New Ad Exchange inventory controls account overview

By Sean Gibbs , issued by Incubeta   23 Apr 2015

With this article we would like to give you a holistic overview on all the recent changes in the new Ad Exchange system. You have been receiving fragmented information on the new system and may possibly not have a general overview

We are all overly excited about the new features and possibilities it offers but let's try to see the whole picture. How can we benefit from it and utilise this in monetising your remnant inventory.

What's changed?

To provide a simplified overall user experience, Ad Exchange has undergone some significant changes, a strategised unification of the two Ad Exchange user interfaces for easier access to all that Ad Exchange has to offer, and a transition to the new Inventory Controls.
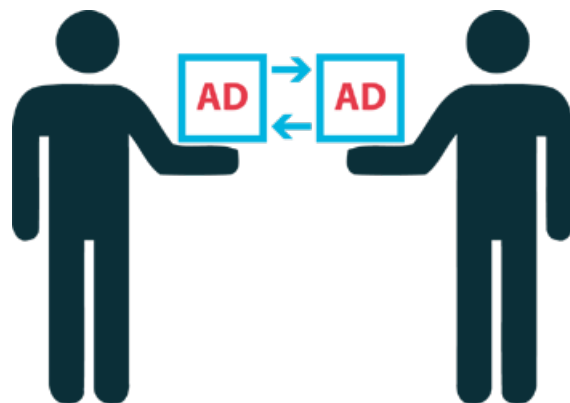
See below some of benefits of the recent changes to Ad Exchange:

1. Unification of User Interfaces

No longer having to log into multiple interfaces to access all of Ad Exchange's functionality. The old separate UI used to manage preferred deals has been incorporated into the AdX system.

2. New Methods of Controlling your Inventory

A significant change is the transition to the new Inventory Controls where you are presented with the following updated tabs; the My ads tab has been replaced by the Inventory and Rules tabs. Inventory tab is used to manage tags, URLs, DFP ad units, DFP placements, and Key/Values. The Rules tab is used for targeting, pricing, blocking, and additional settings. The "Allow & block ads" has been replaced by the Blocking rules under the Rules tab. The Query Tool is now available for most of your reporting needs.

3. New Look to User Interface

The homepage has been redesigned to offer you; A quick view of your estimated revenue and finalized revenue, A new Admin tab where you can now find; Account Management: Account information, Domain management (if applicable) and Network partners (if applicable), Access and Authorization; User management, Crawler access and Linked accounts, the "Ad review centre" tab has been renamed to Creative review.

4. Simplification Using DFP Ad Units

Finally you're now able to pull DFP Ad units directly into your AdX account, eliminating the need to generate AdX tags and allowing for more simplified setups.

Our setup workflow: How does the process work?

When adding a new client we send you an invitation URL, after you are approved by Google's Policy Team we add your URLs in the inventory tab. We then create a Blocking, Open auction pricing, channel and ad style and backup ads rule.

These rules are used to control your inventory and we set these up to fit closely to your strategy. You will be able to discuss with us what DFP ad units to use, what floor prices we can use, how you would like your channels structured and finally what ad styles you would like, Display, text or both.

We will then send you weekly (if requested) and monthly reports from which you can analyse where we are not achieving your goals and we can attempt to make changes to meet these. Optimisation will constantly take place to fit to your strategy using various methods and analysing different query reports to find new optimisation possibilities.

We hope that this has given you a general overview of the changes in the new AdX system and the process we use to manage your account. We would appreciate your feedback and to start working together to achieve your goals. Remember AdX at the moment is still a tool to monetise remnant inventory, inventory that would not be generating any revenue, so we will work hard to achieve the best results for you but would love for you to get involved to strategies together.

Please contact adx@dqna.com if you would like to hear what we can do for you to help monetize your remnant inventory.

Looking forward to it.

ABOUT THE AUTHOR

Sean Gibbs is a Campaign Manager for Ad Exchange, working in the digital marketing space for DQ&A. He has a passion for digital marketing, having been highly involved within the industry for the past two years and wants to cultivate this passion at DQ&A

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