

Optimus Best Practices

Best Practices:

1. Rejection Reason Best Practices -

- a. Use manual optimization rejection reason on CMP only if you do not find a legitimate reason among the others that are listed. Around 1% rejections had incorrect options chosen when we did a deep dive. So please take extra caution in choosing the right one.
- b. Use the text box along with "manual optimization" option to list the exact reason behind the rejection. We currently have 38% of rejections with incomplete information in the text box.

2. Use Campaign Level Eligibility Flag to turn off Optimus Recommendations for below scenarios -

- a. If your campaign is going through an A/B test, and you do not need Optimus recommendations – Use Campaign Eligibility flag to turn off recommendations
- b. If you are running campaign is pitched for an upsell and you are awaiting approval and do not need Optimus Recommendations - Use Campaign Eligibility flag to turn off recommendations
- c. If it's a multi-vendor campaign that you do not need recommendations for
- d. If there is specific instruction to optimise a campaign on any other metric that is not provided by Optimus
- e. If there is a plan to move budget from the [T.com](#) campaign to off platforms
- f. If media plan is revised – Turn it off until the changes are implemented
- g. If new team members are onboarded and you want them to do manual optimization as a start

3. Use Line Level Eligibility Flag to turn off Optimus Recommendations for below scenarios -

- a. If you are running an ad group that is pitched for an upsell and you are awaiting approval and do not need Optimus to add or remove budget from that ad group - Use Line level Eligibility flag to turn off recommendations for that specific ad group
- b. If the version has a different objective and doesn't have to be optimised based on RoAS use line level eligibility to remove all the ad groups from that version as today we do not have version level eligibility. We are expecting this to change as we think about OBB for O&O
- c. If only a line is part of any A/B test

4. Training & Awareness –

- a. If you want to know about the working of any of the feature or why Optimus has made a recommendation even after the explainability feature, feel free to reach out to [@Kirthika.R](#) or [@Komal.Shinde](#). Alternatively you can also refer the below confluence page which has curated a knowledge hub

<https://confluence.target.com/display/Optimus/Optimus>

- a. If there are requests from AMs on any recommendations please refer to the explainability feature or reach out to us for the same

5. A/B Tests –

- a. Always ensure the settings between A vs B lines is equal at all times. Which settings/ features needs to be the same will be communicated to the T&O spoc prior to the A/B test. Any deviations disqualifies the lines from being considered in the results measurement due to the nature of the methodology behind it.
- b. If for any reason the pacing/delivery settings or other changes needs to be made please notify on the shared sheet and let the A/B test product spoc know.
- c. Please take extra caution to ensure the sync was successful once the change is made in the campaign/line