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Sample User Guide

Introducing the Advatar Cloud Decision System (CDS)

The Advatar® Cloud Decision System (CDS) is an innovative, cloud-based advertising solution that enables personalized ad experiences across multiple viewer streams and device types. An integral component of the Advatar product suite, the CDS maximizes ad campaign ROI (Return on Investment) by targeting audiences most likely to purchase a given product or service.

High-level system overview

The following illustration is a high-level overview of how the CDS interfaces with the BDMS (Business Data Management System) to generate linear and Over-the-Top (OTT) ad placement decisions. The BDMS is the central repository of the system, and stores campaign and demographic data required by the CDS.

Scheduled CDS jobs run daily during off-peak hours to download inventory and campaign metadata from the BDMS. After receiving a playlist request, the CDS analyzes this data and returns a customized playlist to the targeted device. After the user views the playlist, the ad impression counts are updated and returned to the BDMS.

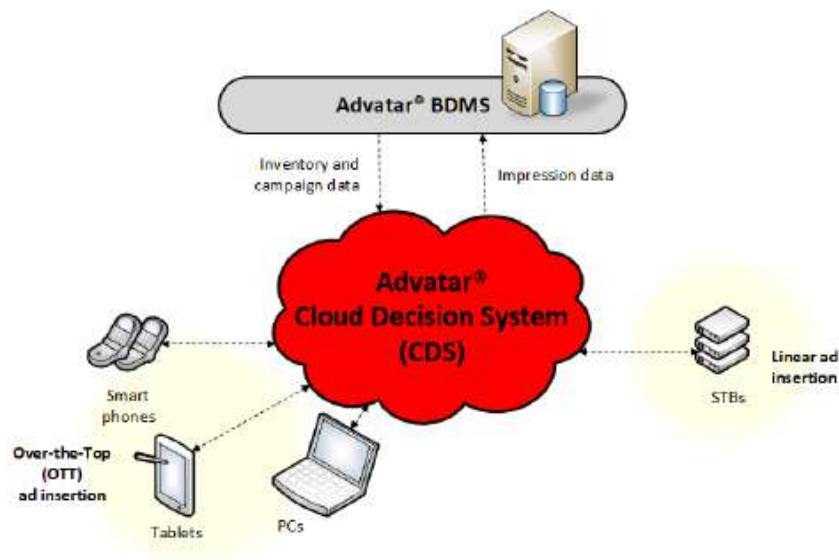


Figure 1: Advatar System Overview

Sample Product Bulletin

Supported sales models in Advatar CDS 2.0.1 and earlier

This product bulletin provides clarification on supported ad sales models in Advatar® Cloud Decision System (CDS) versions 2.0.1 and earlier.

Affected software versions

- Advatar CDS 2.0.1
- Advatar CDS 2.0.2
- Advatar CDS 1.3.3

Description

While the Advatar product suite at large currently supports multiple ad sales models, Advatar CDS versions 2.0.1 and earlier only support the Aggregation model. These deprecated CDS versions do not support the Single Advertiser Spot Optimization (SASO) or Zone Target Area (ZTA) sales models.

Note: If you are using CDS 2.0.1 or earlier and you have a business need for the SASO ad sales model, consider upgrading to CDS 3.0.5.

Two additional sales models will be introduced in the next release cycle. These updates will be detailed in a future product bulletin.

Additional information

If you would like more information on the benefits of addressable advertising using each of the available NVIDIA sales models, see [Ad sales models overview](#).

Sample Procedure

Configuring the CDS for VAST

Although the VAST (Video Ad Serving Template) protocol is supported in CDS versions 2.0.1 and later, you must make two parameter changes to the default configuration to enable this feature.

To configure the CDS for VAST:

Set the VAST URL prefix

Define the prefix that is used to build all VAST tracking, impression, and error URLs.

1. Navigate to the web tier of the installation.
2. Edit the `/opt/web/config/default.conf` file. Change the value of the **`cds.url`** parameter, replacing **`localhost:8080`** with the hostname and port number of the web tier.

```
http://localhost:8080/cds/{{version}}/
```

- a. In single-node Jetty deployments, enter the hostname of the Jetty server or proxy.
- b. In multiple-node Jetty deployments, enter the hostname of the load balancer.

Note: If there are multiple Jetty nodes, **`cds.url`** must be changed on each node. (Most installations will have multiple nodes for failover redundancy.)

3. Save the edited file.
4. Enter the following command to restart the Jetty service and finalize the update.

```
sudo service jetty restart
```