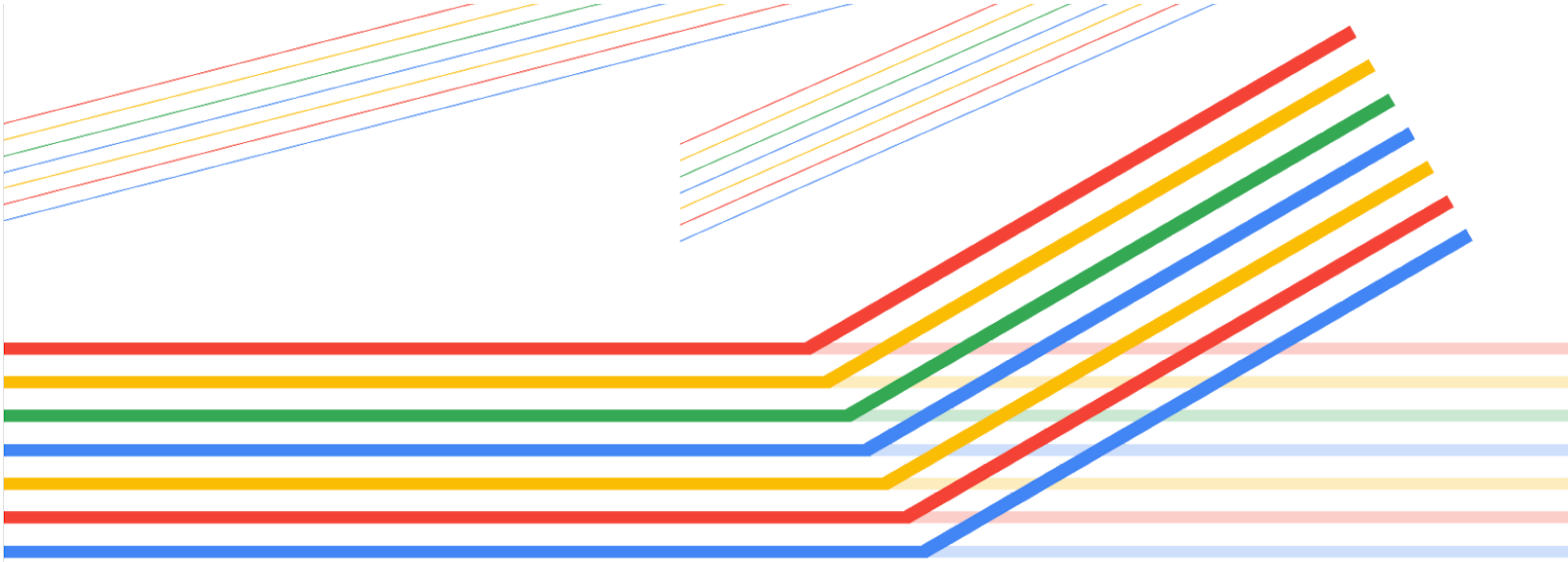

Google Ad Manager

Programmatic Guaranteed for Publishers

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Tell us what you think

Let us know what you think about this guide in this short survey. You can also send feedback at any time using the link in the lower-right of any page.

Why Programmatic Guaranteed?

Programmatic Guaranteed automates the direct sales of reserved inventory by connecting you to buyer platforms. You can negotiate and finalize all the details of reservation campaigns directly in Ad Manager. Programmatic Guaranteed also streamlines creative management and eliminates the need to deal with reconciliation and the billing and payments process.

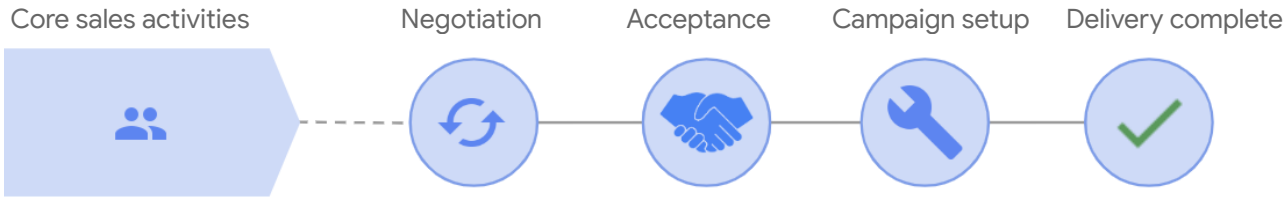
Traditional vs. Programmatic Guaranteed campaigns

Core sales activities remain the same. Some activities might include:

- Prospect for business
- Leverage existing relationships
- Build relationships
- Identify qualified leads
- Position your brand, audience, and placements

Your relationship with a buyer may mean that you've agreed on general terms outside Ad Manager via a phone call, email, or face-to-face conversation.

Compare traditional vs. Programmatic Guaranteed workflows



	Negotiation	Acceptance	Campaign setup	Delivery complete
Traditional	Capture negotiated terms outside of Ad Manager (via email, spreadsheet, PDF, etc.) to obtain buyer acceptance	Buyer accepts proposal outside of Ad Manager (via email, spreadsheet, PDF, etc.)	Ad ops manually enters all negotiated terms into Ad Manager (potential for error) Creatives hosted and managed by you	Reconciliation Manual billing and payments Potential collections required for delinquent clients
Programmatic Guaranteed	Send proposal with negotiated terms via Ad Manager	Buyer accepts proposal from a demand-side platform such as Display & Video 360	Ad Manager automatically duplicates negotiated terms into delivery line items Creatives hosted and managed by buyer	No reconciliation All billing and payments handled by Google Payments made on a net 30 basis regardless of potential client delinquency

The entire process occurs in a single system with Programmatic Guaranteed, simplifying direct sales and trafficking, as well as reducing the potential for human error and eliminating post-delivery processes.

Negotiation overview

Negotiation in Ad Manager begins when you send a proposal to the buyer. Buyers can also submit RFPs to your network, and you can negotiate with those buyers.

- Proposals contain high-level details and are similar to orders. Learn more
- Proposal line items contain delivery details and are similar to line items. Learn more

Proposals, and their proposal line items, are sent between you and the buyer during negotiation.

Once both parties agree, the proposal is finalized. Ad Manager creates a corresponding order and line items that are linked to the proposal and proposal line items. The order and line items are used for ad delivery. You can always make changes or renegotiate a campaign by reopening the proposal.

Learn more in Negotiate programmatic proposals.

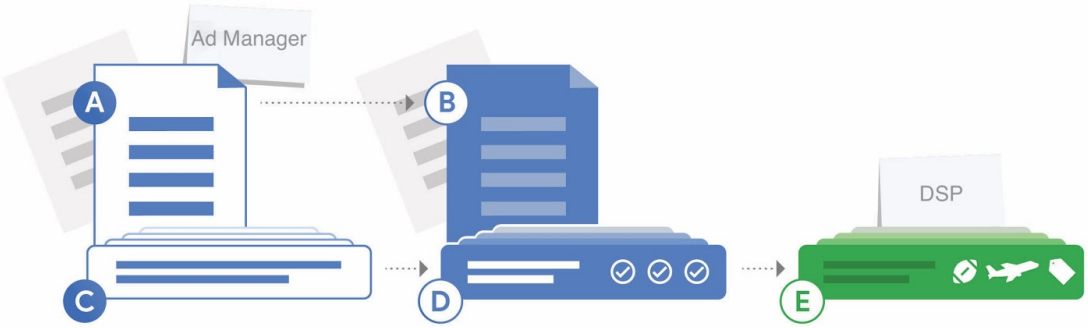
Quick-start links

Here are some quick-start links to procedures and overviews in the help center.

Create programmatic proposals
Add a programmatic proposal line item
Viewable and negotiable fields
Buyer initiated proposals (RFPs)
Make changes to a finalized proposal
Buyer audience lists

Creative hosting

Creatives aren't hosted or managed in Ad Manager; instead, creatives are hosted by the demand-side platform (DSP).



A - Proposal

B - Corresponding order

C - Proposal line items

D - Corresponding line items

E - Parallel line items

- Placeholder creatives

- Hosted creatives

Ad Manager uses placeholder creatives and targeted ad units to request creatives from the DSP.

Publisher-hosted creatives

Some publishers can host and manage creatives in Ad Manager for Programmatic Guaranteed campaigns. Advantages of publisher-managed creatives include the use of custom creative formats. Learn more

Manage creative formats

The types of creatives buyers can run on your inventory depend on the inventory types (previously known as "environment type") that have been configured in your Ad Manager network. An Ad Manager administrator (or user with similar permissions) can configure inventory types in your network.

Roadblocks

Roadblock campaigns serve multiple creatives of the same size on the same page. When trafficking roadblocks, ensure you specify a count for each size in proposal line items. Adding a count ensures that Ad Manager adds the correct number of sizes of creative placeholders in the corresponding line item. Also ensure that you set "Display creatives" to **All** or **As many as possible**. Learn more

Creative-level targeting (for publisher-hosted creatives only)

The **provide some creative details** feature can be used to enable creative-level targeting. Creative-level targeting is applied to the corresponding line item, not in the originating proposal line item. Some important restrictions apply. Learn more

Video

“Max duration” is required for programmatic proposal line items. The value entered is used for forecasting and to enforce the maximum duration of videos buyers can upload when working with optimized pods for VAST video ads. If buyers upload video creatives that exceed this maximum, the video creatives fail to serve. Learn more

Native

Buyers can manage Standard native ad formats in Display & Video 360. Custom native ad formats are only supported for publisher-hosted creatives.

- When configuring the proposal line item, select either Native app installed or Native content ad for the size. Other native sizes aren't supported for Programmatic Direct campaigns.

- Ensure that the buyer configures two creatives—one square, one rectangle. There's no specific size requirement for either, but the rectangle ratio should be 1.91:1 or within 10% of this ratio.
- Coordinate with the buyer to ensure they understand what native assets are expected and that they are correctly configured in their DSP.

Learn more about Standard native ad formats and how to report on native ads.

Interstitials

Programmatic Guaranteed supports interstitial creatives. Inventory types (previously known as "environment type") for interstitial display creatives should be set to "Mobile in-app" in proposal line items. Ensure that you use the appropriate inventory sizes for interstitial creatives.

Rewarded

Proposal line items that run creatives as rewarded ads for apps should be set to "Mobile in-app out-stream video". Like interstitial creatives, you'll need to use the correct inventory sizes.

Negotiate and finalize

To make a formal offer, request acceptance of the proposal from the buyer. Buyers can then finalize the proposal. If you want to continue negotiation, send for review instead. Buyers won't be able to finalize the proposal yet. Learn more details about negotiation in Negotiate programmatic proposals.

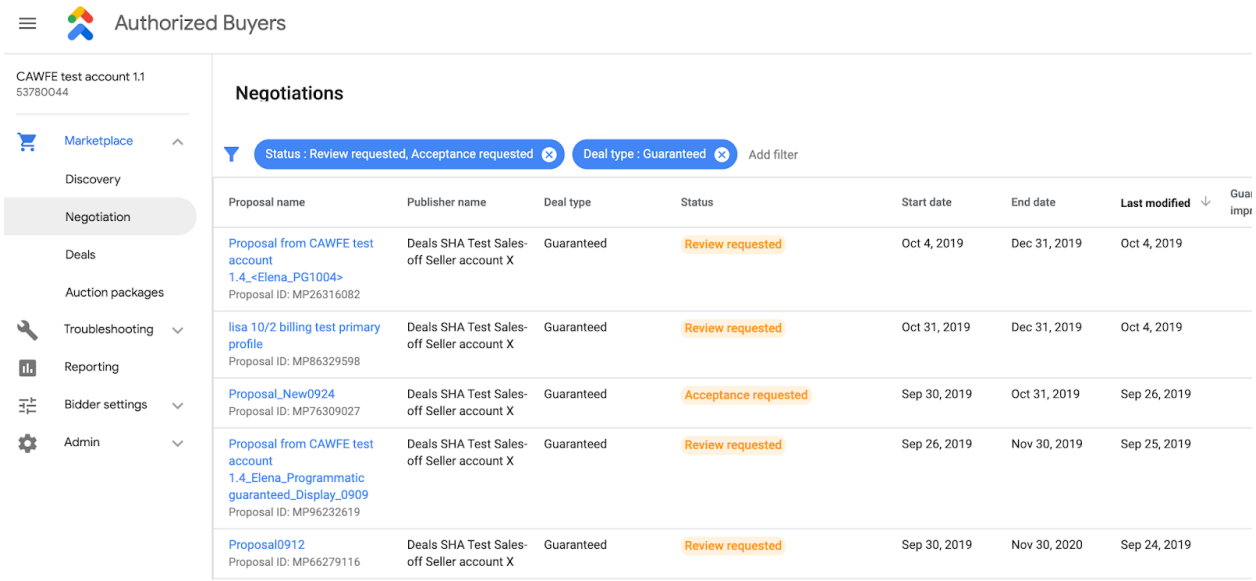
Finalized proposals can be reopened for renegotiation or other changes, even if they've started delivery.

Buyer experience for Authorized Buyers

The following illustrates how demand-side platforms (DSPs) integrated with Programmatic Guaranteed set up, negotiate, and manage new and existing Programmatic Guaranteed campaigns in the Authorized Buyers UI before executing within their own DSP.

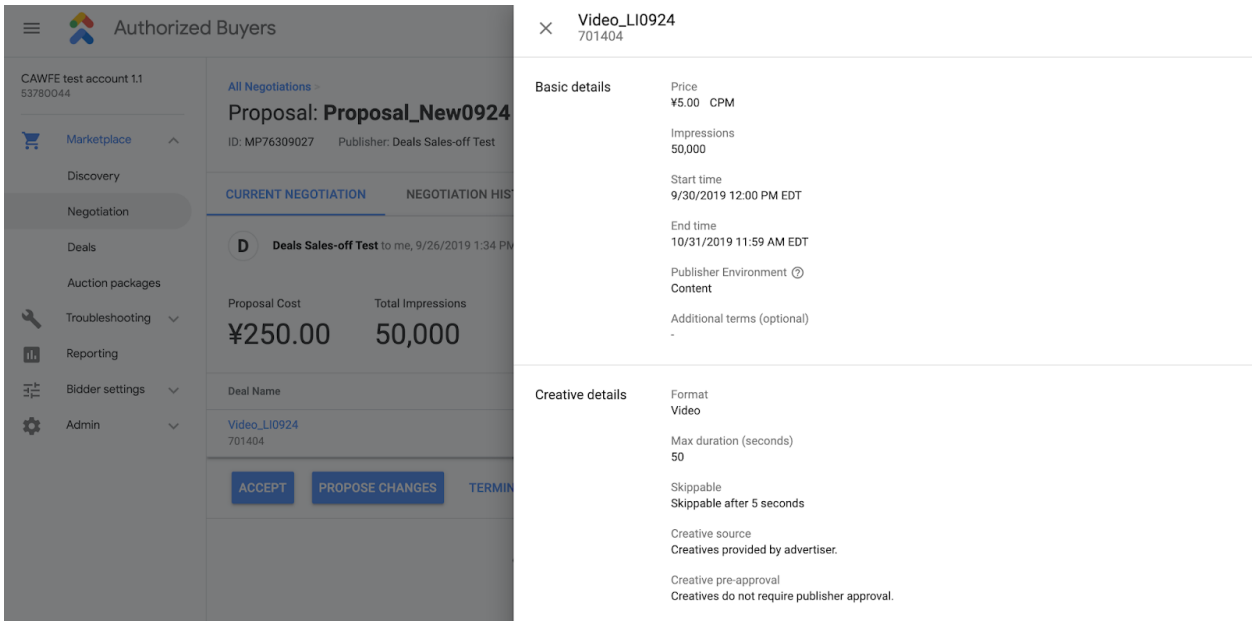
> Learn how the process is managed within Display & Video 360, one of the integrated DSPs. ~~click here~~.

Buyer receives proposal from publisher



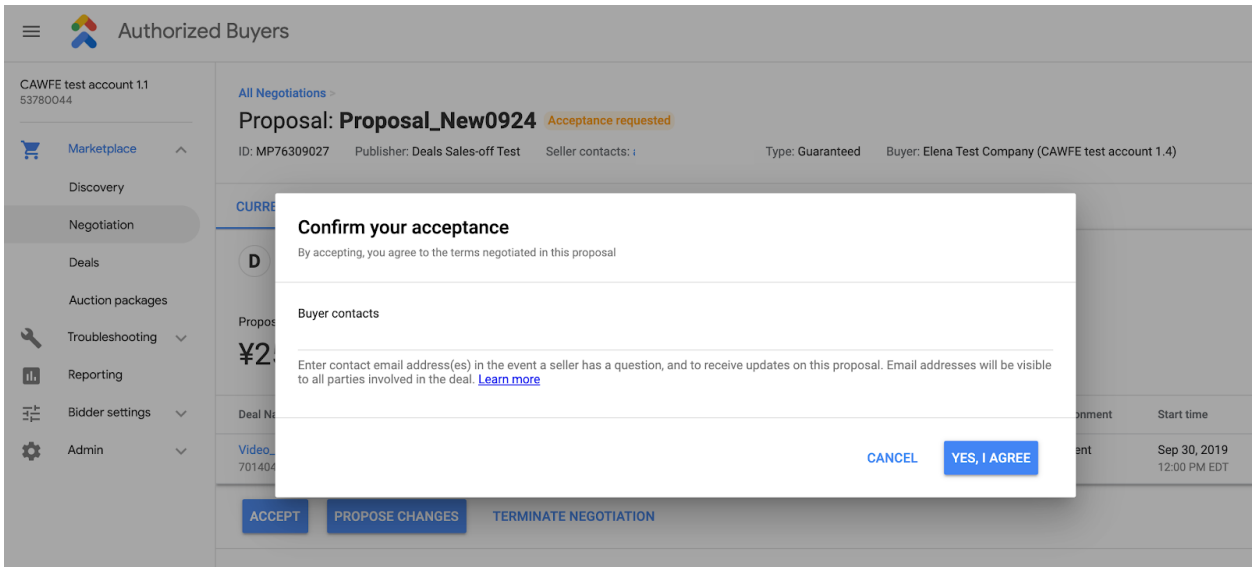
Buyers can find active proposals within the Authorized Buyers UI by navigating to **Negotiation** in **Marketplace**. Proposals under negotiation have a "Status" of **Review requested**.

Buyer reviews the proposal to accept or negotiate terms



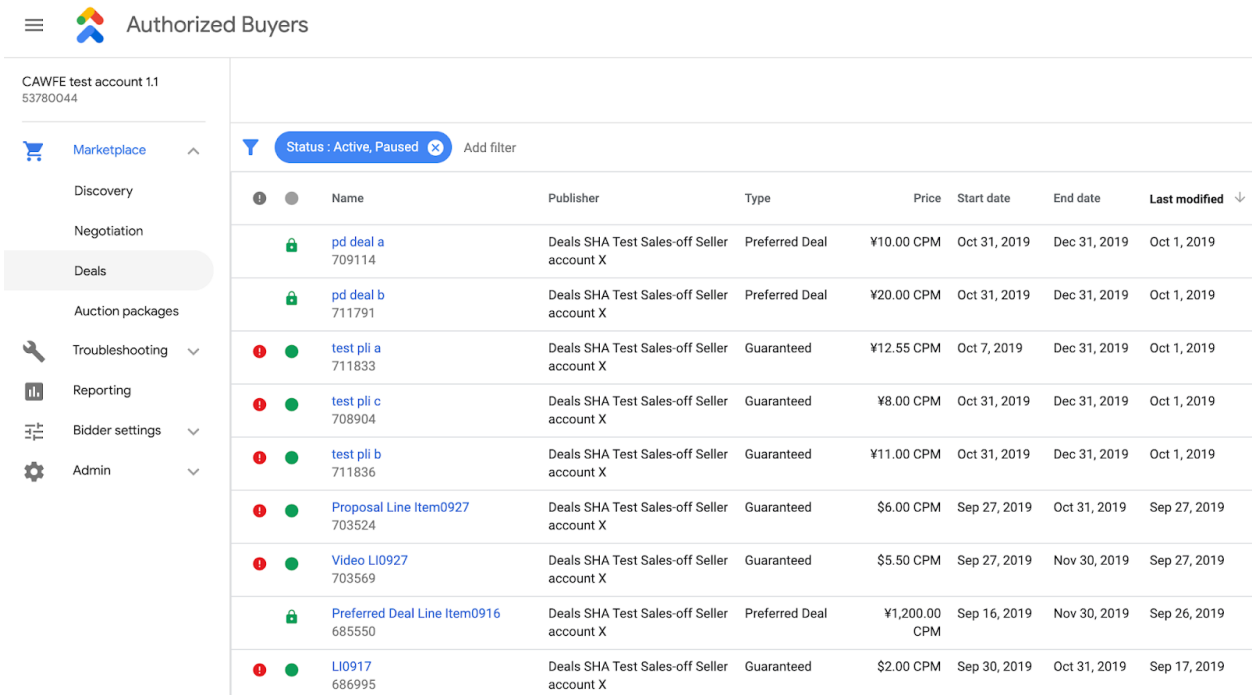
Buyers can view details of the proposal including CPM, impressions, start and end dates, format, targeting, and delivery settings. From here, the buyer can accept, propose changes, or terminate the negotiation.

Buyer accepts proposal



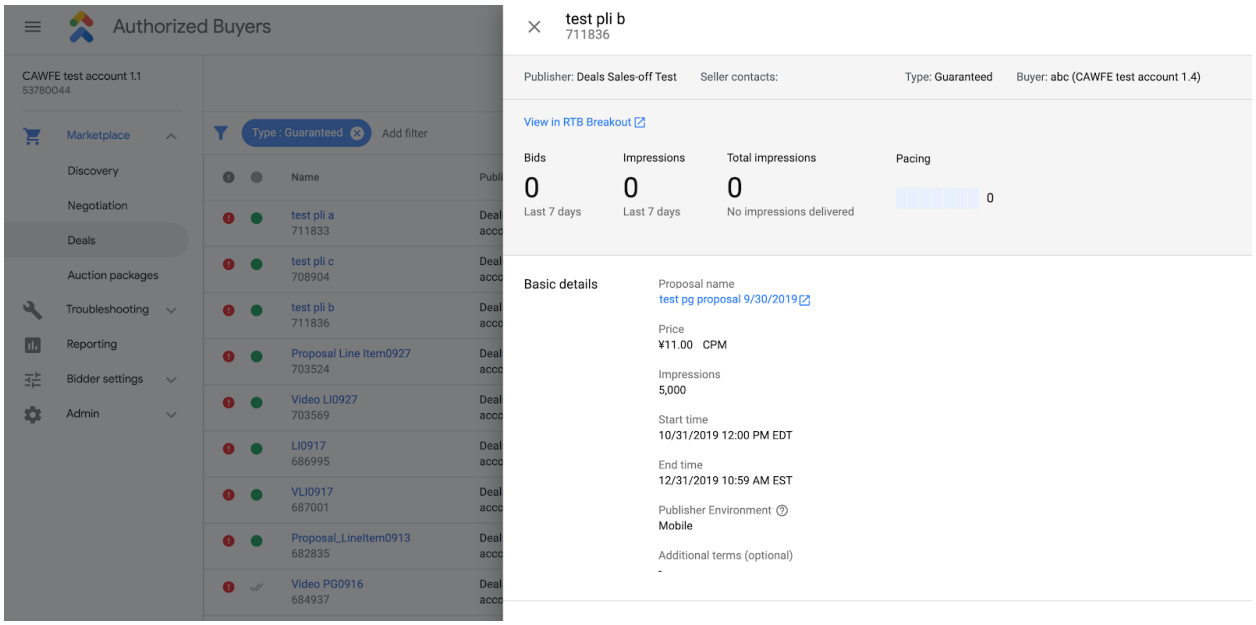
When the buyer accepts, they're asked to confirm acceptance.

Manage finalized deals in the Authorized Buyers UI



After the buyer accepts the proposal, it's considered "sold" and an order is created in Google Ad Manager. The buyer can see finalized campaign details in the Authorized Buyers UI by navigating to **Marketplace** and then **Deals**. The Deals page provides information about active, paused, and completed campaigns.

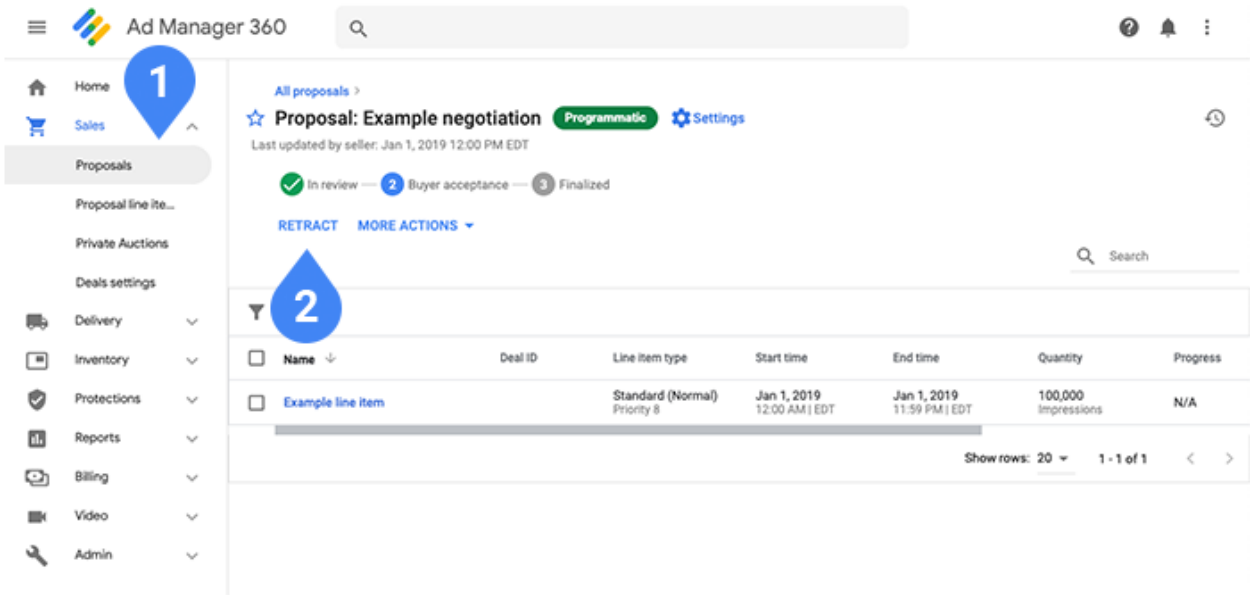
Buyer sets up basic campaign details within DSP



The buyer takes information from the Authorized Buyers UI and configure the details within the DSP. Each DSP manages this differently, but generally entails configuring basic details and adding creatives. Once the order's start date is reached, Google Ad Manager will consider the campaign live and begin sending impressions to associated deal IDs.

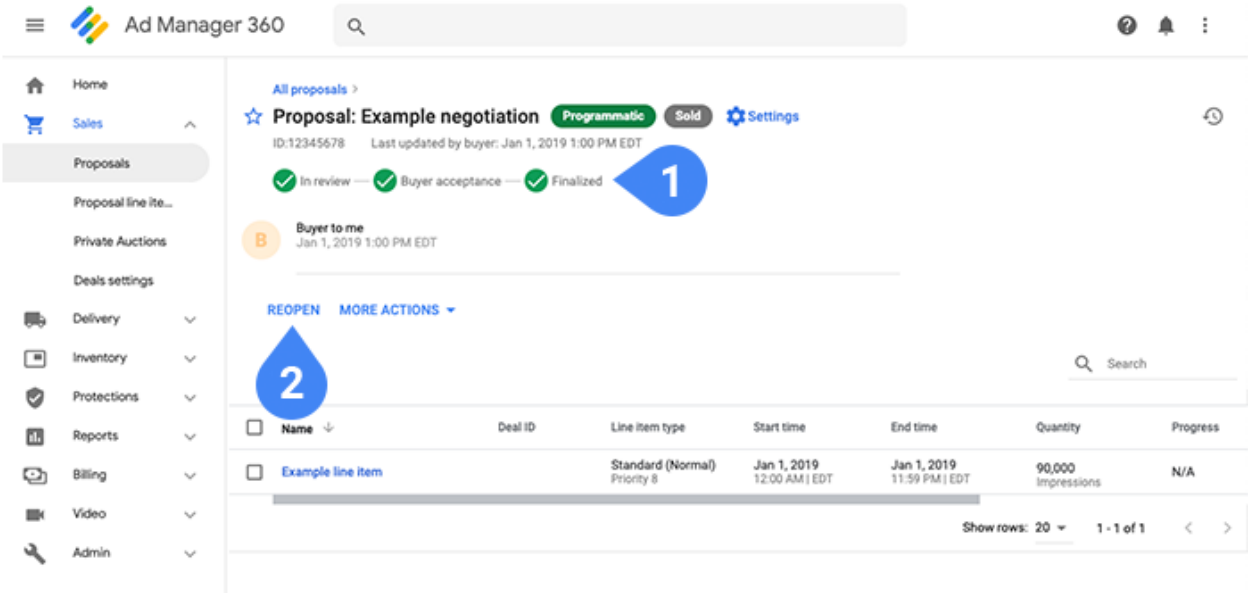
Withdraw a request for acceptance

You (as the publisher) can retract a proposal before the buyer accepts. If retracted, the buyer can no longer accept. You and the buyer can then continue to negotiate terms, or you can terminate negotiation. Learn more



In Ad Manager, navigate to **Proposals** ① and find the proposal you want to retract. You can find **Retract** ② in proposal details next to the **More actions** menu.

Changes to a finalized proposal

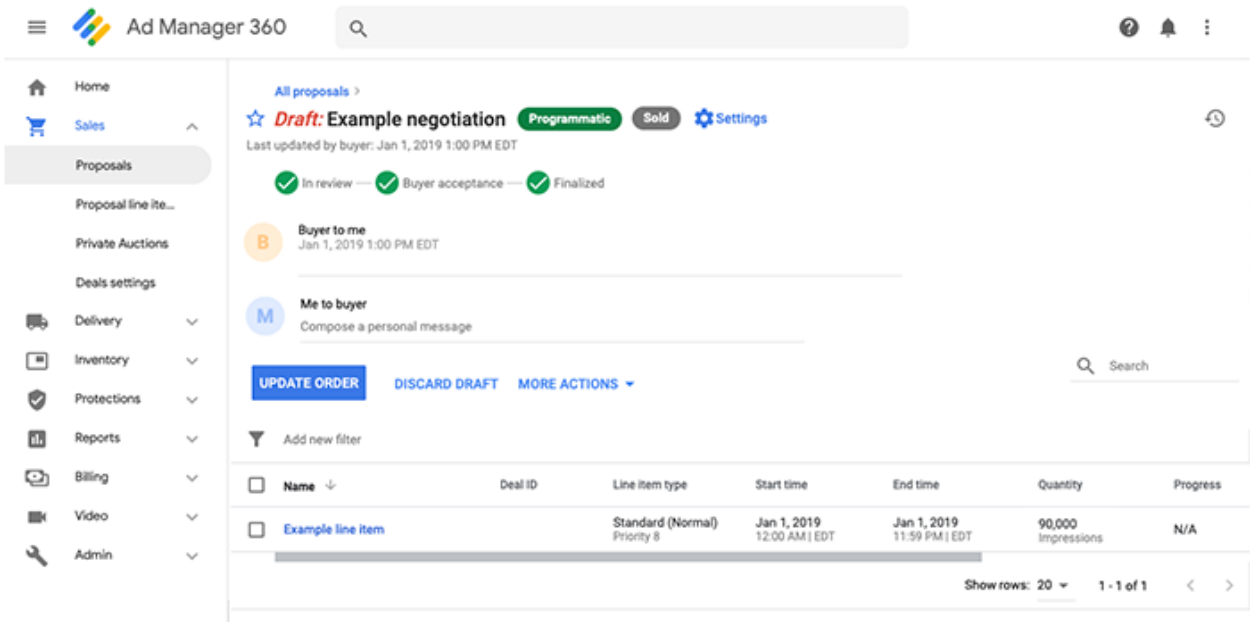


You have the option to change finalized proposals ①. Some of those changes can simply be pushed to delivery, while others trigger renegotiation. To make changes, you need to **reopen** a finalized proposal. You can find **Reopen** ② at the top of proposal details next to **More actions**. Once reopened, you can make changes to any fields or settings except the advertiser and buyer. Learn more

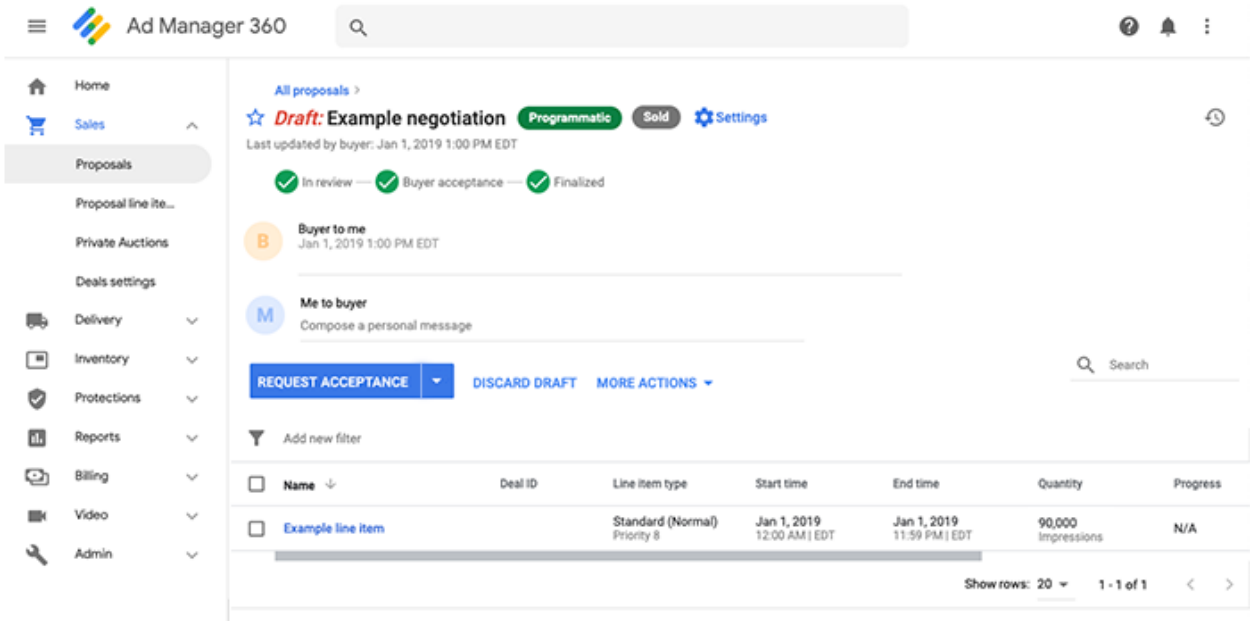
Negotiable vs nonnegotiable changes

Only changes to negotiable settings trigger renegotiation and, therefore, the proposal must be sent to the buyer for acceptance. There are a number of nonnegotiable settings you can change that can be directly pushed to delivery without sending the proposal to the buyer. Review negotiable and nonnegotiable settings:

- Negotiable fields or settings: Start/end time, Rate, Quantity, Inventory sizes, Additional terms, and adding or removing proposal line items
- Nonnegotiable fields or settings: Name (of the proposal or proposal line items), Delivery settings, Priority (number), Labels, Custom fields, Internal notes, and targeting



Click **Update order** from proposal details to push nonnegotiable changes.



If you make changes to negotiable fields or settings, you trigger renegotiation and need to request acceptance again from the buyer. Proposed changes don't go into effect until the buyer accepts. You will not see the **Update order** option anymore and instead will see **Request acceptance** and **Send review** under the drop-down (▼) next to **Request acceptance**.

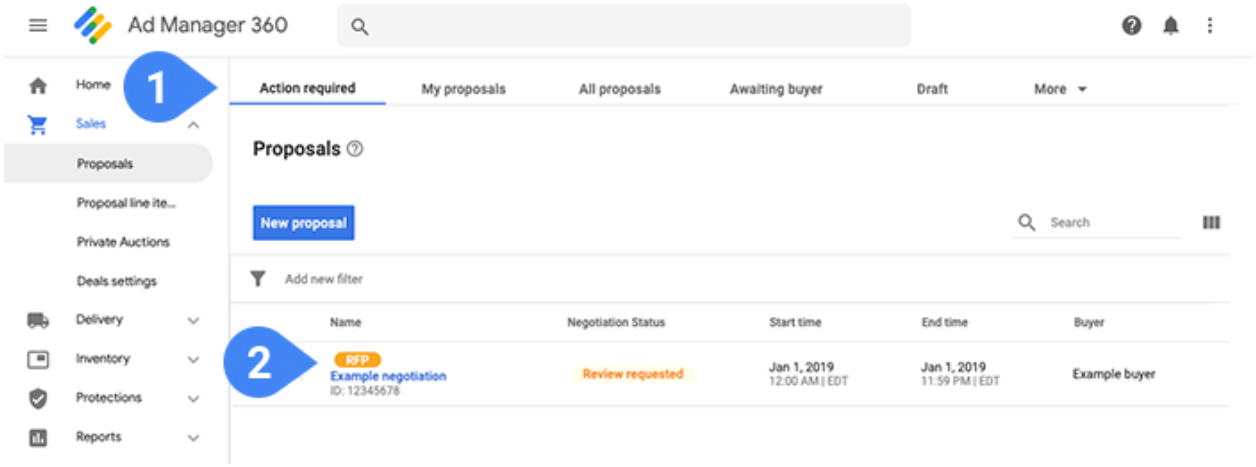
Discard draft of changes

If you are undecided about changes to a finalized proposal, you can select **Discard draft** at any point before sending it to the buyer or updating the order and line items. If you do so, Ad Manager reverts the proposal to the last version sent by the buyer or the last finalized version. Learn more

While renegotiating, you have the option under "More actions" to **Terminate renegotiation**. Terminating renegotiation discards the current proposal version, and the proposal reverts to its original, finalized state. Neither you nor the buyer can make proposal changes anymore unless one of you initiates renegotiation again. Learn more

Request for proposals (RFPs)

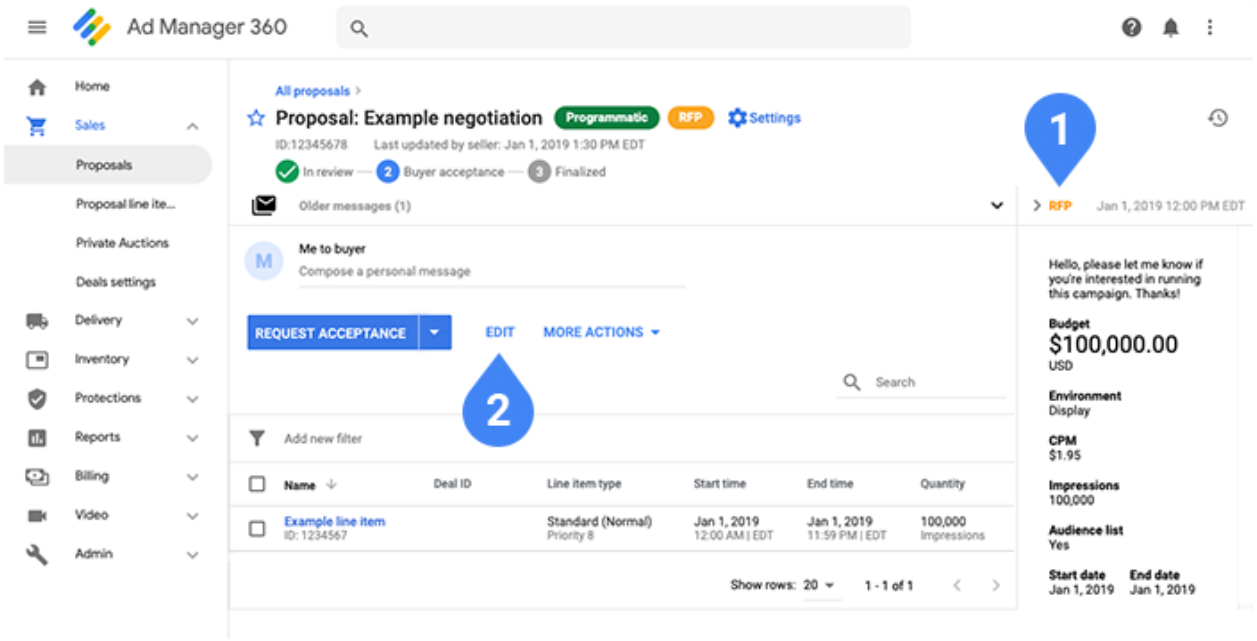
Buyer-initiated proposals result from a buyer finding your profile and inventory in the Marketplace. Buyers can initiate a **request for proposal (RFP)** for inventory they find interesting.



Navigate to **Action required** ① to find these requests. You can identify buyer-initiated proposals by the "RFP" labels ② near their names.

There are a few ways to get notified about programmatic events like RFPs:

- Ad Manager settings: Click ⋮ in the upper right-hand corner and select **Settings**. Enable "System notifications" and set a frequency. Emails and in-product notifications are sent when major programmatic events occur. Learn more
- Deals settings: Navigate to **Sales** and then **Deals settings** and add email addresses in the "Notifications" field. Emails are sent when important events occur during negotiations. Learn more
- Publisher profiles: From the "Deals settings" page, click **New profile** or open an existing profile. In the "Contact for programmatic deals" field, you can add email addresses, names, phone numbers, etc. While notifications don't happen automatically, buyers may use this information to contact people when they submit an RFP. Learn more



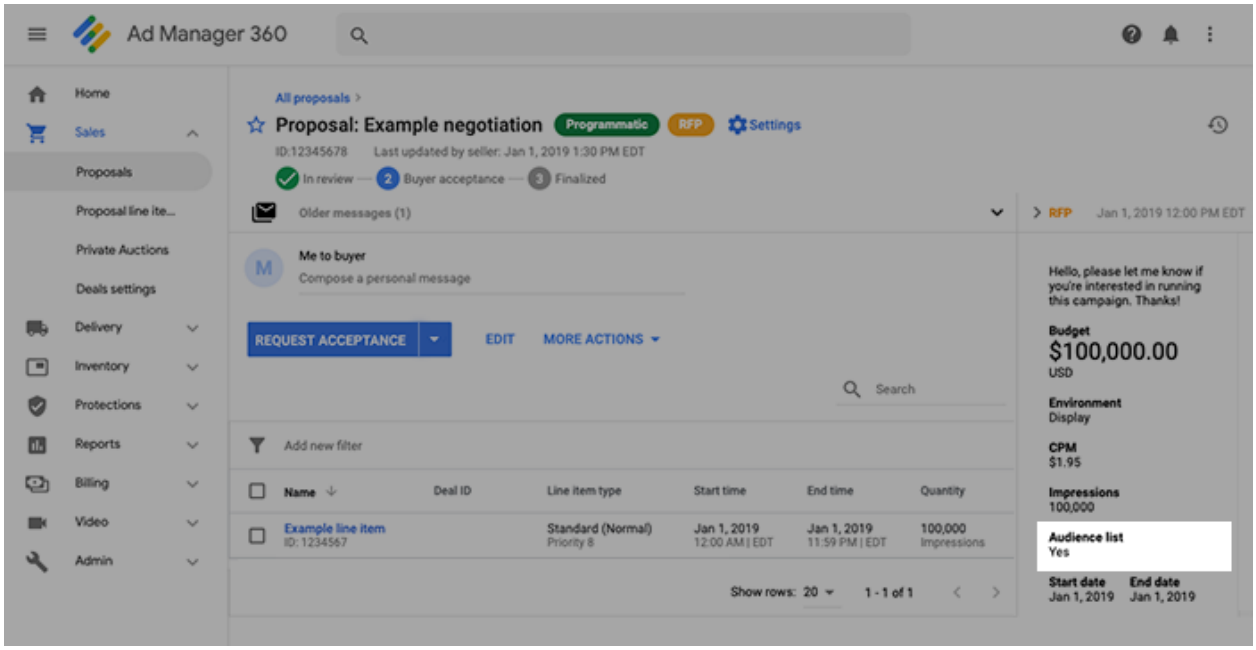
RFPs don't include proposal line items. Instead, an RFP information card ① appears to the right with the campaign details desired by the buyer. These details are informational only and don't affect ad serving or finalized terms. Click **Edit** ② to update proposal settings and add proposal line items.

The RFP information card can be collapsed or expanded as needed. The RFP information card persists through the lifetime of the proposal. After sending the proposal to the buyer for the first time, the card remains collapsed by default.

Learn more about buyer-initiated proposals.

Audience targeting in RFPs

If the buyer includes audience targeting in its RFP, the RFP information card displays **Yes** under "Audience list".



- Every proposal line item added to a proposal automatically includes the buyer audience list.
- Only the buyer can remove audience targeting from individual proposal line items. Buyers can remove this targeting only after you send the proposal to them for review or acceptance.

Communicate with the buyer to ensure audience targeting is accurately applied to proposal line items, and use forecasting to ensure you have enough inventory with audience targeting.

Reporting

Reporting and billing

Currency: Ad Manager reports are based on the default network currency and then converted to the currency set in the proposal line item. Conversion is based on the exchange rate specified under the "Admin" tab. We recommend you set the refresh rate to daily for the most accurate reporting. Multi-entity and currency support will be available soon.

CPD (cost-per-day) line items: Must reach its billing threshold (minimum number of impressions) per day for you to earn revenue on the delivery for that day.

Reporting discrepancies: Discrepancies are uncommon and usually quite small. Some common causes of discrepancies in reporting include different time zones, spam filtering, and delays in impression counting. Publishers are always paid based on figures shown in Ad Manager reporting.

Creative reporting

Orders, line items, and creative placeholders can be used to report on delivery.

If you've correctly specified inventory sizes in your proposal line item, there should be a one-to-one relationship between creatives in Display & Video 360 and the creative placeholders in Ad Manager. You can then generate creative reports in the Query Tool based on these placeholders.

The exception is video master/companion campaigns. While you can run video master/companion campaigns, Ad Manager does not collect metrics on companion ads hosted in Display & Video 360. As a result, Ad Manager reports won't capture delivery for companion ads in reporting for programmatic campaigns.

Best practice checklists

The checklists below help make sure you aren't missing anything when setting up your Programmatic Guaranteed campaigns.

Before sending your proposal

- Confirm the campaign details with your buyer:
  - Flight dates
  - CPM/CPD
  - Budget
  - Placements (formats, size, platform, site targeting, geo, etc.)
  - Pacing (evenly, front-loaded, or as fast as possible)
- Check that you have enough inventory available to complete delivery. Run forecasts based on CPM, budget, and flight dates.
- Confirm your buyer's seat name and advertiser.

Before starting your campaign

- Check that your buyer has uploaded a valid creative. Ensure that the creative is:
  - Eligible to serve
  - SSL compliant
  - Not blocked by Google or your Ad Manager settings in Ad review center
  - Configured with the correct size (that is, is not a multi-size creative for a single-size)
- If your network has opted for manual activation, ensure corresponding line items are activated
- Re-run forecasts to ensure your line items are not overbooked. Changes to other line items can cause changes to available inventory
- Check your line item and its contending line items' priorities. If there are two 100% Sponsorship campaigns running simultaneously, there is a risk of underdelivery
- Ensure the DSP has completed their required setup:
  - Created a campaign in the DSP with the correct dates, CPM, impressions, etc.
  - Chosen a valid creative for each deal ID

Special cases for creatives

- **Alcohol ads**—make sure to opt in to alcohol ads at the network level and the inventory level settings. Confirm that your country is whitelisted for alcohol ads. Learn more
- **VPAID creatives**—make sure to opt in to VPAID ad technology for this inventory. VPAID (Video Player-Ad Interface Definition) is an IAB standard that allows a video ad and a video player to communicate with each other. Learn more
- **Roadblocks or Multiple Creatives of the Same Size**—to target the same sizes on a single page, click **provide some creative details** under the "Size" field in proposal line items. Specify a count for each size to ensure that Ad Manager requests the correct number of creatives from buyers. Also ensure that you've set "Display creatives" to **All** or **As many as possible**. Learn more
- **CPD (cost-per-day) Sponsorships** (currently only available in Display & Video 360)—sell sponsorships on a flat rate for the given time period.
    - CPD Sponsorships do not 100% guarantee that buyer's ads will be the *only* ads that appear during the time period. In rare cases, Ad Manager may be unable to serve the buyer's creative—for example, the creative isn't supported by the user's browser. Ad Manager nonetheless ensures your impression is fully monetized by serving a contending ad instead. While this occurrence is the exception, for this reason CPD Sponsorships should **not** be sold as a 100% Share of Voice guarantee
    - While CPD Sponsorships should not be sold as a 100% Share of Voice guarantee, you can enable these campaigns with competitive exclusions. This ensures the buyer that ads for similar brands or products won't serve with its own ads. Learn more
    - CPD Sponsorships must meet or exceed the billing threshold on a given day of ad delivery for the advertiser to be billed, and for you to be compensated for delivery for a given day. However, billing and compensation are not based on impressions served but on the agreed CPD rate
- **Interstitial ads**—make sure you've selected "Mobile app" as the inventory type (previously known as "environment type") and that correct interstitial sizes have been selected. Learn more
- **Non-personalized ads**—ensure your buyer has **not** uploaded third-party creatives if the campaign runs on non-personalized ad traffic—for instance, as a result of General Data

Protection Regulation (GDPR). Non-personalized ads is only supported for campaigns negotiated with buyers in Display & Video 360. Learn more

- **YouTube cross-sell**—if your campaign targets YouTube cross-sell inventory, make sure your buyer's creatives are restricted to YouTube Certified External Vendors. YouTube cross-sell is a feature that allows your network to integrate with a partner's YouTube channel, and it's only available for campaigns negotiated with buyers in Display & Video 360. Learn more
- **Native ads**—make sure the buyer has uploaded both rectangle and square sizes in Display & Video 360. There's no specific size requirement for either, but the rectangle ratio should be 1.91:1 or within 10% of this ratio.

Troubleshooting

Setup

I need to make changes to a line item after it's started serving

You can make changes to finalized proposals. All changes are made via the **Sales** tab, not the **Delivery** tab. Learn more

I can't find my buyer on the list of buyers from the drop-down menu

For Display & Video 360 buyers, buyer names are displayed the same across Display & Video 360 and Ad Manager. For other third-party DSPs, names might vary from what's expected.

- You can filter by name for any buyer.
- For Display & Video 360 buyers, filter by Partner ID as well.
- For other third-party DSPs, filter by Account ID.

If you're not sure about these IDs, ask your buyer. You can filter by name for any partner. For Display & Video 360 partners, you can filter by Partner ID as well. For other third-party DSPs, you can filter by Account ID. If you're not sure about these IDs, ask your partner.

My buyer doesn't appear on the list of available buyers

If you don't see your buyer available, they might not be eligible for Programmatic Guaranteed. Not all buyers are able to negotiate Programmatic Guaranteed campaigns. Try filtering by buyer name, Partner ID (for Display & Video 360 buyers), or Account ID (for other third-party DSPs). If you still can't find a buyer, reach out to your contact and confirm they're able to negotiate Programmatic Guaranteed campaigns.

I don't see the currency I want as an option

You can negotiate Programmatic Guaranteed campaigns in a different currency. However, the currency must be added to your Ad Manager network first. To add a currency, administrator permissions or roles with similar permissions are required. Learn more

My mobile app or video campaign shows 0 forecasted impressions

Make sure you've selected the correct inventory type (previously known as "environment type") in your proposal line item:

- Display
- In-stream video
- Mobile app

A proposal line item will show forecasted impressions only if an inventory type is specified.

I need to set up a single proposal with mobile web and app

A proposal can have multiple proposal line items with different inventory types (previously known as "environment type"). One proposal line item can specify "Mobile app" and another "Display" for inventory type instance. Each proposal line item, however, must transact under a single inventory type.

I want Preferred Deals and Programmatic Guaranteed proposal line items in one proposal

A proposal can contain only proposal line items that are Programmatic Guaranteed (Sponsorship or Standard) or Preferred Deals, not both. To transact a Preferred Deal, set up a separate proposal.

I don't understand the difference between sold and finalized

When a buyer accepts a proposal, Ad Manager sets the status of the proposal as **Finalized** and also marks the proposal **Sold**.

- **Sold** is a label that is applied when the buyer accepts a proposal for the first time. The **Sold** designation never leaves the proposal after it's finalized once.
- A proposal that is reopened for renegotiation will no longer be in a **Finalized** status once you send it to the buyer. However, the **Sold** label will remain to indicate that a corresponding order and line items exist and could be ready to deliver or are delivering under previously negotiated terms.

I need to make changes to a finalized proposal

Finalized proposals can be edited only if you reopen them. Change a sold proposal by clicking "Reopen" in the upper right of the proposal.

I archived a proposal line item and now want to unarchive it in a finalized proposal

Finalized proposals can be edited only if you reopen them. To make changes, click Reopen in the upper right of a proposal's details. Once reopened, find the archived proposal line item and unarchive it. Unarchiving a proposal line item triggers renegotiation. Your changes won't get sent to ad serving unless you resent the proposal to the buyer, and the buyer has accepted.

I see creative warnings and I'm not sure what these messages mean

Creative warning notifications mean that the buyer has not yet set up their campaign and uploaded a creative in Display & Video 360. Until the buyer completes campaign setup and uploads the creative, the campaign will not deliver. If you see a creative warning, contact the buyer to ensure they have correctly configured line items and creatives in Display & Video 360.

Creative alerts or notifications only show for proposals negotiated with Display & Video 360 buyers. Creative warnings do not show for third-party Authorized Buyers. Coordinate with buyers using other DSP to ensure that they have completed setup and uploaded their creatives properly.

Delivery

I use Scaled Partner Management and my line item is not transacting properly

There could be a problem with the partner domain or other partner configuration. Under the "Troubleshoot" tab for a line item, you are likely seeing this non-delivery cause:

> URL is not allowed to transact with Programmatic Direct

Make sure that the following is true:

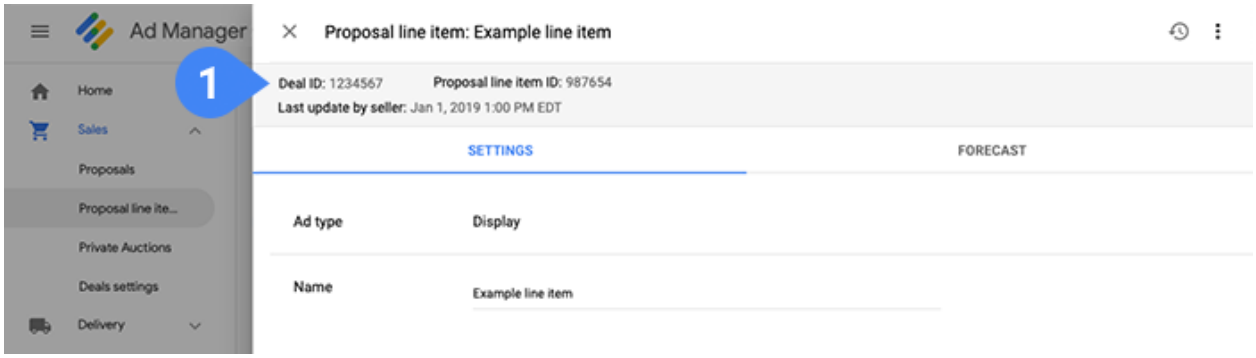
- Domains on which the buyer's ads will serve have been classified under the "Admin" tab. Learn more
- Partners have authorized your network to sell inventory for their domain via ads.txt. Learn more
- The campaign, including URLs on which creatives serve, adhere to Partner Guidelines.

I need to find where the deal ID is located

Deal IDs are shared between Ad Manager and Display & Video 360 or other DSPs. They are only generated once the buyer accepts a proposal and it's finalized. Deal IDs refer to proposal line items and the parallel serving object in your buyer's DSP. You can find this ID is both systems. If you're trying to troubleshoot, share the deal ID with your buyer so that they can find the parallel serving object.

You might also spot a "Proposal line item ID" and "Line item ID" in Ad Manager. These IDs don't refer to anything in Display & Video 360 or other DSPs and are only useful within Ad Manager itself.

To find the deal ID, go to the top of a proposal line item details page and locate "Deal ID" ①.

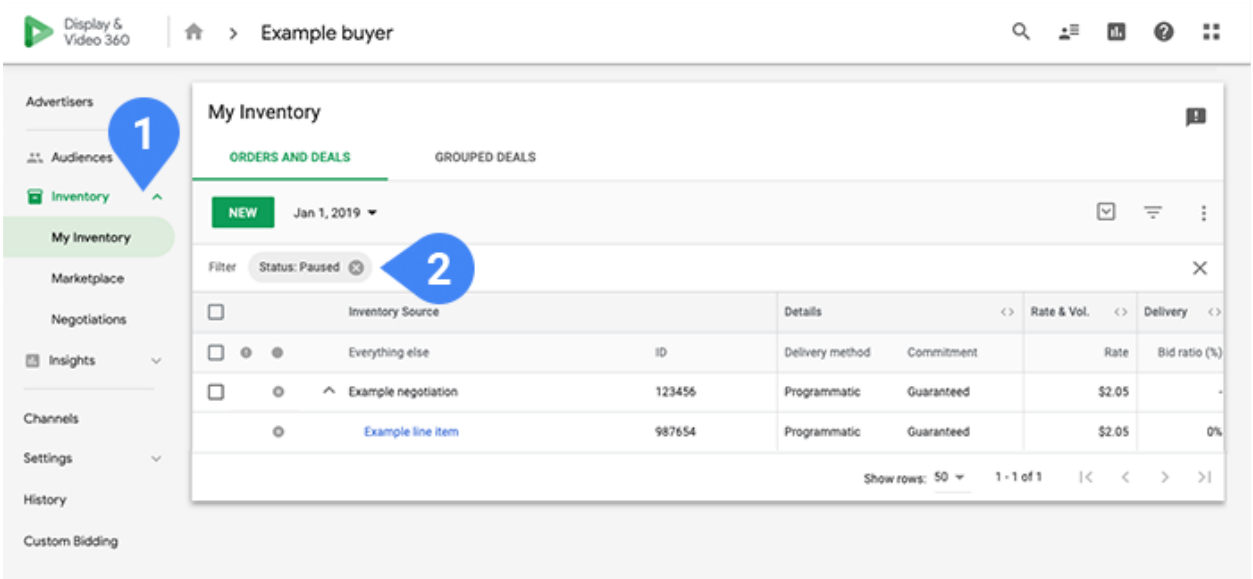


I'm using non-standard sizes and my line item isn't serving or delivering

The inventory size in the ad request must match those specified in the proposal line item size. You can't override creative settings in Programmatic Guaranteed campaigns.

I paused and made changes to the proposal, but my buyer can't find it to accept changes

Buyers can find paused campaigns by navigating to **Inventory** and then **My Inventory** ①. Buyers should filter for the status **Paused** ② to find the proposal and accept changes.



I need to know if Ad Exchange blocking rules or pricing rules apply

No, these rules do not apply to Programmatic Guaranteed. In the case of Programmatic Direct campaigns, Protections are always overridden. Exceptions are rules that govern cookies and user data and of certain ad technologies such as VPAID. Unified pricing rules also do not apply. Ad Manager does not apply to Protections or unified pricing rules. This ensures that the inventory you've negotiated in the campaign is free to serve as intended. Learn more

The buyer is bidding but the line item is not transacting

The most common reasons for a campaign to not transact are:

- Buyer is responding with personalized creatives on non-personalized traffic. Ensure that your buyer has creatives for non-personalized traffic. This is particularly relevant when serving ads in the European Union (EU) to comply with General Data Protection Regulation (GDPR).
- Buyer is responding with a VPAID creative when the request is not for VPAID.

- For publishers using Scaled Partner Management (SPM), you or your administrator hasn't classified the domain or authorized the domain in ads.txt, or the domain is not compliant with Google Ad Manager Partner Guidelines.
- There could be other competing line items (deal is overbooked).
- Buyer isn't bidding with the right deal price.
- There could be rendering issues (typical with video and in-app inventory).

Another line item beat my Programmatic Guaranteed line item in competition and is serving

As with all line items, the best place to look is the "Troubleshoot" tab of the line item you expect to serve. There, you will see a breakdown for why this line item lost in competition and the contending line items that have beaten it. Some common causes are:

- External buyer did not respond.
- URL is not allowed to transact with Programmatic Direct.
- Lost in competition to line items of higher priority.

Buyer did not respond and I want to fix my campaign so the buyer responds

Reach out to the buyer to understand why they're not bidding. These are typically setup issues within the DSP platform and can be easily resolved. Buyers can escalate to their DSP support teams as needed. Ad Manager support won't have insight into why a buyer didn't respond and can't help troubleshoot this issue.

I've opted in for alcohol ads, but my line item with an alcohol creative still isn't serving

For Programmatic Guaranteed to serve alcohol creatives, you must opt in at both the network level and the inventory level. Learn more.

Tell us what you think

Let us know what you think about this guide in this short survey.