

# Optimus Recommendation Rejection Reasons

When you receive an Optimus Recommendation for your campaign, you review the recommendation and take a decision to Approve Changes or Reject Changes.

Rejecting the recommendation requires you to select the correct rejection reason.[Refer to Rejection Reasons Table Below]

Choosing correct Rejection Reasons helps product team to improve the Optimus model.

CEREBRO

AudienceCampaignsInventory

Campaigns > Package Details

BOOKS\_MothersDay\_AprMay\_2024

Status: Delivering | Package ID: PKG-022278 | Media Analyst: Anuttara Misra | Account Manager: Kennedy Williams

Campaign Summary

Media Plan

Optimizations

Target.comBullseyePinterest

Campaign Optimizations Found.

Please review recommended updates to correct under-delivering ad groups.

Approve Changes

Reject Changes

Planned

Target.com Impressions

5,341,240

Recommended

Target.com Impressions

5,053,499-287,741 (-5.4%)

Ad Group Description

Target Product Detail Page - Web

Dates: 04/18/2024-05/12/2024

CMP Ad Group ID: ADG-1188534

GAM Line Item ID: 6532435437

Target Homepage - Web



## Reject Changes? This Action Cannot be Undone. ×

This campaign has been identified as 'At-Risk' and optimizations have been provided to help address these risks. Once rejected, you will not be able to view or apply the recommended optimizations unless updated optimizations become available.

### Reason for Rejection:

- Select Reject Reason -

Incorrect Suggestion - Something like mismatch in budget reallocation

Reallocation to Ended Version - Budget added to ended version

Manually Optimized - Mostly weekending flights, where traders want to take specific action(s)

Cancel

Yes, Reject Changes

### Rejection Reasons

Sr No	Rejection Reasons	Descriptions	Detailed Cause
1	A/B Testing	Specific defined flights, trying to achieve certain goal. (Test Campaigns)	
2	Additional /Revised Budget	Change in Media Plan post launch (mid flight)	
3	Campaigns ending in less than 7 days	Campaigns ending in less than 7 days	
4	Higher Budget Movement	Higher Budget reallocated to other line	Optimus benchmarks historical data, but Traders hesitant to reallocate large amounts of budget/impressions
5	Incorrect Suggestion	Something like mismatch in budget reallocation	<p>For example, higher budget being moved from the line and less budget assigned and vice versa.</p> <p>Frequency should be low (not often).</p> <p>Traders make decision to take action on campaign outside of optimization recommendation in scenarios where...</p> <p>Client directly requested budget changes or adjustments to media plan/strategy – which renders Optimus recommendation not current/relevant</p>
6	Low pacing on the recommended high performance line	Low pacing on the recommended high performance line	
7	Manually Optimized[Updated with Text Box]	Traders decide to take action (s) manually and provide the correct reason in the textbox	<p>Based on the performance and remaining duration of the flight the action was taken manually by the traders.</p> <p>A textbox is now available to provide a clear explanation when selecting this reason. Traders should ensure that manual optimization and text box is chosen only under the condition that no other reject reason is eligible</p>
8	National Campaign	IO/National campaign type	IO based/National campaigns should NOT be included (i.e. not eligible for optimization due to restrictions)

9	Newly launched Flight	Too early for reallocating budget, wait for more performance data.	
10	No Inventory	Budget being reallocated to a line with no or very low inventory, after trader have tried to expand the targeting for lines reported as crunch	<p>In certain scenarios, for example, the total inventory available is less than total remaining goal due to inventory crunch, then Optimus will report "inventory crunch" for certain lines based on performance.</p> <p>This recommendation serves as a guide to Trader to open up inventory on those lines where crunch is reported. However, if it is not possible to open the required inventory on those lines reported by Optimus, then Trader can reject the recommendation with "No Inventory" reason. The Trader will still have to open inventory because it is also impossible to optimize it manually with the same budget and impressions constraints. But if the required inventory is opened, then Trader can accept the recommendation.</p>
11	No Suggestion	Empty file	<p>In these cases, trading partners receive an empty file when downloading optimizations available. Possible reason could be tech glitch.</p> <p>Frequency should be very low (0.1% campaigns). Should be reported to Optimus product team for root cause.</p>
12	Reallocation to Ended Version	Budget added to ended version	This can happen when there many flights which have multiple versions for each one of them. Based on the performance, even if the version was ended, if Optimus saw that it was working well, the budget was transferred to the line.
13	Recommendation is less than \$10	Recommendation is less than \$10, will not bring valuable impact of optimisation	
14	Specific Brand Approval	<p>Brands have defined KPI which needs to be fulfilled</p> <p>Client requests specific limitations with how inventory can be managed across line items - not eligible for optimization.</p>	<p>Client request for Media Plan change a lot of times, based on the goal they have in mind. So at this moment Optimus recommendation will not be as much as fruitful as it could have been until the updated MP</p> <p>This generally occurs when the recommendations are received prior to changes being implemented in CMP.</p> <p>For example, there's an outstanding change (or adjustment) to the Media Plan which the Trading team is aware of – but has not been implemented yet – so Optimus is sending recommendations pre-change.</p>
15	Version has different objective	Version has different objective	
16 [New]	Error in 2 or less versions where campaigns contains 5 or more versions	Entire recommendation was rejected due to error in 2 or less versions where campaigns contains 5 or more versions	Use this reason strictly only when you are rejecting recommendation for a campaign having 5 or more versions, and the error is present in 2 or fewer versions.
Depreciated	Other	Exceptional scenarios not included in reject reasons list	Need to be reported to Product Team. (Text Box not available)