



# Yieldlab UI Documentation

This documentation serves as an overview of the Yieldlab UI and explains the individual functions and settings.



# YIELDLAB



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## 2. Dashboard

The dashboard graphically displays a 30-day overview of the account's net revenue and eCPM. In addition to displaying the account's most important performance values, including comparative values, the dashboard shows the top 5 demand partners of the previous day. The dashboard provides a first general impression of the account's revenue and eCPM. The Data Status is located directly above the dashboard and indicates when the data shown was updated. By default, the dashboard displays all data including that of the previous day.

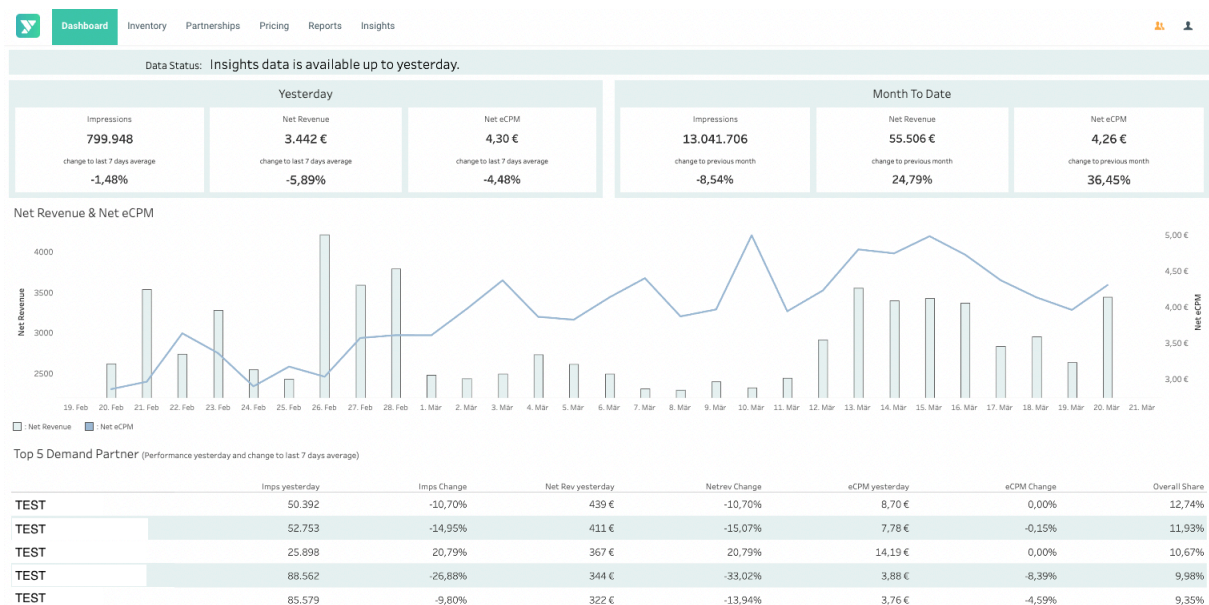


Fig. 1 Yieldlab UI - Dashboard





### 3. Inventory

In the *Inventory* section, the *Adslots list* displays all the adslots including the adslot ID, platform, and ad type. The view option enables you to sort and filter the overview by the different platforms, ad formats, auction types, pages, groups, channels, and formats. You can also filter separately by the adslot ID or adslot name. Adslots for which multiple formats are stored are marked with the *Multisize* label.

You can click the download button on the right to download a csv file with all the information about the adslots created in the account. You can use the upload button to upload an adslots csv file. This function enables you to create or edit multiple adslots at the same time.

Detailed information about the adslots csv file can be found in the separate documentation.

ID	Adslot	Multisize	Platform	Ad Type
560638	Test	Multisize	Web	Banner
560641	Test	Multisize	Web	Banner
560644	Test	Multisize	Web	Banner
560647	Test	Multisize	Web	Banner
560635	Test	Multisize	Web	Banner
12298112	Test		Connected TV	Video
9738541	Test		Mobile App	Video

Fig. 2 Yieldlab UI - Inventory – Adslots List



### 3.1. Overview (Adslot)

When you click on an individual adslot, you will find further setting options under Overview. These settings are described below.

The screenshot displays the 'Test Adslot' configuration page in the Yieldlab UI. At the top, there's a navigation bar with 'Overview' selected, and other tabs like 'Advanced', 'Partnerships', 'Advertiser Filter', and 'Categories'. The main content area is titled 'Test Adslot' and contains the following fields:

- Adslot ID 12189132**
- Group:** A dropdown menu set to 'Default - Default'.
- Name:** A text input field containing 'Test Adslot'.
- Platform:** A dropdown menu set to 'Web'.
- Ad Type:** A dropdown menu set to 'Banner'.
- Basic Settings:** A section with a blue banner that says 'We recommend sorting the sizes by revenue potential.' Below it, there are two input fields: 'Size' (set to '300x250') and 'Floor Price' (set to '0,40 €'). There is a '+ Add Size' button below the size field.
- Referrer Url:** A text input field containing 'test.de'.
- Overwrite Referrer:** A checkbox labeled 'Overwrite Referrer' which is currently unchecked.
- A green 'Save' button is located at the bottom left of the form.

Fig. 3 Yieldlab UI - Inventory – Adslots List - Overview

- **Name:** User-assigned name of the adslot.
- **Platform:** Select from Web, Mobile Web, Mobile App, Addressable TV, Connected TV and Digital out of Home.
- **Ad Type:** Select from Banner, Video, Audio and Native. Options may be limited depending on the platform you choose.
- **Floor Price:** Minimum price in € for a bid on this adslot to be considered in the auction.
- **Size:** Size of the adslot (width x height).
- **Overwrite referrer:** Here you can enter which referrer URL should be transferred to the demand partner in the bid request. Please note that the protocol (http:// or https://) will be trimmed. This configuration can be overridden by the *pubref*-parameter in the ad request.



Depending on the selected combination of platform and advertising form, additional configuration options are available:

- **Size / Multisize:** For adslots of the inventory types Web Banner, Mobile Web Banner, and Mobile App Banner, up to 10 sizes with corresponding floor prices can be stored in the adslot. We recommend sorting the sizes according to revenue potential, since a few DSPs can only read the first format.
- **App Name:** Name of the mobile app. For Mobile App and Connected TV platforms.
- **Bundle Name:** App-specific ID from the App Store or Play Store. For Mobile App and Connected TV platforms.
- **Mobile OS:** App operating system. For platform mobile app.
- **Store URL:** App-specific store URL, required for app-ads.txt standard. For Mobile App and Connected TV platforms.
- **Video Position:** Position of the video or audio adslot.
- **Video Placement:** Position of the video in the context of the website.
- **Playback Method:** Video playback method.
- **Placement type:** Layout of the adslot. For Native ad type.
- **Description:** Defines whether a teaser text is required. For Native ad type.

**Please Note:** Prices can be set at different levels (Partnership, Adslot, Advertiser, Global). In this case, the higher price will always be applied.

Adslots can be deleted using the *Delete Adslot* button (🗑️). Once deleted, the adslot will be removed from all partnerships and from Yieldlab UI. Reporting data that has already been entered is preserved.

**Please Note:** Deleted adslots should be removed from Yieldprobe requests and PreBid calls, and adtags should be expanded.



### 3.2. Advanced (Adslot)

Additional setting options for the individual adslot can be found under *Advanced*. These settings are described below.

Overview **Advanced** Partnerships Advertiser Filter Categories

Adslot ID 12189132

Auction Type

Position

**Fallback**

Overwrite Fallback

Fallback Type

Redirect  HTML Content

HTML Content

Save

Fig. 4 Yieldlab UI - Inventory - Adslots List - Advanced

- **Position:** Indicates whether the adslot is in the visible area.
- **Auction type:** Available options are 1st Price and 2nd Price. We recommend setting the auction type 1st Price on partnership level (see [section 4.5](#)). In the case of different settings on the adslot and partnership levels, the 1st Price is always selected.
- **Override Fallback:** Allows you to set a fallback as redirect or HTML content.

Additional configuration options are available depending on the inventory type:

- **Min Duration:** Minimum length of the video or audio ad.
- **Max Duration:** Maximum length of the video or audio ad.
- **Min Bitrate:** Minimum bitrate in kbps. For video and audio ad formats.



- **Max Bitrate:** Maximum bitrate in kbps. For video and audio ad formats.
- **API Settings:** Supported VPAID or MRAID versions of the adslot. For video and audio ad formats.
- **MIME types:** File types of the video or audio ad media.
- **Protocols:** Supported VAST versions of the video or audio adslot.
- **Skippability:** Indicates whether the commercial video can be skipped.

### 3.3. Partnerships (Adslot)

Adslots must be assigned to a partnership to ensure that the partner can deliver on these adslots.

ID	Deal	Partnership	Demand Partner	Floor Price
13068965		Test	Test	0,00 €
13068957		Test	Test	0,00 €
13068959		Test	Test	0,00 €

Fig. 5 Yieldlab UI - Inventory – Adslots List - Partnerships

In the *Partnerships* section, individual partnerships can be assigned to or removed from the adslot. You can also set a floor price here, which then applies to the individual placement in precisely this partnership.

By clicking the  $\equiv+$  icon you can select the partnerships to be associated with the adslot. To select the partnerships to be removed, click the  $\equiv-$  icon. Both lists include the already established filter options to make it easier to select the relevant partnerships.

**Please Note:** Prices can be set at different levels (Partnership, Adslot, Advertiser, Global). In this case, the higher price is always applied.

**Please Note:** For multisize adslots, the price stored in the adslot-in-partnership level is applied to all sizes of this adslot in the respective partnership.



### 3.4. Advertiser Filter (Adslot)

The advertiser filter is a domain filter that displays the different URLs stored behind the customer's respective domain. Only domains that are already stored in the system are displayed.

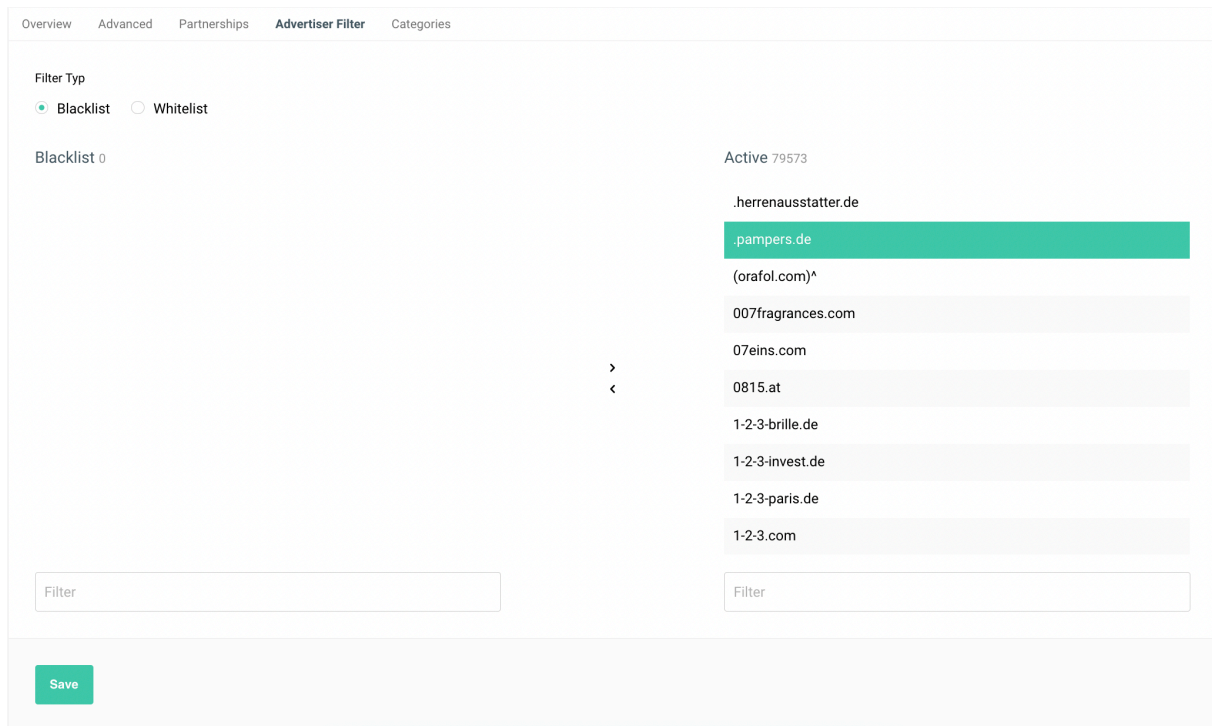


Fig. 6 Yieldlab UI - Inventory – Adslots List - Advertiser Filter

There is a distinction between *blocklist* and *allowlist*. We recommend using the *blocklist* on the adslot level.

- **Blocklist:** Only the advertisers listed under *Blocklist* are not allowed to run on the adslot.
- **Allowlist:** Only the advertisers listed under *Allowlist* are allowed to run on the adslot.

### 3.5. Category Filter (Adslot)

Filters can also be defined for advertiser categories. The advertiser categories that are unwanted for this adslot can be added to a blocklist. This means that all advertisers assigned to this category will not take part in auctions for this adslot.



### 3.6. Categories (Adslot)

Adslots can be assigned to the different IAB categories in the section *Categories*. All IAB categories that can be linked to the adslot are listed under *Available*. This information is then transferred in the bid request.

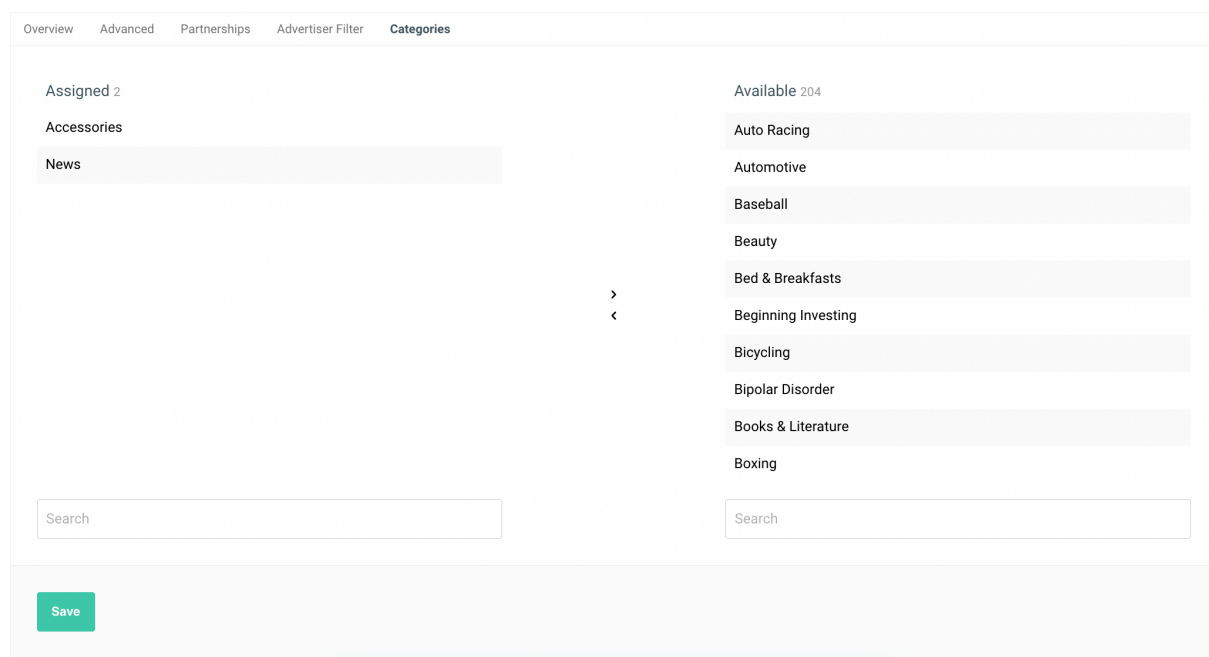


Fig. 7 Yieldlab UI - Inventory – Adslot List - Categories

### 3.7. Native Template (Native Adslot)

Within the *Native Template* section, details specific to native adslots can be configured. A native adslot uses template, which defines which components the native adslot consists of and how they look. E.g., a native adslot template can consist of a title, a description, and an image, which is at least 100 x 100 pixels. The *Native Template* section can be separated in three sub-sections:

- **Info** section  
Currently, the Yieldlab native feature is still under development, i.e. not all options are yet available. This section describes which options are already available and which options are set by the system.
- **Template** selection section  
Here, an existing template can be assigned to the adslot or a new template can be created. Furthermore, existing templates can be renamed.
- **Assets** section  
The components (so-called assets) can be defined here. The dropdown menu *Asset Type* allows a selection of the currently available asset types. Additionally, every asset can be marked as *required* or can be deleted.



Every asset type furthermore allows for type-specific configurations. E.g., for an icon/image asset it is possible to specify the desired format.

Regardless of the settings available in this section, some assets are currently configured for all Native Requests by default. In the future, these static settings will be gradually removed and replaced with the settings in this section.

**Title Asset**

Added by default and marked as *required*. A maximum length of 50 characters is configured.

**Description Asset**

Will be added and marked as *required* if the corresponding checkbox in Adslot > Advanced > Native Settings is checked. Otherwise this asset is not sent in the request. A maximum length of 110 characters is configured.

**Main Image Asset**

Added by default and marked as *required*. Its size can be specified in the Adslot overview tab

**Template Selection**

Template

**Template Settings**

Name

**Assets**

Fig. 8 Yieldlab UI - Inventory – Adslot List – Native Template





### 3.8. Inventory Structure

Above the adslot level, there are two other inventory levels in Yieldlab UI: Group and Site. These can be found in the *Inventory Structure* menu item and are also available as dimensions in reporting.

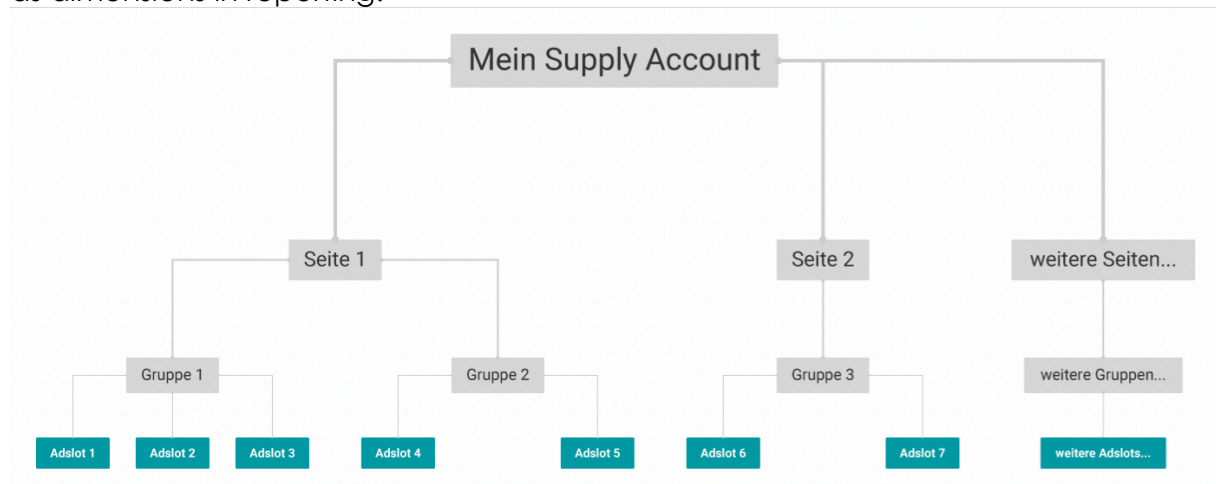


Fig. 9 Yieldlab UI - Inventory - Inventory Structure

Generally, the following applies:

- A site can contain multiple groups and a group can contain multiple adslots.
- An adslot can only be contained in one group and a group can only be contained in one site.
- An adslot cannot stand alone without a group assignment, and a group cannot stand alone without a site assignment. Therefore, by default, all existing adslots are added to a default group and site.

An overview of all the sites created can be found under *Inventory > Inventory structure*. Initially, the list only displays the *Default* site. As soon as additional sites have been created, these will also appear in the overview. For each site, the number of groups created within the page is shown. Within the list you can search for specific site.

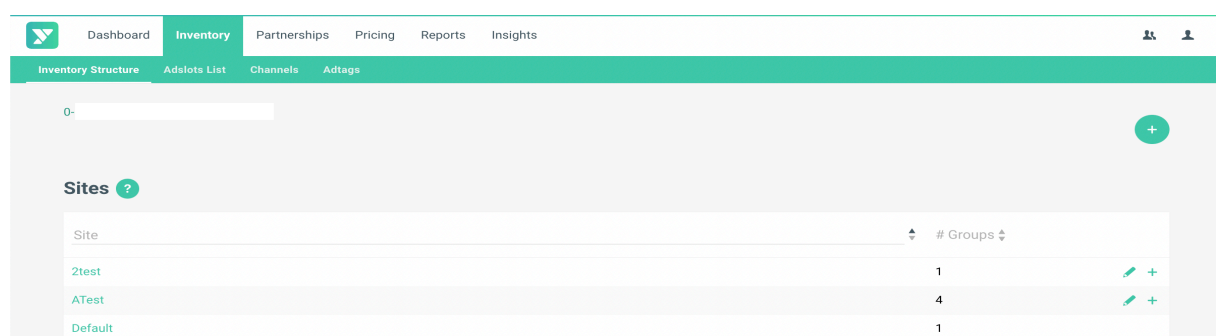


Fig. 10 Yieldlab UI - Inventory - Inventory Structure - Sites



Clicking on a site in the list opens an overview of all created groups that are located within this site. This overview is also displayed as a list that you can search for specific groups. The number of adslots created within the group is displayed for each group. Initially, there is a *Default* group on the *Default* site, which contains all existing adslots.

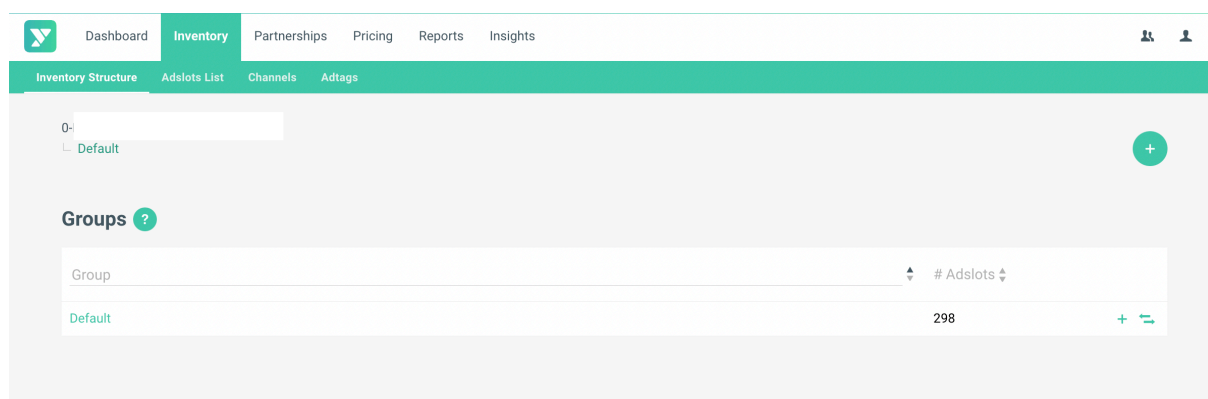


Fig. 11 Yieldlab UI - Inventory - Inventory Structure - Groups

Above the site list under *Inventory > Inventory structure*, you can create one or more new sites by clicking on the plus button. All that is required is the entry of a unique site name.

A new group can be created in two different places within the Yieldlab UI: Either in the site list or in the group list. In the site list, one or more new groups can be created by clicking on the plus icon to the right of the site name in the list. The groups are then automatically created in the selected site. Optionally, one or more additional groups can be created in the current site by clicking on the large plus button above the list in the group list. For the group creation it is also only necessary to enter a group name, which must be unique within a site.

Both sites and groups can be renamed afterwards. Clicking on the pencil icon on the right side of the site/group list opens the edit mode for the corresponding site. The default site/group cannot be renamed.

Adslots can be moved between groups. An adslot can only be assigned to one group at a time, which means that if you add it to a group, it will be automatically removed from the original group. Moving adslots can be done in several places in the Yieldlab UI - both in the group list and within a group in the adslots list. In the group list, the arrow icon can be clicked next to a group. Within the group in the adslots list, the arrow button can be clicked on the top right. In both cases, an overlay opens in which multiple adslots can be selected and moved out of their existing group into the new selected group. In addition, individual adslots can be moved by changing the group within an adslot in the *Overview* tab.



Move selected Adslots to: Test

View Options

Site ▾ Group ▾ Platform ▾ Ad Type ▾ Auction Type ▾ Channel ▾ Size ▾

1-52 of 52 < >

ID	Adslot	Channel	Ad Type
<input type="checkbox"/> 560647	Test	Multisize Web	Banner
<input type="checkbox"/> 560635	Test	Multisize Web	Banner
<input type="checkbox"/> 22150	Test	Mobile Web	Banner
<input type="checkbox"/> 8930120	Test	Mobile App	Video
<input type="checkbox"/> 41330	Test	Mobile Web	Banner
<input type="checkbox"/> 13829265	Test	Web	Banner
<input type="checkbox"/> 9858220	Test	Connected TV	Video
<input type="checkbox"/> 14865	Test	Web	Banner
<input type="checkbox"/> 15589	Test	Web	Banner
<input type="checkbox"/> 16119	Test	Web	Banner

Move 0 Adslots Cancel

Fig. 12 Yieldlab UI - Inventory - Inventory Structure - Move Adslots

### 3.9. Channels

Please note that it is strongly recommended to use site and group functionalities in order to structure the inventory.

Channels can be created to organize the different adslots. The different channels can also be mapped in the reporting, making it possible to filter by individual channels.

Dashboard **Inventory** Partnerships Pricing Reports Insights

Inventory Structure Adslots List **Channels** Adtags

### Channels

1-11 of 11 < >

Channel	# Adslots
A Test	0
AB Test	0

Fig. 13 Yieldlab UI - Inventory - Channels

You can create a new channel by clicking on the plus sign. The corresponding adslots are then assigned to this new channel.

Based on the channels created reporting access for users can be restricted so that only data from specific channels is visible.



### 3.10. Adtags

In this section, you can view the adtags of existing adslots and copy them for further use. A distinction is made between regular adtags and programmatic guaranteed adtags.

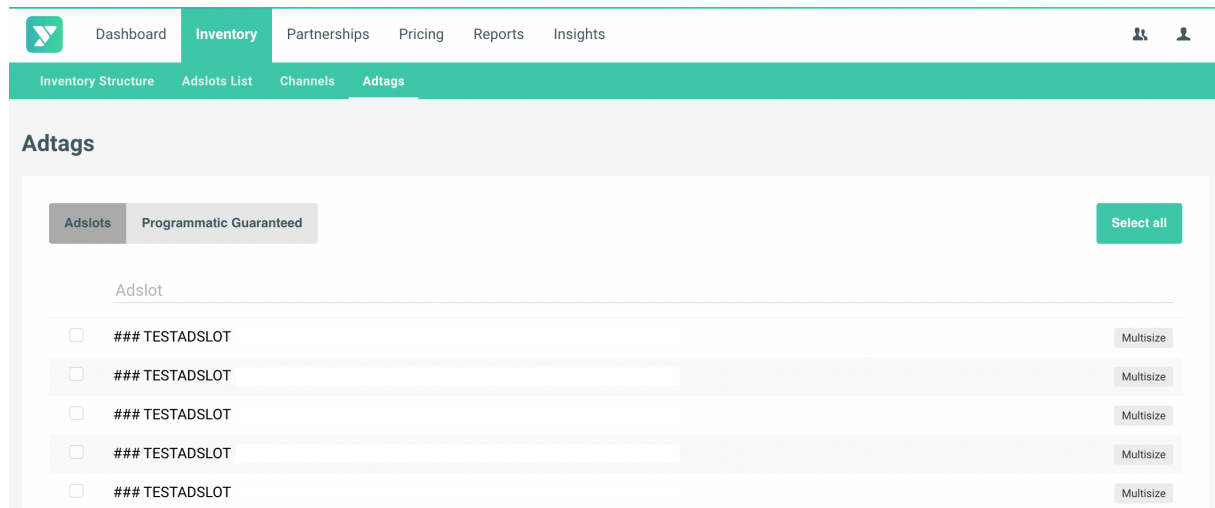


Fig. 14 Yieldlab UI - Inventory - Adtags



## 4. Partnerships

You can create the demand partner in the publisher account with a partnership. This partnership allows the demand partner to deliver on the publisher's inventory.

The *Partnerships List* provides an overview of all the partnerships created. Here you can search for partnerships as well as filter them according to selected criteria.

ID	Deal	Partnership	Priority	Bid Bias	Demand Partner
14917099		Test	0		Test
14917097		Test	0		Test
15135806		Test	0		Test
15135803		Test	0		Test

Fig. 15 Yieldlab UI - Partnerships - Partnerships List

You can download a csv file with all the information about the partnerships created in the account via the Download button located on the right side. The Upload button can be used to upload a partnerships csv file. This function makes it easier to create or edit multiple partnerships at the same time.

Detailed information about the partnerships csv file can be found in the corresponding documentation.

When creating a new partnership, a demand partner must be selected, the partnership type defined, and a name assigned. The following types are available:

- Private Auction
- Direct Deal
- Preferred Deal
- Programmatic Guaranteed

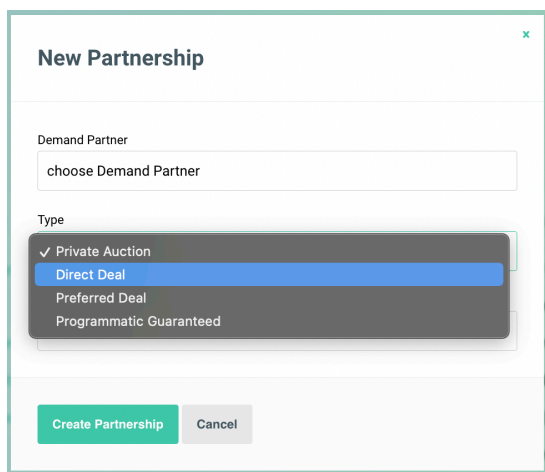


Fig. 16 Yieldlab UI - Partnerships - New Partnership

#### 4.1. Create a Private Auction

Click on *New Partnership* in the menu under *Partnerships*. A demand partner must be selected and a name for the partnership must be assigned. In this case, you must select *Private Auction*. After the *Private Auction* has been created, the Yieldlab UI automatically switches to the *Partnership Overview* screen, where further settings can be made (see section 4.5).

**Please Note:** You cannot create more than one *Private Auction* with the same Demand Partner for the same adslots and the same formats.

#### 4.2. Create a Direct Deal

Direct deals are direct agreements between the publisher and the buyer. Special conditions can be included, for example a transparent referrer, so that the demand partner can see exactly where the inventory comes from. Fixed prices and/or a higher priority can also be offered.

To create a *Direct Deal*, click on *New Partnership* in the menu under *Partnerships*. A Demand Partner must be selected, and a name must be given to the partnership. The *Direct Deal* type can only be used if the selected Demand Partner supports deals. After the *Direct Deal* has been created, the Yieldlab UI automatically switches to the *Partnership Overview* screen, where further settings can be made (see section 4.5).

#### 4.3. Create a Preferred Deal

Preferred Deals are a special form of *Direct Deals*. Their priority is always above that of a *Private Auction* or *Direct Deal*, thus ensuring that selected buyers can be given preferential access to the relevant inventory.

To create a Preferred deal, click on *New Partnership* in the menu under *Partnerships*. A Demand Partner must be selected, and a name must be assigned to the



partnership. The Preferred Deal type can only be used if the selected Demand Partner supports deals. After the Preferred Deal has been created, the Yieldlab UI automatically switches to the *Partnership Overview* screen, where further settings can be made (see section 4.5).

#### 4.4. Create a Programmatic Guaranteed Deal

Programmatic Guaranteed Deals refer to the programmatic sale of specific advertising spaces at fixed conditions in which the publisher and buyer have firmly agreed on the volume, price, and start and end dates. The publisher guarantees that the negotiated inventory volume will be made available. The buyer guarantees acceptance of all impressions offered at the agreed conditions.

To create a Programmatic Guaranteed Deal, click on *New Partnership* in the menu under *Partnerships*. A Demand Partner must be selected, and a name assigned to the partnership. The *Programmatic Guaranteed* type can only be used if the selected demand partner supports deals. After the Programmatic Guaranteed deal has been created, the Yieldlab UI automatically switches to the *Partnership Overview* screen, where further settings can be made (see section 4.5).

For Programmatic Guaranteed Deals, please consider the following:

- Targeting functionality is disabled for Guaranteed Deals, as targeting is to be done directly in the ad server.
- Programmatic Guaranteed Adslots are designed as RON (Run of Network) adslots, making reporting on page level not possible. In this case, the reports are accessed via the ad server. By passing a page ID to the Yieldlab adtags, a corresponding report can be set up on the ad server. At partnership level, reporting via Yieldlab UI can be implemented as usual. The Programmatic Guaranteed adslots are Redirect adslots and not Yieldlab Yieldprobe adslots.
- Programmatic Guaranteed adslots can only be added to Programmatic Guaranteed Partnerships.

Programmatic Guaranteed Deals are clearly marked as such in the overview.

**Please Note:** Not all DSPs support the processing of Programmatic Guaranteed Deals.





## 4.5. Overview (Partnership)

Overview   Advanced   Sizes   Adslots   Advertiser Filter   Targeting

### Partnership ID 15135806

Partnership enabled

Name  
Test

Priority  
0

### Pricing

Floor Price   Fixed Price

0,00 €   0,00 €

Auction Type ⓘ  
1st Price

Bid Bias  
 Enable

Save

Fig. 17 Yieldlab UI - Partnerships - Partnerships List - Overview

When clicking on an individual partnership, you can find further setting options under *Overview*. These settings are described below:

- **Partnership ID:** Successive ID assigned by Yieldlab UI.
- **Status:** Indicates whether the partnership is enabled or disabled.
- **Name:** Name of the partnership assigned by the user.
- **Priority:** Here you can set the priority of a partnership (private auction or deal) in an auction. The partnership with the highest priority always wins before other bids (requirement: valid bid above the floor). 0 = default value, 9 = maximum value.
- **Floor Price:** Minimum price in € for a bid of this partnership to be considered in an auction.
- **Fixed Price:** Fixed price in € for this partnership. Usually only used for deals.





- **Bid Bias:** Value to decrease or increase bids before they go into an auction. Bid Bias can be a positive or negative value as well as an absolute or relative value. If a bid modified by a bias wins an auction, the Demand Partner is charged the minimum of “auction hammer price” and “original bid”.
- **Auction Type:** Available options are 1st Price and 2nd Price. In case of different settings on partnership and adslot level, the 1st Price is always applied.

The following settings appear only for Deals and Programmatic Guaranteed Deals:

- **Deal ID:** Alphanumeric ID of the deal. By default, the Partnership ID is taken as the Deal ID, but this can be assigned individually if required.
- **Deal Duration:** Set the start and end date for a deal. By default, a deal starts with the creation date and runs indefinitely. A deal can be active, ended, or scheduled based on its duration.

If a partnership is billed directly, it is marked in this overview with a label *Direct Billing*.

**Please Note:** Prices can be set at different levels (Partnership, Adslot, Advertiser, Global). In that case, the higher price will always be applied.



## 4.6. Advanced (Partnership)

Additional settings for the individual partnership can be found under *Advanced*. These fields are described below.

Overview **Advanced** Sizes Adslots Advertiser Filter Targeting

**Partnership ID 15135806**

Referrer Type  
transparent

**Bid Request includes**

Adslot category  geo location

**Yieldprobe Parameter**

Here you can add up to three parameters to the Yieldprobe Recommendation for this Partnership, in the form of "key = value" (e.g. "prio = 5"). They will show up as "c.key = value" (c.prio = 5) when the Yieldprobe Recommendation is sent to the ad server.

key	value
key	value
key	value

**Referrer Groups**

Channel Sport

Fig. 18 Yieldlab UI - Partnerships - Partnerships List - Advanced

- **Referrer type:** Here you can set whether and how the referrer is passed in the bid request.
  - **Blind:** No referrer is passed.
  - **Semi-transparent:** The referrer is overwritten with the entered URL.
  - **Transparent:** The complete actual referrer is passed.
- **Bid Request includes:** Determines the information that is passed with the Bid Request.
  - **Adslot category:** IAB category of the adslot, which can be stored on adslot level.



- **Geodata:** Mobile app longitude and latitude must be passed by the publisher.
- **Yieldprobe Parameters:** Here you can enter parameters that are passed in the Yieldprobe Recommendation.
- **Referrer Groups:** In the Yieldlab UI, groups can be created based on URLs where the Partnership should be delivered. To set this up, see section 8.4.

#### 4.7. Sizes (Partnership)

Formats must be activated for a partnership so that auctions for the respective sizes can be triggered within the framework of this partnership. All formats of this account's existing adslots are available.

Overview Advanced **Sizes** Adslots Advertiser Filter Targeting

### Enable sizes

Only the selected sizes will be included in the auction.

Filter → ← Filter

Only sizes of assigned Adslots

Available	Enabled
240x420	160x600 × 800x250 ×
250x300	
282x204	
300x50	
300x100	
300x150	
300x250	
300x600	
311x280	
320x50	

Save

Fig. 19 Yieldlab UI - Partnerships - Partnerships List - Sizes



## 4.8. Adslots (Partnership)

Adslots must be assigned to a partnership so that the partner can deliver on these adslots.

ID	Adslot		Floor Price	Fixed Price
12468112	Test	Multisize	0,00 €	0,00 €
12468113	Test	Multisize	0,00 €	0,00 €
12468114	Test	Multisize	0,00 €	0,00 €
12468115	Test	Multisize	0,00 €	0,00 €

Fig. 20 Yieldlab UI - Partnerships - Partnerships List – Adslots

**Please Note:** The formats that are to be delivered must additionally be activated in the partnership (see [section 4.7](#)).

In the *Adslots* section, individual adslots can be added to or removed from the partnership. You can also set a floor price or fixed price here, which then applies to the individual placement in precisely this partnership.

By clicking on the  $\equiv+$  icon, you can select the adslots to be added to the partnership. To select the adslots to be removed can be done by clicking on the icon  $\equiv-$ . Both lists include the already established filter options to make it easier to select the relevant adslots.

**Please Note:** Prices can be set at different levels (Partnership, Ad-slot, Advertiser, Global). In this case, the higher price is always applied.

**Please Note:** For multisize adslots, the price stored in the adslot-in-partnership level is applied to all sizes of this adslot in the respective partnership.



## 4.9. Advertiser Filter (Partnership)

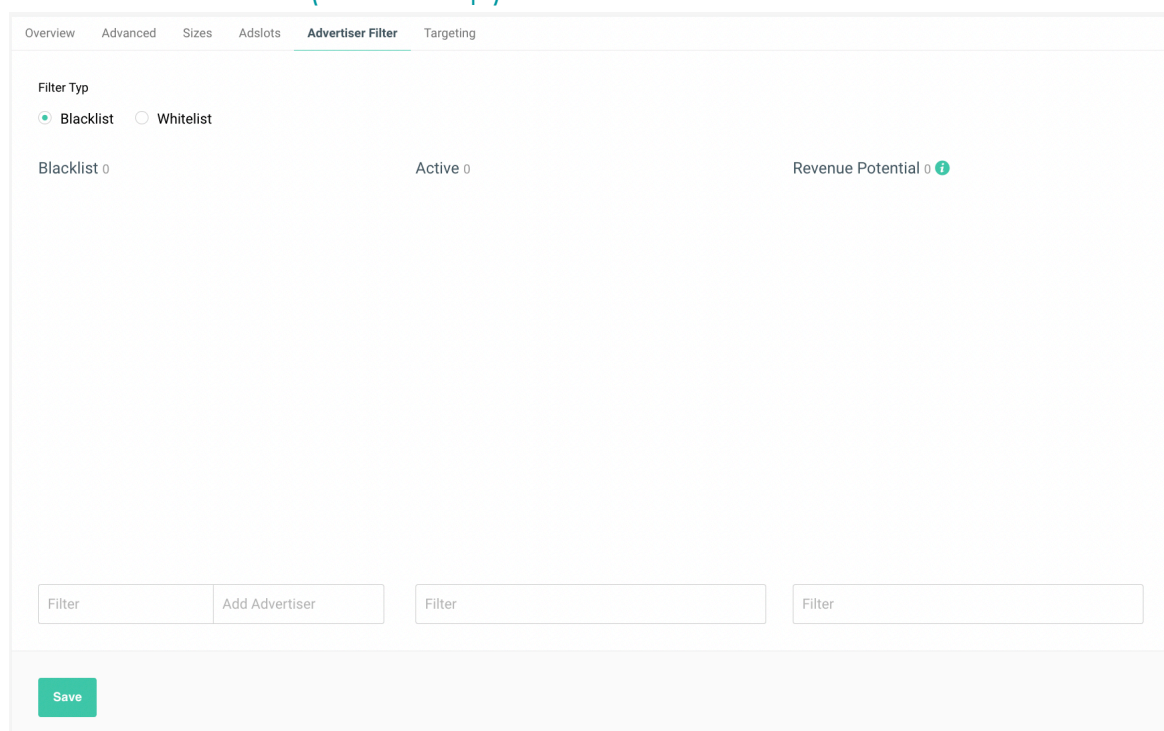


Fig. 21 Yieldlab UI - Partnerships – Partnerships List – Advertiser Filter

The advertiser filter is a domain filter that displays the different URLs stored behind the customer's respective domain. Only domains that are already stored in the system are displayed.

A distinction is made between *blocklist* and *allowlist*:

- **Blocklist:** Only the advertisers listed under *Blocklist* are not allowed to run on the partnership.
- **Allowlist:** Only the advertisers listed under *Allowlist* are allowed to run on the partnership.

If the *Blocklist mode* is selected, all the advertisers who have bid on this partnership within the last 24 hours but are blocked on any level are listed in the *Revenue Potential* column. The information on which level the respective advertisers are blocked (*S* - Supply Account, *P* - Partnership, *A* – Adslot) is also listed. If the advertisers are blocked on adslot level, the respective adslot ID is also displayed.

## 4.10. Category Filter (Partnership)

Filters can also be defined for advertiser categories. The advertiser categories that are unwanted for this partnership can be added to a blocklist. This



means that all advertisers assigned to this category will not take part in auctions for this partnership.

#### 4.11. Targeting (Partnership)

Yieldlab UI provides the ability to add targeting data to the partnership-level inventory. To use this feature, you must first ensure that:

- The targeting criteria has been set and stored on the partnership level.
- The targeting data has been linked to the Yieldprobe or adtag.

Yieldlab uses these settings to check whether a suitable deal exists for the transmitted criteria. The bid request is only triggered if the user falls into the stored target segments on the publisher website. The targeting data is not stored or passed on.

The targeting criteria can be entered via the UI as follows:

- **OR link between several targeting criteria:** An OR link between different targeting criteria can be mapped by adding another group. This is done by clicking the *Add Group* button. Up to 20 groups can be linked together.
- **AND link between several targeting criteria:** Within a group, different targeting criteria are linked by AND. To link a new targeting criterion with AND, click on *Add entry*. Up to five different criteria can be contained within a group.
- **OR linking of several values of a targeting criterion:** Several values can be entered for a targeting criterion. These must be separated by a comma, which corresponds to an OR operation of the values. The values are not case-sensitive. Only the following characters are permitted: 0-9a-zA-Z, \$!'.+()
- **Operators:** The values for a targeting criterion can be defined using the following operators: *is*, *is not*, *contains*, *does not contain*, *greater than*, *less than*.

For Programmatic Guaranteed Deals, the targeting tab is hidden by default.



Overview   Advanced   Sizes   Adslots   Advertiser Filter   **Targeting**

### Configuration

In this section you can configure targeting criteria for the selected partnership.  
Please add a new set to create an OR link between different criteria. Within one set, different targeting criteria are linked via AND.  
Within one targeting criterion, you may enter multiple values. They have to be comma-separated and are linked via OR.  
Keys and values are case-sensitive and only the following characters are valid: 0-9a-zA-Z\$\_!.,+\*()

matching key name		allowed values	
seg1	is	123	

+ Add entry

+ Add set

### Summary

The following targeting criteria are configured:

seg1 is 123

Save   Cancel

Fig. 22 Yieldlab UI - Partnerships - Partnerships List - Targeting

## 4.12. Duplicating Partnerships

A new partnership can also be created by duplicating an existing one. To do this, navigate to the desired partnership in the partnership list, click on the button at the right edge of the line and select the *Duplicate Partnership* function. This function is also available within a partnership on the upper left side.

A Private Auction can be converted into a Direct Deal or Preferred Deal (provided the Demand Partner supports the deal) and vice versa by changing the type. A Programmatic Guaranteed Partnership, on the other hand, always remains Programmatic Guaranteed.

When duplicating a partnership, a new partnership with its own ID is created after the initial selection of the demand partner and the type. In addition, you can select whether certain settings of the original partnership should be applied to the new one.

- **Copy Adslots and Adslot Prices:** If checked all the settings in the *adslots* tab will be copied, i.e., assigned adslots as well as floor and fixed prices for these





adslots in the partnership. If unchecked, no adslots will be assigned to the new partnership.

- **Copy Sizes:** If checked, the enabled sizes will be copied to the new partnership. If not checked, no formats will be activated.
- **Copy Partnership Pricing:** If checked, the partnership's floor price, fixed price and bid bias will be copied. If unchecked, the partnership's floor price and fixed price are set to 0 and the bid bias is inactive.
- **Copy Advertiser Filter:** If checked all the settings in the *Advertiser Filter* tab will be copied, i.e., *blocklist* or *allowlist* settings and assigned advertisers. If unchecked, the advertiser filter is set to *blocklist* and there are no advertisers on the list.
- **Copy Targeting:** If checked all the settings in the *Targeting* tab are copied. If not checked, no targeting is configured.

The deal duration is generally not transferred when duplicating. The priority is transferred unless the partnership type is changed from preferred deal to another type or vice versa. Direct billing is only transferred if the demand partner is not changed.

**Duplicate Partnership Test auctiotype**

Demand Partner

Test

Seat ID 8389

Type

Private Auction

Options

- Copy Adslots and Adslot Pricing
- Copy Sizes
- Copy Partnership Pricing
- Copy Advertiser Filter
- Copy Targeting

Duplicate Partnership Cancel

Fig. 23 Yieldlab UI - Partnerships - Partnerships List - Duplicating Partnership





#### 4.13. Available Advertisers

The menu item *Available Advertisers* lists all the advertisers that have bid on at least one partnership in the last 24 hours for which they are not on the advertiser *allowlist*. You have the option to *allow* the advertiser and so put it on the *allowlist*, or *block* the advertiser and thus permanently remove it from the list of available advertisers.



## 5. Pricing

The Pricing Manager enables you to set prices on different levels: *Partnerships*, *Adslots*, *Advertisers* or *Global*.

The screenshot displays the 'Partnerships' section of the Yieldlab Pricing Manager. At the top, there is a navigation bar with 'Partnerships' selected. Below it, a sub-navigation bar shows 'Partnerships', 'Adslots', 'Advertisers', and 'Global'. The main content area is titled 'Partnerships' and includes 'View Options' with dropdown menus for 'Status', 'Type', 'Auction Type', and 'Demand Partner'. A filter 'Partnership enabled' is applied, and a 'reset filter' button is visible. A table below shows four 'Test' partnerships with 'Floor Price' and 'Fixed Price' both set to '0,00 €'.

Deal	Partnership	Floor Price	Fixed Price
	Test	0,00 €	0,00 €
	Test	0,00 €	0,00 €
	Test	0,00 €	0,00 €
	Test	0,00 €	0,00 €

Fig. 24 Yieldlab UI - Pricing - Partnerships

The various view options available are shown above the view list. Using predefined filters, you can narrow down the list of entries. Depending on the level, different options are available:

In the *Partnerships* section:

- **Status:** By default, only active partnerships are displayed. This option displays inactive partnerships.
- **Type:** Allows filtering by type of partnership, i.e., Private Auction, Deal and Programmatic Guaranteed.
- **Auction Type:** The list can be filtered by 1st Price and 2nd Price.
- **Demand Partner:** This option can be used to filter the list of partnerships for a specific demand partner.

In the *Adslots* section:

- **Platform:** Allows filtering by platform, i.e., Web, Mobile Web, Mobile App, Addressable TV, Connected TV, and Digital out of Home.
- **Ad Type:** Allows you to filter by Banner, Video, Audio and Native.



- **Auction Type:** The list can be filtered by 1st Price and 2nd Price.
- **Channel:** Limits the list of adslots to selected channels.
- **Size:** Allows filtering by size of the adslots.

The respective filter options are also available on the *Adslots-in-Partnership* and *Partnerships-in-Adslot* sublevels,

No special view options are available in the Advertiser or Global view.

Each list view also has an integrated option in the table header to search for dedicated partnerships, adslots, or advertisers.

Generally, we recommend setting prices at partnership level and using prices at adslot level as a safety net.

### 5.1. Price Changes

If a price has been changed, the corresponding line is marked by a narrow green bar on the right edge of the screen.

Clicking the button (3 dots) will open the available options:

- **Apply Floor Price to All:** Applies the floor price of the current row to all other selected elements.
- **Apply Fixed Price to All:** Applies the fixed price of the current row to all other selected elements.
- **Discard Change:** Undoes the changes made to the current line.
- **Discard all Changes:** Undoes all the changes to the currently selected elements.

Clicking on the name of a partnership opens a new page where you can adjust the adslot prices in this selected partnership.

At the adslot level, clicking on an adslot allows you to adjust the prices for all partnerships associated with that adslot.



ID	Adslot	Size	Floor Price
560638	Test	120x100	4,00 €
560638	Test	120x101	2,00 €
560641	Test	1x1	0,20 €

Fig. 25 Yieldlab UI - Pricing – Adslots

It is also possible to assign prices at the advertiser level. This means that the floor or fixed prices can be assigned globally for specific advertisers, regardless of which demand partner or partnership is bidding on the inventory.

The floor price and fixed price cannot be set at the same time.

**Please Note:** If prices are set at different levels (Partnership, Adslot, Advertiser, Global), the higher price is always applied.

ID	Advertiser	Floor Price	Fixed Price
8058602	polestar.com	20,00 €	0,00 €
9928699	polestar.de	20,00 €	0,00 €
247718	chesterfieldshowroom.com	1,00 €	0,00 €
238861	24shells.net	0,20 €	0,00 €
11791	tchibo	0,00 €	0,00 €

Fig. 26 Yieldlab UI - Pricing - Advertisers



## 6. Reports

Various reports can be compiled in the Yieldlab UI. Basically, a distinction is made between *revenue reports* (≈) and *analytics reports* (↻).

All the templates that have been set up are listed in the *Report Templates* section with their name and report period. Analytics reports are available in the form of exports (csv and xlsx). Online reports as well as exports (csv and xlsx) can be generated from the revenue report templates. For larger time periods and data volumes, we generally recommend using the exports.

Clicking on the name displays the online report if it is available. On the right side of the table, various options are available to set up the report templates for e-mailing (✉), exporting (📄), duplicating (📄), editing (⚙️) or deleting (🗑️).

The screenshot shows the 'Report Templates' section of the Yieldlab UI. The navigation bar includes 'Dashboard', 'Inventory', 'Partnerships', 'Pricing', 'Reports' (active), and 'Insights'. The 'Report Templates' table has columns for 'Name' and 'Date Range'. It lists four templates, each named 'Test'. The first template is a revenue report (≈) with a date range of 'Yesterday'. The other three are analytics reports (↻) with a date range of 'This Week'. Each row has a set of action icons: an envelope (✉), a document (📄), a duplicate (📄), a gear (⚙️), and a trash can (🗑️). A '+ ' button is in the top right, and '1-4 of 4' is in the bottom right of the table area.

Name	Date Range	Actions
≈ Test	Yesterday	✉ 📄 📄 ⚙️ 🗑️
↻ Test	This Week	📄 ⚙️ 📄 🗑️
↻ Test	This Week	📄 ⚙️ 📄 🗑️
↻ Test	This Week	📄 ⚙️ 📄 🗑️

Fig. 27 Yieldlab UI - Reports

In addition, the five most recently generated exports are also shown below the report templates.

By clicking the e-mail icon, you can configure up to 7 templates for regular delivery via e-mail to the respective addresses. You can also select and send report templates with the time periods "Yesterday", "Last week", "Last month" or "Last 30 days". Multiple e-mail addresses can be entered comma separated.



**Configure scheduled report**

Every user may schedule a maximum of 7 reports being sent by email. Only templates with configured time periods Yesterday, Last Week, Last Month, or Last 30 Days can be selected for scheduling.

**Settings**

Schedule: Weekly

Schedule day: Mo Tu We Th Fr Sa Su

Recipient email addresses: [Input field] Add

No recipients added

Save Cancel

Fig. 28 Yieldlab UI - Reports - Set Up E-Mail Delivery

You can create a new template by clicking the plus sign in the reports overview. Here, you can select the template type and reporting period as well as the desired dimensions and key figures. You can also set the default settings for exporting the template.

**Create Template**

**General**

Template Type:  Revenue Report  Analytics Report

Name: [Input field]

Date Range: This Week

Start Date: 20/03/2023 End Date: 21/03/2023

**Dimensions**

Selected: Adslot, Deal ID, Partnership, Demand Partner, Demand Partner ID

Available: Partner

**Key Figures**

Selected: Impressions, Revenue, Net Revenue

Available: General, Fallbacks, eCPM

You may generate online reports and exports from this template.

Fig. 29 Yieldlab UI - Reports - Create Template



## 6.1. Revenue Reports

The dimensions and key figures that can be selected for the revenue reports are described below.

Dimensions:

- **Demand Partner:** Name of the Demand Partner.
- **Demand Partner ID:** ID of the demand partner assigned by YL.
- **Partnership:** Name of the partnership.
- **Partnership ID:** ID of the partnership assigned by YL.
- **Partnership Type:** Specified type of partnership.
- **Deal ID:** Configurable ID of the deal.
- **Advertiser:** Name of the advertiser.
- **Advertiser ID:** ID of the advertiser assigned by YL.
- **Adslot:** Name of the adslot.
- **Adslot ID:** ID of the adslot assigned by YL.
- **Site:** Inventory level for combining groups.
- **Group:** Inventory level for combining adslots.
- **Channel:** Channels assigned to the adslot.
- **Ad Type:** Advertising type of the adslot.
- **Platform:** Adslot platform.
- **External ID:** External ID of the adslot (if passed in the adtag).
- **Size:** Adslot format (width x height).
- **Adslot URL:** Referrer URL stored at the adslot.
- **Share type:** Indicates which YL billing type applies to the partnership.

Key Figures:

- **Impressions:** Number of billing-relevant impressions delivered by YL according to IAB (client-side) including non-RTB impressions.
- **Fallbacks:** Number of fallback advertising media delivered.



- **Revenue:** Gross revenue generated.
- **Net Revenue:** Generated revenue less YL revenue share.
- **eCPM:** Effective Thousand Contact Price.
- **Net eCPM:** Effective thousand contact price less YL revenue shares.
- **Start:** Number of started VAST advertising media.
- **25% played:** Number of VAST ads that were played at least 25%.
- **50% played:** Number of VAST ads that were played at least 50%.
- **75% played:** Number of VAST ads that were played at least 75%.
- **100% played:** Number of VAST ads that were played completely.
- **Clicks:** Number of clicks on VAST advertising media.

## 6.2. Analytics Reports

The dimensions and metrics that can be selected for analytics reports are described below.

Dimensions:

- **Demand Partner:** Name of the demand partner.
- **Demand Partner ID:** ID of the demand partner assigned by YL.
- **Partnership:** Name of the partnership.
- **Partnership ID:** ID of the partnership assigned by YL.
- **Deal ID:** Configurable ID of the deal.
- **Adslot:** Name of the adslot.
- **Adslot ID:** ID of the adslot assigned by YL.

Key figures:

- **YP Requests:** Number of incoming Yieldprobe Requests (can only be evaluated in connection with adslot dimensions).
- **Bid Requests:** Number of bid requests sent out.
- **Total Bids:** Number of valid bids received + bids by blocked advertiser + bids below floor + insecure bids.





- **No Bids:** Number of bids received that return 0 or remain unanswered without error.
- **Won Bids:** Number of bids received that won an auction.
- **YP Ignored Recommendations:** Number of bids received that won an auction but were not delivered.
- **Lost Bids:** Number of valid bids received that did not win in the auction.
- **Bids Below Floor:** Number of bids received that are below the floor price.
- **Bids By Blocked Advertisers:** Number of bids received from blocked advertisers.
- **Average Bid Price:** Average bid price of all valid bids.
- **Average Bid Below Floor:** Average bid price of all bids below floor price.
- **Average Bid By Blocked Advertisers:** Average bid price of all bids by blocked advertisers
- **Deliveries:** Number of RTBs delivered by YL (server-side).
- **Impressions (RTB):** Number of RTB impressions delivered by YL according to IAB (client-side).
- **Loss Rate:**  $(1 - \text{Impressions (RTB)} / \text{Deliveries}) * 100$



## 7. Insights

The menu item *Yieldlab UI > Insights* offers several interactive BI dashboards that deliver advanced insights into supply-side as well as demand-side trends.

### 7.1. Supply Overview

This page provides an overview of the primary supply-side metrics.

- **Revenue by Platform Type** shows the revenue generated broken down by type of inventory.
- **eCPM by Platform Type** shows the average CPM (Cost Per Mille) broken down by type of inventory.
- **Impressions by Platform Type** shows the generated impressions broken down by type of inventory.
- **Trend Revenue and eCPM** shows the development of the revenue and average CPM key figures over time. Revenue is displayed on the left-hand y-axis and CPM on the right-hand y-axis.
- **Trend Revenue by Platform Type** shows the revenue development over time broken down by type of inventory.
- **Top10 URLs by Revenue** shows the top 10 revenue generating pages/page categories based on their respective share of total revenue.
- **Top10 Adslots by Revenue** shows the top 10 ad spaces in terms of revenue based on their respective share of total revenue.

### 7.2. Demand Overview

This page provides an overview of the primary demand-side metrics.

- **Top10 Demand Partners by Revenue** shows the 10 highest revenue buyers based on their respective share of total revenue.
- **Top10 Deals by Revenue** shows the top 10 deals by revenue based on their respective share of total revenue.
- **Trend eCPM vs. Bid Price** shows the development of the average CPM and average bid price key figures over time.
- **Bid Metrics** shows the number of ignored recommendations to deliver a campaign over time broken down by type of inventory.
  - **Won Bids:** Number of bids received that won an auction.



- **YP Ignored Recommendations:** Number of bids received that won an auction but were not delivered.
  - **Lost Bids:** Number of valid bids received that did not win in the auction.
  - **Bids Below Floor:** Number of bids received that are below the floor price.
  - **Bids By Blocked Advertisers:** Number of bids received whose advertiser is blocked.
- **Avg. Bid-Price by Platform Type** contains the average bid price broken down by type of inventory.
  - **eCPM by Platform Type** contains the average CPM (Cost Per Mille) broken down by type of inventory.
  - **Revenue by Platform Type** contains the revenue generated broken down by type of inventory.

### 7.3. Yesterday

This page shows the evolution of the previous day's revenue of the 10 top-selling demand partners of the last 7 days compared to different time periods.

- **Top10 Demand Partner (yesterday -> day before yesterday)** shows the absolute change in revenue compared to the day before yesterday.
- **Top10 Demand Partner (yesterday -> same weekday of last week)** shows the absolute change in revenue compared to the identical weekday of the previous week.
- **Top10 demand partners (yesterday -> last 7 days)** shows the absolute change in revenue compared to the average daily revenue of the last seven days.

### 7.4. Deal Check

The sole purpose of this page is to check whether a deal has already started, taking into account the most important key figures. The period under review is limited to the last seven days.

- **Bid Requests** provides information about the number of bid requests that were sent for the respective deal.
- **Total Bids** provides information on the number of all bids submitted for the respective deal.
- **No Bids** provides information about the number of unanswered bid requests sent for the respective deal.



- **YP Ignored Recommendations** provides information about the number of auctions won in Yieldlab that were rejected by the marketer or publisher ad server.
- **Bids below Floor** provides information about the number of bids that were placed below the required minimum price.
- **Blocked Advertiser** provides information about the number of bids placed by a blocked advertiser.
- **Impressions** provides information about the number of advertisements played.
- **Avg. bid price** provides information about the average bid price.
- **Bidrate** provides information on the ratio of bids placed (total bids) to bid requests made available (bid requests).
- **Winrate** provides information about the ratio of winning auctions (Won Bids) to submitted bids (Total Bids).
- **Winrate Adserver** provides information about the ratio of delivered ads (impressions) to submitted bids (total bids).
- **Ignored Reco Rate** provides information about the ratio of rejected recommendations (YP Ignored Recommendations) to submitted bids (Won Bids).

## 7.5. Functions

Insights dashboards provide the following function to further analyze the information presented.

Additional filters can be set in the bar on the right side of the dashboard. Set filter settings can be reset via the filter icon marked with an "x" next to the title of the respective filter.



## 8. Settings

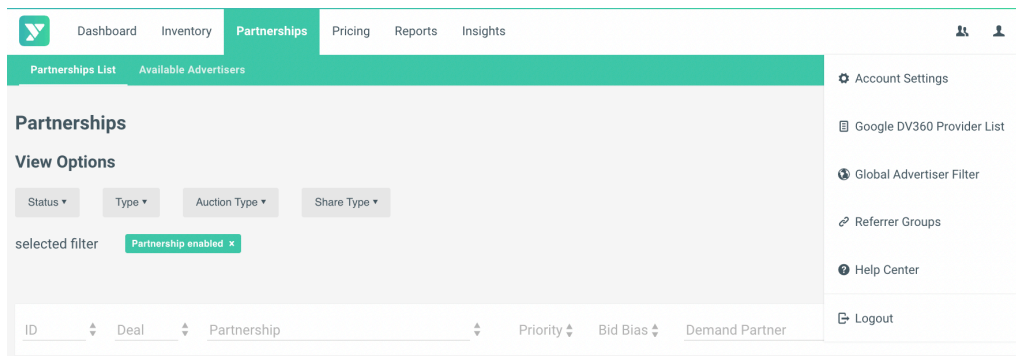


Fig. 30 Yieldlab UI - Settings

### 8.1. Account Settings

Here, if necessary, you can change the e-mail address and password of this account. In any case, it is necessary to enter the current password.

### 8.2. DV360 Provider Allowlist

Here you can select the Ad Technology Providers for which a user consent is available so that Google DV360 can submit bids in a GDPR-compliant manner.

When DV360 adds new providers to the list, they are unselected by default.

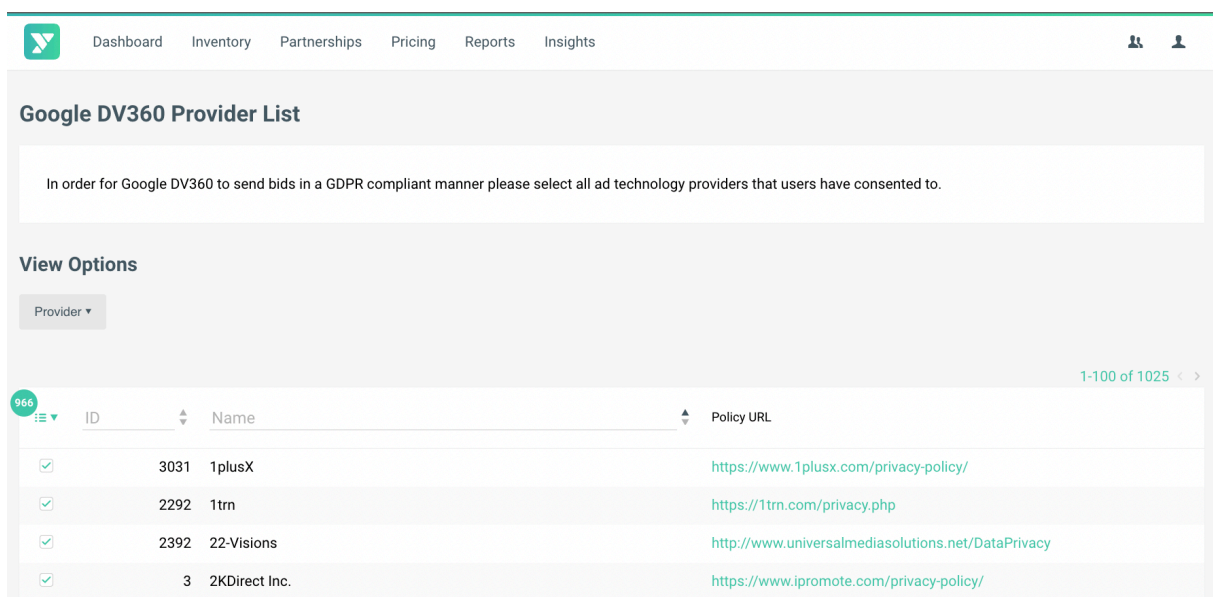


Fig. 31 Yieldlab UI - Settings - DV360 Provider Allowlist



### 8.3. Global Advertiser Filter

In addition to the advertiser filters on the partnership and adslot levels, you can also set a global advertiser filter. You can access the filter at *Settings > Global Advertiser Filter*.

Here, active, unwanted advertisers can be added to the global *blocklist* so that they are not delivered across all partnerships and adslots.

**Please Note:** If a global advertiser filter is set, it will override all *blocklist/allowlist settings* at the partnership and adslot levels.

### 8.4. Global Category Filter

In addition to the advertiser filters on the partnership and adslot levels, you can also set a global advertiser category filter. You can access the filter at *Settings > Global Category Filter*.

Here, active, unwanted advertiser categories can be added to the global *blocklist* so that they are not delivered across all partnerships and adslots.

**Please Note:** If a global category filter is set, it will override all *allowlist settings* at the partnership and adslot levels.

### 8.5. Referrer Groups

Referrer groups can be used to define on a domain basis on which websites bid requests may be sent for certain partnerships. This prevents advertising from being displayed on arbitrary websites via Yieldlab tags.

Referrer groups can be created via the *Settings > Referrer groups* item: A name of the referrer group must be assigned in the Name field. For each referrer group, allowed and/or excluded referrers can be stored. A requested page will then be checked against both the included and excluded referrers of the group and handled accordingly. Valid entries for referrers are exclusively hostnames with associated top level domain (see [publicsuffix.org](https://publicsuffix.org)) without specifying possible protocols.

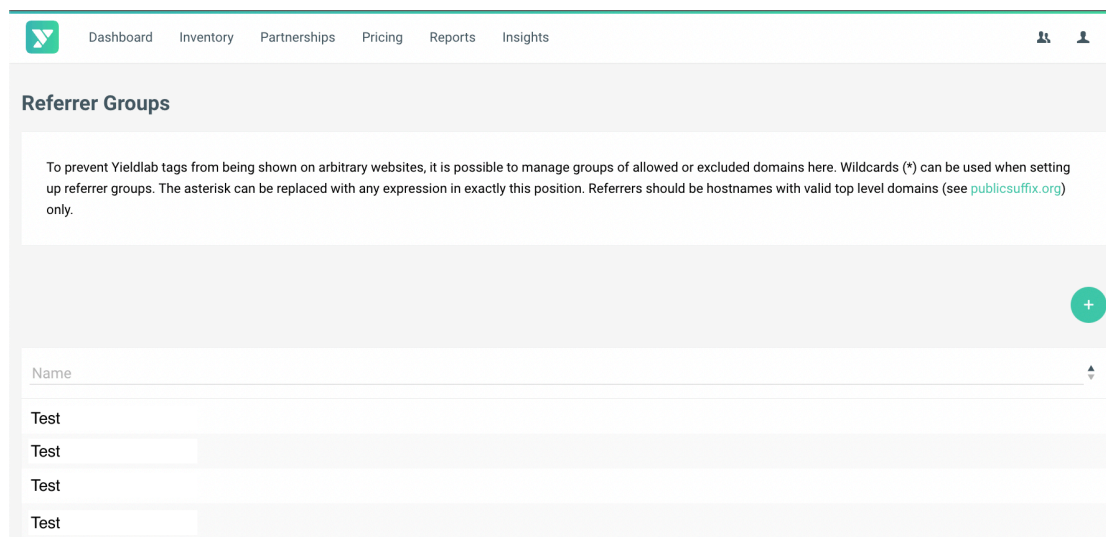


Fig. 31 Yieldlab UI - Settings - Referrer groups

When creating referrer groups, wildcards (\*) can be used to map homepage rotations, for example. This makes it possible to target specifically e.g., [yieldlab.de](https://yieldlab.de) as a homepage as well as use general expressions such as \*.de (all pages ending with .de).

Example: If you define [yieldlab.de](https://yieldlab.de) as allowed in a referrer group, then only "yieldlab.de" is matched. If, however, you want to include everything that is contained within "yieldlab.de", e.g., also "yieldlab.de/publisher", you can do this by adding an asterisk like so: \*yieldlab.de\*. The asterisk can be replaced as a so-called wildcard by all possible expressions at exactly this position.

If you want that a partnership delivers (or not delivers) only on certain domains, the referrer groups must be activated in the individual partnerships (see Section 4.6).

If you want to work with referrer groups, it is important to pass the *pubref* parameter within the Yieldprobe or adtag request to ensure that the referrer is recognized correctly.

## 8.6. Help Center

Additional user documentation, technical documentation, and information about the toolbar can be downloaded from the Help Center.



## 9. Contact Publisher Services

Phone: 040 609 4696 21

[publishersolutions@virtualminds.com](mailto:publishersolutions@virtualminds.com)

<http://www.yieldlab.de/publisher/#publisher-services>