

Advanced GO DSP

- DSPs enable advertisers to purchase impressions across a range of publisher sites, but targeted to specific users based on information such as their location and their previous browsing behavior.
- Publishers make their ad impressions available through marketplaces called ad exchanges and then DSPs automatically decide which of those impressions would be best suited for the advertiser to buy.
- **Advanced Dsp supports the following features**
- Advanced Reports
- PMP , Deal ,Native,Format objects
- Adformats Image,Text,Html,Popunder,Push notification,Native ads,Video ads
- **Advanced Vast video features**
- Advanced vast video generating VAST tags for VAST 2.0,3.0,4.0 and 4.1. The module was created within IAB standards to support inline/overlay/wrapper/skipable/video ad pod and video ad pod wrapper ads.
- VAST supported ad formats and media types
- Linear Inline Video Ad
 - Skippable Ad
 - Companion Ad
 - Third party wrapper ads
 - HLS support
 - Ad Pod
 - VPAID
- Nonlinear Video Ad
 - Overlay Image Ad •Wrapper Ads
- Audio Ads
 - DAAST supported audio ads
- Media types Supported
- Video •Mp4 •webM •HLS
- Audio •Mpeg •Aac

DSP Configuration:

- Login as Administrator -> DSP Portal -> Add DSP Portal -> Enter DSP Portal name ->select output format,admin share,digital signature and Click save changes.

The screenshot shows the 'New DSP Portal' configuration page in the djaxadserver interface. The left sidebar contains links for 'Listing DSP Portal', 'Add New DSP Portal', 'DSP Categories', 'Reports', and 'Go DSP Settings'. The main content area has a title 'New DSP Portal' and a yellow warning box stating: 'It is possible to edit all settings because the configuration file is not locked, but this could lead to security issues. If you want to secure your system, you need to lock the configuration file for this installation.' Below the warning, there is a section 'Add New DSP' with the following fields: 'DSP Portal Label' (text input), 'DSP Portal Name' (text input), 'Admin Share (%)' (text input with '25' entered), 'Web Output Type' (dropdown menu with 'HTML' selected), and 'Digital Signature (Ex)' (a long alphanumeric string). A 'Save Changes' button is located at the bottom of the form.

DSP Listing:

- Login as Administrator -> Listing DSP Portal
- DSP listing page will display all the DSP's included in the system with block/unblock options.

It also provides the format of the ping url to be configured at the third party end. **Example:**

The ping url for Test_DSP takes the following form,

`http://youradserverdomain.com/dsp_request?dsp=new&secret_key=95ecfab9052a8b2e36bea09741867c49`

The screenshot shows the 'DSP Portal list' page in the Revive Ad Server interface. The left sidebar contains links for 'Add DSP Portal', 'Listing DSP Portal', 'Domains to Bid', 'White Lists', and 'DSP Statistics'. The main content area has a title 'DSP Portal list' and a 'PING URL' field with the value: `http://182.72.85.22/revivephp7/demo_advanced_dsp/www/admin/plugins/DSP/dsp_request.php?dsp=(place your dsp portal name here)`. Below the URL, there are 'UnBlock' and 'Block' buttons. A table lists the DSP portals:

DSP Portal Name	Status	Action
EXADS	UnBlock	Edit / Block / Delete

- DSP generates individual Ping URL for connected SSP's. Those SSP's will configure the ping URL in their Ad exchange. Configured Ping URL acts as a communication gateway between DSP's & SSP's Ad exchange. Connected SSP's will send request to DSP, based upon the request DSP Ad exchange provides response. Upon the successful request, if an ad gets selected connected SSP's will send a win notice to the ad exchange.

Campaign Creation

- Login as administrator and switch to default manager
- Inventory -> Campaigns -> Add a new campaign -> Select CPM pricing model and enter Rate/Price value -> Fill required fields -> **Enable PMP** under PMP Object and

Enter the **Deal ID** under Deal Object -> Click save changes.

- PMP Enabled Campaign – When "private_auction" parameter is set to 1 then the campaign will check with pmp campaign and deal object.
- Deal ID – PMP Enabled Campaign banner gets delivered if the Campaign Deal Id matches with the Deal ID in the JSON request.

djaxadserver admin | Support | Logout Working as Default manager

Home Statistics **Inventory** Preferences

Advertisers
Campaigns
Banners
Websites
Zones
Deal Properties
Delivery Rule Sets
User Access

Add new campaign for advertiser Adv3103

Advertiser: Adv3103

[Add new campaign](#) [Help](#)

Basic information

Name *

Campaign type ☐ Remnant ☐ Contract ☒ **Override**
Override campaigns are a special campaign type specifically to override (i.e. take priority over) Remnant and Contract campaigns. Override campaigns are generally used with specific targeting and/or capping rules to ensure that the campaign banners are always displayed in certain locations, to certain users, and perhaps a certain number of times, as part of a specific promotion. (This campaign type was previously known as 'Contract (Exclusive)'.)

Date

Start date ☒ Start immediately ☐ Set specific date

End date ☒ Don't expire ☐ Set specific date

Pricing

Pricing model *

Rate / Price

Impressions ☒ Unlimited

SSP Settings

Select SSP

Select SSP
Alpha DSP
Etag DSP
Gem DSP
Califa DSP
mar_dsp

Enable PMP ☒

Deal ID

Priority in relation to other campaigns

Set the campaign weight

Delivery capping per visitor

Limit campaign views to: in total

Limit campaign views to: per session

Reset view counters after: hours minutes seconds

Cookies ☐ Show capped ads if cookies are disabled ⓘ

Miscellaneous

Miscellaneous ☐ Hide the advertiser and websites of this campaign.

Miscellaneous ☐ Companion positioning ⓘ

Comments

[Save Changes](#) * denotes required field

Targeting:

- DSP plug-in support for following targeting to deliver the right ads to right audience at real time
- Geo Targeting [Country, City, Latitude, Longitude]
- Site Targeting [Site Page URL, Site referral url, Page category, Content category, Producer category, Producer domain, Section category, Content keyword etc.,
- User profile targeting [User Gender, User Year of birth]
- Client side targeting [Device OS, Device Model, Device Brand, Keywords, Connection type etc.,]

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Home Statistics **Inventory** Preferences Working as Default manager

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Campaign Adv3103 - Default Campaign

Advertiser: Adv3103 > Campaign: Adv3103 - Default Campaign

Campaign Properties Delivery Options Linked Zones Linked Trackers

Add delivery rule: DSP : Client - Ads.txt File Name Add

You have unsaved changes on this page, make sure you press "Save Changes" when finished

Delivery Rules

Only display this banner when:

Geo - Country Is any of

- ☐ Afghanistan
- ☐ Åland Islands
- ☐ Albania
- ☐ Aland Islands

Remove all delivery rules

Save Changes

Image & Text Banner Creation:

- Banners -> Add new banner -> Choose the banner type as required (Image / Text) -> Fill mandatory fields -> click save changes.

Revive

Ad Server

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[Working as](#) [Default manager](#)

Advertisers

Campaigns

Banners

Websites

Zones

Delivery Rule Sets

User Access

Add new banner to campaign Sample Campaign

Advertiser: Sample Advertiser > Campaign: Sample Campaign

Add new banner

Help

Please choose the type of the banner

Upload a local banner to the webserver

Basic information

Name *

Upload a local banner to the webserver - banner creative

Select the image you want to use for this banner

Browse...

No file selected.

Banner link

Destination URL (incl. http://)

http://

Target

Banner display

Alt text

Status text

Text below image

Additional data

Keywords

Weight

1

Comments

Save changes

* denotes required field

Native Banner Creation:

- Banners -> Add new banner -> Choose the banner type as required Native -> Fill mandatory fields -> click save changes.

The screenshot shows the 'Add new banner' form in the Revive Ad Server interface. The form is titled 'Add new banner to campaign djax_advertiser - Default Campaign'. The left sidebar contains navigation links: Advertisers, Campaigns, Banners (selected), Websites, Zones, Delivery Rule Sets, Advertiser Post Back Tracker Pixel, and User Access. The top navigation bar includes Home, Statistics, Inventory (selected), and Preferences. The user is logged in as 'admin' and is working as 'Default manager'.

The form is divided into several sections:

- Basic Information:** Name * (Native ads).
- Native Banner Specifications:**
 - Select the Large Image you want to use for this banner: Browse... 125_banner.jpg
 - Icon Image: ☒ (selected)
 - Select the Icon Image you want to use for this banner: Browse... 125_banner.jpg
 - Width *: 300
 - Height *: 250
 - Title: reviveadservermod plugins
 - Data Object: Data Sponsored
 - Revive adserver (marked with a red X)
 - Data Description: [dropdown menu] +
- Additional data:**
 - Keywords: [text input]
 - Weight: 1
 - Comments: [text area]

At the bottom, there is a 'Save changes' button and a note: '* denotes required field'.

Instream Video Banner Creation:

- Banners -> Add new banner -> Choose the banner type as html -> Inline video Ad -> Fill mandatory fields -> click save changes.

Revive

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Advertisers

Campaigns

Banners

Websites

Zones

Delivery Rule Sets

Advertiser Post Back Tracker Pixel

User Access

Add new banner to campaign [djax_advertiser - Default Campaign](#)

Advertiser: [djax_advertiser](#)

>

Campaign: [djax_advertiser - Default Campaign](#)

Add new banner

Help

Please choose the type of the banner

Inline Video Ad/VAST 2.0/VAST 3.0/VAST 4.0 & VAST 4.1

Basic information

Name *

Instream

a Create an Inline Video Ad (pre/mid/post-roll)

Select vast version

VAST 2.0

Select type

Internal Inline Media Ads

Video delivery method *

progressive (HTTP)

Media URL*

http://demo.djax.djaxadserver.com/video_ads_plugin/app1.mp4

Media bitrate

400

Media type

MP4

Video duration in seconds

Destination URL (incl. http://) when user clicks on the video

Third party impression tracking

When a video ad is displayed, OpenX will record the ad impression. You can also specify a URL to a third party 1x1 transparent pixel. The URL can contain any of the supported [magic macros](#).

Impression tracking beacon URL (incl. http://)

Companion banner

To associate a companion banner to this video ad, select a banner from the companion banner dropdown. This banner will appear for the duration of the video ad. You will need to specify where this companion banner appears on the page while setting up your video ad in the video player plugin configuration. [Learn more](#)

Companion banner

none

Third Party Click tracking URL (incl. http://)

Expanded Width

Expanded Height

Additional data

Keywords

Weight

1

Comments

Save changes

* denotes required field

DSP Statistics:

- Administrator -> DSP Portal -> Reports.
- After delivery, Impression count of the DSP winning ads in SSP site will be displayed in DSP Statistics menu. It consists of Date, DSP portal, Bid request, Bid response, Won response, Advertiser bid, and Won price.
- DSP able to check the Reports date wise and also can filter reports by Today, yesterday, Last 7 days, This month, Last month, All Statistics, Specific dates.

