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SIGN-IN TO YOUR GMAIL ACCOUNT > GO TO “**FILE**” > “**MAKE A COPY**” TO SAVE THEN EDIT FOR USE IN YOUR ORGANIZATION.
IF YOU WOULD LIKE TO ADD OR THINK ANY ITEMS SHOULD CHANGE BELOW GO TO [HTTP://UPDATE.THEADCHECKLIST.COM](http://update.theadchecklist.com)

CHECK BACK OCCASIONALLY FOR AN IMPROVED DOCUMENT. THANK YOU, MORTGREENBERG@GMAIL.COM
<https://www.linkedin.com/pulse/programmatic-ad-checklist-mort-greenberg/>

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[PUBLISHER NAME]

PROGRAMMATIC CAMPAIGN CHECKLIST

PUBLISHER OVERVIEW

ITEM	DETAILS
Site(s) Name / URL(s)	[enter sites / urls]
Site(s) Overview	[enter details on site(s), unique features, audience, differentiators, audience size, anything that buyers need to know to limit targeting to maximize your inventory for best programmatic campaign]
SSP(s)	[enter name(s)]
Ops Contact	[enter main programmatic ops contact name / title / email / phone]
Ad Units Available Programmatically	<p>Ex.... Units Offered Programmatically - 970x250, 970x90, 300x600, 300x250, 320x50, 728x90</p> <p>Units NOT Offered - 3000x1500 page skins. Page skins need to be part of an IO based agreement.</p>
Video	Ex... Pre-roll ads should be skippable after 5 seconds for both :30s and :15. :30s must have a skippable button. :15s do not need to be skippable, but we highly recommend buyers allow for this
First Party Data	Define first party data that is available ie first party anonymous behavior, demographic, interest or location data
Second & Third Party Data	Define available 2nd and 3rd party data that can be applied to the campaign...

BUYER PLATFORM DETAILS

ITEM	DETAILS
DSP(s)	What is primary DSP? Will more than one DSP be used?
Seat Name(s)	What is seat name(s)?
Seat ID(s)	What is seat ID(s)?

CAMPAIGN OVERVIEW

ITEM	DETAILS
Type of Deal	Review deal type - Programmatic Guaranteed / Preferred / Open Market / PMP, etc...
Flight Dates	Always On or Specific Flight Dates?
KPI - Viewability	Discuss % or range?
KPI - Fraud	Discuss % or range?
Other KPIs?	What are other KEY KPIs in campaign?
Other Expectations?	Discuss other campaign expectations

CAMPAIGN DETAILS

ITEM	DETAILS
Deal Name	Get unique name of deal
Platform(s) Included	Understand if Desktop, Mobile Web, Mobile App, Tablet, Etc...
Ad Units & Rate / Unit	Discuss if negotiated fixed rate or auction based floor rates will be applied
Deal IDs	Confirm Deal IDs have been created and set to buyer
Whitelisting	If we are being whitelisted please use the URLs at top of page. Please note that even if we are whitelisted, a keyword block list will supercede this....
Budget	Set amount, guaranteed or On demand, non-guaranteed?
Reporting	Whose numbers are we using? What allows an impression to be credited as served?
Ad Creative	Is creative ready to go? If not ready, when will creative be available?
Frequency Capping	Is there a cap or unlimited flow?

THIRD PARTY VERIFICATION PARTNER DETAILS

ITEM	DETAILS
Name of Partner	If verification being used, who is partner?
Contact at Verification Co.	Make sure to get contact at verification for buyer
Payment	[enter your policy if publisher pays or if agency / advertisers pays for third party verification fees]
Tag Type	Discuss if monitoring tags or blocking tags will be used
IF Blocking Tags	Have discussion with buyer about publisher site context and enter link to keyword block list to review words together. High risk of under delivery if conflict between site words and block list words...
Link to Keyword Block List	Make sure to get and review keyword block lists together
Note Keywords to Negative Match	[enter keywords common on your site that will trigger a block and should be removed from campaign to maximize bid rate and win rate]
Date of Review of Block List	Set day / time to review keyword lists with buyer so that all are on same page on risk before campaign launches
Other Blocks?	Are there geo blocks as well? Other blocks in campaign?
Tag Application	Are tags at campaign level or at publisher level? (ex. DoubleVerify shows high block rate, vs IAS, MOAT, etc due to inability to allow for different tags at publisher level and only offers tags globally across campaign)

POST LAUNCH TROUBLESHOOTING IF DEAL NOT DELIVERING

ITEM	DETAILS
Bidding	Are bid requests being sent?
Win Rate	What is win rate of bids? How is our win rate compared to other suppliers?
Deal IDs	Are deal IDs entered correctly?
DSPs	What are they seeing? Who is buyer contact at DSP?

SSP or Exchange Blocking	Has advertiser been blocked in publisher SSP or exchange?
New Targeting?	Did buyer targeting or audience criteria change?
Other Pre-Bid Filtering?	What other filters have been applied that supplier should know about?
Best Practices from Other Suppliers?	As a buyer what is our competition doing better than we are that we should adopt? What else can we improve upon?