

DSP Features Toolkit

**Dive deeper into the DSP
to achieve your campaign goals**

yahoo!

Forecasting & Planning

Tools to use before a campaign launches.

Omniscope

Plan, forecast and optimize across the Yahoo supply ecosystem to reach omnichannel audiences in the most efficient way possible.



Greater transparency

Easily access a transparent, multidimensional view of omnichannel supply paths.



Unmatched insights

Analyze how each channel, format and exchange perform and use forecasts to shape campaign strategy.



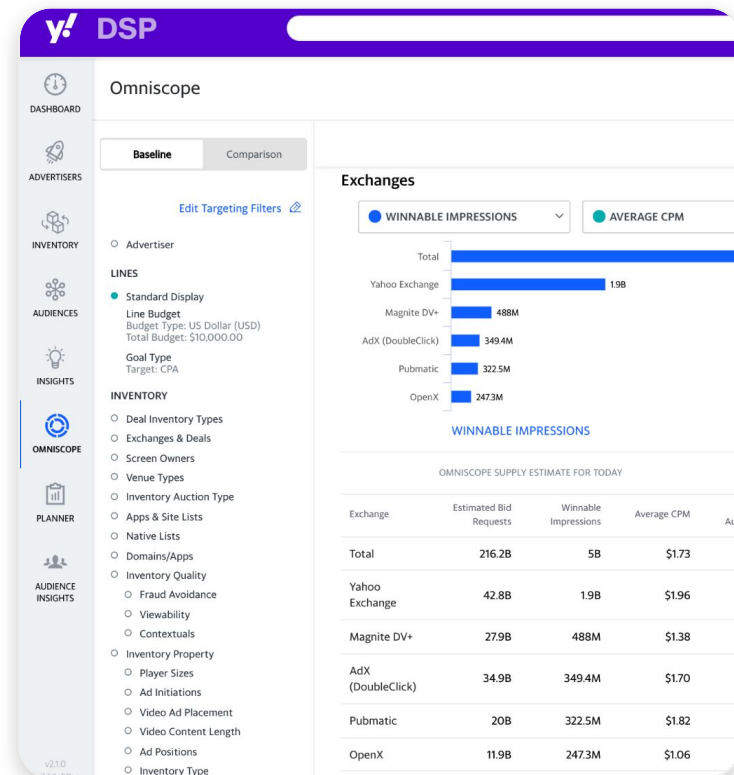
Increased efficiency

Find the best path to your audience and efficiently allocate media spend across all channels.



Actionable insights

Create new omnichannel campaigns directly in Omniscope or optimize existing ones.



Data-driven campaign planning

Proprietary Yahoo | First-party | Third-party

Planning and forecasting for audiences

Leverage DSP tools that help you understand the scale and composition of our wide variety of audiences so you can reach the right people effectively.



Purchase receipts



Content consumption



Mobile, & SDK



Email



Weather



Search



Location



Predictive audiences



Lookalike modeling



Re-engagement

Yahoo Standard Audiences

Over 450+ highly scaled and accurate audience segments built from **4 trillion** monthly data points from nearly **800M+** monthly consumers.*

Planning & Forecasting



* Yahoo, Internal data, June 2021.



Audience Details

The Audience Details screen enables users to view details about the segment by devices or people. It's a great place to check segment size over time and preview the segment's composition.

Pro tip: For more insights, use the Audience Insights tool.

Advertisers >

Test Advertiser

ADVERTISER ID 74899

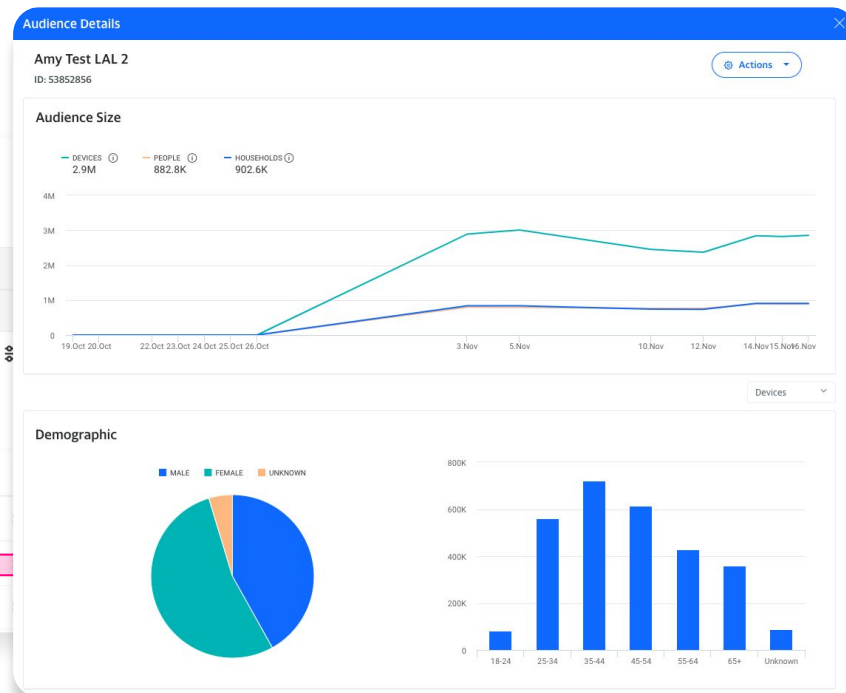
Campaigns Creatives Tracking **Targeting Library** Templates Product Catalog Registered Apps Advertiser Properties

Advertiser Audiences App and Site Lists Contextuals User Groups

+ New Custom Audience

ID	Name	View Details	Review	Status	Type
53448704	Molson Branded Search Keyword Audience		Approved	Active	Search Keyword
53438099	Competitive MCBC Search Keywords		Approved	Active	Search Keyword
53438074	Competitive Seltzer Buyers		Approved	Inactive	Purchase Receipt

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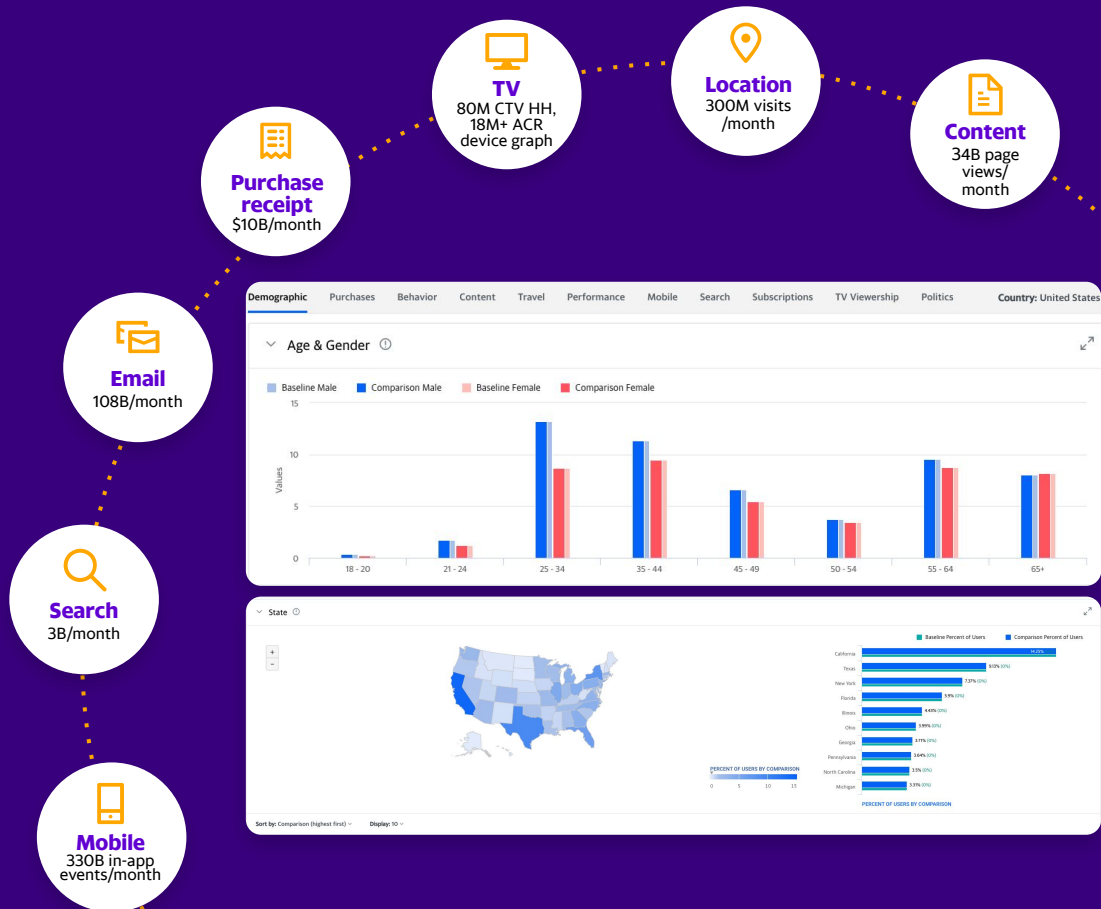
Audience Insights

Harness the power of exclusive Yahoo data to understand your audiences better and take action.

- Inform strategic planning
- Refine audience targeting and messaging
- Compare your customers with competitor customers
- Optimize ad campaigns
- Discover new in-market audiences

yahoo!

Planning & Forecasting



All stats: Yahoo, Internal data, Aug 2022.

Audience Insights:

Drill down across various dimensions

Designed to be highly intuitive with easy-to-read charts, leverage Yahoo proprietary data, third-party data and your first-party data to reveal new insights into the audiences that matter to you.

yahoo!



Demo

Age, gender, location, income, etc.



Search Habits

Top keywords, categories searched for, etc.



Purchase History

Top categories purchased, top vendors purchased from, etc.



Travel Interest

Propensity to travel, top hotels, destinations, airlines, etc.



Content

Content categories, Yahoo O&O apps, contextual audiences.



Behavioral Profile

Interests, app behavior, device usage, etc.

Planning & Forecasting

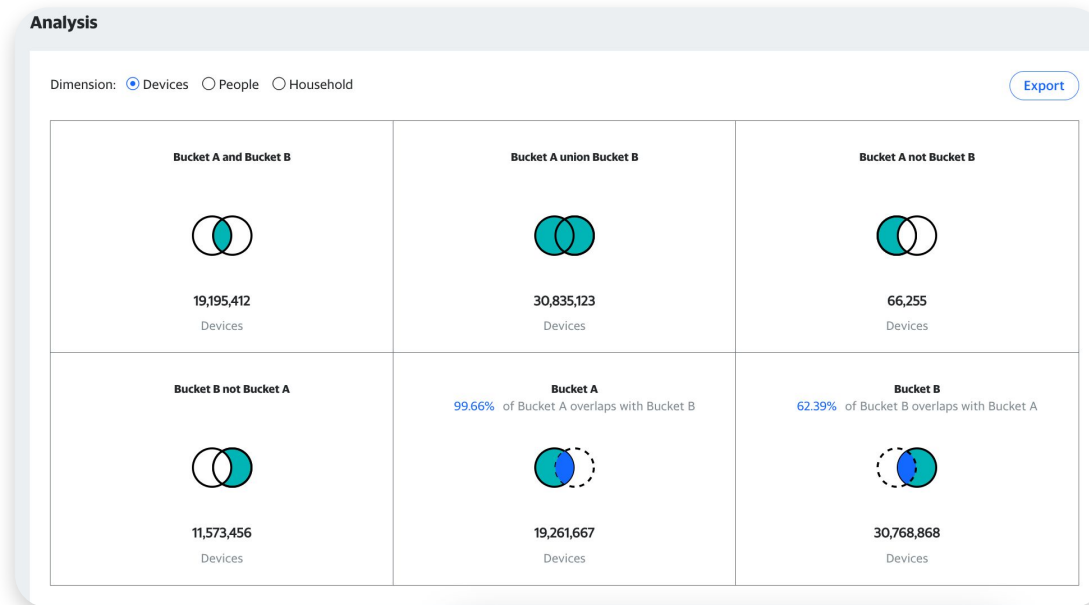


Audience Overlap Tool

Compare, analyze and optimize your audiences

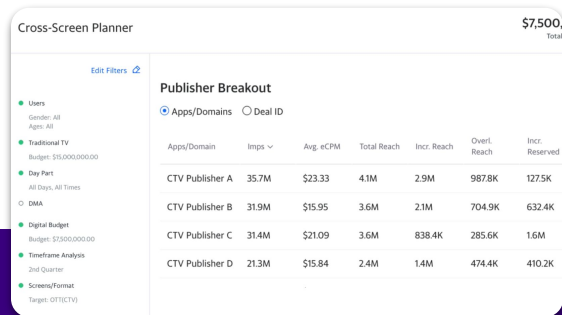
Look at different audience segments, figure out the overlapping and incremental reach of each – or a group of audience(s) – and maximize your audience reach.

- Transparent view into the composition of audience segments
- Find incremental audiences
- Reduce audience repetition by identifying overlapping audiences



Advanced planners fueled by unique data

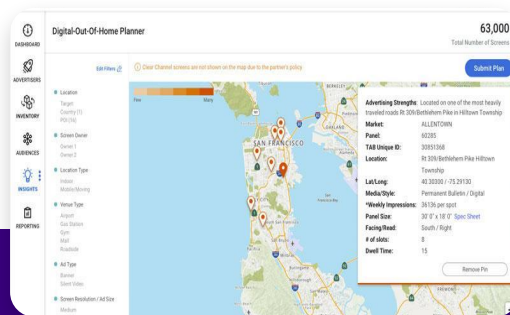
Advanced TV Cross-Screen Planner



Key benefits

- Find the right media mix between linear, CTV and other digital channels
- Incremental reach and efficiency metrics by screen, publisher and deal ID
- Customizable inputs for demo, audience, dayparts, DMA, and more
- Powered by VIZIO Inscope ACR data**

Digital Out-of-Home Planner



Key benefits

- DOOH Planner displays a directory of placements across SSP, screen owner, venue type, and more
- Rich filters enable you to find the screens specific to your campaign goals
- Screen pins provide detailed information on individual screens and can easily be removed from the plan

Campaigns & Lines

Tools for campaign set up.

yahoo!

Yahoo Inventory Tab

Your gateway to diverse, brand-safe, and exclusive supply to reach your customers wherever they are.

From this tab, find

- **Premium opportunities** in our Inventory Storefront
- **Always-on deals** in Public Deals
- **Manage Programmatic Guaranteed** negotiations in Deal Agreements
- **See all of your registered deals** in the Registered Deals Dashboard

The screenshot shows the Yahoo DSP (Demand Side Platform) interface. At the top is a purple header with the 'y! DSP' logo, a search bar, and user information including a bell icon, a refresh icon, the time '(UTC-5) EST/EDT', and a profile icon. Below the header is a navigation bar with tabs: 'Inventory Storefront' (selected), 'Public Deals', 'Deal Agreements', and 'Registered Deals Dashboard'. On the left is a sidebar menu with icons and labels for 'DASHBOARD', 'ADVERTISERS', 'INVENTORY', 'AUDIENCES', 'INSIGHTS', 'OMNISCOPE', 'PLANNER', and 'AUDIENCE INSIGHTS'. The main content area is titled 'Inventory' and features a 'Reset' button, a 'Search' bar, and a filter section with 'Dates' (Start Date, End Date) and 'Content Category' (All, Autos, Entertainment, Finance, Gaming, Lifestyle, Mail, News, Retail, Sports, Tech). Below the filters are three large cards representing different advertising opportunities: 'DIRECTV ADVERTISING' (Household Addressable - DIRECTV, Entertainment, News, Sports, Fi..., Guaranteed Deal, Buying Method, HHA TV), 'OneFOX Digital' (Entertainment Content Category, Public Deal Buying Method, CTV Channel), and 'WARNER BROS. DISCOVERY' (Entertainment Content Category, Public Deal Buying Method, CTV Channel).

Inventory:

Manage different types of inventory in one place

Inventory Storefront

Explore premium and exclusive inventory opportunities across all formats and channels.

Public Deals

Identify off-the-shelf, curated deals from multiple exchanges, including the Yahoo Exchange.

Deal Agreements

Create, review, and accept your programmatic guaranteed and Household Addressable campaigns.



Consumer

Registered Deals Dashboard

Create, manage, and analyze deals one at a time or in bulk.

Public Deals

Find off-the-shelf, curated deals from multiple exchanges and Yahoo's owned and operated supply.

Public Deals showcases all of our easy-to-access always on Deal IDs. With a click, add them to the seat, and start spending!

Easily add these Deal IDs to your campaigns and more:

- Access Deal IDs from across Yahoo's O&O properties but many premium 3rd Party publishers through our other exchange integrations
- Register the deal to the seat with one click after clicking into its details
- View inventory insights

yahoo!

The screenshot shows the 'Public Deals' section of the Yahoo DSP interface. The table lists various deals from Yahoo Exchange, including video and CTV content. Each row provides details such as the deal name, exchange name, bid requests, unique views, listed price, pricing model, win rate, and registration status.

Name	Details	Exchange Name	Bid Requests	Uniques	Listed Price	Pricing Model	Win Rate %	Registered	+
Yahoo Exchange Run of Full Episode Player Video		Yahoo Exchange	18.8B	1.6B	\$10.00	Floor Price	28.70%	Yes	
Yahoo Exchange Run of Network OTT Video		Yahoo Exchange	14.6B	400.4M	\$10.00	Floor Price	19.46%	Yes	
Yahoo Exchange Run of Network Premium OTT		Yahoo Exchange	14.1B	377.5M	\$20.00	Floor Price	19.65%	Yes	
Yahoo Exchange Run of Premium OTT Video		Yahoo Exchange	13.7B	375.5M	\$20.00	Floor Price	19.63%	Yes	
Yahoo Exchange Run of Network CTV		Yahoo Exchange	13.1B	365.6M	\$15.00	Floor Price	19.43%	Yes	
Yahoo Exchange Run of Network CTV		Yahoo Exchange	13.1B	365.6M	\$20.00	Floor Price	19.43%	No	
Yahoo Exchange Preferred Premium CTV		Yahoo Exchange	12.5B	346.4M	\$21.00	Floor Price	19.68%	Yes	

Values presented are approximations of total traffic for the last 7 days.

Registered Deals Dashboard

Deal management made easy

This dashboard streamlines and provides more insight into **your** deal management.

See all the deals: Public, Private and Programmatic Guaranteed deals surfaced to your seat on one page.

- Create new deals directly in the tool ad hoc or in bulk
- View bid request forecast data for all your deals
- Get deeper inventory insights such as Device Type, Top Domains/Apps, and more

DEALS										METRICS (PAST 30 DAYS)		
	Status	DSP Deal ID	Deal Name	Exchange Name	Exchange Deal ID	Info	Deal Type	API deal	Advertiser Spend	Inventory Cost	Impressions	Click
<input type="checkbox"/>	Active	192085	Wine Test Campaign - YAHOO_TEST_SEG1	Directv	Wine_Test_Campaign_-_YAHOO_TEST_SEG1	ai	PGD	No	\$17,740.06	\$17,740.06	260.3K	0
<input type="checkbox"/>	Active	191564	Cats Fall Excitement - DTV_KelseysCats_Q4_200K-250K_0824221521	Directv	Cats_Fall_Excitement_-_DTV_KelseysCats_Q4_200K-250K_0824221521	ai	PGD	No	\$14,694.81	\$14,694.81	237.2K	0
<input type="checkbox"/>	Active	192587	Kelseys DCX wine test - KW-Homeowners-2Q21	FIOS HHA	Kelseys_DCX_wine_test_-_KW-Homeowners-2Q21	ai	PGD	No	\$1,618.36	\$1,618.36	30.5K	0
<input type="checkbox"/>	Active	191383	Yahoo - YDSP KanBan DOOH Drink Shop Ali - TW	Yahoo Exchange	3170744526	ai	PRIVATE	No	\$173.04	\$107.35	824	0
<input type="checkbox"/>	Active	183401	EMEA_CTV_YDSP_Internal test only	Yahoo Exchange	149677383	ai	PRIVATE	No	\$117.02	\$100.77	5,851	0
<input type="checkbox"/>	Active	191603	DOOH VIOOH FR AIRPORT - PRD Test - Display - Floor Price	Viooh	VIOOH-JCDECAUX_FR_AIRPORT-0000020357	ai	PRIVATE	No	\$100.03	\$92.62	12.3K	0
<input type="checkbox"/>	Active	192200	Yieldmo - CTV Test Deal - 9/1/22	Yieldmo(BSW)	ctv_test_deal_yahoo_bidswitch_8_31	ai	PRIVATE	No	\$50.02	\$46.31	1,563	0
<input type="checkbox"/>	Active	191492	DOOH VIOOH FR - PRD Test - Display - Floor Price	Viooh	VIOOH-MEDIATRANSPORTS_FR-0000020353	ai	PRIVATE	No	\$46.25	\$42.83	168.1K	0
<input type="checkbox"/>	Active	189385	Yahoo Exchange Run of Network CTV - No News	Yahoo Exchange	836736363	ai	PUBLIC	No	\$22.45	\$19.51	1,543	0
<input type="checkbox"/>	Active	192342	AUNZ - YDSP Test deal AU - Are Media Celtra test V2	Yahoo Exchange	646544608	ai	PRIVATE	No	\$17.87	\$16.54	1,062	20

Reporting & Optimization

Monitor and drive performance.

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- Performance metrics within the tab makes it easy to monitor performance on parameters for your desired time period
- Take action directly within the bid multipliers screen

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Insights

Ads

Targeting

Bid multipliers

Line properties

Bid Pricing

Ads

Exchanges/ Deals

Day Pricing

Apps & Sites

Devices

Ad Position

Audience

Frequency Cap

Weather

Auction Type

Location

	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Friday	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Saturday	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Sunday	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Apps & Sites

Search Name

App / Site Name	Bid Multiplier	Spend	Impressions	Clicks	CTR	CPA	Conversions	Multigld eCPM	Inv eCPM	
finance.yahoo.com	125	\$10.85	4,171	0	0.000%	\$3.62	3	\$159	\$159	
mail.yahoo.com	5	\$10.74	4,157	3	0.072%	---	0	\$157	\$157	
news.yahoo.com	1	\$3.86	1,731	0	0.000%	---	0	\$124	\$124	
msn.com/en-us	1	\$2.70	985	0	0.000%	---	0	\$172	\$172	
live.com/outlook	1	\$1.88	497	0	0.000%	---	0	\$2.70	\$2.70	
att.yahoo.com	1	\$1.88	801	0	0.000%	\$0.94	2	\$1.35	\$1.35	

Devices

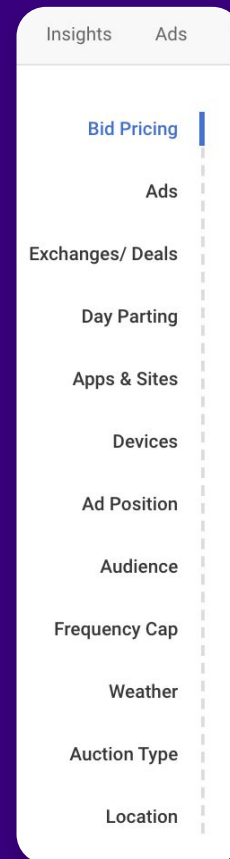
Device Name	Bid Multiplier	Spend	Impressions	Clicks	CTR	CPA	Conversions	Multigld eCPM	Inv eCPM	
Desktop	1	\$55.65	17,578	3	0.017%	\$4.64	12	\$212	\$212	
Phone	1	\$2.62	701	1	0.143%	\$2.62	1	\$2.65	\$2.65	
Tablet	1	\$0.09	26	0	0.000%	---	0	\$2.39	\$2.39	

Optimize with bid multiplier use cases

Use bid multipliers to prioritize specific scenarios or deprioritize others. Bid multipliers enable buyers to run in all scenarios and look for the most efficient or valuable bids.

Use Cases:

- Bidding up or down on relevant inventory (based on CPA or media KPI performance)
- Prioritizing targeted audiences based on preference or performance
- Avoiding (but not blocking) certain types of weather that may impact performance or conversion
- Decreasing delivery during certain times of the day (e.g. late night) to avoid impression waste



Notification Center (Creative Alerts and No Spend)

Never be left in the dark again

Get new alerts or recommendations about your lines and creatives directly in the DSP or via email.

See if your lines aren't spending, and if creatives are:

- Banned
- Approved

And more...

yahoo!

Notification Center

NotificationsDeletedSettings

Receive Notifications ⓘ

☒ Receive notifications in the DSP UI

☐ Receive notifications by email

Advertiser Selection ⓘ

All Advertisers

Customize Notifications

	DSP UI	Email
Creative Notify me of Banned Creatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>
No Spend Notify me when the line is active but there is no spend for 12 hours	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Email Frequency

☒ Hourly

☐ Daily digest sent at 9AM PST/PDT

Save Settings

Cancel

Recommendations Dashboard

Take the guesswork out of how you buy and bid to maximize delivery and performance

- **Delivery health indicator**

Quickly identify lines, packages and campaigns with delivery statuses at risk.

- **Max CPM recommendations**

Understand the maximum amount to increase or decrease CPMs to boost delivery and performance.

- **Incremental budget recommendations**

See how much more budget your lines, packages and campaigns can take without affecting performance.

- **Viewability recommendations**

Set a recommended viewability target to maximize spend while understanding the expected viewability rate.

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Delivery at Risk



Last updated: Jan 18, 2022 05:01AM

Estimated Budget at Risk: **\$53.4K**

RECOMMENDATIONS

You can change your viewability target to improve spending!

1. **Reducing the viewability target to 50% can help you spend up to \$232 per day.** Your viewability rate is likely to be around 68%

TROUBLESHOOTING DETAILS

Supply

Supply to deliver the line in full is limited as targeting settings are too restrictive. To increase delivery, please check the targeting settings, or consider increasing the max CPM.

Most dominant exclusions










1. **InViewDecisionHard (Performance)** - Bidder determined that this request would likely not meet the Maximize Viewability hard goal
2. **UserSegment (Targeting)** - Audience targeting is applied on the line-level and this request doesn't fall into the included targeting

Max CPM recommendations for CPA and CPC lines

Take the guesswork out of bidding

When running performance-based lines, two big questions you face about bids are:

- I'm under-delivering, so raise my bid – will that boost performance and spend?
- How does my bid affect my CPA/CPC?

Type	Name	Status	Delivery	Delivery Health ⓘ	Filtered Pacing ⓘ	Lifetime Pacing	Lifetime Spend & Days ⓘ	Current
	Standard Display - RT		Running	On Track 				
	Standard Display - Interest		Running	On Track 				
	Standard Display - BT		Running	On Track 				

Recommendations ✕
You can increase your Max CPM to boost performance!
Increasing the Max CPM to \$9.75 may reduce your CPA to \$6.00, as compared to the last 7 days.
[Display Card](#) 33 days left

Feature details:

- **Under-delivering lines:** The recommendation to make the line fully spend its daily budget lives within the troubleshooting message by the health indicator.
- **Delivering lines:** The max CPM required to decrease the CPA/CPC is shown via the lightbulb icon.

Bid optimization

We do the work for you.

DSP bid optimization identifies better ad placements, determines the value of those placements and automatically submits bids in real time based on your goals.



Goal Type	Predicted User Response KPI
CPC	Predicted click-through rate (CTR): The average number of clicks generated per ad impression.
CPA	Predicted conversion rate (CVR): The number of conversions per thousand ad impressions.
CPCV	Predicted completion rate (CR): The ratio of completed videos to video starts.
VCPM	Predicted viewability rate (VR): The ratio of viewable impressions to total impressions.
ROAS (Beta)	Predicted conversion value: The average value of a conversion category.

Inventory prioritization

Easily funnel spend to preferred deals and exchanges in your desired order.

All you have to do is define them in a hierarchy of buckets that spend in a waterfall-like fashion based on budgets and performance.

Ensure performance is maintained while prioritizing your choice of inventory.

Use cases:

- Spend on PMPs first then open exchange
- Combine prioritized PMPs and exchanges
- Prioritize specific exchanges over others



Template Actions
Save
Cancel

Exchanges & Deals
Undo Clear All

Priority Bucket #1
Remove bucket

Target
☒ Exchanges
Yahoo Exchange
Search and target Exchanges here

☒ Deals

Exchange / Name	Status	Deal ID	Exchange Deal ID	Floor CPM	Bid Request ^①	Fill Rate ^①
ADX 2						
NAR_AdX Bundle_TV Content	①	15814	549644393846407184	\$15.00	2.4B	0.01%
AdX Test Deal 123	①	83330	123456	\$15.00	--	--

Search and target Deals here

Block
Search and block Exchanges for priority bucket #1

Priority Bucket #2
Remove bucket

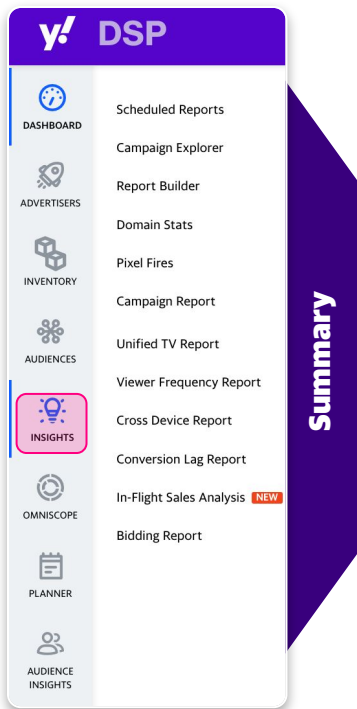
Target
☒ Exchanges
Magnite DV+ Index Adx
Search and target Exchanges here

☐ Deals

Block
Search and block Exchanges for priority bucket #2

Add an additional bucket ①

Insights glossary



Access the full list of **DSP** report options by navigating to “Insights” on the left rail.

- **Scheduled Reports** - Schedule recurring Report Builder, Domain Stats, or Pixel Fires reports.
- **Campaign Explorer** - Get a snapshot view of campaigns' basic delivery and performance statistics.
- **Report Builder** - Generate campaign insights with our flexible reporting tool. (Sunsetting EOY 2022)
- **Report Builder 2.0** - The enhanced version of Report Builder offers improved usability and advanced data visualization for deeper insights.
- **Domain Stats** - View domain delivery and performance metrics specific to exchange.
- **Pixel Fires** - Track the last 7-day pixel fires for conversion and retargeting pixels.
- **Campaign Report** - View a comprehensive set of campaign insights for a specified time period.
- **Unified TV Report** - Run an omnichannel report showing reach and frequency across an advertiser's digital and linear spend.
- **Viewer Frequency Report** - Track impression frequency and performance. Every viewer frequency report is defined by a frequency window and the reporting period.
- **Cross-Device Report** - See data on conversions across device types, so users understand the device types driving views and conversions.
- **Conversion Lag Report** - Understand the amount of time it takes (in days) from exposure (when a user sees or clicks an ad) to conversion (view-through or click-through).
- **In-Flight Sales Analysis** - Analyze online and offline sales tied to your omnichannel exposure data in near real-time.
- **Bidding Report** - Understand the total available bid requests, qualified bid requests, bid responses and average win rate.

Report Builder

Updated and improved.

The DSP's most comprehensive and flexible reporting tool. You can report on almost any aspect of your advertisers, campaigns and lines.

Improved user experience

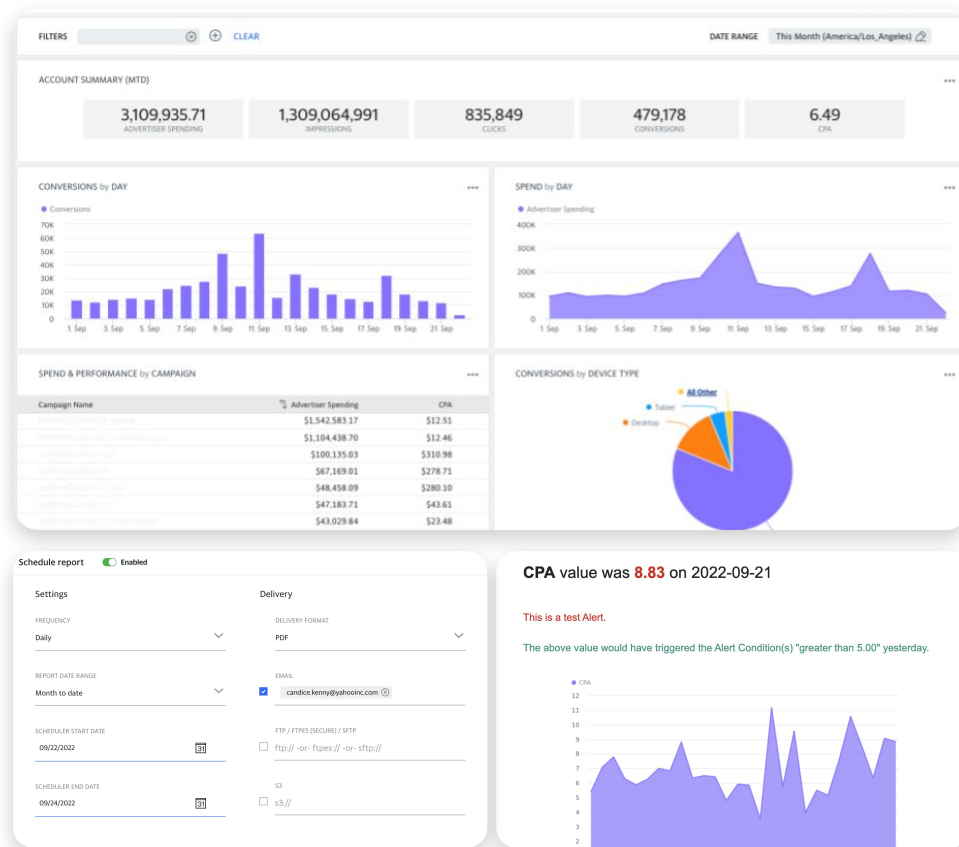
Flexible report creation, alerts, and scheduling

New data visualizations

Multiple chart types for more robust insights

Customizable dashboards

Comprehensive view of campaign performance



Report Builder vs. Report Builder 2.0

Feature	Report Builder	Report Builder 2.0
Run UI-based reports up to 500K lines	10K Limitation	✓
Create Scheduled Reports	✓	✓ Email, FTP, S3
Re-Edit Saved & Scheduled Reports		✓
Share Reports with Customers		✓
Create unlimited Standard Reports (templates)		✓
Access your Custom Reports from any seat (*filter values must be nullified as a prerequisite)		✓
Set Alerts to monitor trending metrics		✓
Create Dashboard-like experience using multiple chart options such as pie charts, bar charts, gauges, etc.		✓
Compare current date range to previous date range		✓

Bidding Report

Understand the total available bid requests, qualified bid requests, bid responses and average win rate. This helps you understand the campaign's scale, package, or line and if the current bid strategy is yielding a healthy bid rate. If the average win rate is low, consider increasing the max bid to win more qualified impressions.

y! DSP

🔔 ⓘ (UTC-5) CST/CDT Fiona McCall Operations Test Seat

DASHBOARD

ADVERTISERS

INVENTORY

AUDIENCES

INSIGHTS

OMNISCOPE

PLANNER

AUDIENCE INSIGHTS

Bidding Report

Report Settings ▾

Date Range Yesterday 📅

Dimensions

Campaign ✕

Clear All

Metrics

Impressions ✕ Available Bid Requests ✕ Qualified Bid Requests ✕ Bid Responses ✕ Average Win Rate ✕

Clear All

⚙️ Dimensions Ⓡ

⚙️ Metrics Ⓡ

Run Report

Total: 30 records

Campaign ID	Campaign Name	Impressions	Available Bid Requests	Qualified Bid Requests	Bid Responses	Average Win Rate
127495	BYOA Test Campaign	0	8,493,183,401	0	0	0.000%
147736	Gavin AppNexus End to End	0	4,594,317,682	0	0	0.000%
150069	SSP DOOH Test Campaigns	0	507,111,015	0	0	0.000%

Bids that meet targeting criteria

Number of bid responses to qualified bids

Percentage of bid responses that were won

Deal Troubleshooter 2.0

Improved Insights

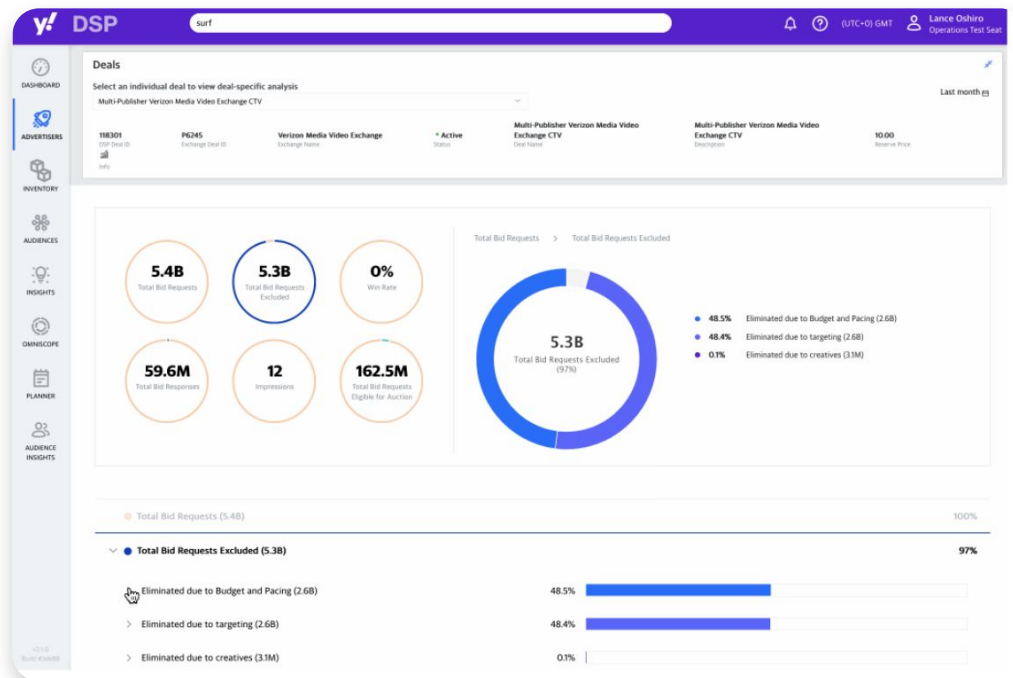
Richer data sets provide a holistic view of delivery and clearly identify problem areas

Detailed Feedback

Receive specific directions to resolve any blockers

Easy Action

Make changes immediately within the tool or be linked directly to the appropriate portion of the line workflow



2022 in review: Recent feature releases



Bulk features/ Ease of use

- Reorder and resize campaign/Package/Line Grid Column
- Notification Center: Advertiser selection



App Marketing

- App Marketing for CTV (Phase 1)
- App install with SKAdNetwork attribution for Yahoo Preferred Network
- SKAdNetwork Post-view & Assisted support (SKAN 2.2 and 3.0)



Inventory

- CTV: IP support expansion
- DOOH: Uber digital cartop supply



Continued DSP Education

- Yahoo Academy Launch



Audiences and data

- Audience Builder recommendations for search keywords
- IP escalation support for Mexico, Colombia and Argentina



Reporting

- Cross-Screen Planner - Publisher Day part allocation
- Audience Insights: UX enhancements
- Omniscope: Viewability widget