



Programmatic Guaranteed: **buy-side playbook**

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Tell us what you think

Let us know what you think in this [short survey](#). Your feedback helps us improve this playbook. You can also send feedback at any time using the link in the lower-right of any page.



Why Programmatic Guaranteed?

Programmatic Guaranteed (PG) deals in Display & Video 360 bring guaranteed transactions into a programmatic platform, enabling the purchase of reservation media in a more simple, efficient, and effective way across display, video, and mobile formats. Unlike traditional reservation buying (which was manual), PG offers an automated buying solution with tagless trafficking, advanced targeting, and consolidated reporting and billing. By extending these capabilities to reservation buying, PG allows you to execute direct buys with publishers while eliminating manual processes, such as exchanging tags, troubleshooting discrepancies, and handling multiple invoices. In addition, the use of audience targeting helps narrow who views your ad. With a more automated approach to transacting, PG helps you focus on the top priorities for your business.



Negotiation overview

Negotiation begins when the publisher sends you a proposal. You can also send a [request for proposal \(RFP\)](#) to the publisher to begin the negotiation process.

Proposals contain campaign details, including inventory and a proposed price. The proposal is shared between you and the publisher, and is sent back and forth until both parties agree.

Programmatic Guaranteed Request for Proposal (RFP)

An RFP is a document sent from media planners to request ad inventory from publishers. Most publishers will only provide inventory after receiving an RFP.

× New request for proposal ?

RFP name Enter name

Required

CC Email address

Enter email addresses of anyone you want to include in this negotiation

Sellers Required

| | | | |
|-----------------|--|---|---|
| Seller 1 | <small>Organization (required)</small> | <small>Email address (required)</small> | × |
| Seller 2 | <small>Organization (required)</small> | <small>Email address (required)</small> | × |
| Seller 3 | <small>Organization (required)</small> | <small>Email address (required)</small> | × |
| Seller 4 | <small>Organization (required)</small> | <small>Email address (required)</small> | × |
| Seller 5 | <small>Organization (required)</small> | <small>Email address (required)</small> | × |

Please note that anyone to whom you send the request for proposal to can access the content and may choose to share with others.



You can use Display & Video 360 to send an RFP to your publisher who will receive an email notification. You can send RFPs from either the [Marketplace](#) or [Negotiations](#) page.

SEND AN RFP FROM THE MARKETPLACE

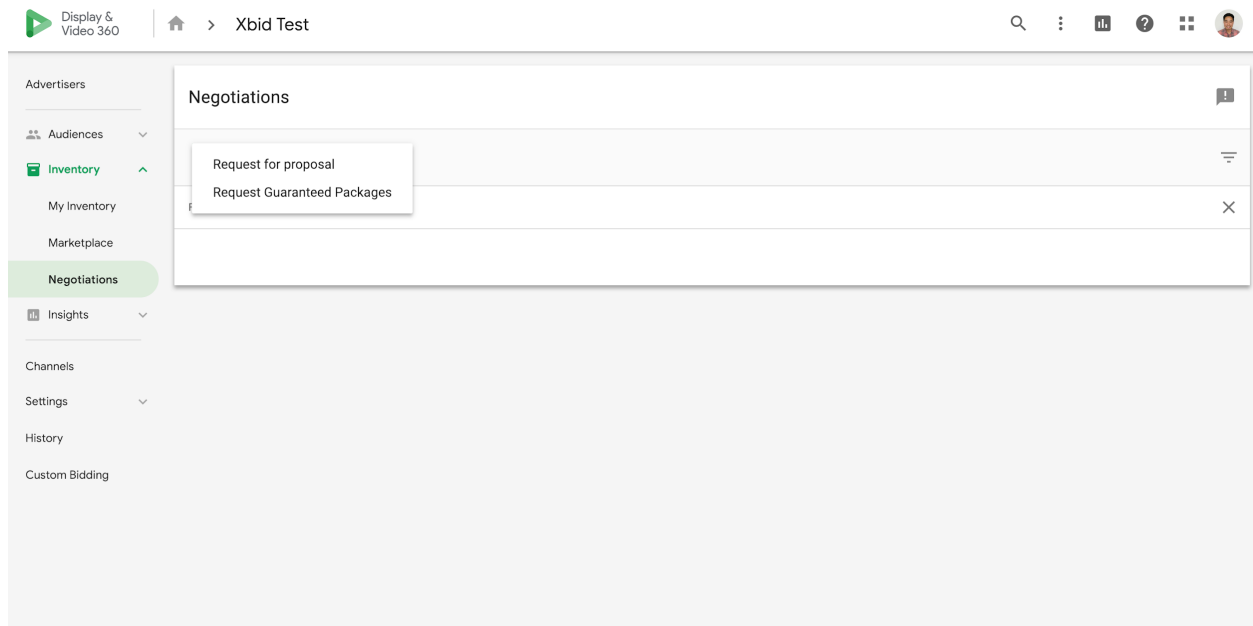
1. Navigate to **Inventory > Marketplace**.
2. (Optional) To show Programmatic-Guaranteed-eligible publishers, from the **Filter Inventory** pane on the right, select **Commitment > Guaranteed**. Filters do not affect the row of recommended publishers across the top of the page.
3. Check for recommended publishers across the top of the page. If you do not see one you'd like to send an RFP to, select one from the table below. The publisher pane appears on the right.
4. Click **Request proposal**.
5. Fill out the form and remember to select **Guaranteed** as the Inventory type.

When adding audience targeting to your RFP, coordinate with your publisher to ensure that there are no conflicts between audience targeting and proposal line item targeting.

6. Click **Send**.



SEND AN RFP FROM THE NEGOTIATION MENU



1. Navigate to **Inventory > Negotiations**.
2. Click **New > Request for proposal**.
3. Fill out the form and remember to select **Guaranteed** as the Inventory type.

When adding audience targeting to your RFP, coordinate with your publisher to ensure that there are no conflicts between audience targeting and proposal line item targeting.

4. Click **Send**.

Any changes, negotiation, or acceptance of the RFP will appear in **Inventory > Negotiations** with the status “Action required.”



SHOW SENSITIVE CONTENT

Seller: ODC Test Partner Commitment: Guaranteed Buyer: Xbid Test Exchange: FreeWheel SSP

Potential Guaranteed Volume: **50** Potential Average CPM: **\$100.00** Potential Media Cost: **\$5.00** Potential Total Billable Cost: **\$5.20** (99% under budget) Your Budget: **\$1,000.00**

Oliver Chen
Can you send a proposal? Feb 12, 2019

ODC Test Partner to Oliver Chen
Hi Oliver, take a look at my proposal. 09:03 PM

[EDIT PROPOSAL](#) [CANCEL NEGOTIATION](#)

| Name | Delivery method* | Commitment* | Exchange* | Rate type | Rate* | Units (imps)* |
|--------------------|------------------|-------------|---------------|-------------|----------|---------------|
| My test proposal 1 | Programmatic | Guaranteed | FreeWheel SSP | CPM (Fixed) | \$100.00 | 50 |
| My test product 1 | Programmatic | Guaranteed | FreeWheel SSP | CPM (Fixed) | \$100.00 | 50 |

If you'd like to make changes to the proposal, click **Edit proposal**.

You can negotiate:

- Rate
- Units (Impressions)
- Start and end dates

Once you've made changes, you can add a message to the publisher and click **Send for review**. If both you and the publisher agree to the changes, they will send a request for acceptance to close the deal. Click **Accept** to finalize the proposal.

To make changes after the proposal has been finalized, click **Renegotiate**. Then you can add a message to the publisher and click **Send for review** again.



Configure Programmatic Guaranteed deals

Once you and the publisher have agreed on the proposal, you will:

- Step 1: Choose advertisers and select a campaign
- Step 2: Assign creatives
- Step 3: Specify conversion tracking and partner revenue model settings (optional)

Once this configuration is complete, the programmatic guaranteed insertion order is automatically set up in the Display & Video 360 advertisers you selected.

To configure your deal, select **Inventory > My Inventory**. Locate the deal in the Action Required section above and select **Actions > Configure** on the right.

The screenshot shows the 'My Inventory' page in the Display & Video 360 interface. The left sidebar contains navigation options: Advertisers, Audiences, Inventory, My Inventory (selected), Marketplace, Negotiations, Insights, and Reports. The main content area is titled 'My Inventory' and includes a 'NEW' button and a date filter 'Mar 26, 2019'. Below this is a filter bar with 'Commitment: Guaranteed', 'Delivery method: Programmatic', and 'Name/ID: 406902'. A table lists inventory items with columns: Inventory Source, Details, Rate & Vol., Delivery, Creative reqs., and Dates. The table contains one row for a 'Programmatic Order' with ID 406902, a rate of \$45.06(€40.00), a bid ratio of 0%, and sizes of 300X250, starting on Apr 26, 2018. The 'Action required' column has a red dot next to the row.

If your creative is not ready, you should still accept the deal in **Negotiations**. You can configure your deal later when you have the creative. You should do this at least 1–2 days before launch date in case of potential issues.

To edit the deal’s advertiser, click on a deal in **My Inventory**. If you select a new advertiser, you will need to choose new creatives and a revenue model for that advertiser. Inventory will stop serving (in up to 1 hour) for any advertisers you remove. Note: you can only edit a deal if you have access to all of the advertisers attached to it.



Step 1: Choose advertisers and select campaign

First you must choose advertisers and select a campaign.

- A. Review the deal details section and make any necessary changes to the order and product names.

×
Configure Programmatic Guaranteed deal
?

1 Basic details
2 Choose creatives
3 Settings Optional

Deal details

A guaranteed insertion order and line items will be created for your guaranteed inventory. [Learn more](#)

Order name (Guaranteed insertion order name) Order ID
 Test Order #1 MP75329517

| Product Name (Guaranteed line item name) | ID | Date | Format | Creative Requirements | Rate | Unit (imps) | Total Cost |
|--|--------|---------------------|---------|-----------------------|------------|-------------|-------------|
| Test #1 | 405666 | May 1 - May 8, 2019 | Display | 728x90 | \$7.00 CPM | 10000000 | \$70,000.00 |
| Total: | | May 1 - May 8, 2019 | - | - | \$7.00 CPM | 10000000 | \$70,000.00 |

- B. Choose which advertisers have permission to target the products. Optionally, you can toggle "Assign inventory source to all advertisers" to allow any advertiser permission to target the products. When you are done, choose the default advertiser. This advertiser along with the campaign you select in the next step will contain the auto-generated insertion order and line items.

Advertiser

Assign inventory source to all advertisers

Default advertiser ⊙
 ! krosinski demo1 328051 ▼

Campaign

!!PKS Campaign × (2365127)

Only a campaign under the default advertiser can be assigned. This deal will not be affected by the campaign's budget or flight date. ⓘ

- C. Select a campaign. Note that only a campaign under the default advertiser can be selected.



Step 2: Assign creatives

Configure Programmatic Guaranteed deal

Basic details **2 Choose creatives** Settings (Optional)

To finalize the inventory configuration, you must choose creatives that meet all size requirements for each product. For native ads, the final rendering is determined by the publisher. The publisher is responsible for rendering the ad according to the style of their website or app. Let the publisher know if you have a preference on which assets are required to be rendered in the ad. [Learn more](#)

CHOOSE CREATIVES

adi 1/9 affinity LI Required

ASSIGN CREATIVES

| Name | Status | Type | DV360 status | Exchange status | Dimensions |
|-----------------------|--------|------|--------------|-----------------|------------|
| No creatives selected | | | | | |

The next step is to select at least one available creative for each product size and duration specified in the deal. Note that only creatives that meet the creative requirements and are from your selected advertisers will be available.

Configure Programmatic Guaranteed deal

Basic details

adi 1/9 affinity LI Required 728x90 (0)

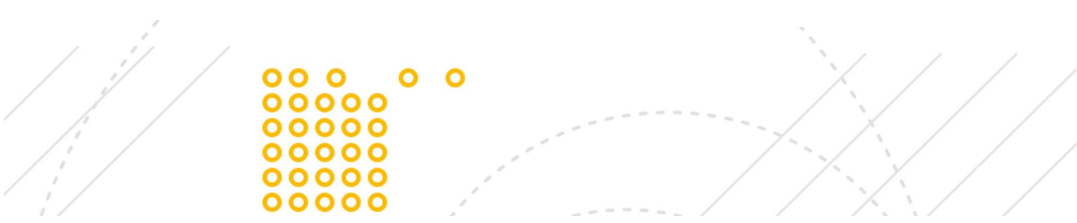
ALL SELECTED (0)

Filter

| Name | Status | Type | DV360 status | Exchange status | Dimensions |
|---|--------|----------|--------------------|-------------------|------------|
| 728x90 134248651 CM placement 225284420 CM campaign 9725734 | Active | Standard | Approved, servable | Approved (3 of 3) | 728 |

SELECT CANCEL

For native ads, the final rendering is determined by the publisher. The publisher is responsible for rendering the ad according to the style of their website or app. Let the publisher know if you have a preference on which assets are required to be rendered in the ad.



Step 3: Select conversion tracking and partner revenue model settings (optional)

The final configuration step is to specify conversion tracking and partner revenue model settings.

× Configure Programmatic Guaranteed deal
?

✓ Basic details
✓ Choose creatives
3 Settings

Conversion tracking Select the Floodlight activity that represents a successful conversion ⓘ

Count all conversions ▾

| | |
|-----------------------|-------------------------------|
| Total media cost ⓘ | \$162.31 |
| Total billable cost ⓘ | \$154.86 |
| Partner revenue model | Total media cost markup ▾ 0 % |

Partner costs

| CPM Fees | Amount | Type | |
|-------------|----------------|-------------------------|--|
| CPM fee 1 | \$ 0 | Default | ▾ <input type="checkbox"/> Invoiced ✕ |
| CPM fee 2 | \$ 0 | Default | ▾ <input type="checkbox"/> Invoiced ✕ |
| Media Fees | Percentage | Type | |
| Media fee 1 | Automated cost | Display & Video 360 Fee | ▾ <input checked="" type="checkbox"/> Invoiced 🔒 |
| Media fee 2 | 5 % | Default | ▾ <input type="checkbox"/> Invoiced |

Note: If your Display & Video 360 platform fee was not automatically included in Media Fee 1, it will not be a part of the total media cost. Your Display & Video 360 fee will still be included as part of your Billable cost. [Learn more](#)


[ADD FEE](#)

Display & Video 360 uses Floodlight activities to track conversions and add users to remarketing lists. Select the Floodlight activity you wish to use for conversion tracking in this line item. You can create and manage Floodlight activities by going to **Floodlight > Floodlight Activities** in your advertiser. Learn more about [Floodlight activities](#). Note that if you use Campaign Manager, Floodlight activities are managed in your Floodlight settings and are synced through your linked Display & Video 360 advertiser.

Click **Done** when you are finished.

PAUSE DEAL



You can see whether a deal is **paused** or **active** in the **Status** column of **My Inventory**. Deals can be paused by either the buyer or the publisher who must provide a reason. You can click on  to see why the deal was paused. To pause a deal, click the dropdown next to **Active** in the **Status** column, and select **Paused**. Only an entire proposal can be paused (not individual line items), and when inventory is paused, it is no longer targetable. The deal can only be resumed by the party that paused it.

Using first- and third-party audience lists with Programmatic Guaranteed deals

Buyers can target or exclude first- or third-party audience lists for each reservation deal of a Programmatic Guaranteed order during the negotiation phase. The publisher's forecasting tool will then calculate available inventory that matches the buyer's selected audience list(s). Within the set of lists selected for inclusion/exclusion, the "OR" logic is applied. Between the sets of included and excluded lists, the "AND" logic is applied.

Audience list Programmatic Guaranteed deals work best when including user lists that have a reach of at least 100 cookies per day (so inventory won't be limited). Navigate to **Advertisers > [Advertiser] > Audiences Lists** to view the size of an audience list.

Buyer audience lists are built into Ad Manager forecasting. This allows publishers to run forecasts on PG proposals that include buyer-targeted first- or third-party audience lists. Ad Manager has real-time access to the buyer audience lists during both forecasting and serving, therefore there is no lag/latency when changes are made to the audience list. During forecasting, Ad Manager takes historical data and existing overlapping reservations into account for the remainder of the campaign.



Cost-per-day (CPD) budgets for Programmatic Guaranteed deals

Deals with cost-per-day budgets have a minimum number of impressions that must be purchased by the buyer and served by the publisher each day. You will only be charged when the number of impressions exceeds the amount agreed upon between you and the publisher (this is important to reiterate with the publisher when setting the minimum). No revenue is displayed in reporting even if impressions show a value above zero. When you do purchase the minimum daily amount, you'll be charged the CPD daily rate, even if the total number of impressions purchased and delivered are more than the minimum. Reporting shows revenue for days where the minimum impression value was purchased.

Note: CPD Sponsorships do not 100% guarantee that buyer's ads will be the only ads that appear during the time period. In outlier cases where Ad Manager is unable to serve the buyer's ad creative (e.g. ad creative is not supported by the user's browser, etc), Ad Manager ensures your impression is fully monetized by serving a contending ad instead. While this occurrence is the exception, CPD Sponsorships should not be sold as a 100% Share of Voice *guarantee*.



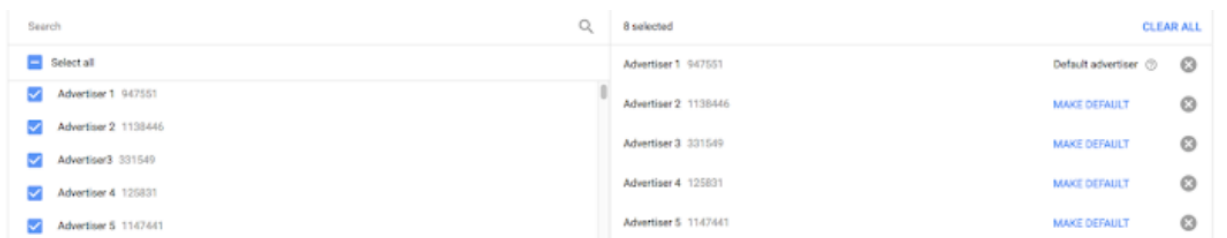
Cross-Campaign Optimization (CCO)

In Display & Video 360 it's possible to do Cross-Campaign Optimization (CCO) with your Guaranteed deals. This allows you to bid on guaranteed inventory with the default line item (as well as other line items using additional targeting) to help deliver on all impressions. The other line items can span campaigns or belong to another advertiser.

In order to ensure spend, RTB line items need to take into consideration the settings from the programmatic guaranteed deal (pacing, frequency, audience, geo, etc.) as well as the settings for the objects where the RTB line items live (insertion orders, campaign, advertiser, partner). Pacing for programmatic guaranteed deals is automatically set to **ASAP**.

To set up Cross-Campaign Optimization:

1. Make sure you finished negotiating a Programmatic Guaranteed deal in Display & Video 360.
2. Navigate to **Inventory > My Inventory**.
3. Configure your PG deal if you haven't already and select at least one advertiser and campaign.



4. Navigate back to **Inventory > My Inventory**. Remember the **name** and **Deal ID** of the deal you just configured.
5. Select another line item you want to use.
6. Navigate to **Add Targeting > Inventory Source*** and select the deal from step 4.



7. Under **Bid Strategy**, select **Fixed bid**.
8. Under **Creatives**, confirm that your creatives are correctly set up for the line item.
9. (Optional) Add additional targeting to the line item.
10. The line items targeting the deal will be listed under **My Inventory**. Display & Video 360 will take into account any targeting and budget/pacing settings to see if the line item is applicable for the impression. In the event that no line items are applicable, the impression will be bought by the default line item (which was originally set up for the PG deal). If all line items are applicable, set the bid prices in increasing order so Display & Video 360 can prioritize where to send impressions. In the end, the clearing price will still be the PG-negotiated price, the bid prices you set are merely used for prioritization.

[My inventory](#) > Example 1234 >
Example 1234 Date: 02.01.2018

OVERVIEW
SETTINGS
HISTORY

| | |
|--|---------------------------------------|
| Impressions (Last 14 days) 0 | Spend (Last 14 days) \$0.00 |
| Today: 0 | Today: \$0.00 |

The line item information below only applies to this deal and is based on the UTC time zone.

Feb 01, 2018 ▾

| Targeting deal | Line item | ID | Impressions | % of total | Bid price |
|----------------|-----------------------------|----------|-------------|------------|--------------------|
| Yes | Line item E | 15372014 | | - | Fixed bid: \$12.00 |
| Yes | Line item B | 15354086 | | - | Fixed bid: \$10.00 |
| Yes | Line item C | 15372031 | | - | Fixed bid: \$9.50 |
| Yes | Line item G | 15372027 | | - | Fixed bid: \$6.50 |
| Yes | Line item A | 15370824 | | - | Fixed bid: \$5.00 |

* Cannot mix CPD and non-CPD deals as inventory sources



YouTube Programmatic Guaranteed deals

YouTube Programmatic Guaranteed deals follow most of the steps and principles of standard Programmatic Guaranteed deals with a few exceptions:

- Discovery and negotiation occurs offline through Sales channels
- Only certain buyers are allowed to use Cross Campaign Optimization (as noted in the terms of the deal acceptance)
- First- and third-party audience list guarantees are not available
- Masthead CPD is not available
- Creatives are dependent on the deal negotiated, but can include instream :06s, :15/20s (non-skippable), or instream skippable of up to 6:00 mins
- All companion banners are optional. If included, the required size is 300x60



Display & Video 360

Custom creatives for Programmatic Guaranteed deals

Programmatic Guaranteed (PG) deals let you choose whether you or the publisher will supply and manage the creative for a deal. A custom creative allows the publisher to better control the creative and bypass Ad Manager creative and policy restrictions. The publisher's creative is served instead of a buy-side creative, enabling new possibilities for PG deals:

- You can now run custom, high-impact ad formats in programmatic deals. Most formats that work with traditional manual trafficking work with this method.
- You can access premium inventory and formats that were not previously available for programmatic buying.
- Because the publisher retains control of the creative that serves within their Google Ad Manager network, Ad Manager creative and policy restrictions are safely bypassed.

You must have the following features enabled before you can execute custom creatives for Programmatic Guaranteed deals:

- Marketplace
- Programmatic Guaranteed deals

Each proposal line item in Google Ad Manager is associated with a corresponding "deal" in Display & Video 360. The following outlines the sequence of action items that must be completed when creatives are publisher-managed:

1. The publisher creates the Programmatic Guaranteed proposal in Google Ad Manager. Learn more about the [publisher's process](#).
2. Navigate to **Inventory > Negotiations** and find the proposal.
 - a. Review the rate and impressions.
 - b. The requirements for custom creatives cannot be changed once the proposal is finalized. If the creative requirements are incorrect in the finalized proposal, ask the publisher to start a new one with the correct requirements in its proposal line items.



- c. If everything looks good, **Accept** the proposal.
3. Once you have accepted the proposal, configure the line item. Configuration triggers the creation of a creative in Display & Video 360, used for the purposes of click and impression tracking. A valid tracking creative (0x0) must exist in Display & Video 360 before ad serving can start. The creative managed by the publisher in Google Ad Manager is used for ad serving and to render the ad. You can also choose to configure later. However, if there is no tracking creative in Display & Video 360 by the start date of the campaign, ads will fail to serve even if there is a valid creative associated with the corresponding line item in Google Ad Manager.
Note: Allow up to 2 hours for the tracking creative to be registered and functional.
 - a. **Choose Advertisers** - First, select a default advertiser to set up your order. Then you may permission/additional advertisers to target this order.
 - b. **Partner Revenue Model** - Set this up the same way as any other Programmatic Guaranteed deal.
4. Once the publisher finishes the process in Google Ad Manager, the deal will appear in **My Inventory**.

Note: Campaign Manager tracking is not supported with custom creatives. You cannot append Campaign Manager tracking to the creative in DV360. Reporting issues ensue when the pub appends the buyer's tracker



Display & Video 360

Best practices

GENERAL

- Let your account manager know of any upcoming deals you plan to run to ensure support availability in case there is an issue.
- If you are running a Programmatic Guaranteed deal for the first time, run a test Programmatic Guaranteed deal with your publisher for a nominal amount (e.g. \$1) replicating the setup planned for the actual deal.
- Target one deal per line item for easy troubleshooting and a quick view of performance. This gives you more control over the bid, targeting, and creatives. Never target more than 4 deals per line item.
- We don't recommend using whitelists or blacklists on deals. If you must use a blacklist, make sure the URLs in the deal are not included. You can check which URLs are used in a deal by pulling an Inventory Availability Report (IAR) and grouping by App/URL.
- Use minimal targeting to prevent blocking spend. Discuss the targeting you are using with the publisher to make sure it matches the deal set up.
- Verify that the publisher is passing user IDs. If not, you cannot use frequency capping or audience lists in Display & Video 360.
- Always bid at least 20% higher than the floor price to avoid currency fluctuations.
- Always use fixed bidding on deals; never use automatic bidding or vCPM bidding
- Check that creatives are approved for the correct SSP.
- Before sending an RFP, double check the following details:
 - Budget
 - Start and end dates
 - CPM/CPD
 - Creatives (formats, size, etc.)



- When uploading, make sure the creatives are:
 - eligible to serve
 - SSL compliant
 - not blocked by Google or the publisher's Ad Manager settings in Creative Review
 - The same size as the deal's, (i.e., don't use a multi-size creative for a single-size deal)
- Make sure the deal is created well in advance to allow time for renegotiation and finalize the deal at least 12 hours before you go live.

SPECIAL CASES

- **Alcohol Ads:** Review the guidelines on serving ads for alcoholic beverages. [Learn more](#)
- **Video Ads:** Review the guidelines on serving video creatives. [Learn more](#)
- **Non-Personalized Ads:** Make sure you didn't upload a third-party creative for deals that will run on non-personalized ad traffic. [Learn more](#)
- **Audio Ads:** Make sure the creative you uploaded is indeed an audio creative, not a video creative.
- **Native Ads:** Make sure you've uploaded all possible assets for the largest reach (logo, rectangular image, square image, and all text length variations).



Troubleshooting

Why aren't any ad requests showing up in Display & Video 360?

- Check the start and end dates
- Make sure the publisher has enough inventory forecasted
- Make sure the campaign is not paused
- Check in My Inventory for new Configuration requirements
- Check if the line item has hit the pacing goal for the day, especially if CCO is used

How come my creative is marked as “not eligible” even though it's assigned?

- Make sure the creative does not violate Google policy
- Make sure the creative is not manually blocked by the publisher
- Check for any recent changes made to the creative in the Ad server

Why are my line items under delivering?

- Run an Inventory Availability report. [Learn more](#)
- Check the Troubleshooter in Display & Video 360. [Learn more](#)

