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Google DFP Training Workbook

doubleclick
by Google

Google DoubleClick For Publishers

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DFP Introduction

DoubleClick for Publishers (DFP) by Google is Gannett's primary ad server. DFP manages or will manage all ad serving needs across all digital platforms for all Gannett Divisions. DFP can be used by desktop, tablet and mobile devices. It supports the use of all modern browsers.

This workbook will guide you through:

> ➢ Understanding Product fundamentals
> ➢ Navigating the User Interface
> ➢ Forecasting inventory
> ➢ Completing DTOs
> ➢ Generating reports
> ➢ Understanding delivery logic
> ➢ Managing orders
> ➢ Locating ad serving resources

Google DoubleClick For Publishers

Your Training Goals

Expectations: What do you hope to accomplish and/or learn after completing this training session?

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DFP User Interface

In this lesson, you will sign in to DFP to become familiar with the User Interface (UI). After you complete this lesson, you should be able to:

➢ Sign in to DFP
➢ Navigate the DFP UI

"I think I use the Internet too much. I find myself writing 'com' after each period."

◖ *Sign in to DFP*

	Navigate to the **DFP URL.**	https://www.google.com/dfp
	Click **Sign in**.	DoubleClick for Publishers Small Business — Get started today with our easy-to-use, yet powerful ad management solution designed to meet the needs of growing publishers. **Learn more** / DoubleClick for Publishers — Take advantage of advanced tools for driving direct sales revenue and maximizing yield on non-guaranteed inventory. **Learn more** / Already have an account? Sign in
	Enter your DFP account **e-mail and password**. Normally this is your work email address. Click **Sign in**.	Enter your Google Account credentials / Sign in with your Google Account — Email: — ex: pat@example.com — Password: — ☐ Stay signed in — Sign in — Can't access your account?

Note: If you have another Google account not tied to your Gannett email, you will need to sign out of that account before attempting to access DFP.

⦿ *Navigate the DFP UI*
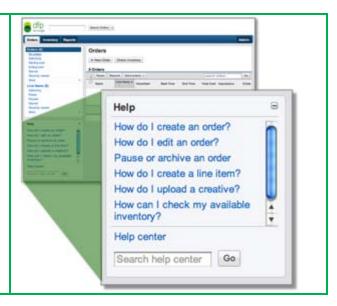
Orders Tab	Review: ➢ Search/Filter Orders and Line Items ➢ Model Line Items for Inventory Availability ➢ Monitor Order Progress	
Inventory Tab	Review: ➢ Inventory Setup ➢ Ad Units and Placements ➢ Custom Targeting (key-values)	
Reports Tab	Review: ➢ Access all reports ➢ Historical Reports ➢ Forecast Reports	

| Help | Review:

 ➢ Access contextual help on every screen
 ➢ Search Help Center quickly
 ➢ Hover over a question mark to define a field | |

Notes:

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DFP User Interface Questions

1. What is the URL to log in to DFP?

   _____

2. Which browsers are DFP compatible with?

   _____

3. Name two tabs on the User Interface.

   _____

4. Which tab should you select to model an order?

   _____

5. Which tab should you select to run a forecast report?

   _____

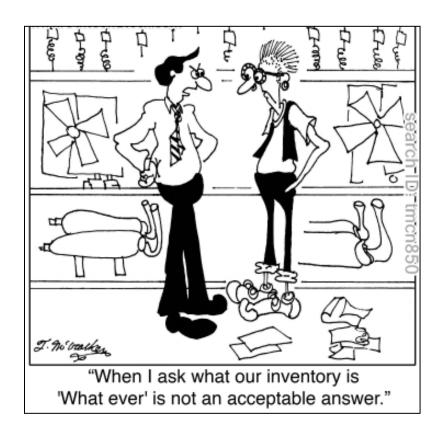# DFP Inventory

In this lesson, you will become familiar with DFP Inventory. After you complete this lesson, you will understand DFP:

- ➢ Inventory Terminology
- ➢ Ad Unit and their Hierarchy
- ➢ Placements
- ➢ Custom Targeting

"When I ask what our inventory is 'What ever' is not an acceptable answer."
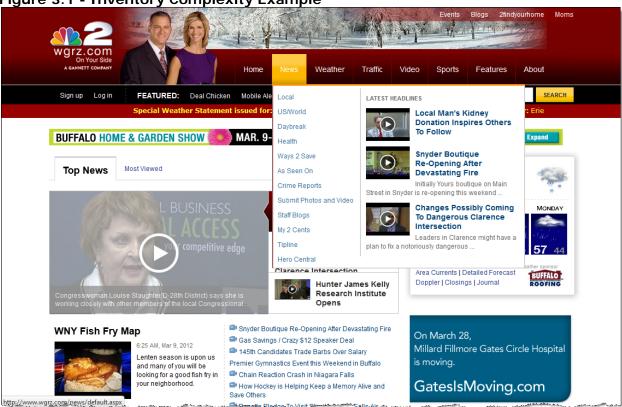
🔵 *Inventory*

Inventory is the total number of ad views or impressions that a website has to sell over a given period of time; generally, inventory is determined on a monthly basis. The Inventory tab refers to the configuration of the ad server for delivery to a site. It explains what must be set up to create available inventory to sell.

Figure 3.1 - Inventory Complexity Example

Any web site has a number of different top-level sections and sub-sections. As seen in figure 3.1, WGRZ has 8 sections, one of which, News, has 12 sub-sections. All Gannett sites are similar but have differences based on their own unique market needs.

Ad Unit

Terminology Note: An Ad Unit in DFP is similar to a Placement in Helios IQ.

Simply put, an ad unit is an ad position on the web page.

Ad Units are hierarchical starting with a top level Ad Unit that represents your whole site. Second level Ad Units represent your positions. The third level represents your sections; the fourth level represents your sub-sections and the fifth level represents your topics. This format somewhat mirrors the traditional Subject, Sub-Subject, Topic, Sub-topic (SSTS) hierarchy. See Figures 3.2 & 3.3.

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You can target ads to any ad unit. Targeting a higher ad unit level will automatically target all ad units beneath that level. Ad Units inherit the properties of the Ad Unit above it.

Figure 3.2 - Ad Units
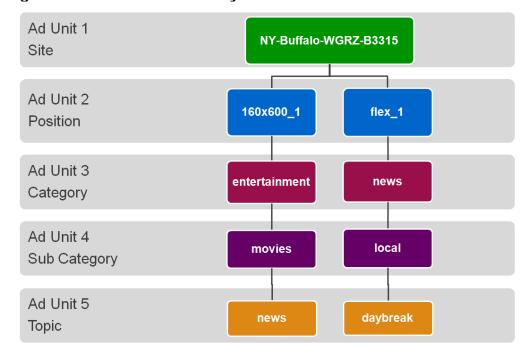
DFP Inventory Hierarchy

Inventory is organized into an Ad Unit Hierarchy. Ad Unit 1 is the site name; Ad Unit 2 is the position; Ad Unit 3 is the section; Ad Unit 4 is the sub-section; Ad Unit 5 is the topic.

At each level an Ad Unit inherits the properties of the Ad Unit above it. This allows you to schedule a line item to a 2nd level ad unit and it has the potential to deliver to every ad unit below it.

Figure 3.3 - Ad Units Hierarchy

Example:
The Ad Unit, **NY-Buffalo-WGRZ-B3315 > 728x90_1**, is a 2nd level ad unit for WGRZ with the ad size of 728x90. If an ad is scheduled to this Ad Unit it would also have the potential to deliver to:

- NY-Buffalo-WGRZ-B3315 > 728x90_1 > news
- NY-Buffalo-WGRZ-B3315 > 728x90_1 > news > local

The ad could deliver to anywhere in the News and Local News sections where the ad unit contained the 728x90 size.
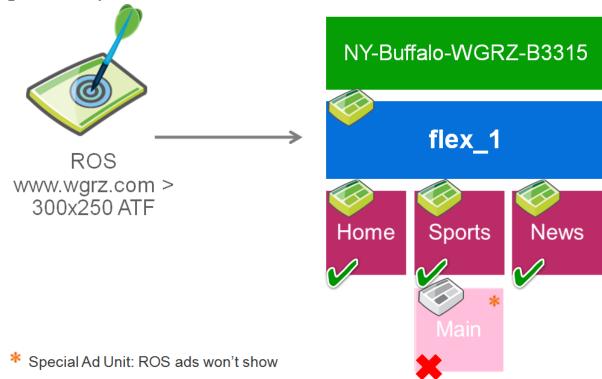
Special Ad Unit

A special ad unit prevents a line item from serving to an ad unit unless you explicitly target it when trafficking.

Example:
If the Sports Section Front was defined as a Special Ad Unit, a Run of Site (ROS) line item targeting NY-Buffalo-WGRZ-B3315 > 300x250_1 would not appear on the Sports Section Front unless this was explicitly targeting by the line item. See Figure 3.4.

Figure 3.4 – Special Ad Unit

ROS
www.wgrz.com >
300x250 ATF

NY-Buffalo-WGRZ-B3315

flex_1

Home   Sports   News

Main

* Special Ad Unit: ROS ads won't show

Placement

Terminology Note: Placements in DFP work like Site Sections in Helios IQ.

A Placement is a grouping of one or more ad units which can be reported on and targeted. It is more efficient and practical to target a Placement then multiple individual ad units.

Figure 3.5 shows WGRZ's **NY-Buffalo-WGRZ-B3315: Sports-Football-Bills (300x250-ATF&BTF**) placement. This placement allows them to schedule to 5 positions on their NFL Team pages.

Figure 3.5 - Placement

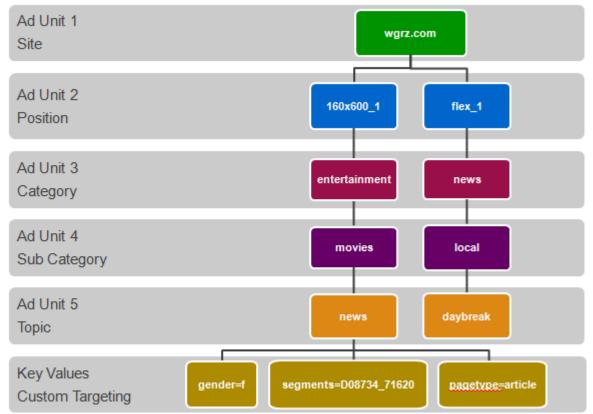**Notes:**

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Custom Targeting

Terminology Note: Key Values are used for custom targeting in DFP as they were in Helios IQ.

As shown at the bottom of the hierarchy in figure 3.6, Key Values are a final filter/targeting option. Using Custom Targeting allows for a more granular targeting than solely by Ad Units or Placements.

Targeting by Placement/Ad Unit allows you to target your site's content, where Key Values allow you to target more specific content article pages, galleries, section fronts, behaviors, or ZAG demographics.

Figure 3.6 – Custom Targeting

Custom Targeting allows for more dynamic forms of targeting to meet your advertiser's requirements. Dynamic targeting adds value to your advertiser packages and can increase CPM rates.
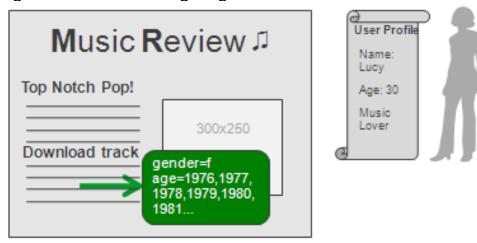
All targeting keys that existed in Helios IQ were imported into DFP. Additional keys are also available.

Example:

Your registered users have provided profile information that you can target. This information is passed to the ad tag by the registration cookie when the user is on your site. You can then target aspects of this profile when the user is on your site.
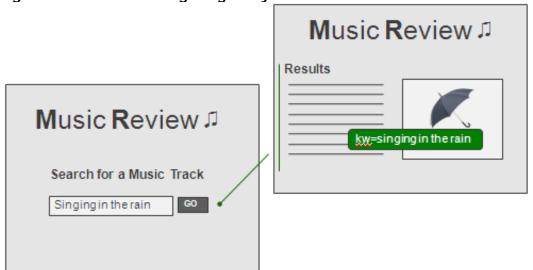
Figure 3.7 – Custom Targeting - User Data

If you provide search options on your site, the user's search query will be passed to the DFP ad tag in order to target all or some of the words while trafficking.

Figure 3.8 – Custom Targeting - Keyword

Note: You can use Custom Targeting to target ads to article titles, page types and other aspects on your website.

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DFP Inventory Questions

1. What is an Ad Unit?

   _____

2. How many levels of ad units can you have?

   _____

3. What is a placement?

   _____

4. What allows you to do additional granular targeting?

   _____

DFP Reporting

DFP reports include Delivery, Inventory, Reach and Sell-Through reporting.

After you complete this lesson, you will be able to:

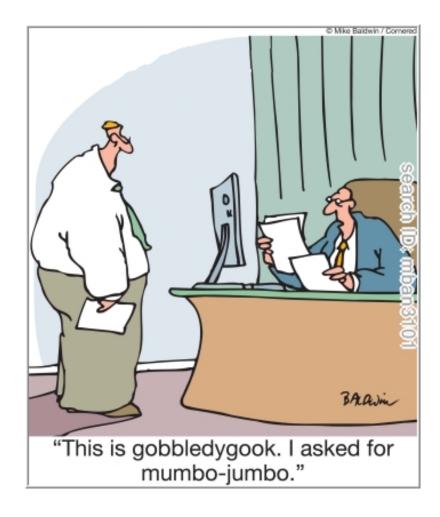> ➢ Understand how to use the different types of reports available
> ➢ Access, edit, save, share and export reports

"This is gobbledygook. I asked for mumbo-jumbo."

Impression Filtering

DFP has instituted impression filtering to comply with the Interactive Advertising Bureau's (IAB) Ad Impression Measurement Guidelines.

DFP will filter impressions out of reports if:

- You sign into DFP and generate a click or impression from the same IP address.
- Generate clicks and impressions from Google internal IP addresses.

Report Features

DFP Reports provide several features for saving, scheduling, sharing and exporting reports. You can save any report in your own view and edit the report at anytime and save new versions. You can schedule historical reports to be created at predetermined intervals of your choice. You may share reports with other colleagues who are users in the DFP system. You can also export reports to view or send to others via email.

99.5% of reports are updated hourly. There is an average of 28 minutes between data updates. All data is updated, not just impressions and clicks. Complete hourly data is kept for at least 2 years.

Reports can be sent as attachments when you use the share or schedule features as well.

Attachments or exported reports may be saved in these formats:
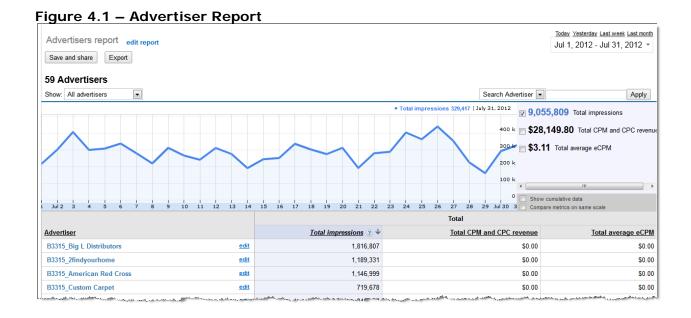
- **CSV (comma-separated values):** Each row of data is on a separate line, and each data field is separated by a comma.
- **Excel CSV:** Similar in format to CSV, but encoded to be more compatible with Microsoft Excel.
- **TSV (tab-separated values):** A simple text format, where each row of data is on a separate line and each data field is separated by a tab.
- **XML.**
- **XLS.**
- **XLSX:** Compatible with Microsoft Excel 2007 and later versions.

Delivery Reports

Delivery Reports track impression delivery by Advertisers, Orders, Line Items, and Creatives. Delivery Reports may be your most used reports as these reports can be edited to provide varied information about all orders delivering to your site.

For advertiser facing reports you should continue to use the Online Advertiser Reports. These reports will display DFP data as you begin using the system.
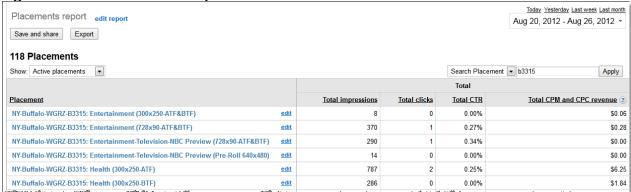
Figure 4.1 – Advertiser Report

- **Advertisers:** Shows activity for a specific advertiser.

- **Orders:** Shows the performance of orders including impressions, clicks, and revenue.

- **Line Items:** Shows the performance of line items including impressions, clicks, and revenue

- **Creatives:** Shows activity for a creative.

Inventory Reports

Inventory Reports include Network, Ad Units, Placements, Geography and Targeting.

Figure 4.2 – Placements Report

Placement		Total impressions	Total clicks	Total CTR	Total CPM and CPC revenue ?
NY-Buffalo-WGRZ-B3315: Entertainment (300x250-ATF&BTF)	edit	8	0	0.00%	$0.06
NY-Buffalo-WGRZ-B3315: Entertainment (728x90-ATF&BTF)	edit	370	1	0.27%	$0.28
NY-Buffalo-WGRZ-B3315: Entertainment-Television-NBC Preview (728x90-ATF&BTF)	edit	290	1	0.34%	$0.00
NY-Buffalo-WGRZ-B3315: Entertainment-Television-NBC Preview (Pre-Roll 640x480)	edit	14	0	0.00%	$0.00
NY-Buffalo-WGRZ-B3315: Health (300x250-ATF)	edit	787	2	0.25%	$6.25
NY-Buffalo-WGRZ-B3315: Health (300x250-BTF)	edit	286	0	0.00%	$1.84

(Placements report — edit report · Save and share · Export · 118 Placements · Show: Active placements · Search Placement: b3315 · Apply · Aug 20, 2012 - Aug 26, 2012 · Today Yesterday Last week Last month)

- **Geography Reports** show the performance of a country, city, metropolitan area or region including: delivered impressions, impressions percentages, clicks, clicks percentages, eCPM, CTR and revenue for each line item.

- **Placement and Ad Unit Reports** show the performance of a placement or an ad unit including: delivered impressions, impressions percentages, clicks, clicks percentages, eCPM, CTR and revenue for each line item.

- **Whole Network Reports** show the overall status of the ad network for a given period of time, including delivered impressions, clicks, average CPM, CTR and revenue.

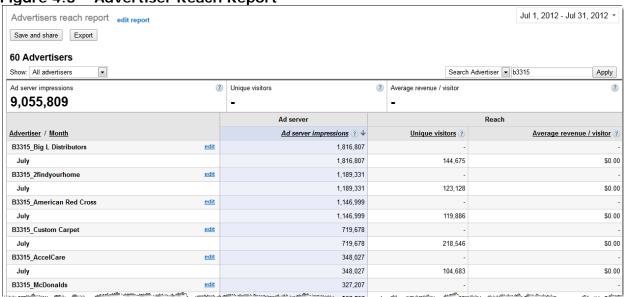- **AdSense and Ad Exchange Reports** are not used.

Reach Reports

Reach Reports determine the number of unique visitors exposed to different advertisers, orders, line items, or ad units in your network over a given period of time.

Note: A single visitor who has accessed your site using multiple browsers may be counted as multiple visitors since there is no way to recognize that it is the same visitor.

Figure 4.3 – Advertiser Reach Report

		Ad server	Reach	
Advertiser / Month		**Ad server impressions** ? ↓	**Unique visitors** ?	**Average revenue / visitor** ?
B3315_Big L Distributors	edit	1,816,807	-	-
July		1,816,807	144,675	$0.00
B3315_2findyourhome	edit	1,189,331	-	-
July		1,189,331	123,128	$0.00
B3315_American Red Cross	edit	1,146,999	-	-
July		1,146,999	119,886	$0.00
B3315_Custom Carpet	edit	719,678	-	-
July		719,678	218,546	$0.00
B3315_AccelCare	edit	348,027	-	-
July		348,027	104,683	$0.00
B3315_McDonalds	edit	327,207	-	-

Advertisers reach report   edit report

Jul 1, 2012 - Jul 31, 2012 ▾

Save and share   Export

60 Advertisers

Show: All advertisers ▾   Search Advertiser ▾ b3315   Apply

Ad server impressions ?   **9,055,809**   Unique visitors ? -   Average revenue / visitor ? -

- **Advertisers:** Shows the number of unique visitors exposed to advertisers within your network.

- **Orders:** Shows the number of unique visitors exposed to orders within your network.

- **Line items:** Shows the number of unique visitors exposed to line items within your network.

- **Ad units:** Shows the number of unique visitors exposed to ad units within your network.

Sell-through Reports

Sell-through Reports are designed to show which areas of your website are sold out and which are undersold. They can also forecast availability for up to 90 days. Data can be viewed on sell-through rates, as well as, forecasted, available and reserved impressions.

Sell-through reports are best viewed as "big picture" forecasts. They work best when looking at site level or placement level inventory. Sell-through reports consider all possible ad sizes in the forecasts.
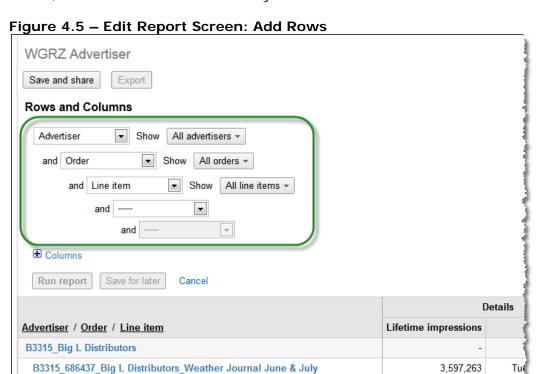
Figure 4.4 – Sell-through Report

- **Ad units:** Shows forecasted performance data for ad units, including sell-through rate and forecasted, available, and reserved impressions.

- **Placements:** Shows forecasted performance data for placements, including sell-through rate and forecasted, available, and reserved impressions.
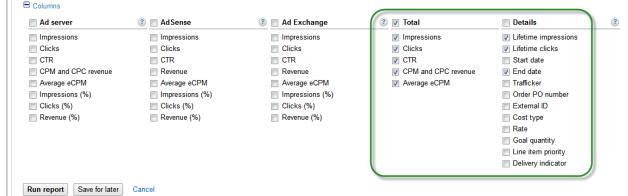
Customized Reporting

Default reports can be customized by adding up to five rows of data points. For example; an Advertiser report may have Orders, Line Items and Creatives as added rows. The report would then show the advertiser's overall information and also break it down to include orders, line items and creative delivery information.

Figure 4.5 – Edit Report Screen: Add Rows

Data columns may also be modified; Columns may be added or removed. Options are based on the report type. Gannett markets will most commonly use the last two column options highlighted in Figure 4.7.

Figure 4.6 – Edit Report Screen: Modify Column Data

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🟢 *Reporting on Custom Targeted Key-Values*

Predefined targeting values allow you to report on key values regardless of whether you target line items to them.

Figure 4.7 – Reporting on Key-Values

Advertiser / Line item / Custom targeting		Total impressions	Total clicks	Total CTR	Delivery indicator
29 Custom criteria in 1 Advertisers and 2 Line Items					
B3315_American Red Cross	edit	-	-	-	-
NY-Buffalo-WGRZ-B3315: Homepage (300x100-ATF)___20120625	edit	-	-	-	-
pageType=frontpage		239,383	18	0.01%	N/A
pos=Launchpad		239,383	18	0.01%	N/A
sitepage=umbrella.wgrz.com/index.html		239,383	18	0.01%	N/A
kw=Buffalo		239,382	18	0.01%	N/A
kw=NY		239,382	18	0.01%	N/A
kw=wgrz.com		239,378	18	0.01%	N/A
__userdomain__=gannett.com		51	0	0.00%	N/A
NY-Buffalo-WGRZ-B3315: Run of Site (ATF)_300x250; 728x90___20120728	edit	-	-	-	-
kw=wgrz.com		5,253	8	0.15%	100.02%
kw=Buffalo		5,026	8	0.16%	100.02%
kw=NY		5,004	8	0.16%	100.02%
pageType=section		2,630	4	0.15%	100.02%
pos=launchpad_SF		2,571	4	0.16%	100.02%

Notes:

DFP Reporting Questions

1. What are the four (4) report types?

   _____

2. How often is reporting data updated?

   _____

3. Is it possible to report on placements?

   _____

4. How many rows of data can be added to a report?
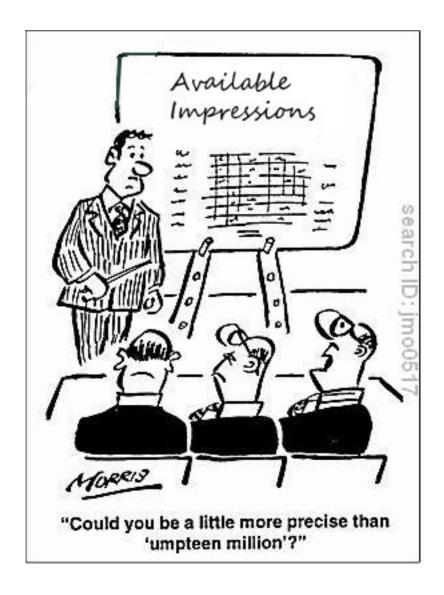
   _____

DFP Forecasting

Forecasting helps you maximize revenue by reducing or preventing overbooking of inventory. It also allows you to view what and where impressions are available and view your current sell-through percentages.

After you complete this lesson, you will understand DFP:

 ➢ Forecasting Terminology
 ➢ Forecasting Logic

Forecasting Model

➢ Models future impressions using a 28-day sample
➢ Captures granular details from ad requests
➢ Estimates available inventory based on sample data

Frequency of Updates

➢ Updates immediately after you approve an order
➢ Updates network traffic data on a daily basis

When can I forecast?

➢ You can forecast seven (7) days after an ad unit or key-value is added to the ad tags on your site

Forecasting Terminology

Three types of impressions are displayed when forecasting a line item:

Figure 5.1 – Forecasting Terminology

Matched	Possible	Available
• Total # of impressions that match the targeting criteria	• If you're willing to take impressions reserved by lower priority line items, this is the number you can book. Use with caution!	• # of impressions you can book without negatively impacting the delivery of other reserved line items

15,948,171 impressions matched
14,734,511 impressions possible
14,595,446 impressions available ?
View competing line items »

The Gannett standard practice is to only use **Matched** and **Available** impressions figures. Matched impressions refer to the total capacity of matching your targets within the specified date range. Available impressions are the remaining impressions after consideration for all booked (delivering and reserved) impressions against the same targeting and date range.

We do not consider **Possible** impressions and Central Ad Ops will only schedule a line item against **Available** impressions.

Terminology Note: Matched Impressions in DFP mean the same as Total Capacity in Helios IQ.

Forecasting on Key-Values

The Custom Targeting Key-Values can be used when forecasting a line item. The free-form key-values, such as age, zip, title, etc., do not need to be targeted before they can be forecasted on. The pre-defined key-values, such as gender, page type, etc., must be pre-populated with all of their values before they can be forecasted on.

Figure 5.2 shows a selection of key-values from our instance of DFP. The Values column shows the pre-populated values for the pre-defined keys. This column also shows values for some of the free-form keys. These values appear as they are gathered by ad tags across Gannett sites.

Figure 5.2 – Forecasting Key-Values

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DFP Forecasting Questions

1. How many days back does the forecasting engine look in order to make a prediction?

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2. Where in the user interface can you run a forecast?

   _____

3. What is the difference between matched and available impressions?

   _____

4. How often is the forecasting data updated?

   _____

Line Item Setup

A Line Item represents a specific delivery requirement of an order including delivery and targeting settings with one or more creatives.

For our purpose of forecasting to insure availability of impressions to sell, we must understand how a line item is configured. Only then can we accurately model a line item and obtain accurate forecast data.

After you complete this lesson, you will understand DFP:

- ➢ Four main areas of line item setup
- ➢ Line item configuration and targeting options
- ➢ Delivery types and how they match your order types
- ➢ Line item Check Inventory
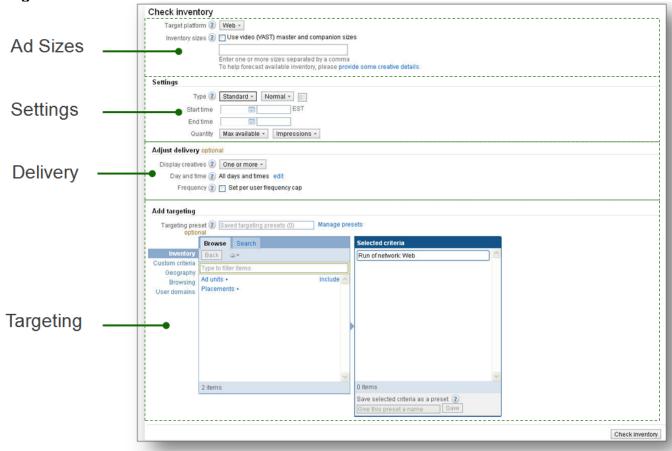
Streamlined Workflow

DFP implements a very streamlined workflow of order configuration. All the items for line item setup or modeling appear on one page.

Figure 6.1 – Streamlined Workflow

Order
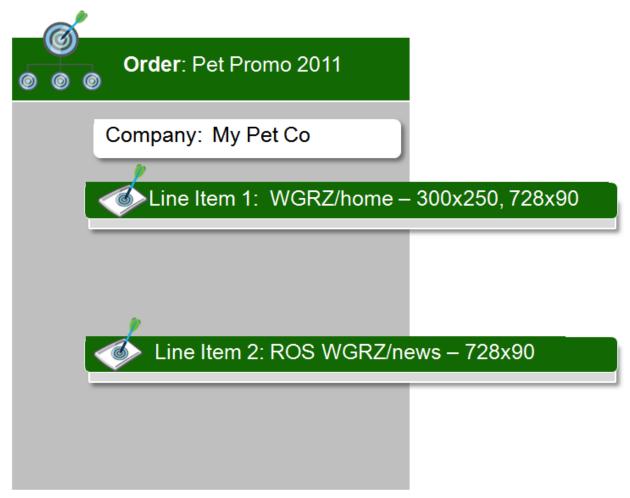
Terminology Note: An Order is the same as a Master Campaign in Helios IQ or an Order in Yahoo! APT.

An Order represents an advertiser's campaign, which consists of one or more Line Items. An Order always has an associated company that represents your advertiser.

Figure 6.2 – Order

Order: Pet Promo 2011

Company: My Pet Co

Line Item 1: WGRZ/home – 300x250, 728x90

Line Item 2: ROS WGRZ/news – 728x90

Line Item
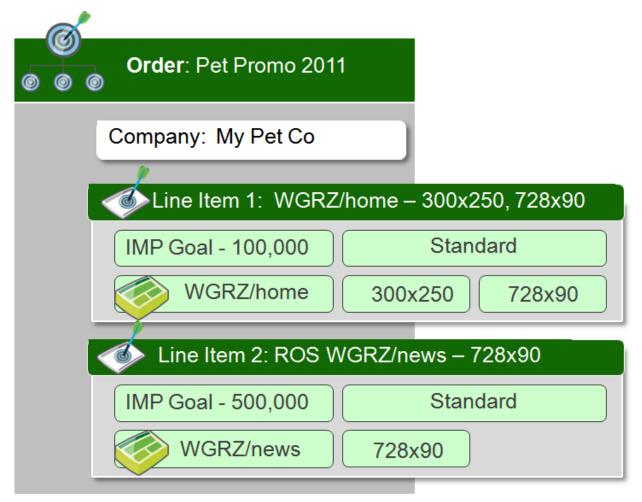
Terminology Note: A Line Item is the same as a Flight in Helios IQ or a Placement in Yahoo! APT.

A Line Item represents a specific delivery requirement of an Order including delivery and targeting settings with one or more creatives. It can target multiple inventory sizes and any goals for the Line Item are then shared between the sizes.

Figure 6.3 – Line Item
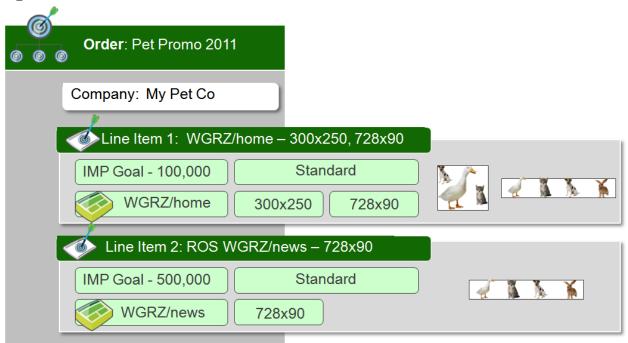
Creative

A Creative is the "display" part of the ad and is what is shown on your website to visitors. Creative types supported are image, flash, third party tags, custom, and DoubleClick tags.

Figure 6.4 – Creative

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Delivery Type and Order Type

There are four types of delivery: Sponsorship, Standard, Price Priority, and House. There are two order types: % Inventory and Impression.

Sponsorship: Will always be used for your advertiser share of voice (SOV) orders, sponsorships or roadblocks. Essentially, sponsorships are all your advertiser orders that are high value and time based. Sponsorship orders have the highest priority and no other delivery types will deliver ahead of them.

Standard: Are impression based high value advertiser orders. All Standard orders will have an impression goal, as well as, a time frame defining their delivery priorities. They may be variously targeted and have day-parting or frequency requirements.
The Standard delivery type may also be used for added value or make good orders as well as house orders that have an impression goal requirement.

Price Priority: Used for network remnant and back-up orders. These orders may also have frequency or daily delivery caps associated with them. This delivery type may also be used for house ads that have a desired impression goal. Price Priority orders will only compete with themselves and never with Standard or Sponsorship.

House: Back-up ads that will only delivery if nothing else is available.

Figure 6.5 – Delivery/Order Types
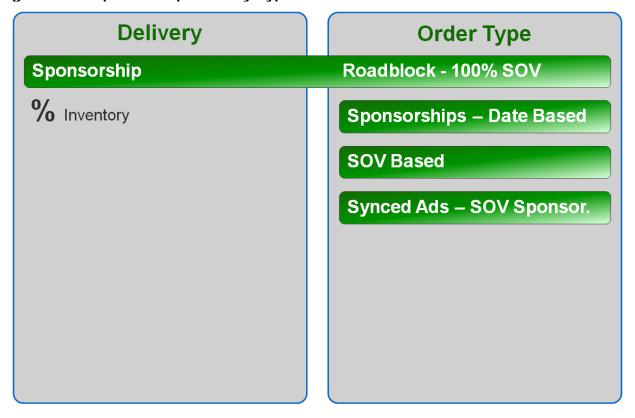
Ad Operations has mapped Gannett Order Types to DFP Delivery types to make it easier for you to select the appropriate Delivery Type for your orders.

Figures 6.6 through 6.8 show the mapping of DFP Delivery types to Gannett Order types.

Sponsorship

Figure 6.6 – Sponsorship Delivery Type

DFP's Sponsorship Delivery Type will be used for all types of high value percentage of inventory orders. These are your flat rate orders that are time based and not impression based. Gannett Roadblocks which are the 100% Share of Voice (SOV), date based sponsorships, any SOV based and SOV sponsorship synched ads (companion ads) orders will all use the Sponsorship Delivery Type.
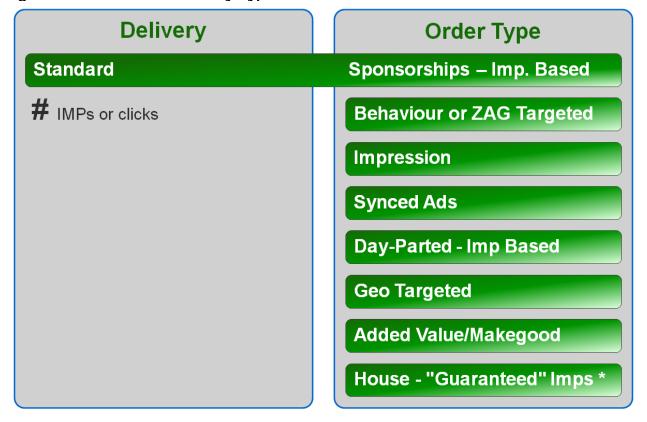
This delivery type is the highest priority delivery type in DFP. When competing with other delivery types, sponsorship will always win.

Terminology Note: A Roadblock, as used by Gannett markets, means a single advertiser delivering to a single ad spot on one or more pages for a period of time. A Roadblock in DFP terms means a single advertiser delivering to two or more ad spots on the same page at the same time. This can be a time based or impression based goal. We have traditionally called this type of delivery a Synched or Companion Ads.

Standard

Figure 6.7 – Standard Delivery Type

Delivery	Order Type
Standard	**Sponsorships – Imp. Based**
# IMPs or clicks	**Behaviour or ZAG Targeted**
	Impression
	Synced Ads
	Day-Parted - Imp Based
	Geo Targeted
	Added Value/Makegood
	House - "Guaranteed" Imps *

DFP Standard Delivery Type will be used for all high value impression based orders. All orders that require guaranteed impressions for their goal. This includes:

- Impression Based Sponsorships
- All impression based orders with key-value, behavioral, or geographic targeting
- All impression based synched ads, day parted and frequency capped orders
- Added Value and make good orders
- Internal House or Marketing orders that need guaranteed impressions
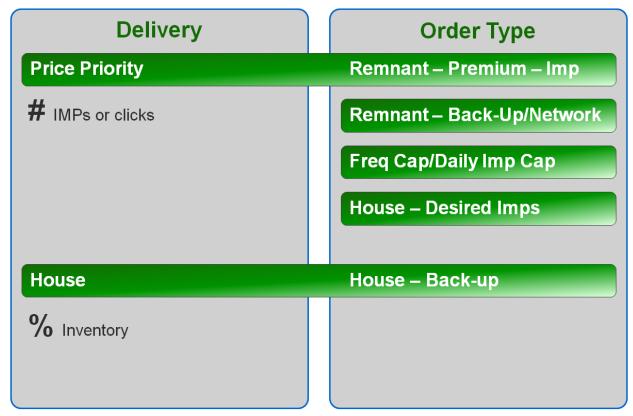
Standard orders will beat lower types, but will not compete with sponsorship orders.

Price Priority & House

Terminology Note: Price Priority means that whenever these type orders are competing, the one with the highest Cost per Thousand (CPM) will win.

Figure 6.8 – Price Priority & House Delivery Type

Price Priority orders are impression based and are primarily used for network premium impression based orders and network remnant orders. These orders can be frequency capped or have daily impression capping. You may use this type to schedule ads that you want to compete with network remnants but not with your paid advertisers. You might use this delivery type for house or marketing ads that have a desired impression goal, but not a guaranteed goal.

Price Priority orders will only deliver if no sponsorship or standard orders are available to deliver.

Price Priority line items cannot be forecasted. They are by definition remnants and are never to be considered guaranteed.

Google DoubleClick For Publishers

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◗ *Delivery Type Settings for Forecasting*

This section discusses the settings you will apply when forecasting the specific delivery types of Sponsorship and Standard. Central Ad Ops will use the same setup with actually scheduling your line items.

You cannot forecast against Price Priority and House and therefore will not be included in this section.

Sponsorship Settings

The Sponsorship type is used for roadblocks, percent of inventory sponsorships, and SOV ads.

Figure 6.9 – Sponsorship Settings

1. Select **Sponsorship** from the **Type** list
2. Enter your **Start Date and Time**
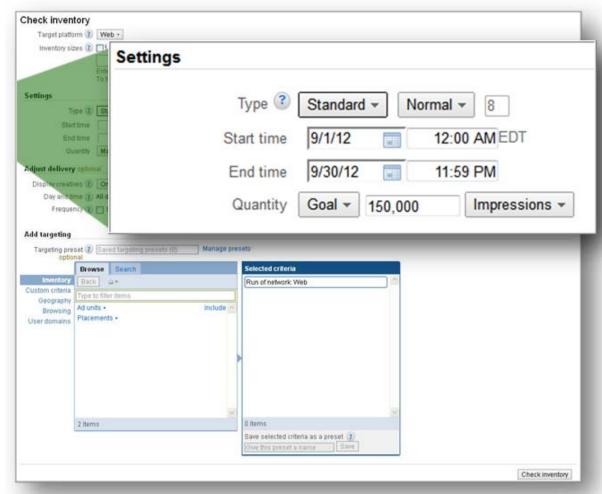
3. Enter your **End Date and Time**

4. Leave **Goal** at **Max Available** (default)

Standard Settings

The Standard type is used for impression-based sponsorships to guaranteed impression house ads.

Figure 6.10 – Standard Settings

1. Select **Standard** from the **Type** list (default)

2. Enter your **Start Date and Time**

3. Enter your **End Date and Time**

4. Select **Goal** from the **Quantity** list

5. Enter the required **impressions**
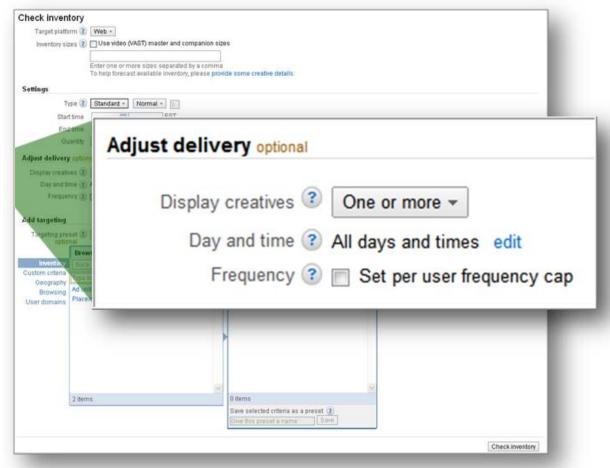
Note: If forecasting a "How much inventory do we have?" line item rather than a specific advertiser goal line item, you may leave the Quantity at Max Available.

Adjust Delivery Settings for Forecasting

This section allows you to adjust the delivery of ads. Here you would select how to display the creative, assign any day parting and set frequency cap.

Figure 6.11 – Adjust Delivery Settings

1. Select **One or more** from the **Display creatives** list (default) (see Figure 6.12)
2. Click **Edit** to enter Day Parting criteria (see Figure 6.13)
3. Select the Frequency check box to enter frequency capping criteria (see Figure 6.14)

Display Creative
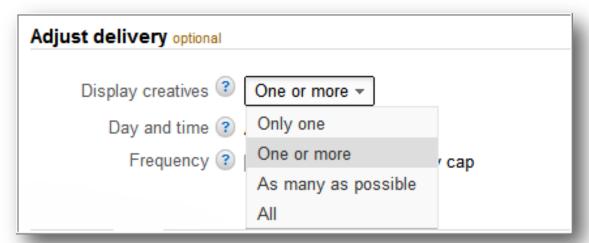
This section allows you to adjust the delivery of ads. Here you would select any day parting or frequency capping. To initiate a DFP roadblock or companion ad, select "All" from the Display creatives drop-down list.

- **Only one:** Show only one creative per page if multiple creatives are associated with this line item.
- **One or more (default):** Allow multiple creatives associated with this line item to show.

   Note: This is the setting Central Ad Ops will use unless directed otherwise.

- **As many as possible:** Show creatives in as many ad units as possible on a page. Only use for line items with multiple active creatives.
- **All:** Only compatible with line items targeted to Google Publisher Tags using single request mode. Roadblocked line items will only serve if all creatives in that line item can serve to the page.

Figure 6.12 – Display Creatives

Roadblocking

Terminology Note: A Roadblock, as used by Gannett markets, means a single advertiser delivering to a single ad unit on one or more pages for a period of time. A Roadblock in DFP terms means a single advertiser delivering to two or more ad units on the same page at the same time. This can be a time based or impression based goal. We have traditionally called this type of delivery Synched or Companion Ads.

Roadblocking is used if you have multiple creatives associated with a line item that need to serve together on the same page. Using **As many as possible** will not guarantee the delivery of all the ads together on a page, and some of the ads can deliver to pages where not all the positions exist.

The **All** option will guarantee that the line item will only deliver to pages where all the positions are present.
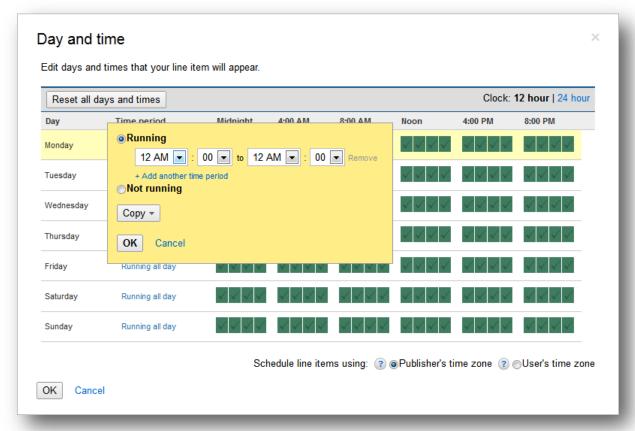
Note: You cannot accurately forecast using the **As many as possible** option. You can accurately forecast using the **All** option.

Note: Individual creatives will not repeat on a single page view. For example, if you have two 300x250 units on the page, you must upload two 300x250 creatives.

Day Parting

This section allows you to adjust the day parting of a line item. This works similarly to any other ad server you have worked in. Select the days and the times that you want the line item to run. You may also select whether you want the time frame to be relative to the publisher or Eastern Time, or relative to the User.

Figure 6.13 – Day Parting Settings

Frequency Capping

This section allows you set the desired frequency cap for a line item. This works similarly to any other ad server you have worked in. Select number of impressions with the time frame.
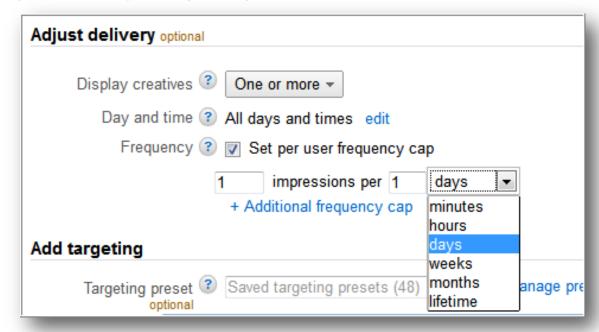
DFP also allows you to "nest" frequency caps.

Google DoubleClick For Publishers

For example: You may have the requirement to not deliver more than 1 impression per hour and not more than 5 impressions per day.

Note: Standard Gannet practice is the use of a single, non-nested frequency cap and the DTO only support a single cap. However, if your advertiser requires additional frequency cap you may use this feature. You will need to communicate this additional requirement to Central Ad Ops via the DTO Notes field.

Figure 6.14 – Day Parting Settings
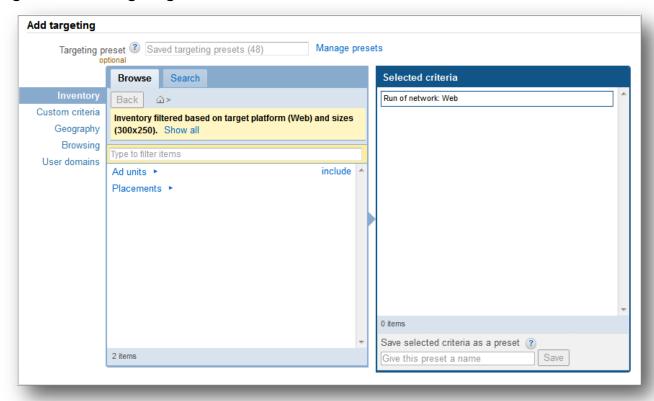
Notes:

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⬤*Targeting Criteria*

Target line items based on inventory, custom criteria (key-values), geography, browsing, or user domain.

Figure 6.15 – Targeting Criteria

Note: If the top of the Inventory section is highlighted in yellow as it is in Figure 6.15, Click the **Show All** link. This step ensures that you will see all of your Ad Units and Placements.

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Inventory
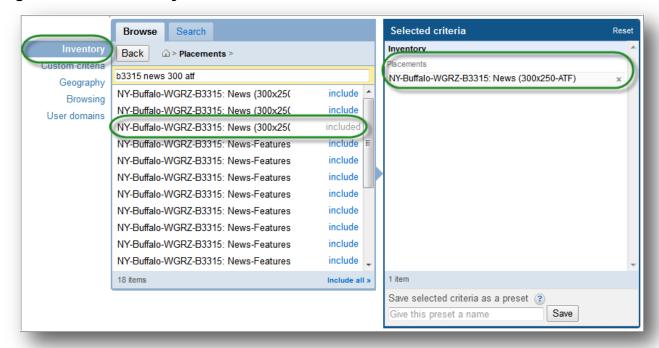
You can target line items to specific inventory. The line item will deliver to the inventory units you select as well as to any ad units in the levels below.

Figure 6.16 – Inventory

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Custom Criteria

You can add **key-values** to your ad tags; multiple targeting keys for the same item are allowed. Note: All Helios IQ keys have been migrated to DFP.

Figure 6.17 – Custom Criteria

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Geography
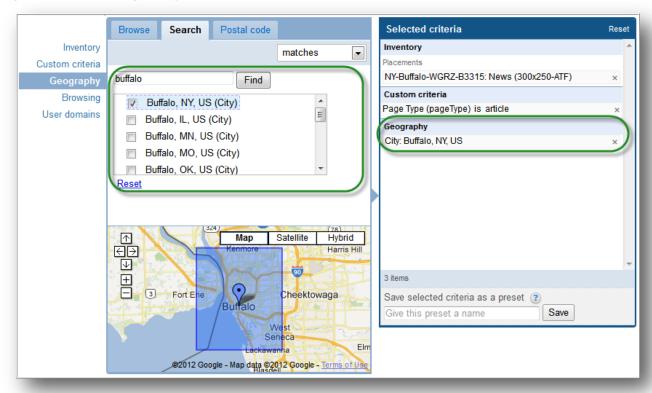
Target line items based on geography including country, region, metro areas (DMA), city or zip code (U.S. and Canada).

Note: If you frequently target a city with zip codes, add your city to the DTO.

Figure 6.18 – Geography

Notes:

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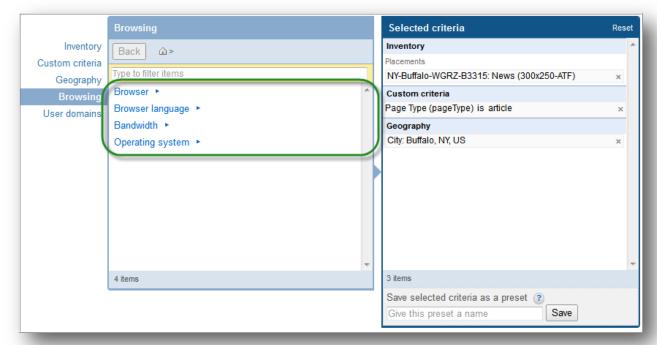
Browsing (rarely used)

Target line items based on browser, bandwidth, browser language, and operating system.

Figure 6.19 – Browsing
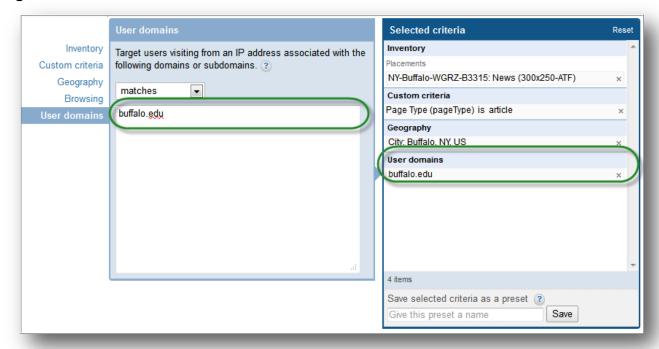
Notes:

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User Domains

You can specify the Internet Service Provider (ISP) domains and subdomains.

Note: If targeting a top level domain like .gov, *do not* include the dot (.) when entering it.

Figure 6.20 – User Domains
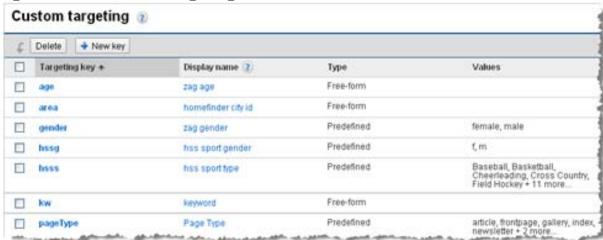
Notes:

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Reporting on Custom Targeting

On the Inventory tab, Custom targeting, you can define the key-values as custom criteria or target at least one line item to the key-value.

Figure 6.21 – Custom Targeting

With free-form targeting values, target the entire key-value (not just the key) in at least one line item.

Figure 6.22 – Key and Value

DFP Forecasting Q&A

Question: The available number on the main forecasting screen is different from the available number I see when I view the competing line items report. Or I see different available numbers when I run two forecasts back to back. Why is that?

Figure 6.23 – Impression Differences

Answer: There are multiple powerful servers running the forecasting engine on the back end and sometimes forecasts come out a bit different. Typically, the problem comes down to sampling. The more narrow the targeting criteria, the more likely you are going to see different available numbers, because there is less to sample from.

Notes:

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DFP Forecasting Exercise 1 & 2

Check Inventory using the following information:

Exercise 1:

- ➢ Model a standard line item
- ➢ 300x250
- ➢ Next Gannett month
- ➢ 25,000 impression goal
- ➢ Placement:
- ➢ NY-Buffalo-WGRZ-B3315-News (300x250-ATF)
- ➢ No additional targeting

What were your results?

_____

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Exercise 2:

- ➢ Model a Standard line item
- ➢ 300x250
- ➢ Next Gannett month
- ➢ 25,000 impression goal
- ➢ Placement:
- ➢ NY-Buffalo-WGRZ-B3315-News (300x250-ATF)
- ➢ Page Type: Article
- ➢ Geography: Buffalo, NY

What were your results?

_____

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DFP Line Item Setup Questions

1. What is a Line Item?

   _____

2. What types of line items can be forecasted?

   _____

3. A line item targeting behaviors would be set to what type?

   _____

4. What section do you set day parting?

   _____

5. A Standard line item guarantees what?

   _____

6. Where do you setup custom targeting?

   _____

DFP Digital Trafficking Order

In this section, you will become familiar with changes to the Digital Trafficking Order (DTO).

After you complete this lesson, you will:

> ➢ Understand changes to the DTO
> ➢ Use the new DTO
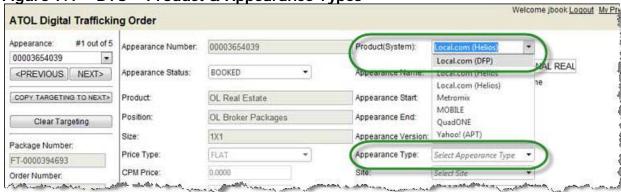
◐*DTO Changes*

Changes to the DTO affect both the Excel DTO and the AdTracker (ATOL) DTO. There are several new options related to DoubleClick.

DTO Changes ATOL

1. New **Product** (System or Ad server) option – Local.com (DFP)

2. **Appearance Types** – DFP Delivery Types

Figure 7.1 – DTO – Product & Appearance Types

3. New **Sections** menu – Now has DFP Placements

4. New column for **Ad Unit** selection – Available for selecting individual Ad Units

5. **Ad Positions** are no longer required

Figure 7.2 – DTO – Sections, Ad Unit & Ad Positions

DTO Changes Excel

1. New **Product** (System or Ad Server) options – Local.com (DFP)

2. New **Sales** (Flight & Line Item) types – Sponsorship, Standard, Price Priority or House

3. New **Placements** (Site Sections)

4. New column for **Ad Unit** selection – Used for scheduling to Special Ad Units
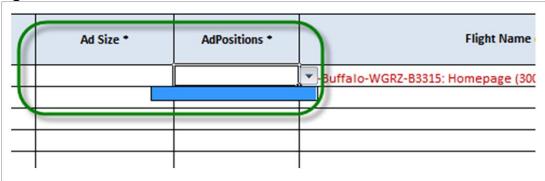
Figure 7.3 – DTO – Excel Changes

5. **AdPositions -** No longer needed for DoubleClick line items

Figure 7.3 – DTO – Ad Positions

DTO Changes Both

1. **Cost Per Day** (CPD) pricing column – Calculated for flat fee time based line items

2. **CPD & CPM** - Calculated for sponsorship line items

Figure 7.4 – DTO – CPM & CPD Calculated Columns

Flight Dates				Pricing			Frequ
Start *	End *	Impressions *	Price type *	CPM	Flight Value	CPD	Count
4/2/2012	4/29/2012		Flat Fee	#DIV/0!	$1,000.00	$35.71	
4/2/2012	4/29/2012	100000	Flat Fee	$15.00	$1,500.00	$53.57	
			Flat Fee	#VALUE!		#VALUE!	
			Flat Fee	#VALUE!		#VALUE!	

Notes:

©

DFP DTO Questions

1. How many sales types do you have with the DoubleClick line item?

   _____

2. What product do you select to serve ads via DoubleClick to your local site?

   _____

3. What is CPD?

   _____

4. What are the four sales types?

   _____

5. Why do you not select ad positions for a DFP line item?

   _____
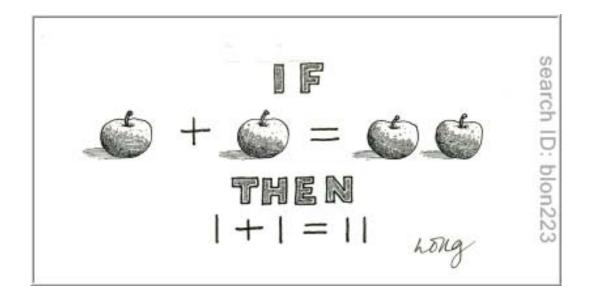
DFP Delivery Logic

This section explains ad delivery and how to adjust delivery.

After you complete this lesson, you will be able to explain:

> ➢ How ads are selected for delivery

How are ads selected for delivery?

DFP's ad selection process is complex and is designed to deliver the right ad at the right time. A simplified version of this process is described below and is shown in Figure 8.1. For a more detailed explanation of how DFP selects an ad for delivery see Google's Ad selection process white paper.

1. User Requests ad
2. Ad tags make call to the ad server
3. The server gathers user's information:
   a. HTTP Header, IP Address, Cookies, Ad Tag
4. The ad server makes a list of eligible line items.
5. Selects best line item based on:
   a. Priority Level
   b. Delivery Status
6. The ad server will serve the creative based on creative rotation.
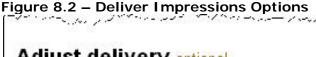
Figure 8.1 – Ad Delivery Process

◖ *Adjust Delivery of Ads*

There are ways to adjust the delivery of line items within DFP. In this section we will discuss two areas you do not see on your check inventory screens; Deliver Impressions and Rotate Creatives. These two areas can be set by Ad Ops when they book your line items. Both settings are left at their default settings for optimized delivery. Each are discussed below.

Deliver Impressions

Deliver Impressios allows for the allocation of impression delivery over the course of a line item's. Three options are available: Evenly, Frontloaded, or As fast as possible.

Figure 8.2 – Deliver Impressions Options

- **Evenly:** DFP will attempt to serve impressions evenly but will allow for frontloading of up to 5%.
- **Frontloaded:** (Default setting) DFP will over deliver by up to 25% for the first half of the campaign and will then even out from the halfway point.
- **As fast as possible:** DFP will stop lower priority line items from delivering until the impression goal is met for this line item.

The default selection of Frontloaded is used unless you tell Ad Ops to select a different method. Frontloading works by delivering 25% more impressions than it would if no frontloading was set. This means that if a line item without frontloading should deliver 1000 impressions a day, with Frontloaded selected it would deliver 1250 impressions a day. By delivering more at the beginning of the campaign means that less are needed daily at the end of the campaign. This helps ensure the delivery of the line items goal.

For more detailed information see How line item delivery is paced in DFP Help.

Rotate Creatives

DFP allows you define how multiple creatives of the same size within a line item will rotate. Traditionally Gannett markets have used the Even delivery method in earlier web servers for a majority of their creative delivery. Weighted and Sequential have been used infrequently.

DFP now offers us a fourth method for creative delivery: Optimized. This is the default selection and Ad Ops will keep this selection unless you indicate to use one of the others. See figure 8.3.

Figure 8.3 – Rotate Creatives Options

- **Evenly:** Creatives will rotate evenly.
- **Optimized:** (Default setting) Creative with the highest click-through rate (CTR) will serve for 75% of the time. The best CTR is reevaluated every 1,000 impressions.
- **Weighted:** Distributes delivery of creatives according to the percentage specified.
- **Sequential:** Allows you to display a set of creatives to users in sequence in the same ad unit. This is called storyboarding.

With Optimized selected DFP will give roughly 75% of the impressions to the creative with the highest CTR, and the remaining 25% to the other creatives.

This continually-updated rotation is calculated after thousands of impressions have been served. If a creative that originally received only 25% of impressions starts to earn a higher CTR, the weighted delivery will shift in favor of that creative.
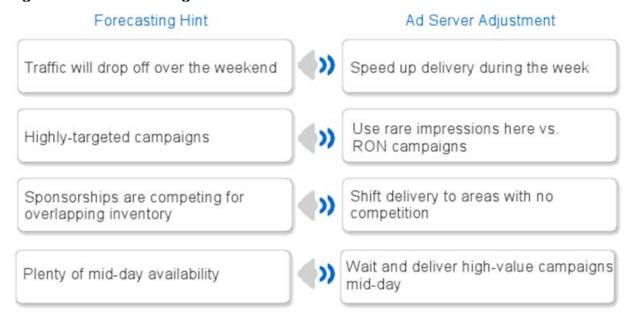
For more detailed information see Set rotation ratios for multiple creatives in DFP Help.

Forecasting Hints to the Ad Server

The forecasting engine communicates with the ad server to optimize ad delivery. DFP adjusts delivery based on information provided from the forecasting engine. DFP looks at forecasting data, including adjustments, to understand how traffic to the targeted inventory will look over the life of the line item. DFP then attempts to serve the line item in proportion to the total traffic to your inventory. For example, if traffic to the targeted inventory is very high during the evenings and on weekends, DFP will serve more impressions at these times and less during slower times. These forecasting hints to the ad server allow DFP to deliver impressions smoothly relative to the natural traffic fluctuations on your site. See Figure 8.4.

Figure 8.4 – Forecasting Hints

For more detailed information see <u>How line item delivery is paced</u> in DFP Help.

DFP Delivery Exercise 1

1. Two standard ads are competing for the same ad tag. How does the server determine which ad to serve? Why is this the best way?

2. What if there are two line items that are both 100% sponsorships?

3. What if there are two Price Priority ads competing for the same ad tag?

DFP Delivery Exercise 2

1. Which ad is most likely to be served by the ad server? Why?

	Delivery Type	Delivery Status
Line Item 1	Sponsorship	N/A
Line Item 2	Standard	Behind schedule
Line Item 3	Standard	Ahead of schedule
Line Item 4	Price Priority	$5.00 CPM
Line Item 5	House	N/A

DFP Delivery Exercise 3

1. Which ad is most likely to be served by the ad server? Why?

	Delivery Type	Delivery Status
Line Item 1	Standard	Ahead of schedule
Line Item 2	Standard	Ahead of schedule
Line Item 3	House	N/A
Line Item 4	Price Priority	$5.00 CPM
Line Item 5	Price Priority	$5.50 CPM

DFP Delivery Logic Questions

1. What is the goal of delivering impressions using frontloaded delivery?

   _____

2. What is the effect of setting the rotate creatives delivery option to optimized?

   _____

3. Which delivery type is used for guaranteed impression line items?

   _____

4. You want to deliver a 100% SOV Line Item – which delivery type will be used?

   _____

5. Which delivery type is used for a line item that competes with network remnants but not paid advertisers?

   _____
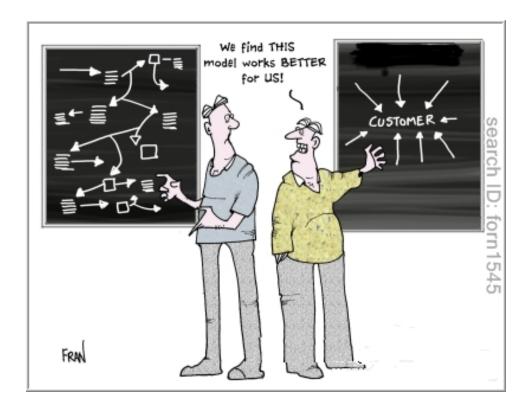
DFP Order Management

This section explains line item progress and how to adjust line items that are under delivering.

After you complete this lesson, you will understand how to:

➢ Find and review orders
➢ Monitor ad delivery
➢ Provide creative preview for advertiser
➢ Use Google Console to troubleshoot
➢ Work with your Ad Ops Specialist
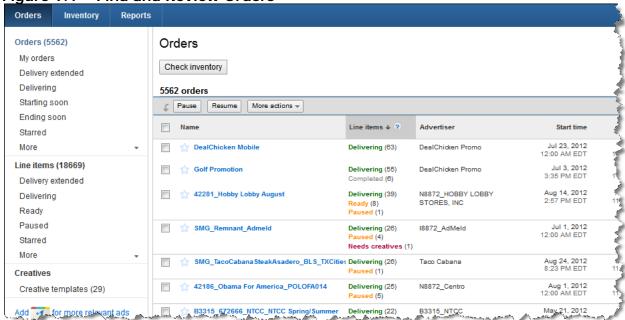
◖Find and Review Orders

All orders and line items can be reviewed under the Orders tab. You can also look up by various statuses, such as Delivering, Starting soon, Ending soon, and Needs Creatives.

Figure 9.1 – Find and Review Orders
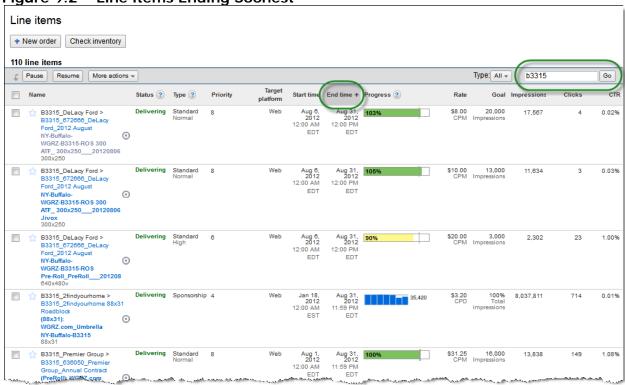
Viewing your running orders and line items is an easy way to see how your line items are pacing and other important information.

As with most lists in DFP, once you select your option you will want to filter it so you see only your items. You can then sort the list to see exactly what you want.

For example, if you wish to see all your delivering line items that are ending soon, select Delivering under line items. Then, filter on your market code. You will now see all of your delivering line items. To see the ones ending soonest, simply sort the End Time column to show the ones ending soonest at the top. See Figure 9.2.

Figure 9.2 – Line items Ending Soonest

Information about reading a line item is provided below in the Review Orders section.

Notes:
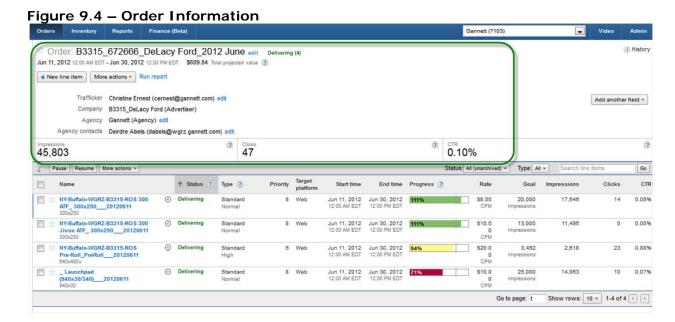
Review Orders

Clicking an order name reveals all its line items. Here you can review all aspects of a line item, except the creative, without having to click into any other page.

Figure 9.3 – Order and Line Items

General Order Information

The top section of the order provides all the general order information including the order name, advertiser, trafficker, line items, order and line item totals.

Figure 9.4 – Order Information
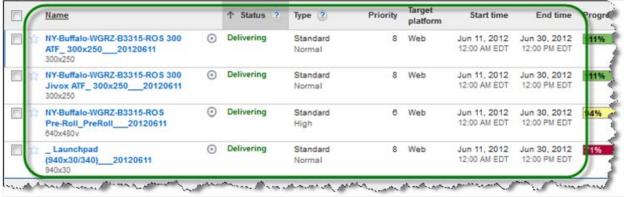
Line Item Information
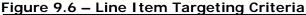
The bottom of the screen shows all the essential Line item information such as name, status, type, priority and run dates.
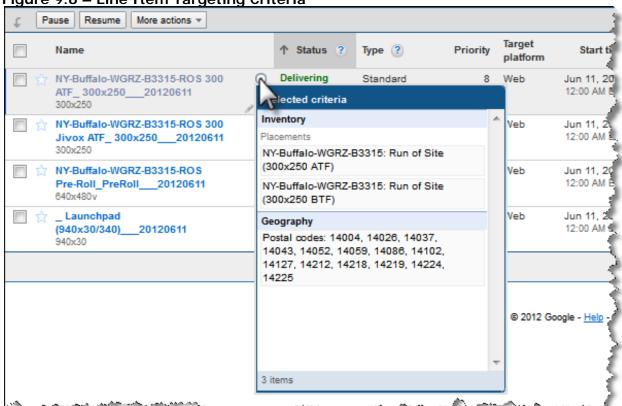
Figure 9.5 – Line Item Information

Check Targeting Criteria

To easily see the line item's targeting information, move your mouse cursor over the bull's-eye to at the right of the line item name.

Figure 9.6 – Line Item Targeting Criteria
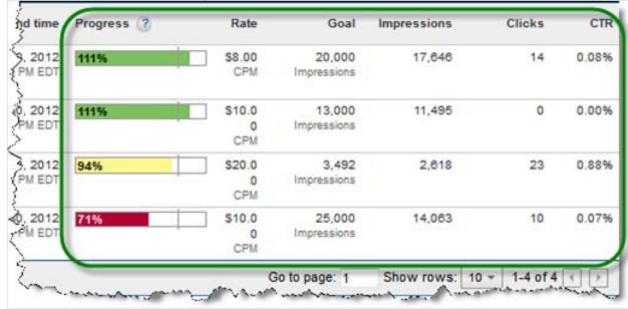
Line Item Delivery Progress

The right side of the screen lets you view progress via the progress bar or by impression and click to-date totals.

Figure 9.7 – Line Item Progress Information
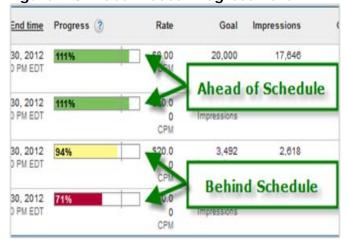
Checking Line Item Progress

A Green bar indicates a line item is on or ahead of schedule. Red and yellow bars indicate item is behind schedule. The vertical gray line shows how far along is delivery in the life of the line item.

If the line item has no quantity goals or DFP doesn't have sufficient information, you'll see N/A

Figure 9.8 – Goal Based Progress Bars

- Red: 0 - 80% of goal
- Yellow: 81 – 95% of goal
- Green: > 95% of goal

Google DoubleClick For Publishers

Sponsorship line items do not have delivery bars; they display a graph of total daily impressions over the past seven (7) days.
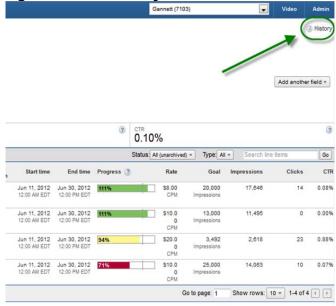
Figure 9.9 – Sponsorship Bar Graph
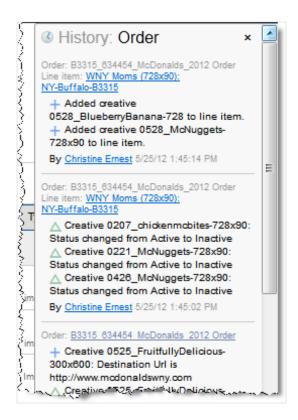
History

A history link is available on orders, line items and creatives. Clicking the History link reveals all line item changes, updates, and who made the changes.

Figure 9.10 – History

⬤Creative Review

To view creative information click on the line item name. Here you can see the creative setup information, allow you to test the creative for click through functionality, preview the creative on your site and generate a preview URL that can be given to the advertiser.
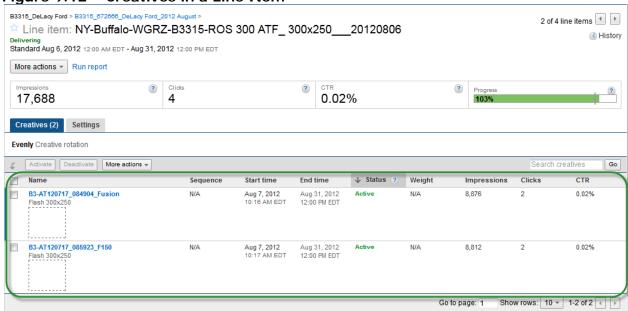
Figure 9.11 – Click the Line Item Name

Creative Preview

After clicking into a specific line item you get a view displaying all creatives associated with the line item. This is similar to the line item view. The settings tab provides access to the line item settings.

To view the specific creative, click on the creative name. See figure 9.11 & 9.12.

Figure 9.12 – Creatives in a Line Item

Different creative types have different previews. Click the creative name to access its information. Figure 9.13 shows how creative thumbnails are displayed for image creatives and dotted boxes with the relative shape of the creative for rich media creatives.
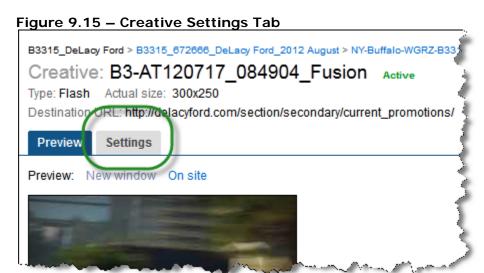
Figure 9.13 – Image Thumbnail Previews

To preview the creative, view its settings, test the click-through and generate a Preview URL, click on the creative name from the list.

Once you have clicked on the creative name, the creative can be previewed, its settings accessed, test click tracking and click-throughs and a preview URL can be created.
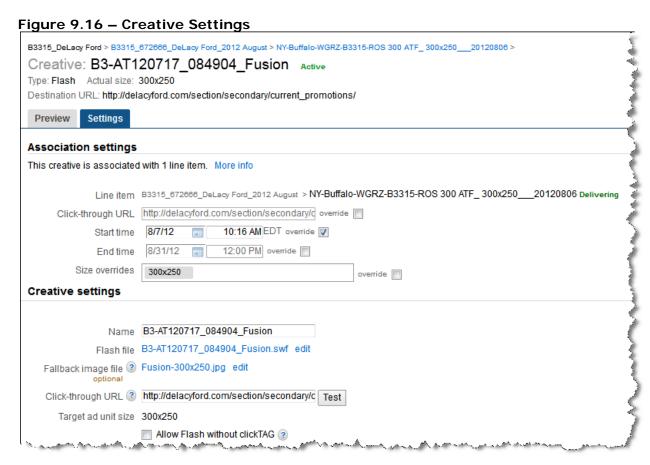
Figure 9.14 – Creative Preview Screen

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Click the Settings tab to access the creative settings.
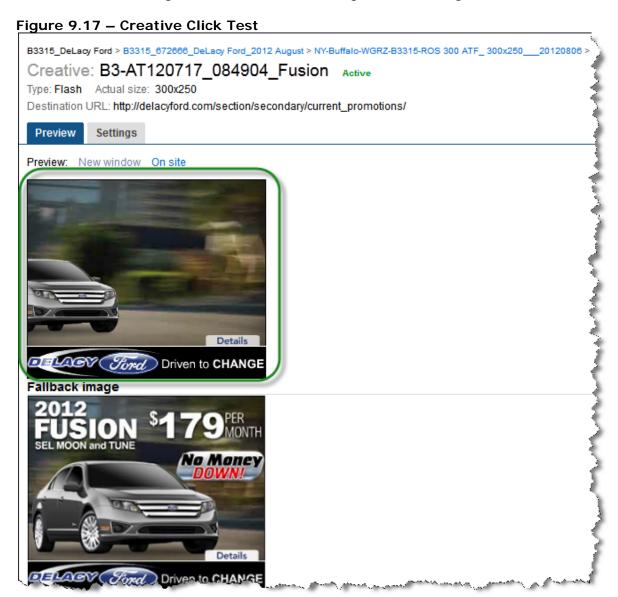
Figure 9.15 – Creative Settings Tab

Here you can review the creative run dates, the click-through URL and the file and/or template used for the creative. See Figure 9.16.

Figure 9.16 – Creative Settings

To test the click-through click on the creative image as seen in Figure 9.17.

Figure 9.17 – Creative Click Test

If the click-through works properly you will see the following screen in your browser indicating the click was recorded. You will then be passed through to the result of the click.

Figure 9.18 – Click Recording Successful

This is an intermediate preview page that confirms your click can be successfully recorded by Google. This preview page will **not** be seen when served live on publisher sites. Instead, a click will be recorded by our servers and then immediately redirected to the destination page.

Destination URL: http://delacyford.com/section/secondary/current_promotions/
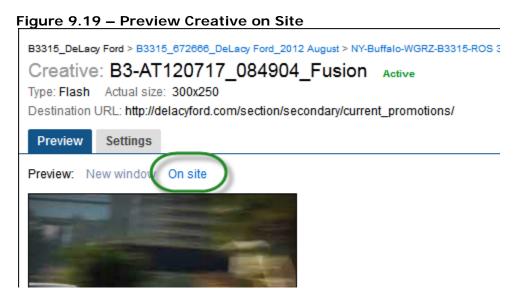
Creative Preview on Website

DFP allows you to preview the creative on your own site regardless of the status of the line item. This makes it easy to get screen shots for your advertisers. DFP gives you an even better function, the ability to generate a preview URL to send to your advertiser. Both of these functions work regardless of the status of the line item. It can be in any status, even completed.

You only need to know the URL of a page where the line item would deliver if it were live.

Click on the On Site link as shown in Figure 9.19 and follow the steps below.

Figure 9.19 – Preview Creative on Site

1. Enter a URL in the Site URL box that the line item is scheduled to deliver on.
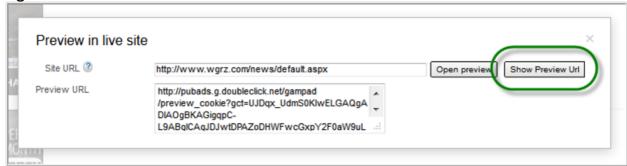2. Click on Open preview button.

Figure 9.20 – Open Preview

Creative Preview URL for Advertiser

To create a preview URL to provide to your advertiser:

1. Enter a URL in the Site URL box that the line item would deliver to when live.

2. Click Show Preview URL to generate a URL to send to your advertiser.

3. URL is good for 24 hours. Note: If not used within this time, you must generate a new URL.
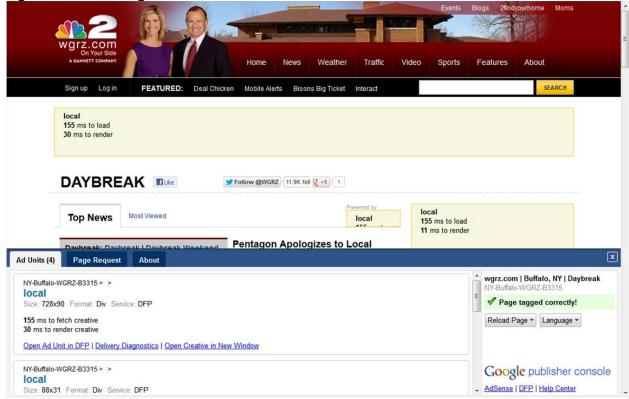
Figure 9.21 – Show Preview URL

Notes:

_____

_____

_____

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⬤ *Google Console*

Google console allows you to see why ads win or lose in a delivery selection on your website. To use the console:

1. Be logged into the DFP admin UI.
2. Open your site in a separate window of the same browser.
3. Add ?google_console=1 to your site's URL.
4. Reload the page.
5. Click Control-F10
6. Click Delivery Diagnostics for the ad spot in question.

Google Console on Site

Google Console allows you to see load times of each ad spot. It also gives the ability to open the line item in DFP, look at specific delivery diagnostics for each ad that delivered or view the creative.
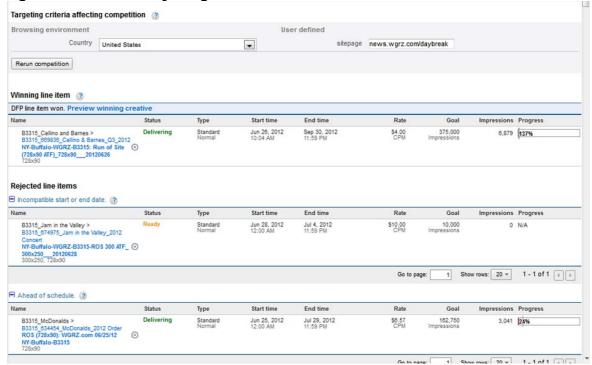
Figure 9.22 – Google Console

Google Console in UI – Delivery Diagnostics

Delivery Diagnostics shows you all possible ads for that spot and you can determine between the winner and losers.

Figure 9.23 – Delivery Diagnostics

Optimization Ad Delivery

Your Ad Ops specialist is your partner in successfully delivering ads to your site. They are helpful in:

- Checking inventory
- Reviewing Ad Ops Tuesday/Thursday status communication
  This document may be the quickest way for you to review order progress on your site
- Proactively looking at your orders
- Consulting with you on a better audience or other ways to improve delivery
- Making changes to a campaign
- Should you have a change request, submit changes via AdSoftware
  - Small changes do not require an updated DTO
  - Complex changes require an updated DTO.

DFP Order Management Questions

1. How do you see the targeting criteria in a line item?

   _____

2. What two colors of progress bar indicate a line item is behind schedule?

   _____

3. How do you access the Google Console?

   _____

4. How long is the Preview URL functional?

   _____

5. What does the progress bar display for sponsorship line items.

   _____

6. What color is the progress bar if it says 85%?

   _____

7. What's the quickest way to see how your orders are progressing?

   _____

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Resources

DFP Premium Help Center
http://www.google.com/support/dfp_premium/

AdServing SharePoints
http://sps.gannett.gci/units/gmti/adserving30rollout/adserving/default.aspx

http://sps.gannett.gci/units/gmti/training/Product%20Pages/Ad%20Serving%20Training%20 0Portal.aspx

ServiceNow
https://helpdesk.gannett.gci/

Answers

DFP Answer Sheet 1

DFP User Interface Answers

1. What is the URL to log in to DFP?
   - google.com/dfp

2. Which browsers in DFP compatible with?
   - Any modern browser such as Chrome, IE, Firefox, Safari.

3. Name 2 tabs on the user interface?
   - Any from: Orders, Inventory, Reports, Admin

4. Which tab should you select to model an order?
   - Orders

5. Which tab should you select to run a forecast report?
   - Reports

DFP Inventory Management Answers

1. What is an Ad Unit?
   - Generally it reflects an ad spot on the page. It actually reflects all possible delivery locations throughout your site.

2. How many levels of ad units can you have?
   - 5

3. What is a placement?
   - A grouping of ad units that are frequently targeted together. Saves traffickers time. Similar to a Site Section in Helios IQ

4. What allows you to do additional granular targeting
   - Custom Targeting

DFP Reporting Answers

1. What are the four (4) categories of reports?
   - Delivery, Inventory, Sell-Through, Reach

2. How frequently is reporting data updated?
   - About every 20-30 mins

3. Is it possible to report on placements?
   - YES!

4. How many rows of data can be added to a report?
   - 5

DFP Answer Sheet 2

DFP Forecasting Answers

1. How many days back does the forecasting engine look in order to make a prediction?
   - 28

2. Where in the user interface can you run a forecast?
   - From the Orders tab, from Check Inventory, New Order and from within a line item

3. What is the difference between matched and available impressions?
   - Matched impression is the total number of impression based on your targeting, Available are the total Bookable impressions.

How often is the forecasting data updated?
- Every time you approve an order or update an approved order

DFP Line Item Setup Answers

1. What is a Line Item?
   - A Line Item represents an ad including its delivery and targeting settings.

2. What types of line items can be forecasted?
   - Sponsorship and Standard

3. An impression based line item targeting behaviors would be set to what type?
   - Standard

4. What section do you set day parting?
   - Adjust Delivery

5. A Standard line item guarantees what?
   - Impressions

6. Where do you setup ZAG targeting?
   - Targeting, Custom Criteria

DFP DTO Answers

1. How many Sales Types do you have with the DoubleClick line item?
   - 4

2. What Product do you select to serve ads via DoubleClick to your local site?
   - Local.com (DFP)

3. What is CPD?
   - Cost per Day for flat fee line items

4. What are the four sales types?
   - Sponsorship, Standard, Price Priority and House

5. Why do you not select AdPositions for a DFP line item?
   - Because they are included in the Placement or Ad Unit.

DFP Answer Sheet 3

DFP Delivery Logic Answers

Exercise 1

1. The server checks the ad's delivery status and selects the ad that is most behind schedule. Ensures each ad meets its impression goal.

2. The ad server will serve each ad equally.

3. The line item with the higher rate will serve first.

Exercise 2

1. Line Item 1 – The ad server always looks at delivery type first. Sponsorships will always deliver before any other ad type.

Exercise 3

1. Line item 5 will deliver first because the Standard line items are on or ahead of schedule and it has a higher CPM than the other Price Priority line item.

Checkpoint Questions

1. What is the effect of delivering impressions using frontloaded delivery?
   - 25% of the impression are delivered up front to insure meeting delivery goals

2. What is the effect of setting the rotate creatives delivery option to optimized?
   - The creative with the best click through rate will deliver more often. About 75% of the time

3. Which Delivery Type is used for guaranteed impression line items?
   - Standard

4. You want to deliver a 100% SOV line item, which Delivery Type will be used?
   - Sponsorship

5. Which delivery Type is used for a line item that competes with Network remnants, but not paid advertisers?
   - Price Priority

DFP Answer Sheet 4

DFP Order Management Questions

1. How do see the targeting criteria in a line item?
   - Hover over the bull's eye on a line item.

2. What two colors of progress bar indicate a line item is behind schedule?
   - Red and Yellow

3. How do you access the Google Console?

   a. Be logged into the DFP admin UI

   b. Open your site in a separate window of the same browser

   c. Add ?google_console=1 to your site's URL

   d. Reload the page

   e. Click Control-F10

   f. Click Delivery Diagnostics for the ad spot in question

4. How long is the Preview URL functional?
   - 24 hours

5. What does the progress bar display for sponsorship line items?
   - total daily impressions for the last 7 days.

6. What color is the progress bar if it says 85%?
   - yellow

7. What's the quickest way to see how your orders are progressing?
   - Review Ad Ops Tuesday/Thursday status communication

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Index of Figures

Terminology

Google DFP	Yahoo! APT	Helios IQ	Definition
Ad Unit	N/A	Placement	An ad position on the web page
Available Impressions	Bookable Impressions	See Helios IQ definition of Available Impressions. Bookable and Available Impressions are the same in Helios IQ.	Number of impressions you can book without negatively impacting the delivery of other reserved line items.
Line Item	Placement	Similar to Flight	Represents a specific delivery requirement of an order including delivery and targeting settings with one or more creatives
Matched Impressions	Total Impressions	Total Capacity	Number of forecasted impressions for a future period based on selected criteria in each placement on an order.
Order	Order	Similar to Master Ad Campaign	Represents an advertiser's campaign which consists of one or more line items. An order always has an associated company that represents your advertiser.
Placements	N/A	Site Sections	A grouping of one or more ad units which can be reported on and targeted.