CLONE--Cadent help center--FOR TESTING

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1. Welcome to the Cadent Help Center!

The Cadent help center is your resource for understanding and navigating the platform. It provides detailed articles and clear instructions to support your work. You can search for specific topics or browse the content. Below you'll find some of the most common topics to help you get started.

- Campaign set up
- Campaign management
- Campaign best practices
- Audience set up and deployment
- Audience best practices
- Report set up and management

Campaign set up

Setting up a campaign is one of the first things you'll do in the Cadent platform. The diagram below illustrates the campaign hierarchy, and the articles that follow will guide you through the steps you'll take to set up a campaign.

- Add an advertiser
- Add a campaign
- Add a line item
- Add an ad group
- Add a creatives
- Assign a creative

Campaign management

These articles provide valuable information as you set up your campaign.

- Configure targeting
- View rate card
- Approve draft creatives
- Preview and test a creative
- Creative specs

Campaign best practices

These articles take a deeper diver into topics you'll encounter as you refine and optimize your campaigns.

- Frequency caps
- About budget and pacing
- Line item KPIs
- Ad group models, optimization, predictive KPIs, and bidding
- Creative specs

Audience set up and deployment

These articles teach you how to onboard your data, build an audience, and deploy it.

- Create and edit datasets
- Create and edit audiences
- Create a lookalike audience
- Deploy an audience

Audience best practices

These articles take a deeper diver into topics you'll encounter as you refine and optimize your audiences.

- View real-time audience insights
- About test control groups
- About taxonomies
- Compare overlap in first-party segments, datasets, and audiences

- Manage group opt-out options

Report set up and management

These articles help you get started with reporting on your campaigns.

- About Ad Hoc reports
- Create and edit Ad Hoc Reports
- Bidding Details Report

2. Migration FAQs

Overview

The goal of this migration is to transition clients from the AdTheorent Legacy Platform to the new Cadent Platform. The FAQs below aim to answer questions you might have before and during your migration to the new Cadent Platform. If you have additional questions, reach out to your Cadent Account Manager.

Migration definitions

Some of these FAQs use these acronyms:

- **Migration Month** (MM): The month an Agency will be migrated from Legacy to the Cadent Platform
- **End of Migration Month** (EOMM): The last weekday of the MM
- **Launch Day** (LD): The day all agency campaigns are running in the Cadent Platform (New + FROAM)
- **FROAM Campaigns**: Campaigns that need to **F**inish **R**unning **O**n **A**d **M**anager

FAQs

New features: What's new/improved in the new Cadent platform?

This table provides an overview of the new features and enhancements available in the new Cadent platform.

Feature	Details	Legacy	New Cadent	Enhancements
Health	Ability to build a	✔	✔	LLM based search, AND-OR

Feature	Details	Legacy	New Cadent	Enhancements
audiences	predictive audience with health data.			logic, direct advertiser tagging and assigning to ad group
1P Onboarding	Directly upload and activate first-party data.		✔	Direct onboarding without needing to go through LiveRamp
Audience Insights	Key insights into data sets and audiences including gender, location, income, device.		✔	Real-time insights into onboarded data and audience makeup
Audience Builder	Build a custom audience based on 1P and 3P data.	✔	✔	Real-time reach and insights counts
Campaign & Line Item Details*	Campaign & Line item setup	✔	✔	Streamlined UX & Data rep. for quicker data viewing. Line Item channel designation automates downstream settings.
Ad Group Details	Core setup and performance data for ad groups.	✔	✔	KPI to model mapping and optimization to optimizer mapping
Client API	Ability to build and manage an ad campaign via external-facing APIs.		✔	API for Advertiser, Campaign, Line Item, Ad Group. Creatives coming soon!
Ad Serving/ Creative Management*	Create, preview and manage creatives across all campaigns.	✔	✔	Templated creative setup allows for streamlined creative trafficking

Feature	Details	Legacy	New Cadent	Enhancements
Pixel Management*	Create and manage 1P pixels for campaign conversion tracking and measurement.	✔	✔	Line item pixel mapping allows for more granular KPI conversion mapping
Bidding Details/Log*	Granular reporting and logs for bid requests optimize bidding strategies and troubleshoot delivery.	✔	✔	Ability to view bid details at both line item and ad group levels
Targeting Management*	Create, apply, and manage complex targeting objects across Agencies & Advertisers.	✔	✔	Ability for self-service users to manage objects at an agency or advertiser level
Targeting Options*	A vast library of targeting settings for campaign activation, such as Location, Device & Content Targeting	✔	✔	Consistent user experience across targeting options
Direct connections to publishers	Direct integrations with publishers for streamlined inventory access.		✔	Cadent Inventory Manager

Migration process: How does it work?

We provide a seamless migration that protects your campaign performance, with our dedicated teams supporting you at every step.

- **Collaborative support:** Your agency will be fully supported by our Account Management, Technical, and Product teams.
- **Flexible timing:** We offer month-end or phased migrations to fit your schedule and minimize disruption.
- **Streamlined platform:** You will transition to a single, modern interface for all new campaigns.
- **Campaign status:** Migrated campaigns will be Paused and ready for your relaunch—legacy campaigns will become read-only for your records.
- **Historical data:** We offer the option to migrate historical data for all your active advertisers.

The Migration Process at a Glance

Step	Description	Timing	Who's Involved
1	Plan & Schedule	1+ month before migration	Cadent & Client
2	Campaign Review	Beginning of Migration Month	Cadent & Client
3	Technical Migration Prep & Quality Assurance	Migration Month	Cadent
4	Platform Training	3 weeks prior to migration	Cadent & Client
5	Pause Legacy Campaigns & Go-live on the New Cadent Platform	On Launch Day	Cadent & Client
6	Enhanced Post-Launch Support	30 days+ post-launch	Cadent & Client

Migration deadline: When do we have to migrate?

We don't have a migration deadline yet. See the question directly above this one to learn more about the migration process.

Historical data: Can historical campaigns be migrated?

Yes, completed campaigns—including all associated child layers—with start dates from January 1, 2024 through the current date can be migrated.

Platform retargeting: Will this be available?

Yes, Platform Retargeting will be available. However, IDs collected in the AdTheorent Legacy DSP can only be Platform retargeted in that DSP.

Predictive audiences: How will they be migrated?

Legacy Predictive Audiences will be migrated into Audience Manager and made available in Ad Manager ahead of the campaign migration. During the campaign migration, all strategy primary AdTheorent Predictive Audiences (if any) will automatically be assigned to the appropriate ad group in Ad Manager. AdTheorent Predictive Audiences will appear in the Ad Group Audiences screen.

IDs: Are they carried over to the new Cadent platform?

No, campaigns and their child objects will receive new IDs once migrated, with the exception of pixels. Pixels will maintain their legacy IDs, so brands don't have to add new pixels to their websites after migration.

CPA models: How will they be handled in the migration?

CPA models can migrate with a FROAM campaign, as needed. After a FROAM CPA campaign has been migrated, the existing CPA model will be updated to include the new campaign ID, so there will be no gap in model learnings or model performance.

Reporting: Can I pull reports for campaigns running in both platforms?

You will continue pulling legacy reports in the legacy Report Builder. Ad Manager reports will be available in the Ad Hoc Reporting feature. For data field consistency across platforms, your Account Manager can help you find the appropriate API-driven report templates to use in the legacy Report Builder.

Learn more: About Ad Hoc reports

Pixels: Can they be migrated?

Yes, Pixel IDs will be retained on migration so that brands don't have to replace them on their sites.

- Preferred timing for pixel migration is after all campaigns using pixels for performance on the legacy platform are complete.
- If the preferred timing isn't possible, pixels can be migrated and used on both platforms for a short period of time (within the same MM). When using this method, the new Cadent platform will be the source of truth for ALL migrated pixel rules.

Geo targeting: Has the process for combining multiple targeting selections changed?

Yes, the method for combining multiple targeting selections has been streamlined to provide a more intuitive and powerful workflow.

Learn more: The new Geo targeting logic

1P data: Can I upload 1P data without going through LiveRamp?

Yes, in the new Cadent platform you can upload and activate 1P data without going through LiveRamp.

Insights: Will I have real-time insights into onboarded data and audience makeup?

Yes, you'll have access to key insights for datasets and audiences, including gender, location, income, and device.

Learn more: View real-time audience insights

APIs: Can I use APIs to build and manage my ad campaigns?

Yes, Cadent has established a set of programmatic services built on RESTful APIs.

Learn more: Cadent APIs

Creative bulk upload: Can I bulk upload creatives?

You can currently bulk upload 3P creatives. 1P hosted creatives can be bulk uploaded in Q1 2026.

Learn more: Bulk upload 3P creatives

Campaign hierarchy: Is it that same in the new Cadent platform?

This chart illustrates the new Cadent platform campaign hierarchy, and the features within each level.

Note that 'Strategies' in the legacy platform are now called 'Ad Groups' in the new Cadent platform.

Learn more about setting up a campaign in the new Cadent platform: Campaign quickstart

Currency types: What currencies can I transact in?

The currencies below are supported in Ad Manager. You'll set the currency type when you add a campaign.

Learn more: Add a campaign

- USD
- AUD
- CAD
- CHF
- CNY
- EUR
- GBP
- JPY
- MXN
- SEK

3. Glossary

A

Action activity: This pixel type is used to track a click action when there is no change in the URL. For example, if you want to track a specific action, like a "Buy now" button. The Action activity can be placed on the specific button HTML to be tracked.

Activity: An activity is a way to further define the universal tag. You'll use an activity to log universal tag fires and for the purpose of retargeting users. You need to create a universal tag before you add activities.

Ad tag: A snippet of code that's placed on a webpage, to define exactly where and what ad will be displayed.

API: (Application Programming Interface) A set of access points and tools that enable developers to build custom workflows and applications that can access certain features and data.

Attribute: The seven health-specific categories you'll select to build a predictive health audience. They include: Diagnosis, Procedure, HCP, Rx, Pharmacy, Insurance, and Patient Info.

Attribute items: A specific data point within an attribute. For example, 0054-0326 fluticasone propionate and salmeterol, and 0054-0327 fluticasone propionate and salmeterol are both RX attribute items.

Attribution: The process of identifying and assigning credit to various touch points that contribute to a desired outcome, such as a sale or conversion. It aims to understand which channels, campaigns, or actions are most effective in driving customer engagement and conversion.

Audience: A strategic target group for an advertising campaign, defined as a subset of one or more datasets that have been ingested into the platform. An audience can also be built from another existing audience.

Audio VAST tag URL: A URL that points to an XML document containing information for serving an audio ad. It acts as a bridge between an ad server and a media player, allowing the player to request and display audio ads according to these instructions.

B

Bid request: The signal an SSP sends to a DSP that enables the latter to purchase ad inventory.

Bid response: The signal a DSP sends to an SSP in response to a bid request. In a bid response, the DSP indicates a bid price and usually the creative specs.

Bitrate: The amount of video data (bits) processed per second, directly controlling video quality and file size. The higher the bitrate, the higher the video quality.

Blockgraph: An identity and data collaboration platform that enables different companies in the media ecosystem to securely share and match audience data without directly exposing their underlying sensitive information. It is not a data provider, but a neutral intermediary that facilitates data sharing in a privacy-compliant manner.

C

Companion ads: A display ad shown alongside a video or audio ad, usually displayed on top of or along the side of the player.

Clickthrough URL: The webpage a user is directed to when they click an ad.

Cloning, audiences: Is a method for creating a new audience with the attributes of an existing audience.

Companion ad: A display ad shown alongside a video or audio ad, usually displayed on top of or along the side of the player.

Control group: Defined at the household level, a means of measuring the effectiveness of a campaign. Exclude a percentage of an audience from seeing the campaign ads and compare the conversion results of the control group against that of the other members of the audience. For example, if the members of the control group bought as many cars in an auto campaign as the rest of the audience, then the campaign is not effective since the control group has not seen the ads.

Conversion: A measurable action or event, such as an online purchase or a physical store visit that is attributed to an ad campaign. It represents a successful outcome, proving that the advertising has influenced a consumer's behavior. The Cadent platform has a powerful Attribution Engine designed to track and analyze these events.

CPM (cost per mille): Refers to the average cost per 1,000 ad impressions. Mille means 1,000 in Latin.

CPT (Current Procedural Terminology): CPT codes are a standardized set of medical codes used to describe medical, surgical, and diagnostic procedures.

D

Data Marketplace: Provides a centralized location to browse and select premium third-party data providers and their syndicated segments to be used for targeting in advertising campaigns.

Dataset: The platform takes input files, processes them, and generates matched datasets, which are used to build audiences.

Daypart: The Neislen defined periods of the day divided into time blocks, which are often used for targeting specific demographics.

- **Early Morning** - 5 AM to 9 AM
- **Daytime** - 9 AM to 4 PM.
- **Early Fringe** - 4 PM to 7 PM.
- **Prime Access** - 7 PM to 8PM
- **Prime Time** - 8 PM to 11 PM
- **Late News** - 11 PM to 11:30 PM
- **Late Night** - 11:30 PM - 2 AM
- **Overnight** - 2 AM to 5 AM

Deal ID: A deal ID is a unique identifier that establishes a direct connection between a publisher and advertiser.

Deployment: A managed process in which an audience (a defined group of households or devices) is made available for use in advertising campaigns and for other external and internal platform integrations. This process is what activates an audience for targeting.

Distinct patients: This is the total count of patients in a Health Audience.

DMA (Designated Market Area): A geographic regions used to define television and radio markets.

F

First-party dataset: Comprised of information an organization gathers directly from its users through their interactions with its websites, apps, products, or services. The organization itself is the owner and controller of this data.

FreeWheel: A Comcast Company, a leading provider of ad management and monetization solutions for the television industry. For Cadent, FreeWheel functions as an external ad server that facilitate the delivery and measurement of advertisements in video content.

G

Google tag sheet: A Google tag sheet is a file exported from Google Campaign Manager (GCM) that organizes ad tags and is used for creative bulk uploading. Cadent supports .xlsx or .xls Google tag sheets.

H

HCP: HCP stands for Healthcare Professional. It refers to individuals who are licensed and trained to provide healthcare services to patients. For example, doctors, nurses, and pharmacists.

HCPCS (Healthcare Common Procedure Coding System): HCPCS codes are a standardized set of codes used by healthcare providers to submit claims for medical procedures, supplies, products, and services.

Household: In the Cadent platform, this is the fundamental unit for identifying and targeting audiences. It is a cluster of various digital signals and personal identifiers that are algorithmically grouped together to represent a single, addressable entity for advertising purposes. This *household* can contain a traditional family, a group of roommates, or even a single individual.

Household crosswalk ID: A system generated synthetic ID associated with a zip11. It requires an out of the system match exercise to map your household universe with ours using a synthetic key. This prevents exchanging any PII data for data onboarding. Please contact your account representative to setup a crosswalk.

I

ICD-10 (International Classification of Diseases, 10th Revision): A diagnostic and procedure coding system endorsed by the World Health Organization (WHO).

Impression goal: The target number of impressions that a campaign's line item will serve.

Impression limit: The maximum number of impressions served in a given time interval. (e.g., 10 times per month).

K

KPI (key performance indicator): A measurable value showing how well an ad campaign achieves its goal.

L

Lookalike audience: A new group whose members share similar characteristics and behaviors with an advertiser's existing audience. It is a method of audience expansion that uses a "seed audience" to model and find a larger group of similar consumers, with the goal of increasing campaign reach and driving conversions.

M

Markup type: The code that instructs a browser or player on how to display the creative. In the Cadent platform, these markup types are supported:

- Display: JS tags and 1×1 image tags
- Video: 1×1 image tags
- Audio: 1×1 image tags
- Native display: JS tags and 1×1 image tags
- Native video: 1×1 image tags

Metrics primary partner: This determines whose data is the source of truth for a line item's KPI metrics. For example, if you set DCM at the metrics primary partner, the system will reference DCM data for your KPI metrics.

Model score: A model is a collection of mathematical functions that scores each bid request based on the likelihood that serving an impression will achieve the model's goal. Models are set at the ad group level.

N

Negative targeting: This is the 'who not to target' list. Negative targeting is used to filter out irrelevant audiences and prevent your ads from showing to users who are unlikely to be interested.

O

Opt-out: The action a consumer takes to exercise their right to stop a company from using their data, particularly for purposes like targeted advertising, analytics, or sharing with other entities. Within the Cadent Platform, this is a critical function for ensuring compliance with privacy regulations and respecting user choice.

P

Pixel: A snippet of code placed on a website to track user activity. In the Cadent Platform, pixels are used to collect data for various purposes, including ad campaign targeting, performance measurement, and attribution.

Positive targeting: Positive targeting is the 'who to target' list. For example, if you sell running shoes, you might positively target users interested in sports, fitness, and marathons.

S

Source type, dataset: Determines the primary characteristic of a dataset and how the data will be ingested. The form for creating a dataset will dynamically adjust based on your selection. For example, File upload, watch folder, pixel, and trade area are examples of source types.

T

Taxonomy, audience: The hierarchical framework used to categorize and label audience segments based on shared attributes. Think of it as a family tree for audiences, where broad categories branch into more granular sub-categories. This provides a standardized common language for describing and selecting audiences within the platform.

Third-party dataset: Sometimes referred to as *Shared datasets*, they consist of information collected by an entity that does not have a direct relationship with the user. These datasets are typically aggregated from a variety of sources by data providers or data exchanges and are made available for purchase.

Tracking tag: A tracking tag is a piece of HTML or JS code that's placed on a webpage to track visitor activity for reporting and attribution purposes.

Trade area: dataset with sources tied to specific geographic areas

U

Universal tag: A single JavaScript pixel placed in a shared code section, to automate the collection of data across every page of the site. A universal tag doesn't replace current pixels or static tags, it's additional functionality that increases mapping.

Unknown gender: Used in health audiences, unknown means a patient's gender wasn't captured.

V

VAST tag (Video Ad Serving Template): A standardized code (XML) that acts as a universal language between an ad server and a video player, telling the player what video ad to play, how to play it (skippable, length, etc.), where to find the media file, and how to track performance (impressions, clicks) across different devices and platforms, enabling seamless video advertising.

VAST tag URL: A VAST (Video Ad Serving Template) tag URL is a link that initiates the video ad-serving process. This URL tells the video player where to find the ad, what format it is, how long it is, and what actions to track (like views or clicks).

W

Watch folder : Dataset type for uploading files using an sFTP process.

4. Release notes

4.1. 2026 release notes

Release notes provide updates on new features and changes that occur on the Cadent Platform as part of a given release. We make new release notes available as soon as a new release occurs.

April 6, 2026

New bulk action: Update Optimization settings for multiple Ad Groups

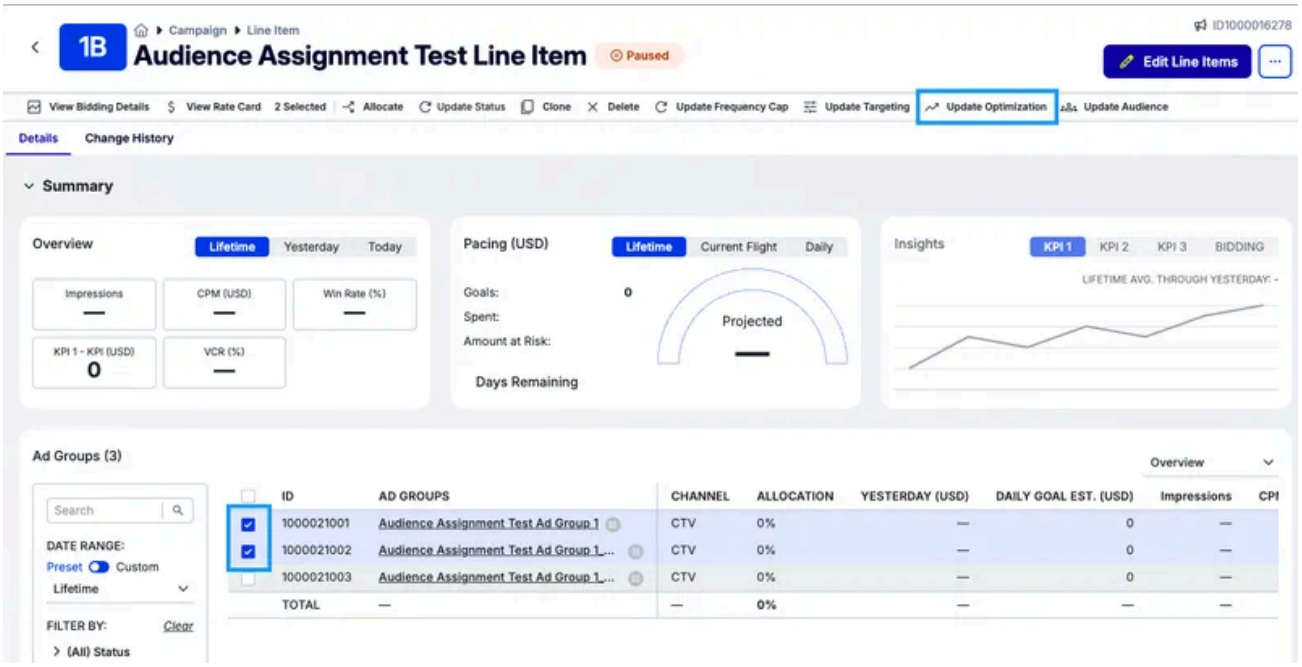
You can now apply optimization setting changes to multiple ad groups simultaneously, streamlining your campaign management workflow and ensuring consistency across your ad groups. Previously, updating these settings required editing each ad group one by one.

You'll find this bulk update option on the following pages:

- **Campaigns Details**: For the list of line items appearing there
- **Line Item Listing**: On the Campaigns page
- **Line Item Details Page**: For the list of ad groups appearing there

To bulk update ad group optimization:

1. Select one or more ad groups. Note that ad groups must be associated with the same advertiser to perform this bulk update.
2. Click **Update Optimization** to open the **Optimization** panel.
3. Click **Save** to apply your changes across all selected items.

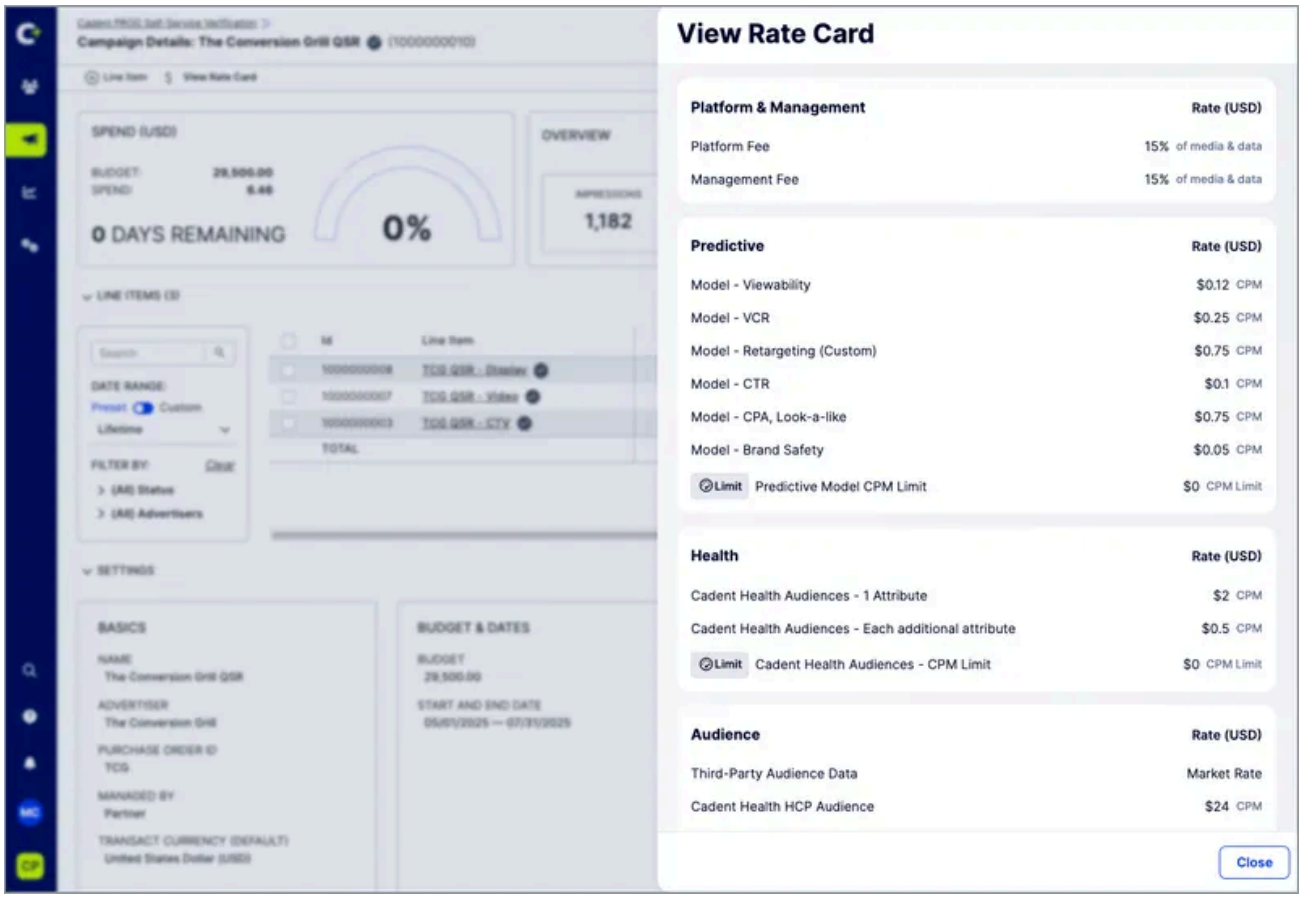


Easily reference your pricing with Rate Card Viewer

We're excited to announce the launch of the new Rate Card Viewer in Ad Manager. This new view provides quick, transparent access to your Rate Card, reducing time spent looking for your rates.

To access the Rate Card, click **View Rate Card** in one of the following screens:

- Campaign Details
- Line Item Details
- Ad Group Details



Rate card viewer

April 1, 2026

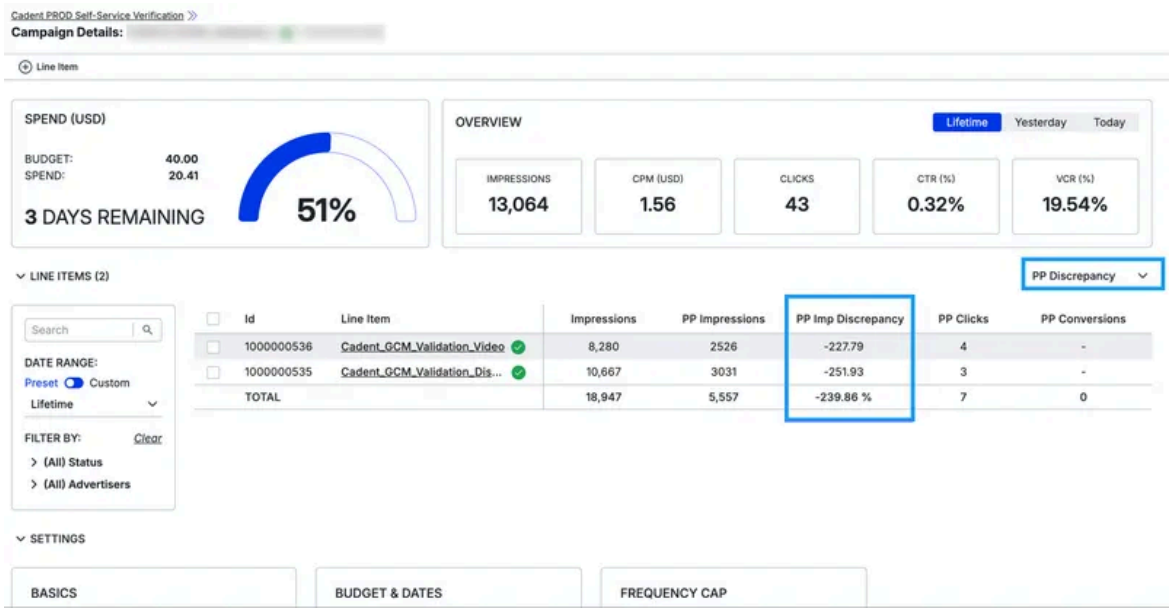
Ad Manager release notes

Resolved issue: Primary Partner Impression Discrepancy

The methodology used for calculating the difference between Cadent-tracked impressions and Primary Partner impressions (e.g., those tracked by an ad server like CM360) was displaying inaccurate numbers. We've resolved this issue, so now the **PP Imp Discrepancy** column is reflecting accurate numbers.

To view the PP Imp Discrepancy column:

1. Navigate to the **Campaign Details** or **Line Item Details** page.
2. Select **PP Discrepancy** from the view selector.



March 23, 2026

Ad Manager release notes

Report filters for Ad Hoc Reporting have been simplified

When creating a new report, you can now filter reports only by agency. No other filters are required. This makes it possible to produce more comprehensive reports than were previously possible. **Learn more.**

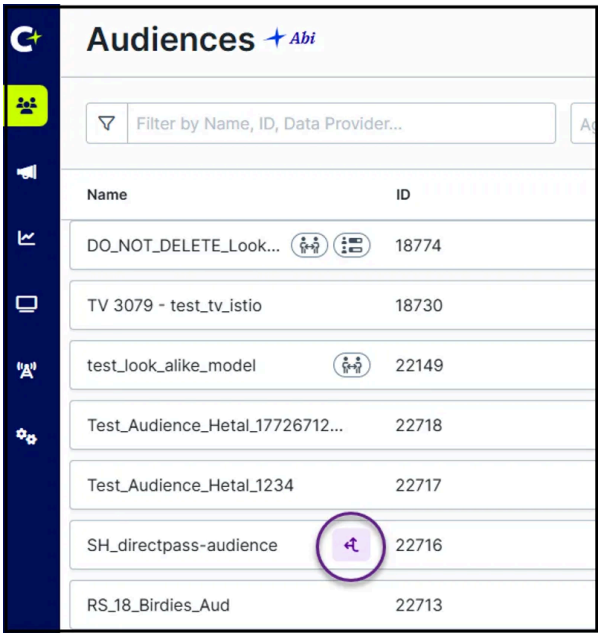
Audience Manager release notes

DirectPass icons added in Audience Manager

A new DirectPass icon now displays alongside DirectPass datasets in Audience Manager making them easier to spot. DirectPass uses a specialized dataset onboarding and deployment workflow that allows the direct ingestion and deployment of raw device identifiers (such as Device IDs and IP addresses) without first resolving them to Cadent's household graph. DirectPass datasets don't include the household level information.

DirectPass icons display in the following locations in Audience Manager:

- Audiences page
- Deployments page
- New Audience, My Datasets tab
- New Audience, Marketplace Datasets tab
- New Audience, Shared with Me tab


Audiences
Abi
Filter by Name, ID, Data Provider...
Name
ID
DO_NOT_DELETE_Look...
18774
TV 3079 - test_tv_istio
18730
test_look_alike_model
22149
Test_Audience_Hetal_17726712...
22718
Test_Audience_Hetal_1234
22717
SH_directpass-audience
22716
RS_18_Birdies_Aud
22713

DirectPass icon on the Audiences page

Audience tags display on the Audiences page

You can now see audience tags with audiences on the Audiences page. Tags provide the ability to create categories of audiences that share commonality. Although the tags do not display by default, you can add them to the page using the icon on the Audiences page.

The % Reach indicator on the New Audience page has been updated

On the**Total Reach** section of the New Audience page, the **% Reach** column has been renamed **Percentage Change** to improve clarity. This column displays the percentage change in total reach as you configure a new audience. It is updated in real time when you make changes to the audience you are building. Learn more

March 18, 2026

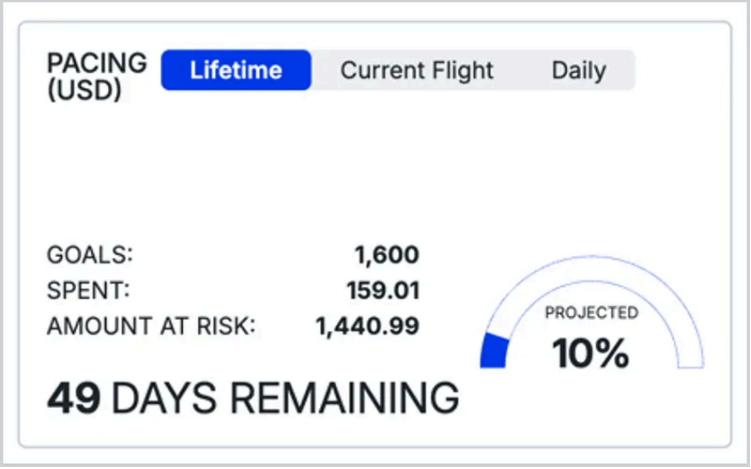
Ad Manager release notes

New 'Lifetime' view for line item pacing

We've added a new **Lifetime** timeframe to the line item Pacing tile. This allows you to see pacing metrics across all of a line item's flights, giving you a more holistic view of performance and helping you better understand and analyze the performance of your long-term campaigns.

Here's a breakdown of the metrics you'll see in this new view:

Metric	Description
Goal	This is the overall goal for the line item, depending on how your line item is pacing: • If pacing toward impressions, the Goal reflects Flight Impressions. • If pacing toward spend, the Goal reflects Flight Spend Cap.
Spent	The total amount spent through yesterday.
Amount at Risk	This shows the portion of the goal that's projected to be missed, giving you an at-a-glance view of pacing performance. Amount at Risk is calculated using this formula: (100% - Projected %) * Goal = Amount at Risk
Days Remaining	The number of days left in the current flight, not including today.



Simplified way to disable campaigns, line items, and ad groups

We've streamlined the process for disabling items in your account, making it faster and more intuitive to manage your campaigns.

Disabling campaigns and line items

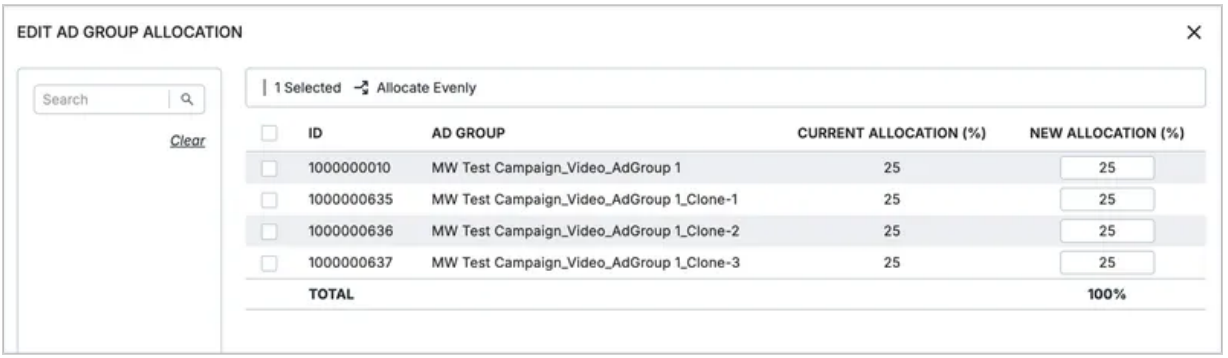
You can now directly set the status of an entire Campaign or Line Item to **Disabled** without changing its underlying budget setup. Previously, you had to go into each Ad Group individually to disable the allocation. This change makes pausing your campaigns a much quicker, one-step process.

Disabling ad groups

You can set an individual Ad Group to **Disabled**, but only if the parent Line Item's active budget allocation already totals 100%.

To check the budget allocation for a Line Item, simply follow these steps:

1. Go to the **Line Item Details** screen.
2. Select the **Ad Group** and click **Allocate**. This opens the Edit Ad Group Allocation panel.
3. Review the budget allocation details, and if necessary, make edits to bring the total allocation to 100%.



Save time with bulk pixel uploads

We're excited to announce a new feature that will make your workflow significantly more efficient. You can now create pixels in bulk—including universal tags, activities, and action activities—directly into Ad Manager, saving you from the manual effort of creating them one by one.

How to Upload Pixels in Bulk

Follow these steps to get started:

1. Navigate to the **Pixels** screen from the main menu.
2. Click the **+Pixels** button and select the **Bulk** option. This will open the Add Pixels in Bulk panel.

3. Select the **Advertiser** you want to associate the pixels with.
4. Download the **sample file** provided. This template ensures your data is formatted correctly for a successful upload. Add your pixel information to this file and save it to your computer. If you're trying to make any new activities for an existing Universal Tag, you should download a new template from the panel to ensure your existing Universal Tags are pre-populated in the dropdown list on the Activities tab of the template.
5. Drag and drop your completed file into the upload area, or click to browse for it on your computer.
6. Click **Add**.

Once the upload is complete, you will be automatically returned to the main Pixels screen where you'll see a success message confirming your new pixels have been added.

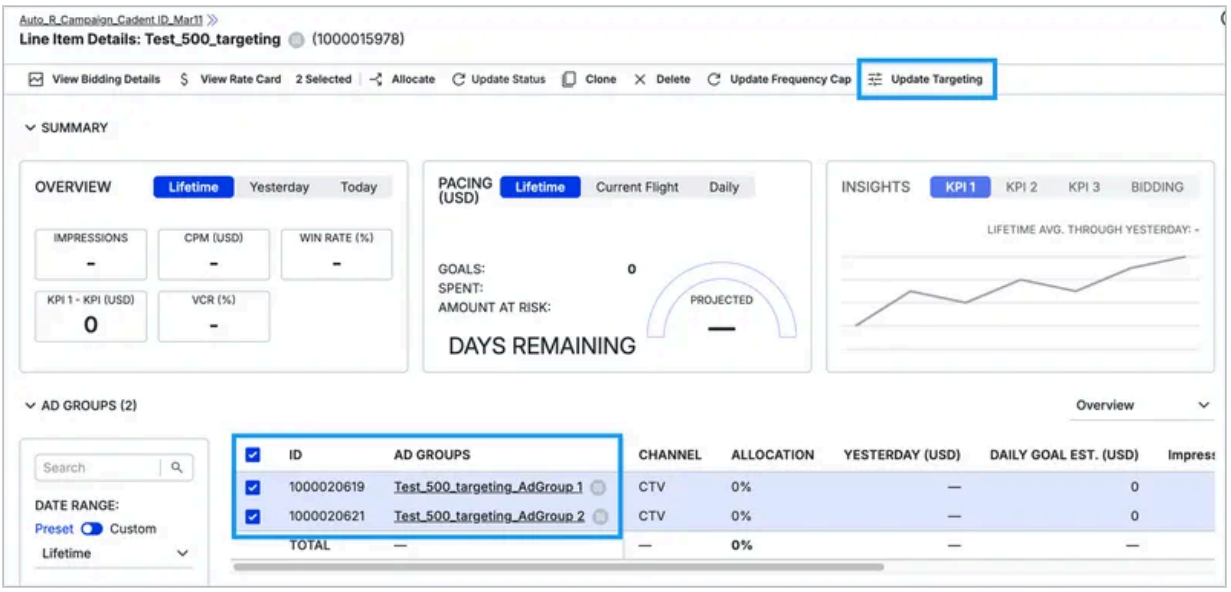
Streamline your targeting with bulk actions

You can now update **Custom Categories**, **Supply Categories**, and **Network & Channel** targeting for multiple ad groups at the same time.

> **Key Details to Remember**
>
> - **Custom Categories:** You can select from pre-made custom categories during a bulk update. New categories must be created beforehand.
> - **Network & Channel:** This targeting option is specifically for CTV.
> - **Supply Categories:** These are Jounce-defined supply categories.

How it works:

1. Navigate to the Line Items Details screen and select the ad group(s) you want to update, and then click **Update Targeting**. This opens the Add Targeting panel.



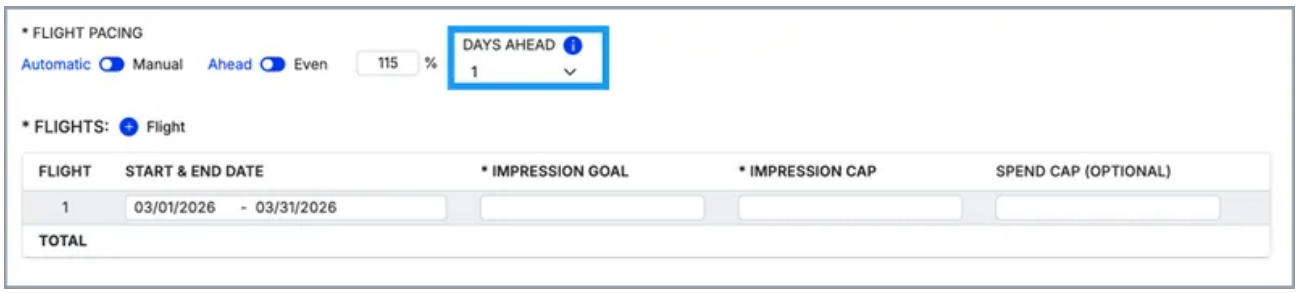
2. In the **Add Targeting** panel, make your new targeting selections and close the panel.
3. You're all set! The new targeting options will be reflected in the **Ad Group Details** screen for each Ad Group you updated.

February 19, 2026

Ad Manager release notes

Line item update: Days Ahead setting

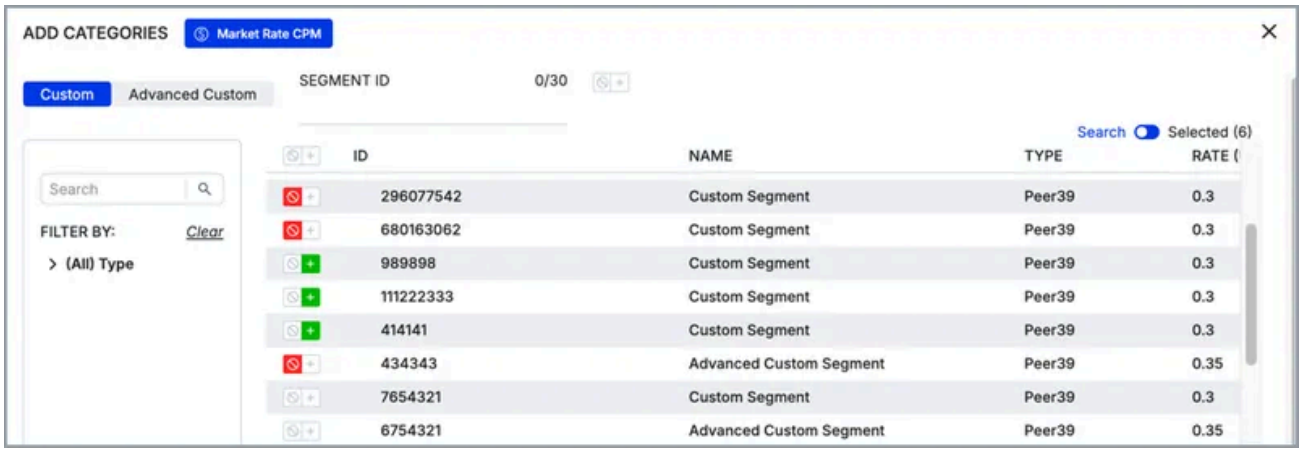
You now have the ability to indicate whether a line item should aim to deliver in full a certain numbers of days prior to the end date.



Targeting update: Categories targeting

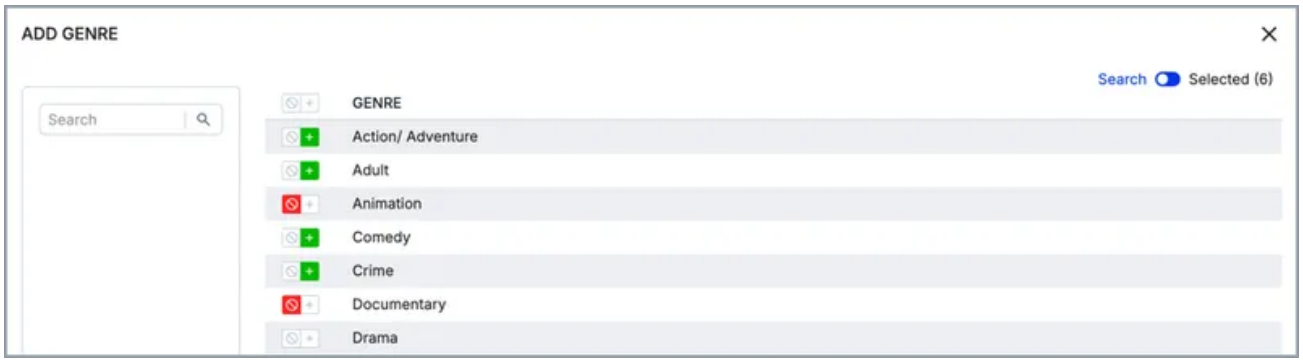
You can now target IAB or Peer39 content categories, including custom and advanced Peer39 segment creation and selection, to ensure your ads appear on relevant content.

You can target specific IAB categories or Peer39 segments, or you can exclude categories to prevent your ads from appearing on undesirable content.



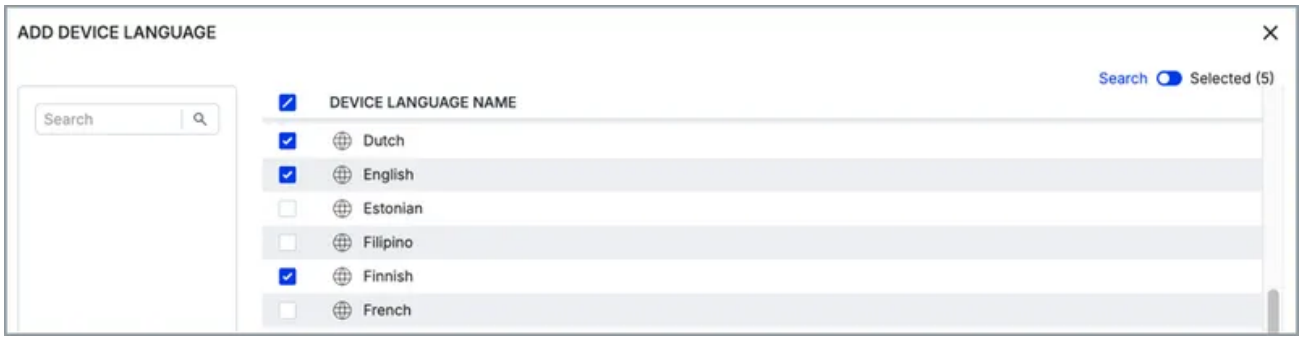
Targeting update: Genre targeting

Genre targeting allows you to align your campaigns with specific types of CTV video content. This feature enables you to target or exclude content based on the genre—for example, Comedy, Sports, Drama, Documentaries, and True Crime. You can either include specific genres to target or exclude genres you want to avoid.



Targeting update: Device Language targeting

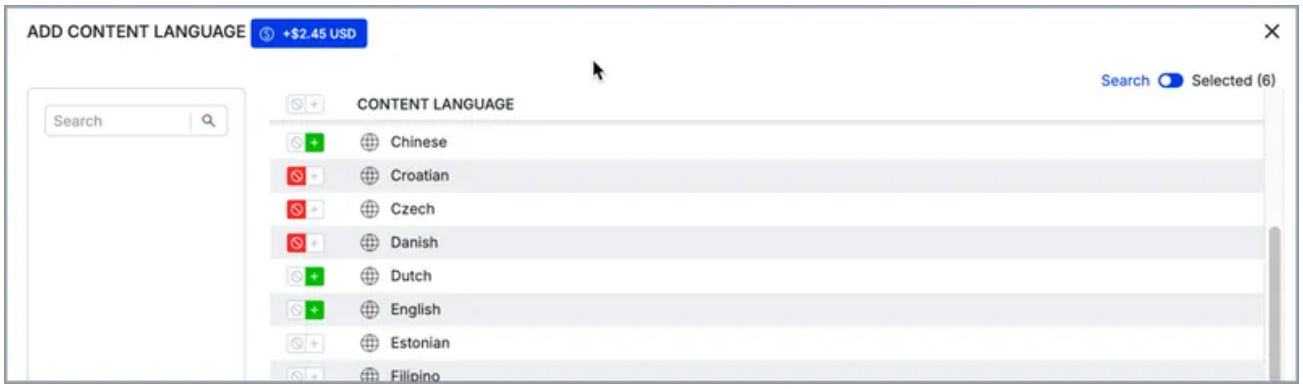
Device Language targeting lets you deliver ads specifically to users whose devices are set to a particular language. It's a straightforward way to ensure your message is relevant and understood by your target audience, especially in multilingual regions or global campaigns.



Targeting update: Content Language targeting

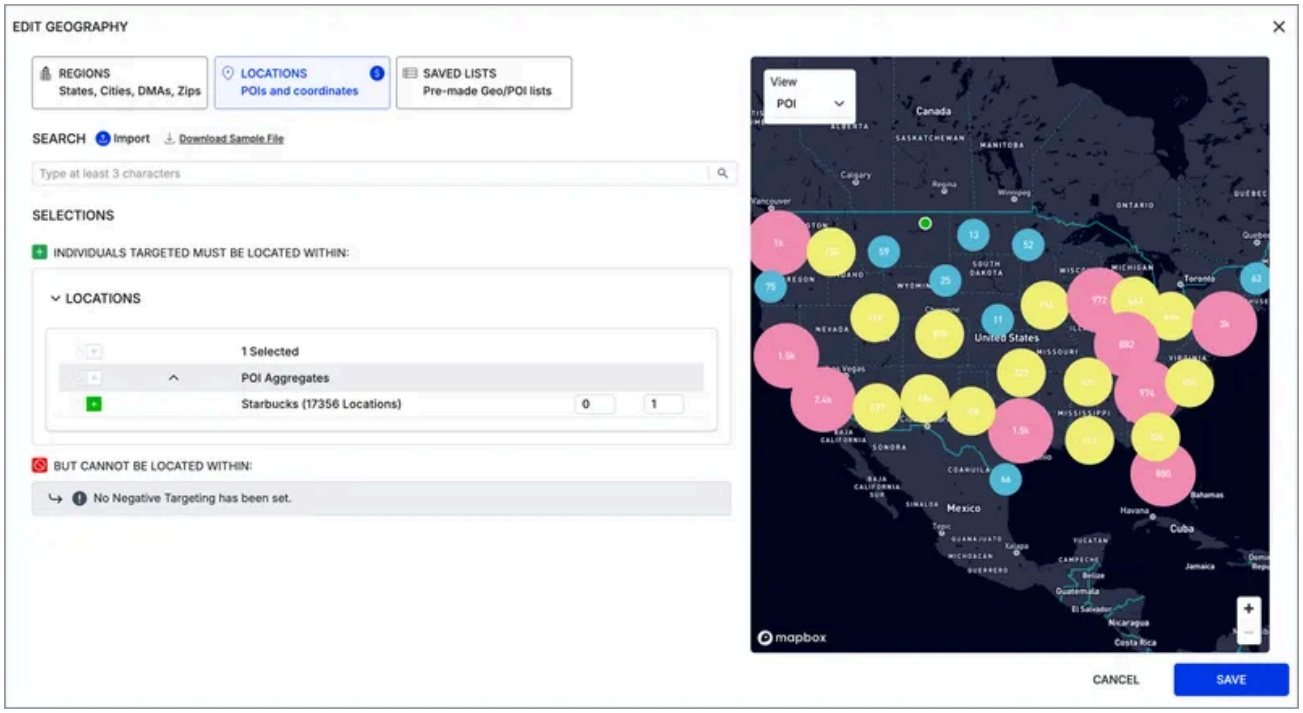
This method allows you to target viewers based on the primary language of the CTV content itself. For example, you can choose to have your ads appear only during Spanish-language programs, regardless of the viewer's device settings.

You can choose to either target or exclude language.



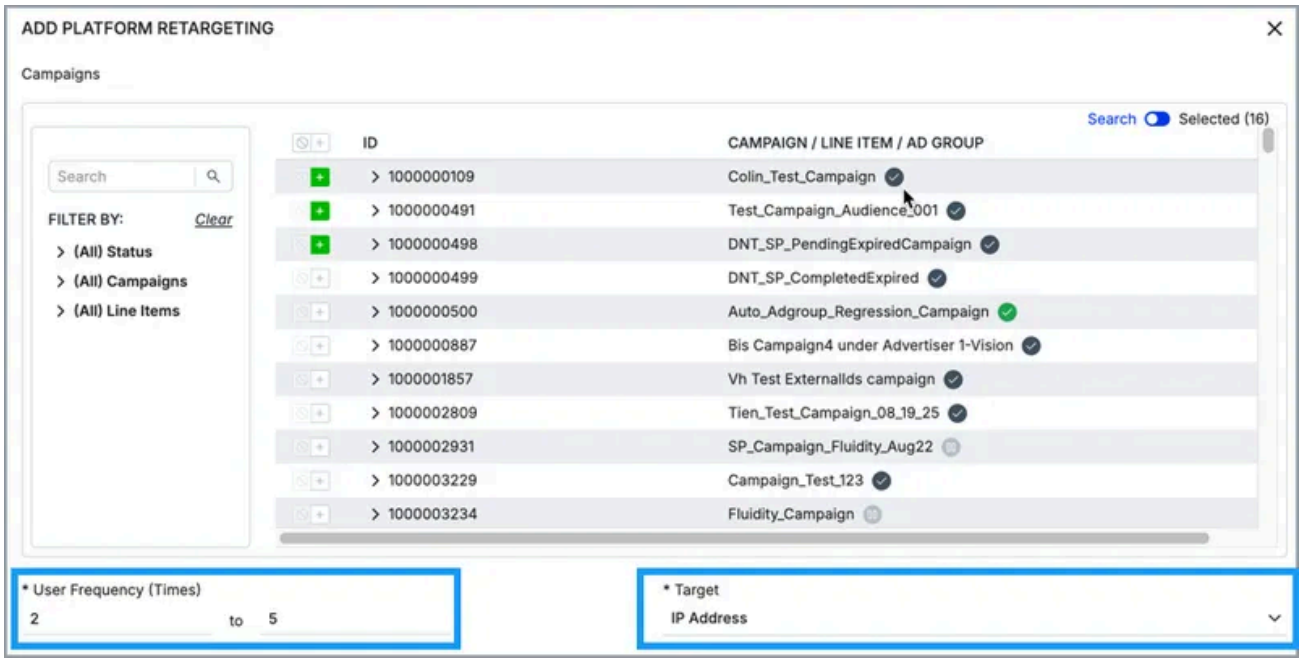
Targeting update: Geo POI targeting

You can target POIs via Geo targeting, which are presented to the user as an aggregate vs single point selection. For example, in one click you can target 4,000 Starbucks vs. having to select each one at a time.



Targeting update: Platform retargeting

Platform retargeting allows you to target users who have previously exposed to your campaigns.



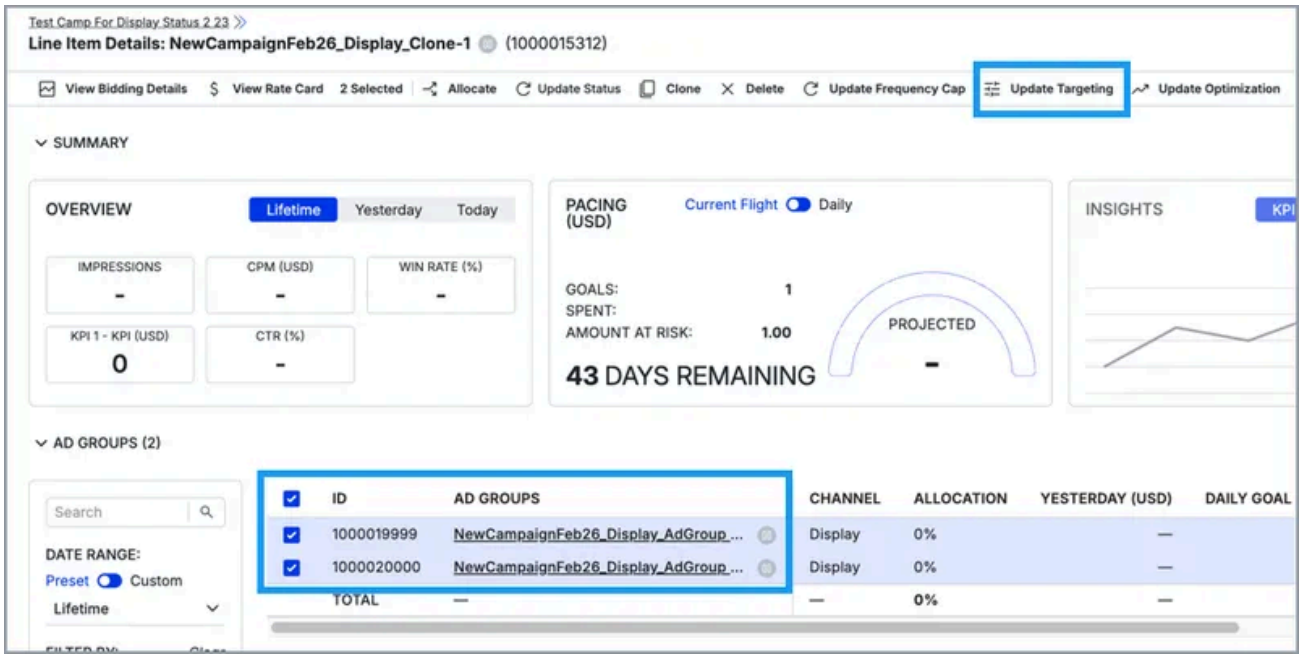
- You can choose to either positively target (include) or negatively target (suppress) the selected audience.
- User Frequency:This allows you to set a minimum and maximum range for how many times a person has been served your ad. For example, if you set a minimum of 2 and a maximum of 5, the system will only target users who have seen the ad at least 2 times but no more than 5 times.
- Target: This is the identifier used to count the frequency. You can select to track users by their IP Address, a browser Cookie, or All (which uses both methods).

Targeting update: Bulk actions

You can now select multiple ad groups in the line item details view to apply bulk targeting actions (see the screenshot below). The selections you make will override the previous selections.

The targeting options you can bulk update are:

- App/Sites list
- Packages
- Geography
- Deals
- Keywords



Reporting release notes

Fewer filters are required when creating an ad hoc report

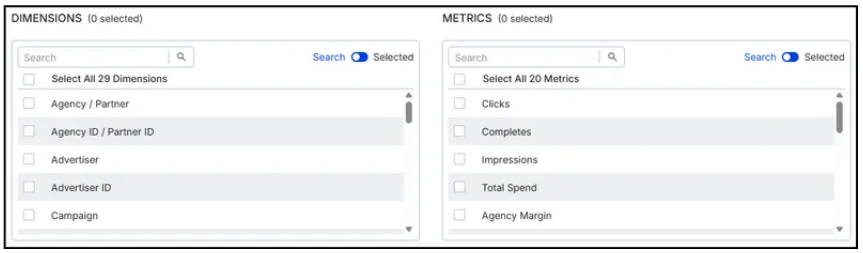
We have reduced the number of filters you need to apply when creating an Ad Hoc report. Now, you are only required to select an agency. This makes it possible to create broader reports than were possible in the past. Learn more about **Creating ad hoc reports**.

New reporting dimension added to Performance Insights templates

To provide you with a way to see more detail on your creatives in reports, a new reporting dimension, **Creative Type**, has been added. A creative type defines how a user interacts with a digital ad. For example, **video**, **display**, and **banner** are creative types that apply to online ads. The creative type dimension is being made available on the following report templates:

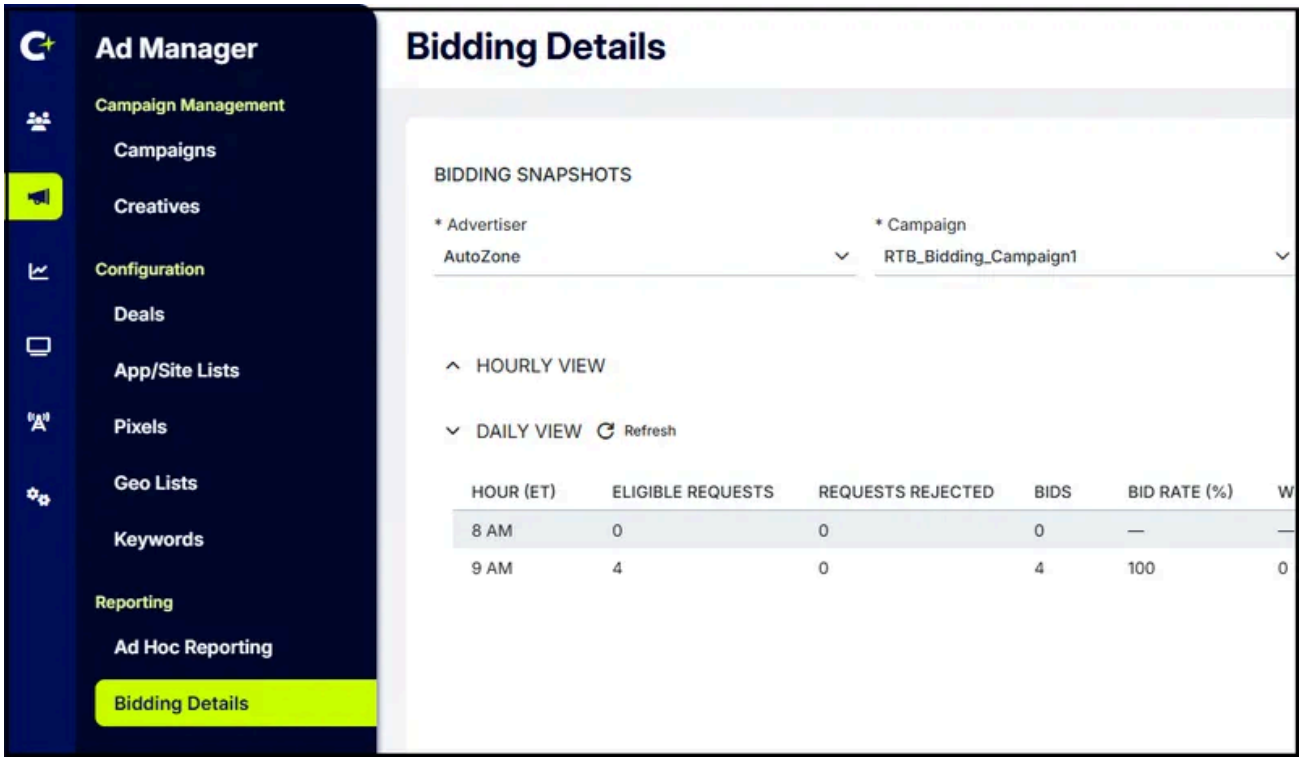
- Campaign metrics
- CTV metrics
- Video metrics
- Geo targeting metrics
- Reach and frequency
- HCP metrics

Learn more about **Performance insights templates**.



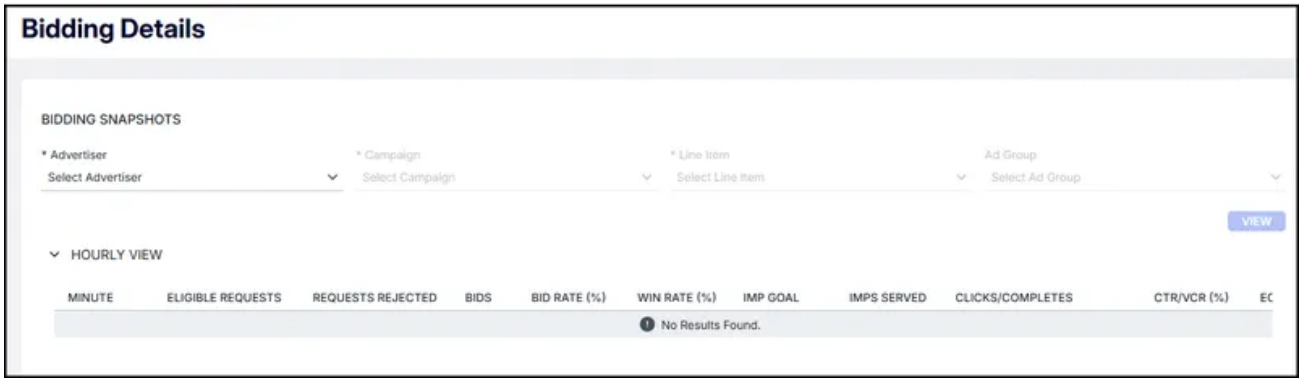
Bidding Snapshot renamed Bidding Details

When you access the Bidding Snapshot report, you will notice that it has been renamed **Bidding Details**. The new name displays on the left-side navigation bar and on the top of the page in Ad Manager. It is the same report as before but with two new additions described below.



Bidding Details report adds an hourly view

In addition to the Daily and Troubleshooting views, you now have the option to select an **Hourly View** of line items and ad group details. The hourly view displays the current hour's activity, and it can be refreshed to show the latest updates.



New fields display on Bidding Details report

The following new fields have been added to the Bidding Details report results for hourly and daily report results:

- **Spend Goal** - The monetary target an advertiser or media buyer aims to reach within the timeframe of a line item or ad group.
- **Total Spend** - The amount of money your campaign or line item has spent from the budget to win impressions.

February 4, 2026

Audience Manager release notes

DirectPass Data Ingestion

DirectPass uses a specialized dataset onboarding type and deployment workflow that allows the direct ingestion and deployment of raw device identifiers, such as Device IDs and IP addresses, without first resolving them to Cadent's household graph. DirectPass datasets don't include the household level information.

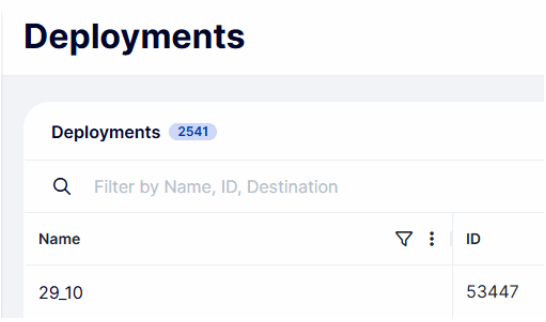
DirectPass enables specialized workflows that require the use of raw, unaltered identifiers. You can use DirectPass under the following conditions:

- Targeting for regions outside the United States, such as Canadian segments for use in AdManager.
- Passing raw identifiers directly to destination partners that have their own identity resolution systems.

Note: You must have DirectPass enabled for your organization to perform this type of data onboarding. If interested, contact your Account Manager.

ID filter added to Deployments page

The filter on the Deployments page has added the option to search by Deployment ID. Deployments page details



January 23, 2026

Health Audience release note

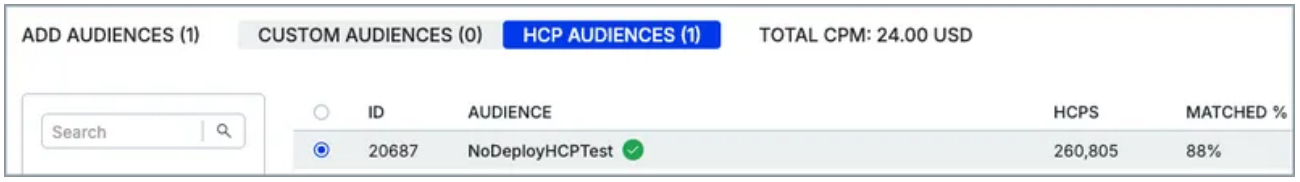
Assign an HCP audience to an ad group

What's an HCP audience?

A Healthcare Professional (HCP) audience is a target group consisting of healthcare professionals such as doctors, nurses, pharmacists, and dentists. When you build and save an HCP audience in the **Health Audience builder**, it's automatically available for assignment in the UI—as long as the audience and ad group are both associated with the same advertiser.

How to assign an HCP to an ad group

You can now assign an HCP audience to your ad group during the ad group setup. See **Add an ad group** for instructions.



Audience assignment screen in Ad Manager

4.2. 2025 Ad Manager release notes

This folder contains release notes from 2025.

Dec 2, 2025 release notes

Sept 8, 2025 release notes

Aug 19, 2025 release notes

4.2.1. Dec 2, 2025 release notes

Multiple transact currencies supported

Ad Manager now supports multiple transact currency types. When **adding a campaign**, you can select from the following:

- AUD
- CAD
- CHF
- CNY
- EUR
- GBP
- JPY
- MXN
- SEK
- USD

Note: The currency type can't be changed once the campaign goes live.

DoubleVerify ABS targeting

DoubleVerify Authentic Brand Suitability (ABS) is a solution that empowers advertisers to protect their brand reputation and enhance campaign performance by ensuring ads are delivered in high-quality, brand-safe, and fraud-free environments. DoubleVerify ABS is integrated with Cadent Ad Manager as a key tool for ensuring inventory quality, providing measurement for viewability, and filtering for invalid traffic. Custom DoubleVerify ABS segments are generated on the DoubleVerify platform.

To target a custom DoubleVerify ABS segment, enter the ABS ID when **adding an ad group**.

Video settings targeting

Use the Video Settings targeting to define where your video ad will run on the page. Think of it as choosing the specific type of movie theater you want your ad to run in—a big screen with surround sound versus a small screen in the lobby.

Supported placement options are: In-stream, Accompanying content, Interstitial, No content/standalone, and In-banner.

Available channels: Video and CTV

4.2.2. Sept 8, 2025 release notes

Preview actual render dimensions for a creative

Sometimes trafficking requirements are different than an actual creative size, so we've added the ability to preview a creative using the actual render dimensions.

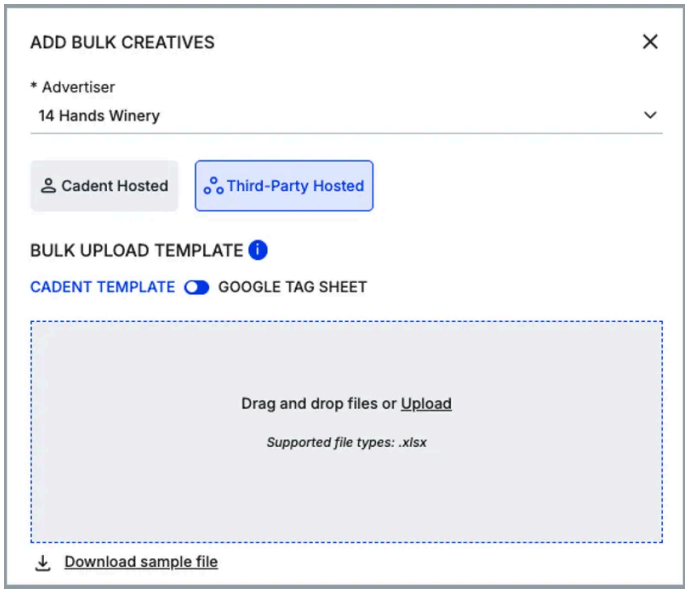
For example: Company A has a creative that renders at 375×150, but they have to bid at 320×50.

To change the actual render dimensions:

1. Navigate to the Creative Library.
2. Search for and click the creative you want to preview. This opens the Edit Creative Information slide-out.
3. Click **Additional Preview Settings**.
4. Enter the **Actual Render Dimensions** in pixels.
5. Click **Apply**. The image preview will resize to the dimensions you entered.

4.2.3. Aug 19, 2025 release notes

Bulk upload third-party hosted creatives



Cadent Ad Manager now supports bulk upload for third-party hosted creatives.

- Download and populate Cadent's sample file, or use a Google Tag Sheet.
- Uploads are saved in a draft folder until you approve them, giving you an opportunity to make final adjustments.
- For upload instructions:
  - **Bulk upload with a 3P Cadent template**
  - **Bulk upload 3P creatives with a Google tag sheet**
  - **Clearing errors and editing draft creatives**

4.3. 2025 Audience Manager release notes

Here you can access the Audience Manager releases from 2025. Releases prior to June are no longer available:

Dec 15, 2025 release notes

Dec 8, 2025 release notes

Oct 14, 2025 release notes

Sept 25, 2025 release notes

July 1, 2025 release notes

June 17, 2025 release notes

4.3.1. Dec 15, 2025 release notes

Viewer Graph update

We've just completed an update to the Cadent Viewer Graph. This enhancement improves the graph's overall accuracy and addressability through the inclusion of some new data sources; however, you should not expect to see any dramatic changes with the Audience Manager outputs sent to SegmentHub or other destinations.

Following are a few key points to call out:

- **Graph identity agreement:** The graph updates now show a small re-assignment of IDs based on new data sources and latest graph models or truth sets. For both device ID and household assignments, the expected re-assignment is typically 9-10%, which is not out of line with a standard week-over-week churn rate we may see with the graph. ~90% of IDs will remain in this graph update with the same household assignments.
- **Device ID volume**: Total devices in the graph will also see a similar increase in volume, including MAIDs and CTV IDs, which are up from ~1.2 Billion to ~1.7 Billion. This volume is expected to similarly reduce over time, landing somewhere in the middle of the range.
- **Activation graph**: Activation Graph is a slimmed down version of the graph leveraged primarily for FreeWheel deployments to alleviate downstream data processing issues in FreeWheel. The updated Activation Graph will continue to maintain the same ~500 million devices cap and will see similar numbers with regards to graph churn / agreement (~10% churn).

4.3.2. Dec 8, 2025 release notes

Health Audiences: AI-powered Smart Search

When you search for Diagnosis or Procedure attribute items, you can now enable AI-powered Smart Search to also find related attribute items.

For example, when you search for "strep throat" *without* Smart Search, you get 0 results. When you search for "step throat" *with* Smart Search, you get related results. See examples below.

Key points:

- Smart Search is only available for Diagnosis and Procedure attributes.
- Smart Search is off by default.
- When Smart Search is off, results populate automatically.
- When Smart Search is on, you'll enter a search term and press Return to view results.

Results withouth Smart Search

Results with Smart Search

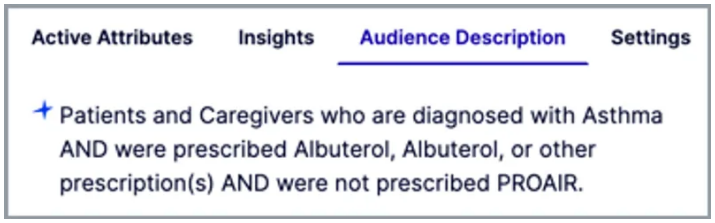
Health Audiences: Audience Description

When you build a health audience, the Audience Description summarizes the attributes items you've selected (see example below). To populate the Audience Description, select

your attribute items and then click Calculate Audience.

The Audience Description uses these AND-OR statements for groups and exclusions:

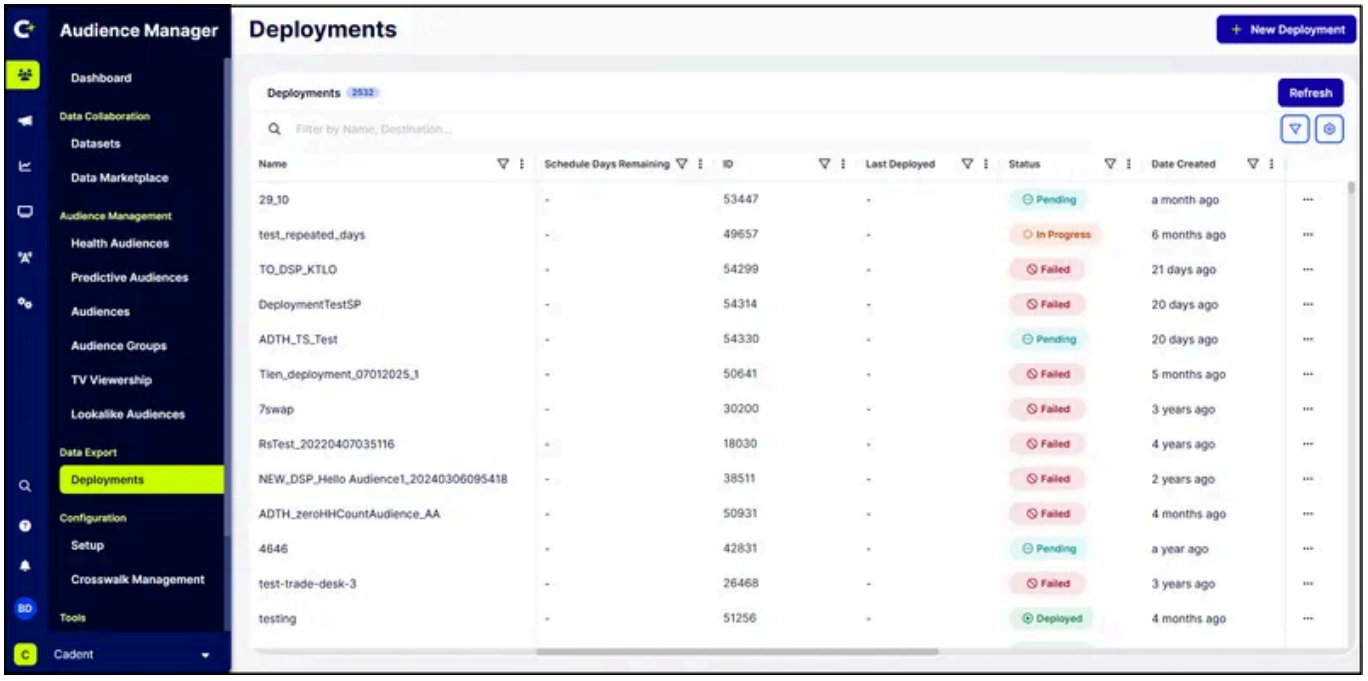
- Patient Info: AND logic
- Within groups: OR logic
- Between groups: AND logic
- Exclusions: AND are not/were not logic.



Sample audience description

New Deployments list page

The Deployments list page has been updated to be more flexible and to improve your experience when working with deployments. You can sort, filter, and rearrange content on the list table. Precisely define deployments that display on the page to fit your individual workflow, and the settings are saved when you log in the next time. Return to the default page setting at any time. **Learn more.**



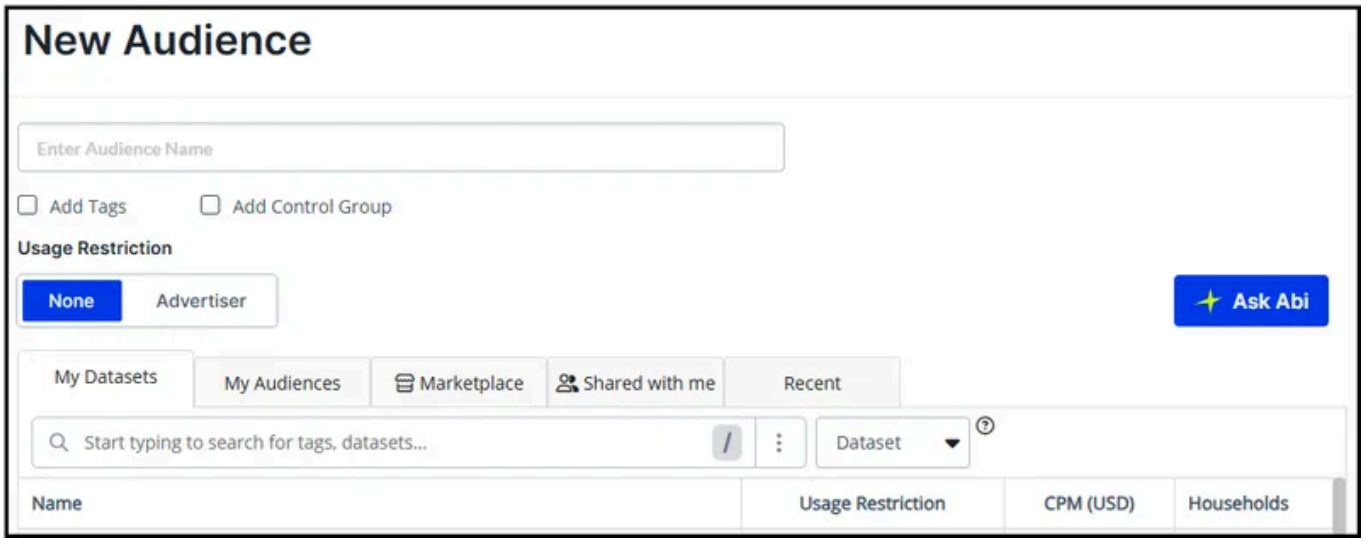
AI Search for Audience Builder

The new AI search agent (Ask Abi) in Audience Builder makes it much easier to find the optimal segments for your audience. You enter a query and Abi provides a list of segments that match. For example, "List luxury watch shopper segments", or "Find segments I can use for golf enthusiasts". The agent understands and translates user prompts into relevant segments or audiences, which you have the option to apply.

You can ask the agent to filter your segment results by a specific data provider, CPM, or reach count. For example, you can request it to "list luxury watcher segments from Acxiom, or show shopper segments that are under $1 CPM."

The AI search agent adheres to existing platform rules regarding sensitive categories, state-law restrictions, dataset restrictions, and permissions. **Learn more.**

Note: The AI search agent can be toggled on or off at the user, account, and affiliate levels.



Blockgraph for Scheduled Deployments

Previously, the Blockgraph destination only supported one-time deployments. You can now schedule Blockgraph deployments to refresh segment data on a recurring cadence.

4.3.3. Oct 14, 2025 release notes

The following new feature has been added as the result of the latest release.

Deployments API

The Deployments API allows you to programmatically manage audience and dataset deployment workflows. It streamlines the data onboarding processes, fosters deeper integration, and enables automation for our partners. The Deployments API follows the design and behavior of Cadent's established API Taxonomy Guidelines.

The deployments API provides the following options:

- Retrieve a comprehensive list of supported delivery partners
- Access crosswalk details associated with specific partners
- Create new deployments for both audiences and datasets, supporting both immediate ("run-now") and scheduled deployments
- Monitor the status of existing deployments
- Modify existing deployment schedules

4.3.4. Sept 25, 2025 release notes

The following new features have been introduced in this release.

Refences to 4Info replaced with Cadent

As part of our ongoing effort to unify our brand, references to **4INFO** have been updated to **Cadent**.

This is a name and logo change only, which reflects our commitment to providing a cohesive and consistent brand experience. The following table indicates where the changes appear in Audience Manager:

Area of Change	Old Reference	New Reference
SFTP	Connections named **4Info**	**Cadent**
Marketplace Logos	logos with **4Info**	**Cadent**
Deployments	Destinations named **4Info**	**Cadent**

While the name and logos have been updated, be assured that the functionality and your workflows remain the same, including SFTP directory structures. This is purely a branding update to ensure all elements of our platform are aligned with the Cadent brand.

If you have any questions, contact support@cadent.app

Vizio added as a data deployment partner

Vizio is now available as a data deployment partner. Vizio's data must be refreshed weekly. This is different from other data partners who have less strict data management requirements. Note the following requirements when working with Vizio:

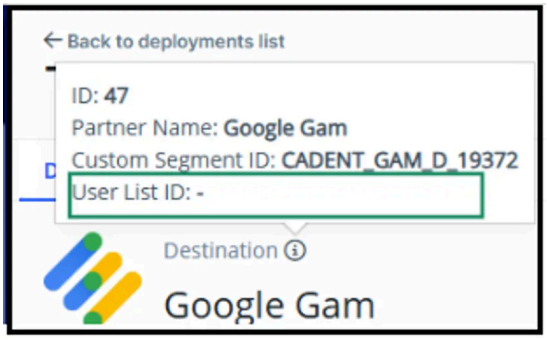
- If you are deploying Vizio data, you must create a scheduled deployment so that the data is refreshed on a weekly basis.
- If you select Blockgraph as the destination for a one-time deployment using Vizio data, the deployment is only valid for seven days. It must be redeployed every seven days for as long as it is needed.

4.3.5. July 1, 2025 release notes

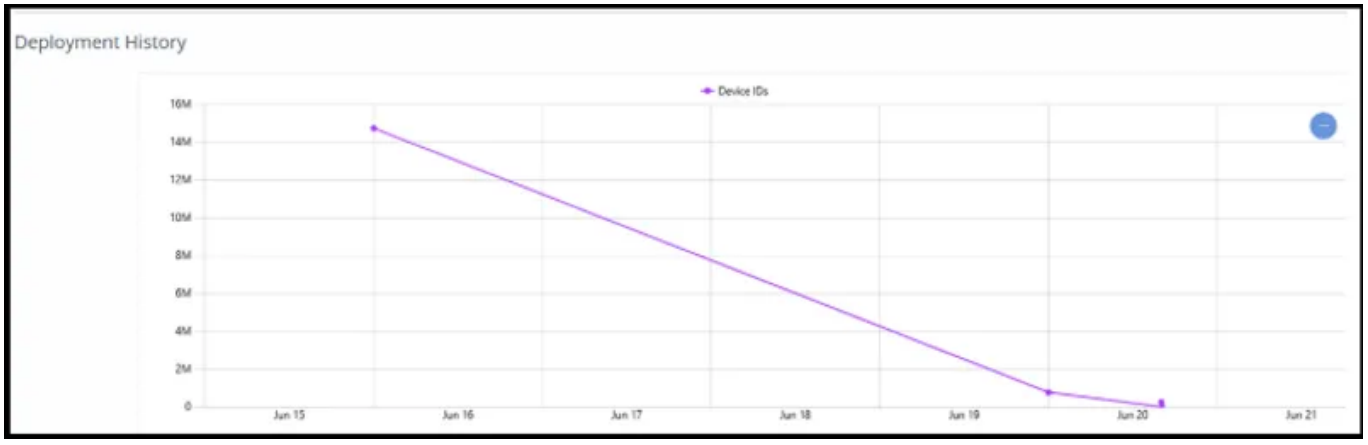
Google Ad Manager Added as a Deployment Partner

Google Ad Manager is now available as a deployment partner. The integration from Audience Manager to Google Ad Manager enables seamless deployment of audience, dataset, and pixel data to Google Ad Manager for mobile devices. This includes generating and exporting data files, which ensures full compatibility with Google Ad Manager specifications.

The Deployment Details page in Audience Manager, provides a tooltip that includes the Google Customer Segment ID. Custom Segment ID will be searchable in Google Audience Manager under the Audience name so you can find your data easily.



Additionally, the Deployment History page displays a chart with the current device count, including details on added and removed devices.



To include Google Ad Manager as a partner, contact Cadent Support and ask to enable that destination in your account group.

Note: **User Lists** are numeric values, which are unique to each Google Ad Manager deployment. This integration supports incremental deployments, so if you provide an existing User List ID on deployment, we will append or remove data in an existing Google Audience. If you do not specify a valid User List on deployment, Cadent will generate a User List ID dynamically.

4.3.6. June 17, 2025 release notes

BlockGraph integration

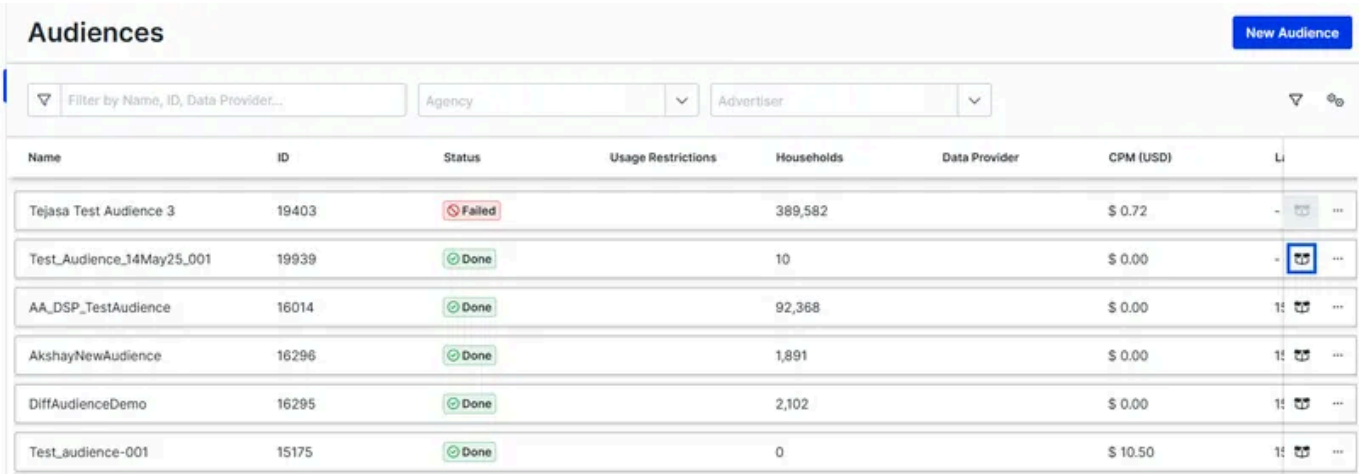
Blockgraph node to node sharing feature helps yol'u to more easily onboard universe files and datasets for all deployments to Blockgraph. If this is something that your organization is interested in, contact your Cadent representative.

Deployments icon on the audience page

A deployment icon on on the Audience page allows you to create a deployment directly from the audience list. The icon, which displays on the right side of each audience's row, has been updated to the following:

Deployments icon

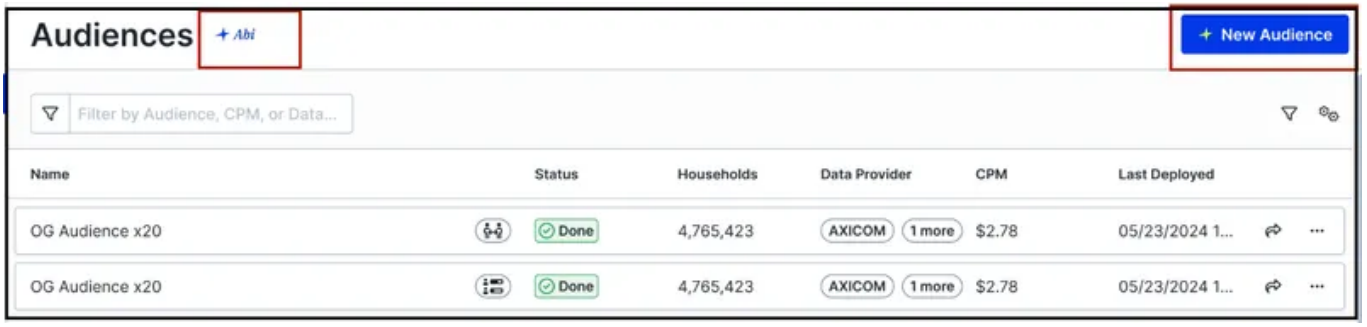
In this example, you see the icon on the Audience page.



Audience page

AI indicators in the audience manager

We have added a spark icon alongside locations where AI and machine learning are used in Audience Manager. Tooltips that describe how the automation functions display with the icons.



Deployment guardrails

To reduce the risk of duplicate deployments, we have added the following controls when you create a new deployment:

- The **Schedule** field defaults to every other week
- If you select a weekly deployment, you cannot select more than 3 days as deployment options
- The start and end dates cannot be more than a year in the future

Data marketplace added to navigation menu

To make it easier for you to access, a link to the Data Marketplace has been added to the left-side navigation menu.

5. Audience Manager

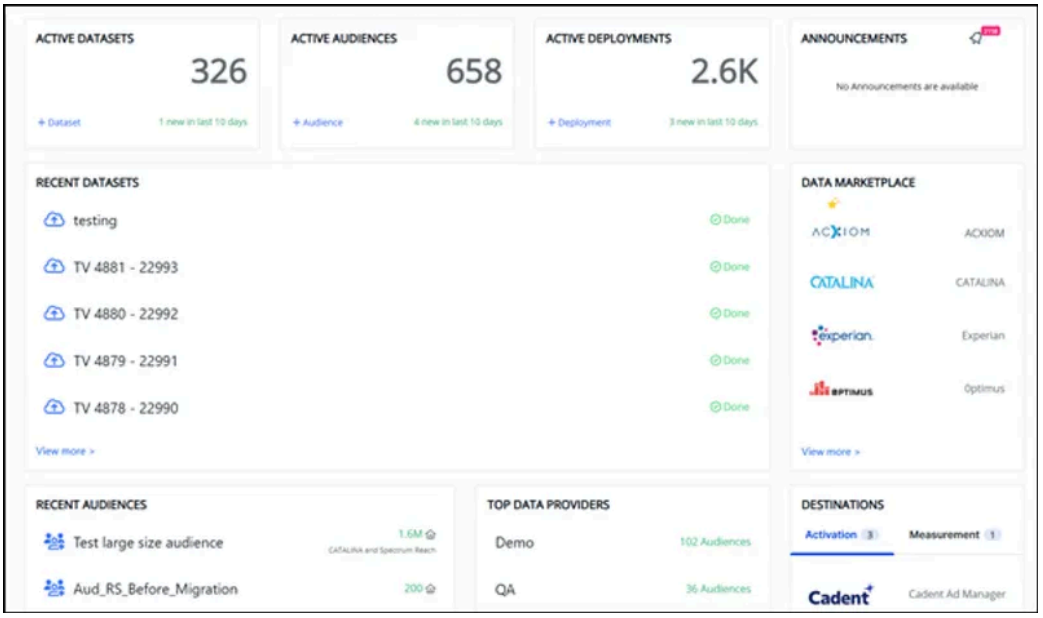
5.1. About Audience Manager

Audience Manager is a key component of the Cadent Platform, where you can find 3rd party data in our Data Marketplace and onboard your own first-party datasets, as well. From there, you build audiences that help optimize campaign targeting based on the widest variety of subscriber-related information such as geographic, demographic, marketing segment, membership, service level, or other viewer, household or device-related data. Review all the details of an audience and fine tune it with precision before deploying it to Ad Manager or other DSPs.

The Audience Manager brings AI-powered predictive intelligence to audience planning and measurement. It is built from the ground up with privacy, transparency, and accuracy as central principles.

5.2. Audience Dashboard overview

The Audience Dashboard provides a summary of your account and shows how your organization is using the tool. At a glance, you can see the total number of datasets you have created during the last ten days. It shows you how many active audiences and deployments you have, lists top partners, and indicates whether they provide activation or measurement services.



Each tile provides information about a specific aspect of audience activity. Click in a tile for more detail on a topic. The following tiles display:

Tile	Description
Active Datasets	The number of datasets currently in use.
Active Audiences	The number of audiences in user.
Active Deployments	The number of deployments currently underway.
Announcements	Click to access system messages and updates. An icon shows the number of unread messages.
Recent Datasets	Provides a list of the names of the most recently used datasets and whether they were successful. Click a dataset to see its details.
Data Marketplace	The most heavily used data and measurement partners display. Click the tile to access the Data Marketplace.
Recent Audiences	Contains a list of the most recent audiences being used by the platform. Click one of the audiences to see it's details.
Top Data Providers	Lists the most commonly used data partners for audiences. Click one to view a list of all audiences associated with that partner.
Recent Deployments	Lists the five most recent deployments performed by the system. Click to view the details of a specific deployment.
Top Destinations	Lists the most common deployment destinations for audiences. Click a destination to view a list of audiences deployed to that destination.
Destinations	Lists the top activation and measurement partners currently being used. Click one to access the deployment setup associated with that partner.

5.3. Datasets

Datasets are containers for audience data that you receive from data providers, which you onboard into the platform and map to any supported digital identifier. Different types of data can be split into multiple datasets.

Associate datasets with audiences and deploy them to a digital partner (destination).

The Datasets page provides details on each dataset that your organization has uploaded. From here you can drill down to access more detailed information on individual datasets. You will see details such as the total number of records in the dataset, the date it was loaded, and whether it is available for building new audiences. You can create and edit datasets directly from the Datasets page.

About onboarding datasets

When you upload a dataset file, it's status displays on the Datasets page. Color of the Status Icon indicates the current file status using a red, yellow, green color code. A green status that says **Done** means the dataset is fully onboarded and is ready for use.

The following steps illustrate the dataset onboarding process flow:

1. Preprocessing - This is optional case that happens only in case of Postal Address Dataset on-boarding
2. Ingestion & Onboarding - This executes in all cases. It represents the process of receiving the data and processing it in the platform
3. Enabling for Audience - This is optional. It happens only when **Enable In Audience Builder** is selected while creating a dataset.

Reviewing Dataset Details page

To view additional details review information on the Dataset Details page.

To access dataset details, complete the following steps:

1. On the navigation bar, select **Audiences** > **Datasets**.
2. Click a Dataset in the table. The Dataset Details page displays.

The **Detail** page contain all the information about a specific dataset including things like the type of dataset, the number of unique records, households, devices, and matched IP addresses. You can see information about audiences and deployments with which the dataset is associated.

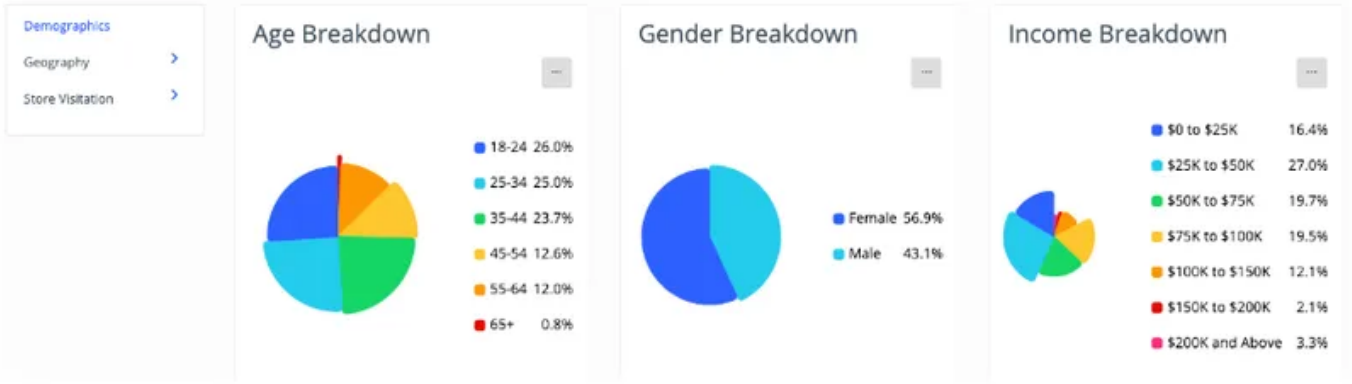
On the **Insights Tab**, you can see demographic and geographic information associated with a dataset.

The **Audit** tab displays all activity performed on the dataset by anyone working at your organization.

For pixel-based datasets only, the pixel tag details display on the **Pixel Tag** tab. Here you can review and edit the details of the tags connecting to a specific Website.

5.3.1. View dataset insights

You can find details about a dataset on the **Insights** tab. The dataincludes demographic details, information on the geographic location of the audience, and information on store visits. Each section contains age, gender, and income breakdowns.



To view dataset insights, complete the following steps:

1. On the navigation menu, select **Audience** > **Datasets**. The Datasets list page displays.
2. Select the dataset you want from the table.
3. If necessary, click **Insights**. The Insights tab may display by default.
4. Select the type of data you want from the following options:
    - **Demographics** - Displays data in pie charts based on target audience age, gender and income levels.
    - **Geography** - Displays a heat map of audience distribution by state or by designated market area or State.
    - **My Stores** - Displays a geographic breakdown of the location distribution of the dataset and find details on store visits.

5.3.2. Create and edit datasets

Creating a dataset requires different information based on the type of data contained in the data file and how you plan to load it. For example, pixel data include different elements than trade area data. When you select a Dataset Source, the New Dataset page dynamically changes to prompt you for the correct information based on the type of source you are creating.

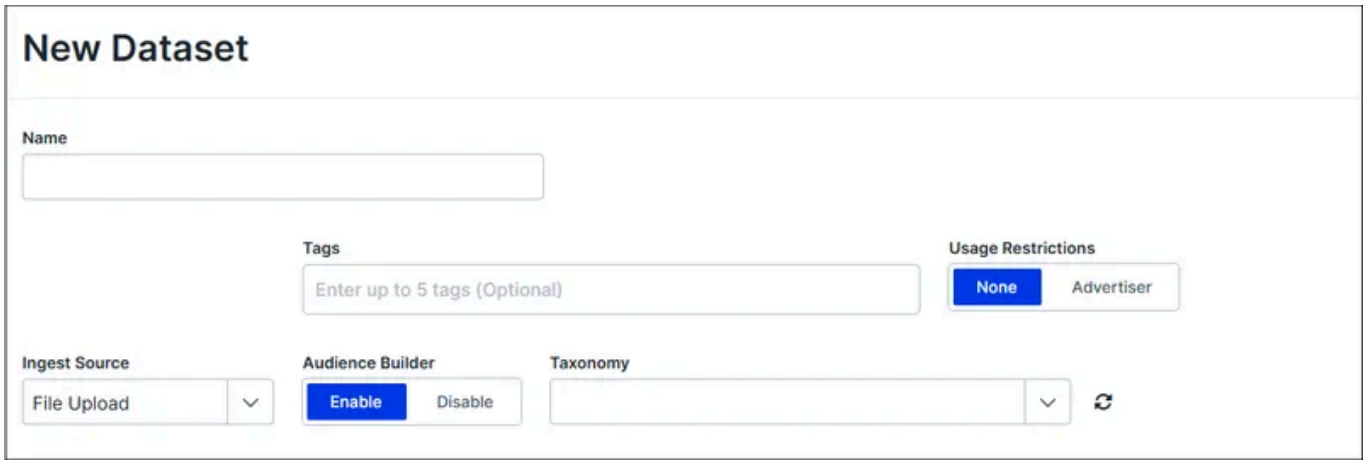
Complete only the sections for the type of dataset you want to upload. There are six types of datasets:

- **File Upload** - for uploading files from your local drive or network
- **Watch Folder** - for uploading files using an sFTP process
- **Pixel Data Matching** - for uploading connection details for pixel-based files
- **Trade Area** - for data sources tied to specific geographic areas
- **API Conversion** - receive datasets through an API integration. When you send the data following an API protocol, it is not necessary to define the data setup or segment mapping. You can assign Attribution and Conversion to this type of datasets.
- **DirectPass** - uses a specialized dataset onboarding and deployment workflow that allows the direct ingestion and deployment of raw device identifiers (such as Device IDs and IP addresses) without first resolving them to Cadent's household graph. **Learn more.**

> Affiliates can only load File Upload and Watch Folder datasets.

Dataset name and source details

For all dataset types, complete the following steps before moving forward to entering the specific details for each. The sections that follow provide instructions for each type of dataset that is available:



1. On the left-side menu, click **Audience Manager**.
2. Click **Datasets**.
3. On the Datasets page, click **New Dataset.** The Datasets Setup page displays.
4. At **Name**, Enter a unique name for the dataset.
5. At **Tags**, you have the option to enter a metadata tag or select one from the list if it is already created. The tag displays below the dataset name. Tags provide the ability to create dataset categories and to filter for specific content. This can save you time when you are looking for specific data to satisfy the needs of a specific audience.
6. To restrict the use of a dataset to a specific advertiser, at **Usage Restrictions,** select **Advertiser**, and select the advertiser's name from the **Advertiser** drop down. If necessary, you can select multiple advertisers.
7. From the **Ingest Source** drop-down list, choose one of four options. After you select the source, a details section displays on the page where you define specific information needed for the type of data file you are loading to the dataset:
   Note: Affiliate users can only create File Upload and Watch Folder Datasets.
   - **File Upload** - Upload one or more files to make up the dataset. In the File Selection section, select the specific file that contains the dataset.
   - **Watch Folder** - Establish a watch folder location where you can automatically load data files. Files placed here are automatically uploaded at a time interval established for your organization. This method works well when you plan to upload files on a recurring basis. Define the details in the Watch Folder Settings section of the page.
   - **Pixel** - If data is coming in from a website, ad tag, or any service that can make an http call, select Pixel as your source type. Use the Pixel Data Matching section to define the specifics of the device and IP address.

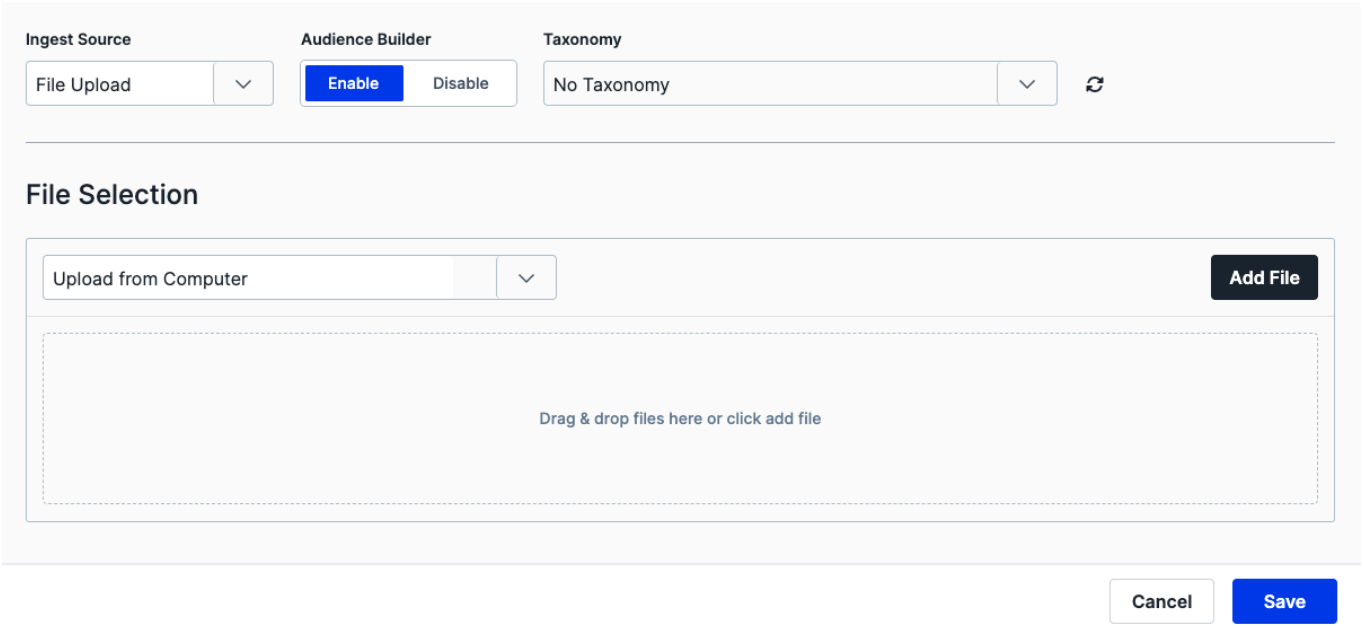
- **Trade Area** - Define a dataset based on a point of interest or geographic area. Use the Trade Area Settings section to define the specifics of the trade area.
    - **Note:** When creating a dataset using a trade area, you have the option to upload files consisting of latitudes and longitudes to define the geographic region for the dataset. The file should contain only latitude and longitude values. Make the **Input ID Type** Trade Area and assign a **Radius** value that determines the area within which the dataset is to exist.

8. To use the dataset to create an audience at **Audience Builder,** select **Enable**. If you do not want to make a dataset available for audiences in the Audience Builder.
9. At **Taxonomy**, you can select a taxonomy that you have already created, or select **New Taxonomy** if you need a new taxonomy for the dataset. Use taxonomies to keep related data connected and locate what you need more quickly. For datasets with multiple segments and categories, a taxonomy is highly recommended.

10. You can still view the data in Audience Builder if you don't have a taxonomy. In that case, the segment IDs will serve as the segment names when viewed in Audience Builder.

Ingest a file upload datasets

If your dataset source is **File Upload,** select the file or files from an active connection or from your computer to upload it into the data file. If you select multiple files, the application appends the data from each file when it ingests it into the dataset. File upload, loads the file into the system once but does not upload it again if changes occur later.



1. To upload a file from a server location, click **Upload from Computer** and select an item from the dropdown that corresponds with the location of the file.
2. Click **Add File** and select the file you want.
   Note: You have the option to drag-and-drop files directly in the entry box.
3. Click **Select File**.
4. Click **Save**.
5. To select a file that is an update to an existing file, complete the following steps:
    1. At **File Selection**, choose a file from the drop down.
    2. Click **Add file.** The Select File page displays.
    3. Select a file from the drop down and click **Select Files**.
6. To upload a new file that has not been uploaded before, complete the following steps:
    1. At **File Selection**, select **Upload from Computer** from the drop down.
    2. Click **Add File**.
    3. Navigate to the file you want, select it and click **Open**.
7. At **Field Separator** click the specific fields separator type that applies for the file you are uploading from the drop down.
8. At **Secondary Separator**, click on the secondary field separator type. If the file does not contain secondary separators, click **None**.
9. At **Header Row,** select one of the following:
    - Click **Yes** if the file contains headers.

    - Click **No** if the file does not contain headers.
10. At **Data Update Type**, select one of the following options to define how updates for the file occur:
    - Append - if you want to update only the changed elements in an existing file with the upload, select **Append**.
    - Overwrite - If you want to overwrite the entire file on update, click **Overwrite**.

Match identifiers

At **Match Identifier**, select the data column that you want to capture. For example, if you want to capture the Postal Address information from the data file, select Postal Address from the drop-down list.

Depending on the Match Identifier that you selected, define the specific fields contained in the data file representing the details that you want. Leave fields blank that you don't want to capture. For example, if your Match Identifier is Postal Address, define the street address, city, state, and zip code fields.

The File Mapping Preview displays the headings, records, and separators based on your entries. Use this section to validate that the record format matches what is contained in the file.

The following are the Match Identifiers:

- (Household) Crosswalk ID — This is a Cadent-generated ID associated with a zip11
- (Household) Postal Address — This is the USPS postal address in the format of address1, address2, city, state, zip
- (Household) zip+4— This is the USPS ZIP+4 Code. The last 4 digits represent a specific delivery route within that overall delivery area
- (Household) zip11 — This is the USPS zip11, which is an 11-digit number that denotes a household.
- IP Address — This is the IP Address of the data coming from a client's device such as a desktop, laptop, mobile device, or connected TV device.
- Device ID — This can be either a mobile device ID such as Apple's Identifier for advertising or Google's Advertising ID. It can also be a connected TV or smart TV device ID.

- email — This is the client email address.
- NPI — National Provider ID is only for audiences that contain healthcare professionals.
- Multi-key (device+ip) - For Direct Pass only. **Learn more.**

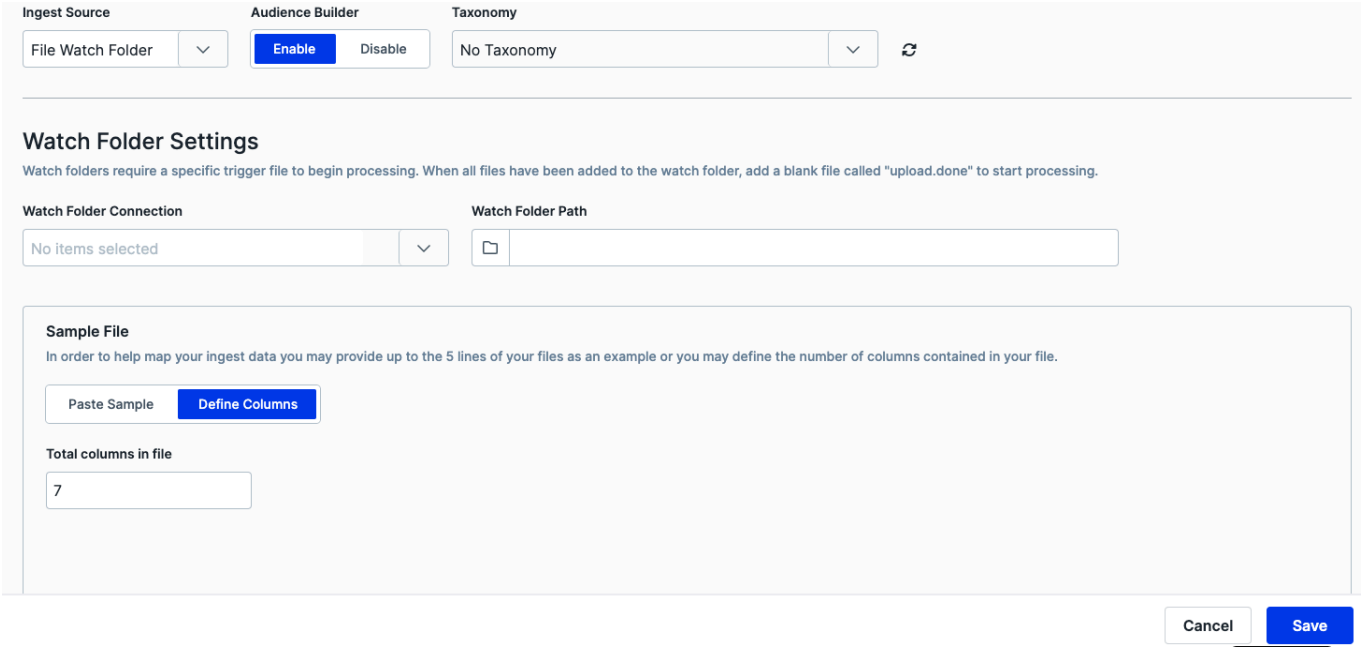
NOTE: Affiliate users only have assess to the following Input Types: Household Postal Address, IP Address, Email, and Household zip+4.

Define segments and attribution

1. Some files are divided into segments, which represent categories of data in the file. At **Segment Defined By**, select one of the following:
    - **None** - There are no segments in the file.
    - **Header** - The segments are defined by the elements in the header.
    - **Records with Separators** - Indicates that the file contains multiple segments.
    - **File (single segment)** - Each segment represents a specific data element (datum).
2. To define attribution tracking, at **Attribution Type** click **Conversions**.
3. If you do not want to define attribution tracking to the dataset, at **Attribution Type**, click **None.**
4. Click **Save**.

Ingesting watch folder datasets

If your dataset source is **Watch Folder**, such as an sFTP site to upload files, capture the details that allows the system to upload the files correctly. Select a watch folder data source when you want the file to be updated whenever a change occurs. The system uploads a new version of the file every time a change is made.



1. At **Watch Folder Connections**, select the server connection where the file is saved. The Watch Folder Path automatically displays the URL.
2. If necessary, at **Watch Folder Path**, enter the URL for the location of the watch folder. This is the location from which files can be uploaded.
3. To paste a sample record from your local machine or network, select **Paste a sample record**. The display box below shows up to five lines of the sample.
4. To define which columns in the file represent the dataset, select **Define Columns** and at **Total Columns in File**, enter the number of columns included in the data file for each record. For example, you might select this option for files contained in an Excel spreadsheet with an unlimited number of columns available, but only the first few columns are set up with data.
5. To paste a sample record from your local machine or network, select **Paste a sample record**. The display box below shows up to five lines of the sample.
6. At **Secondary Separator**, click the secondary field separator type. If the file does not contain secondary separators, click **None**
7. At **Header Row?**, select one of the following:
    - If the file contains headers, click **Yes**.
    - If the file does not contain headers, click **No**.
8. At **Data Update Type**, select one of the following options to define how updates for the file occur:

- If you want to update only the changed elements in an existing file with the upload, select **Append**.
- If you want to overwrite the entire file on update, click **Overwrite**.

Matched identifiers

At **Match Identifier**, select the data column that you want to capture. For example, if you want to capture the Postal Address information from the data file, select Postal Address from the drop-down list.

Depending on the Match Identifier that you selected, define the specific fields contained in the data file representing the details that you want to capture. Leave fields blank that you don't want to capture. For example, if your Match Identifier is Postal Address, define the street address, city, state, and ZIP-Code fields.

The File Mapping Preview displays you the headings, records, and separators based on your entries. Use this section to validate that the record format matches what is contained in the file.

The following are the Match Identifiers:

- (Household) Crosswalk ID — This is a Cadent-generated ID associated with a zip11
- (Household) Postal Address — This is the USPS postal address in the format of address1, address2, city, state, zip
- (Household) zip+4— This is the USPS ZIP+4 Code. The last 4 digits represent a specific delivery route within that overall delivery area
- (Household) zip11 — This is the USPS zip11, which is an 11-digit number that denotes a household.
- IP Address — This is the IP Address of the data coming from a client's device such as a desktop, laptop, mobile device, or connected TV device.
- Device ID — This can be either a mobile device ID such as Apple's Identifier for Advertising or Google's Advertising ID. It can also be a connected TV or smart TV device ID.
- email — This is the client email address.
- NPI — National Provider ID is only for audiences that contain healthcare professionals.
- Multi-key (device+ip) - For Direct Pass only. For details, see **Learn more**.

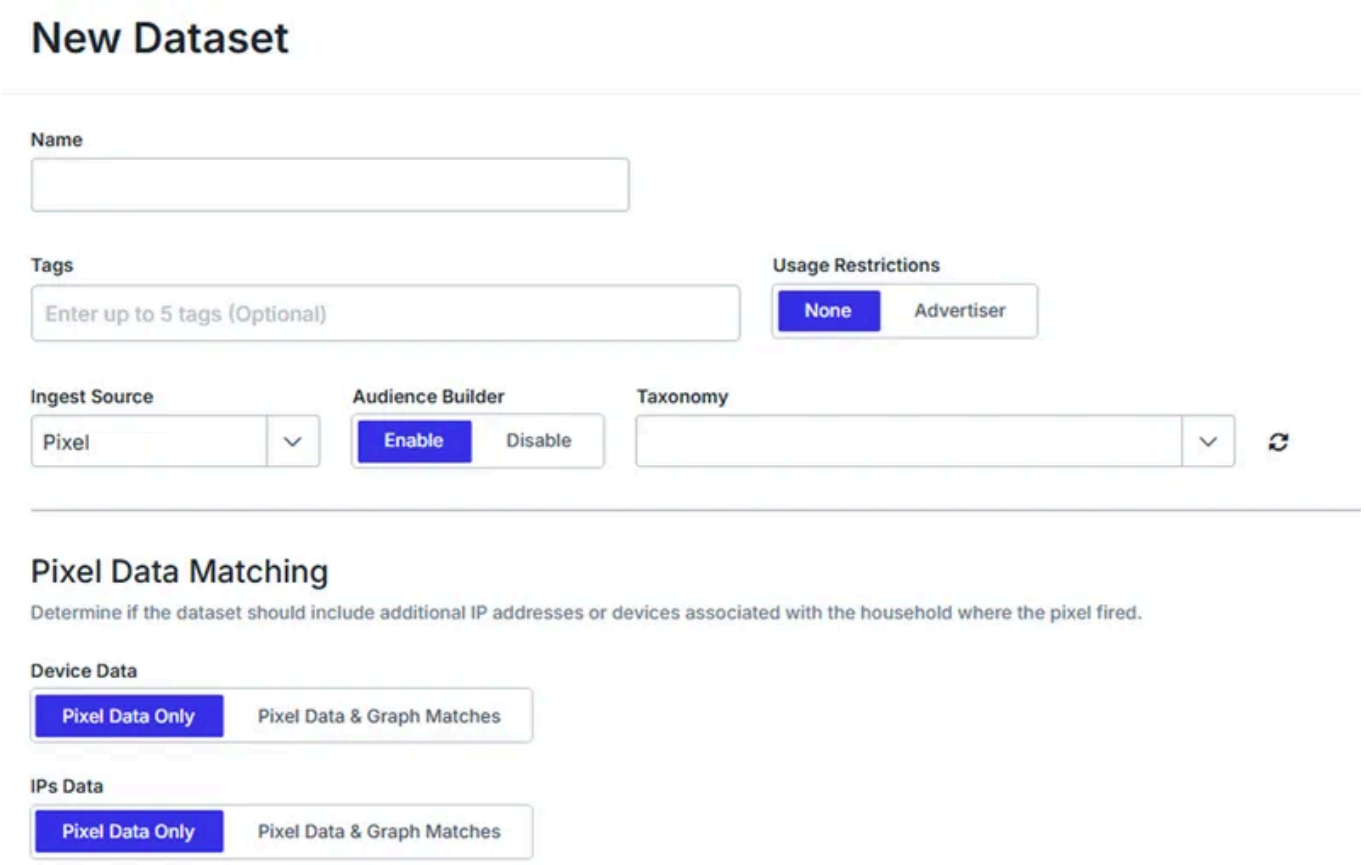
NOTE: Affiliate users only have assess to the following Input Types: Household Postal Address, IP Address, and Email Household zip+4.

Define segments and attribution

1. Some files are divided into segments, which represent categories of data in the file. At **Segment Defined By**, select one of the following:
    - **None** - There are no segments in the file.
    - **Header** - The segments are defined by the elements in the header.
    - **Records with Separators** - Indicates that the file contains multiple segments.
    - **File (single segment)** - Each segment represents a specific data element (datum).
2. To define attribution tracking, at **Attribution Type** click **Conversions**.
3. If you do not want to define attribution tracking to the dataset, at **Attribution Type**, click **None.**
4. Click **Save**.

Ingest pixel datasets

A pixel obtains data in real time by sending information from a specific Web Site about its traffic. A pixel template defines the fields in the transmitted files that the application receives.



1. At **Device Data**, choose one of the following options: Select **Pixel Data & Graph Matches** if you'd like to include additional Devices or IP addresses from the Cadent Identity Graph to your pixel file based on the household linkage; otherwise choose **Pixel Data Only**.
2. At **IPs Data**, choose one of the following:
    - Enable **Pixel Data Only** if you are passing the pixel fires to a destination. This ensures that the pixel is picking up the same identifier accepted by the destination.
    - Enable the **Pixel Data & Graph Matches** to ensure necessary identifiers are appended to the file. For Example, if the destination accepts Device ID only, but the pixel is only picking up IPs, then the Graph match will append associated Device IDs automatically.
3. Click **Save**.

Setting the pixel tag

After creating the pixel dataset, you must setup the pixel tag and share it the individuals responsible for its placement on the internet placement.

[Learn more about pixel tags](#).

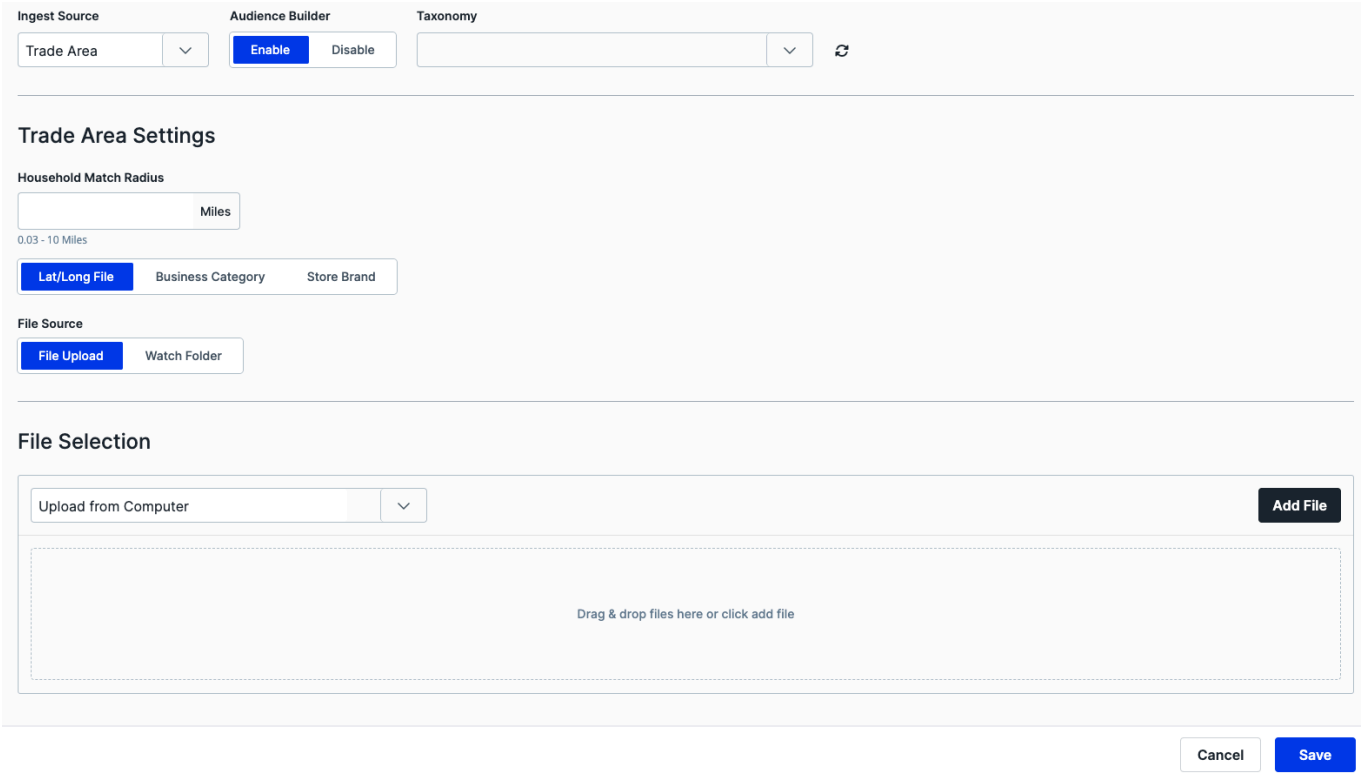
About pixel fires

After the pixel is placed, pixel fires will start to be collected by the platform.

- Users can click on the pixel details page to see the fires and match rates. Pixel fires are updated daily
- Insights will also be available based on the fires matched to the Cadent Identity Graph
- If the Audience Builder option was enabled, users should see the matched counts available within Audience Builder for use in audience creation.
- If Segments were carried in the pixel logic, segment headers can also be seen in Audience Builder
- Audience Builder is updated on a weekly basis on Sunday evening

Ingest trade area geographical settings

If the dataset source is trade area, complete the following steps:



1. At **Household Match Radius**, enter a numeric value. Your entry defines the number of miles around the business or latitude and longitude where household impressions can be obtained.
2. To upload a file that uses Latitude and Longitude to define the trade area, click **Lat/LongFile.** The file you upload must contain only latitude and longitudes.
    1. Click **Add File** and select the file you want from your local machine or network, or drag and drop the files you need into the entry box.
    2. To upload the latitude and longitude file using a watch folder, click **Watch folder**. See the Watch Folder Settings section above for details.
3. To define a trade area based on a type of business, click **Business Category**.
    1. Select businesses from the entry box and click the arrows to move your selections into the Selected POIs box.
4. To define a trade area based on a specific brand, click **Store Brand**.
    1. Select businesses from the entry box and click the arrows to move your selections into the Selected POIs box.
5. At **Match Locations**, further define the geographic location business or brand for the trade area:
    1. To determine the trade area based on State, select one or more options from the **States** drop down.
    2. To defines the trade area based on a designated market area, at DMAs, select one or more from the **DMAs** drop down.
    3. To define the trade area based on ZIP-code, enter one or more **ZIP-codes**. Separate each entry with a comma.
6. Click **Save**.

Ingest a conversion API

If your dataset source is Conversion API, define the crosswalk to connect the web service for file ingestion. Complete the steps here after you enter the Dataset Name and Source Info on the Create Dataset page.

1. At **Match Identifier**, select **Crosswalk ID** from the drop down. The Crosswalk ID field displays.

2. At **Crosswalk ID**, select the crosswalk file that applies for the dataset from the drop down.
3. If necessary, define attribution and conversion tracking for the dataset.

Add Attribution and Conversion

You are not required to include attribution and conversion details to the dataset when you onboard the data; however, if you need to the option is available.

Attribution is the process of identifying and assigning credit to various touch-points that contribute to a desired outcome, such as a sale or conversion. It aims to understand which channels, campaigns, or actions are most effective in driving customer engagement and conversion. If you are using a DSP for attribution optimization (whether ours or another DSP), complete the Attribution section when creating or editing a Dataset to tag the it as being used to collect the conversion event data.

When you specify that the data file contains conversion event data, that means that each record or row in the file should contain data about a conversion event that occurred. A conversion event can be an actual sale of a product or could be a website visit, mobile app download, someone physically visiting a store, or a number of other events.

To set an attribution, perform the following steps:

1. If the dataset does not contain attribution information, at **Attribution** select **None** and click **Save.** The dataset is saved.
2. If the dataset contains attribution information, at Attribution select **Conversion.**
3. To select an existing **Attribution ID**, make a selection from the drop down. When you select an exiting Attribution ID, the dataset is associated with other datasets, which are applied to a specific campaign.
4. To assign a new ID, complete the following steps:
    1. At **Attribution ID**, click the down arrow and click **Create New Attribution ID**. The New Attribution page displays.
    2. At **Name** enter a unique ID for the attribution.
    3. At **Campaign ID**, enter the ID associated with the campaign with which the new attribution is associated.
    4. At **Flight Start** and **Flight End**, use the calendar tool to select the flight start and end dates. This defines the period during which the attribution occurs. The time

frame defined is required when determining the specific attribution conversions within the campaign.

5. At **Attribution Window**, enter a numeric value for the number of days after the campaign during which attribution conversions can still be counted toward the campaign.
6. Click **Save**.

5. At **Conversion Type**, select a value from the drop down. The conversion type represents specific type of event you want to track which defines the attribution the campaign seeks to achieve. Select one of the following values:
    - **email_clickthrough** — clickthrough event based on email
    - **site_clickthrough**— event is triggered whenever a site visitor clicks a link in a site page or display ad
    - **website_visit**— conversion event based on site visit
    - **online_purchase**— conversion event based on online purchase
    - **app_install** — conversion was based on mobile app installation
    - **in_app_purchase** — conversion was based on mobile in app purchase
    - **physical_store_visit** — conversion event based on store visitation
    - **offline_purchase**— conversion event based on offline or in-store purchase
    - **phone_call** — lead generation event by phone
    - **chat_event** — conversion event was made through a messaging app, SMS, or online messaging feature
    - **system_generated** — conversion happened automatically, for example, a subscription renewal that's **set to auto-pay each month**
    - **other** — conversion happened in a way that is not listed.
6. At **Mapping Column**, select the column from the file that contains the conversion data. The columns that display are contained in the file being uploaded.
7. At **Timestamp** enter the date, or the date and time, associated with the dataset.
8. Click **Save**.

5.3.2.1. DirectPass dataset file onboarding

DirectPass uses a specialized dataset onboarding and deployment workflow that allows the direct ingestion and deployment of raw device identifiers (such as Device IDs and IP addresses), without first resolving them to Cadent's household graph. DirectPass datasets don't include the household-level information.

You can use DirectPass for the following:

- Targeting for non-US regions, such as Canadian segments used in Ad Manager.
- Passing raw identifiers directly to destination partners that have their own identity resolution systems.

Note: You must have DirectPass enabled for your organization to perform this type of data onboarding. If interested, contact your account manager.

What Happens When DirectPass is Enabled?

Enabling this option provides the following results:

- **Disables Household Export:** The standard household-level export is turned off.
- **Delivers Raw IDs**: The raw Device IDs and IP addresses from your original file are delivered directly to the destination partner.
- **Provides Raw Counts**: The Device ID and IP reach counts shown on the deployment screen reflect the counts from your raw data, not the counts from the Cadent graph.
- **Allows Subtype Selection**: You can choose to deploy specific combinations of identifiers and their subtypes (for example, Android Devices + IPv4 only).

After enabling the toggle and confirming your settings, you can deploy the audience as you normally would.

A tooltip over the toggle provides the following information to alert you when DirectPass is in use:

```
DirectPass deployments deliver IDs to your destination without resolving to
the Cadent graph.
```

Onboarding a DirectPass dataset

The process for onboarding a DirectPass dataset is similar to creating a standard File Upload or Watch Folder dataset. You must select the correct Match Identifier to enable the DirectPass functionality.

To onboard a DirectPass Dataset, complete the following steps:

1. Select **Datasets** and click **New Dataset**.
2. At **Name,** enter a unique name for your dataset.
3. Add any relevant tags for categorization, in **Tags**.
4. To restrict usage to specific advertisers, at **Usage Restrictions** enter advertisers that can use the dataset.
5. At **Ingest Source,** Select **File Upload** or **Watch Folder**.
6. From the **Match Identifier** drop down, select the **Multi-key (device+ip)** option to designates the dataset for the DirectPass workflow.

   This option ensures that the raw IP addresses and device IDs in your file are made available for the DirectPass deployment workflow.
7. Configure the remaining settings for your File Upload or Watch Folder dataset as you normally would (for example, pipe field separators, commas for segment separators).

DirectPass file format requirements

Your data file must contain the specific columns defined here. The platform will fail the onboarding process if these required fields are not included.

Required File Columns:

Column Name	Description	Accepted Values
ID	The external raw e-identifier	This can be an IP address like 192.168.1.1 or Device ID like AEBE52E7-03EE-455A-B 3C4-E57283966239
ID_TYPE	The general category for the identifier	IP, Mobile Device, CTV
ID_SUBTYPE	The specific type of the identifier. The value for this column depends on the ID_TYPE.	**For Mobile Device** • Android Phone • iOS Phone • Android Tablet • iOS Tablet • Other **For CTV** • Roku • Apple TV • Fire TV • Chromecast • Xbox • Sony • Samsung **Other, For IP** • v4 • v6

Taxonomy file requirements

If your device file contains segments, ensure the taxonomy contains a mapping of the **segment_ids** in the onboarded data file. The filename should clearly identify the file as a taxonomy and not a data file.

We recommend a format that contains the name of the audience, the taxonomy name, and the date the file was created.

For example, **audience-name_taxonomy-name_date.csv** has the minimum requirements for a taxonomy file, which consists of three columns.

segment_id	segment_name	CPM
segment_1	Frequent paper towel users	$1.75
segment_2	Infrequent paper towel users	$1.25

In cases of a nested hierarchy, the following is an example that includes the minimum four accepted columns:

segment_id	parent_id	segment_name	CPM
category_name_1	ROOT	Goods	
subcategory_name_1	category_name_1	Paper towels	
subcategory_1_segment_1	subcategory_name_1	Frequent paper towel users	$1.75
subcategory_2_segment_2	subcategory_name_1	Infrequent paper towel users	$1.25

Taxonomy file formatting best practices

The following practices are required for the taxonomy file:

- Any segment IDs are the same as the comma-delimited IDs from your data file
- Only alphanumeric or underscore characters are supported in the file
- Do not use the following characters: **!, @, #, $, %, &, *, ^**
- The length of each field should not exceed 1024 characters
- If you have special characters in your segment name, enclose the name in double quotes

Using DirectPass datasets on the New Audience page

Identifying DirectPass datasets

After your file is successfully onboarded, the dataset appears in the **My Datasets** tab on the New Audience page. You can identify it by the **directpass** tag displayed with the dataset name.

The **Match Key** column on the dataset list page shows **device+ip**.

Audience building rules

- You can combine a DirectPass dataset with other DirectPass datasets.
- If you build an audience that combines a DirectPass dataset with any other segment type (for example, standard household-matched segments), the entire audience reverts to the standard deployment process. It will only deploy using Cadent-matched household devices, and the DirectPass option will not be available.
- When you save an audience containing only DirectPass-eligible datasets, it automatically receives a **directpass** tag or icon next to the audience's name for easy identification.

Deploying a DirectPass audience

The final step is to deploy your DirectPass audience to a destination. The combination of the destination and audience must both be eligible for DirectPass or the DirectPass control will not be selectable.

1. On the deployment screen, select your desired destination and the DirectPass-tagged audience you created.
2. Select the **Directpass** toggle**.**

Example DirectPass dataset

The following is an example of the minimum requirements for a DirectPass dataset file. It must include an ID Type and ID Subtype.

ID	ID Type	ID Subtype
9196549F-F411-536D-B818-A	Mobile Device	Android Phone
2600:1700:8091:dc0::	IP	v4
2601:647:8500:dc20::	CTV	Roku

Note: If the required fields are not included, the onboarding fails and you receive the following message: **Match key formatting requirements were not met.**

5.3.2.2. About taxonomies

The taxonomy associates the segment IDs with the segment names. For more complex data, the taxonomy can define a hierarchy which makes visualizing the output data more clear.

The segment name is viewed by the buyer of the data, in the Demand Side Platform (DSP), or even another Data Management Platform (DMP).

You create new taxonomies in the Setup tool, **Create and edit a taxonomy**

Note: When sending data to Cadent, you must use the segment ID.

Taxonomy File Format

Following are the format requirements:

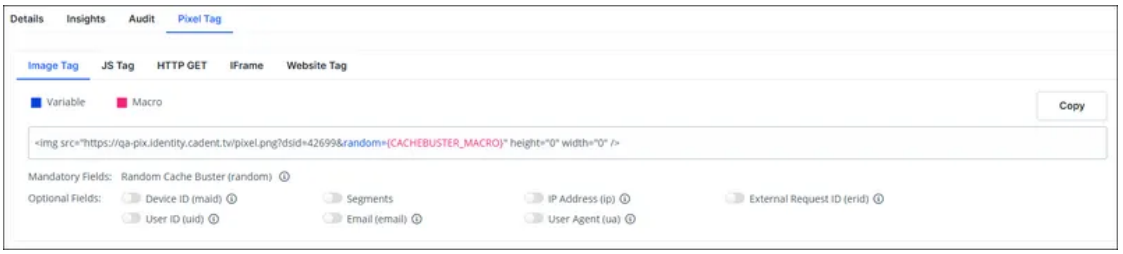
- The supported file formats are csv, and txt when the file is uncompressed; .zip or .gz formats are used if the file is compressed.
- Segment ID must be 127 alphanumeric characters or less with no special characters except for an underscore "_".
- There should be only one ROOT element as the top element in the taxonomy hierarchy, for example parent_id is null.
- For a flat taxonomy, all the parent nodes under the ROOT node has parent_id pointing to the root.
- The child segments reside under these parent nodes and have their parent_IDs pointing to the segment ID of their respective parent.

5.3.3. Assigning or editing pixel tags

A pixel is a type of dataset that obtains campaign information from a website in real time and sends information about its traffic. After you create a pixel dataset, you can tag the website to begin collecting data.

To create pixel tags, complete the following steps:

1. On the navigation menu, click **Datasets**.
2. Click the pixel dataset you want from the table. The Dataset Details page displays.
3. Click the **Pixel Tag** tab.



1. Select the specific type of pixel tag you want based on the type of banner ad placed on the site by clicking one of the following options. As you make a selection, the variable and macro code is automatically adjusted to match your choice:
    - Image Tag
    - JS Tag
    - HTTP Get
    - IFrame
    - Wbsite Tag
2. You can select any **Optional Fields** that provide information, which you want to have included with the pixel fires. You are not required to select any optional fields but can select as many as you want.
    - **Device ID (maid) -** Used to identify mobile devices.
    - **Segments** - The fields in the transaction file. If you select this option, you must choose whether the segments display in a .csv list, or in key value pairs. If you select segments as key-value pairs, you must add each key and its matching value.

- **Email (email)** - Email address of the logged in user. May be hashed (randomized to avoid identification).
- **IP Address** - If the request is sent from a server, this is the IP address of the user.
- **User Agent (us)** - URL encoded user agent if the request is sent from a server.
- **External Request ID (erid)** - Can be used to identify each pixel uniquely. This is an alphanumeric field.
- **User ID (uid)** - Identifies a unique user or partner platform. Tracks the user across devices. May be a cookie ID for users who are not logged in.

3. Select the card for the appropriate data partner so that the pixel tag uses the provider format. Note that the variable and macro code for the pixel updates automatically based on your selection.
4. Select the **Website Tag** tab. The appropriate code is automatically loaded in the entry field.
5. If you want Cadent to auto-populate the macro, based on the fields and cards you have selected, click **Copy.**

5.3.4. Archiving datasets

After a dataset is archived, it can no longer be used in the platform. To archive a dataset, complete the following steps:

1. From the Navigation menu, select **Datasets**.
2. In the row for the dataset you want, click **...** and select **Archive Dataset**. A confirmation message displays.
3. Click **Yes**.

5.3.5. Clone a dataset

You can create a new dataset with some of the attributes of an existing dataset. This is called cloning and it saves time when building a new dataset.

To clone a dataset, complete the following steps:

1. On the navigation menu, select **Datasets**. The Datasets list page displays.
2. In the row for the dataset you want, click **...** and select **Clone Dataset**. The Cloning <dataset name> page displays.
3. At **Dataset Name**, enter a unique name for the dataset. The field displays "copy_of..." followed by the cloned dataset's name. We recommend changing the name to one that is more reflective of the new dataset.
4. Update the field values as necessary. You must change at least one field because all datasets must be unique. **Learn more.**
5. Click **Save**.

5.3.6. Compare overlap in first-party segments, datasets, and audiences

You can compare any segments contained in your organization's first-party datasets with an audience or another dataset to get an understanding of the audience overlap. After you complete a comparison, a table displays the following information:

- **Segment** - ID for each segment in the dataset displays
- **Dataset** - The dataset name
- **Total HH (household)** - the total household count for the dataset.
- **Overlapping HH** - indicates the total number of households present in two or more datasets or segments
- **Aud. Overlap** (Audience Overlap) - indicates the total number of households present in two or more audiences
- **Index** - A numerical value that represents the concentration of a specific attribute (like a behavior, interest, or demographic) within your selected audience compared to a baseline or reference population

Note: This feature is not available for all accounts. If you would like it to be enabled for your organization, contact your customer success representative.

To compare a first-party dataset to an audience, complete the following steps:

1. On the left-side Navigation bar, click **Audiences**. The Audiences page displays.
2. Click the row for the audience you want. The Audience Details page displays.
3. Click **Insights > Test 1st Party Insights**. The Test 1st Party Insights tab displays.
4. Click **Manage Insights**.
5. Click **+**. The New Custom Insights panel displays.
6. At **Name**, enter a name for the new insight.
7. At **Usage Option**, select one of the following options:
    - **Account Wide** - The insight becomes available to all users on your account.
    - **Local** - The Insight can only be seen on the current audience or dataset
8. At **Custom Insight Group**, enter a name for the group. Create Insights panel appears.

9. At **Insight Name**, enter a name for the insight.
10. At **Compare Datasets**, select a dataset that you want to use in the comparison.
11. At **Available Segments**, select one or more segments that you want to compare the dataset with.
12. Click **Apply**. The Manage Insights tab displays with the datasets and segments of your selection inside a tile.
13. Click the **Insights** tab. The insights you defined display on a new subtab. The name displays at the top of the tab and the Group Name below it. The results display in table format.
    Note: If a segment or dataset is invalid, then a warning displays in front of it on the Insights tab when you select it from the available segments.
14. To remove an insight group, click the trash can in the group's tile and select **Remove** in the confirmation page.

5.3.7. Manage group opt-out options

This article describes how our system supports households that decide to *opt out* of being included in dataset or audience activity. While our system operates at the household level, the opt-out option is our way of protecting individuals' privacy requests and protecting the consumer on behalf of our partners and clients.

You have the ability to send us files that contain a list of IDs corresponding to households that have opted out from audience and dataset participation. The files you send contain the the opt-out IDs that correspond to the household location and function only to exclude each location and the individuals at those locations from being included in any dataset.

Your first-party data is filtered against the opt-out list before the data is onboarded to the system as part of a dataset. Deployments are also filtered to ensure opt-out IDs are removed.

Complete this process working directly with Cadent's Support team. Details that follow provide information on how you send the data to us and how it is dealt with by our platform.

Data requirements

You can connect to our automated workflow for consumer data deletion using SFTP or S3 protocols and post multiple ID types for data deletion requests. Each ID type must be connected to a separate subfolder in the SFTP or S3 file structure.

For each ID type, you can post data in all hash key types; however, they must be consistent for each ID type. For example, emails are always hashed using SHA256.

Data types

We support opt-out using the following data types:

- device
- zip11
- crosswalk
- IP address

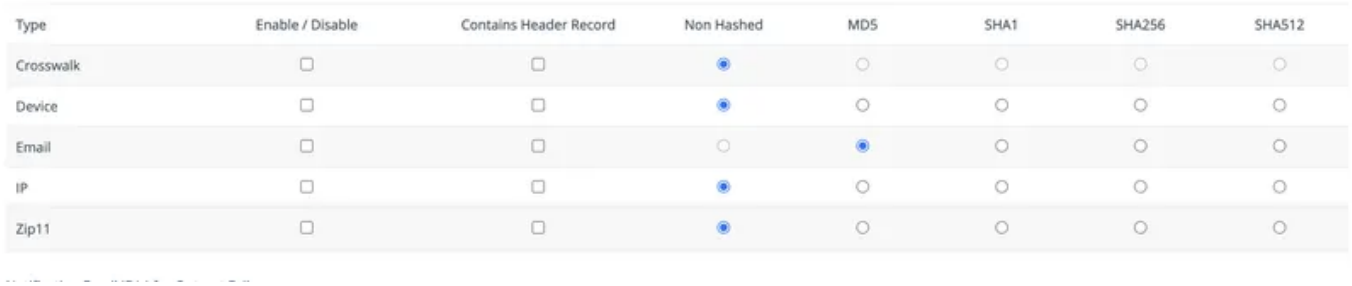
- email

The following example shows the opt-out files placed in the following respective S3 folders (an Amazon Simple Storage Service) for processing:

- s3://<*org-specific domain*>/cadent/OptOut/crosswalk/
- s3://<*org-specific domain*>/cadent/OptOut/device/
- s3://<*org-specific domain*>/cadent/OptOut/ip/
- s3://<*org-specific domain*>/cadent/OptOut/zip11/
- s3://<*org-specific domain*>/cadent/OptOut/crosswalk/

In the above example - **s3://<*org-specific domain*>/cadent/OptOut** is the base path, where <*org-specific domain*> is a variable for your organization's specific file share location. Device ID opt-outs will need to go to /devices sub folder, and so on.

We accept plain and hashed opt-out files; however, if you are set to send us sha1 hash opt-out emails, then we can only support onboarding of sha1 hashed emails. The hash must remain the same.



Type	Enable / Disable	Contains Header Record	Non Hashed	MD5	SHA1	SHA256	SHA512
Crosswalk	☐	☐	◉	○	○	○	○
Device	☐	☐	◉	○	○	○	○
Email	☐	☐	○	◉	○	○	○
IP	☐	☐	◉	○	○	○	○
Zip11	☐	☐	◉	○	○	○	○

File format

The following table defines the formatting requirements for data files to be sent.

Criteria	Description
Header Record	Optional.
Number of Columns	One
Supported File Extensions	• .gz • .zip • .csv • .txt • .dat

Data submission

You will be assigned a watch folder by Cadent, which will be swept for updates on a weekly basis. We treat it as a block list prior to distributing audiences to the customer.

It takes approximately 1-hour to process an opt-out file.

Our system adds the data to a group opt-out table for exclusion from datasets. During inbound and outbound information flow, these households are excluded regardless of the footprint selected.

If you are interested in providing opt-out records to Cadent, contact **support@cadent.tv** .

5.3.8. Datasets page details

The Dataset page provides details on all the datasets available to your organization and provides a jumping-off point for creating new datasets, editing existing datasets, and accessing details about the datasets.

The following columns are available by default on the Datasets List page:

- **Name** - The name created for the dataset. When selecting which columns you want to display, the dataset name can't be removed from the page.
- **Status** - Indicates whether or not the dataset is loaded and available for use in audiences. Only a dataset with the status Done, is available for use in an audience. Failed indicates that the dataset couldn't be loaded and Pending indicates a dataset that is in the process of loading.
- **Usage Restrictions** - Some datasets can only be used with specific advertisers. If the dataset can only be used by one advertiser, that advertisers name displays in the column. If the restriction applies to multiple advertisers, the number of advertisers the dataset is restricted to displays. Focus the cursor on the number in the column to see the names of the advertisers.
- **Source** - This indicates the type of dataset. For example, **Watch Folder**, **Conversion API**, **Pixel**, **Trade Area Point of Interest**, **DirectPass**, or **File(s)** may appear.
- **Shared by** - Shows the organization that was the source of the dataset.
- **Households** - A numeric value that indicates the number of households included in the dataset.
- **Match Rate** - Provides unique records for the specific IDs that were matched.
- **CPM** - Cost per thousands for usage fees that are applied to all first-party data onboarding. The fee is factored into audiences built using the dataset.
- **Data as of** - (displays by default) The date in MM/DD/YYYY format when data was last uploaded to the dataset. If blank the dataset has not been updated.

Datasets are organized onto three separate tabs:

- **My Datasets** - These are a the datasets that your organization created.

- **Shared Datasets** - Displays datasets that you received from partners. These datasets cannot be edited.
- **Affiliates** - If your organization has associated affiliate users, a list of the datasets shared between your organization and its affiliates display.

The following controls allow you to perform actions:

- **Filter by Dataset ID, Name or Match Key entry field** - Enter Dataset ID, Dataset Name, or Match Key ID to display specific datasets in the table.
- **Filter by Agency or Advertiser** - When you filter based on the agency or advertiser, only datasets that can be used by that organization display. When you filter by advertiser, only advertisers for a specific agency displays.
- **New Dataset** - Click to build a new dataset.
- **Refresh** - Refresh the page to show updates since you loaded the page or since the last time you refreshed.
- **Gears icon** - Advanced Filter. Click to define the contents that you want to display on the page.
- **...** - Click this menu provides access the following functions, Edit Dataset, Add Deployment, Clone Dataset, and Archive Dataset. Select the columns you want to display on the Datasets page

Select the columns you want to display on the Datasets page

You can decide the specific columns that display on the Datasets List page. The columns you select remain each time you view the page. To change which columns display on the datasets page, complete the following steps:

1. On the navigation menu, select **Datasets**.
2. On the **Datasets** page, click the gears icon. The Customize table panel displays.
3. To add a new element to the table, select **Show**.
4. To remove an element from the table, select **Hide**.
5. To reset the table to it's original setup, click **Reset**. The columns return to the default positions.
6. Click **Save Changes**.

7. To return to the default columns, click **Reset**.

Optional columns

The following columns can be added to the Datasets page:

- **IPs Matched** - Numeric value for the total number of IP addresses associated with the dataset.
- **Matched Rate** - The percentage of records in your uploaded dataset that the platform can successfully identify and link to its own database of users or devices. It measures the overlap between your data (for example, a list of customer emails or addresses) and the platform's reach.
- **Source Records** - The number of records contained in the dataset.
- **Match Key** - The elements that the dataset targets when capturing impressions. For example, postal address, zip code, city, or state.
- **Source Rows** - A numeric value indicating the number of source rows in the dataset file.
- **Last Modified** - The date when the dataset was changed most recently.
- **Date Created** - The date when the dataset was created.
- **Created By** - The email address for the user who created the dataset.
- **Last Deployment** - The most recent date when the dataset was deployed.
- **Audience Builder** - Indicates whether the dataset is available when creating an audience.
- **Deployed** - Indicates whether or not the dataset was deployed.
- **Tags** - Lists the tags associated with the datasets. Create tags to connect datasets that you want to relate and access together.
- **ID** - The system generated identifier for the dataset.
- **Devices** - Numeric value for the total number of devices associated with the dataset.
- **Last Deployed** - The date in MM/DD/YYYY format when the dataset was most recently deployed.

5.3.9. Advanced dataset filters

A basic filter field in the upper left of the Datasets page provides basic filters to limit the results that display on the page, based on a Dataset ID, Name, or Match Key. To filter the details that display on the Datasets page, based on a broader set of options, complete the following steps:

1. On the navigation menu, click **Datasets**.
2. Click **Filter** on the upper right. The Advanced Filtering page displays.

Dataset Filter button

3. Select the filter criterion. The following criteria are available:
    - **Audience Builder** - Limit the display to only datasets available for building audiences
    - **Input ID** - The input ID filter based on the match key that the platform uses to create the association to the household mapping file
    - **Source** - Limit the display to datasets sharing the same source
    - **Status -** Filter results based on a specific dataset status value:
        - **Done** - Available for use in an audience.
        - **Failed - I**ndicates that the dataset couldn't be loaded
        - **Pending -** The system has received the request or file, but the actual processing (ingestion, matching, or calculation) hasn't started yet. This often happens if the system is balancing multiple tasks or waiting for resources to become available.
        - Running - The dataset is being processed. The system is currently reading the file, performing match rate calculations, or syncing the data across the platform.
    - **Deployed** - Select to view only deployed datasets

- **Created Date** - Use the calendar tool to view datasets created on a specific date or during a particular range
- **Last Upload Date** - Use the calendar tool to view datasets that were uploaded on a specific date or during a particular date range
- **Tags** - Tags provide organizations with a way to connect related datasets. Select one or more tags to view datasets that share certain attributes.

4. To make results more specific, select more than one filter criteria.
5. To remove a specific criterion, click the **x** in the filter entry box.
6. To clear all filters, click **Clear Filters**.

5.4. Data Marketplace

The Audience Manager's Data Marketplace allows you to browse and select syndicated third-party (3P) data segments for audience creation and activation.

It serves as a centralized hub for enriching first-party data with a wide array of demographic, behavioral, and purchasing data from various providers.

It is integrated directly into the Audience Manager, providing a streamlined and cost-effective alternative to using external Data Management Platforms (DMPs) like LiveRamp.

Key benefits

Here are the key aspects of the Data Marketplace you should be aware of:

- **Integrated Audience Building**: You can add single or multiple data segments from the marketplace directly to your audiences. These audiences can then be deployed for assignment in your campaigns. **Learn more.**
- **Cost-Effective**: Using the integrated marketplace can be more cost-effective and may help you avoid additional fees associated with external DMPs.
- **Real-Time Insights**: The integrated platform provides real-time insights to help you inform your campaign strategy.

Cost structure

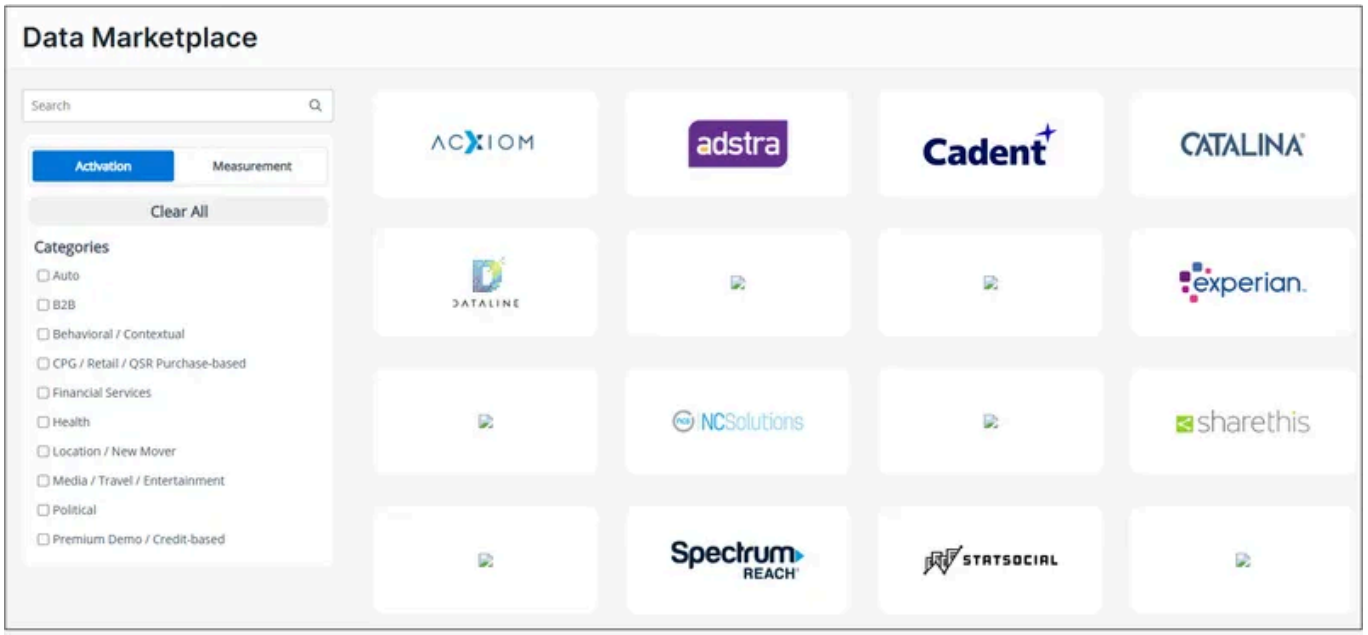
Costs for utilizing third-party audiences from the Data Marketplace can vary. Generally, using segments directly from the Data Marketplace is more cost-effective because it avoids additional fees that may be incurred when using external Data Management Platforms.

5.4.1. Review activation and measurement partner details

Data partners information in the Data Marketplace allows you to browse and select syndicated third-party (3P) data segments for audience creation and activation.

After you access a specific activation partner, the system displays details about that company, information on the types of data, company differentiators, and specific restrictions. You can view a list of audience segments provided by each partner.

When you view segment CPM values, the amount displays in the currency selected by your account. You can hover your cursor over the CPM to see the value in US Dollars (USD).



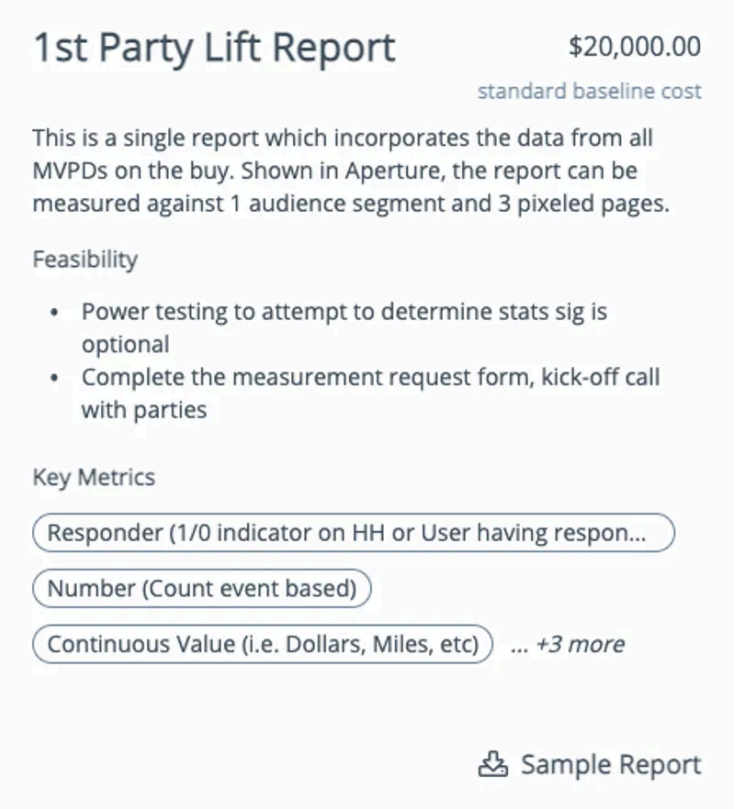
To see data partner details, complete the following steps:

1. On the navigation bar, click **Data Marketplace**.
2. To view a data partners who provide audience activation services, select **Activation**.
3. To view a list of Measurement data partners, select **Measurement**. Measurement data partners provide reporting.
4. Select the tile for the data partner that you want.
    1. To search for a specific data partner, click **Search** and enter the name.
    2. To filter information on the page to display specific business categories, select the boxes you want. The page displays only the data partners matching your

selections.

5. To view details on that organization, click a data partner's tile.
6. To view a list of the audience segments provided by the data partner you selected, click **Targeting**.
   Note: The CPM values that display for specific segments provided by the partners will appear in the currency selected by your organization. The default value is in USD.
7. For measurement partners, you can select the **Measurement** tab to view details on the reports provided by the partner. Tiles provide details on the reports, including a category, price, a description, and key metrics. The price may be listed as a total cost or by CPM depending on how charges are applied.
8. To see a report sample, click **Sample Report**.

Note: If a partner is disabled, you will no longer be able to access them or assign deployments using that data partner. Deployments that are in progress will be completed. Datasets, Reports, Audiences, and Audience Groups that use data partners which are disabled are also disabled.



5.4.2. Download an activation partner taxonomy

For a comprehensive view of what is available from an activation partner, you can download their taxonomy file containing the segments that are available for purchase.

1. On the navigation bar, click **Data Marketplace**.
2. Select **Activation**.
3. Select the tile for the data partner that you want.
4. To view a list of the audience segments provided by the data partner you selected, select the **Targeting** tab.
   Note: The CPM values that display, for specific segments provided by the partners will appear in the currency selected by your organization. The default value is in USD.
5. Click **Taxonomy**. The taxonomy file will be downloaded to your local machine.

5.4.3. Review measurement partner reports

Measurement data partners are used to analyze the performance and effectiveness of a campaign after it is complete. They provide reports that help you understand the impact of your advertising campaign so that you can interpret the results.

Review the types of reports and industry categories. You can see pricing details and view example reports to help you make the best decisions.

To view reporting options, complete the following steps:

1. At the left-side navigation menu, click **Data Marketplace**.
2. Click **Measurements**. A list of measurement partners display.
3. Select the partner you want from the list. After you access a specific partner, the system displays details about that company, information on the types of data, company differentiators, and specific restrictions.
4. Click the **Measurements** tab. A description of avaiable reports display.
5. To view a sample of a report, click **Sample Report**.
6. To access the Partner's website click **Visit Website**.

5.5. Health Audiences

Cadent Health Audience is a fully integrated self-service tool for building custom health audiences based on seven health-specific attributes.

> **Source of Health Audience data:**
>
> The attribute data used to build health audiences comes from anonymized primary-sourced health data, which covers more than 90% of the US population over 18 years old. Health Audiences don't rely on IDs or third-party cookies.

Learn more:

- **Attributes and other considerations**
- **Build a health audience**
- **Insights**
- **Manage health audiences**
- **Glossary for health audiences**

5.5.1. Attributes and other considerations

This article details the following topics:

- Audience attributes
- Unpacking medical codes and usage
- Patient age restriction
- Sensitive health conditions
- Small patient count
- Searching for injectibles

Audience attributes

Attributes are the seven health-specific categories used to build a Health Audience. They include:

- Diagnosis
- Procedure
- HCP
- Rx
- Pharmacy
- Insurance
- Patient Info

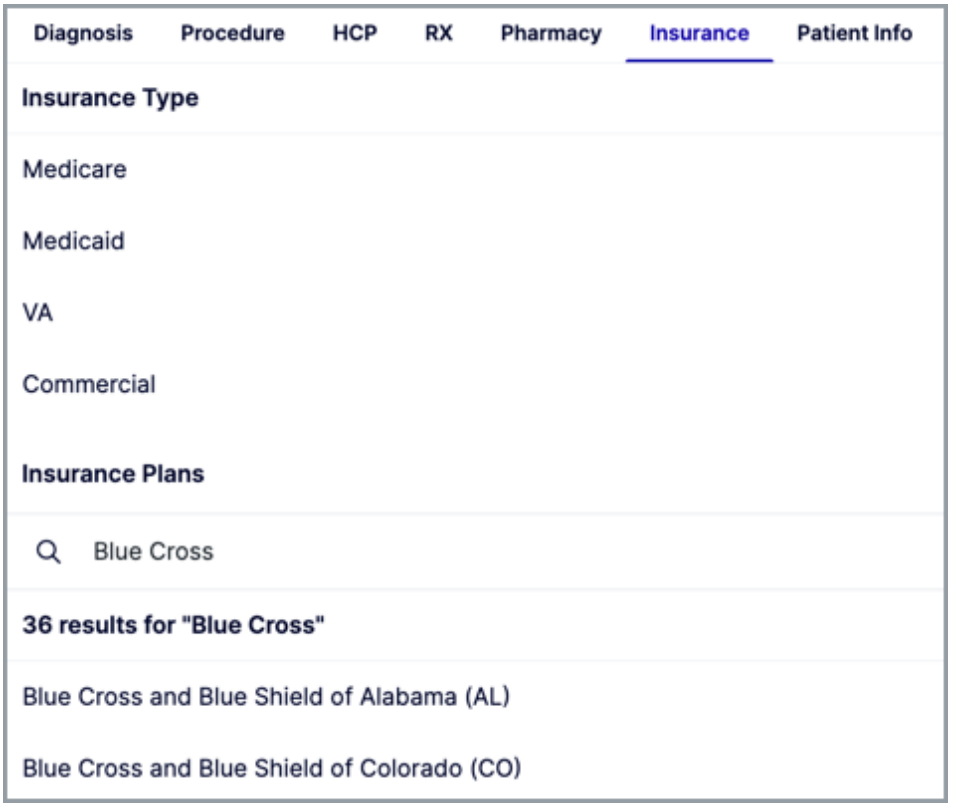
Each attribute consists of thousands of datapoints, which we call attribute items. When you build a Health Audience, you can include or exclude attribute Items.

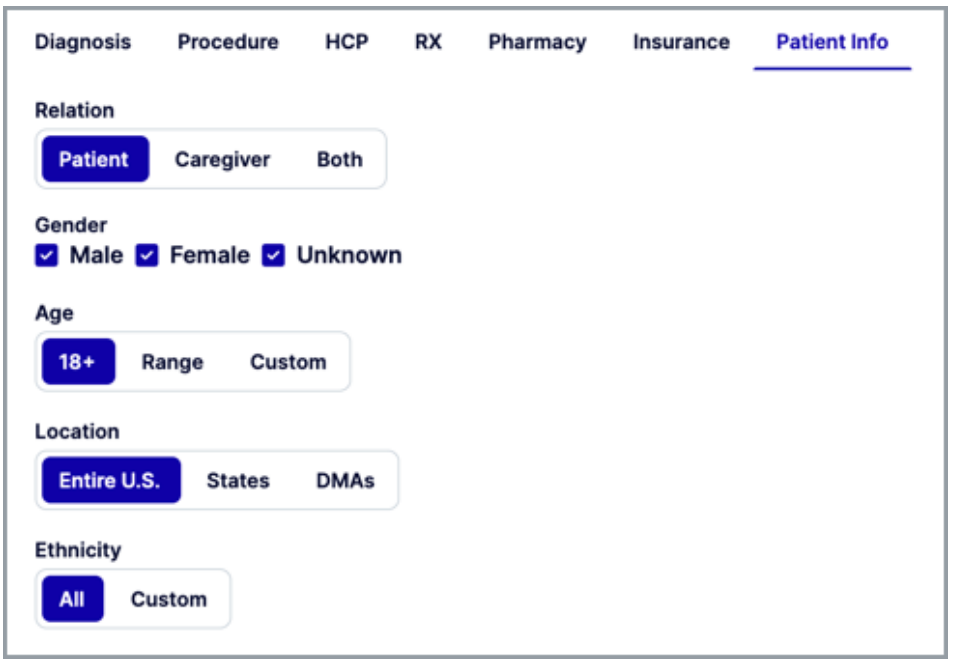
For example, if you want to create an audience of people diagnosed with mild asthma, but you specifically want to exclude those with mild persistent asthma:

- **Included group**: J452 mild asthma and its subcategories
- **Exclusion group**: J453 mild persistent asthma and its subcategories

The table below provides an overview of the health-specific attributes. See also Unpacking medical codes and usage.

Attribute	About
Diagnosis	A specific medical diagnosis that's been assigned by an HCP. Health Audience Builder supports ICD-10 diagnosis codes for the Diagosis attributes. You can select a main diagnosis code (encompassing all subcategories) or specific subcategory codes. For example, in the screenshot below, selecting J45 Asthma would include J45 and all its subcategories, but you can also expand each subcategory to add specific ICD-10 codes.
Procedure	An inpatient or outpatient medical service or procedure performed by an HCP. Health Audience Builder supports ICD-10, HCPCS, and CPT procedure codes.
HCP	HCP stands for Healthcare Professional. It refers to individuals who are licensed and trained to provide healthcare services to patients. For example, doctors, nurses, medical assistants, and pharmacists.
Rx	Medications prescribed or provided by an HCP.

Attribute	About
Pharmacy	Pharmacy where patients fills their prescriptions.
Insurance	Name and type of health insurance plans. Health Audience Builder supports Medicare, Medicaid, VA, and commercial insurance. 
Patient Inform	Patient information includes Relation (patient, caregiver, or both), Gender (male, female, unknown), Age (18+, range, or custom), and Location (entire

Attribute	About
ation	U.S., specific states, or DMAs), and Ethnicity. Note that Ethnicity increases the CPM by $.50. 

Unpacking medical codes and usage

Code Acronym & Name	NDC (National Drug Code)	CPT (Current Procedural Terminology)	HCPCS (Healthcare Common Procedure Coding System)	ICD-10 (The International Classification of Diseases, Tenth Revision)
Definition & Medical Usage	Used to identify and report human drug products with a unique, three-segment number	Used to describe tests, surgeries, evaluations and any other medical procedure performed by an HCP on a patient	Used to report medical procedures, supplies, equipment and devices to Medicare, Medicaid, and other third-party payers *(HCPCS codes are used in conjunction with CPT and ICD-10-CM codes)*	ICD-10 - catalog health conditions by similar disease categories under which more specific conditions are listed, thus mapping complex diseases to broader morbidities. ICD-10-CM - depict the patient's diagnoses that justify the services as medically necessary ICD-10-PCS - used in hospital settings to report inpatient procedures *(CPT code depicts the services provided to the patient)*
When to use	Building patient audiences with a prescription medication *(DTC not available in platform)*	Building patient audiences with a procedure and/or medical service	J codes for building patient audiences with non-oral prescription medications and chemotherapy drugs	Building patient audiences with a particular diagnosis (ICD-10-CM) Building patient audiences with an inpatient procedure (ICD-10-PCS)
Where to find	RX	Procedure	Procedure	Diagnosis (ICD-10-CM) / Procedure (ICD-10-PCS)

Health audience considerations

This section includes key information about building a Health Audience.

Patient age restriction

The Health Audience does not provide data for patients under 18 years of age.

Sensitive health conditions

Cadent Health continues to adhere to the best practices summarized in the Legacy NAI Code of Conduct (a self-regulatory framework for online advertising that was in effect until February 1, 2025) as related to determining Sensitive Conditions.

”The NAI has not developed an exhaustive list of conditions or treatments that it considers to be "sensitive." Rather, the NAI provides its member companies with several factors to consider when determining whether a particular condition or treatment is "sensitive." The factors include:

- The seriousness of the condition
- How narrowly the condition is defined
- Its prevalence
- Whether it is something that an average person would consider to be particularly private in nature
- Whether it is treated by over-the-counter or prescription medications
- Whether it can be treated by modifications in lifestyle as opposed to medical intervention

Under this analysis, Cadent deems the following condition categories to be "Sensitive Conditions" (including but not limited to):

- Cancer
- Mental health conditions (including but not limited to: generalized anxiety disorder, schizophrenia, Alzheimer's, depression, anorexia/bulimia)
- Sexual Health (All STDs, erectile disfunction and pregnancy termination)
- Drug or Alcohol Addiction
- Conditions predominately affecting children (especially those that are terminal in childhood and cannot be treated with OTC medication)

Contact your Cadent Account Manager for additional guidance on activating a sensitive condition health audience.

Small patient count

To protect patient privacy, Health Audience Builder will not calculate datasets below 1,000 patients. If you receive an small patient count error message, add more attribute items to your audience.

Searching for injectables

An injection can be a Procedure or an Rx. When searching for injectables, keep in mind the following.

- Injectable procedures: search by generic names only.
- Injectable medications: search by generic or brand names.

5.5.2. Build a health audience

A Health Audience is a custom audience built from anonymized health insurance claim data. Cadent Ad Manager scores the likelihood that an impression will be served to a person who fits your audience—and when activated in Ad Manager, the audience optimizes delivery to the highest-scoring impressions.

Health Audiencess are based on these seven health-specific attributes:

- Diagnosis
- Procedures
- Health care professionals (HCP)
- Prescriptions (Rx)
- Pharmacies
- Patient information

See **Attributes and considerations** to learn more.

Build a Health Audience

Follow these steps to build a health audience.

> **Factors affecting audience size**
>
> Health Audience Builder uses AND-OR logic. OR logic is applied to attribute items within the same group, while AND logic is applied between groups. As you're building an audience, keep in mind that:
>
> - The more **attribute items** you include in a group, the **larger the audience** will be.
> - The more **groups** you include, the **smaller the audience** will be.

Step 1: Navigate to the Health Audience Builder

1. Click the audience icon in the left navigation.
2. Click **Health Audiences**.
3. Click the **+New Audience** button in the top-right of the page.

Step 2: Define your audience

This is where you'll select the criteria for the audience you want to build.

1. Give your audience a unique **Name**.
2. **Usage Restrictions**:
    - **None**: this selection makes the audience available to all advertisers.
    - **Advertiser**: this selection limits the audience to specific advertisers. Select the advertisers from the list.
3. Select attributes and attribute items. What you need to know:
    - Start by selecting an attribute and then search for the attribute items you want to include or exclude.
    - You can add attribute items to a group or the exclusion list.
    - The Exclusions list has AND NOT logic applied to it. This means the attribute items on this list are negatively targeted.
    - You can also add more groups. Keep in mind that AND logic is applied between groups, which can affect audience scale.
    - **Patient Info** is included as its own group by default.
4. Build your logic: As you select attribute items, add them to the Active Attributes section to construct your audience logic.
    - **Groups (OR logic)**: Items placed in the same group are combined with "OR". For example, adding "Asthma" and "Albuterol" to Group 1 means you are looking for patients who have either been diagnosed with asthma *or* prescribed Albuterol.
    - **Between Groups (AND logic)**: You can add more groups by clicking **Add Group**. The logic between different groups is "AND". For example, if you place "Commercial Insurance" in Group 2, the audience becomes: (Asthma OR Albuterol) AND (Commercial Insurance).
    - **Exclusions (AND NOT logic)**: Items placed in the Exclusions section will be removed from your audience. For example, adding "Biopsy of Lung" to exclusions refines the audience to: (Asthma OR Albuterol) AND (Commercial Insurance) AND NOT (had a Lung Biopsy).

Step 3: Calculate and save your audience

Once you have defined your criteria, you're ready to calculate the potential audience size and save your audience.

- Calculate Audience:
  1. Click the **Calculate Audience** button.
  2. This will query the database and show you the number of **Distinct Patients** for your audience.
  3. It will also populate the **Insights** section with charts on demographics and location.
- Save as a draft:
  1. Toggle the button in the Audience Details section to **Draft**.
  2. Click **Save**.
  3. When you're ready to save it as an audience, point the toggle to **Audience**.

- Save as an audience:
  - Toggle the button in the Audience Details section to **Audience**.
  - Click **Save**.
  - If you saved an audience, you can access it at any time in the Health Audiences view. Here you can edit, clone, and archive it. See **Manage health audiences** to learn more.

> **Audience scale**
>
> Explore audience scale by adding and/or removing attribute items, then click **Calculate Audience** again. You can do this repeatedly.

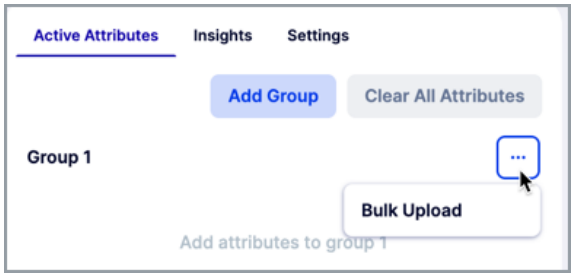
Bulk upload attributes

Before you begin:

- Diagnosis, Procedure, and Rx Attributes can be uploaded in bulk.
- Audience Manager supports CSV, XLS, and XLSX files for Health Audience bulk upload.
- You can bulk upload to a group or exclusion list.

Follow these steps to bulk upload attributes:

1. Add your medical codes to a spreadsheet (.csv, .xls, or .xlsx) in a single column—one code per line.
    - **Diagnosis** supports ICD-10 codes
    - **Procedure** supports ICD-10, HCPCS, and CPT codes
    - **Rx** supports NDC codes
2. Save the file to your computer.
3. Go to the Active Attributes tab, click **Bulk Upload**, and select your file.



4. Valid attribute items will populate in the group and/or exclusions list. If an item doesn't appear, check the file and try again.

CPM

The CPM is based on the number of attributes you select.

- One attribute = $2.00 CPM
- Each additional attribute (except Patient Info in some cases—see below) = +$0.50 added to the CPM
- Patient Info does not incur additional charges, with these two exceptions:
    - Ethnicity = $0.50 added to the CPM

- Caregiver = $0.50 added to the CPM (if you select Patient or Both there are no additional charges)

For example:

If you choose attribute items from all seven attributes — and don't select Ethnicity or Caregiver — the CPM is $4.50.

Distinct Patients

This is the number of people in your health audience. Keep in mind that a health audience must contain at least 1,000 distinct patients. If you try to calculate an audience, but receive a message saying your audience isn't large enough, try adding more attribute items to a group or expanding the location in Patient Info.

Active Attributes tab

This tab is where the attribute items you've added will be displayed. Key points to know:

- Group 1, Patient Info, and Exclusions are added by default.
- Click **Add Group** to add additional groups.
- Attribute items added to the Exclusions group are negatively targeted.
- You can add all your attribute items to group 1, or you can add items to multiple groups. Click **Add Group** to make a new group available. The difference is:
  - Attribute items added within the **same group** use OR logic (can include mild intermittent asthma OR mild persistent asthma). This results in a **larger audience**.
  - Attribute Items added to **different groups** use AND logic (must include mild intermittent asthma AND mild persistent asthma). This results in a **smaller audience**.

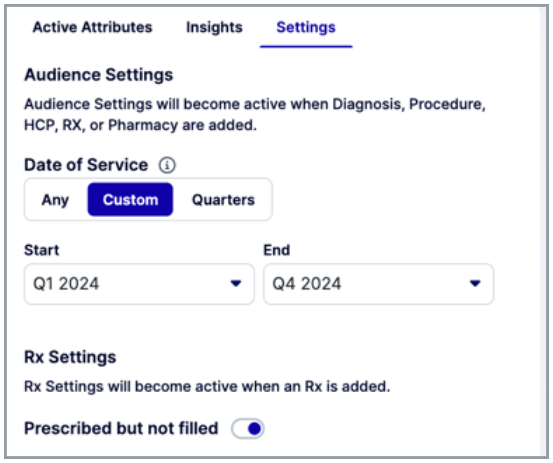
Insights tab

See **Insights**.

Settings tab

The settings tab lets you refine your health audience. Key points to know:

- Date of service will become actionable when you add Diagnosis, Procedure, HCP, Rx, or Pharmacy attribute items.
- Date of Service settings:
    - Any: This is the default and includes data for all available time periods.
    - Custom: Select the start and end quarter for your audience. Note that partial quarters are not included.
    - Quarters: Enter the number of quarters you want to include in your audience. Note that there's a max of 24 quarters, and partial quarters are not included.
- Prescribed but not filled: toggle this on to target patients who were written a prescription that they have not filled. This setting will become actionable when you add Rx attribute items.



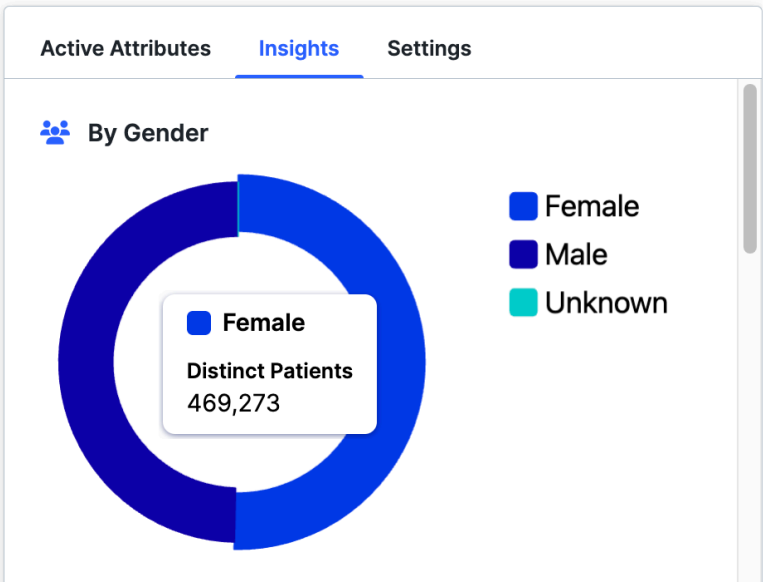
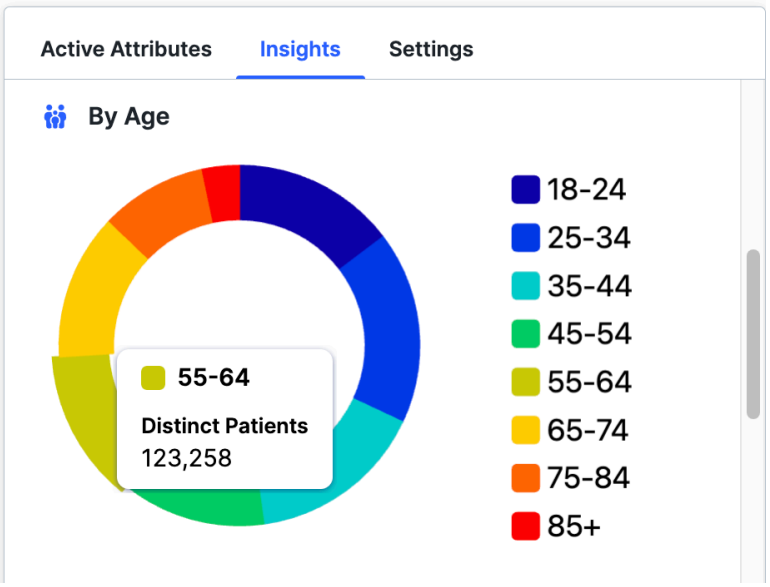
5.5.3. Insights

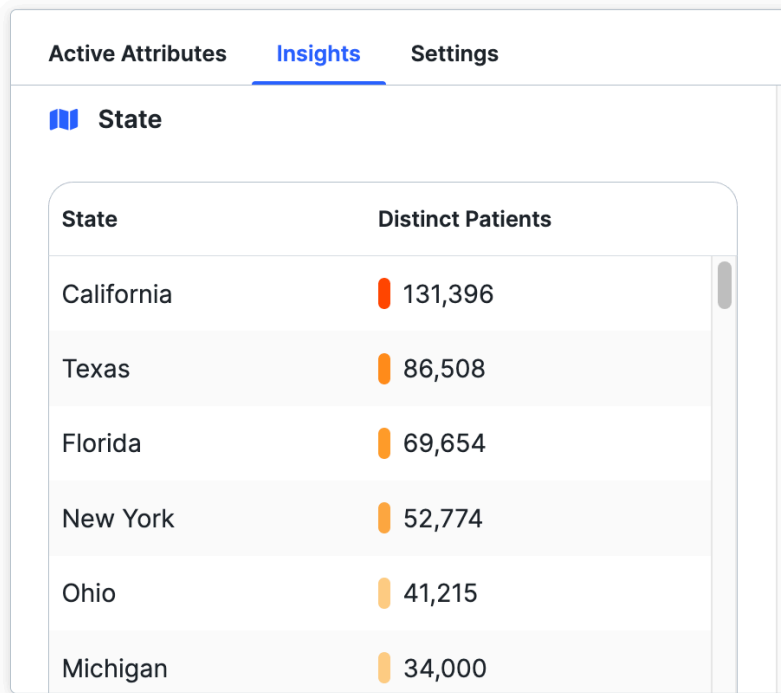
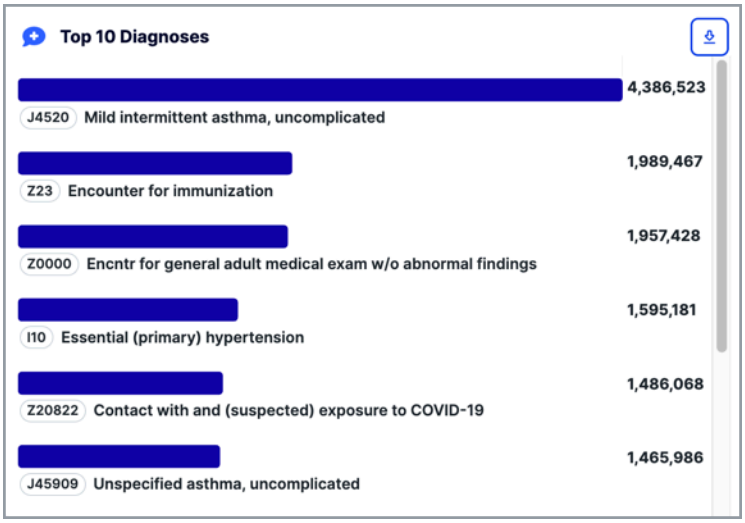
You've added your attributes and calculated your audience, so now you're ready to view Insights. This article provides an overview of Insights.

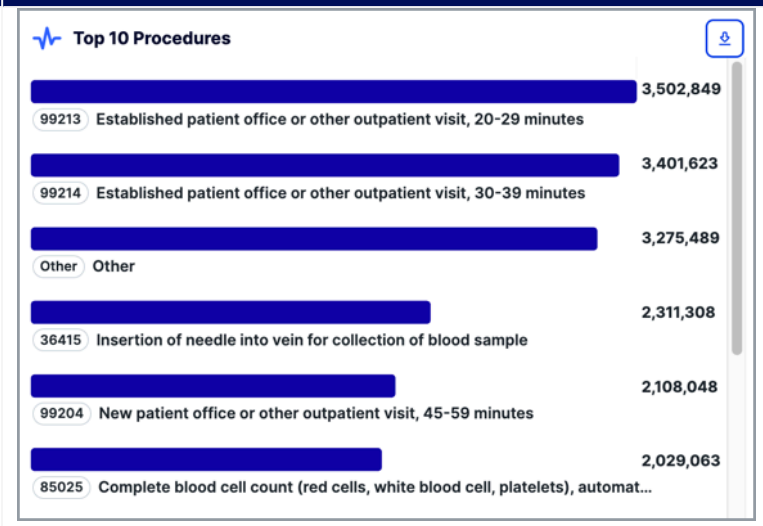
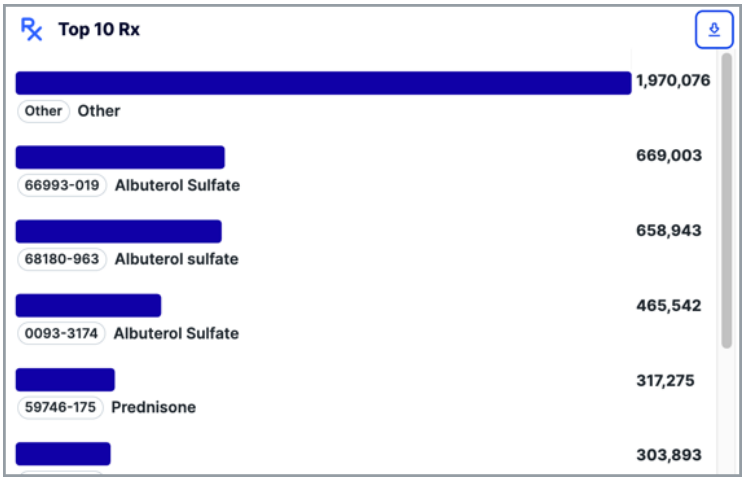
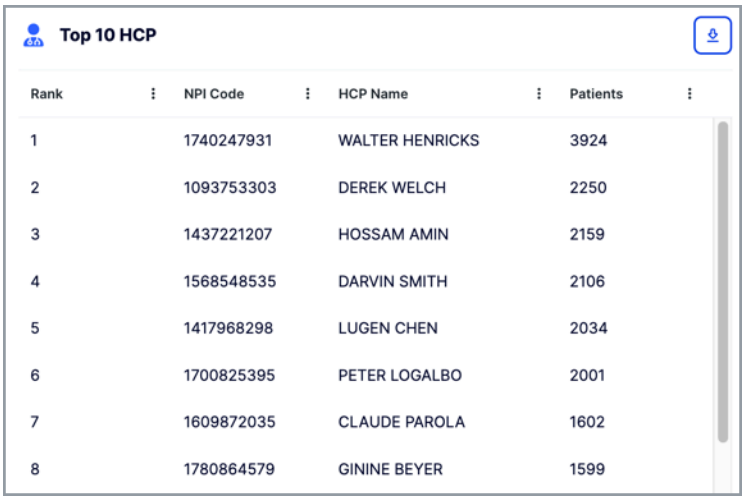
> **Minimum patient count**
>
> The Cadent system doesn't return insights for an audience of less than 1,000 distinct patients. To increase the audience size, add more attribute items.

Insights

Insights provides a deeper understanding of the patients in your audience. To adjust audience scale, add or remove attributes/attribute items and calculate audience again. Do this as many times as needed.

Insight category	Description
By Gender	The beakdown of patient genders. Gender is categorized as male, female, and unknown. Hover over each segment to see the patient count for that segment. Note: Unknown means a patient's gender wasn't captured. 
By Age	The breakdown of distinct patients by age. Hover over each segment to see the patient count for that segment. 

Insight category	Description
By Geography	Location is selected in the Patient Into attribute. You can select Entire U.S., specific States, or DMAs. 
Top 10 Diagnosis	The 10 most commonly diagnosed conditions in your audience. 
Top 10 Procedures	The 10 most commonly performed procedures in your audience.

Insight category	Description
	
Top 10 Rx	The ten most commonly prescribed medications in your audience. 
Top 10 HCP	The ten most common HCPs in your health audience. Results display the number of patients by NPI Codes and HCPs. 

Rank	NPI Code	HCP Name	Patients
1	1740247931	WALTER HENRICKS	3924
2	1093753303	DEREK WELCH	2250
3	1437221207	HOSSAM AMIN	2159
4	1568548535	DARVIN SMITH	2106
5	1417968298	LUGEN CHEN	2034
6	1700825395	PETER LOGALBO	2001
7	1609872035	CLAUDE PAROLA	1602
8	1780864579	GININE BEYER	1599

5.5.4. Manage health audiences

The Health Audience screen is where you'll view and edit audiences, download the Health Audience table, and create a new audience.

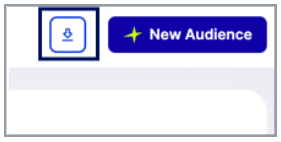
Edit an audience

Follow these steps to edit an audience.

1. Navigate to the Health Audience screen.
2. Click the **Name** of the audience you want to edit.
3. Click **Edit Audience** (or **Edit Draft**).
4. **Save** the audience when you're done editing.

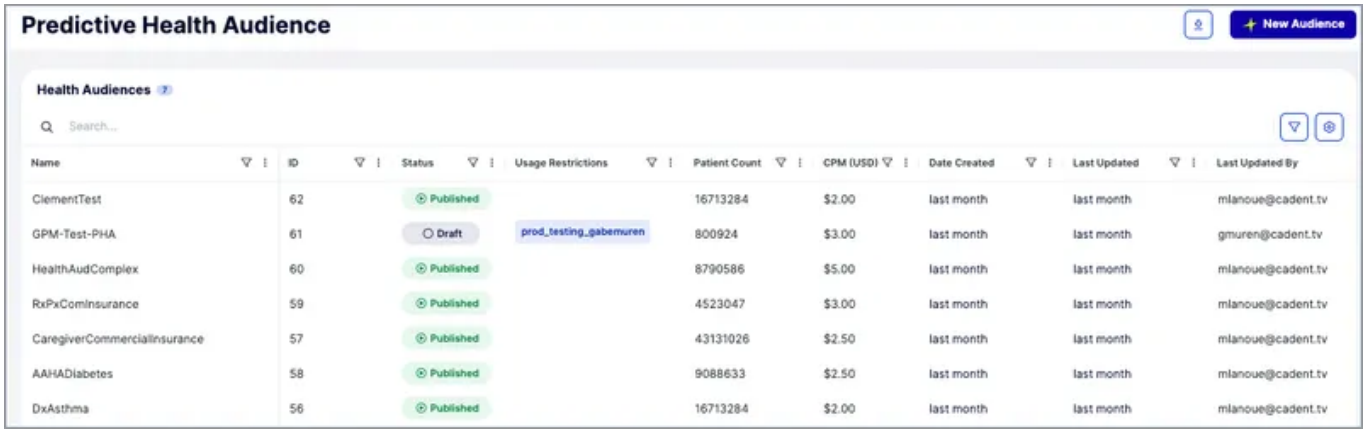
Download the table

Click the download table icon (see screenshot below) to download the entire contents of the Health Audience table to a spreadsheet.



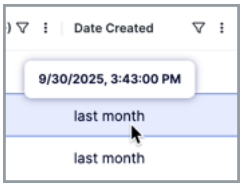
Column descriptions

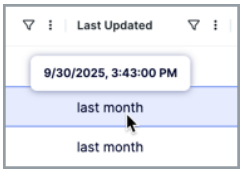
Below is an overview of the columns in the Health Audience view.



Column	Description
Name	The name of the audience.
ID	The ID is system-generated and used for mapping.
Status	There are four health audience statuses: **Published**: An audience that's available for targeting in Cadent's Ad Manager. **Draft**: A temporary configuration of targeting criteria that you are in the process of building. Think of it as a work-in-progress. **Pending**: This status occurs between the time an audience is saved and the modeling process is complete. **Error**: This status only occurs when there's an issue in the modeling process. This status is extremely rare.
Usage Restriction	A Usage Restriction means the audience was limited to specific advertisers when it was created. If this is the case, the advertisers will display in this column. If the column is blank, there are no usage restrictions.
Patient Count	The total number of distinct patients in an audience.

CPM (USD)	The CPM is based on the number of attributes you select.
	• One attribute = $2.00 CPM
	• Each additional attribute = +$0.50 added to the CPM
	• Patient Info does not incur additional charges, with these two exceptions:
	  ◦ Ethnicity = $0.50 added to the CPM
	  ◦ Caregiver = $0.50 added to the CPM (if you select Patient or Both there's not an additional charge)
	
	For example:
	If you choose attribute items from all seven attributes — and don't select Ethnicity or Caregiver — the CPM is $4.50.

Date Created	Hover to display the date the health audience was created. 

Column	Description
Last Updated	Hover to display the last updated date. If the health audience hasn't been updated since it was created, the date will be the same as the Date Created. 
Last Updated by	The email address of the person who created or last updated the audience.

5.5.5. Glossary for health audiences

Health Audience glossary

Attribute: Health-specific categories you'll use when building a health audience.

- Diagnosis
- Procedure
- HCP
- Rx
- Pharmacy
- Insurance
- Patient Info

Attribute item: A specific datapoint within an attribute. For example, these are Rx attribute items:

- 0054-0326 fluticasone propionate and salmeterol
- 0054-0327 fluticasone propionate and salmeterol

Audience Description: A summary of the selected attributes used to build the health audience.

CPM: Cost per mille (CPM) refers to the average cost per 1,000 advertisement impressions. Mille means 1,000 in Latin.

CPT: Current Procedural Terminology is produced by the American Medical Association (AMA).

Health audience: A model built from health insurance claim data and customized by you, based on 7 attributes: diagnosis, procedure, healthcare professional, medication, pharmacy, and patient information.

HCPCS: The Healthcare Common Procedure Coding System is produced by the Centers for Medicare and Medicaid Services

ICD-10: The 10th revision of the International Statistical Classification of Diseases and Related Health Problems is a medical classification list established by the World Health Organization (WHO).

NDC: National Drug Code, is a unique 10-digit, 3-segment number. It is a universal product identifier for drugs in the United States. This code is on all US prescription and nonprescription (OTC) medication packages and inserts.

NPI code: The National Provider Identifier is a Health Insurance Portability and Accountability Act (HIPAA) Administrative Simplification Standard. The NPI is a unique identifier for covered healthcare providers.

Unknown gender: Gender is categorized as male, female, and unknown. Unknown is less common, and means a patient's gender was not captured in the data.

Usage Restrictions: A usage restriction means the audience was limited to specific advertisers when it was created.

5.6. Audiences

The Audiences section of the Cadent Platform is a comprehensive suite of tools designed to help advertisers identify, build, and target specific audience segments for their campaigns.

This section is central to the platform's goal of unifying audience data with advertising activation and measurement. The Audiences section provides access to audiences available to your organization and actions you can perform related to audiences such as creating new audiences, editing audiences, viewing details and cloning audiences.

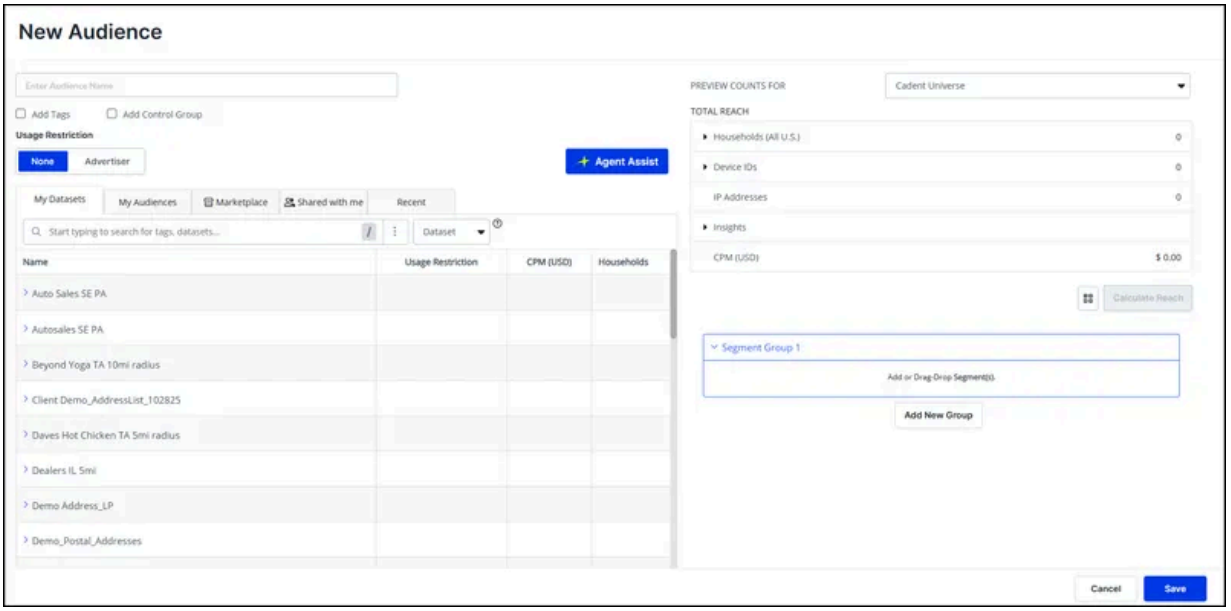
The platform also includes an Audience Discovery Agent that simplifies the process of finding the right audience for your campaigns. You can use natural language to describe your desired audience, and the agent will help you uncover relevant segments. This feature is designed to save time and help you discover new and unexpected audience opportunities.

5.6.1. Create and edit audiences

When you build an audience, you are defining a new audience based on one or more datasets and/or other audiences, which you have already ingested into the system.

You can't create two identical audiences.

Note: The CPM values that display for specific segments are based on the currency selected for your account. The default currency is USD.



Step 1: Name the audience

1. On the left-side menu, select **Audience Manage**r.
2. Click **Audiences**. The Audiences page displays.
   Note: To edit an existing audience, click the **...** action menu in the row for the audience you want to update and click **Edit Audience**.
3. To create a new audience, click **New Audience**. The New Audience page displays.
4. At **Enter New Audience Name**, enter a unique name for the audience.

Step 2: Add metadata tags

Tags provide the ability to create categories and filter for specific content. The tag can be displayed on the Audiences page if you choose but doesn't appear by default.

To add tags to your audience, complete the following steps.

1. To add metadata tags, click **Add Tags.** A entry field displays. If tags are already created, you can select it from the list.
2. Enter tags in the field. You can have a maximum of 5 tags. As you begin to type a list of tags displays where you can pick the ones you want.

Step 3: Add a Test Control Group

You have the option to include a test control group as part of the audience. The test group does not receive the ads and can be used to evaluate the success of campaigns the audience is assigned to. Adding a test control group is not a required part of the audience.

1. Select **Add Control Group.** Fields appear to allow you to define the size of the group.
2. Enter a **Group Control Name** to help you identify the specific group when viewing audience details.
3. At **Size**, enter a numeric value that represents the percentage of the total audience which will be included in the test control group. For example, if you enter 10, then 10 percent of the total audience is placed in the test control group.
4. To allow the audience to be used for lookalike audiences, click **Enable-lookalike**. The audience

Step 4: Define Usage Restrictions

If you are building an audience that will not be restricted to use only dataset segments from specific advertisers, skip this section.

To create an audience that only uses segments from datasets that are permitted for specific advertisers, complete the following steps:

1. At **Usage Restriction**, select **Advertiser.**
2. At the **Advertiser** drop down, select the advertiser you want. You can select multiple advertisers. Only datasets that are available for the advertiser you select can be included in the audience.

Step 5: Add dataset segments

Attach datasets to the new audience.

Note: Datasets and segments from some vendors are exclusive to that vendor and cannot be added to audiences that include other audience segments. When that is the case, **Exclusive** displays beside the segment.

1. Click the **My Datasets** tab.
2. To search for a specific dataset, enter the name in the **Search** field.
3. Select a dataset from the list. The list contains the datasets created by your organization.
4. Select the arrow (**>**) on the left side of the first dataset row you want to include. Rows open in the data set revealing each segment contained in the dataset.
5. Click **+** to select the segment that you want.
6. Select either **Add to Segment Group 1** or **Add to Exclusions**. You can add or exclude specific segments from the dataset.
    - Selecting **Add to Segment Group 1** loads its content into your first segment group, which displays in the Segment Group 1 box to the right.
    - Selecting **Add to Exclusions** removes segments from the audience that you are building.
    - When you select a segment to which privacy laws apply, a warning message displays. Identify segments impacted by privacy laws by indicating sensitivity to privacy laws using Taxonomies on the Setup tab.
    - IAB category information displays when you select a segment that contains audience members that fall within a specific category or sub category.
7. Repeat this process with other datasets to add or exclude more audience members from the segment group. The updated elements of your segment group will be reflected in the Segment Group table. Segments within the same Segment Group are in an **OR** relationship. For example, a Segment Group might include households that are **EITHER** Demo Viewers **OR** Demo OTT MAID Subscriber.
8. To add more segment groups, click **Add New Group**. Additional Segment Group Boxes display below the Segment Group 1 table. Segments are added in the same way that they were for the first segment group.
    - Each new segment group you add is added to the total (they have an **AND** relationship with the first segment group.)

    - The result filters the size of your audience to only those who fit the characteristics of both segment groups. This change is reflected in the Total Reach box, showing how the addition of your second segment has reduced your total audience percentage.
9. If necessary, add exclusions to the audience (see step 6 for details). The exclusions display below the Add New Group button in the Exclusions table.

Step 6: Add audiences

You can add other audiences to the new audience.

1. To add an existing audience to be part of the new audience, click the **My Audience** tab. Note when you add an audience it is not de-duplicated. Only Audience Groups provide multiple audience de-duplication.
2. To search for a specific value, enter the term in the **Search** field.
3. Select an audience from the list. The list contains the audiences created by your organization.
4. Select the arrow (**>**) on the left side of the first audience row you want to include. Rows open in the data set revealing each audience segment contained in the dataset.
5. Click **+** to select each audience segment that you want.
6. Select from the following options. You can add or exclude specific segments from the audience.
    - Selecting **Add to Segment Group 1** loads its content into your first segment group, which will show up in the Segment Group box to the right.
    - Selecting **Add to Exclusions** to exclude the audience from the audience that you are building.
7. Repeat steps 2 through 6 for other audiences you want to add or exclude from the segment group. The updated size of your segment group will be reflected in the Segment Group table. Segments within the same Segment Group are in an **OR** relationship. For example, a Segment Group might include households that are **EITHER** Demo Viewers **OR** Demo OTT MAID Subscriber.
8. To add more segment groups, click **Add New Group**. Additional Segment Group Boxes display below the Segment Group 1 table. Then repeat the process for adding audience segments.

- Each new segment group you add are added to the total (they have an **AND** relationship with the first segment group.)
- The result filters the size of your audience to only those who fit the characteristics of both segment groups. This change is reflected in the TOTAL REACH box, showing how the addition of your second segment has reduced your total audience percentage.

9. If necessary, add exclusions to the audience (see step 6 for details). The exclusions display below the Add New Group button in the Exclusions table.

Step 7: Add marketplace data

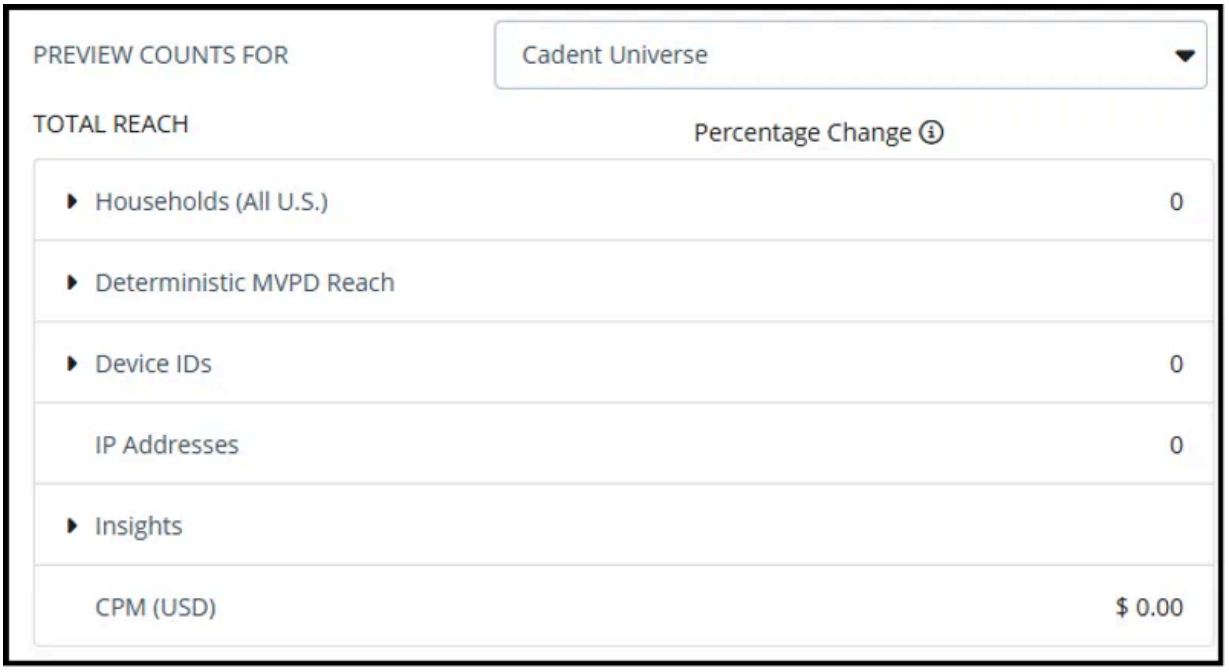
Note: There are cost per thousand (CPM) values associated with the 3rd party data to reflect the cost from the vendor for adding these audience segments.

1. To see a list of available 3rd party data that you can purchase to further augment your audience, click the Marketplace tab.
2. Click **>** on the left side of the row for organizations who's audience data you want to include. Audience segments for that audience display.
3. To search for a specific value, enter the term in the Search field.
4. Click **+** to select each audience segment that you want.
5. Select either **Add to Segment Group 1** or **Add to Exclusions**. You can add or exclude specific segments from the dataset.
   - Selecting **Add to Segment Group 1** loads its content into your first segment group, which will show up in the Segment Group 1 box to the right.
   - Selecting **Add to Exclusions** removes the segments from the audience that you are building.
   - **Note:** If you have created multiple audience segments, you will have the option to include the 3rd party data with any of them.
6. Repeat this process with other datasets to add or exclude more audience members from the segment group. The updated size of your segment group is reflected in the Segment Group 1 table. Segments within the same Segment Group are in an **OR** relationship. For example, a Segment Group might include households that are **EITHER** Demo Viewers **OR** Demo OTT MAID Subscriber.

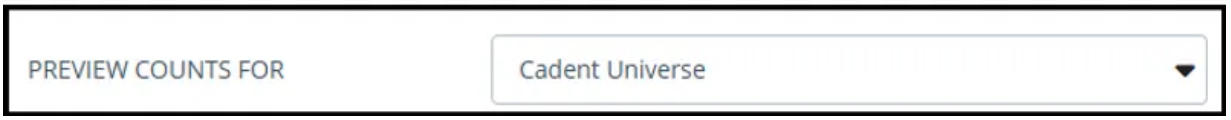
7. To add more segment groups, click **Add New Group**. Additional Segment Group Boxes display below the Segment Group 1 table. Then repeat the process for adding audience segments.
    - Each new segment group is added to the total (each has an **AND** relationship with the first segment group.)
    - The result filters the size of your audience to only those who fit the characteristics of both segment groups. This change is reflected in the TOTAL REACH box, showing how the addition of your second segment has reduced your total audience percentage. **Learn more.**
8. If necessary, add exclusions to the audience (see step 5 for details). The exclusions display below the Add New Group button in the Exclusions table.
9. Click **Save.**

5.6.1.1. About the Total Reach Table

As you build an audience by adding new segments, creating segment groups, combining, or excluding segments from your audience, the **Total Reach** section of the New Audience page presents a preview of audience counts in real time. You can use this to preview basic demographic information, see the size of an audience, and to identify where overlaps may exist among segments.

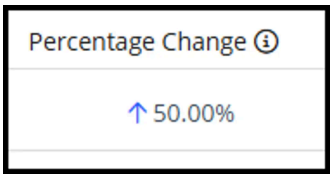


The preview counts that display are determined by the audience universe. An audience universe refers to the total potential population of households or individuals available for targeting. It serves as the total addressable market within the platform, determining how much of the broader TV and digital landscape you reach.

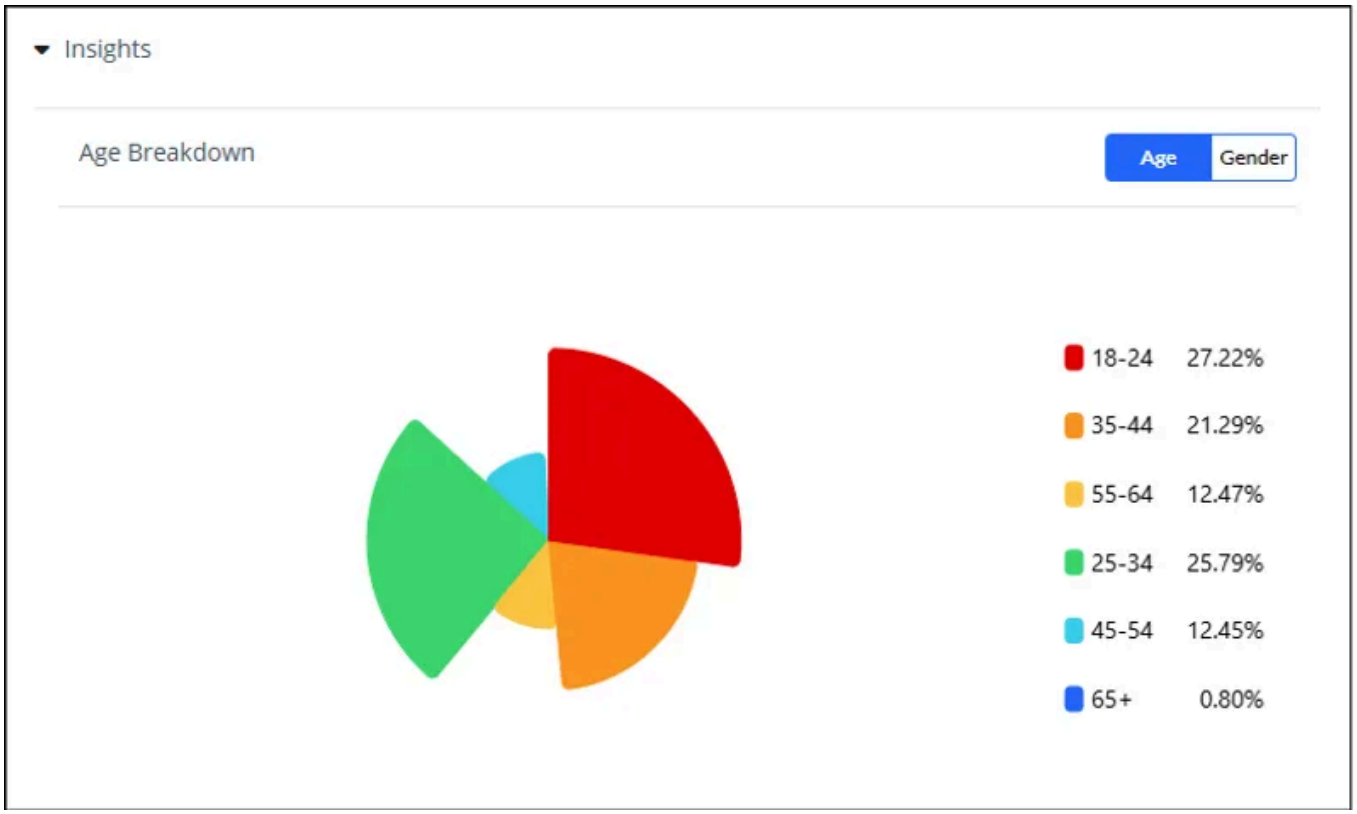


Totals compile in real time to define the potential reach of the new audience. These totals change as you add or exclude segments.

The **Percentage Change** column provides an ongoing update for the changes in reach as you make each adjustment. When you make updates to what the audience contains, a percentage value displays here with an up or down arrow that tells you whether the change represents an increase or decrease in reach.



To view demographic details of the audience, click **Insights.** The insights tab captures the age breakdown of the audience your are building.

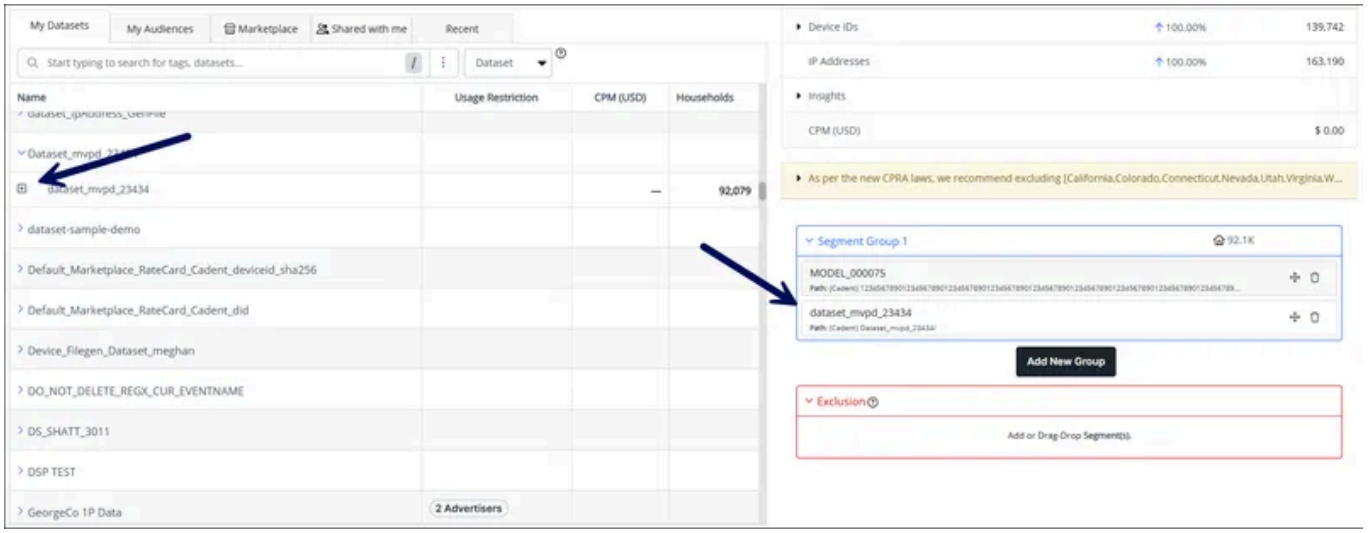


5.6.1.2. Build segment groups for audiences

When you are building a new audience, setting up multiple segment groups can help you to create more precise and effective targeting, and helps you to optimize the reach of your campaigns.

You add segments to Segment Groups by picking them from any of the selection tabs on the New Audience page (My Datasets, My Audiences, Marketplace, Shared with me, and Recent).

Click the ⊞ beside the dataset or audience you want and drag it into a segment group.
Create and edit audiences



The system applies the **AND** Logic between Groups to establish relationships among the segments.

For example:

- Create Group 1: Car Owners
- Then create Group 2: Football Watchers

By Applying **And** logic to the two segments in separate groups, the system creates an audience with two segment groups that capture people who own cars and watch football.

Exclusions provide another capability. They provide **AND NOT** logic. This means that segments in an excluded group are removed from the audience. If there are households in

an excluded group that are also in segments in an included group, those households are removed from the audience.

For example:

- Create Group 1: Car Owners
- Then create Exclusion: Football Watchers

This creates a segment group containing people who own cars but do not watch football.

Note: When you build a standard audience, the Exclusions section appears after a segment has been added to a Segment Group. For predictive audiences and health audiences, the Exclusions section is always visible.

5.6.1.3. Create an audience rating

Audience Ratings allow you to validate your campaign delivery. It is facilitated using a pixel that collects and aggregates impression delivery data, converting the data into a comprehensive report which is updated daily. Review the details of the report to determine the effectiveness of a given campaign.

To create an audience rating, complete the following steps:

1. Create an Audience. **Learn more**.
2. On the Audiences page, select the new audience. The Audience Details page displays.
3. Select the Ratings tab and click **New Campaign**. The new campaign must include the following elements:
    - Name
    - Start Date
    - End Date
    - Time Zone
4. Click **Save**. The new campaign displays on the the Audience Details page, Ratings tab.

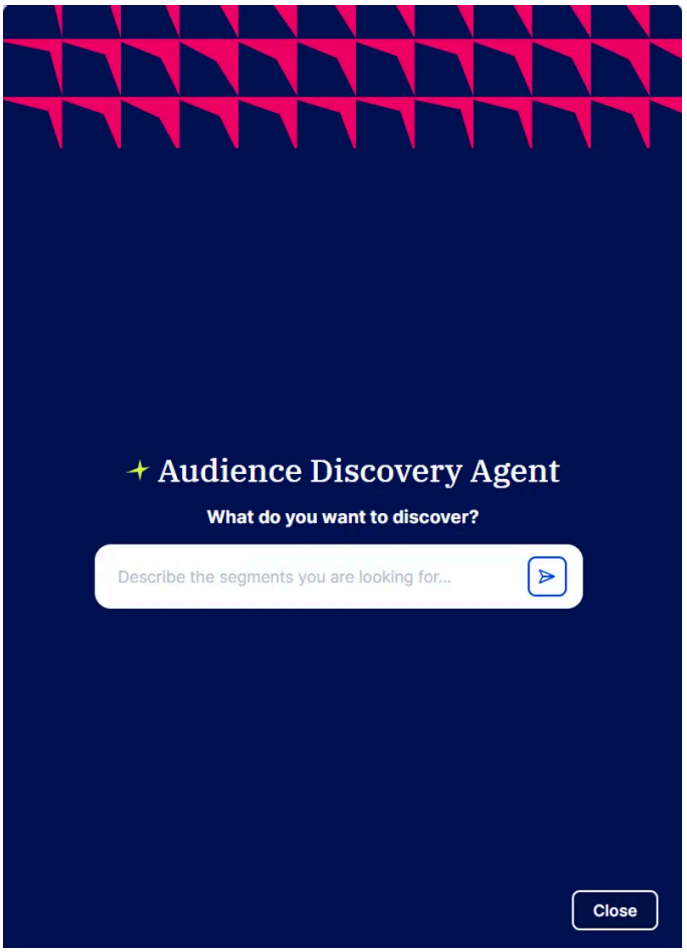
5. Select the Campaign you created. The Campaign Summary tab displays.
6. Click **Campaign Tag**. The Campaign Tags pages displays where you can select fields that you want to apply to the pixel.
7. From the **Optional Fields** list, select the tags that you want the Campaign to include. We recommend that you select the Publisher's Name, the Device ID, and the IP Address since these will provide valuable reporting information.
8. To close the window, click **X**.

When the campaign begins, you can view daily reports that provide information on the progress of the campaign. Use the report to gather details which can help you make adjustments to maximize the success of a campaign.

5.6.1.4. AI Audience Agent Assist

The AI search agent, called **Agent Assist**, in our New Audience page provides an intelligent assistant designed to revolutionize how you discover and build audiences using 3rd party data in the Cadent platform. This new feature offers a conversational AI that streamlines the process of finding the perfect audience for your campaigns making it more efficient and intuitive.

The AI Search Agent is integrated directly into the New Audience page as an optional button. When you click **Agent Assist**, the agent opens in a side panel, allowing you to interact with it using natural language.

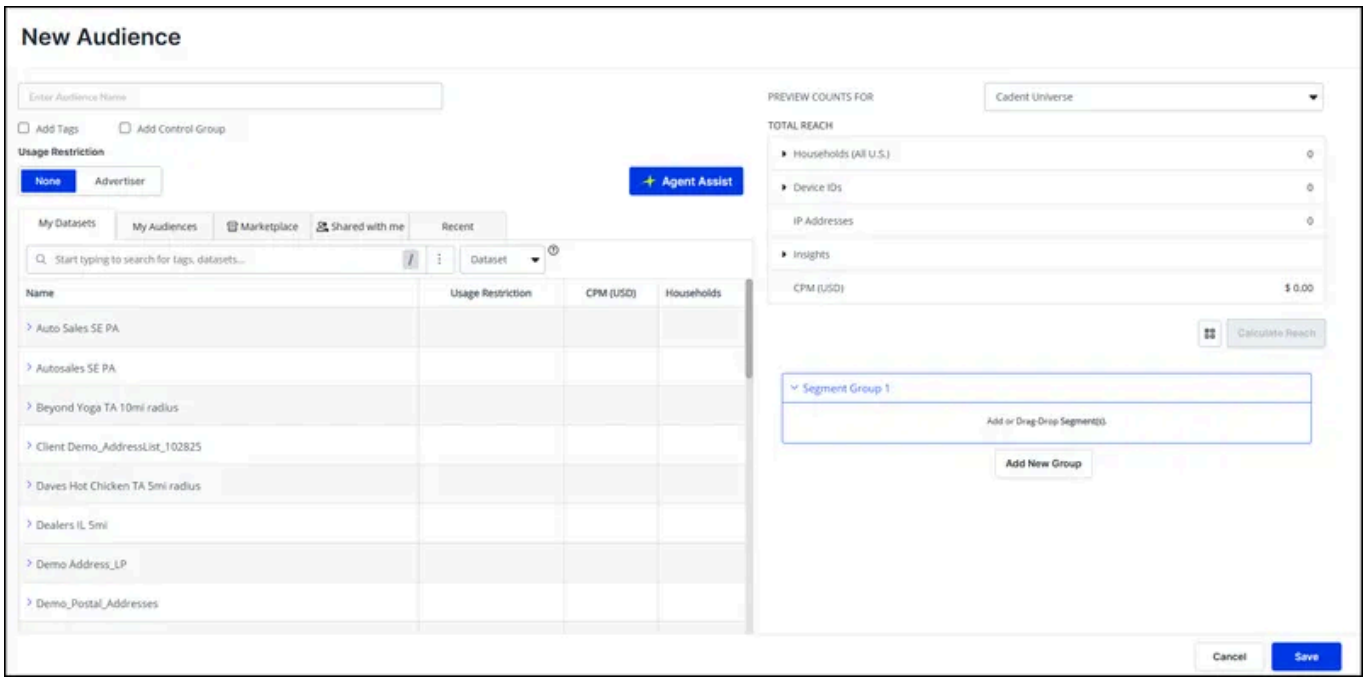


Describe the audience you're looking for, and the agent will translate your request into relevant segments.

For example, you might use "List luxury watch shopper segments", or "Find segments I can use for golf enthusiasts". The agent understands and translates user prompts into relevant segments or audiences, which you have the option to apply.

You can ask the agent to filter your results by a specific data provider, CPM, or reach count. For example, you can request it to "list luxury watcher segments from Acxiom, or show shopper segments that are under $1 CPM."

The AI search agent adheres to existing platform rules regarding sensitive categories, state-law restrictions, dataset restrictions, and permissions.



Following are the capabilities of the search agent:

- **Natural Language Processing -** Simply type what you're looking for in plain English. The agent understands your intent and finds the most relevant segments.
- **Intelligent Suggestions -** Able to suggest related segments and audience compositions, helping you uncover new opportunities and refine your targeting.
- **Advanced Filtering -** You can easily filter your search results by various criteria such as CPM cost, reach, and data provider to narrow down your options.
- **Support for Multiple Data Sources -** The agent can search across both the Data Marketplace and third-party segments, giving you a wider range of options.
- **User Permissions** - The AI agent only provides details on segments that an individual user can access.

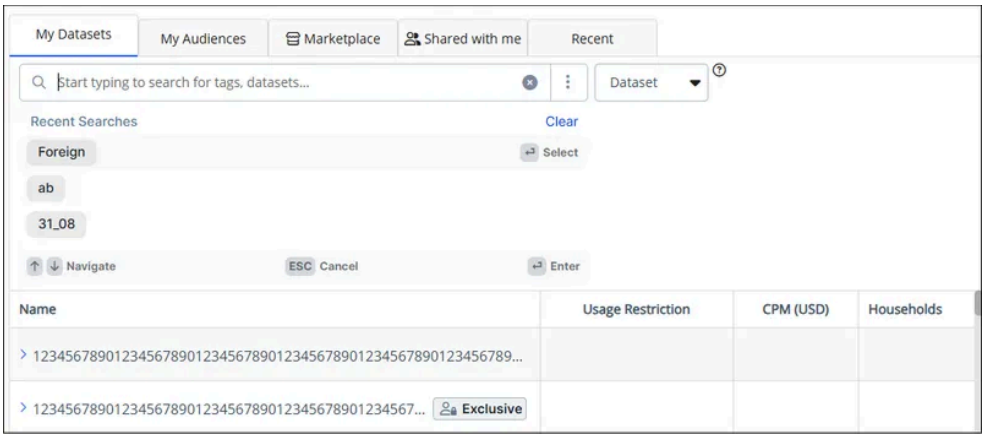
5.6.1.5. Search on the New Audience page

Each tab in the New Audience contains a search that you can use to quickly find the specific datasets, segments, and marketplaces you need to build or edit an audience.

You can search for specific audience elements by entering them in the search entry or you can search for specific properties or tags that share attributes that you need for an audience by entering those in the search.

To search on the New Audience page, complete the following steps:

1. Select one of the following tabs:
    - My Datasets
    - My Audience
    - Marketplace
    - Shared with me
    - Recent
2. In the **Search** field, begin typing. Terms that match what you typed display below in the table.



1. To display the search results, press **ENTER**. By default, results must meet all search criteria to display.
2. To add a second term to the search type it in the field and press **ENTER**. Results that match both search parameters display.
3. To display search results that match two or more search parameters, under **Operator** click **OR** and enter another search term. Results that match either search parameter

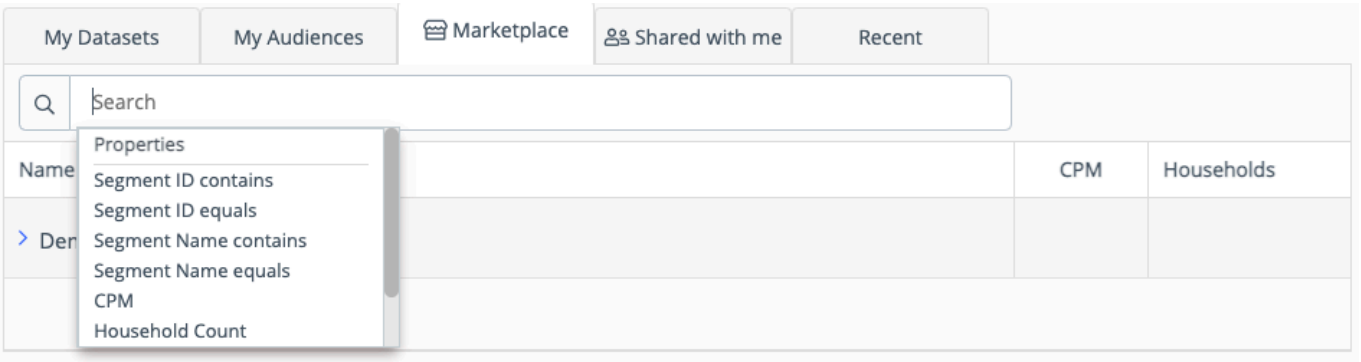
display.

4. To further refine the search results, select a **Tag**. This allows you to include the tags associated with audiences in a search result.
5. To see a larger list of search parameters select the vertical dots and click **Pop out search.** The list of search parameters appears on the right of the tab.
6. To clear search results, click **x**.

5.6.1.5.1. Search for segment detail in audiences

The New Audience page **Search** field allows you to view the search results in groups. The grouped representation allows you to view the results ranked and organized for each data provider. You also see the number of matches for each provider.

The search prioritizes exact wording matches at the top of the list. If you want to restrict results to only display the exact wording, place your search term in quotes in the search field. For example, enter **age**. Only results that precisely match your entry display.



5.6.2. Audience Rating Performance Report

The Audience Rating Performance Report measures and validates campaign delivery against your strategic audience during the course of a campaign.

The report includes the following:

- Information on impression households, and frequency which are broken down by the following:
    - **Date** - Shown in MM/DD/YYYY format.
    - **Weekday** - Each day of the week Sunday - Saturday.
    - **Daypart** - The Neislen defined periods of the day divided into time blocks, which are often used for targeting specific demographics.
        - **Early Morning** - 5 AM to 9 AM
        - **Daytime** - 9 AM to 4 PM.
        - **Early Fringe** - 4 PM to 7 PM.
        - **Prime Access** - 7 PM to 8PM
        - **Prime Time** - 8 PM to 11 PM
        - **Late News** - 11 PM to 11:30 PM
        - **Late Night** - 11:30 PM - 2 AM
        - **Overnight** - 2 AM to 5 AM
- Details like device type and make, publisher, and location are included
- It provides campaign reach and indexing with demographic segments as well as standard TV audience information
- Detailed in-target delivery information to help you identify the best and worst performing areas giving you the opportunity to eliminate waste

The Audience Rating Performance report is derived from campaign activity and is updated each night to allow you to make adjustments during a campaign to help improve the campaign's results.

Accessing the report

To access the report, complete the following steps:

1. On the navigation menu, click **Audiences**.
2. Select an audience with ratings enabled. The Audience Details page displays.
3. Click the **Ratings** tab.
4. On the table, click the campaign that you want to view. The report displays.

Note: To edit the campaign based on the report results, click **Edit Campaign** at the bottom.

Audience Rating Performance Report details

This topic describes each of the tabs on the report.

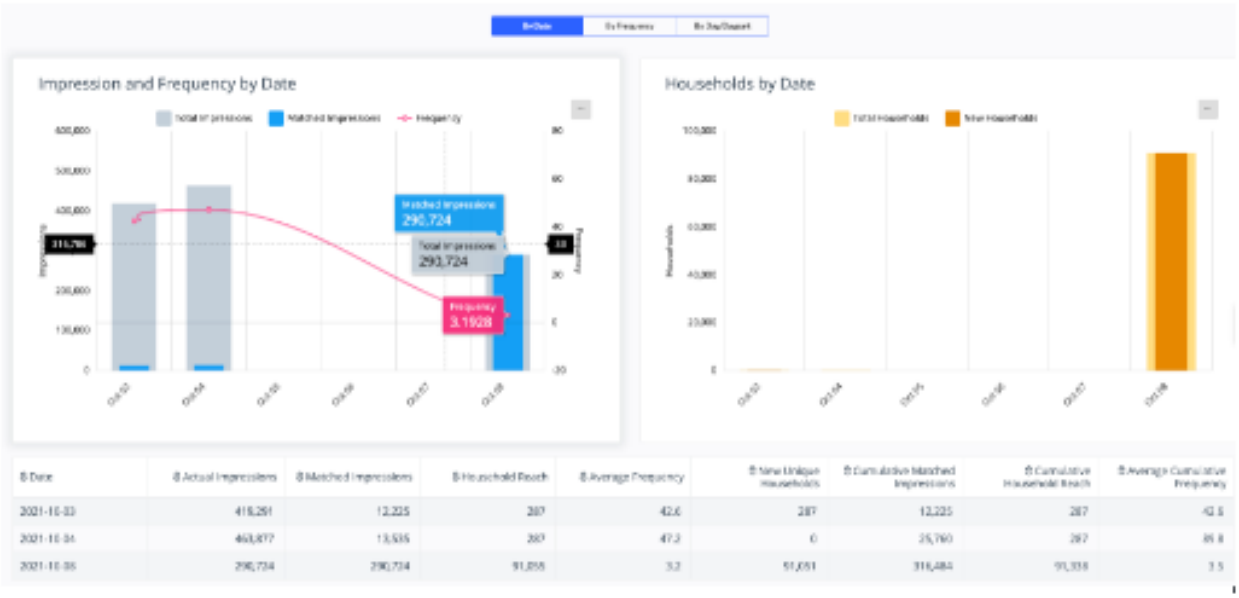
Note: To edit the audience based on what you see, click **Edit** on the bottom of any tab.

Report Summary tab

The Report Summary tab indicates the total number of delivered impressions, how many are matched to a household and the total number of households reached.

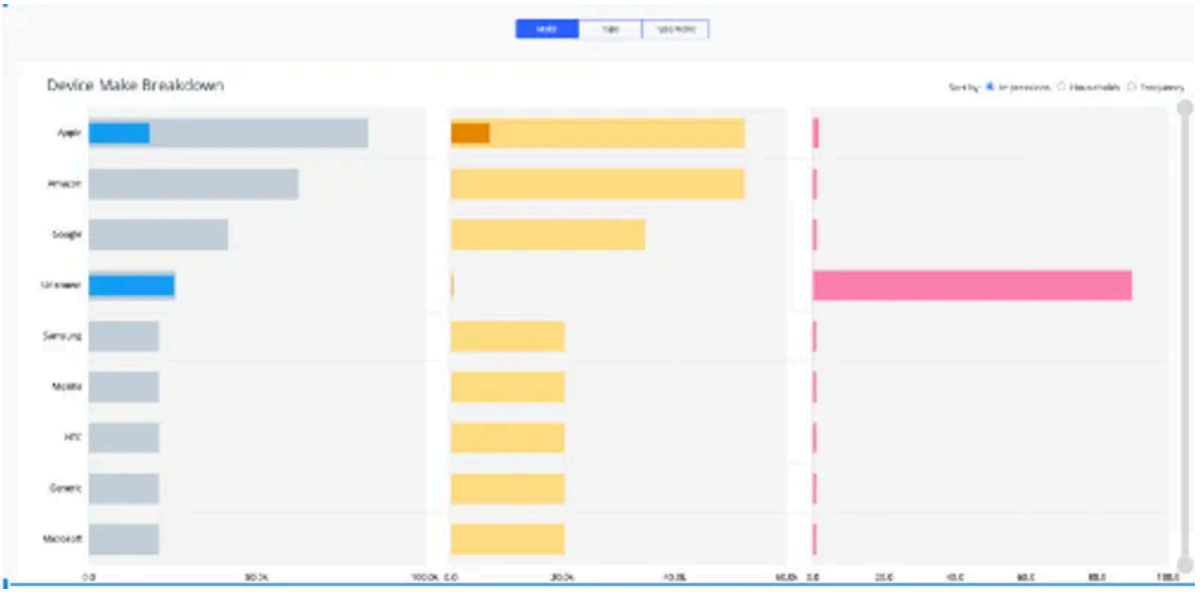
Delivery tab

The Delivery tab provides delivery details for specific time periods and day parts.



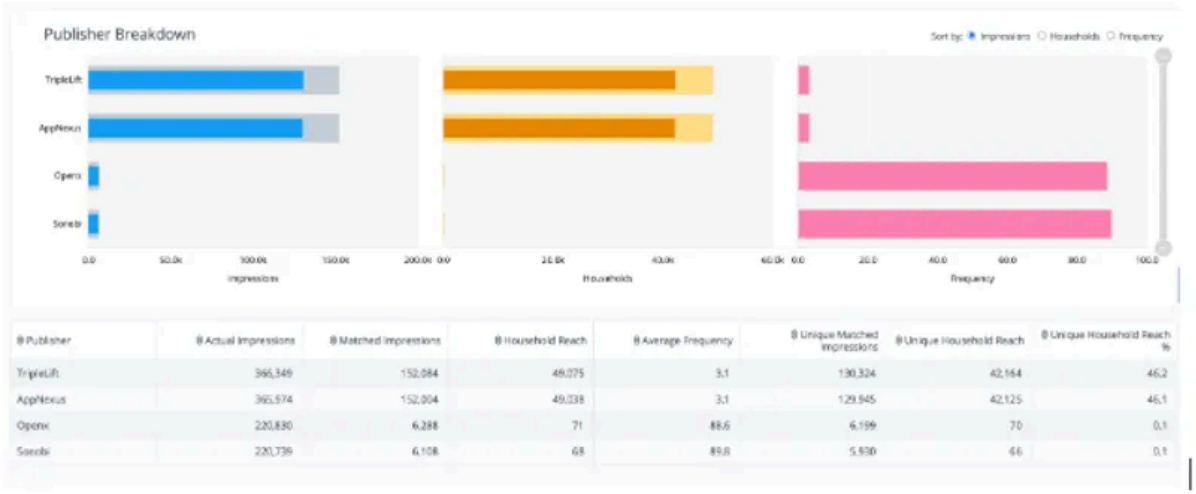
Device tab

This tab provides details on devices across different makes and types. Information can be sorted by impressions, households, and frequency.



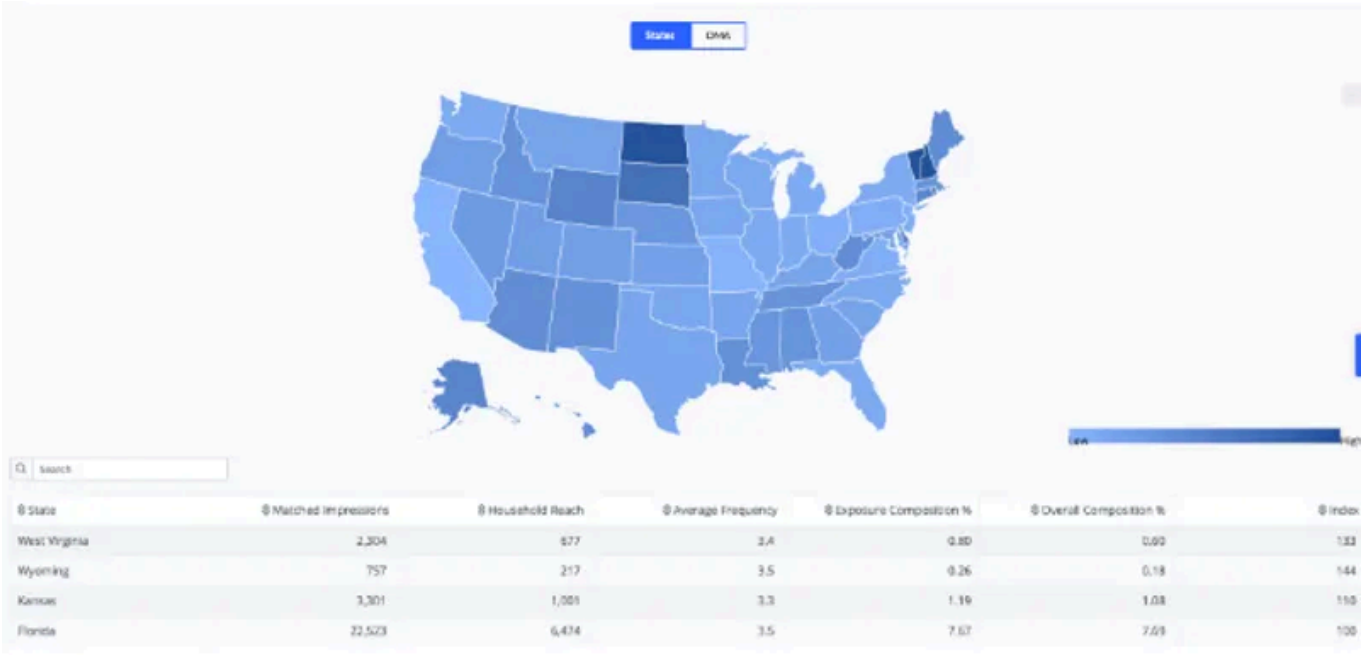
Publishers tab

This tab contains an audience breakdown by publisher for impressions, households, or frequency. It can be sorted by any of the three parameters.



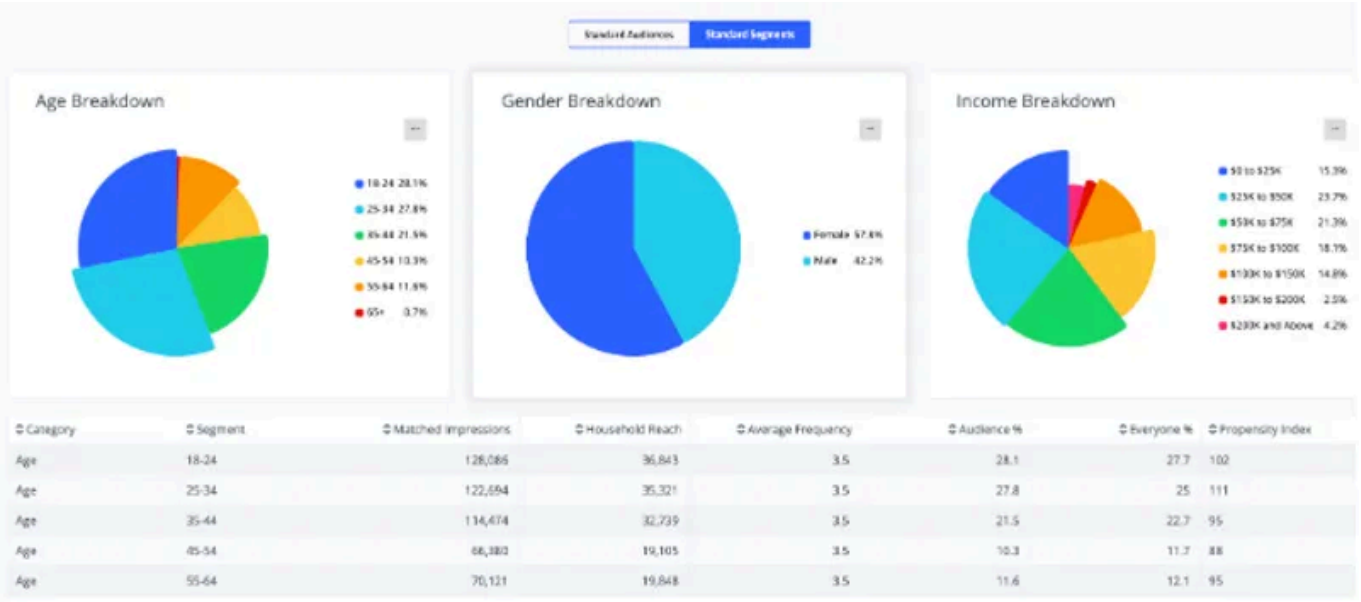
Geography tab

The graph shows the total in-target delivery by state or Designated Market Area (DMA).



Demographics tab

This tab provides a description of the audience by age, sex, and income. It provides a breakdown of campaign penetration based on those demographic parameters.



In-Target tab

View information on in-target and out of target deliveries for devices, publishers, and days or dayparts.

Edit the audience

To edit to audience details based on the results you found on any tab of the report, click **Edit**. The Audience Builder page displays. Make any necessary updates. **Learn more.**

Create an image file or print a graphic

Each graphic in the report can be exported to an image or printed.

1. Click ... on the right side of the graphic you want. The Export and Print options display.
2. To print out the graphic, select **Print**.

3. To create an image file, select **Export** and then select the format. The available options are PNG, JPG, and GIF.

Exporting to PDF

You can export a report to PDF. The PDF cannot contain more than 5 charts.

1. Click **Export**.
2. From the list, select up to five items.
3. Click **Generate PDF**.

5.6.3. Clone an audience

Cloning an audience is a way to quickly create a new audience with some attributes of an existing audience.

You will not be able to save the clone until you make at least one change to the segment combination. This is meant to comply with our platform restriction of ensuring audience uniqueness within an organization.

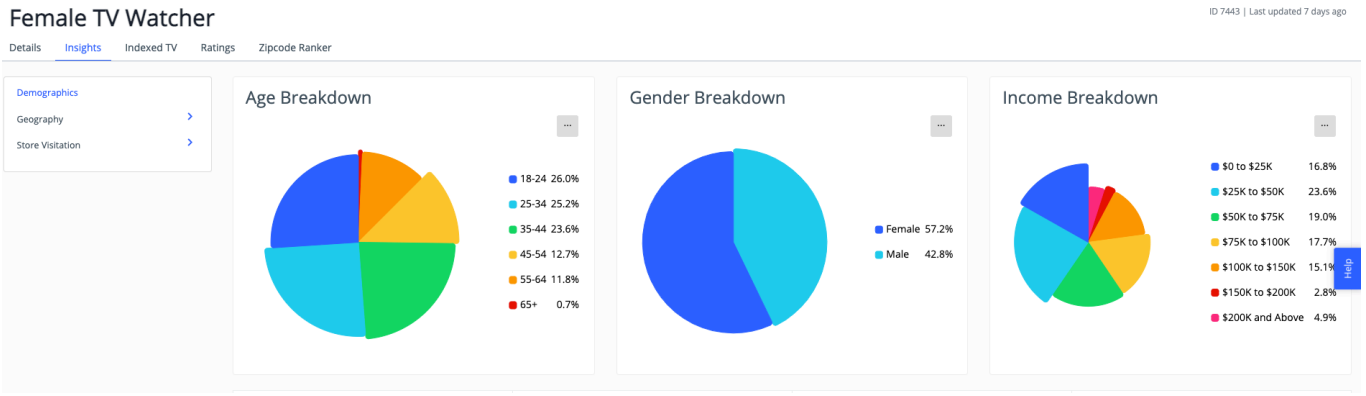
To clone an audience, complete the following steps:

1. On the navigation menu, select **Audiences**.
2. Select the audience you want to clone from the table.
3. On the right side of the row for the audience you want to clone, click **...** and click **Create Clone**.
4. Make any necessary updates to create the new audience **Learn more.**
5. Click **Save**.

5.6.4. View real-time audience insights

You can view age, gender, and income details for the households that make up an audience. In addition, you can view demographic information based on geographic area and store visits. The data will refresh with every change in the segment composition by recalculating the demographic makeup after each step.

The pie charts show how the household population breaks across various age groups or among two genders. The size of the radii shows whether the current audience makeup over- or under-indexes for age group or gender option compared to the entire country.



To access insights related to an audience, complete the following steps:

1. On the navigation menu, select **Audiences**.
2. Select the audience you want. The Audience Details display.
3. Select the **Insights** tab.

You have the option to create a new deployment, export the audience data, clone, or even delete the audience directly from the insights page.

5.6.5. Manage your audience footprint

An audience footprint is the reach of segments across households and devices. On the Audiences page, you can choose a footprint that represents the subscriber universe specific to your organization instead of entire US. A subscriber universe is the total pool of households that subscribe to a specific service provider or platform (For example, theCadent Universe is the total pool of addressable households and devices available in the Cadent Platform for audience targeting). You can create and deploy audiences against that footprint allowing you to send only the focus group.

Cadent sets up your audience footprint

Contact your Cadent Representative to your set up organization's footprint to reflect your specific subscriber universe.

Real-time Audience Counts

On the New Audience page you can view real-time audience counts of your organization's subscriber universe footprint.

1. On the navigation menu, select **Audiences**. The Audiences page displays.
2. On the Audiences page, click **New Audience**. The New Audience page displays.
3. At **Preview Counts**, click the drop-down list and select the footprint you want. The TOTAL REACH table displays the details of the footprint.

When building an audience, select your organization's audience footprint to know the audience scale in your universe. **Learn more.**

Send IDs only to your universe

For better deployments, you send the IDs mapped only to your universe, making campaigns more targeted and cost effective thereby reducing the costs you incur with activation platforms like FreeWheel.

When you choose a footprint, we append the custom segment ID with the unique Footprint ID so that you continue to keep the original audience and the footprint audience separate in the target platform. This helps you avoid overwriting any of your existing audiences in the

target platforms.

Note the addition of **_F_<footprint ID>** in the custom segment ID. This tag is added to all footprints that are not part of the Cadent universe.

5.6.6. About test control groups

When creating an audience, you can assign a percentage of that audience as a control group, Use the control group to measure the effectiveness of your campaigns by excluding a percentage of your audience from the target set. As a result the control group provides a delta for the rest of the audience included in a campaign.

The control group will not see the ads in the campaign, which allows you to measure the success of the campaign by comparing how the members of the control group do compared to the rest of the audience.

For example, if the members of the control group bought as many cars in an auto campaign as the rest of the audience, then the campaign is not effective since the control group has not seen the ads.

A control group is determined at the household level and is selected randomly by the system.

Reviewing a test control group

To view a test control group associated with an audience, complete the following steps:

1. On the navigation menu, select **Audiences**.
2. Select an Audience from the table. The Audience Details page displays.
3. Click **Control Groups**.

5.6.7. Compare audiences

You can compare the similarities and differences between two audiences at the household level. Use this information to make decision about cost or to avoid duplication by having two very similar audiences assigned to the same campaign.

To compare audiences, complete the following steps:

1. On the navigation menu, click **Audiences**. The Audiences page displays.
2. In the row of the audience you want, click the **...** menu on the right side of the row and select **Compare Audiences**. The Audience Comparison page displays.
3. At **Compare With (select Audience)**, choose an audiences from the drop-down list with which you want to compare the selected audience.

Note: You can't compare audiences with a status of Invalid.

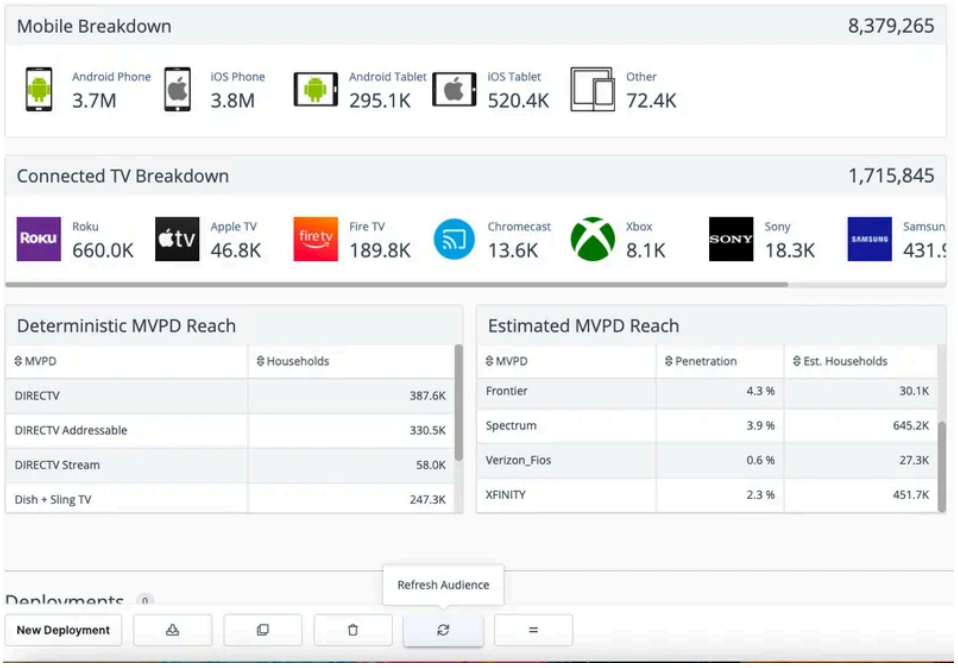
5.6.8. Refresh audience details

You can refresh the information associated with an audience on demand once per month to make the stats current.

The Cadent viewer graph may update the data contained in the segments periodically. While the audience statistics do not update automatically in the system, the deployments do pull the latest audience data dependent on the delivery partner configuration.

To update audience information, complete the following steps:

1. On the navigation menu, select Audiences. The **Audiences** page displays.
2. Select an audience in the table. The Audience Details page displays.
3. Click the **Refresh Audience** icon at the bottom. The audience information updates to the latest statistics available.



5.6.9. Archive an audience

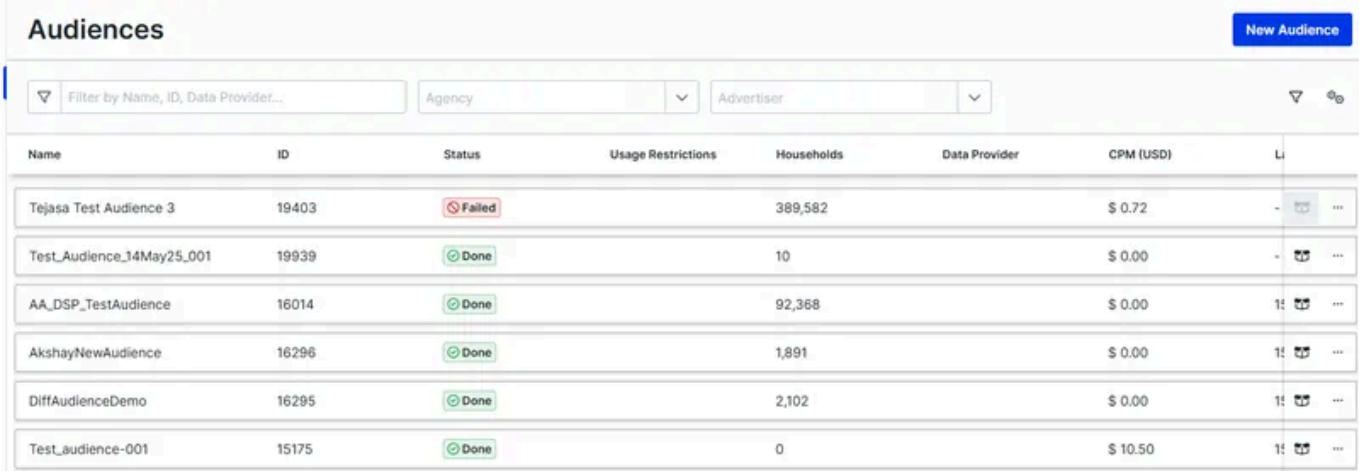
You can't delete audiences that are no longer in use; however, you can archive them so that they are no longer available to be added to audiences in the future. If you archive an audience that is currently being used on one or more campaigns, it will still run on the campaigns but will not be available to be added to a new campaign.

To archive an audience, complete the following steps

1. On the navigation menu, select **Audiences**.
2. Find the audience you want in the audience from the list.
3. Select ... on the right of the row for the audience you want. A dropdown displays.
4. Click **Archive Audience**. A confirmation page displays.
5. Click **Archive All**. The audience is removed from the Audience list.

5.6.10. Audiences page details

The Audiences page provides access to audiences available to your organization and actions you can perform related to audiences such as creating new audiences, editing audiences, viewing details and cloning audiences.



The following controls and columns display on the page by default:

Name	Definition
Name	Unique alphanumeric identifier for the audience given to the audience when it is created. If an audience is the result of lookalike modelling, an icon with two figures appears to the right of the name.
Status	Indicates whether the audience was successfully processed into the system. An audience may have a status of Invalid if some segments on the audience have usage restrictions added that limit the segments to specific advertisers.
Households	Indicates the total number of addresses that the audience reaches
Data Provider	The name of the vendor who provided a specific audience
CPM	Cost per thousand impressions charged for using the audience. Displays the currency assigned for your account. The default value is in USD.
Last Deployed	Indicates how long it has been since the audience was last deployed
Deployment Icon	Click to create a new deployment for the audience.
...	Click to edit, clone, export, compare, or archive an audience
gears icon	Click to edit the columns that display on the Audience page and to control the order in which they display
filter icon	Click to select a subset of audiences you want to display

The following icons display in the row of audiences when applicable. They indicate whether the audience is DirectPass enabled, a lookailke audience, or whether it contains a control group:

DirectPass -

Lookalike modeling enabled -

Control group enabled -

5.6.10.1. Changing columns on the Audience page

To optimize the Audience page for your individual workflow, you can control what columns display on the Audience page and the order in which they appear. The changes that you make remain for the next time you log in. You can return to the default display options at any time.

Note: The Name field can't be removed from the page.

To change the columns that display on the Audience page, complete the following steps:

1. On the **Audience** page, click . The Customize Table slide-out displays.
2. To add a column to the Audience page, at the column you want select **Show**.
3. To remove a column to the Audience page, at the column you want select **Hide**.
4. To move a column so that it displays in a different location on the page, click **=** and move the column to where you want it to appear.
5. To change back to the default settings, click **Reset**.
6. Click **Save Changes**.

5.6.10.1.1. Advanced filtering for audiences

While the basic filter on the left side of the page provides the ability to find audiences based on a single criterion, the advanced filtering allows you to apply multiple filters to the page to see a very specific subset of audiences.

1. On the Audiences page, click the filter icon in the upper right.
2. Select a filter criterion for the audiences you want. The following filter criteria are available:
    - **Providers** - View only audiences associated with specific providers.
    - **Status** - Filter based on specific audience status values. For example, if you want to see only running or failed audiences in the results.
    - **Lookalike** - Limits the table display to audiences that use look-alike modeling.
    - **Control Groups** - Filter to view audiences with assigned control groups.
    - **Rating** - Audience ratings allow you to validate your campaign delivery.
    - **Created Date** - Use the calendar tool to filter based on the date or range of dates when an audience was originally created.
    - **Update Dates** - Filter based on the date when an audience was last updated. A calendar tool provides entry options.
    - **Tags** - Tags are created by your organization to provide a way to relate audiences with shared attributes.
    - **CPM** - Click **Add Filter** to access this option. View audiences based on a range of CPM values.
    - **TV Segments** - Click **Add Filter** to access this option. Limit results to audiences that contain TV segments.
    - **Deployed** - Click **Add Filter** to access this option. Show only deployed audiences.
3. To make results more specific, select more than one filter criteria.
4. To remove a specific criterion, click the **x** in the filter criterion's entry box.
5. To clear all filters, click **Clear Filters**.
6. To save, click **Apply Filters**.

5.6.11. Compare segments and datasets overlap in first-party audience data

You can compare any segments contained in your organization's first-party datasets with an audience or another dataset to get an understanding of the audience overlap. After you complete a comparison a table displays the following information:

- Segment
- Dataset
- Total HH (household)
- Overlapping HH
- Aud. Overlap (Audience Overlap)
- Index

To compare audiences, complete the following steps:

1. On the Audiences page, click the row for the audience you want. The Audience Details page displays.
2. Click **Insights > Test 1st Party Insights**. The Test 1st Party Insights tab displays.
3. Click **Manage Insights**.
4. Click **+**. The New Custom Insights panel displays.
5. At **Name**, enter a name for the new insight.
6. At **Usage Option**, select one of the following options.
    - **Account Wide** - The insight becomes available to all users on your account.
    - **Local** - The Insight can only be seen on the current audience or dataset.
7. At **Custom Insight Group**, enter a name for the group. Create Insights panel appears.
8. At **Insight Name**, enter a name for the insight.
9. At **Compare Datasets**, select a dataset that you want to use in the comparison.
10. At **Available Segments**, select one or more segments that you want to compare the dataset with.

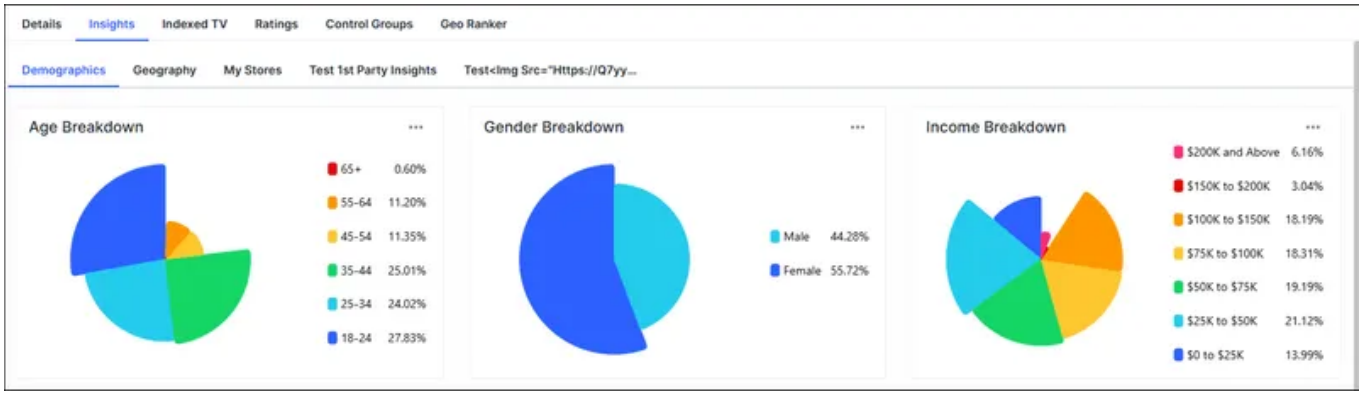
11. Click **Apply**. The Manage Insights tab displays with the datasets and segments of your selection inside a tile.
12. Click the **Insights** tab. The insights you defined display on a new subtab. The name displays at the top of the tab and the Group Name below it. The results display in table format.
13. You can add additional groups for comparison by selecting additional segments.
14. To remove an insight group, click the trash can icon and select Remove on the confirmation page.

Note: If a segment or dataset is invalid, a warning icon displays in front of it on the insights tab.

Note: You can edit the segments associated with a group at any time. In the Group's tile, click the gears icon and make your changes.

5.6.12. View real-time audience insights

You can view age, gender, and income details for the households that are part of the current audience. In addition, you can view demographic information based on geographic area and store visits. The data will refresh with every change in the segment composition by recalculating the demographic makeup after each step.



The pie charts show how the household population breaks across various age groups or among two genders. The size of the radii shows whether the current audience makeup over- or under-indexes for age group or gender option compared to the entire country.

To access insights related to an audience, complete the following steps:

1. On the left-side navigation, select the Audience icon. The Audiences list page displays.
2. Click the Audience you want. The Audience Details display.
3. Select the **Insights** tab.

You have the option to create a new deployment, export the audience data, clone, or even delete the audience directly from the Insights page.

5.7. Audience groups

Audience Groups allow you to manage a collection of audiences. You can gain a deeper understanding of the relationships between the audiences in a group. The audience groups help shorten planning cycles, and help you to plan against multiple audiences, providing immediate impact to national addressable audiences. They have the ability to perform the following actions:

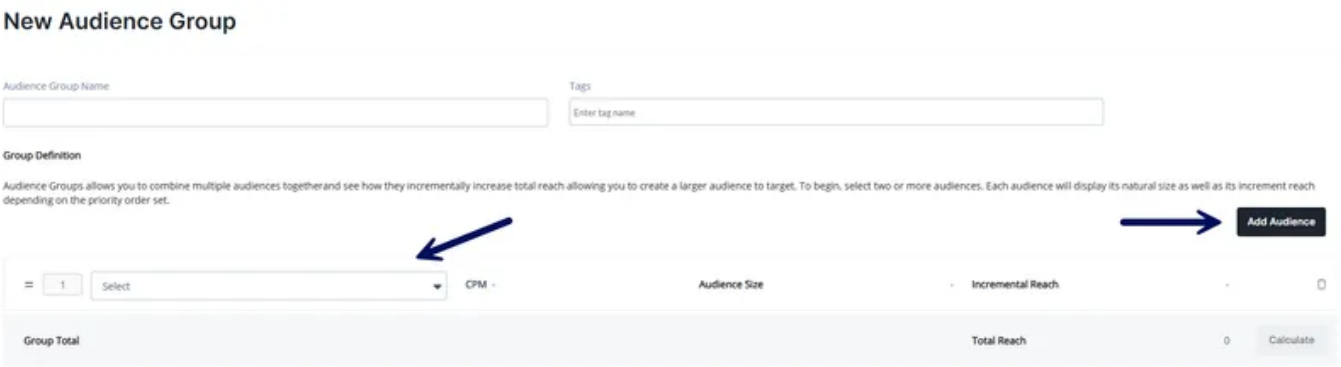
- Associate audiences to an audience group and save the group
- Prioritize audiences in the group and complete a de-duplication. The de-duplication results in more accuracy for audience counts
- Use the saved audience group as part of addressable campaigns

5.7.1. Create and edit audience groups

To create a new audience group, complete the following steps:

Note: You can't edit an Audience Group that has active deployments.

1. On the navigation menu, select **Audience Manager**
2. Click **Audience Groups.**
3. Click **Create+**. The Create Audience Groups page displays.
4. At **Audience Group Name**, enter a name for the Group. The name must be unique. The name also displays in Addressable TV.
5. At **Tags**, begin typing your entry. As you type, tags that match your entry display for you to choose from, or you can create a new tag. Use tags to create categories of audience groups with related attributes so that you can track them.
6. Click **Add Audience**. A drop-down option displays.



7. Click **Save**. The Audience Group displays on the Audience Group tab. The new audience group can be used for deployments and in campaigns in Addressable TV.

5.8. TV viewership

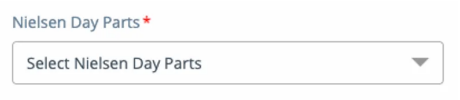
A TV viewership audience is a report that allows you to find information on the estimated reach for specific networks for audiences in different geographic areas at specific dates or during a range of dates. Use TV segments to help you improve reach by connecting what audience members watch on specific networks and to make a campaign more effective.

After you have created the segment, click **Run Reach** to view the household reach expected based on the specific details you entered. For future reference, view the TV Segment on TV Segment Tab.

5.8.1. Create a new TV audience segment

To create a new TV segment, complete the following steps:

1. On the navigation menu, select **Audience Manager** > **TV Viewership**. The TV Viewership tab displays.
2. Click +**Create**.
3. At **TV Viewership Segment Name**, enter a unique name that identifies the segment.
4. At **Station Types,** select one of the following depending on the type of TV segment you are building:
    - All
    - Broadcast
    - Cable
5. At **Networks,** select one or more networks. You must have at least one network.
6. To define a range of dates during which the TV segment is active, at **Date(s)**, select **Range** from the drop down and use the calendar tool to indicate the start and end dates.
    1. To define a specific date, when the TV Segment is active, at **Date(s)** select **Specific** from the drop down and select a date from the calendar.
7. At **Day(s) of the Week**, select one or more days from the drop down.
8. At **Timezone**, you can select the user time zone, which is the time zone for your current location, or you can assign a specific time zone to apply for the TV segment.
9. **To Define Nielsen dayparts**, click **Neilsen**. The Nielsen Day Parts field displays.
    1. Select one or more dayparts from the drop down.



10. To define the household location by state, select one or more States from the **States** drop down.
11. To define the household location by designated market areas (DMA), at **DMA**s, select all the DMAs that apply. A DMA establishes a region within a state for the TV segment.

12. To define the household location based on zip code, at **Zip Codes**, enter all 5-digit the zip codes where you want the TV Segment to apply. Enter a comma between each zip code to separate them.
13. At **Frequency**, enter the minimum number of days each household must be exposed to an ad to qualify for the segment. The default is 1.
14. To add a new set of segment criteria, click **Add Criteria** and enter the additional network, dates and geographic details you want.
15. At **Segment id**, enter the audience segment that applies for the TV Segment.
16. Click **Run Reach**. The reach for the TV Segment displays.
17. Click **Save**.

5.8.2. TV Viewership page details

The TV Viewership page displays details on TV Segments. On the TV Segment tab you can search for specific TV Segments by TV Segment Name, you can sort the items in the table by column, and you can create new TV segments.

The following columns and controls display on the TV Segments tab:

TV Segment Name - This is the name assigned to the TV Segment when it was created. Click the name to view the details of the TV segment.

Status - The following 3 status values indicate the condition of the TV Segment:

- Available - a green check mark displays.
- Queued for processing - Three red dots
- Failed to run - A red exclamation mark

Dataset - Provides the name for the dataset associated with the TV segment. Click the name of a dataset in the column to view details about it on the **Dataset Details** tab.

Created Date - Displays the date and time when the TV Segment was created. Date format is MM/DD/YYYY and the time displays using 24-hour format.

Created by - Shows the email address of the user who created the TV Segment.

Search - Click to access the search bar that allows you to search for specific TV Segments by their name.

+Create - Click to create a new TV Segment.

5.9. Lookalike audience modeling

Lookalike audience modeling enables you to build larger audiences from a smaller seed audience (an audience with smaller reach). This is achieved by running machine learning models generated on-the-fly by our smart pipeline integration. The larger audience mirrors the key attributes of the original audience and can be adjusted using a scale of multipliers. A scale of multipliers determines the balance between the reach of your audience and its accuracy.

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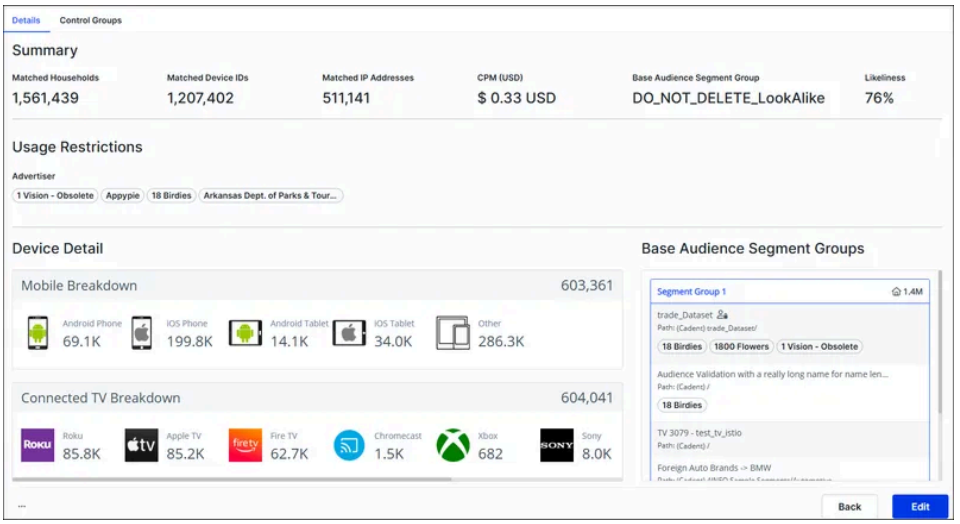


Audience Manager offers flexibility to our users to choose the scaling dimension (households, devices or IP addresses). Each new lookalike audience can be deployed to a supported target platform of your choice.

If some segments and audiences used as a lookalike base audience include usage restrictions which stipulate that some segments are only available to specific advertisers, those restrictions are also applied to the lookalike audience.

You can customize the columns that display on the Lookalike Audiences page to suit your workflow and save the changes to display whenever you access the page.

You can preview the corresponding reach numbers for the other two dimensions (Households and IP addresses in this example) using the preview icon.

When you view the audience details for a lookalike audience, the Audience Type is Lookalike Audience.

You must have the permissions enabled to perform lookalike modeling. If you do not have access, speak with your Cadent representative.

Note: Lookalike modeling is only available for first-party data. It is not supported for marketplace segments.

5.9.1. Create a lookalike audience

To create a lookalike audience, complete the following steps:

Note: You must have permissions assigned to work with lookalike audiences. If you do not have the necessary permissions, contact your Cadent representative.

1. From the left-side Navigation menu select **Audience Manager.**
2. Click **Lookalike Audiences**. The Lookalike Audience list page displays.
3. Click **New Lookalike Audience.**
4. At **Name**, enter a name for the Lookalike Audience. The name appears on the Lookalike Audience page.
5. At **Tags**, enter up to five tags that you want to associate with the new audience. Tags provide a way to find audiences with attributes in common which helps you locate an audience that you need for a particular purpose. You can create new tags or select tags that already exist.
6. At **Base Audience**, select the audience you want to use as the foundation, sometimes called the seed audience of the lookalike. Only first-party audiences are available when creating a lookalike. The size of the seed audience establishes the minimum size for the lookalike audience.
   Note: You can only select audiences to serve as seed audiences if they have been marked "Enabled for Lookalike".
7. To create an audience that only uses segments from datasets that are permitted for specific advertisers, complete the following steps:
   1. At **Usage Restriction**, select **Advertiser.**
   2. At the **Advertiser** drop down, select the advertiser you want. You can select multiple advertisers. Only datasets that are available for the advertiser you select can be included in the audience.
8. To include the base audience in the lookalike, at **Include Base Audience**, click **Yes**.
9. To remove the base audience from the lookalike, at **Include Base Audience**, click **No**. For example, you might select No when you want to reach new households, IPs or devices.

10. At **Match Key**, determine the match rate at a location by selecting one of the following options:
    - **Devices** - devices associated with an impression
    - **HH** - households associated with an impression
    - **IPs** - IP addresses associated with an impression
11. At **Extension ...**, a default estimated reach displays based the model created from the base audience and the Match Key you selected. The default value that displays is based on the highest Likeliness % possible determined by the system's calculations for the lookalike audience. You can change the number that appears up or down but the total must remain within the range of values that displays directly below the field.

    The **Likeliness %** field automatically updates as you change the extension value.
12. At **Likeliness %**, the system displays a percentage value that represents the likelihood that the lookalike audience achieves the same results as the base audience. Reduce the value that displays when you want to increase the estimated reach, or increase the value to make the lookalike more like the the base audience; raising the number reduces the estimated reach. You must select a value within the range that displays below the field.

    Note that a graph displays below the fields that offers visual cues you can use to make adjustments to the Extension and Likeliness %. If you increase the number in the Extension field, you raise the number that you can reach but the increase makes the new audience less representative of the base audience. How different the audience will be from the base, and its chance of achieving the same results, is shown in the graph. Continue to adjust the value up and down until you achieve your desired result.

13. At **Footprint Crosswalk**, select the universe from which you want the audience segments to be drawn. This can be the Cadent universe or a universe specific to your organization. The specific footprint you select impacts the size of the audience.
14. To view the household, device, and IP estimate totals associated with the lookalike, click **Preview HHs and IP Counts**. It can take some time to complete this calculation, especially if the audience is very large.
15. If you have permission to create control groups, you can add one to the lookalike audience. Control groups are not included in the campaign and they do not deliver

impressions. Use control groups as a test to help determine the success of the campaign by comparing the conversion rate of the control group with the rest of the lookalike audience.

1. Click **New Control Group**.
2. At **Control Group Name**, enter the name for the control group.
3. At **Control %** enter the percentage of the total audience which will be included in the control group. A typical size for a control group is 10% of the total audience size.
4. To delete the control group, click the trash can.

16. Click **Save**.

5.9.1.1. Edit a lookalike audience

After you create a lookalike audience from the seed audience, you can make changes to updated it whenever you need to.

To edit the elements of your lookalike, complete the following step:

1. On the Left-side navigation bar, click **Lookalike Audiences**. The Lookalike Audience list page displays a list of lookalike audiences created by your organization.
2. Click an audience in the table. The audience details display.
3. Click **Edit**. The **Edit Lookalike Audience** page displays.
4. To edit the audience's name, at **Name** enter a new name for the audience.
5. Make changes to the elements of the lookalike audience that you want to differ. See **Create a lookalike audience** for details of specific fields.
6. Click **Save**.

5.9.2. Deploy a lookalike audience

After creating a lookalike audience you have the ability to deploy it from the Lookalike page and from the Audiences page. Lookalike Audience display on the Audiences page like other audiences. When you see a Lookalike Audience on the Audiences page, an icon on the left side of the column tells you that is a lookalike, .

Deploying a lookalike follows the same process that you use for deploying any audience.

When you select an audience from the Lookalike Audience page, you can view a list of its deployments on the **Details** tab.

To deploy a lookalike audience, complete the following steps:

1. On the left-side navigation bar, select **Lookalike Audience**.
2. Select the lookalike audience you want to deploy, click on the right of the row. The **New Deployment** page displays.
3. At this point follow the standard process for creating a new deployment. **Learn more**.

5.9.3. Lookalike page details

This article describes everything on the Lookalike Audiences page. The list includes all the fields that can be added to the Lookalike Audiences page. You have the ability to add or remove fields so that the page displays the information you need.

Name	Definition
Name	Alphanumeric user defined name for the lookalike audience.
Source	Name of the partner who shared the dataset.
Status	Current condition of the audience. The following are valid statuses: • Pending • Running • Done • Failed
Usage Restriction	If the audience is restricted to be used only by a specific advertiser, the advertiser's name displays. If the restriction applies to multiple advertisers, a number displays. Hover the mouse over the number to see the names of the advertisers.
Source	Indicates the type of dataset. The following are valid values: • File upload • Pixel • POI - point of interest • Watch folder • API
Households	Total number of unique matched households
Data Provider	Indicates the sources of the audience segments contained in the audience.
CPM	The cost per thousand impressions that applies for the audience. Displays in the currency assigned for your account. The default value is in USD.
Devices	Total number of unique matched devices. Optional.
IPs	Total number of unique matched IP addresses. Optional.

Name	Definition
Match Rate	Percentage of unique records matched to the graph. Optional.
Matched Records	Total number of unique records of the specified IDs that were matched. Optional.
Source Records	Total number of unique source records of the specified IDs being matched against. Optional.
Match Key	This is input used for the designated item on the list. Optional.
Source Rows	Number of non-unique rows and records processed. Optional.
Data as of	The last date and time that the data was successfully processed. Optional.
Last Modified	Last date that the dataset was edited. Optional.
Modified By	Name of the last user who updated the data. Optional.
Date Created	The date when the audience was created. Optional.
Created By	The name of the user who created the audience. Optional.
Last Deployment	The deployment name of the audience's most recent deployment. Optional.

Name	Definition
Audience Builder	Enabled indicates that the audience is available for use in the Audience Builder. If Disabled displays, it is not available for the Audience Builder. Optional.
Deployed	**Yes** indicates that the audience has been deployed to a destination; otherwise, **No** displays. Optional.
Tags	Lists the tags assigned to the audience. Optional.
ID	System generated ID for the audience. Optional.
...	Menu provides access to actions that can performed starting with the listed item
two gears icon	Click to change the columns that display on the Lookalike Audiences page.

5.10. Deployments

The **Deployments** page in Audience Manager is used to send your saved audiences to various destinations, such as the Cadent Ad Manager or another DSP for use in advertising campaigns. The Deployments page is the final step in Audience Manager to push your audiences to be activated in your campaigns.

On this page, you can perform the following actions:

- **Create New Deployments:** You can initiate a new deployment by giving it a name, selecting the audience you want to deploy, and choosing a destination.
- **Manage Existing Deployments:** The page provides a list of your deployments, which has been updated to use a more modern and feature-rich grid format.
- **Bulk Edit Deployments:** You have the ability to edit multiple deployments at once, which can save time and effort.
- **Track Deployment Status:** You can monitor the status of your deployments to see if they have been successfully processed and are ready for use.

5.10.1. Deployments best practices

Custom audience or segments with only first- party or CRM data for activation

Custom audiences or segments with only 1st party or CRM data can consist of datasets that you've onboarded or audiences you've created that don't include any 3rd party segments that have CPMs applied. In that case, you will want to work with your account manager to determine if the partner destination you are sending to charges an additional fee for activation.

Custom audience or segments with third-party data for activation

If your custom audience includes any 3rd Party Data, you'll want to make sure the expected CPM costs are correct with respect to any additional charges that the partner destination has for activation.

First-party or CRM data for data management platforms

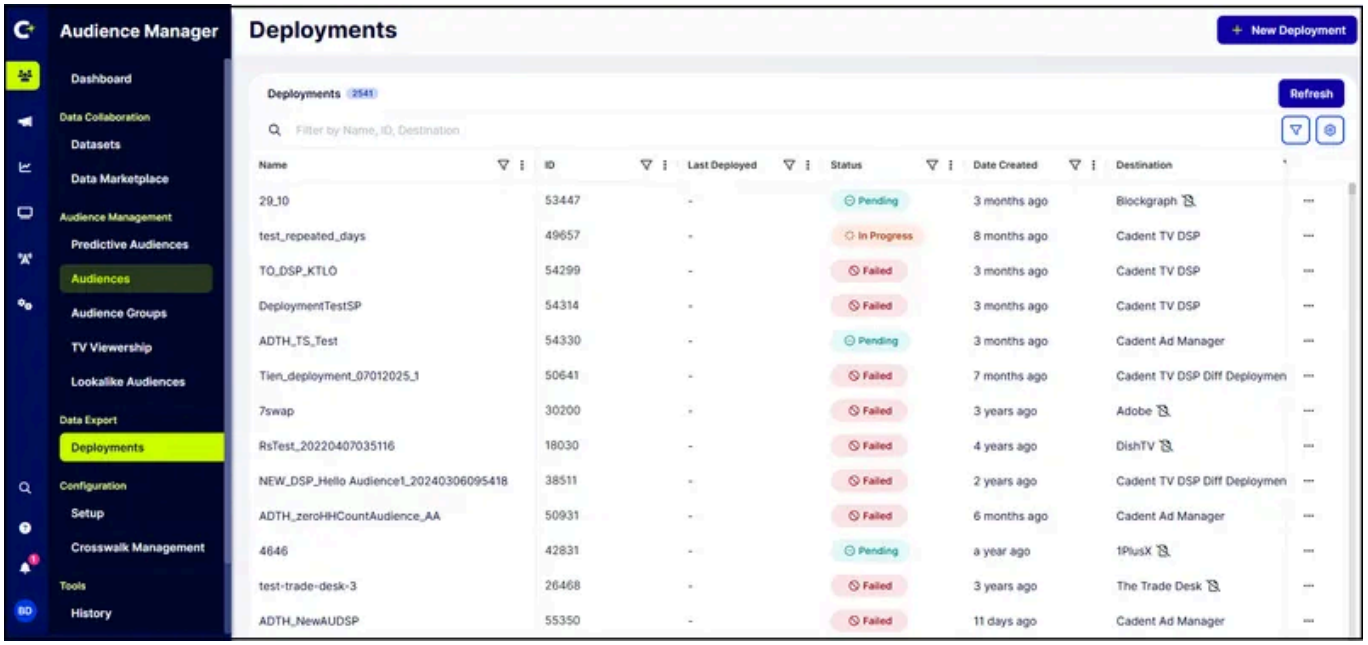
You may be onboarding 1st party or CRM data to a DMP for sale within that DMP. While you may or may not use Audience Manager for creating an audience, your output is individual segments that's in your taxonomy and not a single campaign or segment ID specific for the audience, as is the case for a direct Ad Manager activation. Once deployed, the data will go into your own seat in that DMP and not in the platform's seat. Keep in mind that many DSPs also have a DMP and this integration will be different than custom audiences or segments for activation.

5.10.2. Deploy an audience

You can deploy an audience to a data partner and to the Ad Manager for use in a campaign.

Note: To edit a deployment after creating it, click the pencil icon on the Deployments page. Fields that cannot be edited are disabled.

1. On the left-side menu, click **Deployments**.



2. Click **New Deployment**. The New Deployment page displays.

1. At **Deployment Name**, enter a unique name for the the deployment. It's good practice to include the advertiser ID.
2. At **Destination**, select an organization. The drop-down list provides a list of deployment partners. For example, to deploy Google Ad Manager, you would select Google GAM.
3. If you select a Cadent Campaign Manager, you can create media campaigns targeting your audience in mobile, desktop, and CTV.
4. At **Deployment Type**, select one of the following: **Audience, Dataset,** or **Pixel.**
5. At **Select Audience**, chose an audience that your organization has defined.
6. In the **Output** section, various options are available depending on the specifics of what you plan to deploy. External destinations and partners may not accept all types of output IDs. Make sure to confirm the types of output IDs that you plan to send. Following is a list of the potential output types:
    - **HHIDs** – The output will be a household crosswalk ID.
    - **Device IDs** – You can select all Device IDs which will include both mobile device IDs and CTV IDs or you can select specific device and CTV IDs below.
    - **Mobile Device** – Clicking on right caret will show you the list of mobile device IDs that the system can send the data against. Alternatively, you can also select all mobile device IDs as well.
    - **CTV** – Clicking on the right caret will show you the list of connected TV / smart TV / set-top device IDs that the application can send the data against. Alternatively, you can also select all CTV IDs as well.
    - **IPs** – This includes all of the IP addresses within the households that data can be sent out against.
7. To deploy current contents of the Audience to the deployment partner immediately and only once, at **Run Now** select **Yes.** Because the deployment occurs only once, the data is only accurate for a short period.
   Note: For deployments that use Vizio as a data deployment partner, you must schedule the deployment.
8. To Schedule the deployment of the campaign for specific time period, at **Scheduled** click **Yes.** The default is every other week.
    1. At **Repeats**, select whether you want the deployment to occur once or if you want it to repeat.

2. For repeating deployments, at **Every**, indicate the number of weeks over which you want the deployment to occur.
    - If you select the deployment to occur every other week, you can only chose one day from the list
    - If you select a weekly deployment, you can't chose more than three days of the week
3. At **On**, select the specific days of the week when you want the deployment to occur.

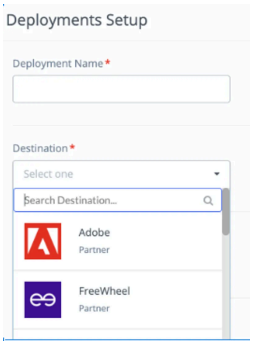
9. At **Start Date**, use the calendar tool to identify the date when you want the deployment to occur. The start date can't be more than one year in the future.
10. At **End Date**, use the calendar tool to indicate the date when you want the deployment of the campaign to end. The end date can't be more than one year after the start date.

    Deployment Note: If your selected deployment date coincides with the end date, then the deployment will still happen. For example, if you select to deploy every Thursday and the end date happens to be on a Thursday, then the deployment will still happen on the end date.

1. Click **Save**.

5.10.2.1. Deploy to FreeWheel

You can choose FreeWheel from the list of delivery partners while creating a deployment.



You can only deploy Device IDs and IP addresses to FreeWheel. If your organization has more than one Freewheel account, you can deploy to up to two Freewheel accounts.

The platform will auto generate a unique segment ID for every dataset or audience deployment when you choose FreeWheel as destination. This will identify this deployment uniquely inside FreeWheel and will also help in reporting back the impressions to us against this ID.

Custom segment ID

We use the following file naming conventions when sending content to Freewheel:

- Datasets: cadent_FW_D_<Dataset_ID>
- Audiences: cadent_FW_A_<Audience_ID>

Refreshing data in FreeWheel to use our latest graph updates

You can choose **Scheduled Deployments** for distributing your audience to FreeWheel. This will include an expiration timestamp value in the output files calculated based on the date of next deployment run (+2 days buffer for protection against any data load delays at FreeWheel end) of your deployment.

FreeWheel account setup guidelines

Ensure that your FreeWheel account is updated with the following settings to operate correctly with our system:

- The FreeWheel account configuration should be set to default to **delta ingests with no row operator**.

NOTE: Without this setting, FreeWheel will delete any prior segment information associated with a user record (device ID or IP) during any subsequent deployments containing the existing user IDs.

> The maximum number of segments per user ID must be set to a higher number than the total number of segments deployed by Cadent to FreeWheel. This setting can be found in Freewheel at **Audience Integration Center > Data Providers > Cadent**.

NOTE: If the maximum number is lower than the total segment count, audience members will be removed from the segment after the maximum is reached.

Deleting an audience segment

You can delete a previously deployed segment from FreeWheel. This helps you to save costs you incur in the FreeWheel platform.

To use this feature, select the checkbox next to custom segment ID **Delete segment from destination**. The deployment will run as a one-time deployment and then be deleted resulting in a one-time deployment.

You can select the output ID types (devices, IPs or custom ID in case of FW VCID) for which you want to delete the segment association in FreeWheel.

5.10.3. Inactivate, archive, and data retention for deployments

When you want to remove deployments so that they cannot continue to be used, ask your Cadent representative to have a deployment inactivated or archived.

Inactive deployments

Inactive deployments are not available for processing but the deployment and all of it's details are still viewable in the application. An icon displays on the Deployments tab that indicates when a deployment is inactive.

Archived deployments

Archived deployments are no longer visible in the system. If you want to remove it completely from the application so that it is no longer visible, ask to have the deployment archived.

Deployment Data Retention

Deployment files will be maintained in inactive storage by Cadent and each file will be deleted one year after it was created.

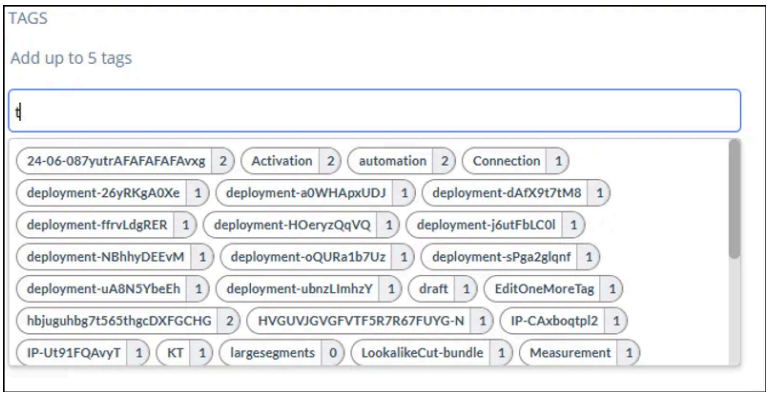
If you have any questions or concerns about this policy, reach out to your account manager for more information.

5.10.4. Schedule a deployment

Scheduling a deployment ensures that data will keep refreshing on a regular schedule in the target platform with latest Cadent Identity Graph updates. It also helps to avoid data expiration inside platforms like The Trade Desk (TTD) and FreeWheel.

To make an existing one-time deployment become a scheduled deployment, complete the following steps:

1. On the left-side menu, click **Deployments**.
2. In the **...** (Actions) column of a deployment, select **Edit.** The Edit Deployment page displays.
3. At **Run Now**, click **No**.
4. At **Scheduled**, click **Yes**. The schedule details fields display.
   Note: A deployment cannot be scheduled more than a year in advance.
    1. At **Repeats**, select whether you want the deployment to occur once or if you want it to repeat.
    2. For repeating deployments, at **Every**, indicate the number of weeks over which you want the deployment to occur.
    3. At **On**, select the specific days when you want the deployment to occur.
    4. At **Start Date**, use the calendar tool to identify the date when you want the deployment to occur.
    5. At **End Date**, use the calendar tool to indicate the date when you want the deployment of the campaign to end.
5. At **Tags**, select up to five tags for the deployment. Use tags to relate deployments that are similar to make them easy to find and display together. As you begin to type, tags that match what you have entered display for easy selection.



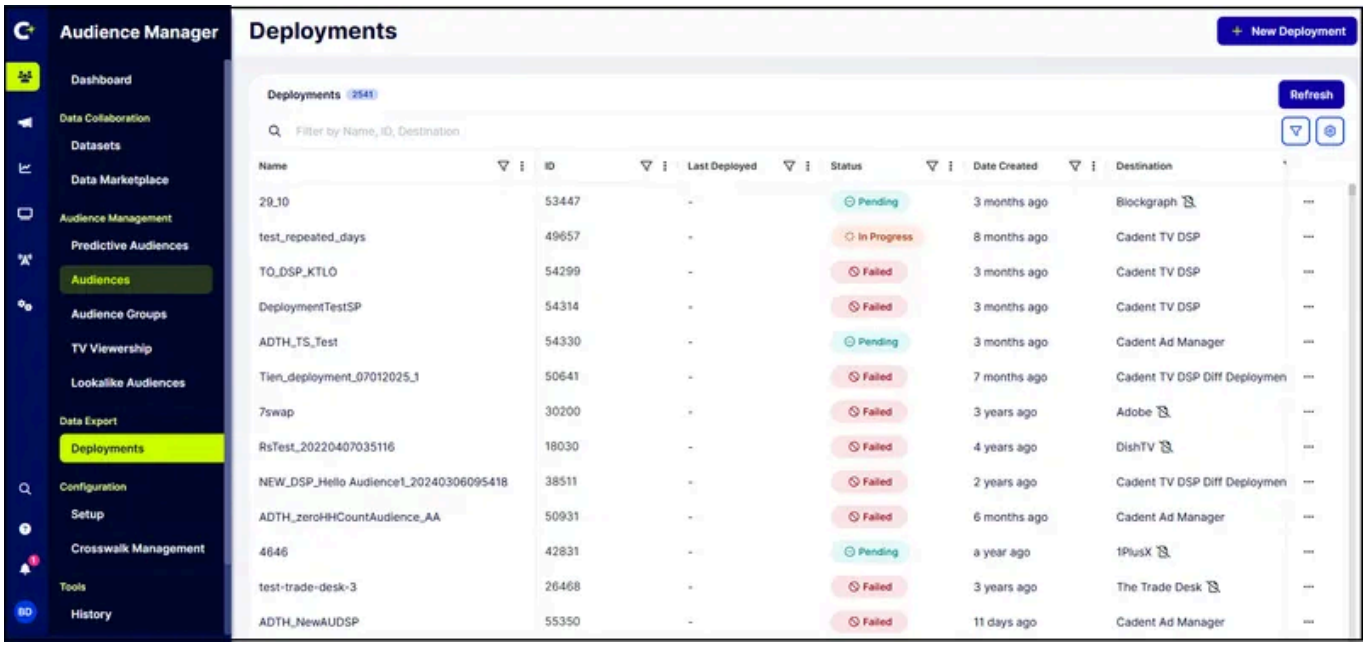
1. Click **Save**.

Note: If your selected deployment date coincides with the end date, the deployment will still happen. For example, if you select to deploy every Thursday and the end date happens to be on a Thursday, then the deployment will still happen on the end date.

5.10.5. Deployments page details

The Deployments list page provides a starting point for creating deployments and for managing your existing deployments. By default, a complete list of your organization's deployments display in the table on this page.

You can change the columns that display on the page and change the position of columns. The table below defines the columns and indicates which ones display by default. Sort the items that display based on any of the available columns. Advanced filters help you view exactly the set of deployments you want, and you can search for specific deployments by name and deployment destination.



Note: Click a deployment in the table to see a comprehensive set of details on it for review or to edit the deployment. You cannot edit completed deployments.

The following columns display:

Name	Description	Default View
Filter by Name, ID, Destination	Enter a value in the entry field to search for deployments by the deployment name, destination, or ID	Yes
Name	Unique alphanumeric value that identifies the deployment. The Name column is required to display.	Yes
Schedule Days Remaining	Shows the total number of days remaining until the schedule end date.	No
Status	Indicates the current point in the workflow for each deployment. The following are valid status values: • Deployed • Pending • In Progress • Failed • Staging • Batch Failed • Batch Retry	Yes
Actions	Provides access to various actions, which can be performed on a deployment. The following are valid options: • Edit Deployment • Archive Deployment	N/A
Last Deployed	The date of the last deployment using the specific audience. Filters allow you to select specific dates or ranges to display.	Yes

Name	Description	Default View
Created Date	The registered creation date of a deployment that indicates when the deployment was first entered in the system. Filters allow you to select specific dates or ranges to display.	Yes
Destination	The target system or platform where deployment data is sent.	Yes
Destination Type	The destination type defines the purpose of the destination where the dataset information is sent. It determines how the receiving partner system will use the data. The following are valid values: • Activation • Connection • Measurement	Yes
Cadence	Indicates whether a deployment is to occur once or be repeat on a schedule. The following are valid values: • One Time • Scheduled	Yes
Next Run	Date when the next deployment is to occur. Filters allow you to select specific dates or ranges to display.	Yes
Type	Defines the format and the intended use of the deployment data. The following are valid values: • Dataset • Audience • Pixel • Audience Group	No
Tags	Tags are assigned by your organization to create groups of related deployments. This is valuable when filtering deployments based on a specific attribute. A list of tags that were assigned to each deployment display.	No

Changing columns on the Deployments page

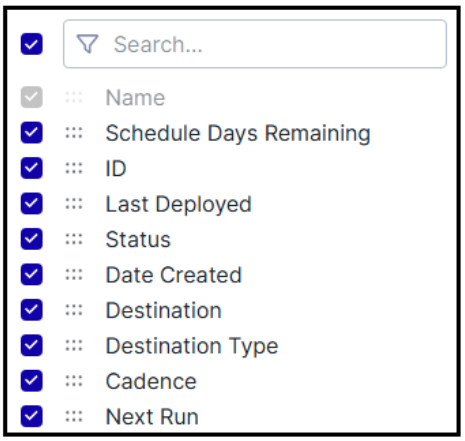
To optimize the Deployments page for your individual workflow, you can control what columns display and the order in which they appear. The changes that you make remain for the next time you log in. At any time, you can return to the default display options.

Note: The **Name** column is required and cannot be removed from view.

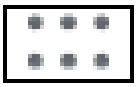
To change the columns that display, complete the following steps:

1. On the **Deployments** page, click the gears icon in the upper right of the page.

1. To add a column to the Deployments page, select the box beside the column name you want.



1. To remove a column from the Deployments page, remove the check from that option.
2. To move a column so that it displays in a different location on the page, click the icon to the right of the check box and move the column to where you want it to appear.



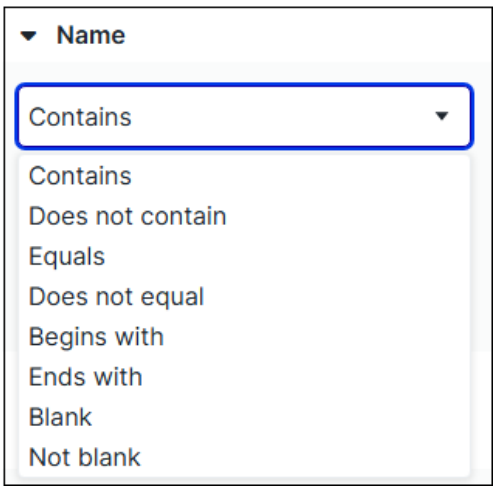
Move column icon

4. To return to the default display, click **Refresh**.

Advanced filtering on the Deployments page

While the basic filter on the left side of the page provides the ability to find audiences based on a single criterion, (ID, Name, and Destination) the advanced filtering allows you to apply multiple filters using any of the columns that display.

Filter rules associated with each filter criterion may operate differently based on the filter selected. The rules allow you to tailor exactly how the filter is to be applied. For example, if you want to filter on the **Name**, you can select from rules that include or exclude names or parts of names as shown in the following example.



Name Filter Rules

This allows you to filter results very precisely and even to specifically remove some options from appearing.

Other columns, like **Status**, allow you to filter based on deployments that share a specific status or to remove deployments from the page that share a status.

Apply these rules to more tightly refine the filter results. To set the advanced filtering, complete the following steps:

1. On the **Deployments** page, click the filter icon in the upper right.

2. Select one or more filter criterion you want. The following criteria are available:

- **Name** - Use the filter based on deployment names you want to include of exclude.
- **Last Deployed** - Filter based on deployment dates or periods like **Last 7 Days** or **Last Quarter**.
- **Status** - Filter based on one or more deployment status values or select statueses to be excluded.
- **Date Created** - Filter based on when a deployment was first built in the system.
- **Destination** - Filter based on the partner destination for the deployment.
- **Destination Type** - Filter based on whether the partners you want to include or exclude are Activation, Connection, or Measurement partners.
- **Cadence** - Filter to view deployments that are Draft, One Time, or Scheduled. A Draft deployment is not yet assigned a cadence.
- **Next Run** - Filter based on the date when the deployments you want will deploy next.
- **Tags** - Tags are created by your organization to provide a way to relate audiences with shared attributes. A list of available tags display where you can select one or more.
- **Type** - Select one or more of the following options: Audience, Audience Group, Dataset, or Pixel.

3. To make results more specific, select more than one filter criteria.
4. To clear all filters, click **Reset**.

5.11. Setup for taxonomies and pixels

Using the Setup page in Audience Manager, you create and edit Pixel and Taxonomy templates.

A **pixel** obtains data in real time by sending information from a specific website about its traffic. A pixel template defines the fields in the transmitted files that the application receives.

A **taxonomy** defines the segments and elements of a data file that is received in Audience Manager. It tells Cadent's system how to interpret the information contained in the dataset file. By connecting taxonomies to datasets, the system is able to understand and present the segments and categories that make up the dataset correctly in the audience builder.

5.11.1. Create a pixel template

A pixel obtains data in real time by sending information from a specific Web Site about its traffic. A pixel template defines the fields in the transmitted files that the application receives.

To create a new pixel template, complete the following steps:

1. Click **Setup**.
2. In the Pixel Templates section, click **+Add New**. The Add Pixel Template page displays. Required fields are marked by a red asterisk.
3. At **Name,** enter a unique name for the Pixel Template.
4. Use the sliders to select any optional fields you want to capture. Each item you select is added to the capture details which can't be edited. You are not required to select any optional fields but can select as many as you want. The following options display:
    - **Device ID (maid)** - Uniquely identifies a mobile device. MAID refers to Mobile Advertising ID.
    - **External Request ID (erid)** - Can be used to identify each pixel uniquely. This is an alphanumeric field. ERID refers to entity resolution identifier.
    - **Email** - Email addressed of the logged on user. May be hashed (randomized to avoid identification).
    - **Segments** - The fields in the transaction file. If you select this option, you must choose whether the segments display in a .csv list, or in key value pairs. If you select segments as key-value pairs, you must add each Key and its matching Value.
    - **IP Address** - If the request is sent from a server, this is the IP address of the user.
    - **User ID** - Identifies a unique user or partner platform. Tracks the user across devices. May be a cookie ID for users who are not logged in.
    - **User Agent** - URL encoded user agent if request is sent from a server.
5. Click **Save**. The pixel template displays in the template section.

5.11.2. Edit or delete a pixel template

To edit or delete a pixel template, complete the following steps:

1. On the left-side navigation bar, select **Setup**.
2. In the pixel templates section, select a template. Fields that are required are followed by a red asterisk.
3. To delete a pixel template, click the trash can icon and click **Yes** on the confirmation page. The taxonomy is removed from the list of taxonomies.
4. To edit a pixel template, select one from the list. The Edit Pixel Template page displays.
5. You can update the name, adjust the optional field selections and change segment details being captured.
    1. To add new key elements and values click **Add** and enter the Key and its Value.
    2. To delete a Key / Value match, click **Remove**.
6. Click **Save**.

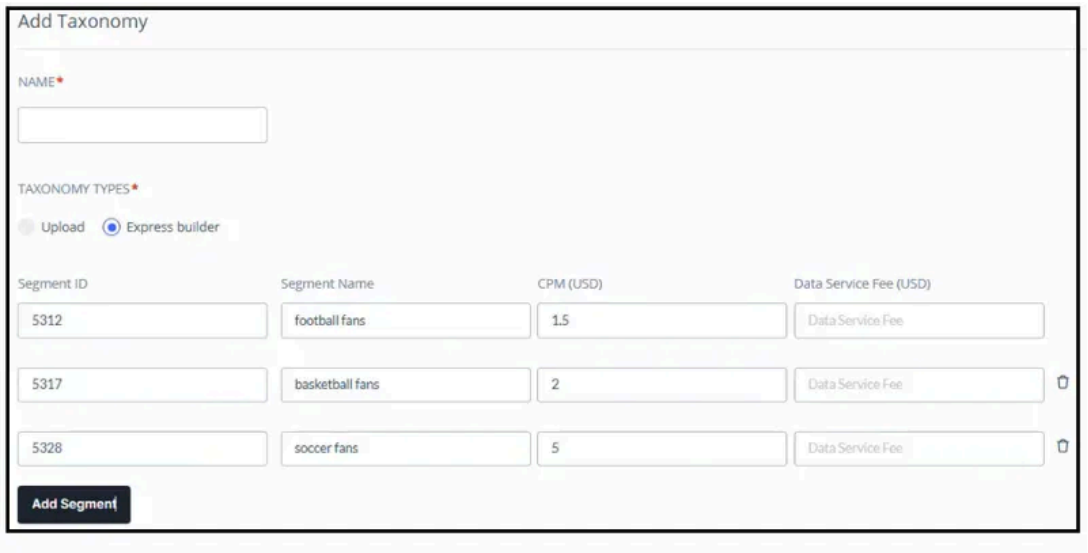
5.11.3. Create and edit a taxonomy

A taxonomy defines the segments and elements of a data file that is received in Audience Manager. It tells Cadent's system how to interpret the information contained in the dataset file. By connecting taxonomies to datasets, the system is able to understand and present the segments and categories that make up the dataset correctly in the audience builder. When you load a dataset that contains multiple segments, a taxonomy is needed to correctly identify those segments.

Without a taxonomy, a dataset with multiple segments can be hard to locate and manage when trying to create an audience. The system assigns the segment IDs as the segment names.

You can use a taxonomy to identify specific audience segments which have sensitivity information associated that may link them to privacy laws.

Note: The application only accepts data files with segment IDs made up of alphanumeric characters and dashes. The segment ID cannot exceed 125 characters.



To create a taxonomy, complete the following steps:

1. On the navigation menu, click **Setup**.
2. At **Taxonomy(s)**, click **+Add new**. Add Taxonomy displays on the right side of the page.
3. To use the Express Builder, select **Express Builder**. Express builder is ideal for datasets that do not require onloading categories.

    1. Enter the Segment ID, Segment Name, and CPM (cost per thousand) for each segment in the file.
    2. To add each segment, click **Add Segment**.
    3. When you have entered all the segment information, click **Save**. The new taxonomy displays in the **Taxonomy(s)** table.
4. To upload a taxonomy, click **Upload**. This is helpful if you plan to upload a file from your local machine.
    1. At **Select Connection**, select the location of the file from the drop-down list.
    2. At **Select file**, navigate to the file you want to upload.
    3. At **File Format Options**, select one of the following:
        - **Paste a sample record** - Paste the sample record in the Sample Record field.
        - **Build a file format** - you must enter the total number of columns of the file.
    4. At **Field Separator**, select the type of field delimiter contained in the file.
    5. At **Header Record**, select **Yes** if the file contains headers and **No** if it doesn't.
    6. For each segment contained in the file, you must enter the following:
        - Segment ID - uniquie ID for each segment
        - Parent ID - The root segment for datasets with segments in related categories. Indicates the group that the segment falls under.
        - Segment Name - Used by the data partner to describe the segment, for example, football fans.
        - Description - the description displays in the audience builder when you hover the cursor over the segment ID in the selector. Provides more detail than the segment name.
        - CPM - price of the segment. If there is no cost, enter 0 or leave it blank
        - Buyable - Y indicates a buyable segment and N indicates that it is not
5. Adding Sensitivity Information - Some audience segments contain information that may be subject to consumer privacy laws. Taxonomies provide a way for you to add an indicator to appear with a segment if this may be the case.
    1. In the **MATCH Field(s)** section, select a Segment ID, Segment Name, and CPM. (or select an exisitng Taxonomy that contains the Segment Details you want)
    2. If necessary, click **Add Another Match Field(s)** and select **is Sensitive**.

3. At **Is Sensitive**, select **Yes**.
4. At **Sensitivity Type**, make a selection from the drop down. Sensitivity Types are defined by Cadent.
5. At **Sub Category**, make a selection from the drop down. A sub category is not required.

6. When you have entered all the segment information, click **Save**. The new taxonomy displays in the Taxonomy(s) table.

Taxonomy example

Following is an example of a taxonomy from a used car dealership:

The taxonomy is in a .CSV format.

Note: The segment ID must be 127 alphanumeric characters or less with no special characters except for an underscore "_". Examples of acceptable segment ID formatting:

- Segment ID,Segment Name,Description
- FORD_OWNER,Ford,Purchased a Ford vehicle
- TOYOTA_OWNER,Toyota,Purchased a Toyota vehicle
- BMW_OWNER,BMW,Purchased a BMW vehicle

Segment ID (required)	Segment Name (required)	Description (optional)
FORD_OWNER	Ford	Purchased a Ford vehicle
TOYOTA_OWNER	Toyota	Purchased a Toyota vehicle
BMW_OWNER	BMW	Purchased a BMW vehicle

5.11.4. Delete a taxonomy

To delete a taxonomy, complete the following steps:

1. Select **Setup**.
2. In the Taxonomy section, use the search to select a taxonomy.
3. To delete a taxonomy, click the trashcan. A confirmation page displays.
4. Click **Yes**. The taxonomy is removed from the list of taxonomies.

5.12. Viewing audience reports

You can view information on activity performed in Audience Studio. Each report provides a basic set of information covering one of the four report topics. The following reports are available:

- Datasets
- Deployments
- Audiences
- Affiliates - only applies for organizations with affiliate relationships.

Note: CPM values displays in the selected currency for the account. The default is USD.

To run a report, complete the following steps:

1. On the navigation menu, click **Reports**.
2. Select a value from the **Show Report** drop-down list.
3. At **Select Date Range**, click the entry field and select the start and end dates for the reporting period from the calendar.
4. If you select **Include file level details**, additional fields appear in the table to display **File Name**, **Record Count In Files**, **Onboarded Count**, and the **Ingestion Start Date** for each record. This box is selected by default.
5. To download the report information, click **Export** and an Excel Spreadsheet of the data contained in the report is saved to your local Downloads folder.
6. To view details about a specific element in the report, click the item's name in the left most column. For example, if you run a Dataset report, click a dataset's name and the Dataset Details page displays.

5.12.1. Viewing the audit history

On the History page, you can view all the activity on your account to the level of individual actions. Use the History tab to identify specific changes and updates or to review billing-related activity.

To find a specific change, complete the following steps:

1. On the navigation menu, click **History.**
2. At **Date Range**, use the calendar to define the specific period of time that you want to review. You have the option to select a predefined period like the Last 7 Days, Last Month, or Last Quarter. Also, you can use the calendar to select a date range.
3. At **Entry Type**, select the specific item that you want to view from the drop-down list:
    - Dataset
    - Taxonomy
    - Deployment
4. At **Entity Name**, select the specific element that you want to view. All the items in the list were worked on during the defined time range at your organization.
5. To sort the page based on a column in the, select the up or down arrow to the left of the column name and click it to sort information on the page based on that column.
6. To view transaction activity related to a specific row in the table, click **>** on the right side of the column. Details of the current and previous values display.
7. To view details on an entity in the table, click the Entity name for a specific table row. Details about the entity display. A details page displays.
    1. To edit any of the information on the page, click edit and updates fields as needed. Not that fields followed by a red asterisk are required fields that cannot be left blank. Fields that can't be edited are greyed out.
    2. When you are finished editing click **Save**.
    3. To exit without making any changes, click **Cancel**.

5.13. Audience Manager FAQs

Datasets

My dataset is not loading.

The application only accepts data files with segment IDs made up of alphanumeric characters and dashes. The segment ID cannot exceed 125 characters.

I uploaded a dataset but it's not available to share with partners.

After you upload a dataset and the status is **Done**, you must still share it to make the dataset available to a partner. On the Datasets page, click the arrow on the end of the row of the dataset you want, and then select the partners with whom you want to share it.

I uploaded my dataset but its segments are not in the Audience Builder.

When you add a new dataset that you want to use for audience building, make sure that you do not select **Measurement** from the **Category** field on the New Datasets page. The Measurement category is for datasets that are not intended to be included in audiences. A measurement dataset is sent directly to a data partner and is not intended for use in an audience.

I uploaded my dataset but the segments are not named correctly in the Audience application.

If you upload a dataset that contains multiple segments, and didn't assign a taxonomy, the system assigns the segment IDs as the segment names. If a taxonomy has not been created for the dataset, you have the ability to edit the dataset and add it. **Learn more.**

I loaded my dataset but the Match Rate that displays on the Dataset page is 0. How can I fix this?

A zero match rate indicates that the input was not matched. This could be an issue with the match identifier that was selected for the dataset. Often this occurs when the uploaded file contained encrypted email and clear text was selected causing the system to ignore the encryption or there is a mismatch between the encryption type selected and the encryption used in the file. Verify that you have the correct encryption type selected.

My match rate is unexpectedly low but there are some matches. How can I improve the match rate?

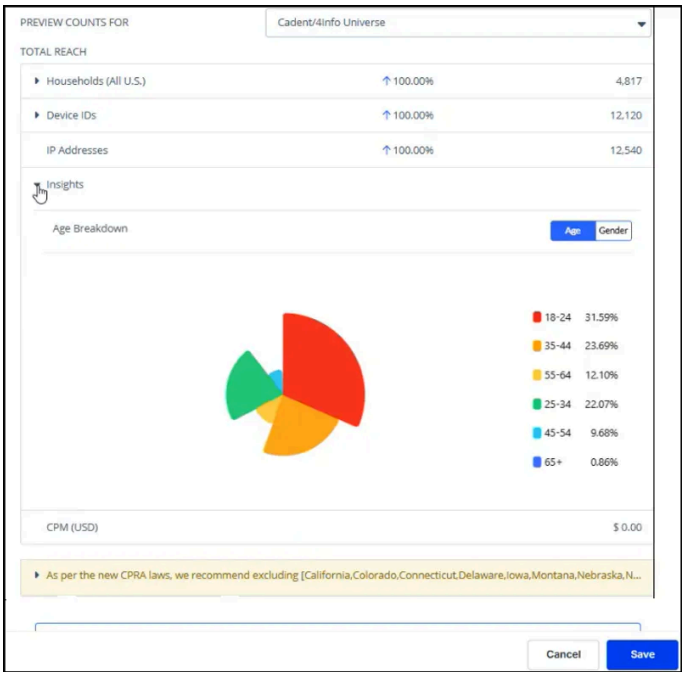
In this case the match rate is working but some of the data is not valid for the selected Match ID. Check the segment IDs for the dataset to determine whether the segment IDs are correct. If an incorrect segment ID was entered in, then the matching will not be available for that segment.

My Datasets show segments with 0 households in the audience builder but in Datasets List the Match Rate looks good for the whole dataset. What is going on?

Validate that the Segments IDs are correct and that they were loaded in the file. Although the system recognized that there were records available, they may have included a different segment ID than what was entered in the system taxonomy. As a result the segments in the Audience Builder may not contain records. In this case you need to reload the dataset with the correct segment IDs.

I can't see insights for datasets that display on the Shared and Affiliates tab on the Datasets page.

For datasets on the Shared and Affiliate tabs, it is best to access the Audience Builder, and select the Shared with Me tab. Search for the segments you want. Drag the segments into a new audience where you can then view its details. Cancel the audience to exit without saving.



Audiences

Can I build more than one audience with the same configuration but with a different name?

The system doesn't allow you to create two audiences with exactly the same details.

I can't find the dataset I need on the Shared with Me tab in the Audience Builder.

On the Shared with me tab, you can't search for a dataset name. You can search by segment name, top segments, CPM, data provider, category, and many other options. Check the drop down for a complete list of search options.

My audience's matched households shows a different number from the number that I see in my deployment for the audience, why?

Audience totals are not automatically refreshed by the system because doing so would slow it down significantly. To update the totals for an audience, open the Audience details and click refresh at the bottom of the page.

I want to create a lookalike audience, but it the system isn't giving me the option. The button doesn't display, why?

A lookalike audience must be between 25,000 and 75,000,000 devices. If the lookalike is below the minimum or above the maximum, you cannot create a lookalike audience.

Deployments

I tried to deploy my audience, but the deployment failed.

If a deployment failed, try to deploy it again by the clicking **Rerun Deployments** play button at the bottom of the Deployment details page. If there was a connection issue, the deployment will run on the second try.

If that doesn't work, go to the audience and check that the segments are valid and contain all necessary details.

If you are running a batched deployment for FreeWheel, wait 24-hours for the next batch to run.

If the deployment still doesn’t run, contact support.

5.14. Audience setup and integration

The topics that follow in this section describe activities necessary for setting up the Audience Manager to take advantage of different capabilities. The following articles are included:

Google Ad Manager delivery partner integration guide

Crosswalk and taxonomy quick start

Pixel tracker implementation

File onboarding dataset upload file specifications

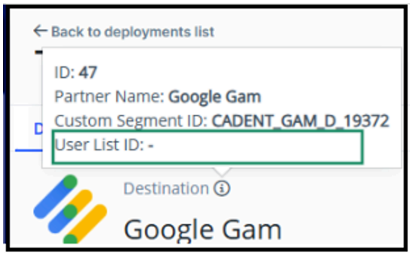
Managing group opt-out options

Input file administration

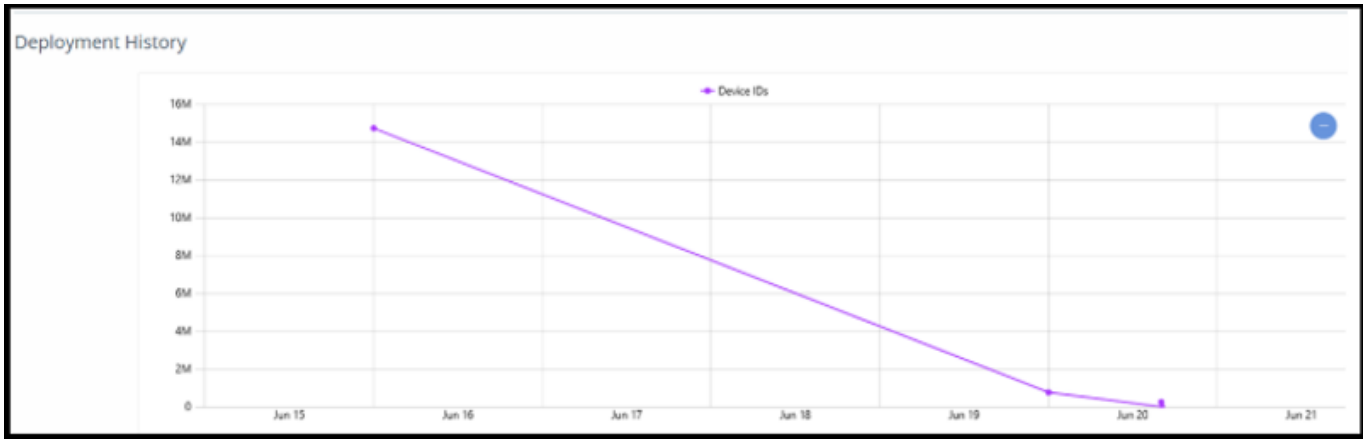
5.14.1. Google Ad Manager delivery partner integration guide

Google Ad Manager is available as a delivery partner. The integration from Audience Manager to Google Ad Manager enables seamless deployment of audience, dataset, and pixel data to Google Ad Manager for mobile devices. This includes generating and exporting data files, which ensures full compatibility with Google Ad Manager specifications.

The Deployment Details page in Audience Manager, provides a tooltip that includes the Google Customer Segment ID. Custom Segment ID is searchable in Google Audience Manager under the Audience name so you can find your data easily.



Additionally, the Deployment History page displays a chart with the current device count, including details on added and removed devices.



To include Google Ad Manager as a partner, contact Cadent Support and ask to enable that destination in your account group.

Note: **User Lists** are numeric values, which are unique to each Google Ad Manager deployment. This integration supports incremental deployments, so if you provide an existing User List ID on deployment, we will append or remove data in an existing Google Audience. If you do not specify a valid User List on deployment, Cadent will generate a User List ID dynamically.

5.14.2. Crosswalk and taxonomy quick start

Overview

This article defines how to connect segment identifiers to make the appropriate household associations. We refer to this as the crosswalk.

To enable data partner segments in Audience Studio Marketplace, two things are required:

- Establishing a crosswalk / ID sync between Cadent and the data provider (you)
- Setting up a taxonomy of segments for the provider, which will appear in Audience Studio and give advertisers the ability to create audiences for campaigns using your segments.

Workflow

The following defines the process for enabling data partner segments:

1. Set up two destination points: one at Cadent and one with you as the partner. The Cadent endpoint receives the file of identifiers from you, matches them to the Cadent Identity Graph, applies a synthetic ID, and returns a file of data partner IDs with your associated synthetic ID. You and Cadent use the synthetic ID's to share segments.
   The file exchange uses SFTP or an S3 buckets to store and retrieve data.
2. Send Cadent a file containing the IDs. This first file, referred to as your data file or crosswalk file, should consist of the agreed on primary partner IDs, along with all associated segment IDs. For example you may have one primary partner data ID in multiple segment IDs. Optionally, you can include a second or even a third identifier tied to each of your segment IDs, by including additional columns for the added IDs.
   If you don't have your own proprietary IDs, you can send another identifier in its place. If necessary, you can send multiple IDs (for

example, MAID and a Zip 11).

These can contain any of the following:
Zip 11 (preferred)
Postal address
Mobile Advertising Identifiers (MAID)
IP address using IPv4 or IPv6
Hashed email address (HEM)

Note: If you, as the data partner, have your own proprietary IDs, Cadent can use that ID as the main identifier for data sharing. Cadent will need your proprietary ID tied to one or many of the identifiers listed here to make the appropriate household associations. We refer to this as the crosswalk. In certain instances, Cadent may send you its data points, for you to assign your own IDs to them.

3. Send Cadent a taxonomy file containing segments:
    - **The second file**, referred to as the Taxonomy file, should be your most recent taxonomy or segment listing. If you plan to use custom taxonomies, speak with your Cadent representative because this article does not cover these.
    - After the first time a crosswalk is established, you may need to send a third file, that includes a mapping of your old phased-out segment IDs to the new segment IDs.

      After Cadent maps your sunset segments to your new segments, there may be remaining segments from the old taxonomy for which you don't have a new equivalent.

      Cadent will inform any partners using such segments that these are about to go away, and give them a period of approximately two weeks to adjust their campaigns accordingly.

      If you have any segments with a household count of 0, Cadent

will notify you for a chance to review. Segments with a count of 0 are excluded from the Audience Studio Data Marketplace.

File formatting

Crosswalk file formatting

This section defines the formatting and contains the minimum requirements for submitting your initial or updated crosswalk file. Cadent sends you all options in a separate CSV template. This file is a mapping of your primary partner_id (or another type of ID) and a list of segments where this ID falls. The following table provides an example:

partner_id or other ID	secondary-id: Zip-11, MAID, IP, or HEM	segment_id
12345	27604-2017-01	segment_1,segment_2,segme nt_3
67890	27604-2017-03	segment_1

The preferred file format is CSV. Following are the preferred delimiters:

- Pipes following the partner ID columns
- Commas for the segment column

You can include a partner_id column for proprietary ID's and a matching data point column named for that data point (for example, Zip 11, IP, or MAID). You can enter multiple data points in individual columns.

Optional format

Use this format only if the preferred one is not available to you.

Enter one file per segment. The segment ID must be in the filename; Cadent will extract it. The file content is a single ID column.

partner_id or other ID
12345
67890

Taxonomy file formatting

Ensure that the file contains a mapping of the segment_ids that appear in the crosswalk file.

The filename should clearly identify the file as a taxonomy and not a data file.

We recommend a format that consists of the name of the audience, the taxonomy name, and the date the file was created, as shown in the following example:

```
audience-name_taxonomy-name_date.csv
```

The minimum requirements for a taxonomy file consist of three columns, provided there is no nested hierarchy in these segments:

segment_id	segment_name	CPM
segment_1	Frequent paper towel users	$1.75
segment_2	Infrequent paper towel users	$1.25

Complete format options will be sent to you in a separate CSV template.

In cases of a nested hierarchy, following are the minimum four columns:

segment_id	parent_id	segment_name	CPM
category_name_1	ROOT	Goods	
subcategory_name_1	category_name_1	Paper towels	
subcategory_1_segment_1	subcategory_name_1	Frequent paper towel users	$1.75
subcategory_2_segment_2	subcategory_name_1	Infrequent paper towel users	$1.25

Taxonomy file formatting best practices

The following practices are required for the taxonomy files:

- The segment IDs are the same as the comma-delimited IDs from your crosswalk file
- Only alphanumeric or underscore characters are allowed within the file
- Do not use the following characters: !, @, #, $, %, &.*, ^
- The length of each field should not exceed 1024 characters
- If you have special characters in your segment name, enclose the name in double quotes

Send file updates

Send a follow-up file if you are sending additional segments (not for a full refresh). For example, if you submitted a file for three additional seasonal segments after we already did a full quarterly refresh. Now, we need to know which partner IDs fit into these new segments, so we need to update the data as well.

The format to create the additional crosswalk table is defined in the Crosswalk File Formatting section.

partner_id or other identifier	segment_id
12345	segment_1,segment_2,segment_3
67890	segment_1

Taxonomy mapping file format

In cases where your old taxonomy contains segments that do not appear in the new file, send Cadent a mapping file of old to new segments to keep the campaigns using old segments running without interruption. You can deposit this mapping to the same endpoint as the crosswalk and taxonomy files. Identify it as a mapping file in the filename. The following table shows an example:

expired_segment_id	new_segment_id
12345	67890
abcde	fghij

Cadent will send you back a list of segments that are outdated and have no new segments mapped, so you can review and confirm the data.

Cadent then informs any partners using the segments and gives them a grace period of two weeks to make changes.

Data submission

After pushing the files to the endpoint, send an email to your Cadent representative with the following recommended information:

```
Subject: <Data Partner Name> - <Dataset Name>
```

To enter multiple files, enter the description for each unique file location on a separate line.

The email body should contain the following:

Filenames

```
<file locations on S3/SFTP>
```

```
<file locations on S3/SFTP>
```

Taxonomy File

For Reference, the full taxonomy file is available here for reference in Excel format.

5.14.3. Pixel tracker implementation

V2.0.1

Our empty (zero size) pixel captures data elements without the need to drop cookies or load Javascript. This makes it extremely light and ensures that it can be called both as an image or script.

There are a number of placeholders that allow the site or app to pass in some information that allows us to capture elements, which are to be used for reporting. The pixel data after onboarding can be used to build custom segments including the option to overlay third party segments.

The simple integration process for the Pixel Tracker allows you to start sending information with minimal setup.

The API request can be made from a mobile app, mobile web browser, desktop web, or even from the server side.

Request URL details

You can send a request in the following formats to the request URL:

- image tag <img>)
- Javascript tag (<script>)
- HTTP GET

You can implement the pixel as a part of any creative tags including VAST video tags.

Parameters must be URI encoded and included in the request.

Request URL: https://pix.cadent.tv/pixel.png SSL: Required

HTTP Method: GET

Request parameters

The following table defines the request parameters.

Parameter Name	Description	Example	Required
dsid	Identifies the dataset in Audience Studio. Generated by Cadent during onboarding process.	dsid=123	Yes
random	Any large random integer to be appended for cache- busting purposes. Unix timestamp can also be used here. Other examples could be milliseconds since epoch.	random=1503556996234 random=[CACHEBUSTER_MACRO]	Yes
erid	This is external request id. Can be used to identify each pixel uniquely for example, impressionid This field is alphanumeric only.	erid=23afn5bkfktiasd4428 5nfi5jsf erid=a545-utf4-tiiadsf-434r5a	No
uid	A user ID or username to identify a unique user on partner platform. It is preferable to pass a unique value here to track the same user across multiple devices. Could be a cookie ID for users that are not logged in.	uid=7652632 uid=baseballfan18 uid=[USER_IDNAME_MAC RO]	No
email	Email address of the logged in user. Clear text preferred. If hashed IDs are sent, use MD5/SHA1/ SHA256 as hashing without any salt.	email=d65be7dcb2c383cc fb565bcde3753270 **email=john.doe@gmail.co** m email=[EMAIL_MACRO]	No

Parameter Name	Description	Example	Required
maid	Used to uniquely identify a mobile device. Should be a Mobile Advertising ID for mobile devices (IDFA for Apple, GAID for Android, WAID for Microsoft and similar IDs from other vendors). For other types of devices, feel free to add any relevant ID that can uniquely identify the device. **Use clear text.**	maid=e68af3d1-4ed7-4bc 0-abcb-af84e565572f	No
ip	IP address of the user if the request is sent from a server	ip=10.20.30.40	Required only for server side call
ua	URL-encoded user agent if the request is sent from a server.	ua=Mozilla%2F5.0%20%28Macintosh%3B%20Intel%20Mac%20OS%20X%2010_11_6%29%20AppleWebKit%2F601.7.7%20%28KHTML%2C%20like%20Gecko%29%20Version%2F9.1.2%20Safari%2F601.7.7	Required only for server side call

Parameter Name	Description	Example	Required
segids	A list of segment ids to send any additional data to Cadent for recording or segmentation purposes.	segids=123,sports,male Information should be structured as follows: value1,value2,value3	No
		When you generate the pixel URL in Identity UI it will include some placeholder macros. You should replace them with your platform macros (e.g. FreeWheel macros) or actual values.	
		The segment ids can only contain alphabets, numbers and underscores.	
		These segment ids are must be unique across different dimensions in order to use it for audience building.	
		The max number of unique segment id values supported is 2000. (e.g. sports and male mean 2 segment ids)	

Parameter Name	Description	Example	Required
segkv <key> = <value>	Segments as key-value pairs (Suitable for segments at two or more levels)	Usage: segkv.key1=value1,value2 &segkv. key2=value3	No
		For example: segkv.user=logged_in&segkv.page =landing,product_detail	
		The total length of key and value cannot be more than 125 characters	
		You can use actual value or a macro to provide info in the value.	
		Your ad ops team can append additional key value pairs directly in the URL using the above format without logging into the UI.	

Best practices

For IP/UA , if the value is explicitly passed in the URL we will use it (a case of server side request), if the value is not passed we will use it from HTTP header when client makes the request.

The Pixel Template is used during dataset creation and should be just used a guide. If you want to pass a supported optional field or segment information later, your ad ops can append those details in the URL without logging into the application.

The macros shown above are placeholders only. If a macro is unavailable in the target platform, please remove the parameterand corresponding placeholder macro from the URL.

Example tags

Image tag

```
<img src="https://pix.cadent.tv/pixel.png? dsid=123&amp;ip=10.1.1.10&
uid=7652632&email=name@example.com&maid=e68af3d1-4ed7-4bc 0-abcb-
af84e565572f&amp;random=1503556996234&amp;erid=1232asf4i5rn a94724&segids=
sports,123,az" height="0" width="0">
```

Javascript tag

Tag example for custom JavaScript (replace 111 with your dataset ID):

```
<script type="text/javascript">
```

```
var rt=parseInt((new Date()).getTime()*Math.random());
```

```
var rurl="https://pix.cadent.tv/pixel.png?dsid=111&random="+rt;
document.write("&<scr" + "ipt type='text/javascript' "src='" + rurl + "'/
scr" + "ipt&gt;");/script>
```

You can add segment information to capture various page sections of your website using the segids param.

Home page

```
<script type="text/javascript">
```

```
var rt=parseInt((new Date()).getTime()*Math.random()); var
rurl="https://pix.cadent.tv/pixel.png?
```

```
dsid=111&segids=home&random="+rt; document.write("<scr" + "ipt
type='text/javascript' src='" + rurl + "'/scr" + "ipt"</script>
```

Subscription page

```
<script type="text/javascript>
```

```
var rt=parseInt((new Date()).getTime()*Math.random()); var
rurl="https://pix.cadent.tv/pixel.png?
```

```
dsid=111&segids=subscription&random="+rt; document.write(<scr" + "ipt
type='text/javascript' src='" + rurl + "'><;/scr" + "ip>"); </script>
```

HTTP Get

```
<img src=" https://pix.cadent.tv/pixel.png? dsid=123&ip=10.1.1.10&uid=
[USER_IDNAM E_MACRO]&email=[EMAIL_MACRO]&maid=[DEVICE_ID_MACRO]&ran dom=
[CACHEBUST ER_MACRO]&;segids=[CATEGORY_MACRO], [CAMPAIGN_ID_MACRO],
[STATE_MACRO]" height="0" width="0" />
```

Response

After receiving the recording request, Cadent servers will respond with an empty pixel (zero content) and a HTTP status code of 200. This makes it suitable to work both as an empty image pixel and as a valid response to HTTP GET request.

5.14.4. File onboarding dataset upload file specifications

Getting started

File onboarding overview

Guidelines here ensure that the Audience application will properly read your dataset file when you upload it for data onboarding. The document defines the file format requirements and content specifications of input files you upload.

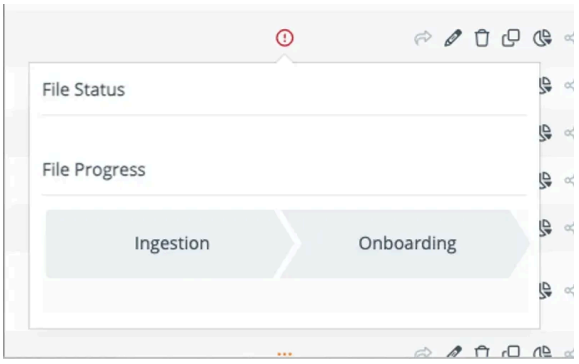
File upload location

To process Watchfold, and One Time datasets, you will be given SFTP account access. For initial analysis and custom projects, you can upload files directly into the **/to_Cadent/** directory. Afterwards, please contact your support representative for processing.

For the user interface, you must create a dataset that includes a Watch Folder within the **/to_Cadent/** directory where files can be uploaded to or a file can be directly uploaded from your computer or within a directory in the **Cadent SFTP** account.

Review file processing status in audience

After you begin to upload a file to Audience, it's status displays on the Datasets page. Color of the Status Icon indicates the current file status using a red, yellow, green color code. Roll your cursor over the icon for more detailed information.



User preference for email notification

You have the option to receive email notifications containing acknowledgment and negative acknowledgment messages for specific dataset uploads. Contact your Cadent Representative if you want to receive these notifications.

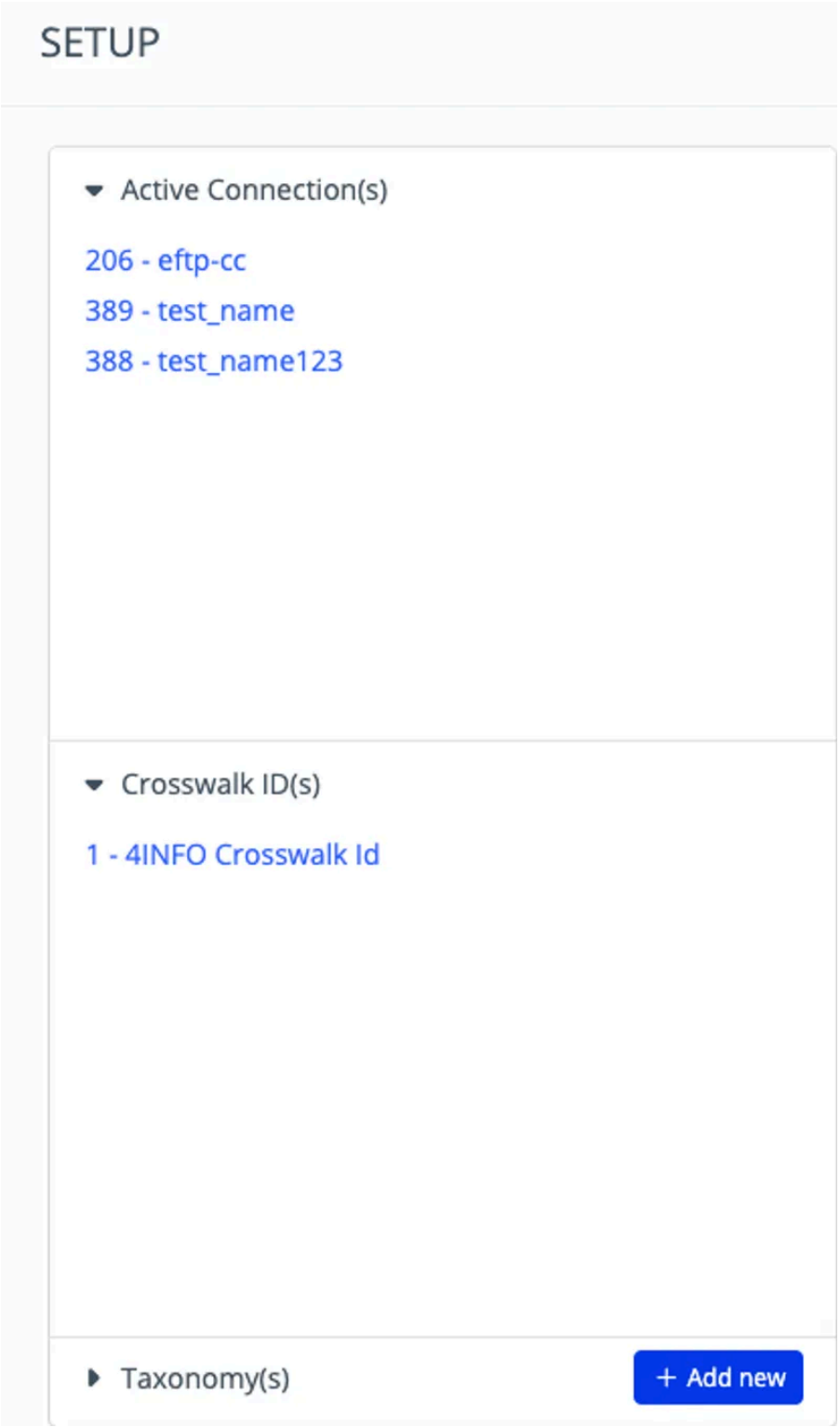
File onboarding process

Match Identifiers

Select the **match identifier** that represents the data column you want to capture from the data file. This is the match key that the platform uses to find the association between your file and the Household Map. After the platform associates the household map to your input ID, you can then select the available output IDs using the Audience Manager user interface.

Following are the current Ingest Sources

- **(Household) Crosswalk ID** — This is a Cadent-generated ID associated with a zip-11. Download an Aperture Household Crosswalk ID mapping file. The file contains zip-11s tied to Aperture Household Crosswalk IDs.
  Download the file from here: Setup > Crosswalk IDs



- **(Household) Postal Address** — This is the USPS postal address in the format of address1, address2, city, state, zip. Not all fields are required. Note the following guidelines:
    - If you have a zip code, you do not need a city and state.
    - If you have a city and state, you do not need a zip.
    - Address 2 is optional

- **(Household) zip+4** — This is the USPS ZIP+4 Code. The last 4 digits represent a specific delivery route within the overall delivery area.
- **(Household) zip11** — This is the USPS zip-11, which is an 11-digit number that denotes a household.
- **IP Address** — This is the IP Address of the data coming from a client's device such as a desktop, laptop, mobile device, or connected TV device.
- **Device ID** — This can be either a mobile device ID such as Apple's Identifier for Advertising or Google's Advertising ID. It can also be a connected TV or smart TV device ID.
- **(Household) Client Crosswalk ID** - This is the client-generated ID associated with the zip-11, which is an 11-digit number that identifies the household. To use the four Client Crosswalk IDs, upload a mapping file with either:
    - ZIP-11s associated with a Client Crosswalk ID
    - Postal addresses associated with a Client Crosswalk ID

- **Mobile Advertising ID** - This is either Apple's Identifier for Advertising or Google's Advertising ID. The Mobile Advertising ID should be raw and unhashed.
- **Hashed Email** - This is an an email address that's been converted into a string of numbers and letters by a hashing algorithm to transform email into an unrecognizable code.

Taxonomy and segment IDs

If you plan to onboard data that has segments, you should create a taxonomy that defines, at a minimum, an association between a segment ID and a segment name.

There are three principle reasons for including a taxonomy:

- The taxonomy associates the segment IDs with the segment names.
- For more complex data, the taxonomy can define a hierarchy as well, which makes visualizing the output data more clear for the end user.
- When sending data to Cadent, use the segment ID and not the segment name. The segment name is seen by the buyer of the data

in the execution platform. The execution platform may be Cadent, another Data Management Platform, or a Demand Side Platform.

Taxonomy example

The following an example of a .CSV formatted taxonomy from a used car dealership's (flat) taxonomy:

Segment ID (required)	Segment Name (required)	Description (optional)
FORD_OWNER	Ford	Purchased a Ford vehicle
TOYOTA_OWNER	Toyota	Purchased a Toyota vehicle
BMW_OWNER	BMW	Purchased a BMW vehicle

The segment ID cannot exceed 127-alphanumeric characters with no special characters except for an underscore. Examples of acceptable segment ID formatting:

- Segment ID, Segment Name, Description
- FORD_OWNER,Ford,Purchased a Ford vehicle
- TOYOTA_OWNER,Toyota,Purchased a Toyota vehicle
- BMW_OWNER,BMW,Purchased a BMW vehicle

Onboarding a custom list of IP addresses

The following an example of a .CSV formatted taxonomy from a used car dealership's (flat) taxonomy:

Segment ID (required)	Segment Name (required)	Description (optional)
FORD_OWNER	Ford	Purchased a Ford vehicle
TOYOTA_OWNER	Toyota	Purchased a Toyota vehicle
BMW_OWNER	BMW	Purchased a BMW vehicle

The segment ID cannot exceed 127-alphanumeric characters with no special characters except for an underscore. Examples of acceptable segment ID formatting:

- Segment ID, Segment Name, Description
- FORD_OWNER,Ford,Purchased a Ford vehicle
- TOYOTA_OWNER,Toyota,Purchased a Toyota vehicle
- BMW_OWNER,BMW,Purchased a BMW vehicle

Input data file format

In general, the input data is formatted as input ID separated by segment IDs that are associated with the input ID. Based on the type of input ID you select, you may need additional delimiters to separate fields in the input ID. For example, a postal address has multiple fields (address1, address2, city, state zip) that all need to have a delimiter.

You can upload a file that does not have any segment IDs (sometimes done for a match test). In that case, the deployment partner where you plan to send the files must be able to understand the set of on boarded IDs.

Option 1: Input Data File With No Header - Select a delimiter that separates your input ID from your segment IDs.

- The input ID delimiters can be a comma, pipe, or tab.
- If your input ID is a postal address, use the same delimiter to separate the different fields of the postal address.

Input data file with segment IDs

To create the input data file with segment IDs, choose one of these input data options

- Option 1: file without a header
- Option 2: file with header fields

Option 1: Input data file with no header

Select a delimiter that separates your input ID from your segment IDs.

- The input ID delimiters can be a comma, pipe, or tab.

- If your input ID is a postal address, use the same delimiter to separate the different fields of the postal address.

Select a delimiter that separates your segment IDs when you have multiple segment IDs.

- The delimiter can only be a comma or pipe.
- If you choose to use the same delimiter that separates your input ID from your segment IDs as the delimiter that separates your segment IDs, make sure you know where your first segment ID begins.

The following examples show two methods of using delimiters. One uses two different delimiters (pipe and commas) and the other uses only commas. You must use only one of these options.

Example 1: Using Pipe and Comma Delimiters

Postal Address

- Data Format: Address1|Address2|City|State|Zip|Segment ID1,Segment ID2,Segment ID3
- Sample Data: 123 Main St.|APT A|San Mateo|CA|94403|FORD_OWNER,BMW_OWNER

Zip-11

- Data Format: zip11|Segment ID1,Segment ID2,Segment ID3
- Sample Data: 94403050145|FORD_OWNER,BMW_OWNER

IP Address

- Data Format: IP Address|Segment ID1,Segment ID2,Segment ID3
- Sample Data: 123.456.789.321|FORD_OWNER,BMW_OWNER

Mobile Advertising ID

- Data Format: MAID|Segment ID1,Segment ID2,Segment ID3
- Sample Data: 123.456.789.321|FORD_OWNER,BMW_OWNER

Example 2: Using Only Comma Delimiters

Postal Address

- Data Format: Address, Address2, City, State, Zip, Segment ID1, Segment ID2, Segment ID3
- Sample Data: 123 Main St.,APT A,San Mateo,CA,94403,FORD_OWNER, BMW_OWNER

Zip-11

- Data Format: zip11, Segment ID1, Segment ID2, Segment ID3
- Sample Data: 94403050145,FORD_OWNER,BMW_OWNER

IP Address

- Data Format: IP Address, Segment ID1, Segment ID2, Segment ID3
- Sample Data: 123.456.789.321,FORD_OWNER,BMW_OWNER

Mobile Advertising ID

- Data Format: MAID,Segment ID1,Segment ID2, Segment ID3
- Sample Data: A4842AC167CF470E87807A7B18420E10, FORD_OWNER, BMW_OWNER

Option 2: Input data file with header

Adding a header to your input data file can make it easier to read. When including a header, use the following format.

Input ID, Segment Data Type1, Segment Data Type2, Segment Data Type3

Segment Data Type represents the header.

For example, if you list someone's preferred airline, the Segment Data Type is Preferred Airline. For each of the rows, in the Segment Data Type column, you enter the segment ID that is associated with the airline (name).

Example: Zip11 as Input ID

Zip11, Preferred Airline

99507148814,UA

99503712805,AA

The following example assumes that you have already identified the following in the taxonomy file:

UA, United Airlines

AA, American Airlines

The following rules apply

- You must have a header row in your data file that includes data types as the headings.
- The first column must indicate the input ID. In the case of a postal address, you must use multiple columns.
- Use the final columns to segment data types.
- Ensure that your segment IDs are listed in correct columns, corresponding to the segment data types indicated in the header row.
- A blank field for a segment ID is permitted.
- Segment IDs must be unique across all of your data. For example, if you use the segment IDs **m** and **f** to indicate genders male and female, you cannot use the segment IDs **m** and **f** to indicate anything else across all of your data.

Option 2: Examples

Address 1	Address 2	City	State	Zip	Car 1	Car 2
123 Main St.	APT A	San Mateo	CA	94403	FORD_OWNER	BMW_OWNER
456 Broadway		San Francisco	CA	94014	TOYOTA_OWNER	
245 5th Ave.	Suite 100	New York	NY	10001	BMW_OWNER	

Following is the (uncompressed) .csv input file for the table above:

Address 1,Address 2,City,State,Zip,Car #1,Car #2

123 Main St., APT A,San
Mateo,CA,94403,FORD_OWNER, BMW_OWNER

456 Broadway, San Francisco,CA,94014,TOYOTA_OWNER

245 5th Ave.,Suite 100,New York, NY, 10001, BMW_OWNER

Zip-11 example

Zip11, Car #1, Car #2

99801937328,FORD_OWNER,BMW_OWNER

99824532702,TOYOTA_OWNER

99501529301,BMW_OWNER

IP address as input ID example

IP Address, Car #1, Car #2

107.3.29.156,FORD_OWNER,BMW_OWNER

245.117.89.0,TOYOTA_OWNER

24.151.75.130,BMW_OWNER

Mobile advertising ID as input ID example

MAIDs, Car #1, Car #2

1D7F322C-C0BC-4FBE-AD4DB8FCF768F005,
FORD_OWNER, BMW_OWNER

2FE95975-33E2-47C5-98C1-BF138022B554,TOYOTA_OWNER

90A59B94-D50D-45E9-A4D3-1018197CF567,BMW_OWNER

Input data file without segments

The following rules apply for input data files without segment IDs:

- If your input data file does not have segment IDs, place each Input ID in its own line.
- For non postal address Input IDs, don't include any headers or delimiters.
- For postal addresses as input IDs, add a header and delimiters for clarity. The header is necessary for us to understand which postal address fields you are including as not all fields are needed.
- Use commas or pipes for postal address delimiters, but not both. It is ok if you have duplicates as our system will remove them once uploaded.

Examples of postal address as input ID

The following examples of postal address using commas as delimiters.

Example 1

Address1, Address2 ,City, State, Zip

123 Main St., APT A,San Mateo,CA, 94403

456 Broadway, San Francisco,CA,94014

245 5th Ave.,Suite 100,New York,NY,10001

Example 2

Address1, Address2, City, State

123 Main St., APT A, San Mateo, CA

456 Broadway,, San Francisco, CA

245 5th Ave., Suite 100, New York, NY

Example 3

Address1, Address2, Zip
123 Main St., APT A, 94403

456 Broadway,, 94014

245 5th Ave.,Suite 100,10001

Examples for addresses that do not include Address2 fields

Only use the examples 1, 2, and 3 if all of your addresses do not have an address2 field; otherwise, you will lose matches.

Example 1

Address1, City, State, Zip

123 Main St., San Mateo, CA, 94403
456 Broadway, San Francisco, CA, 94014

245 5th Ave.,New York, NY, 10001

Example 1

Address1, City, State

123 Main St., San Mateo, CA

456 Broadway, San Francisco, CA

245 5th Ave., New York, NY

Example 3

Address1, Zip

123 Main St.,94403

456 Broadway, 94014

245 5th Ave., New York, 10001

Example: Zip-11 as input ID

99801937328

99824532702

99501529301

Example: IP address as input ID

107.3.29.156

245.117.89.0

24.151.75.130

Mobile advertising ID as input ID

You can put the raw, unhashed Apple IDFA or Google AAID in the same file as in the following three examples:

1D7F322C-C0BC-4FBE-AD4D-B8FCF768F005

2FE95975-33E2-47C5-98C1-BF138022B554

90A59B94-D50D-45E9-A4D3-1018197CF567

File naming and GZip

Only one Input ID Type per file is permitted.

The Platform only accepts compressed files using **gzip**.

If your raw input data file has more than one type of delimiter, name the raw file with a **.txt** extension, and **gzip** the **.txt** file to get a final input file with a **.gz** extension to send to Audience Studio.

If your raw input data file has only commas as delimiters, name the raw file with a .**csv** extension, **gzip** the **.csv** file to get a final input file with a **.gz** extension to send to Audience Studio.

File naming and GZip compression

Make sure that you put the Input ID Type somewhere in the name of the file. Here are the Input ID Types you need to have in the name of the file below.

- Cadent_HH_Crosswalk
- Zip11
- Postal_Address

- MAID
- IP
- Hashed_Email

5.14.5. Managing group opt-out options

This topic describes how our system supports households that decide to opt out of being included in dataset or audience activity. While our system operates at the household level, this is our way of protecting individuals' privacy requests with the clear objective of protecting the consumer on behalf of our partners and clients.

You have the ability to send us files that contain a list of IDs corresponding to households that have opted out from audience and dataset participation. The files you send contain simply the the opt-out IDs that correspond to the household location and function only to exclude each location and the individuals at those locations from being included in any dataset.

You complete this process working directly with Cadent's Support team. Details that follow provide information on how you will send the data to us and how it is dealt with by our platform.

You can connect to our automated workflow for consumer data deletion using SFTP or S3 protocols and post multiple ID types for data deletion requests. Each ID type must be connected to a separate subfolder in the SFTP or S3 file structure.

For each ID type, you can post data in all hash key types; however, they must be consistent for each ID type. For example, emails are always hashed using SHA256.

Data types

We support opt-out using the following data types:

- device
- zip11
- crosswalk
- IP address
- email

The following example shows the opt-out files placed in the following respective S3 folders for processing:

- s3://nbcuas-outbound/cadent/DNSOptOut/crosswalk/
- s3://nbcuas-outbound/cadent/DNSOptOut/device/
- s3://nbcuas-outbound/cadent/DNSOptOut/ip/
- s3://nbcuas-outbound/cadent/DNSOptOut/zip11/
- s3://nbcuas-outbound/cadent/DNSOptOut/crosswalk/

In the above example - s3://nbcuas-outbound/cadent/DNSOptOut is the base path - device ID optouts will need to go to /devices sub folder, and so on.

We accept plain and hashed opt-out files; however, if you are set to send us sha1 hash opt-out emails, then we can only support onboarding of sha1 hashed emails. The hash must remain the same.

Image CaptionImage alt text

File format

The following table defines the formatting requirements for data files to be sent.

Criteria	Description
Header Record Optional.	
Number of Columns One	
Supported File Extensions • .gz • .zip • .csv • .txt • .dat	

Data submission

You will be assigned a watch folder by Cadent, which will be swept for updated files on a routine basis so that all updates can be captured. Opt outs are processed on a weekly basis. We treat it as a block list prior to distributing audiences to the customer.

Our system adds the data to a group opt-out table for exclusion from datasets. During inbound and outbound information flow, these households are excluded regardless of the footprint selected.

If you are interested in providing opt-out records to Cadent, contact support@cadent.tv .

5.14.6. Input file administration

The input ID type is the match key that the platform uses to create the association to the household mapping file. After the household map is associated to the input ID, you can select the the following output ID types:

- **Household Crosswalk ID** - This is a system generated synthetic ID associated with a zip11. It requires an out of the system match exercise to map your household universe with ours using a synthetic key. This prevents exchanging any PII data for data onboarding. Please contact your account representative to setup a crosswalk.
- **Zip 11** - The USPS 11 digit number that denotes a household.
- **Postal Address** - This is the USPS postal address in the format of address1, address2, city, state (2 letter code), zip (5 digit zip). If you include the zip code, you do not need a city and state, or if you have a city and state, you do not need a zip. Address2 is optional.
- **Mobile Advertising ID** - This can be Apple's ID for Advertising (IDFA), Google's Advertising ID (GAID), CTV device IDs like Roku, Amazon, Windows, Sony, etc. We also support hashed device ID - MD5, SHA1, SHA256 and SHA512.
- **Email** - Hashed or plain text email. We support MD5, SHA1, SHA256 and SHA512.
- **IP Address** - We support IPv$ and IPv6. You can pass hashed IPs using any of the following algorithms - MD5, SHA1, SHA256, and SHA512.

Input file formats

You can format data files in the following two ways:

- Input Data Files with Segment IDs
- Input Data Files without Segment IDs

5.14.6.1. Input data files without segment IDs

You can upload a file that does not have any segment IDs. In that case, the deployment partner where you plan to send the files to must be able to understand the set of onboarded IDs. Another reason for onboarding a file without segment IDs is for a match test. Your input data file does not have segment IDs, you just need to put each Input ID in it's own line.

For non postal address Input IDs, do not include any headers or delimiters. For postal addresses as input IDs, please add a header and delimiters for clarity. The header is necessary for us to understand which postal address fields you are including as not all fields are needed. Please use either commas or pipes for postal address delimiters but not both. It is okay if you have duplicates as our system will remove them once uploaded.

Examples

Postal Address Example:

`Data Format: Address1,Address2,City,State,Zip`

`Sample Data: 123 Main St.,APT A,San Mateo,CA,94403 456 Broadway,,San Francisco,CA,94014 245 5th Ave.,Suite 100,New York,NY,10001`

Zip 11 as input only

`Sample Data: 99801937328`

IP Address as Input ID

`Sample Data: 107.3.29.156`

`Mobile Advertising ID as Input ID`

You can put the raw, unhashed Apple IDFA or Google AAID in the same file.

`Sample Data: 1D7F322C-C0BC-4FBE-AD4D-B8FCF768F005`

File Naming and GZip Compression

Make sure that you put the Input ID Type somewhere in the name of the file.

The system will only accept compressed files using gzip.

If your raw input data file has more than one type of delimiter, name the raw file with a .txt extension and then gzip the .txt file to get a final input file with a .gz extension to send to Cadent.

If your raw input data file has only commas as delimiters, then name the raw file with a .csvextension and then gzip the .csv file to get a final input file with a .gz extension to send to Cadent.

Here are the Input ID Types you need to have in the name of the file below. There can only be one Input ID Type per file.

- Cadent_HH_Crosswalk
- Client_HH_Crosswalk
- Zip11
- Postal_Address
- MAID
- IP
- Hashed_Email

5.14.6.1.1. Input data files with segment IDs

In general, the input data is in the format of input ID separated by segment IDs which are associated with the input ID.

You may need additional delimiters to separate fields in the input ID. For example, a postal address will have multiple fields (address1, address2, city, state zip) that require a delimiter.

You have two options to create the input data file with segment IDs:

- An input file without a header
- An input file with header fields

5.14.6.1.1.1. Input file without a header

1. Select a delimiter that separates your input ID from your segment IDs. The input ID delimiters can be a comma, pipe or tab. If your input ID is a postal address, you will need to use the same delimiter to separate the different fields of the postal address.
2. Select a delimiter that separates your segment IDs when you have multiple segment IDs. The delimiter can only be a comma or pipe. If you choose to use the same delimiter that separates your input ID from your segment IDs as the delimiter that separates your segment IDs, make sure you know where your first segment ID begins.

Input data file examples

The below examples show two methods of using delimiters. One uses two different delimiters (pipe and commas) and the other uses only commas. You can choose any ONE of these methods.

Using pipe and comma delimiters

Postal Address Data Format

```
Address1|Address2|City|State|Zip|Segment ID1,Segment ID2,Segment ID3...
```

Postal Address Sample Data

```
123 Main St.|APT A|San Mateo|CA|94403|FORD_OWNER,BMW_OWNER
```

Zip 11 Data Format

```
zip11 |Segment ID1,Segment ID2,Segment ID3...
```

Zip 11 Sample Data

```
94403050145 | FORD_OWNER,BMW_OWNER
```

IP Address Data Format

```
IP Address|Segment ID1,Segment ID2,Segment ID3...
```

IP Address Sample Data

`123.456.789.321|FORD_OWNER,BMW_OWNER`

Mobile Advertising ID Data Format

`MAID|Segment ID1,Segment ID2,Segment ID3...`

Mobile Advertising ID Sample Data

`123.456.789.321|FORD_OWNER, BMW_OWNER`

Using only comma delimiters

Postal Address Data Format

`Address,Address2,City,State,Zip,Segment`

`ID1,Segment ID2,Segment ID3...`

Postal Address Sample Data

1 `23 Main St.,APT A,San Mateo,CA,94403,FORD_OWNER,BMW_OWNER`

Zip 11 Data Format

`zip11,Segment ID1,Segment ID2,Segment ID3...`

Zip 11 Sample Data

`94403050145,FORD_OWNER,BMW_OWNER`

IP Address Data Format

`IP Address,Segment ID1,Segment ID2,Segment ID3...`

IP Address Sample Data

`123.456.789.321,FORD_OWNER,BMW_OWNER`

Mobile Advertising ID Data Format

`MAID,Segment ID1,Segment ID2,Segment ID3...`

Mobile Advertising Sample Data

`A4842AC167CF470E87807A7B18420E10,FORD_OWNER,BMW_OWNER`

5.14.6.1.1.2. Input file with header fields

In some cases, adding a header to your input data file will make it easier to read. The file will be in the following format:

Format example

```
Input ID,Segment Data Type1,Segment Data Type2,Segment Data Type3…
```

Segment Data Type are the headings and not Segment IDs or Segment Names. For example, if you are listing someone's preferred airline, your Segment Data Type would be "Preferred Airline". For each of the rows below in that same column, you would put in the segment ID that is associated with the airline (name).

Example: Zip11 as Input ID

```
Zip11,Preferred Airline 99507148814,UA
```

```
99503712805,AA
```

Assuming that in the taxonomy file you have already identified the following: UA,United Airlines

```
AA,American Airlines
```

The example below shows a postal address input ID and the previous cars purchased as the segment IDs.

```
Address 1    Address 2    City    State    Zip    Car #1    Car #2
```

```
456 Broadway        San Francisco    CA    94014    TOYOTA_OWNER
```

Below is the (uncompressed) csv input file

```
Address 1,Address 2,City,State,Zip,Car #1,Car #2
```

```
123 Main St.,APT A,San Mateo,CA,94403,FORD_OWNER,BMW_OWNER
```

```
456 Broadway,,San Francisco,CA,94014,TOYOTA_OWNER245 5th Ave.,Suite 100,New York,NY,10001,BMW_OWNER
```

Examples of other input IDs with their respective CSV formats:

Zip11 as Input ID

```
Zip11,Car #1,Car #2
```

```
99801937328, FORD_OWNER,BMW_OWNER
```

IP Address as Input ID

```
IP Address,Car #1,Car #2
```

```
107.3.29.156,FORD_OWNER,BMW_OWNER
```

Mobile Advertising ID as Input ID

```
MAIDs,Car #1,Car #2
```

```
1D7F322C-C0BC-4FBE-AD4D-B8FCF768F005,FORD_OWNER,BMW_OWNER
```

5.14.6.2. Data input file troubleshooting

The following are troubleshooting recommendations to help you solve problems with Input Data File:

- Confirm if there is a header row in your data file that includes data types as the headings.
- Make sure the columns indicating the input ID are mapped correctly. In the case of a postal address, you will need to use multiple columns.
- Make sure the field and segment delimiters are right
- If you are passing segment IDs in the header, then same delimiter should be used for field and segment.
- It is acceptable to have a blank field for a segment ID.
- Segment IDs must be unique across all of your data. For example, if you use the segment IDs “m” and “f” to indicate genders male and female, you cannot use them to indicate anything else across all of your data.

5.14.6.3. File upload locations

You are given a default SFTP account access. For initial analysis and custom projects, files can be uploaded directly to Cadent: `/to_Cadent/`

If you are not sure which directory to use, contact your Cadent account representative.

When using the Audience Manager user interface, the you need to create a Dataset where either:

- A file can be directly uploaded from your computer or within a directory in the Cadent SFTP account
- A Watch Folder will be created on the SFTP file directory where files can be uploaded

6. Ad Manager

6.1. Understanding platform statuses

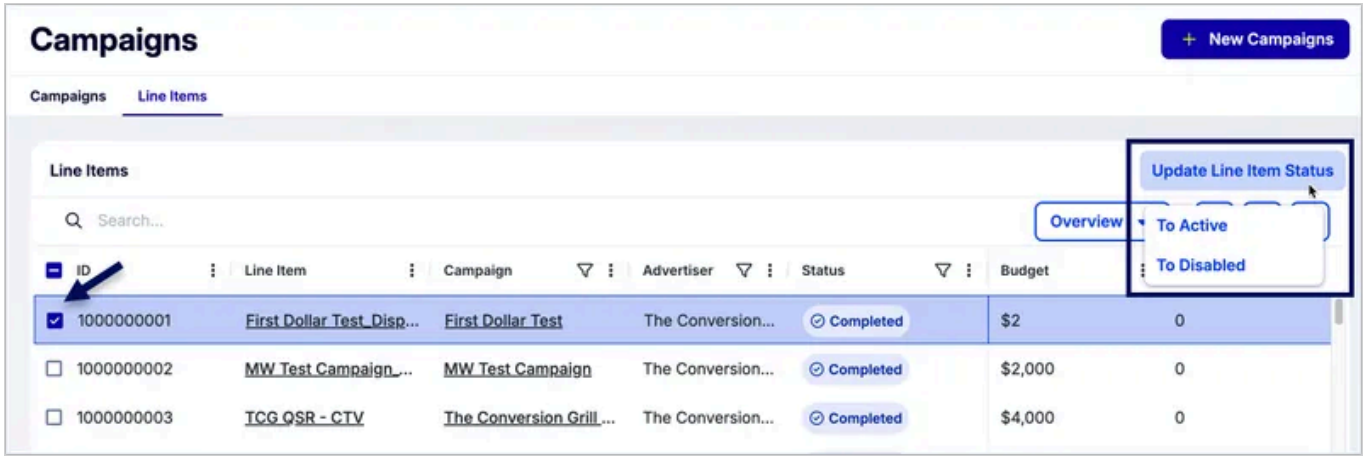
Overview

Ad Manager has two status types: **Input Status** and **Display Status**.

Input status

Input status refers to the **Active** or **Disabled** status you manually select for a campaign, line item, or ad group (see the screenshot below).

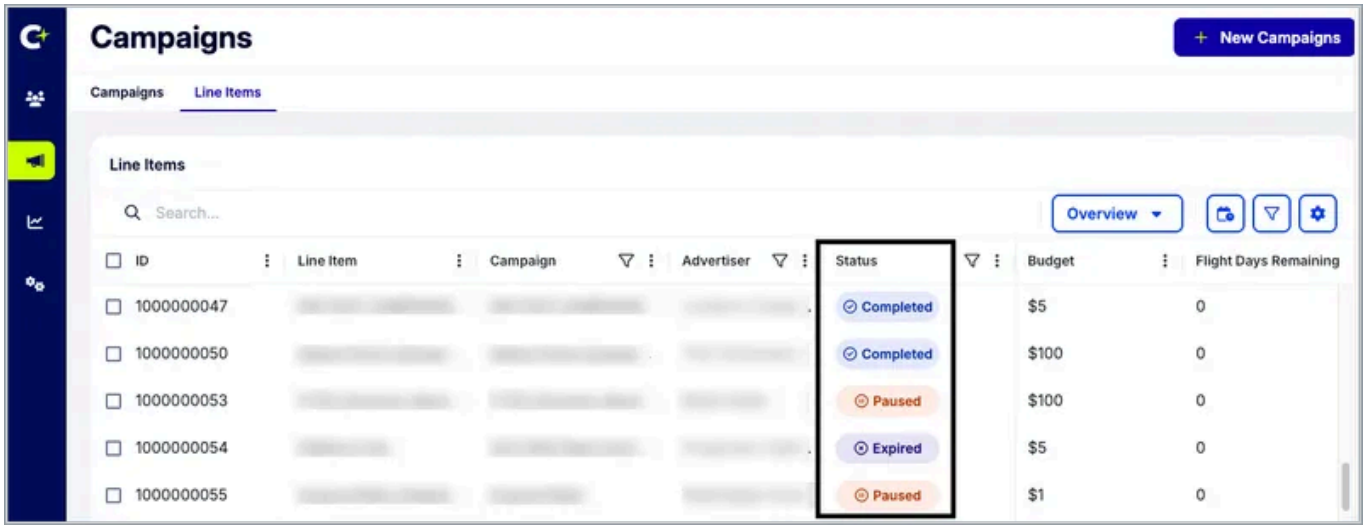
Note that the Input Status you select impacts the Display Status. More on this in the **next section**.



Display Status

Display Status refers to the system-calculated status that reflects the current state of a campaign or line item (see the screenshot below). The system uses the Input Status and

other factors, such as flight dates and budget allocation, to calculate the Display Status.



There are five Display Status types:

Display status	What it means
Live	Currently running and eligible to bid as long as it's allocated.
Pending	Not yet live but will start bidding when next allocated flight begins.
Paused	Delivery has stopped for one of these reasons: • Campaign, line item, or ad group is Input Status is Disabled (see Input Status) • No allocation • No active creative assigned
Completed	The campaign has finished, and its flight dates have passed. It will start bidding if a new allocated flight is scheduled.
Expired	The campaign has finished, and its flight dates have passed. Will not bid again even if a new allocated flight is scheduled.

How Display statuses are determined

The Display Status of a campaign or line item is inherited from the "most live" Display Status of its child ad groups, which follows this ranking: Live > Pending > Paused > Completed > Expired.

For example, if a line item is Live, the campaign's status will also be Live.

These statuses are calculated in real-time and are not stored in the platform database.

Activation and creation rules

Here are some key rules for how statuses are applied when you create or modify a campaign:

- **Bulk updates**: When you activate or disable a campaign, the same Input Status is applied to all of its child line items and ad groups. Similarly, activating or disabling a line item affects all of its child ad groups.
  For example, if you select an Input status of Disabled for the a campaign, the line item and ad groups will also be disabled.
- **Default status**: Newly created line items and ad groups are automatically set to an Input Status of Active.

How to launch an ad group

For a new or active ad group to go live it needs the following:

1. Have at least one creative assigned
2. Have budget allocated
3. Be within a flight's date range

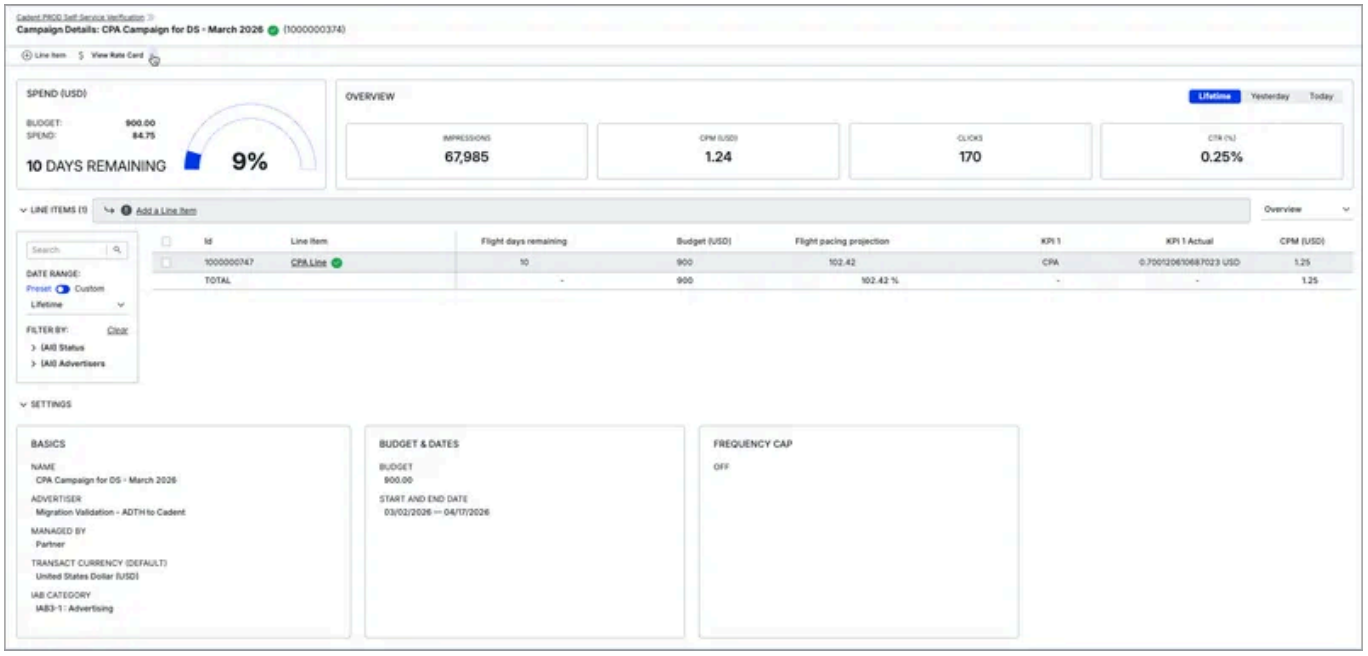
Once #1 and #2 are met, the Display Status changes from Paused to Pending. Then, once the flight's start date it met (#3), the ad group status automatically changes to Live and starts delivering.

6.2. Campaign management

Ad Manager hierarchy is broken down as: campaign, line item, and ad group. The campaign level is where you'll select the following:

- Enter a campaign name
- Select the advertiser
- Enter a purchase order ID (optional)
- Set the currency type
- Select the IAB category
- Set the **Frequency caps**

Learn more: **Add a campaign** and **Campaign Details**



Campaign Details page

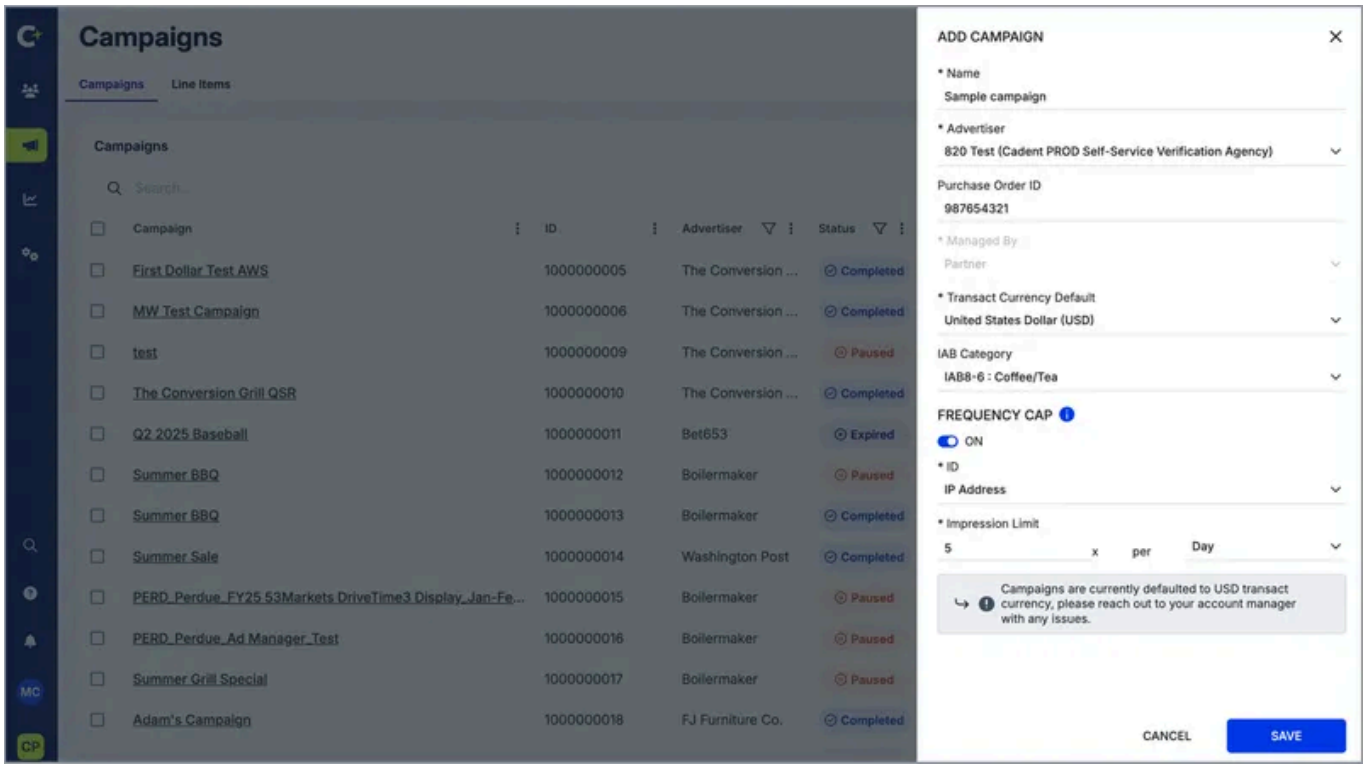
6.2.1. Campaign quickstart

This quickstart guide gets you up and running as quickly as possible. It walks you through adding a campaign, line item, ad group, and creative.

For more detailed instructions:

- **Add a campaign**
- **Add a line item**
- **Add an ad group**
- **Add, bulk upload, and edit creatives**

Step 1. Add a campaign

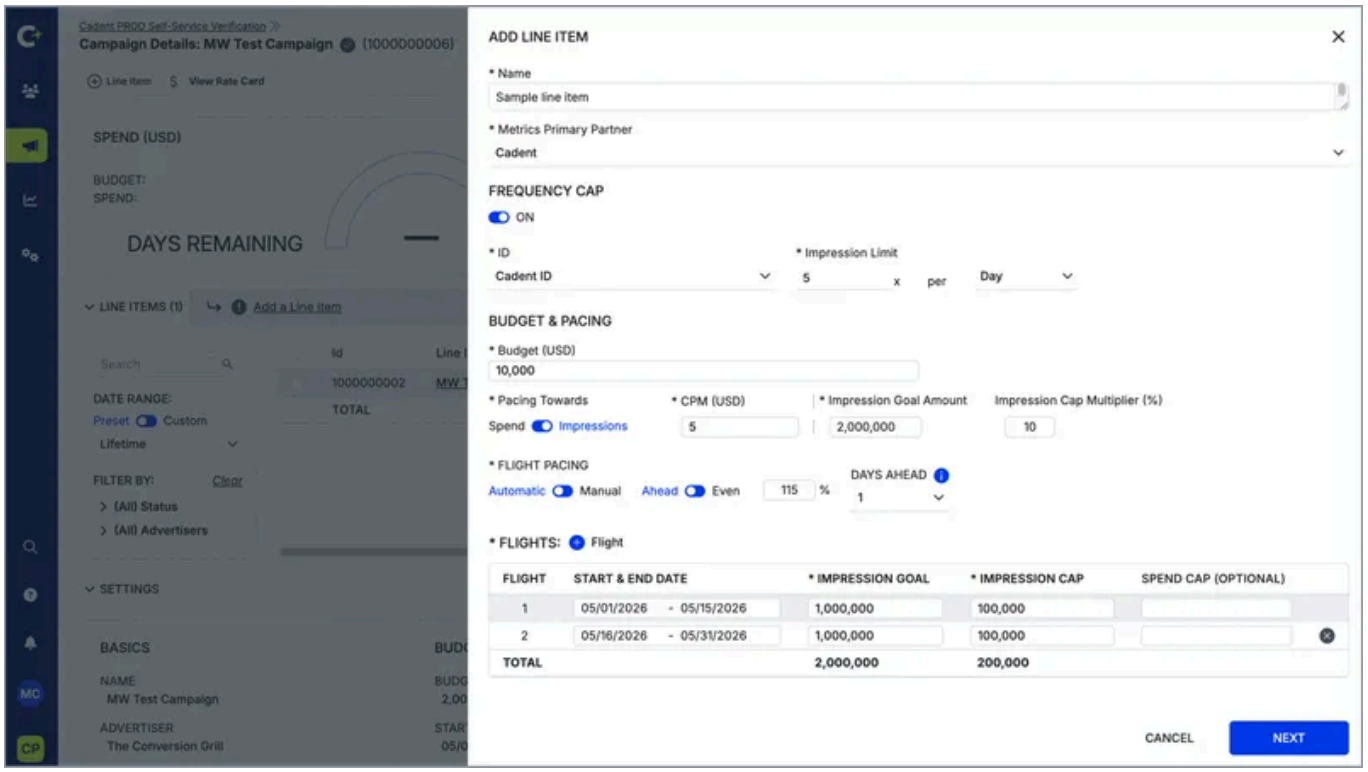


Add Campaign panel

1. Click **Campaign** in the left navigation > **+Campaign** in the top navigation. This opens the Add Campaign slide-out.
2. In the slide-out, Enter a Campaign **Name**.
3. Select the **Advertiser** for this campaign.
4. If you have a **Purchase Order ID**, enter it here.

5. Select the **IAB Category**.
6. A **Frequency Cap** (optional) limits the number of times an ad can be delivered to the same viewer in a given time period.
    - Select the **ID** that the frequency cap will be mapped to.
    - Enter an **Impression Limit.**
    - Select a time period from the dropdown.
7. **Save** your campaign. You'll be directed to the **All Campaigns** screen. This is where you'll add a line item.

Step 2. Add a line item



Add Line Item panel (page 1)

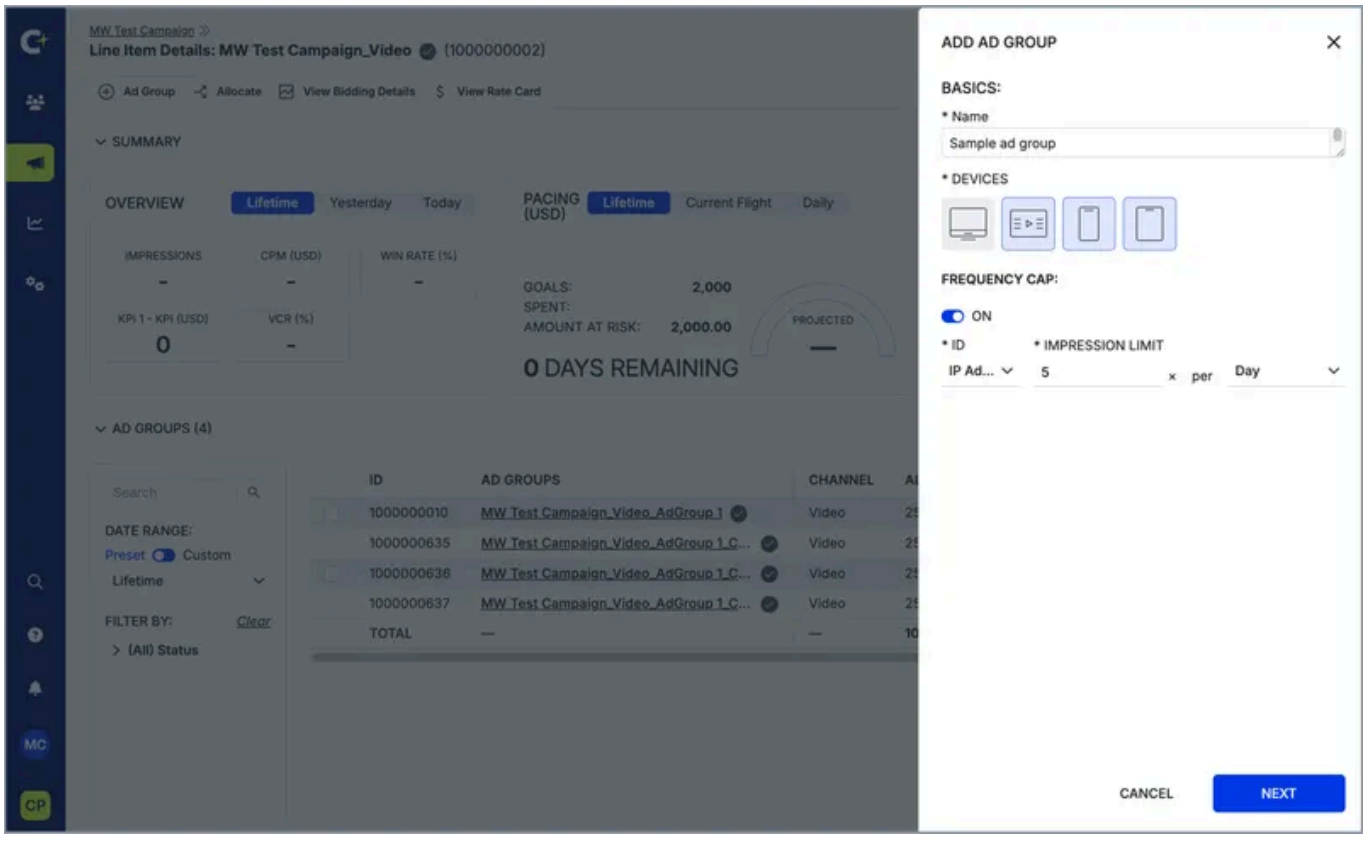
1. In the **All Campaigns** screen, select the campaign you just created in step 1 above.
2. Click **+Line Item** in the top navigation and then select **Display** from the channel dropdown. This opens the **Add Line Item** slide-out.
3. In the slide-out, a default **Name** is populated. You can edit it.
4. Set a **Frequency Cap** (optional).
    - Select the **ID** that the frequency cap will be mapped to.
    - Enter an **Impression Limit.**

    - Select a time period from the dropdown.
5. Enter the total budget for this line item.
6. Configure the pacing.
    - If you select pacing towards **Spend**:
        - No action is required. The system calculates the pacing.
    - If you select pacing towards **Impressions**:
        - Enter either a **CPM** or an **Impression Goal (USD)**.
            - If you enter a CPM, the system calculates the Impression Goal.
            - If you enter an Impression Goal, the system calculates the CPM.
        - The **Impression Cap Multiplier (%)** (optional) sets an impression cap across all flights in this line item, relative to its base impression cap.
7. Set the **Flight Pacing**.
    - **Automatic**: The system adjusts spend in real-time based on your selection of Ahead or Even.
        - **Ahead**: Enter an amount that's above 100%. This instructs the system to aim for a delivery rate that's faster than the normal, evenly distributed schedule.
        - **Even**: This option delivers your line item budget as uniformly as possible over its scheduled flight duration.
        - **Manual**: This option lets you manually control flight delivery to meet its goals over a specific period.
        - **Daily Goal (Imps)**: Enter a daily impression goal.
8. Add one or more flights.
    - If you selected **Pace Towards Spend**:
        - Select the flight **Start & End Date**.
        - **Spend Cap** is auto-populated from the budget you entered. You can manually adjust the spend cap across multiple flights, but the total must equal the line item budget.
        - Enter an **Impression Cap** (optional). This limits the number of impressions a user will see over the course of the flight.
    - If you selected **Pace Towards Impressions**:
        - Select the flight **Start & End Date**.

- The **Impression Goal** is auto-populated based on the budget you've entered, but you can edit this field.
- The **Impression Cap** is also auto-populated based on the budget you've entered, but you can edit this field.
- Enter a **Spend Cap** (optional).

9. Click **Next**.
10. Select a compatible **KPI**.
11. Enter a KPI **Target**. Some KPIs require activity mapping and/or a verification partner. For details, go to Budget and pacing.
12. Click **Add**.
13. Save your line item. You'll be directed to the **Line Item Details** view. This is where you'll add an ad group.

Step 3. Add an ad group

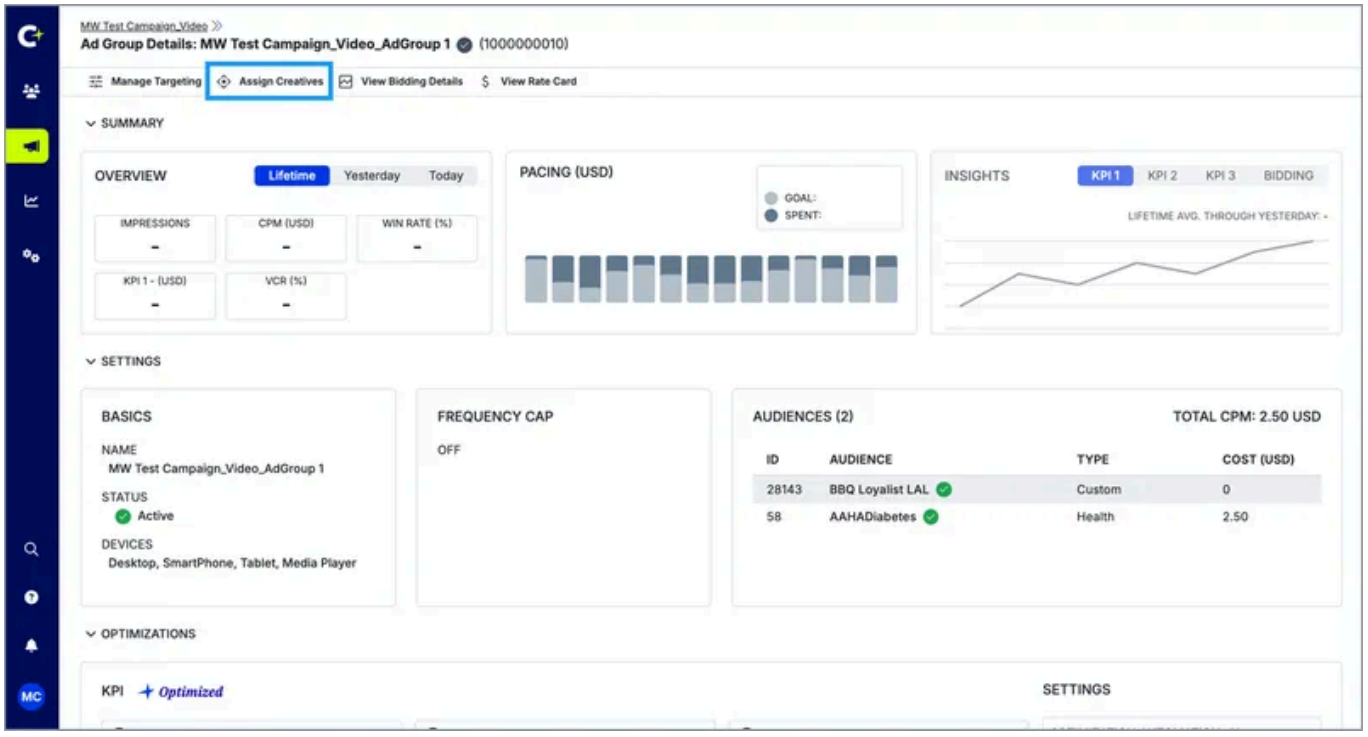


Add Ad Group panel (page 1)

1. From the **Line Item Details** view, select **+Ad Group**.
2. The **Name** auto-populates, but you can change it.

3. Select applicable **Devices**.
4. To set a **Frequency Cap:**
    - Select the **ID** that the frequency cap will be mapped to.
    - Enter an **Impression Limit.**
    - Select a time period from the dropdown.
5. Click **Next**.
6. Click the **Optimization Automation** you want to use, and then select an **Optimizer**.
7. Add up to three **Predictive KPIs**.
8. You can add up to 10 **Additional Models** (optional).
9. For **Bidding Type**, select CPM or CPU.
10. Set **Intraday Pacing**.
11. Select **Next**.
12. Select the **Audience** you want to add, then click **Next**.
13. Add **Targeting**. Learn more: Targeting.
14. Click **Done**. This directs you to the **Ad Group Details** view.
15. You're now ready to **Assign a creative**.

Step 4: Assign a creative



Assign Creatives button on the Ad Group Details page

1. In the Ad group Details page, click **Assign Creatives** in the actions menu. This opens the **Edit Assignment** panel.
2. In the panel, select **Available**.
3. Select the creative you want to assign.
4. Click **Save**. All creatives assigned to this ad group will be displayed in the Ad Group Details view.

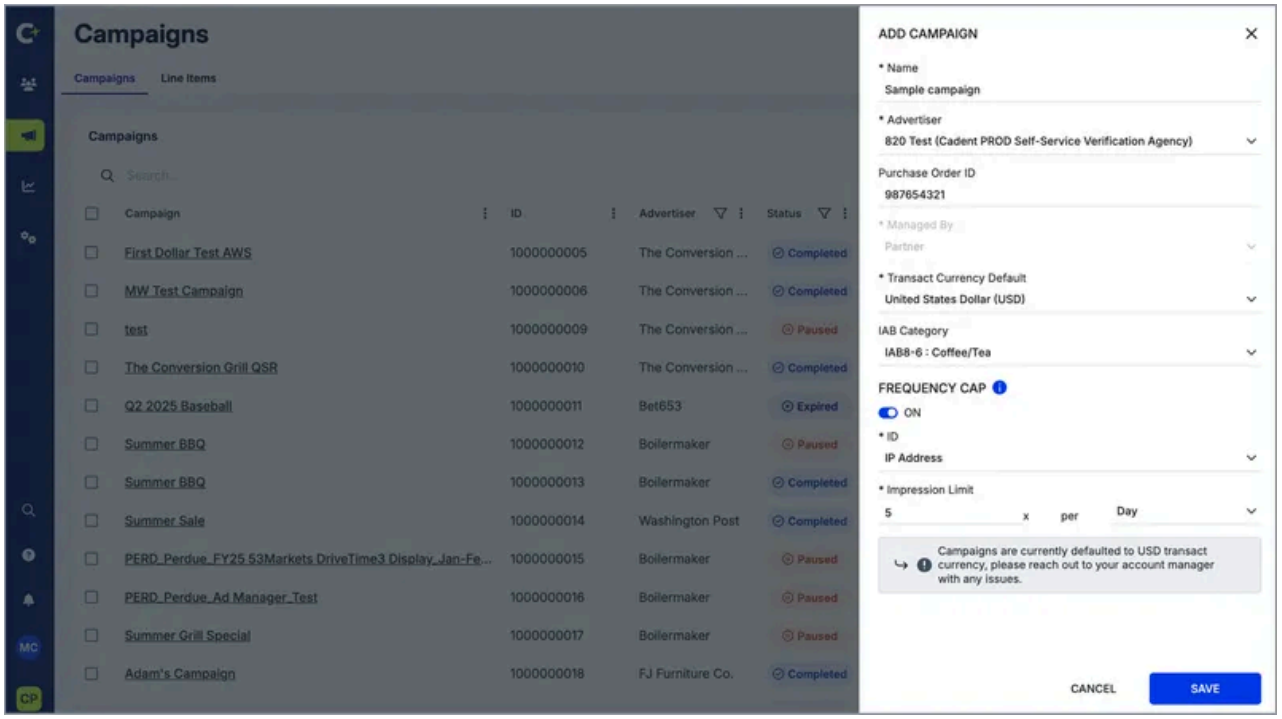
6.2.2. Add a campaign

The steps below guide you through the process of adding a campaign.

> You must have an advertiser in the platform before adding a campaign.

1. Click **Campaigns** in the left navigation to go to the Campaigns page.

2. Click **+Campaign** in the top navigation to open the Add Campaign panel.



Add Campaign panel

3. Enter a unique campaign **Name**.

4. Select an **Advertiser**.

5. If you have a Purchase order ID, enter it here.

6. Select the **Transact Currency Default**. {{}}

7. To set a Frequency cap:

1. Select the **ID** that the frequency cap will be mapped to.
2. Enter an Impression limit.

Learn more about **Frequency caps**

8 Save your campaign. This takes you back to the All Campaigns view. Your campaign will appear as the top line.

9 You are now ready to **add a line item**.

The next campaign set up step is to **add a line item**.

6.2.3. Edit a campaign

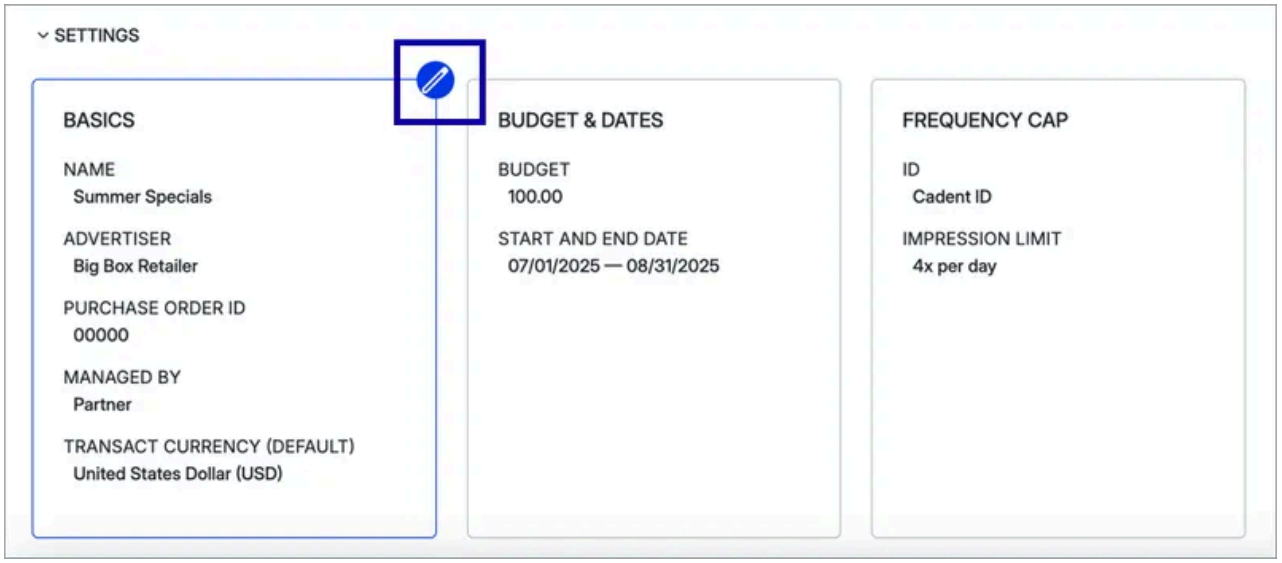
These steps guide you through editing a campaign:

1. Click **Campaigns** in the left navigation. This takes you to the **Campaigns** page.

2. Click the name of the campaign you want to edit, then scroll down to the **Settings** section.

   Note: The entries in Budget & Dates are read-only.

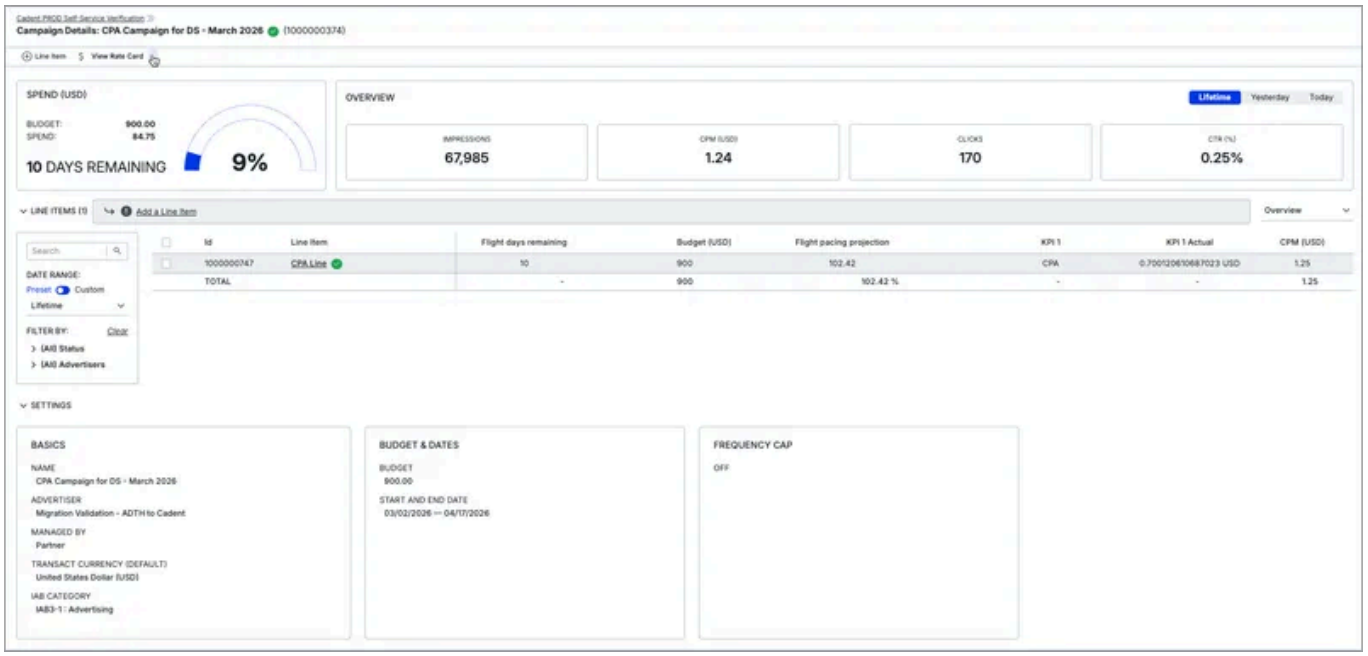
3. Click the edit icon to make changes in the **Basics** or **Frequency Cap** sections.



Edit icon in Campaign settings tile

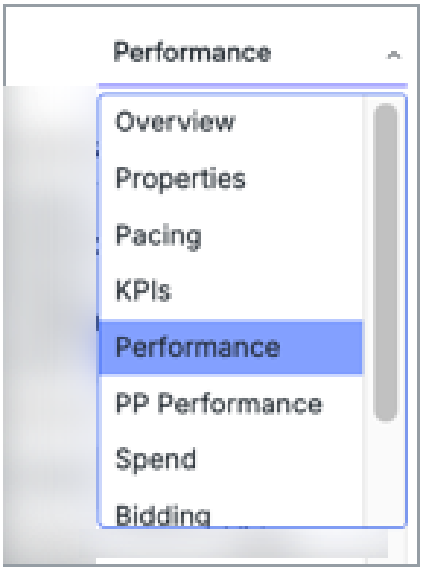
6.2.4. Campaign Details

This table provides an overview of the Campaign Details page.



Campaign Details page

Section/ field	Description
+Line Item	Click to add a line item.
View Rate Card	Click to view rates and fees associated with your campaign.
Spend snapshot tile	This tile displays data based on the lifetime of the campaign. • **Budget**: Total campaign budget. • **Spend**: Total campaign budget spent (through yesterday). • **Days Remaining**: Number of days left in the campaign (including today).
Overview tile	This tile displays campaign metrics based on the time interval you select. **Time intervals**: • **Lifetime**: Displays data from the start of the campaign through yesterday. • **Yesterday**: Displays data for yesterday, ending at midnight. • **Today**: Displays data for today, starting at midnight. **Metrics**: • **Impressions**: The total number of times an ad is dispayed to users. • **CPM**: Total cost per 1,000 impressions. ◦ **Formula**: (total spend ÷ number of impressions) × 1,000 = CPM ◦ **Example**: ($40,718 ÷ 9,616,479) * 1,000 = 4.23 CPM • **Clicks**: The total count of user clicks. • **CTR (%)**: Clickthrough rate. This metric is only displayed if your campaign has at least one line item with a display, native, or DOOH channel. Otherwise, VCR (%) is displayed. ◦ **Formula**: (clicks ÷ impressions) * 100 = CTR % ◦ **Example**: (120,075 ÷ 9,616,479) * 100 = .1% • **VCR (%)**: Video completion rate. This metric is only displayed if your campaign has at least one line item with a video, CTV, or audio channel. Otherwise, CTR (%) is displayed.

Section/ field	Description
	◦ **Formula**: (number of users who completed the video ad ÷ total viewers who started the video) * 100 = VCR ◦ **Example**: (745,000 ÷ 1,975,550) * 100 = .38%
Line Items list	This section displays all the line items associated with the campaign. **Search**: • When searching by a line item name, type at least three characters. • When searching by ID, enter the complete ID. **Filter By Status**: • **Live**: Campaign is currently running. • **Pending**: There are no active flight dates. • **Paused**: Campaign is temporarily halted. Most common reason is to troubleshoot a campaign. • **Completed**: All flights associated with this campaign have ended. • **Expired**: This status means a campaign was created but didn't ever run, and then it reached it's flight end date. **Filter By Advertisers**: Search for and select the advertisers you want to view.
View changer	Use the view changer to customize the line item table view.  View changer dropdown list
Settings	This information is pulled from the campaign and line item.

Section/ field	Description
	Basics and Frequency Cap tiles are editable. The Budget & Dates tile is read-only.

6.2.5. Frequency caps

A frequency cap limits the number of impressions the platform serves to a user or property. By controlling ad frequency, you can enhance user experience, optimize campaign performance, and prevent wasted ad spend.

How frequency caps are managed

You can set a frequency cap at the **campaign**, **line item**, and **ad group** levels. Each one is independent of the others. However, the frequency cap that hits first will be the one taken into consideration, while maintaining the rest of the frequency caps in case the earlier one gets reset.

For example, you set a cap of 10 per day by IP Address at a campaign level, a cap of 5 per day by Cookie Id at a line item level, and a cap of 2 per hour by the Property at the ad group level. If the ad group level frequency cap hits first, it's the one that will be used across the campaign's flights.

Use frequency caps to optimizing delivery

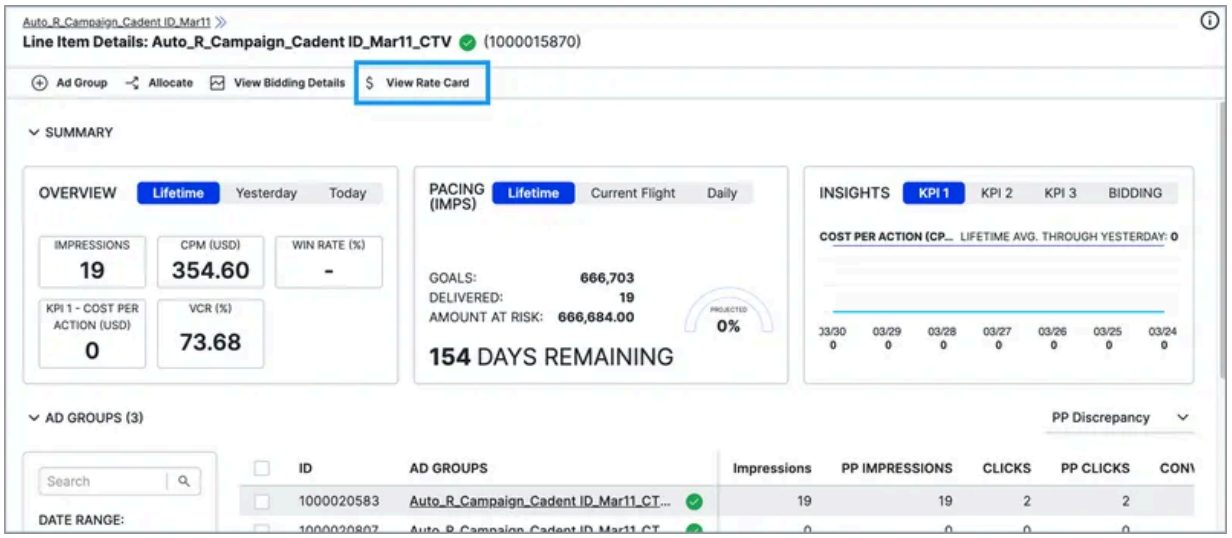
- **Reach:** A lower frequency cap will reduce the number of impressions your line items can bid on. If you find your line item, ad group, or creative isn't delivering the requested impressions, try increasing the frequency cap.
- **Combinations:** You can enable caps at multiple levels of the campaign hierarchy (campaign, line item, and ad group). This allows you to set frequency caps across different timeframes for each level of your campaign.

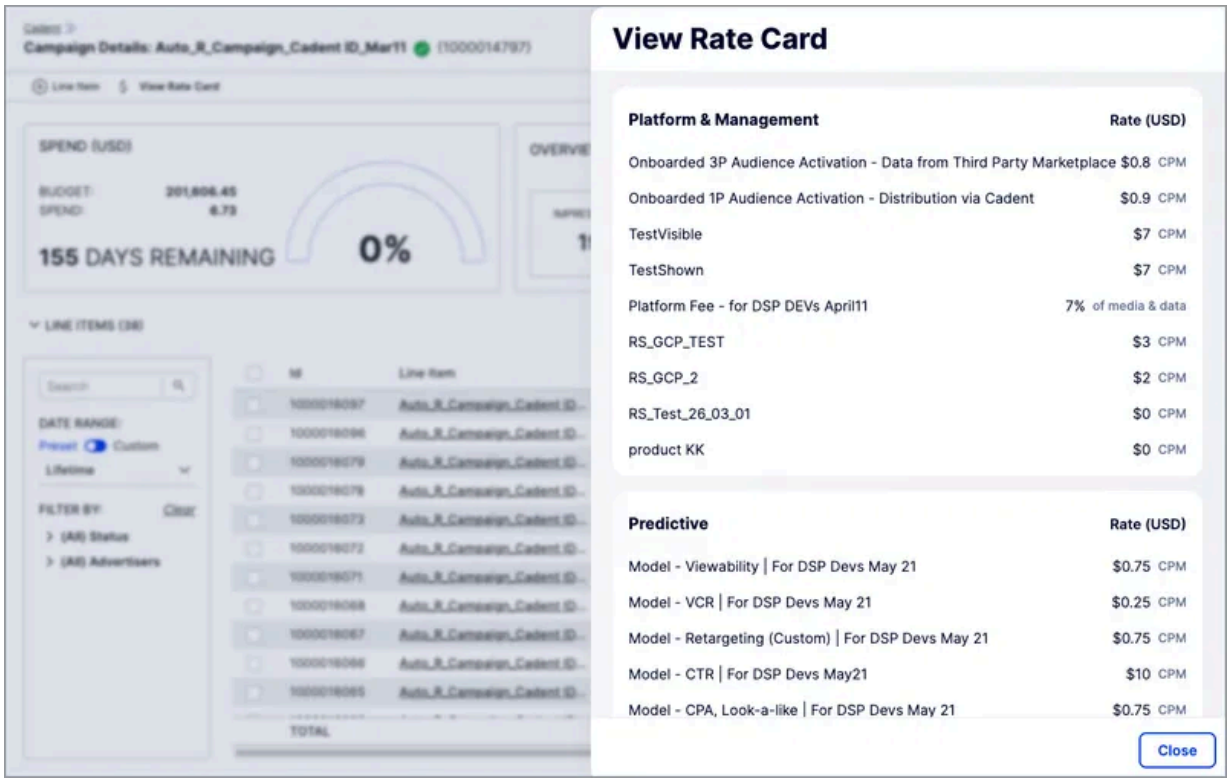
6.2.6. Rate card viewer

The Rate Card Viewer provides quick, transparent access to your rate card.

To access the Rate Card, click **View Rate Card** in one of the following screens:

- Campaign Details
- Line Item Details
- Ad Group Details



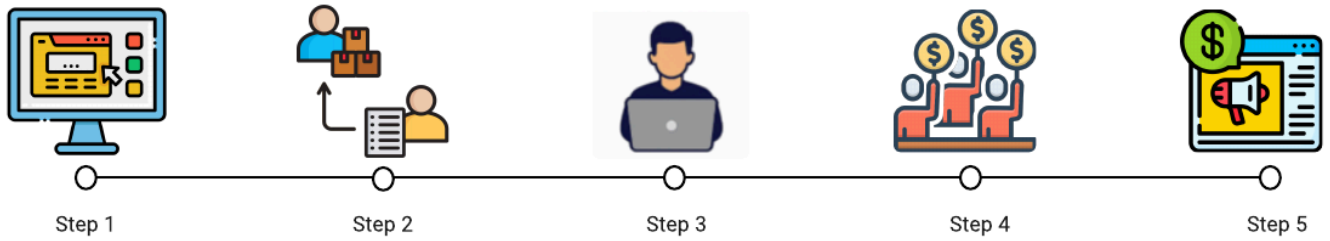


6.2.7. RTB overview

Real-time bidding (RTB) is a core component of programmatic advertising. RTB allows for the buying and selling of individual ad impressions in real-time automated auctions. Think of it as a stock exchange, but for digital ad space.

How RTB Works: A step-by-step process

The entire RTB process happens in the time it takes for a webpage or app to load. Here's a breakdown of how it works:



The RTB process

Step 1. Advertiser Side (Demand-Side Platforms – DSPs)

- Advertisers set up campaigns in a DSP, defining things like target audience, budget, bidding strategy, and ad creatives.
- The DSP will build pieces of code called bidders, which are responsible for responding to the auction in a matter of millisecond.

Step 2. Publisher Side (Supply-Side Platforms – SSPs)

- Publishers (like websites, apps, or CTV platforms) make their ad inventory available through SSPs.
- The SSP connects with multiple ad exchanges and DSPs to maximize competition for each impression.

Step 3. User visits a webpage/app

- When someone loads a webpage or app that has ad space, the SSP sends a bid request to the ad exchange.
- This request includes details like:

    - User demographics (age, location, device, etc.)
    - Page content/context
    - Available ad slot size
    - Time of day

Step 4. Auction in the Ad Exchange

- The ad exchange passes the request to multiple DSPs.
- Each DSP quickly evaluates the impression against the advertiser’s targeting rules.
- If it’s relevant, the DSP submits a bid (e.g., $2.50 CPM).
- If not, the DSP skips bidding or send back a 'No Bid' signal.

Step 5. Winning the bid and ad delivery

- The exchange runs a real-time auction.
- The highest bidder wins.
- The winning ad creative is instantly sent back to the publisher’s page.
- The ad loads alongside the webpage, and the user sees it within milliseconds—without noticing the auction happened behind the scenes.

Although there are a lot of moving pieces, an RTB auction is extremely fast—in the range of 100 to 200 milliseconds (0.1–0.2 seconds). To put this into perspective: it's faster than a blink of the eye!

Key players in the RTB ecosystem

There are five key players in the RTB ecosystem. Here’s an overview:

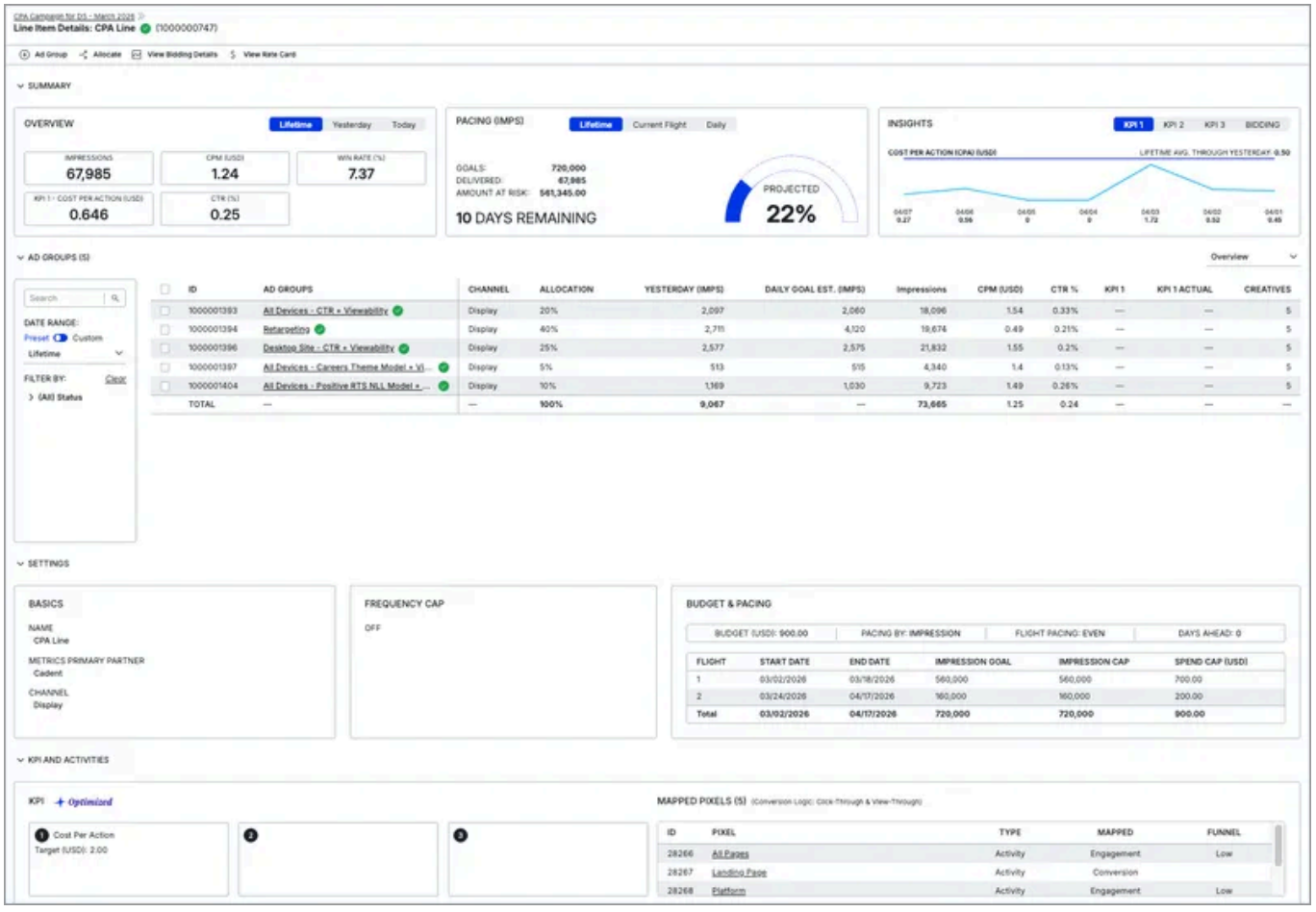
Player	Role	Analogy
Publisher	The owner of the website or app with ad space to sell.	The seller of a product.
Supply-side platform (SSP)	A platform that allows publishers to manage their ad inventory and sell it to the highest bidder.	The seller's agent, who gets the product ready for sale.
Ad exchange	A digital marketplace that connects buyers (advertisers) and sellers (publishers) to buy and sell ad space.	The auction house where the buying and selling takes place.
Demand-side platform (DSP)	A platform used by advertisers to buy ad impressions from exchanges and SSPs in an automated way.	The buyer's agent, who helps them find and bid on the right products.
Advertiser	The company or individual who wants to buy ad space to promote their products or services.	The buyer who wants to purchase the product.

6.3. Line item management

Ad Manager hierarchy is broken down as: campaign, line items, and ad groups. The line item level is where you'll select the following:

- Line item name
- Select a metrics primary partner
- Set a **frequency cap**
- Set the **budget**
- Set the **pacing**
- Configure flights
- Select **line item KPIs**

Learn more: **Add a line item** and **Line item details**



Line Item Details page

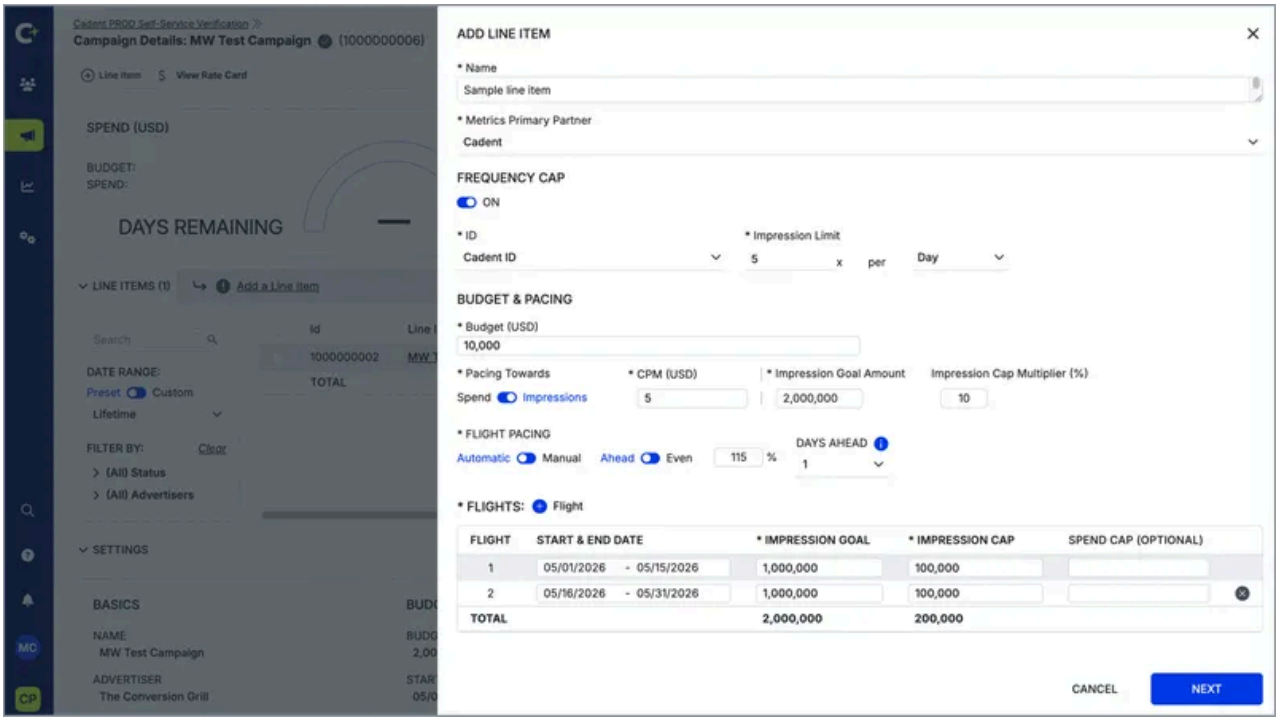
6.3.1. Add a line item

A line item defines a campaign's budget, pacing, frequency cap, and KPIs.

The steps below guide you through the process of adding a line item.

1. Navigate to the Campaign Details page.

2. Click **+Line Item** and select the channel type (display, video, CTV, native, audio, and DOOH). This opens the **Add Line Item** panel.



Add Line Item panel

3. The line item **Name** defaults to a set format, but you can change the name.

4. Select the Metrics Primary Partner.

5. A Frequency cap limits the number of times an individual user can be shown the same ad within a specific period of time. **Learn more** about frequency caps.

    1. Select an **ID**. This is the source for the frequency cap.

2. Set the **Impression Limit**. This is the maximum number of impressions per a given time period.

6 Enter the total line item Budget . **Learn more** about setting a budget.

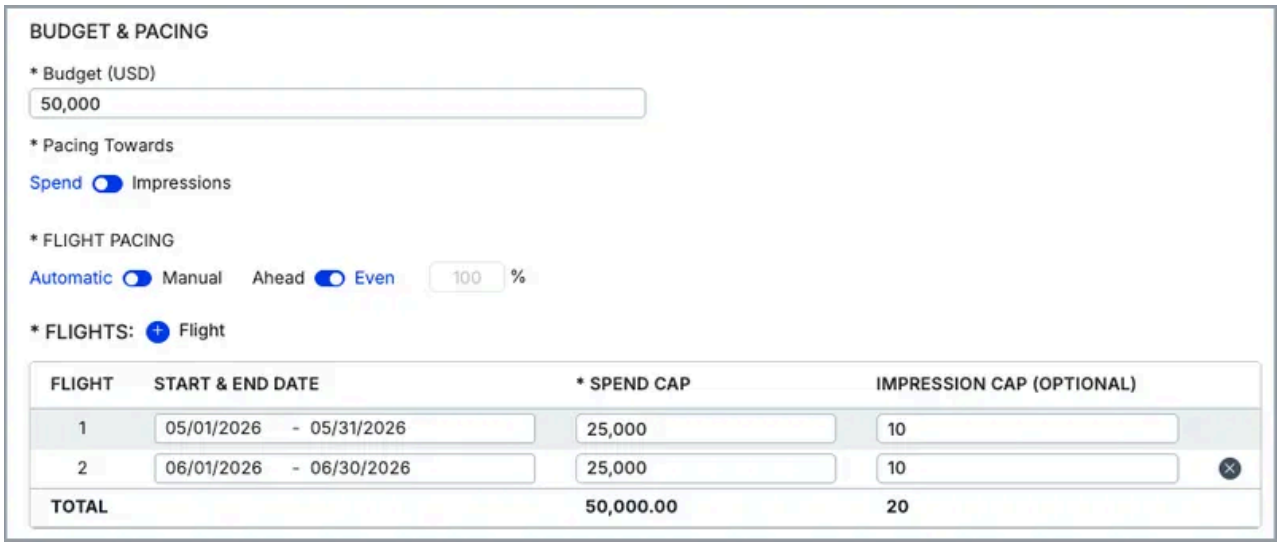
7 For Pacing Towards select **Spent** or **Impressions.**

- If you select **Spend,** no further action is required. The platform calculates pacing based on your budget.
- If you select **Impressions**, complete these fields:
  - CPM: The system calculates the Impression Goal Amount based on the budget and other values you've entered.
  - Impression goal: The system calculates the CPM.
    The formula is: CPM = (Budget/Impressions) x 1000.
  - Impression Cap Multiplier (%): Enter a percentage here.

8 **Flight Pacing** is the method used by the system to determine how the budget is spent over the duration of a flight.

- The default is **Automatic**, which means the platform calculates pacing based on one of the following:
  - Pacing **Ahead**: This method is best if your priority is to spend your entire budget by the end of the flight. Pacing ahead guards against underspending. Enter a value of at least 101%.
  - **Even** pacing: This method is best if your priority is consistent spending. Note that sometimes the entire line item budget is not spent with even pacing.
- **Manual** flight pacing will pace towards the **Daily Goal (USD)** you enter.

9 Add at least one **Flight**. A flight is a specific timeframe during which a campaign is actively running.



Flight example with pacing towards spend selected

The fields in this section are contextual, depending on whether you choose to pace towards **Spend** or **Impressions** (see sample screenshot above). These two options are defined below.

If pacing towards spend:

- **Start & End Date**: The system will autofill default dates, but you can change these. Keep in mind that only one flight can run at a time, so the start date of a flight can't overlap the end date of the previous flight.
- **Spend Cap (USD)**: The maximum amount the platform can spend during the flight. The spend cap across all flights must total the budget you entered.
- **Impression Cap**: The number of times an impression can be served to the same person during a flight. This field is optional when pacing towards spend.

If pacing towards impressions:

- **Start & End Date**: The system will autofill default dates, but you can change these. Keep in mind that only one flight can run at a time, so the start date of a flight can't overlap the end date of the previous flight.
- **Impression Goal**: The target number of impressions the line item will serve. The total across all flights must equal the Impression Goal Amount for Pacing Towards.
- **Impression Cap**: The number of times an impression can be served to the same person during a flight. The total across all flights must equal the Impression Goal Amount for Pacing Towards.

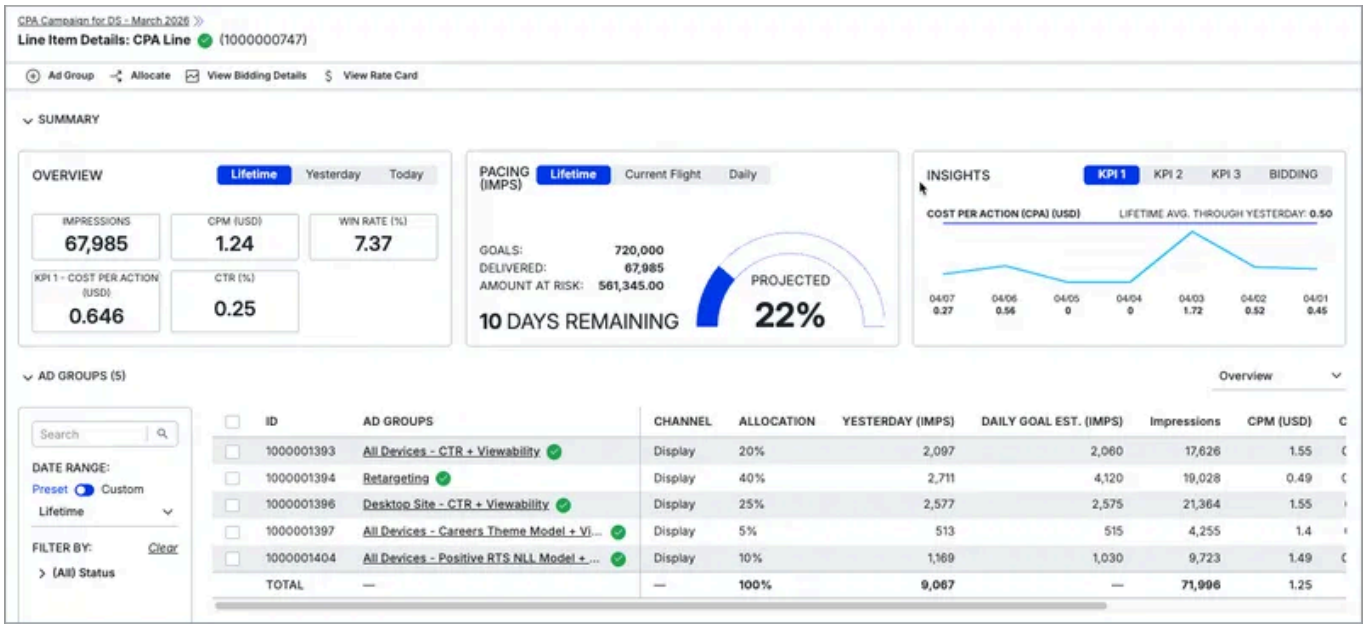
- **Spend Cap (optional)**: The maximum amount the platform can spend during the flight. The spend cap across all flights must total the budget you entered. This field is optional.

10. Click **Next**.
11. Select a compatible **KPI**.
12. Enter a KPI **Target**. Some KPIs require activity mapping.
13. Click **Add**. This takes you to the **Line Item Details** view.
14. You're now ready to add an **ad group**.

The next campaign set up step is to **add an ad group**.

6.3.2. Line item details

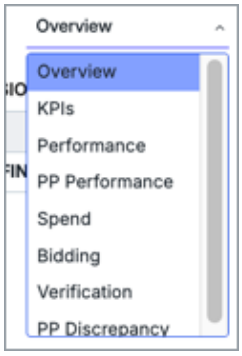
This table provides an overview of the Line Item Details page.



Line Item Details page

Section /field	Description
+Ad Group	Click to add an ad group.
Allocate	Change the allocation amount across the ad groups.
Overview snapshot tile	This tile displays campaign metrics based on the time interval you select. **Time intervals**: • **Lifetime**: Displays data from the start of the campaign through yesterday. • **Yesterday**: Displays data for yesterday, ending at midnight. • **Today**: Displays data for today, starting at midnight. **Metrics**: • **Impressions**: Total impressions won during the time interval selected. • **CPM**: Average CPM based on the time interval selected. ◦ CPM means cost per 1,000 impressions ◦ Formula: (total spend ÷ number of impressions) × 1,000 = CPM ◦ Example: ($40,718 ÷ 9,616,479) * 1,000 = $4.23 CPM • **Win Rate (%)**: Average of impressions won compared to bids sent during the time interval selected. ◦ Formula: impressions won ÷ bids sent = win rate ◦ Example: 10,000 impressions won ÷ 100,000 bids sent = 10% win rate • **KPI 1 - Cost Per Action (USD)**: Average of KPIs during the time interval selected. • **CTR (%)**: Clickthrough rate. This metric is only displayed if your campaign has at least one line item with a display, native, or DOOH channel. Otherwise, VCR (%) is displayed. ◦ Formula: (clicks ÷ impressions) * 100 = CTR % ◦ Example: (12,075 ÷ 9,616,479) * 100 = .13% • **VCR (%)**: Video completion rate. This metric is only displayed if your campaign has at least one line item with a video, CTV, or audio channel.

Section /field	Description
	Otherwise, CTR (%) is displayed. ◦ Formula: (number of viewers who completed the video ÷ total viewers who started the video) * 100 = VCR ◦ Example: (850 ÷ 2,000) * 100 = 42.5% VCR
Pacing snapshot tile	The Pacing snapshot tile displays You can toggle between Lifetime, Current Flight, and Daily. **Learn more** about pacing. **Lifetime:** The Lifetime timeframe shows you pacing metrics across all of a line item's flights for the life of the flights. Metrics include: • **Goals**: This is the overall goal for the line item, depending on how your line item is pacing: ◦ **If pacing toward impressions**, the Goals reflect Flight Impressions. ◦ **If pacing toward spend**, the Goals reflects Flight Spend Cap. • **Spent**: The total amount spent through yesterday. • **Amount at risk**: This shows the portion of the goal that's projected to be missed, giving you an at-a-glance view of pacing performance. Amount at Risk is calculated using this formula: (100% - Projected %) * Goal = Amount at Risk • **Days Remaining**: The number of days left in the current flight, not including today. **Current Flight**: The Current Flight timeframe shows you the pacing metrics for the current flight only. Metrics include: • **Goals**: This is the overall goal for the line item, depending on how your line item is pacing: ◦ **If pacing toward impressions**, the Goals reflect Flight Impressions. ◦ **If pacing toward spend**, the Goals reflects Flight Spend Cap. • **Spent**: The total amount spent through yesterday. • **Amount at risk**: This shows the portion of the goal that's projected to be missed, giving you an at-a-glance view of pacing performance.

Section /field	Description
	Amount at Risk is calculated using this formula: (100% - Projected %) * Goal = Amount at Risk • **Days Remaining**: The number of days left in the current flight, not including today. **Daily**: The Daily timeframe bar graph displays metrics for the previous 14 days through yesterday. • Each bar represents one day and shows the contrast between **Goal** and **Delivered**.
Insights snapshot tile	The Insights snapshot tile tracks your KPIs and bidding activity. Learn more about line item KPIs.
Ad Groups	This section displays the ad groups associated with the line item. The column view dropdown list lets you to customize the column headers. 
Settings	**Basics**: Displays the line item name, metrics primary partner, and channel. The channel is editable until an ad group is added to the line item, then it becomes read-only. **Frequency Cap**: Displays the ID and impression limit. This tile is editable. **Budget & Pacing**: Displays budget and pacing configuration. This tile is editable.
KPI and Activities	**KPI and Activities**: View KPIs and pixel mapping. This tile is editable. Learn more about line item KPIs.

6.3.3. Line item bulk actions

The line item bulk actions menu lets you make the same change to multiple line items at once, saving time and ensuring consistency. This article covers:

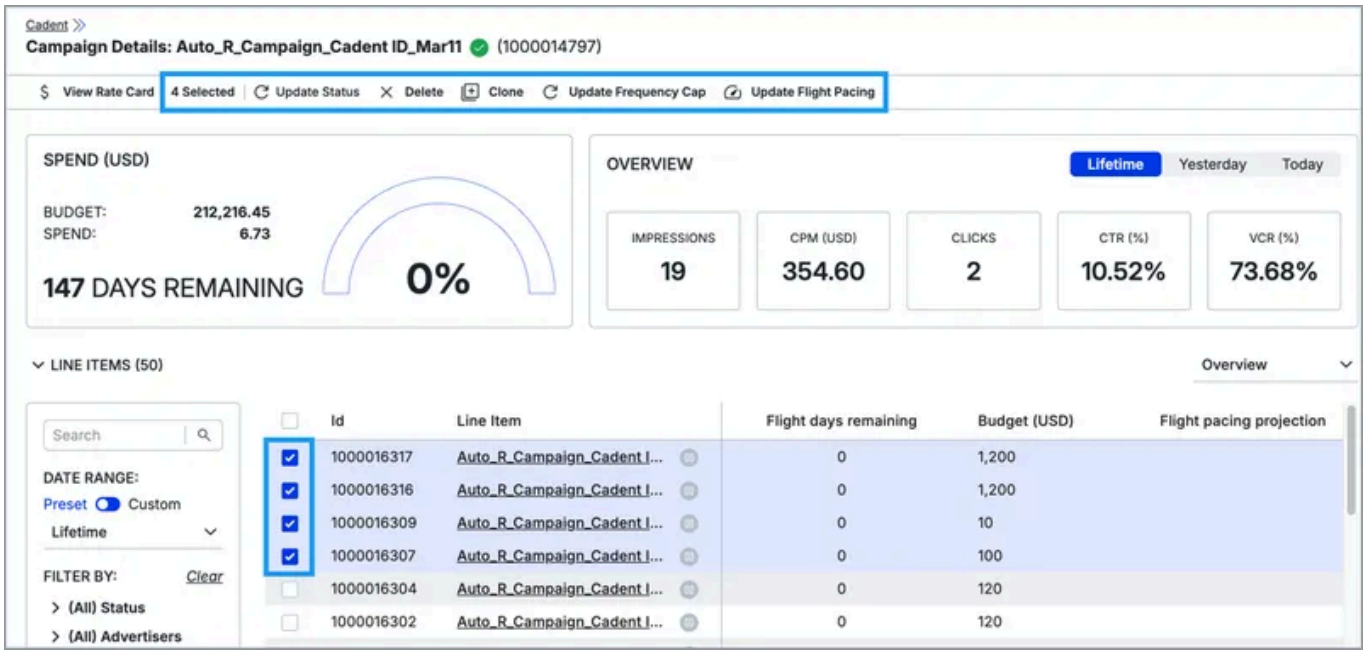
- How to access the bulk actions menu
- Bulk action options

> You can also perform Campaign and Ad Group bulk actions.

How to access the bulk actions menu

To access the bulk actions menu:

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. Select one or more line items to reveal the bulk actions menu.



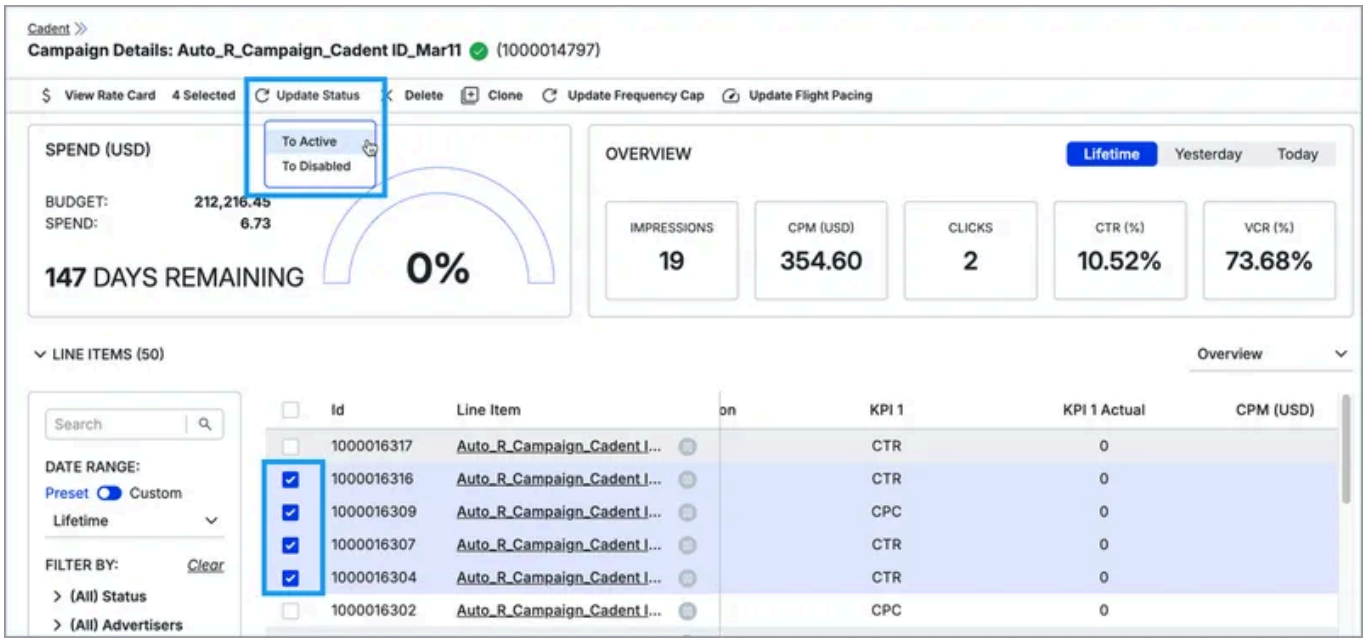
Select at least one line item to view the bulk action menu

Bulk update options

Update line item status

This bulk action lets you update the status of multiple line items at the same time.

> To bulk update the line item status, the line items you select must have the same advertiser and channel.



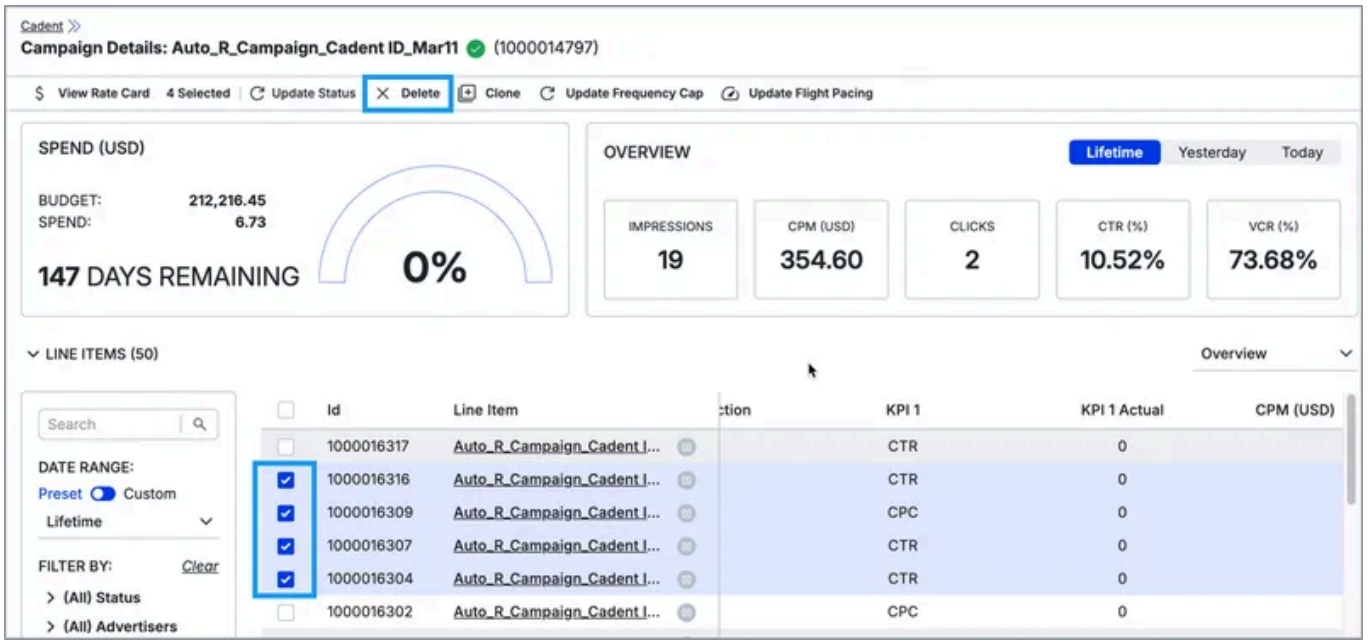
Update line item status

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. To access the bulk actions menu, select at least one line item.
3. Click **Update Status**.
4. Select **To Active** or **To Disabled**.

Delete line items

This bulk action lets you delete multiple line items at the same time.

> This action will permanently delete the line Item(s) and all associated Ad Group(s).

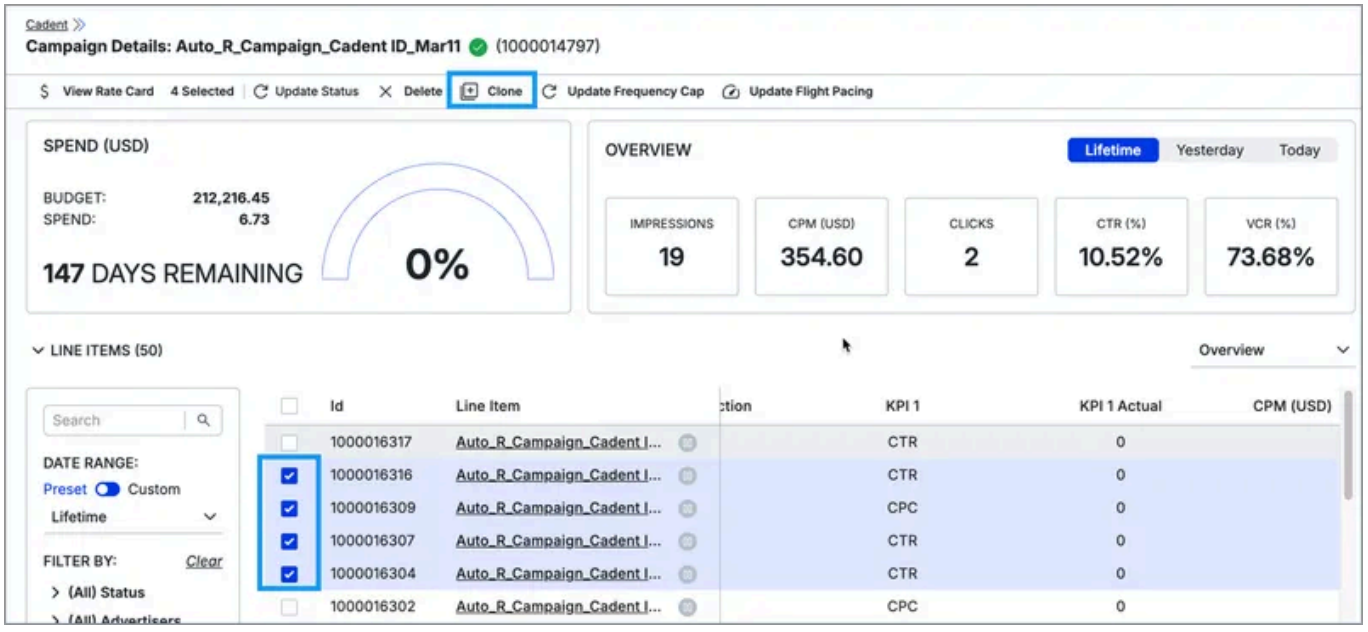


Delete line items

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. To view the bulk actions menu, select at least one line item.
3. Click **Update Status**.
4. Select **To Active** or **To Disabled**.

Clone line items

This bulk action lets you clone multiple line items at a time.

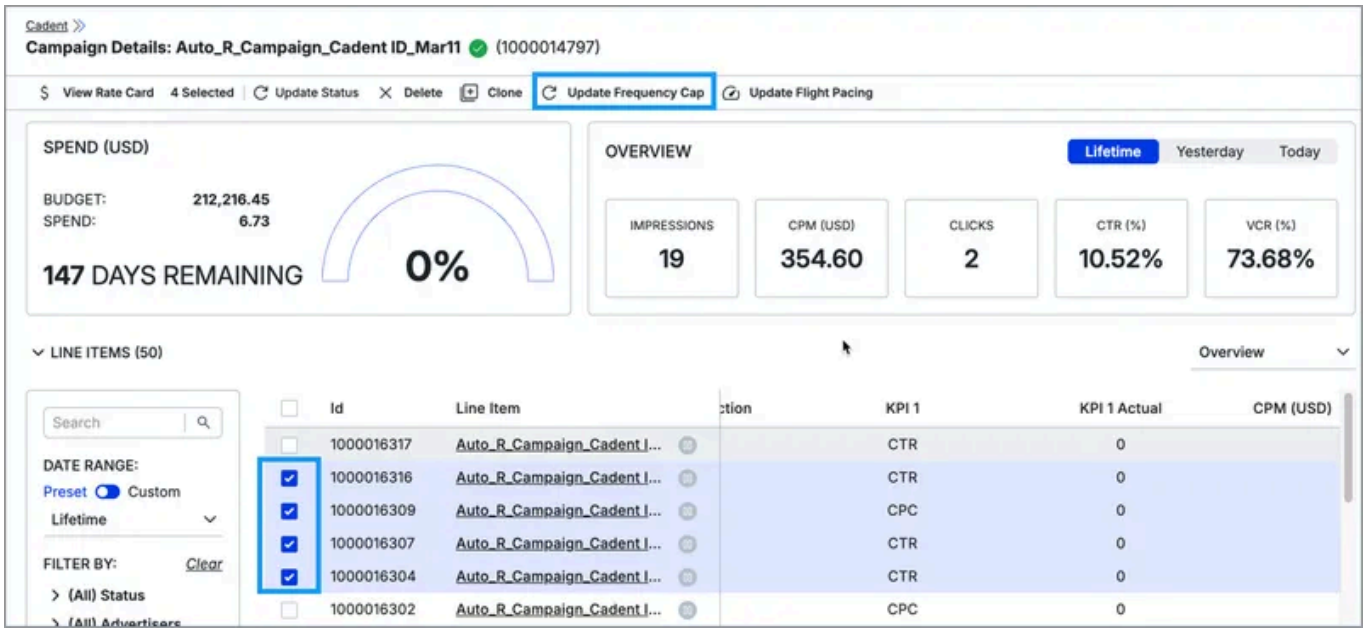


Clone line items

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. To view the bulk actions menu, select at least one line item.
3. Click **Cone**. This will open the Clone Line Items panel.
4. Enter the number clones you want to make.
5. Click **Save**.

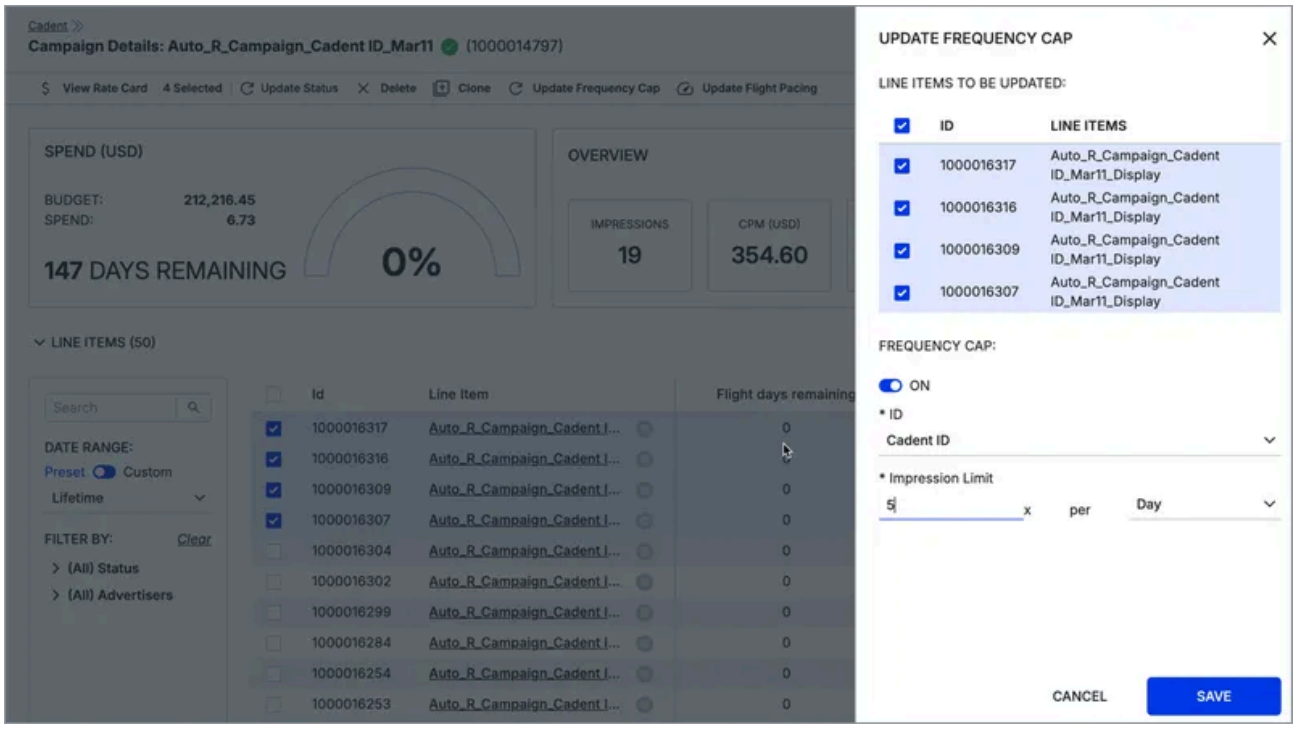
Update frequency cap

This bulk action lets you update the Frequency cap for multiple line items at a time.



Update line item frequency cap

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. To view the bulk actions menu, select at least one line item.
3. Click **Update Frequency Cap**. This will open the Update Frequency Cap panel.

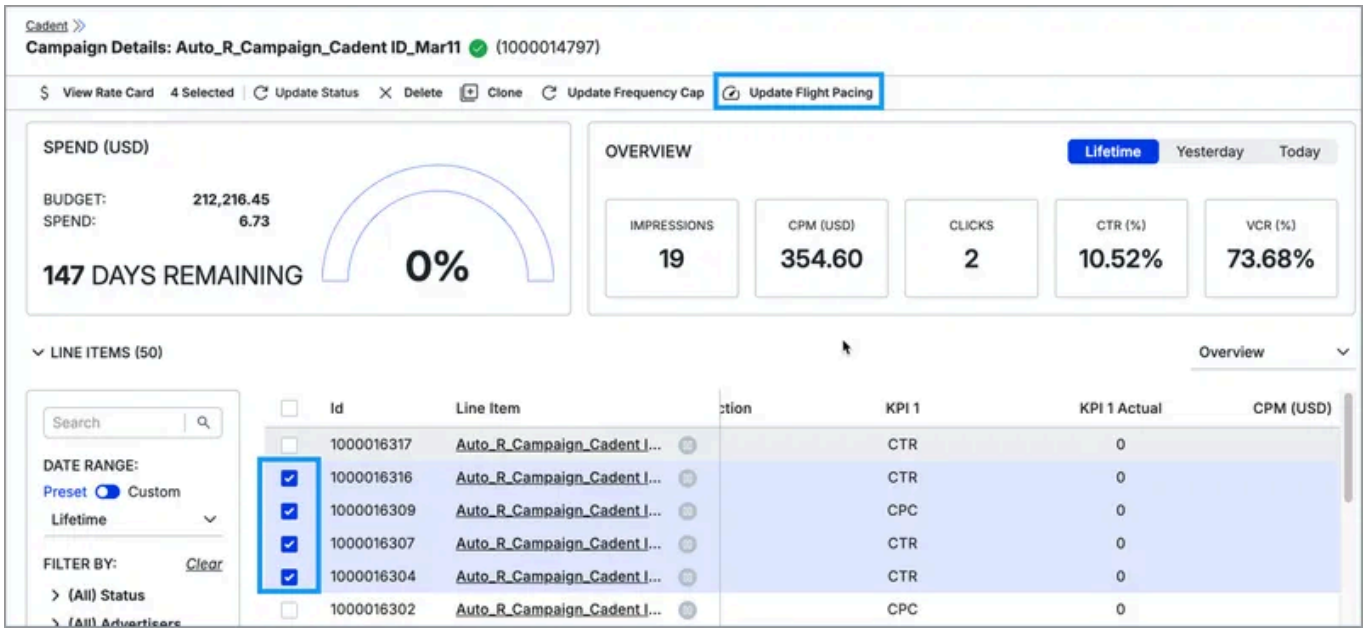


Update Frequency Cap panel

4. Select an **ID**. This is the source for the frequency cap.
5. Set the **Impression Limit**. This is the maximum number of impressions per a given time period.
6. Click **Save**.

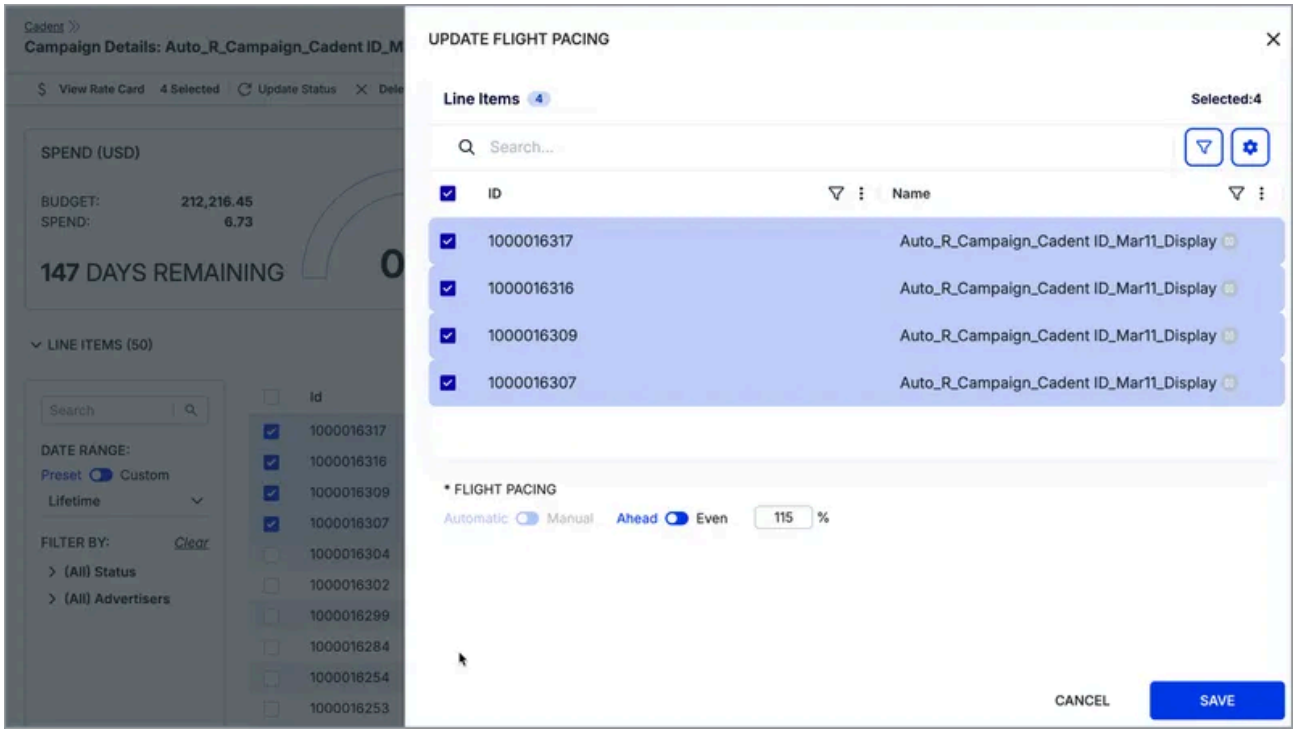
Update flight pacing

This action lets you bulk update flight pacing for multiple line items at the same time. **Learn more** about flight pacing.



Update flight pacing

1. To access the line items you want to update, navigate to the parent campaign's Campaign Details page.
2. To view the bulk actions menu, select at least one line item.
3. Click **Update Flight Pacing**. This will open the Update Flight Pacing panel.



Update Flight Pacing panel

4. Update the **Flight Pacing**.
5. Click **Save**.

6.3.4. Frequency caps

A frequency cap limits the number of impressions the platform serves to a user or property. By controlling ad frequency, you can enhance user experience, optimize campaign performance, and prevent wasted ad spend.

How frequency caps are managed

You can set a frequency cap at the **campaign**, **line item**, and **ad group** levels. Each one is independent of the others. However, the frequency cap that hits first will be the one taken into consideration, while maintaining the rest of the frequency caps in case the earlier one gets reset.

For example, you set a cap of 10 per day by IP Address at a campaign level, a cap of 5 per day by Cookie Id at a line item level, and a cap of 2 per hour by the Property at the ad group level. If the ad group level frequency cap hits first, it's the one that will be used across the campaign's flights.

Use frequency caps to optimizing delivery

- **Reach:** A lower frequency cap will reduce the number of impressions your line items can bid on. If you find your line item, ad group, or creative isn't delivering the requested impressions, try increasing the frequency cap.
- **Combinations:** You can enable caps at multiple levels of the campaign hierarchy (campaign, line item, and ad group). This allows you to set frequency caps across different timeframes for each level of your campaign.

6.3.5. Line item KPIs

Overview

A line item key performance indicator (KPI) is a measurable value that helps gauge the success and effectiveness of a particular activity in a campaign. KPIs are used to track and assess the performance of various strategies, and provide insight into specific areas that may require improvement or optimization.

You'll set the line item KPIs when you **Add a line item**.

KPIs

Ad Manager line item KPIs are defined below.

KPI	Description
Audience quality (AQ)	The percentage of the total population, reached by a campaign, who fit a specific demographic profile. AQ answers the question: "Are we successfully targeting the intended demographic (as defined by a third-party measurement vendor)?" Formula: (audience reach / total reach) x 100%
Brand safety rate	The percentage of a campaign's total impressions that are served in environments considered appropriate and safe for the brand's image and reputation. It answers the question: "What percentage of my ads appeared alongside content that aligns with my brand's values, and doesn't pose a risk to its reputation?" Formula: (total brand safe impressions / total measured impressions) x 100%
Click through rate (CTR)	The percentage of people who click on an ad after seeing it. Formula: (total clicks / total impressions) x 100%
Conversion rate (CVR)	The percentage of users who complete a desired action, such as making a purchase or filling out a form, after interacting with an ad. This is known as a "conversion." Formula: (number of conversions / number of impressions) x 100%
Cost per action (CPA)	The average cost an advertiser pays to generate a single, specific, and valuable user action as a result of an ad campaign. An "action" is a pre-defined conversion event that is specified as the primary goal of the campaign. The action can vary widely depending on the advertiser's objectives. Formula: total ad spend / total number of actions
Cost per action	The cost of a specific user action directly attributed to an advertising campaign. This KPI is a more specific version of CPA.

KPI	Description
attributed (CPA ATT)	Formula: total ad spend / total number of actions
Cost per action lookalike (CPA LAL)	The cost of generating a conversion action specifically from the group of users targeted via a lookalike model. Formula: total ad spend on lookalike audience / total number of actions attributed to lookalike audience
Cost per action retargeting (CPA RTG)	The cost of generating a conversion action specifically from the group of users who were re-engaged via a retargeting strategy. Formula: total ad spend on retargeting audience / total number of actions attributed to retargeting audience
Cost per click (CPC)	The amount an advertiser pays for a single click on one of their ads. Formula: total cost of clicks / total number of clicks
Cost per completed view (CPCV)	The amount an advertiser pays each time a video ad is viewed to completion. Formula: total ad spend / total number of completed views
Cost per impression (CPM)	The cost an advertiser pays for 1,000 ad impressions. It's a core metric for evaluating the cost-efficiency of campaigns, where the primary goal is to maximize ad exposure and reach. Formula: (total ad spend / total impressions) x 1,000
Cost per incremental visit (CPIV)	The cost of generating a new, real-world visit to a physical location (such as a retail store or restaurant) that would not have occurred without the influence of an ad campaign. It's considered a gold-standard metric for foot traffic campaigns because it isolates the true, causal impact of advertising by filtering out customers who would have visited the location anyway.

KPI	Description
	Formula: total ad spend / total number of incremental visits
Cost per rich media engagement	The average cost for a single, specific interaction (an "engagement") with a rich media ad unit. This KPI is used to evaluate the cost-efficiency of interactive ad formats, where the goal is to capture a user's active attention and prompt them to interact with the creative itself. Formula: total ad spend / total rich media engagements
Cost per rich media expansion	The average cost an advertiser pays for a user to actively expand a rich media ad unit. It's a specific type of Cost Per Engagement, where the "engagement" is the expansion event itself. Formula: total ad spend / total number of rich media expansions
Cost per viewable impressions	The cost an advertiser pays for 1,000 impressions that are confirmed as "viewable" by a third-party verification service. It's a pricing model and performance metric that advances beyond a CPM, by ensuring payment is only for ads that had an opportunity to be seen by the user. Formula: (total ad spend / total viewable impressions) x 1,000
Cost per visit (CPV)	The average cost to generate a single user visit to an advertiser's website or landing page from an ad. This is a primary KPI for campaigns focused on driving online traffic. Formula: total ad spend / total site visits
Measurement study	This is not a single, specific formula. Instead, it's a classification used for a campaign where the primary measure of success is the result of a specialized analysis conducted by a third-party measurement vendor. The purpose of using a measurement study as the primary KPI is to quantify the impact of advertising on consumer behavior that occurs offline or can't be tracked with a simple pixel. This allows advertisers to understand the true return on investment by connecting ad exposure to tangible business results.

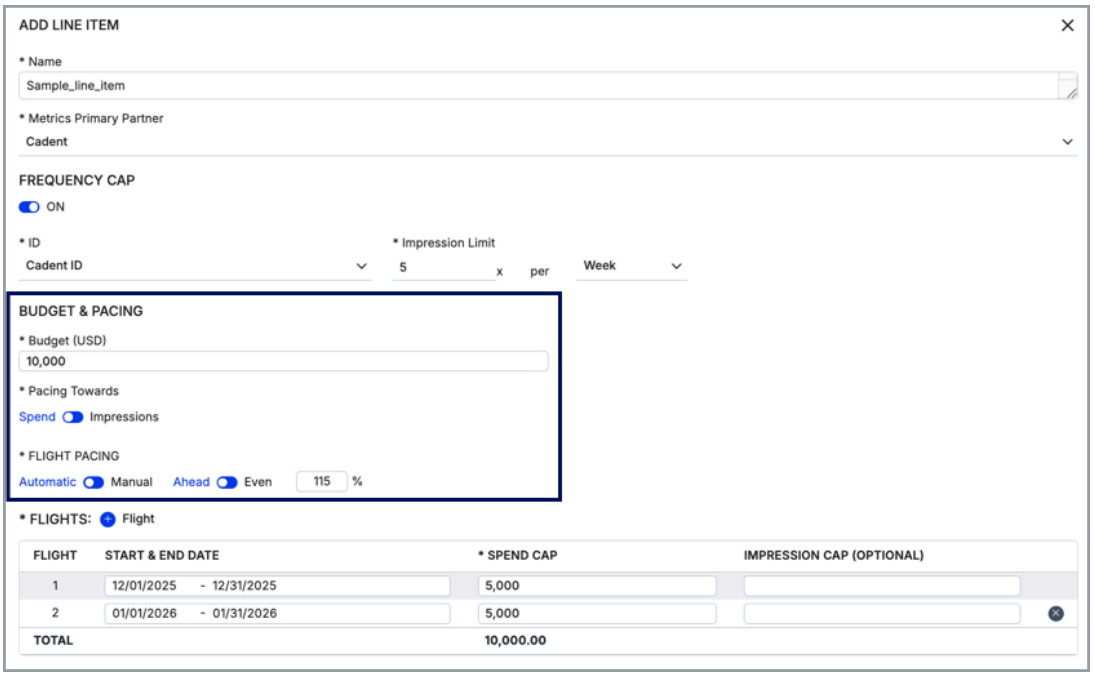
KPI	Description
Reach	The total number of unique individuals or households who were exposed to an advertising campaign at least once within a specified period. Reach answers the question: "How many different people had an opportunity to see my ad?" Formula: total number of unique individuals / households exposed to ad
Return on advertising spend (ROAS)	The amount of gross revenue generated for every dollar spent on an advertising campaign. ROAS answers the question: "For every dollar I put into this campaign, how many dollars of revenue did I get back?" Formula: total revenue generated by ad campaign / total cost of ad campaign
Rich media engagement	The percentage of rich media impressions that resulted in a user interacting with the dynamic features of the ad unit. The interactions that count as an "engagement" are tracked by a third-party ad server and can include: • Playing, pausing, or muting an embedded video • Swiping through a photo gallery within the ad • Interacting with a mini-game or product configurator • Hovering the mouse over the ad for a specified period Formula: (total rich media engagements / total impressions) x 100%
Rich media expansion rate	The percentage of impressions that resulted in a user actively expanding an expandable rich media ad unit. It's the primary metric for evaluating the effectiveness of the initial banner in an expandable ad creative. Formula: (total banner engagements / total banner unit views) x 100%
Video completion rate (VCR)	The percentage of video ad that are viewed to their completion. Formula: (total number of video completions / total number of video impressions) x 100%

KPI	Description
Viewability rate	The percentage of ad impressions that were actually visible or had the opportunity to be seen by users. Formula: (total viewable impressions / total measured impressions) x 100%

6.3.6. Budget and pacing

This article provides an overview of line item budget and pacing settings. Budget and pacing are two of the most critical elements of a successful campaign. They work together to ensure you spend your money effectively and achieve your goals.

Think of it like a road trip: your budget is the total amount of gas you have, and pacing is how you manage your speed to make sure you reach your destination without running out of fuel too soon.



Budget

The line item budget lets you to control how much is spent on this specific part of your campaign. For example, a campaign might have a total budget of $100,000, but a specific line item that targets a niche audience with video ads might only have $10,000 of that total budget.

Pacing towards spend or impressions

You can set your line item to pace towards **spend** or **impressions**. Here's a high-level overview of both:

Type	Focus
Pacing toward spend	Deliver a specific dollar amount
Pacing toward impressions	Deliver a specific impression amount

Pacing towards spend

Pacing towards spend means the system watches how much money has been spent so far vs. how much time has passed, and then automatically speeds up or slows down delivery to stay on track. This ensures your line item uses its full budget smoothly and efficiently over the course of the flight dates.

Example:

Budget: **$30,000**

Flight length: **30 days**

Daily target = **$1,000 per day**

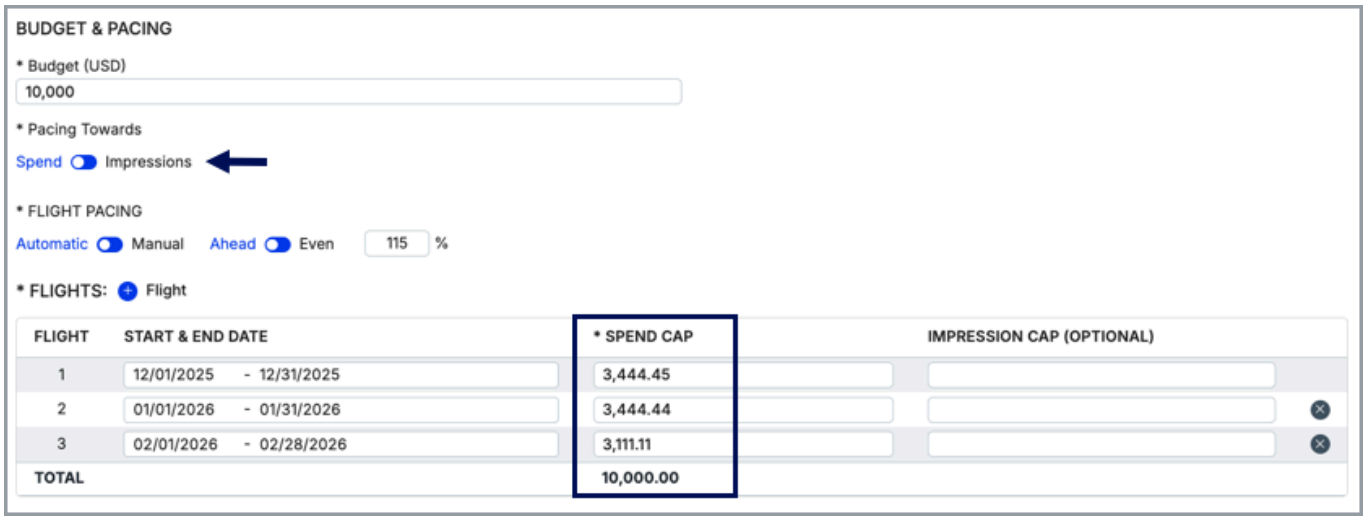
If the campaign spends:

- **$950** on day 1 → the line item underspent (this can happen if targeting is too restrictive for a given spend goal
- **$1050** on day 2 → The system recalculates the spend goal to catch up from the prior day's under delivery.

Affect on flights

When you select pacing towards spend, the flight section displays a Spend Cap column (see screenshot below).

- If you configure one flight, the spend cap defaults to the entire budget amount.
- If you have more than one flight, the spend cap divides the budget based on the count of days in each flight (see screenshot below). You can adjust a flight's spend cap, but the total across flights must equal the budget amount.



> **A note about impression caps**
>
> An impression cap lets you safeguard against exceeding a specific number of impressions. For example, you want a flight to spend a thousand dollars, but you also don't want to exceed a certain number of impressions.

Pacing towards impressions

Pacing towards impressions means the campaign is being managed to hit an impression goal based on the CPM you enter (see screenshot below). And the impression cap multiplier lets you set the impression cap higher than the goal (e.g. 110%), to allow for a discrepancy between the DSP impression data and ad server impression data.

Example:

Impression goal amount: **1,000,000**

Flight length: **10 days**

Daily target: **100,000 impressions**

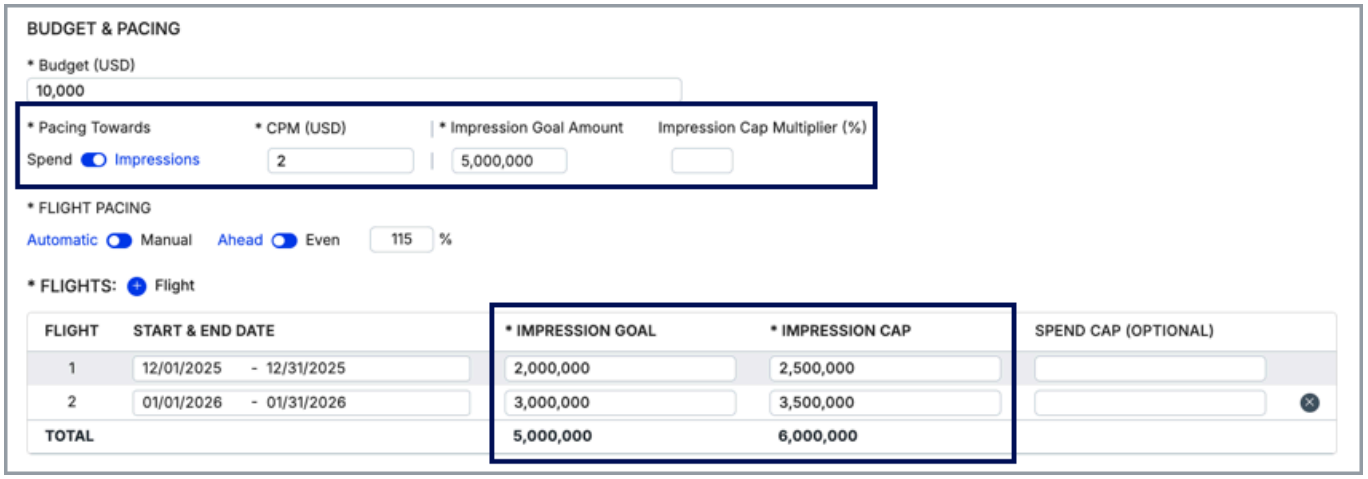
If the line item delivers:

- **140,000** on day 1 → delivering too quickly
- **60,000** on Day 1 → delivering too slowly

The system will automatically slow or increase delivery to align with the impression goal.

Affect on flights

The system populates the Impression Goal and Impression Cap based on the CPM you entered. You can adjust these values, but the impression goals for all flights must total the pacing towards Impression Goal Amount.



Flight pacing

Flight pacing refers to how a campaign's spend or impression delivery is distributed across flights. It ensures the campaign doesn't spend too fast or too slowly. There are two options for flight pacing:

Automatic: There are two options for automatic pacing: even and ahead. Both are detailed below.

Manual: You'll enter a daily impression goal, and then the campaign manager (not the system) is responsible for actively adjusting delivery throughout the campaign's flight to keep spend and impressions on track.

Even pacing

Even pacing is the most straightforward. The flight budget, or impression goal amount, is divided by the total number of flight days—for example, $60,000 budget / 60 days = $1,000 per day. Once daily spend reaches $1,000, it stops spending until the next day. Note that some days the line item might not spend the entire $1,000 in a day/daily impression delivery, which means you can end up with unspent budget. Underspend from one day will be rolled into the spend goals, but to avoid under-pacing we recommend pacing ahead.

Example: pacing towards spend

- **Budget:** $30,000
- **Flight length:** 30 days
- **Daily spend**: $1,000

Example: pacing towards impressions

- **Impression goal amount**: 3,000,000
- **Flight length**: 30 days
- **Daily impressions delivery**: 100,000

Pacing ahead

Pacing ahead is a good option if your priority is to prevent a flight from underspending. It works by spending a little more than 100% of the daily goal each day. The result is that your flight continues to spend each day, but at a slower rate towards the end. Take a look at the example below.

Example:

Your flight needs to deliver $60,000 in 60 days. You set the pacing ahead to 115%. Here's the formula for calculating pacing ahead:

- The total remaining budget is divided by the days left in the flight.
- Multiply that amount by 115%. This gives you the total spend for that day.
- Subtract that total spend from the budget and that gives you the remaining budget for the following day.

Here's how the platform would perform this daily calculation based on:

- Pacing ahead
- Budget = $3,000
- Flight = 30 days

Day 1

Budget for 30 days is $3,000
$3,000 ÷ 30 days = $100
$100 × 115% = **$115 (day 1 spend)**
$3,000 - $115 = $2,885 (remaining budget)

Day 2

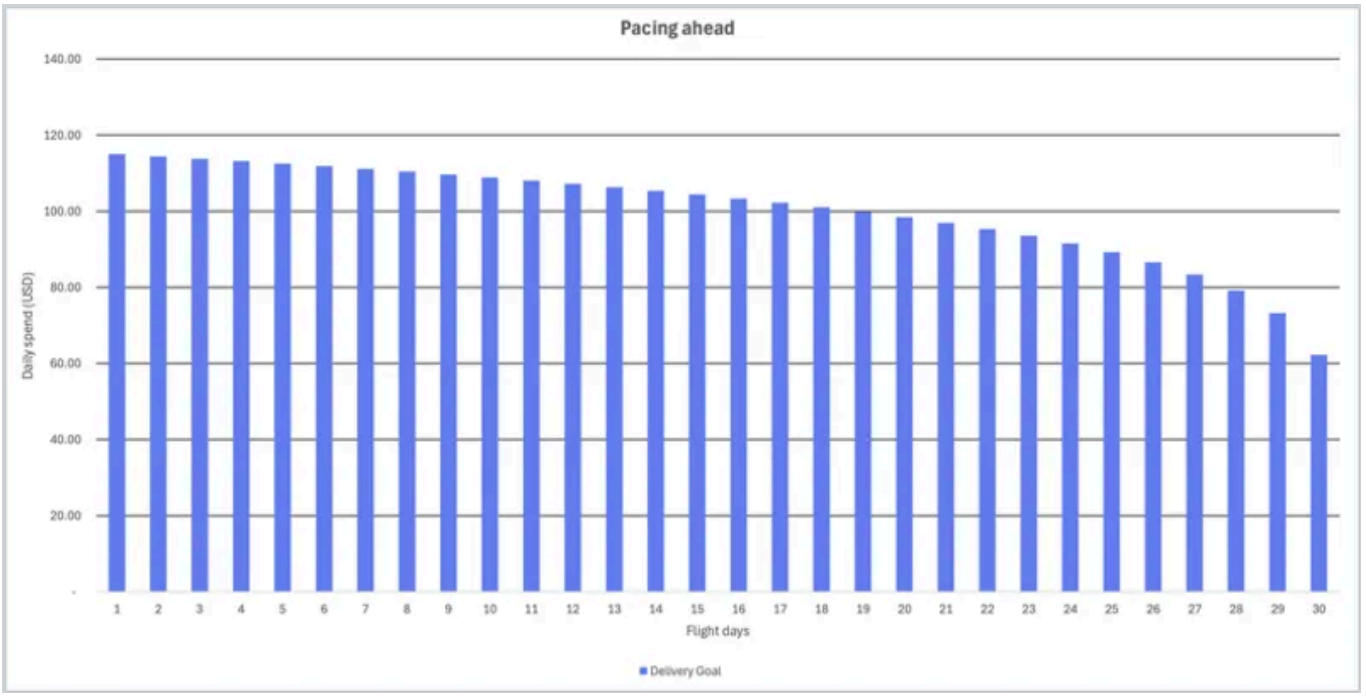
Remaining budget for 29 days is $2,885
$2,885 ÷ 29 days = $99.48
$99.48 × 115% = **$114.41 (day 2 spend)**
$2,885 - $114.41 = $2,770.59 (remaining budget)

Day 3

Remaining budget for 28 days is $2,770.59
$2,770.59 ÷ 28 days = $98.95
$98.95 × 115% = **$113.79 (day 3 spend)**
$2,770.59 - $113.79 = $2,656.80 (remaining budget)

Day 4 and so on...

Your flight will deliver a smaller amount on the last day. This is intentional to prevent unspent budget. This chart provides a visual of the daily spend across the 30 day flight:

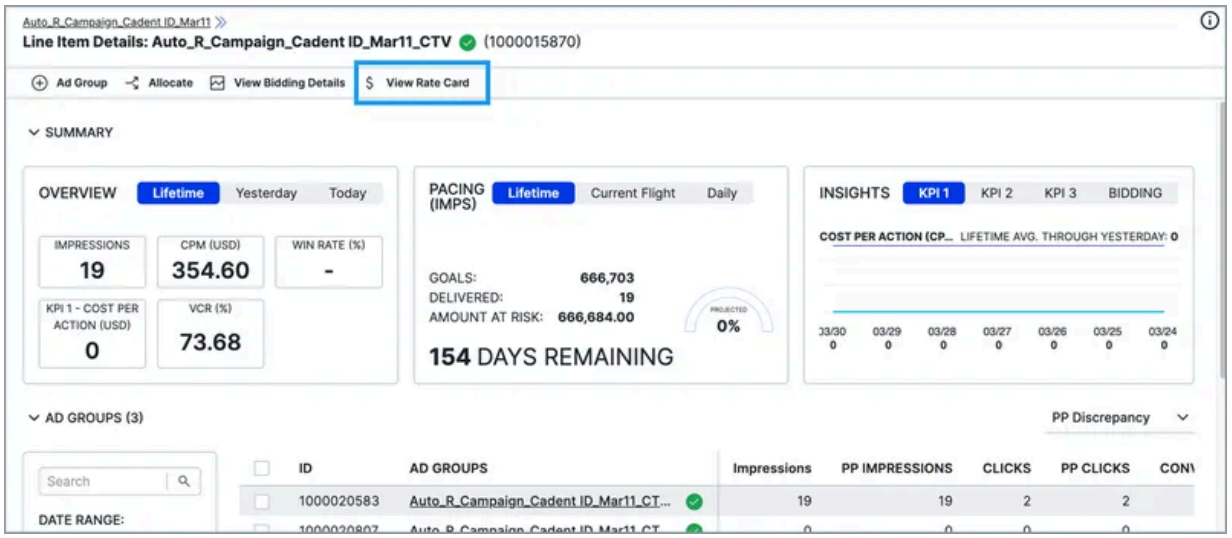


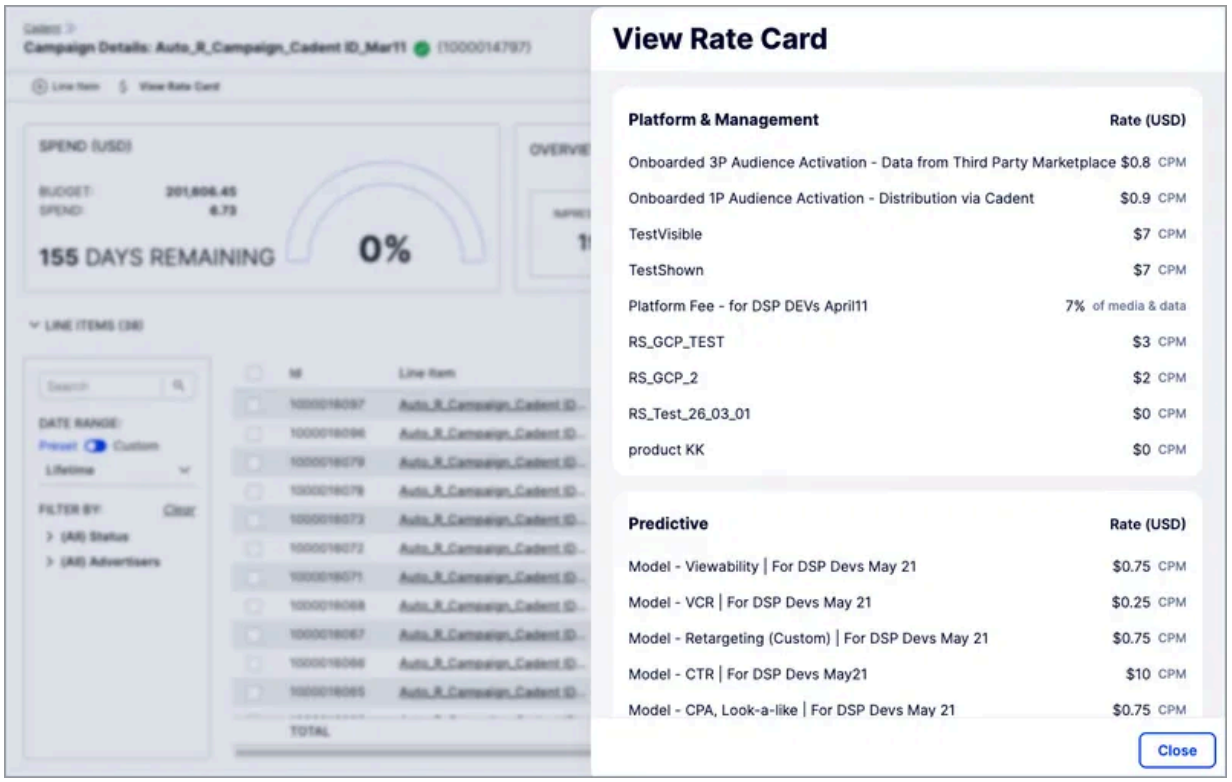
6.3.7. Rate card viewer

The Rate Card Viewer provides quick, transparent access to your rate card.

To access the Rate Card, click **View Rate Card** in one of the following screens:

- Campaign Details
- Line Item Details
- Ad Group Details



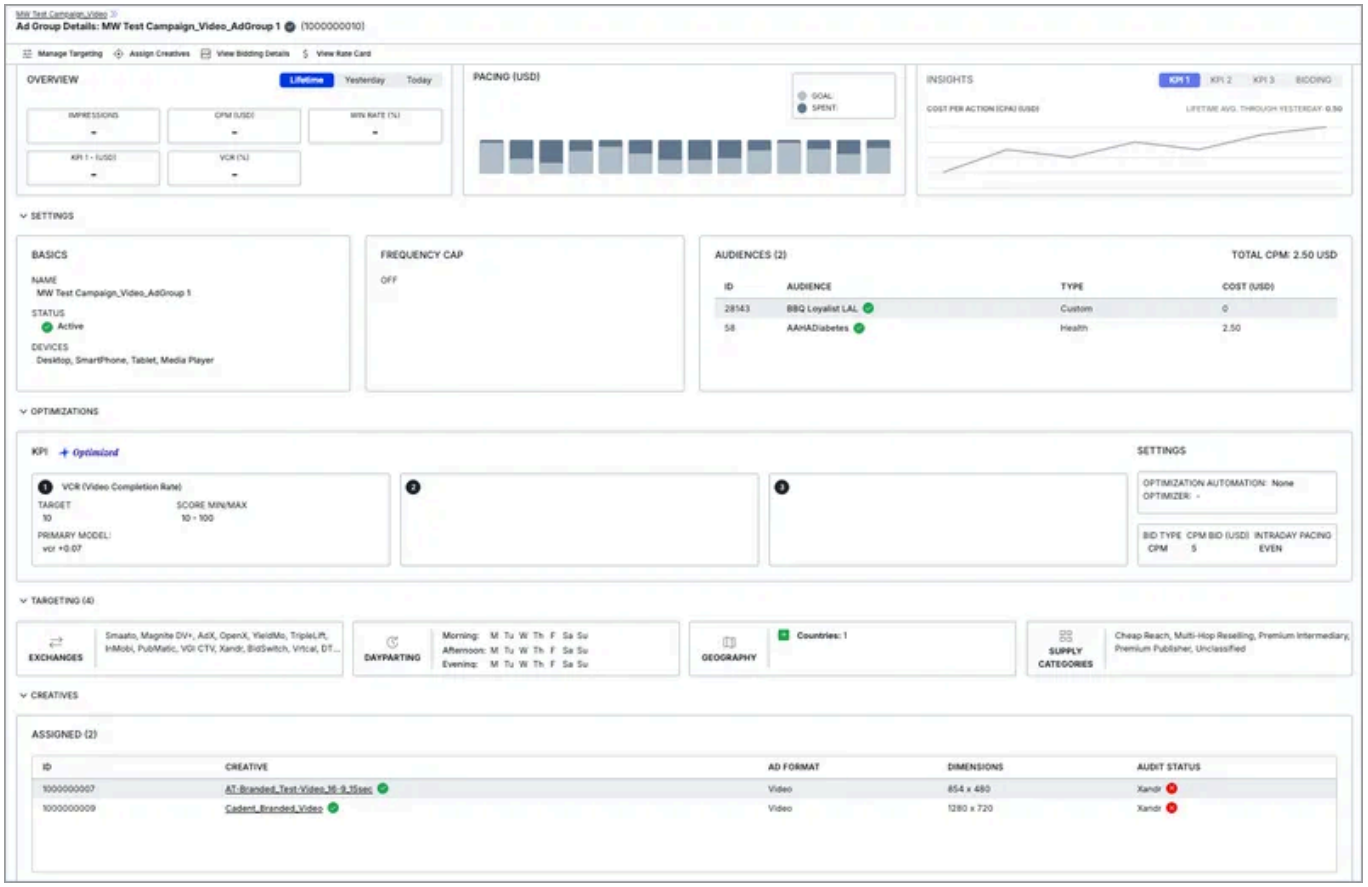


6.4. Ad group management

Ad Manager hierarchy is broken down as: campaign > line items > ad groups. The ad group level is where you'll configure the following:

- Ad group name
- Select the device types
- Set a **frequency cap**
- Select an audience
- Configure **Targeting**

Learn more: **add an ad group** and **ad group details**



Ad Group Details page

6.4.1. Add an ad group

The steps below guide you through the process of adding an ad group.

Testing the branch system

1. Navigate to the **Line Item Details** screen.
2. Click **+Ad Group**. This opens the Add Ad Group panel.
3. The **Name** defaults to a set format, but you can change it.
4. Select the **Devices** you want to include.
5. A **Frequency Cap** limits the same ad from being shown to the same user in a given time period. This is an optional feature. Follow these steps to enable frequency cap:
    1. Toggle the setting to On.
    2. Select an **ID**. This is the source for the frequency cap.
    3. Set the **Impression Limit**. This is the maximum number of impressions per selected time interval.
6. **Optimization Automation**
    1. Select **Performance and Price**, **Performance**, **Price**, or **None**.
    2. Then select one of the corresponding **Optimizers**.

    Learn more about optimization automation
7. **Predictive KPIs**
    1. Configure a **Primary Model**.
    2. Click **+KPI** to add at least one KPI. You can add up to three.

Learn more about predictive KPIs

8. Select up to 10 **Additional Models**.

9. Configure the **Bidding** strategy. Select a bidding type (CPM or CPU). The field displayed are contextual based on what you select for the Optimization Automation. Hover over the field names below to view a definition for each one.

   CPM:

   - CPM Bid
   - CPM Bid Floor
   - CPM Bid Ceiling
   - eCPM price ceiling

   CPU:

   - Target
   - Target CPU floor
   - Target CPU ceiling
   - eCPM price ceiling
   - Min Possible CPM
   - Max possible CPM

10. Set the Intraday pacingto Even or ASAP.

11. Click **Next**.

12. Select an **Audience**.

13. Click **Next**.

14. **Targeting**: Exchanges, Dayparting, Geography, and Supply Categories are enabled by default. Click the edit icon to customize these guardrails for your ad group. You can also add additional targeting types. Learn more: **Targeting**.

15 Click **Done**. This takes you to **Ad Group Details** view.

16 You're now ready to **Assign a creative**.

The next campaign set up step is to **assign a creative**.

6.4.2. Ad group details

Overview

The ad group details page is where you'll create, view, manage, and analyze all the components that make up a single ad group. This page is both a configuration tool and a reporting dashboard. It's where you'll answer these questions:

- Who am I targeting with this ad?
- What ad will they see?
- How is this specific ad group performing?

This table details all the features on the Ad Group Details page.

Page element	Description
Manage Targeting	Click to assign or remove guardrails from the ad group. Learn more: Targeting
Assign Creatives	Click to assign or remove creatives from the ad group. Learn more: Assign a creative
View Rate Card	View the pricing structure for products and services.
Overview snapshot tile	This tile displays campaign metrics based on the time interval you select. Time intervals are: • Lifetime: Displays data from the start of the campaign through yesterday. • Yesterday: Displays data for yesterday, ending at midnight. • Today: Displays data for today, starting at midnight. Metrics: • Impressions: Total impressions won during the time interval selected. • CPM: Average CPM based on the time interval selected. ◦ CPM means cost per mille Mille is Latin for 1,000 So CPM = cost per 1,000 impressions ◦ Formula: (total spend ÷ number of impressions) × 1,000 = CPM ◦ Example: ($40,718 ÷ 9,616,479) * 1,000 = 4.23 CPM • Win Rate (%): Average of impressions won compared to bids sent during the time interval selected. ◦ Formula: impressions won ÷ bids sent = win rate ◦ Example: 10,000 impressions won ÷ 100,000 bids sent = 10% win rate • KPI 1 - KPI (USD): Average of KPIs during the time interval selected. • CTR (%): Clickthrough rate. This metric is only displayed if your campaign has at least one line item with a display, native, or DOOH channel. Otherwise, VCR (%) is displayed.

Page element	Description
	◦ Formula: (clicks ÷ impressions) * 100 = CTR % ◦ Example: (12,075 ÷ 9,616,479) * 100 = .13% • VCR (%): Video completion rate. This metric is only displayed if your campaign has at least one line item with a video, CTV, or audio channel. Otherwise, CTR (%) is displayed. ◦ (number of viewers who completed the video ÷ total viewers who started the video) * 100 = VCR ◦ revealed when there is at least one Line Item channel that equals: Video, CTV, Audio]
Pacing snapshot tile	• The bar graph displays data for the lifetime of the ad group, not counting today. • Each bar represents one day and shows the contrast between the goal and spend. • Number of Days Remaining: days left in the line item (not counting today).
Basics snapshot tile	Displays the data you selected when you created the ad group: • Name: displays the name of the ad group • Status: Live, Pending, Paused, Completed, and Expired • Devices: displays Desktop, Media Player, Smartphone, and/or Tablet
Frequency Cap snapshot tile	If you enabled frequency capping, this tile displays the options you selected: • ID: Cadent ID, IP Address, Property, Cookie ID, MAID, or NPI • Impression Limit: the max number of impressions served per hour, day, week, month, or liftetime.
Audience snapshot tile	If you selected an audience, this tile displays the options you selected: • Total CPM: the total cost for all audiences combined. If you selected one audience this number will be the same as the audience cost. • Audience ID: unique ID assigned when the audience is created. • Audience: name assigned to the audience

Page element	Description
	• Type: custom or • Cost: the CPM for the audience
Optimizations snapshot tile	Displays the optimization settings you selected for this ad group. For details, see **Ad group models, optimization, predictive KPIs, and bidding**.
Targeting	Displays the targeting options you selected when you created the ad group.
Creatives	Displays the creatives assigned to the ad group. An ad group must have at least one assigned to creative to run. To edit the creative assignments, hover over the top right corner and click on the pencil icon.

6.4.3. Targeting

Ad Manager's targeting options help you deliver the right message, to the right person, at the right time.

We offer 19 targeting types, grouped into six categories:

- **Enabled targeting**: Exchanges, Dayparting, Geography, and Supply Categories
- **Retargeting**: Pixel retargeting
- **Inventory targeting**: DoubleVerify ABS, Deals/PMP, and Categories
- **Location targeting**: Weather Conditions, Temperature, and Pollen
- **Technology targeting**: Browser, Device Language, Make & Model, Network Provider, and Operating System
- **Content targeting**: Keyword and App/Site Lists

6.4.3.1. Geo targeting logic

This document outlines the updated functionality for geographical targeting in the new Cadent platform. The method for combining multiple targeting selections has been streamlined to provide a more intuitive and powerful workflow.

The Legacy Platform: AND/OR logic

In the previous platform, when you selected multiple geographical targets (such as states, cities, DMAs, or ZIP codes), you had the option to choose between AND and OR logic.

- **OR logic**: Targeted areas that met **any** of the selected criteria (e.g., State A **OR** State B).
- **AND logic**: Targeted areas that met **all** of the selected criteria simultaneously (e.g., DMA X **AND** State A).

This AND logic was often used to narrow down a larger area. For example, to target only the portion of a DMA that falls within a specific state, you would have used AND logic.

The new Cadent Platform: Positive and negative targeting

The new platform simplifies this process by removing the manual selection between AND and OR logic. Instead, the logic is determined by whether you are including or excluding a location.

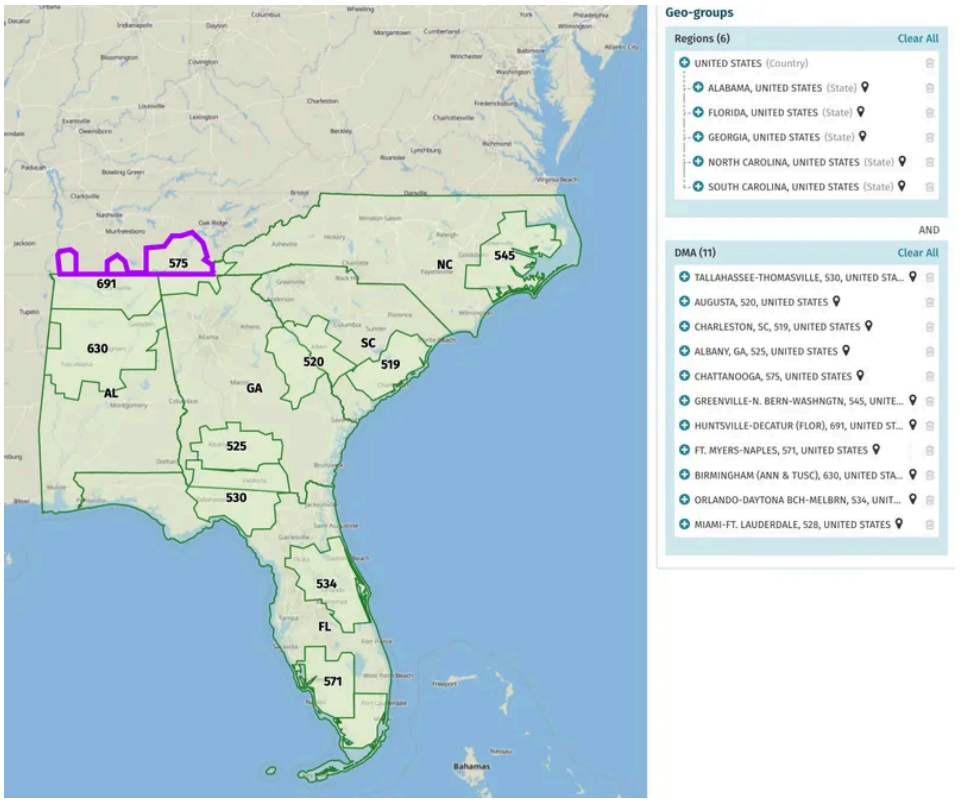
- **Positive targeting (inclusion)**: All positively targeted locations are combined using **OR** logic. This means the system targets any of the areas you have selected.
- **Negative targeting (exclusion)**: All negatively targeted locations are combined with your positive targets using **AND NOT** logic. This allows you to refine your positively targeted areas by excluding specific locations.

Practical examples

Here's how you can achieve the same targeting outcomes in the new platform, with a few common scenarios.

Scenario 1: Targeting a portion of a DMA

Goal: Target the part of a DMA that spans two states, but only in one of those states (e.g., target the "Chattanooga" DMA, but only the part in Georgia - excluding the purple areas in Tennessee).



DSP	Method
Legacy	1. Select the Chattanooga DMA. 2. Select the Georgia state. 3. Apply **AND** logic.
Ad Manager	1. **Positively** target the "Chattanooga" DMA. 2. **Negatively** target the "Tennessee" state (and any other states the DMA falls into that you wish to exclude).

Result: The campaign will only target the geographical area that is within the "Chattanooga" DMA **AND NOT** in the other states, effectively isolating the Georgia portion.

Scenario 2: Targeting a zip code that spans multiple cities

Goal: Target a zip code that falls into two cities, but only deliver ads to one of them.

DSP	Method
Legacy	1. Select the zip code. 2. Select the desired City. 3. Apply **AND** logic.
Ad Manager	1. **Positively** target the zip code. 2. **Negatively** target the city you wish to *exclude*.

Result: The campaign will target the area within the selected zip code **AND NOT** within the excluded city.

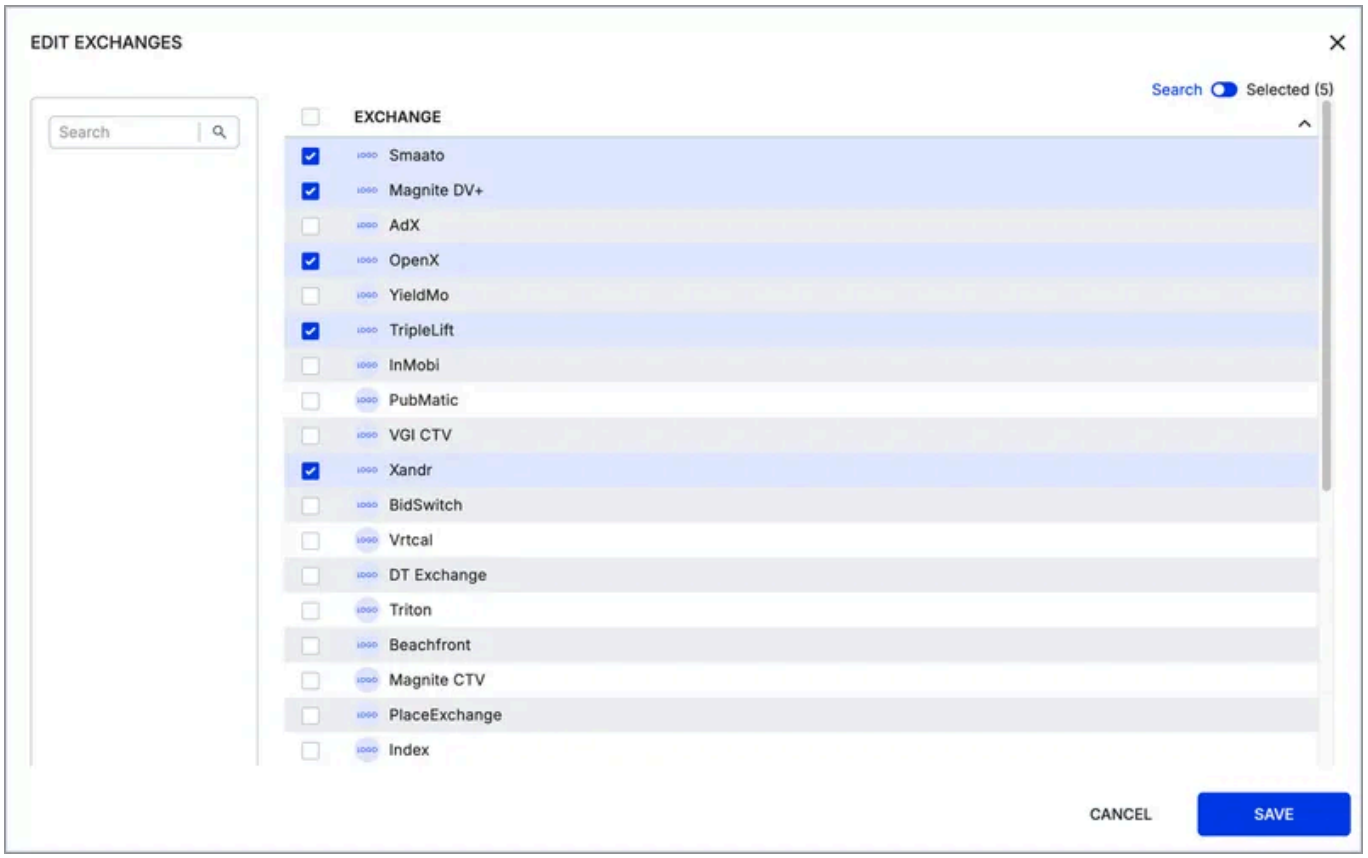
6.4.3.2. Enabled targeting

Before you begin:

The four targeting types outlined below are enabled by default when you create an ad group. However, you can remove the targeting you don't want to use and customize the targeting you do.

Exchanges targeting

Exchange targeting allows you to select which SSP inventory sources your ad group will target. Ad exchanges provide a different mix/specialization of publishers and inventory types, such as display, video, and native. Exchanges targeting lets you choose sources that best align with your performance, quality, and cost objectives.



Exchanges targeting

Default settings

By default, ad groups are set to target all available exchanges. This is the recommended approach in most cases, since it maximize both scale and performance.

Customize settings

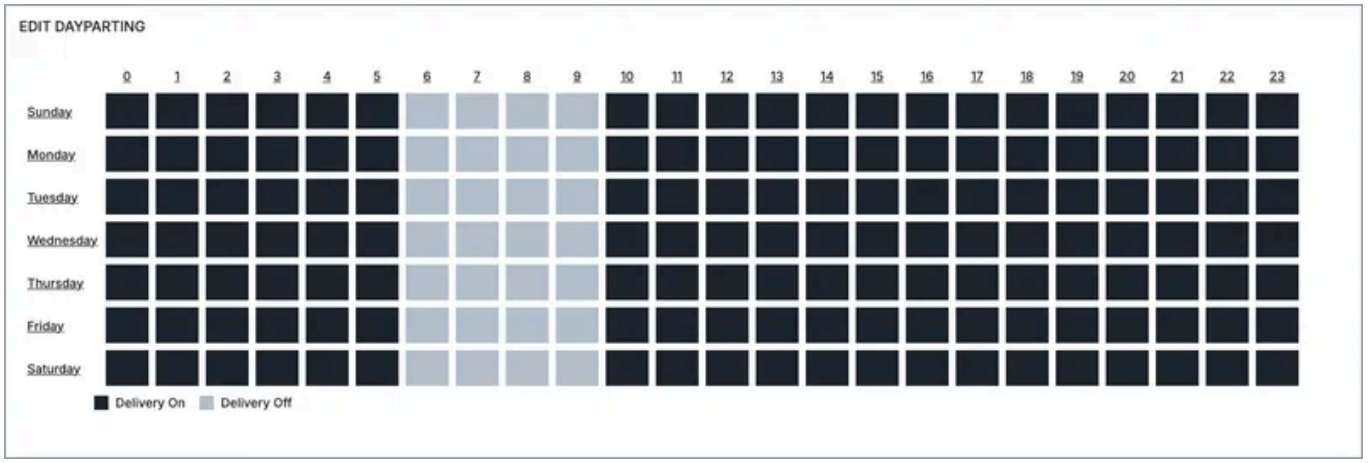
Check the exchanges you want to target, and uncheck the ones you don't.

Specific use cases

While targeting all exchanges is the default, there are specific situations where you might want to be more selective. For example, if you're targeting a specific Deal ID or running campaigns with restricted categories like alcohol or cannabis, you may need to use exchange-specific targeting.

Dayparting targeting

Dayparting is a scheduling strategy that gives you precise control over when your ads are displayed. Instead of running a campaign 24/7, you can focus your ad spend on the specific days and times your target audience is most active and likely to convert.



Dayparting set to 6AM-10AM, seven days a week

Default setting

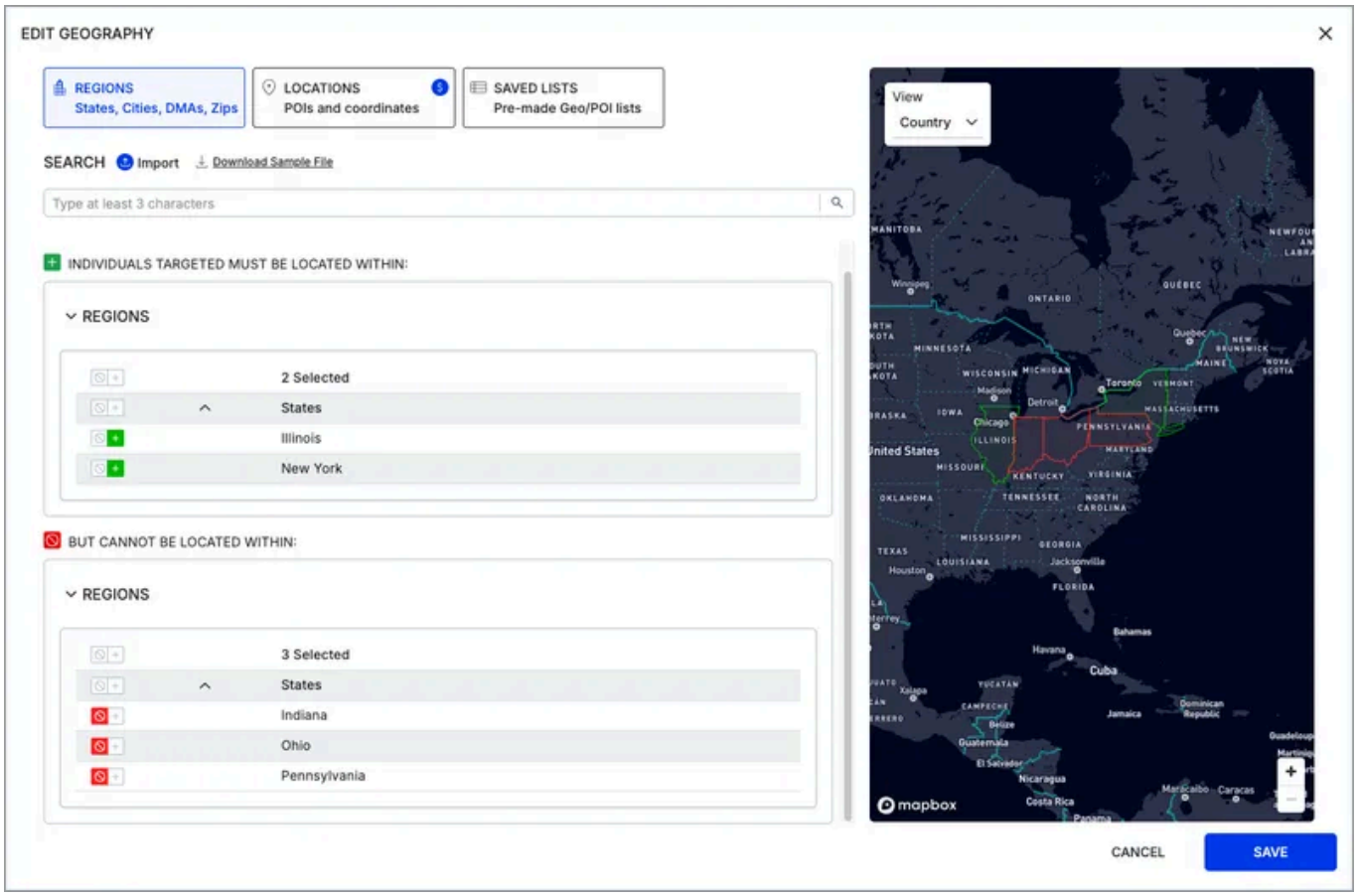
By default, a new ad group is set to run 24/7.

Customize settings

Select the days and times you want your ads to run, and deselect the ones you don't.

Geography targeting

Location is one of the strongest indicators of relevance. Geo targeting lets you to deliver your ads to users in precise geographic locations. By including or excluding specific areas, you can focus your budget on the regions that matter most to your business.



Geography targeting

Default setting

By default, a new ad group is set to target the entire United States.

Customize settings

Geography targeting supports positive (❇) and negative (⃠) targeting. The map will show positively targeted areas with a green line around the area, and negatively targeted areas with a red line around them (see screenshot above).

- Select **Regions** to target by states, cities, DMAs, and/or zip codes
- Select **Locations** to target POIs and/or coordinates

- Select **Saved Lists** to target a pre-made Geo/POI list
- You can also **bulk upload** a Regions or Locations list.

Regions

1. Click the **Regions** button.
2. In the search bar, search for a country, state, city, DMA, or zip code.
3. Make your selection.
    - To positively target: Select ✻
    - To negatively target: Select
4. Click **Save**.

Locations

1. Click the **Locations** button.
2. In the search bar, search for a POI or coordinates.
3. Make your selection.
    - To positively targeting: Select ✻
    - To negatively targeting: Select
4. Click **Save**.

Saved Lists

To create a list to target, refer to **Create a Geo list**. Once you have a list in place you can select it from the dropdown list here.

1. Click the **Saved List** button.
2. In the search bar, search for a POI or coordinates.
3. Make your selection.
    - To positive targeting: Select ✻
    - To negative targeting: Select
4. Click **Save**.

Bulk upload a Regions or Locations list

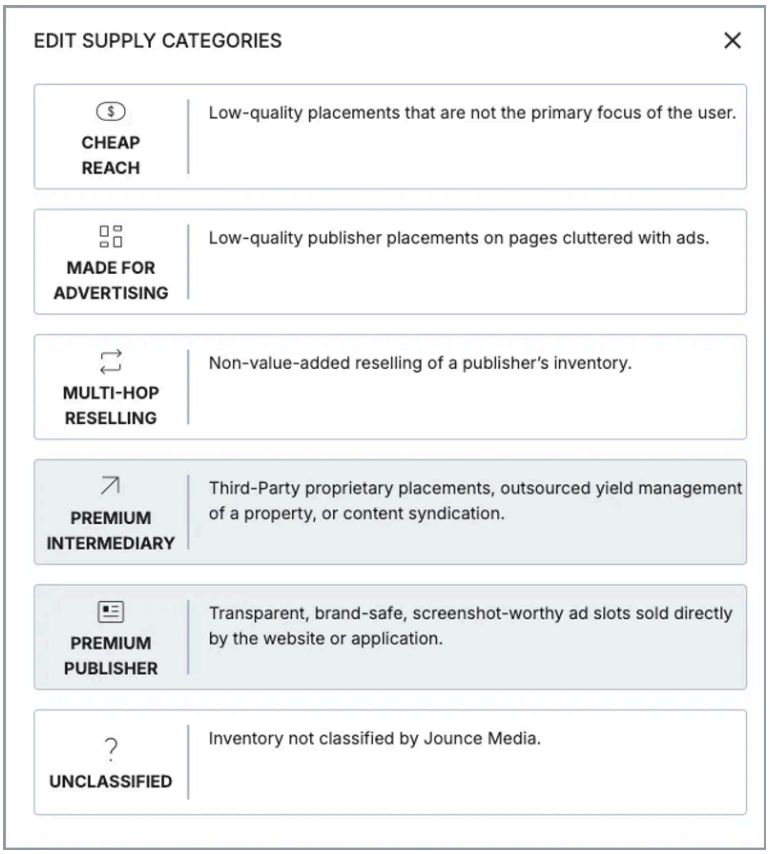
1. Click the **Regions** button.
2. Download the .xlsx sample file.
3. Follow the instructions when adding DMAs, cities, and zip codes. Save the file to your computer.
4. Click **Import** and select file you just created.
5. Click **Save**.

Supply Categories targeting

Supply Category targeting provides control over the types of inventory sources your ads can be delivered on. Use this feature to include or exclude specific categories of publisher inventory to align with your campaign goals, improve brand safety, and optimize performance.

Default settings

By default, Ad Manager excludes Made For Advertising (MFA) inventory from campaigns, to ensure a baseline of quality.



Select the supply categories you want to deliver ads on

6.4.3.3. Retargeting

Platform retargeting

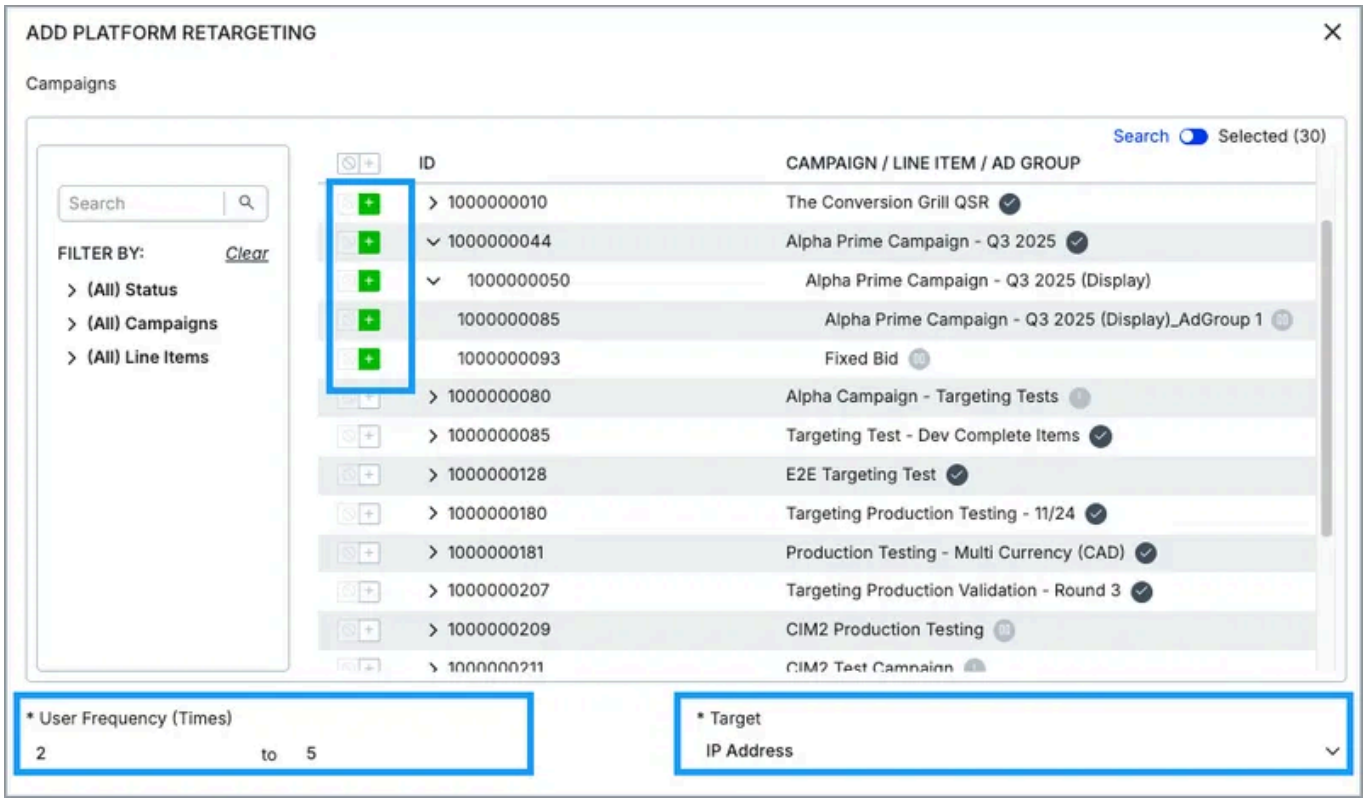
Platform Retargeting lets you to re-engage users who have previously interacted with your ads. This feature is perfect for building sophisticated, sequential messaging strategies. For instance, you might deliver a targeted display ad to a user only after they have watched one of your CTV video ads.

How it works

You can build a retargeting audience based on user interactions with a specific:

- Campaign
- Line Item
- Ad Group
- Creative

This provides precise control over who you include or exclude from your new campaigns.



Configuration settings

When setting up your retargeting rules, you'll see the following options (table below references screenshot):n

Setting	Description
Targeting	You can **Include** (❇) the campaign, line items, or ad groups that match your criteria OR **Exclude** (⃠) the ones that don't.
User Frequency	Set the min and max number of times a user has been served an ad to be included in your audience. For example, a min of 2 and a max of 5 will only target users who have seen the ad between 2 and 5 times.
Target identifier	Select the method used to identify and count users. You can choose from IP Address, Cookie, or All (which combines both methods for the broadest reach).

Pixel retargeting

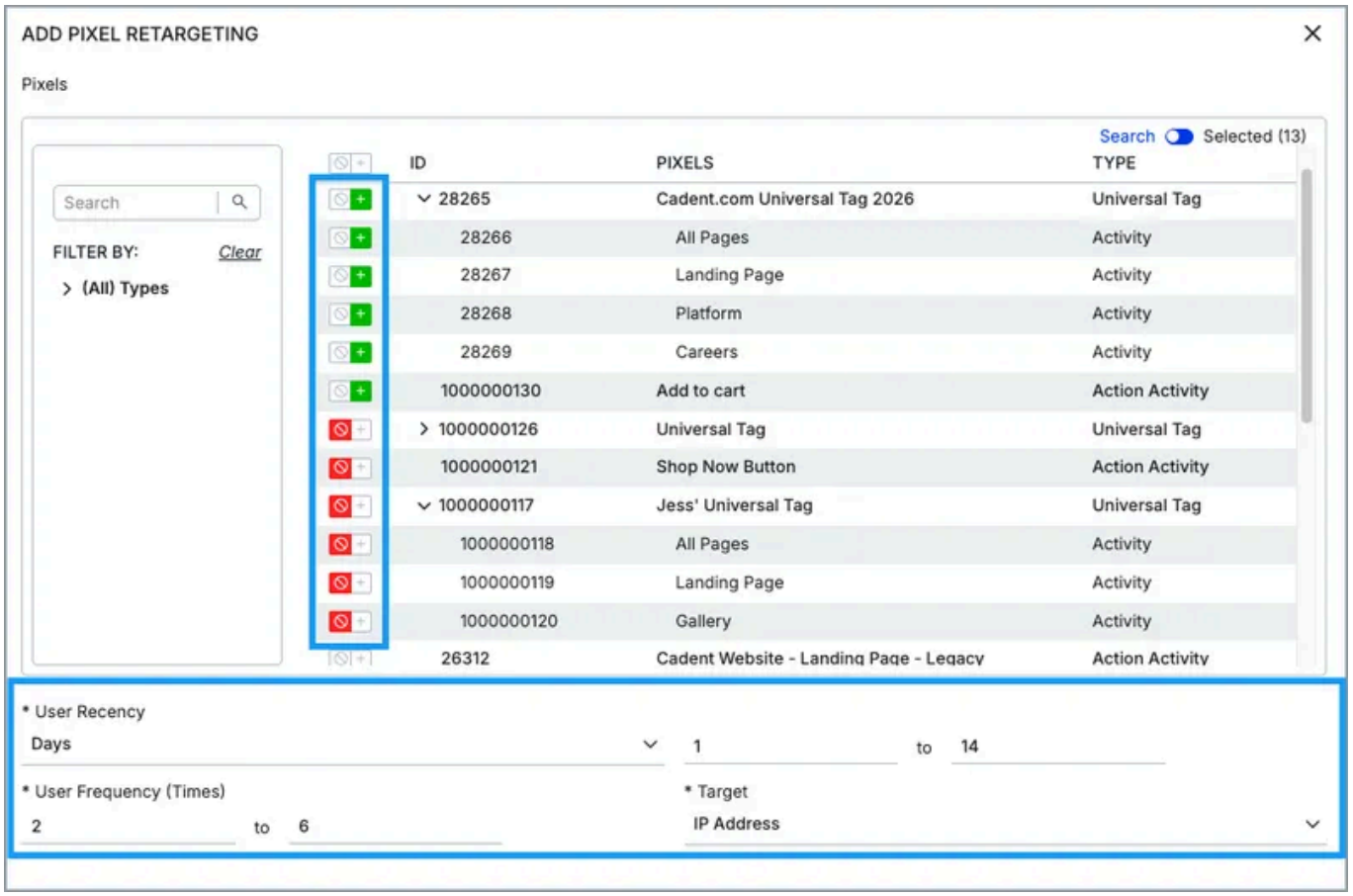
Pixel Retargeting is your key to re-engaging visitors and turning them into loyal customers. Most people don't convert on their first visit to a website or app. By strategically placing tracking pixels, you can remind these users of what they saw and deliver relevant ads that bring them back. This allows you to build highly specific and effective audience pools for your campaigns.

Overview of the tags and activities used to perform pixel retargeting:

- **Universal Tag**: A single JavaScript pixel is placed in a shared code section, to automate the collection of data across every page of the site/app. A universal tag doesn't replace current pixels or static tags, it's additional mapping functionality.
- **Action Activity**: This pixel type is used to track a click action when there is no change in the URL. For example, if you want to track a specific action, like a "Buy now" button. The Action activity can be placed on the specific button HTML to be tracked.
- **Activity**: An activity is a way to further define the universal tag. You'll use an activity to log universal tag fires and for the purpose of retargeting users. You need to create a universal tag before you add activities.

Building an audience pool

Once you've selected your pixels, you can define the specific rules for building your audience pool. These settings allow you to move from broad tracking to creating precise, high-intent audience segments.



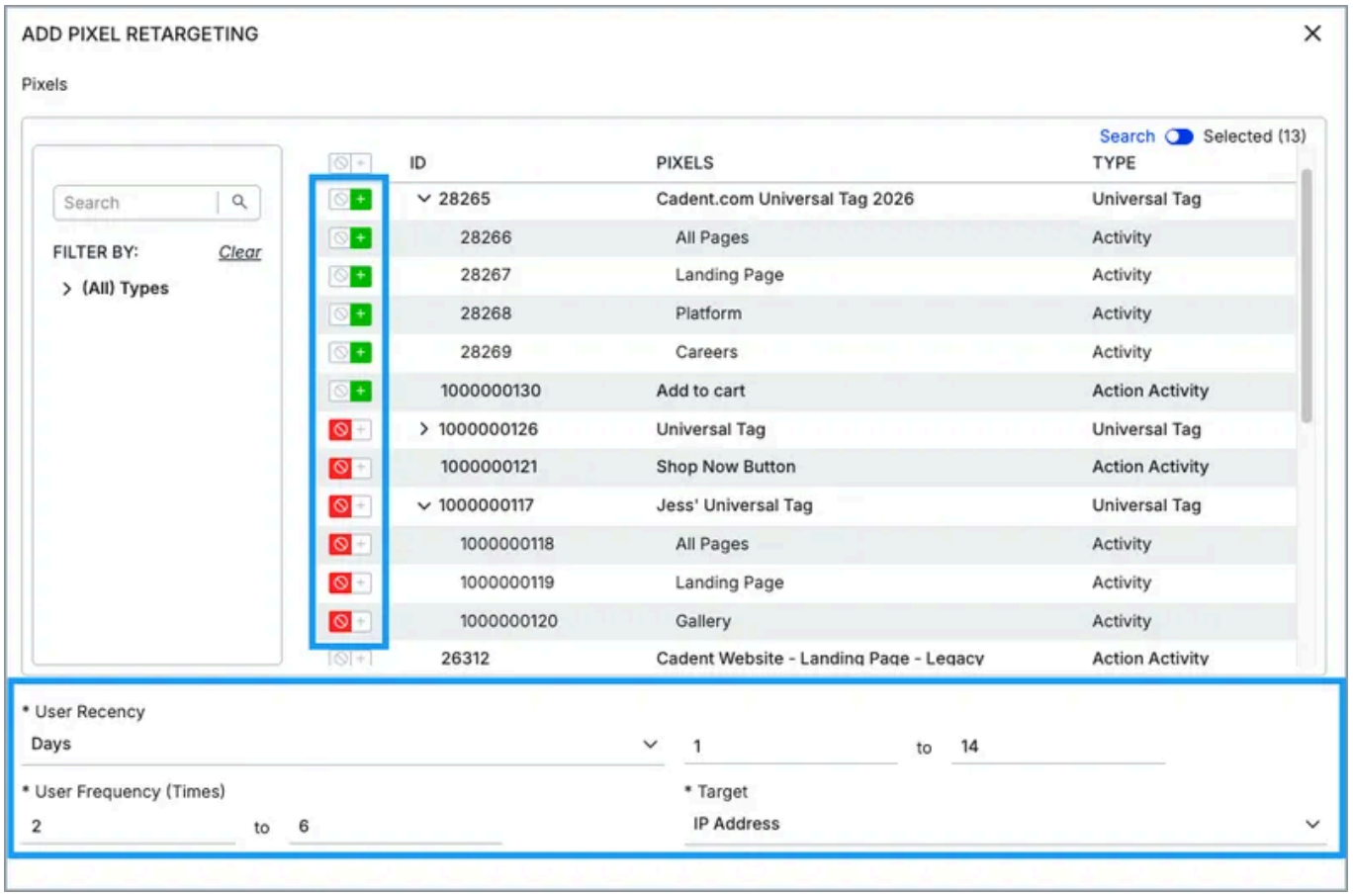
Rules for building an audience pool:

Setting	Description
User Recency	Set a time frame (e.g., minutes, hours, or days) to target users based on how recently they performed the selected activity. The default lookback window is 30 days.
User Frequency	Specify the minimum and/or maximum number of times a user must perform the action to be included in the audience.
Target	Choose the method used to identify users for retargeting. You can select **Cookie**, **IP Address**, or both.

Targeting an audience pool

After defining your audience, you must decide how to use it within your campaigns. You have two primary options:

Targeting option	What it does	Common use case
❇ **Positive Targeting**	Includes the users in your audience pool, serving them the ads for that campaign.	Re-engaging users who have shown interest (e.g., visited a product page but didn't buy).
⃠ **Negative Targeting**	Excludes the users in your audience pool from receiving ads. This is also known as "suppression."	Preventing existing customers from seeing ads for a product they've already purchased.



6.4.3.4. Inventory targeting

Overview

Inventory Targeting is the process of choosing the specific places (the inventory) where your ads can appear. It's less about who sees the ad (audience targeting) and more about where the ad impression is available for purchase.

Think of it like a real estate agent who helps you buy a home. Inventory targeting is about picking the neighborhood, the street, or even the specific house where you want your ad to live.

DoubleVerify ABS

DoubleVerify Authentic Brand Suitability (ABS) is a solution that protects your brand reputation and enhances campaign performance by ensuring ads are delivered in high-quality, brand-safe, and fraud-free environments.

How it works

1. To get a custom DoubleVerify ABS ID, go to the DoubleVerify platform and create a segment. This will generate an ID.
2. Return to Ad Manager and enter the ID.
3. Click **Add**.

DoubleVerify ABD targeting

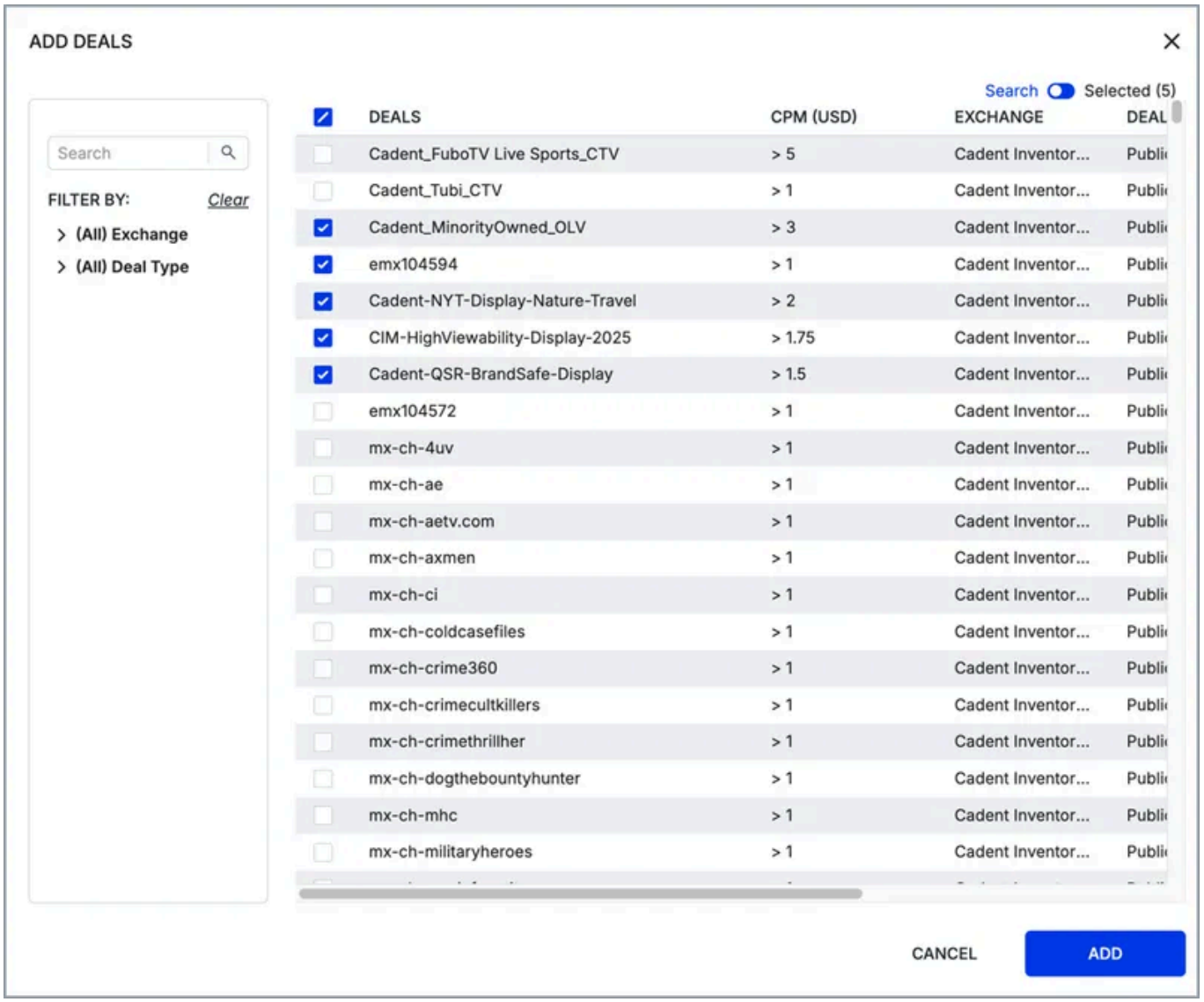
Deals targeting

Deals targeting lets you direct your campaigns to specific, pre-negotiated inventory from publishers using a Deal ID. This secures access to premium inventory and audiences.

Default behavior

By default, ad groups are set to bid on the open marketplace (not taking into account other targeting settings, like geography, content categories, etc.).

Learn more about **how deals are configured**.

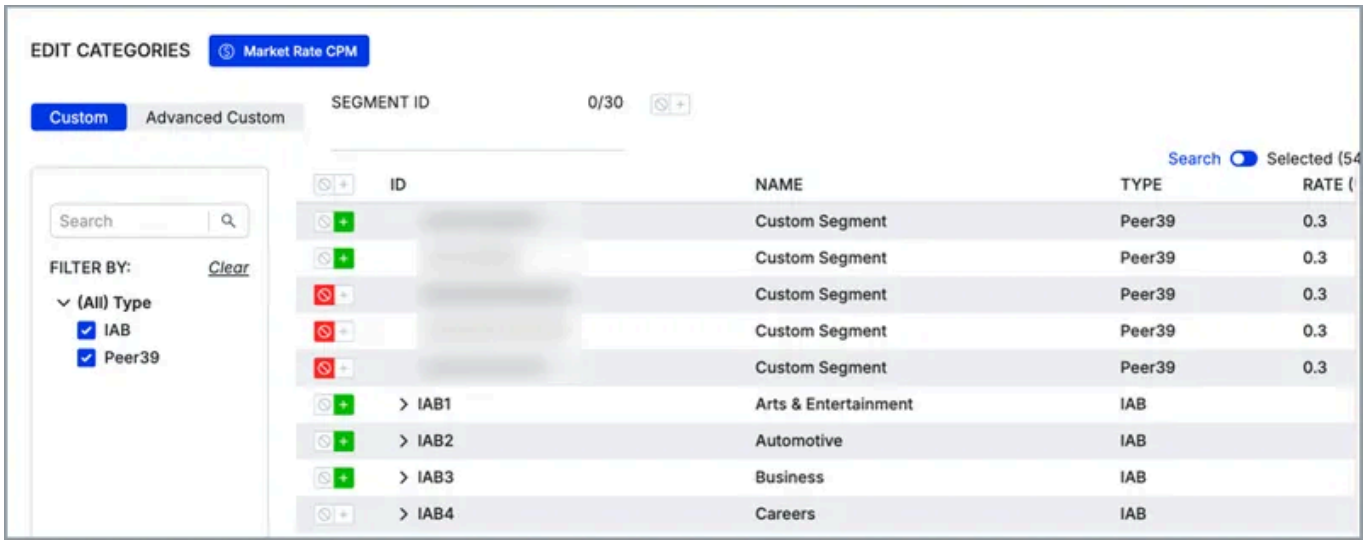


Categories targeting

Categories targeting lets you control the content your ads are served against. You can target or exclude specific **IAB categories** or **Peer39 segments** to ensure your ads appear on relevant content.

For example, an online magazines contains pages for sports, fashion, cooking, and technology, but you only want to target fashion and cooking, Categories targeting lets you do this.

Categories targeting supports positive (✻) and negative (⃠) targeting.



IAB categories

Let's imagine a company that sells home improvement and DIY products. They want to run a campaign to increase sales of their new line of power tools. To reach the most relevant audience, they can use IAB category targeting to show their ads on websites and apps that feature content related to home and garden topics.

Sample IAB tier 1 and 2 categories:

Home & Garden (IAB10)

- Home Repair (IAB10-5)
- Remodeling & Construction (IAB10-9)
- Interior Decorating (IAB10-7)
- Gardening (IAB10-4)
- Appliances (IAB10-1)

Peer39

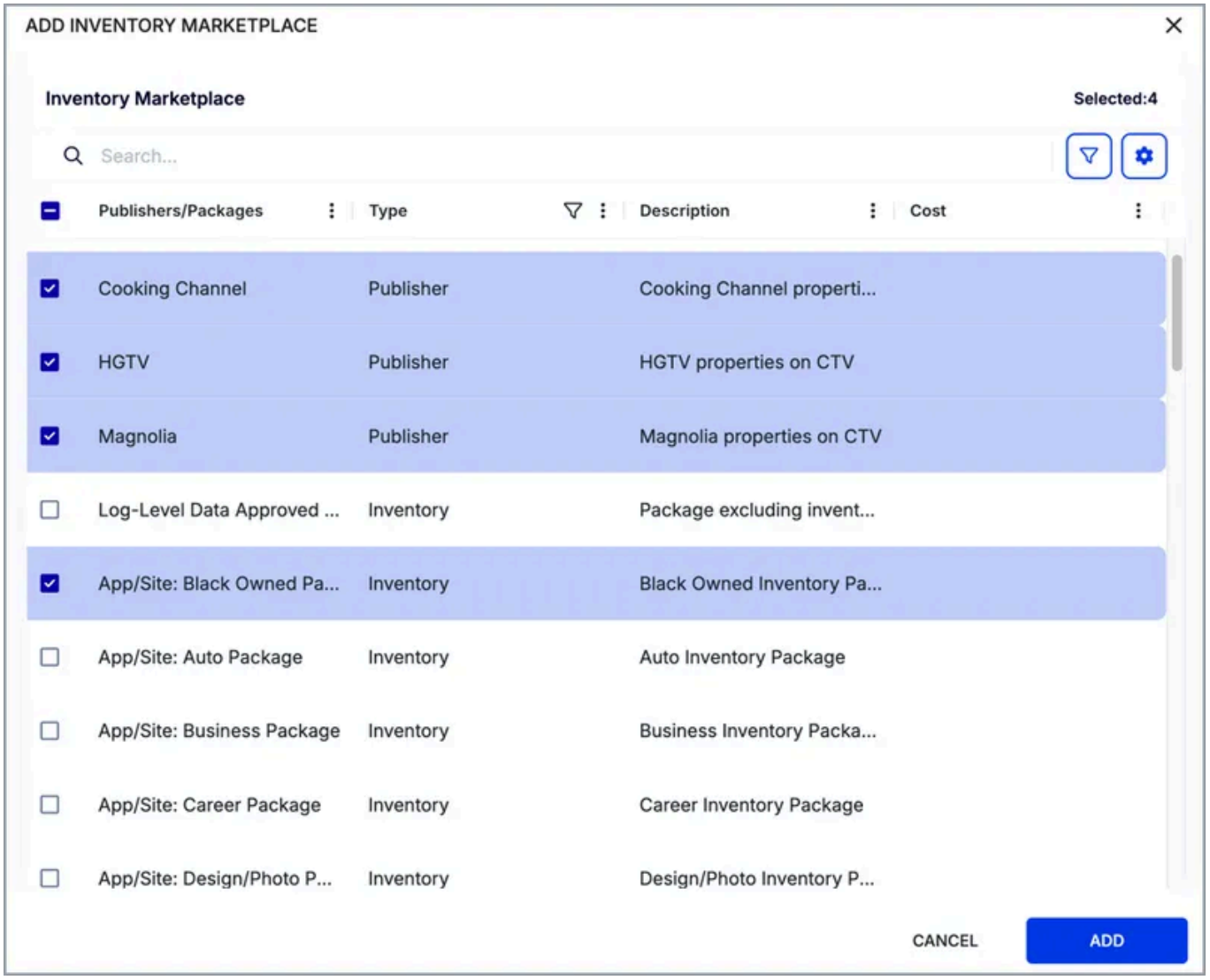
Imagine a toy company wants to advertise its new line of dolls. It's very important for this brand that their ads only appear next to content that is suitable for children and families. To achieve this, the toy company could use Peer39's brand safety categories.

Here are some of the Peer39 brand safety categories:

	Description
Safe from: Adult & Explicit Sexual Content	Excludes pages with adult or sexually explicit content.
Safe from: Hate speech	Excludes pages that contain hate speech.
Safe from: Terrorism	Excludes pages with content related to terrorism.
Safe from: Obscenity and Profanity	Excludes pages with obscene or profane language.

Inventory targeting

Inventory targeting lets you control the environment your ads are displayed in. Rather than letting your ads appear anywhere, you can ensure they run alongside content that is brand-safe, relevant to your audience, and aligned with your campaign goals.



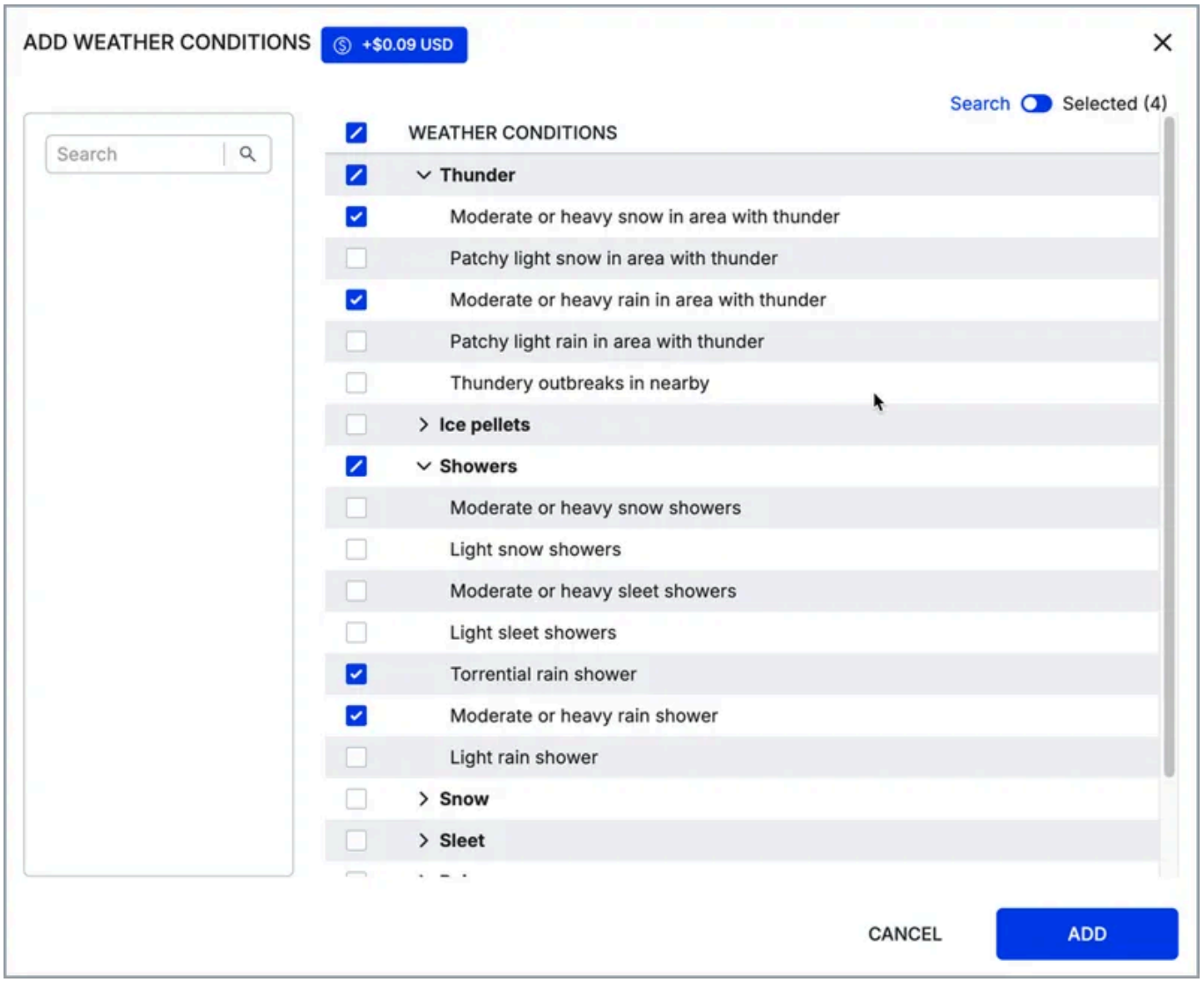
6.4.3.5. Location targeting

Overview

Location targeting is the process of delivering ads to users based on their physical location in the real world. This is the digital equivalent of choosing which neighborhood, city, or state to place a billboard in.

Weather Conditions

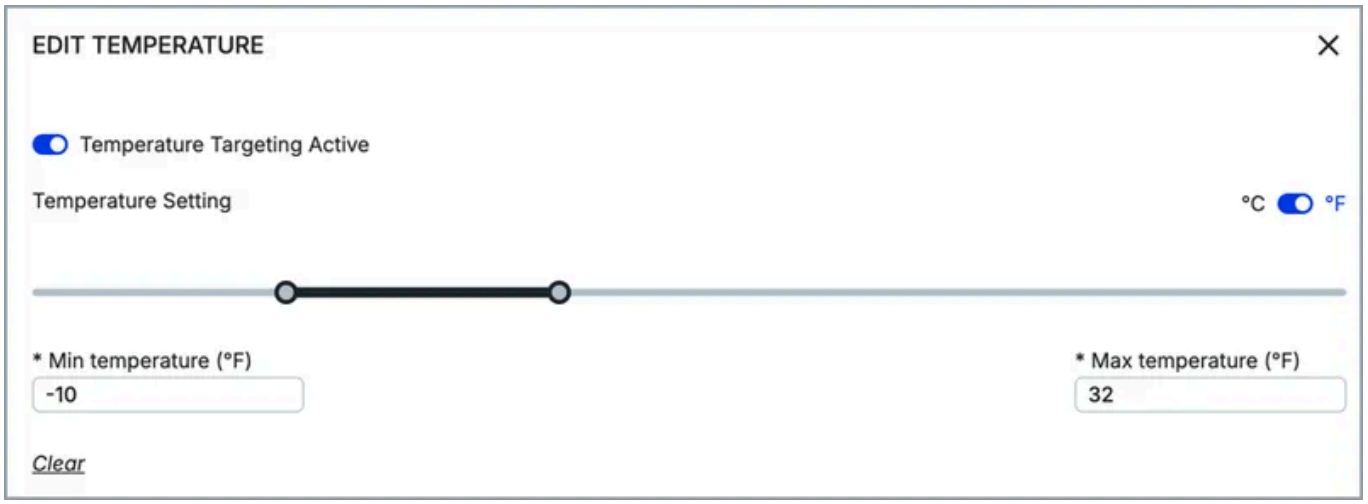
Weather Conditions targeting lets you target locations based on specific weather conditions (like rain, snow, or ice pellets). This feature allows you to align your campaigns with specific real-time weather data for the user you're serving an ad to. Weather targeting uses data from World Weather Online. This data is updated for all U.S. zip codes every six hours.



Weather Conditions targeting

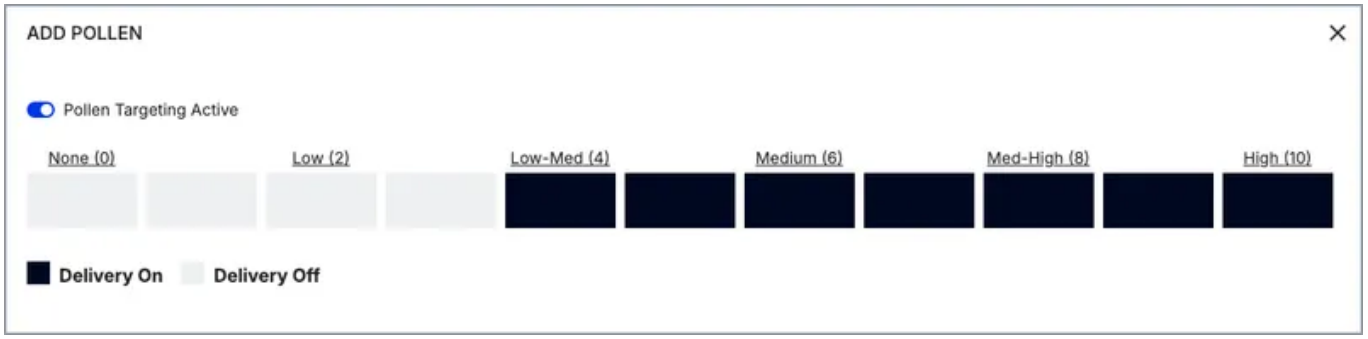
Temperature

Temperature targeting allows you to schedule your ads based on the real-time temperature in a user's location. This approach is rooted in a simple but reliable insight: What people decide to do, wear, eat, and buy is heavily influenced by the how warm or cold it is outside. By setting a specific temperature range for your campaigns, you can deliver a relevant message when it matters most.



Pollen

Pollen targeting lets you target or exclude audiences based on current pollen levels in their geographic location. It's designed to reach allergy sufferers when they are most likely to be experiencing symptoms and actively seeking relief.



Pollen targeting

6.4.3.6. Technology targeting

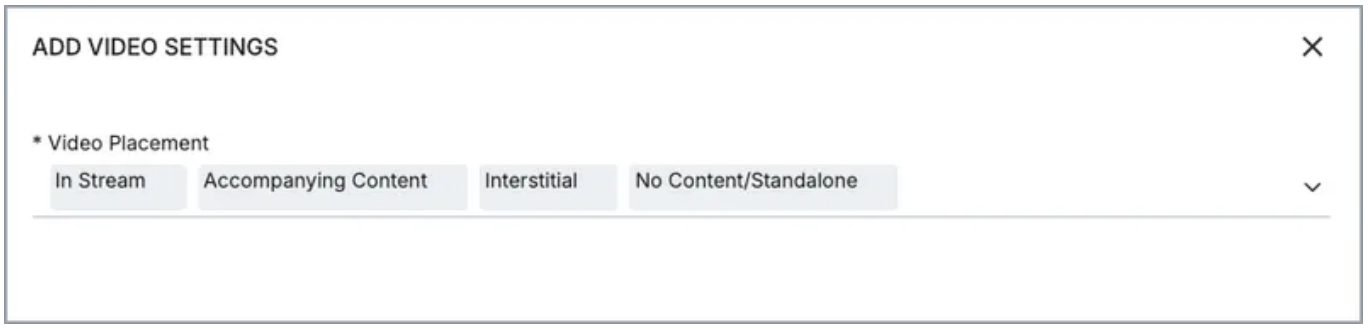
Overview

Instead of focusing on the user's location or interests, Technology targeting focuses on the technical specifications of how users are accessing the internet. The core idea is to tailor the ad and its delivery to be compatible with, and relevant to, the user's device.

Video Settings targeting

Video Settings targeting gives you granular control over how and where your video ads are displayed within a site or app environment. This ensures your video content is shown in the most effective context, allowing you to optimize for specific campaign goals like viewability and user engagement.

This targeting type is available for ad groups running in Video and CTV channels.



Video Settings targeting

Placement options

- **In-stream** ads that play directly within a video player while a user is watching online video content.
- **Accompanying Content**: In-stream video ads that are played before, during, or after streaming video content, but with specific characteristics that differentiate them from traditional in-stream ads.

  For example, video experiences that are more integrated within an article or feed, and are often triggered by a user scrolling rather than being the primary focus of the page.
- **Interstitial**: A full-screen ad that covers the entire interface of the host application or webpage. They are designed to appear at natural transition points in the user

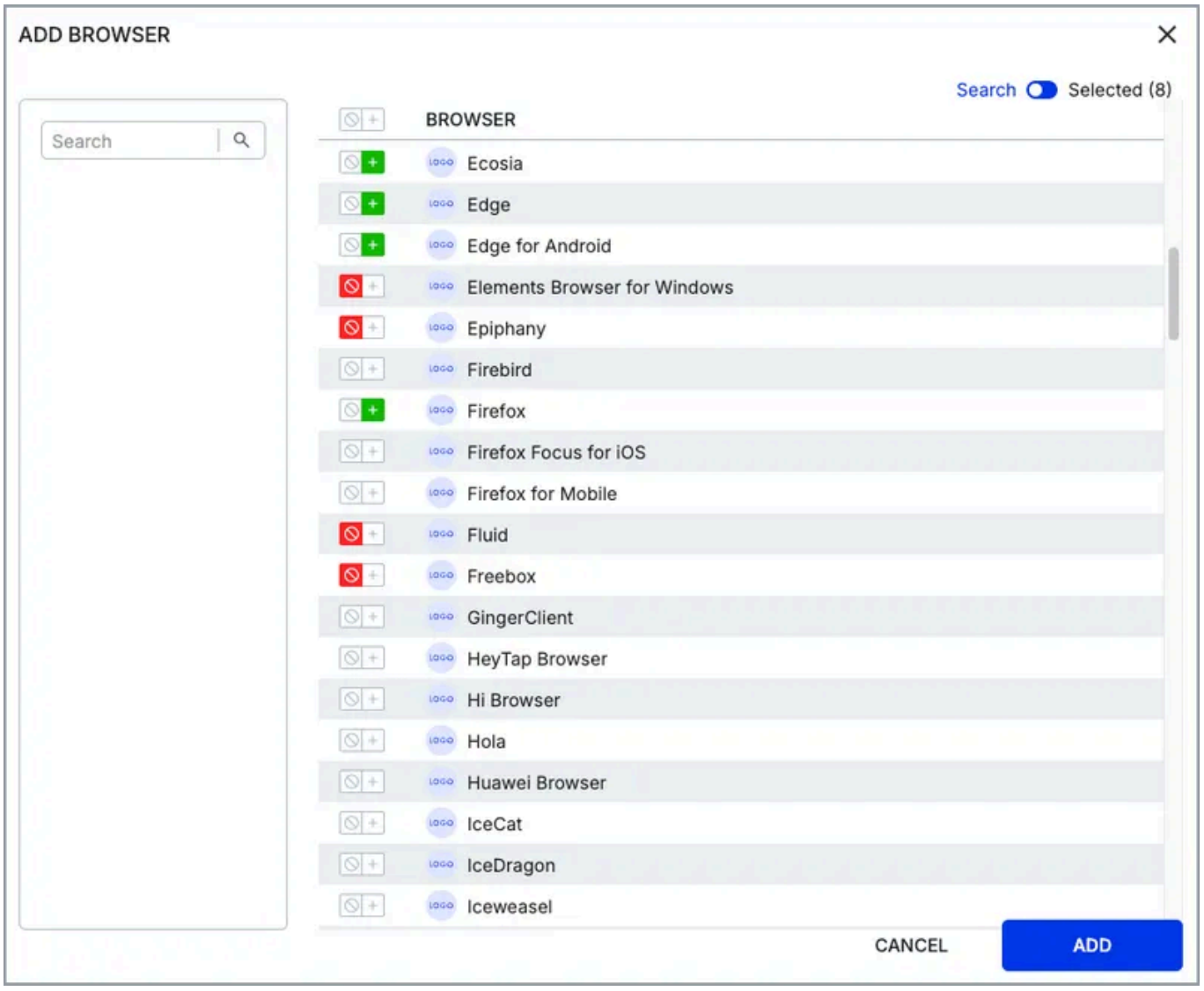
experience, such as between levels in a game, while an application is loading, or between articles. A key characteristic of an interstitial ad is that it temporarily takes over the user's screen and must be closed by the user to return to the content.

- **No Content/Standalone**: Out-stream video ads that are played in environments where there is no primary streaming video content. In other words, the video ad *is* the content.

Browser targeting

Browser targeting allows you to deliver your ads to, or exclude ads from, specific web browsers (such as Chrome, Safari, Firefox, or Edge). While it may seem like a minor technical detail, this feature helps ensure creative compatibility and campaign performance.

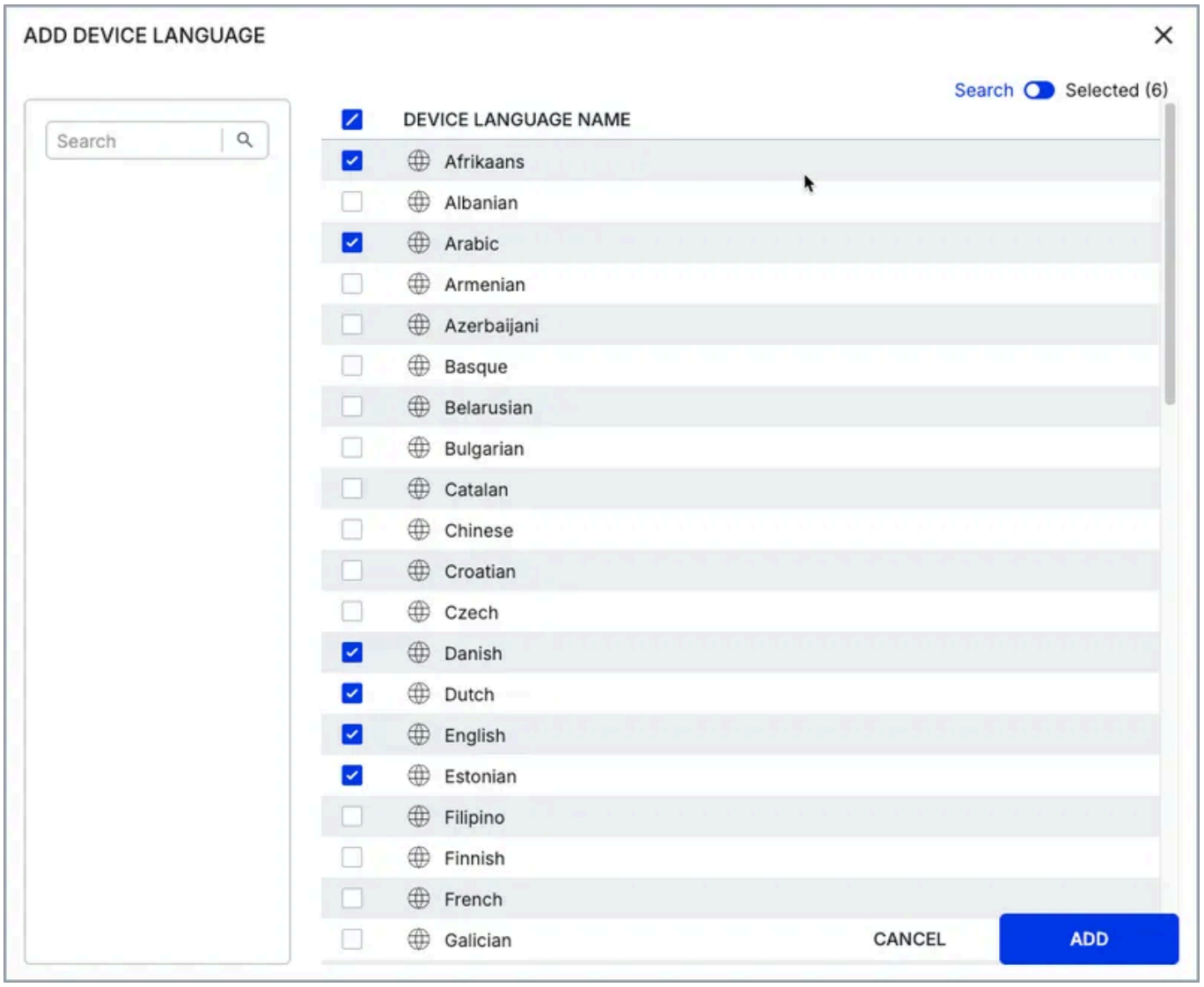
Browser targeting supports positive (✻) and negative (⃠) targeting.



Browser targeting

Device Language targeting

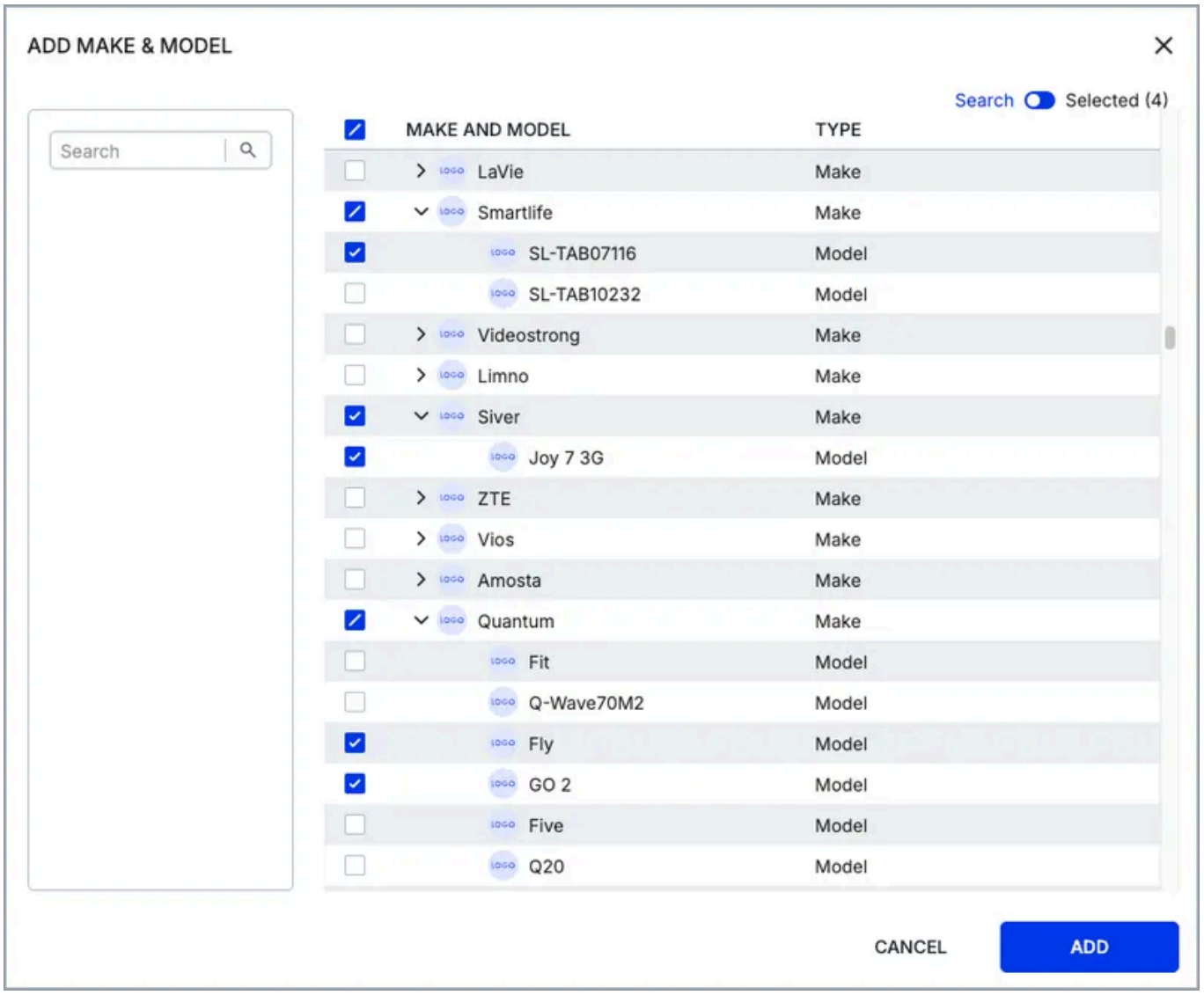
Device Language targeting lets you deliver ads specifically to users whose devices are set to a specific language. It's a straightforward way to ensure your message is relevant and understood by your target audience, especially in multilingual regions or global campaigns.



Device Language targeting

Make & Model targeting

Make & Model targeting lets you to deliver ads to users based on the make (brand) and model of their mobile device. Instead of just targeting smartphones, for example, you can target users on an "Apple iPhone 14 Pro" or "Samsung Galaxy S23." It's a way to get more granular and reach a very specific hardware-defined audience.



Make & Model targeting

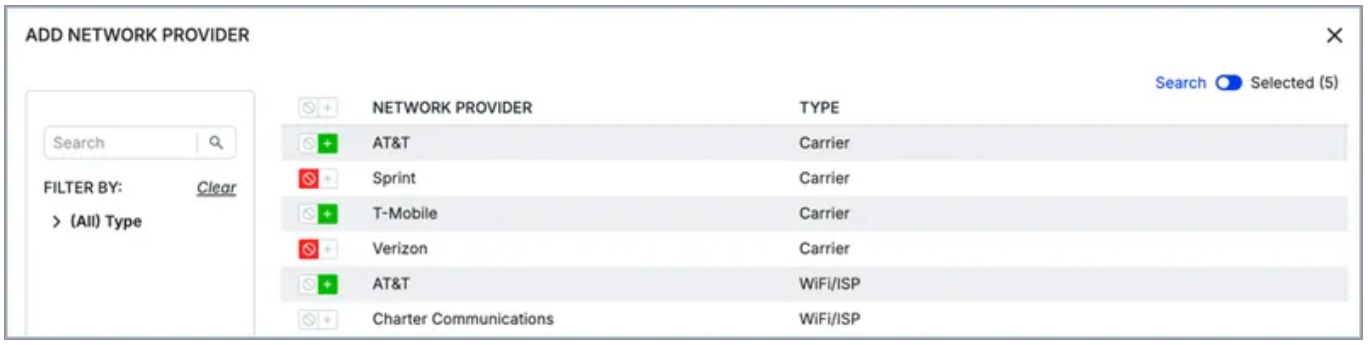
Network Provider targeting

Network Provider targeting gives you the ability to include or exclude users based on their network provider. This targeting method can be especially effective when you want to tailor messaging to users on specific networks or when trying to reach audiences in locations with specific ISP coverage.

Network Provider targeting supports positive (✻) and negative (⃠) targeting.

Network Provider targeting has two categories:

- **Carriers**: You can target users connected to specific mobile carriers (e.g., AT&T, Verizon, T-Mobile).
- **WiFi/ISP**: You can target users connected to specific ISPs (e.g., Comcast, Spectrum, an office network).



Network Provider targeting

6.4.3.7. Content targeting

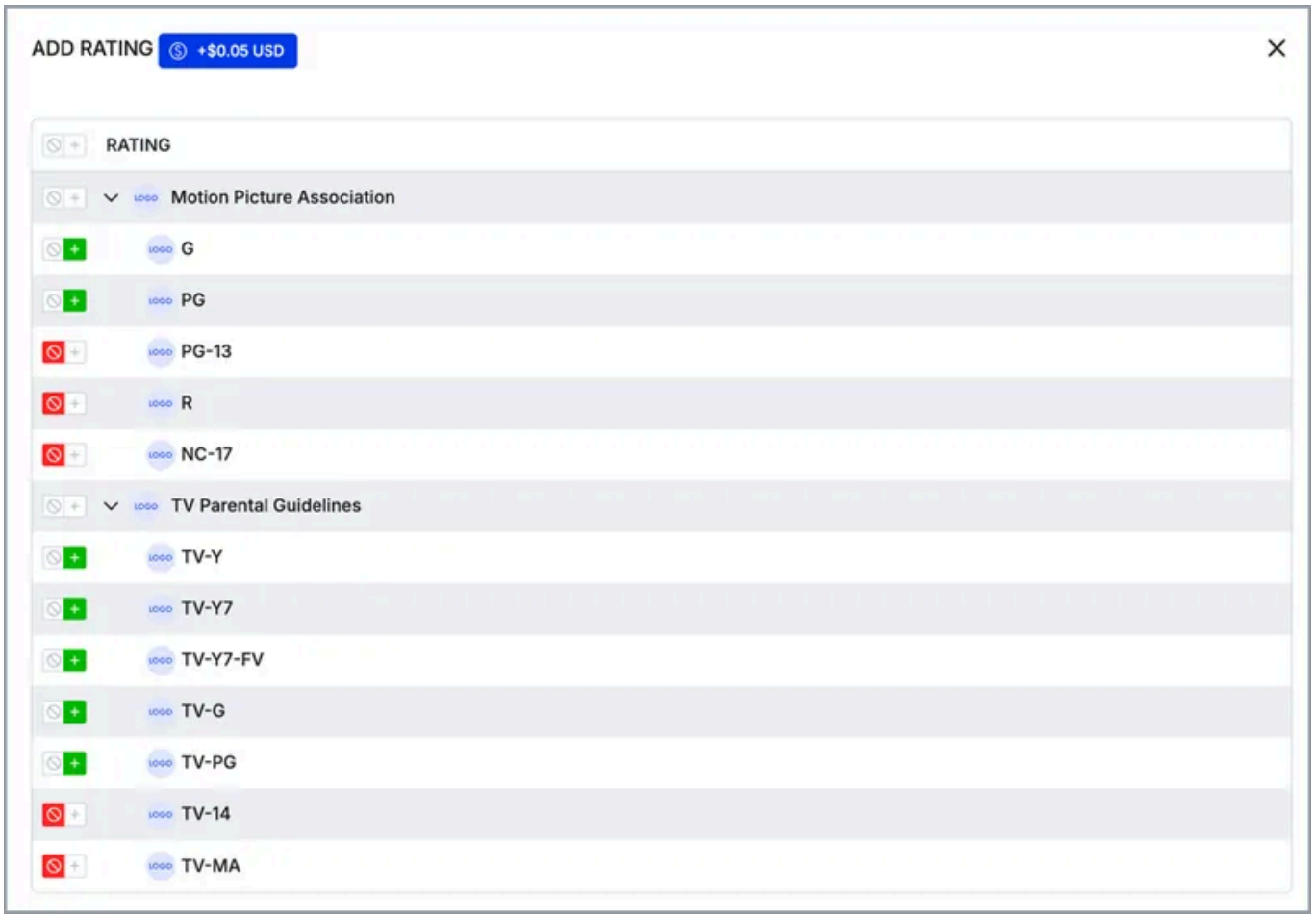
Overview

Content targeting is a strategy that focuses on showing your ads on websites, apps, videos, or other digital content that is relevant to your product or service. It's about placing your message within the right context, ensuring that the surrounding content aligns with what you're selling.

Rating targeting

With Rating targeting, you can deliver your ads to viewers based on the ratings of the content they consume. This allows you to include or exclude viewers of content with specific ratings (e.g., TV-MA, G, PG-13).

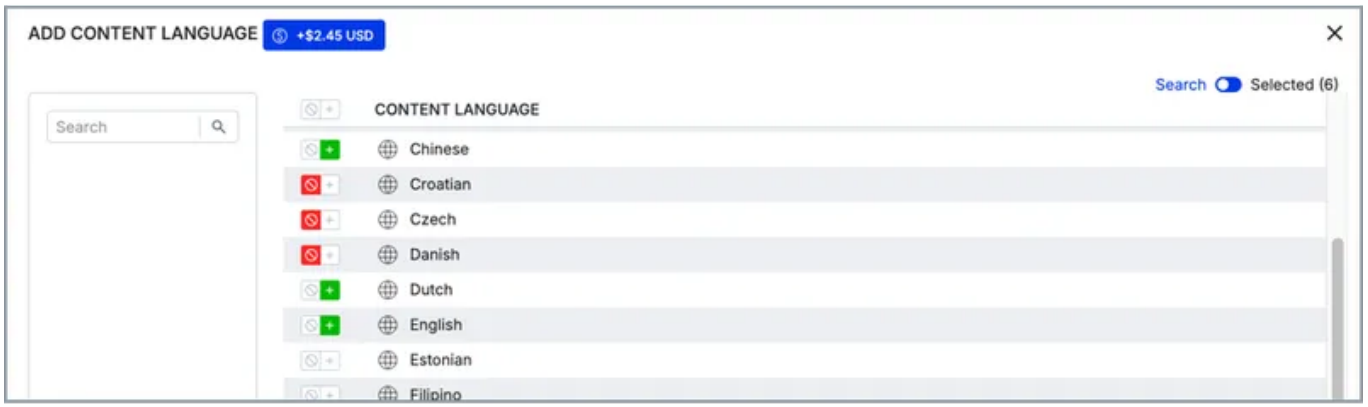
Rating targeting supports positive (❇) and negative (⃠) targeting.



Content Language targeting

This method allows you to target viewers based on the primary language of the CTV content itself. For example, you can choose to have your ads appear only during Spanish-language programs, regardless of the viewer's device settings.

Browser targeting supports positive (✻) and negative (⃠) targeting.



Content Language targeting

Genre targeting

Genre targeting is a strategy that allows you to place your ads alongside specific types of CTV content, such as comedies, dramas, or documentaries. This goes beyond targeting *who* is watching and lets you control *what* they are watching when your ad appears.

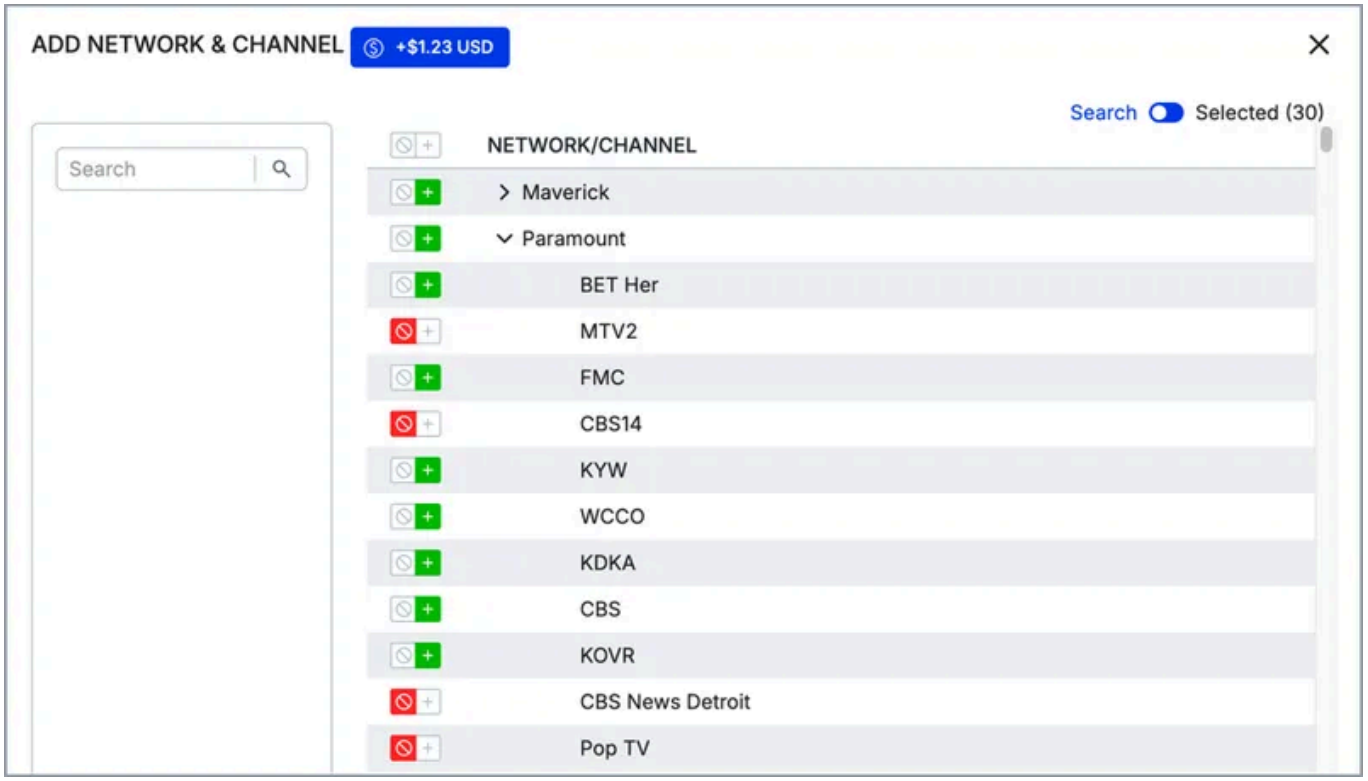
Genre targeting supports positive (✻) and negative (⃠) targeting.

Genre targeting

Network & Channel targeting

Network & Channel targeting lets you to place your ads within the programming of specific broadcast networks (like ABC, NBC, or CBS) and cable channels (like ESPN, HGTV, or Bravo). This feature lets you move beyond broad genres to connect with the loyal audiences of established media brands.

Network & Channel targeting supports positive (✻) and negative (⃠) targeting.



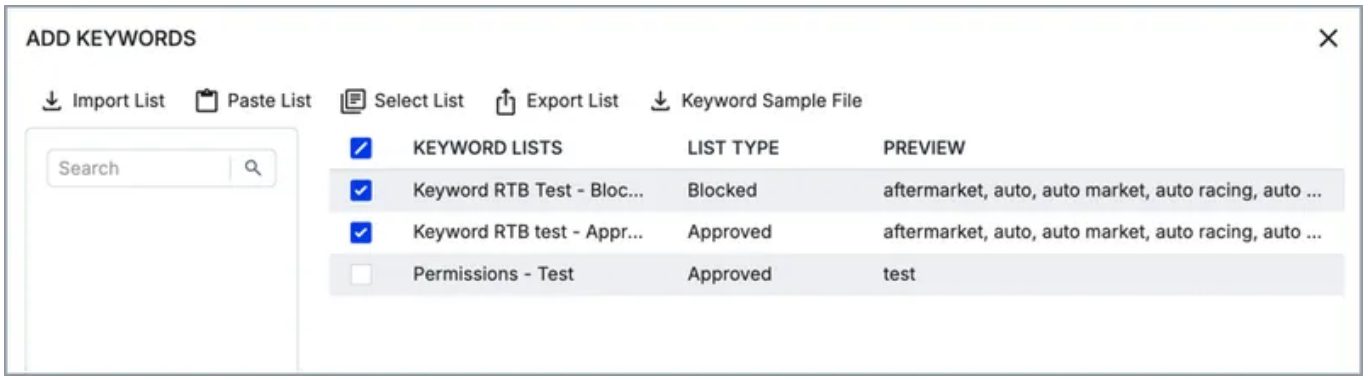
Network & Channel targeting

Keyword targeting

Keyword targeting offers two ways to pinpoint your audience:

- **URL Targeting:** Target pages where specific keywords appear in the URL (e.g., www.example.com/auto-reviews).
- **Contextual Targeting:** Target pages where your keywords appear in the surrounding text and content, ensuring your ad is relevant to what the user is reading.

Learn more about **how keywords are configured**.



Keyword targeting

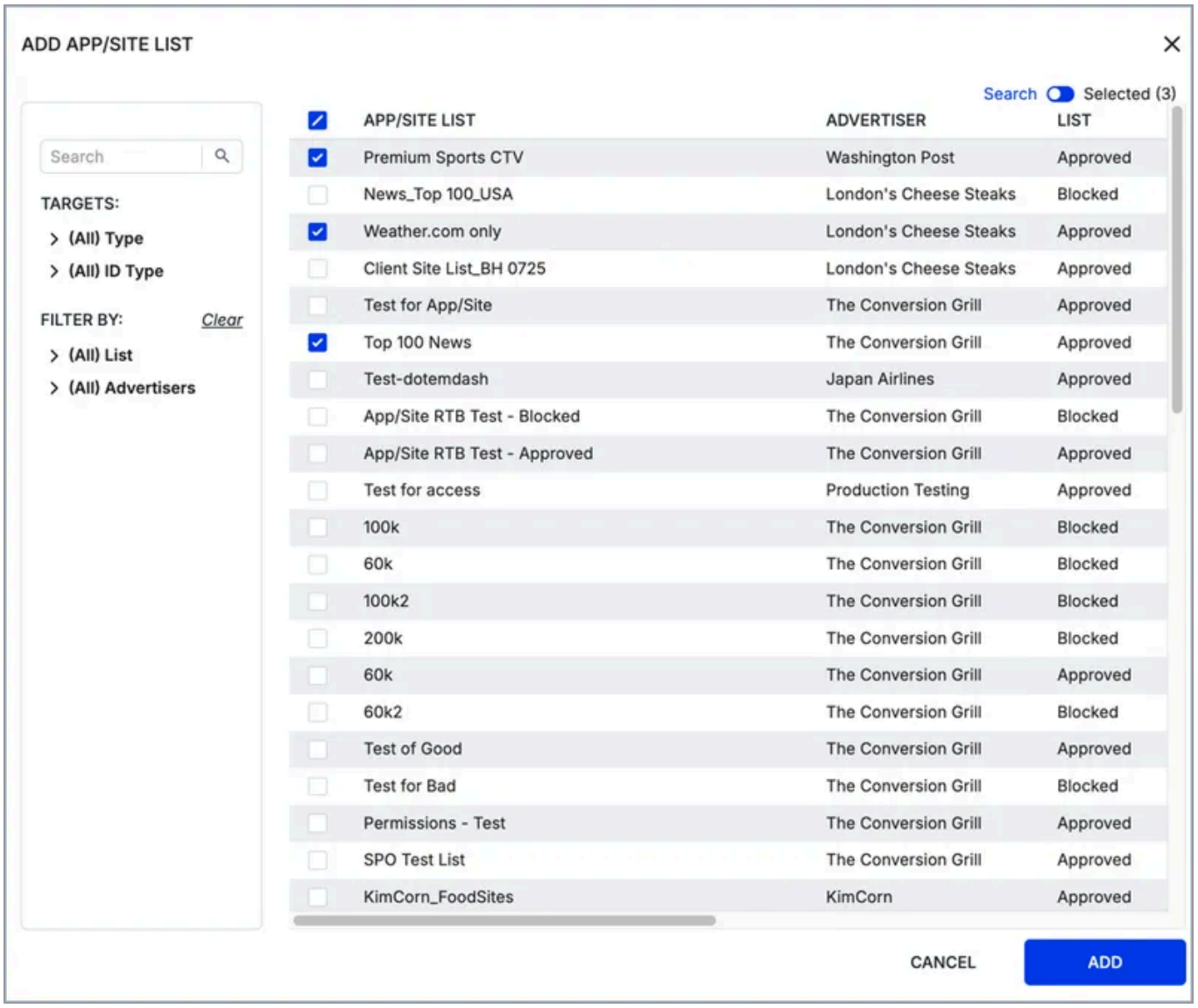
App & Site List targeting

App & Site List targeting lets you use Blocked and Approved lists to define which sites and apps your ads can be served to. It's a fundamental tactic for both brand safety and performance optimization.

Learn more about how **sites and app lists are configured**.

Default behavior

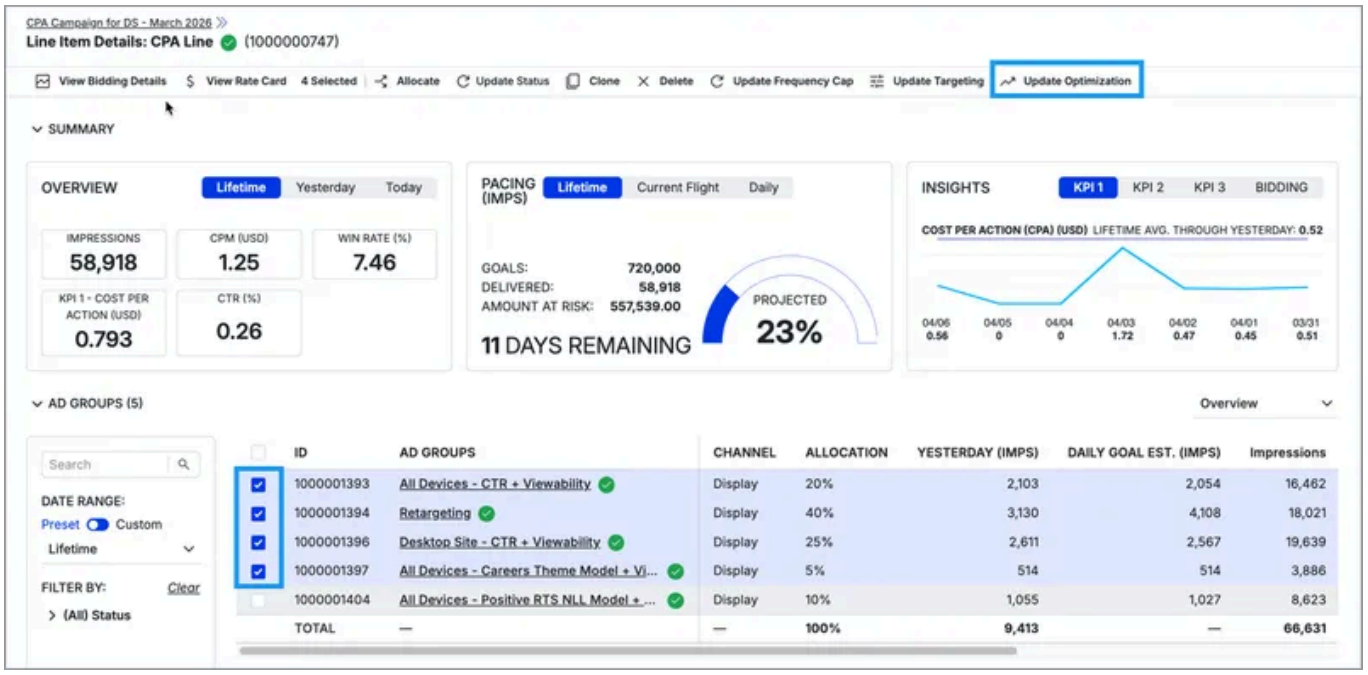
If App and Site list targeting is not applied, Cadent will apply a proprietary App & Site list.



App and Site List targeting

6.4.4. Bulk update optimization

This article details how to make bulk updates to optimization settings across multiple ad groups simultaneously.



Bulk update ad group optimization

To bulk update ad group optimization:

1. Navigate to the Line Item list or Line Item Details page.
2. Select one or more ad groups. Note that ad groups must be associated with the same advertiser to perform this bulk update.
3. Click **Update Optimization** to open the **Optimization** panel.
4. Click **Save** to apply your changes across all selected ad groups.

6.4.5. Ad group models, optimization, predictive KPIs, and bidding

This article explains the following ad group settings:

- Models
- Optimization automation
- Predictive KPIs
- Bidding
- Intraday pacing

What's a model?

A model is a network of mathematical functions that takes the information from a bid request and scores it. The score represents the relative likelihood that winning that bid and serving that impression will help achieve the model's goal. The score can also be used to decide whether to bid on that request.

Key points to know about models:

- Models are created by Cadent's Data Science team, either manually or automatically.
- Models are re-trained daily to continually improve their performance.
- There are several types of models, and they can be available across all accounts or limited to a specific advertiser (e.g., a custom CPA ad group).
- You can assign a primary model and as many as 12 additional models to an ad group, but in reality most ad groups only have two or three. You can also opt for not using models at all.
- The probability models (currently labelled "CTR" in Ad Manager) predict the likelihood an impression will deliver the results you want. Custom models, on the other hand, aren't predictive—they just give a relative score from 1 to 100. Custom models are used with CPA campaigns.

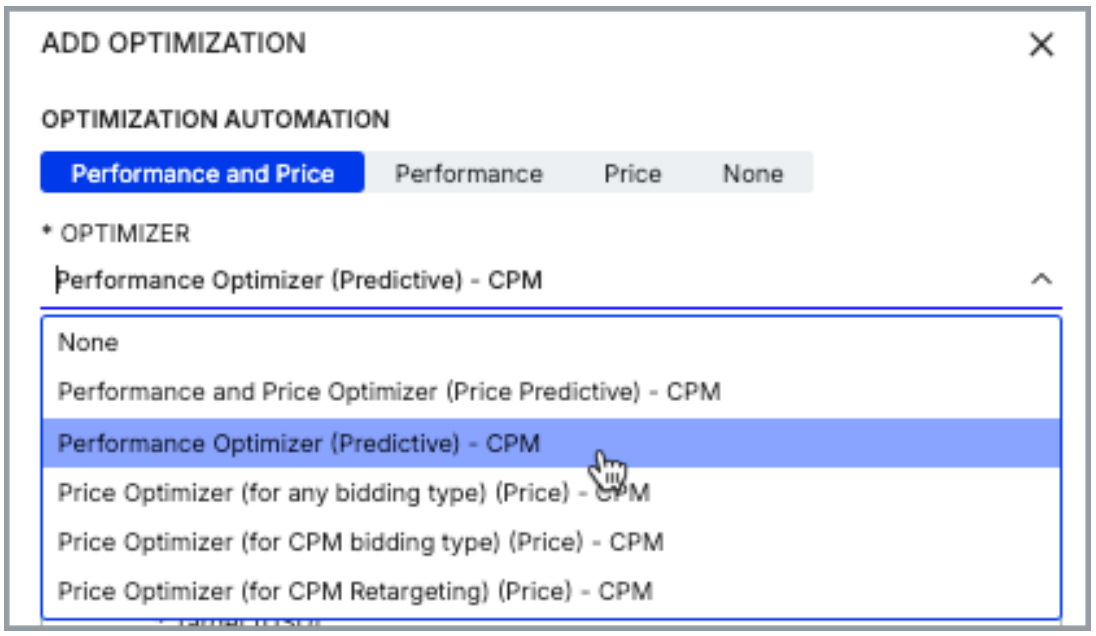
Optimization automation

Optimization automation uses AI to dynamically adjust bids and/or predictive model scores to balance performance and delivery.

There are three optimization automation options:

- **Performance and price optimizer**
- **Performance optimizer**
- **Price optimizer**

Once you choose an optimization automation, you'll then select an optimizer.



Performance and price

Performance and price optimization automation balances the two approaches simultaneously. This is the most commonly used optimization automation.

Performance

The performance optimization automation will update an ad group's min model score to maximize performance, while ensuring the ad group still delivers its daily goal.

For example

Your primary KPI is viewability and your ad group is not meeting your viewability delivery goal. You set it at 95% or above and it's coming in at 87%. The performance optimization

automation can raise the minimum viewability score that the ad group will bid on. Meaning, it becomes more selective, going after impressions that are more likely to be viewable.

Price optimizer

The price optimization automation dynamically adjusts an ad group's bid price to reach the primary KPI goal.

For example

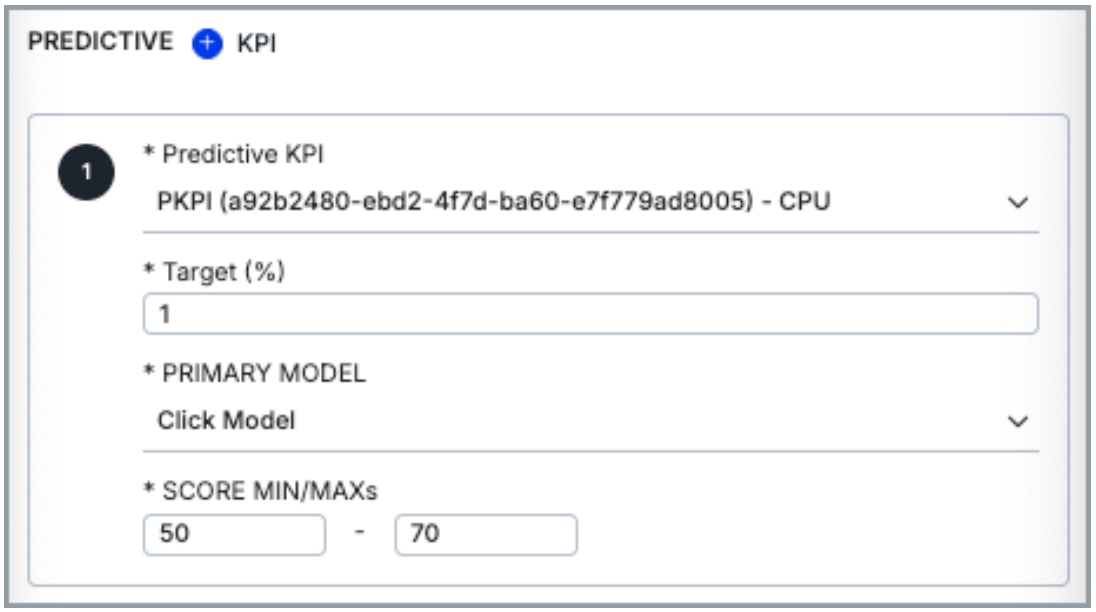
Your primary KPI is viewability and your ad group is not meeting your viewability delivery goal. You set it at 90% or above and it's coming in at 82%. The price optimization automation can raise the bid price to get more viewable, better quality impressions.

Predictive KPIs

A predictive KPI is a metric used to establish and evaluate a goal for an ad group.

Key points to know about predictive KPIs:

- All Ad Manager KPIs are commonly used metrics, and each one is defined by a simple formula. For example, cost-per-click = [total spend]/[clicks]
- Some of the KPIs, like click-through rate, are tailored to specific channels, but most can be applied to all ad group channels.
- KPIs are paired with one or more models to optimize towards the KPI goal (see screenshot below).
- An ad group can have up to three predictive KPIs. The first is the primary KPI and the other two are secondary. The optimizer affect only the primary KPI.

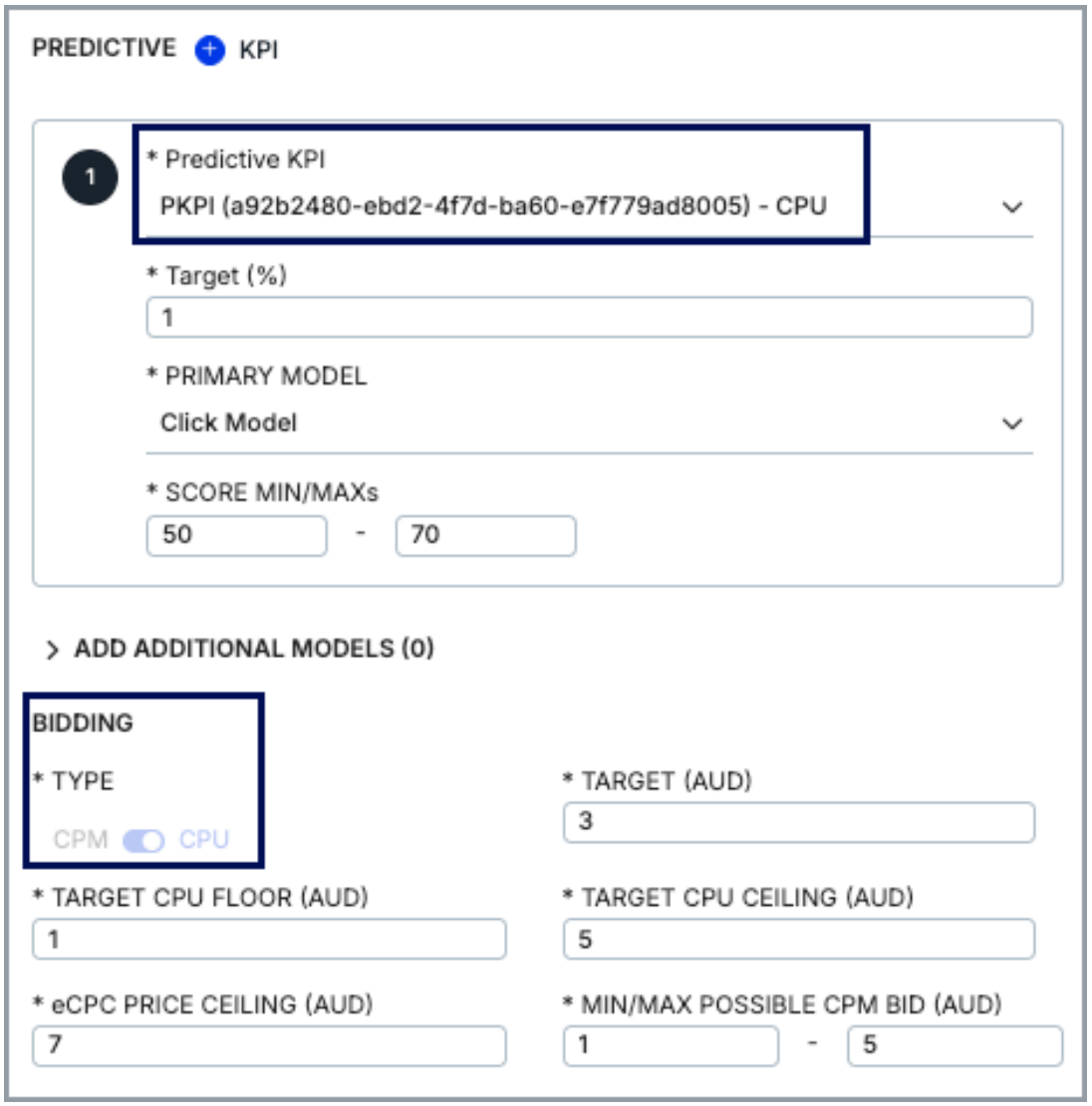


Predictive KPI

Bidding

This is where you'll fine tune your bidding parameters. Bidding settings are contextual based on the predictive KPI you selected:

- If you select a CPM or CPU predictive KPI, the bidding type will automatically match the setting (see screenshot below).
- If you select "Custom or N/A" or "None," you can manually set the bidding type.



Predictive KPI and Bidding type

Bidding type: CPM

CPM represents a fixed bid price that can be adjusted by the optimizer. Here's an overview of the settings related to CPM:

- **CPM Bid** - Price a user is willing to pay for 1,000 impressions.
- **CPM Bid Floor** - Minimum price a user is willing to pay for a thousand impressions. This setting is only required when the price optimizer is enabled.
- **CPM Bid Ceiling** - Maximum price a user is willing to pay for a thousand impressions. This setting is only required when price optimizer is enabled.
- **eCPM, eCPC, or eCPCV Price Ceiling** - Maximum allowable effective pricing unit to ensure spend stays within budget constraints.

Bidding type: CPU

CPU multiplies the target by the model score to determine the bid price.

- **Target** - Desired cost per unit goal when CPC or CPCV optimizer is applied.
- **Target CPU Floor** - Minimum acceptable cost per unit, ensuring bids are competitive while maintaining efficiency.
- **Target CPU Ceiling** - Highest acceptable cost per unit, to prevent overspending on performance goals.
- **eCPM, eCPC, or eCPCV Price Ceiling** - Maximum allowable effective pricing unit to ensure spend stays within budget constraints.
- **Min Possible CPM Bid** - Minimum price a user is willing to pay for 1,000 impressions. This setting is only required when the price optimizer is enabled.
- **Max Possible CPM Bid** - Maximum price a user is willing to pay for 1,000 impressions. This setting is only required when the price optimizer is enabled.

Intraday pacing

The rate at which the platform meters out impression buying/spend throughout the day.

- **Even**: We spread the daily goal evenly across every hour and then every minute of a given day.
- **ASAP**: We try to deliver the daily goal as soon as possible, making the minute goal the daily goal.

Intraday pacing

6.4.6. Frequency caps

A frequency cap limits the number of impressions the platform serves to a user or property. By controlling ad frequency, you can enhance user experience, optimize campaign performance, and prevent wasted ad spend.

How frequency caps are managed

You can set a frequency cap at the **campaign**, **line item**, and **ad group** levels. Each one is independent of the others. However, the frequency cap that hits first will be the one taken into consideration, while maintaining the rest of the frequency caps in case the earlier one gets reset.

For example, you set a cap of 10 per day by IP Address at a campaign level, a cap of 5 per day by Cookie Id at a line item level, and a cap of 2 per hour by the Property at the ad group level. If the ad group level frequency cap hits first, it's the one that will be used across the campaign's flights.

Use frequency caps to optimizing delivery

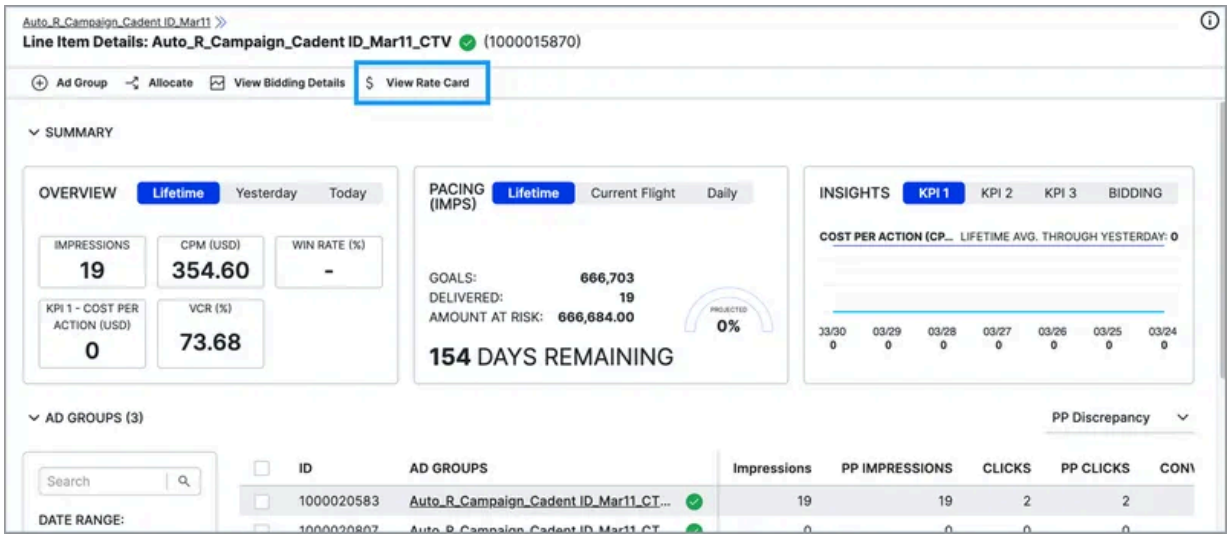
- **Reach:** A lower frequency cap will reduce the number of impressions your line items can bid on. If you find your line item, ad group, or creative isn't delivering the requested impressions, try increasing the frequency cap.
- **Combinations:** You can enable caps at multiple levels of the campaign hierarchy (campaign, line item, and ad group). This allows you to set frequency caps across different timeframes for each level of your campaign.

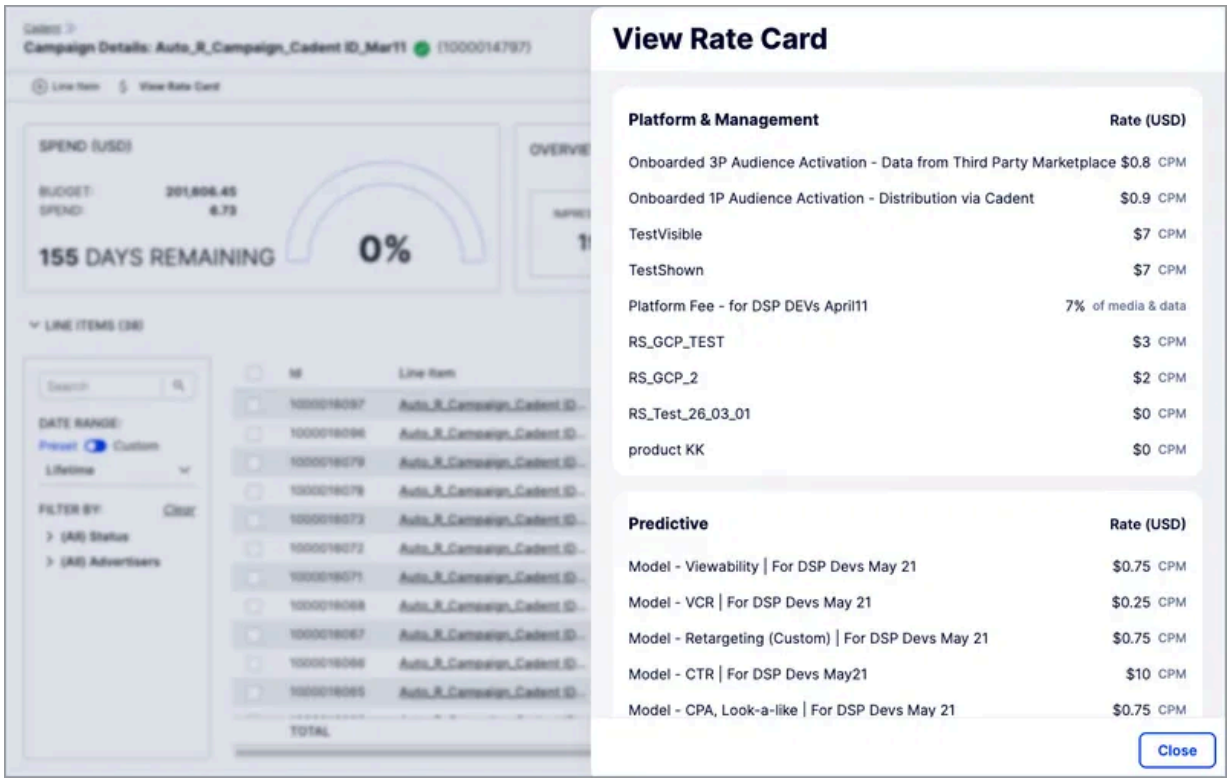
6.4.7. Rate card viewer

The Rate Card Viewer provides quick, transparent access to your rate card.

To access the Rate Card, click **View Rate Card** in one of the following screens:

- Campaign Details
- Line Item Details
- Ad Group Details





6.5. Targeting object configurations

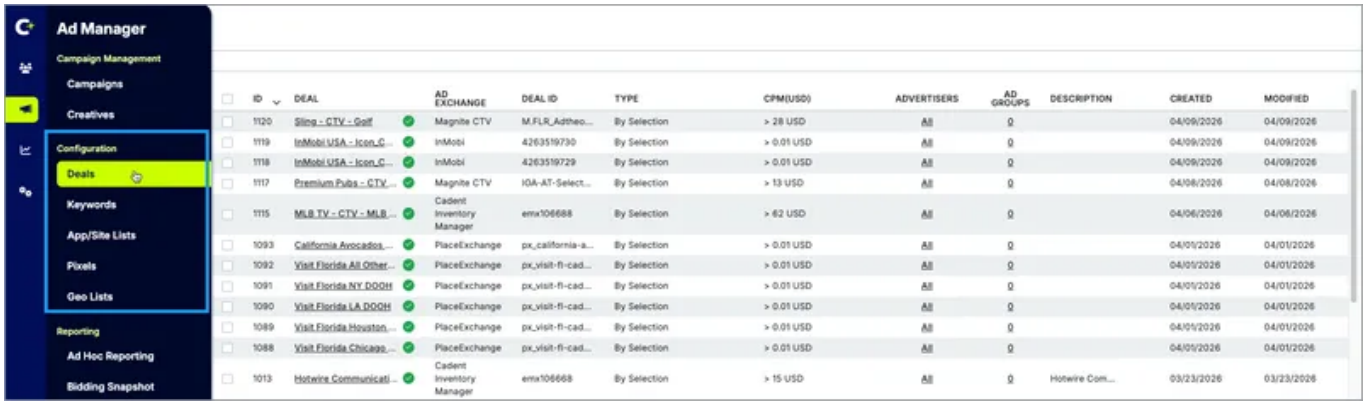
Configuration pages are where you'll set up the following for use in Ad Manager:

Create a Deal

Create a Sites & apps list

Create a Keywords list

Create a Geo list



Configuration options in the left navigation

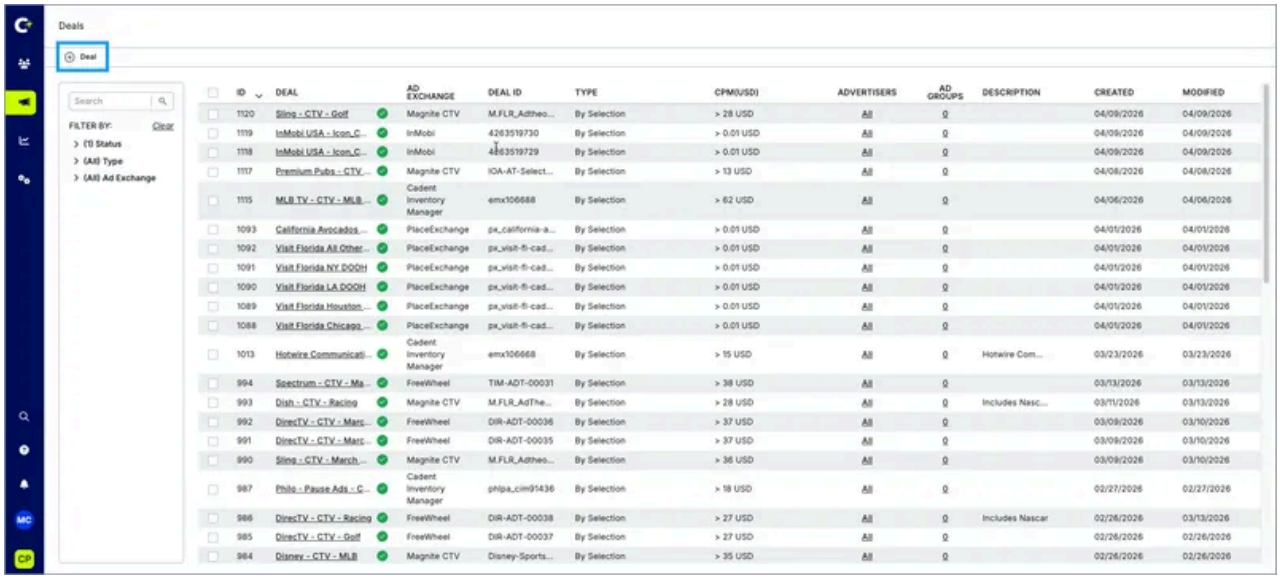
6.5.1. Create a Deal

This article guides yo through the process of creating a new deal. Once configured, your deal will become a selectable option within your campaigns **deal targeting**, enabling you to direct your ads to this exclusive inventory.

Create a deal

Follow these steps to create a deal:

1. In the left navigation, click **Deals** and then **+Deal.** This opens the **Add Deal** panel.



+Deal button is located in the Deals page

2. Enter a **Name** for the deal.

3. Select the **Ad Exchange** this deal correspond to.

4. Enter a Deal ID.

   Note: For PMP deals, the deal ID ensures transaction terms (e.g., price, ad format, targeting criteria, etc.), are met.

5. Enter a CPM and then select the **Floor Type**.

- **= Fixed Floor**: The floor is equal to the CPM you entered.
- **> Fixed Floor**: The floor is greater than the CPM you entered.

6. Select the **Deal Type**.
   - **By Selection**: Lets you to select which ad group(s) this deal applies to.
   - **Universal**: Automatically applies this deal for new ad groups created under your account.
7. Enter a **Description** (optional). This displays in the Deals screen.
8. Select an **Agency** for this deal. Only the agencies associated with your account will appear in this dropdown list.
9. Select the **Advertiser Access**.
   - **All**: Makes this deal available to all advertisers for your selected agency.
   - **Specific**: Let's you select a specific subset of advertisers for your selected agency.
10. Click **Add**. Your deal is now ready. You can access and edit this deal in the Deals screen.

Edit a deal

Follow these steps to edit a deal.

1. Navigate to the **Deals** screen.
2. Search for the deal you want to edit.
3. Click the deal name. This opens the **Edit Deal** slide-out.
4. Make your updates.
5. **Save** the deal.

6.5.2. Create a Sites & apps list

This article guides you through the process of configuring a Site and App list to be used for targeting. Learn more about **Targeting**.

Manually create a sites & apps

Follow these steps to create a site & app list.

1. In the left navigation, click **Site & App List.** This opens the Site & App List page.
2. Click **+Apps & Sites** and select **Manual Entry**. This opens the Add Sites & Apps slide-out.
3. Enter a **Name** for the deal.
4. Select an **Agency**. Only the agency(s) associated with your account will appear in this dropdown list.
5. Select an **Advertiser** and then select the **Type** of list.
    - **Approved**: An approved list is comprised of properties (sites and apps) that a brand/agency want their ads to appear on.
    - **Blocked**: A blocked list is comprised of properties (sites & apps) that a brand/agency don't want their ads to appear. There are a number of reasons to block a property, brand safety being one of the most common.
6. Select whether you want an **Exact Match** or not.
    - **No**: Select no if you want flexibility. For example, if you select no, www.cnn.com will allow/block ads on the entire CNN site.
    - **Yes**: Select yes if you want to run ads only on specific pages. For example, www.cnn.com/weather and www.cnn.com/politics would allow/block ads only on these specific pages of the CNN site.

7. Enter a **Description** for the list you're creating. This displays in the Apps & Sites screen.

8. **Properties** is where you'll list the properties you're approving or blocking. Separate each one with a comma.

   For example: ESPN app,https://weather.com/,https://espn.com/

9. Click **Add**. Your site & app list is now available for targeting in your ad group.

Bulk upload a site/app list

If you have multiple properties to approve or block, we recommend using the bulk uploader.

1. In the left navigation, click **Site & App Lists**.

2. Click **+Apps & Sites** and then select **Bulk Upload**. This opens the Add Sites & Apps slide-out.

3. Download the sample file and save it to your computer.

4. Enter the domains and/or app bundle IDs, and then upload or drag-and-drop the file where indicated.

5. Enter a **Name**.

6. Select an **Agency**.

7. Click **Add**. Your

8. Select an **Advertiser** and then select the **Type** of list.

   - **Approved**: An approved list is comprised of properties (sites and apps) that a brand/agency want their ads to appear on.

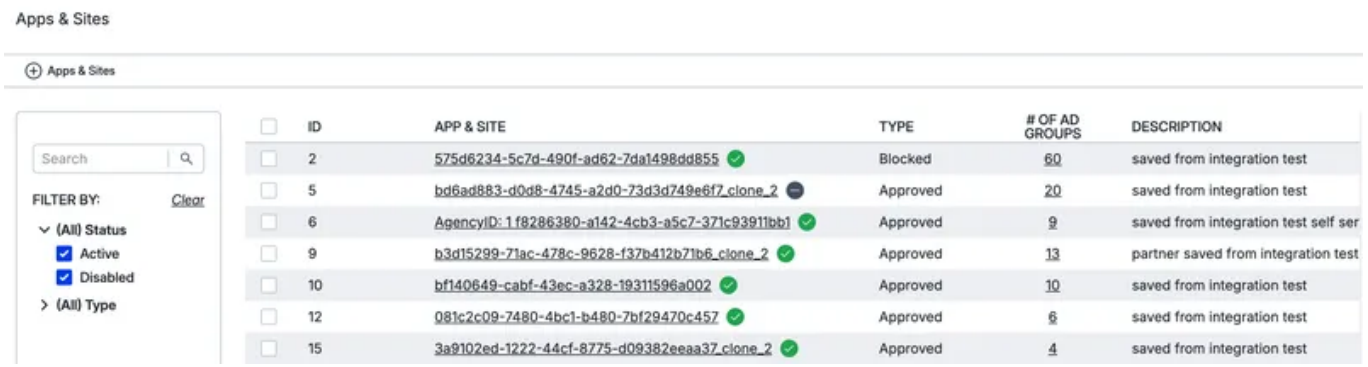
- **Blocked**: A blocked list is comprised of properties (sites & apps) that a brand/agency don't want their ads to appear. There are a number of reasons to block a property, brand safety being one of the most common.

9 Enter a Description. This appears on the Sites & Apps screen.

10 Click **Add**.

Sites & Apps screen

The Apps & Sites lists you create will be stored in the Apps & Sites page. This page displays key information about your lists, such as whether they're active or disabled, blocked or approved, and the number of ad groups each list is being used for.



6.5.3. Create a Keywords list

This article details how to create and manage keywords for targeting. Learn more about Targeting.

About keywords

A Keyword list lets you to target or block sites that contain specific words. This feature only works on website inventory and not app inventory.

- Use the Included Keywords section to target inventory that matches any of your keywords.
- Use the Excluded Keywords section to block inventory that matches any of these keywords.
- You can simultaneously use the Included Keyword function and Excluded Keyword function. If a website happens to match on both a Included Keyword and an Excluded Keyword, the inventory is blocked as the Excluded Keywords section trumps the Included Keywords.

Manually create a keyword list

Follow these steps to create a keyword list.

1. In the left navigation menu, click **Keywords** > click **+Keywords** > select **Manual Entry**. This opens the Add Keywords slide-out.
2. Enter a **Name**.
3. Select the **Type** of list.
    - **Approved**: An approved list is comprised of a site or app's keywords that a brand or agency want their ads to appear on.
    - **Blocked**: A blocked list is comprised of keywords that a brand or agency doesn't want their ads to appear.

4. Select an **Agency**. Only the agencies associated with your account will appear in this dropdown list.

5. Select whether you want an **Exact Match** or not.

    - **No**: Select no if you want flexibility. For example, if you select no, www.cnn.com will allow/block ads on the entire CNN site.
    - **Yes**: Select yes if you want to run ads only on specific pages. For example, www.cnn.com/weather and www.cnn.com/politics would allow/block ads only on these specific pages of the CNN site.

6. Enter a **Description** for the list you're creating. This displays in the Apps & Sites screen.

7. **Properties** is where you'll list the properties you're approving or blocking. Separate each one with a comma.

8. Click **Add**. Your site & app list is now available as a **Site & App list guardrail** in your ad group.

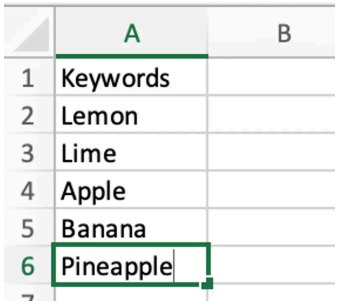
Bulk upload a keyword list

If you have multiple keywords to set up, we recommend using the bulk uploader.

1. In the left navigation, click **Keywords** > click **+Keywords** > select **Bulk Upload**. This opens the **Add Keywords** slide-out.

2. Download the sample file and save it to your computer.

3. Enter the keywords into **column A** that you want to block, and then save the spreadsheet to your computer.



	A	B
1	Keywords	
2	Lemon	
3	Lime	
4	Apple	
5	Banana	
6	Pineapple	

4. Drag-and-drop or upload the keyword spreadsheet. Additional fields will display.

5. Enter a name for this keyword list.

6. Select **Type**.

   - **Approved**: This option will target the words on the keyword list.
   - **Blocked**: This option targets away from the words on the keyword list.

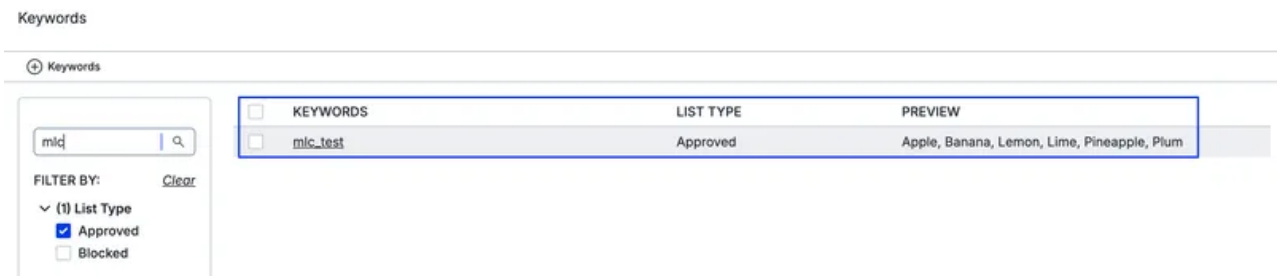
7. Select the **Agency** associated with these words.

8. Choose the **Advertiser Access**:

   - **All**: This option makes this keyword list available to all advertisers associated with the agency you selected in the last step.
   - **Specific**: This option makes the keyword list available only to the advertisers you select.

9. Click **Add**. You can access this list in the Keywords page.

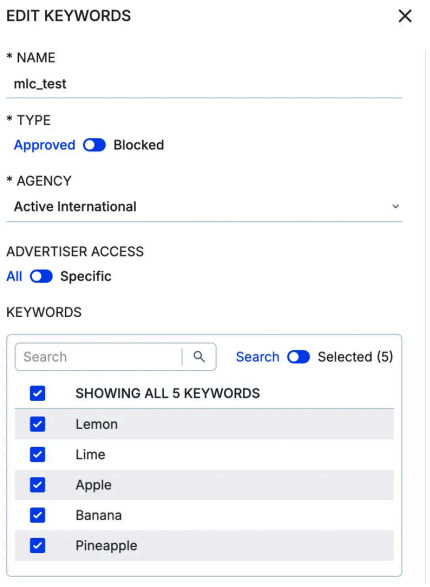
10. Your keyword list will display in the Keywords screen.



Edit a keyword list

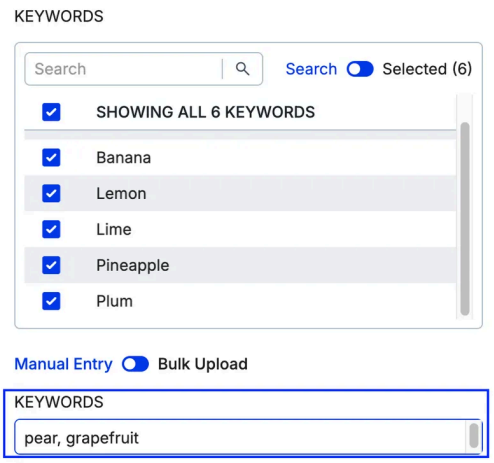
1. Navigate to the **Keywords** screen.

2 Search for the keyword list and click the name. This opens the **Edit Keywords** slide-out.



3 You change the Agency, Advertiser Access, or made edits to the keyword list:

- **Remove keywords**: Uncheck the words you want to remove, and then save the keyword list -or- edit the keyword spreadsheet, resave it to your computer, and upload it again.
- **Add keywords**: Enter the words into the Keyword field (see screenshot below) -or- edit the keyword spreadsheet, resave it to your computer, and upload again.



4 **Save** the Keyword list when you're done editing.

6.5.4. Create Pixels

Overview

A pixel is an invisible snippet of code placed on a site. Its primary job is to monitor user behavior, collect activity data, and then sends that data back to the Cadent platform.

Pixels are also used for campaign performance mapping. At the line item level, if your campaign is using a KPI that's reliant on conversions, then you are required to map at least one conversion pixel to satisfy the KPI requirements. Learn more about **mapping for KPIs**.

Pixel types and hierarchy

Cadent uses three types of pixels to enable performance marketing functionality. Two types have a parent-child hierarchy and is a standalone pixel.

Here's a visual representation of Cadent's pixel hierarchy:

- **Universal Tag**: domain-level tag for example.com
  - **Activity 1**: Tracks visits to example.com/products
  - **Activity 2**: Tracks visits to example.com/checkout
  - **Activity 3**: Tracks visits to example.com/thank-you
- **Action Activity**: Tracks a video play button click on any example.com page

And here's a description of each one:

Pixel type	Role in hierarchy	Description
Universal Tag	Parent	A universal tag is a single JavaScript pixel placed in the site's header or footer to track all page-load events. In order to log data from a universal tag, you must create at least one activity under it.
Activity	Child	An activity gives meaning and utility to the raw data collected by a universal tag. You'll create activities to define specific rules for capturing data from the universal tag. For example, an activity can be set to fire only on specific URLs (like a 'thank you' page) to track conversions.
Action Activity	Standalone	A separate pixel that's not part of the universal tag's parent-child structure. It's used to track specific user actions, such as button clicks, page views, or a custom trigger. A separate action activity is needed for each specific event you want to track.

Universal tags

A universal tag is placed on a digital property to collect all page load events. Note that the universal tag doesn't support actions other than page loads—you'll use **activities** to track other types of events.

Key functions

- **Comprehensive tracking**: The universal tag is designed to fire on every page load, capturing unique information from each page.
- **Sub-activities**: To refine the data collected by the universal tag, you'll create activities and action activities. These allow you to define specific rules for data capture, such as matching exact URLs or using 'contains' and 'excludes' terms.
- **Retargeting**: To log fires from a universal tag and to be able to retarget users, you'll need to create an activity as a sub-activity of the universal tag.

Universal tag modifications

Cadent universal tags can be modified to capture custom variables, like an product SKU or order ID. To do this, you'll configure a custom parameter and a macro (placeholder), which is then sent with the universal tag to capture specific details about a user's interactions. In simpler terms:

- A universal tag tells you simply *that* a user visited a page (e.g., they landed on example.com/product).
- A custom parameter tells you *what they did* or *what they saw* on that page (e.g., placed an order the product they viewed was SKU: 12345, the category: 'footwear', and the price: '99.99').
- This additional data is passed back to the advertising platform in the form of key-value pairs.

Types of custom parameters

Universal tags support two types of custom parameters:

Revenue: This is one of the most important custom parameters for an e-commerce or lead-generation campaign, because it directly enables you to measure your return on ad spend (ROAS). The revenue dynamically replaces the revenue macro with the actual monetary value of a transaction when a conversion occurs. This allows the Cadent platform to know exactly how much that conversion was worth.

Custom variables: You can use up to four custom variables (CVs). A CV's purpose is defined by you and used to capture a specific piece of dynamic data from a site, like product name, order ID, and category.

More about the terms

The terms can be a little bit confusing, so this table clarifies the role each one plays. We're using revenue as the custom parameter in this example, but other custom parameters work the same way.

Term	Role	Example
Custom parameter (key)	It names the data you're sending.	revenue
Custom variable (value)	The dynamic data itself, which lives on the site.	The number 99.99 is stored in the site's code.
Macro	The placeholder that bridges the gap between the parameter and variable.	%%ORDER_TOTAL_MACRO%%
Complete key-value pair	The final piece of information sent by the tag.	revenue: '99.99'

Add a universal tag

Follow these steps to add a universal tag in Ad Manager:

1. In the left navigation, click **Pixel**.
2. Click **+Activity** > **Universal Tag**. This opens the Add Universal Tag slide-out.
3. Select the **Advertiser** you want to associate with this pixel.
4. Enter a **Name**.
5. Enter the **Domain**. This is the domain URL that the universal tag will be placed on.
6. Enter a **Third-party Postback**. This URL is used for additional activity matching. A third-party postback, is a URL used to send information about a conversion event from an advertiser's server directly to a third-party's server, such as an ad network or affiliate platform.
7. Enter **Custom Parameters** (optional). A custom parameter is a space in your activity that allows you to pass in additional variables. You can add one revenue parameter and four custom variables. Learn more about **custom parameters**.

1. Click **+Parameter**.
2. Select a type:
    - **Revenue**: Use this parameters to pass in revenue for a transaction.
    - **Custom (CV_1 - CV_4)**: A custom parameter is an extra variable that you can send along with a universal tag to capture specific details about a user's interaction that aren't available in the page URL alone. Think of it like this:
        - The standard universal tag tells you simply that a user visited a page (e.g., they landed on example.com/product).
        - A custom parameter tells you what they did or what they saw on that page (e.g., the product they viewed was SKU: 12345, the category: 'footwear', and the price: '99.99').
        - This additional data is passed back to the advertising platform in the form of key-value pairs.
3. Enter a **Name**.
4. Enter the **Placeholder Macro Value**: A macros is a system-specific placeholder for a value that will be swapped in at a later point. If you've included a custom variables or the revenue parameter in your activity, you'll need a way to populate it with a value. Marcos are used to capture additional data when a pixel fires, and are unique to the system you are using to place the activities. Before an activity fires, the system replaces the macro with its corresponding value.

8. Click **Add**. The universal tag displays on the Pixels page. To edit this universal tag, click the name.

Activities

An activity what you use to define the universal tag. Without an activity, the universal tag simply collects a large amount of page-load data. The activity is the tool that refines the data, making it organized and actionable.

Sample use case:

Conversion tracking: This is one of the most common activity uses. You can create an activity that fires only on a specific confirmation or thank you page. When a user reaches

this page after making a purchase or filling out a form, the activity logs it as a conversion, allowing you to measure the success of your campaign.

Add an activity

Follow these steps to add an activity. You'll need to create a **universal tag** before you can create an activity.

1. In the left navigation, click **Pixel**.
2. Click **+Activity** > **Activity**. This opens the Add Activity slide-out.
3. Select an **Advertiser**.
4. Select the **Universal Tag** you want to assign this activity to.
5. Enter a unique activity **Name**.
6. Set **Pixel Fires On**:
    - **Some Page Views**:
        - **Equals**: The activity will fire only for the exact URL you enter in the URL field.
        - **Contains/Excludes**:
            - **Contains**: Activity will fire if the URL contains any of the terms you enter in the Contains field.
            - **Exclude**: The activity will not fire if the URL contains any of the terms you enter in the Excludes field.
    - **All Page Views**: Captures all page views on the universal tag's domain.
7. Click **Add**. The activity is available on the Pixels screen. To edit this activity, click the name.

Action activities

An action activity is a standalone pixel designed to track a specific user interaction that does not generate a new page load. For example, tracking a specific action, like a "Buy now" button. The action activity is placed on the specific button HTML to be tracked.

Sample use cases:

Event-Specific Tracking: An action activity can be used to monitor any specific, non-page-load event. For example, you could configure an action activity to fire every time a user clicks a "Play Video" button or adds an item to their shopping cart. This provides granular data on user engagement with specific site features.

Pixel Retargeting: The data captured by an action activity is essential for building retargeting audiences. For example, you can create a segment of all users who triggered the "Add to Cart" action activity but did not trigger the "Purchase Complete" action activity. This allows you to serve targeted ads to users who abandoned their carts.

Action activity modifications

Like a universal tag modification, an action activity can be modified to capture custom variables. Review the **universal tag modifications** section to learn more.

Add an action activity

Follow these steps to add an action activity.

1. In the left navigation, click **Pixels**.
2. Click **+Activity** > **Action Activity**. This opens the Add Action Activity slide-out.
3. Select the **Advertiser** you want to associate with this pixel.
4. Enter a unique **Name**.
5. Enter the **URL** where the action activity will be placed.
6. Select the **Trigger Type**. This is the action that will trigger this activity.
7. Enter a **Third-party Postback**. This URL is used for additional activity matching.

8. Enter **Custom Parameters** (optional). A custom parameter is a space in your activity that allows you to pass in additional variables. You can add one revenue parameter and four custom variables.

    1. Click **+Parameter**.
    2. Select a type:
        - **Revenue**: Use this parameters to pass in revenue for a transaction.
        - **Custom (CV_1 - CV_4)**:
    3. Enter a **Name**.
    4. Enter the **Placeholder Macro Value**: A macros is a system-specific placeholder for a value that will be swapped in at a later point. If you've included a custom variable(s) or the revenue parameter in your activity, you'll need a way to populate it with a value. Marcos are used to capture additional data when a pixel fires, and are unique to the system you are using to place the activities. Before an activity fires, the system will replace the macro with its corresponding value.

9. Click **Add**. The action activity is available on the Pixels screen. To edit this action activity, click the name.

6.5.5. Create a Geo list

Overview

Geo targeting lets you include or exclude specific geographical regions (states, cities, DMAs, and zip codes) and locations (points of interest and coordinates). It's one of the most commonly used forms of targeting, since where a person is located often determines what's relevant to them.

Note: If you do not configure any geo-targeting rules, your campaign will default to targeting the entire United States.

Geo targeting options

Geo targeting supports positive (target) and negative (exclude) targeting. Supported regions include: states, cities, DMAs, and zip codes.

You can add geo targeting three ways:

Manually select regions

1. Click the **Regions** button.
2. In the search bar, search for a country, state, city, DMA, or zip code.
3. Make your selection.
    - For positive targeting: Select the plus button.
    - For negative targeting: Select the circle with a line through it.
4. Click **Save**.

Import an .xlsx file of regions

1. Click the **Regions** button.
2. Download the .xlsx sample file.
3. Follow the instructions when adding DMAs, cities, and zip codes. Save the file to your computer.
4. Click **Import**, and select file you just created.

5. Click **Save**.

Use a saved Geo list

Geo lists are created in the Configuration section of the platform. Go to **geo lists** to learn more.

1. Click the **Regions** button.
2. Click the **Saved Lists** button.
3. In the search bar, search for and select the geo list you want to use. Note that this action will overwrite all other selections you may have made.
4. Click **Save**.

6.6. Creatives

A creative is an image, video, or audio file that's served to the browser, app, or other digital platform of a target audience. Campaigns leverage creatives to capture attention and convert users. Here's an overview of Cadent creatives:

- The Cadent platform supports first- and third-party creatives.
- You can upload a creative individually or in bulk (bulk uploads are currently limited to 3P creatives). Learn more at **Add, bulk upload, and edit creatives**.
- A creative is associated with advertisers and viewed at the account level. All creatives associated with your account are located in the **Creative Library**.
- Depending on the creative type and channel, creatives are available in different formats and sizes. See **Creative specs** to learn more.

> **Important:**
> Cadent participates in AdChoices. This means that a custom Cadent AdChoices icon is placed on all creative types that support it. **Creatives that have AdChoices appended on the ad server side need to have the AdChoices icon actively disabled, otherwise, both icons will be overlaid.**

6.6.1. Creative Library

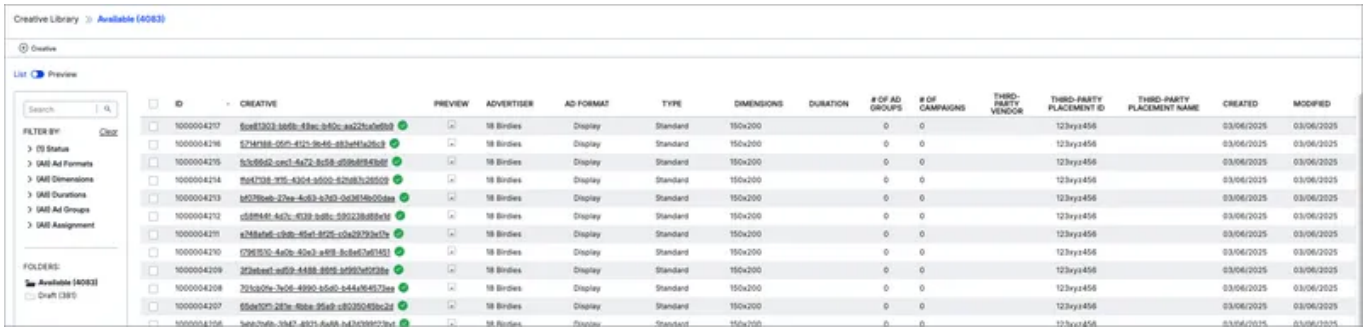
Overview

To access the Creative Library, click **Creatives** in the left navigation.

The Creative Library is where you'll **add**, store, manage, **preview and test**, and **assign** your creatives. Think of it as a digital media hub specifically for your advertising materials. Everything is organized in one place.

Creative Library fields

The table below provides a description of all the fields in the Creative Library.



Creative Library

Field	Description
+Creative	Click +Creative to add a single creative or bulk upload multiple creatives.
Filters	Use the filters to create a custom view.
Folders	Two folders: Available and Draft. When you bulk upload creatives, they go to the draft folder until you approve them. Once approved, they're moved to the Available folder. A creative must be in the Available folder to be assign to a campaign.
ID	System-generated unique creative ID used in reporting and to map a creative to a campaign.
Creative	The name assigned to the creative. Click the name to view, test, and edit the creative.
Preview	Click the preview icon to view, test, and edit a creative.
Advertiser	The advertiser associated with the creative.
Ad format	The ad format is the shape or type of the container that holds your creative content (the image, video, and text). The choice of format dictates where the ad can appear and how a user can interact with it. Ad Manager supports display, video, audio, and native formats.
Type	This is the actual image that goes inside the ad format. For example, a static JPG image, an animated GIF, or a video.
Dimensions	Creative size (width x height) in pixels. Audio creatives will display as 0x0.
Duration	Creative duration. This will only be populated for video and audio creatives.
# of Ad Groups	Number of ad groups the creative is assigned to.

Field	Description
# of Campaigns	Number of campaigns the creatives is assigned to.
Third-party Vendor	Name of the third-party vendor. This is blank for Cadent-hosted creatives.
Third-party Placement ID	The ID found in the third-party ad tag. It's used to map the creative to the third-party ad server for their reporting and/or creative management. This is blank for Cadent-hosted creatives.
Third-party Placement Name	The creative name in the third-party ad server. This is blank for Cadent-hosted creatives.
Created	The date the creative was added.
Modified	The date the creative was last edited. If it hasn't been edited, this will be the same as the created date.

6.6.2. Add, bulk upload, and edit creatives

A creative is the actual ad itself—the finished unit that a user sees, hears, or interacts with. You can bulk upload creatives or add them individually.

- **Add display creatives**
- **Add video creatives**
- **Add audio creatives**
- **Add native creatives**
- **Bulk upload 3P creatives**
- **Approve draft creatives**
- **Edit creatives**

6.6.2.1. Add display creatives

Overview

Display creatives come in various technical formats (e.g., standard banner, interactive banner, and rich media). Supported display file types are .jpg, .png, .gif, and zipped HTML 5 folder. Learn more at **creative specs**.

The steps below guide you through the process of adding a display creative. Creatives can be hosted by Cadent or a third-party ad server.

> If you have multiple third-party hosted creatives, we recommend **bulk uploading**.

Add a Cadent-hosted display creative

1. Select **Creatives** in the left nav to navigate to the Creative Library.
2. In the top nav, select **+Creative** then **Display**. This opens the Add Display Creative slide-out form.
3. From the dropdown, select the **Advertiser** associated with this creative.
4. Select the Creative Type .
5. Add a creative file. Supported file types are .jpg, .png, .gif, and zipped HTML folder.
    1. Drag-and-drop or upload the creative file.
    2. The **Creative Name** is auto-populated from the creative file. This is editable.
    3. The **Width** x **Height** is auto-populated from the creative file. This is editable.
    4. If the creative relies on mobile gestures for interactivity—like swiping or tapping—set MRAID to Yes.
    5. If the creative is expandable, set **Creative Expands** to Yes.
6. Enter a valid, secure Clickthrough URL.

7. If you have a Third-party placement ID, enter it here.

8. To add a tracking tag(s):

    1. Click **+Tracking Tag**.
    2. Click **Tracking Tag**.
    3. Paste your tracking snippet into the **Tag** field.
    4. The **Markup Type** is auto-detected from the from the tracking tag. JS tags and 1×1 image tags are supported for display creatives.
    5. Select the **Environment** in which you want to track.
    6. Repeat these steps to add additional tracking tags.

9. Click **Add**.

    You can preview, edit, and test this creative in the **Creative Library**.

Add a 3P-hosted display creative

1. Select **Creatives** in the left nav to navigate to the Creatives Library.

2. In the top nav, select **+Creative** then **Display**. This opens the Add Display Creative slide-out form.

3. Select the **Advertiser** associated with this creative.

4. Click **Third-Party Hosted**.

5. Select the Creative Type from the dropdown list.

6. Add the creative ad tag:

    1. Paste the ad tag into the **Ad Tag** field.
    2. Enter a **Creative Name**.
    3. Enter the **Width** x **Height** in pixels.

4. If your creative relies on mobile gestures for interactivity—like swiping or tapping—set MRAID to Yes.
5. If the creative is expandable set **Creative Expands** to Yes.

7. Enter a valid, secure **Click-through URL**.

8. If you have a Third-party placement ID, enter it here.

9. To add a tracking tag(s):

    1. Click **+ Tracking Tag**.
    2. Click **Tracking Tag**.
    3. Paste the tracking snippet into the **Tag** field.
    4. The **Markup Type** is auto-detected from the from the tracking tag. JS tags and 1×1 image tags are supported for display creatives.
    5. Select the **Environment** in which you want to track (all, app only, site only).
    6. Repeat these steps to add additional tracking tags.

10. Click **Add**.

    You can preview, edit, and test this creative in the **Creative Library**.

6.6.2.2. Add video creatives

Cadent Ad Manager supports multiple video creative formats (e.g., online video, interactive video, native video) Learn more at **creative specs**.

The steps below guide you through the process of adding a video creative. Creatives can be hosted by Cadent or a third-party ad server.

> If you have multiple third-party hosted creatives, we recommend **bulk uploading**.

Add a Cadent-hosted video creative

1. Select **Creatives** in the left nav to navigate to the **Creative Library**.
2. In the top nav, select **+Creative** > **Video**. This opens the **Add Video Creative** slide-out form.
3. Select the **Advertiser** associated with this creative.
4. Click **Cadent Hosted**.
5. Select the Creative Type from the dropdown list.
6. Add a creative file:
    1. Drag-and-drop or upload your creative. Supported file type is .mp4.
    2. The **Creative Name** auto-populates from the creative file. This is editable.
    3. The **Width** x **Height** (in pixels) auto-populates from the file. This is editable.
    4. **Vertical Video** auto-populates from the file.
    5. **Duration (seconds)** auto-populates from the file.
    6. Duration, Bitrate(min) and (max), and MIMEtype auto-populate from the creative file.
    7. Enter a valid, secure Clickthrough URL.

8. If you have a Third-party placement ID, enter it here.

7. To add a companion ad, set Companion ad to Yes.
    1. Upload or drag-and-drop the companion ad creative. Supported file types are jpg, png, and gif.
    2. The companion ad **Width** x **Height** auto-populates from the creative file.
    3. Enter the companion ad's **Clickthrough URL**.
8. To add a tracking tag:
    1. Click **+Tracking Tag.**
    2. Select one of the following:
        - **Tracking Tag**: Add a generic video tracking tag.
        - **Video Tracking Tag:** Select which video event to apply a tracking tag to (start, midpoint, first quartile, third quartile, complete, mute, unmute, pause, resume, full screen, or companion impression).
        - **All Video Tracking Tag**: Adds all available video event tracking tags.
    3. Paste the tracking snippet into the **Tag** field.
    4. The Markup type auto-populates from the tag. 1×1 image tags are supported for video creatives.
    5. Select the **Environment** in which you want to track (all, app only, site only).
    6. Repeat these steps to configure additional tracking tags.
9. Click **Add**.

    You can preview, edit, and test this creative in the **Creative Library**.

Add a Third-party hosted video creative

1. Select **Creatives** in the left nav to navigate to the **Creatives Library**.
2. In the Creatives Library, select **+ Creative** > **Video** in the top nav. This opens the **Add Video Creative** slide-out.
3. Select **Third-party Hosted**.

4. Select the Creative Type from the dropdown list.

5. Add a creative VAST tag URL:

    1. Paste a valid VAST tag URL into the field.
    2. Enter a **Creative Name**.
    3. Enter the creative **Width** x **Height** in pixels.
    4. If your creative relies on mobile gestures for interactivity - like swiping or tapping - set Requires VPAID to On.
    5. **Vertical Video** is auto-detect based on the width x height.
    6. Duration, Bitrate(min) and (max), and MIMEtype auto-populate from the creative file.
    7. If you have Third-party placement ID, enter it here.

6. To add a companion ad, set Companion ad to On.

    1. Upload or drag-and-drop the companion ad creative. Supported file types are jpg, png, and gif.
    2. The companion ad **Width** x **Height** (in pixels) is auto-populated from the creative file.
    3. Enter the companion ad's **Clickthrough URL**.

7. To configure a tracking tag:

    1. Click **+Tracking** and select one of the following:
        - **Tracking Tag**: Add a generic video tracking tag.
        - **Video Tracking Tag:** Select which video event to apply a tracking tag to (start, midpoint, first quartile, third quartile, complete, mute, unmute, pause, resume, full screen, or companion impression).
        - **All Video Tracking Tag**: Adds all available video event tracking tags.
    2. Paste the tracking snippet into the **Tag** field.
    3. The Markup type is auto-populated from the tag. 1×1 image tags are supported for video creatives.
    4. Select the **Environment** in which you want to track (all, app only, site only).

5. Repeat these steps to configure additional tracking tags.

8 Click **Add**.

You can preview, edit, and test this creative in the **Creative Library**.

6.6.2.3. Add audio creatives

An audio creative is delivered entirely through sound. It's the digital-first evolution of traditional radio commercials, designed for platforms like music streaming services and podcasts. Learn more at **creative specs**.

The steps below guide you through the process of adding an audio creative. Creatives can be hosted by Cadent or a third-party ad server.

> If you have multiple third-party hosted creatives, we recommend **bulk uploading**.

Add a Cadent-hosted audio creative

Follow these steps to add an AdTheorent hosted creative.

1. Select **Creatives** in the left nav to navigate to the Creatives Library.
2. In the Creatives Library, select **+ Creative** then **Audio** in the top nav. This opens the Add Audio Creative slide-out.
3. Select the **Advertiser** associated with this creative.
4. Click **Cadent Hosted**.
5. Select the Creative Type from the dropdown list.
6. Add a creative file:
    1. Drag-and-drop or upload your creative file. Supported file types are .mp3, .ogg, and .wav.
    2. The **Creative Name** auto-populates from the creative file. This is editable.
    3. Duration, Bitrate(min) and (max), and MIMEtype auto-populate from the creative file.
    4. Enter a valid, secure Clickthrough URL.

5. If you have a Third-party placement ID, enter it here.

7. To add a Companion ad.

    1. Set **Companion Ad** to Yes.
    2. Drag-and-drop or upload the companion ad creative file. Supported file types are .jpg, .png, and .gif.
    3. The **Width** x **Height** are auto-populated from the creative file.
    4. Enter a valid, secure **Clickthrough URL**.

8. To add a tracking tag:

    1. Click **+Tracking Tag**.
    2. Select one of the following:
        - Tracking Tag: Configure a generic tracking tag.
        - Audio Tracking Tag: Select which audio event to apply a tracking tag to (start, midpoint, complete, or companion impression).
        - All Audio Tracking Tags: Configure all available audio event tracking tags.
    3. Paste the tracking snippet into the **Tag** field.
    4. The **Markup Type** auto-populates from the tag. 1×1 image tags are supported for audio creatives.
    5. Select the **Environment** in which you want to track (all, app only, site only).
    6. Repeat these steps to configure additional tracking tag.

9. Click **Add**.

    You can preview, edit, and test this creative in the **Creative Library**.

Add third-party hosted audio creatives

1. Select **Creatives** in the left nav to navigate to the Creatives Library.

2. In the Creatives Library, select **+ Creative** then **Audio** in the top nav. This opens the **Add Audio Creative** slide-out.

3. Select the **Advertiser** associated with this creative.
4. Click **Third-party Hosted**.
5. Select the Creative Type .
6. Add a VAST Tag URL:
    1. Paste a secure audio VAST tag URL into the field.
    2. Enter a **Creative Name**.
    3. Duration, Bitrate(min) and (max), and MIMEtype auto-populate from the tag.
    4. Enter a Clickthrough URL.
    5. If you have a Third-party placement ID enter it here.
7. To add a companion ad:
    1. Toggle Companion ad to Yes.
    2. Drag-and-drop or upload the companion ad creative file. Supported file types are .jpg, .png, and .gif.
    3. The **Width** x **Height** auto-populate from the creative file.
    4. Enter a **Clickthrough URL**.
8. To configure a tracking tag:
    1. Click **+Tracking Tag**.
    2. Select one of the following:
        - **Tracking Tag**: Configure a non-audio tracking tag.
        - **Audio Tracking Tag**: Select which audio event to apply a tracking tag to (start, midpoint, complete, or companion impression).
        - **All Audio Tracking Tags**: Enables all available audio tracking tags.
    3. Paste the tracking snippet into the **Tag** field.
    4. The **Markup Type** auto-populates from the tag. 1×1 image tags are supported for audio creatives
    5. Select the **Environment** in which you want to track (all, app only, site only).

6. Repeat these steps to configure additional tracking tags.

9 Click **Add**.

You can preview, edit, and test this creative in the **Creative Library**.

6.6.2.4. Add native creatives

Native creatives are designed to match the look, feel, and function of the content in which it appears. They differ from other creative types because, instead of providing a single, pre-made image file, you'll provide a set of creative assets. The publisher's platform then assembles these assets to create an ad that looks native to its own unique layout.

Native ads can incorporate display and video creatives. Supported display file types are .jpg, and .png. And the supported video file type is .mp4 or VAST tag. Learn more at **creative specs**.

The steps below guide you through the process of adding a native creative. Native campaigns support display and video creatives.

Add a native display creative

1. Select **Creatives** in the left nav to navigate to the Creatives Library.
2. Select **+ Creative** then **Native** in the top nav. This opens the **Add Native Creative** slide-out form.
3. Select the **Advertiser** associated with this creative.
4. Click **Display**.
5. Select the Creative Type .
6. Add a main image:
    1. Drag-and-drop or upload the **Main Image**. JPG and PNG files are supported.
    2. The creative **Width** x **Height** is auto-populated from the main image file.
7. To add a logo image:
    1. Click **+Logo**.
    2. Drag-and-drop or upload the logo image. JPG and PNG files are supported.

3. The logo image **Width** x **Height** is auto-detected from the logo file.

8. The **Creative Name** is auto-populated from the main image file. This is editable.

9. Enter a **Headline**. Max 25 characters.

10. Enter a **Caption**. Max 90 characters.

11. Enter the **Call to Action**. Max 15 characters.

12. Enter the **Sponsored Text**. Max 25 characters.

13. Enter a Clickthrough URL.

14. If you have a Third-party placement ID, enter it here.

15. To add a tracking tag(s):

    1. Click **+ Tracking Tag**.
    2. Click **Tracking Tag**.
    3. Paste the tracking tag into the **Tag** field.
    4. The Markup type auto-populates from the tag. JS tags and 1×1 image tags are supported for native display creatives.
    5. Select the **Environment** (all, app only, site only) in which you want to track.
    6. Repeat these steps to add more tracking tags.

16. Click **Add**.

    You can preview, edit, and test this creative in the **Creative Library**

Add a native video creative

1. Select **Creatives** in the left nav to navigate to the **Creatives Library**.

2. Select **+ Creative** then **Native** in the top nav. This opens the **Add Native Creative** slide-out form.

3. Select the **Advertiser** associated with this creative.

4. Click **Video**.

5. Select the Creative Type .

6. Add a **Video** creative:

    1. Select the **Source** of the video creative (file upload or ad tag).
        - For **File Upload**: Drag-and-drop or upload the video image file. MP4 files and VAST tags are supported.
        - For **Ad Tag**: Paste the **VAST Tag URL** into the field.
    2. The **Duration (seconds)** auto-populates from the video creative file/ad tag.

7. Add a **Poster Image**:

    1. Drag-and-drop or upload the poster image. JPG and PNG files are supported.
    2. The **Width** x **Height** auto-populates from the poster image file.

8. To add a logo, click **+Logo**.

    1. Drag-and-drop or upload the **Logo** image. JPG, JPEG, and PNG files are supported.
    2. The creative **Width** x **Height** auto-populates from the logo file.

9. The **Creative Name** auto-populates from the video file. This is editable.

10. Enter a **Headline**. Max 25 characters.

11. Enter a **Caption**. Max 90 characters.

12. Enter a **Call to Action**. Max 15 characters.

13 Enter a **Sponsored Text**. Max 25 characters.

14 Enter a Clickthrough URL.

15 If you have a Third-party placement ID, enter it here.

16 To add tracking tags:

Click **+Tracking Tag.**

1. Paste the tracking snippet into the **Tag** field.
2. The Markup type auto-populates from the tag. 1×1 image tags are supported for native video creatives.
3. Select the **Environment** in which you want to track (all, app only, site only).
4. Repeat these steps to configure additional tracking tags.

17 Click **Add**.

You can preview, edit, and test this creative in the **Creative Library**.

6.6.2.5. Bulk upload 3P creatives

Overview

If you have multiple 3P creatives, bulk uploading can be more efficient than adding one at a time. Some key points:

- Ad Manager supports Cadent templates or Google tag sheets.
- Bulk uploaded creatives are saved in a draft folder in the Creative Library until you approve them, giving you an opportunity to make final edits.
- You can also **update a clickthrough URL** before moving creatives from the draft folder to the available folder.
- When you're ready, you can **approve draft creatives**. Once approved, creatives are moved to the Available folder and can be assigned to an ad group.

View bulk upload articles

- **Bulk upload with a 3P Cadent template**
- **Bulk upload 3P creatives with a Google tag sheet**
- **Clearing errors and editing draft creatives**

6.6.2.5.1. Bulk upload with a 3P Cadent template

The bulk upload feature allows you to save time by uploading multiple creatives at once. Currently, bulk upload is supported for third-party (3P) hosted creatives.

You can use a **Cadent template** or **Google tag sheet** to bulk upload your display creatives.

The general process for bulk uploading creatives involved downloading a template, filling it out with your creative details, and then uploading it into Ad Manager. It's important to download a new template for every agency you have access too. Available creative type options will be updated based on agency permissions.

Display creatives

1. Select **Creatives** in the left nav to go to navigate to the **Creative Library**.
2. In the top menu, select **+Creative** then **Bulk Upload**. This opens the Add Bulk Creatives slide-out form.
3. Select the **Advertiser** associated with this creative.
4. Click **Third-party Hosted**.
5. Select **Cadent Template**. Supported file type is .xlsx.
6. Download the sample file. Refer to the **table below** when entering creative details in the sample file.
7. Upload or drag-and-drop your completed file.
8. Click **Add**. If there are any errors in the file you just uploaded, you'll receive a detailed error message to assist you in resolving them.

> Creatives are stored in the **Draft** folder in the Creative Library until you approve them. See **Approve draft creatives**.

Display columns in the Cadent template

The Cadent template includes the following columns. For optional columns, you can leave rows blank if they're not needed.

Column name	Required or optional	Description
Creative type	required	From the dropdown list, select the option that best matches the type of creative you're uploading.
Creative name	required	Enter a creative name.
Ad tag or unique creative ID	required	Enter an ad tag or unique creative ID. An ad tag is a snippet of code that's placed on a webpage, to define exactly where and what ad will be displayed.
Ad tag dimensions	required	If the dimension is not in the dropdown, input as width x height in pixels.
Clickthrough URL	required	Enter the webpage you want users directed to when they click your ad.
MRAID required?	optional	If your creative relies on mobile gestures for interactivity—like swiping or tapping—select Yes from the dropdown list. Otherwise, select No.
Third-party placement ID	optional	This ID is found in the third-party ad tag or third-party tracking tag. It's used to map the creative to the third-party ad server.
Third-party tracking tag 1	optional	You can enter up to three tracking tags (see columns J and L). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 1	required when using tracking tag 1	Select All, App, or Site from the dropdown list.

Column name	Required or optional	Description
Third-party tracking tag 2	optional	You can enter up to three tracking tags (see columns H and L). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 2	required when using tracking tag 2	Select All, App, or Site from the dropdown list.
Third-party tracking tag 3	optional	You can enter up to three tracking tags (see columns H and J). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 3	required when using tracking tag 3	Select All, App, or Site from the dropdown list.
Ad group IDs for assignment	optional	Enter ad group IDs for creative assignment. When entering multiple ID, separate each one with a comma.

Video creatives

1. Select **Creatives** in the left nav to go to the Creative Library.

2. In the top nav, select **+Creative** then **Bulk Upload**. This opens the Add Bulk Creative slide-out form.

3. Select the **Advertiser** associated with this creative.
4. Click **Third-party Hosted**.
5. Select **Cadent Template**. Supported file type: .xlsx.
6. Download the sample file. Refer to the table below when entering creative details in the sample file. Then save it to your desktop.
7. Upload or drag-and-drop your file.
8. Click **Add**. Creatives are stored in the **Draft** folder in the Creative Library until you approve them. See **Approve draft creatives**.

Video columns in the Cadent template

The Cadent template includes the column headers in this table. For optional columns, you can leave rows blank if they're not needed.

Column name	Required or optional	Description
Creative Type	required	From the dropdown list, select the option that best matches the type of creative you're uploading.
Creative name	required	Enter a creative name.
VAST tag	required	Enter a VAST tag. A VAST (Video Ad Serving Template) is a URL (or XML snippet) that tells a video player where to fetch an ad from and how to track it.
VPAID	required if your creative relies on mobile gestures	If your creative relies on mobile gestures for interactivity—like swiping or tapping—select Yes from the dropdown list. Otherwise, select No.
Third-party ID	optional	This ID is found in the third-party ad tag or third-party tracking tag. It's used to map the creative to the third-party ad server.
Third-party tracking tag 1	optional	You can enter up to three tracking tags (see columns H and J). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 1	optional	Select All, App, or Site from the dropdown list.
Third-party tracking tag 2	optional	You can enter up to three tracking tags (see columns F and J). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for	optional	Select All, App, or Site from the dropdown list.

Column name	Required or optional	Description
tracking tag 2		
Third-party tracking tag 3	optional	You can enter up to three tracking tags (see columns F and H). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 3	optional	Select All, App, or Site from the dropdown list.
Start tracking tag	optional	Add a third-party tracker (1×1).
First quartile tracking tag	optional	Add a third-party tracker (1×1).
Midpoint tracking tag	optional	Add a third-party tracker (1×1).
Third quartile tracking tag	optional	Add a third-party tracker (1×1).
Complete tracking tag	optional	Add a third-party tracker (1×1).
Pause tracking tag	optional	Add a third-party tracker (1×1).

Column name	Required or optional	Description
Resume tracking tag	optional	Add a third-party tracker (1×1).
Mute tracking tag	optional	Add a third-party tracker (1×1).
Unmute tracking tag	optional	Add a third-party tracker (1×1).
Fullscreen tracking tag	optional	Add a third-party tracker (1×1).
Ad group IDs for assignment	optional	Enter ad group IDs for creative assignment. When entering multiple ID, separate each one with a comma.

Audio creatives

1. Select **Creatives** in the left nav to go to the Creative Library.
2. In the top nav, select **+Creative** then **Bulk Upload**. This opens the Add Bulk Creative slide-out form.
3. Select the **Advertiser** associated with this creative.
4. Click **Third-party Hosted**.
5. Select **Cadent Template**. Supported file type: .xlsx.

6. Download the sample file. Refer to the table below when entering creative details in the sample file. Then save it to your desktop.

7. Upload or drag-and-drop your file.

8. Click **Add**. Creatives are stored in the **Draft** folder in the Creative Library until you approve them. See **Approve draft creatives**.

Audio columns in the Cadent template

The Cadent template includes the column headers in this table. For optional columns, you can leave rows blank if they're not needed.

Column name	Required or optional	Description
Creative Type	required	From the dropdown list, select the option that best matches the type of creative you're uploading.
Creative name	required	Enter a creative name.
VAST tag URL	required	Enter a VAST tag. A VAST (Video Ad Serving Template) is a URL that tells a video player where to fetch an ad from and how to track it.
Clickthrough URL	required	Enter the web page you want users directed to when they click your ad.
Third-party ID	optional	This ID is found in the third-party ad tag or third-party tracking tag. It's used to map the creative to the third-party ad server.
Third-party tracking tag 1	optional	You can enter up to three tracking tags (see columns H and J). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 1	optional	Select All, App, or Site from the dropdown list.
Third-party tracking tag 2	optional	You can enter up to three tracking tags (see columns F and J). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 2	optional	Select All, App, or Site from the dropdown list.

Column name	Required or optional	Description
Third-party tracking tag 3	optional	You can enter up to three tracking tags (see columns F and H). A tracking tag is a piece of HTML or JS code that's placed on a web page to track visitor activity for reporting and attribution purposes.
Environment for tracking tag 3	optional	Select All, App, or Site from the dropdown list.
Start tracking tag	optional	Add a third-party tracker (1×1).
Midpoint tracking tag	optional	Add a third-party tracker (1×1).
Complete tracking tag	optional	Add a third-party tracker (1×1).
Ad group IDs for assignment	optional	Enter ad group IDs for creative assignment. When entering multiple ID, separate each one with a comma.

6.6.2.5.2. Bulk upload 3P creatives with a Google tag sheet

The bulk upload feature allows you to save time by uploading multiple creatives at once. Currently, bulk uploading is supported for third-party (3P) hosted creatives.

A Google tag sheet is a file that's exported from Google Campaign Manager (GCM) and used to collect, organize, and hand off third-party ad tags and other creative specs for campaign trafficking. Follow the steps belore to upload 3P creatives with a Google tag sheet.

> Required Google tag sheet columns:
>
> - Placement ID
> - Placement compatibility
> - Dimensions
> - JavaScript tag

1. Select **Creatives** in the left nav to go to the Creative Library.
2. In the top nav, select **+Creative** then **Bulk Upload**. This opens the Add Bulk Creative slide-out form.
3. Select the **Advertiser** associated with this creative.
4. Click **Third-party Hosted**.
5. Select **Google Tag Sheet**. Supported files types: .xlsx and .xls
6. Upload or drag-and-drop your file.
7. Click **Add**. Creatives are stored in the **Draft** folder in the Creative Library until you approve them. See **Approve draft creatives**.

6.6.2.5.3. Clearing errors and editing draft creatives

Clear a draft creative error

Errors sometime occur when you bulk upload creatives (see screenshot below). If this happens, follow these steps to clear the errors.

1. Select **Creatives** in the left nav to go to the Creative Library.
2. Click the **Draft** folder. An error is indicated with a red circle next to the creative name. You can hover over the error alert for quick error details.
3. Click the creative name. This opens the **Edit Creative Information** slide-out.
4. Error details are displayed at the top of the slide-out.
5. Once you've resolved the error, click **Save**.

Edit a draft creative

1. Select **Creatives** in the left nav to go to the Creative Library.
2. Click the **Draft** folder.
3. Click the creative name.
4. Make edits.

5 Click **Save**.

6.6.2.6. Approve draft creatives

Overview

Draft creatives are creatives that have been **uploaded in bulk**. When you bulk upload creatives, errors sometimes occur (e.g., a missing field or an invalid ad tag). Errors need to be cleared before you can approve a creative. Once approved, a creative is ready to be **assigned to an ad group**.

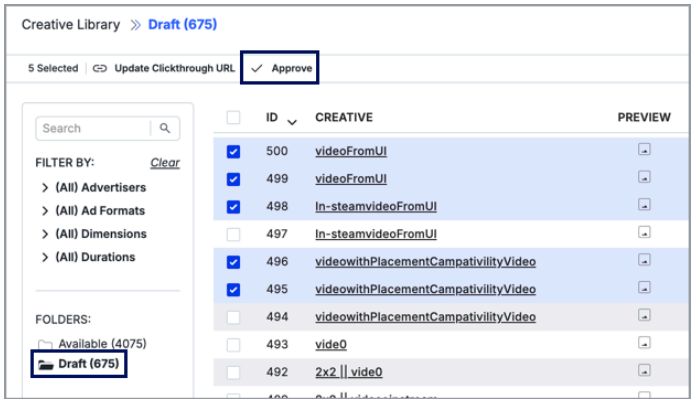
Approve draft creatives

Follow these steps to approve draft creatives. A draft creative must be error-free before you can approve it.

1. Click **Creatives** in the left nav to go to the Creative Library.

2. Click the **Draft** folder.

3. Search for and select the creatives you want to approve. Once you do this, the **Approve** option will display (see the screenshot below).



4. Click **Approve**. This moves the creatives to the Available folder, and they are now ready to be assigned to an ad group.

6.6.2.7. Edit creatives

Follow these steps to edit a creative:

1. Navigate to the Creative Library.
2. Click the name of the creative you want to edit. This opens the **Edit Creative Information** slide-out.
3. **Save** the changes when you're done editing.

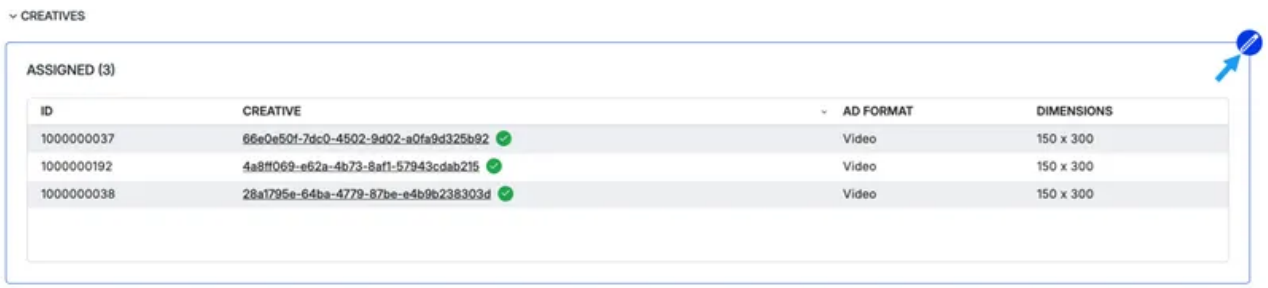
6.6.3. Assign a creative

There are two ways to assign a creative to an ad group. You can do it in the Creative Library or the Ad Group Details page.

Assign a creative in Ad Group Details

Creatives are assigned at the ad group level.

1. Navigate to the **Ad Group Details** page.
2. Click **Assign Creatives**. This opens the Edit Assignment panel.
3. Select **Available**.
4. Select the creative.
5. Save your selection. All creatives assigned to this ad group will be displayed in the Ad Group Details page.
6. To assign additional creatives or remove selected creatives, hover and click the edit icon (see below)



Assign a creative in Creative Library

You can assign one creative or perform a bulk assignment.

1. Navigate to the **Creative Library**.

2. Click the **Available** folder. You can only assign Available creatives.
3. Select the creative(s) you want to assign. This displays the Assign button display in the action menu.
4. Click **Assign**.

6.6.4. Preview and test a creative

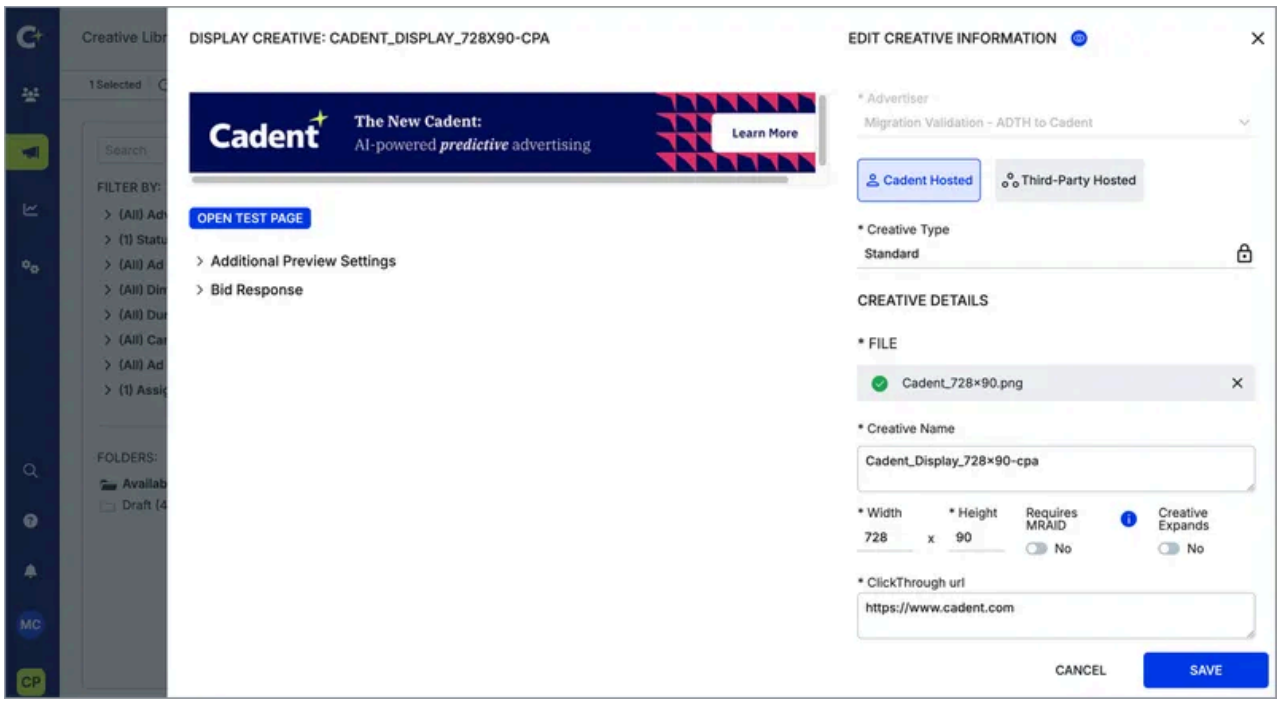
Previewing and testing a creative is an important quality control step to ensure the creative renders and functions correctly before it goes live.

Preview and test a creative

Follow these steps to preview and test a creative:

1. In the left navigation, click **Creatives**.

2. Click the creative name you want to preview. This opens the Preview and **Edit Creative Information** panel.



Preview and Edit Creative Information panel

3. Click **Open Test Page**. This opens the preview and bid response page.

> **Note**: You can copy the preview and bid response page URL and share it with others, even if they don't have platform access.

4. Here, you can:

- Click the creative preview to test the click-through URL
- View the bid response.

Preview creative and bid response

Actual render dimensions for a creative

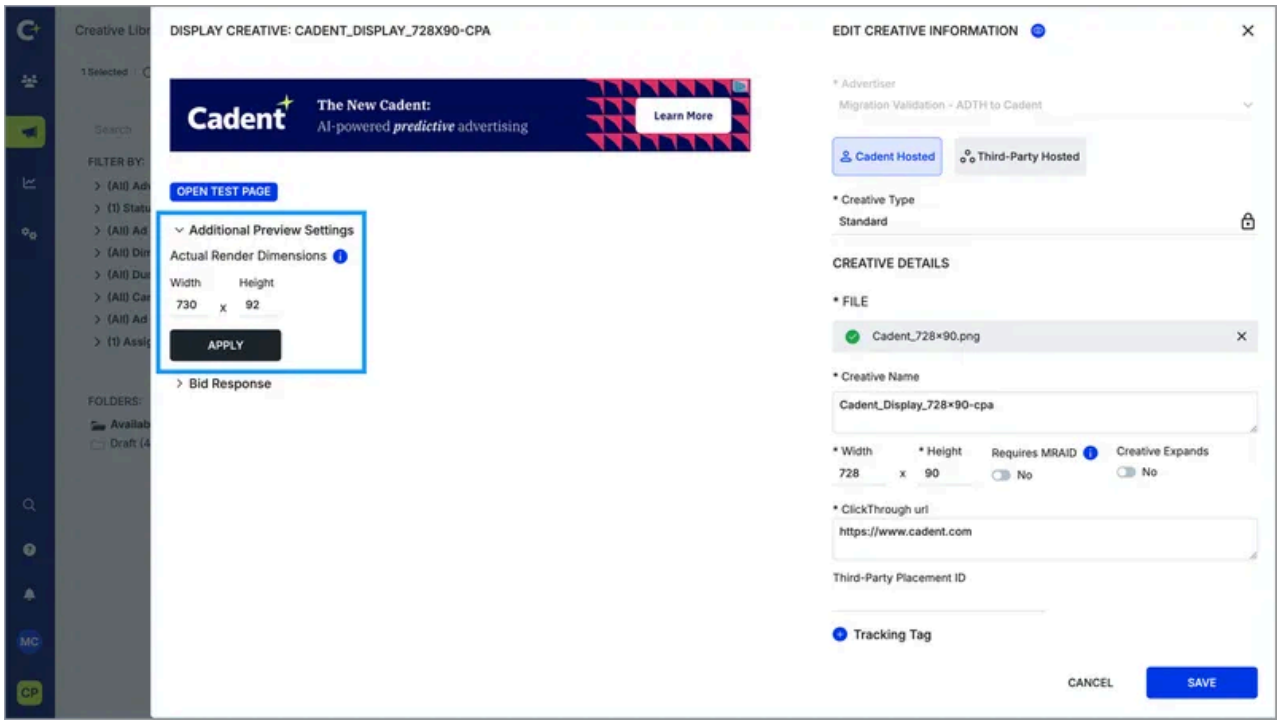
Sometimes trafficking requirements are different than an actual creative size, so we've added the ability to preview a creative using the actual render dimensions.

For example: Company A has a creative that renders at 375×150, but they have to bid at 320×50.

To change the actual render dimensions:

1. Navigate to the Creative Library.
2. Click the creative name you want to preview. This opens the Edit Creative Information panel.
3. Click **Additional Preview Settings**.

4 Enter the **Actual Render Dimensions** in pixels.



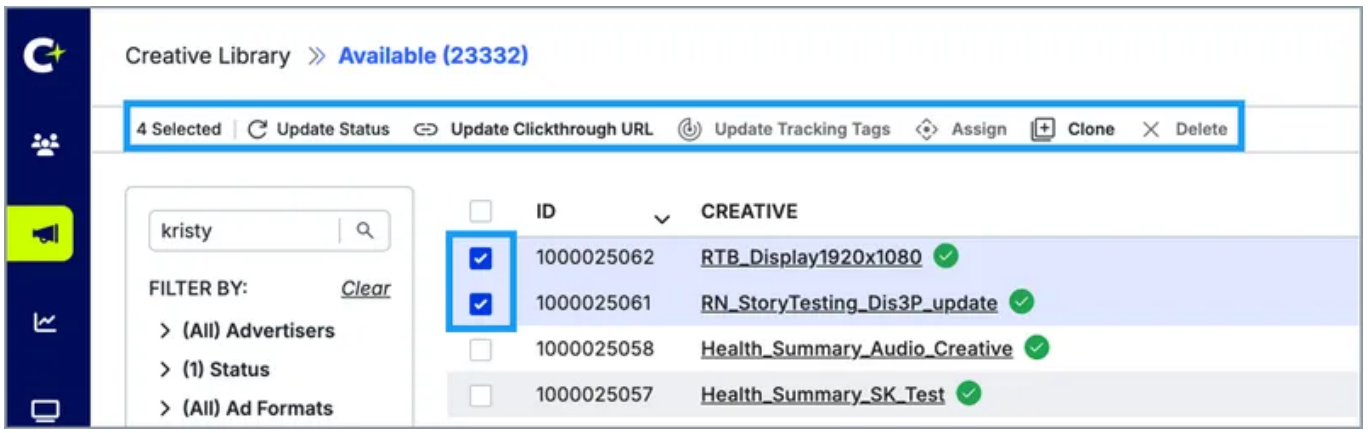
Actual Render Dimensions setting

5 Click **Apply**. The image preview will resize to the dimensions you entered.

6.6.5. Creative bulk actions

Creative bulk actions let you apply the same update to multiple creatives at one. Bulk actions save time and help keep campaigns consistent.

- Update creative status
- Update clickthrough URL
- Update tracking tags
- Assign creatives
- Clone creatives
- Delete creatives
- Approve draft creatives



Creative bulk actions menu

6.6.5.1. Update creative status

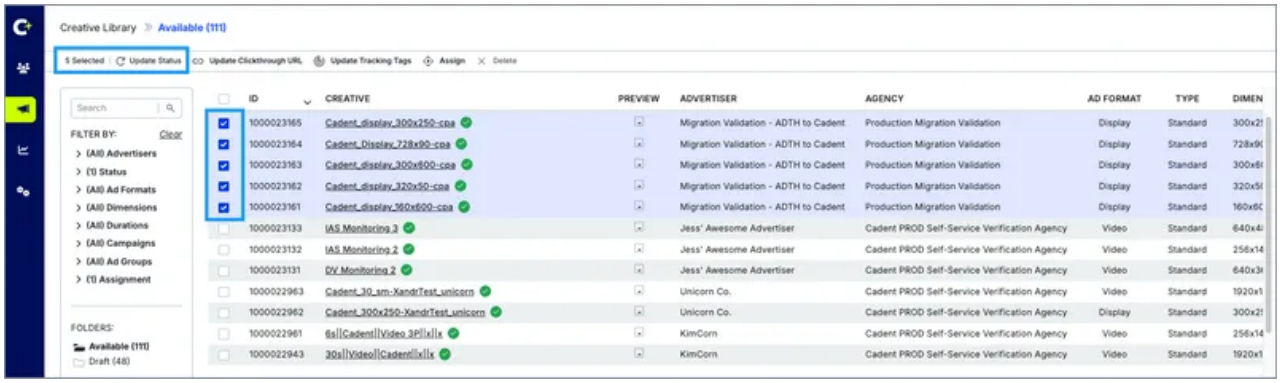
There are two creative statuses: active and inactive (see table below). The status determines whether a creative is able to be served to users. It also helps you keep your creative library organized.

Status	Description
Active	This status means a creative is either assigned to an ad group or available to be assigned to an ad group.
Inactive	This status means a creative is temporarily stopped from being served. You would use this status to pause a specific creative without deactivating the entire campaign.

Update creative status

Follow these steps to update creative status.

1. Select **Creatives** in the left nav to go to the Creative Library.
2. Select the creatives you want to update the status to. This displays the actions menu.
3. When you do this, **Update Status** is displayed in the actions menu.



Select creatives to display actions menu

4. Click **Update Status** and select Active or Inactive.

6.6.5.2. Update clickthrough URL

Overview

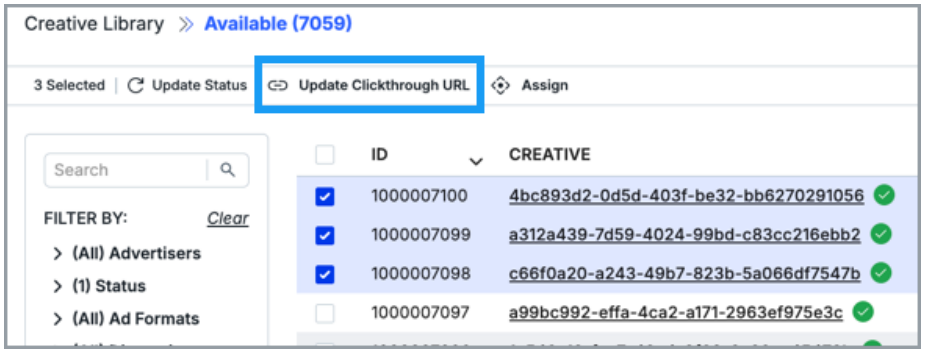
A clickthrough URL is the destination that a user is sent to when they click an advertisement. This article details how to update a clickthrough URL on multiple creatives at once.

Update clickthrough URL

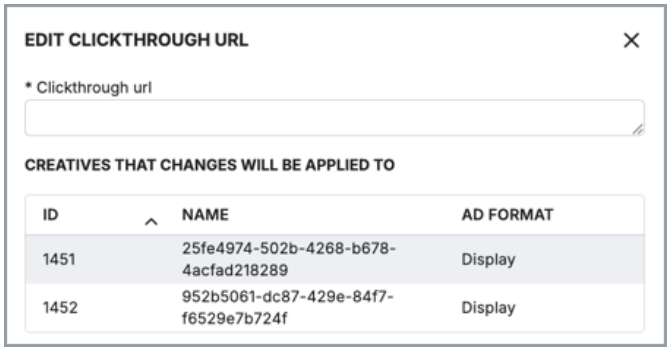
Follow these steps to update a clickthrough URL to multiple creatives.

1. Select **Creatives** in the left nav to go to the Creative Library.

2. Select the creatives you want to assign a clickthrough URL to. When you do this, **Update Clickthrough URL** is displayed in the menu.



3. Click **Update Clickthrough URL**.This opens the Edit Clickthrough URL slide-out.



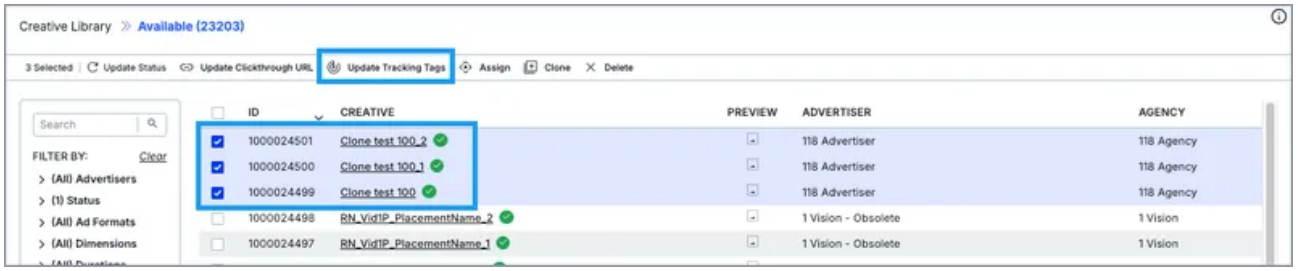
4. Add a clickthrough URL.

5 Click **Save**.

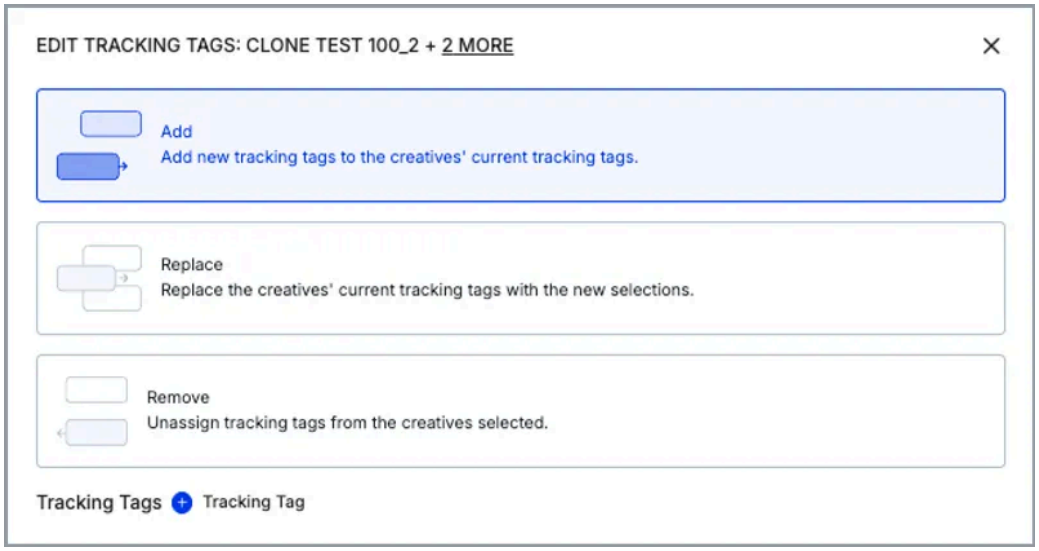
6.6.5.3. Update tracking tags

To bulk update tracking tags:

1. Go to the **Creative Library**.
2. Select the creatives and click **Update Tracking Tags**. This opens the **Edit Tracking Tags** slide-out.



3. Here, you can add new tracking tags, replace the existing tracking tags, or remove tracking tags from the creative.



6.6.5.4. Assign a creative to an ad group

You can assign a creative to an ad group from the **Creative Library** or within an **Ad Group**.

The most flexible way to assign creatives is from the Creative Library. This allows you to assign one or more creatives to multiple ad groups at once.

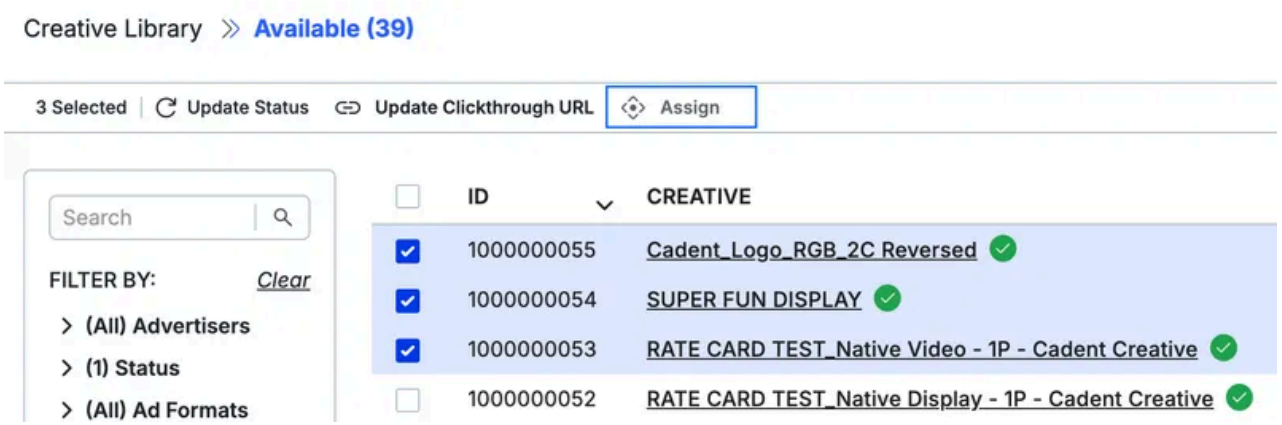
Assign in the Creative Library

Follow these steps to assign a creative to an ad group from the Creative Library.

> **Before you begin**:
>
> - In order to assign a creative to an ad group, the creative must be in the Available folder in the Creative Library.
> - To bulk assign creatives, all creatives must share the same advertiser and ad format.

1. Select **Creatives** in the left navigation to go to the **Creative Library**.

2. Select the creative(s) you want to assign to an ad group. When you do this the Assign button appears in the menu.



3. Click **Assign**. This opens the Edit Assignment slide-out.

4. Select the campaign(s) you want to assign these creatives to.

Assign a creative in an Ad Group

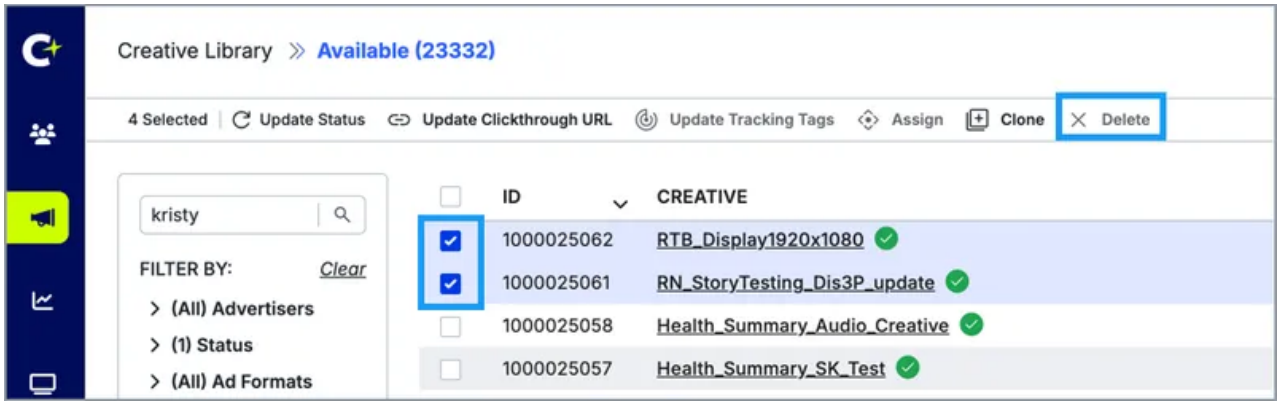
Creatives are assigned at the ad group level.

1. Navigate to the **Ad Group Details** view.
2. Click **Assign Creatives**. This opens the Edit Assignment slide-out. You can also open this tile by clicking the edit pencil icon on the creative tile (see screenshot below).
3. Select **Available**.
4. Select the creative.
5. Save your selection. All creatives assigned to this ad group will be displayed in the Ad Group Details view.
6. To assign additional creatives or remove selected creatives, hover and click the edit icon (see below)

6.6.5.5. Delete creatives

Follow these steps to delete creatives:

1. Select one or more creatives.
2. Click **Delete**.



Deleting creatives

6.6.6. Creative macros

A creative macro is a snippet of code that acts as a placeholder within the ad tag. The macro is is dynamically replaced with a value when the ad is displayed. For example, a macro might be used to insert:

- A click-tracking URL to record when a user clicks on the ad.
- A timestamp to record when the ad was shown.

Using the click-tracking URL macro [CLICKURL] as an example:

When an ad is about to be displayed to a user, the ad server would replace [CLICK_URL] with a unique URL that tracks the click for that specific ad impression.

> **Before you begin:**
>
> - All macros are case sensitive.
> - The macros below have been categorized for use in specific purposes.
> - If the value for the macro is not available for replacement, it will be replaced with an empty string.

Rich media macros

Rich media macros are used for rich media creatives, which refers to interactive or advanced ad formats that go beyond static banners or simple videos. These might include:

- Expandable ads
- Interactive videos
- Ads that respond to user input (scroll, swipe, click)

These macros are available for the entire markup.

Macro	Macro is replaced by
Click URL: [CLICKURL]	a system-generated click URL when the markup is rendered.
Encoded click URL [ENCODEDCLICKURL]	A URL encoded, system-generated click URL when the markup is rendered.
Redirect URL: [REDIRECTURL]	Encoded destination URL entered when a creative is assigned to a campaign. This is intended to be appended to the click URL as a redirect query string parameter. When appended, the system records the click when the click URL is accessed, then redirect to the URL in the redirect query string without performing any lookups. If the redirect query string is not present in the click URL, the destination URL assigned to the creative is looked up in the database and then the user is redirected.
Unique creative ID: [UNIQUECREATIVEID]	The value entered into the creative ID field on the media provider markup page. It corresponds to the unique creative ID in the creative setup.
Channel ID: [CHANNELID]	The value entered into the placement ID field on the creative page.

Video macros

A video macro is a placeholder used inside a VAST (Video Ad Serving Template) tag.

The following macro is available for video markup only.

Macro	Macro is replaced by
Video duration: [DURATION]	The duration value from the video asset associated with the creative. The output is in seconds. For example, an output of 30 = 30 second video.

Markup macros without logic

A markup macro without logic is a simple placeholder that automatically pulls in data when an ad loads. It doesn't decide *how* or *when* to change content, it just inserts the specified value.

These macros are available for the entire markup.

Macro	Macro is replaced by
AdTheorent ID: [ADTHEORENTID]	The AdTheorent device ID from the bid request.
Click ID: [CLICKID]	A system-generated Req_Ad_ID when the markup is generated.
Advertiser ID: [ADVERTISERID]	A system-generated advertiser ID.
Advertiser name: [ADVERTISERNAME]	The advertiser name that was selected for the response.
Campaign ID: [CAMPAIGNID]	The campaign ID that was selected for the response.
Campaign name: [CAMPAIGNNAME]	The campaign name which was selected for the response.
Line item ID: [LINEITEMID]	A system-generated line item ID.
Line item name: [LINEITEMNAME]	The line item name that was selected for the response.
Ad group ID: [STRATEGYID]	The ad group ID that was selected for the response.
Ad group name: [STRATEGYNAME]	The ad group name from platform.
Creative ID: [CREATIVEID]	The creative ID that was selected for the response.
Creative name: [CREATIVENAME]	The creative name from platform.
Creative height: [CREATIVEHEIGHT]	The creative height selected for the response.
Creative width: [CREATIVEWIDTH]	The creative width selected for the response.
IAB category: [IABCAT]	The accepted IAB categories in the bid request.

Macro	Macro is replaced by
Encoded IAB delimiter: [ENCIABCAT]	The accepted IAB categories in the bid request with encoded pipe delimiters.
Latitude: [LATITUDE]	The latitude value (if exists) from the bid request.
Longitude: [LONGITUDE]	The longitude value (if exists) from the bid request.
Zip code: [ZIPCODE]	The zip code value (if exists) from the bid request.
Ad exchange: [ADEXCHANGE]	The name of the Ad Exchange this request came from.
Publisher ID: [PUBLISHERID]	The publisher ID coming in from the request.
Media ID: [MEDIAID]	The website ID of the property (per the exchange).
DMA: [DMA]	The geographic DMA value from the bid request.
State: [STATE]	The geographic state value from the bid request.
City: [CITY]	The geographic city value from the Bid Request.
Property ID: [PROPERTYID]	The property ID that gets augmented to the request after the lookup.
Property name: [PROPERTYNAME]	The property name that gets augmented for app requests—it's replaced by the domain for site requests.
Encoded page URL: [ENCODEDPAGEURL]	The encoded media page URL in the bid request.
Do not track: [DNT]	The DNT field in the bid request—0 if the field is not available in the bid request.
Device carrier: [DCARRIER]	The user's device carrier in the bid request.
Device model: [DMODEL]	The user's device model in the bid request.
Device OS: [DOS]	The user's device operating system in the bid request.

Macro	Macro is replaced by
Device type: [DEVICETYPE]	The device type (integer value) in the bid request.
Preference: [PREFERENCE]	The bid request's NewSiteApp MediaType name (site, app, all, none, invalid).
User agent: [USERAGENT]	The bid request's user agent—commas are replaced with pipes.
Raw user agent: [RAWUSERAGENT]	The bid request's user agent—as is from the bid request, no replacement.
Unix time: [UNIXTIME]	The current timestamp in unix format. This is the time at which the macro itself is replaced.
SKAdNetwork campaign ID: [SKADCAMPAIGNID]	The final two digits of the ad group ID from platform. This is the same value used for campaign_id in the SKAdNetwork bid responses.
App bundle ID: [APPBUNDLE]	The app bundle ID (mediaBundle) in the bid request.
3rd party ad ID (placement ID): [3PADID]	The 3P ad ID that's associated with the creative selected for the response.
Temperature: [TEMPERATURE]	The temperature augmented from the weather service based on the zip code.
Cookie ID: [COOKIEID]	The cookie from the bid request. If the cookie is empty, this macro is replaced by an empty string.
User cookie: [USERCOOKIE]	• If a cookie is available, use that. • If a cookie is not available, replace it with [ADTHEORENTID].
Pollen: [POLLEN]	The pollen value augmented from the weather service based on the zip code.
Deal ID: [DEALID]	The deal ID that will be sent in the bid response.

Markup macros with logic

A markup macro with logic adds conditions to a placeholder—letting you tell the ad *when* and *how* to show certain content.

The following macros are available for the entire markup.

Macro	Macro is replaced by
IDFA: [IDFA]	• If the AdTheorentIDCode = 'idfa', this macro is replaced by [ADTHEORENTID] • If AdTheorentIDCode != 'idfa', this macro will be replaced with an empty string.
Upper IDFA: [UPPERIDFA]	• If the AdTheorentIDCode = 'idfa', then AdTheorentID is in uppercase. • If AdTheorentIDCode != 'idfa', this macro will be replaced with an empty string.
IP address: [IPADDRESS]	The IP address value from the ID request for all the ad exchanges except ADX.
Operating system: [OS]	• DeviceOS if the values are either 'ios' or 'android'. • For the rest, it gets replaced with empty string.
Inventory ID: [INVENTORYID]	• If mediaBundle is not empty, the macro populates with mediaBundle. • If pageDomain is not empty, the macro populates with pageDomain. • If mediaDomain is not empty, the macro populates with mediaDomain. • Not populated in all other cases.
Ad platform: [KOCHAVA_AD_PLATFORM]	This is leveraged by Kochava links for probabilistic attribution. • in_app (for in-app inventory) • m_web (for mobile web inventory) • web (for desktop inventory) • Not populated in all other cases.
Apple iOS app tracking transparency (ATT) user authorization: [IOSATT_AUTHORIZATION]	• 0 ATT tracking *not* authorized = 0, 1, or 2 in bid request Object: BidRequest.device.ext • 1 ATT tracking authorized field = 3 in bid request Object: BidRequest.device.ext); • Not populated in all other cases.

Macro	Macro is replaced by
Apple iOS app tracking transparency compatibility: [IOSATTS]	• 0 in the [IOSATTS] field = 0 in the bid request Object: BidRequest.device.ext • 1 in the [IOSATTS] field = 1 in bid request Object: BidRequest.device.ext • 2 in the [IOSATTS] field = 2 in bid request Object: BidRequest.device.ext • 3 in the [IOSATTS] field = 3 in bid request Object: BidRequest.device.ext • Not populated in all other cases
Product catalog: [CATALOG]	The value from the product catalog creative field on the creative. This value represents the product catalog key to a product catalog in the product database. This macro is used in product creatives to alert which catalog is being served.
Product catalog products: [PRODUCTS]	The matched product catalog comma delimited product_key values. When passing retargeting on a product catalog pixel, the matched retargeting identifier is used to find the last viewed products. Only the products found that match the above [CATALOG] will be returned.

6.6.7. Creative specs

Overview

Creative specs are the set of rules and technical requirements that an ad must meet to run on a particular website, app, or ad network. Creative specs ensure that the advertising ecosystem runs smoothly for publishers, advertisers, and users.

General content guidelines

- Secure all image/tracker/vendor tags (SSL-compliant)
- Ad must not mimic system alerts or windows
- Disclaimers required for promotional offers
- No auto-redirects or auto-clicks
- Content must not include illegal, violent, discriminatory, profane, or infringing material
- Ads with light or transparent backgrounds must have visible borders

6.6.7.1. Creative best practices

Below are some creative best practices focused on image and copy. They will help ensure your native ads live up to their full potential and reach the appropriate audience.

General content guidelines

- Secure all image/tracker/vendor tags (SSL-compliant)
- Ad must not mimic system alerts or windows
- Disclaimers required for promotional offers
- No auto-redirects or auto-clicks
- Content must not include illegal, violent, discriminatory, profane, or infringing material
- Ads with light/transparent backgrounds must have visible borders

Images

Main image focal points

Make sure the focal point of the image is as centered as possible. If there are multiple focal points, make sure there's ample spacing and the focal points are not at the edges of the image. This will ensure key elements are not cropped out.

The larger the logo image, the better

Provide the largest image possible (under 2MB) to fit the maximum number of placements. An image should be a JPG, JPEG, or PNG file.

Image type

Lifestyle images outperform infographics and standalone product images. The recommendation is to use images that show the product.

Image text

Text on images can get cropped out when the images are dynamically resized and cropped to fit placements. We recommend keeping images free of text and limiting the text to the headline and body copy.

If text is absolutely needed, center it as much as possible. It's important to leave ample room on all four sides to ensure that the text is not cut off.

Logo on Images

Only one logo version is required, but we recommend providing both light and dark logo versions as PNG files. The appropriate logo color will be chosen depending on the background color of the image.

General image tips

- Use photos of real people vs. models
- Use photos reflecting emotion vs. stock type pictures
- Highlight the experience vs. product-only shots
- Use high-res shots with eye-catching colors vs. low-quality or stretched photos
- Avoid photos that are too busy and not contextually relevant

Copy

Headlines

The headline must be 25 characters or fewer—this includes spaces and punctuation.

Drive traffic to your article with attention grabbing headlines. Here are some examples:

- **Listicles** - List out what the user will be reading.
  - Example: Five Things to Do in NY Now!
- **Declaratives** - Resource-focused messaging.
  - Example: Best Guide for Exploring
- **Curiosity Gap** - Posing question and teasing content.
  - Example: Ready for Primary Care?
- **How To** - Guidance with tips, tricks and general advice.

    - Example: Choose the Right Doctor

Description copy

Description copy must be 90 characters or Less—this includes spaces and punctuation.

- Headline and body copy should be able to stand on their own and form a cohesive message. Copy should be relevant to the image.
- Custom copy with a clear call-to-action outperforms generic copy.

6.6.7.2. Digital out-of-home (DOOH)

Static DOOH

Format: .JPG, .PNG
Max Size: 750KB

Animated DOOH

Format: .MP4
Length: Recommended 15s or less
Max Size: 5MB

Creative best practices

Copy Length: Keep it short. For longer dwell-time venues, under 250 characters

Font Size: Minimum 9px for large formats

Font Style: Use sans-serif fonts

Color: Use darker backgrounds; text should meet WCAG 2.0 contrast ratio standards — at least 4.5:1 (AA), ideally 7:1 (AAA)

Images: Use simple visuals for roadside/elevated screens; detailed visuals are fine for street-level screens

6.6.7.3. Native: display and video

Native Banners

Image

Minimum Size: 500×500 pixels

Recommended Size: 1200×1200 pixels

File Type: JPEG or PNG

File Size: Under 2MB

Logo

Minimum Size: 300×300 pixels

File Type: JPEG/transparent PNG

Headline: < 30 Characters

AdTheorent Best Practice: < 25 Characters

Caption: < 200 Characters

Click-Through URL

3rd Party Trackers (optional): 1×1 image tag, must be secure (https://)

Native Video

- **Video File**: MP4 (via VAST), ≤5MB, ≤2 min
- **Poster Image**: 300×300 to 1200×1200, JPEG ≤1MB

6.6.7.4. Advanced native

Carousel and scroll units

- **Images**: 500×500 to 1200×627, JPG/PNG
- **Carousel**: 3–10 images; Scroll: 2–5 images
- **Headline**: ≤ 30 chars
- **Caption**: ≤ 200 chars
- **Logo**: 300×300+, JPG/PNG
- **Landing Page URL**: Unique per image (optional)

Window and pharma ISI units

- **Image**: Min 500×800 (Window) or 300×300 (Pharma)
- **ISI Format**: Plain text or HTML (no CSS/JS)
- **Logo**: 300×300+, JPG/PNG
- **3rd Party Trackers**: Secure 1×1 only

Cinemagraph unit

Follow the same specs as **standard native video**. And follow this spec:

- Animated GIF, ≤8MB, text-free

6.6.7.5. Interactive display (rich media)
Interactive display (rich media)

Max page weight

- Smartphone: 200K
- Tablet: 300K
- Desktop: 200K (1MB for Billboard)

Expandable ad Sizes

- Unexpanded: 728×90 (Alt: 728×315) → Expanded: 728×250
- Unexpanded: 300×250 (Retina: 600×500) → Expanded:
- Unexpanded: 160×600 (Retina: 320×1200)→ Expanded:
- Unexpanded: 300×600 (Retina: 600×1200)→ Expanded:

Device	Unexpanded Size	Expanded Size
Smartphone Image Resolution: 72 dpi Max Page Weight: 200K	320×50 Unexpanded (640×100 for retina quality)	384×615 Expanded & Interstitial | 768×1230 for retina quality
Smartphone	300×250 (optional) Unexpanded | 600×500 for retina quality	
Tablet	Image Resolution: 72 dpi | Max Page Weight: 300K	728×90 Unexpanded | 640×100 for retina quality
Tablet	Image Resolution: 72 dpi | Max Page Weight: 300K	300×250 (optional) Unexpanded | 600×500 for retina quality
Tablet	Image Resolution: 72 dpi | Max Page Weight: 300K	800×1145 Expanded & Interstitial | 1600×2290 for retina quality
Desktop	Image Resolution: 72 dpi | Max Page Weight: 200K (1MB for Billboard)	728×90 Unexpanded | 728×250 Expanded (Alternate: 728×315)
Desktop	Image Resolution: 72 dpi | Max Page Weight: 200K (1MB for Billboard)	300×250 Unexpanded | 728×250 Expanded (Alternate: 600×250)
Desktop	Image Resolution: 72 dpi | Max Page Weight: 200K (1MB for Billboard)	160×600 (optional) Unexpanded | 600×600 (optional) Expanded
Desktop	Image Resolution: 72 dpi | Max Page Weight: 200K (1MB for Billboard)	Billboard 970×250
Desktop	Image Resolution: 72 dpi | Max Page Weight: 200K (1MB for Billboard)	Fixed 300×600

Non-expanding (interactive banners)

Smartphone:

- 320×50
- 300×250
- 384×615

Tablet:

- 728×90
- 300×250
- 800×1145

Desktop:

- 970×250 (Billboard)
- 728×90
- 300×250
- 160×600
- 300×600

Interstitial sizes

Smartphone

- 340×480 (Retina: 640×960)
- 728×90 (Retina: 1456×180)

Tablet:

- 768×1024 (Retina: 1536×2048)
- 1024×768 (Retina: 2048×1536)

6.6.7.6. Video

Online video (OLV), outstream, and instream video

Format: .MP4
Length: 6s, 15s, 30s, 45s, 60s, 90s, 120s
Aspect Ratio: 4:3, 3:4, 16:9, 9:16
Max Size: 200MB
Preferred Dimensions: 1920×1080
Third-Party Tagging: VAST, VPAID
Additional Files: .srt for Closed Captions

Vertical video with end card

Format: .MP4
Aspect Ratio: 9:16
Length: 30s or less
Static Card: JPEG/PNG
Interactive Card: PSD + assets (logo, copy, CTA, fonts, URLs, etc.)

Interactive instream video

- Same as In-stream specs (see below for reference), with 72 dpi and VPAID-only tagging
- Submit layered PSD files

Format: .MP4
Length: 6s, 15s, 30s, 45s, 60s, 90s, 120s
Aspect Ratio: 4:3, 3:4, 16:9, 9:16
Max Size: 200MB
Preferred Dimensions: 1920×1080
Third-Party Tagging: VAST, VPAID
Additional Files: .srt for Closed Captions

6.6.7.7. Audio

- **Lengths**: 15s, 30s (no 60s)
- **Formats**: MP3, WAV, VAST
- **3rd-Party Tags**: 1×1, VAST

6.6.7.8. Interscroller

Ad size: 384×615 (Retina: 768×1230)

Max: 200K

Recommended overflow: 736×736

Functionalities: RM Functionalities except for Dual banner & Dynamic distance banner

Creative assets: Layered PSD, Asset Pack, Brand Guidelines

6.6.7.9. CTV and QR code

Format: .MP4
Minimum Video Bitrate 15,000 kbps

Max Size: 10 GB
Length: 15s, 30s, or longform

Audio Bitrate Minimum: 192 kbps
Aspect Ratio: 16:9 HD
Overlay Assets: Video File, URL, Logo
Skin Assets: Video File, URL, Logo, Copy (<75 chars), Background Image

6.6.7.10. Social amplification (smartphone)

- **Ad Size**: 300×250
- **Video**: MP4/MOV, 15–60s, ≤30MB
- **CTA**: ≤24 chars, recommended 10–12
- **Max File Size**: 200K

6.6.7.11. Cross-platform activation: Meta, Snapchat, TikTok, and YouTube

Meta

- 1:1 (1080×1080) or 9:16 (1080×1920)
- JPG, PNG ≤30MB / MP4, MOV ≤4GB

Snapchat

- 9:16 (1080×1920)
- JPG/PNG ≤5MB, MP4/MOV ≤1GB

TikTok

- 9:16, 1:1 formats
- MP4/MOV ≤500MB (5–15s)

YouTube

- 1920×1080 (16:9), 1080×1920 (9:16)
- MP4 ≤256GB (6–30s)

6.6.7.12. Campaign microsite

Creative Assets Needed: Layered PSD File, Asset Pack, Brand Guidelines

Phone Size: 320×460 (Retina: 640×920)

Tablet Size: 768×960 (Retina: 1536×1920)

Desktop Size: 1280×1024 (Retina: 2560×2048)

6.6.7.13. Standard banners

Supported File Formats: PNG, GIF, JPG, HTML5

Max Animation: 15 seconds

Max FPS: 60

Image Resolution: 72 dpi

Submit layered PSD files

Recommended sizes:

Device	Recommended sizes
Smartphone	320×50 — Max 50K 300×250 — Max 200K 480×320 — Max 200K 320×480 — Max 200K
Tablet	768×1024 — Max 200K 1024×768 — Max 200K
Desktop	300×250 — Max 200K 728×90 — Max 200K 160×600 — Max 200K 300×600 — Max 200K
Interstitial	Smartphone • 340×480 (Retina: 640×960) • 728×90 (Retina: 1456×180) Tablet: • 768×1024 (Retina: 1536×2048) • 1024×768 (Retina: 2048×1536)

6.7. Reporting

6.7.1. About Ad Hoc reports

In Ad Hoc reporting, you can configure your own report templates to generate reports containing the specific metrics that you want. Each report you create is saved on the Ad Hoc Reporting page for as long as you need it.

To access Ad Hoc Reporting, on the left-side navigation bar select, **Ad Manager** > **Reporting** > **Ad Hoc Reporting**.

Report Templates

Two categories of report templates contain dimensions and metrics that cover specific aspects of campaign activity. Select the template that defines the type of report you want to run. After you select a template, define the details of the specific report.

Spend and Pacing

Report on the costs associated with a campaign. The Spend and Pacing report templates provide information on the following topics:

- Daily or weekly scheduled flight delivery and pacing report data for campaign optimization.
- Daily or weekly scheduled campaign spend report for tracking towards budgetary goals.
- Ad-Hoc end of campaign spend report for delivery and billing details.
- Ad-Hoc manually run reports for campaigns associated with an agency to compare delivery across all KPI goals.

Learn more.

Performance Insights

Review KPIs associated with live and completed campaigns. The Performance Insights templates provide information on the following topics:

- Daily scheduled campaign metrics for client data reporting and visualization.

- Weekly performance insights data feeds scheduled across campaign metrics, CTV, geo targeting, reach, and frequency delivered.
- Daily scheduled HCP metrics for health care provider audience engagement tracking.

Learn more.

6.7.1.1. Create and edit Ad Hoc Reports

To create a new ad how report, complete the following steps:

1. On the navigation bar, select **Ad Hoc Reports**.
2. Click **New Report**. The Report Type page displays.
3. To determine the type of report that you want, select **Spend and Pacing** or **Performance Insights**. Depending on your selections different report templates become available.
4. Select a reporting template tile and click **Next**.
   Note: The report dimensions and metrics are different depending on the template you choose.
5. At **Name**, enter name for the report that describes the report so that it's focus is clear and easily referenced. It is best practice to make report names unique.
6. At **Metric Currency Display**, select the currency to be applied to the report results.
7. At **Filter Type**, select a specific agency. You can add additional filters, optionally.
   Note: The first filter you select can be any filter. However, the next filter must be lower in the hierarchy than the previously selected filter. For example, if you select campaign ID, the next filter can only be line item, adgroup, or adgroup status since they are lower in the listed hierarchy.
8. Based on the filter that you selected, you may need to select the specific **Options** that must be applied.
9. At **Dimensions**, select the report elements that you want to display on the report.
10. At **Metrics**, select the campaign metrics that you want. Metrics provide criteria to help determine the success of a campaign. Select the specific set of metrics that are appropriate for the campaign.
11. In the **Date Selection** section, define the following details:
    - At **Lookback** select how far back in time the report goes. **Lookback field options**
    - A **prior date** or range, starts from the current date and then works back.
12. At **Delivery Mode**, select whether you want to have the report delivered by email, sFTP, or Amazon S3 Bucket.

13. To save the report, click **Add**.
14. To save and run the report, click **Add and Run**.

Deleting a report from the Ad Hoc reports list

You can delete Ad Hoc reports from the table on the Ad Hoc Reporting page. The report can't be run by yourself or other users after it is deleted and any scheduled delivery of the report is canceled.

Any user who can view a report can delete it.

To delete a report, complete the following steps:

1. On the navigation bar, select **Ad Hoc Reports**.
2. In the table, select the row with the report you want to remove and click **Delete**. A confirmation page appears where you must confirm the deletion.

6.7.1.1.1. Clone an Ad Hoc Report

You can use an existing report as the basis of a new report by cloning it. When you clone a report, all of the elements of the existing report are carried forward into the new one. You must change at least one field (in addition to the name), because you can't save two identical reports.

To clone a report, complete the following steps:

1. On the navigation bar, select **Ad Hoc Reports**.
2. Find the report you want to clone from the list, and click the ••• menu at the end of the row.
3. Select **Clone**. The **Clone Report** page displays.
4. Although the **Name** is automatically updated with `Clone` appended. We recommend that you change the name to something appropriate to the focus of the new report.
5. Update at least one other field on the report. You can't have two reports that contain identical content. For details on the remaining fields, see **Create and edit Ad Hoc Reports**.
6. To save the new report and run it immediately, click **Clone & Run**.
7. To save the new report without running it, click **Clone**.

6.7.1.1.2. Lookback field options

The **Lookback** determines how far back in time an ad hoc report reaches. Lookback options may indicate the priorday, month or quarter. A **prior date** or range, starts from the current date and then works back. For example, the prior date is the current date minus 1-day or yesterday. Similarly, a **previous and current month**, is the current month regardless of when that falls and the month immediately before it. This gives you a two month window that will always be current.

When the lookback states **Last** as in **Last 30 Days**, it is indicating a time frame from the current date and going back 30 days. It may also go back 60, 90, or 120 days:

The following is a complete list of lookback options:

- **Prior day (1)** - One day before the current date
- **Last 7 days -** Each of the past 7 days
- **Last 30 days**
- **Last 60 days**
- **Last 90 days**
- **Last 120 days**
- **Prior Month** - All dates in the prior fiscal calendar month (MM/DD/YYYY)
- **Month to Date -** Current month in the current year starting with today's date and going back to the first day of the month
- **Previous & Current Month -** From the start of the prior month to the current date
- **Prior Quarter - Start date** of last full calendar quarter to the **End date** of the last full calendar quarter
    - Q1 1/1 current year - First quarter of the current calendar year, from 1/1 to 3/31 .
    - Q2: 4/1/current year - Second quarter of the current calendar year, from 4/1 to 6/30
    - Q3 7/1/current year - Third quarter of the current calendar year, from 7/1 to 9/30
    - Q4 10/1/last year - Fourth quarter of the current calendar year, from 10/1 to 12/31
- **Quarter to Date -** Start date of current quarter to today's date

    - Q1 start date: 1/1 of the current year
    - Q2 start date: 4/1 of the current year
    - Q3 start date: 7/1 of the current year
    - Q4 start date: 10/1 of the current year
- **Previous & Current Quarter -** Start month of previous fiscal quarter to the current date
- **Year to Date** - From January 1 of the current year to today's date
- **Lifetime -** Up to 400 day lookback
- **Custom Date range -** Select date range using the calendar

6.7.1.1.3. Run Ad Hoc Reports

The Ad Hoc Reporting page provides access to a list of the Ad Hoc reports you created. You can view the Spend and Pacing or Performance Insights reports and apply filters to select which reports you want.

You can run reports on campaigns even when they do not have any active flights. For example, for campaigns that are paused, canceled, completed, or live with no active flights.

To run a report, complete the following steps:

1. From the left-side navigation menu, select **Ad Manager** > **Ad Hoc Reporting.**
2. Select a report from the table.
3. On the right side of the row of the report click ••• and select **Edit**. The Edit Report page displays.
4. Click **Add & Run**. You will receive a confirmation message stating that the report is being run.

6.7.1.2. Spend and pacing report templates

You can use the data in the Spend and Pacing report templates to evaluate a campaign's performance toward cost and impression goals. Each template offers its own set of reporting dimensions and metrics. Select the template that best fits the aspects of the campaign that you want to examine.

Template best practices

- Use them to see primary partner or verification partner metrics
- These templates examine the performance of ad group KPIs
- Use to compare numbers against the billing report or client invoice (billable data)
- Use these templates to compare pacing (delivery) numbers against the Ad Manager platform, for example view impression pacing toward a specific line item goal

Note: To access Ad Hoc Reports, you must have the appropriate permissions assigned. If you cannot access reports, contact **Cadent Customer Support**.

Two types of Spend and Pacing reports are available:

- **Flight Delivery and Pacing Reports** - Use this report to review how a campaign is delivering impressions and whether it is pacing appropriately.
- **Campaign Spend Reports** - This report offers campaign cost including account, agency, and campaign line item details.

6.7.1.2.1. Flight Delivery and Pacing Reports

Use the Flight Delivery and Pacing Report templates to review how a campaign is delivering impressions and whether it is pacing appropriately. The report filters and metrics help you zero in on exactly the areas of a campaign that you need to help make decisions.

Filters

Use filters to limit report results and surface exactly the details you want. For example, if you select a campaign from the Campaign ID filter then select the Line Item ID filter, only line items related to the campaign selected display.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- Advertiser ID
- Campaign ID
- Campaign Status
- Line Item ID
- Line Item Status
- Agency ID
- Date

Dimensions and metrics

The following is a list of all dimensions and metrics that are available in the Flight Delivery and Pacing Report

Column Name	Data Type	Description
Agency ID	Dimension	Unique system defined ID assigned to the agency
Advertiser	Dimension	Name of the advertiser assigned on Ad Manager
Advertiser ID	Dimension	Unique identifier assigned to the advertiser
Campaign	Dimension	Name of the campaign assigned in Ad Manager
Campaign ID	Dimension	Unique identifier assigned to the campaign by Ad Manager
Campaign Status	Dimension	Campaign status values: **Draft:** The campaign has been created but has not yet been submitted or activated. It is not eligible to serve ads. **Pending:** The campaign is waiting for a specific trigger, such as a future start date or manual approval from an administrator. **Running / Active:** The campaign is currently live. It has met its start date, has a valid budget, and is actively bidding on or serving impressions. **Paused:** The campaign has been manually stopped by a user. It remains in the system but will not serve ads until it is resumed. **Completed / Ended:** The campaign has reached its scheduled end date or has fully exhausted its assigned budget. **Archived:** The campaign has been removed from the active view for organizational purposes. Data is preserved for reporting, but the campaign cannot be restarted.

Column Name	Data Type	Description
Date	Dimension	Date of the items served in MM/DD/YYYY format
Flight Start Date	Dimension	The date in MM/DD/YYYY format when a flight begins.
Flight End Date	Dimension	The date in MM/DD/YYYY format when a flight ends.
Line Item	Dimension	Name of the line item assigned in Ad Manager.
Line Item End Date	Dimension	End Date of the line item defined in Ad Manager.
Line Item ID	Dimension	Unique identifier assigned to the line item defined in Ad Manager.
Line Item Status	Dimension	Line item status values: **Draft:** The campaign has been created but has not yet been submitted or activated. It is not eligible to serve ads. **Pending:** The campaign is waiting for a specific trigger, such as a future start date or manual approval from an administrator. **Running / Active:** The campaign is currently live. It has met its start date, has a valid budget, and is actively bidding on or serving impressions. **Paused:** The campaign has been manually stopped by a user. It remains in the system but will not serve ads until it is resumed. **Completed / Ended:** The campaign has reached its scheduled end date or has fully exhausted its assigned budget.

Column Name	Data Type	Description
		Archived: The campaign has been removed from the active view for organizational purposes. Data is preserved for reporting, but the campaign cannot be restarted.
Line Item Start Date	Dimension	Start Date of the line item
Metric Currency	Dimension	Metric Currency selected. For example: Base, Transact
Campaign Start Date	Dimension	Start date of the campaign
Campaign End Date	Dimension	End date of the campaign
Campaign Budget	Dimension	Represents the total financial limit set for a specific campaign
Line Item Budget	Dimension	Represents the total financial limit set for a specific line item
Line Item Pacing	Dimension	Tracks how a specific line item is progressing toward its assigned impression goals
Line Item Impression Goal	Dimension	The impression goal assigned to the line item.
Line Item Spend Goal	Dimensi	Represents the specific financial target or budget allocated to be spent by a individual line item during its flight.

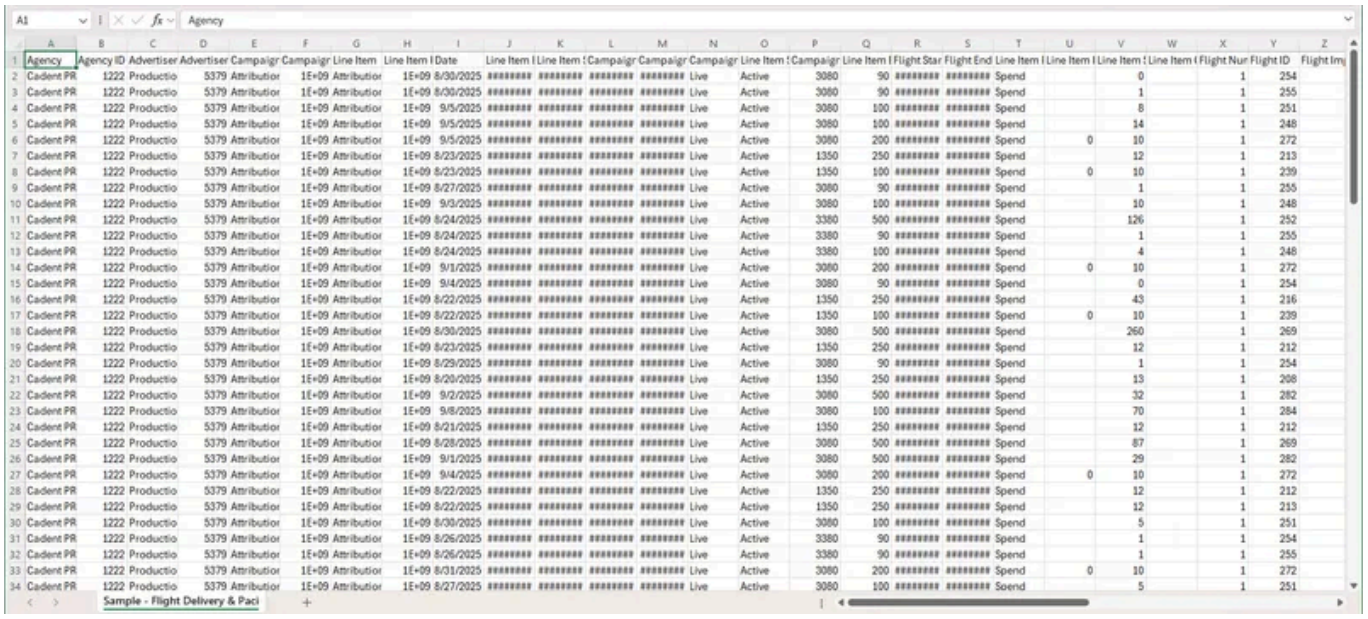
Column Name	Data Type	Description
	on	
Line Item CPM	Dimension	Cost per thousand impressions for a specific line item
Flight Number	Dimension	A unique ID assigned to a flight within a campaign
Flight Name	Dimension	This represents the specific name assigned to a flight within a campaign.
Flight Impression Goal	Dimension	The numeric target for the total number of impressions the flight is assigned to reach
Flight Impression Cap	Dimension	A strict ceiling. Once the flight reaches this number, the system will stop serving ads for that flight, regardless of whether there is still time left in the schedule or remaining budget.
Flight Spend Cap	Dimension	After the total spend for that flight reaches this dollar amount, the system immediately stops serving ads, even if the scheduled end date has not yet been reached.
Primary Partner	Dimension	Identifies the main external entity or organization associated with the campaign or line item
Clicks	Metric	Number of times a unit has been engaged by a user.
Completes	Metric	Video/audio play through 100 percent of the length. For example, "video ad seen for 30 seconds out of 30 seconds" or "Audio ad played to completion."
Conversions	Metric	Tracks the total number of times a user completes a predefined desired action after interacting with your ad

Column Name	Data Type	Description
Impressions	Metric	Amount of ads served to users
Media Spend	Metric	Number spend on media provided by the exchanges
Total Spend	Metric	The primary metric used to track the comprehensive cost of a campaign, including all associated fees and margins: **Total Spend = Media Spend + Vendor Cost + Data Cost + Custom Services + Platform Fee + Managed Fee + Account Markup**
Vendor Costs / Vendor Spend	Metric	All of the manually input Vendor costs.
Rate Card Spend	Metric	Tracks the cost of media based on pre-negotiated or standard pricing established in a rate card, rather than the real-time fluctuating market price
Partner Margin	Metric	Tracks the additional fees or profit margins added to the cost of media by a partner or agency.
Partner Revenue	Metric	Tracks the total income generated by a specific partner or agency from the campaign's activity.
eCPM	Metric	(effective Cost Per Thousand) is a metric that measures the average cost you pay for every 1,000 impressions served. The platform calculates eCPM using the following formula: **eCPM = (total spend/Impressions) X 1,000**
Bids	Metric	Tracks the total number of times the platform submitted a price offer to an ad exchange to purchase an impression for your campaign.
PP Impressions	Metric	The finalized number of impressions after the platform has completed its comprehensive auditing and verification phase.

Column Name	Data Type	Description
PP Clicks	Metric	The finalized number of clicks after the platform has completed its comprehensive auditing and verification phase.
PP Completes	Metric	The finalized number of audio or videos ads played after the platform has completed its comprehensive auditing and verification phase.
PP Conversions	Metric	The finalized number of conversions determined after the platform has completed its comprehensive auditing and verification phase.
PP eCPM	Metric	The finalized effective Cost Per Thousand determined after the platform has completed its comprehensive auditing and verification phase.
PP Imp Discrepancy %	Metric	Measures the percentage difference between the raw impressions served by the ad server and the Post-Processed (PP) Impressions that have been finalized after auditing. **PP Imp Discrepancy = (Impressions - PP Impressions / Impressions) X 100**
Flight % Delivered	Metric	Calculates the percentage of the flight impression goal that has been successfully served to date. **Flight % Delivered = (Impressions / Flight Impression Goal) X 100**
Flight Pacing Projection	Metric	Provides a data-driven estimate of where the flight will finish delivery based on its scheduled end date.

Report sample

Following is a sample of the Flight Delivery and Pacing report.



A1 | Agency

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	Agency	Agency ID	Advertiser	Advertiser	Campaign	Campaign	Line Item	Line Item I	Date	Line Item I	Line Item I	Campaign	Campaign	Campaign	Line Item S	Campaign	Line Item I	Flight Star	Flight End	Line Item I	Line Item I	Line Item I	Line Item I	Flight Nur	Flight ID	Flight Imp
2	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	########	########	Live	Active	3080	90	########	########	Spend		0		1	254	
3	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	########	########	Live	Active	3080	90	########	########	Spend		1		1	255	
4	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/5/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		8		1	251	
5	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/5/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		14		1	248	
6	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/5/2025	########	########	########	########	Live	Active	3080	200	########	########	Spend	0	10		1	272	
7	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/23/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		12		1	213	
8	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/23/2025	########	########	########	########	Live	Active	1350	100	########	########	Spend	0	10		1	239	
9	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/27/2025	########	########	########	########	Live	Active	3080	90	########	########	Spend		1		1	255	
10	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/3/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		10		1	248	
11	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	########	########	Live	Active	3380	500	########	########	Spend		126		1	252	
12	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	########	########	Live	Active	3380	90	########	########	Spend		1		1	255	
13	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	########	########	Live	Active	3380	100	########	########	Spend		4		1	248	
14	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	########	########	Live	Active	3080	200	########	########	Spend	0	10		1	272	
15	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/4/2025	########	########	########	########	Live	Active	3080	90	########	########	Spend		0		1	254	
16	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		43		1	216	
17	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	########	########	Live	Active	1350	100	########	########	Spend	0	10		1	239	
18	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	########	########	Live	Active	3080	500	########	########	Spend		260		1	269	
19	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/23/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		12		1	212	
20	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/29/2025	########	########	########	########	Live	Active	3080	90	########	########	Spend		1		1	254	
21	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/20/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		13		1	208	
22	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/2/2025	########	########	########	########	Live	Active	3080	500	########	########	Spend		32		1	282	
23	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/8/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		70		1	284	
24	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/21/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		12		1	212	
25	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/28/2025	########	########	########	########	Live	Active	3080	500	########	########	Spend		87		1	269	
26	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	########	########	Live	Active	3080	500	########	########	Spend		29		1	282	
27	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	9/4/2025	########	########	########	########	Live	Active	3080	200	########	########	Spend	0	10		1	272	
28	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		12		1	212	
29	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	########	########	Live	Active	1350	250	########	########	Spend		12		1	213	
30	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		5		1	251	
31	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/26/2025	########	########	########	########	Live	Active	3380	90	########	########	Spend		1		1	254	
32	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/26/2025	########	########	########	########	Live	Active	3380	90	########	########	Spend		1		1	255	
33	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/31/2025	########	########	########	########	Live	Active	3080	200	########	########	Spend	0	10		1	272	
34	Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	8/27/2025	########	########	########	########	Live	Active	3080	100	########	########	Spend		5		1	251	

Sample - Flight Delivery & Paci

6.7.1.2.2. Campaign Spend Reports

This report offers campaign cost including account, agency, and campaign line item details.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- Agency ID
- Advertiser ID
- Campaign ID
- Line Item ID
- Ad Group ID
- Ad Group Status

Dimensions and metrics

Column Name	Data Type	Description
Account	Dimension	Name of the account
Account ID	Dimension	Unique identifier assigned to the account
Account Type	Dimension	Indicated if the Account is self-service or not
Agency/Partner	Dimension	Name of the Agency or Partner
Agency/Partner ID	Dimension	Unique identifier assigned to the Agency or Partner
Advertiser	Dimension	Name of the advertiser
Advertiser ID	Dimension	Unique identifier assigned to the advertiser
Campaign	Dimension	Name of the campaign
Campaign ID	Dimension	Unique identifier assigned to the campaign

Column Name	Data Type	Description
Campaign Status	Dimension	Campaign status values: **Draft:** The campaign has been created but has not yet been submitted or activated. It is not eligible to serve ads. **Pending:** The campaign is waiting for a specific trigger, such as a future start date or manual approval from an administrator. **Running / Active:** The campaign is currently live. It has met its start date, has a valid budget, and is actively bidding on or serving impressions. **Paused:** The campaign has been manually stopped by a user. It remains in the system but will not serve ads until it is resumed. **Completed / Ended:** The campaign has reached its scheduled end date or has fully exhausted its assigned budget. **Archived:** The campaign has been removed from the active view for organizational purposes. Data is preserved for reporting, but the campaign cannot be restarted.
Line Item	Dimension	Name of the line item defined in Ad Manager.
Line Item ID	Dimension	Unique identifier assigned to the line item by Ad Manager.
Line Item Status	Dimension	Line item status values: **Draft:** The campaign has been created but has not yet been submitted or activated. It is not eligible to serve ads. **Pending:** The campaign is waiting for a specific trigger, such as a future start date or manual approval from an administrator. **Running / Active:** The campaign is currently live. It has met its start date, has a valid budget, and is actively bidding on or serving impressions.

Column Name	Data Type	Description
		Paused: The campaign has been manually stopped by a user. It remains in the system but will not serve ads until it is resumed. **Completed / Ended:** The campaign has reached its scheduled end date or has fully exhausted its assigned budget. **Archived:** The campaign has been removed from the active view for organizational purposes. Data is preserved for reporting, but the campaign cannot be restarted.
Line Item Start Date	Dimension	Start date of the line item (MM/DD/YYYY)
Line Item End Date	Dimension	End date of the line item (MM/DD/YYYY)
Strategy / Ad Group	Dimension	Name of the ad group
Strategy ID / Ad Group ID	Dimension	Unique identifier assigned to the ad group
Ad Group Status	Dimension	Ad group status values: status values: **Draft:** The campaign has been created but has not yet been submitted or activated. It is not eligible to serve ads. **Pending:** The campaign is waiting for a specific trigger, such as a future start date or manual approval from an administrator. **Running / Active:** The campaign is currently live. It has met its start date, has a valid budget, and is actively bidding on or serving impressions. **Paused:** The campaign has been manually stopped by a user. It remains in the system but will not serve ads until it is resumed.

Column Name	Data Type	Description
		Completed / Ended: The campaign has reached its scheduled end date or has fully exhausted its assigned budget. **Archived:** The campaign has been removed from the active view for organizational purposes. Data is preserved for reporting, but the campaign cannot be restarted.
Date	Dimension	Identifies the specific day on which the recorded advertising activity occurred.
Metric Currency	Dimension	identifies the specific currency setting selected for the metrics displayed in your report.
Primary KPI	Dimension	The primary key performance indicator assigned to a line item in Ad Manager
Primary KPI Target	Dimension	The primary key performance indicator goal associated with the line item primary KPI
Secondary KPI	Dimension	The secondary KPI assigned to a line item
Secondary KPI Target	Dimension	The secondary key performance indicator goal associated with the line item primary KPI
Tertiary KPI	Dimension	The tertiary key performance indicator assigned to a line item
Tertiary KPI Target	Dimensi	The tertiary key performance indicator goal associated with the line item primary kpi

Column Name	Data Type	Description
	on	
Transact Currency	Dimension	The specific currency in which the advertising transactions were actually processed.
Campaign Start Date	Dimension	Start date of the campaign as defined in Ad Manager.
Campaign End Date	Dimension	End date of the campaign as defined in Ad Manager.
Campaign Budget	Dimension	Represents the total financial limit set for a specific campaign
Line Item Budget	Dimension	Represents the total financial limit set for a specific line item
Ad Group KPI 1	Dimension	The name of the first or primary KPI defined in Ad Manager that was assigned to the campaign ad group
Ad Group KPI 1 Target	Dimension	The numerical goal of the first KPI defined in Ad Manager that was assigned to the campaign ad group
Ad Group KPI 2	Dimension	The name of the second KPI defined in Ad Manager that was assigned to the campaign ad group
Ad Group KPI 2 Target	Dimension	The numerical goal of the second KPI defined in Ad Manager that was assigned to the campaign ad group

Column Name	Data Type	Description
Ad Group KPI 3	Dimension	The name of the third KPI defined in Ad Manager that was assigned to the campaign ad group
Ad Group KPI 3 Target	Dimension	The numerical goal of the third KPI defined in Ad Manager that was assigned to the campaign ad group
Primary Partner	Dimension	Identifies the lead external platform or third-party service integrated with a campaign for tracking, attribution, or specialized inventory access.
Verification Partner	Dimension	The third-party service provider responsible for auditing and validating the quality of your ad traffic.
Clicks	Metric	Amount of times a unit has been engaged by a user
Completes	Metric	Video or audio play through percent of the length
Conversions	Metric	Tracks the total number of times a user completes a predefined desired action after interacting with your ad
Impressions	Metric	Amount of ads served to users
Media Spend	Metric	Amount spend on media provided by the exchanges
Total Spend	Metric	The primary metric used to track the comprehensive cost of a campaign, including all associated fees and margins: **Total Spend = Media Spend + Vendor Cost + Data Cost + Custom Services + Platform Fee + Managed Fee + Account Markup**
Vendor Costs /	Met	All of the manually input Vendor costs

Column Name	Data Type	Description
Vendor Spend	ric	
Rate Card Spend	Metric	Tracks the cost of media based on pre-negotiated or standard pricing established in a rate card, rather than the real-time fluctuating market price
Partner Margin	Metric	Tracks the additional fees or profit margins added to the cost of media by a partner or agency.
Partner Revenue	Metric	Tracks the total income generated by a specific partner or agency from the campaign's activity.
CPM	Metric	Cost per thousand impressions
eCPM	Metric	(effective Cost Per Thousand) is a metric that measures the average cost you pay for every 1,000 impressions served. The platform calculates eCPM using the following formula: **eCPM = (total spend/Impressions) X 1,000**
eCPC	Metric	(effective Cost Per Click) is a metric that measures the average cost you pay for each click generated by your ads. **eCPC = Total Spend/number of clicks**
eCPCV	Metric	(effective Cost Per Completed View) is a metric that measures the average cost you pay for every video or audio ad that is played to 100% completion. **eCPCV = Total Spend/Completes**
eCPA	Metric	Calculate the average cost spent to achieve a specific conversion or desired action. **eCPA = Total Spend/Conversions**
CTR %	Metric	(Click-Through Rate) measures the ratio of users who click on your ad compared to the total number of times the ad was shown. **CTR% = (Clicks / Impressions) X 100**

Column Name	Data Type	Description
VCR %	Metric	Measures the percentage of video or audio impressions that played to 100% completion. **VCR% = Completes/ Impressions X 100**
CR %	Metric	The percentage of users who completed a predefined desired action (a conversion) after interacting with your ad. **CR% = (Conversions/clicks) X 100**
Bids	Metric	Tracks the total number of times the platform submitted a price offer to an ad exchange to purchase an impression for your campaign.
Bid Rate %	Metric	The percentage of eligible ad opportunities (bid requests) that the platform placed a bid on. **Bid Rate % = (Total Bids / Total Bid Requests) X 100**
Win Rate %	Metric	The percentage of your submitted bids that successfully won an impression in the ad auction. **Win Rate % = (Impressions / Total Bids) X 100**
Primary KPI Actual	Metric	The primary KPI metric associated with the line item
Secondary KPI Actual	Metric	The secondary KPI actual (metric) associated with the line item
Tertiary KPI Actual	Metric	The tertiary KPI actual (metric) associated with the line item
Ad Group KPI 1 Actual	Metric	The real-time performance or results of the primary Key Performance Indicator (KPI) that was assigned to a specific ad group within Ad Manager.
Ad Group KPI 2 Actual	Metric	The real-time performance or results of the primary Key Performance Indicator (KPI) that was assigned to a specific ad group within Ad Manager.

Column Name	Data Type	Description
Ad Group KPI 3 Actual	Metric	The real-time performance or results of the primary Key Performance Indicator (KPI) that was assigned to a specific ad group within Ad Manager.
PP Impressions	Metric	The finalized number of impressions after the platform has completed its comprehensive auditing and verification phase.
PP Clicks	Metric	The finalized number of clicks after the platform has completed its comprehensive auditing and verification phase.
PP Completes	Metric	The finalized number of audio or videos ads played after the platform has completed its comprehensive auditing and verification phase.
PP Conversions	Metric	The finalized number of conversions determined after the platform has completed its comprehensive auditing and verification phase.
PP eCPM	Metric	The finalized effective Cost Per Thousand determined after the platform has completed its comprehensive auditing and verification phase.
PP eCPC	Metric	The finalized effective Cost Per Click determined after the platform has completed its comprehensive auditing and verification phase.
PP eCPCV	Metric	The finalized effective Cost Per Completed View determined after the platform has completed its comprehensive auditing and verification phase.
PP eCPA	Metric	The finalized effective average cost spent determined after the platform has completed its comprehensive auditing and verification phase.
PP Media eCPM	Metric	Represents the finalized effective Cost Per Thousand calculated after the platform has completed its post-processing auditing.

Column Name	Data Type	Description
PP Media eCPC	Metric	Represents the finalized effective Cost Per Click calculated after the platform has completed its post-processing auditing.
PP Media eCPCV	Metric	Represents the finalized effective Cost Per Completed View calculated after the platform has completed its post-processing auditing.
PP Media eCPA	Metric	Represents the finalized calculation for the average cost spent to achieve a specific conversion or desired action determined after the platform has completed its post-processing auditing.
PP CTR %	Metric	Represents the finalized Click-Through Rate after the platform has completed its post-processing auditing.
PP VCR %	Metric	The percentage of video or audio impressions that played to 100% completion measured after the platform has completed its post-processing auditing.
PP CR %	Metric	The percentage of users who completed a predefined desired action (a conversion) after interacting with your ad measured after the platform has completed its post-processing auditing..
Client Revenue	Metric	Tracks the total income or conversion value generated by the client's customers as a result of the advertising campaign.
Client ROAS	Metric	Measures the effectiveness of your advertising campaign by calculating the ratio of revenue generated to the amount spent on ads as analyzed by the verification partner. **Client ROAS = Client Revenue / Total Spend**
VP Analyzed Imps	Metric	VP Metrics are provided by third-party services that are responsible for auditing and validating the quality of your ad traffic.
VP Analyzed	Metric	Represents the number of impressions that were successfully analyzed for viewability by your third-party Verification Partner and determined to meet the viewability standard.

Column Name	Data Type	Description
Viewable Imps		
VP Completes	Metric	Video or audio play through percent of the length as analyzed by the verification partner.
VP Fraud Imps	Metric	Impressions identified as invalid or fraudulent as analyzed by the verification partner.
VP Fraud Rate	Metric	Impressions identified as invalid or fraudulent as analyzed by the verification partner.
VP Fully Onscreen Imps	Metric	Represents the number of impressions where 100% of the ad's pixels were verified as being on the user's screen.
VP GroupM Imps	Metric	represents the number of impressions that met the specific, high-bar viewability standards set by GroupM. GroupM is the world’s leading media investment management company.
VP Measured Imps	Metric	The number of impressions that were successfully analyzed by the verification partner.
VP Measurement %	Metric	The number of impressions that were successfully analyzed by the verification partner.
VP Unmeasured Imps	Metric	Represents the number of impressions that the verification partner (VP) was unable to analyze for viewability or quality.
VP vCPM: GroupM	Metric	Represents the Viewable Cost Per Thousand (vCPM) calculated using the custom viewability standards or requirements defined by GroupM.

Column Name	Data Type	Description
		GroupM is the world’s leading media investment management company.
VP vCPM: Inview	Metric	The cost per thousand viewable impressions validated by by third-party services.
VP VCR %	Metric	The video completion rate as measured by the third-party partner, which may differ slightly from the platform's internal counts.
VP Viewability %	Metric	The percentage of impressions that met the industry standard for being viewable (for example, at least 50% of the ad was on screen for at least two consecutive seconds). **VP Viewability % = VP Viewability Impressions / VP Measured Impressions) X100.**
VP Viewable Imps	Metric	Represents the total number of impressions that were determined to be viewable by the Verification Partner
PP Imp Discrepancy %	Metric	Calculates the percentage difference between your raw real-time impressions and your post-processing impressions **PP Imp Discrepancy = (Impressions - PP Impressions / Impressions) X 100**
External Cost Vendor	Dimension	Name or type of the third-party provider associated with any manually input external costs.
External Cost Name	Dimension	Name of individual external costs c harged by the vendor.
External Costs	Metric	Total of the manually input External costs

Column Name	Data Type	Description
Account Markup (Partner Margin)	Metric	Tracks the additional fees or profit margins added to the cost of media by a partner or agency at the account level.
Data Total	Metric	Represents the cumulative cost associated with using third-party data segments for audience targeting within a campaign.
Custom Service CPM	Metric	Represents the Cost Per Thousand (CPM) rate specifically assigned to a custom service.
Custom Service Total	Metric	The aggregate financial cost for all Custom Services applied to a campaign or ad group. It is a component of the final billing calculation. The platform adds this total to your Media Spend, Vendor Costs, and Data Totals to determine the overall total spend.
Platform Fee	Metric	Represents the cost associated with using the advertising platform to execute and manage your campaigns.
Management Fee	Metric	The fee charged by an agency or service provider for the ongoing administration, optimization, and oversight of the campaign.
AdT Invoice Total	Metric	Represents the final, reconciled amount that will appear on the invoice. It is the definitive financial figure for the billing period, accounting for all media costs, fees, markups, and any post-processing adjustments (such as the removal of invalid traffic).

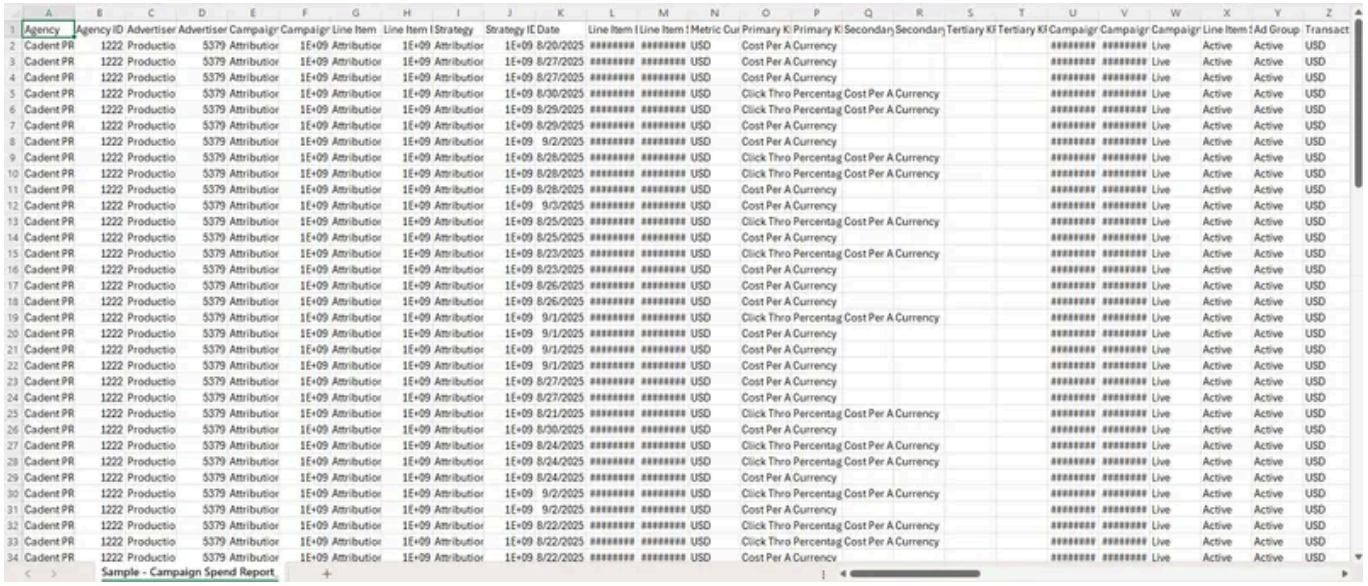
Paste an image link or upload your image

Image URL

Add Image

Report sample

Following is an example of the Campaign Spend Report.



Agency	Agency ID	Advertiser	Advertiser	Campaign	Campaign	Line Item	Line Item I	Strategy	Strategy IE	Date	Line Item I	Line Item I	Metric Cur	Primary Ki	Primary Ki	Secondary	Secondary	Tertiary Ki	Tertiary Ki	Campaign	Campaign	Campaign	Line Item I	Ad Group	Transact
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/20/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/27/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/27/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/29/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/29/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/2/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/26/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/28/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/28/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/3/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/25/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/25/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/23/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/23/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/26/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/26/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/1/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/27/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/21/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/30/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/24/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/2/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	9/2/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	USD	Click Thro	Percentag	Cost Per A	Currency			########	########	Live	Active	Active	USD
Cadent PR	1222	Productio	5379	Attributior	1E+09	Attributior	1E+09	Attributior	1E+09	8/22/2025	########	########	USD	Cost Per A	Currency					########	########	Live	Active	Active	USD

Sample - Campaign Spend Report

6.7.1.3. Performance insights templates

The Flight Delivery and Pacing report options include a set of templates that you can choose from to view different specifics, which helps you evaluate campaign performance.

Select the tile for the report that you want. The following options are available:

- **Campaign**
- **Geo Delivery**
- **Video**
- **CTV**
- **Frequency and Reach**
- **Health Care Provider**

6.7.1.3.1. Campaign

This report offers the most common dimensions and metrics for general performance reporting.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Agency ID** - Unique identifier assigned in Ad Manager
- **Advertiser** - Name of the advertiser
- **Advertiser ID** - Unique identifier assigned to the advertiser in Ad Manager
- **Campaign ID** - Unique identifier assigned to the campaign in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Campaign** - Name of the campaign assigned in Ad Manager
- **Campaign ID** - Unique identifier assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)

Dimensions and metrics

Column name	Data type	Description
Creative type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder
Strategy / Ad Group	Dimension	Name of the ad group
Strategy ID / Ad Group ID	Dimension	Unique identifier assigned to the ad group
Activity	Dimension	Name of the activity
Activity ID	Dimension	Unique identifier assigned to the activity
Activity Type	Dimension	Declaration of engagements, conversion or unmapped by a user on an activity. Unmapped activities have been attributed to a campaign but the activity group was not assigned to the campaign.
Ad Format	Dimension	One of the internal ad categories available for selection on a creative.
App/Site	Dimension	Indicates whether the inventory is available on the open web or available through a store as an application.
Creative Concept	Dimension	Name of the creative

Column name	Data type	Description
Creative ID	Dimension	Unique identifier assigned to the creative
Creative Size	Dimension	Size of the creative
Device Type Name	Dimension	The type of category a device has been put into like a desktop PC or a mobile phone
Metric Currency	Dimension	Metric Currency selected, such as a base or transact
Site Domain/App Bundle	Dimension	Site domain shows the domain of the site. App bundle shows the bundle used by the application store
Clicks	Metric	Amount of times a unit has been engaged by a user.
Completes	Metric	Audio, video play through 100 percent of the length.
Impressions	Metric	Amount of ads served to users
Estimated Spend Formerly Total Spend	Metric	All spend and cost added together. (Media Spend + Vendor Cost + Data Cost + Custom services + Platform Fee + Management fee + AgencyMargin)
Agency Margin	Metric	Agency difference between selling price and cost (calculated and included in the resp_win_notification)

Column name	Data type	Description
Client Spend	Metric	Amount the client has spend on running the campaign. Calculation is rate type dependent: CPM Rate Type: Client Spend = Impressions x Client CPM / 1000 CPC Rate Type: Client Spend = Clicks x Client CPC CPCV Rate Type: Client Spend = Completes x Client CPCV
Custom Services Fees	Metric	Amount paid for CPM based fees on the direct access rate card
Data Spend	Metric	Spend on all audience related items such as targeted segments.
Management Fee	Metric	Amount paid for managing the campaigns calculated as a percentage (direct access rate card) of the media and data spend
Media Spend	Metric	Amount spend on media provided by the exchanges
Platform Fee	Metric	Amount paid for platform usage calculated as a percentage (direct access rate card) of the media and data spend
Post Click Activity	Metric	Post click activities attributed to the served media.
Post View Activity	Metric	Post view activities attributed to the served media.
Revenue	Metric	Purchase amount passed through on an activity fire, for example $45.50 for a ticket purchase
Total Activity Count	Metric	Post click and post view activities attributed to the served media includes the match types: • Deterministic CUID match • CEM CUID match

Column name	Data type	Description
		• CEM IDFA match CEM is the cross environment map used to map identifiers across browsers, properties and devices.
Vendor Costs / Vendor Spend	Metric	All manually input vendor costs

6.7.1.3.2. CTV

This report offers the most common dimensions and metrics for CTV performance.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Agency ID** - Unique identifier assigned in Ad Manager
- **Advertiser** - Name of the advertiser
- **Advertiser ID** - Unique identifier assigned to the advertiser in Ad Manager
- **Campaign ID** - Unique identifier assigned to the campaign in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Campaign** - Name of the campaign assigned in Ad Manager
- **Campaign ID** - Unique identifier assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)

Dimensions and metrics

Column name	Data type	Description
Creative Type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder
Strategy / Ad Group	Dimension	Name of the ad group
Strategy ID / Ad Group ID	Dimension	Unique identifier assigned to the ad group
Ad Format	Dimension	One of the internal ad categories available for selection on a creative, like interstitial and display
App/Site	Dimension	Indicates whether the inventory is available on the open web or available through a store as an application.
Channel	Dimension	Variable content streams under a brand. NBC, CBS Sports, ABC Family
Content Category	Dimension	Category of the inventory as verified by the provider proximic
Content Genres	Dimension	Genres categorize similar characteristics such as form, style, or subject matter based on artistic composition, like News, Sports, Drama, and Comedy

Column name	Data type	Description
Content Language	Dimension	The primary language of the video content being consumed by the viewer
Content Rating	Dimension	Categorizes the suitability of the video programming for different audience age groups. For example, standardized maturity ratings like TV-Y, TV-G, and TV-PG. It allows advertisers to monitor and ensure that their ads are appearing alongside content that aligns with their brand guidelines
Creative Concept	Dimension	Name of the creative
Creative ID	Dimension	Unique identifier assigned to the creative
CTV App	Dimension	Identifies the specific application on a Connected TV device where the advertisement was served
Day of Week	Dimension	The day of the week.
Device Model	Dimension	Model of the device, like IPad, Fire HD 8
Device Type Code	Dimension	Code user to map device IDs

Column name	Data type	Description
Device Type Name	Dimension	The type of category a device has been put into like a desktop or mobile phone
Line Item End Date	Dimension	End Date of the line item
Line Item Start Date	Dimension	Start Date of the line item
Metric Currency	Dimension	Metric Currency selected such as base and transact
Network	Dimension	Composed of multiple channels
Primary KPI	Dimension	The primary KPI assigned to a line item
Primary KPI Target	Dimension	The primary KPI target (metric) associated with the line item primary kpi
Publisher	Dimension	Identifies the entity or organization responsible for distributing the content where your advertisement was served.
Secondary	Dimens	The secondary KPI assigned to a line item

Column name	Data type	Description
KPI	ion	
Secondary KPI Target	Dimension	The secondary KPI target (metric) associated with the line item primary kpi
Site Domain/App Bundle	Dimension	Site domain shows the domain of the site. App bundle shows the bundle used by the application store.
Streaming Platform	Dimension	Identifies the service or hardware ecosystem used to deliver the video content
Tertiary KPI	Dimension	The tertiary KPI assigned to a line item
Tertiary KPI Target	Dimension	The tertiary KPI target (metric) associated with the line item primary KPI
Campaign Start Date	Dimension	Start date of the campaign
Campaign End Date	Dimension	End date of the campaign
Clicks	Metric	Amount of times a unit has been engaged by a user.

Column name	Data type	Description
Completes	Metric	Audio, video play through 100 percent of the length
Impressions	Metric	Amount of ads served to users
Total Spend	Metric	All spend and cost added together. (Media Spend + Vendor Cost + Data Cost + Custom services + Platform Fee + Managed fee + AgencyMargin)

6.7.1.3.3. Video

Offers the most common dimensions and metrics for Video performance reporting.

FILTERS

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Agency ID** - Unique identifier assigned in Ad Manager
- **Advertiser** - Name of the advertiser
- **Advertiser ID** - Unique identifier assigned to the advertiser in Ad Manager
- **Campaign ID** - Unique identifier assigned to the campaign in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Campaign** - Name of the campaign assigned in Ad Manager
- **Campaign ID** - Unique identifier assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)

Dimensions and metrics

Column name	Data type	Description / definition / calculation
Creative Type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder
Strategy / Ad Group	Dimension	Name of the Ad Group
Strategy ID / Ad Group ID	Dimension	Unique identifier assigned to the Ad Group
Ad Format	Dimension	One of the internal ad categories available for selection on a creative. Example: Interstitial, Display
App/Site	Dimension	Indicates whether the inventory is available on the open web or available through a store as an application.
Creative Concept	Dimension	Name of the creative
Creative ID	Dimension	Unique identifier assigned to the creative
Day of Week	Dimension	The day of the week.
Device Model	Dimension	Model of the device. Example:. IPad, Fire HD 8
Device Type Code	Dimension	Code user to map device ids
Device Type Name	Dimension	The type of category a device has been put into. E.G. Desktop, Mobile Phone
Line Item End Date	Dimension	End Date of the line item
Line Item Start Date	Dimension	Start Date of the line item

Column name	Data type	Description / definition / calculation
Metric Currency	Dimension	Metric Currency selected. E.G. Base, Transact
Network Provider Type	Dimension	Categorizes the nature of the internet connection used by the audience to view your video content (for example, Wifi, Cellular or Ethernet).
Primary KPI	Dimension	The primary KPI assigned to a line item
Primary KPI Target	Dimension	The primary KPI target (metric) associated with the line item primary kpi
Property	Dimension	Name of the application or website domain. E.G. Yahoo Mail
Secondary KPI	Dimension	The secondary KPI assigned to a line item
Secondary KPI Target	Dimension	The secondary KPI target (metric) associated with the line item primary kpi
Site Domain/App Bundle	Dimension	Site Domain shows the domain of the site. App Bundle shows the bundle used by the application store
Tertiary KPI	Dimension	The tertiary KPI assigned to a line item
Tertiary KPI Target	Dimension	The tertiary KPI target (metric) associated with the line item primary kpi
Top Network Providers	Dimension	Identifies the specific companies or organizations providing the internet service used by the audience.
Campaign Start Date	Dimension	Start date of the campaign
Campaign End Date	Dimension	End date of the campaign

Column name	Data type	Description / definition / calculation
Clicks	Metric	Amount of times a unit has been engaged by a user.
Completes	Metric	Video/audio play through 100 percent of the length Example: Video ad seen for 30 seconds out of 30 seconds. Audio ad heard to completion.
Impressions	Metric	Amount of ads served to users
Estimated Spend Formerly Total Spend	Metric	All spend and cost added together. **Estimated Spend = Media Spend + Vendor Cost + Data Cost + Custom services + Platform Fee + Managed fee**
25% Completion	Metric	Video/audio play through 25 percent of the length
50% Completion	Metric	Video/audio play through 50 percent of the length
75% Completion	Metric	Video/audio play through 75 percent of the length
Start	Metric	Views where the video start to play
Pause	Metric	Views where the video was paused
Resume	Metric	Views where the video was resumed
Mute	Metric	Views where the video was muted
Unmute	Metric	Views where a muted video was unmuted

6.7.1.3.4. Geo Delivery

Offers the most common dimensions and metrics for Geographic reporting.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Agency ID** - Unique identifier assigned in Ad Manager
- **Advertiser** - Name of the advertiser
- **Advertiser ID** - Unique identifier assigned to the advertiser in Ad Manager
- **Campaign ID** - Unique identifier assigned to the campaign in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Campaign** - Name of the campaign assigned in Ad Manager
- **Campaign ID** - Unique identifier assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)
- **Ad Group** - Name of the Ad Group assigned in Ad Manager
- **Ad Group ID** - Unique identifier assigned to the Ad Group in Ad Manager

Dimensions and metrics

Column name	Data type	Description
Creative Type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder
Ad Format	Dimension	One of the internal ad categories available for selection on a creative. E.G. Interstitial, Display
App/Site	Dimension	Indicates whether the inventory is available on the open web or available through a store as an application.
Country	Dimension	Name of the country
Country Code	Dimension	Mapping code used for geographical locations
Creative Concept	Dimension	Name of the creative
Creative ID	Dimension	Unique identifier assigned to the creative
Creative Size	Dimension	Size of the creative
Day of Week	Dimension	The day of the week.

Column name	Data type	Description
DMA	Dimension	Name of the designated marketing area
DMA Code	Dimension	Designated Marketing Area (DMA) identifier based on Neilsen marketing areas.
Line Item End Date	Dimension	End Date of the line item
Line Item Start Date	Dimension	Start Date of the line item
Metric Currency	Dimension	Metric Currency selected. E.G. Base, Transact
Month	Dimension	Month of the year
Postal Code	Dimension	The mail delivery code used to target a location. The format of the postal code changes based on the country. Also called Zip Code.
Primary KPI	Dimension	The primary KPI assigned to a line item
Primary KPI Target	Dimension	The primary KPI target (metric) associated with the line item primary kpi

Column name	Data type	Description
Secondary KPI	Dimension	The secondary KPI assigned to a line item
Secondary KPI Target	Dimension	The secondary KPI target (metric) associated with the line item primary kpi
State/Province	Dimension	Name of the State or Provide depending on the location.
State/Province Code	Dimension	Mapping code used for geographical locations.
Tertiary KPI	Dimension	The tertiary KPI assigned to a line item
Tertiary KPI Target	Dimension	The tertiary KPI target (metric) associated with the line item primary kpi
Campaign Start Date	Dimension	Start date of the campaign
Campaign End Date	Dimension	End date of the campaign
Clicks	Metric	Amount of times a unit has been engaged by a user.
Completes	Metric	Video/audio play through 100 percent of the length E.G. Video ad seen for 30 seconds out of 30 seconds. Audio ad heard to

Column name	Data type	Description
		completion.
Impressions	Metric	Amount of ads served to users
Estimated Spend Formerly Total Spend	Metric	All spend and cost added together. (Media Spend + Vendor Cost + Data Cost + Custom services + Platform Fee + Managed fee)
Post Click Activity	Metric	Post Click activities attributed to the served media.
Post View Activity	Metric	Post View activities attributed to the served media.
Total Activity Count	Metric	Post Click and Post View activities attributed to the served media includes the match types: 1.Deterministic CUID match 2.CEM CUID match 3.CEM IDFA match CEM is the cross environment map used to map identifiers across browsers, properties and devices.

6.7.1.3.5. Frequency and Reach

The Frequency and Reach report offers common dimensions metrics for first-party reach and frequency analysis.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Agency ID** - Unique identifier assigned in Ad Manager
- **Advertiser** - Name of the advertiser
- **Advertiser ID** - Unique identifier assigned to the advertiser in Ad Manager
- **Campaign ID** - Unique identifier assigned to the campaign in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Campaign** - Name of the campaign assigned in Ad Manager
- **Campaign ID** - Unique identifier assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Line Item ID** - Unique identifier assigned to the line item in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)

Dimensions and metrics

Column name	Data type	Description	Filter
Creative Type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder	
Strategy / Ad Group	Dimension	Name of the ad group	
Strategy ID / Ad Group ID	Dimension	Unique identifier assigned to the ad group	
Ad Format	Dimension	One of the internal ad categories available for selection on a creative, for example, interstitial and display	
Creative Concept	Dimension	Name of the creative	
Creative Size	Dimension	Size of the creative	
Month	Dimension	Month of the year	

Column name	Data type	Description	Filter
Primary KPI	Dimension	The primary KPI assigned to a line item	
Primary KPI Target	Dimension	The primary KPI target (metric) associated with the line item primary KPI	
Secondary KPI	Dimension	The secondary KPI assigned to a line item	
Secondary KPI Target	Dimension	The secondary KPI target (metric) associated with the line item primary KPI	
Tertiary KPI	Dimension	The tertiary KPI assigned to a line item	
Tertiary KPI Target	Dimension	The tertiary KPI target (metric) associated with the line item primary KPI	
AdTheorent ID Reach	Metric	Examples: interstitial and display	
Clicks	Metric	Amount of times a unit has been engaged by a user	

6.7.1.3.6. Health Care Provider

This report offers the dimensions and metrics for reporting on healthcare performance metrics.

Filters

Use filters to limit report results to surface the details you want. For example, if you select a campaign from the Campaign ID filter then selects the Line Item ID filter, only line items related to the campaign selected display for selection.

You must select an agency and/or an advertiser and at least one additional filter. The following filters are available:

- **Campaign** - Name of the campaign assigned in Ad Manager
- **Line Item** - Name of the line item assigned in Ad Manager
- **Date** - Date of the items served (MM/DD/YYYY)
- **Ad Group** - Name of the Ad Group assigned in Ad Manager
- **Activity** - Name of the activity associated with the items being served
- **Segment Name** - The health care provider's segment name. A segment is a group of healthcare providers organized by shared characteristics or behaviors. This may be based on any of the following options:
    - **Targeting Lists:** Groups of providers identified as high-priority for a specific drug or medical device
    - **Behavioral Segments:** Providers grouped by their prescribing habits or patient volume
    - **Custom Audiences:** Proprietary lists uploaded to the ad manager for specific campaign outreach

Dimensions and metrics

Column name	Data type	Description
Ad Format	Dimension	One of the internal ad categories available for selection on a creative, for example, interstitial and display
Age	Dimension	Age of the provider
App/Site	Dimension	Indicates whether the inventory is available on the open web or available through a store as an application.
Creative Concept	Dimension	Name of the creative
Creative Size	Dimension	Size of the creative
Creative Type	Dimension	Specific category of the creative that defines how a user interacts with an ad. Following are valid creative types: display, expandable, interstitial, video, native, audio, and audience builder
Device Model	Dimension	Model of the device, for example, IPad and Fire HD 8
Device Type Name	Dimension	The type of category a device has been put into, for example desktop and mobile phone
Gender	Dimensi	Provider's Gender (M/F)

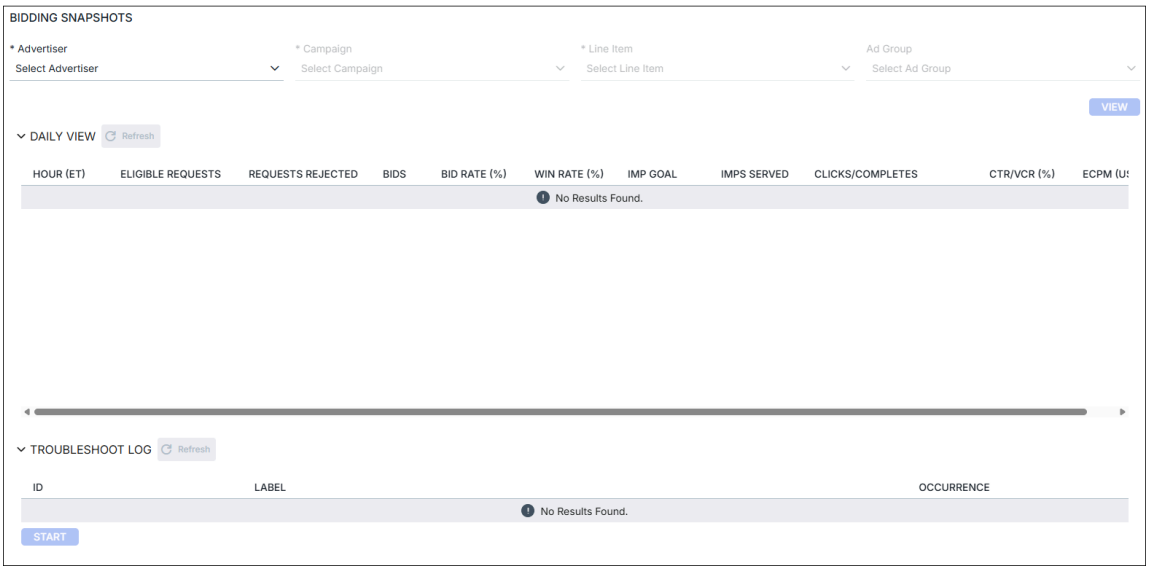
Column name	Data type	Description
	on	
Operating System	Dimension	Provider's operating system
Top Carriers	Dimension	Mobile and service providers used by health care providers.
NPI Number	Dimension	Providers unique 10-digit identifier
First Name	Dimension	Provider first name
Last Name	Dimension	Provider last name
Profession	Dimension	Provider title (D.O. PhD, etc)
Specialty Group	Dimension	Provider specialty group name
Primary Specialty	Dimension	Primary specialty title under which the Provider practices (for example, Pediatrics, Oncology, and Gynecology)

Column name	Data type	Description
Secondary Specialty	Dimension	Secondary specialty title under which the Provider practices (for example, Pediatrics, Oncology, and Gynecology)
Practice Size	Dimension	Size of the providers practice
Age Range	Dimension	Age range of the provider
Zip Code	Dimension	Provider practice zip code
Practice Size Range	Dimension	Size range of the providers practice
Clicks	Metric	Amount of times a unit has been engaged by a user.
Completes	Metric	Audio, video play through 100 percent of the length
Impressions	Metric	Amount of ads served to users
Conversions	Metric	Lists the total number of conversions that have been recorded.
Unit Views	Metric	The number of times that an ad was viewed by a by use based on viewability standards (for example, at least 50% of the ad being on-screen for one continuous second). Different from Impressions, which tracks each time an ad is called from the server.

Column name	Data type	Description
Unit Engagements	Metric	An Engagement signifies that the user actively interacted with the ad unit itself.

6.7.2. Bidding Details Report

The Bidding Snapshot report provides you with the ability to view bidding information on a campaign so that you can see how the campaign is performing and make decisions about issues that you find.



Impression elegibility in real-time bidding

In the Real-Time Bidding (RTB) Snapshot report, bid requests are categorized as one of the following:

- **Eligible:** The request was valid and can be considered for bidding.
- **Rejected:** The request can't be considered for bidding due to failing validation, missing or invalid data, or because it did not match campaign or ad group targeting.

Determining bid request eligibility is a process of checking each targeting option against the request in order to weed out impressions that are not elegible for the campaign.

An eligible bid request meets all the necessary criteria to be considered for bidding by the RTB system. In the context of the Bidding Snapshot report, this mean the following are true:

- The bid request passed all pre-bid validation and filtering steps.
- The bid request contains all required fields and valid values (for example, device type, ad slot, and targeting parameters).

- The bid request is not rejected due to errors, missing data, or failing business rules applied to the campaign (for example, invalid geographic targeting, deal targeting, or category).
- The bid request is available for the DSP to evaluate and potentially submit a bid.

Running the Bidding Details report

To enable the report to run, complete the following steps:

1. On the left-side navigation menu, select the **Reporting** > **Bidding Details**.
2. At **Advertiser**, select an advertiser from the drop down.
3. At **Campaigns**, select the campaign that you want.
4. At **Line Item** make a selection from the drop down. You must select a line item for results to display.
5. To display bids associated with an ad group, at **Ad Group** make a selection from the drop down.
6. Click **View**.
7. To display the report details, select one of the following options:
    - **Hour View** - See results duirng a specific hour of activity.
    - **Daily View** - See results for a particular day.
    - **Troubleshoot Log** - displays messages that describe issues that occurred during the bidding process.
    - Real-Time Bidding - displays a graph that includes bidding activity for the selected line item or ad group including the total bids, impressions, clicks, completed views, the average bid CPM, and the average CPM in US dollars.
8. To update the report results, click **Refresh**.

Report Results

The following elements display in the report:

- **Minute** - The minute when bids occurred
- **Eligible Requests** - Total number of bid requests that were approved and fell within established parameters for acceptance

- **Requests Rejected by Model** - Total number of bid requests that did not meet requirements for approval
- **Bids** - Total number of bids including those that are eligible and those which are not
- **Bid Rate (%)** - The percentage of bids submitted divided by the total number of bid requests
- **Win Rate (%)** - This is the ratio of winning bids compared to the total number of bids submitted, expressed as a percentage. It measures how successfully you secure contracts through the bidding process.
- **Imp Goal** - The impression goal for the associated campaign
- **Imp Served** - The total number of impressions served to date on the campaign
- **Clicks / Completes** - The total number of clicks on digital ads compared to the total number of completed views of the ad
- **CTR/VCR (%)** - For digital ads, this indicates the click-through rate divided by the video completed rate, expressed as a percentage and providing a quick comparison between the number of people who clicked on an ad and the total number of views it received.
- **ECPM (USD)** - Indicate the cost in dollars for every 1,000 ad impressions.
- **Spend Goal** - The monetary target an advertiser or media buyer aims to reach within the timeframe of a line item or ad group.
- **Total Spend** - The amount of money your campaign or line item has spent from the budget to win impressions.

7. API documentation

7.1. About APIs

Cadent has established a unified and consistent set of programmatic services across Cadent solutions built on RESTful APIs.

We have standardized our API infrastructure using Google's Apigee as the API gateway to enhance platform capabilities.

The API documentation in the following articles provides details that allow customers and partners to establish API connectivity supporting Ad Manager and Audience Manager workflows.

The following APIs are currently available:

Ad Manager

- **Bulk upload third-party hosted creatives**
- **Assign creatives to an ad group shell**
- **Create or update a campaign**
- **Get a campaign**
- **Create or update a line item**
- **Get a line item**
- **Create or update an ad group shell**
- **Get an ad group shell**
- **Assign creatives to an ad group**

- Update a Campaign
- Create an advertiser
- Get an advertiser

Audience Manager

- Deployment APIs
- Get Audiences API
- Conversion API

7.2. Ad Manager APIs

7.2.1. Create an advertiser

Use Case for this API

Create a new advertiser for the Cadent Ad Manager.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/advertiser/save' \
--header 'x-api-key: insert-api-key' \
--header 'Content-Type: application/json' \
--data '{
  "agencyId": 5111,
  "attributionPostClick": 30,
  "attributionPostImpression": 30,
  "currencyId": 10,
  "iabCategoryId": 7,
  "name": "Test Advertiser 3",
  "url": "https://cadent.tv"
}'
```

```
{
    "result": {
        "agencyName": "Test Agency",
        "brands": [],
        "id": 21709,
        "name": "Test Advertiser",
        "masterId": "52d8e35f-8d2c-4b38-902b-91835e646a84",
        "logoFileName": null,
        "logoBase64": null,
        "logoUri": "",
        "additionalInformation": null,
        "agencyId": 5111,
        "enabled": true,
        "dateCreated": "17 Jun 2025",
        "dateLastModified": "",
        "displayName": null,
        "categoryId": null,
        "categoryName": null,
        "categoryOtherCode": null,
        "isCadentDirectClient": false,
        "url": "https://cadent.tv",
        "financeStatusId": null,
        "financeStatusName": null,
        "currencyId": 10,
        "currencyDisplayName": "United States Dollar (USD)",
        "currencyCode": "USD",
        "creditLimit": null,
        "iabCategoryId": 7,
        "iabCategoryDisplayName": "IAB1-6 Music",
        "attributionPostImpression": 30,
        "attributionPostClick": 30,
        "globalId": "22248AD21709",
        "meta_data": null
    },
    "success": true,
    "message": "No errors",
    "severity": "NoErrors",
    "transactionId": "ca765faa-e3aa-4404-b881-942b5310d11b",
    "maskPayload": false
}
```

Parameters

`AgencyId` integer, required

ID of the parent agency.

`AttributionPostClick` integer, required

Attribution window for post-click conversions.

Possible values:

`1` - `90` days
`30` days (default)

`AttributionPostImpression` integer, required

Attribution window for post-impression conversions.

Possible values:

`1` - `90` days
`30` (default)

`CurrencyId` integer, required

Default currency ID to be used for the campaign's budget and CPM rates.

Required value:

`10` = United States Dollar (default)

`Enabled` boolean

Sets the activation status of the advertiser.

Possible values:

`true` = Advertiser enabled

`false` = Advertiser disabled

`IabCategoryId` integer, required

Advertiser's IAB category ID. Learn more: **IAB categories**.

`Id` integer, required

ID of the advertiser.

Required value:

`0` = Create a new advertiser

`Name` string, required

Name of advertiser.

Requirements:

- Maximum of 128 characters
- Only `A-Z`, `0-9`, `_` characters allowed
- Must be unique within parent account

`Url` string, required

URL for advertiser website. Must include `https://`.

7.2.2. Get an advertiser

Use case for this API

Get information about an existing advertiser in the Cadent Ad Manager.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/advertiser/21709' \
--header 'x-api-key: insert-api-key' \
--header 'Content-Type: application/json' \
```

```
{
    "result": {
        "agencyName": "Test Agency",
        "brands": [],
        "id": 21709,
        "name": "Test Advertiser",
        "masterId": "52d8e35f-8d2c-4b38-902b-91835e646a84",
        "logoFileName": null,
        "logoBase64": null,
        "logoUri": "",
        "additionalInformation": null,
        "agencyId": 5111,
        "enabled": true,
        "dateCreated": "17 Jun 2025",
        "dateLastModified": "",
        "displayName": null,
        "categoryId": null,
        "categoryName": null,
        "categoryOtherCode": null,
        "isCadentDirectClient": false,
        "url": "https://cadent.tv",
        "financeStatusId": null,
        "financeStatusName": null,
        "currencyId": 10,
        "currencyDisplayName": "United States Dollar (USD)",
        "currencyCode": "USD",
        "creditLimit": null,
        "iabCategoryId": 7,
        "iabCategoryDisplayName": "IAB1-6 Music",
        "attributionPostImpression": 30,
        "attributionPostClick": 30,
        "globalId": "22248AD21709",
        "meta_data": null
    },
    "success": true,
    "message": "No errors",
    "severity": "NoErrors",
    "transactionId": "ca765faa-e3aa-4404-b881-942b5310d11b",
    "maskPayload": false
}
```

7.2.3. Create or update a campaign

Use case for this API

Create or update a campaign in Cadent Ad Manager.

API endpoint

```
{
  "AdvertiserId": 18080,
  "FrequencyCappingEnabled": true,
  "FrequencyTimingId": 3,
  "FrequencyTypeId": 1,
  "Id": 0,
  "ImpressionLimit": 10,
  "Name": "CTV Test",
  "ManagedById": 2,
  "Po": "AK00",
  "TransactCurrencyId": 10
}
```



```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
        "AdvertiserId": 18080,
        "TransactCurrencyId": 10,
        "StartDate": null,
        "EndDate": null,
        "FrequencyCappingEnabled": true,
        "FrequencyTypeId": 1,
        "FrequencyTimingId": 3,
        "ManagedById": 2,
        "ImpressionLimit": 10,
        "FrequencyName": null,
        "PO": "AK00",
        "AibCategoryId": null,
        "Id": 10012036,
        "Name": "CTV Test"
    }
}
```

Parameters

`AdvertiserId` integer, required

ID of parent advertiser.

`FrequencyCappingEnabled` boolean

Determines whether or not a campaign has frequency capping.

`true` = Enables frequency capping
`false` = Frequency capping is not enabled (default)

`FrequencyTimingId` integer, required if `FrequencyCappingEnabled = true`

Time unit used for frequency capping.

`1` = hour (default)
`2` = day
`3` = week
`4` = month
`5` = lifetime

`FrequencyTypeId` integer, required if `FrequencyCappingEnabled = true`

Type of ID used for frequency capping.

`1` = AdTheorent ID (default)
`2` = IP address
`3` = property
`4` = cookie ID
`5` = MAID

`Id` integer, required

ID of campaign.

`0` = Create a new campaign

`ImpressionLimit` integer, required `FrequencyCappingEnabled = true`

Maximum number of impressions per the selected `FrequencyTimingId` period.

Max limit for the number of impressions used in frequency capping.

`ManagedById` integer, required

Determines who will manage the campaign.

`1` = AdTheorent / Managed Service (default)
`2` = Partner / Self Service

`Name` string, required

Campaign name.

- Maximum of 128 characters
- Only `A-Z`, `0-9`, `_` characters allowed
- Isn't required to be unique

`Po` string

ID for the campaign's purchase order.

`TransactCurrencyCode` integer

International Organization for Standardization (ISO) code for the currency used for the campaign's budget and CPM rates.

`USD` = United States Dollar (default)

7.2.4. Get a campaign

Use Case for this API

Get information about an existing campaign in the Cadent DSP.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/campaign/93846' \
--header 'x-api-key: insert-api-key-here' \
--header 'Content-Type: application/json'
```


```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
        "AdvertiserId": 18080,
        "TransactCurrencyId": 1,
        "StartDate": null,
        "EndDate": null,
        "FrequencyCappingEnabled": false,
        "FrequencyTypeId": 1,
        "FrequencyTimingId": 1,
        "ManagedById": 1,
        "ImpressionLimit": 0,
        "FrequencyName": "",
        "PO": null,
        "AibCategoryId": null,
        "Id": 93846,
        "Name": "Video Test"
    }
}
```

7.2.5. Create or update a line item

Use case for this API

Create or update a line item in Cadent Ad Manager.

API endpoint

```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
```


Parameters

`AdChannelId` integer, required

The channel that the line item's ad groups will use.

`1` = display
`2` = video
`3` = CTV
`4` = native
`5` = audio
`6` = DOOH

`AheadPercent` integer, required if `FlightPacingTypeId = 1 (automatic)` and `FlightPacingId = 2 (ahead)`

Multiplier percentage for pacing ahead on flights.

`1` - `250` = percentage range
`115` (default)

* required if `FlightPacingTypeId = 1 (automatic)` and `FlightPacingId = 2 (ahead)`

`Budget` integer, required

The line item's budget.

`1` - `99999` = quantity in campaign's `TransactCurrencyId`

`CampaignId` integer, required

ID of the parent campaign

`Cpm` integer, required if `PacingTowardsId = 2 (impressions)`

Cost per mille for the line item's impressions.

`DailyGoalImpressions` integer, required

Daily target for the line item's impression count.

* required if `FlightPacingTypeId = 2 (manual)` and `PacingTowardsId = 2 (impressions)`

`DailyGoalSpend` integer, required if `FlightPacingTypeId = 2 (manual)` and `PacingTowardsId = 1 (spend)`

Daily target for the line item's budget.

`FlightPacingId` integer, required

Type of pacing for the line item.

`1` = even
`2` = ahead (default)

`FlightPacingTypeId` integer, required

How line item pacing is calculated.

`1` = automatic (default)
`2` = manual

`Flights` array of `flight` objects, required

Time intervals and budgets for the line item

`FrequencyCap` integer, required if `FrequencyCappingEnabled = true`

Number of impressions used for frequency capping.

`FrequencyCappingEnabled` boolean

Determines whether or not a campaign has frequency capping.

`true` = Enables frequency capping
`false` = Frequency capping is not enabled (default)

`FrequencyTimingId` integer, required if `FrequencyCappingEnabled = true`

Time unit used for frequency capping.

`1` = hour (default)
`2` = day
`3` = week
`4` = month
`5` = lifetime

`FrequencyTypeId` integer, required if `FrequencyCappingEnabled = true`

Type of ID used for frequency capping.

`1` = AdTheorent ID (default)
`2` = IP address
`3` = property
`4` = cookie ID
`5` = MAID

`Id` integer, required

ID of line item.

`0` = creating a new line item

`ImpressionCapMultiplier` integer, required `PacingTowardsId = 2 (impressions)`

Multiplier (as a percentage) of the impression pacing goal.

`ImpressionLimit` integer, required if `FrequencyCappingEnabled = true`

Maximum number of impressions per the selected `FrequencyTimingId` period.

`Name` string, required

Line item name.

- Maximum of 128 characters
- Only `A-Z`, `0-9`, `_` characters allowed
- Isn't required to be unique

`PacingTowardsId` integer, required

Determines whether line item pacing is for spend or impressions.

`1` = spend
`2` = impressions

`Status` integer, required

Determines whether the ad group is active or disabled.

`1` = Active
`2` = Disabled

`TotalImpressionGoal` integer, required `PacingTowardsId = 2 (impressions)`

Line item impression goal across all flights.

Flight object

`EndDate` date, required

Date and time (GMT) the flight ends.

`ImpressionCap` integer, required if `pacing_towards_id = 2 (impressions)`

Flight's upper limit for impressions.

`ImpressionGoal` integer, required if `pacing_towards_id = 2 (impressions)`

Flight's target number of impressions.

`Id` integer, required

ID of line item.

`0` = creating a new line item

`SpendCap` integer, required if `pacing_towards_id = 1 (spend)`

Flight's upper limit for budget.

`StartDate` date, required

Date and time (GMT) the flight starts.

7.2.6. Get a line item

Use Case for this API

Get information about an existing line item in the Cadent DSP.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/lineitem/1024176' \
--header 'x-api-key: insert-api-key-here' \
--header 'Content-Type: application/json'
```


```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
        "CampaignId": 1000007222,
        "FrequencyCappingEnabled": true,
        "ImpressionLimit": 12,
        "AdChannelId": 2,
        "FrequencyTypeId": 1,
        "FrequencyTimingId": 3,
        "PacingTowardsId": 1,
        "FlightPacingId": 2,
        "FlightPacingTypeId": 1,
        "Budget": 200000.000000,
        "CPM": null,
        "TotalImpressionGoal": null,
        "ImpressionCapMultiplier": null,
        "AheadPercent": 115,
        "DailyGoalImpressions": 0,
        "DailyGoalSpend": 0.000000,
        "MarginAmount": null,
        "Status": 1,
        "Flights": [],
        "Id": 1024176,
        "Name": "Line Item API Test"
    }
}
```

7.2.7. Create or update an ad group shell

Use case for this API

Create or update the shell of an ad group in Cadent Ad Manager.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/adgroup/save' \
--header 'x-api-key: insert_api_key_here' \
--header 'Content-Type: application/json' \
--data '{
    "AdGroupToDeviceTypes": [
        {
            "DeviceTypeId": 1
        },
        {
            "DeviceTypeId": 3
        },
        {
            "DeviceTypeId": 5
        }
    ],
    "BidPrice": 8.000000,
    "FrequencyCappingEnabled": true,
    "FrequencyTiming": 1,
    "FrequencyType": 1,
    "Id": 0,
    "ImpressionLimit": 4,
    "LineItemId": 181382,
    "Name": "Test Ad Group",
    "Status": 1
}'
```

```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
        "LineItemId": 181382,
        "Status": 1,
        "BidPrice": 8.000000,
        "FrequencyCappingEnabled": true,
        "FrequencyType": 1,
        "ImpressionLimit": 4,
        "FrequencyTiming": 1,
        "AdGroupToDeviceTypes": [
            {
                "DeviceTypeId": 1,
                "DeviceTypeName": "Desktop",
                "AdGroupId": 125817
            },
            {
                "DeviceTypeId": 3,
                "DeviceTypeName": "SmartPhone",
                "AdGroupId": 125817
            },
            {
                "DeviceTypeId": 5,
                "DeviceTypeName": "Media Player",
                "AdGroupId": 125817
            }
        ],
        "Id": 125817,
        "Name": "Test Ad Group 1",
        "Status": 1
    }
}
```


Parameters

`AdGroupToDeviceTypes` array of `DeviceType` objects, required

Devices the ad group will run on.

`BidPrice` integer, required

Target bid price for the ad group.

`FrequencyCappingEnabled` boolean, required

Determines whether or not an ad group has frequency capping or not.

`true` = Enables frequency capping
`false` = Frequency capping is not enabled (default)

`FrequencyTiming` integer, required if `FrequencyCappingEnabled = true`

Time unit used for frequency capping.

`1` = hour (default)
`2` = day
`3` = week
`4` = month
`5` = lifetime

`FrequencyType` integer, required if `FrequencyCappingEnabled = true`

Type of ID used for frequency capping.

`1` = AdTheorent ID (default)
`2` = IP address
`3` = property
`4` = cookie ID
`5` = MAID

`Id` integer, required

ID of the ad group.

`0` = for creating a new ad group shell

`ImpressionLimit` integer, required if `FrequencyCappingEnabled = true`

Number of impressions used for frequency capping.

`LineItemId` integer, required

ID of the parent line item.

`Name` string, required

Ad group name.

- Maximum of 128 characters
- Only `A-Z`, `0-9`, `_` characters allowed
- Isn't required to be unique

`Status` integer, required

Determines whether the ad group is active or disabled.

`1` = Active
`2` = Disabled

Device type object

`DeviceTypeId` integer, required

The type of device the ad group can target.

`1` = desktop
`2` = CTV / OTT
`3` = smartphone
`4` = tablet
`5` = media player
`7` = DOOH

The permitted device types depend on the parent line item's ad channel as follows:

Line item ad channel	Supported ad group device types
Display	desktop, smartphone, tablet, and media player
Video	desktop, smartphone, tablet, and media player
CTV	CTV / OTT
Native	desktop, smartphone, and tablet
Audio	desktop, smartphone, and tablet
DOOH	DOOH

7.2.8. Get an ad group shell

Use case for this API

Get information about the shell of an existing ad group in the Cadent DSP.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/adgroup/1424176' \
--header 'x-api-key: insert-api-key-here' \
--header 'Content-Type: application/json'
```

```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": {
        "LineItemId": 12918,
        "Status": 1,
        "BidPrice": 0.000000,
        "LineItemPercentageAllocation": 0.000000,
        "FrequencyCappingEnabled": true,
        "FrequencyType": 1,
        "ImpressionLimit": 5,
        "FrequencyTiming": 1,
        "AdGroupToDeviceTypes": [
            {
                "DeviceTypeId": 1,
                "DeviceTypeName": "Desktop",
                "AdGroupId": 1424176
            },
            {
                "DeviceTypeId": 3,
                "DeviceTypeName": "SmartPhone",
                "AdGroupId": 1424176
            },
            {
                "DeviceTypeId": 4,
                "DeviceTypeName": "Tablet",
                "AdGroupId": 1424176
            },
            {
                "DeviceTypeId": 5,
                "DeviceTypeName": "Media Player",
                "AdGroupId": 1424176
            }
        ],
        "Id": 1424176,
        "Name": "Ad Group Test"
    }
}
```

7.2.9. Assign creatives to an ad group shell

Use case for this API

Assign creatives to an ad group shell.

API endpoint

```
{
  "Id": 176253,
  "CreativeIds": [
    7634837,
    7634987,
    7634932
  ]
}
```

```
{
  "creative_ids": [
      "7634837",
      "7634987",
      "7634932"
  ]
}'
```

Parameters

`Id` integer, required

ID of the ad group.

`creative_ids` array of `creative_id` , required

List of the creative IDs to be assigned to the ad group

7.2.10. Bulk upload third-party hosted creatives

Use case for this API

Bulk upload third-party draft creatives for an advertiser.

API endpoint

```
curl --location 'https://api.cadent.app/dsp/v1/creative/thirdpartybulkupload/[advertiser_
--header 'x-api-key: insert-api-key-here' \
--header 'Accept: application/json, text/plain, */*' \
--form 'file=@"/[file name]"'
```

```
{
    "Status": {
        "Code": 200,
        "Message": "success",
        "ErrorArray": null,
        "Haserror": false
    },
    "Data": [
        {
            "File": null,
            "ThirdPartyPlacementId": "",
            "ThirdPartyPlacementName": "",
            "DraftValidationMessages": null,
            "DraftCreativeMimeTypes": null,
            "DraftCreativeCompanion": null,
            "DraftCreativeNativeData": null,
            "DraftCreativeTrackingTags": [],
            "DraftCreativeToAdGroups": [],
            "CreativeGuid": "00000000-0000-0000-0000-000000000000",
            "CreativeURL": "",
            "AdvertiserId": 18029,
            "CreativeTemplateId": 35,
            "Status": 1,
            "StatusName": "Active",
            "CreativeDimension": {
                "Width": 320,
                "Height": 480
            },
            "CreativeRenderDimension": {
                "Width": 0,
                "Height": 0
            },
            "ClickThroughURL": "https://cadentAdth.tv",
            "AdTag": "<ins class='dcmads' style='display:inline-block;width:300px;height
            "UniqueCreativeId": "",
            "DurationInSeconds": 0,
            "MinBitRate": 0,
            "MaxBitRate": 0,
            "IsVertical": false,
            "IsMraid": true,
            "IsVpaid": false,
            "IsExpandable": true,
            "XandrStatus": null,
```

```
            "XandrStatusName": null,
            "Id": 2064,
            "Name": "standardDisplayDraftCreative_AA"
        },
        {
            "File": null,
            "ThirdPartyPlacementId": "",
            "ThirdPartyPlacementName": "",
```


Parameters

`advertiser_id` integer, required

ID of the advertiser.

`file` filename, required

Bulk creative XLSX template file.

7.3. Audience APIs

The following articles define the setup for APIs you can use to interact with the Audience Manager. You can send and receive information and even make updates. Each article defines the endpoints, authentication, and other details needed to connect.

7.3.1. Deployment APIs

Deployments API overview

The Deployments API allows you to manage deployments using Cadent's secure external interface.

These endpoints use an **x-api-key**, which is account-based for the environment. The system automatically resolves the client group from the provided API key.

Note: A deployment cannot be scheduled to start more than a year in advance.

Target audiences

- Cadent's strategic partners who require programmatic access to deployment capabilities for data onboarding and workflow automation.
- Technical teams and developers within partner organizations responsible for integrating with Cadent's systems.

Incremental deployment partners

The following deployment partners support diff or incremental deployments. Incremental deployments provide the ability to deploy only the new device IDs in a segment, rather than deploying the full device list.

(edited)

ID	Name
36	Cadent TV DSP Diff Deployment
45	Cadent Ad Manager
47	Google GA

Deployment API capabilities

The deployments API provides the following options:

- Retrieve a comprehensive list of supported delivery partners
- Access crosswalk details associated with specific partners
- Create new deployments for audiences and datasets, supporting both immediate and scheduled deployments
- Monitor the status of existing deployments
- Modify existing deployment schedules

Authentication and authorization

- The API enforces authentication using access keys that clients transmit through the x-api-key HTTP header
- Authentication and access to the API will be managed through Cadent's API Gateway
- Authorization controls based on the provided access key, ensure clients can only access and manage deployments pertaining to their authorized resources and groups

Headers

Following is the required API key for authentication:

Key = x-api-key

Example value = <ENVIRONMENT_SPECIFIC_API_KEY>

Base URLs by environment

Environment	Base URL
Production	https://api.cadent.tv

Key management

At Cadent, API key management is a well-defined process integrated into our API Gateway architecture.

We use a centralized system for creating and managing API keys, which are then associated with specific roles and permissions to control access to resources.

Our API Gateway handles the authentication process by exchanging API keys for a secure JWT (JSON Web Token), which is then used to authorize requests to internal systems. The following list provides details on managing the lifecycle of the Deployments API keys which ensures secure and authorized access to your service.

- **Environment-Specific -** Each environment has a unique key, which cannot be reused across environments
- **Group-Specific -** Each key is linked to a specific group so that requests automatically resolve group context
- **Managed by -** Key provisioning and lifecycle are accessed in the Cadent Platform. If you need access to this information, contact Cadent Support.

Get supported delivery partners

Get Supported Delivery Partners

This API retrieves a list of delivery partners that have been enabled for the authenticated client group.

You enter a groupId as a query parameter to identify the relevant group. The system fetches all delivery partners associated with the group and filters them based on their configuration settings.

GET /v1/as/delivery-partners

Request Response

QUERY PARAMETERS

groupId	`Integer`	`required`

The unique identifier for the client group.

```
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

```
{
  "name": "delivery partner names",
}
```

Curl example

```
curl -X GET \
  "https://api.cadent.tv/v1/as/delivery-partners" \
  -H "x-api-key: <YOUR_API_KEY>"
```

Sample response

```
{
  "success": true,
  "list": [
    {
      "id": 12,
      "name": "Partner A"
    },
    {
      "id": 14,
      "name": "Partner B"
    }
  ],
  "transaction_id": "a134a6a7-a4a3-4b7f-938a-ee8a139b53f5"
}
```


Get partner crosswalk details

Get Partner Crosswalk Details

This endpoint returns household crosswalks for delivery partners within a specified client group. Crosswalks are filtered based on partner configuration.

GET `/v1/as/delivery-partners/crosswalks/household`

Request | Response

QUERY PARAMETERS

deliveryPartnerId `Integer` `required`

The unique identifier for the specific delivery partner whose crosswalk details are being requested.

```
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

```
{
  "name": "delivery partner names",
}
```

Curl example

```
curl -X GET \
  "https://api.cadent.tv/v1/as/delivery-partners/crosswalks/household?deliveryPartnerId=
  -H "x-api-key: <YOUR_API_KEY>"
```

Sample response

```
{
  "success": true,
  "partnerCrosswalks": {
    "19": [
      {
        "id": 1,
        "name": "Legacy Cadent Crosswalk Id"
      }
    ]
  },
  "transaction_id": "5bccb123-ac42-4ca6-97eb-28fb1d60cba7"
}
```


Error message

If the specified delivery partner is not supported, the API returns the following error response, **Delivery partner not supported**.

POST create deployment

POST Create Deployment Details

Use this endpoint to create a new deployment for a client group and delivery partner.

It supports deploying audiences, audience bundles, or datasets, and includes optional scheduling features.

The system validates the delivery partner's configuration, ensures the audience builder is enabled, and verifies that the entity is eligible for deployment. The request undergoes validation for scheduling rules, supported output types, and required fields based on the entity type and partner configuration.

If you do not enter a deployment name, the system auto-generates one using the entity's name and timestamp. It also ensures the name is unique to the client group.

If a duplicate deployment is detected, the system re-runs the existing deployment. The response includes the unique ID and name of the successfully created deployment, or error details if validation fails.

`POST` `/v1/as/deployments`

Request | Response

QUERY PARAMETERS

groupId `Integer` `required`

The unique identifier for the client group.

username `String` `required`

The username of the client initiating the deployment.

rerunOnUniquenessVali... `Boolean` `optional`

If this parameter is set to true, it triggers a re-run of an existing deployment when a duplicate request is submitted. Default = false.

BODY PARAMETERS

entityId `Integer` `required`

The identifier of the audience, audience bundle, or dataset to be deployed.

entityType `String` `required`

Specifies the type of entity being deployed. Followig art valid values: AUDIENCE, AUDIENCE_BUNDLE, DATASET.

dpId `Integer` `required`

The identifier of the target delivery partner.

name `String` `required`

A unique name for the deployment.

scheduled `Boolean` `optional`

A flag indicating if the deployment is scheduled for a future time. Default = False.

repeat `String` `optional`

Defines the schedule type. This parameter is required if scheduled=true, Following are valid values: ONCE, REPEATED.

weeksInterval `Integer` `optional`

Indicates the interval in weeks for recurring deployments. This parameter is required if repeat=REPEATED. Default = 4.

daysOfWeek `Array` `optional`

Specifies the days of the week for recurring deployments. Following are valid values: MON, TUE, WED, THU, FRI, SAT, SUN. This parameter is required if repeat=REPEATED.

startDate `String` `optional`

The start date of the deployment schedule. Follows the ISO-8601 date format. Default = the current date. This parameter is required if scheduled=true. Cannot be more than one year in the future.

endDate `String` `optional`

The end date of the reoccurring deployment schedule. This parameter is required if scheduled=true. Follow the ISO-8601 date format.

customSegName `String` `optional`

A custom segment name, required for specific delivery partners, for example, Comcast, DirecTV, Dish, Sling, and Cadent DSP Diff.

hhCrosswalkId `Integer` `optional`

A household crosswalk ID, required for certain delivery partners, for examplle, DirecTV, DirecTV BYOD.

audienceToCustom... ▶ `Object` `optional`

For AUDIENCE_BUNDLE deployments, this field maps audience IDs within the bundle to custom segment names.

```javascript
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

Curl request

```curl
curl -X POST \
  "https://api.cadent.tv/v1/as/deployments?rerunOnUniquenessValidationError=false" \
  -H "x-api-key: <YOUR_API_KEY>" \
  -d '{
    "entityId": 7721,
    "entityType": "AUDIENCE",
    "dpId": 12,
    "name": "Test Deployment"
  }'
```

Sample request body (JSON)

This example applies to an audience deployment.

```
{
  "entityId": 7721,
  "entityType": "AUDIENCE",
  "dpId": 12,
  "name": "Test Deployment555"
}
```

This example applies to an audience bundle deployment.

```
{
  "entityId": 1929,
  "entityType": "AUDIENCE_BUNDLE",
  "dpId": 15,
  "name": "Test Deployment555",
  "audienceToCustomSegName": {
    "14049": "Segment_A",
    "14048": "Segment_B"
  }
}
```

Sample response

```
{
  "success": true,
  "deployment": {
    "id": 15010,
    "name": "DSP Deployment555"
  },
  "transaction_id": "e7d98fee-a46a-430d-a3e7-61aca3138671"
}
```


Get deployment status

Get deployment status

This API retrieves detailed information about one or more deployments based on the client group and a list of deployment IDs.

It returns a summary of each deployment, including its name, current status, job progress (for example, pending, running, and completed), and the last deployment date. For scheduled deployments, the response includes timing details such as whether it is recurring, the repeat frequency, specific days of the week, and the start and end dates.

All information is provided in a standardized ISO format.

GET /v1/as/deployments

Request Response

QUERY PARAMETERS

groupId `Integer` required

The unique identifier for the client group.

BODY PARAMETERS

deploymentIds `String` required

A list of deployment identifiers to retrieve.

```
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

```
{
  "name": "deployment ID",
}
```

Curl example

```
curl -X GET \
  "https://api.cadent.tv/v1/as/deployments?deploymentIds=51256&deploymentIds=51257" \
  -H "x-api-key: <YOUR_API_KEY>"
```

Sample response

```
{
  "success": true,
  "deployments": [
    {
      "id": 14987,
      "name": "LK_FW",
      "status": "Active",
      "jobStatus": "DONE",
      "scheduled": true,
      "repeat": "REPEATED",
      "weeksInterval": 1,
      "daysOfWeek": [
        "SUN",
        "TUE",
        "FRI"
      ],
      "lastDeployed": "2025-09-28",
      "entityType": "AUDIENCE",
      "startDate": "2025-09-22",
      "endDate": "2025-10-20"
    }
  ],
  "transaction_id": "180d63aa-ddf2-49a5-8ae3-87353f418725"
}
```


Update deployment schedule

Update deployment schedule details

This API allows you to update the schedule of an existing deployment in a client group. By providing new scheduling details, you can modify when and how often a deployment runs.

The system ensures all scheduling rules are followed. If the request is valid, the schedule is updated accordingly and also supports extending the end date without altering other schedule settings.

PUT /v1/as/deployments/schedule

Request Response

QUERY PARAMETERS

deploymentId `Integer` required

The identifier of the deployment to update.

groupId `Integer` required

The unique identifier for the client group.

username `String` required

The username of the client performing the update.

BODY PARAMETERS

repeat `String` required

The new schedule type for the deployment. Following are valid values: ONCE, REPEATED.

weeksInterval `Integer` optional

This parameter is required when repeat=REPEATED. Enter a new interval in weeks for recurring deployments.

daysOfWeek `String` `optional`

This parameter is required when repeat=REPEATED. Enter the new days of the week for recurring deployments.

startDate `String` `required`

Using ISO-8601 date format, enter the new start date of the deployment schedule.

extendEndDateOnly `Boolean` `optional`

If if this parameter is set to true, the endDate will be updated to the maximum of its current value.

```
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

```
{
  "success": true,
  "transaction_id": "118eb0e9"
}
```

Sample request body

```
{
  "repeat": "REPEATED",
  "weeksInterval": 1,
  "daysOfWeek": ["MON"],
  "startDate": "2025-10-12",
  "endDate": "2025-10-20",
  "extendEndDateOnly": true
}
```

Sample response

```
{
  "success": true,
  "transaction_id": "118eb0e9-b269-4237-b5ea-f8e0ec1b6cf3"
}
```

7.3.2. Get Audiences API

API keys

Customer access to Cadent APIs requires configuration of an API key. Cadent uses an API key to authenticate and authorize requests for external API's. The API key is a unique identifier issued to each customer account. It acts as a credential that allows users or applications to access API endpoints securely.

When making requests to audience list API, include your API key in the http request header **x-api-key.**

For example:

curl -H "x-api-key: YOUR_API_KEY" -X GET https://api.cadent.tv/v1/as/audiences

Get audiences API

Try it

The request returns a list of audiences available to the requested Account Group ID. The Get Audiences API includes all audiences belonging to the request group, as well as all audiences shared with request group, if any.

The response includes audience details such as id, name, createdDt, modifiedDt, cpm, counts and the link to audience page.

GET https://api.cadent.tv/v1/as/audiences

Request Response

QUERY PARAMETERS

includeShared `String` `optional`

Used to filter an audience shared by specified group with current group. This parameter will work when includeShared is true

sharedFromGroupIds `String` `optional`

Used to filter an audience shared by specified group with current group. This parameter will work when includeShared is true

advertiserIds `String` `optional`

AAB advertiser master IDs (36 character GUID). Used to filter restricted audiences

withSegments `String` `optional`

Determines whether to include segment details or not. Default is false.

withDeployments String optional

Deployments will be filtered based on delivery partnerId for audiences if it is specified. Otherwise, all active deployments will be returned. This parameter will work when withDeployments is true.
True displays all the deployments and statuses for audiences. Value should be either true or false

BODY PARAMETERS

status String optional

start String optional

size String optional

withSegments String optional

includeShared String optional

sharedFromGroupIds String optional

advertiserIDs String optional

withDeployments String optional

deliverPartnerId String optional

```
var myHeaders = new Headers();
myHeaders.append("Accept", "application/json");
myHeaders.append("Content-Type", "application/json");

var raw = JSON.stringify({
   "id": "String"
});

var requestOptions = {
   method: 'GET',
   headers: myHeaders,
   body: raw,
   redirect: 'follow'
};

fetch("https://api.cakes.com", requestOptions)
   .then(response => response.text())
   .then(result => console.log(result))
   .catch(error => console.log('error', error));
```

```
{
  "name": "Audience name",
}
```

Get audience example


```
}
   ]
      }
         "isSharedAudience": false
         "status":"ACTIVE",
         "lastProcessedDt":"10/04/2021 12:22",
         "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6842",
         "cpm":"0.00",
         "modifiedDt":"10/04/2021 12:22",
         "createdDt":"10/04/2021 12:21",
         },
            "maid":342820
            "hhid":69772,
            "ip":70376,
         "counts":{
         "name":"Test_Automation1_IPSHA512_1155700970",
         "id":6842,
      {
      },
         "isSharedAudience": false
         "status":"ACTIVE",
         "lastProcessedDt":"10/04/2021 12:22",
         "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6843",
         "cpm":"0.00",
         "modifiedDt":"10/04/2021 12:22",
         "createdDt":"10/04/2021 12:21",
         },
            "maid":95
            "hhid":220,
            "ip":26,
         "counts":{
         "name":"Test_Automation1_Email_1970396748",
         "id":6843,
      {
   "audiences":[
   "transaction_id":"24dbb13d-7f75-456b-bfff-adb8b1df7428",
   "success":true,
{
```

Get audiences example (withSegments= true)

```
}
   ]
      }
         }
            ]
               "5312"
            "DEMO":[
         "segments":{
         "isSharedAudience": false,
         "status":"ACTIVE",
         "lastProcessedDt":"10/04/2021 12:22",
         "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6842",
         "cpm":"0.00",
         "modifiedDt":"10/04/2021 12:22",
         "createdDt":"10/04/2021 12:21",
         },
            "maid":342820
            "hhid":69772,
            "ip":70376,
         "counts":{
         "name":"Test_Automation1_IPSHA512_1155700970",
         "id":6842,
      {
      },
         }
            ]
               "test001_zip11_sha1"
            "DEMO":[
         "segments":{
         "isSharedAudience": false,
         "status":"ACTIVE",
         "lastProcessedDt":"10/04/2021 12:22",
         "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6843",
         "cpm":"0.00",
         "modifiedDt":"10/04/2021 12:22",
         "createdDt":"10/04/2021 12:21",
         },
            "maid":95
            "hhid":220,
            "ip":26,
         "counts":{
         "name":"Test_Automation1_Email_1970396748",
         "id":6843,
```

```
      {
    "audiences":[
    "transaction_id":"24dbb13d-7f75-456b-bfff-adb8b1df7428",
    "success":true,
{
```


Get audiences example (includeShared=true)

```
}
    "transaction_id": "beb6293c-be7f-450d-8af1-49c28dfb1096"
    ],
        }
            "isSharedAudience": true
            },
                ]
                    "Commerce Clickers by Ziff Daivs"
                    "Automotive",
                    "Black Friday",
                    "All Gaming & Video Games",
                [
                "QA":
            {
            "segments":
            "status": "ACTIVE",
            "lastProcessedDt": "10/13/2021 16:51",
            "url": "https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6974",
            "cpm": "6.00",
            "modifiedDt": "10/13/2021 16:51",
            "createdDt": "10/13/2021 16:50",
            },
                "maid": 2173
                "hhid": 2032,
                "ip": 23136,
            {
            "counts":
            "name": "audience_totestControl",
            "id": 6974,
        {
        },
            "isSharedAudience": false
            },
                ]
                    "Automotive"
                    "zdcore_seg_bf_category_baby__kids",
                [
                "DEMO":
            {
            "segments":
            "status": "ACTIVE",
            "lastProcessedDt": "10/14/2021 09:14",
            "url": "https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6997",
```

```
            "cpm": "0.00",
            "modifiedDt": "10/26/2021 11:59",
            "createdDt": "10/14/2021 09:14",
            },
                "maid": 179
                "hhid": 754,
                "ip": 754,
            {
            "counts":
            "name": "Copy_of_test_dupl_name12",
            "id": 6997,
        {
    [
    "audiences":
    "success": true,
{
```


Get audiences with advertiser IDs, deployments and delivery partner ID

```
}
   ]
      }
        ]
          }
           "lastDeployed": "10/15/2021 06:27"
           "jobStatus":"DONE",
           "status":"Active",
           "deliveryPartnerName": "ADTH",
           "deliveryPartnerId": 45,
           "name":"test1_audience_deployment",
           "id":132,
         {
         "deployments":[
         "isSharedAudience": false,
         "status":"ACTIVE",
         "lastProcessedDt":"10/04/2021 12:22",
         "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6842",
         "cpm":"0.00",
         "modifiedDt":"10/04/2021 12:22",
         "createdDt":"10/04/2021 12:21",
         },
            "maid":342820
            "hhid":69772,
            "ip":70376,
         "counts":{
         "name":"Test_Automation1_IPSHA512_1155700970",
         "id":6842,
      {
      },
         ]
           }
             "endDate": "01/17/2025"
             "lastDeployed": "10/15/2021 06:27",
             "jobStatus":"FAILED",
             "status":"Active",
             "deliveryPartnerName": "ADTH",
             "deliveryPartnerId": 45,
             "name":"test_deployment",
             "id":33,
           {
         "deployments":[
         "isSharedAudience": false,
```

```
          "status":"ACTIVE",
          "lastProcessedDt":"10/04/2021 12:22",
          "url":"https://api.cadent.tv/v1/as/audiences/#/editAudienceBuilder/6843",
          "cpm":"0.00"
          "modifiedDt":"10/04/2021 12:22",
          "createdDt":"10/04/2021 12:21",
          },
             "maid":95
             "hhid":220,
             "ip":26,
          "counts":{
          "name":"Test_Automation1_Email_1970396748",
          "id":6843,
       {
    "audiences":[
    "transaction_id":"24dbb13d-7f75-456b-bfff-adb8b1df7428",
    "success":true,
{
```

7.3.3. Conversion API

Overview

The Conversion API **version 1.0** allows publishers using the platform to share data with Aperture directly from their servers or from third party event aggregators like mobile app data providers, location based conversion data services, and others.

This API provides you with deeper funnel visibility and enhanced data control. It unlocks new ways for DSP clients to optimize performance campaigns based on their own first party conversion data.

The Cadent Platform supports the ability to send various types of events, such as page views, purchases, and registrations so that you can collect these conversion events as common building blocks for targeting, measurement, and campaign optimization.

The API supports low latency and real-time transmission of events and conversions to the API endpoint through an HTTP protocol.

The API and its related data pipeline provide error reporting and logging capabilities to track and diagnose issues with API requests.

Note: Throughout this document, elements that appear inside {} are variables. The actual values are unique to your organization and will be provided.

Benefits

Deeper Funnel Visibility - The Conversion API enables the sharing of a wider array of data providing advertisers with more comprehensive information for decision making.

Data Control - With the Conversion API, advertisers have added control over the data they share. They can choose to append insights to their events like product margins or historical information.

Signal Reliability and Resiliency - The Conversion API offers more reliable data sharing compared to browser-based methods. It is designed to be less susceptible to issues like browser crashes or connectivity problems ensuring reliable data transmission.

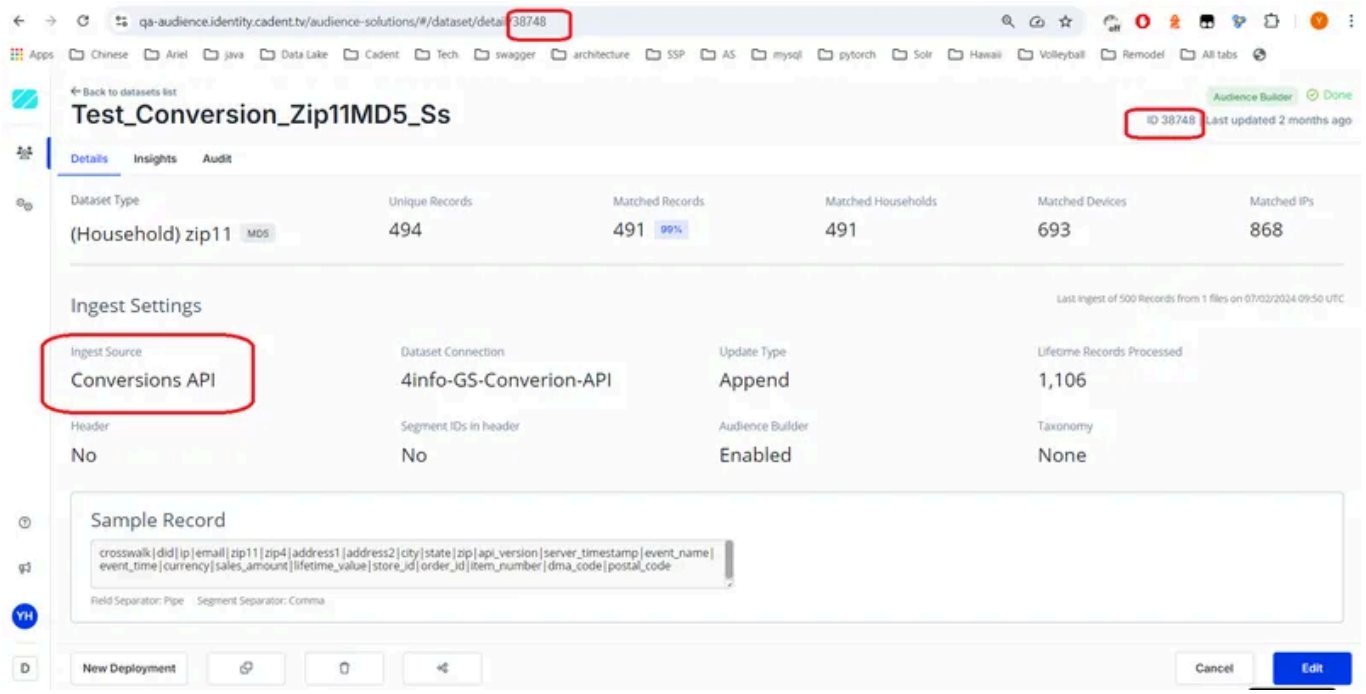
Setting up the Conversion API

Before sending Conversion API transactions to Aperture, use the Create Datasets feature in Audience to create a specific Conversion API dataset. The new dataset becomes the container for the data you send over the API. For instructions on Creating Datasets, see the Aperture online help.

Note: The array structure for the transactions allows you to send a maximum of 1,000 events in each transaction.

When creating the dataset, at **Ingestion Source**, you must select **Conversion API**.

Make note of the Dataset ID on the Dataset Details page.



Hashing requirements and personally identifiable information

The API supports hashing of customer information parameters and match keys that personally identify individuals, such as names, email addresses, and phone numbers. These parameters should be used for matching purposes only and are not available for use in the Audience Studio application, or through destinations, or other downstream processes.

No customer Personal Identifiable Information (PII) will be available as a result of this API. Customer information is used for matching purposes only.

Hashing is supported for the following fields:

- did
- ip
- zip11
- email

Endpoint

https://events.cadent.tv/v1/datasets/{datasetID}/conversions

Endpoint details

- **{datasetID}** - This auto-generated, numeric ID displays on the Dataset Details page for a dataset. Access the Dataset Details page by clicking a dataset's row on the Datasets page.
- **HTTP Supported Method**: POST
- **API Key in Header** - x-api-key:{apikey}
    - You will receive a unique **{apikey}** value from Cadent. For security reasons, these keys may be set to expire in the future. If that happens, you will receive a new key from Cadent.
- **Payload format** - JSON

Cadent API Gateway performs two primary functions:

- It secures exposed external API’s using the API key authentication
- It routes external API requests to internal services endpoint

Conversion API request processing workflow

You can leverage the Conversion API to send multiple event types. Server events are linked to a dataset ID and are processed in the same way as events. The end point is exposed through Google Cloud using an HTTP POST method.

```
[
  {
    "event_name": "Purchase"'
    "event_time": 1707282271,
    "currency": "USD"
    "sales_amount":16.00"
    "lifetime_value": "16.00",
    "store_id": "TX2006",
    "item_number": "1"
    "dma_code: "231"
    "postal_code":11249",
    "user_data":
         {
         "em"
         "309a0a5c3e211326ae75ca18196d301a9bdb1a882a4d2569511033 da23foabc"
         }
        }
```

Request payload for the HTTP service

The payload transaction that you send is organized in an array structure. This section defines the fields included in the payload, indicates which are required, and provides a payload example.

Supported array parameters

Name	Definition
conversion_type	Derived from specified value in the dataset form, so this cannot be set per event. The following are the valid values: • email_clickthrough — click through event through email • site_clickthrough — event is triggered whenever a site visitor clicks a link in a site page or display ad • online_purchase — conversion event based on online purchase • app_install — conversion was based on mobile app install • in_app_purchase — conversion was based on mobile in app purchase • physical_store_visit — conversion event based on store visitation • offline_purchase— conversion event based on offline/in store purchase • phone_call — lead generation event by phone • chat_event — conversion event was made via a messaging app, SMS, or online messaging feature. • system_generated — conversion happened automatically, for example, a subscription renewal that's set to auto-pay each month. • other — conversion happened in a way that is not listed.
event_name	The name for the conversion file. The limit is 64-characters.
event_type	Unix timestamp in seconds indicating when the event occurred. Data is stored in UTC format.
currency	The three-letter ISO currency code.
sales_amount	Value of the conversion event.
lifetime_value	Lifetime value of a conversion event. Must be listed as a currency value.
store_id	A unique alphanumeric identifier for each location for retail and offline sales data.
order_id	A unique alphanumeric identifier for each transaction or order in a conversion dataset.

Name	Definition
	Maximum of 64-characters. For example, for retail this may be a receipt ID.
Item_number	A unique identifier to distinguish events within the same order or transaction.
dma_code	A 3-digit designated market area where the transaction took place.
postal code	A 5-digit Zip-code where the transaction took place. This postal code is not related to the Zipcode for the match key. it is not related to the home address of the household but is used to capture a store location.

User data

Name	Data type	Definition
em	string or list<string>	The email of the person associated with the impression. This value can be encrypted. **Hashing required.**
client_ip_address	string or list<string>	The IP address of the browser corresponding to an event must be a valid IPV4 or IPV6 address. Do not include spaces. Always provide the real IP address to ensure accurate event reporting.
madid	string or list<string>	User mobile advertiser ID. The AdvertiserID from an Android device or the Advertising Identifier (IDFA) from an Apple device. This parameter is for app events only.
crosswalk_id	string or list<string>	This is the USPS postal address in the format of address1, address2, city, state, zip.
address1, address2, city, state, zip	string or list<string>	This is the USPS postal address in the format of address1, address2, city, state, zip
fn	string or list<string>	First name, alphabet characters. Lowercase only with no punctuation. If using special characters, the text must be encoded in UTF-8 format. **Hashing required.**

Name	Data type	Definition
ln	string or list<string>	Last name, alphabet characters. Lowercase only with no punctuation. If using special characters, the text must be encoded in UTF-8 format. **Hashing required.**
db	string or list<string>	Date of birth in YYYYMMDD format. **Hashing required.**
ge	string or list<string>	Gender. Single initial in lowercase. For example, m or f. **Hashing required.**
ct	string or list<string>	City. Alphabet characters, lowercase only with no punctuation, no special characters, and no spaces. If using special characters, the text must be encoded in UTF-8 format. **Hashing required.**
st	string or list<string>	State. Two-character ANSI abbreviation code in lowercase. Do not use punctuation, special characters, or spaces. **Hashing required.**
zp	string or list<string>	Zip-code. Enter the first 5-characters of the U.S. Zip-code. Use the area, district, and sector format for the UK. **Hashing required.**

Name	Data type	Definition
country	string or list<string>	Country. Enter the ISO 3166-1 alpha-2 lowercase 2-character country code. **Hashing required.**
external-id	string or list<string>	Any unique ID from the advertiser, such as loyalty membership IDs, user IDs, and external cookie IDs. You can send one or more external IDs for a given event.
		Hashing recommended.
client_ip_address	string	The IP address of the browser corresponding to an event must be a valid IPV4 or IPV6 address. Do not include spaces. Always provide the real IP address to ensure accurate event reporting. **Do not hash.**
client_user_agent	string	The user agent for the browser corresponding to the event. The client_user_agent is required for website events shared using the Conversion API. You are encouraged to send both the client_ip_address and client_user_agent parameters through the Conversion API for all events to improve event matching and ad delivery for DSP campaigns. **Do not hash.**
subscription_id	string	The subscription ID for the user in this transaction; it is similar to the order ID for an individual product. **Do not hash.**

Name	Data type	Definition
anon_id	string	User install ID. This field represents unique application installation instances. This parameter is for app events only. **Do not hash.**
madid	string	User mobile advertiser ID. The advertising ID from an Android or Apple device. This parameter is for app events only. **Do not hash.**

Success message

The following message indicates that the transaction request was received successfully:

```
{
    "success": true
}
```

Error response

The following message indicates an error in request transaction file:

```
{
    "success": false,
    "requestId": "someId",
    "reasonCode": "httpErrorCode",
    "reasonDesc": "error Message"
}
```

Error messages

The following are issues and their accompanying messages that indicate problems with API transactions.

- **Status code - HTTP bad method -** Only http post method is supported
- **Status code - HTTP unsupported type** - Content-type: application/json
- **Status code - HTTP bad request** or **Message - dsId and groupId and apiVersion required**. - dsId is a required parameter
- **Status code - HTTP bad request** or **Message - dsId and groupId and apiVersion required.** - groupId is a required parameter
- **Status code - HTTP bad request** or **Message- dsId and groupId and apiVersion required.** - apiVersion is a required parameter
- **Status code - HTTP bad request** or **Message - entityId and groupId not matching** - entity_id is a required parameter in the header
- **Status code - HTTP bad request** or **Message- entityId and groupId not matching** - entity_id is a required parameter in header
- **Dataset is not present for group** - Validate dataset ID belongs to the specified groupId. No validation in Google Cloud function. This is validated on data flow side.
- **Event time is not valid** - No validation
- **Only 1000 events are allowed at a time** - The system cannot validate more than 1000 events at a time

8. Analytics

8.1. Campaign Reports

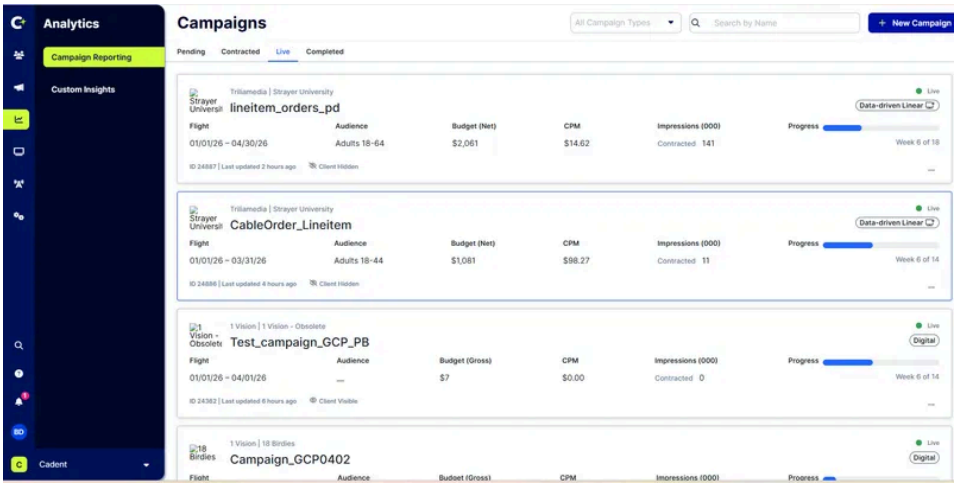
8.1.1. Linear Post Campaign Report

For Linear campaigns, you have the ability to download this report in an Excel format. The report summarizes quarterly or weekly campaign delivery and costs. If you are a linear customer, you can access these reports to view the details of active and completed campaigns.

Note: Only Linear customers have access to the Linear Post Campaign Report.

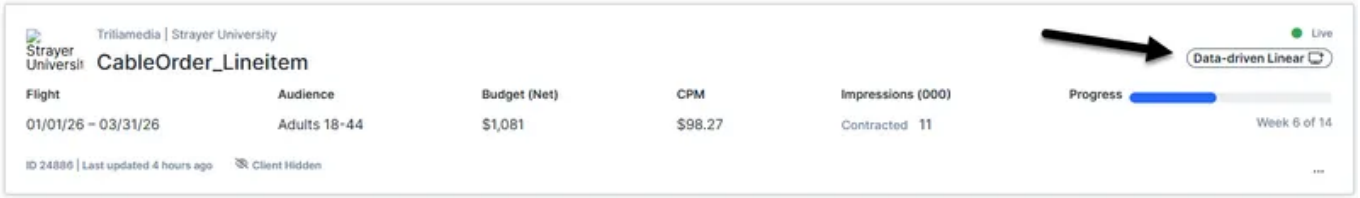
Downloading the report

1. At the left-side navigation bar, select the **Analytics** icon.



1. Click **Campaign Reporting**. The Campaigns page displays a list of campaign tiles. Each tile contains essential details of a specific campaign to help you find the campaign you want.

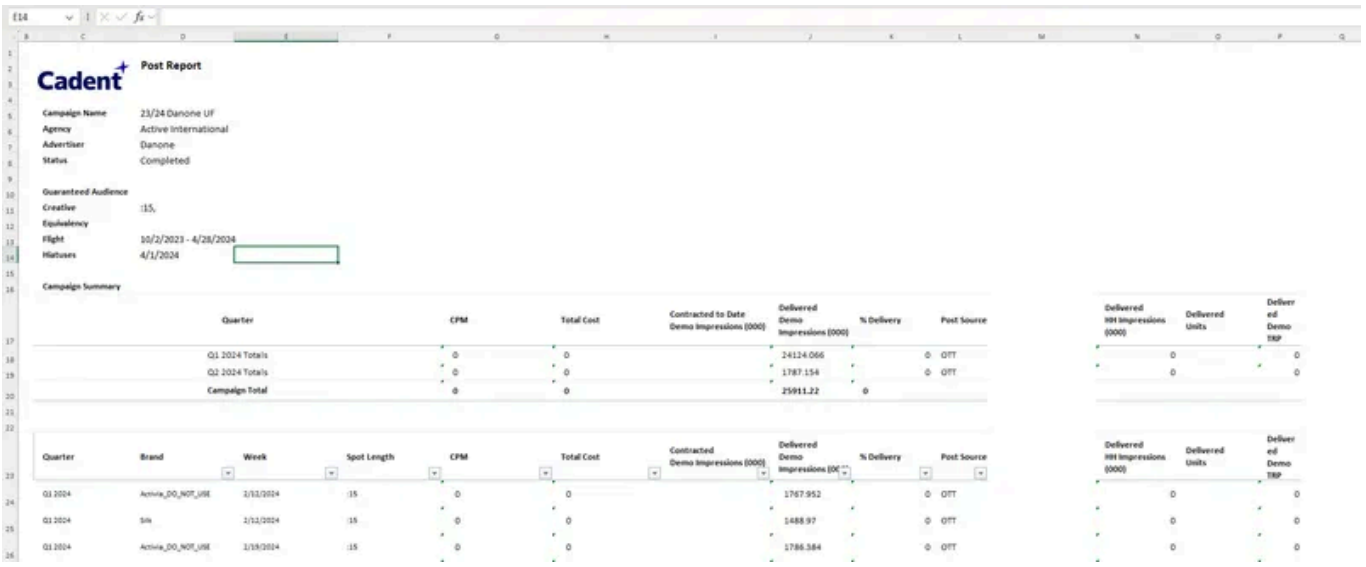
2. To view the report for a Completed campaign, select the **Completed** tab.
3. To view the report for a campaign that is currently running, select the **Live** tab.
4. Select a campaign tile from the table. The type of campaign appears on the right side of each tile. You can choose only the following types of campaigns to download this report:
    - **broadcast**
    - **cable**
    - **data-driven Linear** - these cable campaigns contain audiences from Audience Manager.



Campaign Tile

5. On the report details page, click the **...** menu on the upper right and click **Export Report As Excel**.

Report example



Linear Post Report

Linear Post Campaign Report details

The following columns display:

- **Quarter** - identifies each quarter during which the report was run.
- **CPM** - Cost per thousand impressions
- **Total Cost** - the final sum of all expenses required to execute the campaign inclung the media buy
- **Contract to Date** - The cumulative number of impressions contracted from the start of the campaign to the current month
- **Delivered Demo Impressions** - actual number of times your advertisement was successfully displayed to an audience
- **% Delivered -** Indicates how much of your booked goal has actually aired or been served so far.

  % Delivered = (Delivered Impressions/Booked Impressions) x 100
- **Post Source -** Where the impressions aired (the tactic), on cable, broadcast, or OTT (fluidity).
- **Brand** - The brand associated with the campaign
- **Week** - A week during which the campaign has been active
- **Spot Length** - The length of each ad shown measured in seconds

9. Billing

9.1. Invoice structure

This article details invoice categories. See a **Sample invoice**.

Custom services

Appears on invoice as: Custom Modeling, Targeting, and Services.

This catetory includes:

- Predictive Models
- Audiences
- Health Audiences
- Geo-targeting
- Geo-contextual
- Weather targeting
- CTV Content Object
    - Genre
    - Content Rating
    - Content Language
    - Network
    - Channel
- Vendor costs

- Ad-serving
- Verification
- Measurement

Media

Appears on invoice as: Cost of purchased media

Priced per inventory clearing price.

Data

Appears on invoice as: Cost of 3P data

This category includes:

- Liveramp
- Comscore
- Peer39
- DoubleVerify ABS

Miscellaneous

Appears on invoice as: Misc.

This category includes: Liveramp connection fees

Ad Serving and Verification

Appears on invoice as: AdServing/verification

Platform Fee

Appears on invoice as: Platform Usage Fee

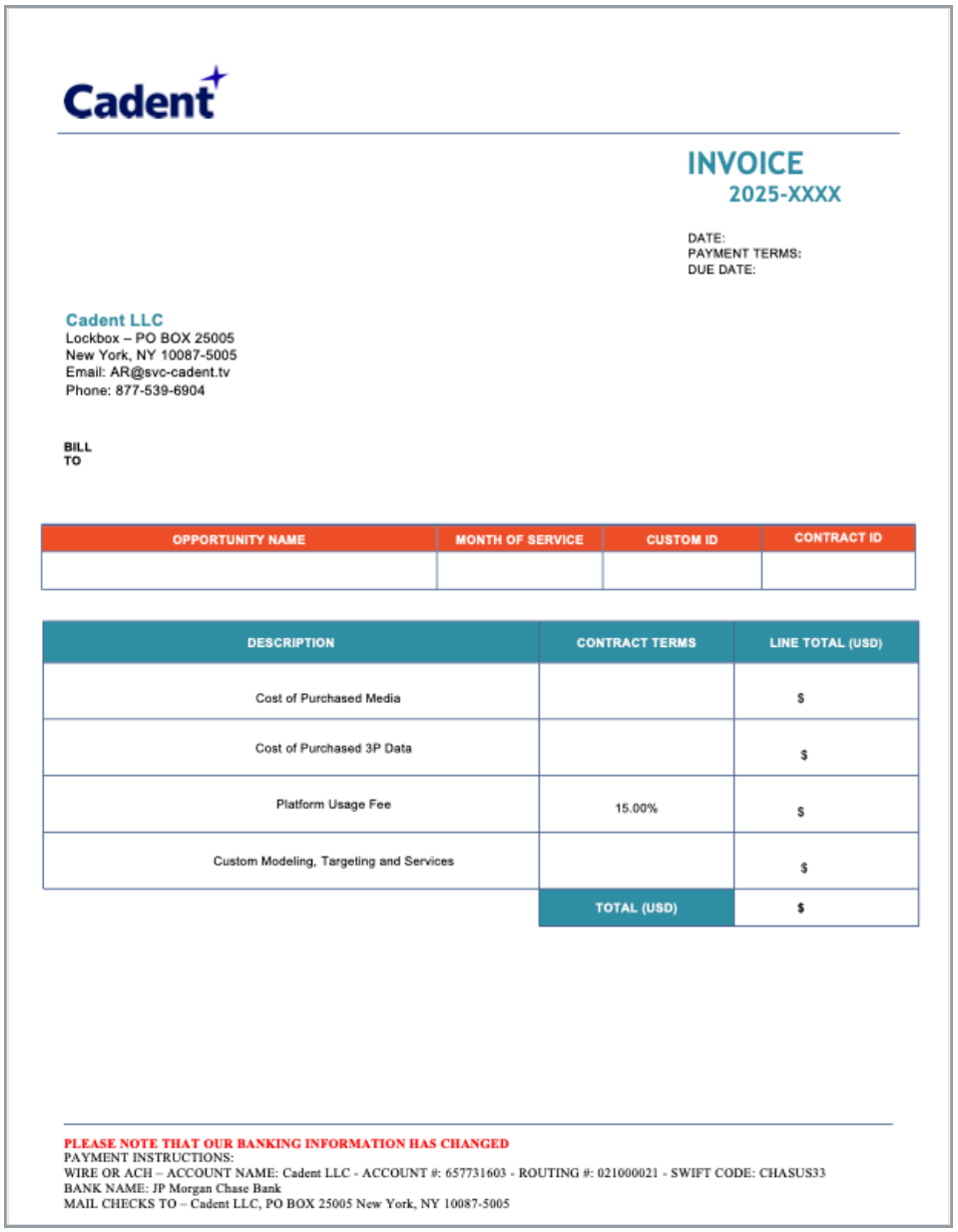
The platform fee is calculated as: contracted % x (Cost of Purchased Media + Cost of Purchased Data)

Management Fee

If applicable, contracted % x (Cost of Purchased Media + Cost of Purchased Data)

9.2. Sample invoice

This is a sample Cadent invoice. For details see **Invoice structure**



Cadent

INVOICE
2025-XXXX

DATE:
PAYMENT TERMS:
DUE DATE:

Cadent LLC
Lockbox – PO BOX 25005
New York, NY 10087-5005
Email: AR@svc-cadent.tv
Phone: 877-539-6904

BILL TO

OPPORTUNITY NAME	MONTH OF SERVICE	CUSTOM ID	CONTRACT ID

DESCRIPTION	CONTRACT TERMS	LINE TOTAL (USD)
Cost of Purchased Media		$
Cost of Purchased 3P Data		$
Platform Usage Fee	15.00%	$
Custom Modeling, Targeting and Services		$
	TOTAL (USD)	$

PLEASE NOTE THAT OUR BANKING INFORMATION HAS CHANGED
PAYMENT INSTRUCTIONS:
WIRE OR ACH – ACCOUNT NAME: Cadent LLC - ACCOUNT #: 657731603 - ROUTING #: 021000021 - SWIFT CODE: CHASUS33
BANK NAME: JP Morgan Chase Bank
MAIL CHECKS TO – Cadent LLC, PO BOX 25005 New York, NY 10087-5005

9.3. Creative minimums

This articles details the minimum creative spend for each creative type.

Creative Type	Minimum Spend (USD)	Supported Devices
Display banners (Dynamic Distance, Time, Location, Weather, Static JPGs, Animated GIFs, Animated HTML5, 1-click RM banners)	$75k for set up 5 Banners (+$0.50 upcharge to the CPM for Dynamic Banners) Note: Ad Serving Feeds Apply	Cross-device (dynamic distance is mobile only)
Rich media	$75k Per Unit Size ($300k Cross Device) Desktop = 2 sizes/units = $150K Note: Ad Serving Feeds Apply	Cross-device
Interactive banners	$50k Per Banner Size Note: Ad Serving Feeds Apply	Cross-device
Interscroll	$75k Per Unit Note: Ad Serving Feeds Apply	Mobile and web only
Interactive video	$75k Per Unit Type Note: Ad Serving Feeds Apply	Cross-device
Video overlay	$15k Per Video Note: Ad Serving Fees Apply	Cross-device (horizontal video only)
Vertical video with end card	Static End Card: $50k Per Video Interactive End Card: $75k Per Video Note: Ad Serving Fees Apply	Mobile only
A/Plus CTV + YouTube video (QR overlay, branded skin, dynamic)	$50k Per Video $75k USD for dual language (applicable in CAN only) Note: Ad Serving Fees Apply	CTV
Social amplification	$75k Per Unit (Includes Max 3x Creative Per Placement) Note: Ad Serving Fees Apply	Cross-device

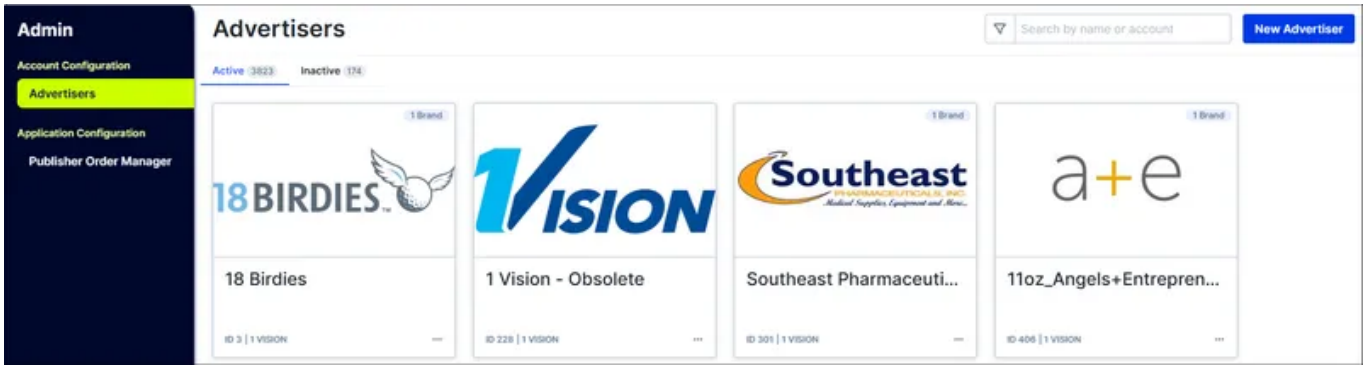
Creative Type	Minimum Spend (USD)	Supported Devices
Digital out of home (DOOH)	$75k for 6 standard sizes. Each additional size $15k Note: Ad Serving Fees Apply	Multiple formats supported

10. Administration

10.1. Advertisers

The Advertisers page provides a central location for you to manage advertisers and their associated brands. Brands represent each product with which an advertiser works. Here you can add new advertises, make edits to existing advertisers, and inactivate or reactivate them.

> To access the Advertisers page you must have the administrator permission assigned. If you do not have the necessary permission, contact your Cadent representative.



Because advertisers can't be deleted from the platform, two tabs appear at the top of the page. A number beside each tab indicates the total number of advertisers on a tab:

- **Active** - This tab includes all the advertisers who can be used on the platform for ad campaigns.

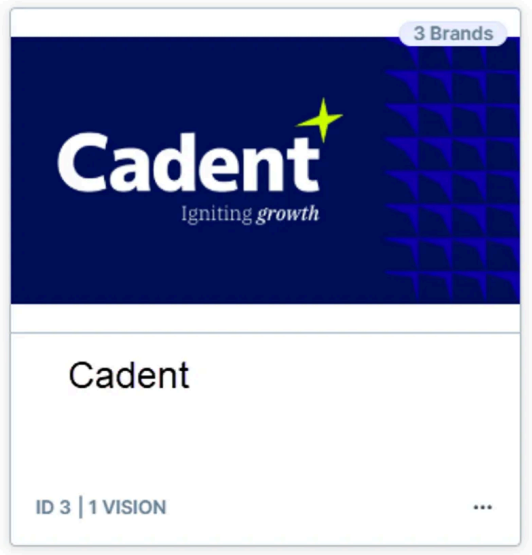
- **Inactive** - This tab contains advertisers who are no longer available for campaign activity. If necessary, these can be reactivated.

Advertisers are associated with a specific agency and while an agency can have multiple advertisers associated with it, an advertiser can only be associated with one agency.

Advertiser tiles

Each advertiser on the Advertisers page displays in a tile that contains important details about that advertiser. The following details appear on each tile:

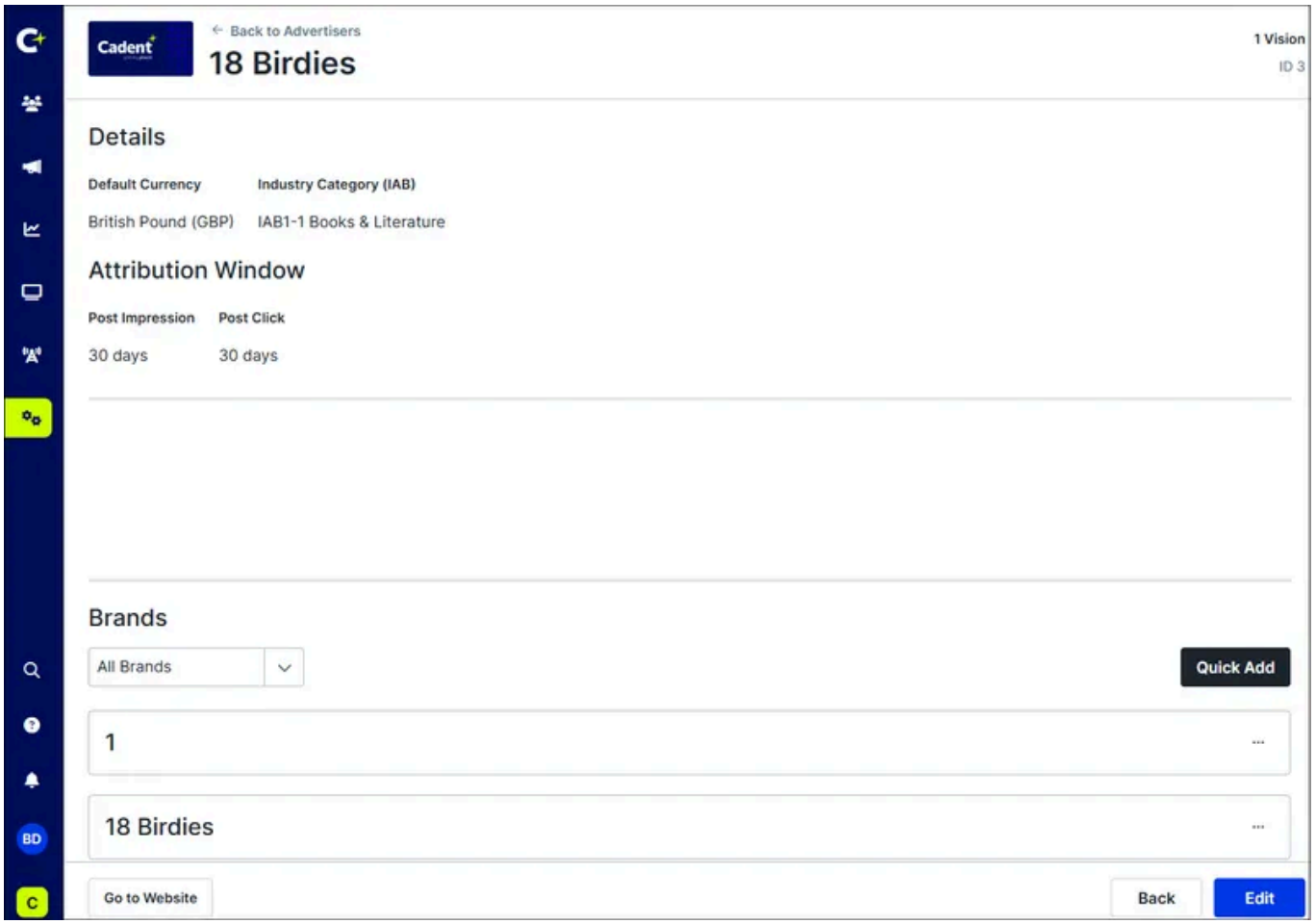
- A brand count displays in the upper right
- The advertisers logo displays in the top half
- A unique system ID and the name of the parent agency display near the bottom.
- An action menu (...) in the lower right allows you to edit the advertiser and it's logo.



View advertiser details

To see more information about an advertiser than what is available on the tile, complete the following steps:

1. On the left-side nav bar, click **Advertisers**.
2. Click the tile for the advertiser you want. A details page displays.



Field Name	Description
Default Currency	The type of currency that applies for the advertiser. The default is USD.
Industry Category	The IAB business category that applies to the advertiser displays.
Post Impressions	The number of days after a campaign ends when impressions can still be added to its total. The impressions must have occurred during the campaign.
Post Clicks	The number of days after a campaign ends when clicks on digital ads can still be added to its total. The clicks must have occurred during the campaign.
Brands	This section provides a list of the brands associated with the advertiser.

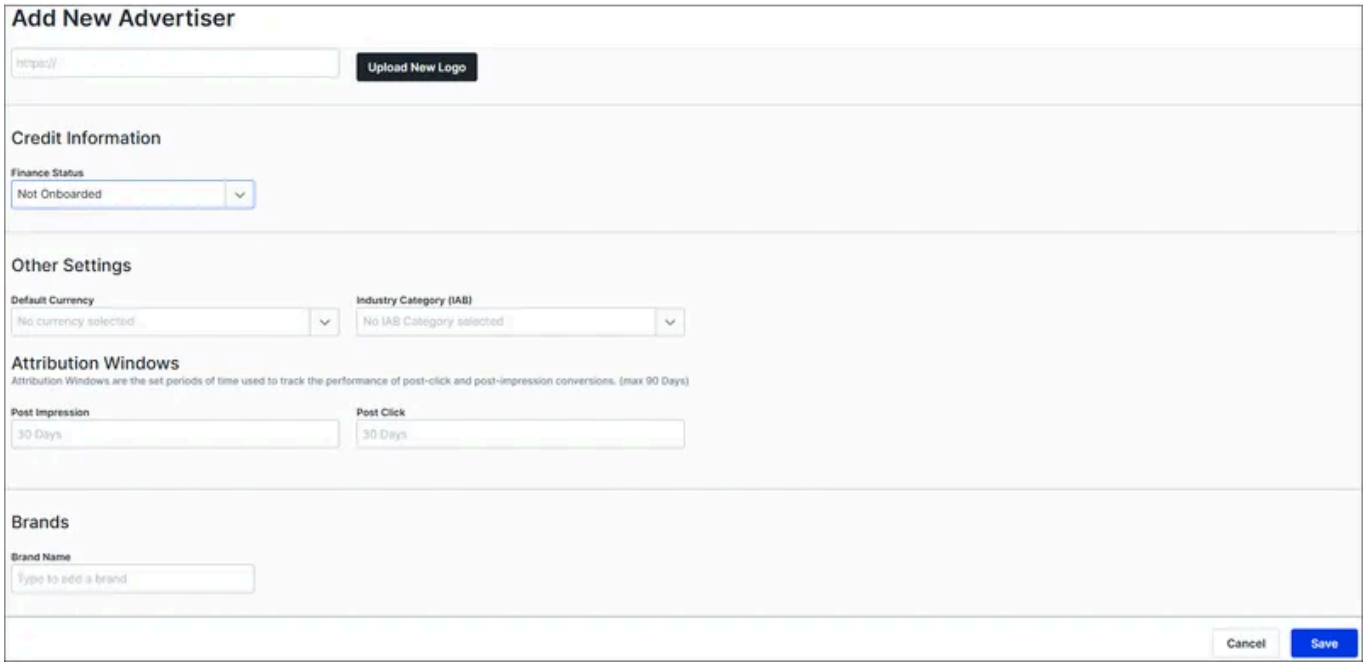
10.1.1. Create and edit advertisers

Advertisers are associated with agencies and manage one or more brands.

To create a new advertiser, complete the following steps:

STEP 1: Navigate to the New Advertisers page

1. On the left-side nav bar, select **Admin** > **Advertisers**. The Advertisers page displays.
2. Click **New Advertiser**. The New Advertiser page displays.



STEP 2: Enter basic details

1. At **Name,** enter the name of the advertiser.
2. At **Parent Agency**, select the agency with which the advertiser is associated. An advertiser can only be associated with one agency.
3. If necessary, at **Status**, click **Enabled** from the drop down. The status **Disabled** is used to remove the advertiser from production activity.
4. At **Website**, enter the advertiser's URL.
5. To insert a logo in the Advertiser tile, click **Upload New Logo** and select the logo file from your network or local drive.

STEP: 2 Other settings and brands

1. At **Default Currency**, if necessary, select the type of currency that applies for the advertiser from the dropdown. The default is United States Dollars (USD). The following types of currency are supported:
    - Australian Dollar (ASD)
    - British Pounds (GBP)
    - Canadian Dollar (CAD)
    - Chinese Yuan (CNY)
    - Euro (EUR)
    - Japanese Yen (YEN)
    - Mexican Peso (MXN)
    - Swedish Krona (SEK)
    - United States Dollar (USD)
2. At **Industry Category (IAB)**, select the industry from the dropdown that applies for the advertiser.
3. At **Post Impressions**, enter the number of days after the end of a campaign that impressions will still be counted. The maximum value is 90.
4. At **Post Click**, enter the number of days after the campaign that clicks will be counted toward the click total for digital conversions. The maximum value is 90.
5. At **Brands**, enter the names for as many brands as you need.
6. Click **Save**.

10.1.1.1. Update an advertiser logo

To update an advertiser's logo, complete the following steps:

1. On the left-side nav bar, select **Admin** >**Advertisers.** The Advertisers page displays.
2. On the **Advertisers** page, find the advertiser tile you want and click **...** and select **Edit Logo**.
3. Select an image file from your network or local drive.
4. Click **Open**. The new logo displays in the advertiser's tile and is available in the system immediately.

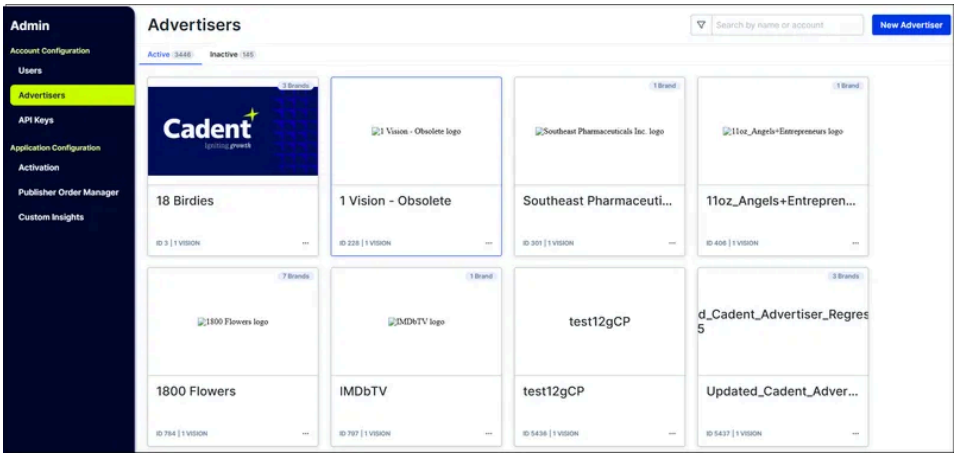
10.1.1.2. Disable or reactivate an advertiser

You can disable an advertiser so that it's no longer used in the platform, however disabled advertisers are not removed from the system and can be reactivated at any time. They display on the Inactive tab of the Advertisers page.

Disable an Advertiser

To disable an advertiser, complete the following steps:

1. On the left-side nav bar, select **Admin** >**Advertisers**. The **Advertisers** page displays.



2. In the tile for the advertiser you want, click **...** and select **Edit Advertiser** from the dropdown. The **Advertiser Details** page displays.

3. At **Status**, select **Disable** from the dropdown.
4. Click **Save**. The advertiser displays on the **Inactive** tab and is no longer available for use in production.

Enable an Advertiser

To enable a disabled advertiser, complete the following steps:

1. On the left-side nav bar, select **Admin** >**Advertisers**. The **Advertisers** page displays.
2. Select the **Inactive** tab. Advertisers that are no longer available for use in the platform display.
3. In the tile for the advertiser you want, click **...** and select **Edit Advertiser** from the dropdown. The **Advertiser Details** page displays.
4. At **Status**, select **Enable** from the dropdown.
5. Click **Save**. The advertiser displays on the **Active** tab and is available in production.

10.1.1.3. About agencies

Only Cadent can make changes to an agency or disable it. To request a new agency or to request a change to an agency, submit a support ticket and include the name of the agency along with the changes you want to make in the request.

When you create the support request, include the following information:

- Enter the request title, **Cadent Platform - New Agency**
- The Agency's name
- The account associated with the agency. This is sometimes called the owner account.
- Billing information used to bill the agency.
- Include a contact name and address details at the agency.
- If necessary, include the MediaOcean code and address.

The agency account will be created in 24-hours.