



Updated: 04.03.2024

## **Yieldlab**

### **csv-Export: Partnerships list**

To export all an account's partnerships including the details in the Yieldlab UI go to *Partnerships > Partnerships List* and select *Download Partnerships List*.

All the account's partnerships will be exported in csv format and the information below will be provided.

### **csv-Import: Partnerships list**

Importing the partnerships csv list allows you to create multiple new partnerships or modify existing partnerships. In the Yieldlab UI you can upload your partnerships csv list under *Partnerships > Partnerships List > Upload Partnerships*.

Whether you are creating new partnerships or modifying existing ones, the following rules apply for the import:

- The uploaded file must be a semicolon-separated csv file.
- It must include the title line with the exact column names.

If you wish to enter several values for a parameter, these must be separated with a vertical bar | . (Please note: Do not use spaces after the bar).

Do not enter any partnership IDs when creating new partnerships via csv import.

When changing existing partnerships via csv import, the existing IDs of the partnerships to be changed must be specified.

Partnership IDs must not appear more than once within the csv file.

The following fields are available in the csv file:



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Parameter	Description	Mandatory	Modifiable	Selection Options
Partnership ID	Partnership ID. Cannot be modified for existing partnerships. Must be unique. Must be left blank when creating new partnerships.	-	-	-
Partnership Name	Name of the partnership. Maximum 128 characters.	yes	yes	-
Status	Indicates whether the partnership is active.	yes	yes	<ul style="list-style-type: none"><li>• Enabled</li><li>• Disabled</li><li>• Auto-Disabled (not available for upload)</li></ul>
Last Automated Deactivation	Date of the last automatic deactivation of the partnership.	no	no	-
Demand Partner ID	Demand Partner ID. This must be an existing ID.	yes	yes	-
Demand Partner Name	Name of the Demand Partner.	no	yes	-
Partnership Type	Describes the type of partnership.	yes	no	<ul style="list-style-type: none"><li>• Private Auction</li><li>• Direct Deal</li><li>• Preferred Deal</li><li>• Programmatic Guaranteed</li></ul>
Deal ID	ID for deal. For partnership types Direct Deal, Preferred Deal, and Programmatic Guaranteed. A new Deal ID is created if this field is left blank and the Demand Partner supports deals.	no	yes	-
Deal Start	Start date of a deal. For partnership types Direct Deal, Preferred Deal, and Programmatic Guaranteed. Must not be after the end date.	no	yes	yyyy-mm-dd hh:mm +hhh



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Parameter	Description	Mandatory	Modifiable	Selection Options
Deal End	End date of a deal. For partnership types: Direct Deal, Preferred Deal, and Programmatic Guaranteed. Must not be before the start date.	no	yes	yyyy-mm-dd hh:mm +hhh
Priority	Partnership priority level.	no	yes	0-9 10 = Preferred Deal
Auction Type	Auction type of the partnership to determine the clearing price.	no	yes	<ul style="list-style-type: none"> <li>• First Price</li> <li>• Second Price</li> </ul>
Floor Price	Minimum bid for auction participation in this partnership in cents.	no	yes	-
Fixed Price	Fixed price for this partnership in cents.	no	yes	-
Bid Bias Type	Indicates whether a bid bias is set and what type.	no	yes	<ul style="list-style-type: none"> <li>• Flat</li> <li>• Percentage</li> <li>• Empty</li> </ul>
Bid Bias Value	Specifies the value stored as bid bias in cents or percent.	yes, if Bid Bias Type is selected	yes	-
Referrer Type	Specifies which referrer to pass for this partnership.	no	yes	<ul style="list-style-type: none"> <li>• Transparent</li> <li>• Semi-transparent</li> <li>• Blind</li> </ul>
Overwrite referrer	Stored referrer of the partnership (only for referrer type semi-transparent).	yes, if referrer type semi-transparent is selected	yes	-
Category Info	Specifies whether the category of the adslot should be passed for this partnership.	no	yes	<ul style="list-style-type: none"> <li>• yes</li> <li>• no</li> </ul>
Geolocation	Specifies whether the location data should be passed for this partnership.	no	yes	<ul style="list-style-type: none"> <li>• yes</li> <li>• no</li> </ul>
Billing Over	Indicates whether this partnership is billed through Yieldlab or the Demand Partner.	no	no	-



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<b>Parameter</b>	<b>Description</b>	<b>Mandatory</b>	<b>Modifiable</b>	<b>Selection Options</b>
Enabled Sizes	Lists all formats that are enabled for this partnership. Height x width. Enter multiple values separated by a bar.	no	yes	-
Non-enabled Sizes from Ad slots	Lists all formats of linked adslots that are not enabled for this partnership. Field must remain empty.	no	no	-
Targeting Summary	Lists all targeting settings for this partnership. Will be ignored for upload.	no	no	-