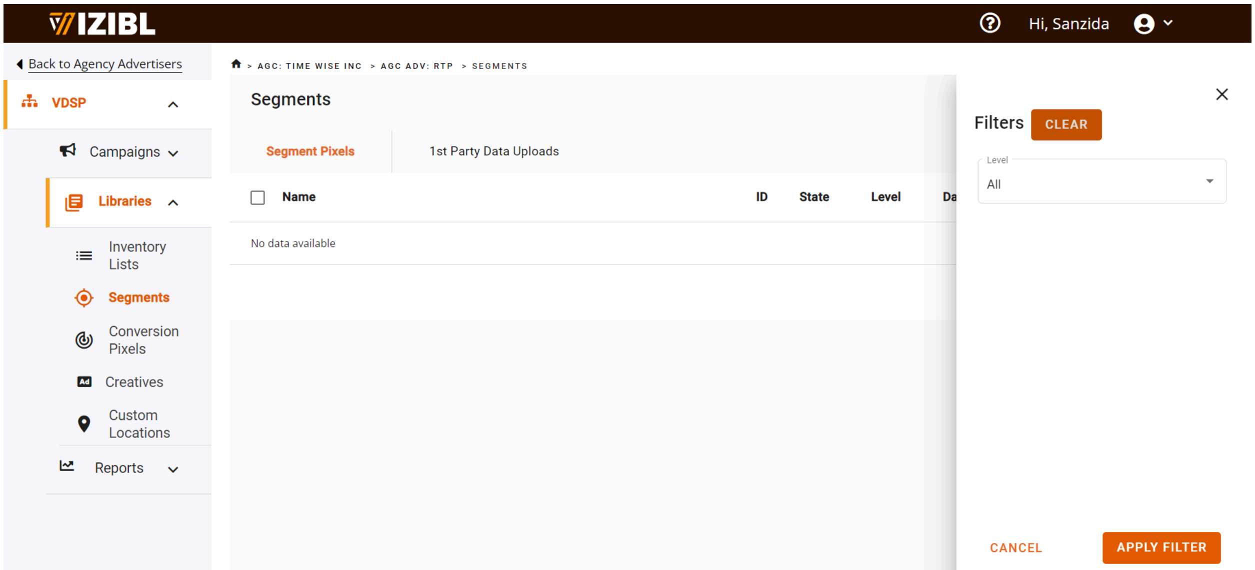
Filter: Use the Filter button on top right to filter for specific Segment Pixels in the Segment Pixels Listing.



Following filters are available:

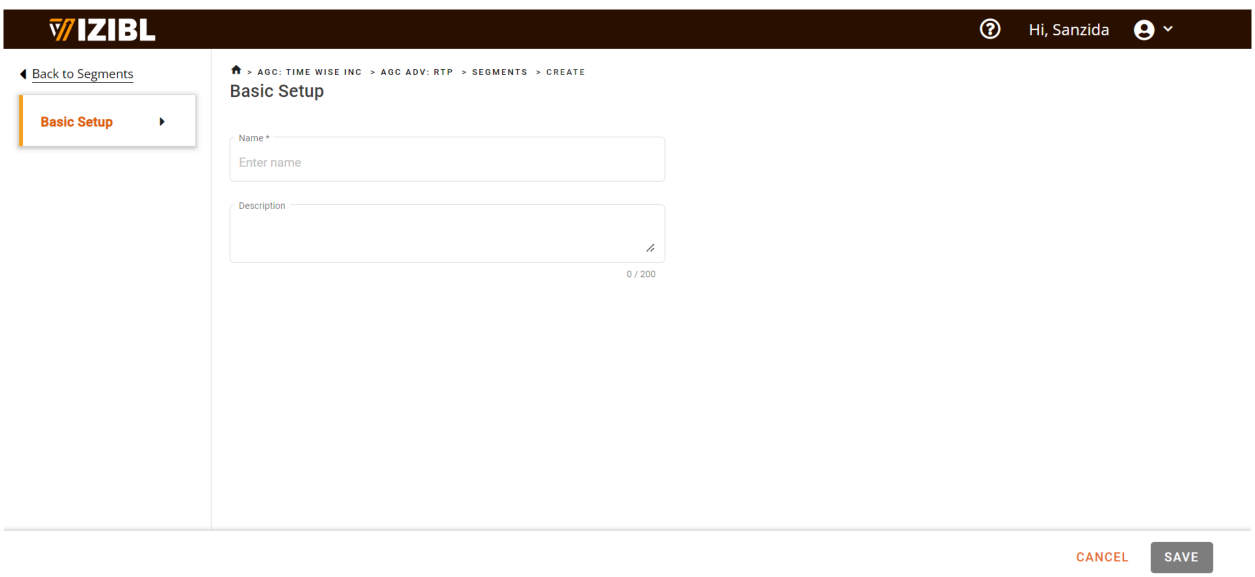
- **Segment Pixel Level**: Select the hierarchical level of Segment Pixels to see pixels available at that level. Vizibl has the following hierarchy for Segment Pixels:
    - Platform - Segment Pixels are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
    - Agency or Agency Advertiser - Segment Pixels are created at an Agency or Agency Advertiser level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator

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.



Create a New Segment Pixel

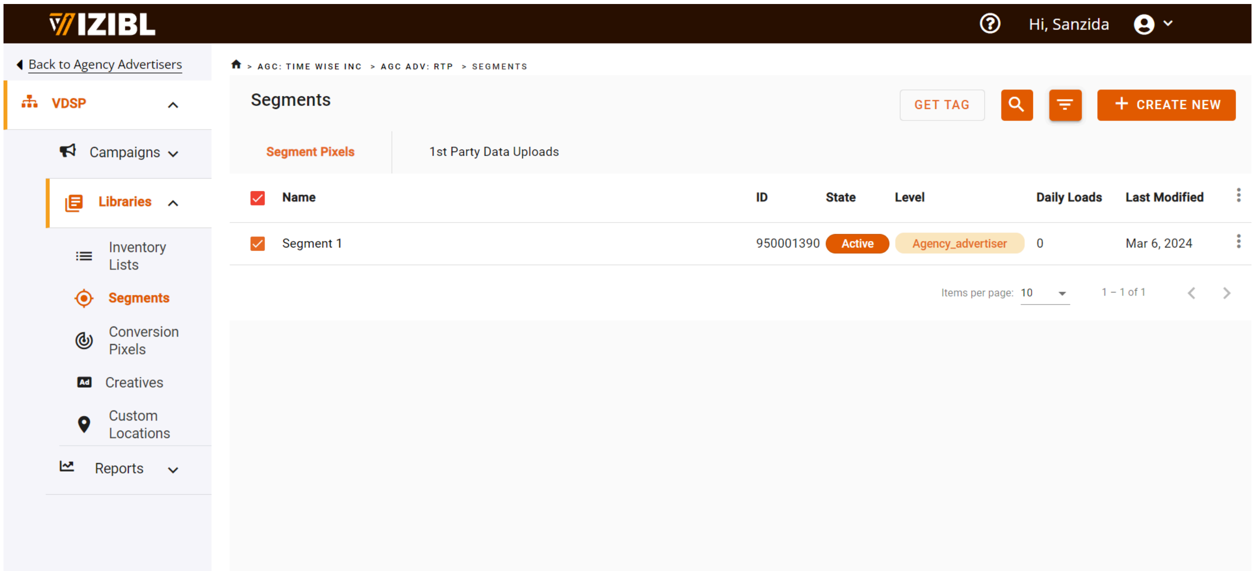
- Click on **+ CREATE NEW** button to create a new Segment Pixel
- Enter a Name for the Segment Pixel and optionally, enter a Description
- Click **Save** to save the Segment Pixel

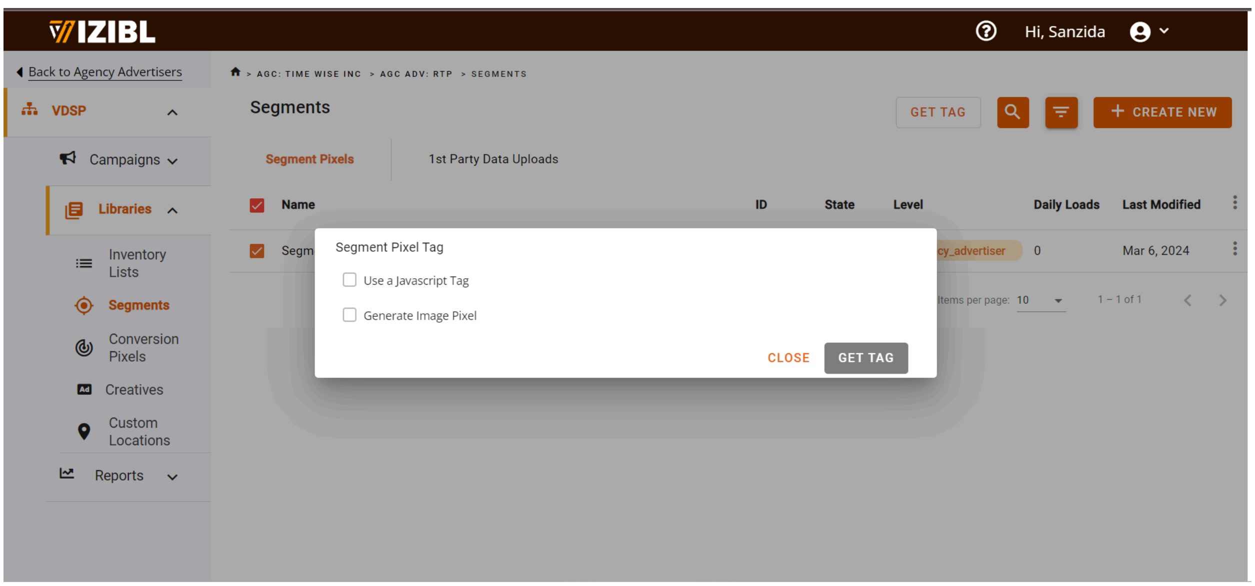


Get Segment Pixel Tag

In order to collect Audience Data into the Segment, a Segment Pixel Tag has to be placed on websites or creatives, signaling that a user has visited a web page or taken a simple action. To get this Tag:

- Go to Segment Pixels Listing screen
- Select the Segment Pixel you want to extract the Tag for
- Click on **Get Tag** button at top right corner of the screen

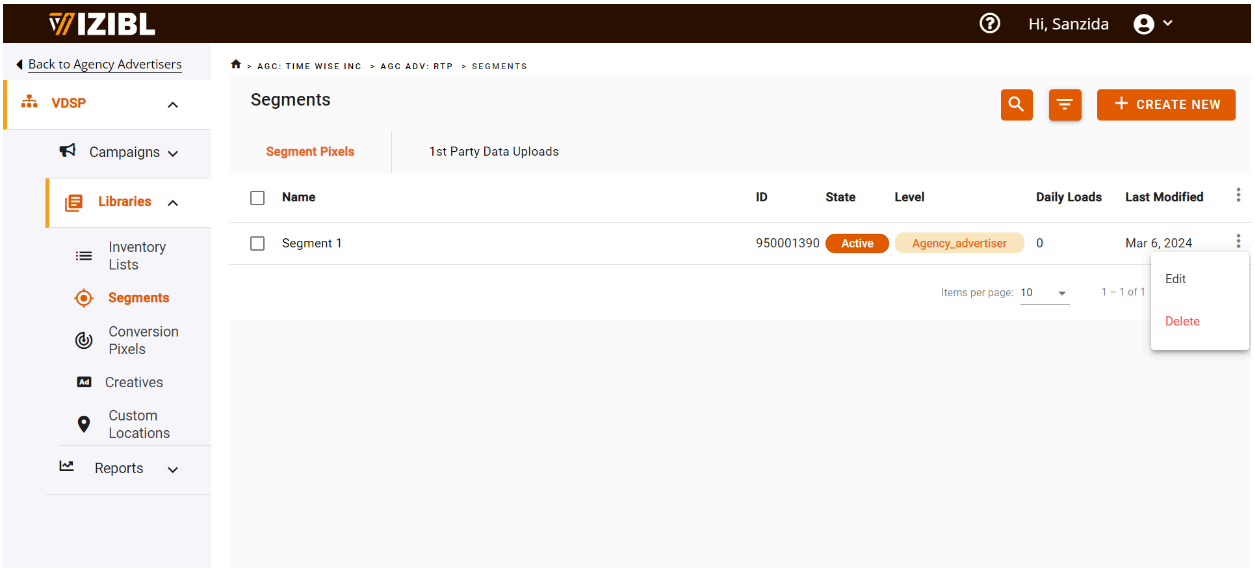




- For placing Segment Pixels on a website:
  - On the pop-up, select “Use a Javascript Tag” and click on **Get Tag** button
  - Copy the displayed code and place the same on the website
- For placing Segment Pixles on a creative outside Vizibl:
  - On the pop-up, select “Generate Image Pixel” and click on **Get Tag** button
  - Copy the displayed code and place the same on the creative
- For using Segment Pixels on creatives within Vizibl, refer Creatives section

Edit a Segment Pixel

You can edit an existing Segment Pixel Name or Description by clicking on the Segment Pixel name from the Segment Pixel Listing screen.
Note: Editing a Segment Pixel **does not** change the code already placed on the website or creatives. It only changes the name of the Segment Pixel in Vizibl. This has no impact on the code already placed on the website or creatives

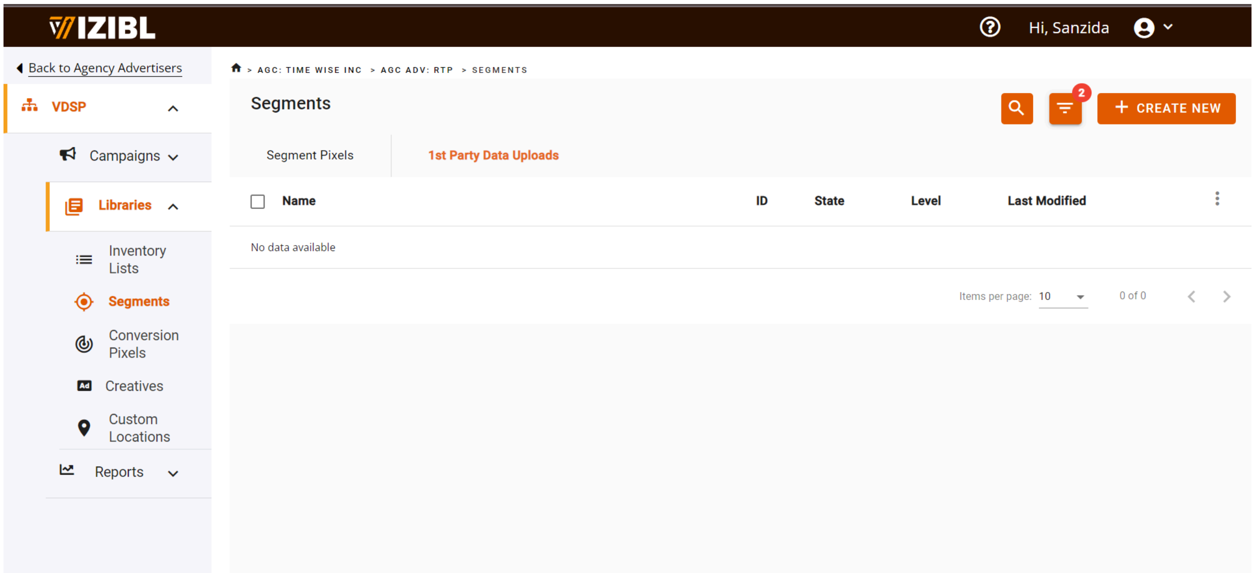


5.2.3 1st Party Data Uploads

Agencies can upload their advertiser's first party data into Segments and use those Segments to target users in the Line Items.

1st Party Data Uploads Tab - Listing

Click on Segments under Libraries from the Left Hand Side menu and click on 1st Party Data Uploads Tab to see a list of 1st Party Data Upload Segments at an Agency Advertiser Level. The Listing screen includes Segment Name, Id, State, Level, and Last Modified Date of the Segment.



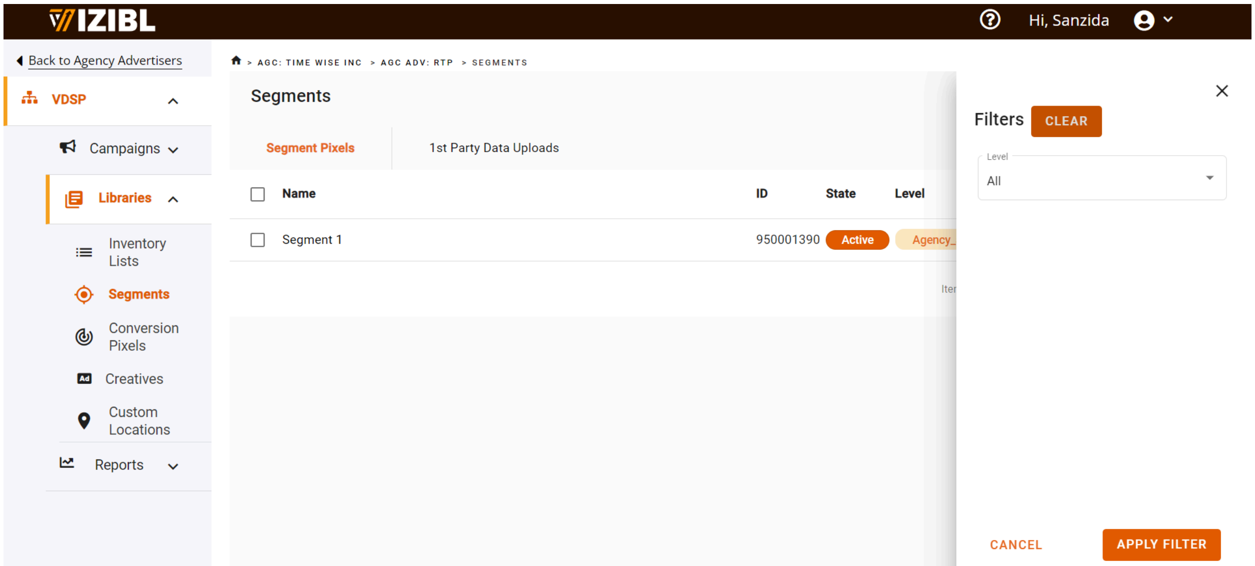
You can modify the columns in the Segment Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.

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

You can also edit a Segment directly from the 1st Party Data Uploads Listing screen by clicking a Segment.

Search: Use the Search button on top right to search for specific Segments in the 1st Party Data Uploads Listing. To search for a Segment, enter a few letters of the Segment Name.

Filter: Use the Filter button on top right to filter for specific Segments in the 1st Party Data Uploads Listing.



Following filters are available:

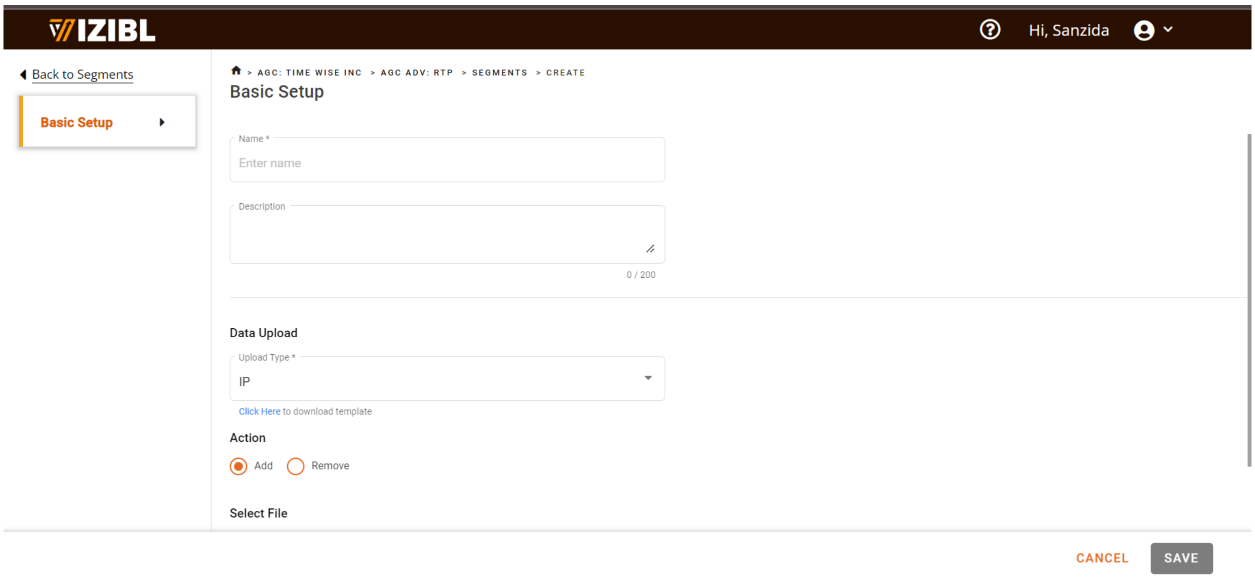
- **Segment Level**: Select the hierarchical level of Segments to see pixels available at that level. Vizibl has the following hierarchy for Segments:
    - Platform - Segments are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
    - Agency or Agency Advertiser - Segments are created at an Agency or Agency Advertiser level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator

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.

Create a New 1st Party Data Upload Segment

- Click on **+ CREATE NEW** button to create a new Segment from 1st Party Data Uploads Tab
- Enter a Name for the Segment and optionally, enter a Description
- Select Data Upload type
    - IP - To upload IP addresses
    - MAID - To upload Mobile Ad IDs
    - Cookies - To upload Cookies
    - Other - To upload Email ids/Phone numbers/Street addresses
- Download the respective template for the selected data upload type and populate with corresponding data

- Select an Action
  - **Add** to add data to the segment
  - **Remove** to remove data from the segment
- Click on **Import From File** to select the filled template and upload the data. Ensure that the right template is use as per the Data Upload type
- Click **Save** to save the Segment



Edit a 1st Party Data Upload Segment

- Click on Segment name or Edit option from three dots menu to edit an existing segment
- You can change the Name, Description, Add Data to or Remove Data from an existing segment
- Click **Save** to save the Segment

5.3 Conversion Pixels

5.3.1 About Conversion Pixels

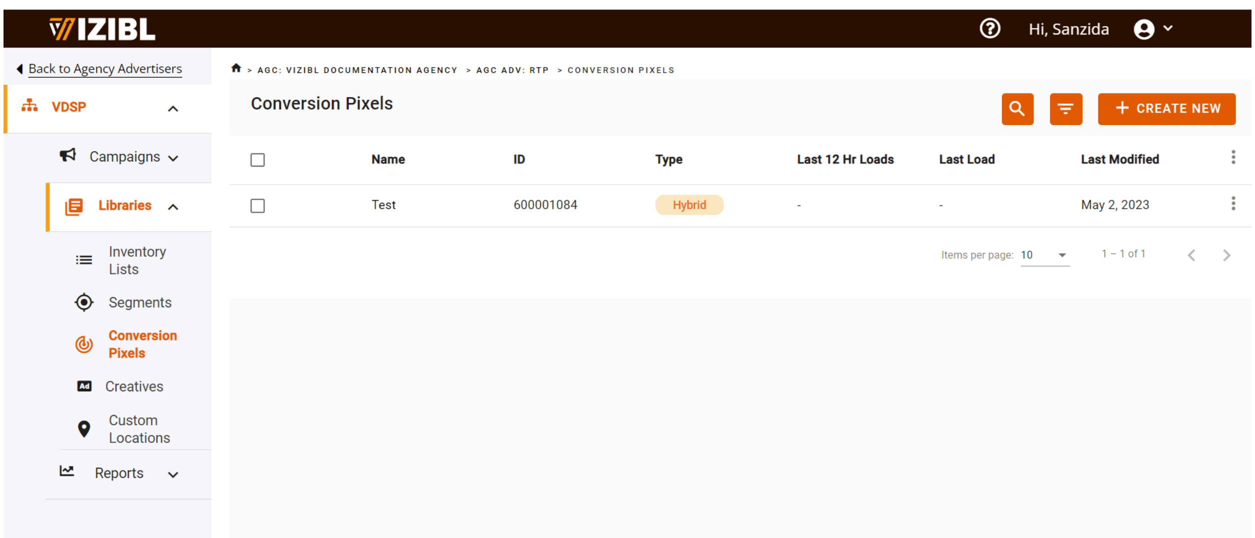
A conversion pixel is used to track user actions in response to an advertiser's creatives, such as registering at a site or making a purchase. When a conversion pixel fires, we determine if the conversion (the registration, the purchase, etc.) can be "attributed", or tied to the user clicking on or viewing one of the advertiser's creatives previously.

Here's how it works:

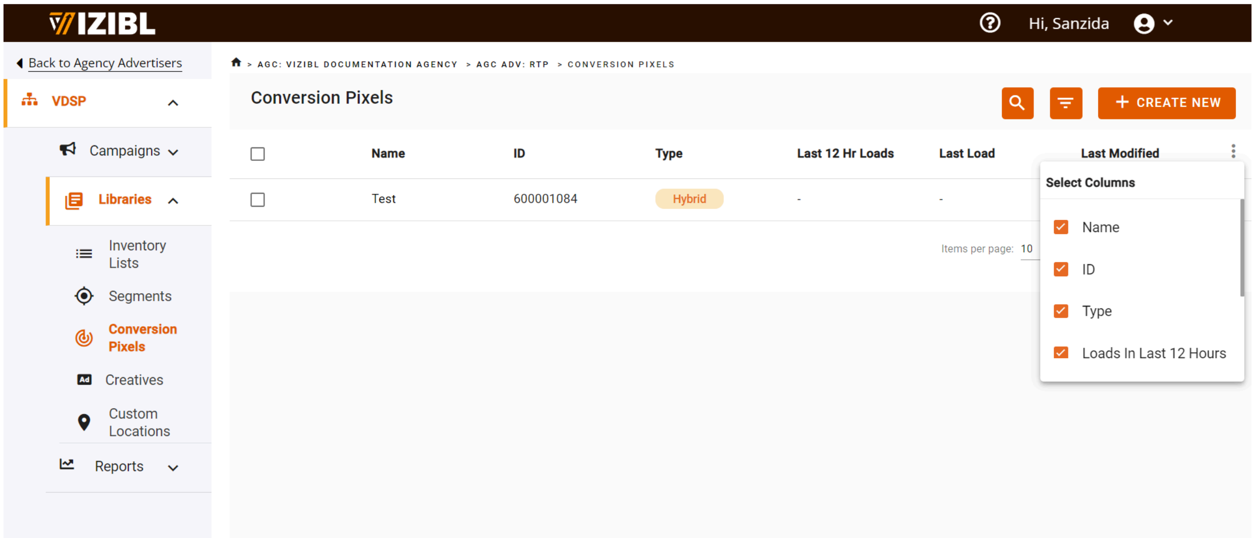
1. You create and export a conversion pixel.
2. You ask the advertiser to place the pixel on the page where the user action should be noted, for example, the confirmation page for a registration or the checkout page for a purchase.
3. You associate the conversion pixel to the advertiser's line item(s), where you define the static revenue value that the advertiser will pay you for attributed conversions. Note that you can also configure to pass an advanced conversion pixel.
4. When the conversion pixel fires, we determine if the user clicked on or viewed one of the advertiser's creatives previously. If so, the conversion is considered attributed, and you earn the revenue for the conversion defined in the line item.

5.3.2 Conversion Pixels Listing

Click on Conversion Pixels under Libraries from the Left Hand Side menu. The Listing screen includes Conversion Pixel Name, Id, Type, Last 12 Hr Loads, Last Load, and Last Modified Date of the Conversion Pixel.

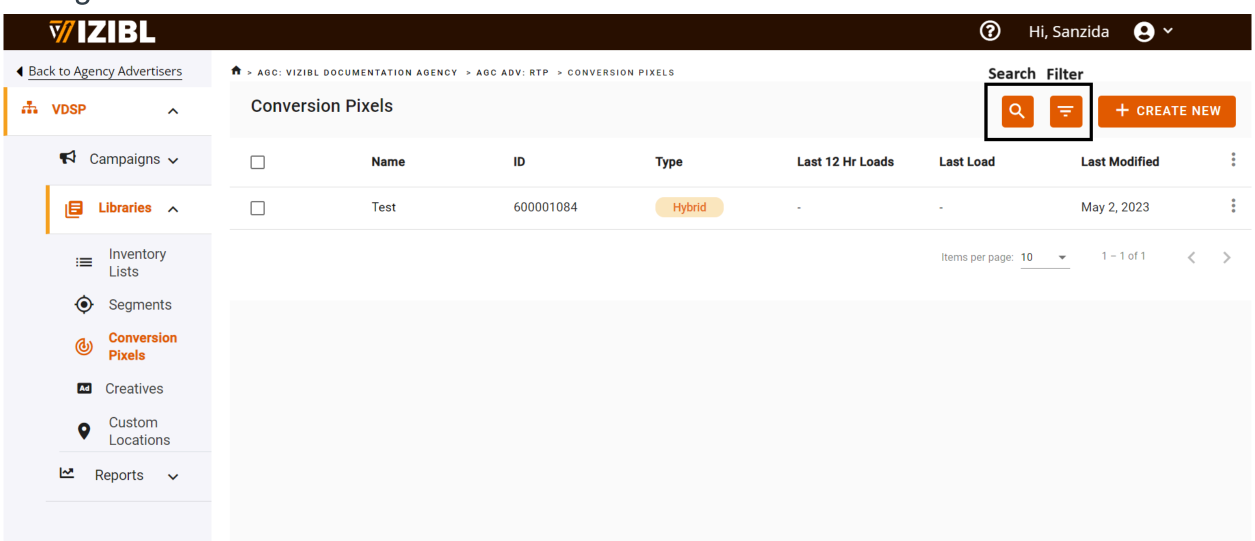


You can modify the columns in the Listing by clicking on the three dots menu at the end of column headings and selecting/deselecting respective columns.



Search: Use the Search button on top right to search for specific Conversion Pixels. To search for a Conversion Pixel, enter a few letters of the Conversion Pixel Name.

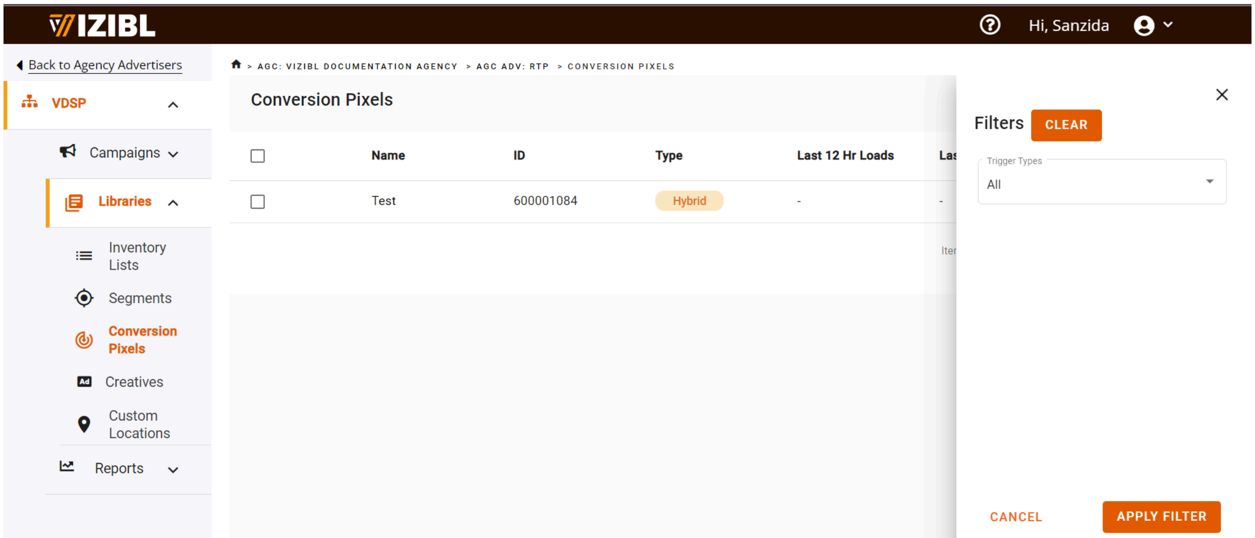
Filter: Use the Filter button on top right to filter for specific Conversion Pixels in the Listing.



Following filters are available:

- **Trigger Type:** To filter by Hybrid (i.e Post view AND Post click) or Click (i.e Post click) or View (i.e Post view)

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.



Creating a Conversion Pixel

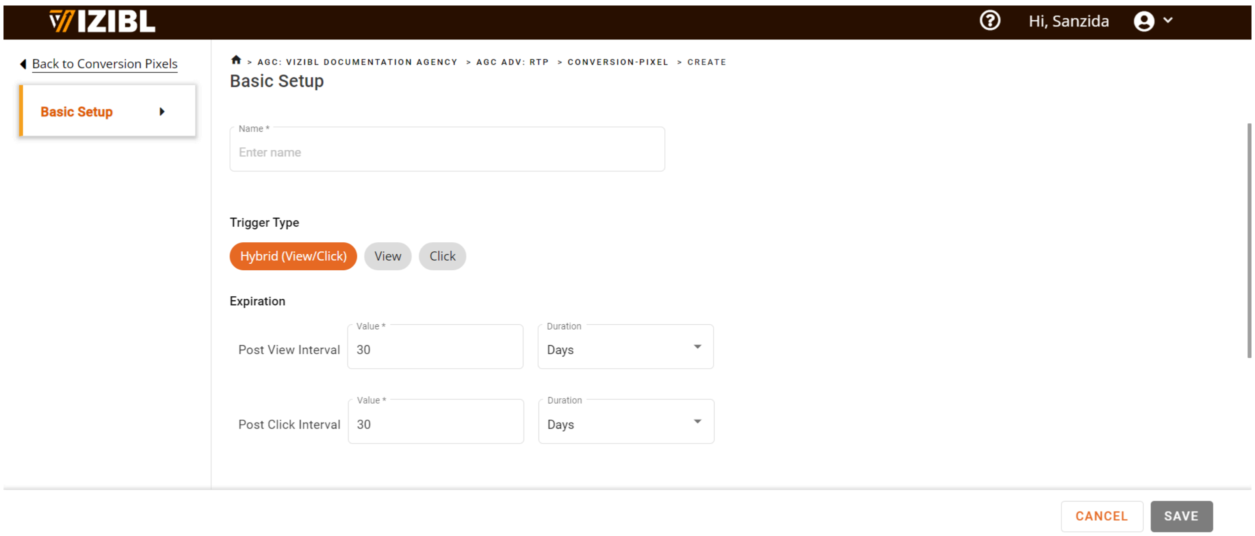
Click on Conversion Pixels Libraries from the Left Hand Side menu.

- Click on **+ CREATE NEW** button to create a new Conversion Pixel
- In the Basic Setup section enter a name that communicates the purpose of the conversion pixel, and then select how you want conversions to be attributed:
  - Hybrid (view/click) - Attribute a conversion to the last time the user clicked or, if there were no clicks, the last time the user viewed one of the advertiser's creatives. This option is selected by default.
  - View - Attribute a conversion to the last time the user viewed one of the advertiser's creatives.
  - Click - Attribute a conversion to the last time the user clicked on one of the advertiser's creatives.
  - If the user has neither clicked on nor viewed one of the advertiser's creatives in an actual auction, the conversion will not be attributed.
- In the Expiration section, specify how far into the past you will look to attribute a conversion to a creative viewed or clicked.
  - Post View Interval: default is 1 day; maximum is 30 days
  - Post Click Interval: default is 14 days; maximum is 90 days
- In the Piggyback Pixels field, you can input the URL of an image or JavaScript pixel to piggyback off the conversion pixel. You might do this to notify external servers about conversion events.

  Add piggyback pixels with the following in mind:

- Image pixels can only piggyback off other image pixels, and JavaScript pixels can only piggyback off other JavaScript pixels.
- Image pixels can have only one piggyback pixel. If you need to piggyback multiple pixels, be sure to use a JavaScript pixel.

- To finish adding the conversion pixel, click the Save button. The pixel is then added to the Conversion Pixels list and is ready to add it to your line item.



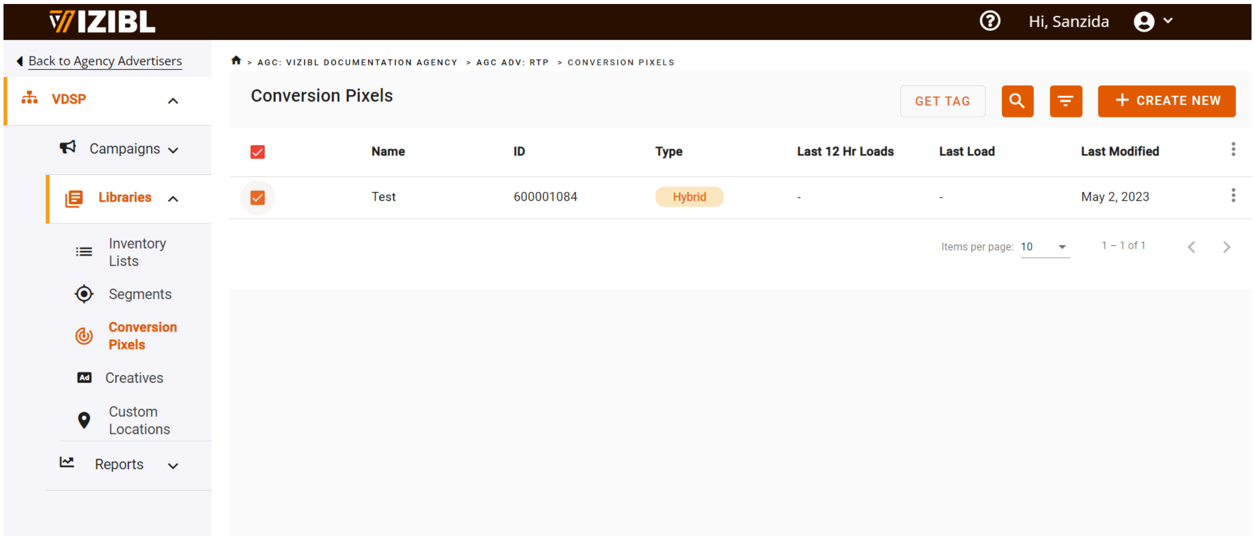
Exporting a Conversion Pixel

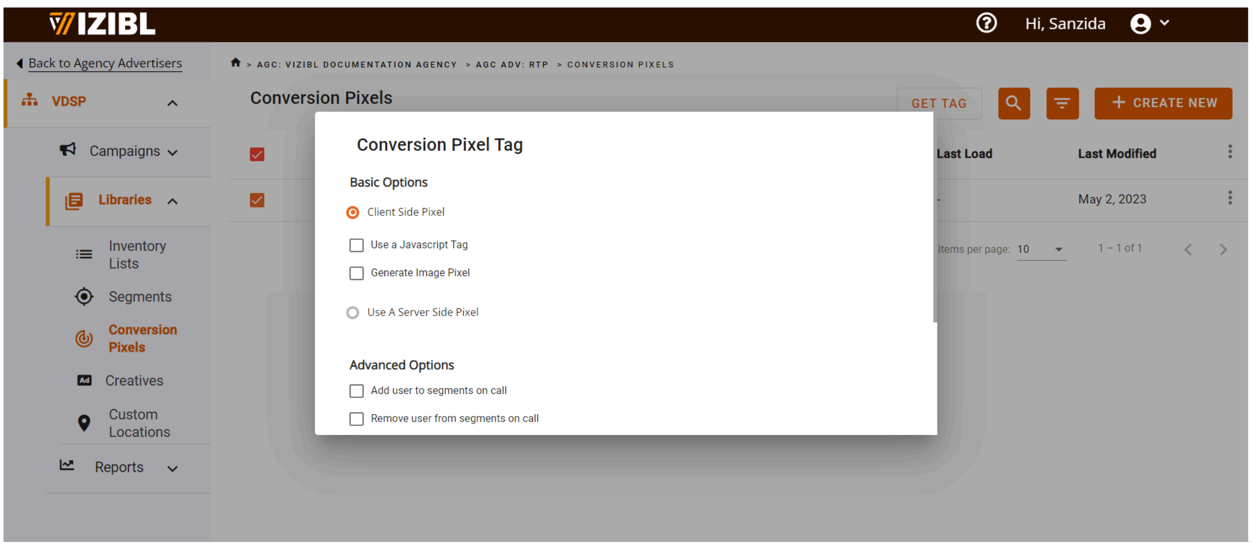
Click on Conversion Pixels Libraries from the Left Hand Side menu.

- From the listing screen select the checkboxes next to the conversion pixel that you want to export.
- Click on the **GET TAG** button at the top right corner of the screen. This displays Conversion Pixels Tag dialog box
- Select “Client Side Pixel” to generate HTML-based pixel that is placed on a publisher's web page
    - Select the format
        - Use a JavaScript tag - If you want JavaScript tags instead, select this option. Why use JavaScript tags? Some advertisers require JavaScript tags. Image pixels can only perform one redirect, so parent pixels with multiple piggybacks must be JavaScript. If a piggyback pixel is JavaScript, the parent pixel should be JavaScript as well.
        - Generate an image pixel - Select this option to generate an image pixel.

- Alternatively, Select “Use a server-side pixel” to generate a URL that you can call, instead of an HTML-based pixel that is placed on a publisher's web page.
- In the Advanced Options section (available only for Client Side Pixel option), you can select additional values to include in the pixel tag.
    - Select Add user to segments on call to generate a pixel that will add the user to segments once they have converted. After selecting this option,select segments from the dropdown.
    - Select Remove user from segments on call to generate a pixel that will remove the user from segments once they have converted. After selecting this option,select segments from the dropdown
    - Select any or all of the pixel parameters to add dynamic revenue, ID or SKU, or a redirect URL to the pixel tag.
        - You can pass in an order ID or SKU in your pixel and then see this data in conversion reporting. For example, the user sees a PerformancePlus Sportswear ad, clicks on it, and orders a t-shirt with SKU 124252334. The advertiser populates the pixel with order_id=124252334, which then flows into the reporting tables. You can put letters and numbers in an order ID and there is a 36 character limit.
        - You can pass in dynamic revenue values which will show up in reporting as post-click and post-view revenue. This is most often used to pass in the advertiser's revenue
    - Click the **GET TAG** button. The tags are displayed on the screen

Note: You can add or remove a user from one or more segments at the same time the conversion pixel is fired. One case in which you might want to segment users after conversion is if you do not want to advertise to users who have already purchased a product. Once a user has converted and been added to a segment, you can exclude that segment from being targeted in your line item. Please note that whether or not a user is subject to segment actions is independent of whether or not the conversion was attributed.

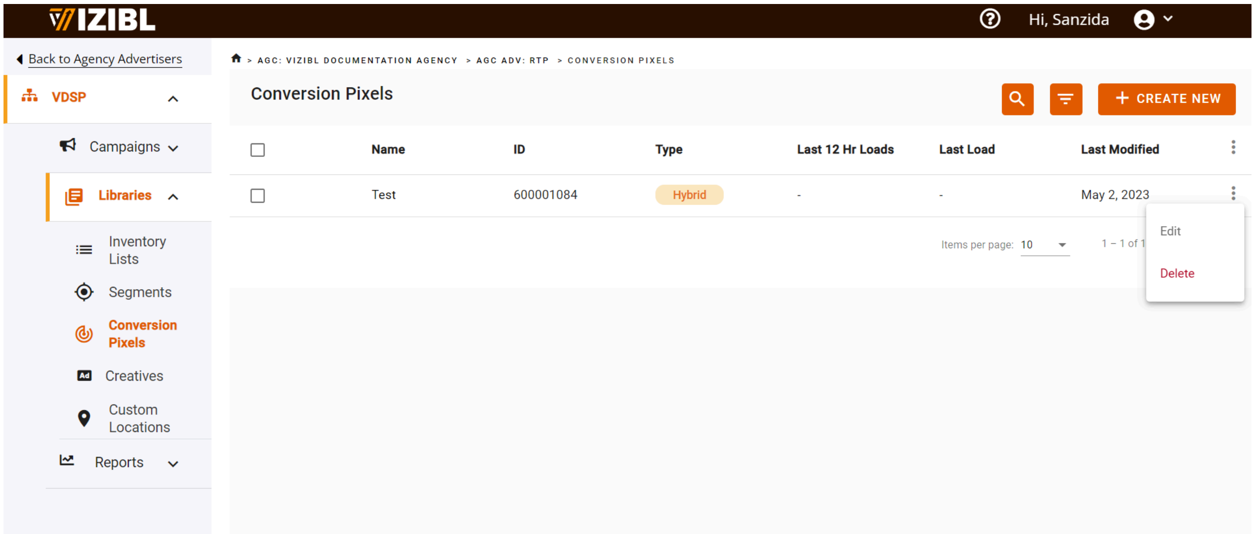


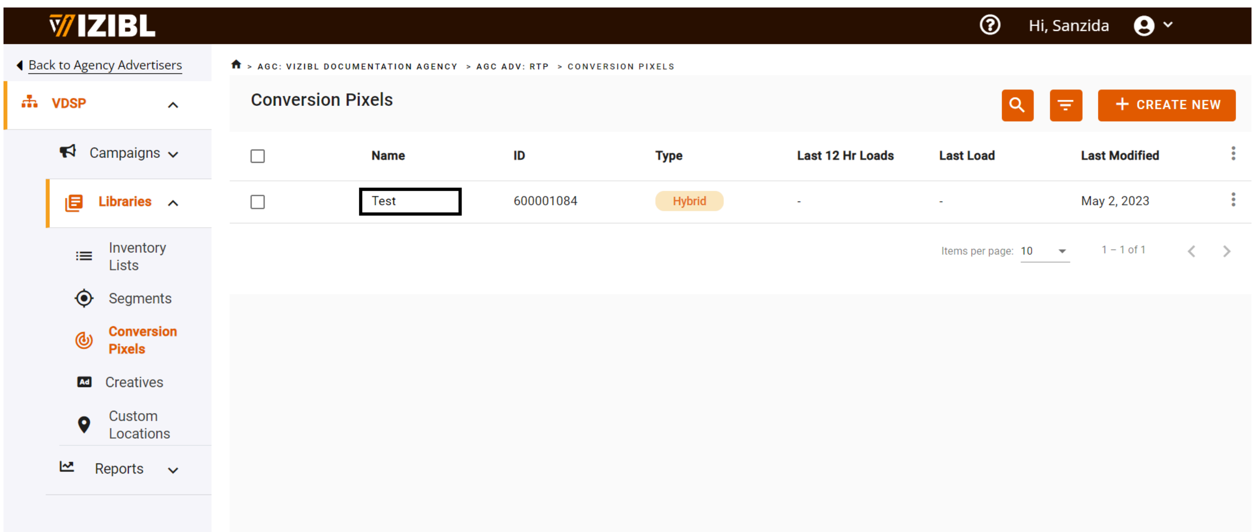


5.3.3 Editing a Conversion Pixel

Click on Conversion Pixels Libraries from the Left Hand Side menu.

- Click on Conversion Pixel name to edit
- All fields can be edited in the Basic Setup section





Note: Please note that you have “Re-Export” the tag after edits and place the new tag on the conversion event in the publisher's page where you want to track conversions.

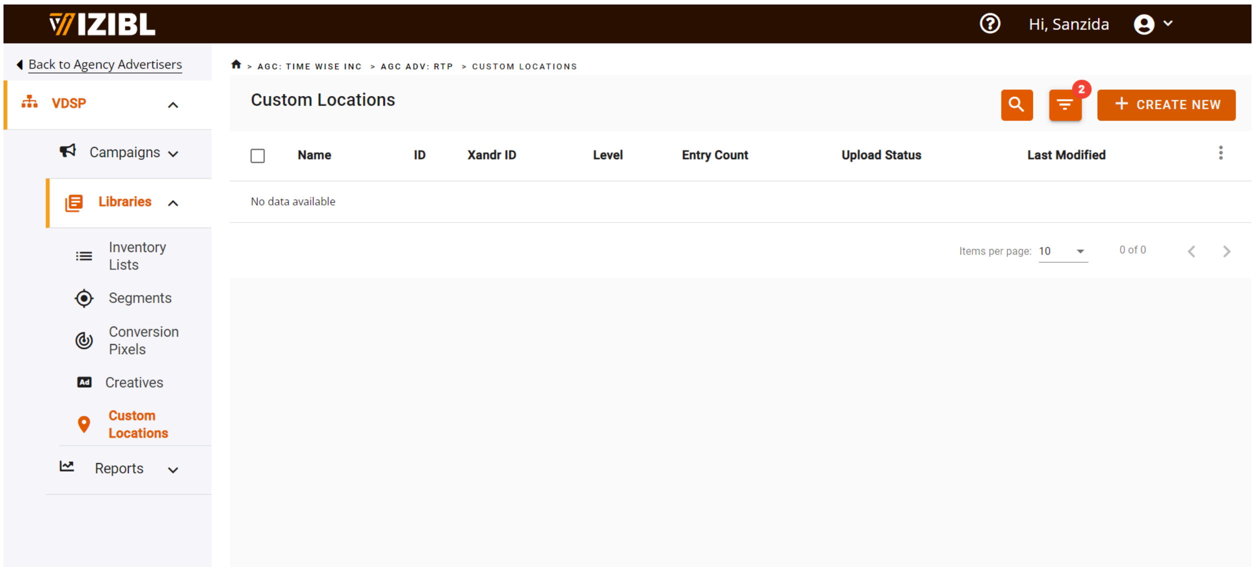
5.4 Custom Locations

5.4.1 About Custom Locations

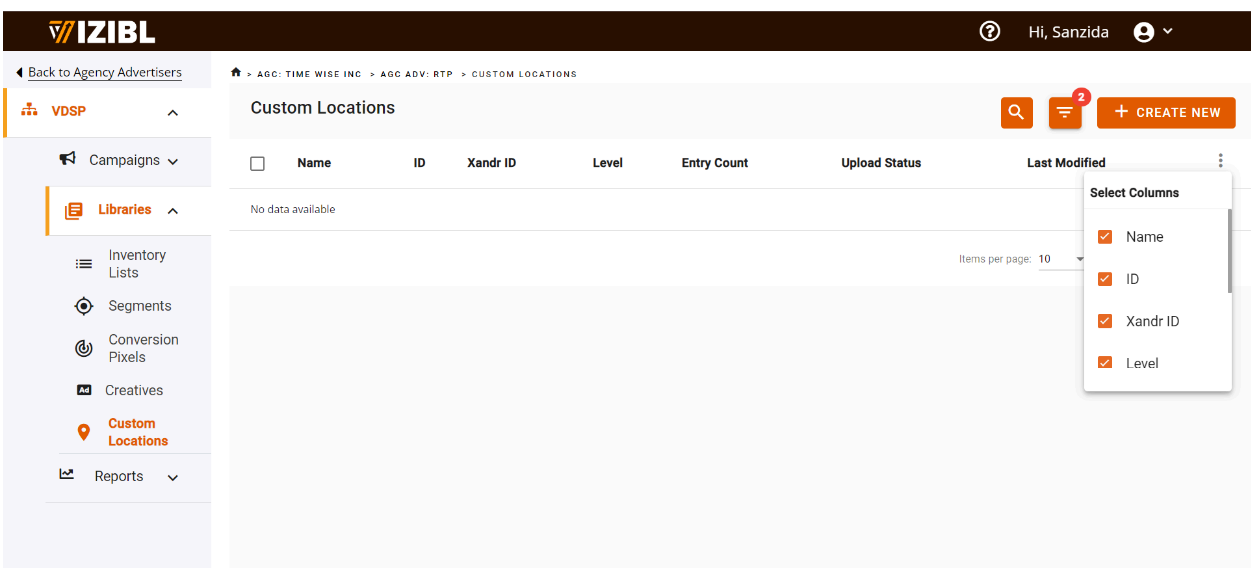
A Custom Location is a list of latitude, longitude, and radius data. You can use Custom Locations for geographical hyperlocal targeting of multiple user locations.
Note: Approximately 30% of impressions received for targeting contain location data that you can target with geo radius segments.

5.4.2 Custom Locations Listing

Click on Custom Locations under Agency Libraries from the Left Hand Side menu to see a list of custom locations. The Listing screen includes Custom Location Name, Id, Level, Owner, Entry Count, Upload State, and Last Modified Date.



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

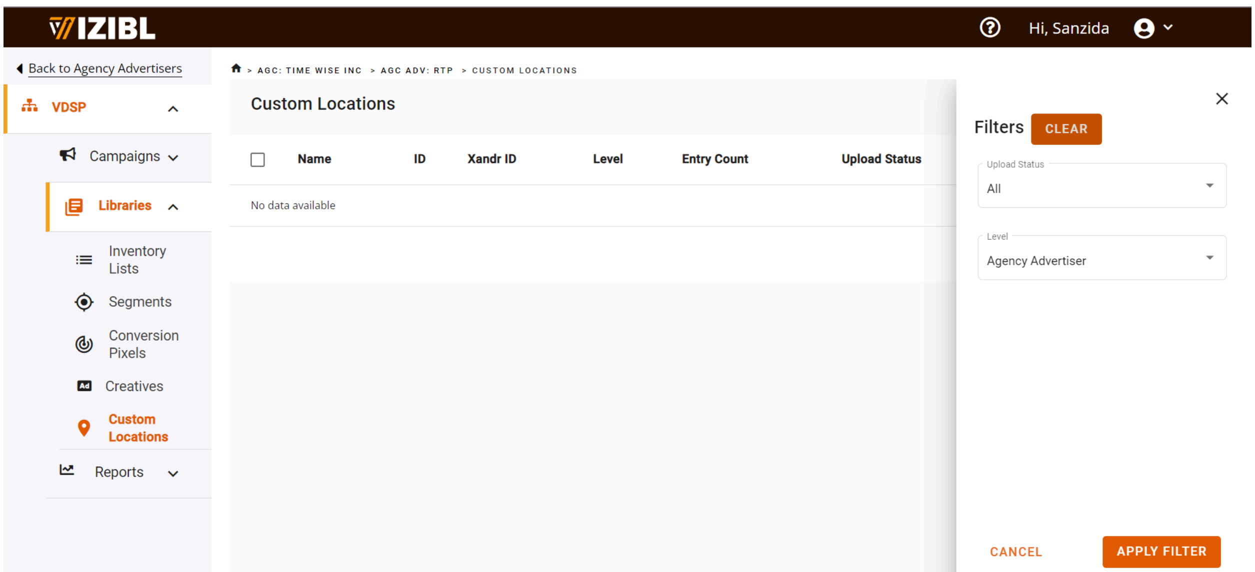


You can Edit or Delete a Custom Location by selecting respective options from the three dots menu at the end of each Custom Location.

You can also edit a Custom Location directly from the Custom Locations screen by clicking a Custom Location.

Search: Use the Search button on top right to search for specific Custom Locations. To search for a Custom Location, enter a few letters of the Custom Location Name.

Filter: Use the Filter button on top right to filter for specific Custom Locations



Following filters are available:

- **Upload Status:** A Custom Location can have following Upload Statues
    - Uploaded: Custom Locations are successfully uploaded into the system and are ready for targeting
    - Waiting: Custom Locations are waiting to be uploaded into the system
    - Initializing: Custom Locations are uploaded and waiting to be available for targeting
    - Error: Custom Locations are not uploaded and need to be fixed before they can be uploaded
- **Custom Location Level**: Select the hierarchical level of Custom Locations to see Custom Locations available at that level. Vizibl has the following hierarchy for Custom Locations:

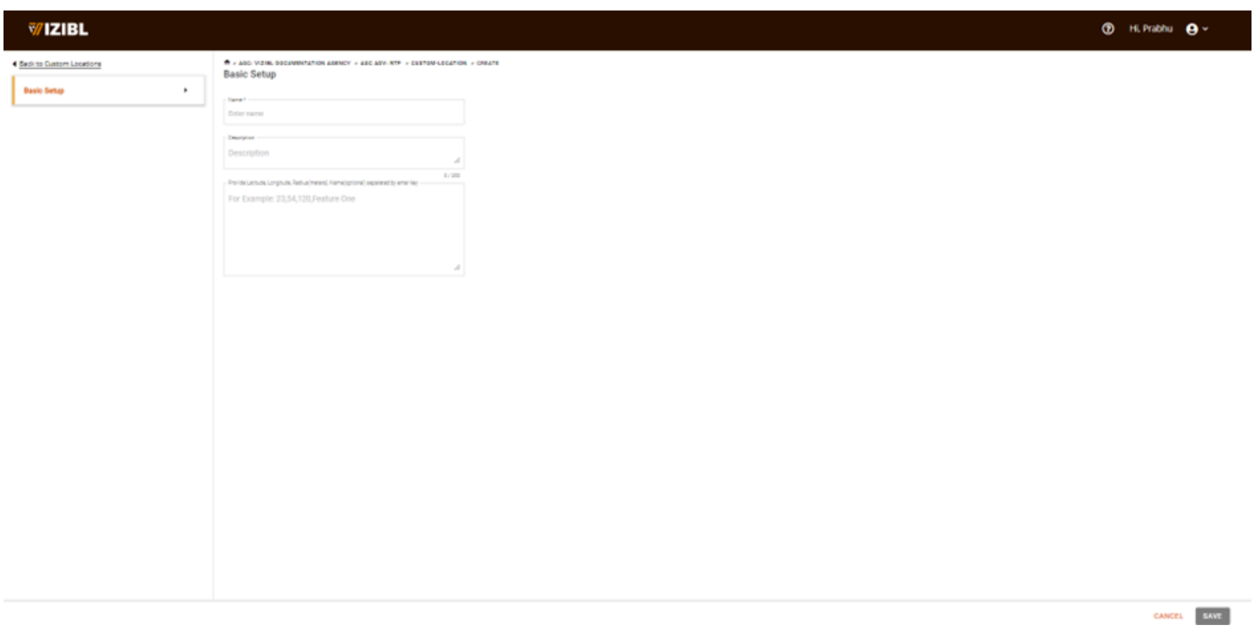
- Platform - Custom Locations are created at a Vizibl Platform level and made available to one or more Agencies and Advertisers. These are created by the platform administrator
- Agency - Custom Locations are created at an Agency level and made available to one or more Agency Advertisers within that Agency. These are created by the Agency Administrator
- Agency Advertiser - Custom Locations are created at an Agency Advertiser Level and made available to that Agency Advertiser. These are created by the Agency Advertiser

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.

5.4.3 Create Custom Location

Click on **+ CREATE NEW** button from the custom locations listing page.

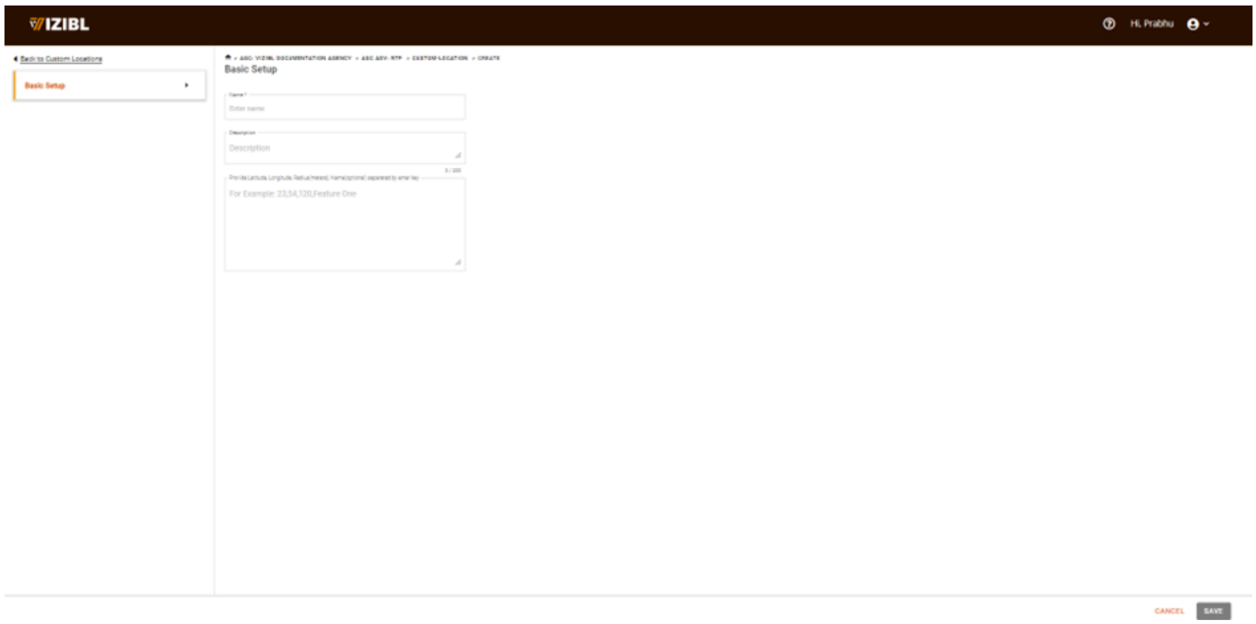
In the **Basic Set-up SECTION** fill in the Name (Mandatory), Description (Optional), Provide Latitude, Longitude, Radius (in meters) for each location you want to target. You can enter multiple locations by hitting “Enter” key.



5.4.4 Edit Custom Location

Click on an existing custom location that you want to edit from the custom locations listing page.

In the **Basic Set-up** section you can edit all the fields including adding/removing locations.



Note: Within 365 days of being created, geo radius segments must be refreshed or updated since their maximum Time-To-Live (TTL) is 365 days. If a segment is not refreshed, it will become inactive and unusable for targeting. You can refresh segments by adding new or existing latitudes and longitudes.

5.5 Creatives

5.5.1 Creatives Overview

You can traffic a wide range of creative types, from banners to increasingly pervasive rich media types, through the platform. Only secure content is supported.

You can serve hosted creatives as well as those served by third party ad servers (available to specific advertisers on request).

5.5.2 Types of Creatives

We support the following creative types:

- Display Banner
- Video
- HTML5
- Audio
- Connected TV

Display Banner

You can host common display creatives such as banner and HTML5 or traffic them through third-party ad servers (available for specific advertiser only, on request).

Banner creatives are basic images or animations that can be formatted as a JPEG, JPG, PNG, or GIF. They will typically appear above, below, or alongside page content.

Maximum allowed size is 300KB.

Following creative dimensions (in pixels) are supported:

120 x 600, 160 x 600, 250 x 250, 300 x 50, 300 x 90, 300 x 250, 300 x 300, 300 x 600, 320 x 50, 320 x 100, 320 x 480, 336 x 280, 468 x 60, 728 x 90, 970 x 90, 970 x 250, 980 x 240

HTML5 Creatives

HTML5 creatives are essentially mini web pages that are created using multiple media files.

All HTML5 creatives must adhere to the guidelines and specifications listed here, our creative standards, and any other guidelines that may apply.

Adhere to these guidelines and specifications when creating HTML5 creatives:

- All hosted HTML5 creatives must be uploaded in a single zip file.
- The zip file must contain an index.html file that resides at the root of the zip file and not in a subfolder.
- The index.html file should be a complete and valid HTML document that includes the `<html>`, `<head>`, and `<body>` entities.
- The `clickTag` parameter must be referenced in the URL of all HTML5 creatives. A click tag parameter is automatically added to the creative when uploading to Vizibl

Video Creatives

You can host video creatives or traffic them through third-party ad servers. Non-linear creatives, such as a non-video overlay creative that is served on top of the player, are not supported.

Types of video inventory

We support the following video inventory types on our platform, which publishers manage directly:

- In-Stream Video: It is played in video players on web pages, as well as CTVs. It can play before, in the middle of, or after other video content. In-stream video creatives can be served by a third-party ad server or hosted on a third-party ad server and served by us
- Out-Stream Video: It is played in smart video players that expand when the container is in view as the consumer scrolls through the other content on the web page. Out-stream video is highly flexible and supports a variety of features such as skippability and autoplay. Some of these features can be set on the creative, and some are determined by the player settings. Out-stream can also be configured to play video and/or audio based on the criteria that the publisher has set. It supports HTML5 and works on desktop and mobile inventory.

VAST and VPAID support

Our platform supports Video Ad Serving Template (VAST) and Video Player-Ad Interface Definition (VPAID).

Video specifications for hosted videos

Size (px)	Bit Rate (kbps)
2160	30000
1280	8000
1080	7000
720	2500, 2000, 1700, 1100, and 600
432	1700, 1500, 1000, and 500

Audio Creatives

You can host audio creatives or traffic them through third-party ad servers, which may be created for traditional radio, streaming radio (TuneIn), music streaming (Spotify), and podcasts.

To serve on our platform and other third-party platforms, all audio creatives must adhere to the guidelines and specifications listed here, our creative standards, and any other guidelines that may apply

Adhere to these guidelines and specifications when creating audio creatives:

- The file size limit is 10MB for hosted audio creatives.
- Only MPEG-3 (MP3) is supported

If your audio creative will serve on Pandora / AdsWizz, Spotify, and Triton inventory, it must adhere to the following format requirements provided by the seller:

Inventory	Format Requirement
Triton	- File type: MP3 - Bit rate: 128 kbps - Ad length: 15, 30, or 60 seconds - Trimmed of slate/silence - Sample rate: 44100 Hz - Volume: Normalized to -4db
Pandora / AdsWizz	- File type: MP3, AAC, or WAV - File size: Maximum 20MB - Bit rate: Minimum 128 kbps, 196kbs recommended - Ad length: 15, 30, or 60 seconds
Spotify	- File type: MP3, WAV, or OGG - Companion Banner : 640x640 or 300x250 - Bit rate: Minimum 128 kbps - Ad length: 15 or 30 seconds

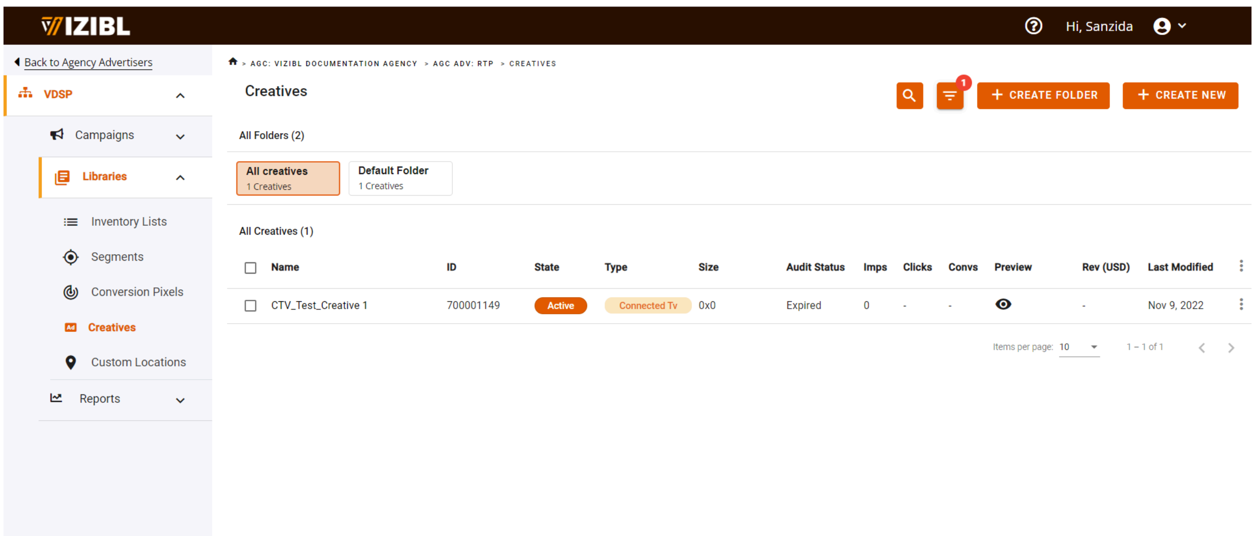
Connected TV Creatives

CTV creatives are used to run campaigns on CTV channels like Hulu, Roku, Netflix etc.

Please reach out to Vizibl support team at accountssupport@datawrkz.com for details and specifications of CTV creatives.

5.5.3 Creatives Listing

The Creatives Listing screen shows all the creatives associated with the selected advertiser.



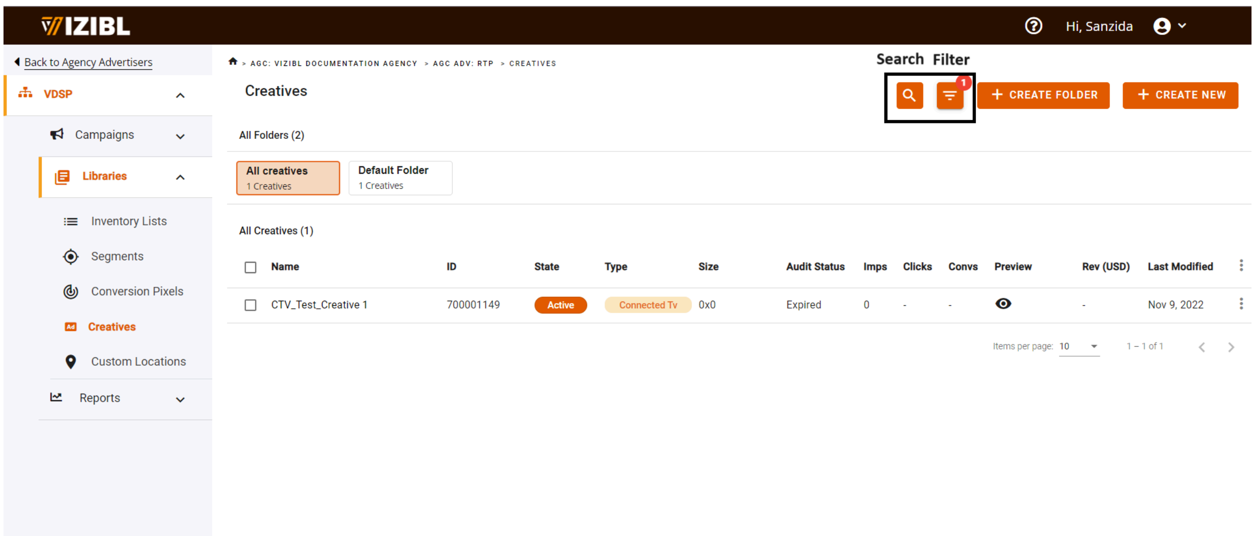
For each creative, the following information is displayed:

- Name: The name of the creative that was provided on the Create New screen.
- ID: Unique identifier assigned to the creative.
- State: Active or Inactive. Inactive creatives will not serve in Line Items
- Type: Creative type such as Banner, Video, HTML5, Audio and Connected TV
- Size: Creative size in pixels (Height x Width)
- Creative Audit Status: The audit status of the creative, which may be Pending, Audited, Rejected, Expired
- Impressions: Total number of impressions delivered. For video ads, an impression is delivered when the first frame of the video is loaded.
- Clicks: Total number of clicks.
- Conversions: Total number of post-view and post-click conversions.

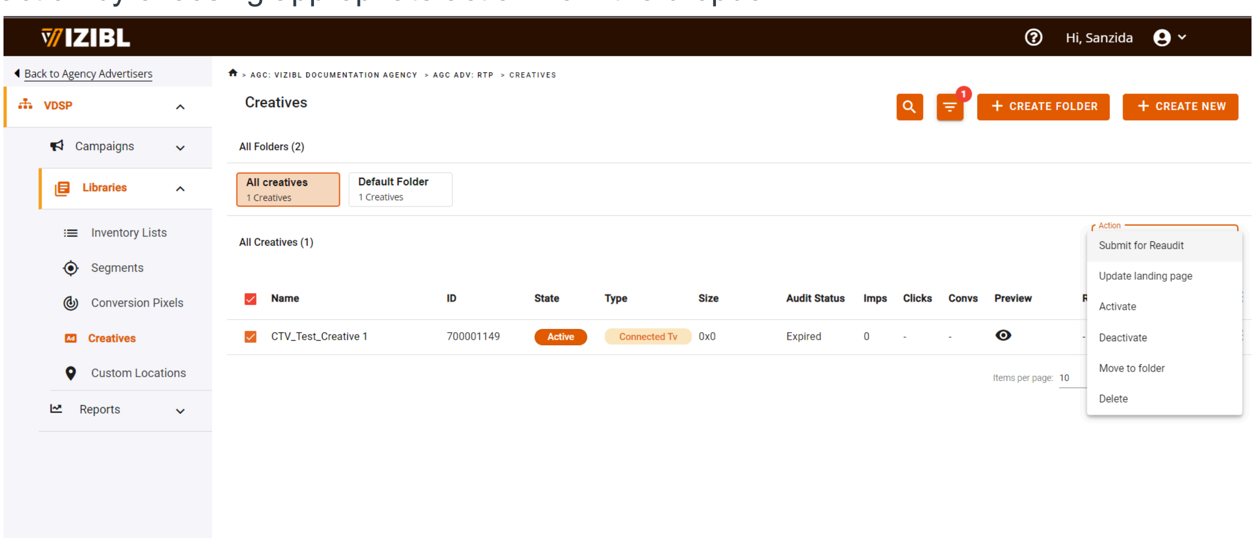
- Preview: Allows a user to see what the creative looks like. The user can also copy a preview link to easily share the creative preview.
- Revenue: Revenue earned by the Agency
- Last Modified: Creative Last Modified data

Search: Use the Search button on top right to search for specific Creatives. To search for a Creative, enter a few letters of the Creative Name.

Filter: Use the Filter button on top right to filter for specific Creatives in the Listing page.

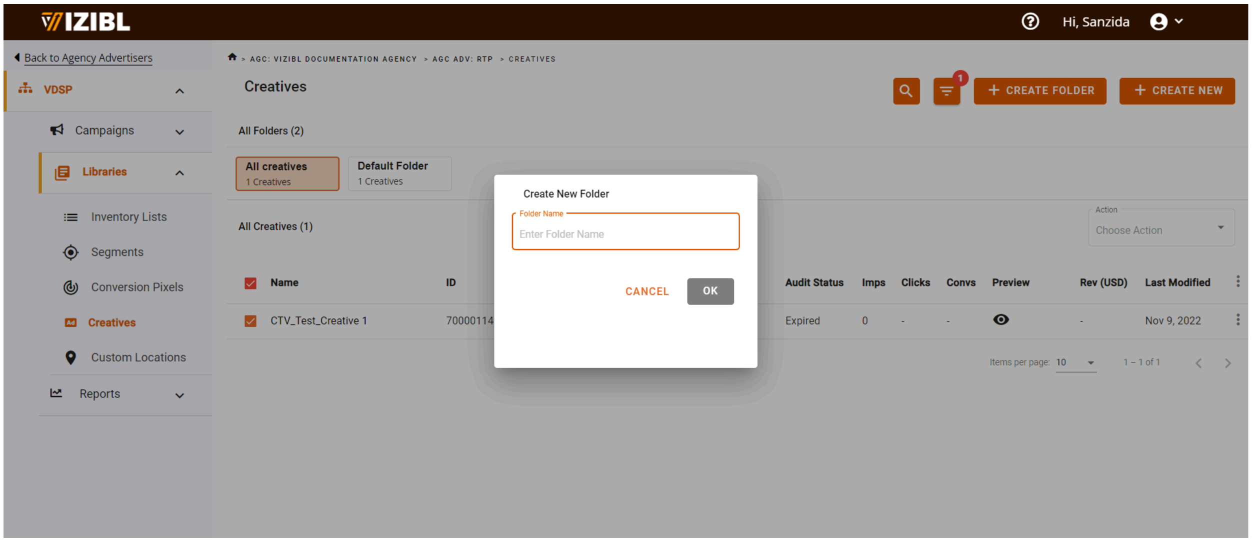


Action: When you select multiple creatives from the Listing page, an **Action** dropdown appears on the right hand side above the list of Creatives. You can perform a bulk action by choosing appropriate action from the dropdown.



5.5.4 Creative Folder

Folders are used to organize uploaded creatives. Click on **+ CREATE FOLDER** and enter a Folder name in the pop up. Click OK.



These folders will be available when uploading creatives.

5.5.5 Creative Audit

Users must submit creatives for auditing before running campaigns on real-time inventory. Creatives that fail the platform audit will not run.

Platform audit is a combination of human and automated auditing for every creative that is added to the platform.

If a creative has been altered on the platform after successfully passing the platform audit, its audit status will be automatically reset so that it can be re-audited.

Creatives are audited in the order that they are received with a target completion time of one business day from the submission time. Priority audits, which are available for an additional fee, are completed within two business hours.

If your creative has not run and has not been modified in 45 days, then it will be automatically deactivated and will not serve on any inventory. Users do not have to re-submit deactivated creatives for auditing. They can simply reactivate them.

Creative Best Practices for passing the Audit

- Language: It's recommended that the language of the landing page match the language of the creative. For example, if the creative is in Spanish, the landing page should also be in Spanish. However, by default, our platform will assign a language that best represents the targeted users.
- Offer Categories: Audited creatives will be assigned a brand category based on the content of the landing page.
- Sensitive Categories: Creatives that contain allowed content or offers, which may be viewed as sensitive for some publishers, will be flagged and categorized.
- The creative and landing page must have one identical and recognized brand/product offering associated with them. Multiple unrelated brands combined to make a single offer will be accepted.
- Creatives should not rotate brands.
- Clicking on a creative must not initiate a download of any file type.
- The landing page must be live and functional at the time of audit

5.5.5 Create New Creative

You can upload new creatives into Vizibl either as a Single Upload or Bulk Upload. Click on **+ CREATE NEW** from the creatives listing screen and choose the appropriate option.

Creative Single Upload

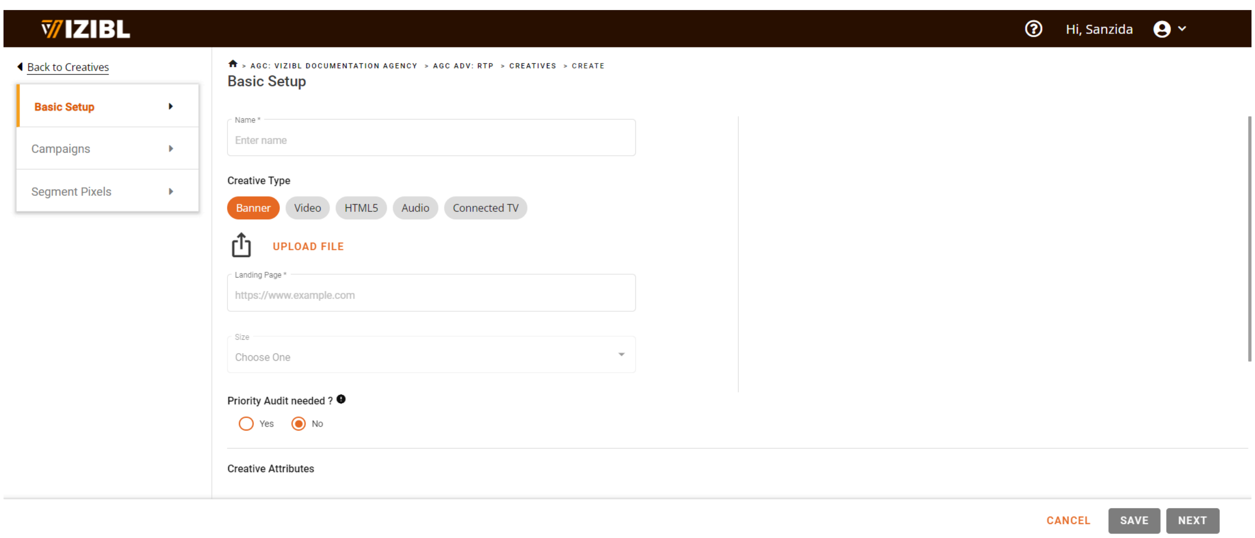
Basic Set-up:

- Name: Enter a name for the creative
- Creative Type: Choose creative type based on your ad type
- Select Upload File or Third Party Tag options (Available to specific advertisers on request) based on your preference
    - Upload File:
        - Click on **Upload File** to upload a file to the system
        - System will automatically detect the size and shows the preview in the right hand side of the screen
        - If size is not automatically detected, please select an appropriate size from the dropdown
        - Enter the Landing Page URL where the user will land upon clicking the creative
    - Third Party Tag:

- Enter a 3rd party tag in the box

- Priority Audit: Select Yes if you want the creative to be audited in 2 business hours. Select No if you want the creative to be audited within 24 business hours
- Creative Attributes: Select appropriate language used in the creative from the dropdown
- Mobile Campaign: Tick this box and provide an alternate landing page you want mobile web users to land on
- Third Party Pixels: You can create third-party tracking pixels at the advertiser level and then associate them with your creatives. You can also associate custom third-party tracking pixels with your creatives if you want to use another system to track impressions
- Folders to save: Select a Folder from the available folder list to save the creative in that Folder

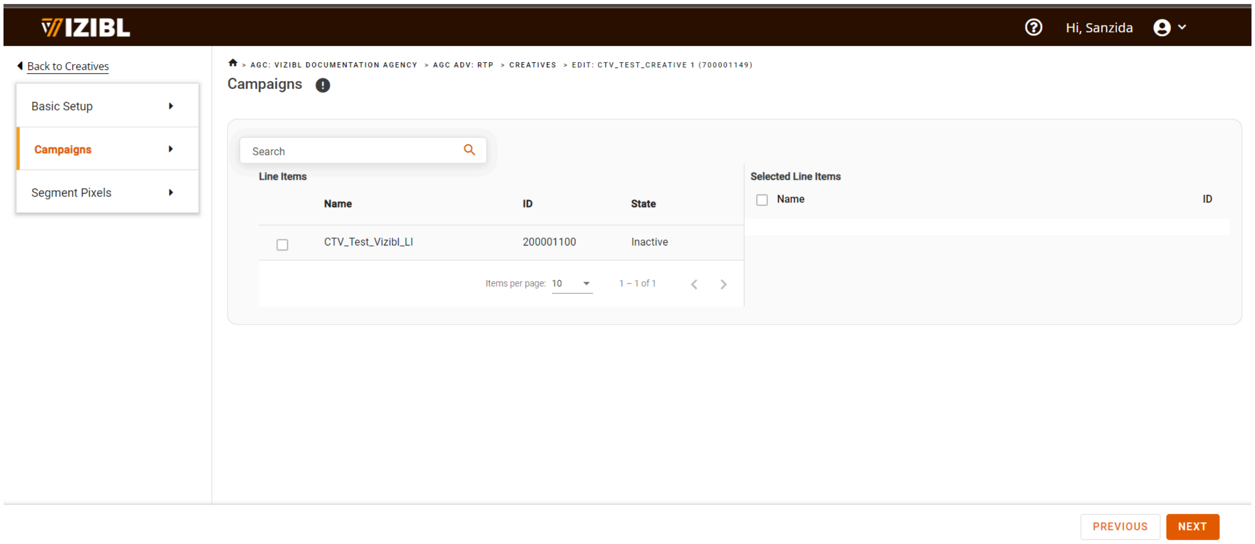
Click **NEXT**.



Campaigns:

You can optionally select campaigns from the available campaigns list to associate this creative with those campaigns.

Click **NEXT**.



Segment Pixels:

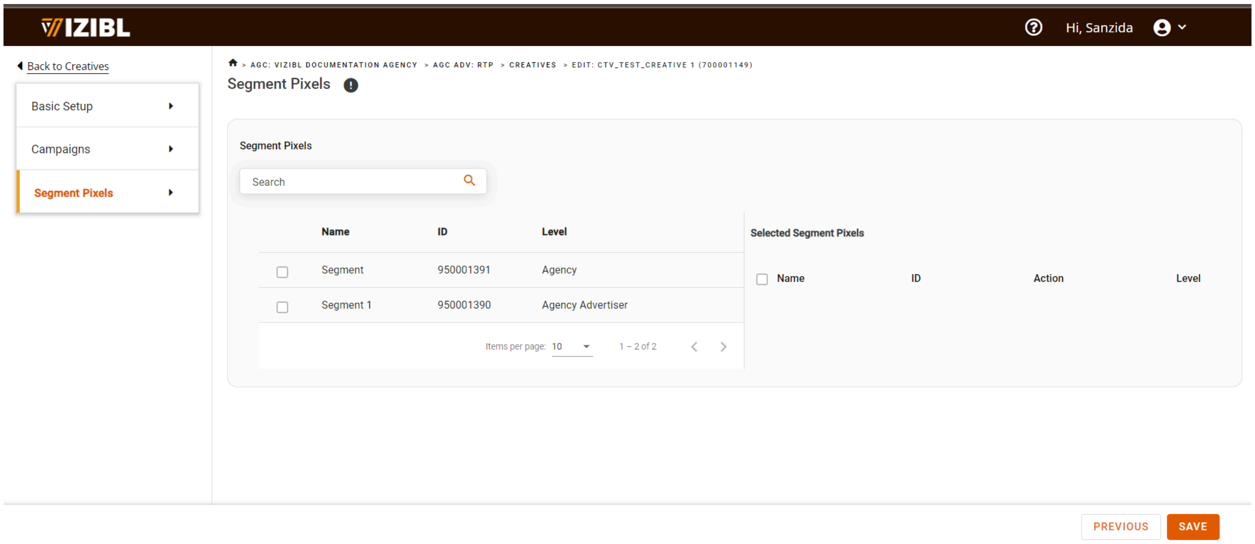
You can associate specific segment pixels with your creatives. Users will be added to the segment pixels when they're viewing and/or clicking the creative.

This method of adding users to segment pixels is different from the standard method of placing a segment pixel on the page. Whereas the standard method takes place on the client (the pixel loads in the browser), the method described here is entirely server-side. Nothing loads in the browser, but instead a server-side request tells the platform to add the user to the specified segment pixel once the user has viewed and/or clicked the creative.

To associate segment pixels -

1. Select the segment pixel from the list of available segment pixels
2. Select an event (Impression or Click) that the segment pixel will trigger on

Click **Save**



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The creative is now submitted for audit and shown in Pending status in the landing page.

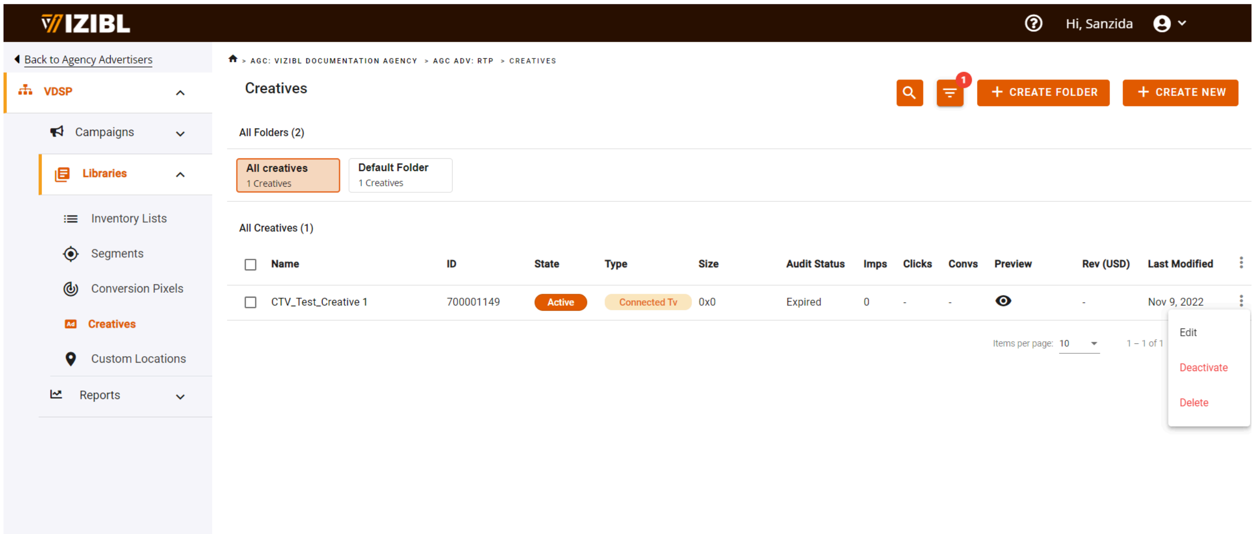
Creative Bulk Upload

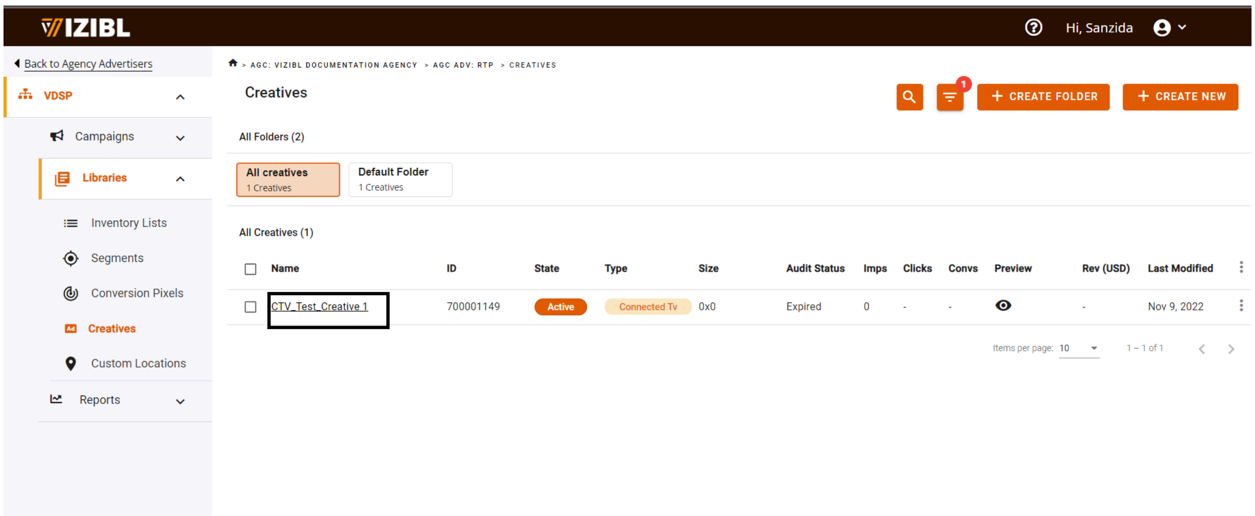
This allows you to upload multiple creatives at once, by creative type. Start by selecting the Creative Type from the dropdown and **Select Files to Upload.**

Provide all details for each creative in the grid. These details are similar to those provided for creatives Single Upload. Please refer Creative Single Upload section above for details.

5.5.6 Edit Creative

You can edit an existing creative by clicking on the Creative from the creative listing page. Changes to Landing page, new Creative file, Language, Third Party Pixels will lead to a re audit.



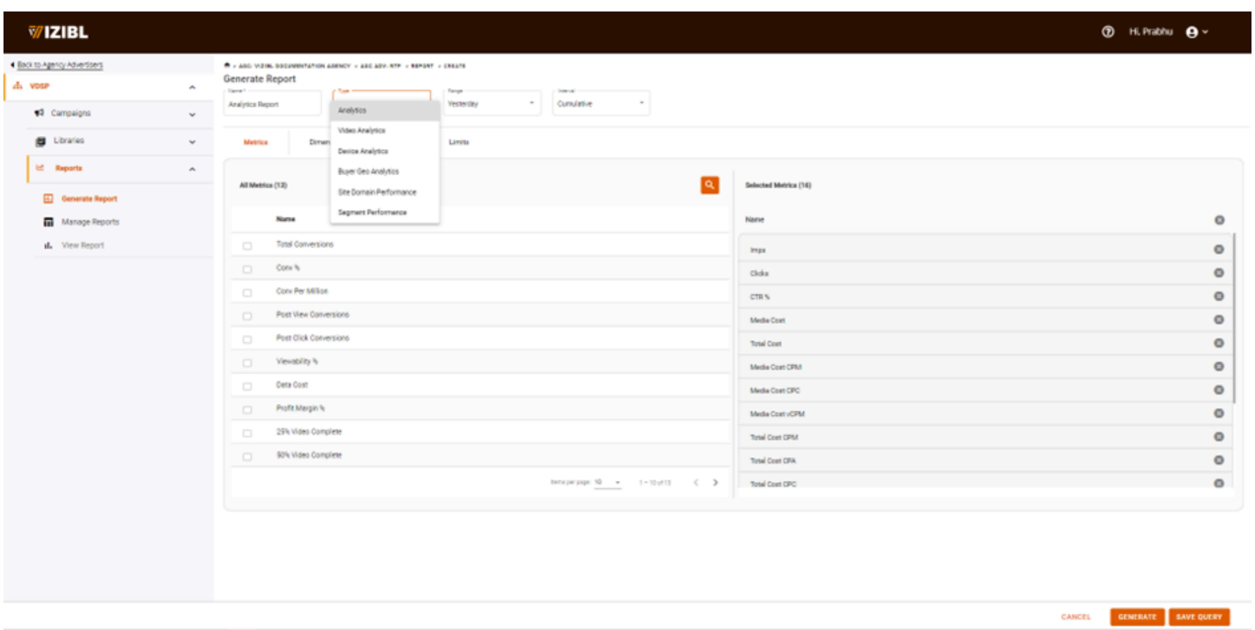


6. Reports

Vizibl offers various reports to monitor and optimize campaigns. You have an option to generate reports at an agency level or at an advertiser level. If you are generating reports at an agency level, you can select Agency Advertiser as a dimension and get reporting data by Agency Advertiser.

- Analytics: This is a general campaign level performance metrics that report lets you view buy-side data at an agency level or advertiser level
- Video Analytics: This report can be used to view video event metrics for a specific advertiser.

- Device Analytics: The Device Analytics report enables you to retrieve campaign performance data based on devices where impressions were served. This is especially important for users working with in-app advertisers who traffic creatives that encourage app installation and who therefore want confirmation that their creatives are targeting devices compatible with their apps
- Buyer Geo Analytics: The Buyer Geo Analytics report allows you to break down delivery and performance by geographic area. Sample use cases for this report include:
    - Users who would like to optimize their ad campaigns based on geography.
    - Users who need to report to their agency advertisers on line item delivery by geo.
- Site Domain Performance: The Site Domain Performance Report lets you view performance and optimization data by domain or mobile app for a specific advertiser.
- Segment Performance: This report provides users with segment performance across multiple ad campaigns and advertisers. This allows you to:
    - Understand the performance of individual targeted segments across your account.
    - Filter for specific conversion pixels to further identify how these segments contribute to your overall buying strategy.

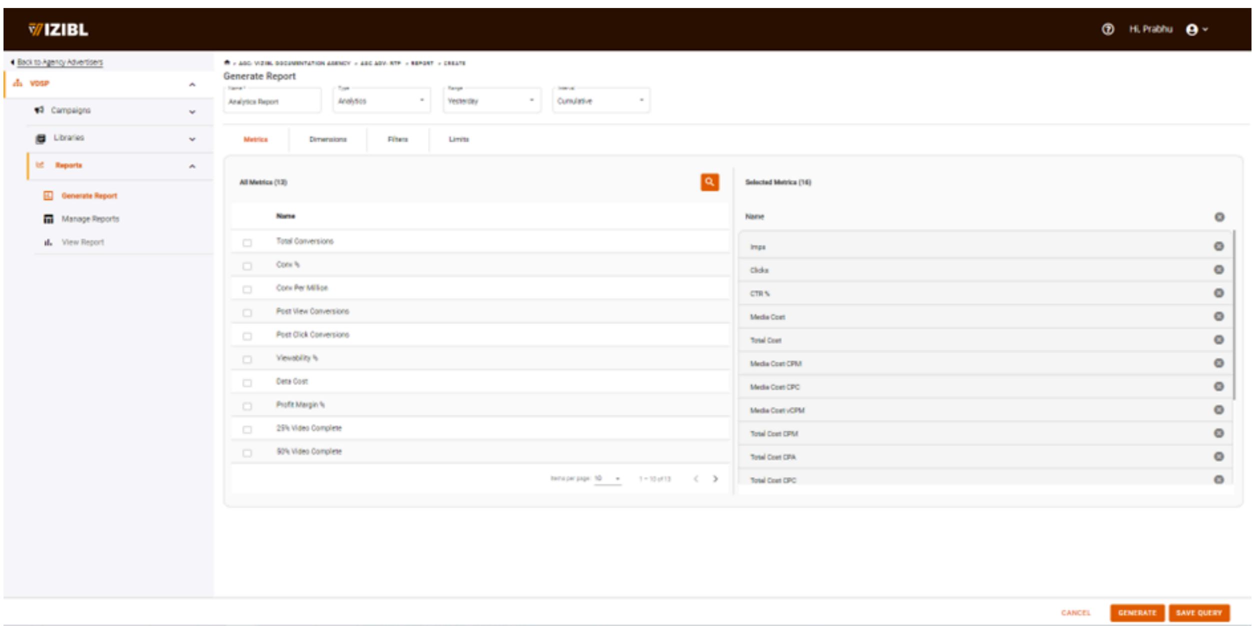


6.1 Generate Report

Click on the Generate Report option from the Left Hand Side Menu to see various reports available in the platform, select required metrics and dimensions, select data ranges, select intervals, apply filters and limits.

After selecting necessary reporting parameters you can either **SAVE QUERY** for generating reports repetitively (without the need to select these parameters from scratch again) or **GENERATE** report to see the results on the screen.

From the reporting results screen you can **MODIFY QUERY** to change few parameters and regenerate the report, OR **DOWNLOAD** a CSV version of the report.

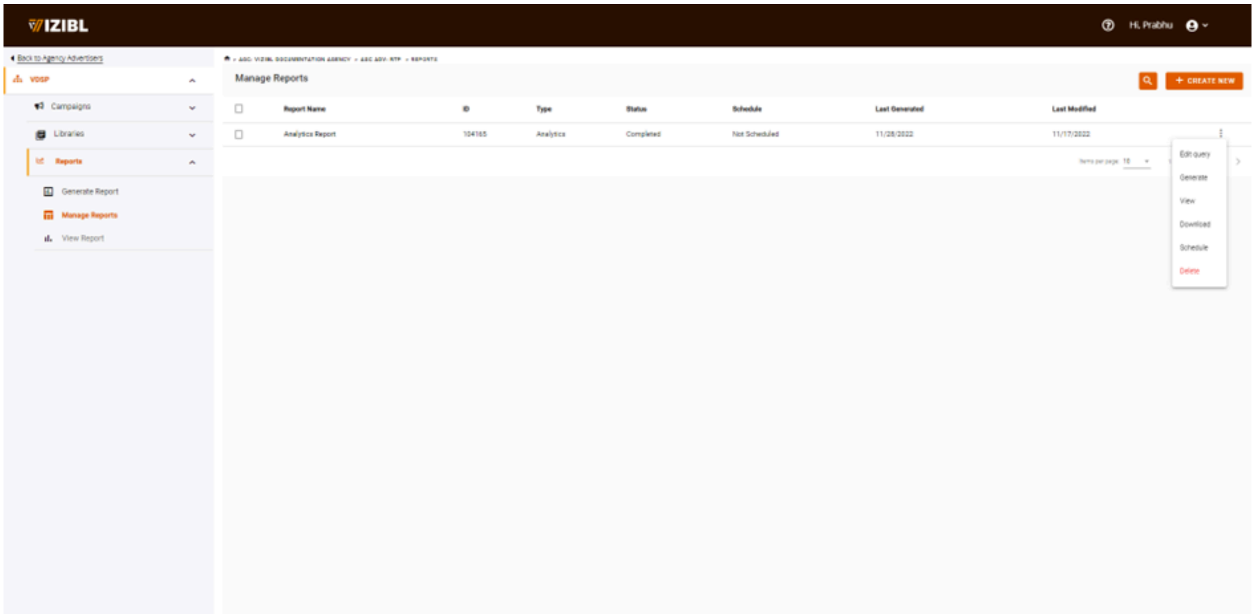


6.2 Manage Reports

Click on the Manage Reports option from the Left Hand Side Menu to see saved queries and use the 3 dots menu to Edit/Generate/View/Download/Schedule/Delete a particular report.

Scheduling a Report

By selecting the **Schedule** option from Manage Reports you can schedule the report to sent to a set of email ids on a daily basis. Please note that Upon scheduling, a report will be sent once a day before 11 AM EST5EDT to the selected email ids. Irrespective of the report’s time range and interval, these will be automatically updated to yesterday and daily respectively. Only 1 day’s data is supported in scheduled reports.



6.3 View Report

Last generated report can be viewed by clicking on “View Report” option from the Left Hand Side Menu. This helps to see the last report without the need to regenerate it again.

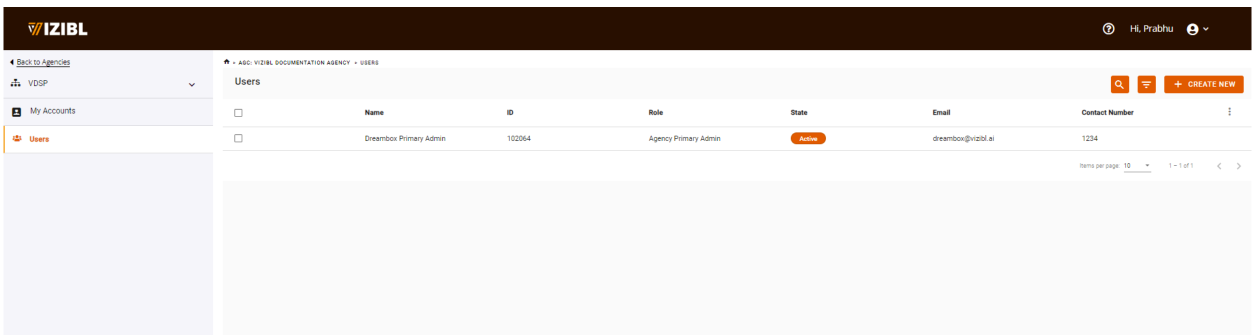
7. Users

This section is accessible to Agency Primary Admin and Agency Admin users only.

An Agency Primary Admin can view existing Vizibl users, create new Vizibl users (including Agency Admin) and edit existing user privileges within their Agency account.

An Agency Admin can view existing Vizibl users, create new Vizibl users and edit existing user privileges within their Agency account.

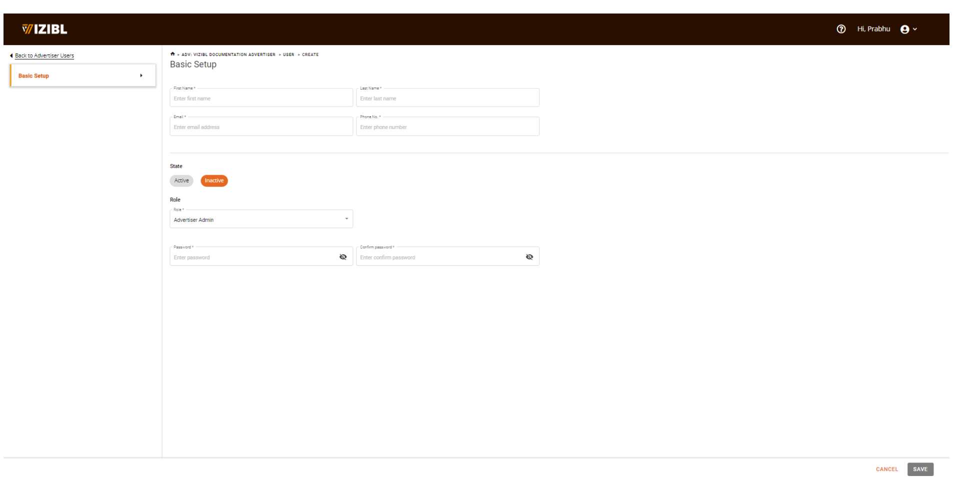
7.1 User Listing



By clicking on the Users tab from the left hand menu you can see the list of users. You can filter based on the user role or search for specific users.

7.2 Create New User

Click on **+ CREATE NEW** on the landing page to create a new user.



Enter necessary details and select a user role.

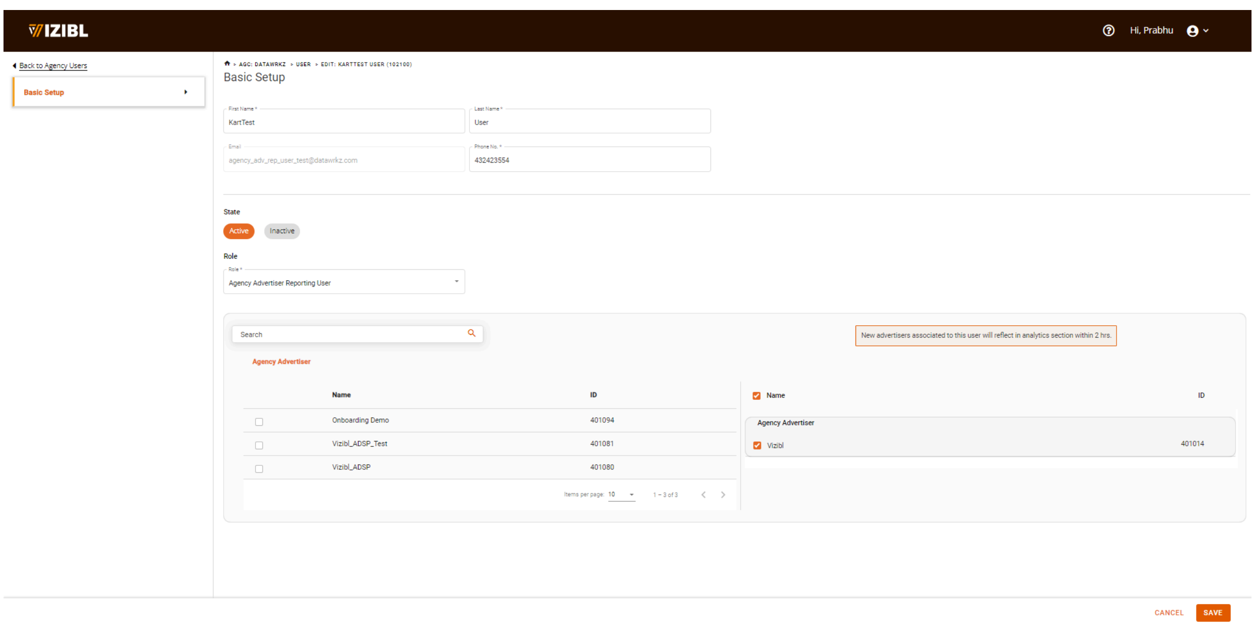
User Roles:

- Agency Admin: Has full access to the platform and can create users with other roles
- Agency User: Has access to set up campaigns and create reports
- Agency Reporting User: Has access to create reports
- Agency Advertiser Reporting User: Using this role you can give access to reports to your advertiser clients. **Tip:** Select **Sensitive Metrics** as **No** in Agency Advertiser create/edit to mask your revenue and profit metrics to your advertiser clients using this user role. Otherwise your revenue and profit metrics will be visible to your advertiser clients!!
- Agency API User: Has access to set up campaigns and extract reports using API. Please write to accountssupport@datawrkz.com to set up API access once you create this user. Only one API user is allowed per advertiser

Click **SAVE** to save the new user.

7.3 Edit User

Click on an existing user on the landing page to edit the user details.



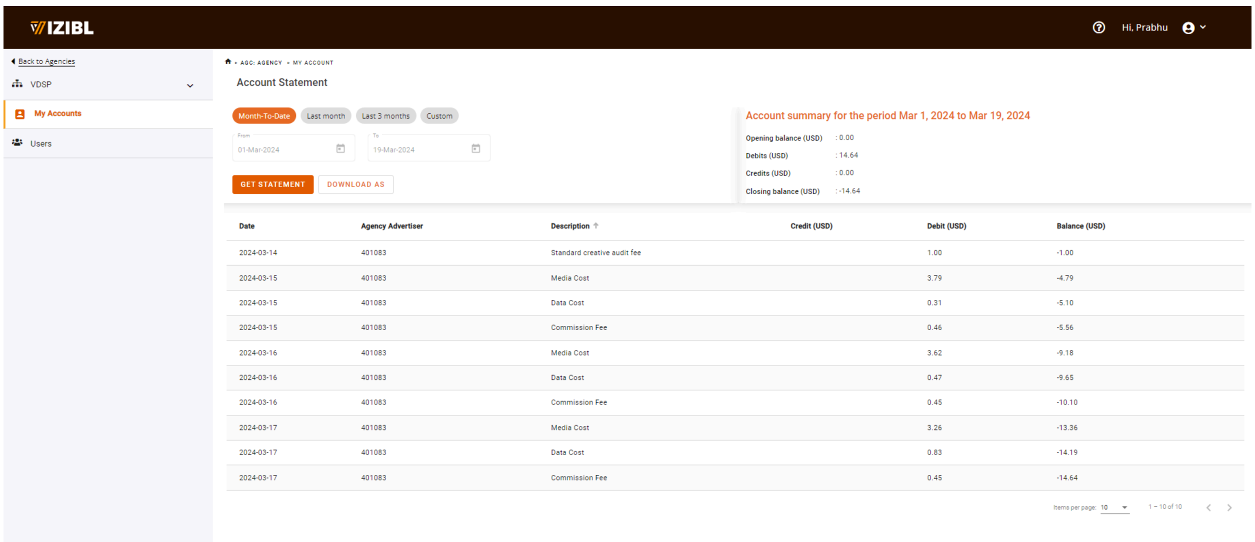
Here you can edit the name, phone number or role of an existing user. You can also map the user to specific advertisers within your account. This helps if you want to have specific users within your agency to have access to specific advertiser clients.

Click **SAVE** to save the changes.

8. My Accounts

This section is accessible to Agency Primary Admin and Agency Admin users only.

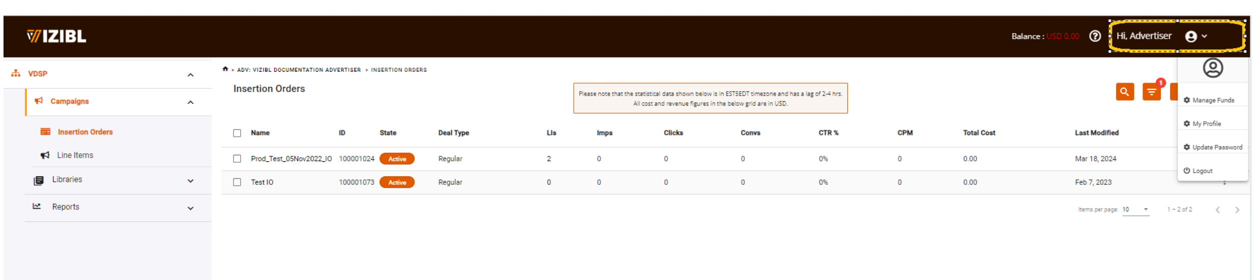
My Accounts section gives you a day by day account of all spends in your Vizibl account by each advertiser. Click on **My Accounts** in the left hand menu to open this section.



Select the time period and click on **GET STATEMENT** or click on **DOWNLOAD AS** to download the report as a .csv file or a .pdf file.

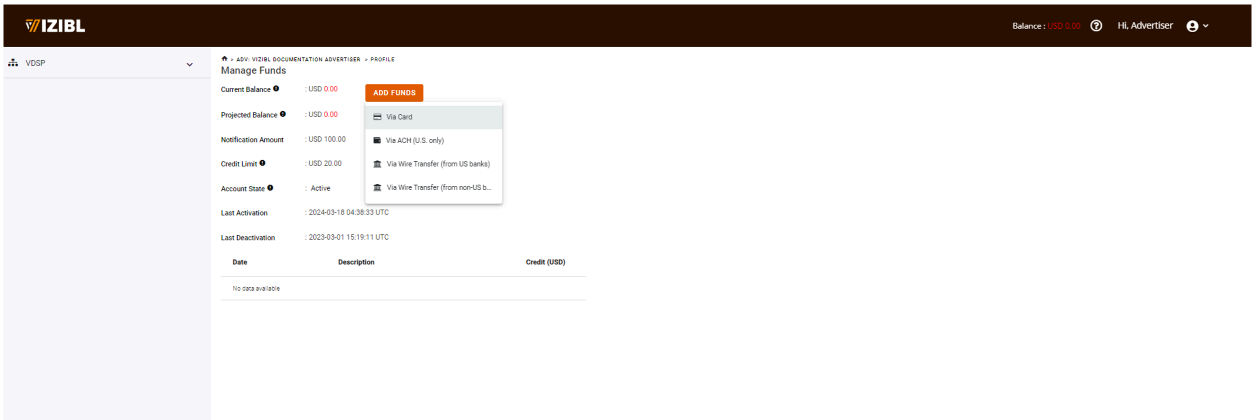
9. My Profile

You can add funds to the Vizibl account , View user profile, Update account password, and Log out from the account using My Profile section on the top right corner of any screen.



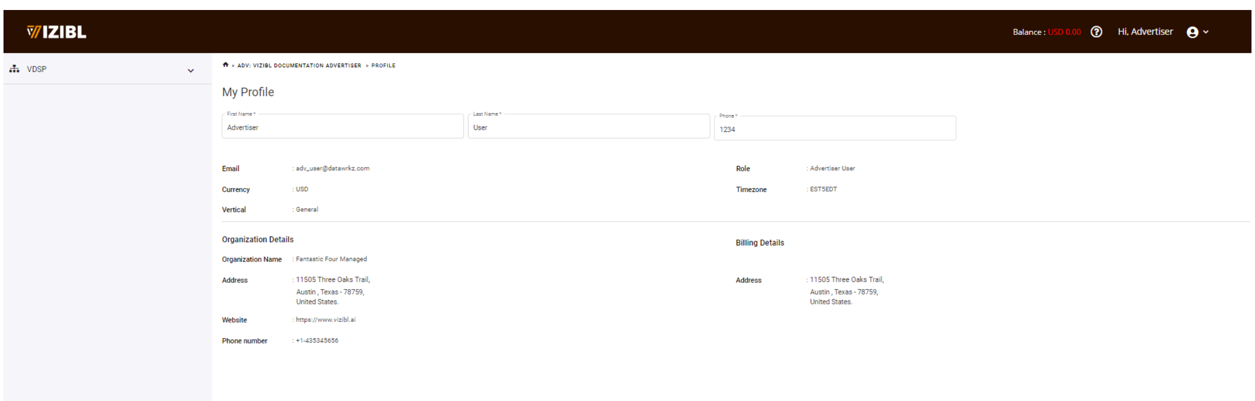
9.1 Manage Funds

Click on Manage Funds and click on Add Funds to add funds to your account. You can add funds via cards, ACH (US Only) or Wire Transfer. Select the right option and proceed with on screen prompts.



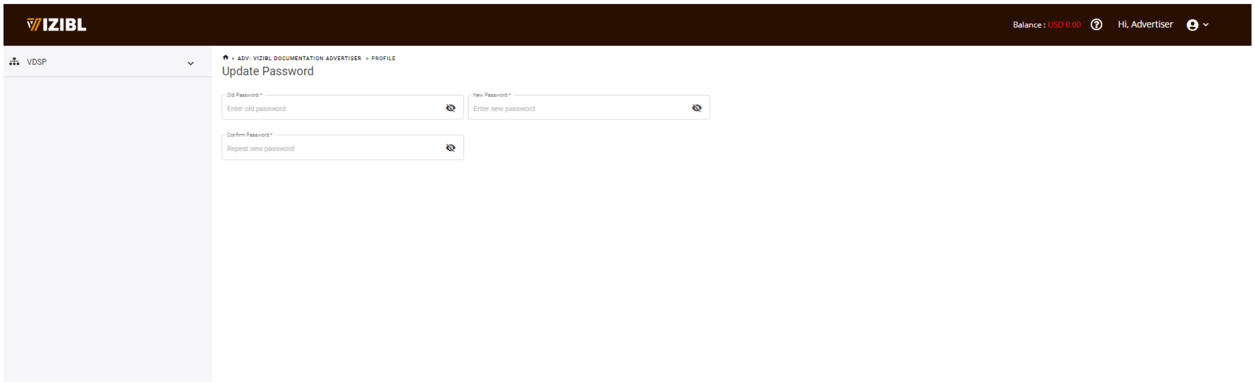
9.2 My Profile

You can see your profile details on this screen.



9.3 Update Password

You can update your account password on this screen.



VIZIBL
Balance : USD 0.00
Hi, Advertiser
VDSP
ADV: VIZIBL DOCUMENTATION ADVERTISER > PROFILE
Update Password
Old Password *
Enter old password
New Password *
Enter new password
Confirm Password *
Repeat new password