pDOOH FAQ

Q - "What we need to get the ball rolling on implementing a programmatic campaign (pDOOH)"

A - For us to prepare a programmatic campaign, we will need to set up a DEAL on our SSP (Supply-Side-Platform) which includes the fundamental framework for your campaign. This includes:
- Your campaigns Start and End date
- What your budget is (so that we can determine your CPM and impressions target)
- What cities or geographic areas you would like to advertise in

Q - "How do we link our DSP (Demand-Side-Platform) to the campaign that you've set up?"

A - We will supply you with a DEAL ID which is a unique code and includes all the particulars for your campaign including your CPM, Geo-tags and Start/End dates. You will use this ID to find your campaign on your DSP from there you can link up your creative. If you are struggling to find the Deal, please chat to your DSP supplier and they will be more than happy to assist.

Q - "How do we load the creatives and where do we get the specs?"

A - We will supply you with all the creative specs relevant on the sites in your campaign. Once you have uploaded these onto your DSP, you will have to send us:
- The CREATIVE ID's auto-generated on your DSP
- Downloadable copies of the artworks

Q - "When do we get our proof of play reports once the campaign has gone live?"

A - As the scheduling is done programmatically, it is impossible for us to know exactly when your artworks will flight. Instead of providing visual proof of flighting, we will provide you with reports that indicate how many impressions have been served, how many ad plays were
generated and where. You are also able to verify this information on your DSP that will have its own proof of play records within.

Q - "How will I know how well my campaign is doing?"

A - Depending on the length of your campaign, we will send out reports that will
indicate whether you are under or overserving, what budget you still have left for your
campaign as well as recommendations with how to auto-correct and optimise your campaign. You will receive reports periodically depending on the length of your campaign:
- 4 Week Campaign   = Reporting Weekly
- 5 – 12 Week Campaign   = Reporting Bi-Weekly
- → 12 Week Campaign   = Reporting Monthly

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