

Service Definitions

Below are the definitions of the services that our Google Certified Publishing Partners provide to publishers separated by Monetization services and Complementary services.

Monetization Services

Website Ad Monetization & Optimization	Partner helps set up, traffic, and monetize publisher websites on Google AdManager, Google AdSense.
Apps Ad Monetization & Optimization	Partner helps set up, traffic, and monetize publisher apps on Admob, Google Ad Manager
Video Ad Monetization & Optimization	Partner helps set up, traffic, and monetize in-stream video formats.
Real-time bidding	Partner supports with Open Auction, Header Bidding solutions, Private Marketplace, Open Bidding
Programmatic Direct	Partner supports with Programmatic Guaranteed (guaranteed, reserved inventory) and Preferred Deals (non-guaranteed, unreserved inventory)
Direct Deals, Direct Sales	Partner helps with manual set-up of direct relationships and deals with buyers non-programmatically
Ad Manager 360 Reseller	Partner is authorized to sell Ad Manager 360
Technical Support	Partner helps troubleshoot technical issues on Ad Manager & Ad Manager 360 implementation

Complementary Services

Website Development	Partner helps programming, development, and publishing of websites
App Development	Partner helps with programming, development & publishing of mobile apps
User Interface & User Experience Design	Partner helps with aesthetic design and experience of website/application
AMP	Partner helps with custom AMP sites, AMP site conversion, AMP on Wordpress, AMP stories
Progressive Web App Development	Partner helps build Progressive Web Apps for publishers

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Complementary Services

Page Speed & Performance Optimization	Partner helps with enhancing website performance by optimizing development
Mobile App Analytics	Partner helps with Firebase integration or provides a proprietary dashboard or intelligence tools to track and report on app performance
Website Analytics	Partner helps with Google Analytics integration or provides a proprietary dashboard or intelligence tools to track and report on website performance
Search Engine Optimization	Partner helps increase visibility of publisher's website on search engine results
App Store Optimization	Partner helps increase visibility of publisher's app on app search results
Paid User Acquisition	Partner helps with user acquisition campaigns, Search Engine Marketing
Brand Marketing	Partner helps with developing creatives, branding, social media management, media representation
Video Player Provider	Partner provides a proprietary video player built in-house
Widget Provider	Partner offers proprietary widgets for apps and/or web
ePayments Products	Partner offers wallet/payment integrations for e-commerce website and/or apps
Content Licensing	Partner produces, provides, and/or licences content to the publisher
Content Management System	Partner offers solution for creating, hosting and managing digital content
Content Subscription Support	Partner offers subscription services for publishers