

# Ad Manager Onboarding or Migration

The purpose of this document is to specify the process involved in implementing and onboarding a new Google Ad Manager network.

The intended audience are customers migrating their ad serving technology to Google Ad Manager.

This TIPS (Tactical Implementation Process and Strategy) document is meant to combine tactical guidelines, implementation processes, best practices and recommendations to ensure success.

Please note that the [Help Center](#) is the official source of updated knowledge and support.

## Reference links:

- [Users, Contacts, Roles, Teams, Companies](#)
- [Structuring your inventory](#)
- [Inventory Structure: Ad Units](#)
- [Inventory Structure: Key Values](#)
- [Inventory Structure: Placements](#)
- [Create GPT tags](#)
- [Configure and embed GPT tags](#)
- [Create campaigns to target inventory](#)
- [Monetize through AdX](#)
- [Monetize through Yield Partners](#)
- [Forecast your available inventory](#)
- [Report on your campaigns](#)

## Users, Contacts, Roles, Teams, Companies

- Analyze all [users](#) and their access requirements
- Identify [roles](#) and role [permissions](#) with different levels of access.
- Will you need to separate control by [teams](#)? Do you have separate teams that should not see/edit each other's entities (campaigns or ad units)? Do you need to get more granular and [limit a user's access to the team's orders](#)?
- Identify potential [contacts](#). Also, [invite advertiser contacts to view their orders](#).
- Identify [companies](#) (like advertisers and agencies)

## Structuring Your Inventory

The Google Ad Manager inventory setup consists of several separate controls:

- Ad units
- Key-values
- Placements

Google Ad Manager inventory changes rarely. It is constructed for new networks, when new sites are launched, or when upgrading to Ad Manager 360. For this reason, it is important to ensure that the setup is one that supports your day-to-day operations

The inventory setup (how you structure your ad unit hierarchy & key values) should be influenced by:

1. How you plan to package and sell your inventory. Review [this recommended packaging strategy](#) as a starting point.
2. How do you report on your inventory (how you track performance)

When targeting ad campaigns, any combination of ad units, key-values and placements can be used. When pulling reports however, there are limitations. Any report that depends on using a particular key-value as a dimension will have severe limitations on which metrics it can be combined with. It is also not possible to run ad-hoc reports that use more than one key-value as a dimension.

Another limitation of reporting with key-values or placements is that ad impressions that are covered by more than one placement or value of the same key will be reported twice, which may lead to inflated reporting numbers on these dimensions.

Due to these reasons, **the primary goal of your inventory structure is to set it up in a way that provides flexibility for trafficking, while at the same time allows you to properly report on your inventory.** In order to achieve this, proper ad unit structure is key.

	Ad Units	Key-Values
<b>Pros</b>	<a href="#">5 levels of hierarchy</a> <a href="#">Suggested ad units</a> <a href="#">Special ad units</a> *1 <a href="#">Placements</a>	<a href="#">Complex targeting expressions</a> <a href="#">Predefined and dynamic key-values</a>
<b>Cons</b>	N/A	Limited reporting capabilities No key-value sell-through report Strict key-value limits

**\*1: What are special ad units?** If you designate an ad unit as special ([how to do so](#)), a trafficker must explicitly target it, even if it's hierarchically below the inventory that's been targeted. No line item will serve a special ad unit unless that ad unit has been explicitly targeted. Native styles are not constrained by this special ad unit designation. If a native style targets a parent ad unit, the child ad unit will be eligible as well, even if it's special.

## Inventory Structure: Ad Units

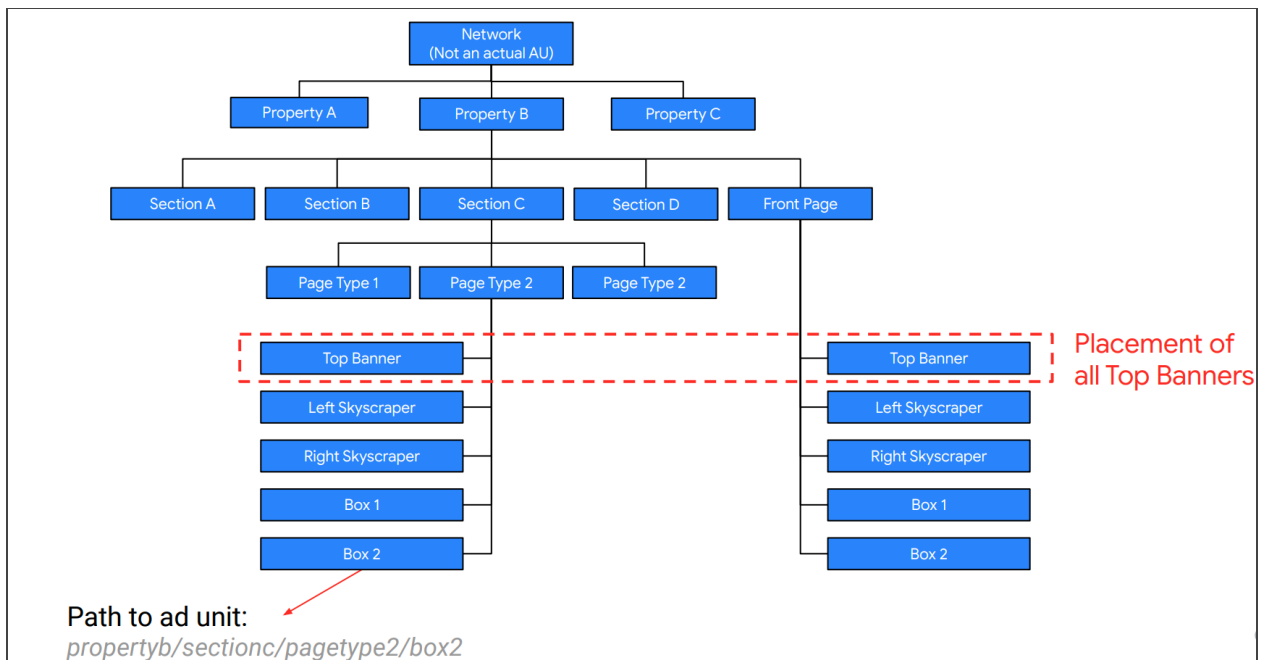
The first step is to create ad units in Ad Manager. Ad units represent your ad inventory. You can group one or more ad slots as an ad unit, which is one block of inventory that can be targeted by line items. For more information, review the following help center articles:

- [Create an ad unit](#)
- [Design and create inventory](#)

Ad Manager 360 (formerly known as Premium) gives access to a hierarchical structure with up to 5 levels. Ad Manager (formerly known as Small Business) gives access to 2 levels of ad units.

### Suggested Ad Unit Hierarchies for Ad Manager 360

Suggested Structure: Level 1 - Sites & Apps. Level 2-4 - Site Sections. Last Level - Positions





### First Level: Properties, Sites & Apps

The first level of the ad unit hierarchy should represent your individual sites, mobile apps or content channels. This means that the number of level 1 ad units you have in your network should generally be the same as the number of pages/apps you run.

Publishers with just one site may find this to be unnecessary. However it does offer a degree of future proofing, in the case that the publisher decides to launch or acquire another site or app.

By having sites as your first level ad unit, you make it easy to run ad campaigns across a particular site. It also provides easy reporting on a site level.

### Level 2-4: Site Sections

Below each level 1 ad unit, you should mirror your site hierarchy with the granularity that makes sense. Some examples:

- If you sell/traffic campaigns to site sections (e.g. sports news or baby products), it is a good idea to have at least one level of site sections to cover the different parts of your site. This would be specifically key if you need to report impressions per section.
- If you sell/traffic campaigns to site and section front pages (if they exist), then it is valuable to have specific ad units to represent them. Such ad units will allow you to give front pages special treatment by making them easy to target and report on.
- If you have categories of pages such as “Article” or “Product Listing”, and you’d like to sell their inventory or traffic to them directly, then you can also create ad units for them.

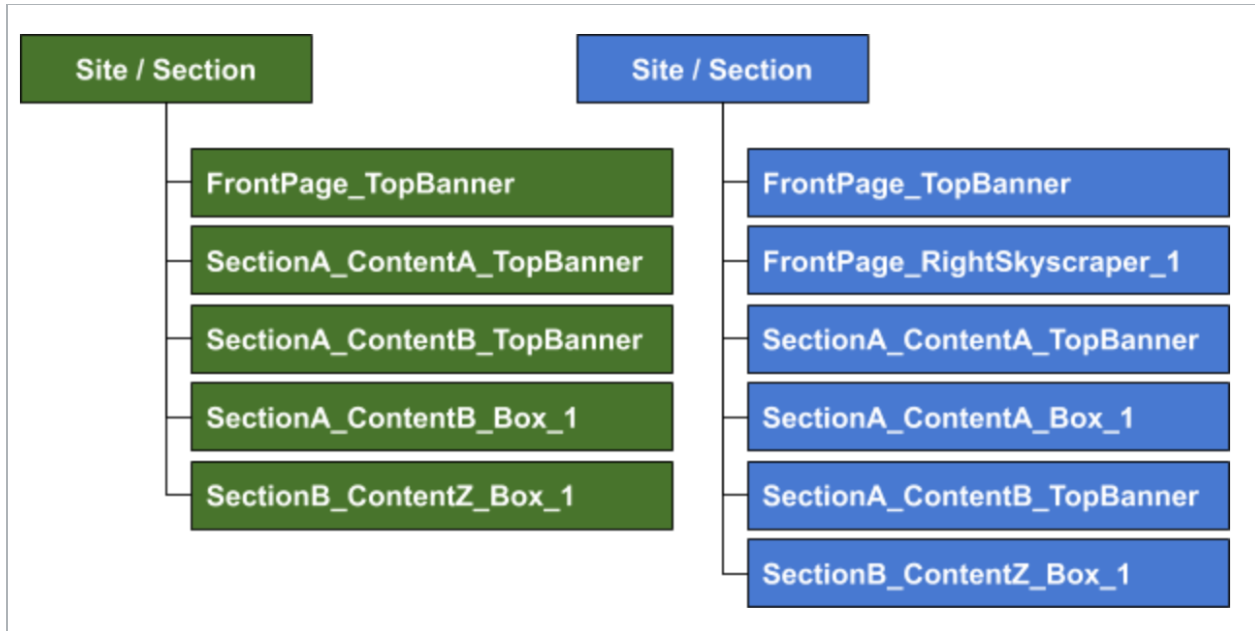
### Final level: Ad Slot Positions

Once you have the content hierarchy you want, the last step is to add ad units for each ad position in the corresponding pages. This means separate ad units for top banner, skyscrapers, rectangles, etc. If you have multiple ads of the same format in the page, you should have multiple ad slots at this level as well.

By adding the positions as ad units, you create a 1:1 correspondence between the tags you put in your page and your ad units. The key advantage of this: it allows you to easily report on individual positions, and hence, see their performance on key metrics like viewability & CTR.

## Suggested Ad Unit Hierarchies for Ad Manager

Suggested Structure: Level 1 - site/section. Level 2: subsection\_slotPosition



In Ad Manager (fka “Small Business”), you do not have the advantage of a deep ad unit hierarchy. However, the same guidelines still apply.

### First 1: Sites & Apps or Site Sections

If you have numerous sites and apps, the first level should list them. If you only have a single site, you should forego the ‘Site’ level of the ad unit hierarchy, and let the first level of ad units be the ‘section’ level, to maximize the utility of the ad unit hierarchy.

### Level 2: Site Sections & Positions

For the remaining levels, in place of the hierarchy, you should use a naming strategy that uses the same structure. You can, for example, use ‘\_’ (underscore) to separate the different levels, as shown in the diagram above.

## Inventory Structure: Key Values

Key-values let you define custom targeting. They are included in [ad tags](#) and used in line item [targeting](#). When an ad request comes in from one of your pages that has key-values in its ad tags, line items that target those key-values are eligible to serve for that ad request.

Key-values can be used for a variety of purposes, for example, to target ads based on extra information you possess about a specific inventory view. Examples of key-value usage are:

- Identify specific pages.
- Identify specific parts of a page.
- Provide metadata about the content (e.g. product brand or article section).
- Provide information you've gathered about the user.

Values within a key can be either predefined or dynamic (fka “free-form”). Keys with predefined values need all potential values to be defined ahead of time in Ad Manager. For keys with dynamic values it is optional to define its values ahead of time; they can have any value when sent in an ad request.

### Important notes regarding key values and reporting:

1. You may only be able to report on predefined key-values. This is true regardless of them being in predefined or dynamic keys. In other words, if you want to report on a key-value, define it ahead of time.
2. As noted in the previous section: key-value reporting can have its limitations so it is important to create an ad unit and key-value structure that allows you to report on your inventory properly. For more information see article on [key-value reporting](#).

More information on key-value targeting [here](#). Finally, there are limits to the amount of keys, values and key-value pairs. Read more on [key-value limits](#).

## Inventory Structure: Placements

A placement is an optional collection of one or more ad units. You can [create placements](#) to identify ad units that an advertiser might want to target. Common examples include a placement for all of the leaderboards on your site, a placement for all of the seasonal ad spaces on your site, or a placement for all of the homepages in your network if you own multiple websites.

For more information see article [About placements](#).

## Ad Exchange Tags

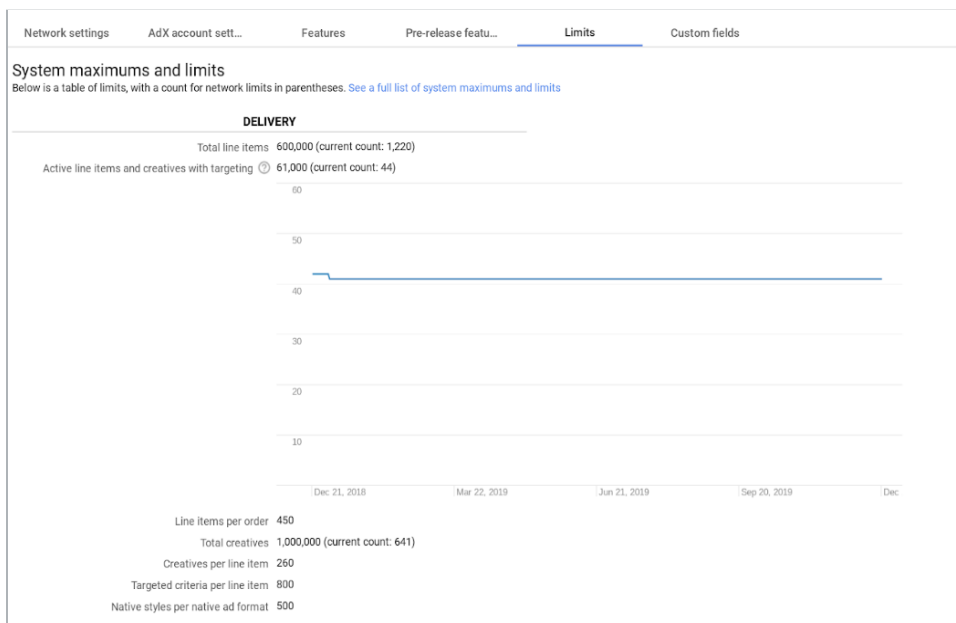
In case you are familiar with AdX tags: Ad Manager no longer relies on Ad Exchange inventory tags for targeting. As stated in [this](#) help center article, these tags should only be placed on third-party ad servers to serve ads from AdX (i.e. to request AdX ads from a non-Ad Manager ad server). For ad requests that go directly to Ad Manager, ad units and their related GPT tags should be created. More information on AdX line items on this document and also [here](#).

## Ad Manager Limits

Enforcing object limits ensures that the Google Ad Manager platform continues to be stable and protects the long term health of our product. Limits protect the reliability of the performance of the system for the ultimate benefit of all publishers.

### External Limits Dashboard

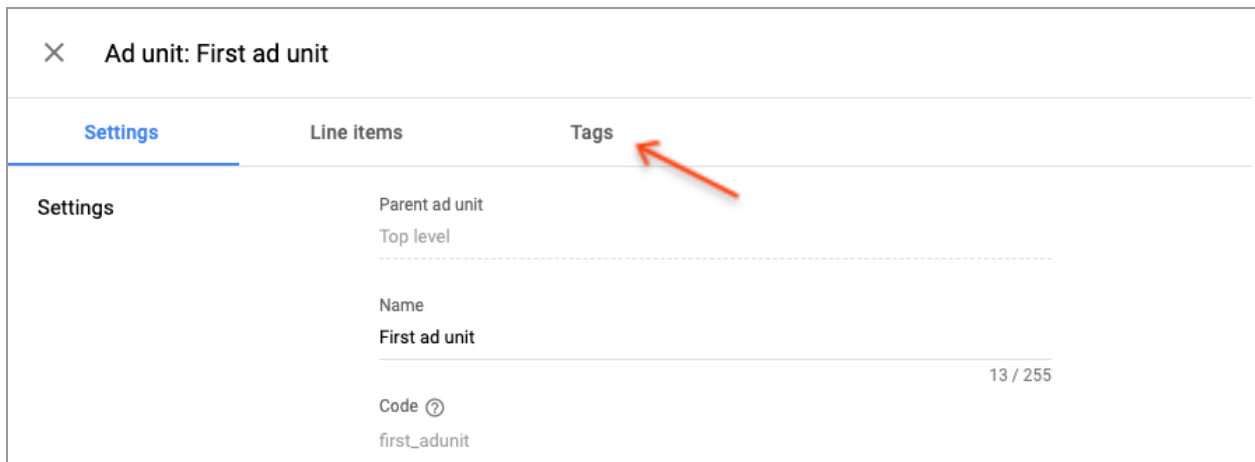
Publishers can access their limits dashboard in the Admin > Global Settings > Limits (under More dropdown). For network limits, a network count is provided in parentheses, to give more transparency into the current state of their network and how close they are to hitting a limit. A full list of system maximum and limits is located [here](#).



## Create GPT Ad Tags

The GPT tags are snippets of JavaScript code that should be placed in your web pages. For a complete reference of GPT, you may check the [GPT Reference page](#). To help you get started with GPT tags, Ad Manager provides assistants that will help you create the code. For reference, review the article: [generate ad tags](#). Quick steps below:

Navigate to the ad unit and click the “Tags” tab:



In the new tab select “Google Publisher Tag” and the options below will appear. Among other things, these will define:

- What ad sizes are requested (rectangle #1 below), which will be reflected in the JavaScript code created (underline #1 below).
- What ad-slot key-values will be sent for ad requests coming from this ad unit (rectangle #2 below), which will be reflected in the JavaScript code created (underline #2 below).



The screenshot shows the Google Ad Manager interface for creating a GPT tag. On the left, the configuration panel includes options for 'Create passback tag' (Disabled), 'Single request' (Enabled), 'Collapse empty divs' (Disabled), 'Page level key-values' (optional), 'Out-of-page creative' (Disabled), 'Enable for live traffic' (Disabled), and 'Sizes' (300x250, Fluid, Type to search). The 'Ad slot key-values' section shows 'color' with options 'black' and 'brown'. On the right, the 'Document header' section contains a JavaScript code snippet for the GPT tag, with a 'Copy tag' button and instructions to place it between the <head>/</head> tags. The 'Document body' section contains an HTML snippet for the ad slot, with a 'Copy tag' button and instructions to place it between the <body>/</body> tags.

An alternative tool you may use to create GPT tags is the [Ad Manager Tags Generator](#). Instructions [here](#).

## Configure and Embed GPT Tags in Site

### Key Resources

Once the GPT tags are generated, you need to embed the JavaScript into your site. In this process you may modify the JavaScript as needed. There are many different configurations and features you may use. Find useful information in the articles below:

- [Overview of Google Publisher Tags](#)
- [Explore GPT with a test page](#)
- [Google Publisher Tag samples](#)
- [Advanced Google Publisher Tag samples](#)
- [Full GPT Reference](#)
- [Enable the Google Publisher Console](#) (for troubleshooting)

### Few Concepts About GPT

GPT code should be added in both the header & the body sections of your site. The following sections specify what code goes where.

## The Header Section (Basic)

In the page's header section, the code should:

- Call the gpt.js JavaScript library (i.e. load the GPT library).
- With the GPT library define all the ad slots on the page.
- With the GPT library define all custom targeting on the page.

The following code loads the GPT library and initiates variables. It is standard code that should be added to all pages.

```
<script async='async' src='https://securepubads.g.doubleclick.net/tag/js/gpt.js'></script>
<script>
  window.googletag = window.googletag || {cmd: []};
</script>
```

(Refer to the [Google Publisher Tag sample article](#) for up to date tagging recommendations)

The following code is an example on how to define an ad slot (in red is what's configurable).

```
01 <script>
02   googletag.cmd.push(function() {
03     googletag.pubads().setTargeting("topic", "basketball");
04     googletag.defineSlot("/1234/travel/asia",
05       [[300, 250], [320, 50], 'fluid'],
06       "unique-id-of-adslot-div")
07       .addService(googletag.pubads())
08       .setTargeting("interests", ["sports", "music", "movies"])
09       .setTargeting("search_term", "beach")
10       .setTargeting("pos", "leaderboard");
11
12     googletag.enableServices();
13   });
14 </script>
```

In the example we can see the definition of an ad slot for ad unit **"/1234/travel/asia"** that will request sizes **300x250, 320x50 & fluid** and will render within div with id **"unique-id-of-adslot-div"**. We can also see how page-level & slot-level key-values are set.

Let's analyze these parameters:

- **Ad Unit** (line 04): param that indicates node in ad unit hierarchy tree making ad request.
- **Size requested** (line 05): ad requests specify what are the size (or sizes) requested. To specify an ad slot with multiple sizes use syntax: [ [width1, height1], [width2, height2] ].
  - When using multiple size ad slots, declare the slot sizes in the same order that they appear in Ad Manager. Learn more about [slot definition and sequentiality](#).

- When the requested size is 'fluid', the ad container takes 100% width of the parent div and then resizes its height to fit creative content. For declaring fluid sizes, both 'fluid' and ['fluid'] are acceptable forms. More info [here](#).
- Two ways to allow multiple AdX sizes to serve (key differences in [comparison](#)):
  - Specify multiple sizes in the ad request (shown in example above).
  - Specify only one size in the ad request and define [flexible sizes](#) rule.
- **Div Id** (line 06): indicates the unique id of a div within the page where ad will render.
- **Key-Values** (lines 03, 08 & 09): Lines 08-09 specify slot key-values. Line 03 specifies page-level key-values. More at [about key-value targeting](#) & [create your inventory structure](#).

## The Header Section (Advanced)

### Single Request Architecture (SRA)

When you use SRA, all ad requests for a page view are sent to Ad Manager at one time from the header of your content. It is recommended to enable SRA to call all ad slots on the page in one call (allows for [guaranteed roadblocks](#), and may have performance benefits for your page). You enable SRA with the following code in your page's header:

```
googletag.pubads().enableSingleRequest();
```

More info at [GPT request modes and asynchronous rendering](#) and GPT's [reference doc](#).

### Safe Frames and Friendly Frames

Enable SafeFrame to minimize the chances of malicious creatives serving. SafeFrame is an API-enabled iframe that allows for rich and controlled interactions between page content and ads, preventing external access to sensitive data. To minimize the chances of malicious creatives, enable SafeFrame in conjunction with the HTML5 [sandbox attribute](#) to prevent top-level navigation.

SafeFrame is enabled by default. AMPHTML ads do not serve into SafeFrames, and use friendly iframes instead.

More information at [Render creatives using SafeFrame](#) and the GPT reference [here](#) and [here](#).

### Responsive Ads

When using the responsive ad functionality, you can specify alternative ad sizes based on the

size of the browser. As in the example below: you can specify that if the browser is larger than or equal to 1024x768, then the requested ad sizes are 970x90 and 728x90; if browser is larger than or equal to 640x480, then 300x250 is requested; whereas for smaller browsers only no ads should serve.

```
var mapping = googletag.sizeMapping()
  .addSize([1024, 768], ['fluid', [970, 90], [728, 90]])
  .addSize([640, 480], [[300, 250]])
  .addSize([0, 0], [])
  .build();

adSlot.defineSizeMapping(mapping);
```

In the above example:

- When viewport  $\geq$  1024x768, ad sizes fluid, 750x200 and 728x90 are requested.
- When  $1024x768 >$  viewport  $\geq$  640x480, ad size 300x250 is requested.
- When viewport  $<$  640x480, no ads may serve.

GPT will detect the browser size and use the largest mapping that fits. To determine the largest mapping GPT will first consider width, then height (i.e.  $[100, 10] > [10, 100]$ ). A browser size mapping of  $[0, 0]$  can be used to specify a default mapping that can be used on any browser size.

Find more information at [Build responsive ads](#) and within the GPT reference [here](#) & [here](#).

### Disable Initial Load

If you need to control when ads are called (and avoid them being requested when the “display” function is called) you may do so by calling the function:

```
googletag.pubads().disableInitialLoad();
```

This disables requests for ads on page load, but allows ads to be requested with a `googletag.pubads().refresh()` call. More information at GPT’s [reference](#).

### Refreshing Ads

If you need to refresh a specific slot or if you disabled initial load, you need to call the following:

```
// This call to refresh fetches a new ad for every slot.
googletag.pubads().refresh();

// This call to refresh fetches a new ad for slot1 and slot2 only.
googletag.pubads().refresh([slot1, slot2]);
```

```
//The slot object is returned as result of defining a slot through the googletag.defineSlot function
```

More information on slot refresh at GPT's [reference page](#).

## Collapsing Empty Divs

What happens to the ad slot on your page if it goes unfilled? In other words, what happens to the “allotted” space on your page if there is no eligible campaign to fill up the space?

Option 1: leave the ad slot blank. Leave blank the space allotted to the ad.

Option 2: collapse the empty div. This will move the page’s content, thus reflowing the page.

There are 2 ways to collapse divs:

1. Collapse after ad fetch: allocate space on the page and collapse if no ad returned.
2. Collapse before ad request: collapse div by default and show only when ad is returned.

Either one of these options is configured by GPT code, and as many of the other features, it may be configured for all slots on the page or at the slot level (specifying different behaviors for different slots in the page).

More information at [Collapsing empty div elements](#) help center article.

To define for all slots on page, call [collapseEmptyDivs](#) function as so:

```
// This call to collapse all empty divs after ad calls are made
googletag.pubads().collapseEmptyDivs();

// This call to collapse all page slots before ads are requested - and display each one only if ad is returned
googletag.pubads().collapseEmptyDivs(true);

//If collapseEmptyDivs() is not called - by default the page will not collapse slots
//The default value of the optional parameter is 'false' - meaning the default way of collapsing divs is after ads are requested
```

To define for each individual slot on page, call [collapseEmptyDiv](#) function when defining slot:

```
googletag.defineSlot('/1234/travel/asia', [[300, 250], [320, 50], 'fluid'], 'unique-id-of-adslot-div').
  setCollapseEmptyDiv(true, true).
  addService(googletag.pubads());
```

```
// The above will cause the div for this slot to be collapsed
// when the page is loaded, before ads are requested.
```

```
googletag.defineSlot('/1234/travel/asia', [[300, 250], [320, 50], 'fluid'], 'unique-id-of-adslot-div').
  setCollapseEmptyDiv(true).
  addService(googletag.pubads());
```

```
// The above will cause the div for this slot to be collapsed
```



```
// only after GPT detects that no ads are available for the slot.
```

More information at [Collapsing empty div elements](#) help center article.

## The Body Section

In the page's body section the code comprises of a 'light' call to display each ad slot as follows:

```
<div id=unique-id-of-adslot-div>  
  <script>  
    googletag.cmd.push(function() { googletag.display(unique-id-of-adslot-div); });  
  </script>  
</div>
```

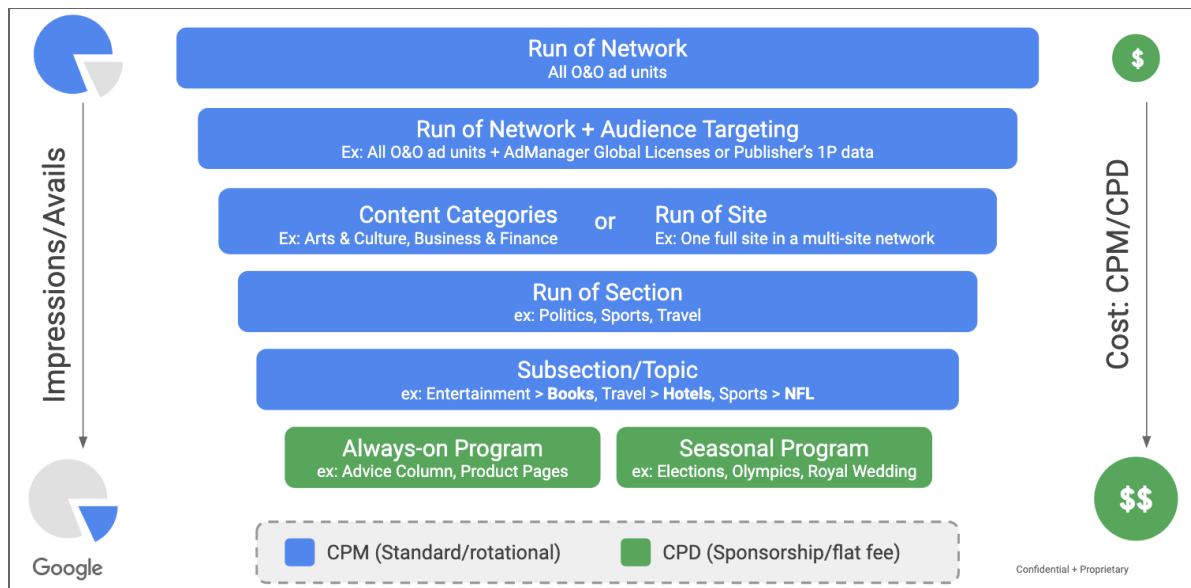
## Create Campaigns to Target Inventory

Once the ad requests are made to Ad Manager, in order to serve a campaign to this inventory, an order, line items and creatives must be set up. Review the following docs for more information:

- [About campaigns and ads](#)
- [Add a company profile](#)
- [Create an order](#)
- [Create a line item](#)
- [Line item types and priorities](#)
- [Best Practices to create line items](#)
- [Add creatives to line items](#)

It is important to note that for any request, chances are you will have several campaigns eligible - meaning one of several orders / line items / creatives will be eligible to serve. Find more information on the ad selection at [ad selection white paper](#) and [dynamic allocation](#).

It is also recommended that you create a clear selling and packaging strategy for your inventory. Consider the following inventory packaging strategy to get you started.



As you move down this graphic, the inventory avails get smaller but the content relevancy is more specific. As content-relevancy gets more specific, it should be valued higher than a broad audience. Also consider keeping a large portion of your inventory sold on a CPM rotational basis so you have the flexibility to allow an advertiser to sponsor a subsection on a

case-by-case basis, without being unable to fulfill a campaign due to “double-booking”. Ad Manager has several different transaction types that span from open and liquid to more exclusive and negotiated deals. The existing options are:

- Traditional tag-based guaranteed direct deals
- [Programmatic Guaranteed](#)
- [Preferred Deal](#)
- [Ad Exchange Private Auction](#)
- [Ad Exchange Open Auction](#)
- [Open Bidding](#) (f.k.a. Exchange Bidding)

For more information on these, see:

- [Ad Exchange in Google Ad Manager](#)
- [Get started with Programmatic Direct](#)
- [Distinguish between Ad Exchange Open Auction, Private Auctions, and Preferred Deals](#)
- [Guaranteed versus non-guaranteed programmatic campaigns](#)

## Best Practices to create line items

1. General:
  - a. As long as the target inventory for the line items is the same, add all creative sizes that you'd like to target for a single campaign/order into one line item.
  - b. If you have a campaign with a single impression or revenue goal, with no specific breakdown by targeting or creative size, you can create one line item with that goal, applying the targeting and adding all of the creative sizes.
  - c. When an advertiser signs a contract with you for a set of campaigns, create a single order and create a line item for each campaign within that order. Whenever you have a set of line items that should logically be grouped together, create an order and place them in the order.
  - d. Only use custom priorities when necessary, and only change the priority of a line item when it is in flight if absolutely necessary.
  - e. Be sure to click CHECK INVENTORY when you have set up your line item to ensure that there is enough inventory available.
  - f. Use [Creative targeting](#) only where necessary as creative level targeting accounts for an additional line item toward the Active line item count, which you can find in Admin > Global settings under Limits.
  - g. If the same creative is to be used in different line items, upload the creative to your network only once.
  - h. For video line items, the size on the line item must match the size specified in the ad request, which is not necessarily the size of the video player or the ad itself.





2. Price Priority:
  - a. Ensure that the PP line item covers all ad units and other targeting that you want the PP to run on. Eg. you may not need two separate HB line items for Rubicon for 50 cents one targeting USA and the other targeting China.
  - b. Review the granularity of the price priority line items. Depending on your reporting needs, you may want to keep PP line items at 5 cents increments.
  - c. Unified pricing rules apply to Price Priority line items, as well as Network and Bulk line items.
3. AdX:
  - a. Minimize the number of line items. Ideally, one for display, one for video, one for mobile app. We understand that one size fits all won't work here, so the general recommendation is to minimize the number of AdX LIs.
  - b. Be sure your AdX creative contains all of the sizes listed under "Expected creatives" in the line item settings.

## Monetize Through AdX

### Introduction to Ad Exchange

There are 2 ways to allow AdX Open Auction to compete for inventory:

1. Create an Ad Exchange (AdX) line item targeting this inventory.
2. Create a [Yield Group](#) targeting this inventory.

For option #1 (AdX line item): create a single line item per syndication type (i.e. 3 line items for display, video & mobile app). In order to properly setup your AdX line items, refer to [Best practices for trafficking Ad Exchange in Ad Manager](#).

For more information: review [Set up Ad Exchange inventory](#).

### How to configure an AdX line item to target multiple sizes?

This is dependent on how ad requests are made and whether flexible sizes rules are used.

- If flexible sizes are used
  - Make sure an AdX line item targets the specific size requested through GPT tags.
  - Create a flexible size rule that targets that inventory. Note: with flexible sizes, the requested ad size and smaller sizes can serve.
- If multiple sizes are used in ad request and you want to create new AdX line item:
  - Create a new AdX line item.
  - Configure AdX line item. Include in “Inventory sizes” sizes requested by GPT tag.
  - Once saved, in the Creatives tab of the line item, click “Automatically generate creative”. This will add a single AdX creative that contains all sizes defined in your Ad Exchange line item settings.

More information at help center articles [Ad Exchange line items](#) & [supported ad sizes](#).

### Create AdX Rules

You may govern how your inventory is exposed in AdX by means of rules & protections. For more info on how to configure your AdX setup, please review:

- [About Protections](#)
- [Unified Pricing Rule](#)



Some concepts on sizes:

- Some ad slots are automatically expanded up to the maximum width allowed on a device. [Read more](#). Ad slot expansion is enabled by default. You can turn it off in network settings. [Read more](#).
- By default, Ad Manager accepts some creatives that are smaller than the inventory size. [Read more](#).



## Monetize Through Other Yield Partners

### Introduction to Open Bidding

Open Bidding allows you to invite other third-party exchanges to compete for your inventory in a single auction with real-time, server-to-server bidding. It provides simplified trafficking, reporting, and billing. More information at [Introduction to Open Bidding](#).

To get a deeper dive on how Open Bidding works review [How Open Bidding works](#).

### Configuring Open Bidding

1. Talk to your Google account manager to ensure Open Bidding is enabled in network.
2. [Create a company](#) for each yield partner.
3. [Create a yield group](#) and target the inventory you wish to sell to your partners.
4. Set floor prices across your network for all remnant traffic with [unified pricing rules](#).

More information on Open Bidding found in [Open Bidding FAQs](#).

## Forecasting your available inventory

### Introduction to Forecasting

Google Ad Manager allows publishers to check what is the expected inventory availability. This allows for the accurate booking of campaigns, avoiding over- & under-selling inventory. For this, Google Ad Manager:

1. Looks at unsampled historical traffic from the last 24 months or more as a basis to build and predict future traffic volumes;
2. It analyzes sampled ad characteristics from the more recent past for finer-grained details; and
3. It considers seasonal trends in calculations.

For more information on how forecasting works, see the [How forecasting works](#) article as well as the Skillshop training [Forecast Your Inventory Using Ad Manager](#).

There are 3 different tools that may be used and each one of them serves a different purpose:

1. “Check inventory” within a [new](#) or [existing](#) line item.
2. [Traffic forecast](#)
3. [Future sell-through report](#)

To understand when to use each one of those tools, please see the article: [Which forecasting tool should I use?](#)

### Forecasting Best Practices

New networks or new ad units must receive traffic on your site for enough time so that Ad Manager can provide accurate inventory forecasts. In other words, the longer Ad Manager receives your traffic, the better it will be able to forecast available inventory.

With this in mind, it is a best practice to pre-tag your site before launching campaigns. By doing so, you can see forecasting data as soon as a campaign starts.

See more information at [Pre-tag your site to build forecasts](#).



## Report on your campaigns

Ad Manager reporting, also known as Query Tool, helps you create and schedule customized reports. Here are some of the features offered:

- [Create queries](#) by week, quarter, month, or specify a fixed date range.
- Filter delivery data with [dimensions](#) and [metrics](#).
- [Schedule and share](#) query results.
- Generate reports from [predefined system queries](#).
- [Export](#) large reports in a variety of formats, including Excel, CSV or Google Sheets.

By means of Ad Manager's Query Tool, you may export and review your network's data to optimize your ad business. To complement this data by means of powerful and beautiful dashboards, explore connecting to Google's [Data Studio](#).

Finally, not all information is in the Query Tool. For deeper insights and better access to other data (like referrer URLs and full list of key-values), check out [Data Transfer](#).