

Sell Native Inventory on Xandr via Prebid and Google Ad Manager

Intro

Native advertising 101

Native advertising is paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.

Publishers can seamlessly insert advertisers' messages into the look and feel of their sites.

LOOK

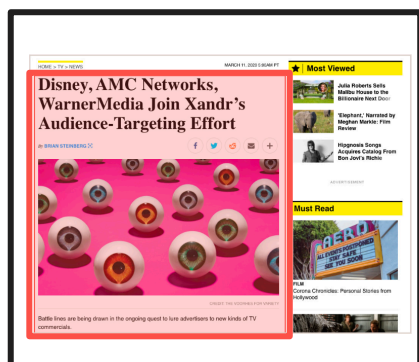
Native ads can *match the visual design* of the environment they live in and look like normal content.



FEEL

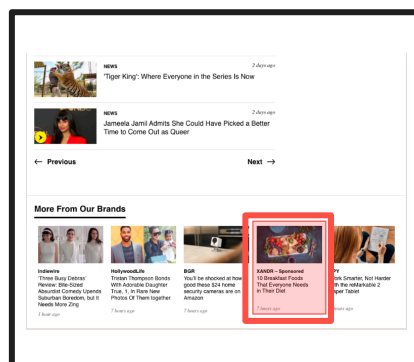
Native ads *behave consistently* with the user experience and *feel* just like regular content.

Common Types of Native Ads



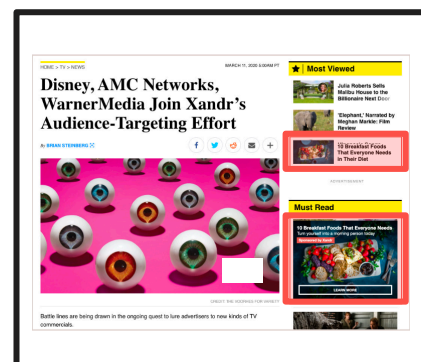
Branded Content

Paid content from a brand that is published in the same format as full editorial on a publisher's site.



Recommendation

A type of native ad that is displayed alongside other editorial content, ads and/or paid content.



In-Feed

These ads are placed in-article and content feeds and mimic the surrounding site design & aesthetics.

Sell Native Inventory on Xandr via Prebid and Google Ad Manager

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

Furthermore, best practices regarding assets to request are described.

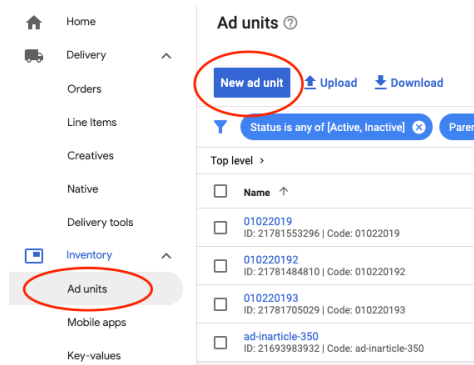
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Workflow

1. Create ad unit in Google Ad Manager

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

If ad units for the native inventory are already set up in Google Ad Manager, you can skip this step.



2. Create native ad in Google Ad Manager

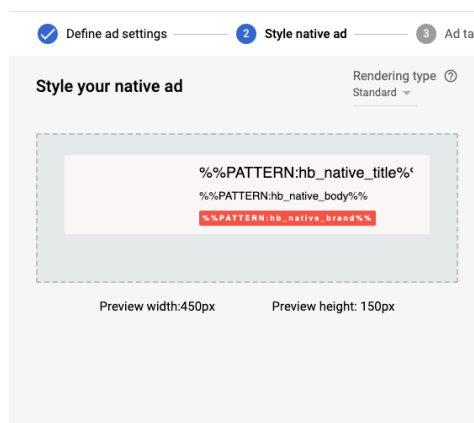
Next, a native ad needs to be created in Google Ad Manager. This ad acts as a rendering template for the native creative that will be delivered through Xandr.

The process of creating a native ad is described in the [Prebid documentation](#).

In Google Ad Manager, it may be required that a variable is added to the native ad. Any variable can be used here. It's not going to be needed for the Prebid use case.

To correctly track viewability and impressions in Xandr, the following lines **must** be included in the native ad.

```
<script src="https://cdn.jsdelivr.net/npm/prebid-universal-creative@latest/dist/native-trk.js"></script>
<script>
  let pbNativeTagData = {};
  pbNativeTagData.pubUrl = "%PATTERN:url%";
  window.pbNativeTag.startTrackers(pbNativeTagData);
</script>
```

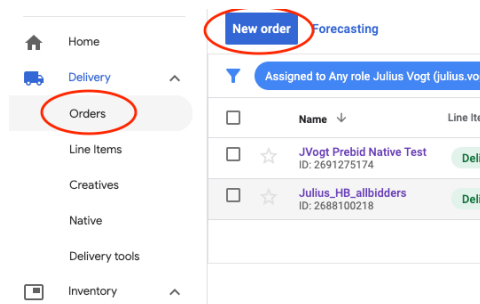


3. Create Prebid line items in Google Ad Manager

As with other formats, Prebid line items are used to represent Xandr's bid in Google Ad Manager.

The process of creating Prebid Line Items is described in the [Prebid documentation](#).

Note: Instead of adding the Prebid Universal Creative tag, the native creative from step 2 needs to be added to the Prebid line items.



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4. Create placement in Xandr Monetize

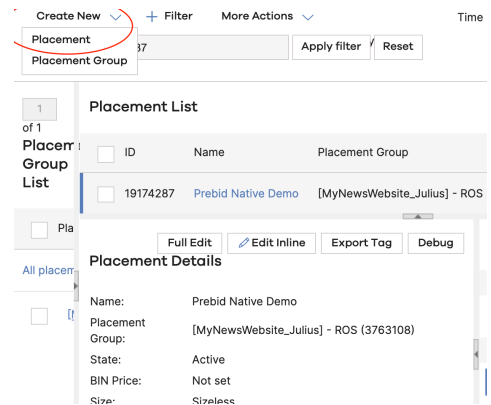
In Xandr Monetize, a placement needs to be created that will be called by Prebid.

If a placement for banner inventory already exists, this can be used in a multi-format super auction.

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).

Native-specific floor prices (e.g. native having a higher hard floor than other media-types) are possible and can be applied using [conditional floor rules](#). The targeting for this floor rule, however, must be set to the native media type using the [Xandr API](#).



5. Implement the native ad unit on the website

The native ad unit now needs to be integrated into the page's Prebid setup.

The details of the on-page tagging are described on the [Prebid Native Demo Page](#).

The following best practices should be implemented to get the most demand on native inventory on Xandr:

Native Asset Definition

- Some bidders only bid if certain assets are requested. Therefore, it is recommended that the following assets are defined in Prebid.

Only *image* and *title* should be set as *required: true*. All other assets should be set as *required: false*.

- **image, title, sponsoredBy, clickUrl, body, icon, cta, privacyLink, privacyIcon** must be defined

A full list of possible assets can be found on [Prebid.org](#)

- Criteo only bids if sellers are compliant with their privacy features. Therefore, enabling Criteo demand **requires** both the assets *privacyLink* and *privacyIcon* to be part of the request. Both these assets should be set as *required: false*.

Native Asset Requirements (should only be defined if necessary)

- If requirements do need to be defined, it is recommended to use the following to maximize programmatic demand

- Image asset: *sizes: [1200, 627]* - this size is the most common image size used by buyers



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- Title asset: allow **at least** a max length of 25 characters
- Body asset: allow **at least** a max length of 100 characters

Multi-format super auction

- If multiple media-types are accepted by the ad unit, it is best practice to define banner as the first one, as some bidders only accept single-media-type requests.

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 native creative.

An alternative test-setup using a Xandr-provided placement and always-on campaign & creative is described on the [Prebid Native Demo Page](#).

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

Create Native test creative on Xandr Monetize

The first step here is the setup of a native creative on Xandr. This can be done following the Xandr Documentation on [how to add native creatives](#).

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.

t Dates

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

End Date
--- Europe/Berlin

☐ Run Indefinitely

iet

☒ 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.