



MLK Implementation (AdOps)

For DFP AdServers

Key Definitions

Ad Unit: An area on your website where you have placed a hardcoded ad tag to deliver and display ads from your ad server.

Placement: A group of ad units

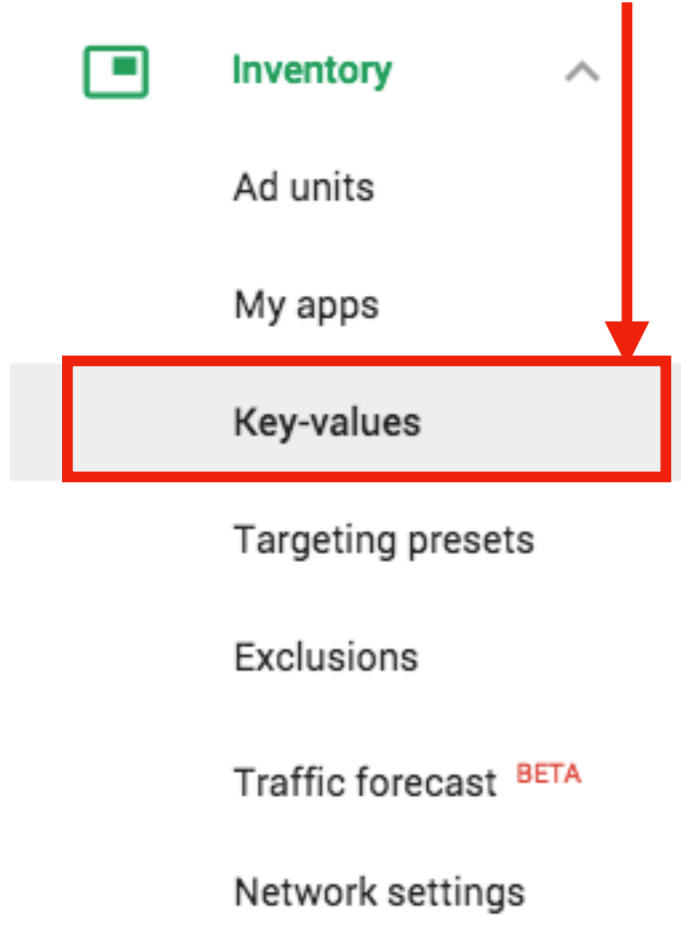
Order: Works much like a folder on your ad server to hold line items that refer to the same advertiser or source.

Line Item: A specific campaign that can found within an order. Characteristics specific to the campaign such as time duration, size, and priority are specified here as well. In order for a line item to deliver it must be attached to at least one ad unit/

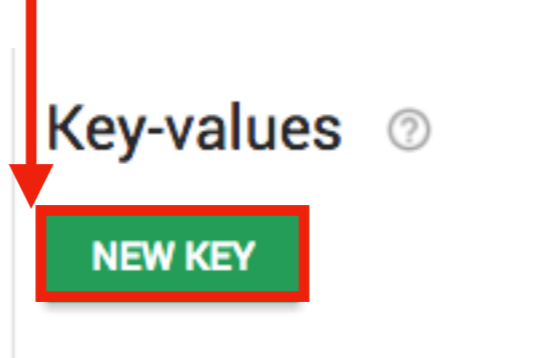
Key Values: Targeting criteria that allows your campaigns to focus on identifying characteristics.

Step 1. Creating Key Value on DFP

1) Select Key-values



2) Select New Key



Key-values: New key-values targeting

3) Name your Key Value: hb_pb

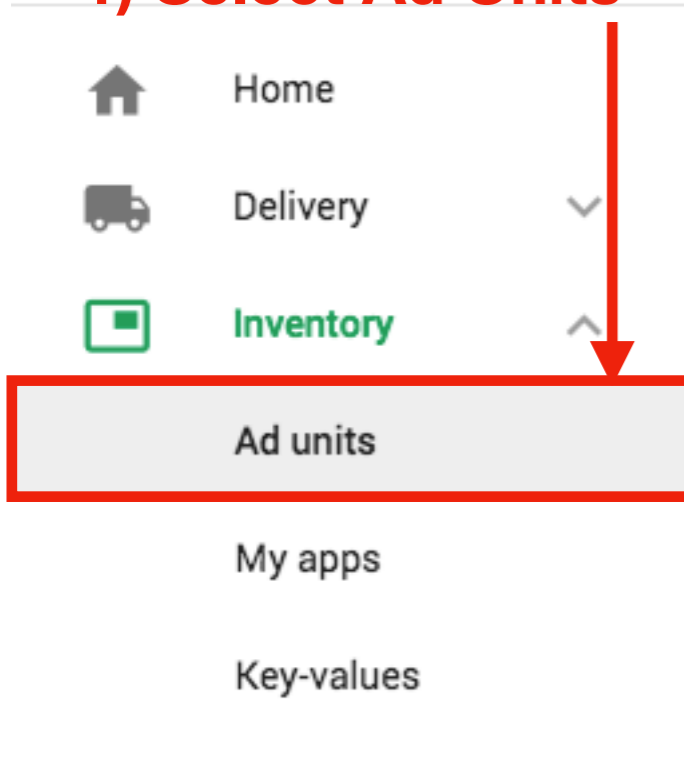
Name

Display name

Values type Users will enter targeting values when creating line items or checking inventory.
 Users will select from predefined targeting values.

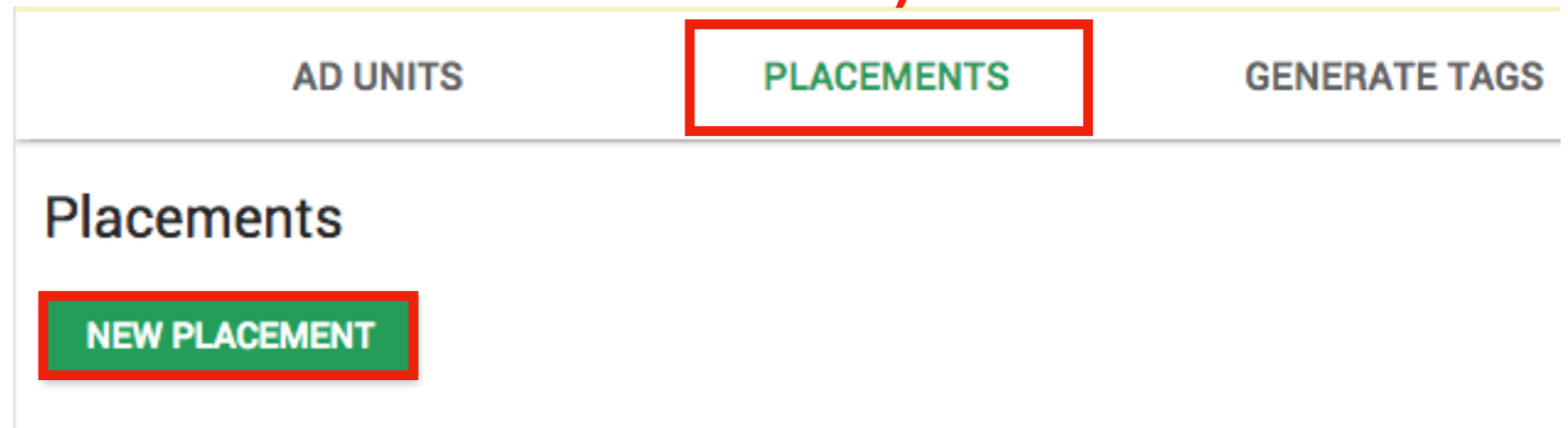
Step 2. Select your Ad Units & Placements

1) Select Ad Units



A vertical sidebar menu with the following items: Home (with a house icon), Delivery (with a truck icon and a downward arrow), Inventory (with a green square icon and an upward arrow), Ad units (highlighted with a red box), My apps, and Key-values. A red arrow points from the '1) Select Ad Units' header to the 'Ad units' item.

2)



A horizontal navigation bar with three tabs: AD UNITS, PLACEMENTS (highlighted with a red box), and GENERATE TAGS. Below the navigation bar, the word 'Placements' is displayed. A red '3)' is positioned to the left of a green 'NEW PLACEMENT' button, which is also highlighted with a red box.

Step 3. Create a new Placement for MLK

4) Name: MLK_Placement

Placement: **New placement**

Name

Description optional

5) Assigned Inventory: Select all ad units that you want to include in LPX header bidding

Assigned inventory

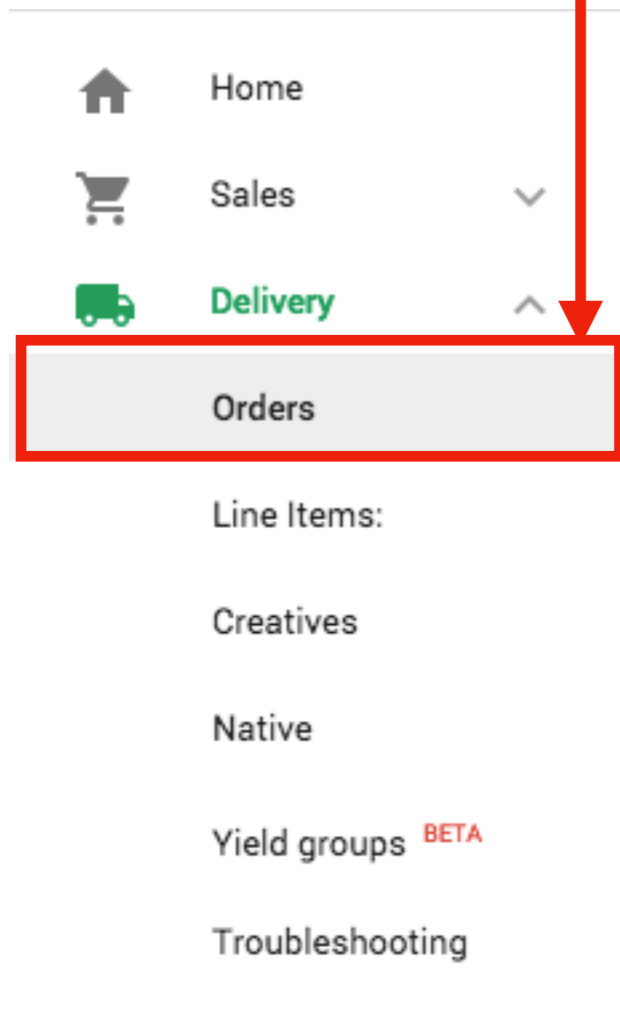
[BACK](#) [↑ > Ad units >](#)

Size:

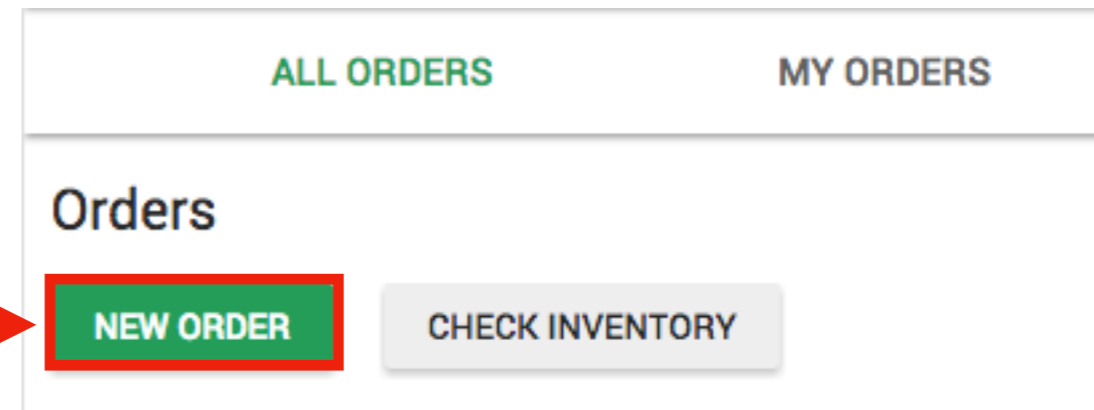
Ad Unit 300X250	included
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Step 4. Create a new Order for MLK

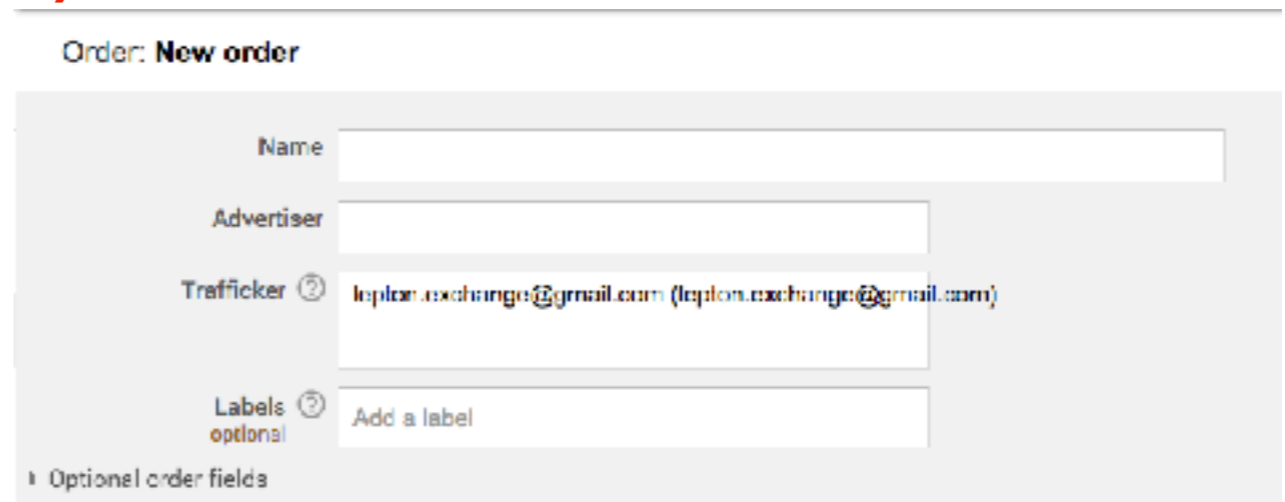
1) Select Orders



2) Select New Order →



3) Add New Advertiser



Name: MLK

Advertiser: LPX HB

Step 5. Create the Line Items for MLK

Intro.

In order to set CPM rates that match the different incoming Bids, MLK requires the creation of one line item per CPM rate segment.

e.g. say your maximum CPM rate for a given placement is \$ 6 USD, you'll have to create one line item for each \$0,05 USD segment as follows:

Line Item 1: \$0.05

Line Item 2: \$0.10

Line Item 3: \$0.15

and so on.... (See Step 7 for instructions on how to duplicate Line Items).

The segments range can be as wide or granular as you decide (e.g. Line Item 1: \$1.00, Line Item 2: \$2.00, Line Item \$3.00, etc.). However the smaller the range the higher the possibilities that your Rate wins a bid. In any case, granularity should be revised during the optimization phase.

Step 5. Create the Line Items for MLK

Line Item: **New Line Item**

Name

Inventory sizes Standard Video VAST

Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

Labels

Allow same-advertiser exception.

Comments

Customised field

Settings

Type

Start time CET

End time

1. Give Name to Line Item

- Naming conventions should follow this setup: MLK_”Price” ex. MLK_0.50

2. Select ad sizes

- Select all sizes available on your website

3. Type: Price Priority

4. Start Time: Immediately

5. End time: Unlimited

6. Limit: None

Step 5. Create the Line Items for MLK

Rate [?] CPM USD set value CPM

Total value --

Adjust delivery optional

Display creatives [?]

Rotate creatives [?]

Day and time [?] All days and times [edit](#)

Frequency [?] Set per user frequency cap

Ad targeting

Targeting preset [?] optional

Inventory

Key-values

Geography

Devices

Connection

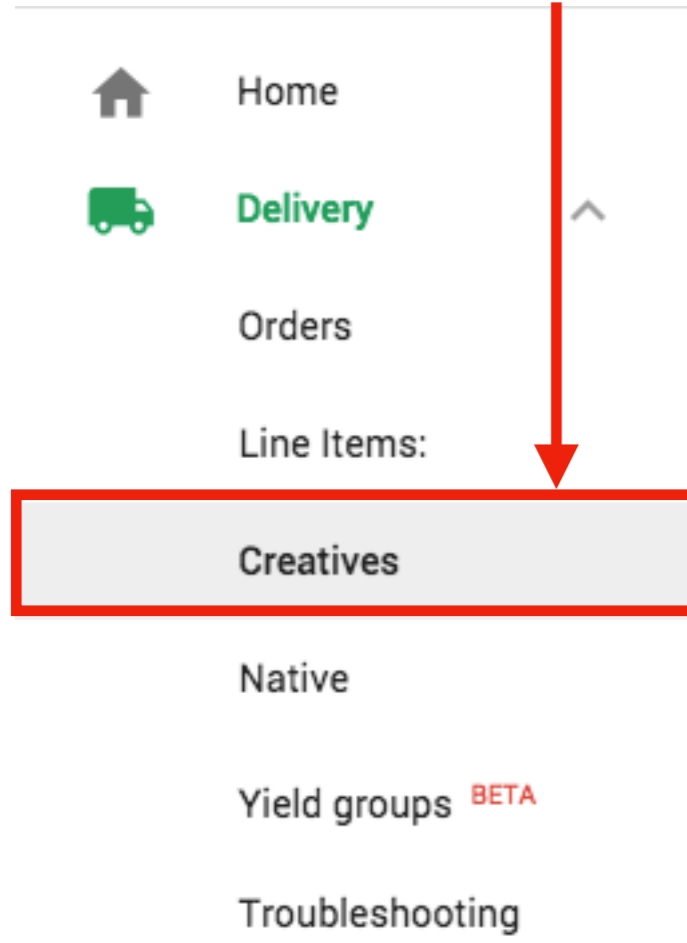
Mobile application

Browse		Search		Selected criteria	
BACK		🏠 >		Inventory	
Type to filter items				Placements	
				MLK Placement	
<input checked="" type="checkbox"/> Ad units		include		Key-values	
<input checked="" type="checkbox"/> Placements				hb_pb is 0.04	

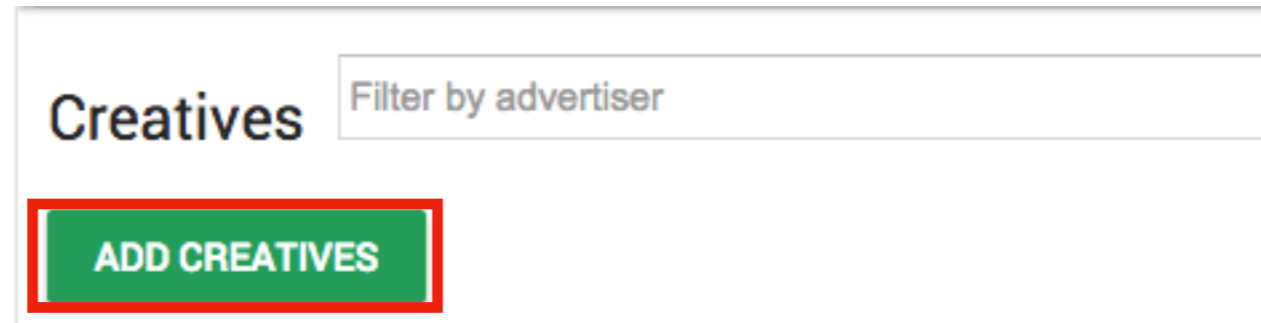
4. **Rate:** Place CPM here, should reflect the same number in Line item name
5. **Display Creatives:** One or More
6. **Rotate Creatives:** Evenly
7. **Select Targeting:**
 - Inventory
 - Placement
 - MLK_Placement
 - Key-values
 - hb_pb "is" (value = CPM)
 - Value format
 - 0.00
8. **Save**

Step 6. Ad Creatives

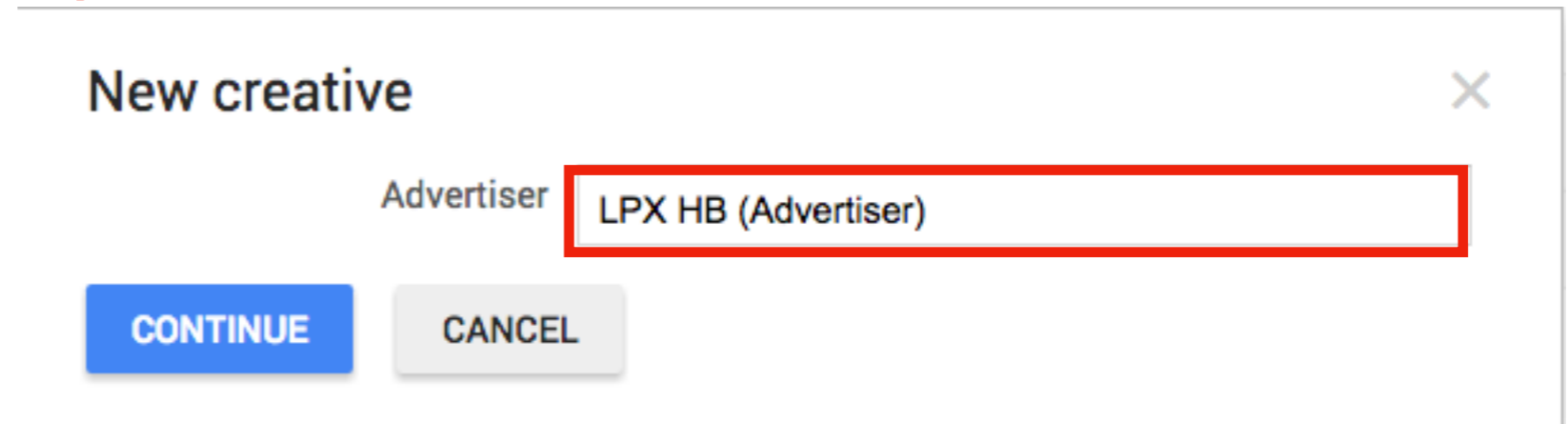
1) Select Ad Units



2) Add Creatives



3) Add "LPX HB" as Advertiser



Step 6. Ad Creatives

4) Select: Third Party Creative

Third party

A highly customisable, interactive creative. You can use any customised HTML and JavaScript snippets, as well as tags from a third-party ad server or DoubleClick for Advertisers.

HTML5

A creative built from HTML and supporting assets that enables rich user experiences.

5) Name: LPX HB Creative

Name

LPX HB Creative

Code snippet ?

6) Copy & Paste following "Code Snippet":

```
<script>
var w = window;
for (i = 0; i < 10; i++) {
  w = w.parent;
  if (w.pbjs) {
    try {
      w.pbjs.renderAd(document, '%%PATTERN:hb_adid%%');
      break;
    } catch (e) {
      continue;
    }
  }
}
</script>
```

```
<script>
var w = window;
for (i = 0; i < 10; i++) {
  w = w.parent;
  if (w.pbjs) {
    try {
      w.pbjs.renderAd(document, '%%PATTERN:hb_adid%%');
      break;
    } catch (e) {
      continue;
    }
  }
}
</script>
```

Step 6. Ad Creatives

7) Ad Unit Size: 1X1 →

- This allows for size override

Target ad unit size ⓘ 1x1 ▾

Labels ⓘ optional

SSL compatible ⓘ Not yet scanned [Override](#)

Orientation (mobile-only) ⓘ optional Any ▾

8) Uncheck Safeframe Box →

ⓘ Serve into a SafeFrame

⚠ Note: New creatives now serve into SafeFrames by default. Be sure to preview the creative on your site to verify that it is compatible with SafeFrames. [Learn more.](#)

Customised field ⓘ

Third-party impression tracking URLs ⓘ optional


9) Save →

Step 6. Ad Creatives

10) Return to LPX HB Line Item

11) Select: Use existing creatives



 You have not uploaded matching creatives for the following sizes:
• 728x90 : [new creative](#) | [use existing creatives](#)

12) Select: Show All



Use existing creatives: 300x50

[BACK](#)
🏠 >
Filtering for creatives with size 300x50. [show all](#)

Type to filter items

- Orders
- Creative types
- Creatives

13) Select: Creatives



- Orders
- Creative types
- [Creatives](#)

Step 6. Ad Creatives



14) Select & Include: LPX HB Creative

BACK

Home > Creatives >

Type to filter items

LPX HB Creative	include
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15) Select: Creatives Tab

Creatives (1) Settings Troubleshooting

Evenly Creative rotation

16) Select: LPX HB Creative

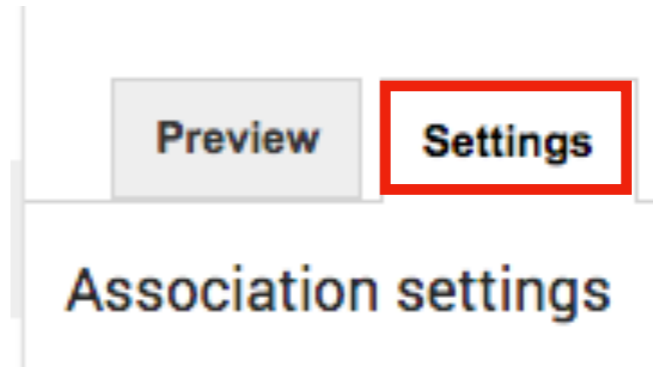
ACTIVATE DEACTIVATE More actions

<input type="checkbox"/>	Name	Status
<input type="checkbox"/>	LPX HB Creative ID: 138217596406 Third-party 1x1 	Active

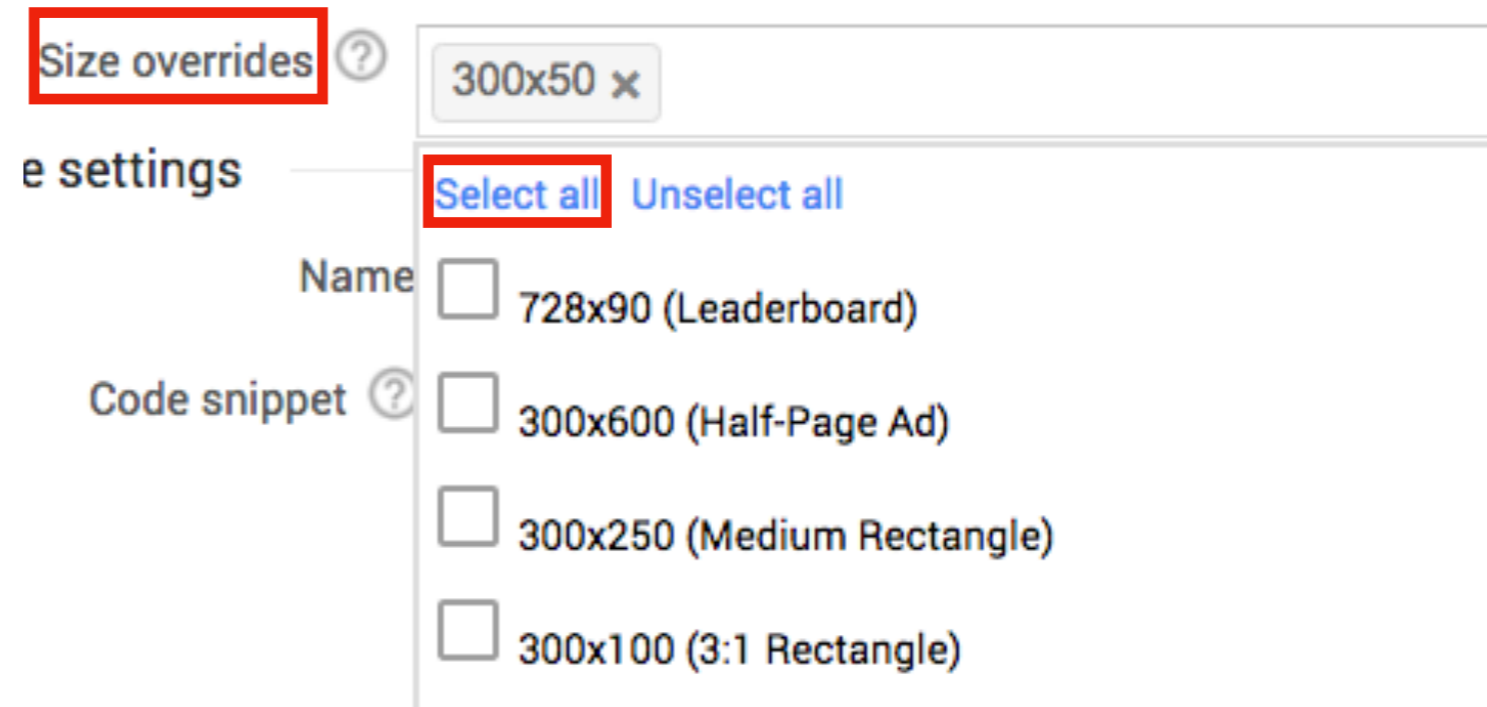
Step 6. Ad Creatives



17) Select: Settings Tab



18) Select: Size Overrides & Select all



Step 6. Ad Creatives



19) Go back to Line Item Creative View

20) Select: Creative

20) Select: More Actions Tab

- Copy Creative

21) Replicate: Step 20 for the amount of ad units you are connecting to LPX header bidding

	ACTIVATE	DEACTIVATE	More actions ▾	
<input type="checkbox"/>	Name		Remove Copy creative Copy to...	tus ?
<input checked="" type="checkbox"/>	LPX HB Creative ID: 138217596406 Third-party 1x1			Active
<input type="checkbox"/>	LPX HB Creative 3 ID: 138217662068 Third-party 1x1			Active
<input type="checkbox"/>	LPX HB Creative 2 ID: 138217661984 Third-party 1x1			Active
<input type="checkbox"/>	LPX HB Creative 1 ID: 138217662074 Third-party 1x1			Active

Step 7. Duplicate Line Items

As explained on Step 5 you'll have to create one Line Item per each CPM rate segment. You can easily duplicate the previously created Line Item to save time and efforts as follows:

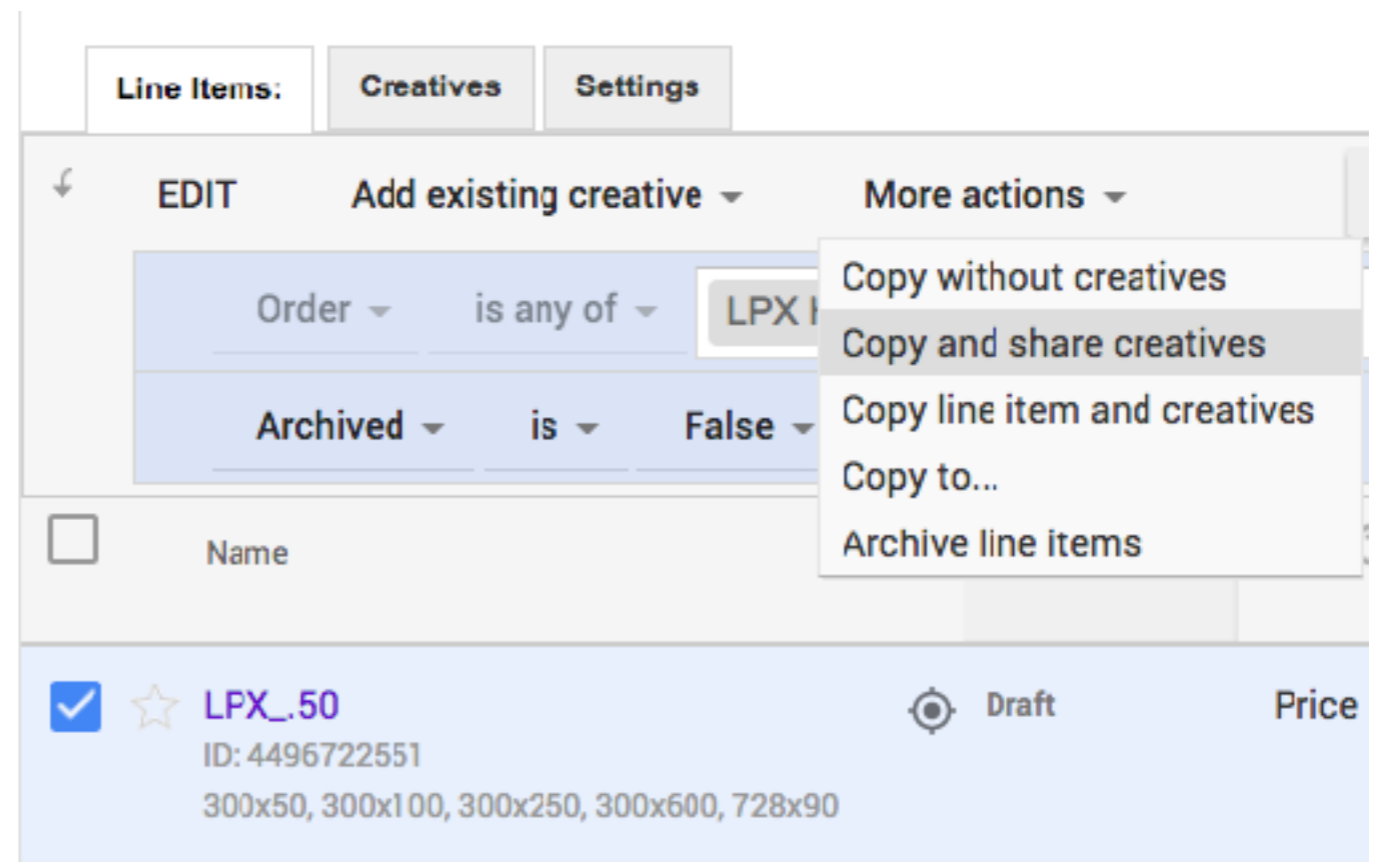
1) Go to the MLK Order you created in Step 4.

2) **Select:** Line item

3) **Select:** More Actions

- Copy and Share Creatives

4) **Replicate** this process for the amount of price granularity options you want to offer (See Step 5)



**Be sure to use the same naming convention you used to name your first Line Item:
e.g. MLK_0.55

Step 7. Duplicate Line Items

For each new line item created you will need to edit the following settings:

1) The Line Item Name

- Ex. LPX_1.00, LPX_2.00, LPX_3.00

2) Set Start time to immediate

3) Rate

- Should reflect new pricing and match numerical value in line item

4) Key values

- Change the value to match the pricing you have selected in steps 1 & 2
 - **Format should ALWAYS follow 0.00**

The screenshot shows the 'Line Item: New Line Item' configuration page. Red arrows point from the text instructions to the following fields:

- Name:** A text input field.
- Inventory sizes:** Radio buttons for 'Standard' (selected) and 'Video VAST'.
- Labels:** A text input field with the placeholder 'Add a label'.
- Comments:** A large text area.
- Customised field:** A text input field with the placeholder 'Type to find items'.
- Settings:**
 - Type:** A dropdown menu with 'Standard' selected.
 - Start time:** A date and time selector set to 'CET'.
 - End time:** A date and time selector.
 - Rate:** A text input field with '\$0.04' and a dropdown for 'CPM'.
 - Adjust delivery:**
 - Display creatives:** A dropdown menu with 'One or more' selected.
 - Rotate creatives:** A dropdown menu with 'Evenly' selected.
 - Day and time:** A dropdown menu with 'All days and times' selected.
 - Frequency:** A checkbox for 'Set per user frequency cap'.
 - Ad targeting:**
 - Targeting preset:** A dropdown menu with 'Saved targeting presets (3)' selected.
 - Inventory:** A table with columns 'Browse', 'Search', and 'Selected criteria'. The 'Key-values' row is selected, and the 'Key-values' column is checked under 'Selected criteria'.

Step 7. Duplicate Line Items

Setting Granularity

LPX HB is a plug and play solution of prebid and just like prebid you will need to setup line items to tell your ad server how much money the “bidder” demand is worth to you. This process is done via key-values.

LPX recommends using a \$0.01 granularity up to \$2 and \$1 granularity up to \$20.

***NOTE**

This will require adops resources to implement and create over 200 line items in your adserver. If you would like to circumvent this process, we are happy to host your auction on our ad server or support you with AdOps assistance.

