

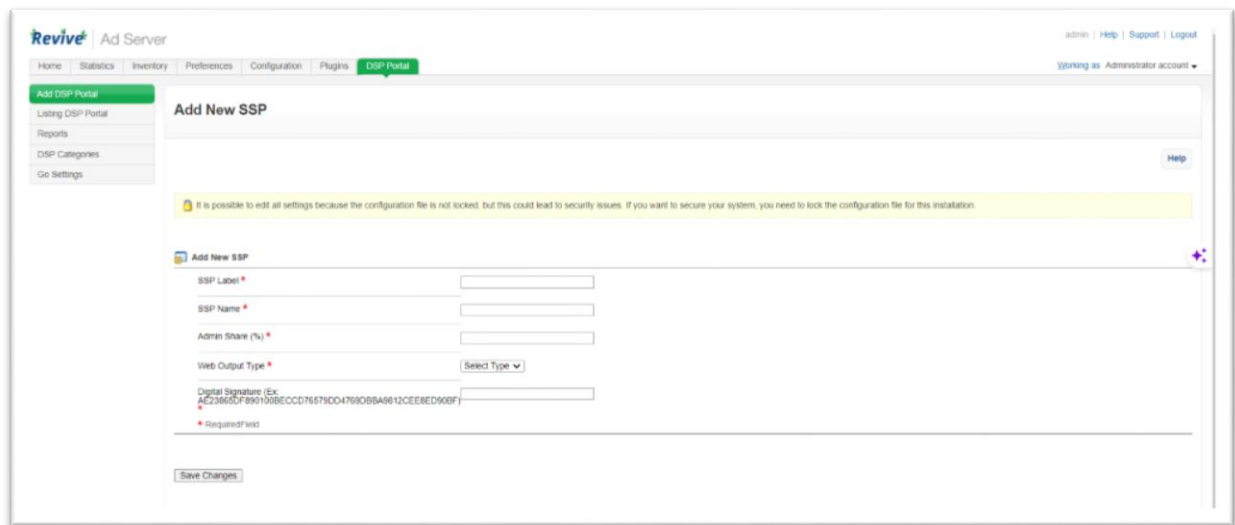
# CONVRUS DSP

Demand Side Platform (DSP) plugin for revive ad server helps to deliver the ad campaign to third party ad exchanges or Supply Side Platform (SSPs). This plugin connects the advertisers with the SSPs where the publisher sells their ad inventories. Real time bidding take place between the ad exchanges to display the ad.

Here is the functional flow for the DSP using Revive ad server

## DSP Portal:

First, after logging in to the revive ad server, administrator account will get opened, create a SSP in the DSP portal.



The screenshot shows the 'Revive Ad Server' interface with the 'DSP Portal' tab selected. The main heading is 'Add New SSP'. A yellow warning message states: 'It is possible to edit all settings because the configuration file is not locked, but this could lead to security issues. If you want to secure your system, you need to lock the configuration file for this installation.' The form contains the following fields: 'SSP Label \*', 'SSP Name \*', 'Admin Share (%) \*', 'Web Output Type \*' (with a dropdown menu), and 'Digital Signature (Ex: AE2366DFB901008ECCD765710D0479808BA9812CEE8ED908F) \*'. A 'Save Changes' button is at the bottom left. The left sidebar has links for 'Add DSP Portal', 'Listing DSP Portal', 'Reports', 'DSP Categories', and 'Go Settings'. The top right shows 'admin | Help | Support | Logout' and 'Working as Administrator account'.

## Enter the following details to create the SSP

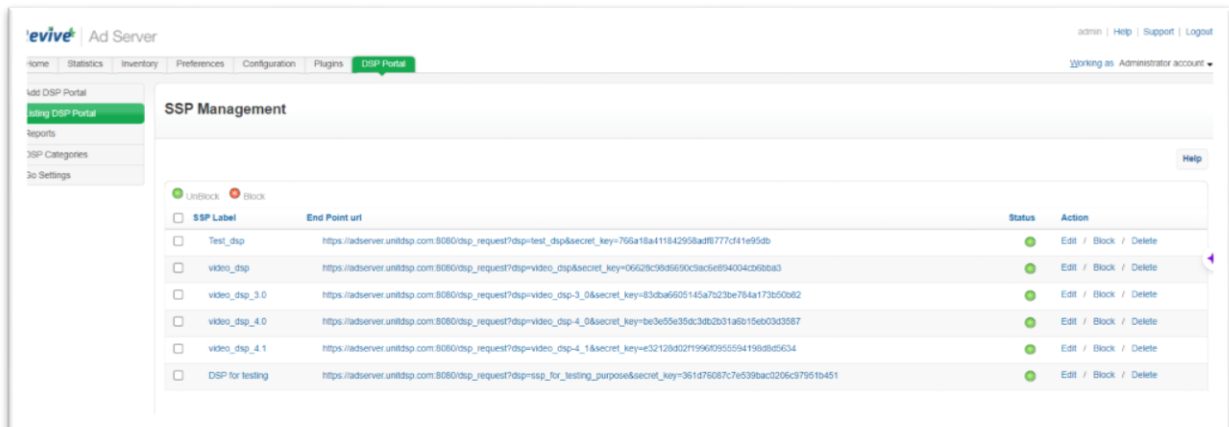
Enter the SSP label – Enter a valid SSP name

SSP name – Provide a valid SSP name

Admin share (%) – Enter the admin share in %

Web output type – Select either HTML / XML

Digital Signature – Enter the signature here



After saving with the above details, SSP will be created and it will redirect to the listing DSP portal page

After creating the SSP on the listing page, SSP details can be seen. There, we can take the end point URL and paste it into the SSP server to deliver the ad. The ad will only be delivered if the end point URL matches. End point URL acts as a communication gateway between the DSP and the SSP's.

In the action column, there will be an option to edit, block, and delete the SSP created. Only admin can edit the SSP details, if admin blocks or deletes the SSP then the ad will not deliver with that end point URL.

## CREATE ADVERTISER:

- ➔ Go to inventory and click on advertisers
- ➔ Enter the valid details and click on save changes and a advertiser will be created and redirect to the advertiser listing page

**Advertiser: Test Advertiser**

Advertiser Properties | Trackers | User Access

**Basic information**

Name \*

Contact \*

Email \*

**Advertiser report**

☐ Email when a campaign is automatically activated/deactivated

☐ Email campaign delivery reports

Number of days between campaign delivery reports

**Miscellaneous**

☐ Display only one banner from this advertiser on a web page

Comments

## CREATE CAMPAIGN:

- ➔ Create the campaign for the created advertiser
- ➔ Enter the campaign name and choose the campaign type
- ➔ Select the date for campaign to start and end
- ➔ Select the DSP from the list and enable PMP if needed and deal IDs can be set if needed
- ➔ Click on the save changes and a campaign will be created for that advertiser and it will redirect to campaign listing page

While creating the campaign if the DSP is not selected, then the default revive flow will take place to deliver the banner ad and also while selecting DSP if the advertiser enables the PMP the ad will deliver only if the deal ID matches from the SSP side

And the important thing is that only with CPM pricing model, DSP is supported

The screenshot shows the 'Add new campaign' form in the REVIVE Ad Server interface. The form is titled 'Add new campaign for advertiser Test Advertiser' and includes a sidebar with navigation links: Home, Statistics, Campaigns (selected), Advertisers, Webinars, Prices, Delivery Rule Sets, and User Access. The main form fields are as follows:

- Basic information:** Name (Test Advertiser - Default Campaign), Campaign type (Dropdown menu with options: Standard, Guaranteed, and Override).
- Date:** Start date (Start immediately, Get specific date), End date (Don't expire, Get specific date).
- DSP Settings:** Select DSP (Dropdown menu with options: Select DSP, Select DSP, Select DSP, Select DSP, Select DSP), Enable PMP (Checkbox), Deal ID (Text input).
- Priority in relation to other campaigns:** Get the campaign weight (Text input).
- Delivery mapping per visitor:** Limit campaign views to (Text input), Limit campaign views to (Text input), Reset view counters after (Text input), Cookies (Text input).
- Monetization:** Monetization (Text input), Monetization (Text input), Comments (Text input).

## Deal Object:

SSP's will have the deals and if the deal ID properties matches means only the ad will get delivered. Multiple Deal Id's can be enabled to identify private marketplace inventory and bid accordingly. PMP should be enabled in campaign side and then provide the deal ID in the below box and if the deal ID matches in the SSP side, then the ad will get delivered if

## CREATE BANNER:

It supports for the following ad formats:

- Banner (Web, SQL, URL)
- Video AD - Supports from vast version 2.0, Vast 3.0, Vast 4.0, Vast 4.1
- Text ad
- Native ad
- HTML ad

### WEB banner:

- ➔ Create a web banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter the banner name and upload the banner
- ➔ Provide the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

The screenshot shows the 'Add new banner' form within the Advertiser interface. The form is titled 'Add new banner to campaign Test Advertiser - Default Campaign'. It has a sidebar on the left with navigation links: Advertisers, Campaigns, Networks, Websites, Zones, Delivery Rule Sets, and User Accounts. The main form area has a dropdown menu to 'Please choose the type of the banner' with the option 'Upload a local banner to the webserver' selected. Below this, there are sections for 'Basic information' (Name: Banner 1), 'Upload a local banner to the webserver - banner creative' (Choose file: 123\_banner.jpg), 'Banner link' (Destination URL: http://www.instagram.com, Target), and 'Banner display' (All text, Status text, Text before image). A 'Help' link is visible in the top right corner.

### SQL banner:

- ➔ Create a SQL banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter the banner name and upload the banner
- ➔ Provide the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

The screenshot shows the 'Add new banner' form within the Advertiser interface, specifically for the 'Upload a local banner to the database' option. The form is titled 'Add new banner to campaign Test Advertiser - Default Campaign'. It has a sidebar on the left with navigation links: Advertisers, Campaigns, Networks, Websites, Zones, Delivery Rule Sets, and User Accounts. The main form area has a dropdown menu to 'Please choose the type of the banner' with the option 'Upload a local banner to the database' selected. Below this, there are sections for 'Basic information' (Name: Banner 1), 'Upload a local banner to the database - banner creative' (Choose file: 123\_banner.jpg), 'Banner link' (Destination URL: http://, Target), 'Banner display' (All text, Status text, Text before image), 'Additional data' (Keywords, Weight, Comments), and a 'Comments' field.

## External banner:

- ➔ Create a external banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Provide the banner URL
- ➔ Provide the destination URL
- ➔ Enter width and height for the URL banner
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

The screenshot shows a web interface for adding a new banner. On the left is a sidebar with navigation links: Websites, Zones, Delivery Rule Sets, and User Access. The main content area is titled 'Please choose the type of the banner' with a dropdown menu set to 'Link an external banner'. Below this, the form is divided into sections: 'Basic information' with a 'Name' field; 'Link an external banner' with an 'Image URL (incl. http://)' field; 'Banner link' with 'Destination URL (incl. http://)' and 'Target' fields; 'Banner display' with 'Ad text', 'Status text', 'Text below image', and 'Size' (Width and Height) fields; and 'Additional data' with 'Keywords' and 'Weight' fields.

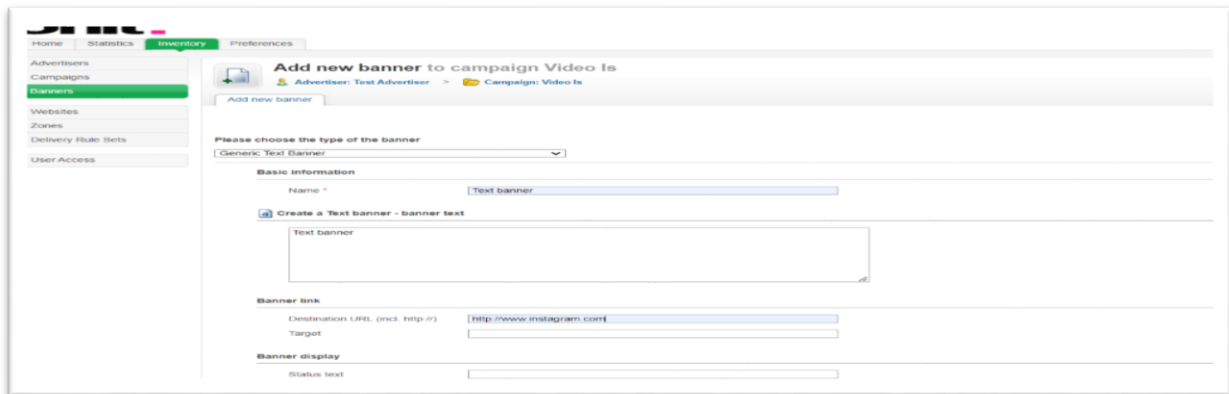
## HTML banner:

- ➔ Create a HTML banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Provide the HTML tag
- ➔ Enter width and height for the URL banner
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

The screenshot shows the 'Add new banner' form for an HTML banner. The sidebar is the same as in the previous screenshot. The main content area is titled 'Add new banner to campaign Video Is' with sub-headers 'Advertiser: Test Advertiser' and 'Campaign: Video Is'. A dropdown menu is set to 'Generic HTML Banner'. The form includes a 'Name' field, a large text area for 'Create an HTML banner - banner code', a 'Use WYSIWYG HTML Editor' checkbox, a dropdown for 'After HTML to enable click tracking for' (set to 'Do not alter HTML'), a checkbox for 'This banner can be safely displayed inside an iframe (e.g. is not expandable)' (checked), and a 'Banner display' section with 'Size' (Width and Height) fields.

## TEXT banner:

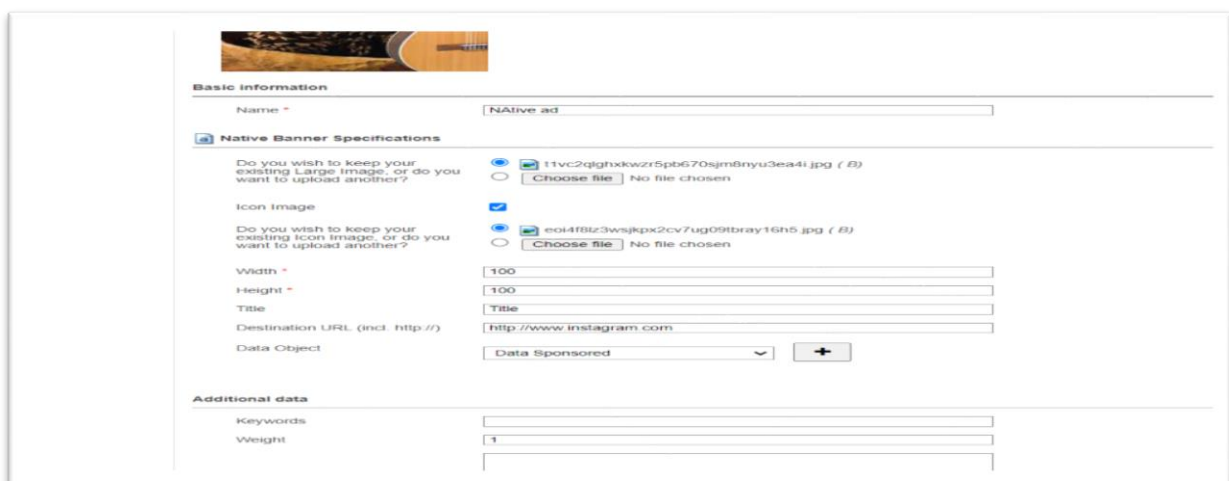
- ➔ Create a Text banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter banner name and text inside the box
- ➔ Enter the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page



The screenshot shows a web interface for adding a new banner to a campaign. The left sidebar contains navigation links: Home, Statistics, Registry, Preferences, Advertisers, Campaigns, Banners (highlighted), Websites, Zones, Delivery Rule Sets, and User Access. The main content area is titled 'Add new banner to campaign Video Is' and shows the advertiser 'Text Advertiser' and campaign 'Video Is'. Below this, a dropdown menu is set to 'Generic Text Banner'. The 'Basic information' section includes a 'Name' field with 'Text banner' and a 'Create a Text banner - banner text' button. A large text area for the banner text is present. The 'Banner link' section has a 'Destination URL (incl. http //)' field with 'http://www.instagram.com' and a 'Target' field. The 'Banner display' section has a 'Status text' field.

## NATIVE ad:

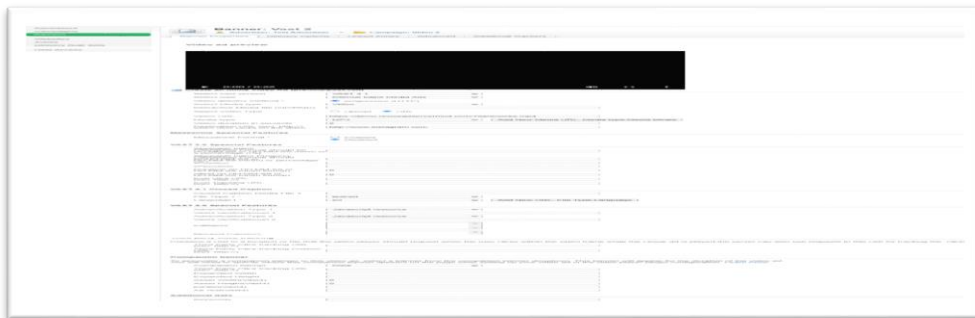
- ➔ Create a Native banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter banner name
- ➔ Upload a large banner and icon image
- ➔ Provide width and height for icon image
- ➔ Enter the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page



The screenshot shows a web interface for adding a new native ad banner to a campaign. The left sidebar is the same as the previous form. The main content area is titled 'Add new banner to campaign' and shows the advertiser 'Text Advertiser' and campaign 'Video Is'. Below this, a dropdown menu is set to 'Native Banner'. The 'Basic information' section includes a 'Name' field with 'Native ad'. The 'Native Banner Specifications' section includes a 'Do you wish to keep your existing Large Image, or do you want to upload another?' question with a radio button selected for 'No file chosen'. The 'Icon Image' section includes a 'Do you wish to keep your existing icon image, or do you want to upload another?' question with a radio button selected for 'No file chosen'. The 'Width' field is set to '100', the 'Height' field is set to '100', and the 'Title' field is set to 'Title'. The 'Destination URL (incl. http //)' field is set to 'http://www.instagram.com'. The 'Data Object' field is set to 'Data Sponsored'. The 'Additional data' section includes a 'Keywords' field and a 'Weight' field set to '1'.

## INLINE VAST VIDEO banner:

- ➔ Click the inline vast to create the inline video ad so that the SSP's can deliver the banner
- ➔ Select the vast version as vast 2.0, vast 3.0, vast 4.0, vast 4.1, these 4 vast versions are supported for inline.
- ➔ Here the video can either be uploaded or url can be provided
- ➔ And it will support for media types like MP4, FLV, WEBM, HLS
- ➔ In vast 3 feature – Skip option will be there, in the skip option will come in ad, users can skip the ad.
- ➔ In vast 4 feature – Skip option along with the conditional ad type, Vast 4 verification URL, category can be selected also icon url can be given if needed
- ➔ In vast 4.1 feature – In addition to vast 3 and vast 4 feature closed caption media file can be given and the file type and language can be selected here.
- ➔ Companion banners can be selected from the drop down if needed along with the ad companion banners will get delivered
- ➔ Provide the valid details and click on save changes



## OVERLAY VIDEO banner:

- ➔ Click the overlay vast to create the overlay video ad so that the SSP's can deliver the banner
- ➔ Select the vast version as vast 2.0, vast 3.0, vast 4.0, vast 4.1, these 4 vast versions are supported for overlay.
- ➔ Here the banner can be uploaded
- ➔ Provide destination URL
- ➔ In the overlay advanced setting it will provide extra feature to expand the width and height of the banner while ad delivery.
- ➔ Provide the valid details and click on save changes



## INLINE NETWORK VIDEO banner:

- ➔ Create a Native banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter banner name
- ➔ Upload a large banner and icon image
- ➔ Provide width and height for icon image
- ➔ Enter the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

## AD DELIVERY:

SSP must be linked with number of publishers. All the publishers contain with SSP RTB server. The SSP will send some criteria for delivering ad like Bid floor prize, size (Width and height), response time, targeting, etc. The ad exchange will translate this into an auction and ask for bidders to enter the auction by sending out a bid request to all API integrated DSPs. DSP will check the attributes and respond the relevant third party advertiser's ad within given milliseconds. In auction, winning bids ad will deliver in condition-matched publisher's site and win notice will be sent to DSP.

Ad will delivery if the following cases matches

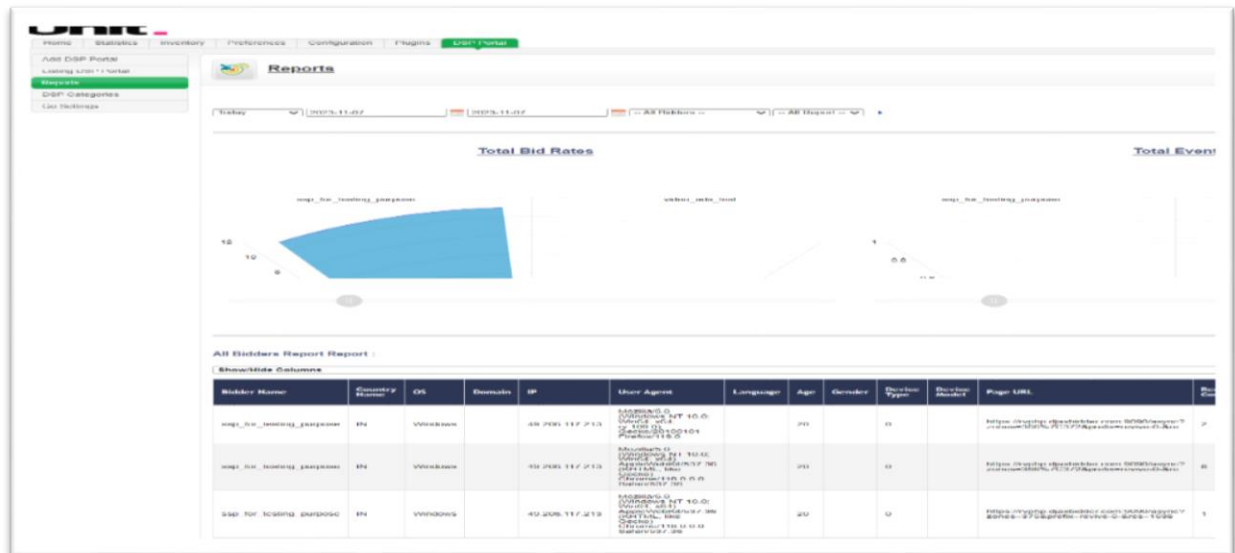
- ➔ If the banner and zone size matches ad will deliver
- ➔ Ad will deliver if the end point URL matches in the SSP server
- ➔ Ad will only deliver if the floor prize is lower than the campaign rate
- ➔ If PMP is enabled in the DSP side then the ad will deliver only if the deal ID by the DSP and SSP matches

## For example:

If the smarty ads are used as the SSP server and the unit DSP platform is used as the DSP, the campaign and the banner will be created on the DSP platform to create the ads, and if the end point URL matches in the SSP server, then the ad will be delivered only if the DSP's ad size matches the zone in the SSP server.



In the DSP reports we can check the tracking with the third party ads, reports for today will be there by default which can be filtered to check reports for particular date



At first it will show reports for all bidders and all the reports which can be filtered to check with the particular bidder or particular details.

The reports shows the DSP reports for bidder name, Country name, OS, Domain, IP, User agent, Language, Age, Gender, Device type, Device model, Page URL, Request count, response count, Win notice count, Impression, Click, Amount, Admin share, Test win notice