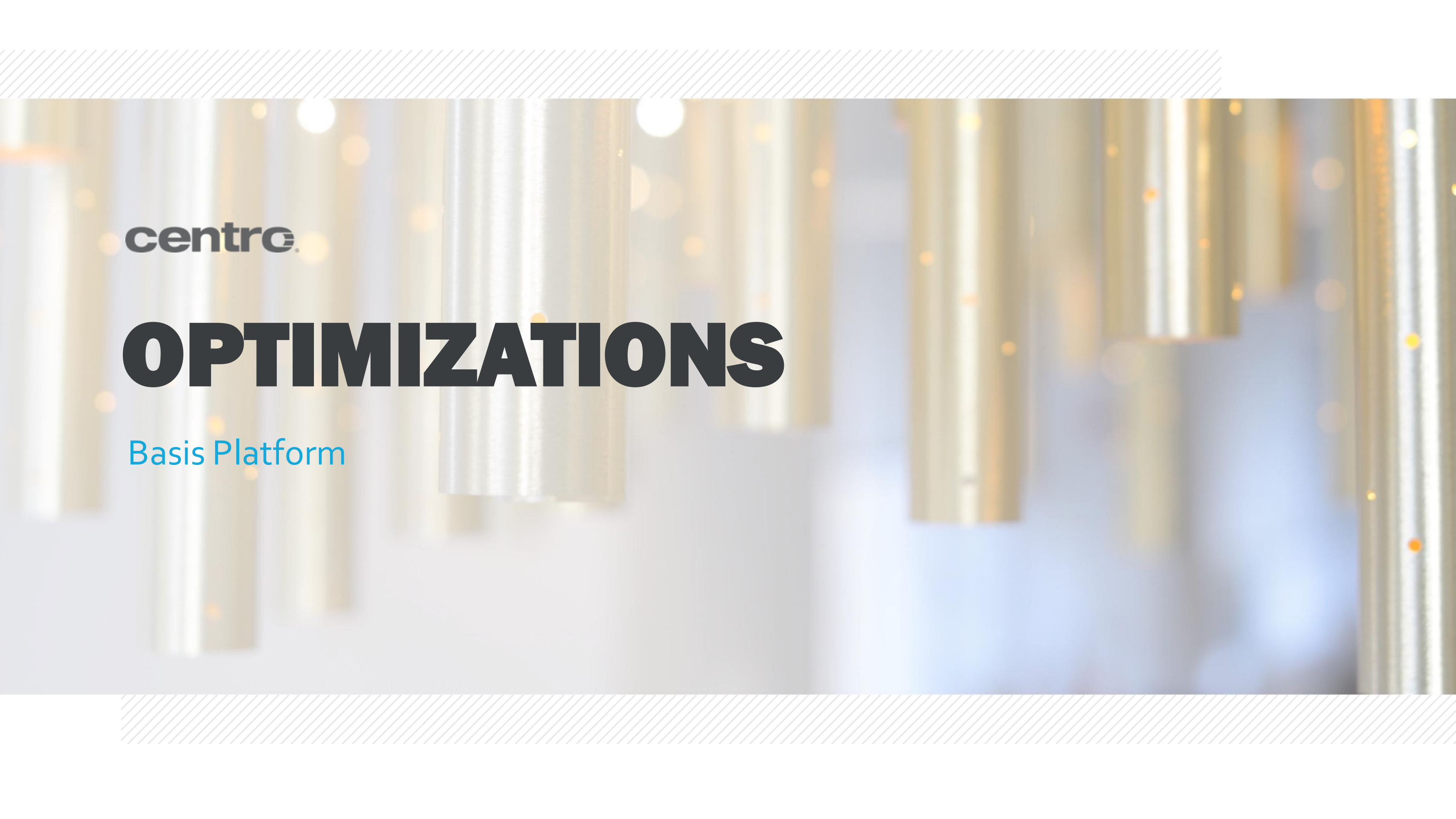




centre.

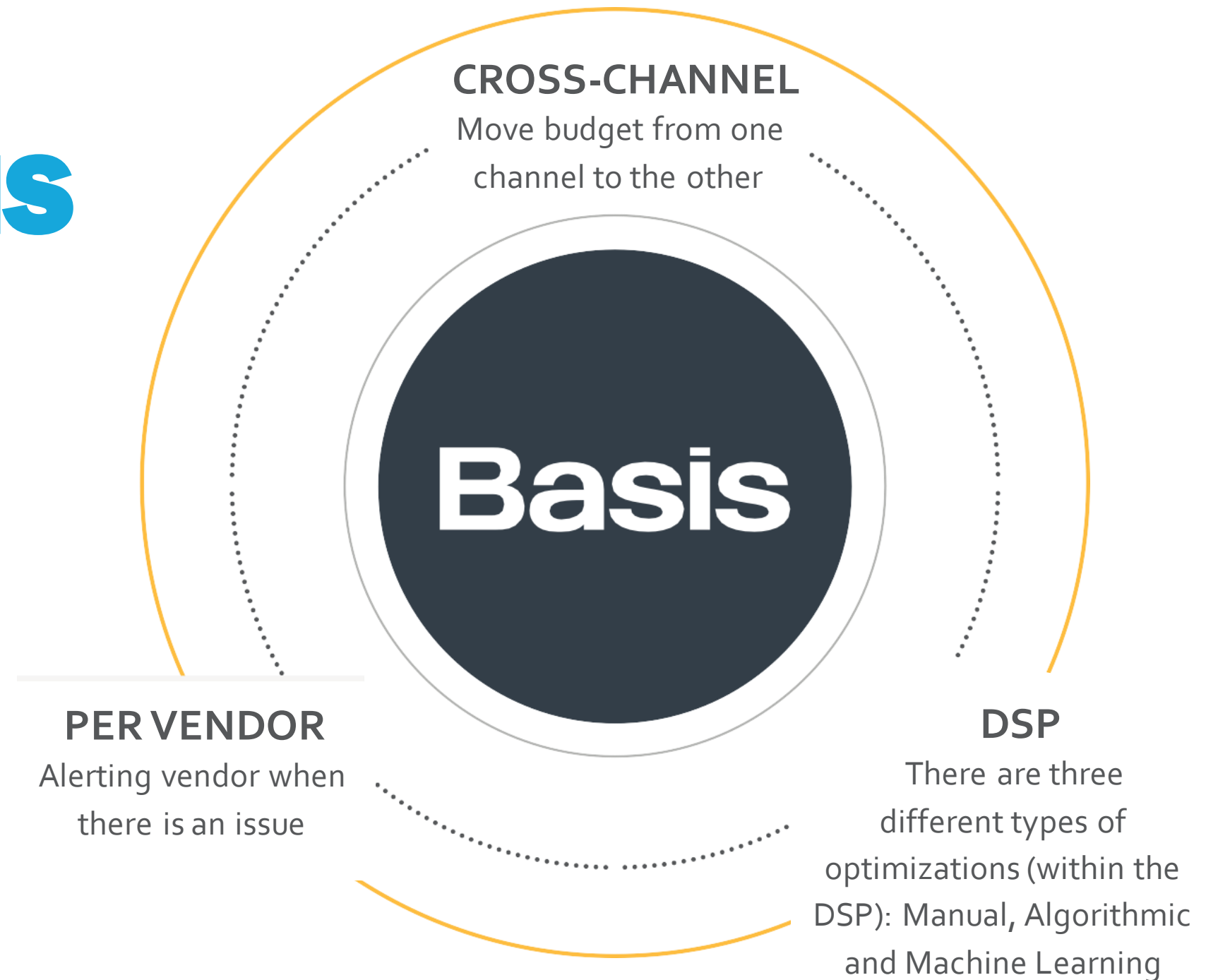
OPTIMIZATIONS

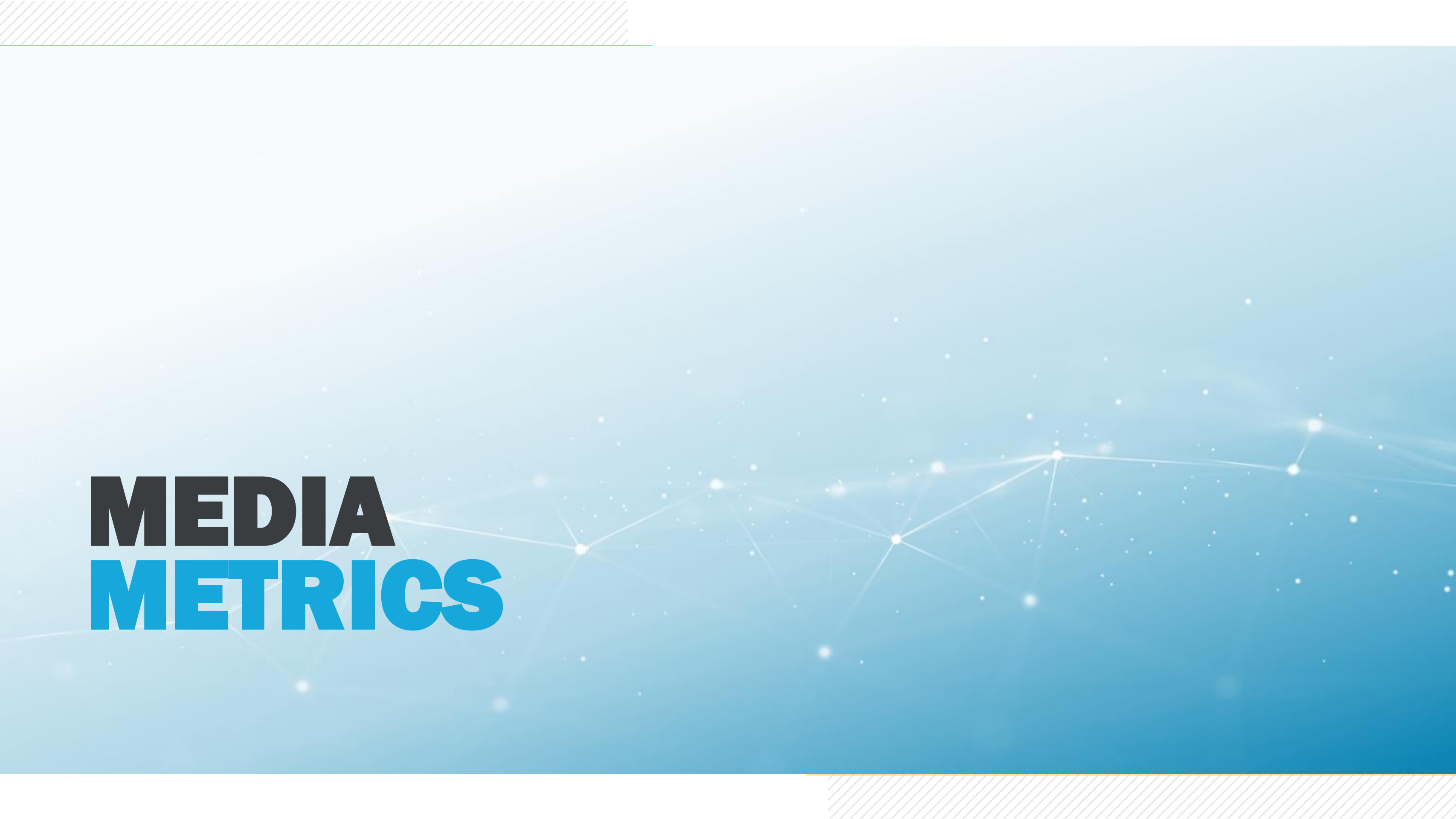
Basis Platform

AGENDA

-  Optimizations in Basis
-  Pacing & Optimization
-  Optimization Strategies
-  Common Pitfalls to Avoid

OPTIMIZATIONS IN BASIS





MEDIA METRICS

BASIC METRIC DESCRIPTIONS



IMPRESSIONS WON:

The volume of impressions won at auction

CLICKS:

The volume of clicks garnered

TOTAL eCPM:

The total effective CPM (what you actually pay for 1000 impressions)

DATA SPEND:

The dollars of budget spent on data

CTR:

The percentage of clicks garnered with respect to impressions delivered

MEDIA SPEND:

The dollars of budget spent on pure media

TOTAL eCPC:

The total effective CPC (the efficiency of budget vs. the volume of clicks garnered)

WIN RATE

Auctions Won / Auctions Bid

DSP SPEND:

The total of media and data spend

BASIC METRIC DESCRIPTIONS



CLICK CONVERSIONS:

Click thru Conversions
(volume of clicks to conversions)

VIEW CONVERSIONS:

View thru Conversions
(volume of views to conversions)

TOTAL CONVERSIONS:

The total amount of conversions garnered

GROSS/TOTAL eCPA:

The total effective CPA (what you actually pay for a conversion)

CLICK CONVERSION RATE:

Conversion Rate Metric
The percentage of conversions with respect to clicks garnered

CONVERSION REVENUE:

The revenue contributed to conversions

NET ROAS:

Return on Ad Spend
The cost of the advertising in regards to the revenue it drives

VIDEO & AUDIO DESCRIPTIONS



QUARTILE COMPLETE:

The 25/50/75/100 % of a video ad completed

VIDEO VIEWS

The number of times a video has been viewed

COMPLETION RATE:

The percentage of video ads completed in regards to number of video starts

VIDEO STARTS:

The number of times a video ad started

TOTAL eCPV:

The effective Cost Per View (what you actually pay for a video view)

TOTAL eCPCV:

The effective Cost Per *Completed* View (what you actually pay for a completed video view)



SETTING UP FOR SUCCESS

CHECK LIST: **BEFORE** **SETTING UP** **A CAMPAIGN**

- Distinct objective & KPIs have been established
- Tactics are aligned with goals
- Geo is appropriate for budget
- Determine optimization strategy
- Campaign flexibility is determined
 - Adjusting bids
 - Shifting budgets
 - Editing domains/tactics/creatives/segments



PACING AND BUDGET

PERFORMANCE SCREEN

ORGANIZE, MANAGE AND PRIORITIZE YOUR MEDIA BUYS

WHAT IS THE PERFORMANCE SCREEN?

A dedicated and accessible screen that allows users to quickly monitor performance across all live line items in relation to their budgets and KPIs

ALL THE INFORMATION YOU NEED IN ONE SCREEN

- 1 Performance Table: provides a summary of all your campaigns' delivery and performance metrics
- 2 Trend Graph: gives a visual representation of all your campaigns' pacing over the last seven days
- 3 History: allows you to store notes on what modifications have been applied or need to take place

HOW DOES IT HELP?

MANAGE:

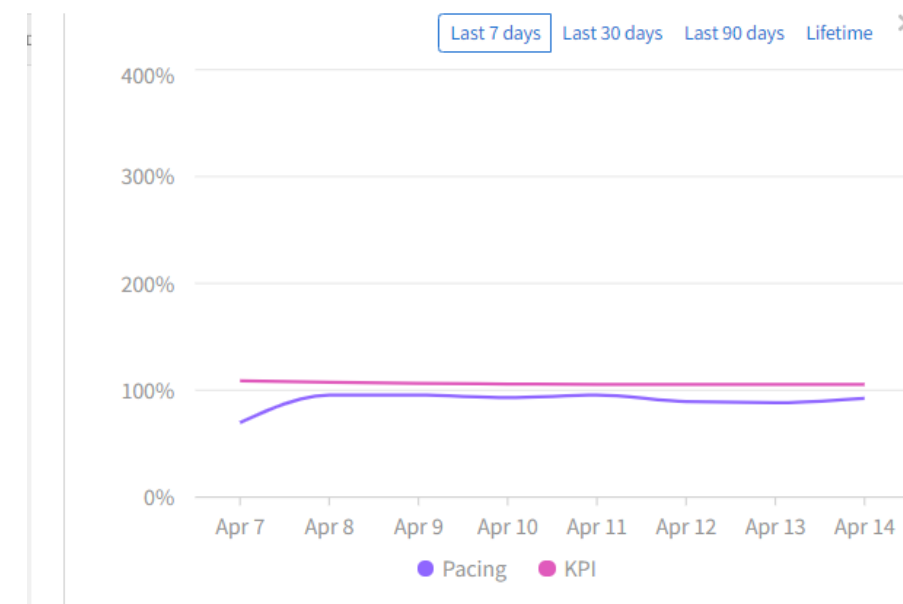
- Monitor all line items across an entire campaign portfolio in one view
- Report campaign health to clients on-demand

PRIORITIZE:

- Quickly identify areas of concern to help determine line item optimization prioritization

ORGANIZE:

- Stay organized on the last adjustments made and upcoming checkup dates
- Management can quickly scan to ensure their teams are properly monitoring campaigns on a regular cadence



PERFORMANCE VIEW

Basis

Home

Line Items

Performance

Insights

Reports

SETTINGS

User Settings

Agency Account

DSP ASSETS

Domain Lists

Log Out

data thru: Tuesday

Download CSV

	CAMPAIGN	CAMPAIGN ID	START DATE	END DATE	PACING	DAILY TARGET	YESTERDAY SPEND	DAILY DIFFERENCE	TO KPI GOAL	CONTRACTED
SortQuest	Visit South W... P ID: 19VSW000]	19VSW... P PKG 2 -	11/18/19	12/31/19	105.4%	\$276.09	\$327.76	-\$51.68	63.1%	\$13,401.6
veport, LA	Visit Lake Ch... P ID: 19LCCVB016	19LCCVB001	07/26/19	12/31/19	103.1%	\$29.45	\$40.48	-\$11.03	56.9%	\$4,934.70
stic travel	Visit Lake Ch... P ID: 19LCCVB016	19LCCVBAA-001	09/30/19	12/31/19	102.8%	\$26.05	\$37.91	-\$11.87	48.0%	\$5,998.86
Wharf	Visit South W... P ID: 19VSW000]	19VSW... P PKG 1 -	11/18/19	12/31/19	100.9%	\$175.31	\$180.32	-\$5.02	65.3%	\$7,881.65
estin - 019	Visit South W... P ID: 19VSW000]	19VS... ales Coop	11/22/19	12/31/19	100.0%	\$135.80	\$135.63	\$0.17	59.9%	\$5,475.00
Antonio, TX	Visit Lake Ch... P ID: 19LCCVB016	19LCCV... ry Video	08/30/19	12/31/19	98.8%	\$258.23	\$245.33	\$12.90	--	\$14,748.7
Commercial	Entergy - Sec... ZP ID: 19ENT019	19ENT...IMERCIAL	09/27/19	12/31/19	98.5%	\$132.12	\$119.69	\$12.43	32.4%	\$11,499.9
idential	Entergy - Sec... ZP ID: 19ENT019	19ENT...IDENTIAL	09/27/19	12/31/19	92.3%	\$257.96	\$166.89	\$91.07	21.4%	\$16,500.0
Antonio, TX	Visit Lake Ch... P ID: 19LCCVB016	19LCCV... ry Video	08/30/19	12/31/19	82.6%	\$65.41	\$3.17	\$62.24	31.1%	\$5,000.01
2019	Visit South W... 19VSW000] 20'-9	19VSW...Y/NATIVE	12/01/19	12/31/19	67.9%	\$327.94	\$160.31	\$167.63	55.1%	\$7,311.25
019 Media	NOLA 2020 ... P ID: 19RNR034]	19RNR0...trations	09/06/19	12/31/19	57.1%	\$153.22	--	\$153.22	30.8%	\$5,000.00
	San Diego 20... P ID - 19RNR034]	19RNR0...trations	09/06/19	12/31/19	54.0%	\$279.45	--	\$279.45	22.0%	\$8,499.99
	Nashville 20... P ID: 19RNR034]	19RNR0...trations	09/06/19	12/31/19	38.4%	\$92.41	--	\$92.41	60.6%	\$2,100.00
December 18-24	Visit South W... P ID: 19VSW000]	19VSW... Culture	12/18/19	12/31/19	0.0%	\$174.11	--	\$174.11	55.5%	\$2,437.50
December 18-31	Visit South W... P ID: 19VSW000]	19VSW... Culture	12/18/19	12/31/19	--	\$0.00	--	--	--	\$2,437.50
estin - 019	DISREGARD - ... P ID: 19VSW000]	19VS... ales Coop	11/22/19	12/31/19	--	\$0.00	--	--	--	\$5,475.00

RECOMMENDATIONS

SET YOURSELF UP FOR SUCCESS:
ALL TIME GROUP BUDGET WITH DAILY TACTIC BUDGETS

GROUP BUDGET	TACTIC BUDGET	TACTIC ALLOCATION	ADVANTAGES
All Time, Pacing OFF	Daily, Pacing ON or OFF depending on tactic	Ensure sum of tactic daily budgets equals the daily spend needed at group level	Helps identify pacing issues, makes it easy to optimize to top performing tactics

EXAMPLE

CONTROLS Edit		Last saved a few seconds ago.				
		DETAILS	DATES	UNITS	RATES	COSTS
LI	Sweet Mandy B's COVID Prospecting; Contextual Targeting; Behavioral Targeting; Retargeting	formats Display sizes 160x600, 300x250, 300x50, 300x600, 320x50, 728x90 KPI Cost per Action (CPA) goal \$10.00	starts 05/01/20 ends 06/30/20	Dynamic CPM rate type 8,888,889 est imps	\$4.50 est media \$4.50 est gross	\$40,000.00 media \$40,000.00 gross
	Ad Serving	type Ad Serving		CPM rate type 8,888,889 est imps	-- ad serv	-- ad serv
GRP	Sweet Mandy B's COVID PT, CT, BT, RT	status Offline group ID 271999	starts 05/01/20 ends 06/30/20	off pacing		\$40,000.00 budget
TCT	Prospecting	status Offline tactic ID 1329958	starts 05/01/20 ends 06/30/20	on pacing		
TCT	Contextual Targeting	status Offline tactic ID 1329959	starts 05/01/20 ends 06/30/20	on pacing		
TCT	Behavioral Targeting (Audience Targeting)	status Offline tactic ID 1329962	starts 05/01/20 ends 06/30/20	on pacing		
TCT	Retargeting	status Offline tactic ID 1330365	starts 05/01/20 ends 06/30/20	on pacing		

Group needs to spend \$655.80/day to hit \$40K during flight.

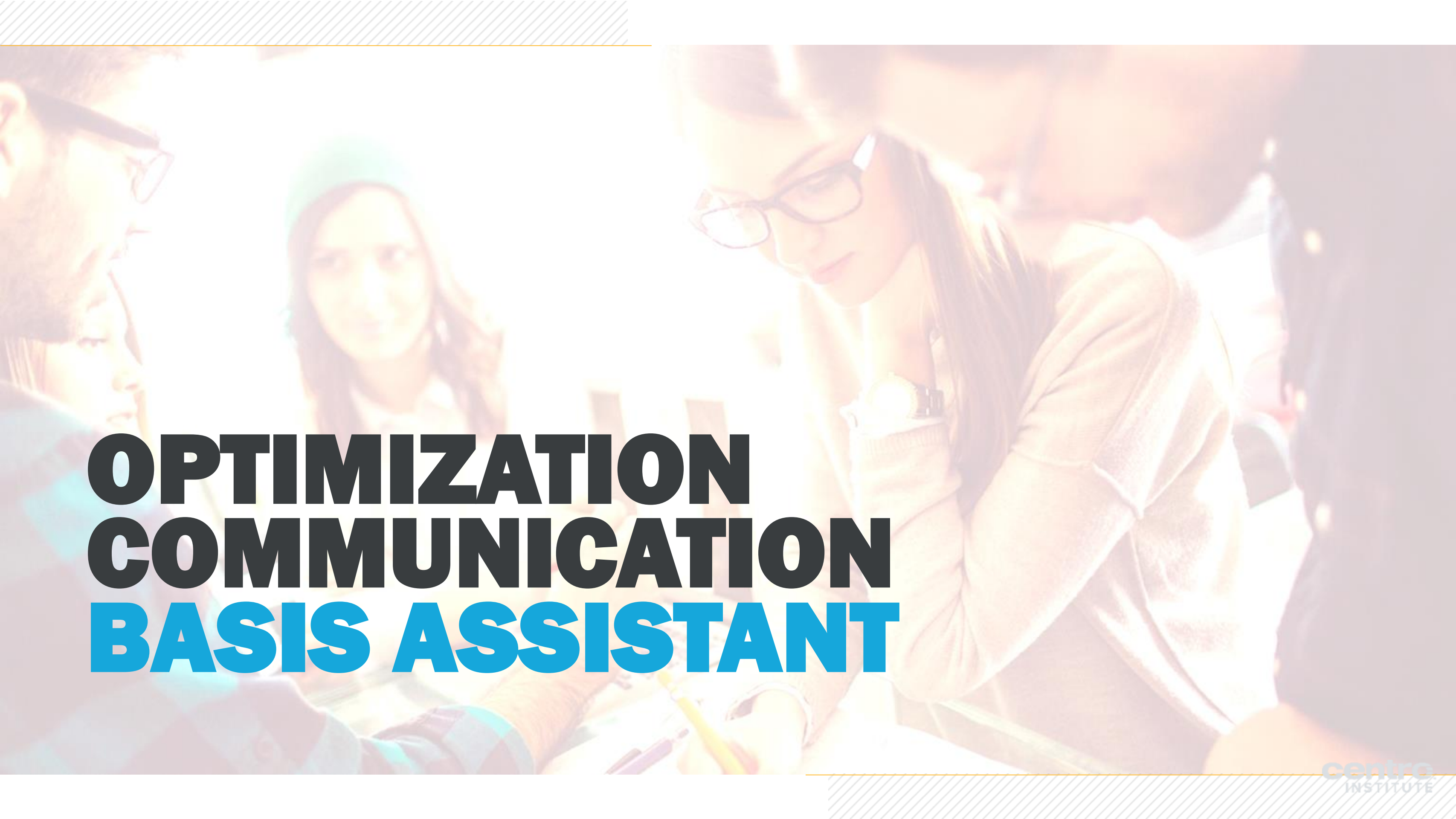
$$\$655.80/4 = \$163.95$$

\$163.95—daily budget

\$163.95—daily budget

\$163.95—daily budget

\$163.95—daily budget



OPTIMIZATION COMMUNICATION BASIS ASSISTANT

BASIS ASSISTANT

[WATCH LIVE DEMO](#) here

SIMPLIFY LOGGING PROCESS AND FACILITATE KNOWLEDGE SHARE WITH BASIS ASSISTANT

WHAT IS BASIS ASSISTANT

A dedicated and accessible screen that allows users to quickly monitor performance across all live line items in relation to their budgets and KPIs

HOW IT WORKS

- 1 Download the [browser extension](#)
- 2 Connect your Basis Account
- 3 Authorize partner platforms for note tracking

HOW DOES IT HELP?

WORKFLOW AUTOMATION:

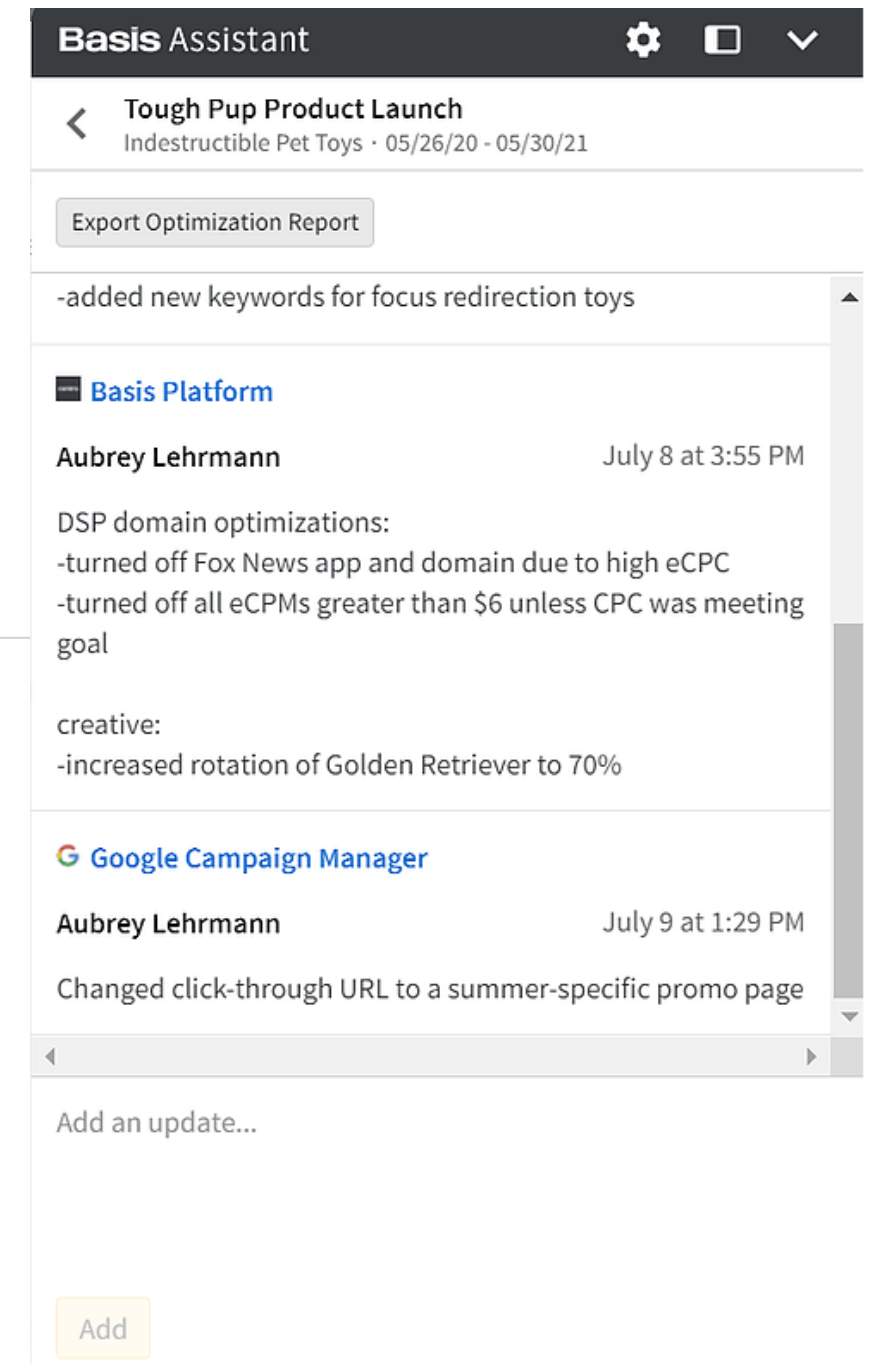
- Continue working on current tasks without switching programs and reduce the number of third-party tools needed.

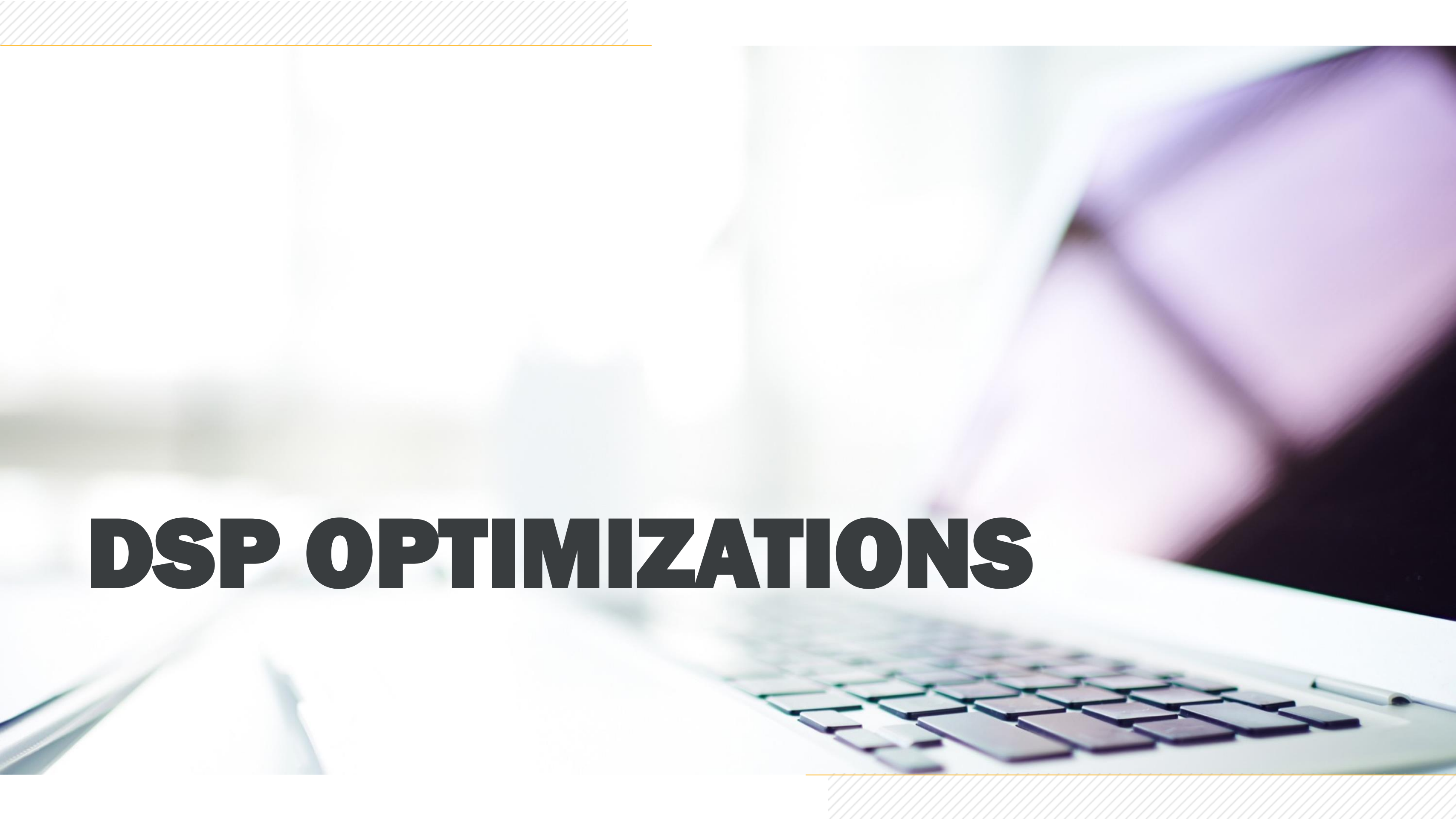
COMMUNICATION AND DOCUMENTATION:

- Create a standardized process to capture information
- Download optimization logs for ease of sharing

CAMPAIGN PERFORMANCE:

- Helps users remember what, when, and why they made a change
- Manage and improve performance, share information with teammates, and provide better campaign end reporting



A blurred background image of a laptop keyboard, with the keys appearing as soft, out-of-focus shapes in shades of grey and white. The focus is shallow, with the foreground keys being more distinct than those further back.

DSP OPTIMIZATIONS

TYPES OF OPTIMIZATION IN BASIS DSP



MANUAL



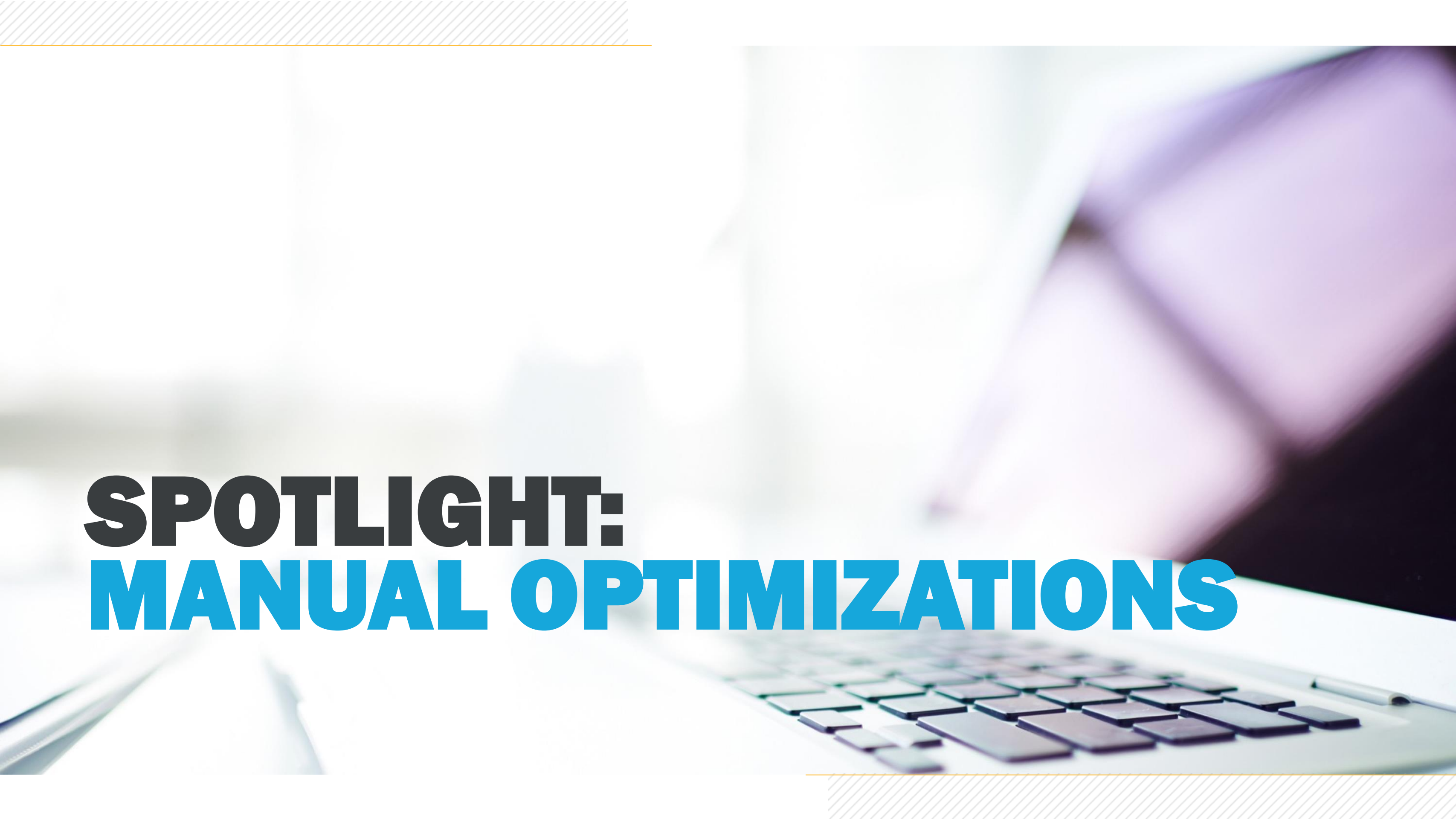
ALGORITHMIC



**MACHINE
LEARNING**



BID MULTIPLIER



SPOTLIGHT: **MANUAL OPTIMIZATIONS**

ORDER OF OPERATIONS

3 STEPS

1

Accrue Data

Ensure sample size is large enough to make statistically sound decisions

2

In Line

Begin to make changes to push spend toward performance

3

Broad Brush/ Advanced

Start pulling optimization levers

OPTIMIZATION STRATEGIES

USE DATA TO MAKE SMARTER DECISIONS

- 1 **Recall Your KPI**
(CPC, CPA, CTR, etc.)
- 2 **Set Date Range**
(to match flight date of current campaign)
- 3 **Set Evaluation Sample Size**
(\$1,000/month- 1,000 impressions,
\$10,000/month- 10,000
impressions)
- 4 **Sort By Impressions Won**
(highest to lowest)

WEAKNESS OR OPPORTUNITY

CAN BE IDENTIFIED BASED OFF OF IMPRESSIONS WON
PAIRED WITH YOUR PERFORMANCE GOALS

MANUAL OPTIMIZATION

TACTIC EDITS

≡

Basis

🔍📖❓💰🔔➕

Dashboard > Outdoor/Adventure 2021

🗨️ Comments

📧 Messages

Live

• Hank's Sporting Goods & Outlets • Hank's Sporting Goods • 03/01/20 - 12/31/21 • ID: HANKS005

Overview

Ad Serving

Delivery

Analytics ^{LEGACY}

Analytics

Channel

Line Items

View: Performance ▾

📅 03/01/20 - 03/10/21

🔍 Filter

🔍 Search Line Items...

1 Line Item

Customize columns

Actions ▾

NAME ▾	CHANNEL ▾	GROSS TOTAL CONTRAC...	KPI TYPE	KPI GOA...	PACING	START DATE ▴	END DATE ▾	GROSS TOTAL SPEN...	IMPS ▾
⋮ Programmatic Display_Camp & Hike_2021	DSP	\$80.01	CTR	0.250%	--	03/23/20	12/31/21	\$54.05	32,587
TOTAL		\$80.01	--	--	--	--	--	\$54.05	32,587

⌵ DSP Groups ▾

View: Performance ▾

📅 03/01/20 - 03/10/21

🔍 1 Filter

🔍 Search DSP Groups...

4 DSP Groups

Customize columns

Actions ▾

NAME ▾	START DATE ▾	END DATE ▾	BUDGET TY...	BUDGET	Y'DAY'S SPEND	TOTAL SPEN...	IMPS ▾	CLICKS ▾	CTR ▾	ECPM ▾	ECPC	
⋮ Audience Targeting: Interest	03/23/20	03/31/21	All time	\$20.00	\$0.00	\$18.70	8,591	9	0.10...	\$2.18	\$2.18	
⋮ Contextual Targeting: Adventure Sports	03/23/20	03/31/21	All time	\$20.00	\$0.00	\$18.25	10,005	12	0.12...	\$1.82	\$1.82	
⋮ Retargeting	03/23/20	03/31/21	All time	\$20.00	\$0.00	\$16.36	13,749	45	0.32...	\$1.19	\$0.81	
⋮ Conquesting	03/23/20	03/31/21	All time	\$10.00	\$0.00	\$0.74	242	1	0.41...	\$3.07	\$0.81	
TOTAL		--	--	All time	\$70.00	\$0.00	\$54.05	32,587	67	0.20...	\$1.66	\$0.81

SPEND TO BUDGET

Compare tactic DSP Spend to daily budgets to identify pacing issues

ADJUST BIDS + BUDGETS

If tactics don't hit budgets, try increasing bid or move spend to other tactics

IDENTIFY OPPORTUNITIES

Consider your KPIs, and give top performing tactics more budget

BULK EDIT

Making in-line changes to many tactics at once

TIP

Budget, bid, and status can all be edited in-line – hover over these options to reveal “edit” pencil

MANUAL OPTIMIZATION

INVENTORY/CREATIVE

IN-LINE

make changes to campaigns
IN-LINE Without Exporting DATA

ADJUST BIDS & ULINK CREATIVE

Increase or decrease BIDS at domain-
level, or unlink creatives WITHOUT
OPENING CAMPAIGN EDITOR

REAL-TIME

Fresh data every 15 seconds. You
can't find that anywhere else

BULK EDIT

Making in-line changes to many domains
at once

Prospecting

daily budget: \$123.00 total spend: \$5,344.44 default bid: \$4.50 imps won: 991,312 eCPM: \$5.39 clicks: 1,506 eCPC: \$4.44 CTR: 0.15% total conv: 0

Opt: Algorithmic | Online | 0.20% (CTR) KPI | 11/18/2019 - 12/31/2019

OPTIMIZE BY: Domain Exchange Creative Daily Hourly DATE RANGE: 11/18/19-12/31/19 Search...

VIEWING: Domain Exchange Placement

DOMAIN			NET SPEND	MEDIA ECPM	NET ECPC	IMPS WON	CLICKS	CTR	TOTAL CONV	NET ECPA
quizzes.howstuffworks.com	On	\$4.50	\$74.15	\$4.39	\$14.83	13,382	5	0.037%	0	--
lotto.pch.com	On	\$4.50	\$64.21	\$4.36	\$4.01	11,732	16	0.136%	0	--
oola.com	On	\$4.50	\$60.54	\$4.43	\$30.27	10,884	2	0.018%	0	--
App: Word Stacks com.peoplefun.wordstack	On	\$4.50	\$49.29	\$3.51	\$2.59	10,715	19	0.177%	0	--
App: Pixel Art - Color by Number com.e...	On	\$4.50	\$57.28	\$4.64	\$2.60	9,959	22	0.221%	0	--
coolmathgames.com	On	\$4.50 - \$5.25	\$55.30	\$4.37	\$9.22	9,925	6	0.060%	0	--
play.howstuffworks.com	On	\$4.50	\$49.34	\$4.40	\$7.05	8,863	7	0.079%	0	--
historydaily.org	On	\$4.50	\$48.09	\$4.44	\$9.62	8,625	5	0.058%	0	--
App: Imgur: Find funny GIFs, memes & watch v	On	\$4.50 - \$5.34	\$43.86	\$4.17	\$10.96	8,395	4	0.048%	0	--
App: Whisper sh.whisper	On	\$4.50	\$38.53	\$3.53	\$4.82	8,335	8	0.096%	0	--
App: CBS Sports App - Scores, News, Stats & W	On	\$4.50	\$42.03	\$4.07	\$21.02	8,126	2	0.025%	0	--
play.zooquizzes.com	On	\$4.50	\$42.76	\$4.51	\$5.34	7,565	8	0.106%	0	--
			\$5,344.44	\$4.26	\$3.55	991,312	1,506	0.152%	0	--

MINOR OPTIMIZATION STRATEGIES

TACTIC AND DOMAIN

Prospecting

Offline | 0.07% (Conversions) KPI | 12/05/2017 - 12/31/2018

all time budget

\$45.00

total spend

\$45.49

default bid

\$3.00

imps won

17,513

eCPM

\$2.60

clicks

6

eCPC

\$7.58

CTR

0.03%

total conv

0

DATE RANGE

12/05/17-12/31/18

Search...

Bulk Edit

Metrics: Default

VIEWING

Domain

Exchange

Placement

DOMAIN	STATUS	BID	GROSS SPEND	NET SPEND	IMPS WON	GROSS ECPM	NET ECPM	CLICKS	GROSS ECPC	TOTAL ECPC
my.xfinity.com	On	\$3.00	\$2.22	\$2.22	840	\$2.65	\$2.65	0	\$0.00	\$0.00
walmart.com	Off	\$3.00	\$1.44	\$1.44	744	\$1.94	\$1.94	0	\$0.00	\$0.00
offbeat.topix.com	On	\$2.00	\$2.09	\$2.09	731	\$2.86	\$2.86	1	\$2.09	\$2.09

TACTIC

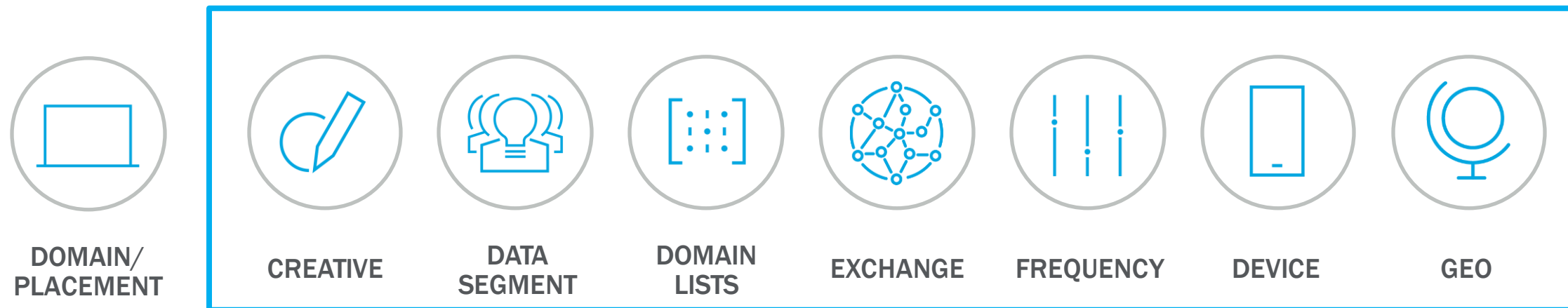
- Sort by impressions won
- Can you spend more on the top performing tactics?

DOMAIN

- Sort by impressions won
- Are the top spending sites meeting or exceeding your KPI?
 - Yes? Increase bid
 - No? Turn off

MAJOR OPTIMIZATION STRATEGIES REPORTING:

LEVERS YOU CAN PULL



Cross device, Conversion & PMP Reports Available when applied to campaign targeting

CENTRO CERTIFIED TIP:

Minor and major optimizations should be made in tandem!

Fall/Winter Sports - Reports

Type

Select...

Daily Delivery

Performance Report

Creative Performance Report

DSP REPORTS

Delivery/Performance Report

Data Segment Report

Geo Report

Device Report

Cross Device Report

Frequency Report

Different types of reports to help you determine the type of data you want to see and optimize towards

Let's review what types of reports help with your broad brush/advanced optimizations

TRANSLATING REPORTS

WHAT DO I WANT TO KNOW?	DSP REPORTSTYPE	DIMENSIONS	INTERVAL
Best/Worst Sites/Apps for a Domain List ?	Delivery/Performance Report	Domains	Lifetime
Which PMP is Performing Best/Worst?	Delivery/Performance Report	Deals	Lifetime
Which BT segment is doing Best/Worst?	Data Segment Report	Tactic > 3 rd Party Audience Segment	Lifetime
Which CT segment is doing Best/Worst?	Data Segment Report	Tactic > Contextual Entry Segment	Lifetime
Should we Heavy up on Desktop, Tablet or Mobile ?	Device Report	Tactic > Device Type	Lifetime
Should we Daypart for better performance?	Delivery/Performance Report	Tactic	Hourly or Daily
Which Ad Sizes are Performing Best/Worst?	Delivery/Performance Report	Ads > Size	Lifetime
How is Page Position Affecting my Performance?	Delivery/Performance Report	Domains > Exchanges > Placements	Lifetime
How is Video Player Size Affecting my Performance?	Delivery/Performance Report	Domains > Exchanges > Placements	Lifetime

The background features a photograph of a person climbing a rock face, overlaid with a semi-transparent geometric pattern of triangles. The color palette is warm, with shades of orange, yellow, and blue. The text is positioned on the left side of the image.

COMMON PITFALLS TO AVOID

DON'T STRIKE OUT



STRIKE 1:

OPTIMIZING TOO
QUICKLY



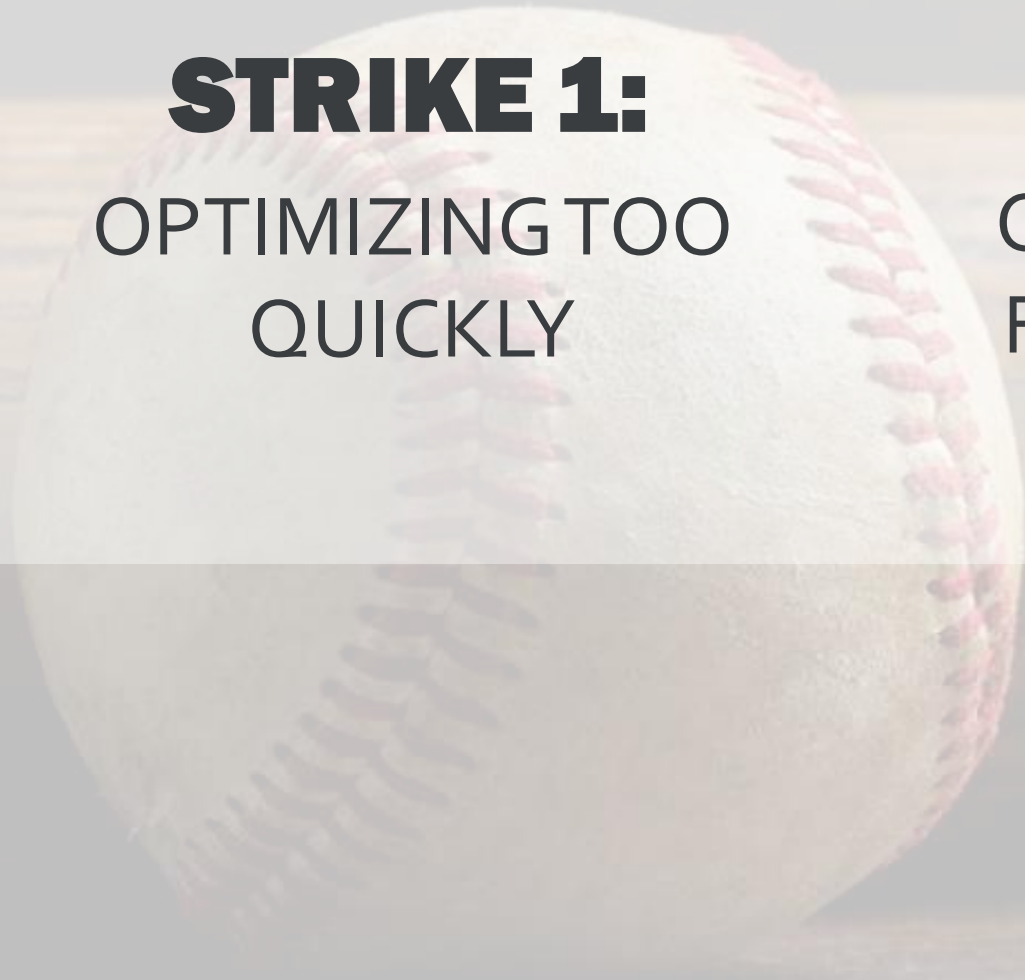
STRIKE 2:

OPTIMIZING TOO
FREQUENTLY OR
INFREQUENTLY



STRIKE 3:

NOT KEEPING
TRACK OF
CHANGES





WHEN TO USE MANUAL OPTIMIZATIONS

You want full control of your optimizations and know what levers to pull to make your campaign successful

The background of the slide features a blurred financial chart, likely a candlestick chart, with various colored bars (blue, orange, yellow) and a grid. A blue line graph is visible on the left side, and a red line graph is on the right side. The overall color scheme is light blue and white, with a subtle grid pattern.

SPOTLIGHT: **ALGORITHMIC** **OPTIMIZATIONS**

ALGORITHMIC OPTIMIZATION

A simple, time saving option for new and experienced users who want to optimize their campaigns.

WHAT IS IT?

Centro's optimization engine maximizes the spend of a campaign's budget by adjusting the CPM bid given to a placement based on user-set campaign goals.

HOW DOES IT WORK?

The optimization feature changes the CPM bid or status of individual placements in small amounts so that a campaign can reach a goal set by the user.

OPTIMIZATION

☐ Off ☒ Algorithmic ☐ Machine Learning

Optimization level

Domain

Goal Type

Cost Per Click (eCPC)

Goal

\$5.00

Max Bid

\$6.00

ADVANCED SETTINGS

☐ On ☒ Off

ALGORITHMIC OPTIMIZATION: STREAMLINE CAMPAIGN ANALYSIS

Optimization level

Domain

Goal Type

Cost Per Acquisition (eCPA)

Goal

\$25.00

Max Bid

\$20.00

ADVANCED SETTINGS

☒ On ☐ Off

Min Bid

\$0.75

☐ Keep placements/domains on when they reach the Min Bid

Learn Budget

\$0.16

Bid Step

\$0.10

PERFORMANCE

Generate better outcomes with automated bid adjustments based on best performing Inventory

TRANSPARENCY

All changes are captured real-time in the campaign grid

EFFICIENCY

Minimize individual campaign tactics to focus on business objectives

CONTROL

Interact with the algorithm to leverage your expertise and influence behavior



YOU CAN:
Use a combination of
algorithmic and manual
optimizations



SPOTLIGHT: **MACHINE LEARNING** **OPTIMIZATIONS**

WHAT IS IT?

USES BRAND DATA FROM
30+ PARAMETERS

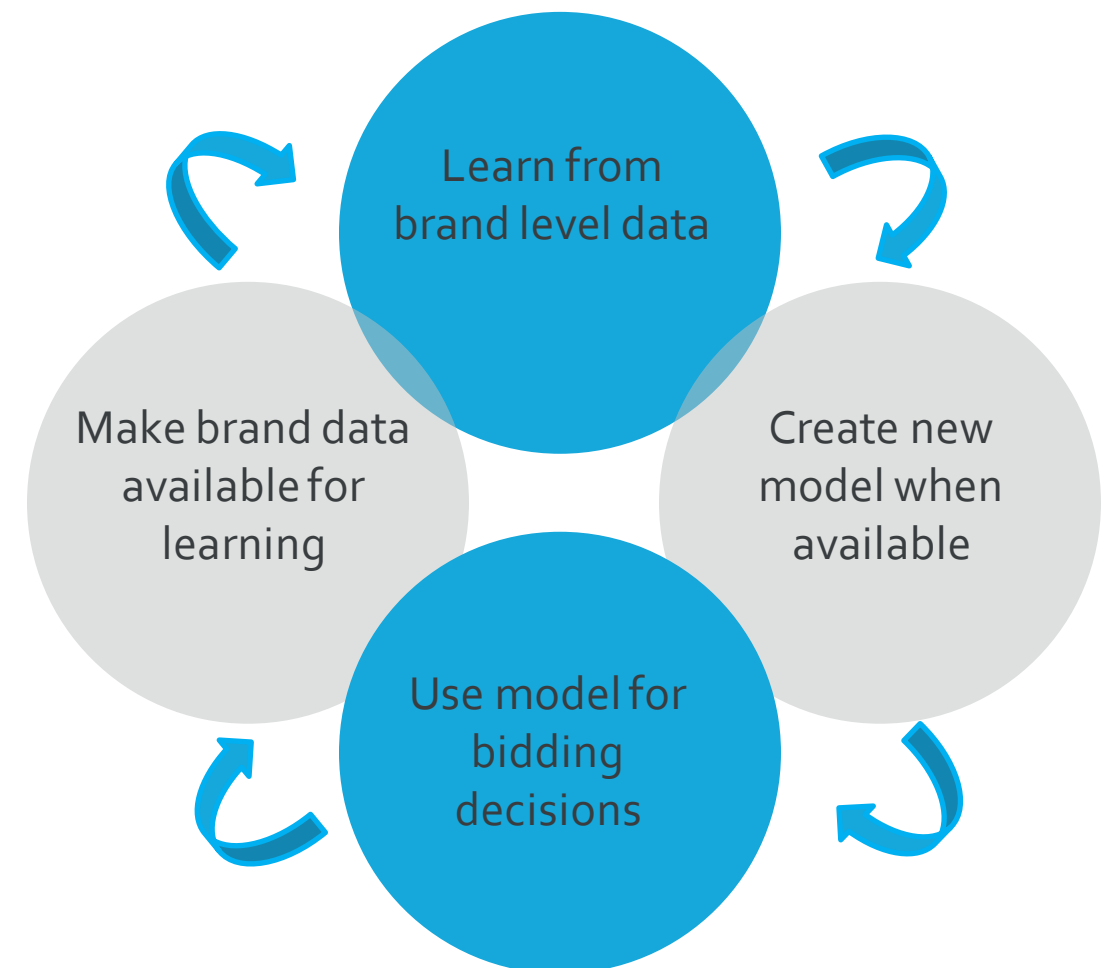
to predict an event for each
ad impression in real time.

Examples of Parameters include:

- Domain
- Placement
- Time of day
- Device

Bids higher for higher likelihood
Bids low/doesn't bid for lower likelihood

MACHINE LEARNING ALGORITHM
"LEARNS" AND "PREDICTS"



MACHINE LEARNING OPTIMIZATION

Available for
eCPC, CTR, eCPCV, VR,
vCPM, eCPA

BENEFITS

- ✓ Leverage learnings from previous campaigns and transfer them to new ones
- ✓ Automatically optimizes towards chosen goal



centro
CERTIFIED

☐ Off ☐ Algorithmic ☒ Machine Learning

Goal Type

Select...

Cost Per Click (eCPC)

Cost Per Completed Video (eCPCV)

Viewable Rate (VR)

Viewable CPM (vCPM)

Cost Per Acquisition (CPA)

Goal

HOW IT WORKS

1

SET-UP

Goal Type	Goal
Cost Per Click (eCPC)	\$5.00
Max Bid	
\$10.00	

GOAL

Campaign's goal value/KPI to meet

MAXIMUM BID

What the user is willing to pay for an impression

2

LEARNING

- Stage where the technology captures information to create the model
- Campaign uses the default CPM bid
- Uses over 30 parameters but needs a minimum threshold of actions before kicking in
- MLO will look back into the past 30 days worth of data. So if you enable MLO partway through a campaign, it will incorporate the past 30 days of data into its learning

3

OPTIMIZE

- Stage where model is available and is used to decide if the DSP should bid or not
- A green icon will come on saying it's being optimized

MLO FOR CPA GOALS

ADDED CONTROLS

OPTIMIZATION

☐ Off ☐ Algorithmic ☒ Machine Learning

Goal Type

Cost Per Acquisition (CPA)

Goal

\$25.00

☒ Optimize for primary conversion

Max Bid

\$8.00

Learning Data Scope

☒ Conversion ☐ Tactic

- Optimize for your primary conversion(s), creating unique conversion models to fine-tune performance
- Conversion Data Scope
 - Create brand-wide model for the specific conversions being tracked in this tactic
- Tactic Data Scope
 - Create a unique model that *only* leverages data from this specific tactic



WHEN TO USE MLO

MLO USE CASES

- ④ You want multiple parameters evaluated
- ④ You are going after the user, not necessarily the inventory
- ④ You have a longer flight date and a larger budget allowing the machine do the learning for you



CONSIDERATIONS

- Optimizes at the brand level for all KPIs
 - *CPA includes option to optimize at tactic
- Cannot change inventory bid prices but can do all other manual optimizations
- Cannot use MLO and Algorithmic Optimizations at the same time

COMPARISON

ALGORITHMIC

- ✓ Bid adjustments made within each placement
- ✓ Best performing inventory is rewarded
- ✓ Inventory is analyzed every 12 hours
- ✓ All optimizations are captured in real time

MACHINE LEARNING

- ✓ Meet your goals through customized bids
- ✓ Over 30 different targeting parameters
- ✓ Analyzed every 6 hours to create a unique model for each brand

BOTH SHOULD BE USED ALONGSIDE MANUAL OPTIMIZATIONS

The background of the slide features a blurred financial chart with a grid. On the left, a blue line graph trends downwards. On the right, a candlestick chart with blue and orange bars is visible, overlaid with a red trend line. The overall aesthetic is professional and data-driven.

SPOTLIGHT: **BID MULTIPLIERS**

New Tactic

Tactic Name*

Default Bid*

☒ Use bid multiplier

Max Bid*

BID MULTIPLIER

A DSP optimization for setting bid prices for different targeting parameters within the same tactic

BENEFITS

- + Provides new targeting options
- + Reduce the number of tactics that need to be configured
- + More optimization options

BID MULTIPLIERS

Allows buyers to make bid adjustments to various targeting parameters of their campaigns

Multipliers are a manual way to optimize campaigns that allows users to bid higher when a campaign is performing well

BENEFIT: You don't have to create new campaigns to handle these changes

Default Bid*

\$3.00

☒ Use bid multiplier

Max Bid*

|

Max bid allows you to set a ceiling to ensure you're bidding efficiently

Available for exchange, frequency cap, and inventory type.

CAN BE APPLIED TO:

FREQUENCY

Give impressions a bid factor based on the frequency they are shown an ad

INVENTORY TYPE

Give impressions a bid factor based on the inventory type

EXCHANGE

Give impressions a bid factor based on the exchange

CREATIVE

Give impressions a bid factor based on the creative being served

BID MULTIPLIERS

+ CENTRO

What are the technical specifications?

- Bid multipliers can be applied to all DSP tactics
- Bid multipliers can use values from 0.05 – 0.99 to **decrease** the bid of a targeting parameter
- Bid multipliers can use values from 1.01 – 20 to **increase** the bid of a targeting parameter



The background of the slide features a blurred financial chart with a grid. On the left, a blue line graph trends downwards. On the right, a candlestick chart with blue and orange bars is visible, overlaid with a red trend line. The overall color palette is muted, with greys, blues, and oranges.

CADENCE SUGGESTIONS

CADENCE SUGGESTIONS

TASK	Daily	Weekly	Bi-Weekly	Monthly	Quarterly (or as needed if performance is struggling)
Budget Pacing & Adjust Bids	X				
Overall Campaign Delivery	X				
Line Item Performance Analysis	X				
Audience Data Performance Analysis			X		
Geo-Targeting Performance Analysis				X	
Creative Analysis		X			
Placement/Exchange/Domain Analysis			X		
Domain Level (Whitelist/Blacklist)				X	
Device Type				X	
Browser Type					X
Day-Parting					X
Frequency Capping				X	
A/B Tests & Analyze Results (included in Creative Analysis)		X			

QUESTIONS?

