

# WORKSHOP: MAXIMIZAR INGRESOS CON AD MANAGER II



Google Ad Manager



# Quick introductions...



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# AGENDA

## Configuración UPRs



## Target CPM



## Bid Insights



# Configuración reglas precios UPR



# Set-up question

## Where and How do unified pricing rules (UPRs) apply?

- UPRs **apply** to all remnant line items (Network, Bulk, Price Priority) with > 0 CPM, Open Auction, Private Auction, First Look and Open Bidding (formerly Exchange Bidding).
- UPRs **do not apply** to programmatic guaranteed, preferred deals, guaranteed line items (Standard, Sponsorship) or house line items.

## How unified pricing rules are applied

- If two unified pricing rules target overlapping inventory, the rule with the higher price applies.
- If a First Look pricing rule and a unified pricing rule target overlapping inventory, the rule with the higher price applies for AdExchange demand.

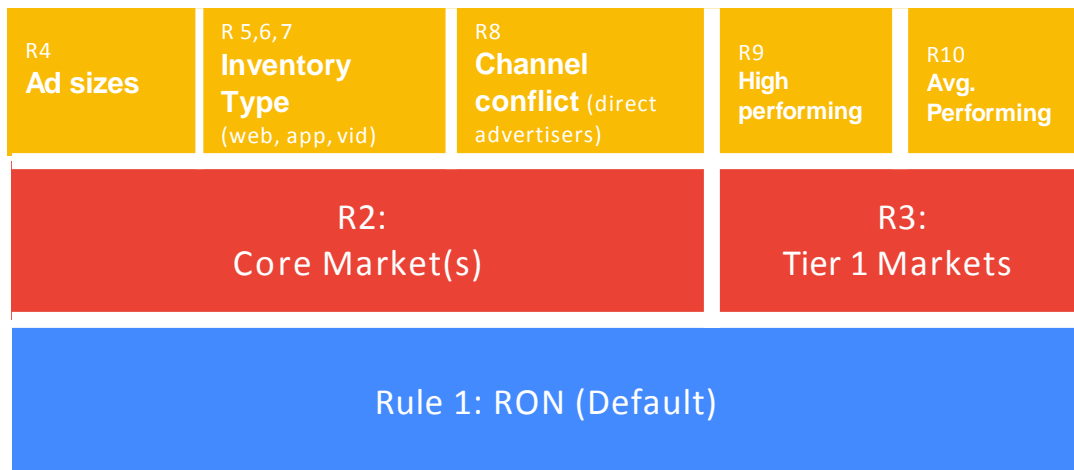
Inventory > Pricing Rules

# Principles for Rule Set-Up

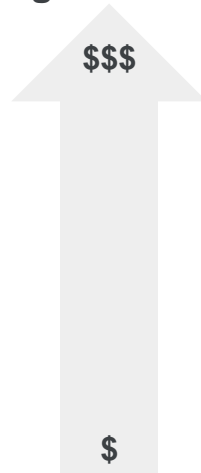
Questions to consider when creating your pricing rule strategy - focusing on long term business decisions and clear market communication

- What price do I want to communicate to the market for different inventory (size, placement, URL)?
- What are my overall business constraints for selling non-guaranteed inventory?
- Are there any places where today there is inconsistency (different prices or blocks for the same inventory), and what should be my new strategy?
- Do some channels have access to non-guaranteed inventory at discount, and if so why?
- What might be the simplest and easiest structure that I can design, which will follow my business needs?

# Consider the structure of your UPRs



Higher floors




Lower floors

## Reminders !

- If no rules match the targeting, the unified floor **price defaults to \$0**
  - **Note: The unified auction may still have floor prices due to Dynamic Allocation, or First Look**
- By default, pricing rules apply across Display, Mobile app and In-stream video. Use **Inventory Type** to specify if a rule should only apply to Display, Mobile app or In-streamvideo

# A clear structure allows you to be highly efficient

|  |   |        |  |                     |
|--|---|--------|--|---------------------|
| <input type="checkbox"/> Display   EMEA   UK & Ireland   All inventory |  | Active | Advertisers and brands<br>Experian<br>Oak Furniture Land<br>TalkTalk Group | Floor<br>£5.00      |
|  |   |        | Advertisers and brands<br>BT Group<br>Lloyds Banking Group                 | Target CPM<br>£4.00 |
|  |   |        | Sizes:<br>300x250<br>300x600   | Floor<br>£0.50      |
|  |   |        | Sizes:<br>800x120<br>900x240   | Target CPM<br>£1.50 |
|  |   |        | Everything   | Target CPM<br>£0.05 |
|  |   |        |  |                     |

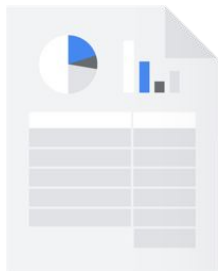
One single rule can manage:

1. Multiple advertiser-specific floors

2. Different prices for top specific sizes

3. Backup price for long-tail sizes

# How to report



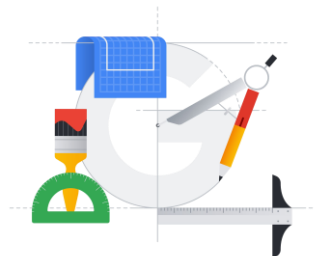
Select “Historical report” and select “Unified Pricing rule”.



Monitor performance over time with the “Date” dimension.



See which line items your UPRs are applying to by adding “Line item type” or “Demand channel”.



Select the metrics you’d like to view.

**What if I see  
“No pricing rule  
applied”?**



# Why am I seeing “No pricing rule applied”?

- The impression went unfilled
- No unified pricing rule matched the request
- Not eligible for auction (Standard, Sponsorship, or House line item won)
- Multi-size request

| Total rows ⓘ              | Start date            | End date             |
|---------------------------|-----------------------|----------------------|
| 23                        | 3/5/2020              | 3/5/2020             |
| EDIT ⓘ                    | EXPORT RESULTS ▼      | SHARE                |
| Unified pricing rule ⓘ    | Total impressions ⓘ ↓ | Total average eCPM ⓘ |
| (No pricing rule applied) | 44,230,769            | \$2.59               |
| Floor 1                   | 26,784,245            | \$5.13               |
| Floor 2                   | 1,257,864             | \$8.54               |
| US floor                  | 920,845               | \$7.35               |
| Advertiser floor          | 787,323               | \$5.39               |
| Floor 3                   | 361,333               | \$6.64               |
| Floor 4                   | 293,978               | \$12.96              |
| Brand floor               | 187,813               | \$7.01               |

# Why am I seeing “No pricing rule applied”?

Delivery

Demand channel

×

Delivery

Programmatic channel

×

Delivery

Unified pricing rule

×

Geography

Country

×

Delivery

Creative size (delivered)

×

Inventory

Ad unit (top level)

0 attributes selected

✓

×

| SUM of Total impressions | Demand channel       |             |             |              |
|--------------------------|----------------------|-------------|-------------|--------------|
|                          | Programmatic channel | Ad Exchange | Ad server   | Open Bidding |
| (Not applicable)         |                      |             | 115,500,261 |              |
| Open Auction             |                      | 3,971,537   |             | 169,462      |
| Preferred Deals          |                      |             | 527,619     |              |
| Private Auction          |                      | 16,962      |             |              |
| Programmatic Guaranteed  |                      |             | 67,022      |              |
|                          |                      |             |             | Grand Total  |
|                          |                      |             |             | 115,500,261  |
|                          |                      |             |             | 4,140,999    |
|                          |                      |             |             | 527,619      |
|                          |                      |             |             | 16,962       |
|                          |                      |             |             | 67,022       |

Country, Ad Unit, Creative Size?

**Importante:** Filtrar solo (no pricing rule applied)

# Target CPM

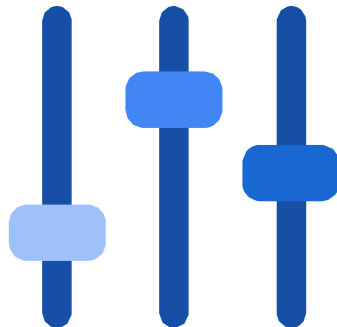


# What is target CPM?

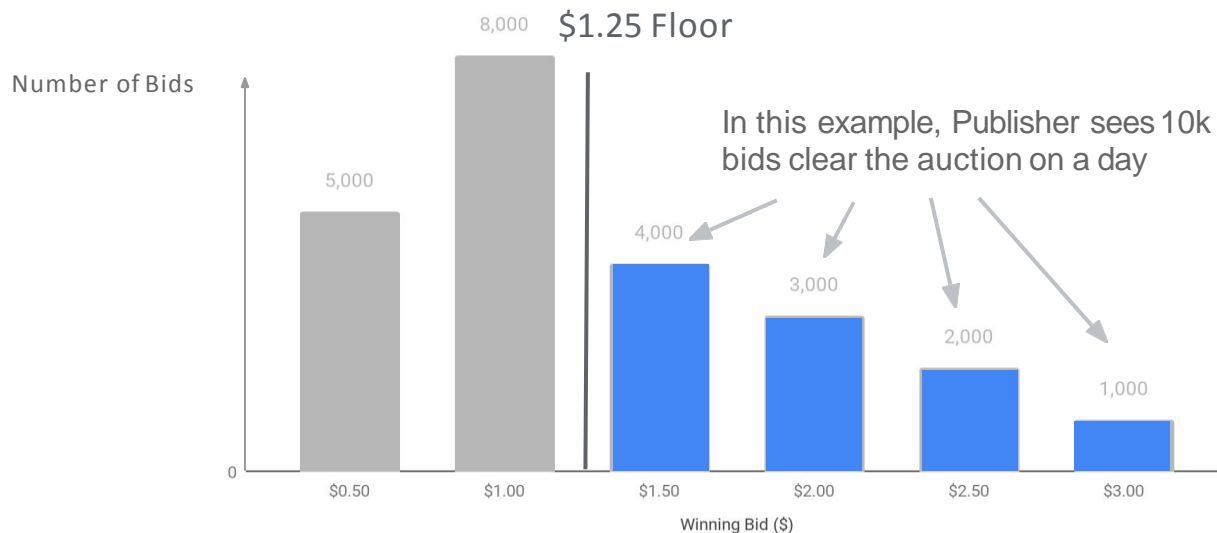
Target CPM adjusts open auction pricing rules to improve performance.

## Target CPM vs Floor Price:

- **Target CPM:** sets an average CPM for your inventory.
- **Floor Price:** sets a minimum CPM for your inventory.



# How it works... the traditional way of specifying a pricing rule (floors)

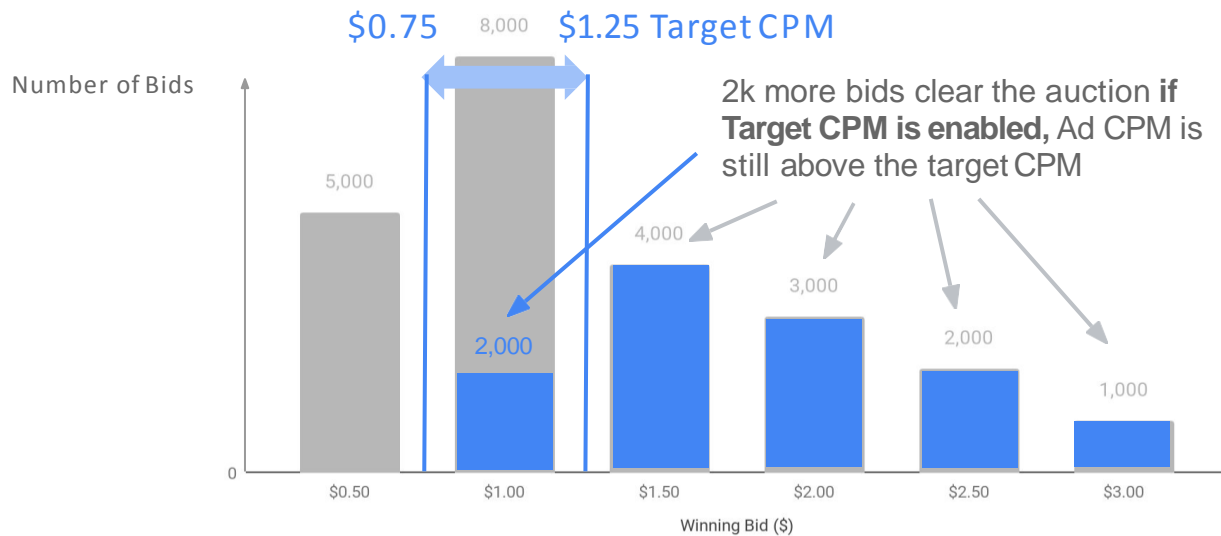


Revenue  
**\$20k**

Ad CPM  
**\$2.0**

With Floor price there is no flexibility to clear any query below the specified floor.

# How it works... with Target CPM



Revenue  
**\$21.5k (+7.5%) <sup>(1)</sup>**

Ad CPM  
**\$1.8**

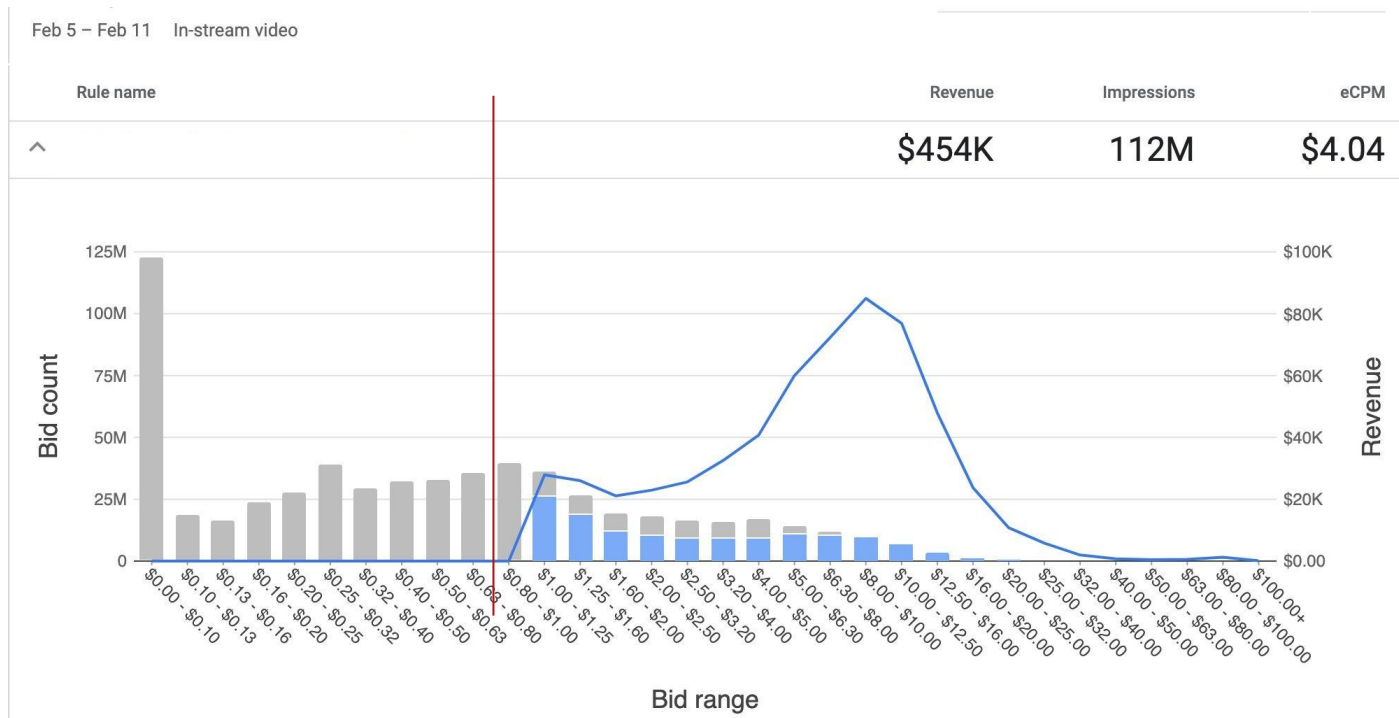
When enabled, Target CPM dynamically changes floor prices allowing additional queries to clear, while maintaining min CPM you specified.

(1) Note: this is an illustrative example, actual realized revenue lift will vary

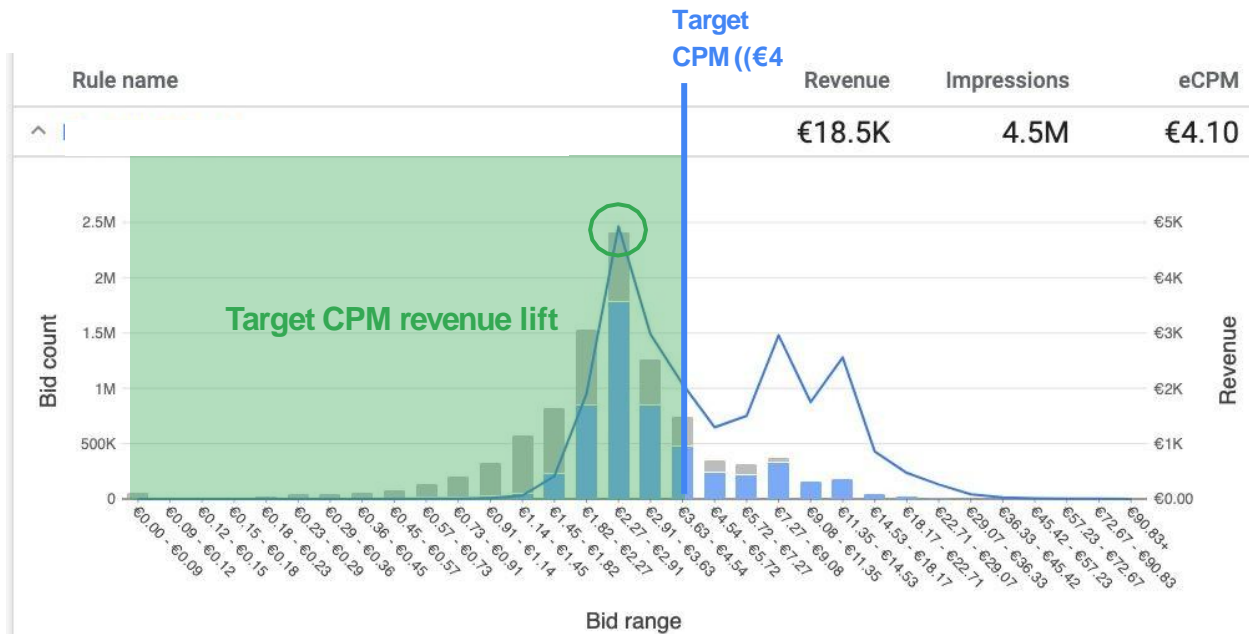
# Real life bid insight card example: Floor price

Proprietary + Confidential

Floor: \$1



# Target CPM....in action



- Target CPM allows publisher to capture significant **incremental revenue** that would otherwise be missed
- Does not compromise **avg eCPM** on the inventory, which remains **above this target price** (\$4.0 in this example)
- Easily report aggregated Target CPM revenue lift via Optimization Type dimension in Ad Manager Historical report

# Report on Target CPM

Common question on March 6th may be: Why is the rule transacting below the target price?

- Target CPM maintains an average eCPM above the target price over a longer period of time, which in this case is one month.
- In this case, in 17 days out of 31, target CPM has transacted below its target price of 5.00€. However, **on a month average, the rule is doing its job**: in fact the average eCPM in the month of March was 5.01€.

| Unified pricing rule  | Date    | eCPM  |
|-----------------------|---------|-------|
| Secret Target CPM UPR | 3/1/20  | €4.98 |
| Secret Target CPM UPR | 3/2/20  | €4.84 |
| Secret Target CPM UPR | 3/3/20  | €4.67 |
| Secret Target CPM UPR | 3/4/20  | €4.58 |
| Secret Target CPM UPR | 3/5/20  | €4.94 |
| Secret Target CPM UPR | 3/6/20  | €4.69 |
| Secret Target CPM UPR | 3/7/20  | €5.04 |
| Secret Target CPM UPR | 3/8/20  | €5.13 |
| Secret Target CPM UPR | 3/9/20  | €5.37 |
| Secret Target CPM UPR | 3/10/20 | €5.93 |
| Secret Target CPM UPR | 3/11/20 | €5.74 |
| Secret Target CPM UPR | 3/12/20 | €4.67 |
| Secret Target CPM UPR | 3/13/20 | €4.83 |
| Secret Target CPM UPR | 3/14/20 | €4.89 |
| Secret Target CPM UPR | 3/15/20 | €5.18 |
| Secret Target CPM UPR | 3/16/20 | €4.85 |
| Secret Target CPM UPR | 3/17/20 | €5.02 |
| Secret Target CPM UPR | 3/18/20 | €4.94 |
| Secret Target CPM UPR | 3/19/20 | €5.01 |
| Secret Target CPM UPR | 3/20/20 | €5.63 |
| Secret Target CPM UPR | 3/21/20 | €4.84 |
| Secret Target CPM UPR | 3/22/20 | €4.66 |
| Secret Target CPM UPR | 3/23/20 | €5.03 |
| Secret Target CPM UPR | 3/24/20 | €5.53 |
| Secret Target CPM UPR | 3/25/20 | €4.90 |
| Secret Target CPM UPR | 3/26/20 | €5.64 |
| Secret Target CPM UPR | 3/27/20 | €4.80 |
| Secret Target CPM UPR | 3/28/20 | €5.49 |
| Secret Target CPM UPR | 3/29/20 | €5.11 |
| Secret Target CPM UPR | 3/30/20 | €4.39 |

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**RULE  
TARGET  
CPM 5.00€**



coneQtiA

Google

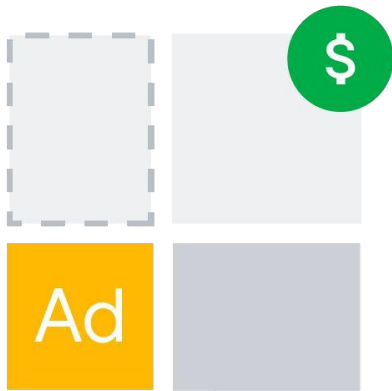
# How to leverage Bid Insight card



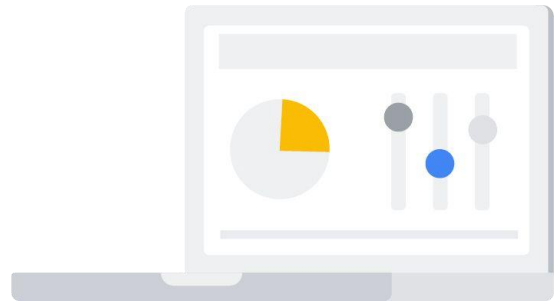
# Use bid insights to:



See if there's incremental  
value to capture



Understand the general value  
of inventory  
(specific to that rule)



Understand shifts in bidding  
behavior

# Home Filter Options

| Overview       | Delivery        |
|----------------|-----------------|
| Last 30 days ▼ | All inventory ▼ |
| Last 7 days    | All inventory   |
| Last 30 days   | Mobile app      |
|                | Mobile web      |
|                | AMP             |
|                | In-stream video |
|                | Desktop web     |
|                | Other           |

Filter options apply to all cards in the Home view, not just the Pricing rulescard

# Bid Insight

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Top 5 rules by revenue are shown by default, but you can search by Rule

## Pricing rules ?

Nov 1 - Dec 31 All inventory

Date range & inventory type pulled from TOP of Home

Search pricing rules

| Rule name                    | Impressions | Revenue | eCPM    |
|------------------------------|-------------|---------|---------|
| ▼ (No pricing rule applied)  | 2.61B       | \$9.38M | \$3.60  |
| ▼ Pricing rule 1             | 1.56B       | \$3.37M | \$2.16  |
| ▼ Pricing rule 2             | 830M        | \$1.64M | \$1.98  |
| ▼ Pricing rule 3             | 36.9M       | \$615K  | \$16.67 |
| ▼ Pricing rule 4             | 108M        | \$415K  | \$3.84  |
| 15 ROWS AVAILABLE FOR SEARCH |             |         |         |

Extra visual indicator so pubs know this is not all their rules

# Bid Insight - Details

^ Pricing rule 3

Bid range: \$4 - \$5

1.56B

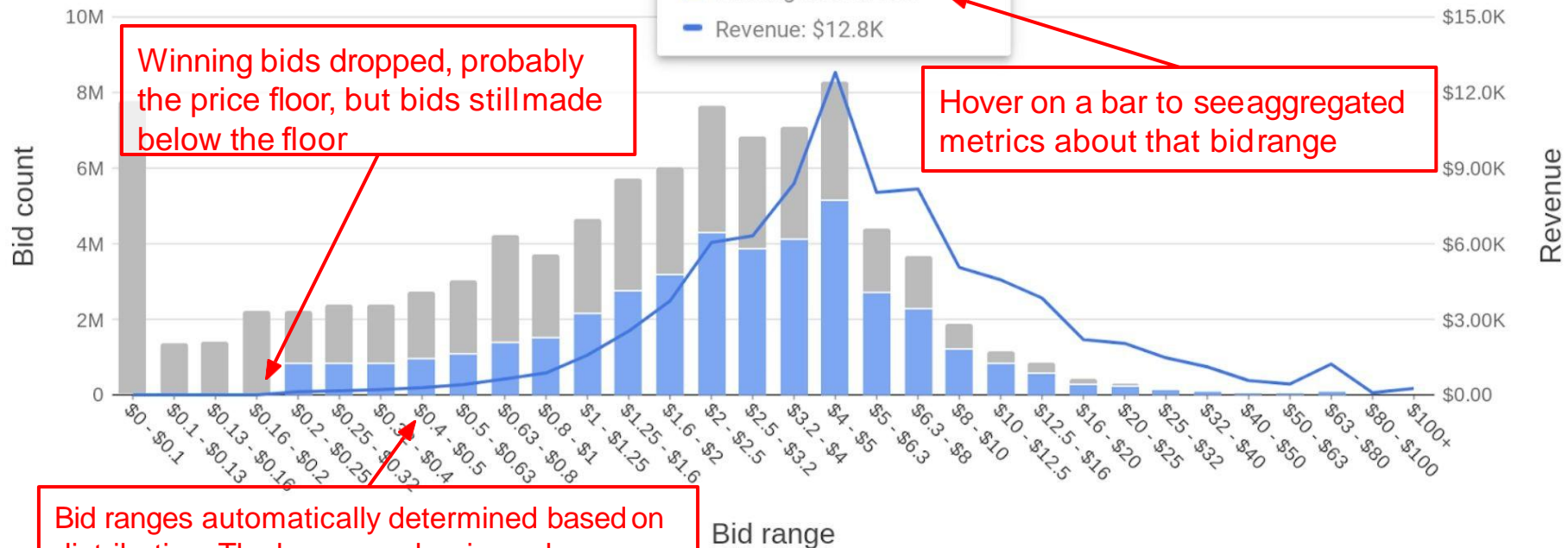
\$3.37M

\$2.16

Losing highest bids: 3.18M

Winning bids: 5.13M

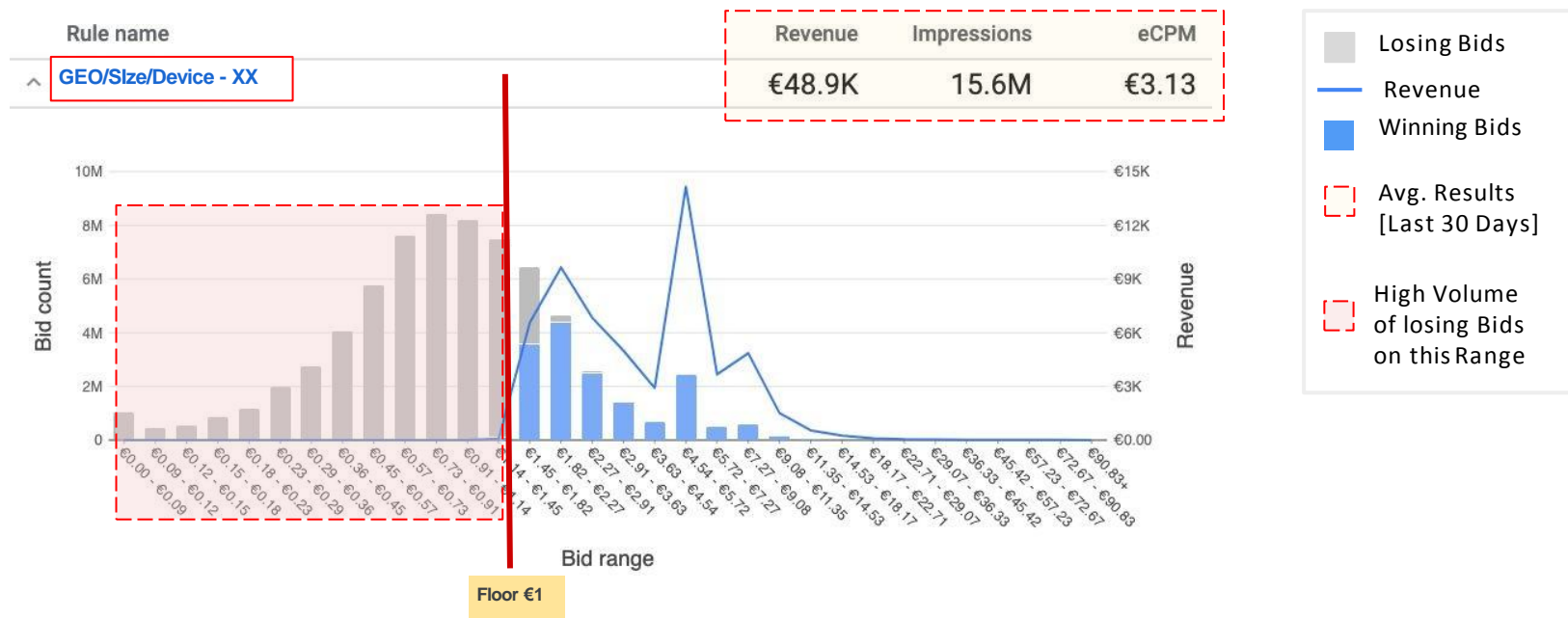
Revenue: \$12.8K



Bid ranges automatically determined based on distribution. The lower number in each range is inclusive of that bid amount and the higher number is not

# Insights Card Review | Best Practices

The insights card in the Ad Manager Home Page can assist on pricing strategy. Consider monitoring floors quarterly.



- When applying floor strategy consider as a **parameter the grey area**, if the losing bids on the left side are significantly high (i.e. 1<M) there is an opportunity to slightly lower floors or adjust targeting
- **Premium Inventory:** Consider keeping higher floors when the intention is protecting inventory value

# Recap Definitions

- **Winning bid:** a bid from Authorized Buyers or Open Bidding that won an auction and generated an impression.
- **Highest losing bid:** the highest bid from Authorized Buyers or Open Bidding where neither were the winner of the auction. This might happen because:
  - Highest bid was below the unified floor
  - Highest bid was outbid by a remnant line item with higher CPM and the remnant line item won the impression instead
  - Highest bid was outbid by a guaranteed line item with higher temporary CPM (based on delivery pacing), and a guaranteed campaign won the impression instead

## How bids are logged in bid insight card - Example

| Auction 1<br>(Rule_1: \$3) | Auction 2<br>(Rule_2: \$10) |
|----------------------------|-----------------------------|
| \$5<br>Winning bid         | \$5<br>Highest losing bid   |
| \$2<br>(not logged)        | \$3<br>(not logged)         |

### Focusing on actionable insight

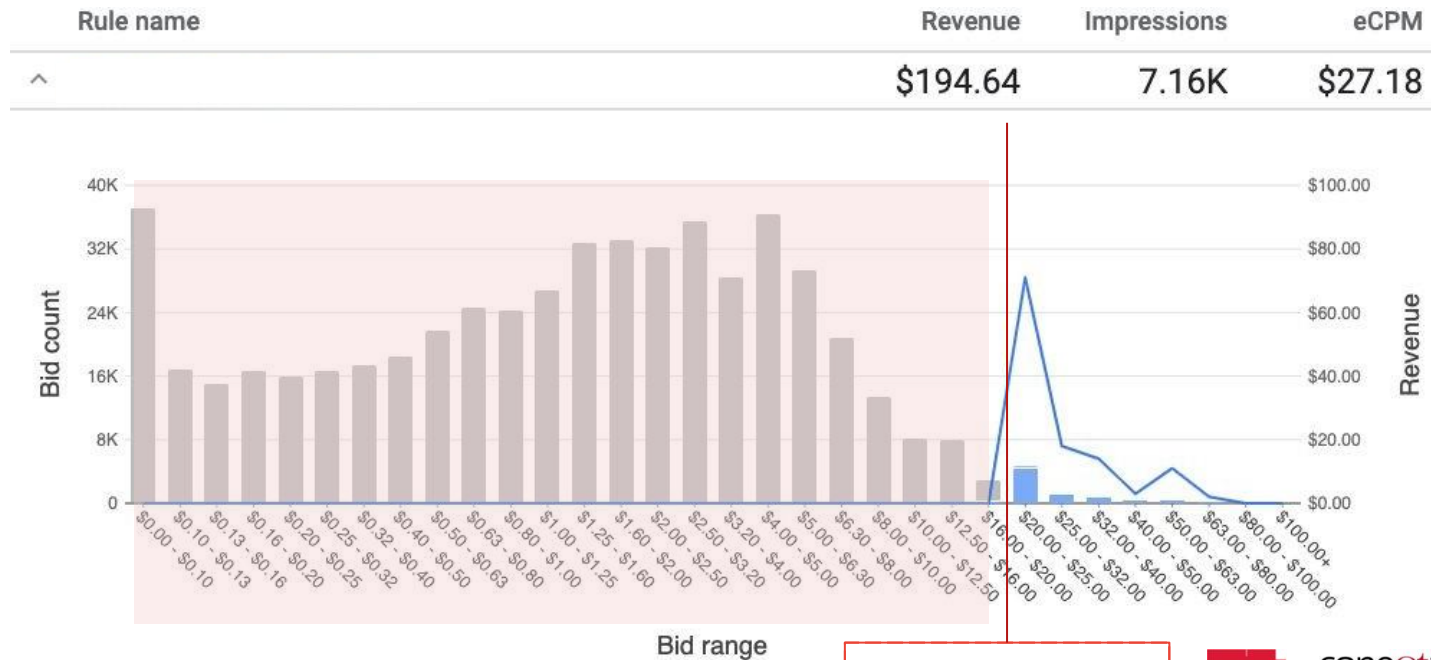
Bids that are not the highest in the auction are filtered out. This makes the card actionable and easy to interpret

# Ex. (1) Understanding the impact of floors

Example shows significant volume of bids below the floor. This allows publisher to:

Understand the opportunity cost of your pricing strategy

Consider reducing floor to capture incremental demand



Floor CPM: \$20

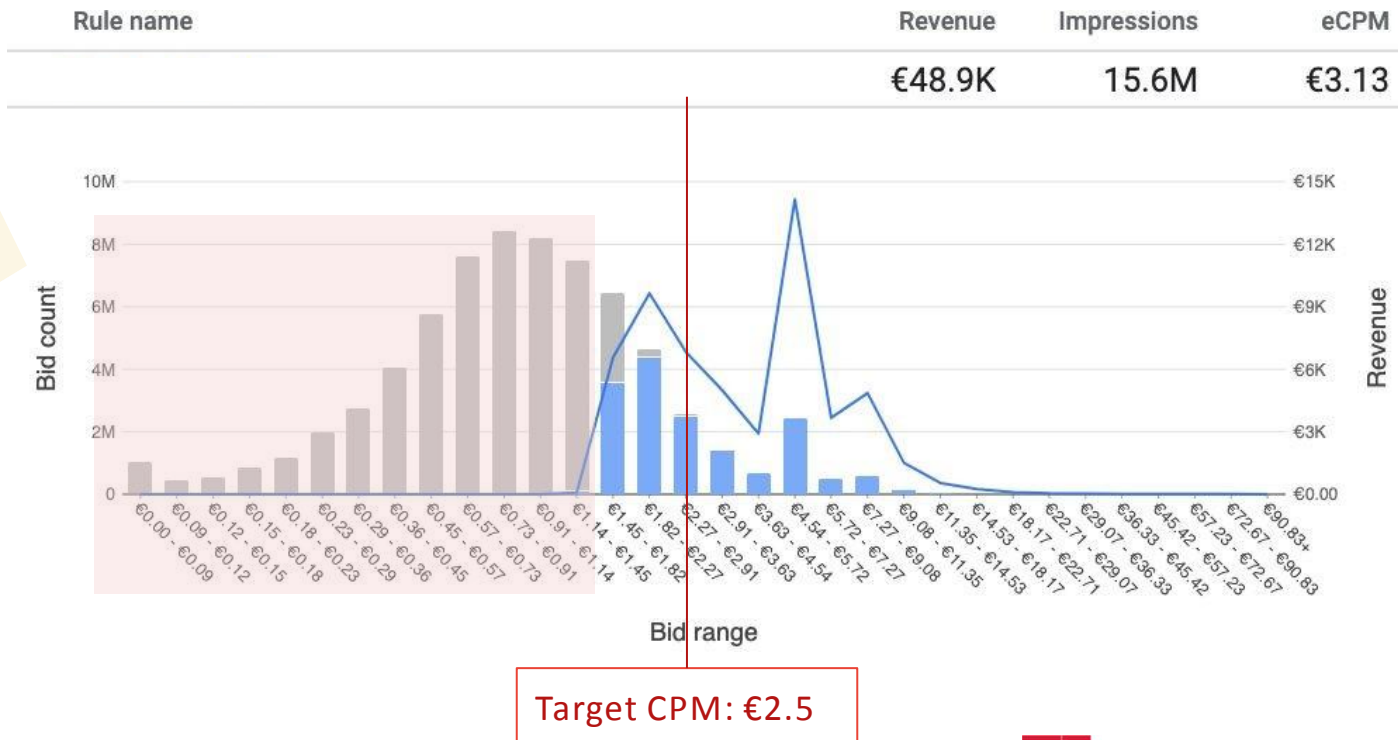
## Ex. 2) Understanding the impact of floors

Example shows significant volume of bids below the floor even with Target eCPM applied.

Insights:

- The winning bids (blue) demand is lower than lost bids volume (grey)
- While Target CPM is allowing to capture additional revenue, significant demand still exists

Consider reducing floor to capture incremental demand



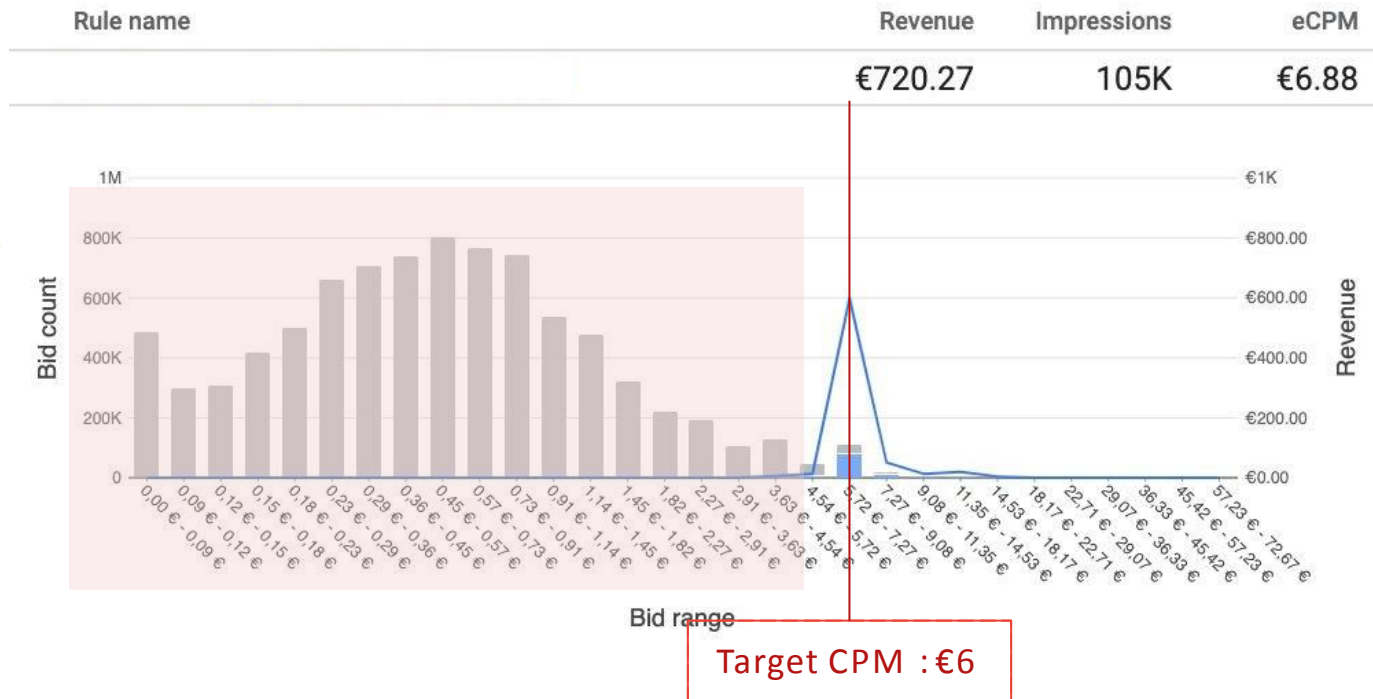
## Ex. 3) Understanding the impact of floors

Example shows significant volume of bids below the floor even with Target eCPM applied.

Insights:

- There is almost no demand above the floor
- Limited opportunity for Target CPM to increase revenue

Consider reducing floor to capture incremental demand



# Keep in Mind

Certain rules might be performing effectively

# Ex. 1) Understanding rules with good performance

Proprietary + Confidential

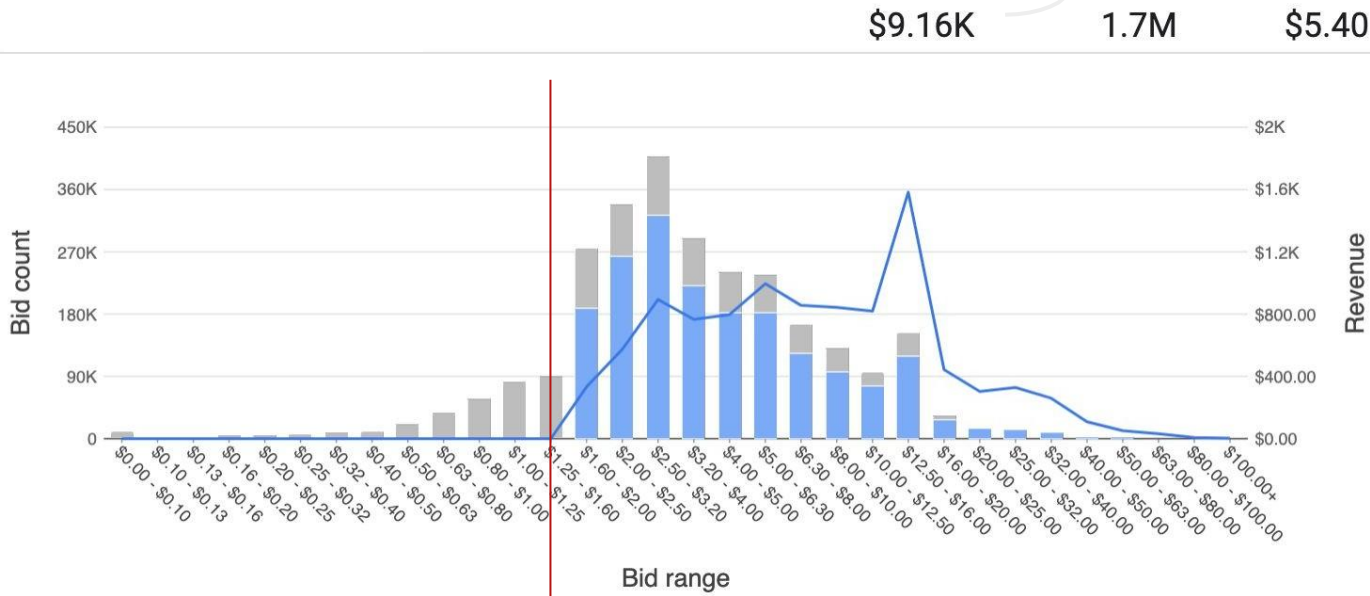
Example shows significant volume of winning bids (blue) above the floor:

- Limited demand (losing bids in grey) are way lower than the additional demand coming through the right side

No action needed for the publisher on this rule

Note the large difference between the avg winning CPM VS Floor

Floor: \$1.60



## Ex. 2) Understanding rules with good performance

Proprietary + Confidential

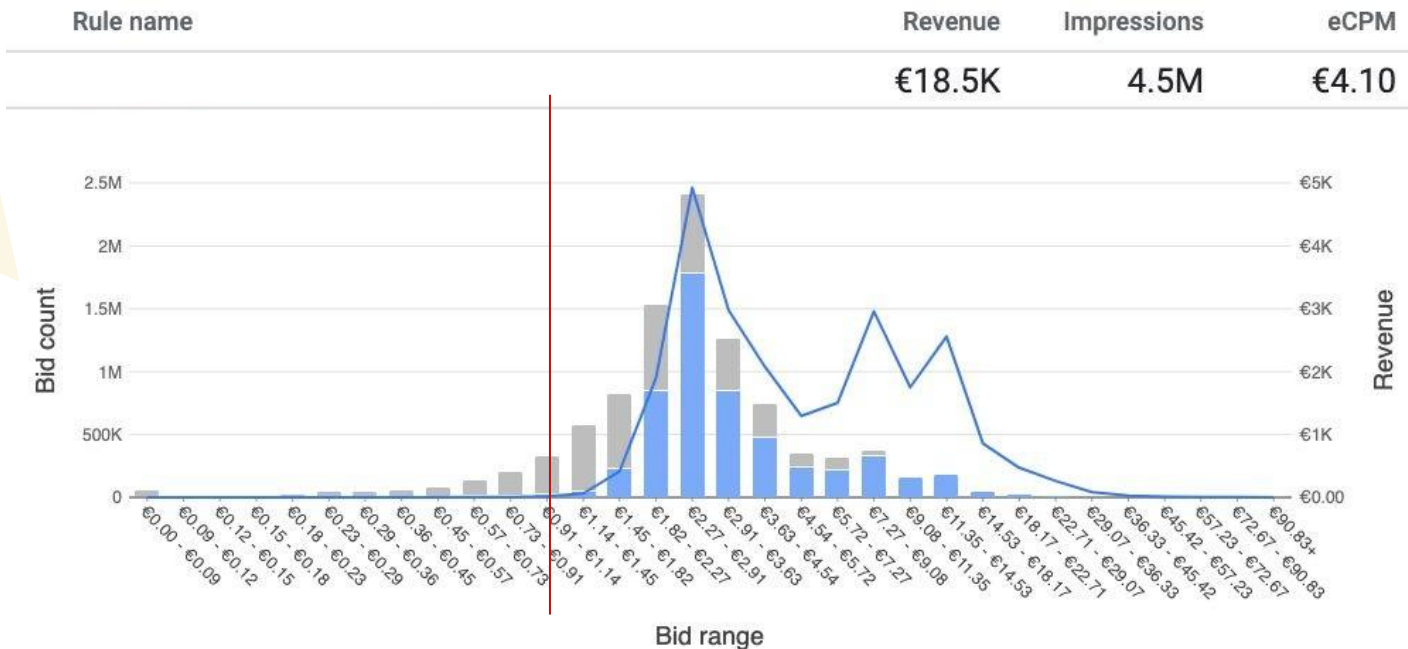
Note the large difference  
between the avg winning  
CPM VS Floor

Floor: €1

Example shows significant  
volume of winning bids  
(blue) above the floor:

- The demand above the floor is 5X higher than the demand of losing bids (grey bars below €1)
- You will note that the winning avg CPM is much higher than the floor

Pubs should consider  
conserving their floors at  
current levels if there is no  
need to reduce



# Keep in Mind

Cases when Target eCPM applies effectively

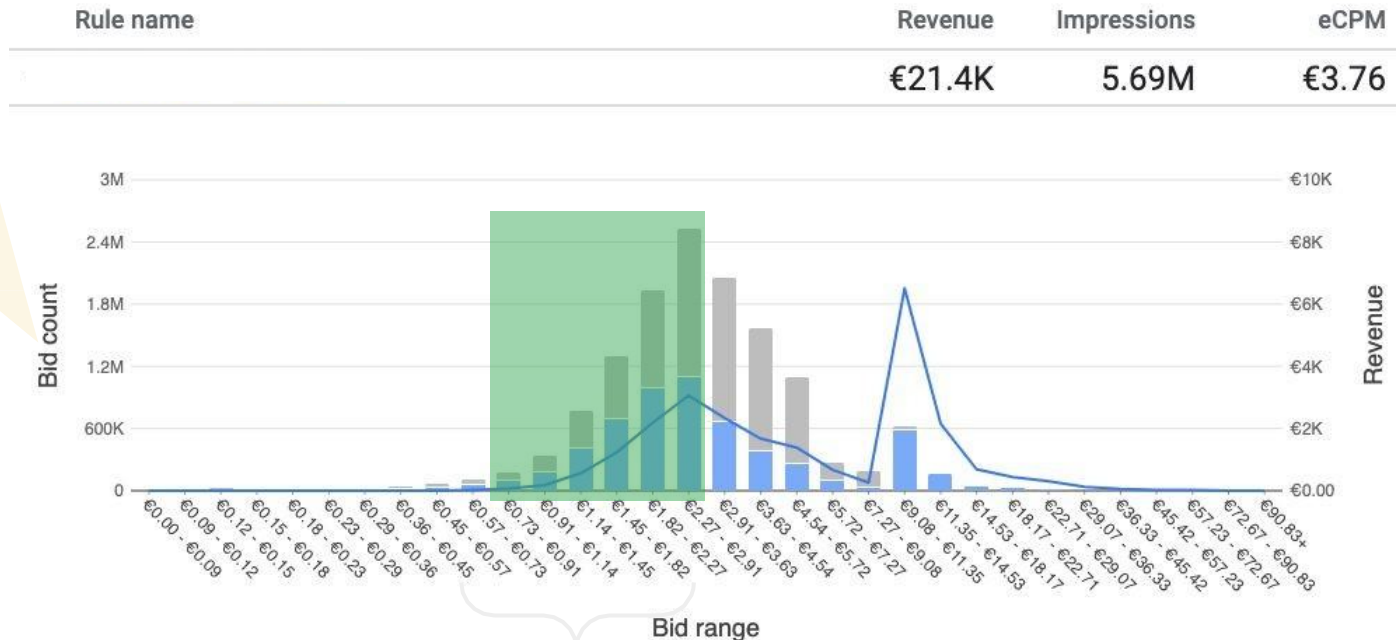
# Ex. 1) Target CPM - The Optimal Suggestion

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Branded  
Floor: 2.40€

Example shows a volume of winning bids going below branded floor (w/target CPM):

- The target CPM proves to be an optimal solution to capture the high demand which is lower than the actual floor
- Note that this does not compromise the avg eCPM on the inventory which is always above or equal to this target price



Winning bids are dynamically requests lower than floor. However, you will note that this solution is not compromising the avg winning CPM (Floor w/Target CPM 2.40 -> Avg. Winning CPM 3.76)

# Ejemplos



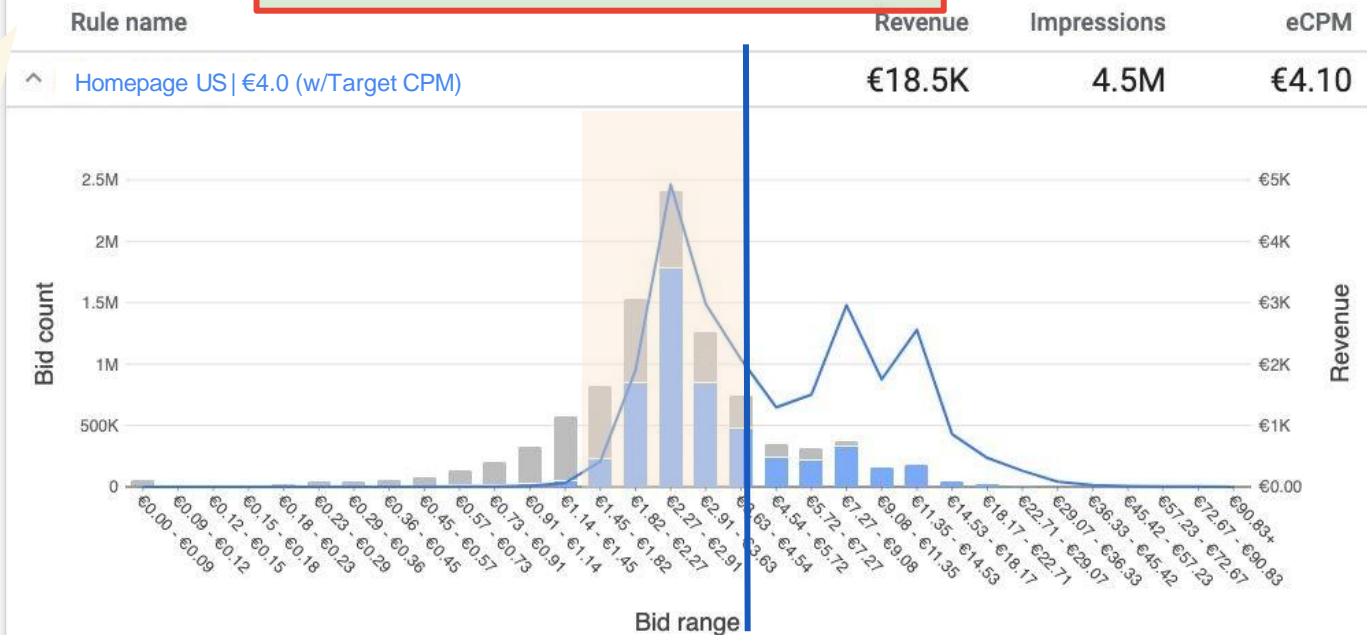
# 1) Is Target CPM driving value for this Rule?

Yes!



Incremental revenue due to Target CPM, not compromising the avg winning CPM at \$4.10

- Target CPM allows incremental revenue that would otherwise be missed
- The avg winning eCPM remains above this target price



Target CPM: €4

## 2) Should you consider reducing this RuleFloor?

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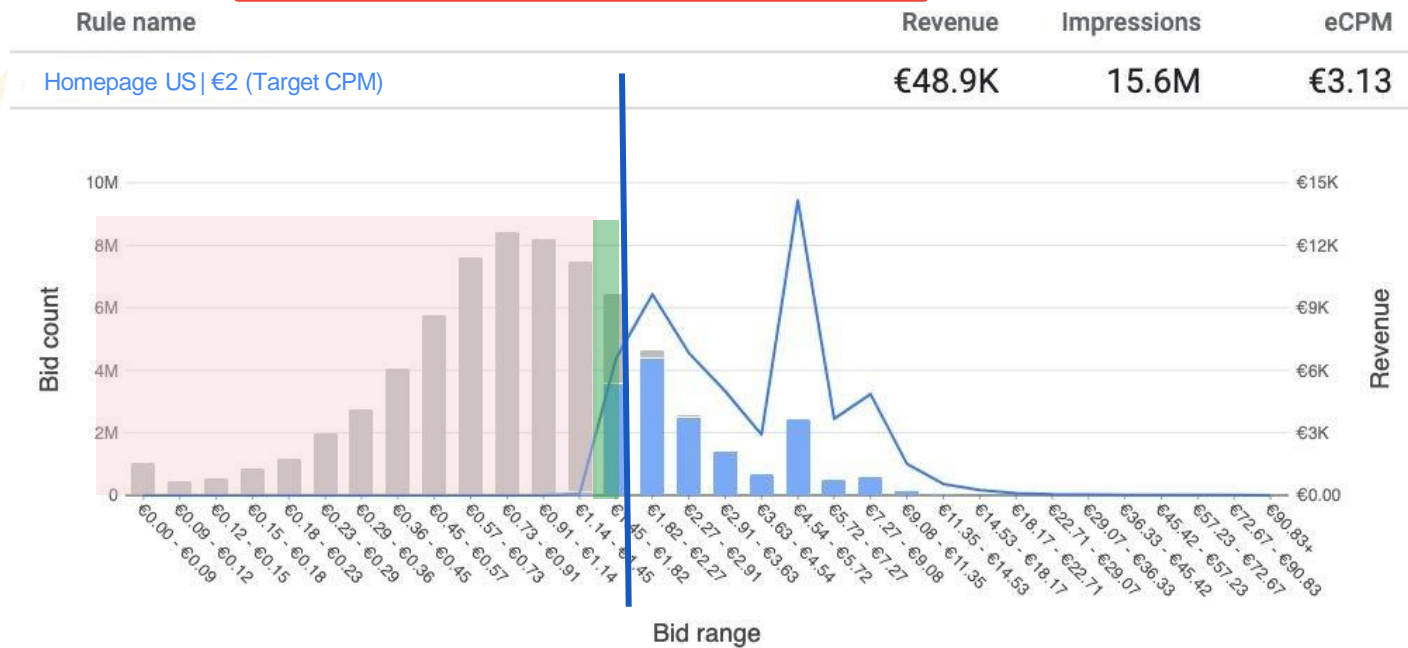
Yes!



Consider reducing floors will allow you to capture **additional demand** for this rule

Example shows significant volume of bids below the floor even with Target CPM applied.

Limited demand above the floor, so limited opportunity for Target CPM to increase revenue



Target CPM: €2

### 3) Is this rule performing well?

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**Great Results!**



**No action needed.** Keep monitoring positive performance

**Alert:** Increasing floors may impact the overall performance

Note the large  
difference between  
the avg winning CPM  
VS Floor

**Floor: \$1.2**

Example shows significant  
volume of winning bids  
above the floor:

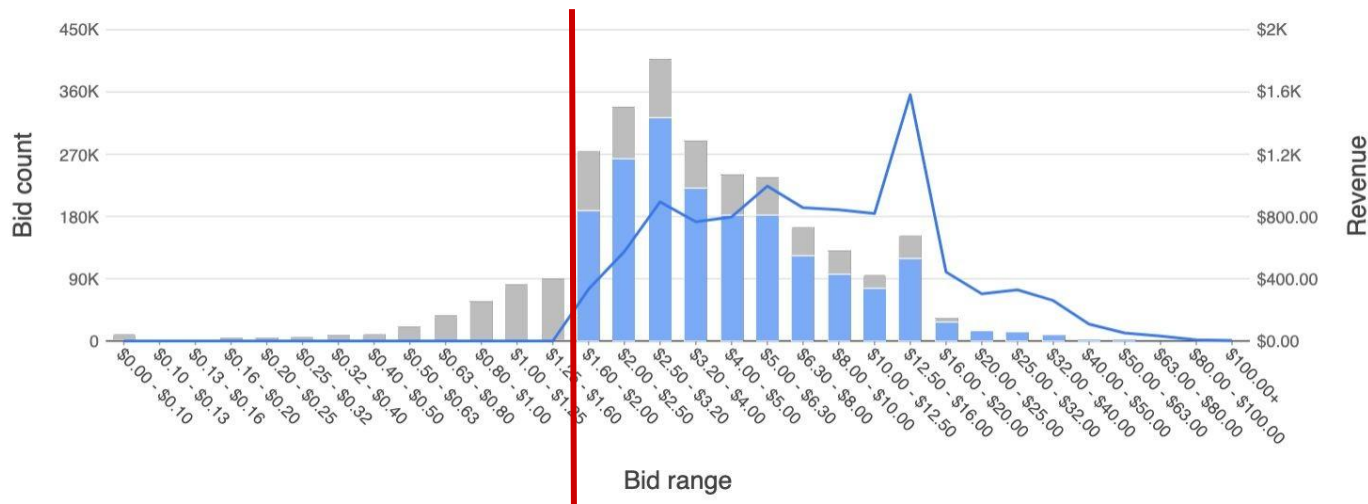
- Limited demand below the floor
- Average closing CPM significantly higher than branded floor

Homepage US | \$1.20

\$9.16K

1.7M

\$5.40



# (4Default 0\$Floor. Should you apply changes to this Rule?

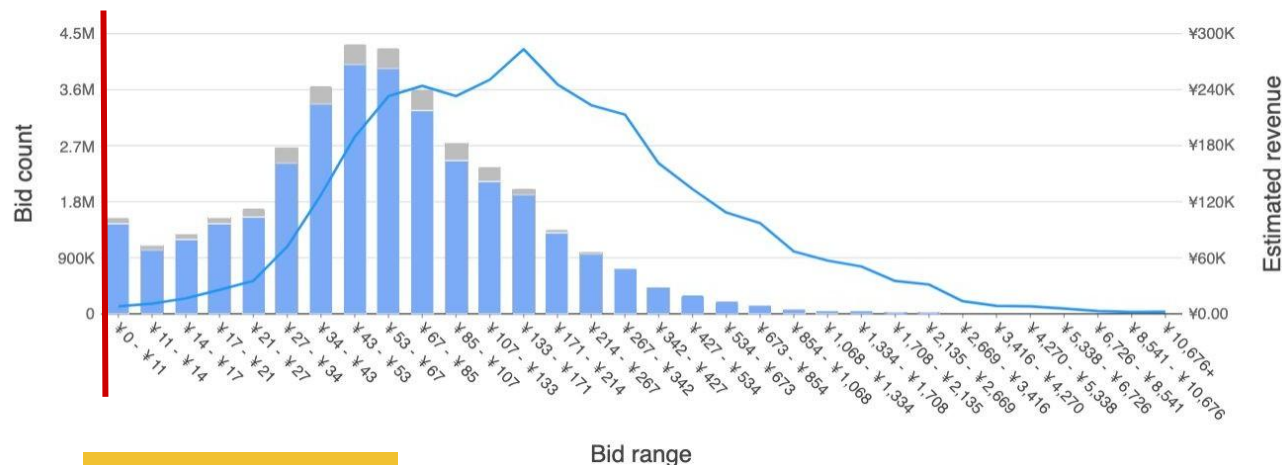
Proprietary + Confidential

## Pricing rules ?

Apr 6 – May 5 All inventory

Rule name Revenue Impressions eCPM

Default Rule ¥3.03M 31.4M ¥96.55



Floor: 0 Yen

No action needed for the publisher on this rule

The highest bid will always apply for any rule including default

Search pricing rules

Example shows Default rule with \$0 floor:

- Catch-all rule examples with \$0 floors
- Insight Card can be helpful only to monitor demand, the highest bid will always apply

No action needed for the publisher on this rule

# Download the UPRs playbook:

<https://goo.gle/332MPVa>

¡Gracias!

# ¿Preguntas?