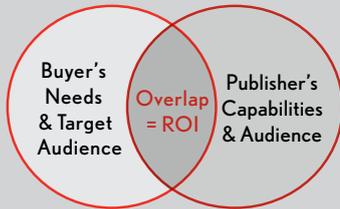


# PRIVATE MARKETPLACE CHECKLIST

## STAGE 1

### CONSIDERATION

Aim: To determine if a Private Marketplace\* is the appropriate approach and will yield ROI. Compare buyer's needs & target audience with publisher's capabilities & audience.



#### BUYER'S NEEDS:

- Is this branding/DR?
- What are the campaign KPIs?
- What are the flight dates?
- Billable currency (CPM, CPA, CPV)?
- Vendor to verify billable currency?
- Size of budget? Target price?
- Number of desired impressions?
- Desired ad formats? (Display, video, native)
- Auction or unreserved fixed rate?
- Prioritized access or first look?

#### AUDIENCE SIZE/DEAL VOLUME:

- Buyer's target audience?
- Data sources targeted? (OBA, retargeting, demo)
- Data vendors used?
- Other targeting? (Geo, day-part, frequency cap)
- Publisher properties targeted?

#### PUBLISHER CAPABILITIES:

- Audience composition overlap?
- Type of ad formats available in private vs direct or open?
- Inventory source? (O&O, audience extension)
- Ability to meet KPIs, timing and currency?

IF SUFFICIENT ROI, MOVE TO STAGE 2

## STAGE 2

### ACTIVATION

Aim: Agree on details to ensure Private Marketplace\* will deliver ROI. Includes parties involved, inventory transparency and financial terms/timing.

#### LIST INVOLVED PARTIES (AND A CONTACT PERSON FOR EACH):

- Platforms? (DSP, SSP, Ad Servers)
- Data providers? (DMPs)
- Vendors? (Verification services: viewability, fraud, measurement)
- Buyer? (Advertiser, agency, agency trading desk)
- Seller? (Publisher, network)
- Billing? (3rd party)

#### INVENTORY TRANSPARENCY:

- Level of transparency? (URL, domain, run of site/network)
- O&O inventory?
- 3rd party inventory?
- Inventory attributes?
  - Platform: Mobile, TV, PC, DOOH
  - Format: Video, Display, Native, In-app
  - Content Type: Video, Game, Music, Application, Text

#### DEAL FINANCIAL TERMS:

- Budget/commitment level?
- Fraud/viewability guarantees?
- Auction (bidding guidance) or unreserved fixed rate?
- Fee structures? (penalties)
- Terms of payment? (platform agreements)

#### DEAL TIMING:

- Flight dates? (e.g. always on or start/end dates)
- Buyer response time? (inventory expiration)
- Timelines: (SLAs)
  - Data availability
  - Creative approval

## STAGE 3

### TROUBLESHOOTING

Aim: Fix any problems that arise once Private Marketplace\* is live. Includes low impression volume, poor win rate and flighting/targeting issues.

#### ISSUES WITH IMPRESSION VOLUME:

- Is the Deal ID entered correctly?
- Is the bid request being sent?
  - Does it have the right information?
  - Sent to right DSP?
  - Sent in supported format?
- Is the DSP responding to the request?
- Is the impression being blocked by the SSP? (geo, data, user restrictions)
- Check bid volume levels
- Is advertiser blocked? (by publisher or SSP)
- Has audience targeting changed?

#### ISSUES WITH WIN RATE:

- Appropriate bid rate? (vs competition)
- Bid above floor price? (with fees)
- Attribute filters in the exchange/SSP? (creative attributes, brand)
- Frequency caps?
- Geo limits?
- Dayparting?
- Creative and advertiser approved?
- Blocked by higher priority buyer? (e.g. direct or guaranteed)
- 3rd Party Pixels approved?

#### FLIGHTING, TARGETING, OTHER ISSUE:

- Pacing to budget?
- Daily/weekly spend goals?
- Reconfirm deal activation
- Pre-bid targeting or data/audience layers?



\* A Private Marketplace is defined as covering both an invitation-only (or private auction) and/or an unreserved fixed rate deal (aka preferred deal/first look).

Many thanks to all the members of the Private Marketplaces Work Better Working Group of the IAB Programmatic Council who contributed to the drafting of this checklist.