Best practices for setting up your Programmatic Display campaigns

With programmatic display, you can precisely target the right audiences while they browse their favorite websites.

We put together a short list of best practices to help you set up your Programmatic Display campaigns as quickly as possible.

CREATIVE SPECS

- Please refer to our **TTD Creative Specs** guide to make sure your creative meets all requirem

We recommend broader f-caps for higher funnel branding initiatives and narrower f-caps for lower funnel or retargeting initiatives.ents.

AD GROUP SETUP

Audience

- Can include 1st or 3rd Party Audiences or Koa audiences including Audience Predictor, Demographic or Interest Targeting.
- Enable Cross Device with Identity Alliance to harnesses the power of all four identity graphs and map the user most efficiently to all their devices
- Do not recommend including audience targeting on a contextual ad group as it will limit scale

Creative

- Make sure creative is approved and meets creative specifications for display ad sizes

Device Type

- Target: Mobile, PC, and Tablet

Frequency

- Set a Frequency Cap to limit wasted impressions and you can now set a frequency goal to try and hit users X amount of times
- Numerator = 1 is better for **performance** as it allows delivery to be spread throughout the day (E.g. 1 per 4 hours)
- You can now add multiple frequency caps (up to 10) at both campaign and ad group level.
- We recommend broader f-caps for higher funnel branding initiatives and narrower f-caps for lower funnel or retargeting initiatives.

Best practices for setting up your Programmatic Display Campaigns

PROGRAMMATIC DISPLAY SETUP

Site/App

- Create site/app lists and then include, exclude, or optimize them in tiles.

Private Contract

- PMPs are not required for Display campaigns, and it is considered best practice to run on Open Exchange unless you have specific inventory needs.

- Should you have specific inventory requirements please work with your account manager to navigate off the shelf deals or creating custom deals with preferred publishers.

- To add contracts, select "Browse" within the Private Contract Rail to search for individual first- and third-party inventory contracts from our PMP Library. Target the GWG_Marketplace for added value:

    - GWG_Marketplace_Display_ContractGroup
    - GWG_Marketplace_Display_Magnite
    - TTD Library - Global - Local News Content
    - TTD Library - Global - Mobile In-App – Display

- Enable Help me reach contract floor prices as it can help prevent you from over bidding.

    - We recommend setting this between 5% to 10% as a default.

Pre-bids

- Enable pre-bid targeting if you have inventory requirements such as:

    - Brand Safety
    - Page Quality
    - Viewability Solutions

- If you are not required to implement pre-bid solutions we would recommend testing pre-bid solutions after you confirm you are scaling successfully.

OPTIMIZATION TILES:

Base & Max Bid

- Base bid is the starting bid you are willing to pay for raw media exclusive of media and fees. This bid is used when bid adjustments and optimizations are applied. When you enter a base bid, you are indicating the lowest amount you would bid for a thousand impressions.

- Depending on the targeting, base bids should be between $1-3.

- If you enable Help me reach contract floor prices in your Private Contract rail tile, you don't need to worry about your base bid for Private Contracts.

- Your max bid should be the maximum amount you would like to bid. We recommend setting the max bid at least 3x the base bid. (this bid is for Media only, data fees are additional)

- Predictive clearing maintains your win rate while decreasing your ad group's final bid to the lowest clearing price. We recommend selecting this option in the base & max bid optimization tile.

Still have questions?

Please reach out to your partner team.
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