



 PLACE EXCHANGE
by  BroadSign

 Display &
Video 360

Place Exchange | DV360: Activation Guide for Digital Out Of Home (DOOH)

Workflow for Buyers



Agenda

1. DOOH Campaigns Overview
2. Campaign Settings Snapshot for DOOH
3. Insertion Order & Line Item Creation Steps for DOOH
4. Best Practices
5. FAQ
6. Getting Started!



DOOH Campaigns Overview

CAFFÉ HUB HOLLYWOOD

A Place To Reclaim
A Yourself
CAFFÉ HUB

OPEN

MARC COBS

MARC JACOBS

Overview

- DV360 has a public help center dedicated to digital out of home campaigns which we recommend reviewing in detail ahead of launch dates.
- Buyers should work closely with their DV360 & Place Exchange (PX) account teams during pre-campaign launch to ensure accurate deal and DOOH campaign set-up.



Deal Types

Custom PMP Deals

- Non-Guaranteed, short-term PMP deal curated by Place Exchange for a specific brand or agency campaign, delivered to a trader in DV360 through one or more Deal IDs
- All Custom (Non-Guaranteed) PMP deals run through DV360/Place Exchange today are negotiated with a single publisher as a **first price deal 1:1 PMP – 1 agency/advertiser** targeting and **1 PX publisher format** (ie display or video). This also means you will clear at the price you bid at.
- Custom deals are typically set-up These deals transact with standard programmatic auction dynamics, so the buyer will need to raise their CPM based on demand in order to ensure delivery.

Programmatic Guaranteed (PG) Deals

- All guaranteed (PG) deals run through DV360/Place Exchange today are negotiated at a specific number of impressions, \$ budget, and CPM. This deal will automatically populate in the negotiation tab, and will **auto create an insertion order once accepted.**
- *******DV360 ultimately looks as the impression PX pushes via the deal API, and calculates the budget based off of that, no matter what total budget is input in the deal push.

For both types of deals:

- Once the deal has been set-up by PX, PX will pass the deal to the buyer via the **deal sync API**. No manual deal creation is supported. If a buyer is under a partner and needs access to a deal, the partner can give the buyer the deal ID and **populate the deal using the deal ID in the client's negotiation tab.**
- The deals are specifically curated by the publisher & PX and the agency must share their **DV360 Partner ID** with Place Exchange in order to populate the deal successfully in the partner's negotiation's page.

DV360 Campaign Settings Snapshot for DOOH



DV360 DOOH Campaign Settings

****IMPORTANT**** Geotargeting is currently based on IP address and hyper local targeting is not fully accurate. Technically, wider targeting like state and country are supported for DOOH, but it is our strong recommendation to have geotargeting baked into deals. Lat/Lon based targeting coming soon in 2026.

- Overall Campaign Strategy: While this does not impact actual serving, it allows the UI to make suggestions based on your goal.
- Bid Strategy: Fixed CPM bid must be assigned. Automated bidding is not supported today. Also, “Optimize Fixed Bidding” should **not** be checked.
- KPI: You can input anything in this field as it does not impact serving for DOOH but is a required field.
- Frequency Capping: Not supported - do not set frequency caps (PX/the publisher will set this in the deal so please communicate this to PX)
- Default Targeting Settings:
 - Demographics: No
 - Geography: No
 - Language: English
 - Brand Safety: No
 - Environment: No
 - Viewability: n/a for DOOH - please remove all ActiveView/TrueView settings
 - Position: No

DV360 DOOH Campaign Settings

- IO Creation:
 - Deals and Packages: None Applied
 - Deal groups and preferred deal groups: None Applied
- Line Item Creation:
 - Bid Strategy: Fixed Bid
 - Targeting: None Applied
 - Creative assignments:
 - Video - One dimension per line item per deal ID
 - Display - Multiple publishers or different dimensions can be bundled into one deal. However, if specific budgets are needed for different media types, they should be set up as different deals.
 - Triggers: No

DV360 DOOH Campaign Settings

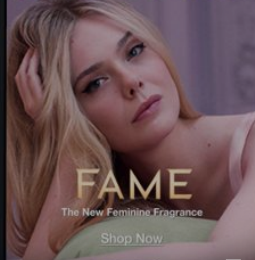
Creative Approval:

- The DV360 creative review process includes a time stamp for upload and review start, and can take up to 24 hours to be approved.
 - For **PMP**, the creative can be assigned even while pending DSP approval, and DV360 will start serving once it is approved. It will then get picked up by PX's queue and go through publisher review.
 - For **PG**, the creative must be approved and "servable and eligible" before assignment to the line item. This is because PG is a commitment on both sides, and DV cannot respond to bid requests from the publisher if the creative is not ready.
 - The 24-hour potential delay is important to consider for running a PG campaign, especially for last-minute opportunities, as the buyer cannot finalize the PG setup without an eligible creative.



LinkNYC

paco rabanne



FAME

The New Feminine Fragrance

Shop Now

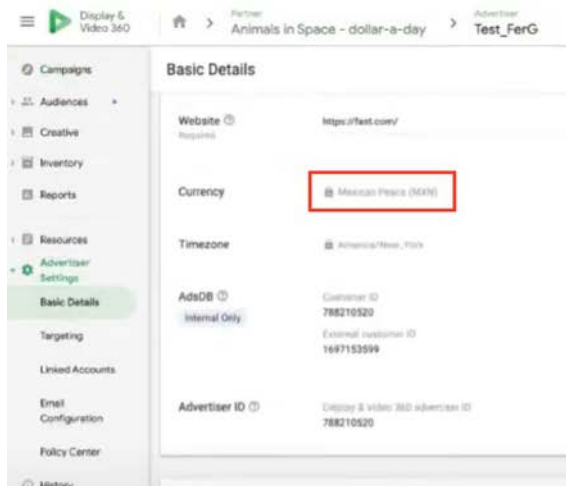
DV360 Insertion Order & Line Item Creation Steps for DOOH

Cafe Luna
AM-5PM
RESSO
EA BAR
OOOTHIES
smie.
EAKFAST
l. day
MINIS + SALADS

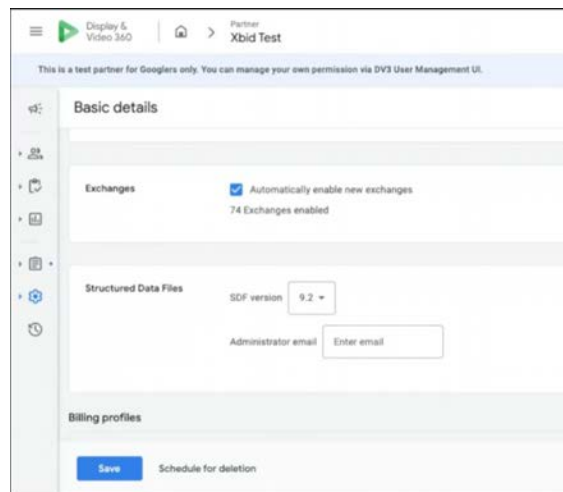
TAKE PART
IN THE RACE
Happy Hour
mon-fri 4-6
enjoy \$5 off all glass
half-priced charcuterie & c

Hurley

Step 1: Basic Details



Confirm the currency setting assigned to your DV360 advertiser account (CAD for Canada campaigns, EUR for Europe, etc). Once configured this cannot be changed



Confirm that Place Exchange is a selected Exchange by pressing the edit button on Exchanges in Basic Details.

Step 2: Accept the PX Deal (Partner Level)

px_dv360-geo TEST

Show sensitive content

Seller: place_exchange Commitment: Non-guaranteed Buyer: Xbid Test Exchange: Place Exchange

Potential guaranteed volume	Potential average CPM	Potential media cost	Potential total billable cost	Your budget
0	\$0.00	\$0.00	\$0.00	\$0.00

*Excludes sponsorship data

place_exchange to Xbid Test

place_exchange requests your acceptance (1 proposal).

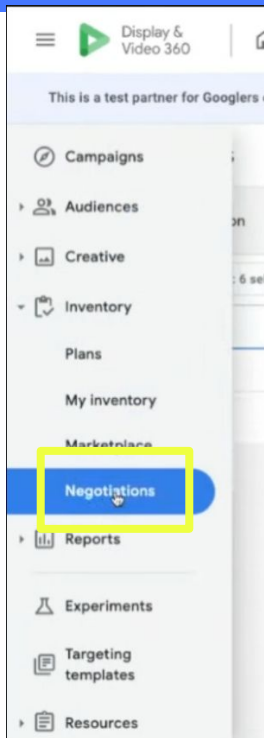
Accept Archive

Name	Deal ID	Delivery method*	Commitment*	Exchange*	Rate type	
px_dv360-geo TEST		Programmatic	Non-guaranteed	Place Exchange	CPM (Fixed)	
px_dv360-geo-metro-test-nov-v2	px_dv360-geo-metro-test-nov-v2	Programmatic	Non-guaranteed	Place Exchange	CPM (Fixed)	\$0.10
px_dv360-geo-region-test-nov-v2	px_dv360-geo-region-test-nov-v2	Programmatic	Non-guaranteed	Place Exchange	CPM (Fixed)	\$0.10
px_dv360-geo-zipcode-test-nov-v2	px_dv360-geo-zipcode-test-nov-v2	Programmatic	Non-guaranteed	Place Exchange	CPM (Fixed)	\$0.10

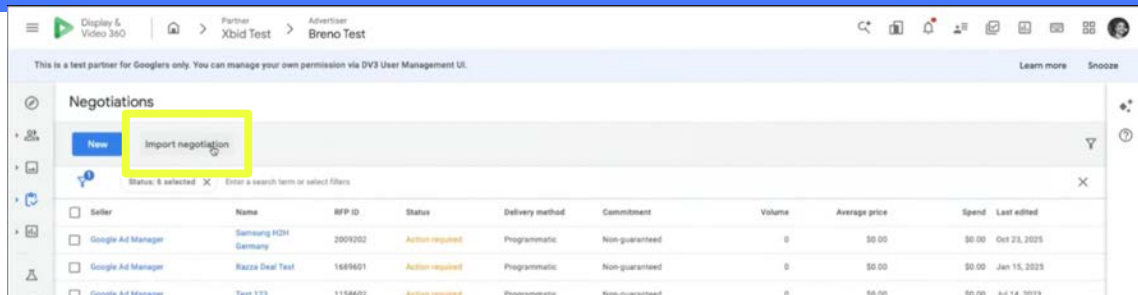
The PX deal ID will populate on the negotiations page for the **partner**. If there is an brand/advertiser underneath that partner branch, the advertiser will need to input the deal. See next slide.

Step 2a: Accept the PX Deal (Advertiser Level)

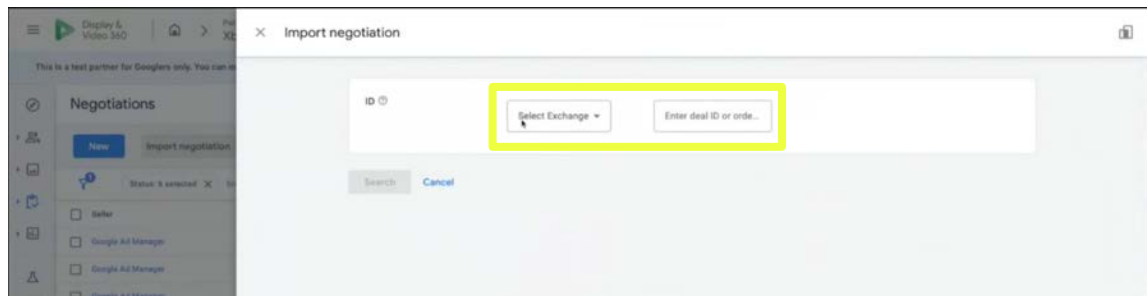
1.



2.



3.






If under the advertiser level, you will need to import the deal from negotiations by selecting Place Exchange and inputting the Deal ID.

Step 3: Create a DOOH IO (PMPs)

New Insertion Order


test partner for Googlers only. You can manage your own permission via DV3 User Management UI.

Select a type

-  Standard
Open auction line item serving on Display & Video 360
-  Connected TV and OTT streaming
TV content across over-the-top streaming devices
-  Digital out of home
Digital out of home ads that serve on billboards, bus stations, airports etc.

Select an objective

The objective you pick determines the key performance indicators (KPI), bid strategy

-  You can change insertion order objective from brand awareness, click, co-creation in the insertion order details page. [Learn more](#)


Create the DOOH insertion order. Set the total budget at the IO level.


*PG Deals will automatically create an IO with a budget once accepted.

Step 4: Create the Line Items linked to the DOOH IO


Select line item type

test partner for Googlers only. You can manage your own permission via DV3 User Management UI.

Insertion order Select an insertion order for this line item
Black Friday PX PMPs 



Display Digital Out of Home
Display Digital Out of Home ads that serve on billboards, bus stations, airports, etc.






Video Digital Out of Home
Video Digital Out of Home ads that serve on billboards, bus stations, airports, etc.

The advertiser needs to create an individual line item for display or video. Multiple creative sizes can be associated to a display deal. For video, line items will need to be broken out by format.

Step 5: Add Deals to the Line Item

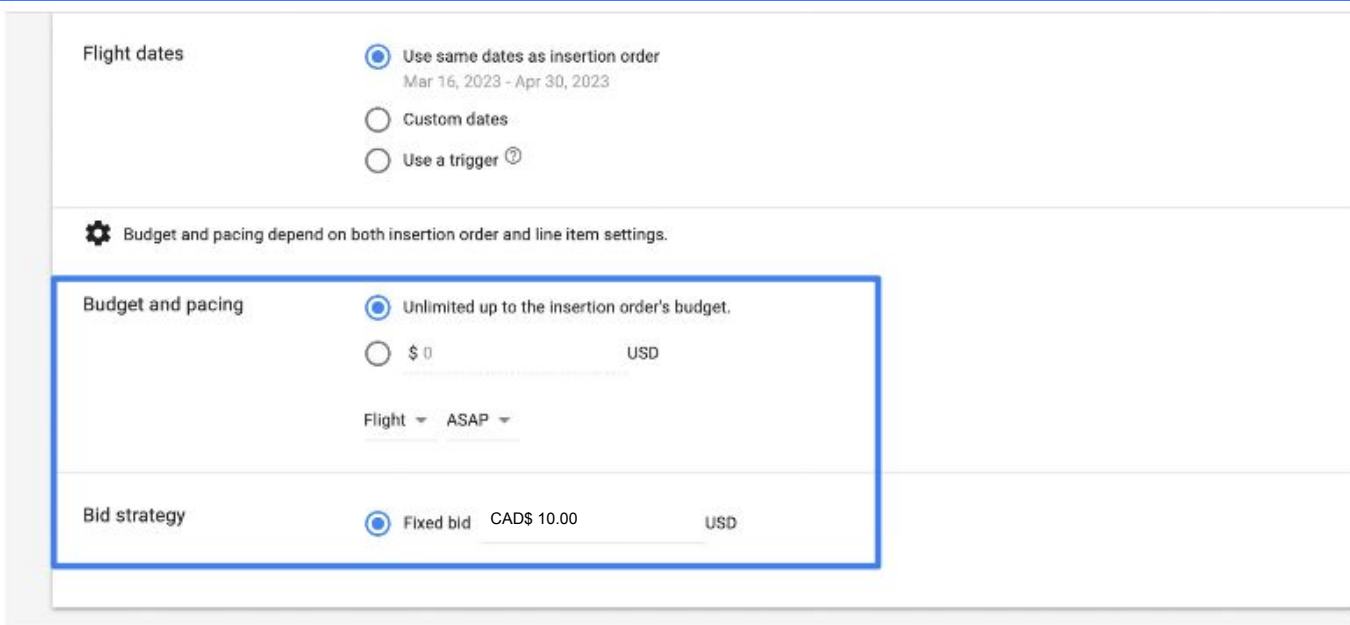
Inventory source

Deals and Packages	0 deals and packages selected	
Deal groups and preferred deal groups	No inventory groups selected	

 Your agency's deal groups and preferred deal groups are available here. Access curated, high-value inventory bundles. [Learn more](#)

Click the edit button on the right side of the the *Deals and Packages* selection. Search for the relevant deal token, select, and apply.

Step 6: Bid Strategy Settings



The screenshot shows a settings interface for bid strategy. It is divided into three main sections: Flight dates, Budget and pacing, and Bid strategy. The 'Budget and pacing' section is highlighted with a blue border. In the 'Flight dates' section, 'Use same dates as insertion order' is selected, with dates 'Mar 16, 2023 - Apr 30, 2023' displayed below it. The 'Budget and pacing' section includes 'Unlimited up to the insertion order's budget.' as the selected option, a '\$ 0' input field with 'USD' as the currency, and a 'Flight' dropdown menu set to 'ASAP'. The 'Bid strategy' section has 'Fixed bid' selected, with 'CAD\$ 10.00' as the bid amount and 'USD' as the currency.

Flight dates

- Use same dates as insertion order
Mar 16, 2023 - Apr 30, 2023
- Custom dates
- Use a trigger [?]

Budget and pacing

- Unlimited up to the insertion order's budget.
- \$ 0 USD
- Flight

Bid strategy

- Fixed bid CAD\$ 10.00 USD

The bid strategy should be set to **fixed bidding** based on the CPM guidance shared. For this example, let's assume the Place Exchange deal ID floor price is \$7, the fixed bid amount should be input into the DV360 platform based on the current conversion rate from USD to CAD. We recommend **increasing the floor price amount by ~20%** to account for DV360 fees and any potential delivery issues. Thus the fixed bid should be input as \$10.00. Do not choose any auto-bidding option, or set frequency limits. **Set pacing to ASAP or AHEAD.** If you want to distribute your campaign among several creative sizes, set the budget to be distributed at the LI level.

Step 7: Assigning Creatives to Line Items

✕ New line item

This is a test partner for Googlers only. You can manage your own permission via DV3 User Management UI.

Flight ▾ ASAP ▾

Bid strategy

Fixed bid

USD

▾ Additional options

Creatives

Advanced ad serving rate: \$0.00 CPM ⓘ

Assign creatives

✕ Select creatives

All Eligible Assigned (0)

Format: Image Source: Display & Video 360 Enter a search term or select filters

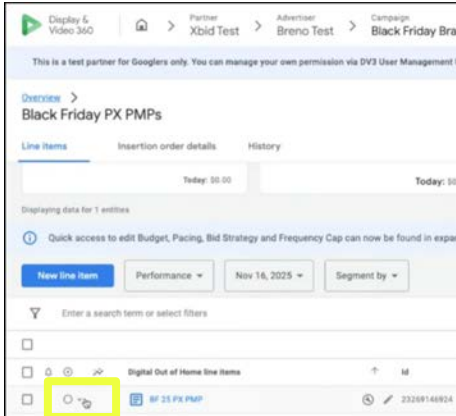
<input type="checkbox"/>	Name ↓	ID	CM360 ID	Type	Format	DV360 status	Exchange status	Dimensions	Source
<input type="checkbox"/>	PK 1920x1080	693185996	43797565	Standard	Image	Pending	Pending (2 of 2)	1920 × 1080	Display & Video 360
<input type="checkbox"/>	VIOOH Select 802	68732044	431910958	Standard	Image	Servable	Servable (1 of 2)	1080 × 1920	Display & Video 360
<input type="checkbox"/>	VIOOH Select 801	68732437	432504009	Standard	Image	Servable	Servable (1 of 2)	1080 × 1920	Display & Video 360

Apply Cancel

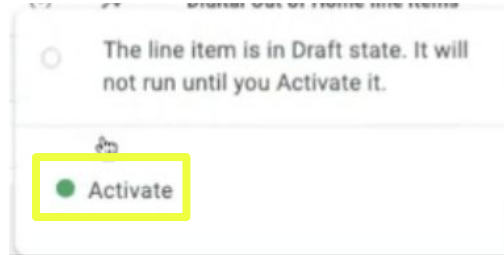
For Display, you are able to add as many display creatives to your line item as you see fit. For video, each dimension should be on it's own line item. Only DV360 hosted creatives are supported today.

Step 8: Set the Campaign Active

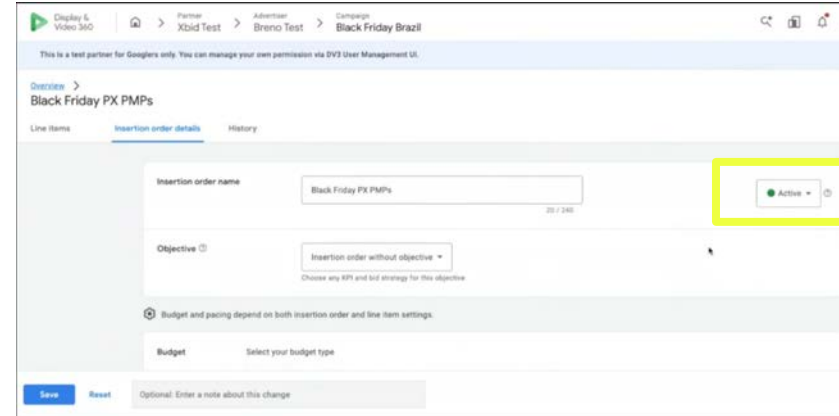
1.



2.



3.



7

Once you are done inputting your campaign, IO, and LI information, you will then have to activate the campaign. First, under the LI tab, click on the white circle next to LI and "Activate". Then, do the same in the "Insertion order details" tab. Once you select active for both, and your creatives are approved, your campaign will start spending!



STARBUCKS
Meet the New
PAIRINGS
MENU
Featuring our new,
best-ever iced coffee.

PAIRING \$5

PAIRING \$6

The advertisement features two Starbucks iced coffee drinks paired with a croissant and a sandwich. The background is a light blue gradient.

Best Practices

Targeting DOOH:

- All targeting is done during deal curation on the Place Exchange side. This includes frequency capping, geo targeting, audience targeting, and brand safety.
- No additional targeting is necessary for DV360/PX PMPs at the LI or IO levels.



Currency Conversion

The Place Exchange & DV360 integration supports global currency conversions and deal types.

If an advertiser uses a currency other than USD, the advertiser will need to configure their basic settings to this currency (ie Canadian Dollar)

1. Display & Video 360 converts the advertiser's currency into USD at bid time.
2. If an impression is won, the price of the impression is immediately converted back into the advertiser's currency when the spend is recorded.

Currency exchanges in Display & Video 360 are powered using a widely used bank feed of daily exchange rates. Google doesn't charge any fee for currency conversion in Display & Video 360.

Creative Requirements for DOOH

- The creatives must be DV360 hosted
- Once assigned to a line item in DV360, the creatives cannot be edited. Please create a new creative ID if you need to update a creative.
- Ensure creative format, size, and durations match those agreed to in the deal based on Place Exchange publisher specs for **video campaigns**. For **display**, you can have multiple creative formats for a single deal.
- Associate the creatives according to the specifications of the deal, remembering that each element/screen has different specifications in a different LI.
- Share the creative ids with PX.
- Request all publisher specific specs (max file size/duration/aspect ratio/etc) directly from your PX rep.

Post Campaign Reporting for DOOH in DV360

In DV360:

DOOH publishers use an impression multiplier, a metric separate from DV360 served impressions, to calculate delivery. Buyers must filter for "publisher impressions" for DOOH campaigns in Offline Reports to view accurate delivery.

For CPMs, use these fields in DV360 Reports:

- Revenue eCPM: The "all-in" cost, including the Negotiated Rate plus the DV360 Platform Fee and other markups.
- Media Cost eCPM (or sometimes Billable Cost eCPM): Reflects only the negotiated deal rate paid to the publisher.

Modify your report columns to include "Media Cost eCPM" to see the negotiated CPM.

- **Publisher impressions:** The publisher's estimated number of viewers per digital out of home ad.

Example

When an advertiser negotiates to buy an ad unit from a publisher for a billboard on Time Square, the publisher estimates that an average 500 people will see each impression.

To calculate using this estimate as the impression multiplier:
 $5 \text{ impressions} \times 500 \text{ impression multiplier} = 2500 \text{ publisher impressions}$

- **Publisher CPM:** The cost per thousand impressions is calculated using the publisher impressions.

Example

If 5 served impressions (2500 publisher impressions) cost \$25, the publisher CPM would be calculated as:

$\$25 / 2500 \text{ publisher impressions} \times 1000 = \10 publisher CPM

Post Campaign Reporting for DOOH in PX

In Place Exchange:

- Request delivery reporting from your dedicated PX account team
- PX reporting leverages proprietary analytics built for DOOH that account for the impression multiplier
- Granular Impression and spend data is available by: zip code, creative ID, venue category, ad size + more!

Troubleshooting/Mid-Flight Adjustments

Please note that the DV360 troubleshooter tool does not work for DOOH today. Please open a ticket with DV360 support each time you begin troubleshooting a campaign.

1. Agency to send a note to their PX account team with the below details included.
2. Agency to open a ticket with the DV360 support team with all campaign details below included and be sure to include your PX account team in addition to our support alias, dv360@placeexchange.com CCed:
 - i. Start Date:
 - ii. End Date:
 - iii. Budget:
 - iv. Partner ID:
 - v. Deal ID:
 - vi. Deal Negotiated Floor Price:
 - vii. CPM Bid Rate input in DV360:
 - viii. Media Type (display/video):
 - ix. Publisher/screens negotiated in the deal:
 - x. Creative IDs:



Frequently Asked Questions

Why can't I see any spend?

Confirm the following:

- It has been at least 24 hours since set up. Ramp up time may be delayed and take up to 24 hours to see delivery.
- The correct creative duration is targeted. For example, the creatives targeted are 15-second videos and the creatives in the line item are also 15 seconds.
- The creative has not been changed mid flight.
- The creative is approved and not tagged with sensitive categories labels. If rejected, it will not serve.
- Check with the supplier to see if they are seeing bid responses.

Let's Get Started

New PMP Requests:

Agency to send RFP to their PX account team with the below details included:

- i. Start Date:
- ii. End Date:
- iii. Geo:
- iv. Budget:
- v. Agency Name:
- vi. Advertiser Name:
- vii. Partner ID:
- viii. Media Type (display/video):
- ix. Targeting parameters (audience/venue/etc):

For any activations surrounding specific tent-pole events ie Pride Month, FIFA, etc, we recommend planning in advance as demand increases during this time.