

# Sell High Impact Inventory on Xandr via Prebid and Google Ad Manager

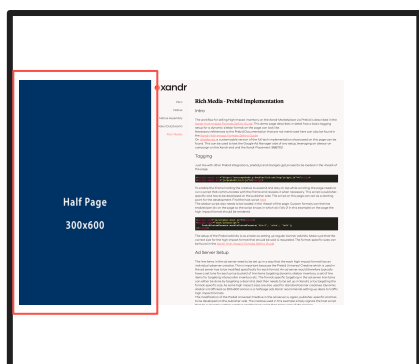
## Intro

## High Impact Formats 101

High Impact ads are non-standard, scalable, large canvas ad formats with rich media features – formats that have creativity at their core, which can capture a consumer's attention, build an emotional connection, and drive engagement.

These ad types maximize the income from your existing ad spaces by reimagining how that ad space can behave — giving readers engaging new ad experiences and giving brands creative new ways to showcase their messaging.

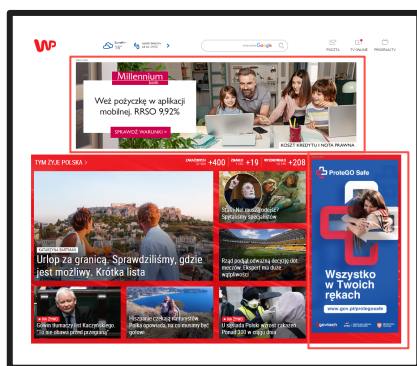
## Common Types of High Impact Ads



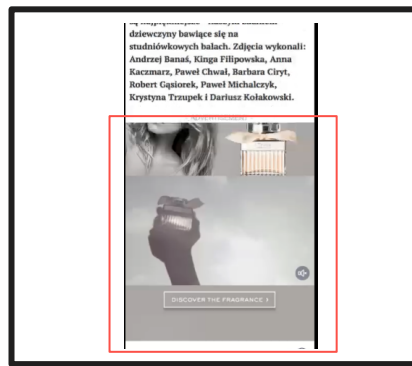
Dynamic Sitebar



Billboard



Billboard + Halfpage Ad



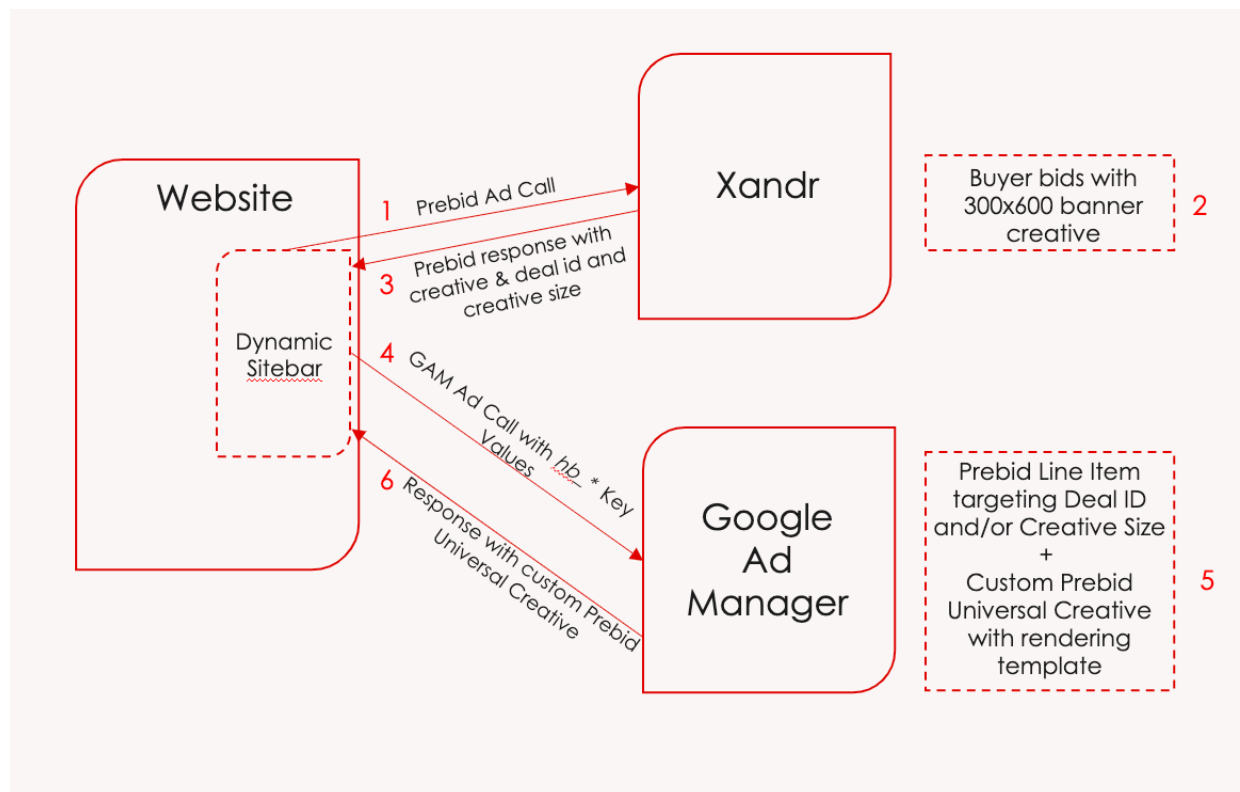
Interscroller/Understitial

## Sell High Impact Inventory on Xandr via Prebid and Google Ad Manager

This document explains how to sell high impact inventory using a client-side Prebid adapter and Google Ad Manager as the ad server.

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## Technical Overview



1. The Prebid ad call is made to Xandr with the format-specific size. The specific sizes per format can be found on the next page in this document. E.g. 300x600 for a dynamic sitebar format.
2. In Xandr, a buyer wins the auction with a creative in the specified size.
3. Xandr responds with the creative, its size and a deal code if the buyer bought through a deal.
4. Google Ad Manager is called with the Prebid key values.
5. In GAM, specific line items for the high impact formats need to be set up including the Prebid Universal Creative with the publisher-specific custom rendering.
6. If the high impact Prebid line item wins the auction in GAM, its creative is delivered to the page and renders the high impact format on the publisher's page.

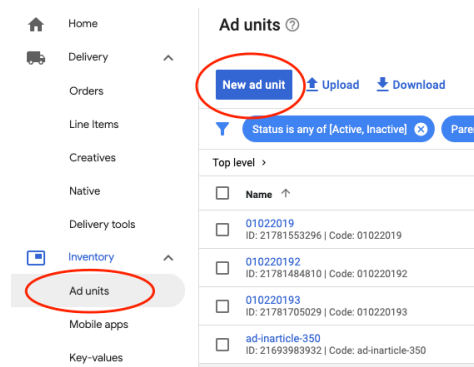
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## Workflow

### 1. Create ad unit in Google Ad Manager

In Google Ad Manager, an ad unit for the high impact inventory needs to be created. The ad unit needs to accept the size of the high-impact inventory that is sold. If the ad unit traffics multiple sizes, it can be set to 'fluid'

If ad units for the high impact inventory are already set up in Google Ad Manager, this step can be skipped.



### 2. Create the high impact rendering template & Prebid line items

Prebid uses the Prebid Universal Creative to render SSP's winning creative on the page.

The general approach here is equal to other formats using the Prebid Universal Creative (e.g banner and outstream video). The [Prebid Documentation](#) outlines the setup process.

For high impact formats, separate line items need to set up that use a modified Prebid Universal Creative.

Because the rendering is publisher-specific, Xandr can not support the development of the rendering template.

Two approaches have proven to work.

1. Modify the Prebid Universal Creative code to customize the rendering (expand the ad, make it sticky)
2. Use the an unmodified Prebid Universal Creative and wrap a creative template with custom rendering code around it.

An example implementation of a dynamic sidebar ad is showcased on the [high impact formats demo page](#)

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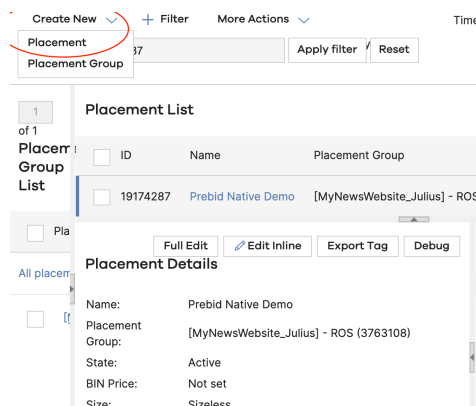
## 3. Create placement in Xandr Monetize

In Xandr Monetize, a placement needs to be created that will be called by Prebid.

If a placement for banner inventory already exists, this can be used.

The process of creating a placement in Xandr is described in the [Xandr Documentation](#).

**Note:** Placement size and media-type settings are overwritten by the Prebid settings on the page (described in step 5).



## 4. Implement the high impact ad unit on the website

High impact formats are trafficked as a banner format. Therefore, the process of creating a high impact ad unit on the page follows the process of creating a banner ad unit on the page which is detailed in the [Prebid Documentation](#).

It's important that the correct high-impact-format-specific size is requested. The format-specific can be found below.

High Impact Format	Size
Dynamic Sitebar	300x600
Billboard*	800x250, 970x250
Understitial/Interscroller	320x480
Halfpage Ad*	300x600
Wallpaper	728x600

*\*these formats are static and do not require a special rendering template in the ad server*

The Dynamic Sitebar is trafficked in the size 300x600. This is the same size that a normal halfpage ad is trafficked as. Therefore, it's recommended to sell this format through deals only and then target the deal id in the high impact Prebid line item that is set up in Google Ad Manager

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## 5. Block other formats if high impact delivers

In some cases it might be necessary to block other ad units on the page if a high impact ad delivers. This needs to be set up in Google Ad Manager with a roadblock campaign that delivers an empty creative to other ad units together with the high impact Prebid line item.

## 6. Test the integration

To test the integration without being dependent on external demand, a managed always-on line item can be created on Xandr that bids with a test creative.

A requirement for this is that an advertiser was already created ([how to create an advertiser](#)).

### Create a test creative on Xandr Monetize

The first step here is the setup of a banner creative on Xandr. This can be done following the Xandr Documentation on [Adding Banner Creatives](#). It's important that the creative is set up with the size that should be tested.

### Set up managed always-on line item on Xandr Monetize

The next step is to create an always-on line item that bids with a flat CPM on the inventory to test.

The setup of a standard line item is documented in the article "[Create a Standard Line Item](#)" in the Xandr documentation. It's important that the revenue type is set to CPM with a fixed bid value.

A campaign needs to be created and associated with the line item. This is documented in the article "[Create a Campaign](#)".

The test creative can be attached to either the line item or the campaign.

**Note:** For test line items like this, it is a good practice to include segment targeting in the line item and then adding the testers to the segment. This prevents excessive delivery of the test line item.

### Target the Xandr bid in Google Ad Manager

To make the test as efficient as possible, it may make sense to give the Xandr bid preference in the ad server for the test. This can for example be done by targeting the *hb\_pb\_appnexus* key value pair in Google Ad Manager.

## 7. Monetize your high impact formats

Xandr recommends selling high impact inventory through deals with an ask price. The deal ids can then be targeted in the ad server to make sure the correct rendering template is applied.

t Dates

Start Date  
04/23/2020 12:00 AM Europe/Berlin

End Date  
--- Europe/Berlin

☐ Run Indefinitely

et

☒ Unlimited  
☐ Impression  
☐ Revenue

Revenue Type \*

CPM

Revenue Value: \$ 0.50

☐ Ensure a minimum margin of %

The Do Not Track option has been disabled because one or more of your campaigns are set to buy direct inventory.