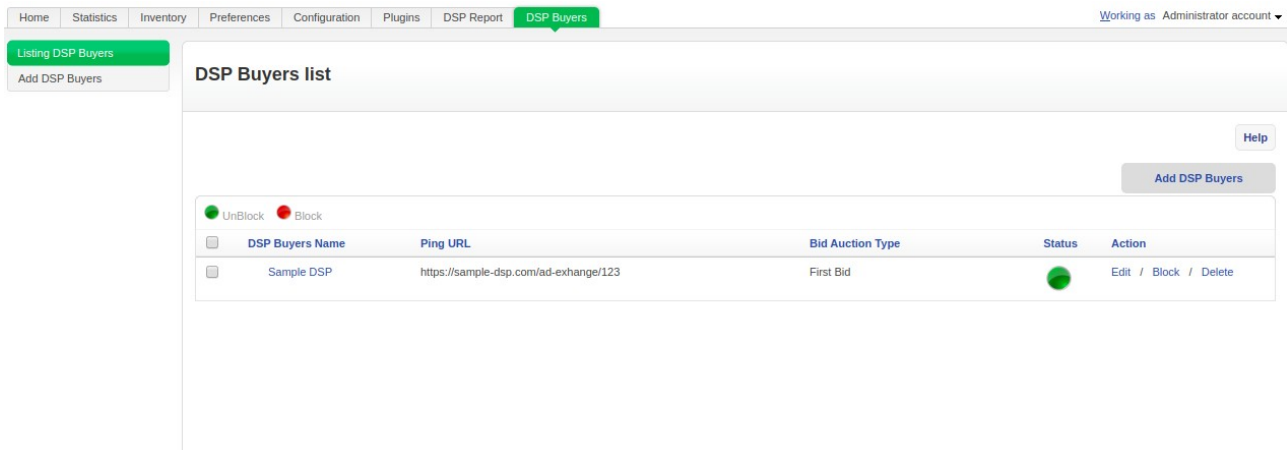


# SSP Go Flow Document

The SSP package helps you to send the bid request to multiple DSP buyers. So the way we can get the perfect the for that particular zone.

## Setup SSP Buyers

Login the Revive Adserver and switch to Administrator Account.  
In DSP Buyers menu , we can add & manage our DSP Buyers.



*Pic 1.1 DSP Buyer List*

## DSP Buyers Fields Description

- **Ad Exchange Name** : This is the identity name of the DSP buyer.
- **Ping URL** : This is the DSP buyer's End point URL
- **Auction Currency** : Currency type for bidding to this DSP buyer
- **Open RTB Version** : Open RTB version for the bid request to this DSP buyer
- **Digital Signature** : This is like authentication key. You can get it from your DSP buyer.
- **Gzip** : Bid request send to DSP buyer in Gzip format. It one of the data compression method.
- **Demand Partner Type** : While Send the bid request to DSP buyer , we can send the private deals. So we can select the options for send the private deals or don't send private deals to that particluat DSP buyer.

**Third Party DSP Settings**

---

Ad Exchange Name \*

Sample DSP

Ping URL \*

https://sample-dsp.com/ad-exha

Auction Currency

USD ▼

Bid Auction type

First Bid ▼

Open RTB Version

2.5 ▼

Digital Signature

AE23865DF890100BECCD76579DD4769DBBA9812CEE8ED90BF

☒ GZip

\* RequiredField

---

**Demand Partner Type**

---

☐ Open Market

☐ Programmatic Deal

☒ Both

---

Save Changes

***Pic 1.1 DSP Buyer Add***

## Create Website

Create the New Website . And it have new 2 fields for SSP

**Programmatic Deal :** If you check this , you can create the programmatic deal zone under this website

**Open Market :** If you check this , you can create the open market deal zone under this website

Home
Statistics
Inventory
Preferences

Working as Default manager ▼

Advertisers
Campaigns
Banners
Websites
Deal Properties
Zones
Delivery Rule Sets
User Access

**Website: google.com**

Website Properties
Invocation Code
User Access

Shortcuts ▼
Actions ▼
Help

---

Basic information

Name \*

google.com

Contact \*

Sample Website

Email \*

ganeshan.p@dreamajax.com

Website URL \*

http://google.com

Programmatic Deal

☒

Open Market

☒

Save changes

\* denotes required field

***Pic 2.1 Website Add***

## Create Zone

Create the new Zone. And zone have the following new fields for SSP

**Inventory selection :** it have 4 check box each one works following way

1. Private - Ad deliver only from revive adserver (internal)
2. Public - Ad deliver only from DSP Buyers (External)
3. Public Private - If External ad not found, then Internal ad will be deliver
4. Private Public - If Internal ad not found, then External ad will be deliver

Based on **Inventory Type** selection, **DSP Buyers** will be listed.

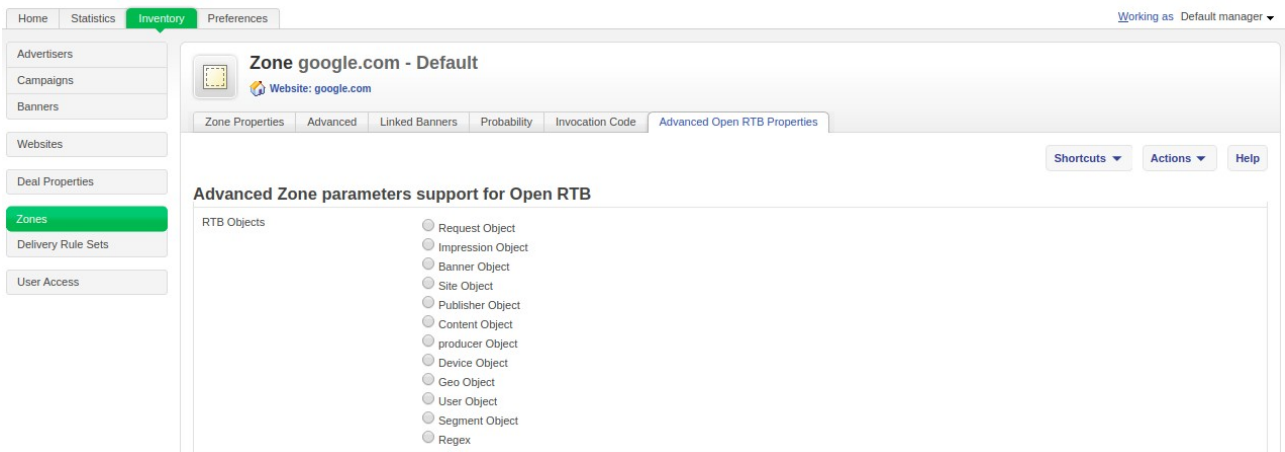
Here we can associate the Zone and DSP Buyers.

***Pic 3.1 Zone Add***

## Set Open RTB Parameters

In Zone edit page , you have new manu with name of “Advanced Open RTB Parameters”

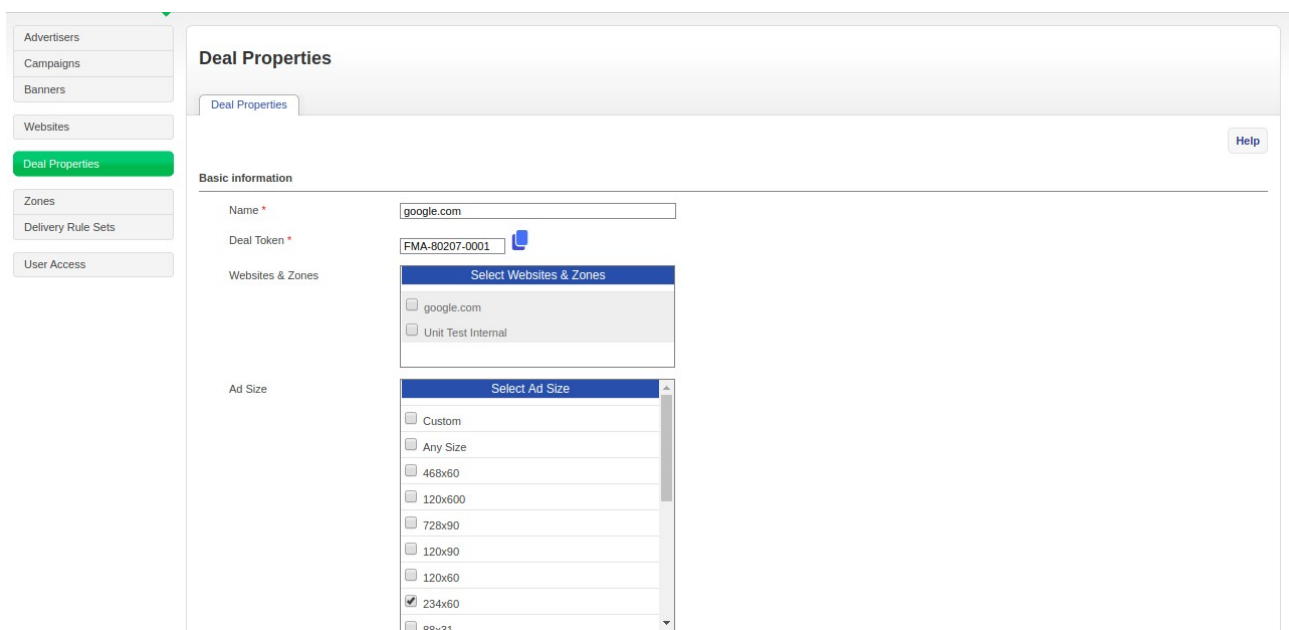
Here we can add the Bid request Details for this particular zone



**Pic 3.2 Open RTB Prams**

## Deals Management

Inventory have the new menu with the name of “Deals Properties”. Here we can add the Associate the zones and deals.



**Pic 4.1 Deal add**

## Deal Fields Description

**Name :** This is the identifier name for deals management

**Deal Token :** This is generate from Add deals properties page. This is know as “Deal ID”. We should pass the deal token to DSP buyers.

**Website & Zones :** Associate the zone & deals

**Ad Sizes :** Choose the ad sizes for bid requests

**Whitelist :** Whitelist of buyer seats (e.g., advertisers, agencies) allowed to bid on this impression.

**Auction Type :** Auction Type for the deal

**Floor Price :** Floor Price for the deal

Start Date & End Date is use for activate the deal for particular duration.

Home Statistics **Inventory** Preferences Working as Default manager

Advertisers  
Campaigns  
Banners  
Websites  
**Deal Properties**  
Zones  
Delivery Rule Sets  
User Access

### Deal Properties

[Add New Deal](#)

| Name       | Dealtoken      | FloorPrice | Start      | End        | Status  | Deal(Active/Pause)    |
|------------|----------------|------------|------------|------------|---------|-----------------------|
| google.com | FMA-80207-0001 | 10.00      | 09-05-2015 | 21-11-2020 | Running | <a href="#">Pause</a> |

**Pic 4.1 Deal Management**

# Reports

Switch to Adminstrator account . Go to DSP Reports.  
It display the DSP reports based on attributes and metrics selection.  
Video Report availbe the DSP buyers

### Build General Report

Attributes

Select All

Country

Ad Format

Deal

URL/ Bundle

Device

Exchange

Sites

Zones

Metrics

Select All

Requests

Response

Wins

Impressions

Clicks

Win Rate %

Fill Rate %

CTR

eCPM \$

Revenue \$

Date Period

2020 11 19 - 2020 11 19

Generate Report

Pic 5.1 Report Selection

Back

SSP Report

2020 11 13 - 2020 11 19

10

8

6

4

2

0

Sample DSP...

Requests

Wins

Impressions

Show 10 entries

CSV Excel PDF

| Exchange   | Ad Format | Exchange   | Site       | Zone                 | Request |
|------------|-----------|------------|------------|----------------------|---------|
| Sample DSP | Video     | Sample DSP | google.com | google.com - Default | 8       |

Pic 5.2 Report View