

# Revenue Opportunity: Multi-size

Increase your revenue through multi-size.

## What is multi-size?

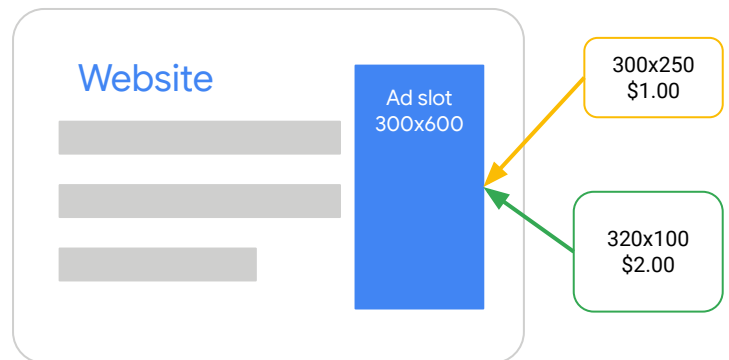
Multi-size allows ad units of different sizes to compete in a single ad slot. The ad size with the highest CPM wins the auction and displays.

## How does multi-size work?

With multi-size you can allow different sized ad units to compete against each other for the same ad slot.

### Why use multi-size?

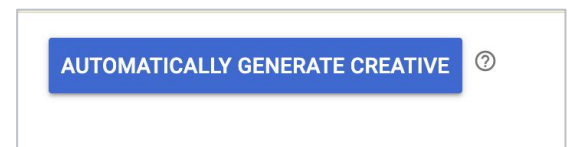
By allowing more creative ad sizes, you open your inventory up to more buyers, which increases competition. Higher competition can mean higher prices, and more revenue for you.



## Set up multi-size

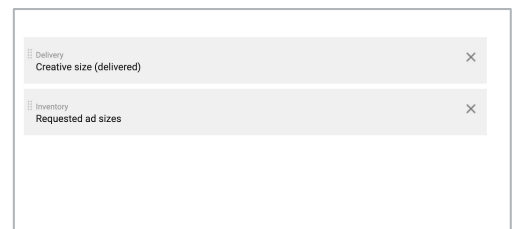
**Step 1:** Determine which Ad Exchange line items you'd like to use multi-size on.

- [Create](#) or [edit](#) the Ad Exchange line items that include the inventory sizes of creatives you'd like to use.
- Add in the new sizes that you'd like to be eligible to compete for that ad slot.



**Step 2:** Click **Save** and click into the creative tab. Click **'Automatically generate creative'** to add the creative.

- Note: if you try to create a new creative for each ad size, multi-size won't actually function, the different creatives will just serve on rotation. Please make sure you have the multi-size creative listed as 'Active'.



**Step 3:** Use reports to analyze your performance

- In the query tool, use the delivery dimension **'Creative size (delivered)'** and the inventory dimension **'Requested ad sizes'** to see how multi-size rules are delivering and performing

Bonus: if you'd like, you can use Unified Pricing Rules to set [multi-size pricing](#).