Pacing Curves - On Schedule Indicator (OSI)

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Overview

On Schedule Indicator (OSI) is a metric for measuring how the placement is delivering in relation to its Pacing Curve. In short, a pacing curve defines how much of the budget a placement is permitted to deliver at any given point in time. This means the On Schedule Indicator measures how far away the current delivery is from the amount of budget the placement should have spent at the time it is measured.

Not only is OSI a useful metric for users to track delivery, but is also a default factor used in ad prioritization.

(i) OSI's impact on ad prioritization can be customized with a custom prioritization algorithm. If this sounds important to your business, please reach out to your Account Team

100% OSI indicates that the placement has delivered as much budget as it is allowed to deliver as of when it was calculated. Because ad selection is a real-time process, a 100% OSI can not inform future Placement performance; Final Forecast Delivery Rate is a much better indicator of future performance.

(i) Because of the shape of the "Fast As" pacing curve, when Pacing is set to "Fast As", OSI = percent delivered.
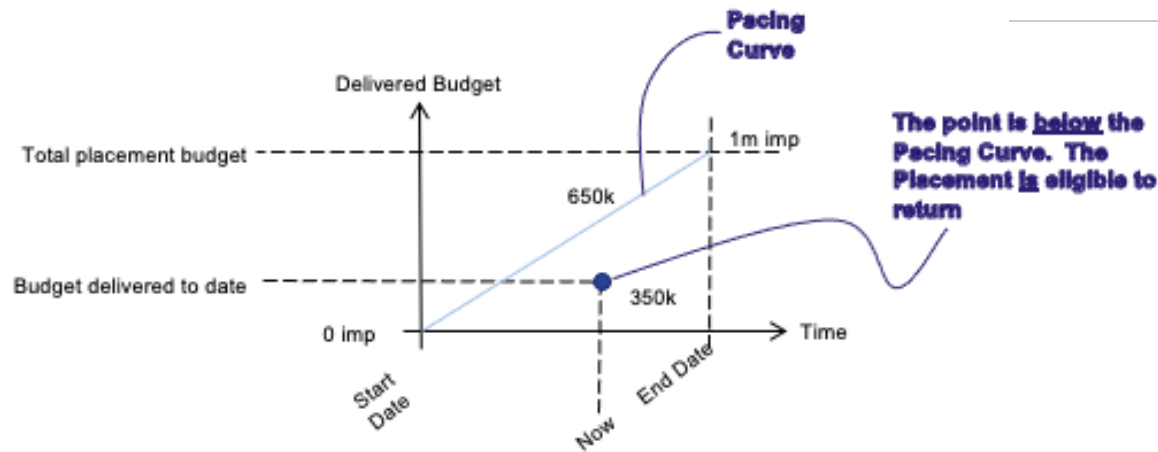
Calculations

On Schedule Indicator (OSI)

$$On\ Schedule\ Indicator = \frac{Delivered\ Budget\ to\ Date}{Amount\ of\ Budget\ Booked\ to\ Deliver\ by\ this\ Date}$$
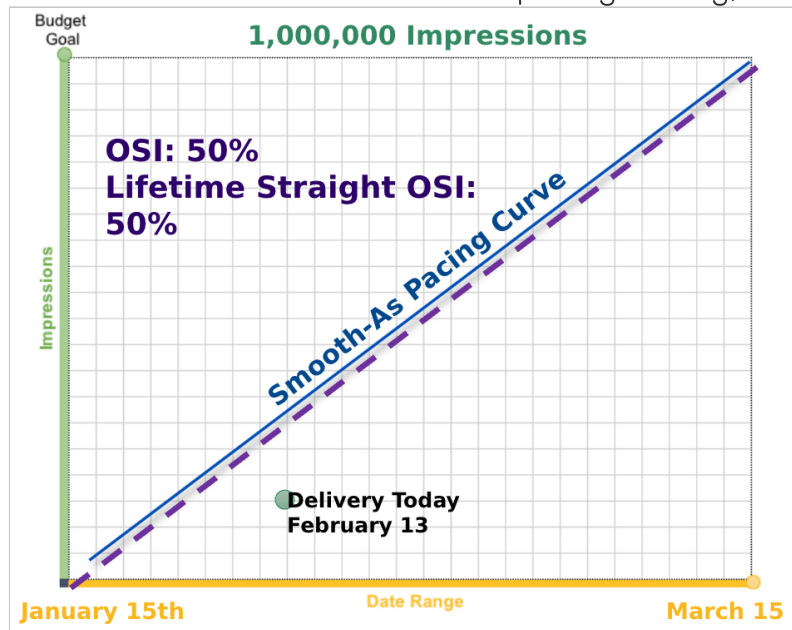
OSI identifies how the delivered impressions at time of measurement compares to the associated point on the pacing curve. In the image below, the OSI is below the pacing curve, therefore, the ad is eligible to deliver.

Pacing Curve

Delivered Budget

Total placement budget

1m imp

650k

The point is below the Pacing Curve. The Placement is eligible to return

Budget delivered to date

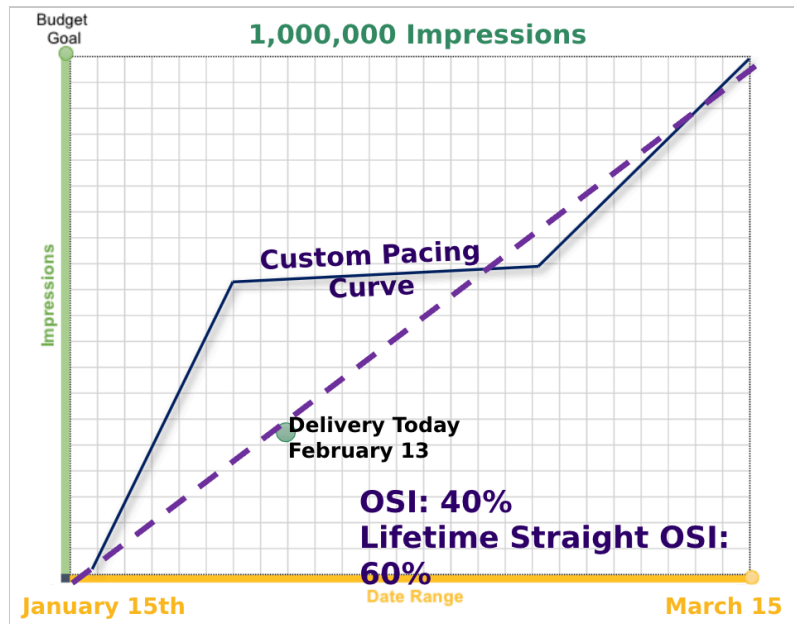350k

0 imp

Time

Start Date

Now

End Date

Lifetime Straight OSI

The Lifetime Straight OSI metric assesses the OSI when the pacing curve maintains an even pace. Lifetime Straight OSI aligns with the OSI calculated under the **'Smooth As'** pacing setting, as depicted below:

Budget Goal

1,000,000 Impressions

Impressions

OSI: 50%
Lifetime Straight OSI: 50%

Smooth-As Pacing Curve

Delivery Today
February 13

January 15th

Date Range

March 15

Compared to **'Fast As'** or **'Custom Pacing',** Lifetime Straight OSI provides insight into the potential parameters if the pacing curve were set to **'Smooth As'.**

Over 100% On Schedule Indicator (OSI)

Streaming Hub permits Placements to reach 110% OSI before being removed from contention to help prevent under delivery. However, under certain conditions a placement may be expected to pace above 110% OSI. This can be a result of factors like excess inventory settings or extremely large delivered inventory in a very constrained timeframe.

"Over-100% OSI" might appear very high during the beginning of its flight when delivering 50 impressions above the "goal" of 10 will look like 500%. This is caused by the nature of a fraction when the denominator is very small. Again, if a placement has delivered 5 impressions when the maximum number of delivered impressions is 2, the OSI = 250%, but is not cause for alarm.

Overdelivery Impacts on OSI

When the Over Delivery mechanism is used alongside an impression goal, it increases the number of impressions served before reaching 100% OSI (Over-Service Index). This means OSI paces against the budgeted impressions as increased by the Overdelivery %.

For instance, if a Placement has a 1,000-impression budget and a 5% Over Delivery, it would ideally serve 105 impressions per day for a ten-day campaign, affecting both OSI and Lifetime OSI in reporting.

The OSI that takes into account custom pacing and blackout days is "Lifetime OSI." Lifetime OSI only considers the days when the Placement was supposed to serve impressions, excluding blackout days. The ad server essentially pauses delivery during blackout periods and calculates OSI based on the budgeted impressions (including the Overdelivery) but only for the eligible days, excluding blackout days.

Types of OSI Calculation

In-UI OSI

The OSI shown in the UI will be displayed with a time-stamp of when the OSI was calculated. All OSIs in the UI are refreshed nightly. You can pull a real-time OSI by running a real-time Transactional Forecast.

Ad-Server OSI

As OSI is part of the ad scoring mechanism, real-time OSI is a requirement of ad serving. To this end, the ad server will recalculate the OSI for competing ads at time of ad request.

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