

FREEWHEEL | ACADEMY

Campaign Trafficking

Configuring Campaign Specifications & New Features

Duration: 3 hours

User Roles: Campaign Trafficker | Media Planner

WHAT IS CAMPAIGN TRAFFICKING?



BurgerTime Burgers Campaign

- 2,200,000 Impression Goal | \$23 CPM
- Content Targeting:
 - Mobile App | Sports Genre
- Flight Dates and Pacing Criteria:
 - Jan – March – Smooth Pacing
- Frequency Cap of 2 / 25 minutes

Campaign Trafficking refers to the process of setting up and managing all of the campaign specifications on the Ad Server to assure campaign goals are met.

Campaign specifications include content targeting, flight dates, impression goals, frequency caps and more...

Campaign Trafficking is about:

1. Checking and configuring campaign specifications within MRM
2. Updating specifications based on new requirements and modified goals
3. Uploading and assigning creative assets to the campaign
4. Setting the campaign live and monitoring performance
5. Making adjustments to assure full delivery of campaign goals

WHAT TO EXPECT FROM OUR CLASS TODAY

Activity	
	Explanation: Discuss a concept or workflow
	Demonstration: Watch workflow steps in MRM
	Try it on your own: Accomplish a specific task
	Summary Knowledge Check: Questions, summary and review

 **Tips and Advice**
Context, definitions, and
our guidance on best
practice.

AGENDA

TABLE OF CONTENTS

- | | | | |
|----------|---|----------|--|
| 1 | Summarize the direct sale digital campaign lifecycle [10 min] | 5 | Configuring Insertion Order properties [30 min] |
| 2 | Define the building blocks of an MRM Campaign [10 min] | 6 | Configuring placement specifications [80 min] |
| 3 | Create a new campaign in MRM [20 min] | 7 | Assigning creative to ad units and set active [10 min] |
| 4 | Review campaign properties in MRM [10 min] | 8 | Set Campaign to Active[10 min] |

Dashboard and New Search Functionality



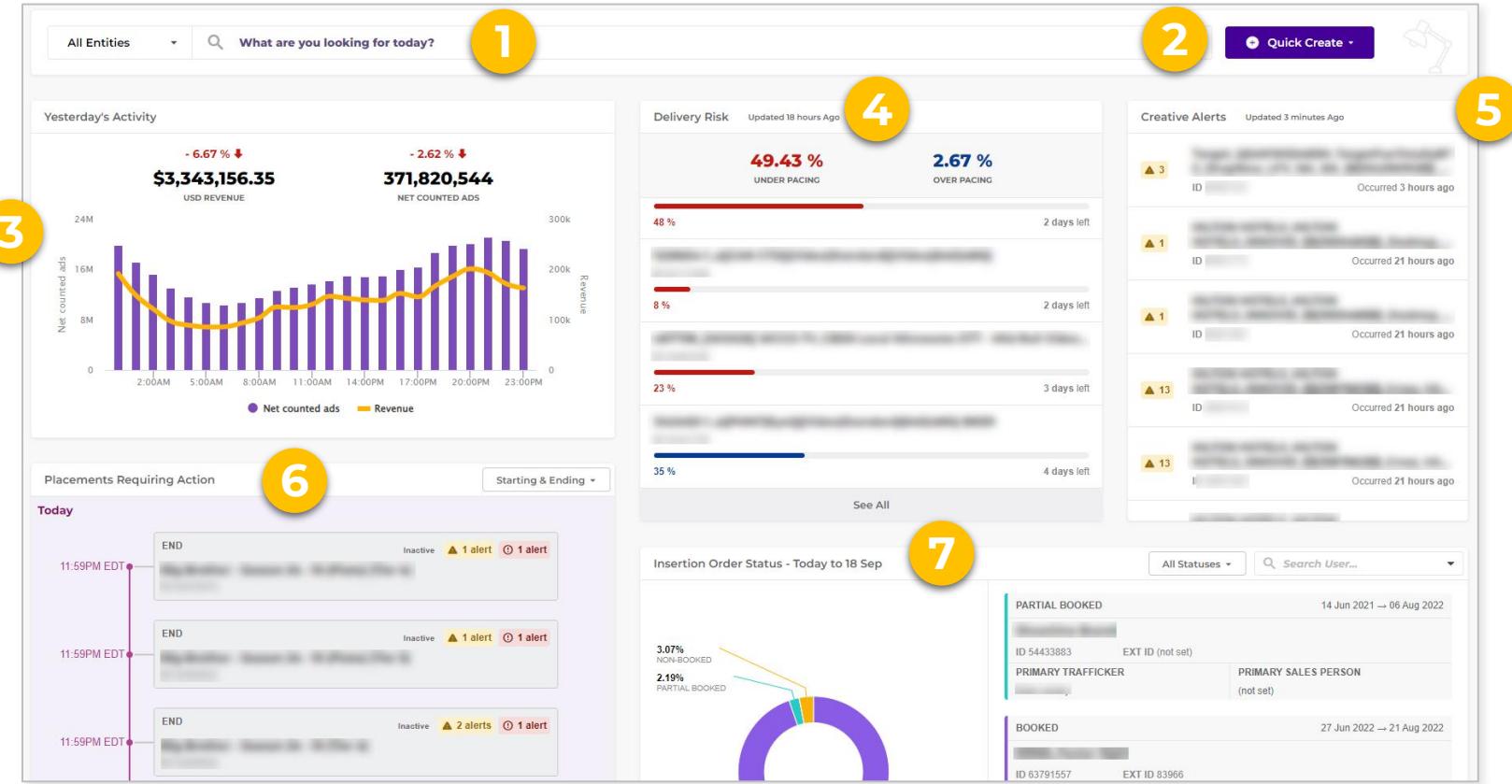
**Introduction to the Network Dashboard
and Advertising Module Dashboard**

**Advanced Search Functionality in the
Advertising Module**

**Demonstration of the Advertising Module
Dashboard and Search Functionality**

THE ADVERTISING MODULE DASHBOARD

- The Advertising Module Dashboard
- 1 Quick Search
 - 2 Quick Create
 - 3 Yesterdays Activity
 - 4 Delivery Risk
 - 5 Creative Alerts
 - 6 Placements Requiring Action
 - 7 Insertion Order Status



Description

The Advertising Dashboard aims to highlight areas of attention such as placements that are over or under-delivering, identify creatives with errors that require re-transcoding, yesterday's revenue and change from the previous day, and search across all entities (campaigns, insertion orders, placements, etc.).

ADVANCED SEARCH

The screenshot shows the FreeWheel Advertising Module interface with the following elements:

- Header:** "All Entities" dropdown, search bar ("Search the Advertising Module"), "Close Search" button, and a lamp icon.
- Campaigns Tab:** Subtitle "Create and manage all of your varying types of campaigns.", icons for lock, filter, and search, and a "Search Campaigns" input field.
- Actions:** A dropdown menu.
- Search Overlay:** "Search Advertising Module" input field, "FILTERS" section with dropdowns for Status, Campaign Name, Campaign ID, Internal ID, Advertiser ID, Advertiser Name, Agency ID, Agency Name, Start Time, and End Time, and buttons for "Clear All", "Cancel", and "Apply".
- Information Cards:**
 - Lock button:** Describes the lock icon as being for campaign, IO, and placement tabs, and saving filter configurations.
 - Filters:** Describes filters as more focused and granular results, varying by tab (Campaigns, IOs, Placements).
 - (Tab) Search:** Describes search within the tab, with results displayed below for that tab (Campaign, IO, Placement).
 - Module Search:** Describes search across the entire Advertising Module, resulting in any or all of Campaigns, IOs, Placements, Creative, Advertiser, and Agency.



5 minutes

DEMONSTRATION:

Advertising Module Dashboard and Advanced Search

Review the following tasks:

- Navigate the Advertising Module
- Review the Advertising Dashboard
 - Current Month Net Counted Ads vs Revenue
 - Open Tickets for the Network
 - How is Revenue Distributed?
 - Search for a Campaign

Summarize the Direct Sales Digital Campaign Lifecycle



Review a typical digital advertising campaign scenario



Review Insertion Order examples



Understand how you will receive campaign specifications

INSERTION ORDERS COME IN MANY SHAPES AND SIZES

EMPIRE		COVERGIRL		EMPIRE DIGITAL SPONSORSHIP PLAN									
FLIGHT PERIOD:	3/1/16-5/31/16												
Branded's First Screen Study													
Section			Flight Dates		Size	Impressions	CPM	Total Cost					
ROS Pre-Roll and Mid-Roll Video			3/28/16-4/18/16		:15/:30	1,923,077	\$ 39.00	\$ 75,000.00					
Network ROS Pre-Roll Video			3/28/16-4/18/16		:15/:30	641,026	\$ 39.00	\$ 25,000.00					
Added Value Video Impressions			3/28/16-4/18/16		:15/:30	200,000	\$ -	\$ -					
Total						2,564,103	\$ 39.00	\$ 100,000.00					
Notes:													
*Guaranteed on viewable (60%), A18-49 (OCR) impressions													
* Added value video imps in place of brand lift study													
	3/30/16	5/31/16	Empire Homepage Takeover #1 - TBD		Carousel Unit	1280x720 (or 1x1)	130,000	\$15.38	\$2,000				
	3/30/16	5/31/16	Empire Homepage Takeover #2- TBD		Medium Rectangle	300x250 (or 1x1)	130,000	\$15.38	\$2,000				
					Carousel Unit	1280x720 (or 1x1)							
Branded Media													
	3/30/2016	5/31/16	how Site Targeted Med Rec		Med Rec	300x250	1,000,000	\$10.00	\$10,000				
	3/30/2016	5/31/16	Rotational Med Rec		Med Rec	300x250	833,333	\$12.00	\$10,000				
	3/30/2016	5/31/16	Short Form Video Clip Pre-Roll		:15 max video	1x1	375,000	\$28.00	\$10,500				
	3/30/2016	5/31/16	Short Form Video Clip Pre-Roll		:15 max video	1x1	375,000	\$28.00	\$10,500				
GRAND TOTAL						Impressions / CPM	#DIV/0!	#DIV/0!	\$350,000				
						Engagements / CPE	339,286	\$0.44					
NOTES:													

HOW WILL CAMPAIGN TRAFFICKERS RECEIVE THE CAMPAIGN TERMS AND SPECIFICATIONS?

Third Party Order Management System

WideOrbit, Invision
Operative.One, SFDC
et. al.

CAMPAIGNS & IOS

Search ID or Name...	Filter & Advanced Search
<input type="checkbox"/> Campaign ID	<input type="checkbox"/> Campaign
<input type="checkbox"/> 49906549	342123_Blue Buffalo_Q1_2022 (CTV)
<input type="checkbox"/> 49906291	487829_Dell_Promo Sweekstakes_Q1-Q2_2022 (App)
<input type="checkbox"/> 49906108	Universal Parks Winter_Q4_2021 (OTT)



[Back to Campaign List](#)

BURGERTIME BURGERS Q4

Campaign ID	External ID	Type	Flight Dates
53395308	891245	Campaign	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST

DESCRIPTION

Options ▾ Audit Check ▾

INSERTION ORDERS AND PLACEMENTS

1 Insertion Order • 1 Placements

✓ Placements Loaded

Stage	Name	External ID	Schedule	Delivery	Budget	Brand	Primary Trafficker	Primary Sales Person	Assignments
Proposal	Burger Time Burgers Q4 ID 53395309	891245	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	--	--	BurgerTime Burgers Cooking Supplies	Timothy Morel	John Doe	1 User

Unique Identifier from
3rd Party System



HOW WILL CAMPAIGN TRAFFICKERS RECEIVE THE CAMPAIGN TERMS AND SPECIFICATIONS?

Manually Create in FreeWheel

Receive the Campaign specifications and manually input all details into MRM

The screenshot shows the FreeWheel MRM interface for creating a new campaign. The top navigation bar includes 'Back to Campaign List' and the campaign name 'BURGERTIME BURGERS Q4'. Key details listed are Campaign ID: 53395308, External ID: 891245, Type: Campaign, and Flight Dates: 09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST. On the right, there's a sidebar with campaign metadata: Brand: Burgertime Burgers (ID 988820), Assignee: BVI ADMIN, Agency: TMA Agency (ID 107879), and Delivery: --. Below the main header, there's a 'DESCRIPTION' section with 'Options' and 'Audit Check' buttons. The main content area is titled 'INSERTION ORDERS AND PLACEMENTS' and displays a message '1 Insertion Order • 1 Placements' with a green button '✓ Placements Loaded'. A search bar 'Search your Insertion Orders' is present, along with buttons for 'Update Stage', 'Options', and '+ Add New Insertion Order'. The bottom part of the screen shows a table with columns: Stage, Name, External ID, Schedule, Delivery, Budget, Brand, Primary Trafficker, Primary Sales Person, and Assignments. One row is visible for 'Burger Time Burgers Q4' (Proposal stage, ID 53395309), with details: External ID 891245, Schedule 09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST, Delivery --, Budget --, Brand BurgerTime Burgers Cooking Supplies, Primary Trafficker Timothy Morel, Primary Sales Person John Doe, and Assignments 1 User.

Stage	Name	External ID	Schedule	Delivery	Budget	Brand	Primary Trafficker	Primary Sales Person	Assignments
Proposal	Burger Time Burgers Q4 ID 53395309	891245	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	--	--	BurgerTime Burgers Cooking Supplies	Timothy Morel	John Doe	1 User

OUR SCENARIO FOR TODAY

Scenario Details:

ABC Media Network:	ABC Media will purchase inventory from MRM Sellers, Non-MRM Inventory, and package it along other content to sell locally to advertisers at a premium.
Your role:	A Campaign Trafficker assigned to support any new campaigns for a specific advertiser.
The Challenge:	Set a new campaign live in FreeWheel.

ABC MEDIA		ABC Media		SOLD
Customer Information		Opp ID # 891245		Campaign ID # 50899
Advertiser: BurgerTime Burgers	Brand: BurgerTime Burgers Cooking Supplies	Campaign Name: BurgerTime Burgers Q1 2023 Campaign		
Primary Contact: Jane Smith (Agency Contact)		Agency: TMA (NY)	Agency ID#: 12345	
Account Manager				
Primary Sales Person: John Doe	Primary Trafficker: [YOUR NAME]		Invoice Terms: Monthly - 3rd-Party	
Insertion Order Notes:				
Name: BurgerTime Burgers Q1 2023 Campaign	Priority: Guaranteed	Exclusivity (All Placements): None	Frequency Caps: 2 Impressions per Wall Clock Time of 25 Minutes	
Video Location: VG: Genre: Sports		Scope of Exclusivity: None	Placement Type: [X] Normal [] Makegood [] Promo	
Insertion Order Details				
Placement Name	Site Location	Media Placement	Flight Dates	Cost Method
FreeWheel TV: TVE: Roku Jan 1-March 31 1 Mil Imps	Programmer: FreeWheel TV: Platform: TVE: Roku	VIDEO: ANYTIME_PREROLL, ANYTIME_MIDROLL	1/1/2023 3/31/2023	CPM 23
FreeWheel TV Jan 1 -March 31 1.2 Mil Imps	Programmer: FreeWheel TV: Platform: Desktop	VIDEO: ANYTIME_PREROLL, ANYTIME_MIDROLL DISPLAY: 300 x 250 Display	1/1/2023 3/31/2023	CPM 19
			1/1/2023 3/31/2023	Excluded from Budget -
				2,200,000 \$ 45,800.00

This training will not cover Marketplace and MRM Bidder functionality. Not all functionality in the Advertising Module will be covered in this training.

Define the Building Blocks of an MRM Campaign

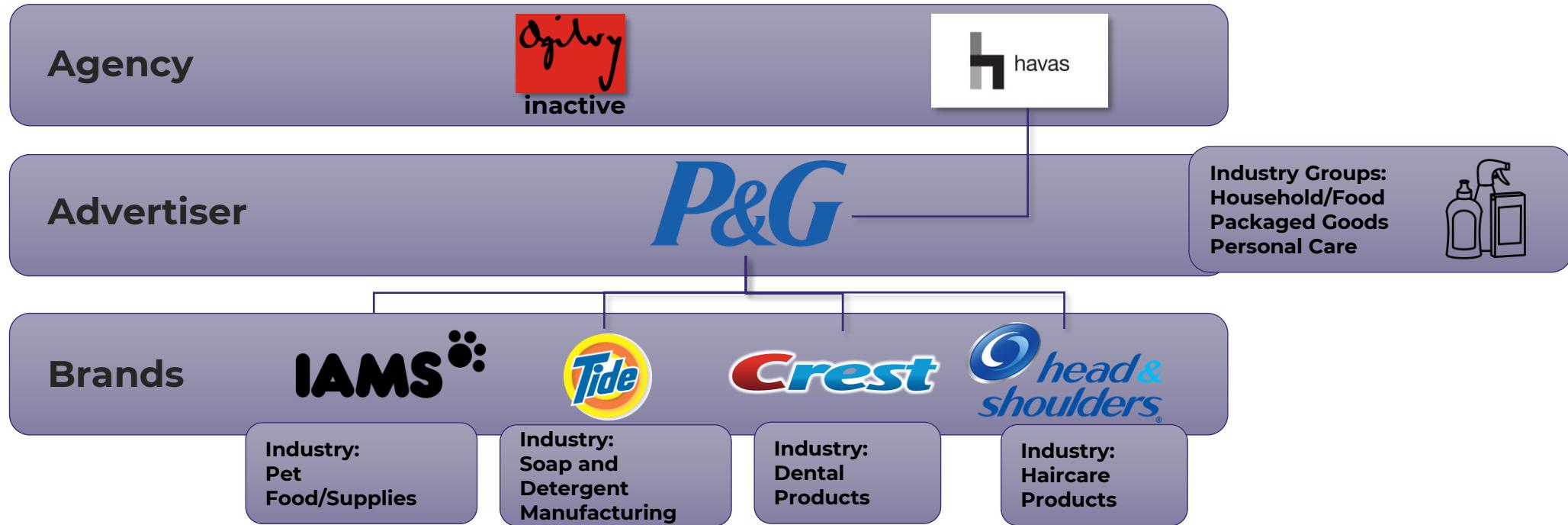


**Understand the relationships between
advertisers, agencies and brands**



Review the MRM Campaign Hierarchy

ADVERTISERS, AGENCY, AND BRAND



Industry assignments for Advertisers and Brands are crucial not only for reporting purposes but also to assure the ad server respects delivery and forecasting with:

- 1. Network Rules:** For example- Restrictions placed on video and site content
- 2. Campaign Rules:** For example- Requests for industry competitive separation

CAMPAIGN COMPONENTS AND ORGANIZATION

THE HIERARCHY IS ESSENTIAL FOR REPORTING AND CAMPAIGN MANAGEMENT

CAMPAIN. Holds the entire series of advertisements and billable sales within a single idea or theme.

Universal Pictures | The 355 Promo Campaign

INSERTION ORDER. A way to bundle and organize sales line items that are sold and booked.

The 355 Promo Campaign | 2023 Q4 | September 1 – December 31

PLACEMENTS. A collection of Ad Units that share sales specifications like flight dates & targeting.

September 1 – December 31 | CPM |
FW TV: SciFi & Fantasy or Supernatural
Thrillers
FW TV: Mobile | 1,200,000 Imp

September 1 – December 31 | CPM |
FW TV: SciFi & Fantasy or Supernatural
Thrillers
FW TV: Desktop | 1,000,000 Imp

AD UNITS. A slot or opportunity where an ad can be served.

Pre-Roll 30 Sec

Mid-Roll 30 Sec

Pre-Roll 30 Sec

Mid-Roll 30 Sec

300x250 Med Rec

CREATIVE. The video or image asset which includes renditions for various players.

UNI_355_30s_Q42023

UNI_355_30s_Q42023

UNI__300x250_Q4



5 Minutes

KNOWLEDGE CHECK:

Campaign Components

Task	Question	Answer
Campaign Lifecycle	<ul style="list-style-type: none">At what point would a Campaign Trafficker receive campaign specifications?How would they receive them? How do you receive them in your office?	<ul style="list-style-type: none">After the IO is signed by the Agency or AdvertiserNormally a 3rd Party Order Management system will push most of the specifications to MRM automatically
Advertiser Hierarchy	<ul style="list-style-type: none">What are some ways that assigning an industry to an advertiser will affect ad delivery?	<ul style="list-style-type: none">Network Rules which restrict industries from airing on certain content. And Campaign Rules which exclude ads from airing together
Campaign Components	<ul style="list-style-type: none">What is a Campaign in MRM?What would be a reason to create more than one Insertion Order under a Campaign?Why do you need to create Placements under the Insertion Order?	<ul style="list-style-type: none">A Campaign holds the entire collection of IOs and placements around a single theme or ideaAnother direct sale deal may come through which belongs to the same themePlacements give you granular control over Ad Units that share the same specifications like schedule and impression goals



5 minutes

DEMONSTRATION:

View a completed Campaign in MRM

Review the following tasks:

- Show the new search functionality
- Navigate through the Advertiser and Campaign sections of MRM
- View a completed Campaign pointing out the Campaign Structure:
 - Campaign
 - Insertion Order
 - Placement
 - Ad Unit
 - Creative

Create a new Campaign



Review an outline of common and required tasks to create a campaign



Get acquainted with navigation in the advertising module



Create a new campaign in MRM

CAMPAIGN TRAFFICKING IN MRM

AN OUTLINE OF COMMON AND REQUIRED TASKS AND PROCEDURES

Campaign	Insertion Order	Trafficking	Ad Units & Creative	Targeting
		<input type="checkbox"/> Check External ID & Placement Naming		<input type="checkbox"/> Set Marketplace Supply Targeting
		<input type="checkbox"/> Add or confirm the Ad Products (Ad Units) and set linking if necessary		<input type="checkbox"/> Set Daypart, Platform, ISP and/or Custom Targeting
		<input type="checkbox"/> Set Content Targeting (Standard Attributes, Inventory Packages, or Content Items)	<input type="checkbox"/> Add new creative assets to the library	<input type="checkbox"/> Set Audience, Content Owner, Inbound MRM Rule Targeting, and Relationship
		<input type="checkbox"/> Flighting: Set flight dates and time zone		
		<input type="checkbox"/> Set Placement Type: Normal, Makegood, or Promo (Impacts Ad-Decisioning)		
		<input type="checkbox"/> Set Price (CPM or Flat-Rate) (Impacts Ad-Decisioning)		
		<input type="checkbox"/> Set Budget (Impacts Ad-Decisioning)		
		<input type="checkbox"/> Set Delivery (Impacts Ad-Decisioning)		
		<input type="checkbox"/> Set RBP Advanced		
		<input type="checkbox"/> Set Unified Yield (Optional)		
		Trafficking		Targeting
				<input type="checkbox"/> Set Override (Affects Priority)
				<input type="checkbox"/> Exclusivity
				<input type="checkbox"/> Campaign Tags
				<input type="checkbox"/> Industry
				<input type="checkbox"/> Soft Reserve
				<input type="checkbox"/> Arrange creative syncing
				<input type="checkbox"/> Arrange creative scheduling
				<input type="checkbox"/> Set Automated Tracking
		Advanced Settings		
		Metrics & Creatives Tab		

THE CAMPAIGN STRUCTURE IN THE ADVERTISING MODULE

The screenshot illustrates the campaign structure in the FreeWheel Advertising Module. It is organized into three main sections: Campaign Specifications, Insertion Order Specifications, and Placement Specifications.

Campaign Specifications: This section includes the campaign title "BURGERTIME BURGER | SEPT 1-DEC31 | 1 MILLION I...", campaign ID (64401259), type (Campaign), and a description area. It also shows the Advertiser (BurgerTime Burgers), Assignee (Student 05), Agency, and Delivery details, along with a button to "Edit Campaign Information".

Insertion Order Specifications: This section displays the "INSERTION ORDERS AND PLACEMENTS" table. It lists two insertion orders, both of which have two placements. A green banner indicates "Placements Loaded". The table columns include Stage, Name, External ID, Schedule, Delivery, Budget, Brand, Primary Trafficker, Primary Sales Person, and Assignments. One insertion order is marked as "Not Booked".

Placement Specifications: This section shows the "Placements and Ad Units" table. It lists one placement, which is also marked as "Not Booked". The table columns include Status, Name, IO ID, External ID, Ad Product, Flighting, Placement Type, Price, Budget, Delivery, RBP Advanced, and Unified Yield. The placement is associated with the advertiser "BurgerTime Burgers".

Three purple curly braces on the right side group the sections: "Campaign Specifications", "Insertion Order Specifications", and "Placement Specifications".

CONFIGURING ONE WIDGET AT A TIME OR USE THE ENHANCED WORKFLOW

The screenshot illustrates two different workflows for configuring campaign settings:

- Configuring one widget at a time:** This workflow is shown in a modal window titled "Configuring one widget at a time". It contains three fields: "Schedule Start Date" (with validation error "Please select a date."), "Schedule End Date" (with validation error "End Time can't be blank"), and "Time Zone" (set to "(GMT-08:00) America - Los Angeles").
- Enhanced Trafficking Workflow:** This workflow is shown in the main application interface under the "INSERTION ORDERS AND PLACEMENTS" section. It displays a table of insertion orders and placements. A yellow box highlights the "Flighting" column header in the placement table, and a yellow arrow points from this header to the "Flighting" field in the modal window.

Campaign Details: BURGERTIME BURGER | SEPT 1-DEC31 | 1 MILLION I...

DESCRIPTION

INSERTION ORDERS AND PLACEMENTS

2 Insertion Order • 2 Placements

✓ Placements Loaded

Search your Insertion Orders

IO ID is 64401263

Stage	Name	External ID	Schedule	Delivery	Budget
Not Booked	BurgerTime Burger Sept 1-Dec31 1 Million Imps	ID 64401263	--	--	--

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your Placements and Ad Units

Status	Name	IO ID	External ID	Ad Product	Flighting	Placement T
Inactive Not Booked	BurgerTime Burger Sept 1-Dec31 1 Million Imps	64401263	--	No active ad units	--	Normal

Cancel Clear Apply to Selected Apply

Enhanced Trafficking Workflow

IMPROVED TRAFFICKING WORKFLOW

[Back to BurgerTime Burger | Sept 1-Dec31 | 1 Million Imps](#)

Inactive Actions Load From Preset Change Placement

BURGERTIME BURGER | SEPT 1-DEC31 | 1 MILLION I...

Campaign List > BurgerTime Burger > BurgerTime Burger | Sept 1-Dec31 | 1 Million Imps

Edit placement(ID 64401265) of the following Insertion Order

Name	Schedule	Delivery	Budget	Brand
BurgerTime Burger Sept 1-Dec3...	--	--	--	--

Trafficking

- Basic Information**
- Ad Product
- Delivery
- RBP Advanced

Targeting

- Content
- Geographic
- Daypart
- Platform
- ISP
- Audience
- Custom

Advanced Settings

- Override
- Industry
- Advanced Trafficking

Metrics and Creatives

BASIC INFORMATION

* Name: BurgerTime Burger | Sept 1-Dec31 | 1 Million Imps

Description:

External ID:

Schedule Start Date:

Schedule End Date:

[Discard Changes](#) [Back to Top ↑](#) [Back to BurgerTime Burger | Sept...](#) [Save as Placement Preset](#) [Save Placement](#) **Save and Exit**

The screenshot displays the FreeWheel trafficking interface for a specific insertion order. At the top, there's a navigation bar with links to 'Back to BurgerTime Burger' and search/filter options. Below the header, the insertion order details are shown in a table. The main content area is divided into sections: 'BASIC INFORMATION' (containing fields for Name, Description, External ID, Schedule Dates, and a targeting summary) and a 'Trafficking' sidebar. The 'Trafficking' sidebar is expanded and highlighted with a yellow rounded rectangle, listing categories like Basic Information, Ad Product, Delivery, RBP Advanced, Targeting (Content, Geographic, Daypart, Platform, ISP, Audience, Custom), Advanced Settings (Override, Industry, Advanced Trafficking), and Metrics and Creatives. At the bottom, there are buttons for saving changes and exiting.

Log into FreeWheel's Platform

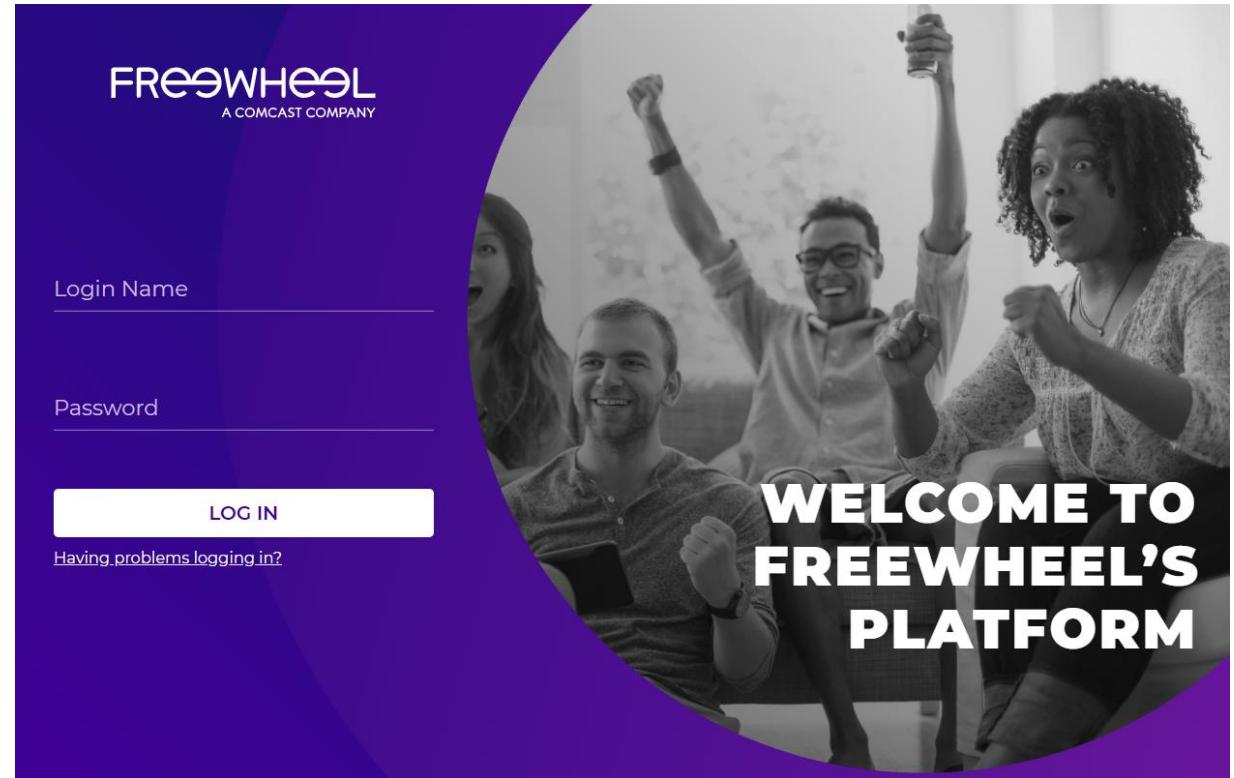
Training Environment

<https://mrm.freewheel.tv>

Credentials:

User ID: ABCMedia01, 02, 03, 04...

Password: Freewheel22





5 minutes

DEMONSTRATION:

Create a New Campaign in MRM

Review the following tasks:

- Before we can configure campaign specifications we need to create a new campaign
- Create a New Campaign Based on the provided insertion order



5 minutes

TRY IT ON YOUR OWN:

Create a New Campaign

New Campaign Information

Base Information

* Campaign Name: BurgerTime Burgers Q4

Description: (This field is empty)

External ID: 891245

Bumper:

* Advertiser Name: (988820)Burgertime Burgers

Advertiser Note: When "Advertiser" is changed, all brands on insertion orders of this campaign will be cleared.

Agency Name: (107879)TMA Agency

1 Navigate to Campaign Section	Browse to the Campaigns section of the Advertising Module
2 Create a New Campaign	Select Add New Campaign
3 Complete New Campaign Fields	<p>Campaign Name: Burgertime Burgers Q1 2023 <Your Name> Remember to use YOUR NAME in the title of the Campaign. This will help us distinguish your campaign in the training session.</p> <p>External ID: 891245</p> <p>Advertiser: Burgertime Burgers</p> <p>Review the other campaign settings. Once ready select Save and Exit.</p>

Review Campaign Properties

Check External ID and Campaign Name



Set Advertiser and Confirm Industry Assignment



Set Agency and Assign Users



CAMPAIGN SPECIFICATIONS

HOLD THE ENTIRE SERIES OF ADVERTISEMENTS AND BILLABLE SALES WITHIN A SINGLE IDEA OR THEME

- Campaign Properties**
- 1** Check the External ID
- 2** Check naming conventions and add a description
- 3** Check the advertiser and confirm the industry assignment
- 4** Check the agency
- 5** Assign other users
- 6** Delivery (Freq.Cap)
- 7** Privacy Restriction (CCPA user opt-out)

The screenshot shows the 'BURGERTIME BURGERS Q1 2022 CAMPAIGN' page. At the top, there's a back button, a search bar, and tabs for 'Campaign Health' (selected), 'Actions', and 'Audit Check'. Below the tabs, the campaign details are listed: Campaign ID 59073045, External ID 891245, Type Campaign, and Flight Dates --. There's also a large yellow circle with the number '2' above the flight dates. On the right side, there's a sidebar with sections for Advertiser (Burgertime Burgers, ID 1068375), Assignee (BVI ADMIN), Delivery (--), and an 'Edit Campaign Information' button. A yellow circle with '4' is positioned next to the 'Edit Campaign Information' button. A yellow circle with '3' is above the advertiser section. A yellow circle with '5' is above the assignee section. A yellow circle with '6' is above the delivery section.

Description

Outside of MRM, an advertising campaign is a series of advertisements that share a single message or theme; it may span across various publishers and mediums. Within MRM, a Campaign has a similar meaning. The Campaign is the order of the MRM sale structure that houses all billable sales that are all within a single product messaging. Selecting the **Edit Campaign Information** button will display the fields available to edit a Campaign.

Privacy Restriction (CCPA user opt-out) can be used to restrict individual campaign for privacy considerations and stop delivery should you consider the campaigns as "sale of data" under CCPA. Setting the Privacy Restriction at the campaign level will prevent the campaign from delivery when user opt-out under CCPA.



4 minutes

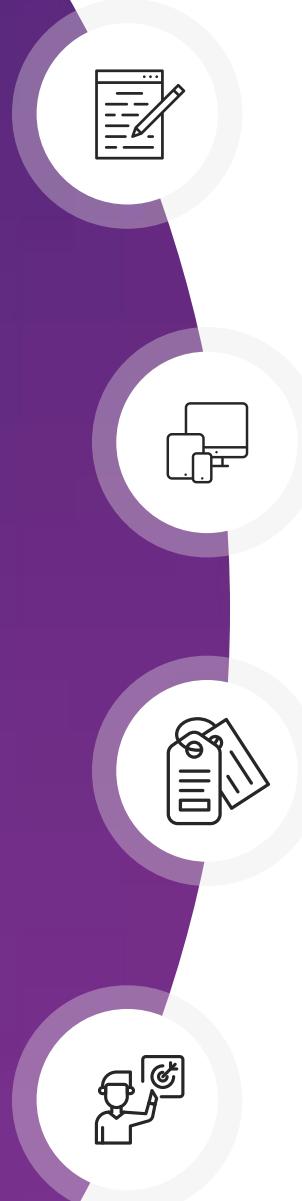
DEMONSTRATION:

Review the Campaign Widgets

Review the following tasks:

- Navigate through the Campaign list and select the campaign that was just created.
- Quickly review each of the widgets associated with the Campaign.
- Point out the Advertiser Industry assignment
- Reload the Insertion Order

Configure Insertion Order Properties



Check External ID and Insertion Order Naming

Set Delivery Options, set Sales Stage (after completing other settings) and set shared budget

Assign a Brand

Assign the Primary Trafficker and the Primary Sales Person

CONFIGURING INSERTION ORDER PROPERTIES

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

INSERTION ORDERS AND PLACEMENTS

1 Insertion Order • 1 Placements

✓ Placements Loaded

Search your Insertion Orders

IO ID is Equals to 59073046

Update Stage

Actions

Add New Insertion Order

Stage	Name	External ID	Schedule	Delivery	Budget	Currency	Brand	Primary Trafficker	Primary Sales Person	Assignments
Not Booked	Burgertime Burgers Q1 2022 Campaign ID 59073046	--	--	--	--	USD	--	Timothy Morel	Tom Jones	1 User

Description

Ad campaigns are generally very broad and contain many individual sales. Insertion Orders are a way to group those sales together. Further, if any of those sales are sharing a budget, they would share the budget at the IO level. For some users, this degree of organization is unnecessary for their current needs. There is no restriction from simply creating one Insertion Order for every one Campaign. Third-Party sales order management systems also push sale order specification in this 1:1 relationship. One Campaign for every one Insertion Order.

For full editing of an Insertion Order, Select the name of the Insertion Order to display and edit all values of the Insertion Order. Stage which is the IO status can be changed with the Update Stage action button. Before an IO can be set as Booked, it must have a valid Schedule, Ad Product, Content Targeting, and Budget. Setting an IO as booked is a necessary step before a placement can be given a Status of Active and serve ads.

NAME THE INSERTION ORDER AND DESCRIPTION

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

INSERTION ORDER INFORMATION

Base Information

ID
53395309

Schedule Start Date

Schedule End Date

* Name
 1

Client P.O. #

Description

IO Name

Name the IO. Used for reporting and searches. Normally the same name as the Campaign.

IO Description (Optional)

Enter a description of the Insertion Order.



ID: FreeWheel Unique Identifier for every Insertion Order. Used for reporting and searches.

Schedule: The IO flight schedule will be added once you configure the schedule widget in the placement.

SET THE EXTERNAL ID

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

External ID **2**

Delivery [+ Add Frequency Caps](#)

Setup

Budget Model

Currency

Brand

Contact Information

Trafficker Name

Sales Person Name

Assignments

External ID

Use this to track unique identifiers from 3rd Party Order Management Systems.

SET GLOBAL DELIVERY

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

The screenshot shows the 'Delivery' section of the Insertion Order Properties page. It includes fields for 'External ID' and 'Delivery'. A prominent button labeled 'Add Frequency Caps' is highlighted with a yellow circle containing the number '3'. Below this, there's a 'Setup' section for 'Budget Model' with dropdowns for 'Currency' (United States), 'Brand' (Please select), and a frequency cap set to '2'. The 'Delivery' section contains four main components: 'Frequency Type' (Impression(s)), 'Unit Type' (Wall Clock Time), 'Duration Type' (Minutes), and 'Identity Layer Type' (Identifier from Request). The 'Frequency Type' dropdown is currently set to 'Impression(s)'. The 'Unit Type' dropdown is set to 'Wall Clock Time'. The 'Duration Type' dropdown is set to 'Minutes'. The 'Identity Layer Type' dropdown is set to 'Identifier from Request'. A 'Remove' button is located at the bottom right of this section.

Delivery

Set the Frequency Cap for all Placements. This is the limitation on how frequently a user can be returned an ad.

For instance, the Ad Server can only return 1 ad of this insertion order every 10 minutes.



You could set the Frequency Cap at the IO level (or even the Campaign Level).

Most times you will be setting the Frequency Cap for each individual placement for granular control.

SET THE SHARED BUDGET MODEL

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

The screenshot shows the 'Insertion Order Properties' section of a software interface. On the left, a vertical sidebar lists steps 1 through 9. Step 4 is highlighted with a purple background. The main area contains several input fields and dropdown menus. The 'Budget Model' dropdown is open, showing options: 'Select...', 'Select...', 'Currency Target', 'Impression Target', and 'Evergreen(No Budget)'. The 'Currency Target' option is highlighted with a blue selection bar and has a large yellow circle with the number '4' centered over it. Other visible sections include 'External ID', 'Delivery' (with a '+ Add Frequency Caps' button), 'Setup', 'Brand' (with a 'Please select' placeholder), 'Contact Information', 'Trafficker Name' (containing 'Timothy Morel'), 'Sales Person Name' (containing 'Tom Jones'), and 'Assignments' (containing '(BVI ADMIN)BVI@UI_QA_97755 x').

Budget

Select the Budget model from the dropdown list. Additional options will be displayed based on the model selected.

A shared budget is a way to split a delivery goal between several placements in a way that does not guarantee any distinct portion of that budget for any single placements.



An advantage of using Shared Budgets is that they can maximize publisher revenue by hedging against under-delivery.

If one Placement is in risk of under-delivering, another Placement sharing the budget can supplement those impressions. This is a good option when Placement-specific budgets are either unknown or restrictive enough to hinder delivery.

SELECT THE CURRENCY

- Insertion Order Properties**
- 1 Name the Insertion Order and Description
 - 2 Check the External ID
 - 3 Set Global Delivery (Frequency Cap)
 - 4 Set the Shared Budget
 - 5 Select Currency
 - 6 Assign a Brand
 - 7 Set the Primary Trafficker
 - 8 Set the Primary Sales Person
 - 9 Set the MRM User

The screenshot shows the 'Insertion Order Properties' section of the MRM interface. On the left, a vertical sidebar lists steps 1 through 9. Step 5, 'Select Currency', is highlighted with a purple background. The main form area has several sections: 'External ID' (empty input field), 'Delivery' (button to 'Add Frequency Caps'), 'Setup' (dropdown menu 'Budget Model' set to 'Select...'), 'Currency' (dropdown menu currently set to 'United States of America, Dollars', which is also highlighted with a blue selection bar). Below the currency dropdown is a list of other currency options: Australia, Dollars; Cuba, Pesos; China, Yuan Renminbi; Hong Kong, Dollars; Belgium, Euro; and 'View more...'. Further down are fields for 'Sales Person Name' (input field containing 'Tom Jones') and 'Assignments' (input field containing '(BVI ADMIN)BVI@UI_QA_97755').

Currency

Each MRM Network has a default currency type that is set upon initial network creation.

Your network's default currency type cannot be changed, and all Campaigns created within your network will be set to this currency by default.

If you have business units in other regions, MRM supports campaigns sold in those countries' native currencies rather than requiring you to convert budget and pricing values to your network's default currency by enabling Multiple Currencies in MRM.

Select the currency for the campaign.

ASSIGN A BRAND

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

External ID

Delivery

+ Add Frequency Caps

Setup

Budget Model

Select...

Currency

United States of America, Dollars

Brand

Please select **6**

Contact Information

Trafficker Name

Timothy Morel

Sales Person Name

Tom Jones

Assignments

(BVI ADMIN)BVI@UI_QA_97755 x

Brand

Select the Brand from the dropdown list. Setting the brand of the advertiser is for exclusions and reporting purposes.

This will only work if the advertiser is set up with brands in the Advertiser section of MRM.



Industry exclusivity is controlled through the industry assignment of the advertiser. An advertiser's brand can have a different industry assignment. You can always check the advertiser section to be sure.

SET THE PRIMARY TRAFFICKER AND SALES PERSON

Insertion Order Properties

- 1 Name the Insertion Order and Description
- 2 Check the External ID
- 3 Set Global Delivery (Frequency Cap)
- 4 Set the Shared Budget
- 5 Select Currency
- 6 Assign a Brand
- 7 Set the Primary Trafficker
- 8 Set the Primary Sales Person
- 9 Set the MRM User

The screenshot shows the 'Insertion Order Properties' page. It includes sections for 'External ID', 'Delivery' (with a '+ Add Frequency Caps' button), 'Setup' (with a 'Budget Model' dropdown set to 'Select...'), 'Currency' (set to 'United States of America, Dollars'), 'Brand' (dropdown set to 'Please select'), 'Contact Information', 'Trafficker Name' (set to 'Timothy Morel'), 'Sales Person Name' (set to 'Tom Jones'), and 'Assignments' (containing the email '(BVI ADMIN)BVI@UI_QA_97755').

Primary Trafficker

Setting the Primary Trafficker will help with searching in the campaign grid and reporting.

Primary Sales Person

Setting the Primary Sales Person will help with search and reporting. This can also be a place to add the media planner or sales planner.

Set the MRM User

Enter the MRM user who have rights to manage the placements in this Insertion Order. by selecting from the dropdown or typing in the name to search the list



5 minutes

DEMONSTRATION:

Configuring Insertion Order Widgets

Review the following tasks:

- Navigate to the Insertion Order
- Update the External ID and IO Name
- Set the Primary Trafficker and Sales Person



5 minutes

TRY IT ON YOUR OWN:

Configuring Insertion Order Widgets

1 Select Workflow	Enhanced Workflow: Select the Insertion Order name to launch the enhanced workflow. 1 Widget at a time: To configure each widget individually you will select each widget at a time. This will launch that widget on the right side of the UI.
2 Check the External ID	Does the External ID match your Insertion Order? Set it to 891245
3 Check IO Naming	Rename the IO. Use the same name as the campaign
4 Delivery (Freq.Cap)	Do not set a Frequency Cap.
5 Set the Shared Budget and Currency	Do not set a Shared Budget. Currency is not enabled on this network.
6 Assign a Brand	Set the brand as BurgerTime Burgers Cooking Supplies
7 Set the Primary Trafficker	Set yourself as the Primary Trafficker.
8 Set the Primary Sales Person	Set "John Doe" as the Primary Sales Person.
9 Set the MRM User	Select another MRM user to be assigned to this Insertion Order. Select Save and Exit.



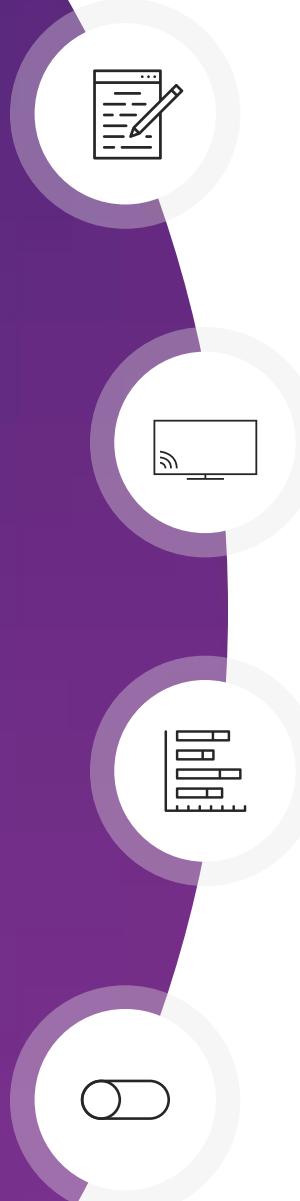
5 minutes

KNOWLEDGE CHECK:

Configuring Insertion Order Widgets

Task	Question	Answer
1 Check the External ID	Why do you need to check the External ID? Does your organization need to?	The External ID connects to a 3 rd Party Order Management System.
2 Check IO Naming	Why are standard naming conventions important? Does your company use any?	Easier IO search, better reporting, adds information and context for the trafficker.
3 Delivery (Freq.Cap)	What is a good reason to set the Frequency Cap at the Insertion Order Level? At what other level can you set the insertion order?	If you want to control the Frequency Cap globally across all placements. You can also set this at the Campaign or the Placement Level.
4 Stage	What are the 4 other properties you need to complete before setting the stage to Booked?	<u>Schedule</u> , <u>Ad Product</u> , <u>Content Targeting</u> , and <u>Budget</u> .
5 Set the Shared Budget	What is a good reason to set the shared budget at the Insertion Order Level?	It can be helpful to hedge delivery across multiple placements
6 Assign a Brand	What is a situation where the ad server would restrict delivery based on the insertion order's brand?	Another campaign may have brand exclusions and have a higher ad priority.
7 Set the Primary Trafficker	Why is setting the Primary Trafficker important?	Searching and reporting
8 Set the Primary Sales Person	Why is setting the Primary Sales Person important?	Searching and reporting

Placements: Trafficking



Check External ID and update Placement Name

Set the Flight Dates and Set the Time Zone

Set Placement Type, Price, Budget, and Delivery Settings

Configure Unified Yield

PLACEMENT PROCEDURES – TRAFFICKING TAB

Trafficking

- 1 Update Placement name
- 2 Update External ID
- 3 Set the Flighting: Start Date, End Date, and Time Zone
- 4 Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
- 5 Set Unified Yield (If Enabled)
- 6 Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
- 7 Set Budget
(Impacts Ad-Decisioning)

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your placements and ad units

Status	Name	IO ID	External ID	Ad Product	Flighting	Placement Type	Price	Budget	Delivery	RBP Advanced	Unified Yield
Inactive Not Booked	BurgerTime Burg ers Jan 1-March 31 10 million im pressions ID 59073048	59073046	--	No active ad units	01/01/2022 12:00 AM CST → 03/31/2022 11:59 PM CST	Normal	CPM	10,000,000 imps	Guaranteed	N/A	Advertiser Default - Opt Out

Description

Settings configure the Placement with the terms of an ad sale to ensure it is treated as expected by the ad server, reporting engine, and forecasting engine. MRM provides many Placement Settings because MRM supports a very broad range of ad sale needs.

Here you will set the most critical and required campaign terms necessary for a campaign to be set live.

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FREEWHEEL

CHECK THE EXTERNAL ID AND NAME THE PLACEMENT

Trafficking

- 1 Update Placement name
- 2 Update External ID
- 3 Set the Flighting: Start Date, End Date, and Time Zone
- 4 Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
- 5 Set Unified Yield (If Enabled)
- 6 Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
- 7 Set Budget
(Impacts Ad-Decisioning)

BASIC INFORMATION

* Placement Name
BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions

External ID
891245

Schedule Start Date
09/01/2021 12:00 AM EDT

Schedule End Date
12/31/2021 11:59 PM EST

* Time Zone
(GMT-05:00) America - New York

* Type
Normal

* Unified Yield
Advertiser Default - Opt Out

Placement Name

Name the Placement. Used for reporting and searches. Normally the same name as the Campaign.

External ID

Check the External ID. This is used to track the unique identifier from 3rd Party Order Management Systems.



IO ID: Identifies the IO

ID: A unique identifier assignment by MRM to the Placement.



5 minutes

DEMONSTRATION:

Configuring Placement Basic Information

Review the following tasks:

- Navigate to Placement Settings
- Add the External ID
- update the Placement name



5 minutes

TRY IT ON YOUR OWN:

Configuring Basic Information

INSERTION ORDERS AND PLACEMENTS
1 Insertion Order • 1 Placements

✓ Placements Loaded

Search your Insertion Orders

io ID is Equals to 59073046

Stage	Name	External ID	Schedule
<input checked="" type="checkbox"/>	Burgertime Burgers Q1 2022 Campaign	ID 59073046	--

Not Booked

2 * Placement Name
FreeWheel TV: TVE: Roku | Jan 1-March 31 | 1 Mil Imps

Placement Description

External ID
3 891245

1 Select Workflow	Enhanced Workflow: Select the Insertion Order name to launch the enhanced workflow. 1 Widget at a time: To configure each widget individually you will select each widget at a time. This will launch that widget on the right side of the UI.
2 Update Placement Name	Work on the Placement that will contain your Roku site targeting first. Rename the placement to include details like flight dates and impression goal. 1 Widget at a time select the pencil next to name. Clicking the name will direct you to the trafficking workflow Name: FreeWheel TV: TVE: Roku Jan 1-March 31 1 Mil Imps
3 Update External ID	Add External ID 891245 to the Placement.

SET THE FLIGHTING: START DATE, END DATE, AND TIME ZONE

- Trafficking**
- 1 Update Placement name
 - 2 Update External ID
 - 3 Set the Flighting: Start Date, End Date, and Time Zone
 - 4 Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
 - 5 Set Unified Yield (If Enabled)
 - 6 Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
 - 7 Set Budget
(Impacts Ad-Decisioning)

BASIC INFORMATION

* Placement Name
BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions

External ID
891245

Schedule Start Date
09/01/2021 12:00 AM EDT

Schedule End Date
12/31/2021 11:59 PM EST

* Time Zone
(GMT-05:00) America - New York

* Type
Normal

* Unified Yield
Advertiser Default - Opt Out

Set the Start Date and End Date

The Schedule Widget defines the flight dates of the placement: the time during which the Placement is eligible to be served by the ad server (when active).

The flight schedule is normally part of the 3rd Party Order Management push.

Select the Time Zone

The Time Zone allows the user to set the time zone of the placement.

SET THE PLACEMENT TYPE

- Trafficking**
- 1 Update Placement name
 - 2 Update External ID
 - 3 Set the Flighting: Start Date, End Date, and Time Zone
 - 4 Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
 - 5 Set Unified Yield (If Enabled)
 - 6 Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
 - 7 Set Budget
(Impacts Ad-Decisioning)

BASIC INFORMATION

* Placement Name
BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions

External ID
891245

Schedule Start Date
09/01/2021 12:00 AM EDT

Schedule End Date
12/31/2021 11:59 PM EST

* Time Zone
(GMT-05:00) America - New York

* Type

- Normal
- Normal
- Normal**
- Make Good
- Promo

Placement Type

The "placement type" is used to classify ads for reporting purposes. Not only does placement type show up in the "type" column of reporting as a useful filter.

"Make Good" and "Promo" type will not be counted as a paying ad when MRM calculates things like counting "paying ads" or revenue.



The "Promo" type is the only ad type that can impact ad decisioning, and it only does so when it is paired with both:

1. Priority = "Preemptible"
2. No assigned value, one of: (CPM = 0), or (Override set to "below all paying ads")

With this combination of settings, the placement will be set to the lowest set-able priority in your network. This means the ad server will give inventory to any eligible ads in your network before selecting ads from this placement.

SET UNIFIED YIELD

Trafficking

- 1 Update Placement name
- 2 Update External ID
- 3 Set the Flighting: Start Date, End Date, and Time Zone
- 4 Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
- 5 Set Unified Yield (If Enabled)
- 6 Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
- 7 Set Budget
(Impacts Ad-Decisioning)

BASIC INFORMATION

* Placement Name
BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions

External ID
891245

Schedule Start Date
09/01/2021 12:00 AM EDT

Schedule End Date
12/31/2021 11:59 PM EST

* Time Zone
(GMT-05:00) America - New York

* Type
Normal

* Unified Yield
Advertiser Default - Opt Out

5

Set Unified Yield

Unified Yield optimizes the ad delivery between direct-sold and Programmatic ads and is intended to allow direct sold placements to temporarily drop to a preemptible priority and enables them to compete directly with programmatic demand

Select if the placement is opted out or opted into Unified Yield.



Unified Yield 2.0 is generally available to clients and has a formalized activation process.

Contact your FreeWheel account representative if you are interested in enabling this feature.

SET THE PRICE (CPM or FLAT-RATE)

- Trafficking**
- 1** Update Placement name
 - 2** Update External ID
 - 3** Set the Flighting: Start Date, End Date, and Time Zone
 - 4** Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
 - 5** Set Unified Yield (If Enabled)
 - 6** Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
 - 7** Set Budget
(Impacts Ad-Decisioning)

Price Model

Please select **6**

Budget

Budget Model

Select...

Price (either CPM or Flat-Rate)

The Price Model impacts reporting, so after a Placement has been set active, the Price Model can no longer be changed. This ensures the integrity of MRM reporting, and is a requirement for accreditation.

When selecting CPM, it will be grayed out until ad units are selected.

Bidding Strategy is for Marketplace Bidder and not covered in this training.

Price Model

CPM

Bidding Strategy

Optimized CPM

Apply Price to Ad Units Apply Bid Price to Ad Units

Ad Unit Price

\$ 25.00

Ad Unit Bid Price

\$ 10.00

Price Model

Flat Rate

Flat Fee Amount

\$ 100,000.00

SET THE BUDGET

- Trafficking**
- 1** Update Placement name
 - 2** Update External ID
 - 3** Set the Flighting: Start Date, End Date, and Time Zone
 - 4** Set Placement Type: Normal, Makegood, or Promo
(Impacts Ad-Decisioning)
 - 5** Set Unified Yield (If Enabled)
 - 6** Set Price: CPM or Flat-Rate
(Impacts Ad-Decisioning)
 - 7** Set Budget
(Impacts Ad-Decisioning)

Price Model

Please select

Budget

Budget Model

Select... **7**

Select...

Currency Target

Impression Target

Evergreen(No Budget)

All Impressions Sponsorship

SOV % - custom

POD % - custom

Impression % - custom

Demographic Impression Target

Demographic Currency Target

Custom Event Target

Custom Currency Target

Budget

A Placement's budget determines when the ad server will stop serving the creatives for a particular Placement.

The ad server will return the creatives until it has registered the number of impressions specified in the budget.

Budget Model

Impression Target

Impression

10,000,000

Over Delivery

Over deliver budget by your network default of 0%

Over deliver budget amount by

%



2 minutes

EXPLANATION:

What are Budget Models

Review the following concepts:

- An explanation of all the budget models which help to influence ad priority

SOME OF THE AVAILABLE BUDGET MODELS INCLUDE

DESCRIBES THE COST OR INVENTORY GOALS OF THE CAMPAIGN

Cost Basis Goals

The currency or impressions that delivering impressions will decrement.

Currency Target

Enter total cost and the system calculates impressions based on CPM

Impression Target

Enter total impressions and the system calculates cost based on CPM

Evergreen

No total budget



Tickets Now

2,000,000 Impressions
\$29 CPM | ROS
October – December
Total Value: \$58,000

Inventory Goals

An amount of the available ad inventory to which the Placement is targeted.

All Impression Sponsorship

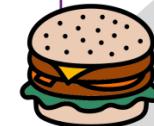
This placement will return whenever capable. Usually uses "Flat Rate" for the Price

SOV %

Of the responses this ad can return to, it will return to X % of them.

POD %

Of the ad slots this ad can return to, it will return to x% of them.



BurgerTime Burgers

\$50,000 Flat Rate
Sponsorship
Mobile App | Grill Chef Series
Total Value: \$50,000



5 minutes

DEMONSTRATION:

Configuring Placement Basic Settings

Review the following tasks:

- Schedule Start Date & End Date
- Set the Time Zone
- Set the Type
- Set the Unified Yield
- Set the Price Model
- Set the Budget



5 minutes

TRY IT ON YOUR OWN:

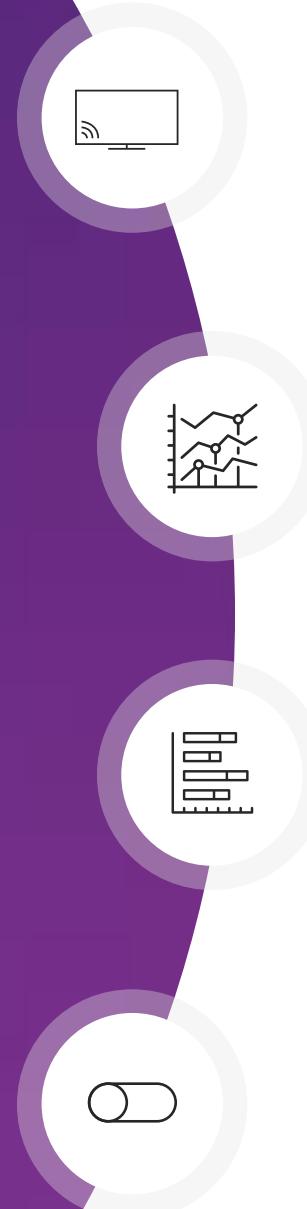
Configuring the Placement

The screenshot shows a configuration interface for a placement. It includes the following fields:

- Schedule Start Date: 09/01/2021 12:00 AM EDT
- Schedule End Date: 12/31/2021 11:59 PM EST
- * Time Zone: (GMT-05:00) America - New York
- * Type: Normal
- * Unified Yield: Advertiser Default - Opt Out
- Price Model: Please select
- Budget Model: Select...

5 Set the Flighting (Schedule)	Set the Flighting (Schedule) for the Roku targeted Placement to serve as January 1 st 2023 – March 31 st 2023
6 Set Type and Unified Yield	Set the Placement Type as Normal. Unified Yield – Opt In
7 Set Price: CPM or Flat-Rate (Impacts Ad-Decisioning)	Set the Price as CPM and enter the cost you find in your insertion order. Bidding Strategy Flat CPM.
8 Set Budget (Impacts Ad-Decisioning)	Which Budget Model do you think you will use? Set the appropriate model to calculate the cost of this Placement. It should match the total cost found in your insertion order. <ul style="list-style-type: none">Budget Model: Impression TargetImpression: 1,000,000

Placements: Ad Products and Delivery



Add or Confirm Ad Products and Linking

Set Delivery Priority and Pacing

Set Level to Optimize for Profit and Excess Inventory

Set the Override repeat mode

AD PRODUCT AND DELIVERY

Ad Products and Delivery

- 1 Add or confirm the Ad Products (Ad Units)
- 2 Set linking for Ad Products if necessary
- 3 Set Priority to assign it to a priority level
- 4 Set Pacing to control the speed of the placements delivery
- 5 Configure Frequency caps to limit how frequent a user can be returned an ad
- 6 Set Level to Optimize for Profit
- 7 Set Excess Inventory to enable placement to go above its pacing curve
- 8 Set Override repeat Mode
- 9 Disable Dynamic Decisioning
- 10 Ignore Inventory Source Optimization Restrictions on Network Items

Linking

2 All Linked

Name	External ID	Activate	Type	Regulated Display	Price	Exclude From Budget	Impression Cap
Mid_Roll ID 53395929		<input checked="" type="checkbox"/>	Instream	N/A	\$	<input type="checkbox"/>	
Pre_Roll ID 53395928		<input checked="" type="checkbox"/>	Instream	N/A	\$	<input type="checkbox"/>	

Advanced Linking

Enable

Across Instream: Not Linked

Across Overlay: Not Linked

Across Display: Not Linked

[+ Add Ad Product](#)

Delivery

*** Priority**

Guaranteed

Preemptible

*** Pacing**

Smooth As [i](#)

[Edit Frequency Caps](#)

Level To Optimize For Profit

None [i](#)

Excess Inventory

If excess inventory is available, allow this placement to pace ahead of its pacing curve by

Network Default (0% Off) [i](#)

Only on sites with revenue share less than or equal to [i](#)

0% [i](#)

Override Repeat Mode

Use Network Default

Allow to Repeat in Each Commercial Break

Do Not Allow to Repeat

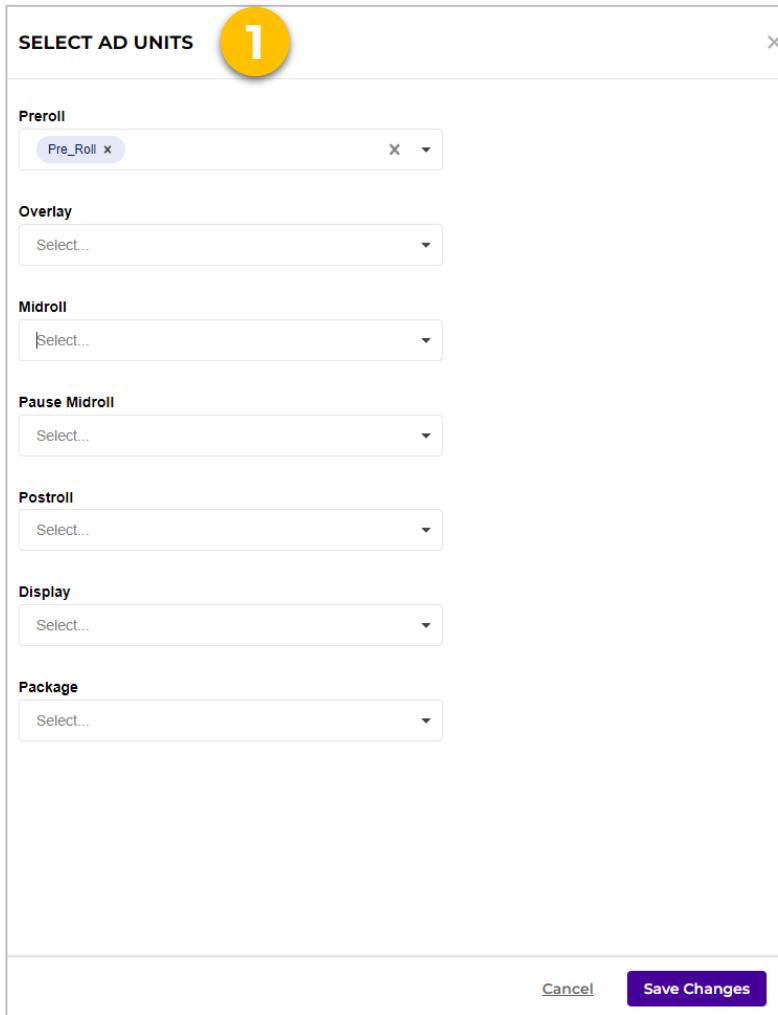
Description

Ad Units describe the commercial experience and ad products you can sell to advertisers. These represent the requests by the advertiser. This is what they want. This is in their campaign specification and rules.

The Delivery section defines the criteria by which the campaign budget is intended to be spent in a few ways.

AD PRODUCT – SELECTING AD UNITS

- ## Ad Products and Delivery
- 1 Add or confirm the Ad Products (Ad Units)
 - 2 Set linking for Ad Products if necessary
 - 3 Set Priority to assign it to a priority level
 - 4 Set Pacing to control the speed of the placements delivery
 - 5 Configure Frequency caps to limit how frequent a user can be returned an ad
 - 6 Set Level to Optimize for Profit
 - 7 Set Excess Inventory to enable placement to go above its pacing curve
 - 8 Set Override repeat Mode
 - 9 Disable Dynamic Decisioning
 - 10 Ignore Inventory Source Optimization Restrictions on Network Items



Ad or Confirm the Ad Products and Set Linking

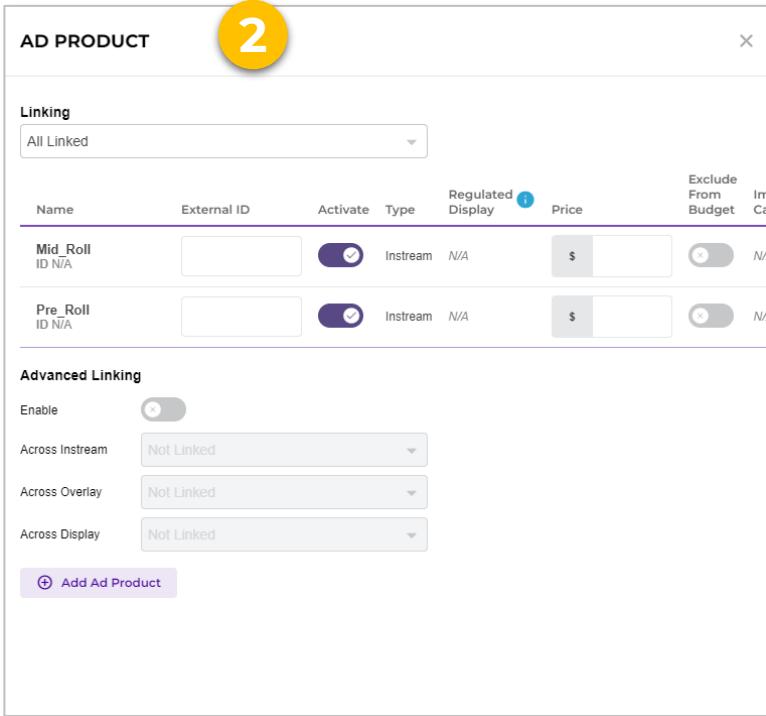
Select Add **New Ad Products**. If your organization utilized a 3rd party sales order management system then chances are these ad units are already selected for you. You may need to correct or adjust the chosen ad units and may do so with the appropriate drop downs. Select **Add Products**. A Placement's budget determines when the ad server will stop serving the creatives for a particular Placement.

The ad server will return the creatives until it has registered the number of impressions specified in the budget. **Select Save Changes**

AD PRODUCT -LINKING AD UNITS

Ad Products and Delivery

- 1 Add or confirm the Ad Products (Ad Units)
- 2 Set linking for Ad Products if necessary
- 3 Set Priority to assign it to a priority level
- 4 Set Pacing to control the speed of the placements delivery
- 5 Configure Frequency caps to limit how frequent a user can be returned an ad
- 6 Set Level to Optimize for Profit
- 7 Set Excess Inventory to enable placement to go above its pacing curve
- 8 Set Override repeat Mode
- 9 Disable Dynamic Decisioning
- 10 Ignore Inventory Source Optimization Restrictions on Network Items



Set Linking for Ad Products

You have 3 options for linking:

- A. Not Linked
- B. All Linked
- C. Link where possible



- A. Not Linked:** Not Linked ad units do not have any restrictions that make them serve together.
Use Case: You have two ad units with a shared budget. It is not important whether or not they serve together.
- B. All Linked:** All linked is the next simple type of linking: these ad units must all serve together.
Use Case: You have a campaign for a pharmaceutical company which has a pre-roll that legally must serve with the companion, which includes the fair balance notice.
- C. Link Where Possible:** Use this option when an advertiser has a companion display ad but it does not want to restrict its content from sites that do not have a companion option.
Use Case: Maybe your mobile device does not have room for a companion. By booking the two ad units as Link Where Possible, this placement can serve to pages with pre-roll + companion or just pre-roll.

AD PRODUCT – CREATING CUSTOM SETS

Linking

All Linked

Name	External ID	Activate	Type	Regulated Display	Price	Exclude From Budget	Impression Cap
Mid_Roll ID 53395929		<input checked="" type="checkbox"/>	Instream	N/A	\$	<input checked="" type="checkbox"/>	
Pre_Roll ID 53395929		<input checked="" type="checkbox"/>	Instream	N/A	\$	<input checked="" type="checkbox"/>	

Advanced Linking

Enable

Across Instream: Not Linked

Across Overlay: Not Linked

Across Display: Not Linked

[+ Add Ad Product](#)

Custom Set Creation

1. Select Enable Advanced Linking
2. Select Advanced Linking Options



A. Custom Sets: Allow users to define a linking style for any combination of ad units on a placement, no matter the ad unit type (instream, overlay or display) .

Although you are defining a Linking Style within the Custom Set, Custom Sets themselves are not linked to one another.

Use Case Suppose your advertiser had a placement with Pre-Rolls, Mid-Rolls, and 300x250 Companions. It is possible that the Advertiser needs to ensure that certain Instream ad units are linked with each other and others are not. In that scenario, you would use Custom Sets to select "Link Where Possible" for some Instream ad units, but not all.



3 minutes

TRY IT ON YOUR OWN:

Configuring the Placement Ad Products

Linking

Not Linked

Name	External ID	Activate	Type	Regulated Display	Price	Exclude From Budget	Impression Cap
ANYTIME_MIDROLL ID N/A	<input type="text"/>	<input checked="" type="checkbox"/>	Instream	N/A	\$23.00	N/A	<input type="text"/>
ANYTIME_PREROLL ID N/A	<input type="text"/>	<input checked="" type="checkbox"/>	Instream	N/A	\$23.00	N/A	<input type="text"/>

1 Add Ad Products and Price (CPM)	Select Add Ad Products (Enhanced Trafficking Workflow) or Ad Products Widget Select ANYTIME_PREROLL and ANYTIME_MIDROLL Linking: Not Linked Save Changes Select the Price Cell for either Ad Unit and Set the Price to \$23 Select Apply to All Ad Units
--	--

SET PRIORITY LEVEL TO ASSIGN PRIORITY LEVEL

- 1** Add or confirm the Ad Products (Ad Units)
- 2** Set linking for Ad Products if necessary
- 3** Set Priority to assign it to a priority level
- 4** Set Pacing to control the speed of the placements delivery
- 5** Configure Frequency caps to limit how frequent a user can be returned an ad
- 6** Set Level to Optimize for Profit
- 7** Set Excess Inventory to enable placement to go above its pacing curve
- 8** Set Override repeat Mode
- 9** Disable Dynamic Decisioning
- 10** Ignore Inventory Source Optimization Restrictions on Network Items

*** Priority**

Guaranteed
 Preemptible

*** Pacing**

Smooth As

[Edit Frequency Caps](#)

Level To Optimize For Profit

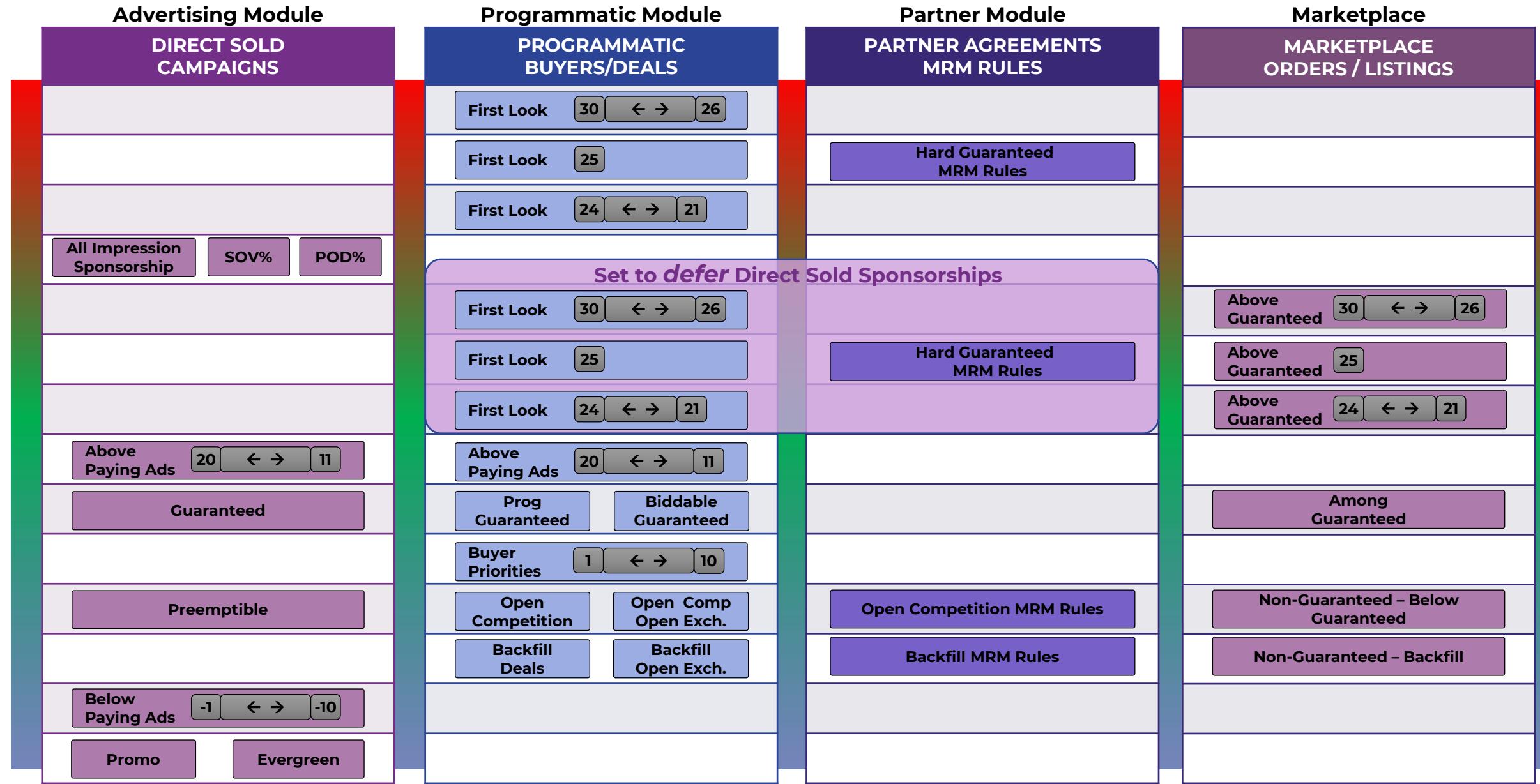
None

Set the Priority Level

Select Guaranteed or Preemptible. what this does is determine where it will fall in the prioritization waterfall.

AD PRIORITY LEVELS

Inventory Split



SET PACING TO CONTROL THE SPEED OF THE PLACEMENTS DELIVERY

- Ad Products and Delivery**
- 1** Add or confirm the Ad Products (Ad Units)
 - 2** Set linking for Ad Products if necessary
 - 3** Set Priority to assign it to a priority level
 - 4** Set Pacing to control the speed of the placements delivery
 - 5** Configure Frequency caps to limit how frequent a user can be returned an ad
 - 6** Set Level to Optimize for Profit
 - 7** Set Excess Inventory to enable placement to go above its pacing curve
 - 8** Set Override repeat Mode
 - 9** Disable Dynamic Decisioning
 - 10** Ignore Inventory Source Optimization Restrictions on Network Items

* Priority

Guaranteed

Preemptible

* Pacing

Smooth As **4**

[Edit Frequency Caps](#)

Level To Optimize For Profit

None

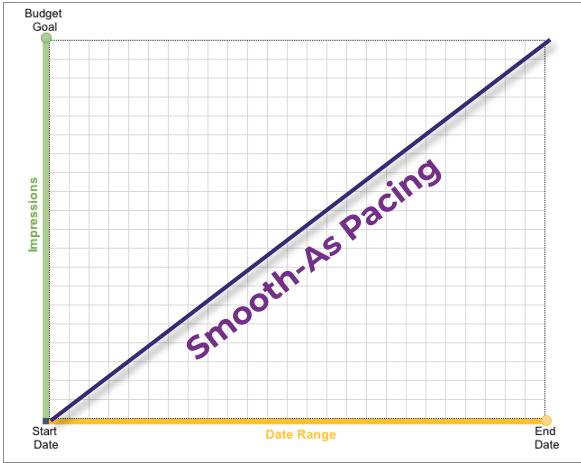
Smooth As
Fast As
Forecast-Informed Delivery Optimization
Smooth Over Life but Fast As within a Day
Custom Pacing
Pre-Defined Network Custom Delivery Curves

Set the Pacing Curve

Select the pacing curve. Pacing options allow you to control the speed at which a placement budget is delivered.

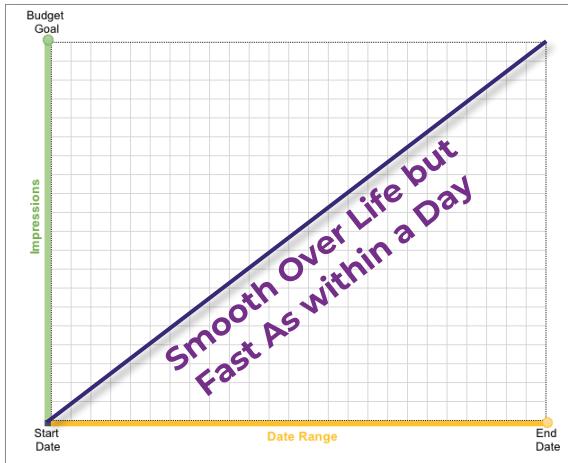
PACING CURVE OPTIONS

PACING OPTIONS ALLOW YOU TO CONTROL THE SPEED AT WHICH A PLACEMENT'S BUDGET IS DELIVERED



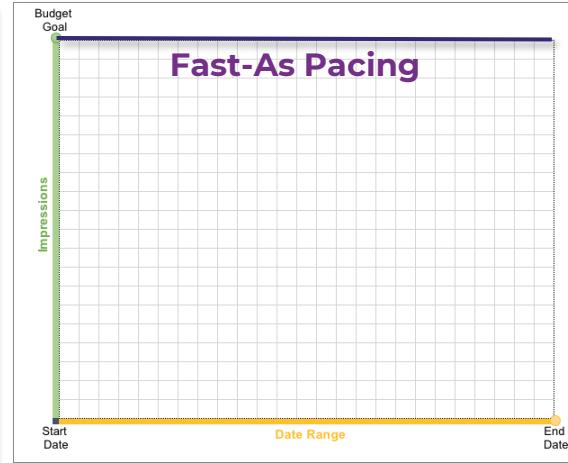
SMOOTH-AS PACING

Most often used curve as it distributes delivery evenly across the entire span of the campaign.



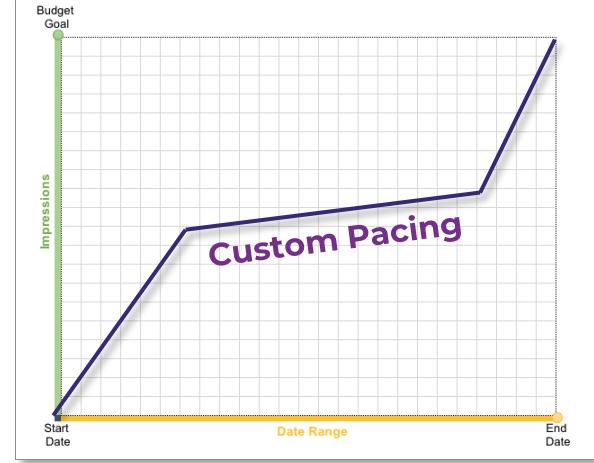
SMOOTH OVER LIFE BUT FAST AS WITHIN A DAY

It will spend the budget as fast as possible in a day but deliver according to the even curve over the entire span of the campaign.



FAST-AS PACING CURVE

It spends the budget as fast as possible given its priority level and is always eligible to return.



CUSTOM PACING

Used to control delivery. In this example, perhaps there is a high ramp up to a certain date, then then even delivery then another ramp up.

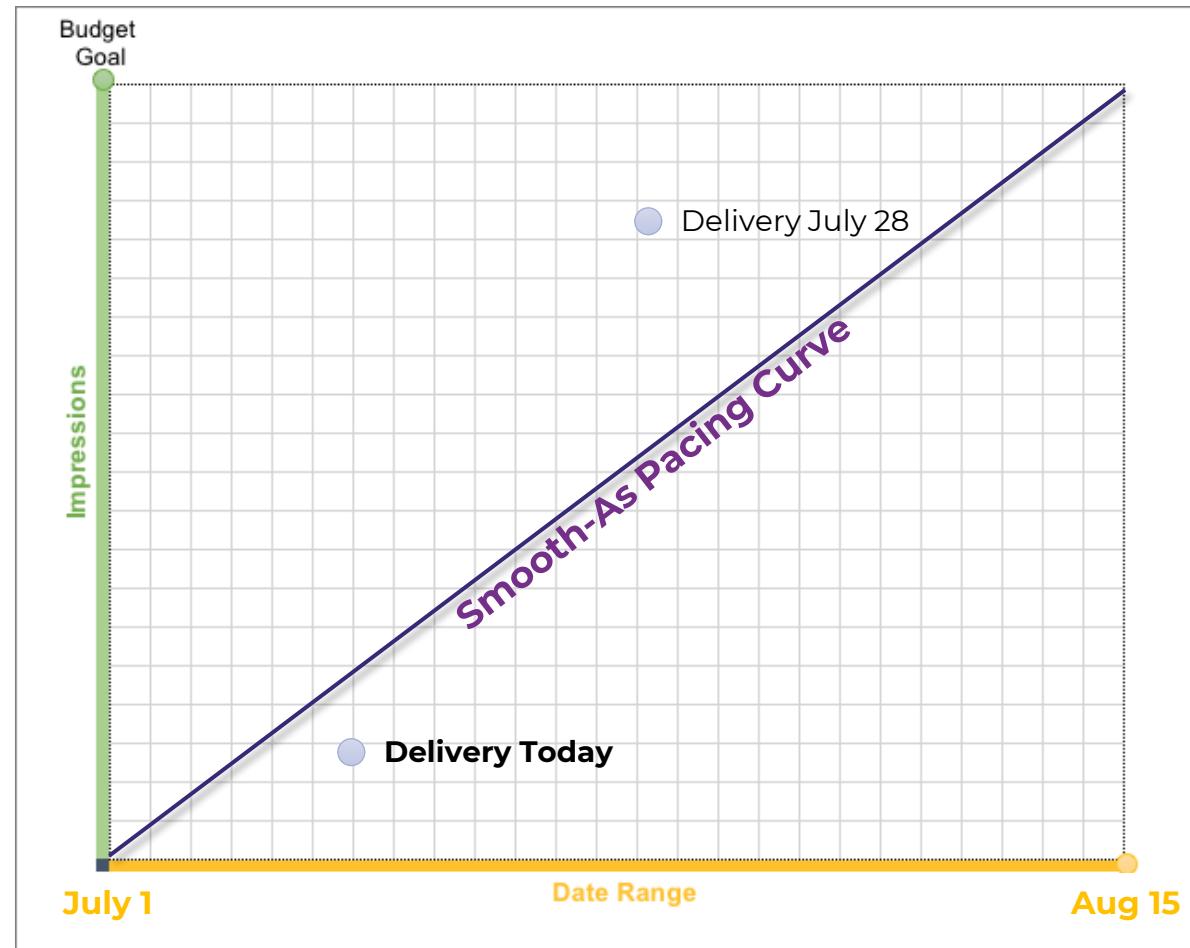
DELIVERY- PACING CURVE OPTIONS

OSI IDENTIFIES HOW THE DELIVERED IMPRESSIONS AT TIME OF MEASUREMENT COMPARES TO THE POINT ON THE PACING CURVE.



BurgerTime Burgers

- 1,000,000 Impression Goal
- July 1st-August 15th Flight
- Smooth-As Pacing Curve



OSI On Schedule Indicator

A quick and easy way to understand how the placements are performing in comparison to the pacing curve.

In this example, OSI is at 50%

It has only served about half of what is expected by this point in time.

OSI Formula

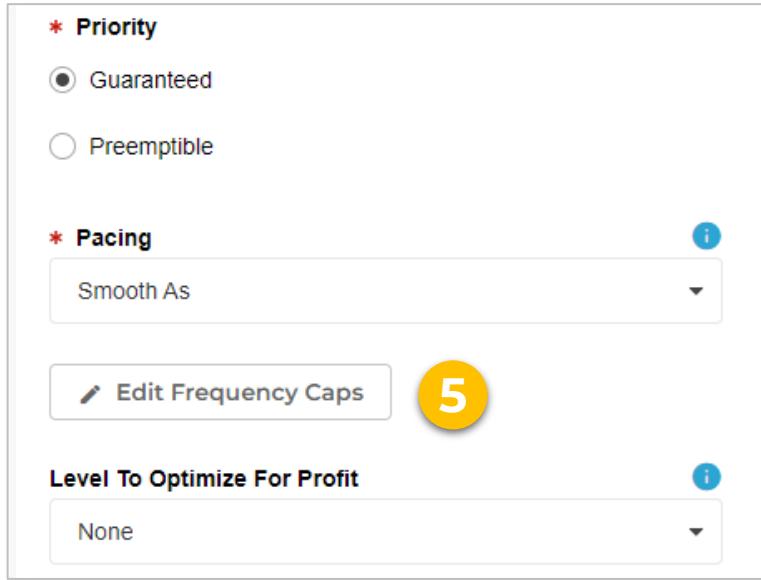
Delivered budget to date

Current max budget on
pacing curve

DELIVERY – FREQUENCY CAPS

A LIMITATION ON HOW FREQUENTLY A USER CAN BE RETURNED ADS FROM THE PLACEMENT

- Ad Products and Delivery**
- 1** Add or confirm the Ad Products (Ad Units)
- 2** Set linking for Ad Products if necessary
- 3** Set Priority to assign it to a priority level
- 4** Set Pacing to control the speed of the placements delivery
- 5** Configure Frequency caps to limit how frequent a user can be returned an ad
- 6** Set Level to Optimize for Profit
- 7** Set Excess Inventory to enable placement to go above its pacing curve
- 8** Set Override repeat Mode
- 9** Disable Dynamic Decisioning
- 10** Ignore Inventory Source Optimization Restrictions on Network Items



Set the Frequency Caps

By setting a Frequency Cap on a placement, the ad server restricts the maximum number of times the ad units in a placement can be served to a viewer during a specific amount of time or content.

Keep in mind, whenever you set any limit on when a placement can deliver, you limit the inventory available to that content.



If a placement uses any kind of Link Mode (All Linked, Link Where Possible, Advanced Linking or Custom Sets), the frequency cap must equal or exceed the number of ads *not* excluded from the budget or no ads will be served at all.



2 minutes

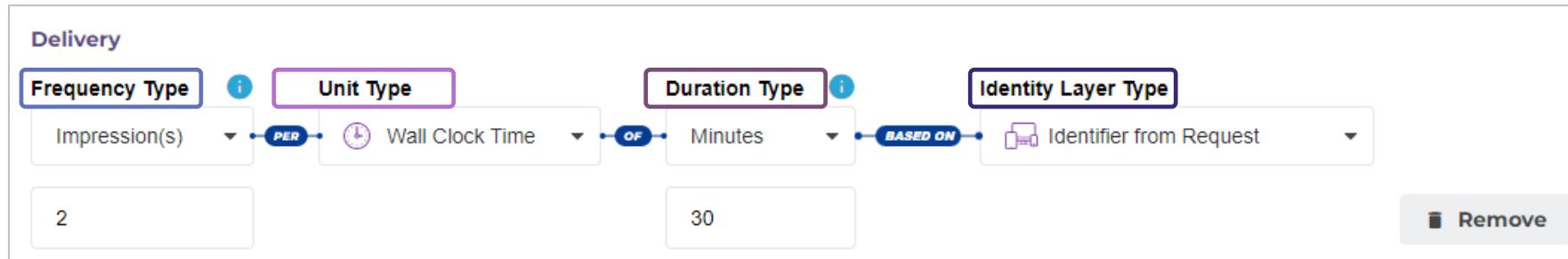
EXPLANATION:

What are Frequency Cap Settings

Review the following concepts:

- An explanation of all the frequency cap settings
 - Frequency Type
 - Unit Type
 - Duration Type
 - Identify Layer Type

FREQUENCY CAP SETTINGS



Impression(s) per unit of time to count each creative returned separately against the frequency cap.

Package(s) per unit of time will count all creatives that deliver together in a response as a 1 'unit' against the frequency cap. In other words, choosing Package will treat however many ad units delivered (in 1 request where request usually equals 1 video view) as 1 unit against the frequency cap.

Configured the type of frequency cap which limits the number of times a viewer can see an ad based on

- **Wall Clock Time:** duration of time passed
- **Stream:** in one user sessions
- **Asset:** same video asset
- **Site Section:** site section
- **Campaign:** life of placement

When Wall Clock Time is selected as unit type, the duration type can be set based on the following duration types:

- **Minutes**
- **Hours**
- **Days**
- **Weeks**
- **Months**

Identify From Request: This is the default option and uses the FreeWheel cookie ID and FreeWheel server-side user ID passed in request parameter vcid2/_fw_vcid2. In order to enable frequency capping on other identifiers (e.g., IP Address, mobile device ID, proprietary customer IDs), please contact your account representative

Household: Uses all the IDs defined at the household level. This can include cross device household ID, MVPD household ID, and your own household-level customer ID

Individual: Uses all the IDs defined at the person level. This can include cross device person ID and your own person-level customer ID

SET LEVEL TO OPTIMIZE FOR PROFIT

- Ad Products and Delivery**
- 1 Add or confirm the Ad Products (Ad Units)
 - 2 Set linking for Ad Products if necessary
 - 3 Set Priority to assign it to a priority level
 - 4 Set Pacing to control the speed of the placements delivery
 - 5 Configure Frequency caps to limit how frequent a user can be returned an ad
 - 6 Set Level to Optimize for Profit
 - 7 Set Excess Inventory to enable placement to go above its pacing curve
 - 8 Set Override repeat Mode
 - 9 Disable Dynamic Decisioning
 - 10 Ignore Inventory Source Optimization Restrictions on Network Items

* Priority
 Guaranteed
 Preemptible

* Pacing
Smooth As

Edit Frequency Caps

Level To Optimize For Profit
None

Set the Level to Optimize for Profit

Select the Optimize for Profit Setting.



This option gives you the ability to optimize campaign delivery by profit. Some inventory is much more costly to run ads against than others, the sales rights owner must pay a revenue share to the content owner or the distributor or perhaps both.

This more expensive inventory is sometimes needed to ensure full delivery of ad campaigns, but ideally some campaigns could exhaust the most profitable inventory (no or low revenue share) and use less profitable inventory only if needed.

This functionality will allow clients to set at a placement level how severely, if at all, particular placements should attempt to avoid delivering on less profitable inventory streams. It allows MRM to avoid delivering specified ads on a partner's content in favor of delivering ads on more profitable inventory, unless the ad is below defined OSI levels.

EXCESS INVENTORY

Ad Products and Delivery

- 1 Add or confirm the Ad Products (Ad Units)
- 2 Set linking for Ad Products if necessary
- 3 Set Priority to assign it to a priority level
- 4 Set Pacing to control the speed of the placements delivery
- 5 Configure Frequency caps to limit how frequent a user can be returned an ad
- 6 Set Level to Optimize for Profit
- 7 Set Excess Inventory to enable placement to go above its pacing curve
- 8 Set Override repeat Mode
- 9 Disable Dynamic Decisioning
- 10 Ignore Inventory Source Optimization Restrictions on Network Items

Excess Inventory

If excess inventory is available, allow this placement to pace ahead of its pacing curve by

Network Default (0% Off) **7**

Network Default (0% Off)
Network Default (0% Off)
0% Off
~5%
~20%
~50%
~70%
Unlimited

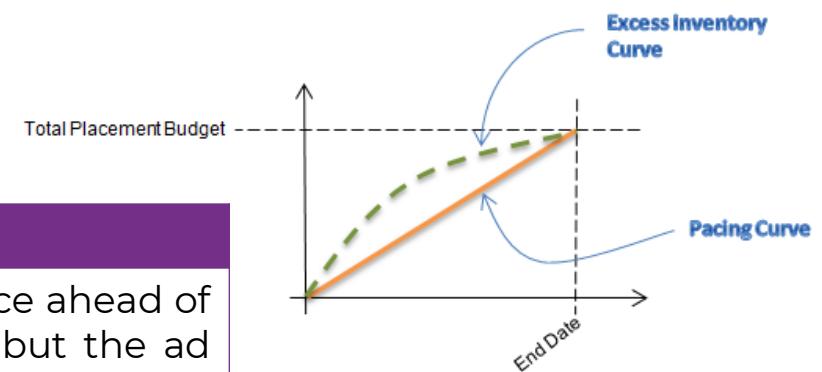
Enabling Excess Inventory

Enabling this setting will not allow the placement to pace ahead of schedule if other guaranteed ads need the inventory, but the ad may consume additional inventory (up to the limit set) as long as no other paying ads need the inventory to remain on-schedule.

This setting helps protect against an unexpected inventory spike being unmonetized while still ensuring the ads that need inventory to remain on-schedule are given the appropriate priority access.

i

Choosing "unlimited amount" from the drop down will let the ad reach up to 100% of its goal at anytime during the placement's lifespan (again, only if the slots would go unfilled or be filled with non-paying preemptible promos).

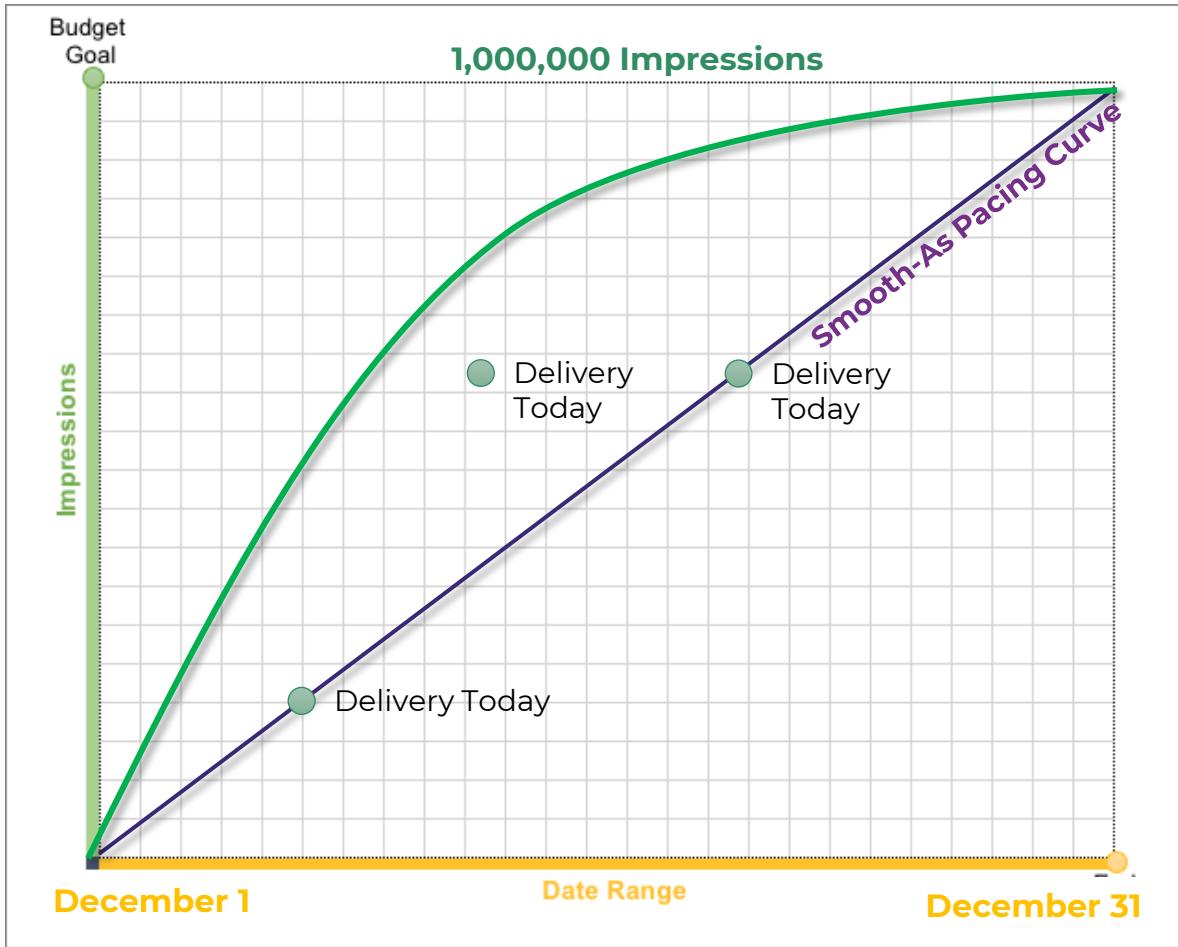


DELIVERY – EXCESS INVENTORY



BurgerTime Burgers

- 1,000,000 Impression Goal
- July 1st-August 15th Flight
- Excess Inventory: Allow to pace 20% ahead of daily goal.



Delivery Excess Inventory

The inventory spike occurs and placements are allowed to pace ahead roughly 20% above their assigned pacing curve.

The inventory spike ends and eligibility to return stops until the date aligns with pacing curve.

DELIVERY – OVERRIDE REPEAT MODE

ALLOWS AN AD TO BE ELIGIBLE FOR DELIVERY INTO MULTIPLE COMMERCIAL BREAKS

- 1** Add or confirm the Ad Products (Ad Units)
- 2** Set linking for Ad Products if necessary
- 3** Set Priority to assign it to a priority level
- 4** Set Pacing to control the speed of the placements delivery
- 5** Configure Frequency caps to limit how frequent a user can be returned an ad
- 6** Set Level to Optimize for Profit
- 7** Set Excess Inventory to enable placement to go above its pacing curve
- 8** Set Override repeat Mode
- 9** Disable Dynamic Decisioning
- 10** Ignore Inventory Source Optimization Restrictions on Network Items

Ad Products and Delivery

Override Repeat Mode 8

- Use Network Default
- Allow to Repeat in Each Commercial Break
- Do Not Allow to Repeat

Disable Dynamic Decisioning

- Disallow Dynamic Decisioning of this Placement's Ad Units

Inventory Source Optimization

- Ignore Restriction

Override Repeat Mode

Controls whether the Ad Server shows preference towards returning streams with high "ad diversity" or repetition of this Placement's ads when it has the highest "competing ad score".



Use Network Default

The Ads in this Placement will be treated by the Ad Server with your Network's default settings.

Allow to Repeat in Each Commercial Break

While never returning to the same Commercial Break (Ad Slot) more than once, this setting tells the Ad Server to prefer returning the ads in this Placement more than once per stream above "ad diversity" (when these ads are the most eligible)

Do Not Allow to Repeat

Even if the Network Setting allows ad repetition, do not return ads in this Placement more than once per stream.

DISABLE DYNAMIC DECISIONING

MRM WILL ONLY SERVE THE PLACEMENT WHEN IT HAS BEEN PRE-SCHEDULED

Ad Products and Delivery

- 1 Add or confirm the Ad Products (Ad Units)
- 2 Set linking for Ad Products if necessary
- 3 Set Priority to assign it to a priority level
- 4 Set Pacing to control the speed of the placements delivery
- 5 Configure Frequency caps to limit how frequent a user can be returned an ad
- 6 Set Level to Optimize for Profit
- 7 Set Excess Inventory to enable placement to go above its pacing curve
- 8 Set Override repeat Mode
- 9 Disable Dynamic Decisioning
- 10 Ignore Inventory Source Optimization Restrictions on Network Items

Override Repeat Mode

- Use Network Default
- Allow to Repeat in Each Commercial Break
- Do Not Allow to Repeat

Disable Dynamic Decisioning

9

- Disallow Dynamic Decisioning of this Placement's Ad Units

Inventory Source Optimization

- Ignore Restriction

Disable Dynamic Decisioning

If selected, this placement will only serve when it has been pre-scheduled (either through an upstream system or through the HYLDA UI.) If left unchecked, this placement may be used by the MRM ad server for any dynamic ad selection (not just for pre-scheduled ads).



HyLDA (Hybrid Linear Digital Ad-Scheduler) combines the benefits of a scheduled ad experience and a dynamic ad experience, in IP-enabled video environments. HyLDA is the crucial bridge between digital video environments and traditional linear television.

By providing control over your ad environments and streamlining your workflow, HyLDA unlocks the exciting potential of unified selling.

Learn more here: [HyLDA](#)

INVENTORY SOURCE OPTIMIZATION

IGNORE ISO RESTRICTIONS SET ON NETWORK ITEMS

Ad Products and Delivery

- 1 Add or confirm the Ad Products (Ad Units)
- 2 Set linking for Ad Products if necessary
- 3 Set Priority to assign it to a priority level
- 4 Set Pacing to control the speed of the placements delivery
- 5 Configure Frequency caps to limit how frequent a user can be returned an ad
- 6 Set Level to Optimize for Profit
- 7 Set Excess Inventory to enable placement to go above its pacing curve
- 8 Set Override repeat Mode
- 9 Disable Dynamic Decisioning
- 10 Ignore Inventory Source Optimization Restrictions on Network Items

Override Repeat Mode

- Use Network Default
- Allow to Repeat in Each Commercial Break
- Do Not Allow to Repeat

Disable Dynamic Decisioning

- Disallow Dynamic Decisioning of this Placement's Ad Units

Inventory Source Optimization

10

- Ignore Restriction

Inventory Source Optimization

Select Ignore Restriction to enable the placement to ignore Inventory Source Optimization restrictions set on network items.



When your O&O properties are oversold, you need to find additional inventory sources that you can leverage to serve campaigns in full. However, there is a cost associated with delivering campaigns on Distributor's inventory so you need to make sure that you use your O&O inventory before serving to additional inventory sources.

Inventory Source Optimization (ISO) allows you to restrict ads from delivering on certain network items, based on the ad's placement delivery performance at that time using OSI. You can determine that ads can only serve on certain content when the placement is **pacing** below a particular percentage, i.e., only if the ads are desperate for inventory to make their budgets.

For example, if you set ISO to 80% OSI on a network item, MRM would not serve any ads on this inventory unless their placements were at less than 80% of their overall pacing goal at the time of the ad request

To activate, reach out to your FreeWheel account team about enabling this Network Function.

DELIVERY SETTINGS SUMMARY

Settings	Consists of
Delivery	Whether the placement is GUARANTEED or PREEMPTIBLE
Pacing	The rate the placement's budget can be spent Normal: Placements stop serving when OSI reaches 109% Fast As: Ignores OSI and is always eligible Custom: Ignores OSI and follows custom % budget by day X FIDO: Uses forecasting to constrain or expand ad opportunities
Frequency Cap	A limitation on how frequently a user can be returned ads from this placement
Level to Optimize for Profit	Optimize campaign delivery by profit
Excess Inventory	A pacing override that permits placements to “pace ahead” to avoid leaving inventory unmonetized
Repeat Mode	How often is this ad allowed to return to one request?
Disable Dynamic Decisioning	Is this placement eligible for dynamic ads or only for pre-scheduled opportunities?
Inventory Source Optimization (ISO)	Is the placement is able to ignore ISO restrictions set on network items?



3 minutes

KNOWLEDGE CHECK:

Placement Delivery Settings

Task	Question	Answer
Prioritization WaterFall	Only the Guaranteed and Preemptive priority buckets are selectable in the Delivery Widget. In what widget will I find the others? Where is the Reseller Hard Guarantee found?	You will find the other prioritization buckets in the budget widget. Reseller Hard Guarantee is an MRM rule set up by your network administrator.
Pacing	Which Pacing setting will allow you to have the ad always eligible for delivery no matter how much it has already delivered?	Fast-As
Excess Inventory	What is a reason why you would want to use the Excess Inventory setting?	This setting helps protect against an unexpected inventory spike being unmonetized while still ensuring the ads that need inventory to remain on-schedule are given the appropriate priority access.



3 minutes

TRY IT ON YOUR OWN:

Configuring the Placement Delivery Settings

1	Set Priority Navigate to the Delivery Section (Enhanced Trafficking Workflow) or Select the Delivery Widget Priority: Guaranteed
2	Review Pacing Options Review the pacing options. What pacing option allows the placement to always be eligible to deliver? Pacing Curve: Smooth As
3	Set Frequency Cap Give a Frequency Cap of 2 impression per Wall Clock Time of 25 Minutes
4	Review Level to Optimize for Profit (If Enabled) If enabled, review the Level to Optimize for Profit options.
5	Set Excess Inventory Review the Level to Excess Inventory options. How does this setting impact paying ads?
6	Review Override Repeat Review the Override repeat settings. What does Allow to release in each commercial break enable?

Placements: Content Targeting



Review different content targeting options

Identify how Standard Attributes can be applied to content items

Discuss how to use advanced combinations for content targeting

Configure Content Targeting

SELECT CONTENT TARGETING OR CONTENT PACKAGES

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

CONTENT TARGETING

1

Content Targeting Content Package

Current Selection

None Selected

Add New Selection

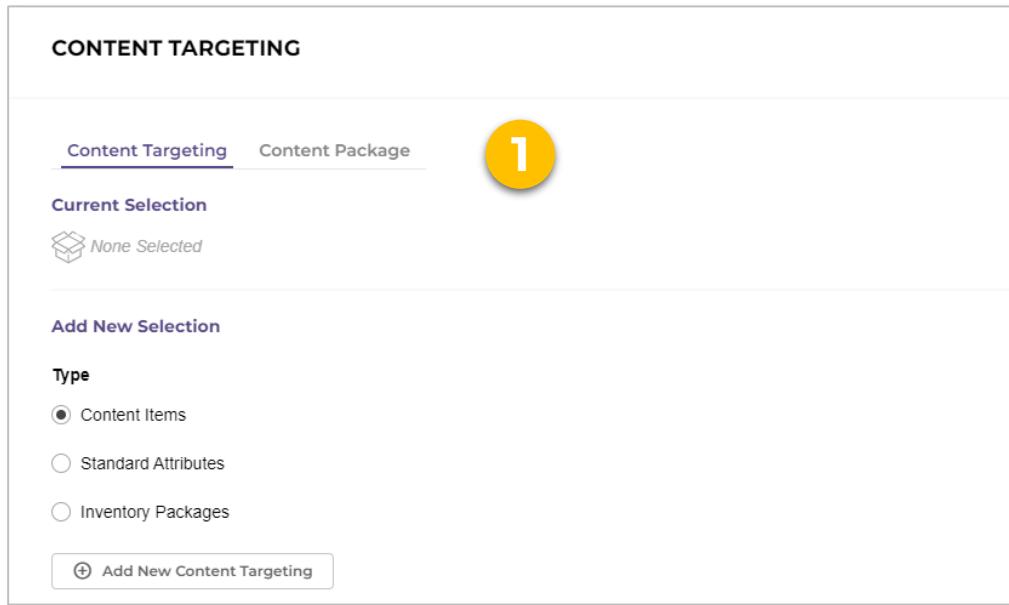
Type

Content Items

Standard Attributes

Inventory Packages

+ Add New Content Targeting



Content Targeting

Content targeting defines what standard attributes, inventory packages, content items (videos or sites) or content packages a placement is eligible to serve to.

Each placement may have different content targeting, but all ad units within a placement share the same content targeting.

This process will differ depending on each placement requirement.



3 minutes

EXPLANATION:

What is Content Targeting?

Review the following concepts:

- Review the different options for Content Targeting
 - Standard Attributes
 - Inventory Packages
 - Content Items
 - Content Packages
- Review site and video content organization
- Review how content targeting is one of the biggest influencers of whether the placement will serve it's full impression goal.

CONTENT TARGETING

THERE ARE A VARIETY OF CONTENT TARGETING OPTIONS

Standard Attributes	Content Items	Inventory Packages	Content Packages
<p>Marketplace Platform and allow partners to curate and discover inventory with greater clarity and consistency.</p> <ul style="list-style-type: none"><input type="checkbox"/> Standard Attributes are either detected in the ad request or mapped to content items.<input type="checkbox"/> Mapped Standard Attributes can be targeted by campaigns and deals.	<p>All video Group, Video Series, Video, Site Groups, Sites, and Site Section</p> <ul style="list-style-type: none"><input type="checkbox"/> All your networks Video Content (groups, series, or assets) and site content (groups, sites, and sections)<input type="checkbox"/> Content Items can be your Owned and Operated inventory or shared from a partner agreement.	<p>Allows you to easily bundle standardized (via standard attributes) and non-standardized inventory (O&O, MRM rules)</p> <ul style="list-style-type: none"><input type="checkbox"/> Sit alongside Marketplace Platform Private workflow and can be created at any time.<input type="checkbox"/> can contain the AND/OR relationship between Network Items in the inventory package.	<p>Allows you to easily bundle content items (videos and sites) with advanced combination.</p> <ul style="list-style-type: none"><input type="checkbox"/> Sit alongside campaign targeting workflow and can be created at any time.<input type="checkbox"/> can contain the AND/OR relationship between content Items in the content package.

STANDARD ATTRIBUTES THAT CAN BE TARGETED WITH PLACEMENTS

F CONFIGURED BY FREEWHEEL. These are values FreeWheel will configure that you will use when mapping your inventory in the network module.

CONTENT

- F M** Programmer, Brand, Channel
- F M** TV Content Rating
- M** Genre
- M** Language
- M** Content Daypart
- A** Content Duration
- A** Stream type
- F M** Series Name

- FW News, FW News-US
- TV-PG, TV-MA, Unrated
- Drama
- English, French
- Latenight, Daytime
- Long Form, Short Form
- On-Demand or Live
- News on the Ones

M DECLARED (MAPPED IN NETWORK MODULE)

A DETECTED (DETECTED AD REQUEST)

PLATFORM & ENDPT

- F M** Endpoint Owner & Endpoint Name (Optional)
- A M** Device type
- A M** Environment
- A M** Operating system (OS)
- A** IP enabled - Audience

- FW News
- Connected TV/OTT
- App
- iOS
- True

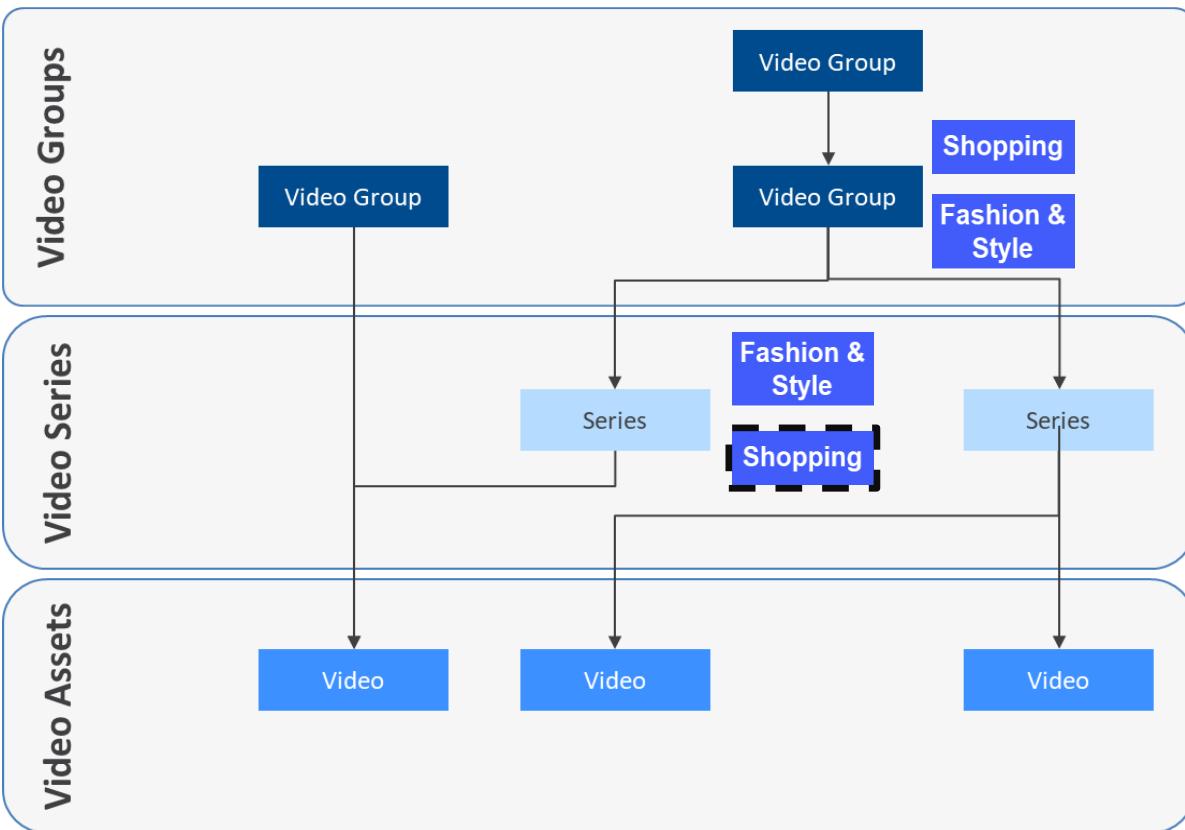
GEO LOCATION

- A** Country & State/Province
 - A** DMA
 - A** Postal code
- United States, New York
 - NY
 - US postal codes (10001)

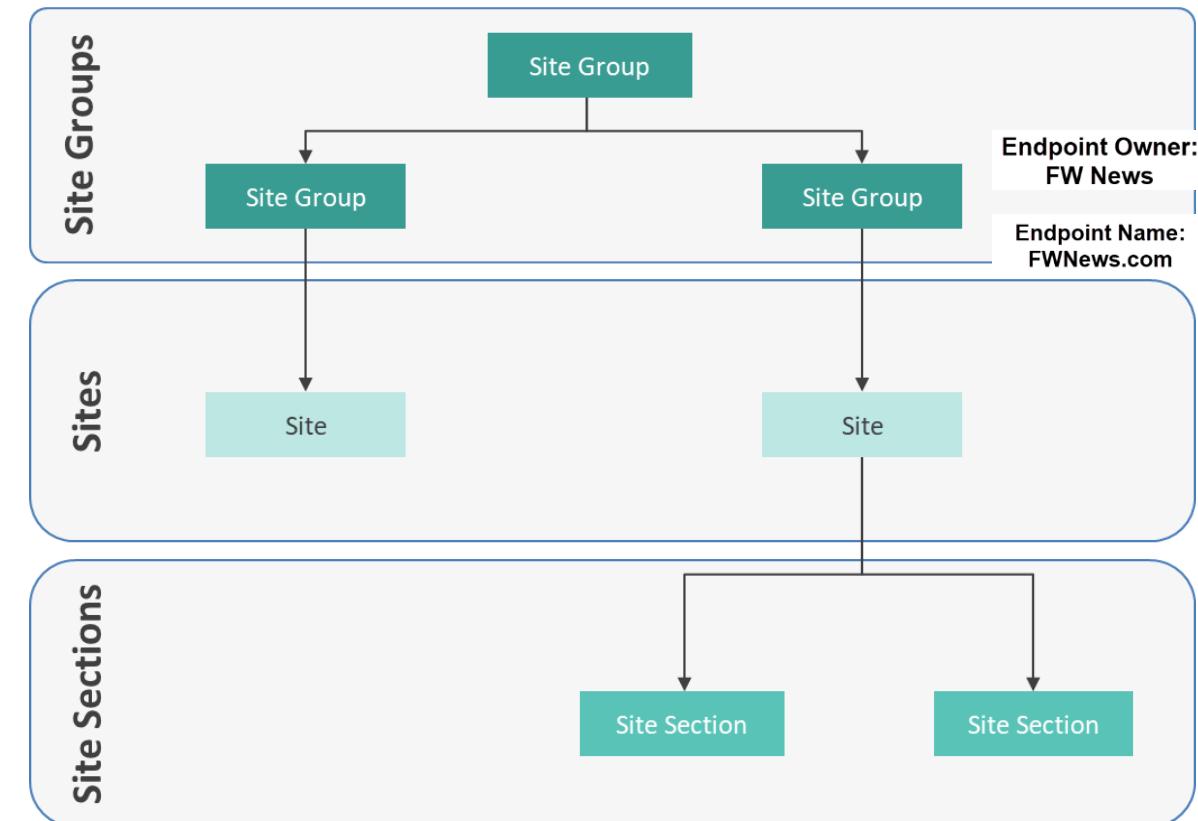
If an attribute is both detected and declared, the declared value on the network item will take precedence.

STANDARD ATTRIBUTES CAN BE APPLIED TO CONTENT ITEMS

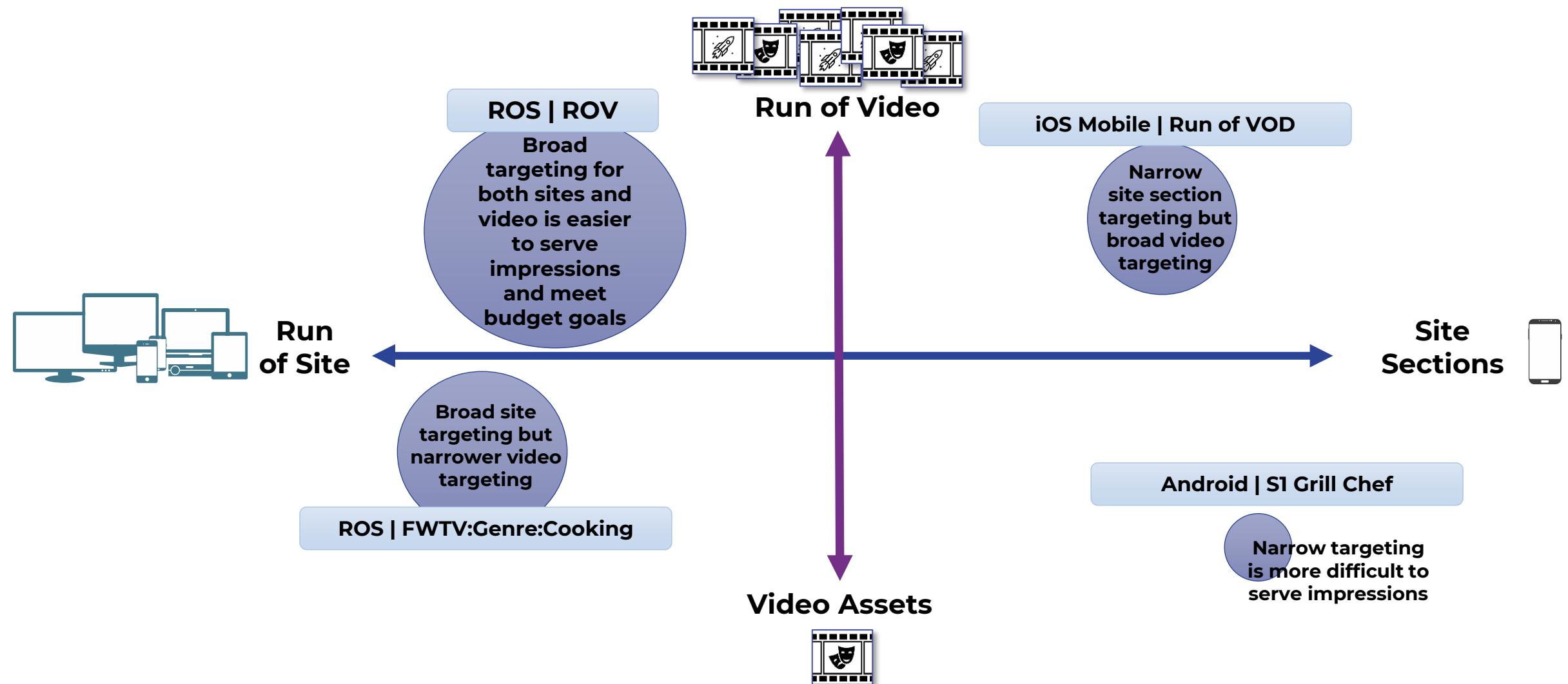
Genres: Sports Talk Music Videos
Shopping Fashion & Style...



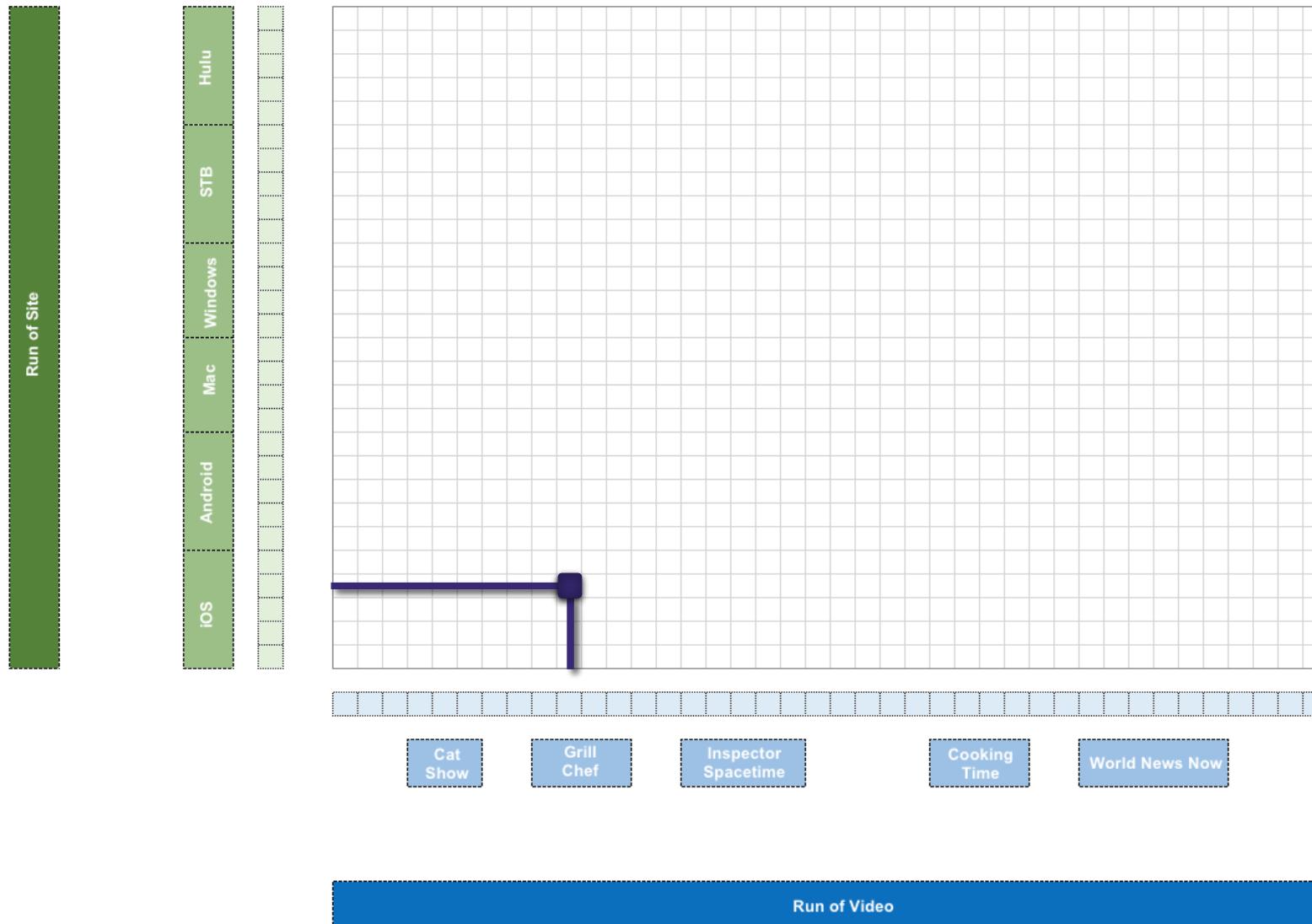
Endpoint Owner: FW News
Endpoint Name: FWNews.com



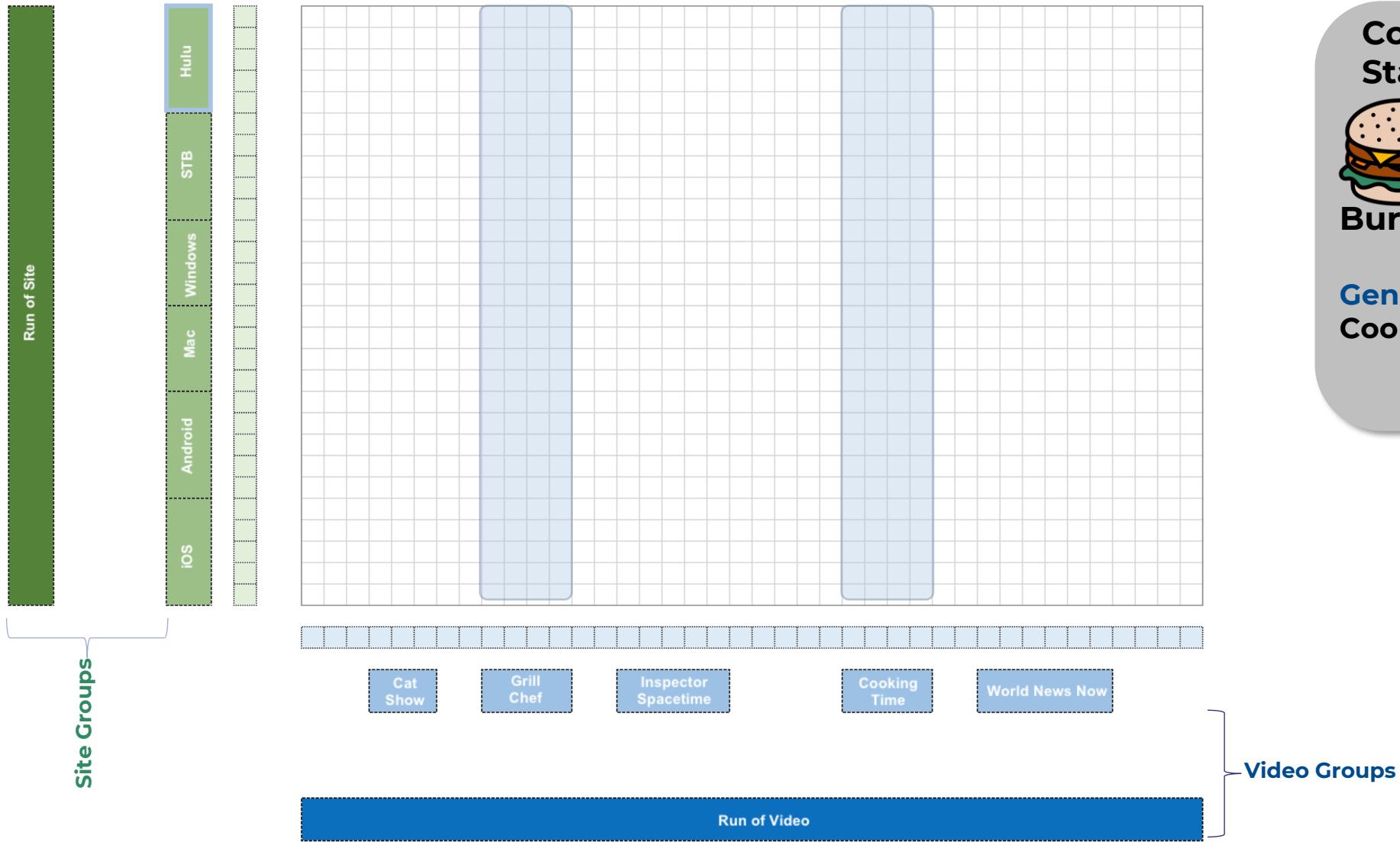
CONTENT ITEM CONTENT TARGETING INFLUENCES DELIVERY



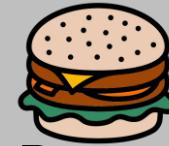
AN AD REQUEST INCLUDES A VIDEO ASSEST AND A SITE SECTION



IF TARGETING STANDARD ATTRIBUTES ALL THOSE ARE INCLUDED



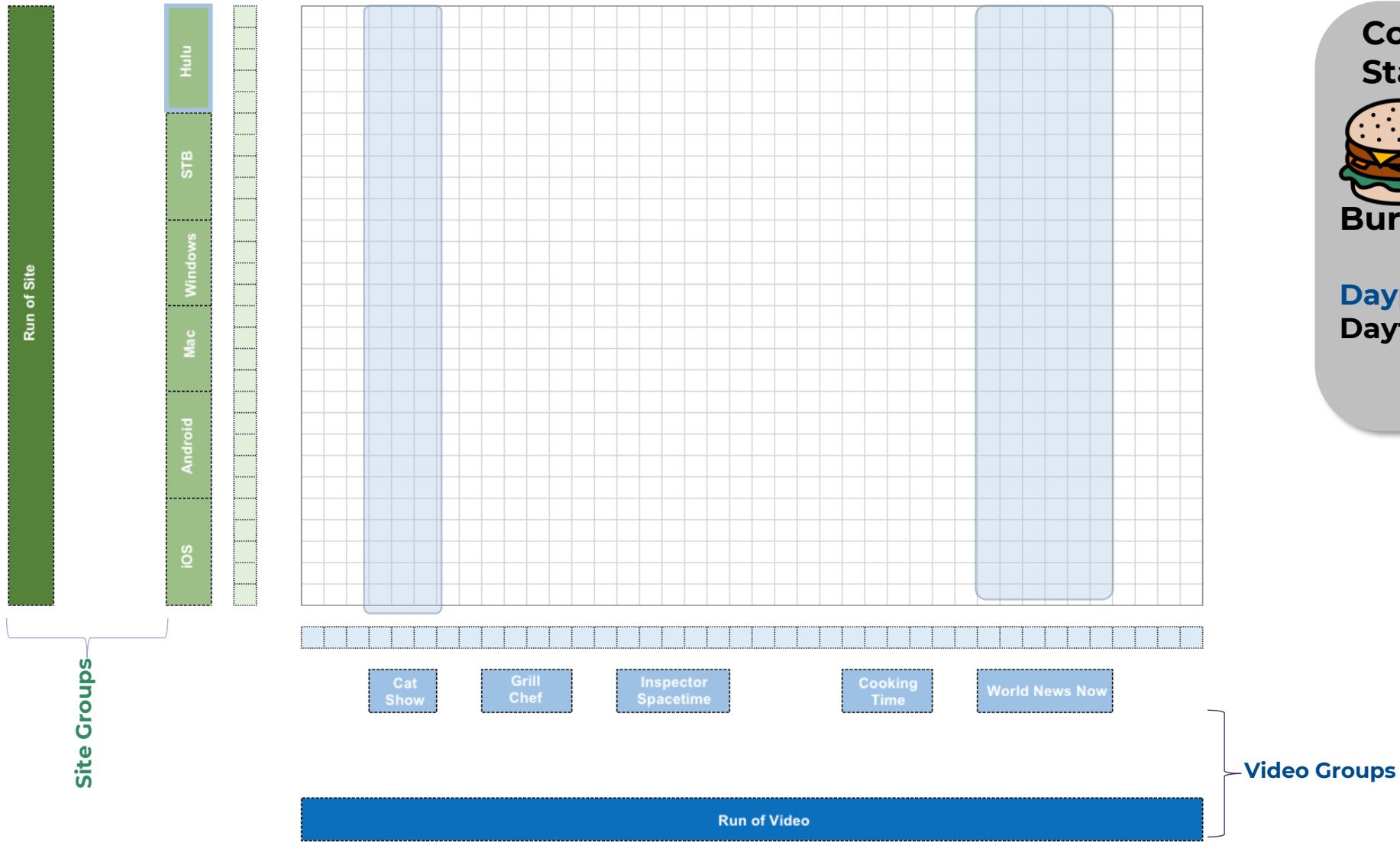
**Content Targeting:
Standard Attributes**



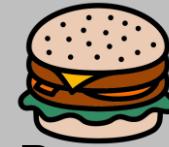
BurgerTime Burgers

**Genre:
Cooking & Food**

IF TARGETING STANDARD ATTRIBUTES ALL THOSE ARE INCLUDED



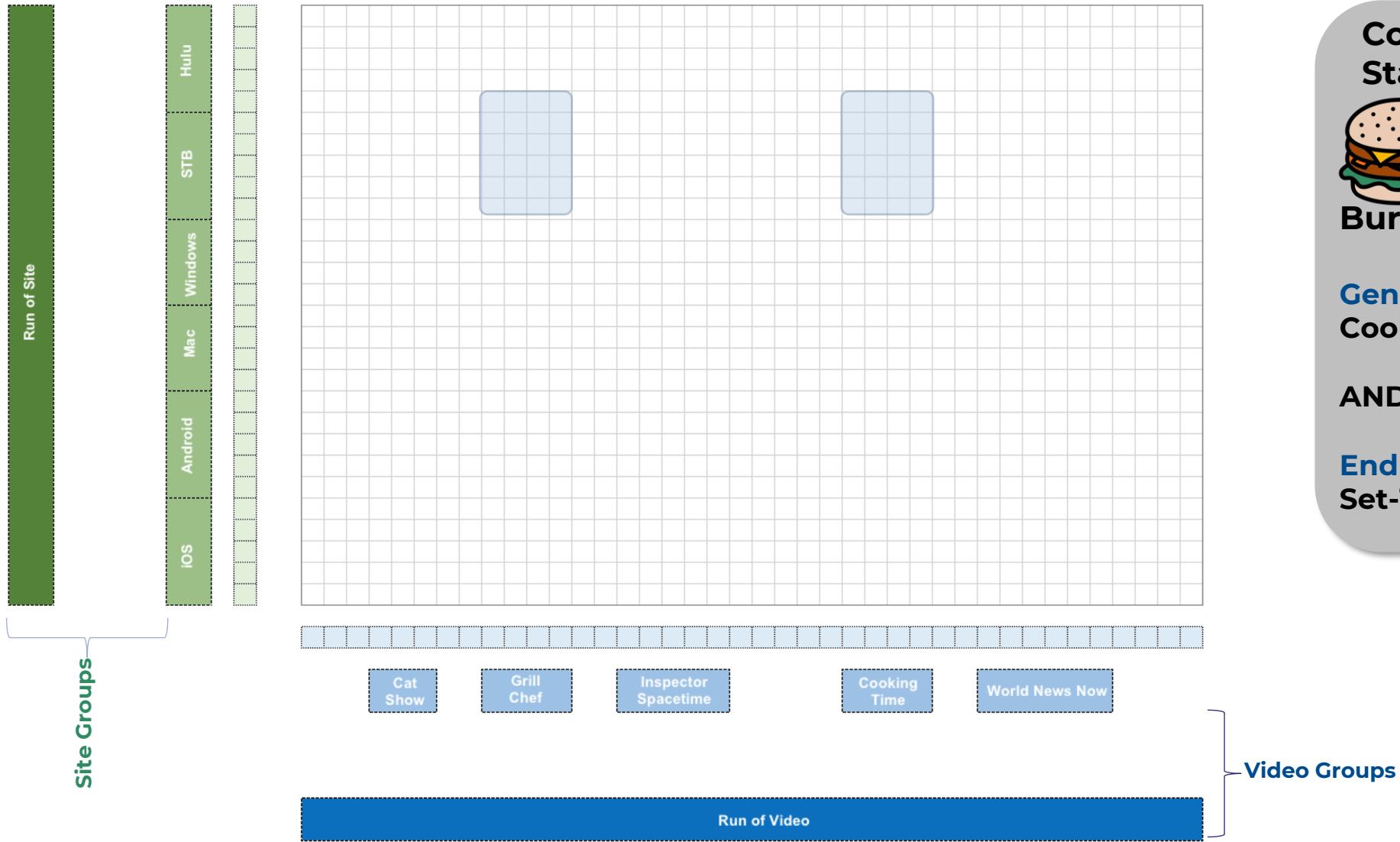
**Content Targeting:
Standard Attributes**



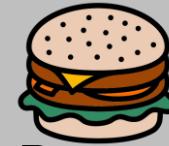
BurgerTime Burgers

**Daypart:
Daytime**

IF TARGETING STANDARD ATTRIBUTES ALL THOSE ARE INCLUDED



**Content Targeting:
Standard Attributes**



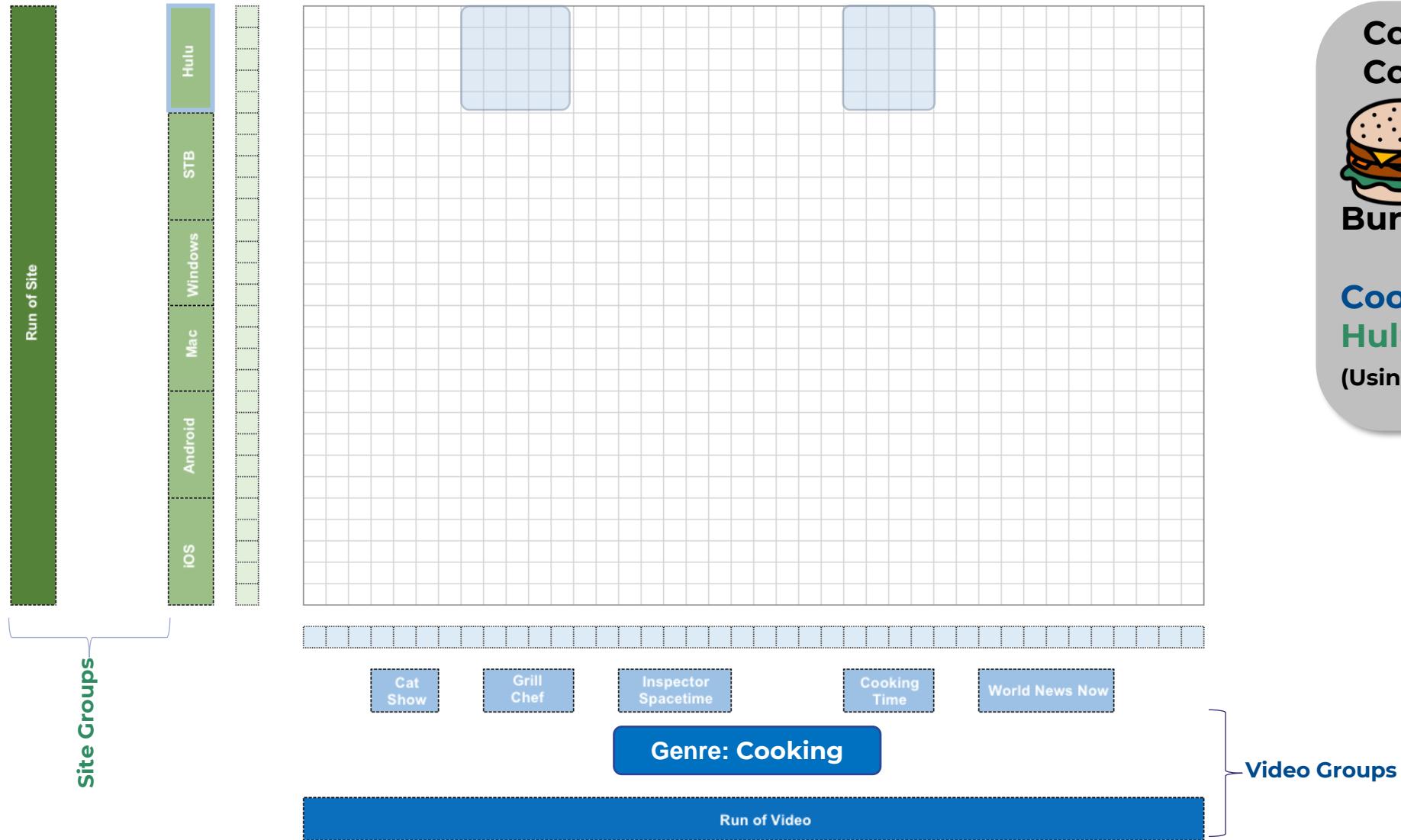
BurgerTime Burgers

**Genre:
Cooking**

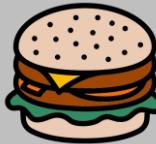
AND

**Endpoint:
Set-Top-Box (STB)**

IF TARGETING CONTENT ITEMS OR COMIBINATIONS THOSE ARE INCLUDED



Content Targeting:
Content Items



BurgerTime Burgers

Cooking Video Group
Hulu Site Group

(Using Advanced Combinations)

SELECT CONTENT TARGETING OR CONTENT PACKAGES

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

CONTENT TARGETING

1

Content Targeting Content Package

Current Selection

None Selected

Add New Selection

Type

Content Items

Standard Attributes

Inventory Packages

+ Add New Content Targeting

Select Content Targeting or Content Packages

Select Content Targeting or Content Packages

SELECT TYPE AND ADD NEW CONTENT TARGETING

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

CONTENT TARGETING

Content Targeting Content Package

Current Selection
None Selected

Add New Selection

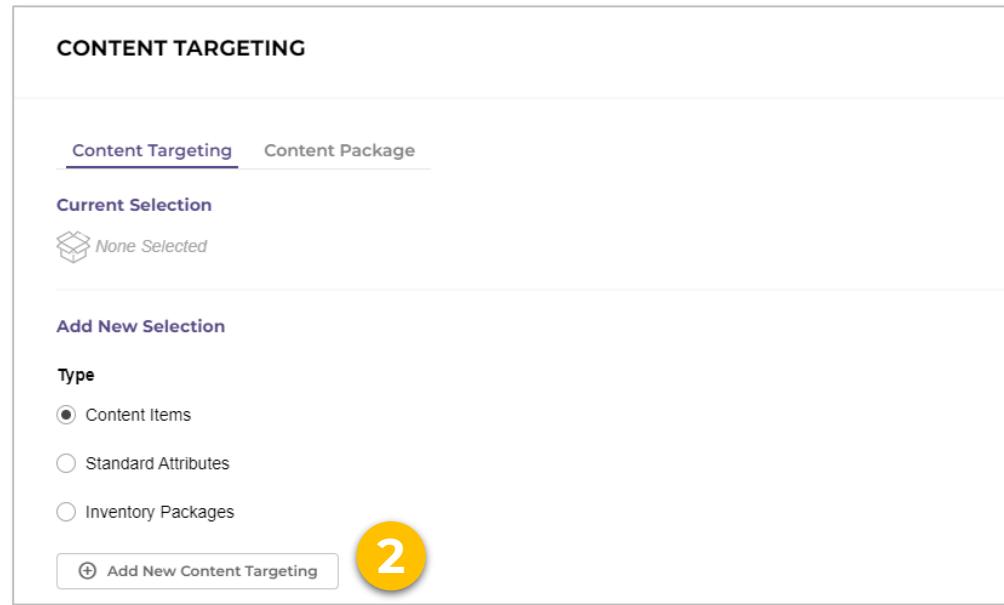
Type

Content Items

Standard Attributes

Inventory Packages

+ Add New Content Targeting **2**



Select Type and Add New Complete Targeting

Select Type (Standard Attributes, Inventory Packages, or Content Items) and select Add New Complete Targeting

CONTENT TARGETING: STANDARD ATTRIBUTES

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

ADD NEW STANDARD ATTRIBUTE **3**

Programmer Brand Genre TV Rating Language Duration Daypart

Select Duration(s)

Quick Include

Run Of Marketplace Network

Include **2** Exclude

Name	ID
<input checked="" type="checkbox"/> Long Form	3
<input checked="" type="checkbox"/> Mid Form	2
<input type="checkbox"/> Short Form	1

Add any standard attributes to include or exclude

If targeting Standard Attributes, select what standard attributes you will include or exclude. **This is only required if you are targeting standard attributes.**

If you are only targeting standard attributes and no content items, move on to geographic targeting.

CONTENT TARGETING: CONTENT ITEMS

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

Do Not Allow to Repeat

CONTENT TARGETING

you can either target content items or a content package but not both. If you want to target a content package, please go to Content Packages.

Content Items Content Package

Current Selection

Include Add Advanced Combinations

Exclude

Add New Selection

Add New Content Items

GEOGRAPHIC TARGETING

Current Selection

Include

4

ADD NEW CONTENT TARGETING

Video Video Series Video Group Site Section Site

Site Group

Select Site Group(s)

INCLUDE

Search Site Groups

6 / 6 results

QUICK INCLUDE

Run Of Video Network

Run Of Site Network

Status Active

ALL RESULTS

SG: Stream Type: VOD

SG: Stream Type: Live

SG: Biz Div Endpts-Brand: VCBS: O...

SG: Platform-DVC: CTV: Roku

SG: Platform-DVC: Desktop: Web

SG: Biz Div Endpts-Brand: VCBS: O...

Filters

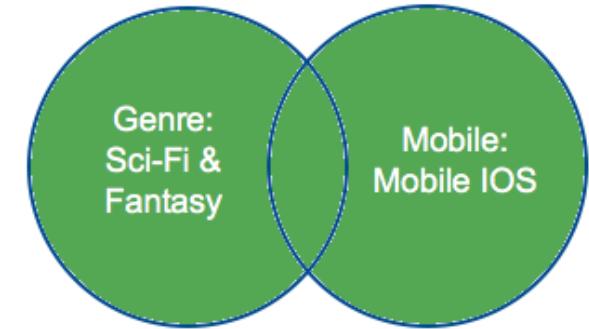
Inactive

EXCLUDE

Cancel Save Changes

Search for Videos and Sites (optional: if you are targeting content items)

Select the tab of the network item (Videos, Video Series, Video Groups, Site Sections, Sites, and Site Groups) that you will target the placement against. Select the network item (Videos, Video Series, Video Groups, Site Sections, Sites, and Site Groups) that you want to **include and/or exclude** in the targeting. Select Save Changes



Select Advanced Combinations to use AND and OR functions to combine content targets into meaningful targets groups.

SELECT ADVANCED COMBINATIONS FOR CONTENT ITEMS

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

CONTENT TARGETING

⚠️ you can either target content items or a content package but not both. If you want to target a content package, you can only include one package per Placement. **X**

[Content Items](#) [Content Package](#)

Current Selection

Include [Add Advanced Combinations](#) **5**

[Video Group](#) is Genre: Animals **X** [Video Group](#) is Genre: Drama **X** [Site Group](#) is SG: Platform-DVC: CTV: Roku **X**

Exclude

Add New Selection

[Add New Content Items](#)

Select advanced combinations (optional)

Select Add Advanced Combinations to apply AND and OR logic to groups of packages of content if you are targeting content items

APPLYING CONTENT TARGETING FOR CONTENT ITEMS

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

SELECT ADVANCED COMBINATIONS

Set One +

Within Set: OR

Include Items

VIDEO GROUP > Genre: Animals X VIDEO GROUP > Genre: Drama X

Search By Input

Video Group

- Genre: Animals 6
- Genre: Drama

Site Group

- SG: Platform-DVC: CTV: Roku

Select the Select Items for Set One

Select the items to include in Set One.

SET LOGIC WITHIN SET TO AND/OR FOR CONTENT ITEMS

- Content Targeting**
- 1 Select Content Targeting or Content Packages
 - 2 Select Type and Add New Content Targeting Targeting
 - 3 Add any Standard Attributes to include or exclude
 - 4 Select the Videos or Sites to Include or exclude and save
 - 5 Select Add Advanced Combinations
 - 6 Search and Select Items to Include
 - 7 Set the logic to AND or OR
 - 8 Add another set (optional) and repeat steps 6 and 7
 - 9 Set Logic Between sets. Once done, select SAVE.

SELECT ADVANCED COMBINATIONS

Set One +

Within Set: OR 7

AND

Include Items OR

VIDEO GROUP > Genre: Animals X VIDEO GROUP > Genre: Drama X

Search By Input

Video Group

- Genre: Animals
- Genre: Drama

Site Group

- SG: Platform-DVC: CTV: Roku



OR: A request must include at least one item in this group to match this targeting set. By default, all items selected in the content targeting widget are "OR". If you are familiar with boolean logic, this is OR across elements in this set.

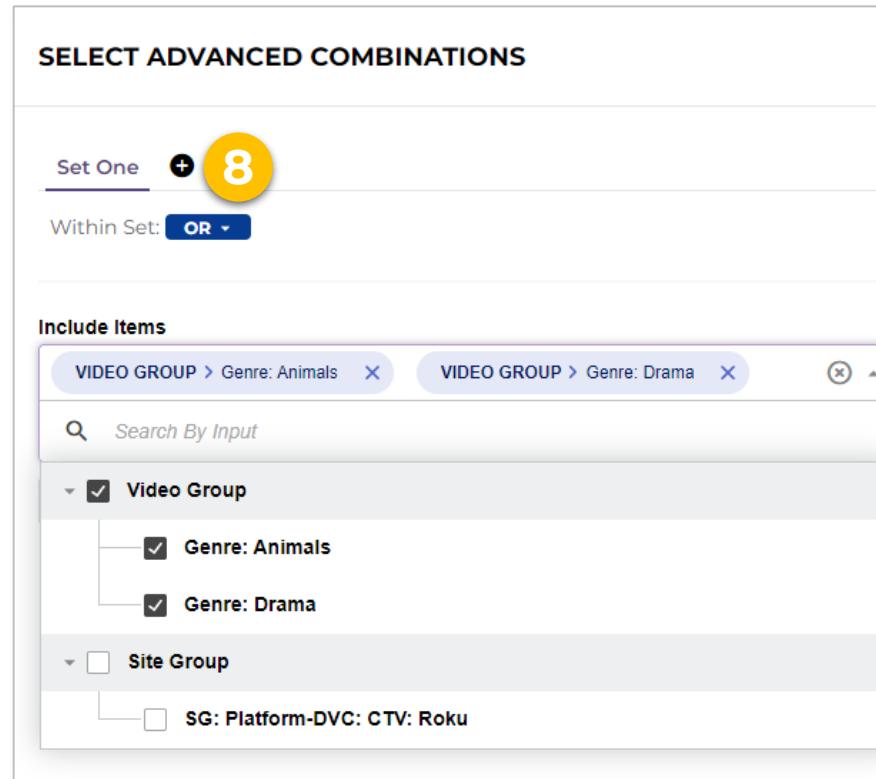
AND: A request must include all items in this group to match this targeting set. If you are familiar with boolean logic, this is AND across elements in this set.

Select the logic to AND or OR

Select the items to include in Set One. Choose the type of logic you would like to attribute to the elements of the set.

ADD ANOTHER SET IF NEEDED FOR CONTENT ITEMS

- Content Targeting**
- 1** Select Content Targeting or Content Packages
 - 2** Select Type and Add New Content Targeting Targeting
 - 3** Add any Standard Attributes to include or exclude
 - 4** Select the Videos or Sites to Include or exclude and save
 - 5** Select Add Advanced Combinations
 - 6** Search and Select Items to Include
 - 7** Set the logic to AND or OR
 - 8** Add another set (optional) and repeat steps 6 and 7
 - 9** Set Logic Between sets. Once done, select SAVE.

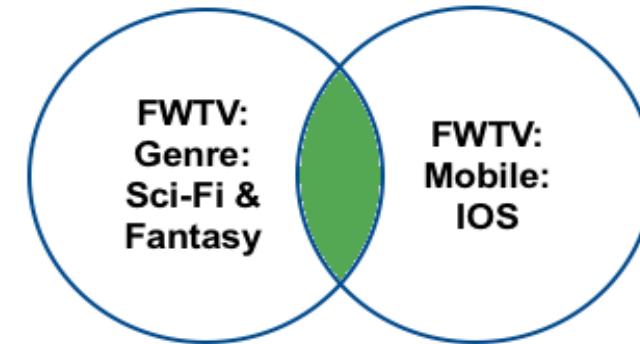
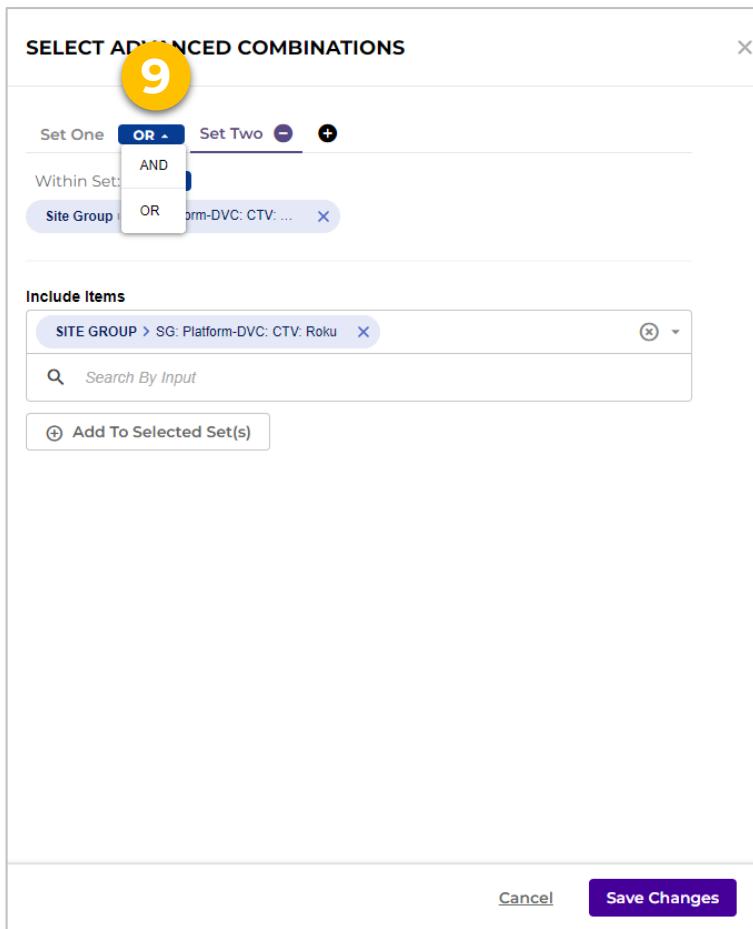


Add Another Set

To add another Set, select the plus icon next to Set One. Repeat steps 6 & 7 for creating another set

SET LOGIC BETWEEN SETS FOR CONTENT ITEMS

- Content Targeting**
- 1** Select Content Targeting or Content Packages
 - 2** Select Type and Add New Content Targeting Targeting
 - 3** Add any Standard Attributes to include or exclude
 - 4** Select the Videos or Sites to Include or exclude and save
 - 5** Select Add Advanced Combinations
 - 6** Search and Select Items to Include
 - 7** Set the logic to AND or OR
 - 8** Add another set (optional) and repeat steps 6 and 7
 - 9** Set Logic Between sets. Once done, select SAVE.



Set Logic Between Sets

Choose the type of logic you would like to attribute between the sets.



3
minutes

DEMONSTRATION:

Set Content Targeting for Content Items

Review the following tasks:

- Arrange Content Targeting on the placement to allow the ad unit to be eligible to serve to the following:

Video Content: FW TV: Sci-Fi & Fantasy
Matched with

Site Content: FW-TV Mobile



2 minutes

TRY IT ON YOUR OWN:

Setting Content Targeting with Content Items

Content Targeting

Navigate to the Content Section (Enhanced Trafficking Workflow) or select the Targeting Tab > Content Widget

Video Group: VG: Genre: Sports **Matched with**

Site Group: Programmer: FreeWheelTV: Platform: TVE: Roku

Current Selection

Include

Content Items Only

Current Selection

Include Add Advanced Combinations

Video Group VG: Genre: Sports Site Group Programmer: FreeWheel...

Set One +

Within Set:

AND

Site Group Programmer: FreeWheel... Video Group VG: Genre: Sports

Include Items

Search By Input

Add To Selected Set(s)

1 Select Content Items and Add New Complete Targeting

2 Select Video Group and select Include

3 Select Site Group and select Include. Click Save Changes

4 Select Add Advanced Combinations

Advanced Combinations

1 Select Both Items and Add to Selected Sets

2 Select Within Set to AND and Save Changes

3 Save Changes

Placements: Additional Targeting



Discuss how values passed in the ad request impact targeting



Configure Geographic, Daypart, and Platform



Configure ISP, Audience, and Content Owner



Configure Custom Targeting

PLACEMENT PROCEDURES – TARGETING TAB

Targeting	
1	Geographic Targeting
2	Set Daypart Targeting
3	Set Platform Targeting
4	Set ISP Targeting
5	Set Custom Targeting
6	Set Audience Targeting

Trafficking	Targeting	Advanced Settings	Metrics & Creatives	Performance						
<input type="button"/> <input type="text"/> Search your placements and ad units Update Status Options Add New										
Status	Name	IO ID	Content	Geographical	Daypart	Platform	ISP	Custom	Audience	Relationships
<input type="checkbox"/> <small>Inactive Not Booked</small>	BurgerTime Burgers Sept 1-Dec 31 1 Million Impressions ID 53395311	53395309	--	All Countries	24/7	All Platforms	All ISPs	--	--	--

1 2 3 4 5 6

Description

The "Targeting" Settings contains the Content Targeting and additional targeting options to define the inventory a Placement is targeted to. It more specifically defines to which requests this placement is eligible to return.



2 minutes

EXPLANATION:

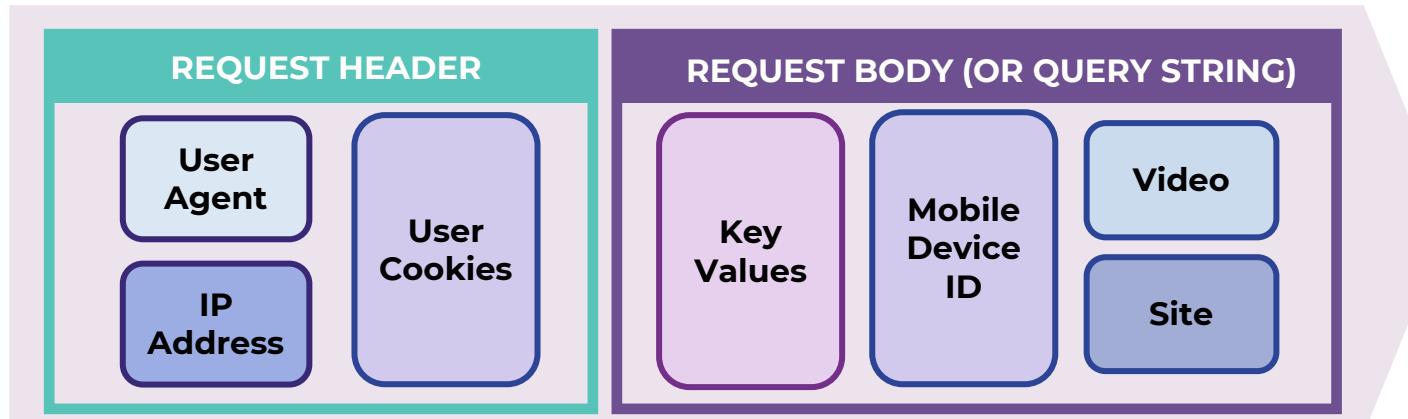
How does Targeting Work?

Review the following concepts:

- Review the components of targeting and how the FreeWheel Ad Server identifies audience characteristics

HOW TARGETING WORKS

OPTIONS FOR IDENTIFYING USER IDS BY AD REQUEST SOURCE SENT TO MRM



Geo/Daypart Targeting	Location of user mapped from IP Address or Lat/Long if in request.	IP Address
Platform Targeting	Endpoint platform identified from User Agent String	User Agent
Custom Targeting	Matched against Key-Values in the request	Key Values
Audience Targeting	"Audience Attribute" Key-Values, Browser Cookies, Device IDs, etc	User Cookies Key Values

GEOGRAPHY TARGETING

- Targeting**
- 1 Geographic Targeting
 - 2 Set Daypart Targeting
 - 3 Set Platform Targeting
 - 4 Set ISP Targeting
 - 5 Set Custom Targeting
 - 6 Set Audience Targeting

GEO TARGETING 1

Current Selection

Include

Exclude

Add New Selection

GEO Type

Country

Select Country

Search By Input

Include **Exclude**

Current Selection

Include

DMA > Eureka, CA X DMA > Palm Springs, CA X DMA > Los Angeles, CA X

Exclude

DMA > Rapid City, SD X DMA > Missoula, MT X

Add New Selection

GEO Type

DMA

Select DMA

Search By Input

Include **Exclude**

Geography Targeting

Set targeting for Country, State, DMA, Postal Code, Postal Code Group, Region. Default is all countries are targeted. The additional fields will differ based on what GEO type is selected.

DAYPART TARGETING

- 1 Geographic Targeting
- 2 Set Daypart Targeting
- 3 Set Platform Targeting
- 4 Set ISP Targeting
- 5 Set Custom Targeting
- 6 Set Audience Targeting

DAYPART TARGETING 2

24/7
 Custom Daypart

Daypart Targeting

Set targeting for the times of the day, days of the week, or combination the deal can serve. By default will be set to 24/7 daypart schedule which means the placement is eligible to serve ads anytime the placement is active.

24/7
 Custom Daypart

Time Zone (GMT+08:00) Asia - Shanghai

Repeats Time of Day i
 Repeats Days of Week i

Sunday
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday

Start Time 12 midnight

Custom Daypart

Time Zone (GMT-05:00) America - New York

Repeats Time of Day i
 Repeats Days of Week i

Start Time End Time
12 midnight Sunday 04:00AM Sunday All Day

Add Another

PLATFORM TARGETING



Add New Selection

* Type
 Standard Attributes
 Default Platform Targets

Warning
Ad will only deliver if all targeting configurations (Device Type, OS, Environment and Endpoint Owner / Endpoint Name) are met.

Category
Device

Select Device
Search By Input

Include Exclude

3

PLATFORM TARGETING

Current Selection

Include
Standard Device is Connected TV/OTT X

Exclude
Standard Device is Amazon Fire TV X
Standard Device is Playstation X

Add New Selection

* Type
 Standard Attributes
 Default Platform Targets

Warning
Ad will only deliver if all targeting configurations (Device Type, OS, Environment and Endpoint Owner / Endpoint Name) are met.

Category
Browser

Select Browser
Search By Input

Include

Platform Targeting

Set the targeting for the to target a combination of Platforms by Devices, Operating Systems, Browsers and Packages.

ISP TARGETING

- 1** Geographic Targeting
- 2** Set Daypart Targeting
- 3** Set Platform Targeting
- 4** Set ISP Targeting
- 5** Set Custom Targeting
- 6** Set Audience Targeting

ISP TARGETING **4**

Current Selection
None Selected

Add New Selection

Select ISP

Search By Input

Include

ISP Targeting

Set the targeting for the to target a combination of Platforms by Devices, Operating Systems, Browsers and Packages.

CUSTOM TARGETING

- 1 Targeting
- 2 Geographic Targeting
- 3 Set Daypart Targeting
- 4 Set Platform Targeting
- 5 Set ISP Targeting
- 6 Set Custom Targeting

CUSTOM TARGETING 6

Current Selection
Set 1 (Edit)

Logic within set : Match Any Match All

None Selected

Add individual Key Value pairs or use multiple sets to create more advanced boolean combinations, click the targeting set to select before you want to edit it. Note that logic across sets are 'and'.

Key Name

Key Value

Add New Range Value

Select Existing Key Name and Value

Add Selected

Current Selection

Set 1 (Edit)

Logic within set : Match Any Match All

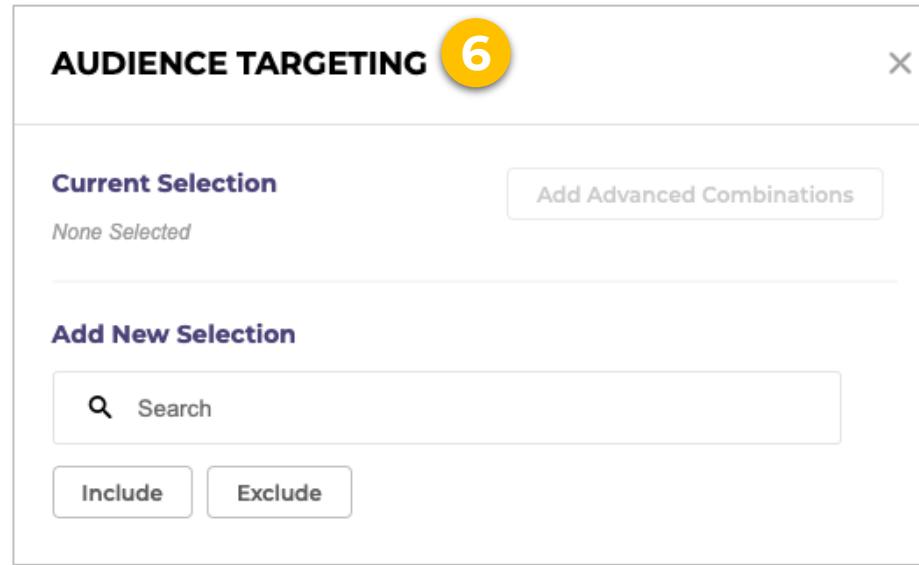
Custom Keyvalue `IS _fwu:520584:V00001=1` X Custom Keyvalue `IS _fwu:520584:V00003=3` X

Custom Targeting

Set key-name / key-value pairs that must be present in the request for the deal to be eligible to return.

AUDIENCE TARGETING

- 1** Geographic Targeting
- 2** Set Daypart Targeting
- 3** Set Platform Targeting
- 4** Set ISP Targeting
- 5** Set Custom Targeting
- 6** Set Audience Targeting



Audience Targeting

Set targeting for audience items, create audience sets for a placement , and easily target the audience you want to reach.



3 minutes

TRY IT ON YOUR OWN:

Configuring the Placement Advanced Targeting

1

Geographic Targeting

Select United States
Click Include

Placements: Advanced Tab



Set Override (Impacts Ad Decisioning)



Set Exclusivity and Add Campaign Tags



Set Industry Assignment



Discuss how Soft Reserve can be used to reserve inventory

PLACEMENT PROCEDURES – ADVANCED SETTINGS

Advanced Settings

- 1 Set the Override
- 2 Set Exclusivity
- 3 Set Campaign Tags
- 4 Set Industry
- 5 Soft Reserve
- 6 Yield Optimization

Advanced Settings

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your Placements and Ad Units

Status Name IO ID Override Exclusivity Campaign Tags Industry Soft Reserve Yield Optimization

Inactive Not Booked	BurgerTime Burger Sept 1-Dec 31 1 Million Imps	64401263	--	Custom	No	--	Off	Custom
	ID 64401265							

1 2 3 4 5 6

Description

Settings which are neither required nor related to inventory targeting are managed in the Advanced tab.

SET THE OVERRIDE

- Advanced Settings**
- 1 Set the Override
 - 2 Set Exclusivity
 - 3 Set Campaign Tags
 - 4 Set Industry
 - 5 Soft Reserve
 - 6 Yield Optimization

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your Placements and Ad Units

Status Name IO ID Override Exclusivity Campaign Tags Industry Soft Reserve Yield Optimization

Status	Name	IO ID	Override	Exclusivity	Campaign Tags	Industry	Soft Reserve	Yield Optimization
Inactive Not Booked	BurgerTime Burger Sept 1-Dec 31 1 Million Imps	64401263	--	Custom	No	--	Off	Custom
	ID 64401265							

1

Override

By changing the settings in this widget, you inform the ad server to prioritize or deprioritize specific ads based on your manual instructions to make ad serving decisions instead of using the actual settings of the placement such as CPM.

OVERRIDE

⚠️ Overriding the system's price based yield optimization is likely to push out higher paying ads and reduce both yield and revenue. In addition, it may cause other higher paying ads to under deliver causing further damage. Use with extreme caution.
[View Daily Calculated CPMs](#)

Mode

Above Paying Ads i

Amongst Paying Ads i
 By CPM
 By Absolute Rank
 Below Paying Ads i



4 minutes

EXPLANATION:

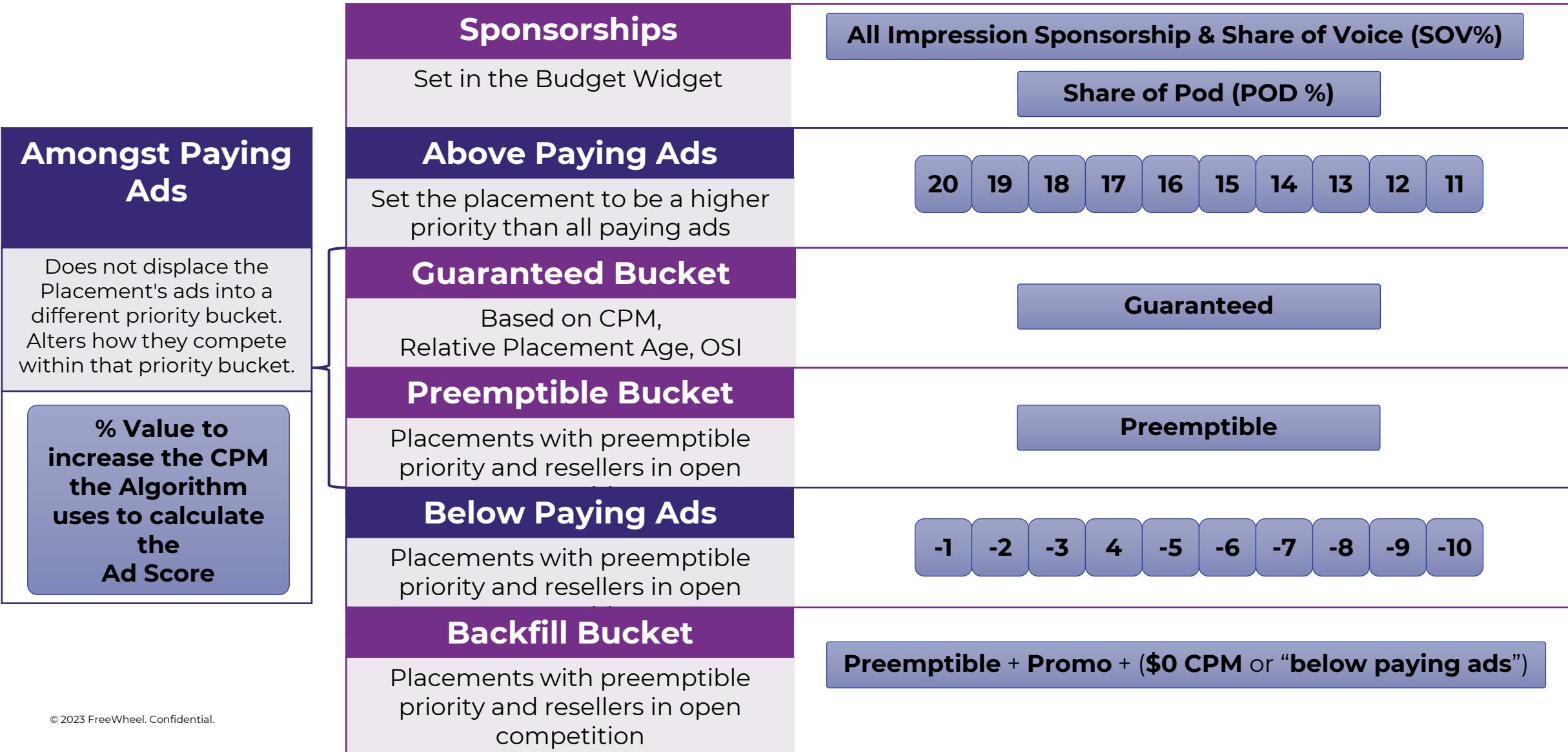
Describe Placement Settings

Review the following concepts:

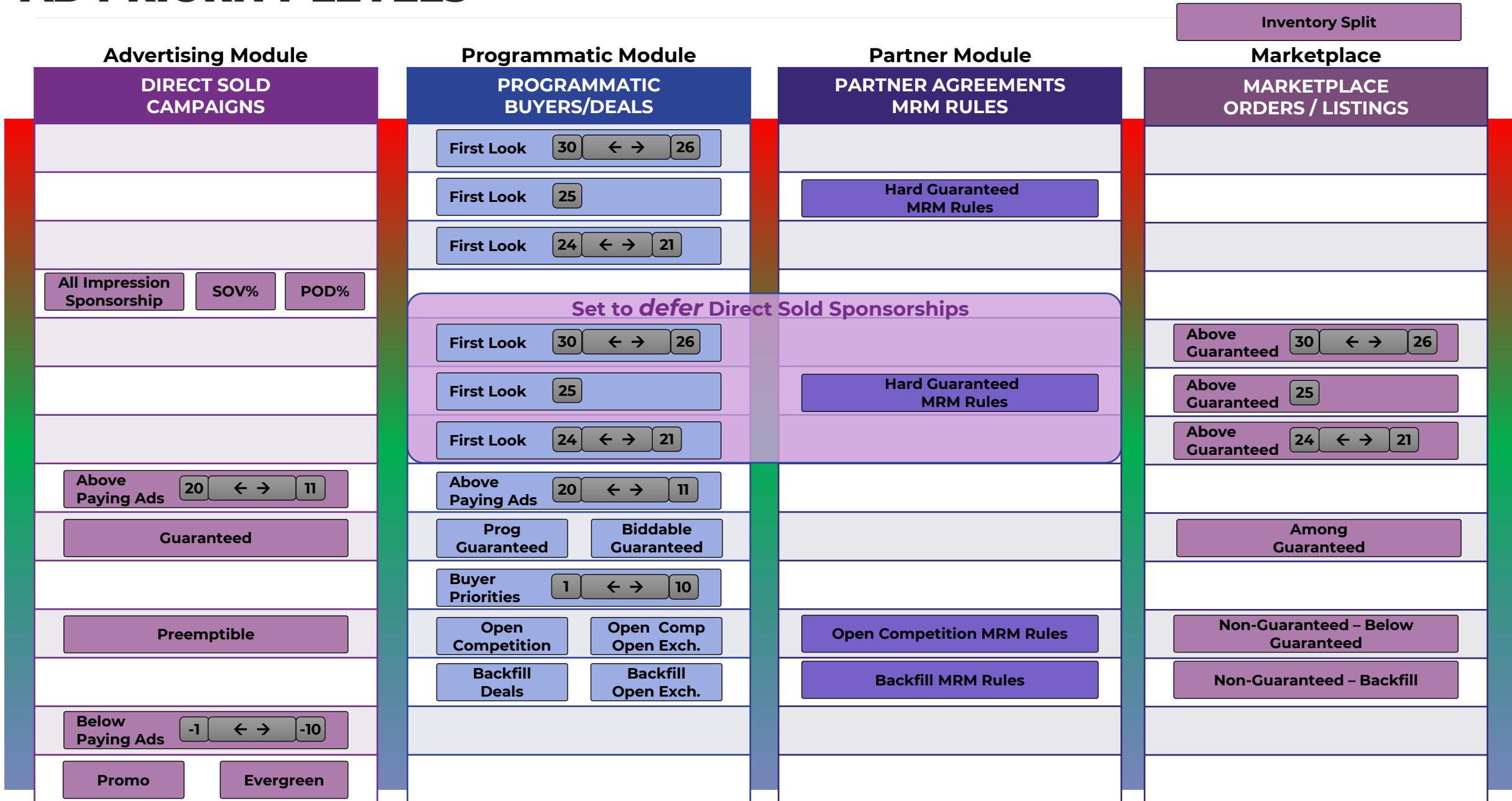
- Review the delivery priority buckets
- Understand how you can set an override to force an ad to serve above it's normal bucket

OVERRIDE

CONTROL THE RELATIVE PRIORITY OF HOW AN AD IS SCORED BY THE AD SERVER WITHIN ITS PRIORITY BUCKET



AD PRIORITY LEVELS



SET EXCLUSIVITY

Advanced Settings

- 1 Set the Override
- 2 Set Exclusivity
- 3 Set Campaign Tags
- 4 Set Industry
- 5 Soft Reserve
- 6 Yield Optimization

Status	Name	IO ID	Override	Exclusivity	Campaign Tags	Industry	Soft Reserve	Yield Optimization
Inactive Not Booked	BurgerTime Burger Sept 1-Dec 31 1 Million Imps	64401263	--	Custom	No	--	Off	Custom

Exclusivity

Filling out the Exclusivity widget answers the question:

When this placement is selected to serve, what other placements, advertisers, or brands can serve with it?

2



None: No exclusivities are set. It is a normal placement with no restrictions established on what other placements can serve with this placement or to this content. This is the default setting.

Full This placement is chosen to deliver, all other placements are restricted from serving within the defined scope.

Custom: Make selections between Industry, Advertiser, Reseller, Campaign, IO, or Placement to explicitly define the other types of sales that are excluded from returning within the scope defined in "Scope of Exclusivity".



3 minutes

EXPLANATION:

Exclusivity

Review the following concepts:

- Describe the 3 scope of exclusivity settings

EXCLUSIVITY - FULL

THIS PLACEMENT IS CHOSEN TO DELIVER, ALL OTHER PLACEMENTS ARE RESTRICTED FROM SERVING FROM THE DEFINED SCOPE



BurgerTime Burgers

- 1,000,000 Impression Goal
- September 1st-December 31st
- Exclusivity Full

EXCLUSIVITY

Exclusivity

Level

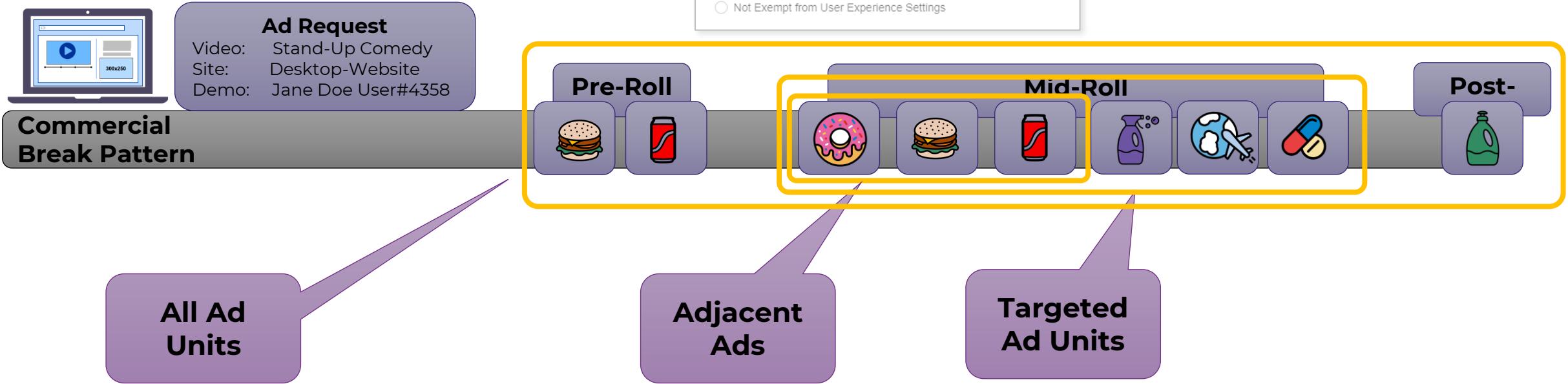
Full

Scope

All Ad Units
 Targeted Ad Units Only
 Adjacent Ads Only

Exemptions

Let Content's Setting Dictate Sponsorship Exemptions
 Exempt from User Experience Settings
 Not Exempt from User Experience Settings



EXCLUSIVITY - CUSTOM

MAKE SELECTIONS BETWEEN INDUSTRY, ADVERTISER, RESELLER, CAMPAIGN, IO, OR PLACEMENT TO EXPLICITLY DEFINE FINE THE OTHER TYPES OF SALES THAT ARE EXCLUDED FROM RETURNING WITHIN THE SCOPE DEFINED

PLACEMENT EXCLUSIVITY

X

Industry	Advertiser	Brand	Reseller	Campaign	IO	Placement
----------	------------	-------	----------	----------	----	-----------

Select Industry(s)

EXCLUDE

▼ QUICK EXCLUDE

All Industries (including uncategorized advertisers & resellers)

▼ ALL RESULTS

Search By Input

EXEMPT

Custom Exclusivity Categories:

- **Industry**
- **Advertiser**
- **Brand**
- **Reseller**
- **Campaign**
- **IO**
- **Placements**

SET CAMPAIGN TABS

- ## Advanced Settings
- 1 Set the Override
 - 2 Set Exclusivity
 - 3 Set Campaign Tags
 - 4 Set Industry
 - 5 Soft Reserve
 - 6 Yield Optimization

The screenshot shows the FreeWheel MRM interface with the 'Advanced Settings' tab selected. The main area displays a list of placements and ad units. One specific entry is highlighted: 'BurgerTime Burger | Sept 1-Dec 31 | 1 Million Imps'. This entry includes status indicators ('Inactive', 'Not Booked'), IO ID (64401263), and various settings like 'Override', 'Exclusivity', 'Campaign Tags', 'Industry', 'Soft Reserve', and 'Yield Optimization'. A large yellow circle with the number '3' is overlaid on the right side of the interface.

Campaign Tags

In order to serve ads from a specific FreeWheel campaign from a non-MRM-integrated player and have that delivery tracked in MRM, campaign tags must be generated.

CAMPAIGN TAGS

Campaign Tags

Restrict Delivery to Campaign Tags

Setting this option will restrict delivery exclusively to tags generated specifically for this placement ("Campaign Tags"). Use this option only when you intend to mail campaign tags to a publisher.

SET INDUSTRY

- Advanced Settings**
- 1 Set the Override
 - 2 Set Exclusivity
 - 3 Set Campaign Tags
 - 4 Set Industry
 - 5 Soft Reserve
 - 6 Yield Optimization

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your Placements and Ad Units

Status Name IO ID Override Exclusivity Campaign Tags Industry Soft Reserve Yield Optimization

Inactive	BurgerTime Burger Sept 1-Dec 31 1 Million Imps	64401263	--	Custom	No	--	Off	Custom
	ID 64401265							

Update Status Actions Add New

Industry

Normally this is inherited by the Advertiser. Check to be sure the industry is correct.

INDUSTRY

Current Selection
None Selected

Add New Selection

Select Industry

food

- Industry Group
 - Real Estate
 - Erosion Control
 - Pet Food Manufacture
 - Restaurant/Fast Food
 - Fast Food and Quickservice Restaurants
 - Specialty Food Stores
- Industry
 - Commercial Fishing and Seafood Distribution
 - Fast Food and Quickservice Restaurants

SOFT RESERVE

- ## Advanced Settings
- 1 Set the Override
 - 2 Set Exclusivity
 - 3 Set Campaign Tags
 - 4 Set Industry
 - 5 Soft Reserve
 - 6 Yield Optimization

The screenshot shows the FreeWheel interface under the 'Advanced Settings' tab. A placement named 'BurgerTime Burger | Sept 1-Dec 31 | 1 Million Imps' with ID 64401263 is listed. The placement status is 'Inactive' and it is currently 'Not Booked'. The 'Soft Reserve' column shows 'Off'. Other columns include 'Override' (Custom), 'Exclusivity' (No), 'Campaign Tags' (--), 'Industry' (--), and 'Yield Optimization' (Custom). There is also a 'More' button at the end of the row.

Soft Reserve

Reserve inventory for a short period of time. Then, the placement automatically becomes un-reserved after a fixed period of time unless booked.

(By default that fixed period of time is 48 hours; it is configurable).

SOFT RESERVE

Soft Reserve

Soft Reserve Inventory For Allowed Duration



The setting that makes a placement reserved is the "booked" Stage, settable on the Insertion Order.

OVERRIDE OR CREATE YIELD OPTIMIZATIONS

Advanced Settings

- 1 Set the Override
- 2 Set Exclusivity
- 3 Set Campaign Tags
- 4 Set Industry
- 5 Soft Reserve
- 6 Yield Optimization

Status	Name	IO ID	Override	Exclusivity	Campaign Tags	Industry	Soft Reserve	Yield Optimization
Inactive Not Booked	BurgerTime Burger Sept 1-Dec 31 1 Million Imps	64401263	--	Custom	No	--	Off	Custom

Yield Optimization

Yield Optimization is the practice of making the most efficient and cost-effective use of your inventory. Create or Override Yield Optimization settings.

Refer to MPP Yield Optimizations for additional details on creating and managing Yield Optimizations.

YIELD OPTIMIZATION

Volume Cap Configuration

Override

FW News Volume Cap

FW News Volume Cap - Publishers

Distribution Configuration

Select...

Inventory Prioritization Configuration

Inherit

Assign Creatives to Ad Units



Assign existing creative from the creative library



Add a new creative to the library

ASSIGN CREATIVES TO AD UNITS

Assign Creatives to Ad Units

- 1 Select Manage Creatives
- 2 Select Add New Creative or Add Existing Creative From Library
- 3 Select Ad Units to assign creative(s). Select Next.
- 4 Select creative(s). Select Add Selected Creative(s)

MANAGE CREATIVES
BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions
Load your Creatives for this placement, link your Ad-Units and add Targeting and Metric information.

[+ Add New Creative](#) [+ Add Existing Creative from Library](#)

Targeting and Metrics Scheduling

AD UNIT: MID_ROLL
ID 53395929
MIDROLL

CREATIVE: BURGER TIME BURGERS CREATIVE
ID 10115595
TARGETING INHERITED FROM PLACEMENT *

Select an Creative from the list on the left to view, add and edit Targeting and Metrics information.

Description

Assign creative to the ad units in the placement.

You can add or link creatives in your Network to a placement's ad unit(s). Each ad unit must have at least one creative, but can have multiple creatives associated with it.

SELECT MANAGE CREATIVES

- Assign Creatives to Ad Units**
- 1 Select Manage Creatives
 - 2 Select Add New Creative or Add Existing Creative From Library
 - 3 Select Ad Units to assign creative(s). Select Next.
 - 4 Select creative(s). Select Add Selected Creative(s)

CREATIVES

Manage Creatives

1

AD UNIT: MID_ROLL
ID 53395929

MIDROLL

AD UNIT: PRE_ROLL
ID 53395928

PREROLL

Select Manage Creatives

Select Manage Creatives to access the creative targeting, metrics, and scheduling section.

SELECT ADD NEW CREATIVE OR ADD EXISTING CREATIVE FROM LIBRARY

- Assign Creatives to Ad Units**
- 1 Select Manage Creatives
 - 2 Select Add New Creative or Add Existing Creative From Library
 - 3 Select Ad Units to assign creative(s). Select Next.
 - 4 Select creative(s). Select Add Selected Creative(s)

The screenshot shows a user interface for managing creatives. At the top, there are two buttons: '+ Add New Creative' and '+ Add Existing Creative from Library'. The second button is highlighted with a yellow circle containing the number '2'. Below the buttons are two dropdown menus labeled 'AD UNIT: MID_ROLL' and 'AD UNIT: PRE_ROLL', each with an ID and a category name ('MIDROLL' and 'PREROLL'). To the right of these menus is a large text area with a mouse cursor icon. It contains instructions: 'Select an Creative from the list on the left to view, add and edit Targeting and Metrics information.' Below this is a 'Need Help?' section with a link to 'Go To Documentation Centre'.

Select adding creative option

Select Add New Creative or Add Existing Creative from Library.

- **Add from Library** This will allow you to search and add a creative instance from the Creative Library for the advertiser
- **Add New Creative** will open the creative trafficking workflow to add new creative if the creative is not located in the Creative Library.

ASSIGN CREATIVES TO AD UNITS

- Assign Creatives to Ad Units**
- 1 Select Manage Creatives
 - 2 Select Add New Creative or Add Existing Creative From Library
 - 3 Select Ad Units to assign creative(s). Select Next.
 - 4 Select creative(s). Select Add Selected Creative(s)

ADD CREATIVES FROM LIBRARY

* Select Ad Product(s) **3**

Select All

Pre_Roll Mid_Roll

Search By Input

Pre_Roll
 Mid_Roll

Next

Select the Ad Units

Select All or Search for the placements ad unit(s) that you will add the creative(s).



Each ad unit must have at least one creative, but can have multiple creatives associated with it.

ASSIGN CREATIVES TO AD UNITS

Assign Creatives to Ad Units

- 1 Select Manage Creatives
- 2 Select Add New Creative or Add Existing Creative From Library
- 3 Select Ad Units to assign creative(s). Select Next.
- 4 Select creative(s). Select Add Selected Creative(s)

ADD CREATIVES FROM LIBRARY

Search your Creatives

ARCHIVED IS 1

Alert	Name	4A Ad-ID	Duration	Base Ad Unit	Created
<input checked="" type="checkbox"/>	Tims Quick Creative ID 10111305		6s (GUARANTEED)	video	130rt
<input checked="" type="checkbox"/>	Burger Time Burgers Creative ID 10115595		15s (GUARANTEED)	video	3870rt

Burger Time Burgers Creative (10115595) X

AD UNIT: MIDROLL 01
ID 59080403
MIDROLL

CREATIVE: BURGERTIME BURGERS Active
ID 30090860
TARGETING INHERITED FROM PLACEMENT + (+)

CREATIVE: COPY OF BURGERTIME BURGERS Active
ID 30092123
TARGETING INHERITED FROM PLACEMENT + (+)

AD UNIT: PRE-ROLL
ID 59080402
PREROLL

CREATIVE: BURGERTIME BURGERS Active
ID 30090860
TARGETING INHERITED FROM PLACEMENT + (+)

Add creative to Ad Unit(s)

Add or link creatives in your Network to a placement's ad unit(s). Select **Add Selected Creatives**.

AD UNITS & CREATIVES – METRICS AND CREATIVES



The screenshot shows the "Metrics & Creatives" tab selected in the top navigation bar. The main section is titled "AD UNITS & CREATIVES". A table lists two ad units:

Placement ID	Placement Name	Ad Unit ID	Creative ID	Name	Metrics	Scheduling	Placeholder Companion	Creative Status
49719288	FWTV:Mobile Sept 1-Dec 31 1 Mil Imps	49720138		Pre-Roll 30sec	N/A	N/A	Normal	N/A
49719288	FWTV:Mobile Sept 1-Dec 31 1 Mil Imps	49720139		Mid-Roll 30sec	N/A	N/A	Normal	N/A

The first row has its checkboxes checked, and the number "1" is highlighted with a yellow circle.

Select the Ad Units
Select the placements ad unit(s) that you will add the creative

 Each ad unit must have at least one creative, but can have multiple creatives associated with it.

AD UNITS & CREATIVES – METRICS AND CREATIVES



1 Basic 2 Targeting 3 Advanced 4 Metrics & Creatives

AD UNITS & CREATIVES

Filter & Advanced Search

Alert	Placement ID	Placement Name	Ad Unit ID	Creative ID	Name	Metrics	Scheduling	Placeholder Companion	Creative Status
<input checked="" type="checkbox"/>	49719288	FWTV:Mobile Sept 1-Dec 31 1 Mil Imps	49720138		Pre-Roll 30sec	N/A	N/A	Normal	N/A
<input checked="" type="checkbox"/>	49719288	FWTV:Mobile Sept 1-Dec 31 1 Mil Imps	49720139		Mid-Roll 30sec	N/A	N/A	Normal	N/A

2 Add From Library Add New Creative Unlink Creative

Add creative to Ad Unit(s)

Add or link creatives in your Network to a placement's ad unit(s).

Add Creatives from Library

Selected Creative(s)
BurgerTime Burgers 30 sec (8559344)

Search by ID or Name... Filter & Advanced Search

Alert ID	4A Ad-ID	Creative Name	Duration	Base Ad Unit	Created At	Last Updated At	Content Rating	Agency	Advertiser
<input checked="" type="checkbox"/>	8559344	BurgerTime Burgers 30 sec	20s (Exact)	video	11/18/2020 1:12 PM EST	11/18/2020 1:12 PM EST	Unrated	BurgerTime Burgers	

Cancel Add Selected Creative(s)



3 minutes

DEMONSTRATION:

Assigning Creatives to the Ad Units

Review the following tasks:

- Assign an existing creative to the Ad Unit



4 minutes

TRY IT ON YOUR OWN:

Add existing creative from the library to your ad units

The screenshot shows the 'Manage Creatives' interface for 'BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions'. It includes tabs for 'Targeting and Metrics' and 'Scheduling'. On the left, there's a list of ad units under 'MIDROLL'. A callout box highlights the 'Add Existing Creative from Library' button. The main area displays a placeholder for selecting a creative.

The screenshot shows the 'Creative Library' interface. It lists several creatives under different placement categories: 'FreeWheel TV: TVE: Roku [Jan 1-March 31 | 1 Mil Imps]' (Inactive, Not Booked), 'ANYTIME_PREROLL' (Active), 'Burgertime Burgers 30 sec Creative' (Active), 'ANYTIME_MIDROLL' (Active), and another 'Burgertime Burgers 30 sec Creative' entry (Active). Each item shows its ID, status, and some additional details.

	Enhanced Trafficking Workflow	1 Widget at a Time (Standard)
1 Navigate to Manage Creatives	Select Creatives on the left-hand pane. Save Placement Select Manage Creatives.	Select the Arrow next to placement to expand to see ad units
2 Select Add creative from the library	Select Add Existing Creative from Library and the Creatives which are assigned to your advertiser will appear.	Select Both Add Units Add New > Creative From Library
3 Select Ad Units	Either Search by Input or Select All. Select both the ANYTIME_PREROLL and ANYTIME_MIDROLL ad unit. Select Next.	
4 Add creative from the library	Select the creative for the campaign. Select Return to Placement. Click Save and Exit.	Select the creative for the campaign Select the arrow next to ad unit to view creative

Set the Campaign Active



Set the Insertion Order stage to Booked



Set the placement status to active

SET THE CAMPAIGN ACTIVE

Set the Campaign Active

- 1 Set the Insertion Order Stage to "Booked"
- 2 Set the placement to "testing" (Optional)
- 3 Set placement to "Active"

The screenshot shows two main sections of the FreeWheel MRM interface:

- Top Section (Insertion Orders and Placements):** Shows an insertion order for "Burger Time Burgers Q4" with a status of "Booked". A yellow circle labeled "1" highlights the "Update Stage" button.
- Bottom Section (Placements):** Shows a placement for "BurgerTime Burgers | Sept 1 - Dec 31 | 1 Million Impressions" with a status of "Booked". A yellow circle labeled "2" highlights the "Update Status" dropdown menu, which includes options like "Active", "Inactive", "Cancelled", and "Testing". A yellow circle labeled "3" highlights the "Active" option in the dropdown.

Description

A placements can only be selected by the MRM ad server if the status is active. This status is used when a placement is "good to go," and should be delivered when all appropriate conditions are met. A placement can only be assigned this status if the Insertion Order is set to booked.

SET THE INSERTION ORDER TO “BOOKED”

Set the Campaign Active

- 1 Set the Insertion Order Stage to “Booked”
- 2 Set the placement to “testing” (Optional)
- 3 Set placement to “Active”

The screenshot shows two main sections of the FreeWheel interface:

Top Section: Insertion Orders and Placements

- Header:** Shows "1 Insertion Order • 1 Placements" and a green button "Placements Loaded".
- Search Bar:** "Search your Insertion Orders".
- Table Headers:** Stage, Name, External ID, Schedule, Delivery, Budget, Proposal.
- Data Row:** Burger Time Burgers Q4, ID 53395309, Proposal stage, External ID 891245, Schedule 09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST, Delivery and Budget are "--". The "Proposal" column shows "Not Booked" and has a dropdown arrow pointing to "Booked".
- Buttons:** Update Stage, Options, Add New Insertion Order.

Bottom Section: Trafficking

- Header:** Trafficking, Targeting, Advanced Settings, Metrics & Creatives, Performance.
- Search Bar:** "Search your placements and ad units".
- Table Headers:** Status, Name, IO ID, External ID, Ad Product, Flighting, Placement Type, Price, Budget, Delivery, Unified Yield.
- Data Row:** BurgerTime Burgers | Sept 1 - Dec 31 1 Million Impressions, ID 53395311, Inactive status, External ID 891245, Ad Product 2 Active - Not Linked, Flighting 09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST, Normal Placement Type, CPM Price, Budget 10,000,000 imps, Delivery Guaranteed, Unified Yield Advertiser Default - Opt Out.
- Buttons:** Update Status, Options, Add New.

Set Insertion Order to Booked

While configurable at the IO level, "Stage" controls whether or not the Forecaster considers the Placement as competing for inventory (booked) when running ad simulations. This is a required step before setting the placement to active.



3 minutes

EXPLANATION:

Insertion Order Status Options

Review the following concepts:

- Describe the 4 Insertion Order Statuses
 - Booked
 - Not Booked
 - Proposal
 - Partially Booked

INSERTION ORDER STATUS

Status	Description
Booked	<ul style="list-style-type: none">A IO with the stage of "booked" means that placements will be taken into consideration when the forecasting engine runs ad simulation indicating that inventory is spoken for by placements.In <u>this</u> way, you can think of setting a IO to booked as reserving the inventory it targets.Before a IO can be set as booked, it must have a placement with a valid <u>schedule</u>, <u>ad product</u>, <u>content targeting</u>, and <u>budget</u>. This is requirement to fully define the inventory targeted by the placement.
Not Booked	<ul style="list-style-type: none">An IO with the stage "not booked" means that the placements are not taken into consideration by the forecasting engine.This means generated forecasts will not account for the placement(s) when running ad simulations and the inventory the placement would consume is not shown as sold.This is the default stage for new IOs.
Proposal	<ul style="list-style-type: none">In the context of the forecasting engine, a stage of "proposal" behaves identically to "not booked".Users may use the status "proposal" to indicate that the IO is in a state of negotiation, and the placements are subject to change.Like "not booked" Insertion Orders, proposal Insertion Orders do not impact MRM forecasting.
Partially Booked	<ul style="list-style-type: none">Partially Booked is not a unique stage, but you may see it in the Stage widget in cases where some of the placements in an IO are booked while others are not.

SET THE PLACEMENT TO TESTING

Set the Campaign Active

- 1 Set the Insertion Order Stage to "Booked"
- 2 Set the placement to "testing" (Optional)
- 3 Set placement to "Active"

INSERTION ORDERS AND PLACEMENTS
1 Insertion Order • 1 Placements

✓ Placements Loaded

Search your Insertion Orders

Update Stage Options Add New Insertion Order

Stage	Name	External ID	Schedule	Delivery	Budget	Brand	Primary Trafficker	Primary Sales Person	Assignments
Booked	Burger Time Burgers Q4	891245	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	--	--	BurgerTime Burgers Cooking Supplies	Timothy Morel	John Doe	1 User

BurgerTime Burgers Q4
ID 53395309

Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your placements and ad units

Update Status Options Add New

Status	Name	IO ID	External ID	Ad Product	Flighting	Place Type	Price	Budget	Delivery	Unified Yield
Inactive Booked	BurgerTime Burgers Sept 1-Dec 31 1 Million Impressions	53395309	891245	2 Active - Not Linked	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	Normal	10,000,000 imps	Guaranteed	Advertiser Default - Opt Out	CPM

2

Set the placement to testing

Set the placement Status to "testing" and test the behavior on the expected endpoint using a Tearsheet



3 minutes

EXPLANATION:

Placement Status Options

Review the following concepts:

- Describe the 5 Placement Statuses
 - Active
 - Inactive
 - Testing
 - Cancelled
 - Completed

PLACEMENT STATUS

Status	Description
Active	A placements can only be selected by the MRM ad server if the status is active.
Inactive	<p>Inactive status is equivalent to "paused". While a placement is paused, the ad server does not return it. This is a good option if, say, an advertiser wants to swap out creatives for a live placement. Inactive placements can be un-paused at any time.</p> <p>These related statuses apply to partially booked placements:</p> <ul style="list-style-type: none">• Inactive: Booked – Placement was booked and subsequently made inactive. Placements with this status affect forecasting.• Inactive: Not Booked – Placement has never been booked. Placements with this status <i>do not</i> affect forecasting.
Testing	A placement with a testing status acts similarly to an Inactive placement, however it can be tearsheeted. Whereas active placements can also be tearsheeted, only "Testing" placements can be tearsheeted outside of their flight dates. Placements with this status <i>do not</i> affect forecasting.
Cancelled	The cancelled status is for placements that will not be set live again. Again, once set to cancelled, a placement cannot again be set active. This is a required status for auditing reasons.
Completed	When an active placement reaches its end date, the status will turn to completed at the end of that day, whether or not the budget has been met.

SET THE PLACEMENT STATUS TO ACTIVE

Set the Campaign Active

- 1 Set the Insertion Order Stage to “Booked”
- 2 Set the placement to “testing” (Optional)
- 3 Set placement to “Active”

The screenshot displays the FreeWheel platform's 'INSERTION ORDERS AND PLACEMENTS' interface. At the top, a green banner indicates 'Placements Loaded'. Below this, there are two main sections: 'Insertion Orders' and 'Placements'. In the 'Insertion Orders' section, one item is listed: 'Burger Time Burgers Q4' (ID 53395309), which is currently in the 'Booked' stage. In the 'Placements' section, a placement for 'BurgerTime Burgers | Sept 1-Dec 31| 1 Million Impressions' (ID 53395311) is shown, with its status set to 'Testing'. A yellow circle containing the number '3' is overlaid on the 'Update Status' button for this placement, which is currently set to 'Active'. Other status options visible include 'Inactive', 'Cancelled', and 'Testing'.

Set Placement to “Active”

Set placement status to active. This will enable the placement to be eligible for delivery.



2 minutes

DEMONSTRATION:

Setting the Campaign Live

Review the following tasks:

Review the 2 step process to setting the Campaign Live

1. Updated the Stage of the Insertion Order from Not Booked to Booked (Now reserving inventory)
2. Updating the Status of the Placement to Active (Now able to serve into content)



5 minutes

TRY IT ON YOUR OWN:

Setting the Campaign Live

1 Set the IO Stage to Booked

Select Update Stage and set the IO Stage to Booked.

If you receive an error here you may have missed one of the essential components of the Campaign: Schedule, Ad Product, Content Targeting, and Budget.

2 Set the Placement Status to Active

Set the placement status to active. This is your final step to serve ads.

1 Insertion Order • 1 Placements
✓ Placements Loaded

Search your Insertion Orders

Update Stage Options Add New Insertion Order

Stage	Name	External ID	Schedule	Delivery	Budget	Brand	Primary Trafficker	Primary Sales Person	Assignments
Booked	Burger Time Burgers Q4	891245	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	--	--	BurgerTime Burgers Cooking Supplies	Timothy Morel	John Doe	1 User

2 Trafficking Targeting Advanced Settings Metrics & Creatives Performance

Search your placements and ad units

Status	Name	IO ID	External ID	Ad Product	Flighting	Place Type	Price	Budget	Delivery	Unified Yield
Active Booked	BurgerTime Burgers Sept 1 - Dec 31 1 Million Impressions	53395309	891245	2 Active - Not Linked	09/01/2021 12:00 AM EDT → 12/31/2021 11:59 PM EST	Normal	CPM \$0.00	10,000,000 Imps	Guaranteed	Advertiser Default - Opt Out

Update Status Options Add New

Active
Inactive
Cancelled
Testing

PLACEMENTS CAN BE EXTENDED AFTER SCHEDULE AND BUDGET COMPLETE



BurgerTime Burgers

- 1,000,000 Impression Goal
- 1/1/2023-3/15/2023 Flight
- Smooth-As Pacing Curve

Date: 5/1/2023

Status: **COMPLETE**

Complete and **SUCCESSFUL** because the campaign was able to deliver the full budget.

Placements can be extended after schedule and budget are complete.

Previously, a placement could only be extended if it did not meet its delivery goal budget. This also allows campaign traffickers to extend a placement instead of creating a new one. placement can now be extended past its original end date even if its budget is complete.

Following must be done to extend a placement

The Placement ended in the last six months.

An applicable creative must be available for the new end date.

A new end date is selected.

The budget is updated.

The placement is updated to “Active.”

Preset Management



Complete the fields that you wish to save



Enter Preset Name and Select Save As



Load Placement From Preset

PLACEMENT PRESETS

Placements

- **Regional Entertainment - DMA**
- **300,000 Impressions**
- \$23.00 CPM
- Phoenix DMA
- Desktop | Ent & News Short-form
- June – Fast as Possible Pacing

Placement Level

- **National M-F 18-49***
- **8,000,000 Impressions**
- \$42 CPM
- M-F 18 – 49
- Premium Comedy Series
- Jan – Dec – Custom pacing

Section Level

PRESETS FOR PLACEMENTS

- Placement Preset**
- 1 Complete the fields you wish to save
 - 2 Select Save As Preset
 - 3 Enter the New Preset Name and Save as New.
 - 4 Save Section of Placement as Present
 - 5 Load Placement or Section From Preset

The screenshot shows the FreeWheel advertising interface. At the top, there's a navigation bar with tabs: ADVERTISING (which is active), NETWORK, HYLDA, PARTNER, INSIGHTS, TOOLS, and SYSTEM ADMIN. Below the navigation is a secondary navigation bar with tabs: Dashboard, Advertiser, Agency, Campaigns, IOs, Placements, Creative, and Preset Management (which is active). The main content area is titled "Placement Preset". On the left, there's a sidebar with categories: Trafficking, Targeting, Advanced Settings, Metrics and Creatives. The "Delivery" section is currently selected. In the main panel, there are several configuration sections:

- * Priority:** Radio buttons for "Guaranteed" (selected) and "Preemptible".
- * Pacing:** A dropdown menu set to "Smooth As".
- Edit Frequency Caps:** A button with a pencil icon.
- Level To Optimize For Profit:** A dropdown menu set to "None".
- Excess Inventory:** A section explaining that if excess inventory is available, it allows the placement to pace ahead of its pacing curve by. It includes a dropdown for "Network Default (0% Off)" and a dropdown for "Only on sites with revenue share less than or equal to" with a value of "0%".
- Override Repeat Mode:** Radio buttons for "Use Network Default" (selected), "Allow to Repeat in Each Commercial Break", and "Do Not Allow to Repeat".

At the bottom of the panel are buttons: Discard Changes, Back to Top, Back to BurgerTime Burgers Q4, Save As Preset, Save Placement, and Save and Exit.

Description

A new feature available is using Presets for Placements. This allows users to enter preset settings for a Placement and easily apply them to other Placements.

This can be done either for a full Placement or a section of a Placement.

This can be done while creating a placement or in the Preset Management Tab.

COMPLETE THE FIELDS YOU WISH TO SAVE

- Placement Preset**
- 1 Complete the fields you wish to save**
 - 2 Select Save As Preset**
 - 3 Enter the New Preset Name and Save as New.**
 - 4 Save Section of Placement as Present**
 - 5 Load Placement or Section From Preset**

1

Trafficking

Basic Information

Ad Product

Delivery

Targeting

Content

Geographic

Daypart

Platform

ISP

Audience

Custom

Relationships

Advanced Settings

Override

Industry

Advanced Trafficking

Metrics and Creatives

Creatives

* Priority

Guaranteed

Preemptible

* Pacing

Smooth As

Edit Frequency Caps

Level To Optimize For Profit

None

Excess inventory

If excess inventory is available, allow this placement to pace ahead of its pacing curve by

Network Default (0% Off)

Only on sites with revenue share less than or equal to 0%

Override Repeat Mode

Use Network Default

Allow to Repeat in Each Commercial Break

Do Not Allow to Repeat

CONTENT TARGETING

Discard Changes Back to Top Save As Preset Save Placement Save and Exit

Complete the fields

Complete the fields you wish to save as part of the preset. Presets can be done either for a full Placement or a section of a placement.

SELECT SAVE AS PRESET

- Placement Preset**
- 1 Complete the fields you wish to save**
- 2 Select Save As Preset**
- 3 Enter the New Preset Name and Save as New.**
- 4 Save Section of Placement as Present**
- 5 Load Placement or Section From Preset**

The screenshot shows the FreeWheel interface for creating a new placement preset. The left sidebar lists categories like Trafficking, Targeting, Advanced Settings, and Metrics and Creatives. The main area is titled 'Delivery' under Trafficking. It includes sections for Priority (Guaranteed selected), Pacing (Smooth As), Frequency Caps (Edit Frequency Caps), Level To Optimize For Profit (None), Excess inventory (Network Default (0% Off)), and Override Repeat Mode (Use Network Default selected). At the bottom, there are buttons for Discard Changes, Back to Top, Back to BurgerTime Burgers Q4, Save As Preset (highlighted with a yellow circle), Save Placement, and Save and Exit.

Select Save As Preset

Select Save as Preset. This will save the entire placement. You may also select a preset and overwrite an existing preset.

ENTER THE NEW PRESET NAME AND SAVE AS NEW

Placement Preset

- 1 Complete the fields you wish to save
- 2 Select Save As Preset
- 3 Enter the New Preset Name and Save as New.
- 4 Save Section of Placement as Present
- 5 Load Placement or Section From Preset

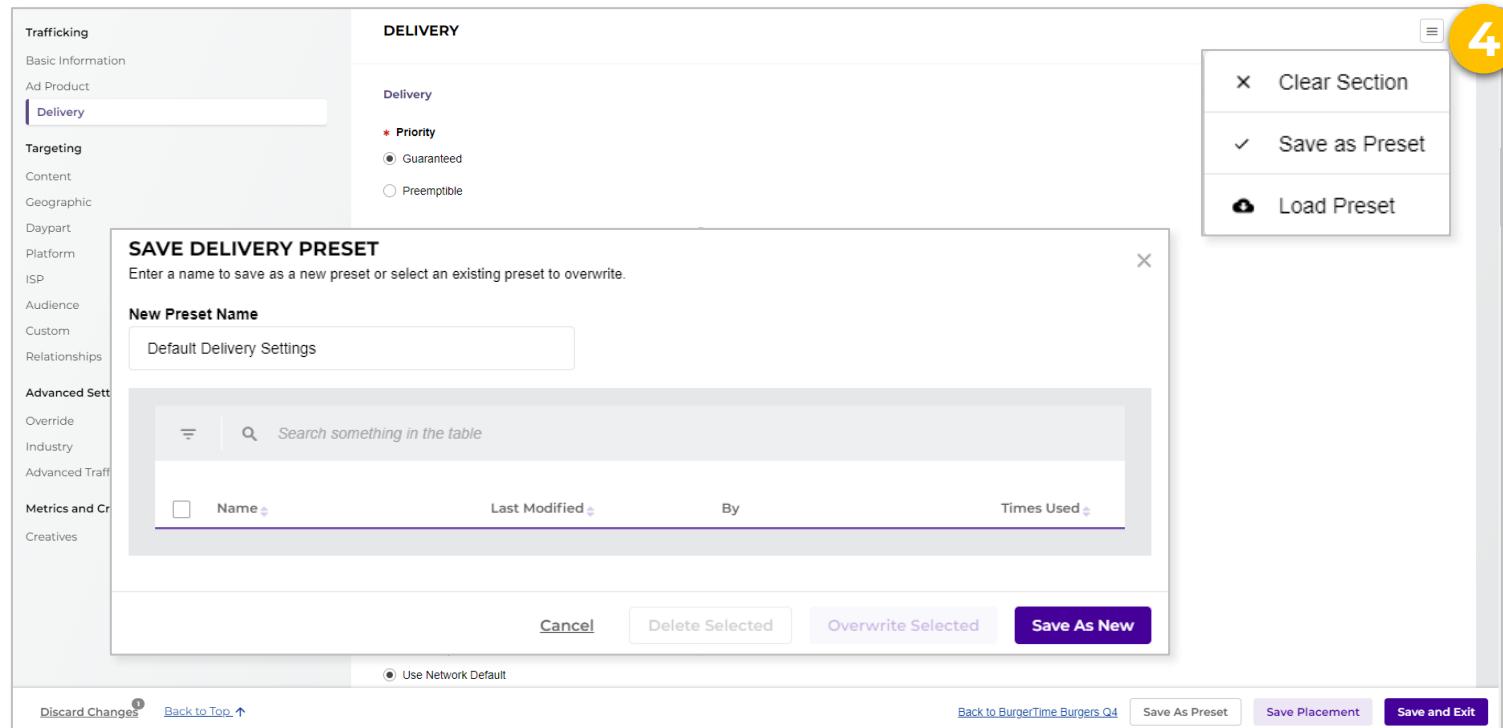
The screenshot shows the FreeWheel Placement Preset configuration screen. The 'Delivery' tab is active. On the left, there's a sidebar with various categories like Basic Information, Ad Product, Targeting, Content, Geographic, Daypart, Platform, ISP, Audience, Custom, Relationship, Advanced S, Override, Industry, Advanced T, Metrics and Creatives, and Discard C. The main area has sections for Trafficking (Priority set to Guaranteed), Targeting (Pacing set to Smooth As), and Excess inventory. A modal window titled 'SAVE FULL PRESET' is open, asking for a new preset name. The input field contains 'Standard Direct Sold Preset'. Below the input is a search table with columns: Name, Last Modified, By, and Times Used. At the bottom of the modal are buttons for Cancel, Delete Selected, Overwrite Selected, and Save As New. A yellow circle with the number '3' is overlaid on the 'Save As New' button.

Enter the New Preset Name

Enter the New Preset Name and Save as New. You may also select a preset and Overwrite Selected to overwrite an existing preset.

SAVE SECTION OF PLACEMENT AS PRESET

- Placement Preset**
- 1 Complete the fields you wish to save**
- 2 Select Save As Preset**
- 3 Enter the New Preset Name and Save as New.**
- 4 Save Section of Placement as Preset**
- 5 Load Placement or Section From Preset**

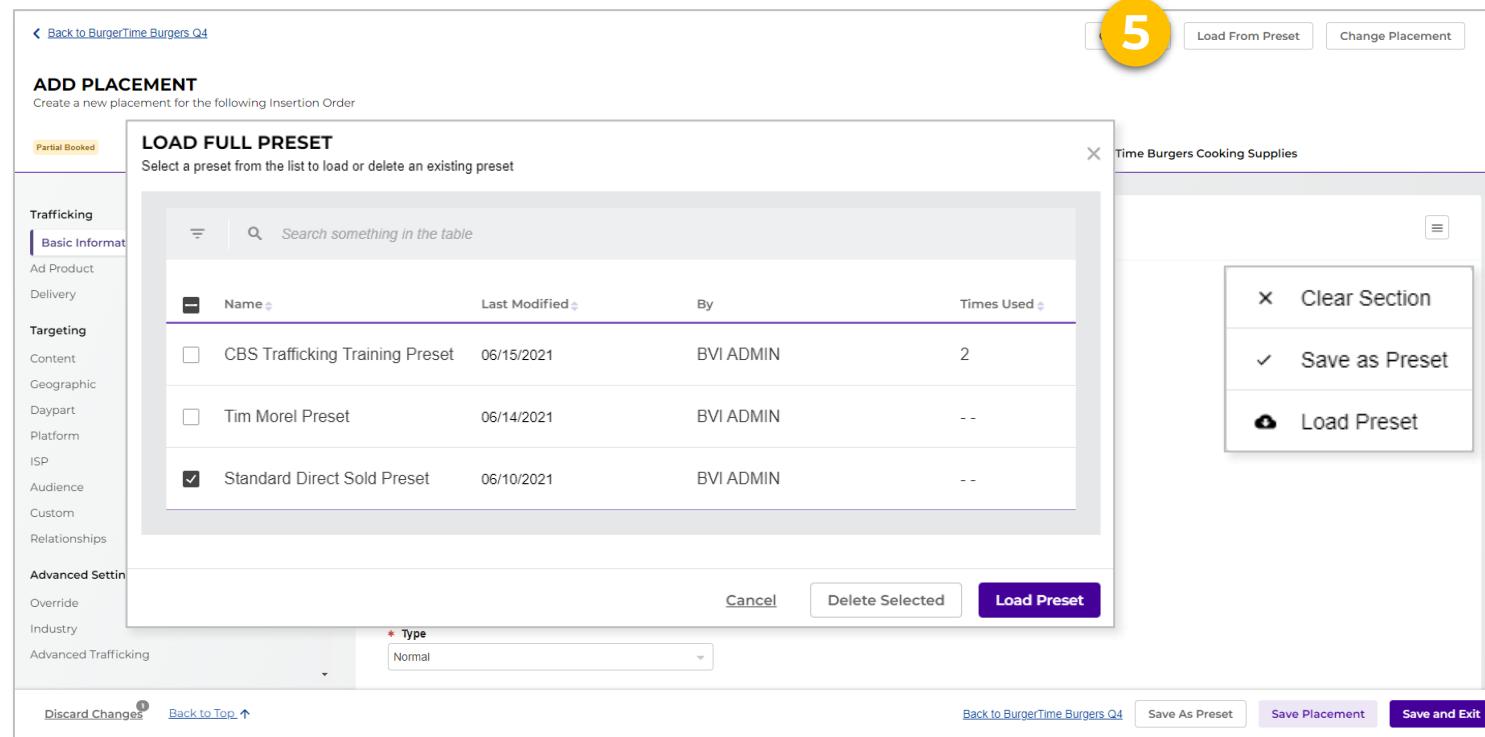


Creating a section preset

Complete the fields for the section. Then select the menu icon in the top right and press Save as Preset to open the Save Preset window for the section.

LOAD PLACEMENT OR SECTION FROM PRESET

- Placement Preset**
- 1 Complete the fields you wish to save
 - 2 Select Save As Preset
 - 3 Enter the New Preset Name and Save as New.
 - 4 Save Section of Placement as Present
 - 5 Load Placement or Section From Preset



Load Placement or Section from Preset

Select Load from Preset to load a full placement preset. Select the menu icon in the top right of the section and select Load Preset



3 minutes

DEMONSTRATION:

Save Placement as Preset

Review the following tasks:

- Select Save as Preset
- Input New Preset Name
- Select Save as New
- Create Section Preset
- Load Delivery settings from Delivery preset



3 minutes

TRY IT ON YOUR OWN:

Create a Placement Preset

1	Select Save As Preset Navigate back to the enhanced trafficking workflow At the bottom of the UI select Save As Preset .
2	Name Placement Preset Name the New Preset Name <Your Name> Direct Sold Preset.
3	Save Preset Select Save as New .

THANK YOU

FreeWheel Academy
FreeWheelAcademy@freewheel.com

FREEWHEEL
A COMCAST COMPANY