

Inventory Manager SOP

Inventory manager is a tool which is used to configure the ad platform sections on campaign manager. There are three types of activity done via inventory manager dashboard. This configuration

- 1) Base CPM update
Base CPM is shared by Site team according to the business requirement,
- 2) IG Code Creation
Ig code is unique for each inventory.
- 3) Inventory mapping
Mapping the uploaded inventories to the Ig code.

Guidelines

- 1) Inventory Group - Meta
Data:https://docs.google.com/spreadsheets/d/1M4h4z-9y6QYa77fhyXPUUCQG5Wi54kD_Q2VB7qbbPzo/edit#gid=0
- 2) Inventory Group - Inventory Mapping :
https://docs.google.com/spreadsheets/d/1M4h4z-9y6QYa77fhyXPUUCQG5Wi54kD_Q2VB7qbbPzo/edit#gid=944165563
- 3) Base CPM Rate :
https://docs.google.com/spreadsheets/d/1M4h4z-9y6QYa77fhyXPUUCQG5Wi54kD_Q2VB7qbbPzo/edit#gid=1570175670

Review Inventory: You can download the file from this section and check the existing mappings, which are live on campaign manager.

- 1) Inventory Group - Meta Data
- 2) Inventory Group - Inventory Mapping
- 3) Base CPM Rate

Review Inventories

SELECT INVENTORY DATA TO DOWNLOAD

Select Inventory Types ▼

Download Inventory Data

Set Up Inventories: This section is to download a template file which can be used to create new inventory or to make changes in existing inventory.

- 4) Inventory Group - Meta Data
- 5) Inventory Group - Inventory Mapping
- 6) Base CPM Rate

Setup Inventories

SAMPLE INVENTORY TEMPLATE

Select Inventory Template ▼

Download Template

Data Type For Import: This option is to upload the file to create a new inventory or to make changes in existing inventory.

- 7) Inventory Group - Meta Data
- 8) Inventory Group - Inventory Mapping
- 9) Base CPM Rate

DATA TYPE FOR IMPORT

Select Data Type



Steps to create new inventory in campaign manager.

Step 1: Base CPM Update

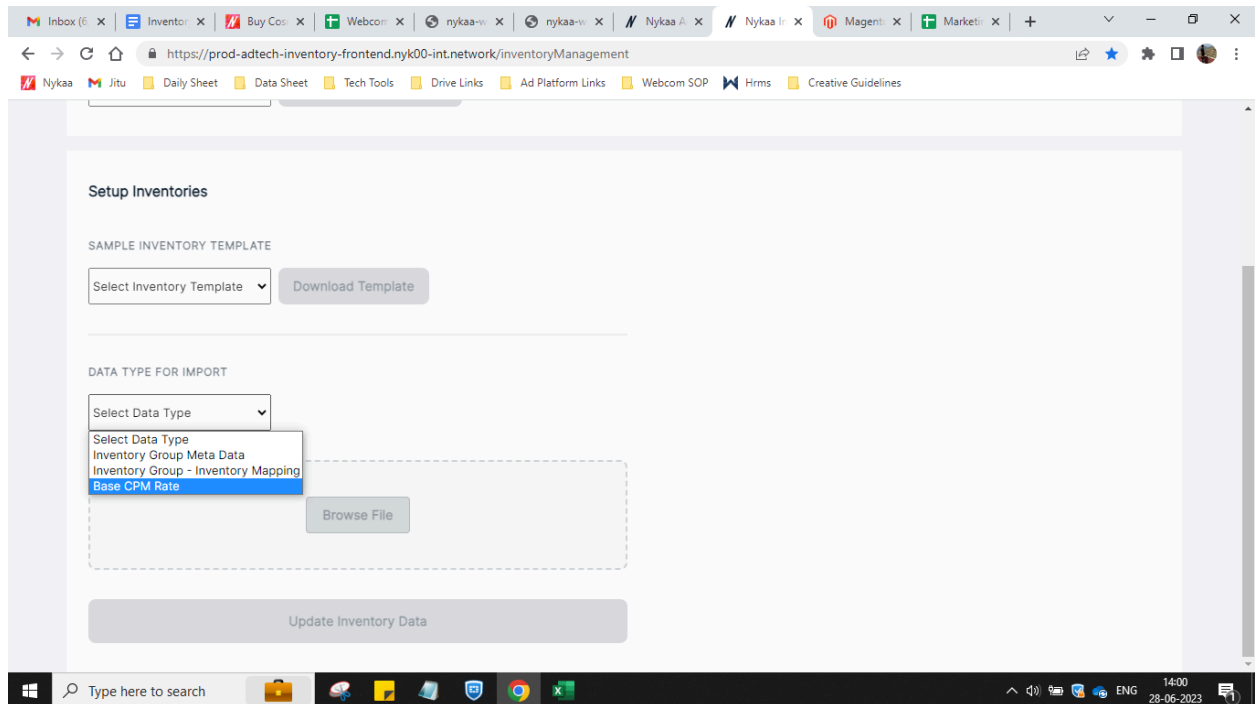
Step 2: IG Code Update

Step 3: Inventory Mapping

Base CPM Upload:

- 1) First step is to update the Base CPM for that particular section. You need to download the **Base CPM Rate** file from the **“Review Inventories”** option.

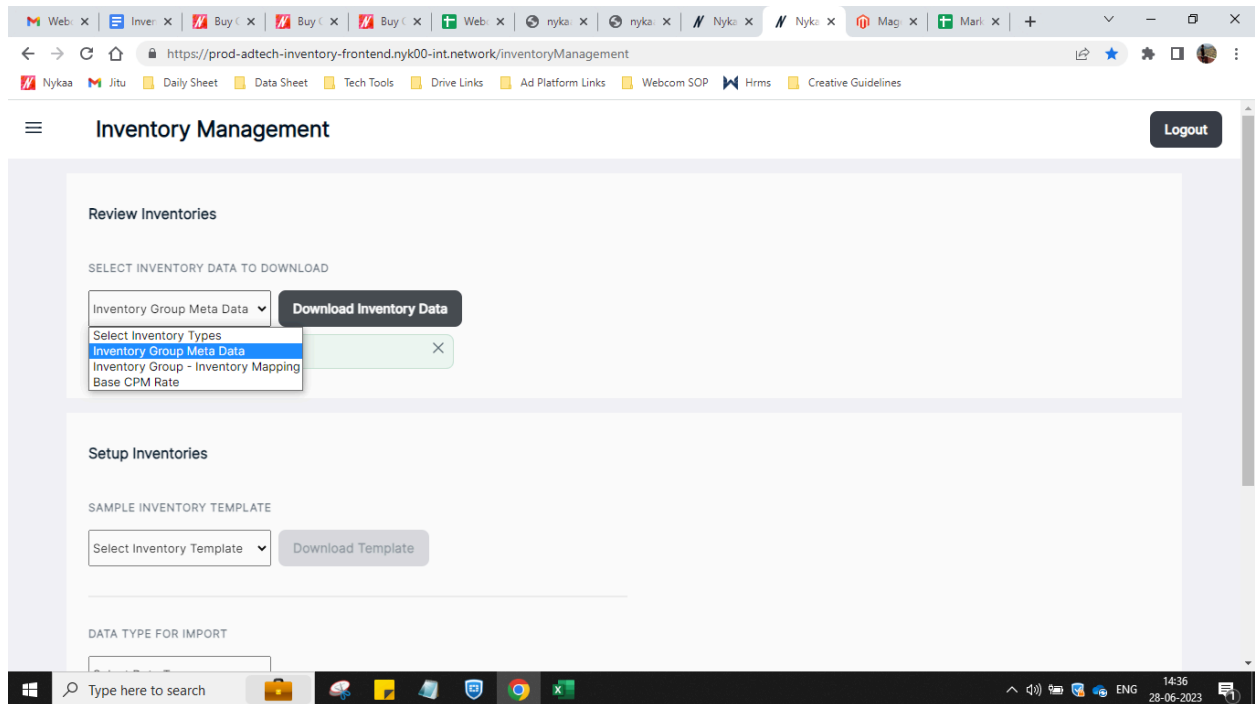
- 3) Once the details are updated then save the same file and upload it on campaign manager from **"Data Type For Import"**. Select **Base CPM Rate** option, then click on browse file option and select the saved file.



- 4) Post upload check the status on top of **"Review Inventories"** Option. Once it shows upload successfully, then download the CPM file from the **"Review Inventories"** option and check if the base cpm is reflecting for that particular section in the sheet.

IG Code Creation:

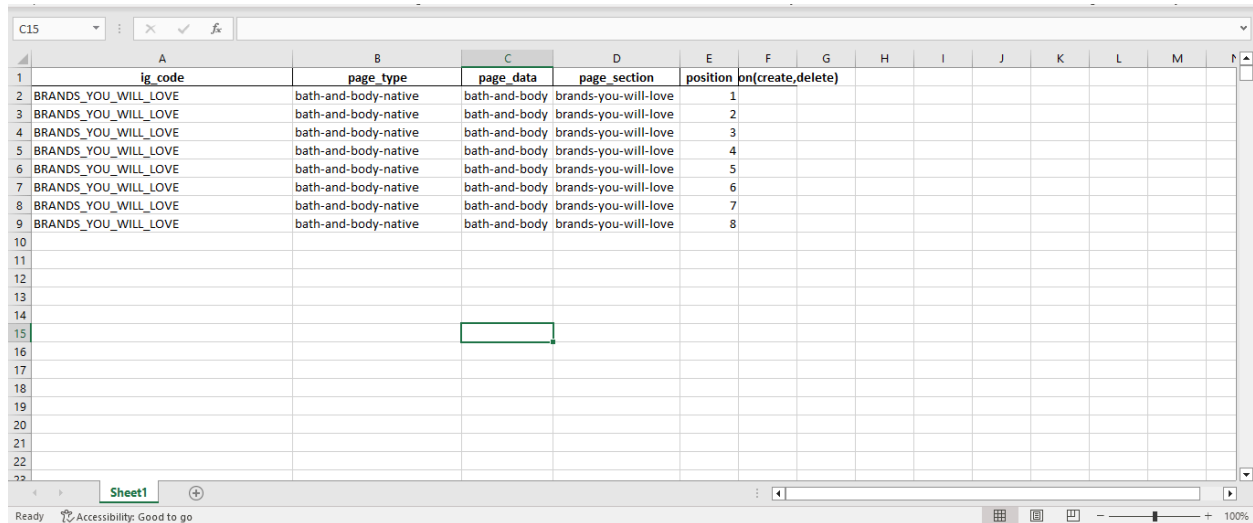
- 1) Download the **Inventory Group Meta Data** File from the **"Review Inventories"** option.



- 2) Clear all the existing entries and update the columns as per below format.
 - i) lg_title: Should be similar to the page section name.
 - ii) lg_Description: Should be same as lg_title
 - iii) Buy_type: Should always be "CPM"
 - iv) Brand_level: Will Always be "platinum"
 - v) Enabled: Should always be "True"
 - vi) is_one_ad_on_multiple_tiles_allowed: Should also be kept as "True".
 - vii) operation(create,update,delete): Should be updated as per the action type, if you are updating new data then always keep it "create". If you are making changes in any existing entry then keep it as "update". Input "delete" in case you need to remove any existing entry from the database.
- 3) Once the details are updated, save this file and upload it on campaign manager from "Data Type For Import". Select Inventory Group Meta Data option, then click on browse file option and select the saved file.
- 4) Once the file is successfully uploaded, the success message will reflect on the top right corner.
- 5) Once it's successful, download the file again from Inventory Group Meta Data from the "Review Inventories" option.
- 6) Check If IG-Code has been generated for the selected section in the sheet.

Inventory Mapping:

- 1) First you need to download the **Inventory Group - Inventory Mapping** file from the **“Review Inventory”** Option.
- 2) Clear all the existing entries from the sheet and update the details the same way as in the screenshot below.



The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	ig_code	page_type	page_data	page_section	position	pn(create,delete)								
1	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	1									
2	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	2									
3	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	3									
4	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	4									
5	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	5									
6	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	6									
7	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	7									
8	BRANDS_YOU_WILL_LOVE	bath-and-body-native	bath-and-body	brands-you-will-love	8									
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- 3) Number of entries for a particular section is based on the maximum number of tiles/banners it will have in the campaign manager.
 - 4) Once the details are updated, save the same file and upload it on campaign manager from **“Data Type For Import”**. Select **Inventory Group - Inventory Mapping** option, then click on browse file option and select the saved file.
 - 5) Once the file is successfully uploaded, the success message will reflect on the top right corner.
 - 6) Post successful upload, download the file again from **Inventory Group - Inventory Mapping** file from the **“Review Inventories”** option.
 - 7) Check If all the sections updated before are reflecting in the sheet or not. If it's reflecting then check this section in the campaign manager portal, the format option should have the same IG code as updated in the above process.
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