

OS Trafficking Process



PUBLICIS MEDIA OS

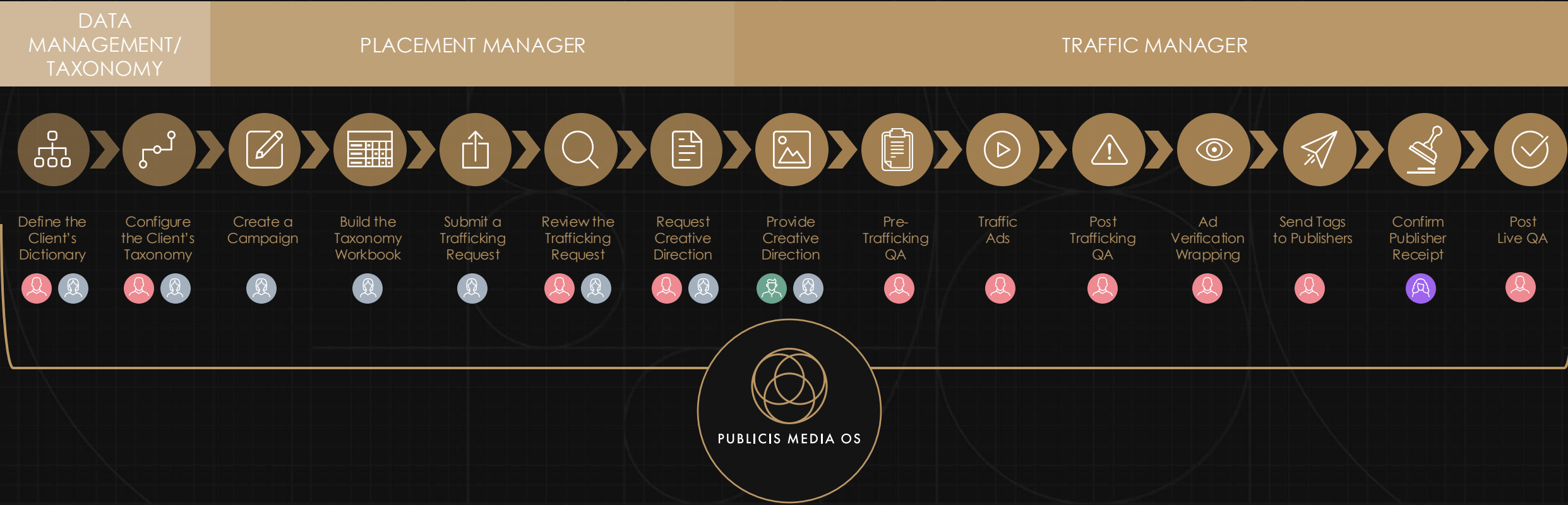
Trafficking in the OS

 Investment

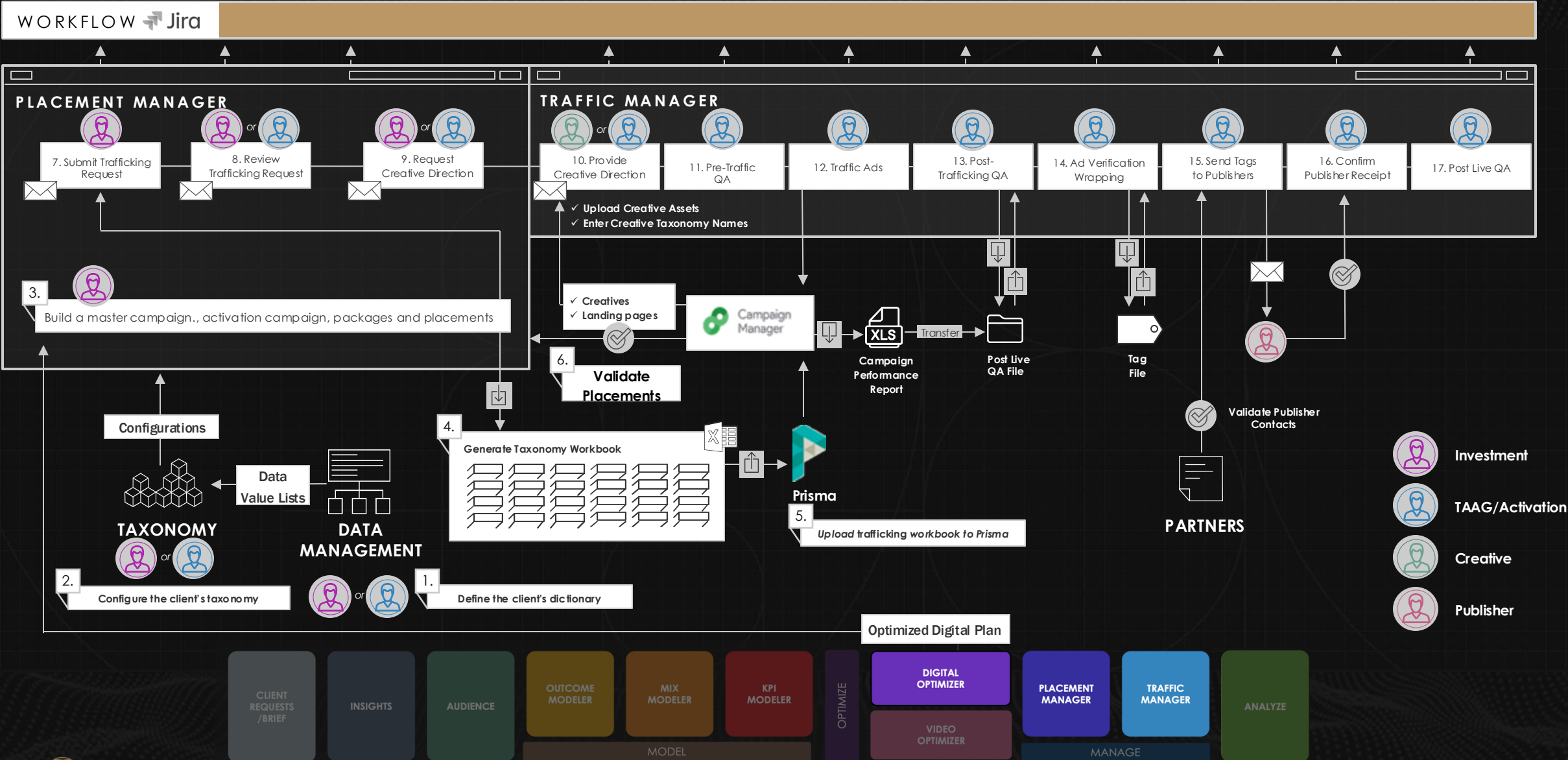
 Creative

 TAAG/Activation

 Publisher



End-to-end TRAFFICKING PROCESS



Define the Client's Dictionary

A client's dictionary is setup in a Data Management system and consists of lists that inform the dropdown value options in Placement Manager, in addition to other applications and reporting to drive consistency and alignment across the OS

Data Management

Model

Move It Dictionary

Filter...

+ ADD

Media Subtype

Media Tools CF ID

Media Type

MSA

Objective

Offline Subtype

Package Description

People Cloud Data Type

Placement Description

Placement or Format T...

Placement Strategy

Prisma IO Number

Prisma Package

Prisma Placement CF ID

Procurement 1

Product

Values

Import

MEDIA SUBTYPE

Clear All Filters

SAVE

CANCEL

Data To Excel

Total rows: 26 / 1 of 1 pages

Code (26)	Media Subtype Name (26)	Media Type (16)
ADTV	Addressable TV	Addressable TV:ATV
ATT	Audience Targeted TV	Audience Targeted TV:ATT
CA	Cable TV	Cable TV:CTV
CM	Consumer Magazine	Print:PRI
DD	Display Direct	Display:DIS
DV	Digital Video	Digital Video:DV
ED	Display Endemic	Display Endemic:DISE
LM	Local Magazines	Print:PRI
LN	Local Newspaper	Print:PRI
LPG	Local Programmatic Display	Display:DIS
LPV	Local Programmatic Video	Digital Video:DV
LV	Local Digital Video	Digital Video:DV

Placement Management

Create

Mediaocean (OX)/Prisma Campaign

Media Type

Digital Video

Media Subtype

Select Media Subtype

Digital Video

Local Digital Video

Business Center (1)

Year

Select Year

Brand

Select Brand

Division

Select Division

Select Business Center

Select Target Market

Cancel

Submit

Mappings between **child** and parent lists inform hierarchy relationships (i.e. **Media Type** to **Media Subtype**) and filters in Placement Manager.

Data Management houses standardized lists that provide a common point of reference for defining business critical data.

Configure the Client's Taxonomy

Leveraging the lists defined in the Client Dictionary, the taxonomy structure is configured in Taxonomy.

Taxonomies are configured for a client down to the platform and hierarchy level(s) and dynamically inform Placement Manager for users to seamlessly build their concatenated strings.

Taxonomy

Taxonomy Name

Prisma Campaign Name

Platform Type

Buying System

Platform

Mediacocean (OX)/Prisma

Hierarchy Levels

Campaign

Taxonomy & Metadata Design

Taxonomy & Metadata Filtering

DATA KEY

Search for data key

Package DescriptionPG

Placement DescriptionPD

DimensionsSZ

InName SitePB

Rate TypeRT

Start DateSD

Business CenterBC

EnvironmentDT

Creative SizeCS

Ad ServerAS

TAXONOMY STRING

ID_Media Subtype_Year_Quarter_Brand_Division_Target Market_Unique Description

IDID

Media SubtypeMST

YearYR

QuarterQTR

BrandBRN

DivisionDIV

Target MarketTGT

Unique DescriptionUNQ

METADATA

Funnel StageFUN

Lists from
Client
Dictionary

Placement manager

PUBLICIS MEDIA OS

PLACEMENT MANAGER

Home

History Log

Trafficking Request

Help

Activation Campaign

2021 Test Campaign

PLATFORM

Mediacocean (OX)/Prisma

START DATE

01/01/2021

END DATE

12/31/2021

Copy

B0000M8E_DD_21_Q3_ATH_CA_SMBIZ_Example

New Placement

Edit Placements

Search Placements

	TX	Environment	Dimensions	Creative Size	Ad Server	Tags	Placement Nameplate	Tar
<input type="checkbox"/>		DSK - Desktop	300x250	300x250	DCM	ORV - OBA, Research, VVF	Small Business	1P
<input type="checkbox"/>		DSK - Desktop	300x250	300x250	DCM	ORV - OBA, Research, VVF	Small Business	1P
<input type="checkbox"/>		DSK - Desktop	300x250	300x250	DCM	ORV - OBA, Research, VVF	Small Business	1P
<input type="checkbox"/>		DSK - Desktop	300x250	300x250	DCM	ORV - OBA, Research, VVF	Small Business	1P

Create a Campaign

Users begin by building a campaign shell, with the option to create the campaign as a standalone or from a Brief.

When building a campaign from a Brief, a subset of upstream data prepopulates campaigns and packages, driving alignment between the planning and activation phases of the campaign lifecycle.

Planning Data

- Media Type
- Brand
- Funding
- Budget

New Primary Campaign

Campaign from Brief

Search

CAMPAIGN NAME	START DATE	END DATE	BUDGET	ACTIONS
MOVE IT 2021 DIGITAL VIDEO AWARENESS	11/01/2021	11/30/2021	\$1,000,000	
Mediaocean (OX)/Prisma				
MOVE IT 2021 DIGITAL VIDEO AWARENESS	11/01/2021	11/30/2021	\$1,000,000	


+ Activation Platform

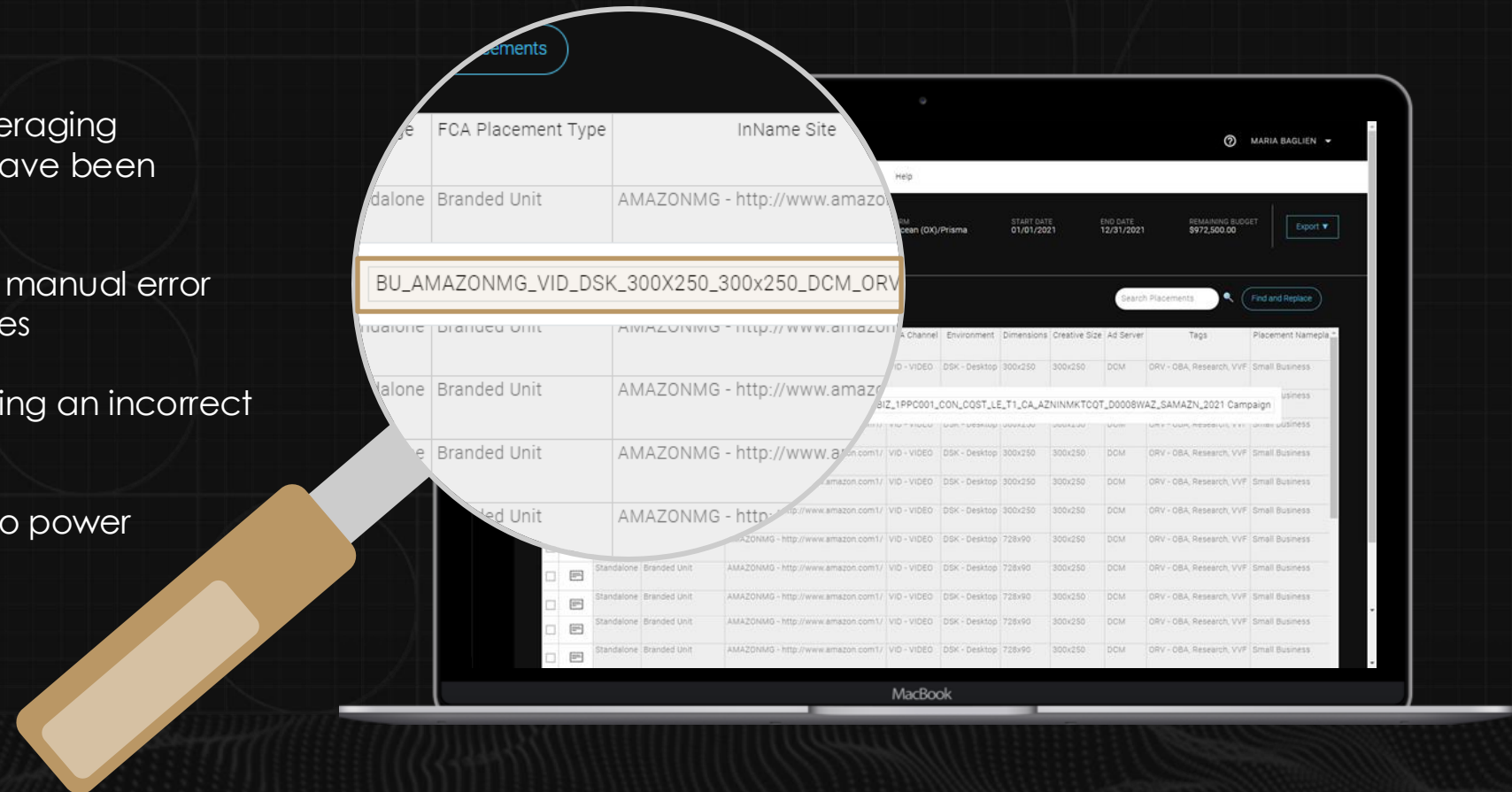
... and more data points across campaigns and packages

Generate Taxonomy Strings

To build the taxonomy workbook, users select value options from dropdown lists to automatically generate taxonomy strings in alignment with the client's configuration.

Building taxonomy workbooks leveraging dropdown value selections that have been defined in MDM:

-  Reduces the opportunity for manual error often see with freeform entries
-  Limits the risk of a user selecting an incorrect or invalid value
-  Promotes clean data entry to power downstream reporting



Duplicate & Multiply Placements

When building taxonomy workbooks that consist of many placements, users can save time by duplicating and/or multiplying placements.

To multiply placements, users select the values to include, and the platform generates all possible permutations at once.

×

Placement Multiplier

Add taxonomy fields and any permutation of values to build placements in bulk. Edits can be made inline prior to final save.

- Placement Multiplier

Number of placements that will be created: 300

Device Type × | ▾

Desktop × Mobile × Tablet × | ▾

Target Type × | ▾

Behavioral × Conquesting × Contextual × Day Parting ×
Demographic × Geographic × Look-A-Like × Prospecting × | ▾
Purchase-Based Targeting × Site Retargeting ×

Placement Size × | ▾

728x90 × 300x250 × 336x280 × 120x600 ×
160x600 × 300x600 × 970x90 × 320x50 ×
200x200 × 468x60 × | ▾

Cancel

Next

Example:

DT~DT_TG~BHV_SZ~120x600
DT~MO_TG~CQT_SZ~150x150
DT~TBT_TG~CON_SZ~160x600
DT~DT_TG~DAY_SZ~200x200
DT~MO_TG~DEM_SZ~250x250
DT~TBT_TG~GEO_SZ~300x250
DT~DT_TG~LAL_SZ~300x600
DT~MO_TG~PRO_SZ~336x280
DT~TBT_TG~PBT_SZ~468x60
DT~DT_TG~RTG_SZ~728x90
DT~MO_TG~BHV_SZ~150x150
DT~TBT_TG~CQT_SZ~160x600
DT~DT_TG~CON_SZ~200x200
DT~MO_TG~DAY_SZ~250x250

... enables teams to instantly create 300+ total placements!

- ▶ The budget sum for packages and placements does not go beyond the activation campaign budget*
- ▶ The package and placement flight dates do not go outside of the activation campaign flight dates*
- ▶ Workbooks cannot be saved if an error exists. The platform will highlight the error and indicate the required steps for resolution

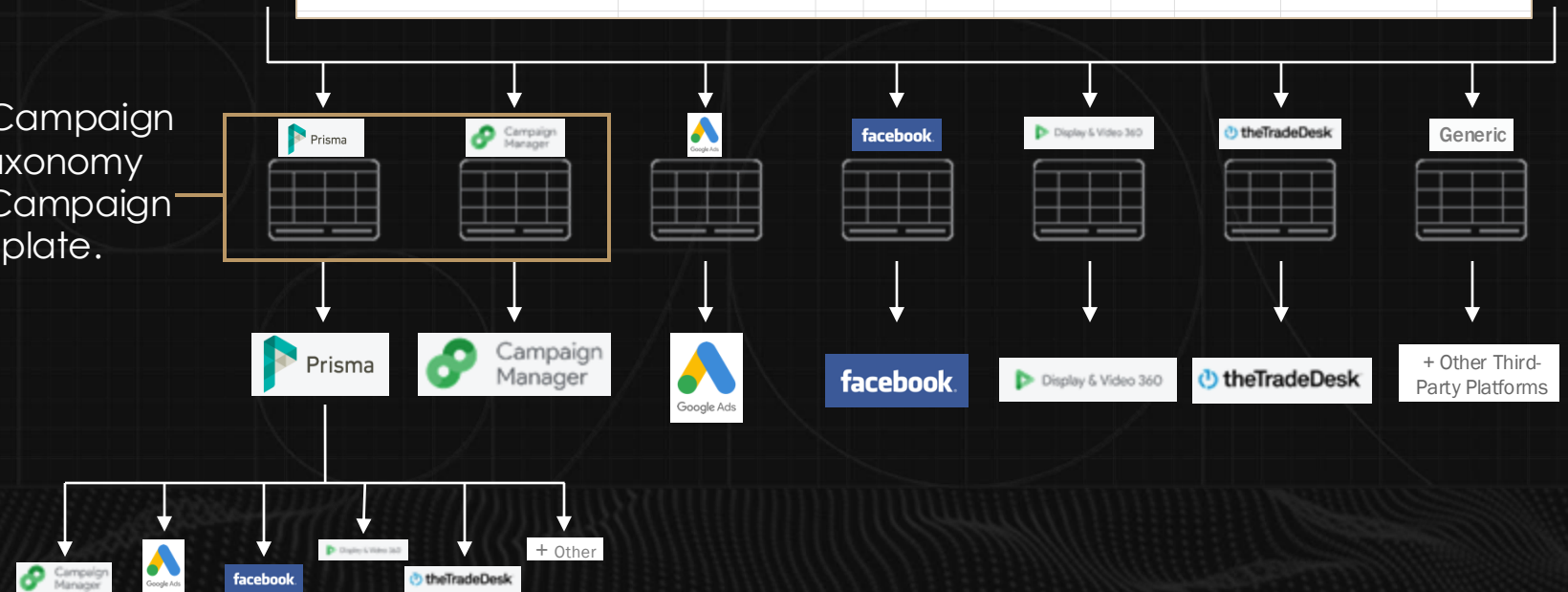



Export the Trafficking Workbook

Once users are finished building their taxonomy strings, they export the completed taxonomy workbook from Placement Manager for trafficking in third-party platforms.

Agency Publicis Media Client Move It Region North America Country United States of America Advertiser Name Creative Trafficking TEST Advertiser Campaign Name DV_DV_21_Q3_SM_CA_SM_GM_SMBIZ_AWS_B0000M1Q_2021 Fall Campaign Start Date 09/01/2021 End Date 11/30/2021 Budget 1000000.00										
TX	Media Type	Media Subtype	Year	Quarter	Brand	Business Center	Division	Target Market	Campaign Nameplate	Funnel Stage
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV0_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV2_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV3_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV4_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV5_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV6_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV7_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV9_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV9A_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition
DV_DV_21_Q3_SM_CA_CORP_GM_SMBIZ_ACQ_D0008LV8_2021 Fall Campaign	Digital Video	Digital Video	2021	Q3	Small Business	CA - California	Corporate	General Market	Small Business	Acquisition

Teams using Prisma or Google Campaign Manager can download the taxonomy workbook in a Prisma/Google Campaign Manager platform specific template.





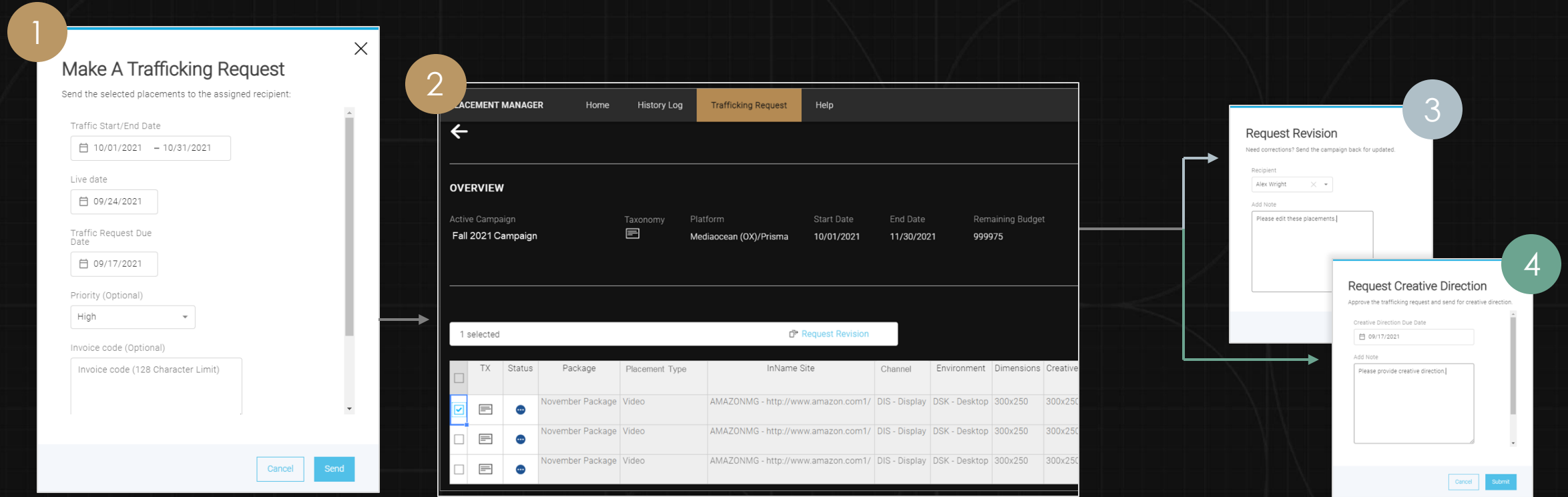
Campaign Manager
(a integration)

THIS VALIDATION STEP ENSURES THAT:

- No updates have been made separately in Prisma and/or Google Campaign Manager (*outside of Placement Manager*)
- The validated placements can be included in a trafficking request for creative direction

Request Creative Direction

Completed by TAAG/Activation
OR Investment



1. SUBMIT TRAFFICKING REQUEST
User selects validated placements and makes a trafficking request.

2. REVIEW TRAFFICKING REQUEST
Trafficking request is routed to TAAG/Activation or another member of the Investment team for review.

3. REQUEST REVISION
Reviewer can request that revisions be made to certain placements.

OR

4. REQUEST CREATIVE DIRECTION
Reviewer can submit placements for creative direction.

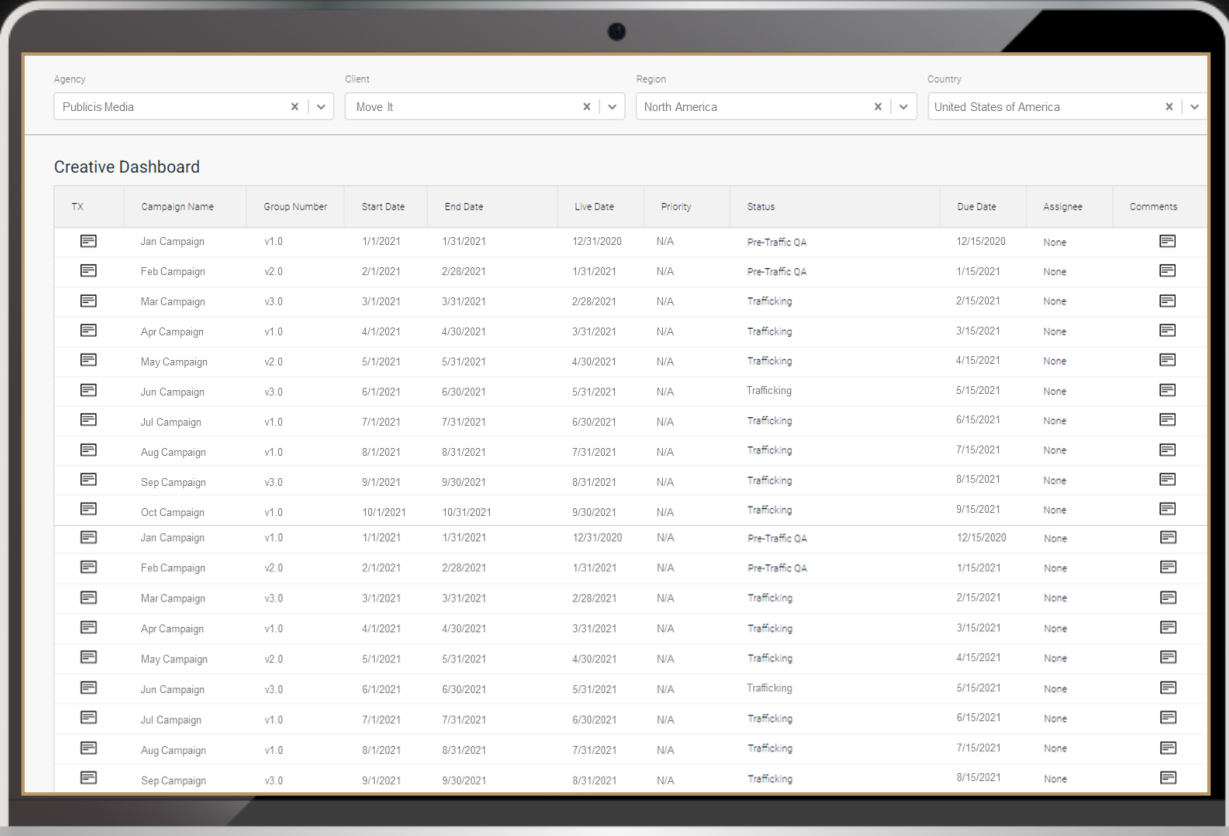


Completed by Creative
OR Investment



Hand off to Traffic Manager

Once a trafficking request is submitted for creative direction from Placement Manager, it becomes available in the Creative Dashboard in Traffic Manager for the creative agency to pick up



The screenshot shows a web application interface for the Creative Dashboard. At the top, there are four dropdown menus for filtering: Agency (Publicis Media), Client (Move It), Region (North America), and Country (United States of America). Below these is a table titled 'Creative Dashboard' with 12 columns: TX, Campaign Name, Group Number, Start Date, End Date, Live Date, Priority, Status, Due Date, Assignee, and Comments. The table contains 18 rows of data, each representing a campaign with its respective dates, status, and assignee.

Agency	Client	Region	Country
Publicis Media	Move It	North America	United States of America

TX	Campaign Name	Group Number	Start Date	End Date	Live Date	Priority	Status	Due Date	Assignee	Comments
📄	Jan Campaign	v1.0	1/1/2021	1/31/2021	12/31/2020	N/A	Pre-Traffic QA	12/15/2020	None	📄
📄	Feb Campaign	v2.0	2/1/2021	2/28/2021	1/31/2021	N/A	Pre-Traffic QA	1/15/2021	None	📄
📄	Mar Campaign	v3.0	3/1/2021	3/31/2021	2/28/2021	N/A	Trafficking	2/15/2021	None	📄
📄	Apr Campaign	v1.0	4/1/2021	4/30/2021	3/31/2021	N/A	Trafficking	3/15/2021	None	📄
📄	May Campaign	v2.0	5/1/2021	5/31/2021	4/30/2021	N/A	Trafficking	4/15/2021	None	📄
📄	Jun Campaign	v3.0	6/1/2021	6/30/2021	5/31/2021	N/A	Trafficking	5/15/2021	None	📄
📄	Jul Campaign	v1.0	7/1/2021	7/31/2021	6/30/2021	N/A	Trafficking	6/15/2021	None	📄
📄	Aug Campaign	v1.0	8/1/2021	8/31/2021	7/31/2021	N/A	Trafficking	7/15/2021	None	📄
📄	Sep Campaign	v3.0	9/1/2021	9/30/2021	8/31/2021	N/A	Trafficking	8/15/2021	None	📄
📄	Oct Campaign	v1.0	10/1/2021	10/31/2021	9/30/2021	N/A	Trafficking	9/15/2021	None	📄
📄	Jan Campaign	v1.0	1/1/2021	1/31/2021	12/31/2020	N/A	Pre-Traffic QA	12/15/2020	None	📄
📄	Feb Campaign	v2.0	2/1/2021	2/28/2021	1/31/2021	N/A	Pre-Traffic QA	1/15/2021	None	📄
📄	Mar Campaign	v3.0	3/1/2021	3/31/2021	2/28/2021	N/A	Trafficking	2/15/2021	None	📄
📄	Apr Campaign	v1.0	4/1/2021	4/30/2021	3/31/2021	N/A	Trafficking	3/15/2021	None	📄
📄	May Campaign	v2.0	5/1/2021	5/31/2021	4/30/2021	N/A	Trafficking	4/15/2021	None	📄
📄	Jun Campaign	v3.0	6/1/2021	6/30/2021	5/31/2021	N/A	Trafficking	5/15/2021	None	📄
📄	Jul Campaign	v1.0	7/1/2021	7/31/2021	6/30/2021	N/A	Trafficking	6/15/2021	None	📄
📄	Aug Campaign	v1.0	8/1/2021	8/31/2021	7/31/2021	N/A	Trafficking	7/15/2021	None	📄
📄	Sep Campaign	v3.0	9/1/2021	9/30/2021	8/31/2021	N/A	Trafficking	8/15/2021	None	📄

Assigning Creatives

Within the Creative Direction Request, users select the creatives and tracking pixels (to 1x1 to display ads) to assign to placements within the trafficking request.

← 2021 Fall Campaign

Search

Download

Assign Creatives

New Creative

TRAFFIC REQUEST GROUP NUMBER: V1.0

TRAFFIC REQUEST START DATE: 11/01/2021, 5:00:00 AM

TRAFFIC REQUEST END DATE: 11/30/2021, 6:00:00 AM

Creatives (11)

Assignments (0)

Placements (3)

Remove Assignment

	CREATIVE NAME	PLATFORM STATUS	CREATIVE SIZE	BASE URL
<input checked="" type="checkbox"/>	Creative 1	Active	300x250	...
<input checked="" type="checkbox"/>	Creative 2	Active	300x250	...
<input type="checkbox"/>	Creative 3	Active	300x250	...
<input type="checkbox"/>	Creative 4	Active	300x250	...
<input type="checkbox"/>	Creative 5	Active	300x250	...
<input type="checkbox"/>	Creative 6	Active	300x250	...
<input type="checkbox"/>	Creative 7	Active	300x250	...

The standard and rich media creatives available for selection:



Have been synced directly from Google Campaign Manager for that client via an integration



Contain the same dimensions as the placements included in the trafficking request **to prevent users from making a trafficking error, such as assigning a creative with an incorrect dimension**

Providing Creative Direction

LANDING PAGES

! Users select a default landing page that all creatives will use unless another landing page is selected for a specific creative.

The following are synced from Google Campaign Manager so that users can access them without having to go into a separate platform:

- All landing page options for standard creatives
- The creative default landing page for rich media creatives

New landing pages can also be added directly within Ad Manager and synced back to Google Campaign Manager to be referenced later

Name: _____

Nickname: Assignment 1

Landing Page: LP-01 x v

Creative Rotation: Select... v

Weight

Click-through Rate

OPTIMIZATION: Clicks

Size: Select size v

Site: Select site v

Placement Description: Select placement description v

Compatibility: Select compatibility description v

CR	TYPE	ROTATION	LANDING PAGE
21	DISPLAY		
21_JEEP_CHEROK...	300x250	DISPLAY	

PLACEMENT NAME

SIZE

SITE

VID_AMAZONMG_DIS_DSK_300X250...

300x250

AMAZONMG - http://www.amazon.co...

Providing Creative Direction

CREATION ROTATION TYPES



The following creative rotation types are supported:

- Weight
- Click-through Rate
- Optimizations – *synced from Google Campaign Manager*

PLACEMENTS



Only placements that contain the same dimensions as the selected creatives will display for assignment selection.

Name: _____

Nickname: Assignment 1

Landing Page: LP-01 [See Landing Page](#)

Creative Rotation: Select... [Add Creative](#) [Remove Creative](#)

	CR	TYPE	ROTATION	LANDING PAGE
21_		DISPLAY		Ad Default
21_JEEP_CHEROK...		300x250	DISPLAY	Ad Default

Size: Select size

Site: Select site

Placement Description: Select placement description

Compatibility: Select compatibility description

	PLACEMENT NAME	SIZE	SITE
	VID_AMAZONMG_DIS_DSK_300X250_...	300x250	AMAZONMG - http://www.amazon.co...
	VID_AMAZONMG_DIS_DSK_300X250_...	300x250	AMAZONMG - http://www.amazon.co...
	VID_AMAZONMG_DIS_DSK_300X250_...	300x250	AMAZONMG - http://www.amazon.co...

Pre-Trafficking QA



Completed by TAAG/Activation

The TAAG/activation team will pre-QA the creative to placement assignments provided by the creative agency prior to trafficking.

Additional system checks are also automatically performed to check the following:



Testing Start Date



Clickthrough URL

All assigned landing pages are functional



Site Contact

Contact information is available for each publisher that the TAAG/Activation team will later need to send tags to

The 'Pre-Trafficking Checklist' provides additional detail on each of these (+ additional) application checks:

← Fall 2021 Campaign			
Overview		Creative/Placement QA	Pre-Trafficking Checklist
		Start Trafficking	Request Revision
Status	Category	Message	
▼ ●	Clickthrough URLs	All landing pages	
Name	URL	HTTP status	
LP-01	https://www.google.com/?lp1	200	SUCCESS/OK
> ●	Partner Contacts	No site contacts provided	





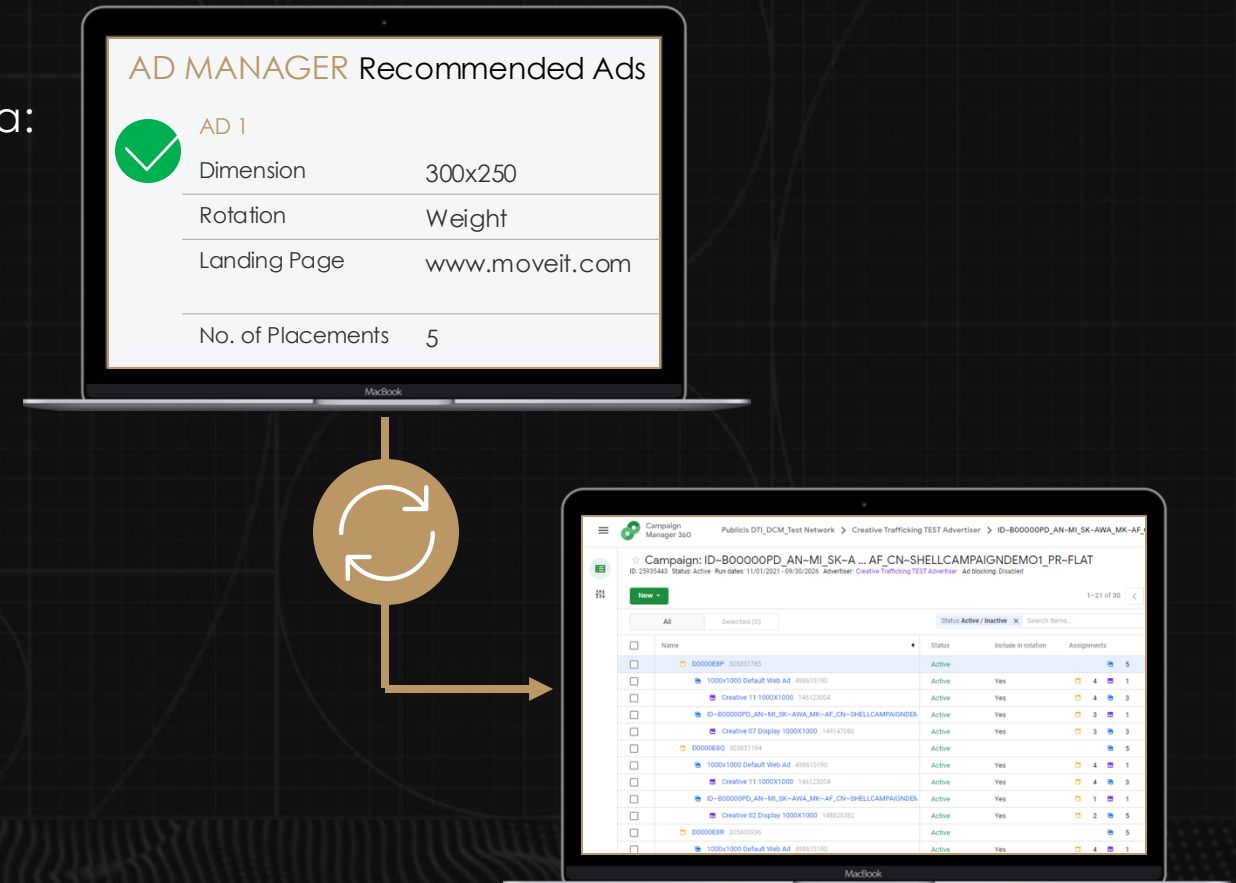
Ad Recommendation

Placements are automatically grouped into ads based on similar placement to creative assignment data, a process that used to be completed manually.

Examples of placement to creative assignment data:

- ✓ Dimension
- ✓ Rotation
- ✓ Landing Page

Ads are reviewed and approved to sync directly to Google Campaign Manager.



Post-Trafficking QA



Completed by TAAG/Activation

Ads are verified post-trafficking using ad server performance data to complete Ad Manager's QA file and checklist.

STEP 1

Download QA file from Ad Manager

STEP 2

Retrieve performance report from Ad Server

STEP 3

Update QA file with performance data and verify

STEP 4

Upload verified QA file

Agency
Publicis Media

Brand
Move It.

Region
North America

Country
United States of America

← June Campaign

Request Revisions

Begin Sending Tags

Overview

Internal QA

External QA

STEP 1: DOWNLOAD OS QA FILE
Short description goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eleifend eros at semper pharetra.

Download

STEP 2: RETRIEVE UI REPORT FROM AD SERVER
Short description goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eleifend eros at semper pharetra. [Visit Ad Server](#)

STEP 3: UPDATE AND VERIFY QA FILE AND VERIFY
Short description goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eleifend eros at semper pharetra. [See tutorial](#)

STEP 4: UPLOAD VERIFIED QA FILE
Short description goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eleifend eros at semper pharetra.

QA file uploaded on 04/30/21 11:32 AM EST

Upload Again



Tag Management



Completed by TAAG/Activation

Activation teams send tags directly to publishers, and confirm they've been received, eliminating the need for teams to take extra steps to follow-up with publishers outside of Ad Manager.

Generate Tag Sheet

Upload Wrapped Tag

Send to Publisher

Await Confirmation

Confirmed

←

2021 Campaign

⌵

Campaign	ID	Start Date	End Date
2021 Campaign	12345	04/01.2021	04/31.2021

Verification Vendor	Tag Type	No. of Placements	No. of Tags
IAS	CM served	6	6

Tagging

Publisher ▾	No. of Placement ▾	No. of Tags ▾	Tag Type ▾	Status ▾	Action ▾
Apex	2	2	CM Served	Not started	<div>📄</div> <div>↑</div> <div>📁</div> <div>👁</div>
Google DV360	2	2	Site Served	Awaiting Publisher Confirmation	<div>📄</div> <div>↑</div> <div>📁</div> <div>👁</div>
Verizon Media DSP	2	2	Site Served	Confirmed	<div>📄</div> <div>↑</div> <div>📁</div> <div>👁</div>





PUBLICIS MEDIA OS