Below are standardized responses intended to be used as suggestions. Please feel free to personalize all publisher communication.

# Updated report

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Hi CONTACTNAME,

Thanks so much for reaching out!

In an effort to both reduce and streamline Publisher emails from Centro, we now only provide reporting updates when line items are pacing outside of the ideal range of 100% - 130%. In the event that a campaign needs attention, we will reach out with a cumulative delivery report. All campaigns are being very closely monitored by Centro and we will reach out as soon as possible if a problem should arise. For monthly billing needs, please continue to utilize the Monthly Delivery Report.

In other words, no news is good news!

Thanks again for checking in, and have a great day!

# Billing report

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Hi CONTACTNAME,

Thanks for reaching out!

Campaign Operations is unable to provide anything but cumulative delivery reporting. For monthly billing purposes, our Accounts Payable team has set up the Monthly Delivery Report program. The MDR is sent on a monthly basis to registered publishers and highlights billable activity.

In order to register for the MDR program, please complete the attached documents and return them to AP@centro.net. If you are already registered, please contact AP@centro.net to alert them of any new campaigns for which you need reporting. The AP@centro.net address may also be used for any other questions you may have as they relate to billing.

Thanks again for reaching out, and have a great day!

Discrepancy

Assess the situation and if the explanation between the brackets is necessary, include it. If not, remove it.

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Hi CONTACTNAME,

Thanks so much for reaching out about this! I’m sorry to hear you’re seeing a discrepancy. Please provide an exact copy and paste of how the tag appears in your server, a report including a daily breakdown of delivery and a test page. From there, our Campaign Manager can help you troubleshoot the issue.

If the site comes back wanting more information regarding the discrepancy, include the following:

[Centro actually doesn't have an ad server - we use the 3rd party ad server of the particular agency’s choice for each campaign. We ultimately work with all 3rd party ad servers (Dart, Atlas, Pointroll, Mediamind, etc). These ad servers are all non-partisan and IAB certified. This particular campaign is utilizing Dart.]

[The IAB standard for 3rd party discrepancies is around 15%. So any discrepancies over 20% are cause for concern. Discrepancies occur because 3rd party ad servers will recognize an impression once the tag has completely loaded - while a publisher’s ad server tends to credit an impression once the page has loaded. Having said that, 3rd party ad server reporting will most likely be more accurate and lower than a publisher ad server.

Are you only seeing discrepancies with Dart campaigns? Or are you also seeing discrepancies with other 3rd party ad servers that Centro works with like Atlas or MediaMind? Do you schedule any cache busting on your end? Many times the way a tag is implemented directly affects the amount of discrepancy.]

Thanks again for reaching out, and have a great day!

# Final report

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Hi CONTACTNAME,

Thanks so much for reaching out! We are currently waiting for client approval for the final results. We will send the final report over to you as soon as we get the green light. I apologize for the inconvenience.

Thanks again for reaching out, and have a great day!

# Log-in Request

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Hi CONTACTNAME,

I hope all is well! Unfortunately, due to the way our campaigns are set up, we’re not able to provide a login for reporting. I am updating this campaign on a weekly basis and will reach out if anything looks amiss (pacing too fast or too slow). Our overall goal is the same- to make sure this campaign is successful, so rest assured, I’m keeping an eye on it.

Thanks again for reaching out, and have a great day!