

Dive into our demand-side platform.

8 tips and tricks that make Adobe Advertising Cloud onboarding fast and easy.

Adobe Advertising Cloud is a powerful platform that can help you manage media planning and buying from end to end. Because it has so many components, such as search, personalization, and analytics capabilities, knowing where to start can be a challenge. Getting familiar with our demand-side platform (DSP) is a great first step.



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Marisa McKay is a consultant on the Adobe Advertising Cloud Advanced Measurement Services team. She works with clients to develop strategic media measurement frameworks that help them make smart ad buying decisions and meet their advertising goals. Marisa also coordinates partnerships and product support to provide Adobe customers with analysis and reporting unique to the Advertising Cloud.

With the benefit of her real-world insight, we've curated the following tips and tricks to help you get up and running with planning, buying, measuring, and optimizing media.

Plan: Setting up to get the most value from your ad buys.

Tip 1: Keep your brand safe from damaging ad placements and ad fraud.

Our partnerships with MOAT, IAS, DoubleVerify, Proxemic, Grapeshot, and Peer39 can help you minimize fraud and make sure your ads are running on brand-safe content. To control what content your ads should or should not run with, navigate to the "Brand Safety" section in the "Placement Editor." Make selections that meet your objectives, and then click "Save."

Tip 2: Use Microsoft Excel spreadsheets to QA and edit inventory placements.

Making sure your inventory placements matched your marketing goals used to mean manually opening every placement. Now, with our Excel compatible editing capability, you can review and edit your placements all at once. Simply navigate to "Placements," click "More" and select "Download Excel QA Sheet." Make changes in the sheet if necessary. Then select "Upload Excel QA Sheet" and watch your changes take effect on the screen.

Highly-requested capability: *Our customers asked us to make it possible to edit inventory placements with Microsoft Excel. Now, they can double-check quality in less than half the time.*

Try this: *If you have a specific list of parameters already curated, we're happy to plug it into the platform for you. Contact your account manager and we'll apply the list to your solution.*

Buy: Choosing inventory that aligns with your goals.

Tip 3: Customize your inventory marketplace.

Whether you're shopping by budget or by premium brand, our placement editor lets you easily choose the inventory you'd like to run on. To browse through and request access to premium inventory in our On Demand Gallery, select "Private Inventory" in the top navigation bar and then click on the On Demand tab on the left. To select inventory to target, navigate to the "Inventory" section when creating or editing a placement. To run on the open exchange, click "Public," and then toggle selections under "View By Source" and "View by Feed." To target your available On Demand deals, click "On Demand," and filter by characteristics such as "Full Episode Player" or "World Cup."

The Adobe difference: *Our dedicated internal business development team works hard to leverage Adobe relationships with premium brands in order to curate and deliver premium inventory. And since we don't own it, we're not incentivized to elevate certain deals over others. That means you can choose deals that work best for your brand, and not for ours.*

Tip 4: Seamlessly onboard your negotiated private deals, or let us negotiate deals for you.

If you've already pre-negotiated deals with publishers, you can bring them into Adobe Advertising Cloud with our Simple and Smart Ad Serving features. After adding your private deals, you can access them by navigating to the "Inventory" section when creating or editing a placement. Then click "Private" and select the deal you want your ad to run against. If you need assistance adding your deals, or if you'd like our business development team to negotiate deals with publishers on your behalf, reach out to your account manager to get the process started.

Helpful hint: *Adobe Advertising Cloud provides holistic measurement and reporting, so you don't have to collect reporting from different publishers. This makes it easier to see how different inventory types are performing, and to optimize your media strategy across all channels and screens.*

Measure: Analyzing the performance of your strategy.

Tip 5: Set up automated reports for daily, weekly, or monthly email delivery.

Whether you need a monthly report to reconcile billing, or just stay on top of daily performance, this capability makes generating reports, and retrieving them, fast and easy. Simply click "Tools," and select "Email Reports." Then click "New Custom Report" and give the report a name. You can then select a preset built with predetermined metrics, or select "Custom Report" to build your own. Next, choose the filters and metrics you'd like the report to reflect. Add in your email, and then click the dropdown menu next to "Frequency" and select "Once" for a one-off report, or "Daily," "Weekly," or "Monthly." Click "Options" next to an existing report to edit, copy, or delete.

Tip 6: Use surveys to measure audience sentiment so you can optimize in real time.

With our proprietary survey tool, you can really get a sense of how well your media is working with the audience you're trying to reach. Navigate to "Surveys" click "New Survey," and then choose where you'd like the survey to display. For instance, select "Pre-roll" on the left side tab if you'd like to deliver the survey ahead of a video. Enter the questions you'd like to ask in the boxes provided, then choose "Single Answer" or "Multiple Answers." To keep your surveys organized, click on the "Category" dropdown menu, and then select the descriptor that matches what you're trying to understand about the customer. Next, type in a few example answers the respondent can choose from, and click "Create." To place your survey, navigate back to your campaign, click on "New Placement," and then "Survey." Finally, click the ad type and select the display method.

Helpful hint: If you're measuring conversions, you can set up your report to show you how different media drive audiences down the purchase funnel. From "Report Options," scroll to "Attribution Rule Settings" and click on the dropdown menu to select from one of our six rule-based multi-touch attribution model filters.

Good to know: The Adobe Advertising Cloud survey tool is recruitment-based. So we don't offer monetary incentives to survey respondents in order to understand brand sentiment.

Helpful hint: We recommend running surveys in premium environments to ensure viewability. Placing a survey in front of content a viewer wants to engage with makes them more likely to engage with you, too.

Optimize: Making your bids as effective as possible.

Tip 7: Use pre-bid filters and auto-optimizers at the package or placement level.

Built with real-time algorithms, our pre-bid filters make sure your ads aren't bidding unless your goals are met. And our auto-optimizers purposefully spend against the most cost-efficient inventory. To set up this capability at the placement level, click "New Placement," choose an ad type and display method, then navigate to the "Goals" section. Choose an optimization goal, enter a target, then click "Create Placement." To set goals at the package level, navigate to the "Packages" page and click the gear icon next to the package you want to edit. Choose an optimization goal and enter a target, and click "Save and Close."

Tip 8: Use bulk edit features to update several placements at once.

Instead of opening several placements to change the same parameters multiple times, you can now use the platform to do it all at once. For example, if you're working through 20 different placements targeting the U.S., but want to change targeting to Canada, it's possible to make that change without opening a single placement. Simply check the box next to "Placement Name and Status" to select all placements, or check a box next to the specific placements you want to edit. Then click "Edit" and select the category you want to change. Next, click "Overwrite" and make changes where necessary, then click "Save."

Highly-requested capability: Our customers asked us to make it possible to gain full transparency into how placements are running. Now, when they click into the placement's sites, they can see spend against that placement, where impressions are coming from, and turn media on and off as they see fit.

Highly-requested capability: Our customers asked us to deliver more time-saving tactics, so we made everything in the placement editor bulk edit-capable.

There's a world of information in our advertising ecosystem.

Visit our [Learn & Support](#) page, [YouTube channel](#), our [Advertising blog](#), or [adobe.com](#) to learn more about how to use the helpful features within Adobe Advertising Cloud. You can also access tailored learning paths from [Adobe Advertising Academy](#), [Adobe Digital Learning Services](#), as well as community forums and feature request forms in the Adobe Advertising Cloud section of [Experience League](#).