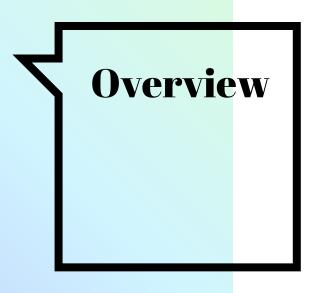# A Developer's Guide to Advertising

About me

- Back-end developer at Andrews McMeel Universal
- Ruby on Rails, JavaScript (analytics, advertising)
- Things I like: lifting heavy stuff, cute animals, tasty desserts
- Github: github.com/lafentres
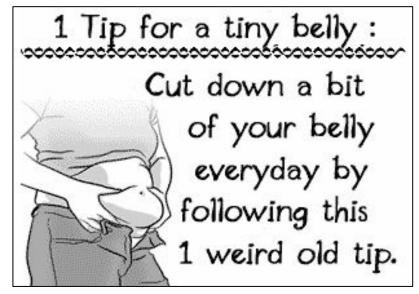- Twitter: @lafentres

Overview

- Why?
- Vocabulary
- Programmatic advertising
- Header bidding
- Useful tools
- Problems/misconceptions
- Resources
- Final thoughts/Q&A

Why should you care about advertising?

Whenever I Have To Explain A Highly Technical Change or Process To One Of Our Engineers

MRW A Vendor's Pitch Contains The Phrase "You Just Plug In And It Starts Working" or "We Can Get Set Up In A Couple Minutes"

Whenever A Vendor Brings Along One Of Their Engineers

Their face during the sales pitch is like:

Advertising Vocabulary Primer

Ad Inventory

The ad spaces available for advertising on a site

Breaking Cat News
By Georgia Dunn

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Overview | Comics | About | Our Reporters | Shelter Cats

Breaking Cat News by Georgia Dunn for October 04, 2017

90

279

58

October 04, 2017   Random

Ad Impression

Counted when an ad is successfully served/downloaded to a page for display

Ad Server

Tool used to manage, serve, and track ads for a site

- Many different kinds, DFP/GAM is probably the most common

Ad Exchange

Digital marketplace where different advertisers can bid on ad inventory from various publishers

SSP/DSP

Supply side (publisher) platform

Demand side (advertiser) platform

Viewability

Standard for measuring if an ad impression had a chance to be seen

- At least 50% in view for at least 2 seconds

Shen Comix
By Shen T

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Overview   Comics   About

Shen Comix by Shen T for September 19, 2016

4

5

7

ATF/BTF

Above the fold/below the fold

CPM

Cost per thousand (cost per mille)
- Price paid for every thousand ad impressions served on a site

What is programmatic advertising?

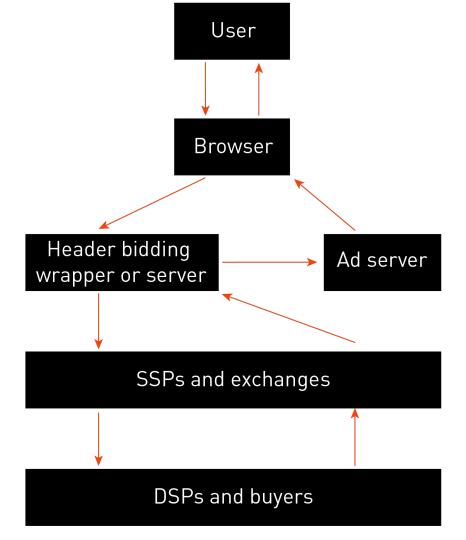# Programmatic

Automated buying and selling of ad inventory online

What is header bidding?

Header Bidding

Programmatic technique where ad inventory on a site is bid on by multiple ad exchanges at the same time

- Client-side or server-to-server

How does it work?

User

Browser

Header bidding wrapper or server

Ad server

SSPs and exchanges

DSPs and buyers

Useful tools

Wrappers & S2S Platforms

- Prebid.js - open-source, well-maintained, documented, decent sized community
- Proprietary wrappers from various ad exchanges
  - Index Exchange, others
- Server to Server
  - Amazon TAM, Prebid, others

Browser Dev Tools

- Network tab
  - Are ad exchanges are getting requests & sending back responses?
  - Is correct information is being passed to ad server?
- Application tab
  - Good for checking (and manipulating cookies)
- Elements
  - Where is this ad coming from?
- Console

pubads

☐ Hide data URLs [All] XHR JS CSS Img Media Font Doc WS Manifest Other

2000 ms   4000 ms   6000 ms   8000 ms   10000 ms   12000 ms   14000 ms   16000 ms   18000 ms   20000 ms   22000 ms   24000 ms   26000 ms   28000 ms   30000 ms   32000 ms   34000 ms   36000 m

Name   ×   Headers   Preview   Response   Timing

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☐ DC pubads_im...   jar: 2019-01-31-21

☐ DC ads?gdfp_r...   eid: 21061591,21062377,21062722,21062833

☐ DC ads?gdfp_r...   vrg: 299

☐ DC view?xai=A...   guci: 2.2.0.0.2.2.0.0

☐ DC view?xai=A...   plat: 1:32776,2:32776

                         sc: 1

                         sfv: 1-0-31

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                         sz: 970x90|728x90

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                         bc: 15

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                         dt: 1548970406790

                         dlt: 1548970405355

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                         bih: 335

                         oid: 3

                         adx: 398

                         ady: 105

7 / 193 requests | 2...

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When A Client Has IAS, Moat, and DBM Pixels On The Same Creative

What the network tab looks like:

Performance testing

- Performance tab in dev tools
- Request Map Generator
- Webpagetest.org
  - Can run multiple tests at the same time and analyze cumulative results
- Other similar tools:
  - GTMetrix, Pingdom Tools

1 indirect (i.e. from Javascript, CSS or DOM manipu
from js.hs-scripts.com to js.hs-analytics.net.

Ad Quality

- Ad scanning and blocking
  - Confiant, Geoedge, The Media Trust
- "Report this ad" links
  - PubNation or similar
- Charles or Fiddler (web debugging proxy)
  - Useful for tracking down malvertising, particularly redirect ads
  - Mobile hotspot will be helpful if trying to track down mobile redirects

Browser Extensions

- Browser extensions:
  - Cookie modifier
    - EditThisCookie (Chrome)
  - Ad blocker
  - User agent switcher
    - User Agent Switcher for Chrome
  - AdWizard by PubLift (Chrome)
  - Viewability Monitor (Chrome)

Various other tools

- Things to implement:
  - Support for A/B testing
  - Static testing pages
  - Test mode
  - Ad server configuration generator
  - Easy way to analyze ad config
  - Lazy loading and ad refresh
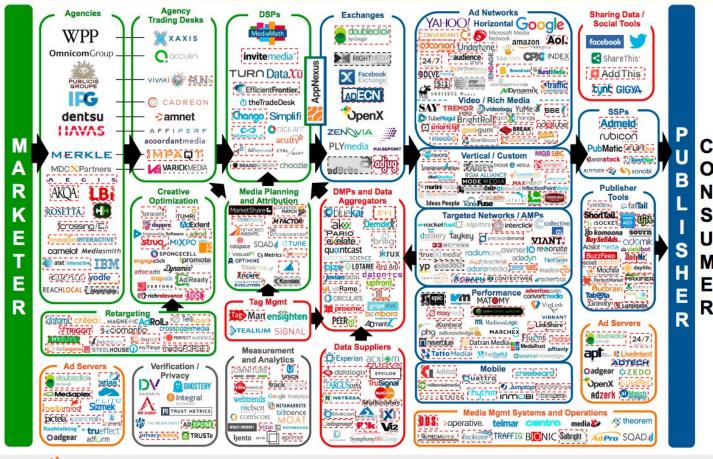   - Intersection Observer

Problems & misconceptions

Why do sites ask me to turn off my ad blocker? I never click on ads.

Why don't sites stop serving those sketchy redirect ads?

Why can't sites let me choose what advertisers I want to see?

DISPLAY LUMAscape

© LUMA Partners LLC 2016

MRW I'm On My Fourth GDPR Call This Month And The End Result Is Still "We're Waiting To See What Other Companies Do"

Resources

AdOps subreddit and Slack: https://www.reddit.com/r/adops/

Prebid: http://prebid.org/

Google: https://developers.google.com/doubleclick-gpt/reference

IAB: https://www.iab.com/

Digiday: https://digiday.com/

AdExchanger: https://adexchanger.com/

Ad Week: https://www.adweek.com/

Happens In Ad Ops: http://happensinadops.com/

Google Publisher U: https://publisheruniversity.withgoogle.com

Final Thoughts

Questions?

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