



Google Ad Manager Summer Livestream Series

Implementation Guide

Use the steps in this guide to implement and report on some of the optimizations discussed in today's livestream.

Add native formats to your inventory:

Step 1: [Create your native ad](#). Click into your Delivery tab and select Native, then Create Native ad. For a simple process, use the Google guided design editor.

When creating your Native style, use a descriptive name. In the Guided design editor you can select "Customizable for in-feed" or "Google designed for in-article" your selection here will depend on what type of native ad you'd like to create. Your ability to select standard formats will adjust based on your selection.

- If you want your ad to be shown in a grid or feed of content then "Customizable for in-feed" is best. If you choose this option you can select the different shapes of your native ad in the third section of the page.
- If you want your native ad to show in articles or outside the main content then "Google designed for in-article" is best. If you choose this option, Google will determine the best shape for you based on your site setup.
- Leave your ad size selected as fluid.
- Click 'Continue' and make any necessary design edits to your native ad to make it look and feel more like your site.

- Target your native ad to the relevant ad units on your site or app.

Step 2: [Create a new line item](#) or add your Native ad to an existing Ad Exchange line item.

- If you create a new line item, select **Native (Native)** as the **ad size**.
- For existing line items, add **Native (Native)** as an inventory size.

Report on native

There are two different ways you can report on native formats: either via a creative size dimension or via the native style name and native ad format name dimensions.

When you report with the [Creative size](#) dimension in the Ad Manager Query Tool, you'll see a special "Native" value for native ad impressions.

You can also use the [Native style name](#) and [Native ad format name](#) dimensions to break down your reports by native styles and formats. Note that non-native values display as "(No native style)" or "(Non-native ad)" and are included in the totals.

We recommend using the [Ad Exchange Historical report type](#) for multi-size **programmatic** inventory. This is because, in Ad Manager historical, if you're mixing native and banner ads on a single Ad Exchange line item, you won't be able to use creative size to distinguish between native and banner ads. Ad Manager reporting currently only displays the size of the Ad Manager creative for multi-size requests. Because there's only a single creative in this multi-size configuration, the Ad Manager Query Tool always displays the same size in the "Creative size" dimension, regardless of whether Ad Exchange served a native ad or banner ad

A/B Test with Native

- For the highest performing style using the native experiments framework
 - Click into your **Native** tab
 - From the table, click a native style that meets both of these requirements:
 - Has a value of '**Native content ad**' or '**Native app install ad**' in the '**Format**' column.
 - Has a value of '**Programmatic & traditional**' in the '**Deal eligibility**' column.
 - From the '**Style your native ad**' page, click **Create A/B experiment**.
 - Click '**Continue**'

Enable out-stream video

- Click into your protections tab and select new protection and ad content from the dropdown
- Name your protection something that you can remember
- Under the opt-ins section on the bottom right, click add on the ad experiences section
- Toggle your Video ad experience to be opted-in

Report on out-stream video

To report on only the inventory that is eligible to serve in-article and in-feed video:

1. [Create a new query](#) with the "**Historical**" report type.
2. Add the **Video placements** dimension.*
3. Add any additional [dimensions and metrics](#). All [Video viewership metrics](#) are available.
4. Click **Run**.

To report on the video creatives that served to display inventory:

1. [Create a new query](#) using the "**Ad Exchange historical**" report type.
2. Apply the following filters to your report:
Ad types is any of **Video**
Products is any of **Display**
3. Add any additional [dimensions and metrics](#).
4. Click **Run**.

Setup multi-size

Step 1: Determine which Ad Exchange line items you'd like to enable 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.

Step 2: Click **Save and...** and select '**Generate multi-size 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.

Report on multi-size

1. Reports → Queries
2. Historical
3. Use the delivery dimension '**Creative size (delivered)**' and the inventory dimension '**Requested ad sizes**' to see how multi-size rules are delivering and performing

Allow Ad Technologies

- Click into **Protections** and select **Protections** from the drop down
 - Click **New protection** and select **Ad content**
- Name your protection
- In the **Inventory type** section, select the medium for which you want to allow the ad technologies, such as **display** or **mobile app**
- Target the inventory the opt-in will be applied to
 - This could be to specific parts of your inventory or all of your inventory
- Under **Opt-ins** click **Add** next to **Ad technologies**
- Check off the Ad technologies you want to allow
- Click **Update**, then click **Save**

Implement First Look

Step 1: Determine which buyers in Ad Exchange will have First Look access. Select buyers that typically bid high CPMs but at a low volume.

Step 2: Determine which inventory you want to make available to First Look buyers. [Set buyer specific price floors](#) for this inventory.

Step 3: Test your price floors.

- Set price floors high initially.
- Run a report each month to determine how frequently First look is winning.

First Look - block ineligible inventory & allow eligible inventory

This [Help Center article](#) outlines the steps in detail. There are a few key things to remember:

- **Blocking:**
 - **Include all the inventory you cannot monetize through First Look** because of [Ad Manager Partner Guidelines](#) or special ad units.
 - **Block all branding types** (branded, semi-transparent) and set to the highest priority (1)
- **Allowing:**
 - Do not edit the targeting section

- Add all of the buyers that you would like to make eligible (this should be those that you know will pay higher CPMs)
- **Deselect “Set pricing and blocking for everyone else”**

First Look Reporting: Performance

- Click into Reports > Queries > New Query
- Name your query
- **Report Type:** Ad Exchange historical
- **Date Range:** last 30 days
- **Filters:** Transaction types is any of “First Look”
- **Dimensions:** include any dimensions of interest
- **Metrics:** standard metrics

First Look Reporting: Coverage

- Click into Reports > Queries > New Query
- Name your query
- **Report Type:** Ad Exchange historical
- **Date Range:** last 30 days
- **Dimensions:** Product, Transaction Types
- **Metrics:** Coverage, Ad Requests
 - Review your coverage % to make sure First Look is only winning 1-2% of the time
 - Coverage is the percentage of ad requests that returned at least 1 ad

Enable target CPM

- Navigate to **Inventory > Pricing rules**.
- Click **New unified pricing rule**.
- Enter a name for the pricing rule.
- Select the inventory to which you want this rule to apply.

- Enter pricing information.
 - By default, a pricing rule applies to everyone and all sizes. However, you can optionally specify pricing for individual advertisers, brands, or sizes. When you do so, either a floor price or a target CPM can be set under "Everyone and all sizes" or this option can be [disabled](#). If enabled, the price set under "Everyone and all sizes" is inclusive of any advertisers, brands, or sizes for which you set a different price in the same rule. [Learn more](#)
 - Set **target CPMs**:
 - Target CPM can earn you more revenue over time by adjusting floor prices to match more bids. Floor prices on individual bid requests can be either higher or lower than the target CPM you indicate. Average CPM for your inventory, however, is equal to or higher than the target CPM you specify. [Learn more](#)
- Click **Save**.


Run a report on viewability

- Click into your **Reports** tab > **Queries** > **New Query**
- Title your query
- Select **Ad Exchange Historical Report**
- Set the **Date Range** to **Last 30 days**
- Use the **Dimensions: Ad Type, Creative Size, DFP Ad Units, Device Category**
- Select the **Metrics: Total Ad Impressions** and **Active View Viewable**

Declare sticky ads for Ad Exchange ads

To create [sticky ads](#) you first need to create a rule to declare them in your inventory.

1. Click Inventory > Ad Exchange rules > Publisher declarations.
2. Click the Display syndication type.
3. Click New display publisher declaration.
4. Enter a name for your declaration.
5. Decide which inventory to include or exclude in your targeting.
 - Expand one of the targeting sections, such as "Inventory."
 - To include selections to the targeting criteria, hover over the item and click Include ✓.
 - To exclude selections in the targeting criteria, hover over the item and click Exclude ⊘.

- The selected items appear in the right column of the targeting table.
 - To remove a selection, click Remove  to the right of the selection.
6. Under Sticky ads, select a checkbox to indicate that the selected inventory serves either vertical or horizontal sticky ads.
 - Vertical sticky ads are portrait-shaped ad units that persist on the sides of the page.
 - Top horizontal sticky ads are landscape-shaped ad units that persist at the top of the page.
 - Bottom horizontal sticky ads are landscape-shaped ad units that persist at the bottom of the page.
 7. Click Save.

Build a responsive web page

Use [Google's tools](#) to make your site responsive so that your users have an amazing experience across devices.

Speed up your pages

Increase your page speed through:

- [PageSpeed Insights](#)
- [AMP](#)
- [Lazy Loading & Reducing Passbacks](#)