

Media Transparency Center

The Marketing Cloud Intelligence Media Transparency Center allows you to ingest, unify, and analyze Media Plan and Delivery data to pace, track costs, and effectively optimize your media budgets and campaigns.

For example, if you have a budget for an insertion order (IO), you can compare it to the generated media cost and calculate how much of the budget has been spent and at what rate. If you are at 50% of the allocated time frame and 60% of your budget is already spent on the campaign, you can see an over-delivery and adjust as needed.

Note The Media Transparency Center is a premium feature available upon purchase

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Media Transparency Center Setup

Learn how to set up the Media Transparency Center for the first time.

There are five steps to setting up the Media Transparency Center:



Step 1: Identify Essential IO (Insertion Order) Fields

Buy Data, the data containing all your planned activities and costs (sometimes also referred to as ‘Media Plan’ or ‘Planned Data’), can come in through a variety of platforms, such as Salesforce, MediaOcean, Nexelus, Google Sheets, and others. While Buy Data might arrive in different formats, it must contain a core set of fields that are essential for an IO’s structure and function.

These are the essential fields:

- ID
- Name
- Start/End Dates
- Cost Types
- Rate
- Margin (optional)
- Budget

Here are some examples of field these fields’ values:

ID	Name	Start Date	End Date	Rate Type	Rate	Margin	Budget
cvb123	Alpha	1/1/2018	1/10/2018	CPM	4		\$17,500
cvb124	Bravo	1/1/2018	1/10/2018	CPM	6.5	0.2	\$23,000
cvb125	Charlie	1/1/2018	1/10/2018	CPC	0.3		\$29,000
cvb126	Delta	1/3/2010	1/12/2018	CPM	5		\$20,000
cvb127	Echo	1/3/2010	1/12/2018	CPM	7		\$14,000

STEP 2: Set up Custom Cost Types

Marketing Cloud Intelligence has a set of default Cost Types you can use for your IOs. These Cost Types are as follows: CPM, CPC, CPCV, CPE, CPV, VCPM, CPA, dCPM, dCPC and FLAT. However, if your Buy Data contains a Cost Type that isn’t one of these, you can add it using the ‘Custom Cost Types’ option in the Workspace settings. Creating a Custom Cost Type can be done quickly and easily, as follows:

1. Define the Cost Type in Media Transparency Center

First navigate to the Cost Center by clicking the Intelligence (Datorama) logo on the top right, then your User Name, then Workspace in the left pane menu, and finally on ‘Cost Center’.

Then set your Custom Cost Type by selecting the Measurement to which it applies, and assign a Display Name exactly as it appears in the Buy Data file.

For example, GoingSolar's digital marketing activity puts a strong emphasis on generating leads for prospective clients. Because leads are an expensive yet important resource, their generation amid all marketing costs is closely watched. GoingSolar's Buy Data therefore has CPL (Cost per Lead) as one of its main Cost Types. CPL isn't on the list of default Cost Types, so it has to be set up as a Custom Cost Type:

	Measurement	Display
Custom Cost Type 1	Leads Genrated Search	CPL
Custom Cost Type 2	None	
Custom Cost Type 3	None	

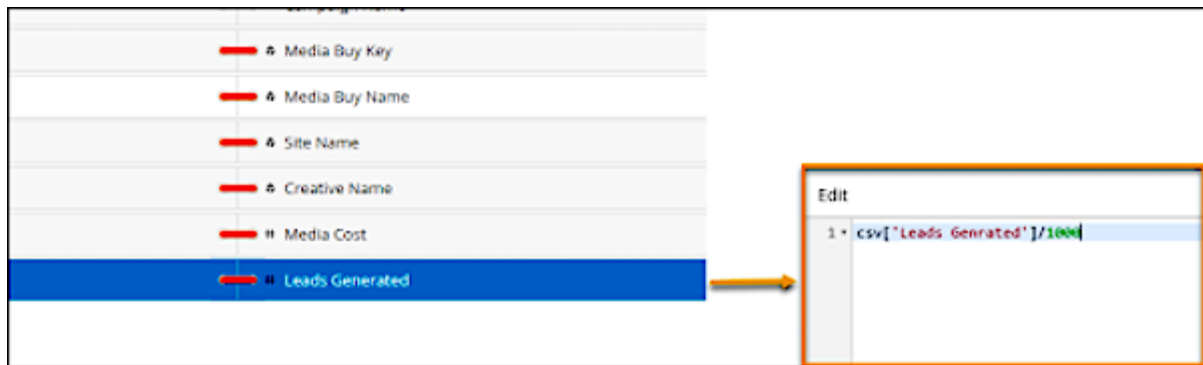
Things to consider when configuring a Custom Cost Type:

- The Measurement you select to base the Custom Cost Type upon can only be a Mapped Field that exists in your Delivery Data. It is impossible to base Custom Cost Types on Filtered or Calculated Measurements.
- The selected Measurement can only be Mapped in one of the following Data Stream Types: Ads, Conversion Tags, or Ads Verification'.
- Custom Cost Type for a given IO is calculated as follows: <Selected Measurement> X IO Rate.

So in our example, if a given IO has generated a total of 211 Leads within a certain date range, and the IO Rate for CPL for that IO is \$2.5, the calculation the system would perform is: 211 X \$2.5 = \$527.50:

IO Name	IO Start Date	IO End Date	IO Cost Type	Media Buy Key	IO Capped Cost	IO Rate	Leads Generated	IO Recalculated Cost
Lima	2 Feb 2018	25 Feb 2018	CPL	xcvb1237	7,200	2.5	211.00	\$527.50

- Since the calculation performed by the Media Transparency Center for a Custom Cost Type is always a direct multiplication of the <Selected Measurement> by the 'IO Rate', calculations that require additional steps, must have these steps applied from within the mapping of the Selected Measurement. For example, if the Custom Cost Type required is the 'Cost per 1,000 Leads', then the Leads Generated value has to be divided by 1,000 from within the mapping of the Leads Generated measurement:

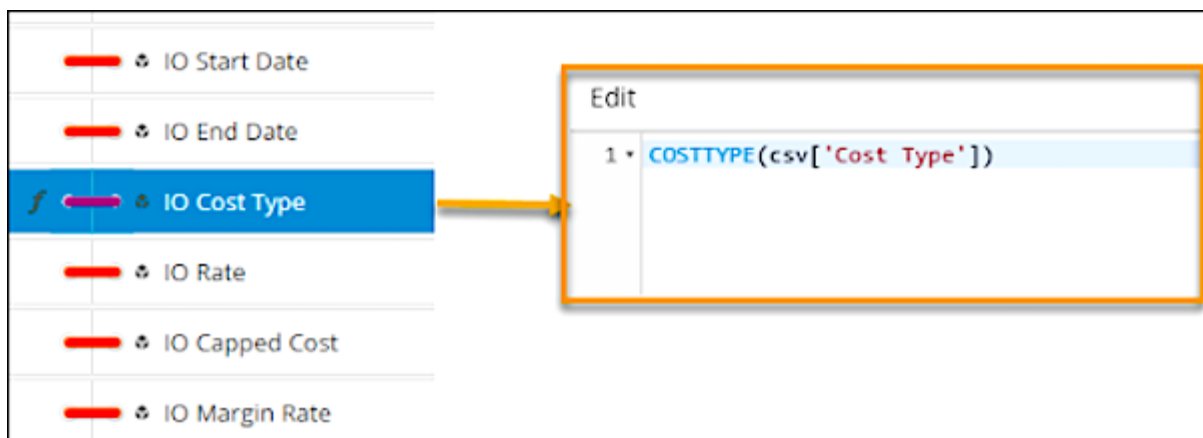


This way, when the Multiplication in the Transparency Center occurs, the Selected Measurement is already pre-divided by 1,000.

- Apply a Cost Type function in the Buy Data data stream mapping
2. Apply a Cost Type function in the Buy Data data stream mapping.

For any Custom Cost Type created, in order for it to work, it has to be referenced from the Mapping of the Buy Data Stream using a dedicated Custom Cost Type Function:

`COSTTYPE(<Name of Cost Type Field in the Buy Data File>)`



This function searches for the Cost Type value in the Cost Center, obtains the Selected Measurement and uses that to multiply by the IO Rate.

Since Custom Cost Types are generally used in addition to Standard Cost Types, could handle both cases in the Mapping formula of 'IO Cost Type'. In such a case, the formula would be as follows:

```
if(csv['Cost Type']=='CPL')
{
    return COSTTYPE(csv['Cost Type']);
}
else
{
    return csv['Cost Type'];
}
```

}

IO Key

IO Name

IO Start Date

IO End Date

IO Cost Type

IO Rate

IO Capped Cost

IO Margin Rate

Edit

```
1 • if(csv['Cost Type']=='CPL')
2 • {
3 •     return COSTTYPE(csv['Cost Type']);
4 • }
5
6 • else
7 • {
8 •     return csv['Cost Type'];
9 • }
```

STEP 3: Mapping your Buy Data

The following screenshot shows how each of the essential IO Fields should be mapped:

Mapped (8)	
ID	IO Key
Name	IO Name
Start	IO Start Date
End	IO End Date
Rate Type	IO Cost Type
Rate	IO Rate
Budget	IO Capped Cost
Margin	IO Margin Rate

The IO Key or ID can either be found in the source file itself as the key that uniquely identifies each row in question, as shown below:

Mapped (1)							
IO							
IO Key	IO Name	IO Start Date	IO End Date	Cost Type	Rate	IO Fixed Cost	Margin
abc123	Mike	1/1/2018	1/10/2018	FLAT		\$2,530	
abc124	November	1/1/2018	1/10/2018	dCPM			0.3
abc125	Oscar	1/1/2018	1/10/2018	dCPC			0.35
abc126							0.35
abc127							0.4
abc128							
ID	Name	Start Date	End Date	Rate Type	Rate	Margin	B
cvb123	Alpha	1/1/2018	1/10/2018	CPM	4	\$17	0.4
cvb124	Bravo	1/1/2018	1/10/2018	CPM	6.5	0.2	\$23

If it isn't present in the file as a unique identifier, you can create an IO Key using a mapping formula to concatenate a group of fields that together identify each row uniquely:

Edit						
1 = csv['Start']+csv['End']+csv['Name']				Search...		
				Functions (89)		
				CSV fields (9)		
Start	End	IO Name	Budget	Margin	Cost Type	Rate
1/1/2018	1/10/2018	Alpha	\$17,500		CPM	4
1/1/2018	1/10/2018	Bravo	\$23,000	0.2	CPM	6.5
1/1/2018	1/10/2018	Charlie	\$29,000		CPC	0.3
1/3/2010	1/12/2018	Delta	\$20,000		CPM	5
1/3/2010	1/12/2018	Echo	\$14,000		CPM	7
1/3/2010	1/12/2018	Foxtrot	\$12,500		CPC	0.4
1/4/2010	1/15/2018	Hotel	\$13,000	0.4	CPM	8

The IO Name is the name given to the marketing activity in question. A common practice is to name the row after the Campaign that this IO represents. Like the IO Key, the IO Name can also be created or modified using a mapping formula

The IO Start Date and IO End Date indicate the date range during which an IO is active. Recalculations aren't carried out for dates on which an IO is NOT active.

The next fields refer to the IO Measurements:

- IO Cost Type denotes the type of Recalculation that will be performed for a given IO. For example, CPM means that if a certain IO has generated 20,000 Impressions, the Recalculated Cost is: $(20,000 / 1000) * \text{IO Rate} = 20 * \text{IO Rate}$
- IO Rate is the Planned Cost or 'price tag' for every unit (or 1000 units). This is the rate that is used for cost recalculations for a given IO. For example if a certain IO's Cost Type is CPC and its IO Rate is \$0.20, then the Recalculated Cost would be: Total Number of Clicks X \$0.2
- IO Margin is optional. It denotes the Margin that is added to the Recalculated Cost (or to the Media Cost in cases of Dynamic Cost recalculations).

- IO Capped Cost indicates the maximum value for Actualized Cost and its subsequent calculations, capping them out after this value has been reached.

STEP 4: Connecting your Buy Data to your Delivery Data

You can connect your buy data to your delivery data using one of the following four methods:

1. Associating each individual IO with its Delivery Items from the UI:

Start from the IO management tab, locate the relevant IO from the list and double-click it in order to edit. Then, scroll down to the tab at the bottom entitled 'Items' and expand it in order to enter Delivery items that this IO is associated with. In the example below, the Delivery items added are identified by their Media Buy Keys:

Media Buy Key	Site Key	Campaign Key	Vendor	Classification	
abc123					X
abc246					X

Add Item

You can also link IOs to Delivery data using a combination of Site and Campaign Keys, or by 'Classification' as explained separately in method 4. Linking your IOS to your Delivery data from within each individual IO however, isn't the best method to use when having to create this association at scale.

2. Mapping your Delivery data as part of your Buy Data:

Your Delivery Item Keys might appear in the Buy Data file, as shown here:

IO Key	Name	Start Date	End Date	Placement ID	Cost Type	Rate	Budget
cvb123	Alpha	4/27/2021	5/7/2021	mbk246	CPM	\$3.20	\$6,350
cvb124	Bravo	4/24/2021	5/11/2021	mbk248	CPM	\$4.10	\$5,700
cvb125	Charlie	5/1/2021	5/13/2021	mbk250	CPC	\$0.23	\$3,800

In this case, you can associate the IO Keys with the Delivery Item Keys by simply mapping the relevant Delivery Field to the matching Intelligence Field in the Buy Data data stream:

Mapped (9)	
ID	IO Key
Name	IO Name
Start	IO Start Date
End	IO End Date
Rate Type	IO Cost Type
Placement ID	Media Buy Key
Rate	IO Rate
Budget	IO Capped Cost
Margin	IO Margin Rate

The availability of the Delivery Items in your Buy Data however is rare and in most cases you won't be able to use this solution.

3. Using an additional Buy Data Stream

You can associate your IOs with your Delivery Data by creating an additional Buy Data, data stream (in addition to the original Buy Data Stream you already have) which includes your IO Keys alongside your Delivery Item Keys:

Original Buy Data data stream #1 →	IO Key	Name	Start Date	End Date	Cost Type	Rate	Budget
	cvb123	Alpha	4/27/2021	5/7/2021	CPM	\$3.20	\$6,350
	cvb124	Bravo	4/24/2021	5/11/2021	CPM	\$4.10	\$5,700
	cvb125	Charlie	5/1/2021	5/13/2021	CPC	\$0.23	\$3,800

Additional Buy Data data stream #2 →	IO Key	Media Buy Key
	cvb123	mbk246
	cvb124	mbk248
	cvb125	mbk250

Since MTC data is at the workspace level rather than at the data stream level, all 'buy data' data streams created under the same workspace are part of the same pool of buy data. Therefore, any matching IO Key values ingested by different 'buy data' data streams are effectively considered as the same IO entity, thus creating an association between IO keys and Media Buy Key Delivery Items in the above example.

4. Using the 'MTC Classification' method

IOs can be associated with Delivery Items by virtue of a shared MTC classification. In the example below, IO Key cvb123 in the buy data and three media buy keys within the delivery data, all share the same classification value 'term1'. The result is that IO key cvb123 is associated with the three delivery items that have the same classification:

Buy Data						
IO Key	IO Item Classification Term	Start Date	End Date	Cost Type	Rate	Budget
cvb123	term1	4/27/2021	5/7/2021	CPM	\$3.20	\$6,350
cvb124	term2	4/24/2021	5/11/2021	CPM	\$4.10	\$5,700
cvb125	term3	5/1/2021	5/13/2021	CPC	\$0.23	\$3,800

Delivery Data			
Media Buy Key	Media Buy IO Classification	Impressions	Clicks
mbk246	term1	3254	325
mbk248	term1	4216	422
mbk250	term1	5216	522

IO Key and Delivery Item association

Result →

IO Key	Media Buy Key	Impressions	Clicks
cvb123	mbk246	3254	325
cvb123	mbk248	4216	422
cvb123	mbk250	5216	522

When using the MTC Classification method, in order to assign a classification value within the Buy Data data stream, use the 'IO Item Classification Term' and in order to assign a classification value within the Ads (Delivery) data, use the 'Media Buy IO Classification'

STEP 5: QA Your Data

The first step is to ensure that the uploaded Buy Data has been converted successfully into IOs. To do this, navigate to the IO Management tab, where you should see all the IOs displayed:

IO Key	IO Name	IO Cost T...	IO Start ...	IO End D...
cvb123	Alpha	CPM	2018-01-01	2018-01-10
cvb124	Bravo	CPM	2018-01-01	2018-01-31
cvb125	Charlie	CPC	2018-01-03	2018-03-01
cvb133	Lima	CPL	2018-02-02	2018-02-25

↑
Your IOs list

Next, access a few IOs randomly to make sure the IO Attributes such as IO Cost Type, IO Start Date, IO End Date, IO Rate etc. are correct.

Additionally, verify that the IO's associated Delivery Keys are correct:

General

IO Key

cvb123

IO Name

Alpha

IO Cost Type

CPM

IO Start Date

2018-01-01

To

2018-01-10

IO Rate

4

IO Capped Cost

17500

IO Booked Units

IO Margin Rate

Items (1 Selected)

Media Buy Key

Site Key

Campaign Key

Vendor

xcvb1234

You can now visualize the connection between the Buy Data and the Delivery Data by creating a Table Widget or a Pivot Table that has the IO Name with some of its Main Attributes of Interest. Also make sure you include the Measurements related to the IO Cost Types, and the IO Recalculated Cost as shown in the following example:

IO Name	IO Capped Cost	IO Cost Type	IO Rate	Clicks	Impressions	Leads Generated	IO Recalculated Cost
Alpha	17,500	CPM	4	846	2,456	—	£9.82
Charlie	29,000	CPC	0.3	120	452	—	£36.00
Bravo	23,000	CPM	6.5	54	2,135	—	£13.88
Lima	7,200	CPL	2.5	—	—	211.00	£527.50
Total				1,020	5,043	211.00	£587.20

Finally, using the visualized data above, test the following:

- IO Recalculated Cost for selected IOs as per the Measurement to which the Cost Type applies and the IO Rate.
- If you have any Custom Cost Types, test the calculation for those as well.
- Look out for any “Other” values in the IO Name column. Any such values would suggest that the row in question pertains to Delivery activity for which no IO has been defined, or one that has been defined incorrectly with wrong Delivery Item Keys, or an incorrect date range.

Did this article solve your issue?

You are here:

1. [Salesforce Help](#)
2. [Docs](#)
3. [Marketing Cloud Intelligence](#)

Creating an IO in the Media Transparency Center

Learn how to create an IO in the Media Transparency Center.

Note The Media Transparency Center is a premium feature available upon purchase

Marketing Cloud Intelligence Media Transparency Center allows integration of media buying information from a media buying system into your Marketing Cloud Intelligence account.

After the data is added to your account, Intelligence does all the complicated calculations for the defined date ranges, according to the specified cost type and given rate, taking into account parameters like monthly budget, booked units, and margins. This financial information is stored as IOs in Intelligence and uses the data that comes from the various delivery systems to recalculate the actual media cost.

There are two ways to create an IO key in the platform:

1. Add it through the IO Management sub tab under the Media Transparency Center tab.
2. Uploading Buy Data into the platform, through TotalConnect

Method 1: IO Management

1. From the **Connect & Mix** tab, click **Media Transparency Center**.
2. Select the **IO Management** sub tab.
3. Click **Add New**.

In the **General**, **Target Configuration**, and **Data** sections:

1. Enter the **IO Key**. The IO key is the unique id according to which the platform identifies the IO.
2. Enter the **IO Name**.
3. Choose the **IO Cost Type** – This is how your recalculated cost is calculated for the relevant delivery items.
4. **IO Start Date** — The start and end date determines the time period of the delivery data to which the calculations in the IO are relevant. You can't set a time range of more than three years for the IO — the date picker won't allow you to set an end date that exceeds this time range.
5. Select the **IO Target Type** - This defines the target for the IO.
6. Enter the **IO Target Value** that is used to measure the actual value against the margin.

7. **IO Rate** — Enter the rate that defines the cost of a single unit your cost type refers to (for example, a Click in the case of a CPC). However, if your cost type is dCPM or dCPC you don't need to add a rate value.
8. **IO Capped Cost** — Enter the capped cost for this IO that defines its budget limits.
9. **IO Booked Units** — Enter the booked units for this IO. This sets its delivery limits (for example, booked impressions).
10. **IO Margin Rate** — If a margin exists in your calculations, add it here. This margin is applied on top of the recalculated cost.
11. **IO Group Name** — If you want to include this IO in a group, enter the group name here. Groups allow you to view the IO Measurements on a higher level using IO Group Measurements.
12. **IO Group Capped Cost** is the Capped Cost of the group level. It's unrelated to the IO Capped Cost, meaning it won't sum up the IO capped Costs, but apply a separate capping at the IO Group level.

Method 2: Upload Buy Data with TotalConnect

1. From the **Connect & Mix** tab, add a data stream through Total Connect.
2. For **Data Stream type** select **Buy Data**.
3. Enter the **Data Stream Source**. The file should have the fields specified in the IO Management subtab as described earlier.
4. Concerning the IO start and end dates, the limit for three years' time range for an IO still stands. If the source file contains IO with a time range that exceeds three years, the processing of the file will be successful, however, the Problematic end date will be altered.

The Buy Data bucket maps the IO fields and create the IO entities automatically in the Media Transparency Center.

Sometimes the cost type value in the original file doesn't match the preset ones in the platform. In these cases you can use the following formula (in this example for FLAT cost type):

```
IF(csv['RATE_TYPE'] == 'Flat Rate','FLAT',csv['RATE_TYPE'])
```

Where:

- **RATE_TYPE**: is the name of the field in your file.
- **"Flat Rate"**: is how it appears in your file.
- **"FLAT"**: is the Marketing Cloud Intelligence value to convert to.

Now you can:

- Create an IO in the Media Transparency Center IO Management screen.
- Create an IO in the Media Transparency Center using a file upload.
-

Attaching a Delivery Item to an IO in the Media Transparency Center

Learn how to attach a delivery item to an IO in the Media Transparency Center.

An IO holds financial data which together with delivery data enables recalculating media cost. In order to attribute delivery data to an IO you will need to attach delivery items to an IO.

A delivery item can be a Media Buy, Site, Campaign, Vendor or Classification. These items hold Delivery Data like Impressions, Clicks and other measurements which enables Cost Calculation.

Note For the MTC correlation between Delivery Items and IO's to take place correctly, you must add your Buy Data and your Delivery Data to the same Workspace.

There are two ways to add an item to an IO:

1. Add the item through the Media Transparency Center (MTC) **IO Management** sub tab .
2. Add a data stream of Buy Data into the platform with TotalConnect.

Method 1: IO Management

In the Media Transparency Center (MTC), under the **Connect & Mix** tab, select **IO Management** and choose the IO you want to add an item to. In the **Items** section, click **Add Item**.

Then insert the appropriate key in its assigned field.

Each row should contain one combination of keys that describes a delivery item (for example. a Media Buy Key or a Site key together with a Campaign Key).



Media Buy Key	Site Key	Campaign Key	Vendor	Classification
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

In the **Classification** field enter the relevant value of the Media Buy IO Classification Dimension. When adding an item based on Classification you must enter a **Campaign Key** as well.

Method 2: TotalConnect

To connect between an IO and an Item you can add a file through the TotalConnect Connector. The file should be Dimension only and include the IO key and the relevant item key.

When uploading, the file automatically appears in the IO screen (there is no need to connect the two Data Streams with a parent-child connection).

Notes:

- If an IO's Delivery Items don't have Delivery Data for its Time period and filters, that IO is considered never to have been fulfilled in terms of Delivery, and will not be visible in a Database Query. The planned, or Buy Data, has to be matched with Measurements data

in order to show up in a Widget, Report, or Pivot Table. You will be able to see the IO planned data in Media Cost Center, but not in queries.

- When you attach a Delivery Item that doesn't bring in any Data for the relevant IO date range it will receive the 'Other' Value.

Dimensions and Measurements in the Media Transparency Center

View a list of the available dimensions and measurements in the Media Transparency Center.

Here are the Dimensions and Measurements available within the Media Transparency Center.

Dimensions

Dimension Name	Type	Description
IO Key	Text	A unique identification for the specific IO
IO Name	Text	The name that will help describe and identify the IO in Marketing Cloud Intelligence
IO Cost Type	Text	Can be one of the following types which will define how Recalculated Cost (see full documentation) is calculated for the relevant IO items (see below): <ul style="list-style-type: none">• CPM• CPC• CPCV• CPE• CPV• VCPM• CPA• dCPM• dCPC• FLAT

This list can also contain custom cost types as defined in the workspace Settings > Media Transparency Center > Custom Cost Types

The following formula can be used in as part of the mapping process in order to map custom cost types to the preset ones in Marketing Cloud Intelligence:

`IF(csv['RATE_TYPE'] == "Flat Rate","FLAT",csv['RATE_TYPE'])`

Where:

- RATE_TYPE: is the name of the field in your file.
- "Flat Rate": is how it appears in your file.
- "FLAT": is the Marketing Cloud Intelligence value to convert to.

Dimension Name	Type	Description
IO Start Date	Date	The start date of the IO. The calculations defined by this IO will be relevant for delivery starting on this date.
IO End Date	Date	The end date of the IO. The calculations defined by this IO will be relevant for delivery ending on this date.
IO Target Type	Text	<p>Can be one of the following types which will define the target for the IO in the Margin Manager:</p> <ul style="list-style-type: none"> • CPM • CPC • CPA <p>This list can also contain custom target types as defined in the workspace Settings > Transparency Center > Custom Target Types</p>
IO Target Value	Number	The target value that will be used to measure the actual value against in the Margin Manager for an IO.
IO Rate	Number	The rate that will be used for most cost types calculations (as described above)
IO Capped Cost	Number	The planned budget for this IO
IO Group Capped Cost	Number	An IO Group planned budget, separate from the IO capping.
IO Booked Units	Number	The booked units for this IO — the amount of booked impressions for a CPM based IO
IO Fixed Cost	Number	The fixed cost that will be used for Flat cost type calculation only.
IO Margin Rate	Number	<p>The margin that will be used on top of the recalculated cost.</p> <p>Note: When Margin Rate is uploaded as part of a TotalConnect Data Stream, it must be between 0 and 1. For example to apply a 10% margin the uploaded value should be 0.10</p>
IO Custom Attribute 1,2,...,60	Text	These additional attributes can contain any additional information to group and filter IOs
Conversion Tag Key	Text	List of Conversion Tag Keys which if set will define the conversions that will be attributed to the IO and be used to calculate cost for CPA IOs
Items	Text	List of Media Buy Keys or Campaign and Site Keys that will define the delivery data attributed to this IO

Measurements

Measurement Name	Type	Aggregation Function	Description
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Measurement Name	Type	Aggregation Function	Description
IO Actualized Cost (Accumulative)			The sum of the IO Actualized cost up until the row's date.
Actualized Cost			<p>IO Share of Total * IO Actualized Cost (Accumulative) will give the cost of the delivery item.</p> <p>Calculation:</p> <p>$\text{IO Actualized Cost} * (\text{Recalculated cost} / \text{Recalculated Cost (total)})$</p> <p>If the IO has a FLAT rate the calculation will be:</p> <p>$\text{IO Actualized Cost} * (\text{Impression} / \text{Impressions (total)})$</p> <p>In other words, if there are no Impressions the value will be "0"</p> <p>Can be used with: IO dimensions, Dates, IO items (Media Buy, Site)</p>
IO Actualized Cost By Day	Currency		<p>The daily cost up to the point where the IO Capped Cost was reached. On the day when that happened it will contain the remaining budget up to that day. On the next days, the measurement will contain zero cost.</p> <p>The idea behind this metric is to show the IO's total cost up to a given date.</p> <p>The formula behind this measurement is:</p> <p>$\text{Recalculated Cost} - \text{Recalculated Cost (Accumulative)} + \text{Actualized Cost (Accumulative)}$</p> <p>Returns 0 if the calculation results in a negative value.</p> <p>Can be used with: IO Dimensions, Dates, IO items (Media Buy, Site)</p>
IO Group Actualized Cost	Currency		<p>IO Group Share of Total * IO Group Actualized Cost (Accumulative) gives the assumed actual cost of the delivery item when looking at the group level.</p> <p>Can be used with: IO dimensions, delivery entities, Dates</p>
IO Group Actualized Cost (Accumulative)	Currency		<p>The sum of the IO Group's Actualized cost up until the row's date.</p> <p>Can be used with: IO dimensions, Dates</p>
IO Group Actualized Cost (Total) -	Currency		The total of IO Group Actualized Cost. Used for calculations
IO Booked Units	Number	LIFETIME	<p>Always includes the booked units as defined on the IO</p> <p>Can be used with: IO dimensions, Dates, IO items (Media Buy, Site)</p>
IO Booked Units (Accumulative)	Number	LIFETIME	The IO Booked Units, divided by the amount of days between IO Start Date, multiplied by the amount of elapsed days from IO Start Date

Measurement Name	Type	Aggregation Function	Description
			Can be used with: IO dimensions, Dates
IO Capped Cost	Currency	LIFETIME	Always includes the capped cost as defined on the IO.
			Can be used with: IO dimensions, Dates
IO Group Capped Cost	currency	LIFETIME	Always includes the group capped cost as defined on the IO level Capped Cost field. This is a separate value from the IO capped cost and does not sum up the IO capped Costs, but apply a separate capping at the group level.
			Can be used with: IO dimensions, Dates
IO days	Number	MIN	Total amount of days between the IO start date and end date
IO Expected Cost (Accumulative)	Currency	LIFETIME	The IO Capped Cost, divided by the amount of days between IO Start Date and End Date, multiplied by the amount of elapsed days from IO start day to the current date.
			Can be used with: IO dimensions, Dates
IO Expected Cost (Daily)	Currency		Is calculated as [Capped Cost]/ [IO Days]
IO Margin Rate (Daily)	Number	AVG	The IO's Daily Margin as set in the Margin Adjustment tab
IO Media Cost Margin	Currency	SUM	The margin per media buy, data uploaded by the user.
			When this data is mapped the recalculated cost is calculated - $\text{Media Buy Cost} / (1 - \text{IO Margin Rate}) + \text{Media Buy Margin}$
IO Total Margin	Currency	SUM	Is calculated- $[\text{Media Buy Margin (currency)} + \text{IO Margin Rate (currency)}] \times \text{Media Buy Cost}$ (no margin)
IO Media Cost (Accumulative)	Currency	LIFETIME	The sum of the Media Cost up until the row's date.
			Can be used with: IO dimensions, Dates
IO Group Media Cost (Accumulative)	Currency	LIFETIME	The sum of the IO Group's Media Cost cost up until the row's date.
			Can be used with: IO dimensions, Dates
IO Recalculated Cost (no margin)	Currency	SUM	The IO Recalculated Cost without the addition of the margin. Depends on the IO Cost Type that was defined in the IO Cost Type (see above) and is calculated as follows for each IO item:
			<ul style="list-style-type: none"> CPM: $\text{IO Rate} * \text{Impressions} / 1000$ CPC: $\text{IO Rate} * \text{Clicks}$ CPA: $\text{IO Rate} * \text{Conversions}$ (from the conversion tags defined in the IO Cost Type)

Measurement Name	Type	Aggregation Function	Description
			<ul style="list-style-type: none"> • CPCV: IO Rate * Video Fully Played • CPE: IO Rate * Social Total Engagements • VCPM: IO Rate * Viewed IAB Impressions / 1000 • CPV: IO Rate * Video Views • dCPM: Media Cost / (1 - IO Margin Rate) • dCPC: Media Cost / (1 - IO Margin Rate) • FLAT: will show no value <p>If a value exists in the IO Margin field, this Margin will be added to the calculated cost.</p> <p>Can be used with: IO dimensions, IO items (Media Buy, Site, Campaign)</p>
IO Recalculated Cost	Currency	SUM	<p>The IO Recalculated Cost (No Margin) including the margin:</p> $\text{IO Recalculated Cost (No Margin)} / (1 - \text{Margin})$
IO Recalculated Cost (Accumulative)	Currency	LIFETIME	<p>The sum of the IO Recalculated cost from the IO's start date, up until the end date or the IO's end date.</p> <p>Can be used with: IO dimensions, Dates</p>
IO Group Recalculated Cost (Accumulative)	Currency	LIFETIME	<p>The sum of the IO Group Recalculated cost up until the row's date.</p> <p>Can be used with: IO dimensions, Dates</p>
IO Group Recalculated Cost (Total)	Currency		<p>The total of the IO Group Recalculated Cost (Accumulative). Use the IO Group's end date.</p>
IO Remaining Budget	Currency		<p>The IO's remaining budget for a given point in time.</p> <p>The formula behind this measurement is:</p> $\text{IO Capped Cost} - \text{Actualized Cost (Accumulative)}$ <p>Can be used with: IO dimensions, Dates</p>
IO Share Of Total			<p>Recalculated Cost of the Table Item (each row) / IO Recalculated Cost (Total)</p> <p>For FLAT rate:</p> $\text{Impressions for the Delivery Unit} / \text{Total Impression of the IO}$
IO Group Share Of Total			<p>Recalculated Cost of the item/IO Group Recalculated Cost (Total)</p>

Media Transparency Center FAQ

Read our FAQ to learn about the most common Media Transparency Center questions and answers.

- [What's the difference between Actualized Cost and IO Actualized Cost \(By Day\)? What's the use case for using each one?](#)
- [How can I view the cost of entities on a level lower than IO in case of a FLAT rate type IO?](#)
- [How do I create an IO with a Cost Type / Target Type that doesn't exist in the platform?](#)
- [When slicing Delivery Data on IO Dimensions it seems the Delivery Data values are higher than what would be expected. Why is this happening?](#)
- [When slicing delivery data on IO Dimensions I see data under an IO named 'Other'. What caused this situation and why is there Delivery Data connected to this IO?](#)
- [What is the calculation for Recalculated Cost in the Datorama platform? Based on the margin rate I'm charging, I'm expecting to see different results.](#)
- [How do I connect delivery data to an IO?](#)
- [What is the Actual Value column in the Margin Adjustment Tool and how is it being calculated?](#)

What's the difference between Actualized Cost and IO Actualized Cost (By Day)? What's the use case for using each one?

The Actualized Cost Measurement is used to display actualized cost for entities on levels lower than an IO, for example, Media Buy. Its calculation is based on maintaining the ratio between the entity's recalculated cost to the recalculated cost of the entire IO. The calculation is as follows:

$$\text{Actualized Cost} = \frac{\text{Recalculated Cost}}{\text{Recalculated Cost (Total)}} \times \text{IO Actualized Cost (Total)}$$

The Actualized Cost by day Measurement presents the Recalculated cost until the point when the IO reached its budget, and from that point and on it will show 0 cost.

The choice between the two actualized Measurements depends on the type of Entity you're using in your view and the information you're trying to visualize:

- For Date Entities (Day, Week, and so on) you can use either one of the Measurements, depending on what you want to see. Remember that currently IO Actualized Cost (By day) must be presented with a Date Dimension.
- For any other Entity (Media Buy, Site, and so on) use Actualized Cost.

How can I view the cost of entities on a level lower than IO in case of a FLAT rate type IO?

Since FLAT Rate Type IOs don't base their cost on Delivery Data, the cost for each entity is approximated by the ratio between the number of the relevant Entity's Impressions and the total number of Impressions delivered during the IO's date range.

The calculation is as following:

$$\text{Actualized Cost} = \frac{\text{Impressions}}{\text{Impressions (Total)}} \times \text{IO Actualized Cost (Total)}$$

Note that 'IO Recalculated Cost' doesn't hold any value in case of a 'FLAT' Rate Type IO. If you want to aggregate the cost of a 'FLAT' Rate Type IO with other IOs, use 'Actualized Cost'.

How do I create an IO with a Cost Type / Target Type that doesn't exist in the platform?

First, set a Custom Cost Type from the Media Transparency Center tab under the Workspace's settings. Choose the relevant Measurement from the drop-down list.

The calculation is Measurement*Rate. Select the display name for this Custom Cost Type / Target Type and click Save.

Custom Cost Types can only be based on Native Measurements (that is, Measurements that are mapped via a Data Stream). In case you want your Cost Type to be based on a Calculated Measurement, you need to create it during the mapping process with the TotalConnect formulas.

The new Custom Cost Type is available in the drop-down list in the IO Management tab along with platform Cost Types. In case you are using TotalConnect to create your IOs, you will need to use the function COSTTYPE () or TARGETTYPE() in the relevant fields in order to map your IO correctly. These functions perform a lookup to the available Cost Type / Target Type in Marketing Cloud Intelligence.

For example, if my data is as following:

IO Key	IO Name	Cost Type	IO Rate	
Generic Key no. 1	Generic IO no. 1	CPCV	1.5	100

The formula to use to map the 'Cost Type' dimension is: COSTTYPE(csv['Cost Type'])

It isn't possible to verify a formula that contains the COSTTYPE function by clicking 'Validate Formula' in the mapping screen. Test the logic of your formula before adding the COSTTYPE function and then testing the results of the full formula in a Pivot Table.

When slicing Delivery Data on IO Dimensions it seems the Delivery Data values are higher than what would be expected. Why is this happening?

This can happen if a Media Buy is connected to more than one IO at a given point in time. This isn't an expected behavior, but if this does occur, the Delivery Data of the Media Buy will be used to calculate the cost for any IO that it's connected to.

When slicing delivery data on IO Dimensions I see data under an IO named 'Other'. What caused this situation and why is there Delivery Data connected to this IO?

The IO named 'Other' is an entity's instance created just for the sake of the view, it represents the Delivery Data that isn't connected to any IO at the requested date range.

What is the calculation for Recalculated Cost in the Datorama platform? Based on the margin rate I'm charging, I'm expecting to see different results.

First, you need to know the differences between Markup and Margin. These two terms are commonly being misused and are the key to understanding the calculation that Marketing Cloud Intelligence uses in the 'Media Transparency Center'.

Margin

The ratio between the additional costs added on top of the basic Media Cost and the Recalculated Cost, the final amount the client pays (considering the capped cost, if there's one)

Markup

The ratio between the additional costs added on top of the basic Media Cost, and the basic Media Cost.

Marketing Cloud Intelligence uses Margin to calculate the additional costs added over the Media Cost. If you want to calculate according to Markup, please contact our support team with the relevant details (Workspace ID).

The calculation for Recalculated Cost in the Intelligence platform is as follows:

$$\text{Recalculated Cost (\$)} = \frac{\text{Media Cost (\$)}}{1 - \text{Margin Rate (\%)}}$$

For example, if your data is:

IO Name	Media Cost	IO Margin Rate
Generic IO no. 1	100 \$	0.2

The 'Recalculated Cost' will be calculated as follows:

$$\text{Recalculated Cost (\$)} = \frac{100 (\$)}{1 - 0.2 (\%)} = \frac{100 (\$)}{0.8 (\%)} = 125 (\$)$$

How do I connect delivery data to an IO?

There are two common ways to connect Delivery Data to an IO, both of which are based on creating a connection between the 'IO Key' and the relevant Entity in the Delivery Data. You can either connect the keys with Media Transparency Center or with TotalConnect.

What is the Actual Value column in the Margin Adjustment Tool and how is it being calculated?

The Actual Value is calculated as follows:



$$\text{Actual Value} = \frac{\text{Recalculated Cost (\$)}}{\text{Delivery Measurement}}$$

The Delivery Measurement is inherited from the Target Cost Type set for the IO. For example, if the Target Cost Type is CPA, the Delivery Measurement would be Conversions. The actual value is colored according to the Target Value set in the IO settings.

For example, if you had a Target Value of 1 and your Cost Type is CPC, your Recalculated cost is \$10 and you have 5 clicks, your actual value will be 2 more than your target value. Therefore it is colored red.

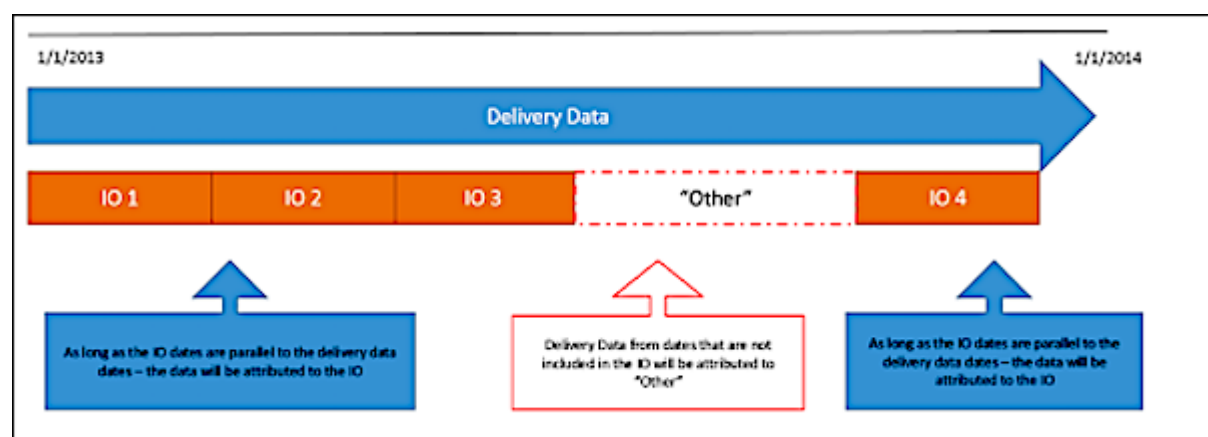
Grouping Delivery Data in the Media Transparency Center

Learn about grouping delivery data in the Media Transparency Center.

When looking at Buy Data in the IO or Media buy level, the delivery data can sometimes be grouped under the 'Other' Entity.

Day ▲	IO Key	Media Buy Key	Impressions	IO Recalculated Cost
01 Sep 2014	9074138843 - Test	9074138843	898	\$0.45
02 Sep 2014	9074138843 - Test	9074138843	1,093	\$0.55
03 Sep 2014	9074138843 - Test	9074138843	1,034	\$0.52
04 Sep 2014	9074138843 - Test	9074138843	806	\$0.40
05 Sep 2014	9074138843 - Test	9074138843	772	\$0.39
06 Sep 2014	9074138843 - Test	9074138843	632	\$0.32
07 Sep 2014	9074138843 - Test	9074138843	857	\$0.43
08 Sep 2014	9074138843 - Test	9074138843	927	\$0.46
09 Sep 2014	9074138843 - Test	9074138843	1,074	\$0.54
10 Sep 2014	9074138843 - Test	9074138843	884	\$0.44
11 Sep 2014	Other	9074138843	963	\$27.12
12 Sep 2014	Other	9074138843	909	\$19.65
13 Sep 2014	Other	9074138843	652	\$33.17
Total			12,403	\$93.65

This happens when the delivery data is relevant for a date range no IO is linked to.



To further inspect the matter and make sure this is indeed an IO date range matter, create a report, pivot table, or table widget with the following fields: Day, Media Buy Name/Key, IO key, IO start date, IO end date, and Impressions.

You get the following:

IO Key	IO Start Date	IO End Date	Media Buy Key	Day ▼	Impressions	IO Recalculated Cost
Other			9074138843	14 Sep 2014	902	\$9.22
Other			9074138843	13 Sep 2014	652	\$33.17
Other			9074138843	12 Sep 2014	909	\$19.65
Other			9074138843	11 Sep 2014	963	\$27.12
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	10 Sep 2014	884	\$0.44
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	09 Sep 2014	1,074	\$0.54
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	08 Sep 2014	927	\$0.46
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	07 Sep 2014	857	\$0.43
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	06 Sep 2014	632	\$0.32
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	05 Sep 2014	772	\$0.39
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	04 Sep 2014	806	\$0.40
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	03 Sep 2014	1,034	\$0.52
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	02 Sep 2014	1,093	\$0.55
9074138843 - Test	1 Sep 2014	10 Sep 2014	9074138843	01 Sep 2014	898	\$0.45
Total					12,403	\$93.65

In this example, you can see that for the same media buy key, the data in some of the days is attributed to a real IO, and starting September 11, the data is attributed to 'Other'. Notice that the IO end date is September 10, therefore, this data is out of the IO's date range.

Actualized and Recalculated Costs in the Media Transparency Center

Learn about actualized and recalculated costs in the Media Transparency Center.

In working with Media Transparency Center, you'll have noticed that quite a few new Cost Measurements have been added to your Workspace, most are variants of two main Cost Type Measurements:

IO Recalculated Cost

IO Recalculated Cost is a recalculation of the cost, based on the IO Cost Type, IO Rate, and actual units delivered, irrespective of any Budget limits.

Actualized Cost

Actualized Cost is the same recalculation of the IO Recalculated Cost, but with adherence to the Budget (IO Capped Cost) as its limit, 'capping out' as soon as that budget has been fulfilled.

Definitions

IO Cost Type

Cost Type is usually an abbreviation of letters symbolizing both the calculation method used to calculate the cost of digital marketing activity in question. Common Cost Type examples are CPC (Cost per Click) and CPM (Cost per 1,000 Impressions).

IO Rate

The actual amount that each delivered unit will be charged in the cost recalculation. For example, the IO Rate used for a CPC Cost Type, of a certain IO is \$0.2 for each Click.

IO Margin Rate

An additional charge, defined as percentage, added on top of the cost recalculation. Typically used by parties such as agencies, to factor in an additional commission charge.

Accumulative Costs

For example, IO Recalculated Cost (Accumulative), are cost recalculations that are date-based, whose value on any particular day, is the total of all the days which preceded it. Furthermore, Accumulative costs are always at the entire IO level, for all associated delivery items combined — that is, even if viewed for a single delivery item, the value shown will be that of all delivery items associated with the IO. Accumulative costs always start their accumulation from the IO Start Date, even if that date falls outside the filtered date range of any particular view.

IO Group Costs

For example, IO Group Actualized Cost, are cost recalculations processed at the group level, for multiple IOs defined as belonging to the same group.

IO Capped Cost

The value at which the IO's Recalculated Cost caps — that is, the IO's Budget. This Capping is observed by Actualized Cost calculations.

Prorated Actualized Cost Value

While the IO Capped Cost is defined at the entire IO level, some users may wish to view the Actualized Cost at the level of the IO's Delivery Items, for example Media Buys, Campaigns and so on. Since Actualized Cost is dependent upon the IO Capped Cost, which itself is defined for the IO as a whole and not for each Delivery Item, there's no way to derive the Actualized Cost for each Delivery Item. Therefore when the IO Capped Cost is exceeded, the only way to assign an Actualized Cost value to each Delivery item, is to prorate the entire IO Capped Cost by each of its associated Delivery Item's weight. This value is hence an estimation.

Re-Calculated Cost Measurements

Measurement Name	Description
IO Recalculated Cost	<p>This measurement is a recalculation of the Cost based on the Measurement value a</p> <p>The recalculation varies depending on the IO's Cost Type, as follows:</p> <p>CPM: $\text{IO Rate} * \text{Impressions} / 1000$</p> <p>CPC: $\text{IO Rate} * \text{Clicks}$</p> <p>CPA: $\text{IO Rate} * \text{Conversions}(\text{from the conversion tags defined in the IO})$</p> <p>CPCV: $\text{IO Rate} * \text{Video Fully Played}$</p> <p>CPE: $\text{IO Rate} * \text{Social Total Engagements}$</p> <p>VCPM: $\text{IO Rate} * \text{Viewed IAB Impressions} / 1000$</p> <p>CPV: $\text{IO Rate} * \text{Video Views}$</p> <p>dCPM: $\text{Media Cost} / (1 - \text{IO Margin Rate})$</p>

Measurement Name	Description
	<p>dCPC: $\text{Media Cost} / (1 - \text{IO Margin Rate})$</p> <p>FLAT: will show no value</p> <p>If the 'IO Margin Rate' field contains a value, that value will be added to the IO Recalculated Cost as follows: $\text{IO Recalculated Cost} / (1 - \text{Margin})$</p> <p>Can be used with: IO dimensions, IO items (Media Buy, Site, Campaign), Dates</p>
IO Recalculated Cost (Accumulative)	<p>For any particular date, this Measurement shows the total 'IO Recalculated Cost' for all the IOs that preceded it, from the IO Start Date (even if the IO Start Date falls outside the filtered date range of the particular view).</p> <p>Can be used with: IO dimensions, Dates</p>
IO Group Recalculated Cost (Accumulative)	<p>For any particular date, this Measurement shows the total 'IO Recalculated Cost' for all the IOs that belong to the same Group, for all the days which preceded it, from the IO Start Date.</p> <p>Can be used with: IO Dimensions, Dates</p>

Actualized Cost Measurements

Measurement Name	Description
IO Actualized Cost (Accumulative)	For any particular date, this Measurement shows the sum of all the Actualized Cost values for all the IOs which preceded it, from the IO Start Date.
Actualized Cost	<p>The total cost actualized (or used) out of the 'IO Capped Cost'. This Measurement is measured at a Delivery Item level. This Measurement shows an assumed (or prorated) value.</p> <p>Calculation:</p> <p>$\text{IO Share of Total} \times \text{IO Actualized Cost (Total)}$</p> <p>Can be used with: IO Dimensions, Dates, IO items (Media Buy, Site, Campaign)</p>
IO Actualized Cost By Day	<p>On each day, shows the IO Recalculated Cost while keeping track of its accumulated total. When the accumulated total reaches or surpasses the IO Capped Cost, the IO Actualized Cost by Day shows a zero value on any consecutive day from that point forth.</p> <p>IO Actualized Cost By Day is calculated using the following formula:</p> <p>$\text{Recalculated Cost} - \text{IO Recalculated Cost (Accumulative)} + \text{Actualized Cost (Accumulative)}$</p> <p>If a negative value is returned, the IO Actualized Cost By Day value shows as '0'.</p> <p>Can be used with: IO Dimensions, Dates, IO items (Media Buy, Site, Campaign)</p>
IO Group Actualized Cost	<p>The total cost actualized (or used) out of the total 'IO Capped Cost' of all the IOs that belong to the same group. This Measurement is intended for use at a Delivery Item level and its value is assumed.</p> <p>Calculation:</p>

Measurement Name	Description
	IO Group Share of Total * IO Group Actualized Cost (Accumulative)
	Can be used with: IO Dimensions, Delivery Entities, Dates
IO Group Actualized Cost (Accumulative)	For any particular date, this Measurement shows the sum of all the IO Group Actualized Cost (Accumulative) the days which preceded it, from the IO Start Date.
	Can be used with: IO Dimensions, Dates

Workspace Settings in the Media Transparency Center

Learn about the workspace settings in the Media Transparency Center.

To access the Media Transparency Center Settings:

1. Open Marketing Cloud Intelligence and access your account settings by clicking the **Account** dropdown menu.
2. Select the account for which you want to adjust the MTC settings.
3. Click **Workspaces** and then select the specific Workspace.
4. In the left pane, under the workspace settings menu click **Cost Center**.

As with other Workspace settings, MTC settings can also be pushed or imported across Workspaces in the same account.

5. In the MTC settings you can set **Custom Cost Types** and **Custom Target Types**.

If you create Custom Cost Types, their display names must be different than the System Cost Type names. The system always uses the system calculations (the predefined measurements per cost type) rather than the selected measurements in the Custom Cost Type fields.

6. In the Measurement column select the Measurement you want to calculate your cost according to. For example, if you chose **Video Completes**, the Cost/Target type should be **Cost Per Video Completes**.
7. Under **Margin Adjustment**, you can choose what happens when you edit yesterday's margin by selecting:

Never change IO's default margin

Always change IO's default margin

Ask me when that happens