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Troubleshooting Guide

First aid for the most common difficulties

Marketers/publishers sometimes face the challenge of identifying the causes behind the reduced performance of deals (partnerships) or adslots.

This guide provides some assistance and guidance for troubleshooting such issues.

1. No or few bid requests

In regards of monitoring direct deals it can occur that deals send too few or no bid requests. If feedback from the demand side or an independent check has determined that a deal is not sending bid requests to the DSP, the following aspects should be investigated.

Checklist:

Possible causes	**Checked**
Adslot linking and incoming traffic	
No format selected	
Incorrect deal targeting	
Incorrect use of referrer groups	

1.1. Adslot linking and incoming traffic

In order for deals created in YRD to be able to send bid requests to the respective demand partner, they must be linked to an inventory source. This can be done in the “adslots” section within the partnership.

A corresponding report must also be viewed to check whether the selected adslots are integrated correctly and sending traffic to Yieldlab.

1.2. No format selected

Since February 2021 it has been possible in YRD to activate/deactivate individual formats within partnerships. This makes it necessary for at least one format to be selected for a partnership in order for this partnership to send out bid requests.

If formats have already been activated for the partnership in question, it must be ensured that the selected formats also match the linked adslots or are set up at adslot level.

1.3. Incorrect deal targeting

Targeting can be used in the deal area for pretargeted deals. But if the targeting is created incorrectly, too few or no bid requests may be sent.

The configured targeting rules within the deals must be reviewed again to ensure they are correct. It must also be checked that the parameters and values used in YRD are also transferred to Yieldlab in the request.

1.4. Incorrect use of referrer groups

When using referrer groups within deals, it should be kept in mind that they limit the number of bid requests sent.

It must be verified that the referrer groups in use also correspond to the adslot URLs of the linked adslots; otherwise, no bid requests will be sent. If the number of requests sent is too low, it should be revised to what extent the use of referrer groups is actually necessary.

1.5. Consent and supply chain object

The transfer of consent and the supply chain object for affected pages can also impact the number of requests sent. This must be reviewed by the publisher to ensure that the relevant information is transmitted to Yieldlab. note that a TCF 2.0 compliant consent string with consent for the Vendor ID 70 and all relevant DSPs in the programmatic chain is required. It should also be noted that all necessary purposes must be queried and included by the user.

The supply chain object is to be transmitted for pages in the request for which the marketer has a secondary marketing mandate, i.e. the marketer does not operate the pages themselves (websites are not owned and operated). It must also be ensured that the information on the Sellers.json of the marketer and in the ads.txt file of the domain match.

2. No or few bids

When examining deals, low performance can also be triggered by no or a small number of bids. This can be seen in the “Total Bids” value in the corresponding reports. If bid requests are sent on the deals concerned but remain unanswered, this can be due to various reasons.

Checklist:

Possible causes	Checked
Demand partner is not bidding yet	
Demand partner receives too few bid requests	
Demand partner uses targeting options	
Relevant information for bidding behaviour is missing	

2.1. Demand partner is not bidding yet

One of the simplest causes in this case is that the demand partner has not bid, for example if the campaign has not yet started. To verify this, dialogues must be initiated with the demand partner. The demand partner can then make a statement as to whether the campaign/deal is already live on the demand side (DSP).

2.2. Demand partner receives too few bid requests

If the demand partner does not receive enough traffic, this can also affect the bidding behaviour. A comparison of the data in cooperation with the demand partner is recommended in this case. For troubleshooting if there are too few bid requests, see **point 1 as well: No or few bid requests.**

2.3. Demand partner uses targeting options

In addition to the option of configuring targetings within YRD as part of pretargeted deals, targeting on the DSP side is also possible. If the relevant demand partner has set up targeting within the DSP for the deal concerned, this may limit the number of bids. To what extent targeting of any kind is used can only be determined in discussions with the demand partner.

If targeting is configured, it must be checked what the targeting is based on. It can then be assessed to what extent the targeting can be optimised or to what extent targeting rules that are too strict could be loosened.

2.4. Relevant information for bidding behaviour is missing

Ultimately, information that is missing but relevant to the demand side can also be missing within the requests. Because this information is integration-related, it is up to the publisher to periodically review it and ensure that Yieldlab, and therefore the demand side, is receiving the information. If some of the information are missing, there may be reduced bidding behaviour.

Relevant information/data to check in this case:

- **Consent data**: Does YL receive a valid TCF 2.0 consent string? Does this contain consent for the Vendor ID contain 70 (YL) with all relevant purposes?
- **Supply chain object**: Is the SPO passed on correctly to YL? Do the references match the information in the seller's Sellers.json and the website's ads.txt?
- **Referrer URLs**: Is the pubref parameter used to submit the full URL? Is the URL passed on correctly?
- **IDFA (CTV, In-App):** Is an IFA passed in the request and Yieldlab? Does this correspond to the UUID format recommended by the IAB (32 hexadecimal characters in format: 8-4-4-4-12)?

We would also be happy to provide personal support on this topic. Please get in touch with your Yieldlab contact directly.

3. High ignored ecommendation rate

The ignored recommendation rate (IRR) indicates what proportion of the won bids returned by Yieldlab are ignored by the adserver. This is calculated as follows:

$$IRR = \left(\frac{Total\ of\ ignored\ recommendations}{Total\ of\ won\ bids}\right) * 100\%$$

If high ignored recommendation rates occur, auctions won in Yieldlab cannot be efficiently monetised because the delivery tag is not delivered or called.

Checklist:

Possible causes	**Checked**
Too low bid prices and high competition	
Incorrect interpretation/assignment of key values	
Targeting (post-bid) in the adserver	
Faulty integration	

1.1. Low bid prices and high competition

A possible reason for high ignored recommendation rates is that the bid prices are too low. Within header bidding, higher bid prices from other connected SSPs/bidders may result in Yieldlab won bids being ignored due to price or ignored within the header bidding auction. The higher the number of connected bidders in the system, the more this is amplified.

To verify this, a comparison of the average bid prices and eCPMs in the adserver with the same key figures in the Yieldlab SSP can be helpful. If the bid prices in the Yieldlab reports are significantly below the average prices in the adserver, this could be a reason for the high ignored recommendation rates.

Use of the unified auction within Google is also a cause for high IRRs in many cases. The prices stored in Google are usually not communicated to the integrated bidders, so there is no way to optimise towards these prices.

In order to bring achieve an improvement on the IRR, prices must also be stored within the Yieldlab SSP. This allows higher bid prices from the demand partners to be triggered, particularly in the private auction. The use of floor prices can help improve the IRR. Yieldlab therefore strongly recommends configuring floor prices in YRD in any case.

Prebid.js also has the option to use the sendallbids setting. This ensures that all bids are forwarded to the adserver. Separate optimisation measures then become available within the adserver. When optimising deals, it makes sense to be able to prioritise them higher in the adserver if necessary. If a higher prioritisation for deals is also used within YRD, this must also be reflected within the adserver in order to ensure uniform and trouble-free setup.

With the help of referrer groups, the websites on which bid requests for certain partnerships may be sent can be defined on a domain basis. Referrer groups are not effective for app and CTV adslots, as app and bundle names are used here. If the supply partner works with referrer groups, the complete transfer is essential to ensure the complete mapping of the groups due to the changing browser landscapes.

1.2. Incorrect interpretation/assignment of key values

When using key values for adserver targeting, incorrect allocation and interpretation of the returned values can lead to an increased IRR. This is particularly likely with an IRR of 100%.

In this case, the key values used and those supplied by Yieldlab should be compared, and it should be reviewed whether the allocation/mapping in the adserver works correctly.

1.3. Additional targeting (post-bid) in adserver

If additional targeting (post-bid) takes place within the adserver after receiving the Yieldlab recommendation, this can also lead to an increased IRR.

The actual need for targeting should be checked here. Another option to avoid a high IRR is to use the targeting options within YRD for pretargeted deals instead.

1.4. Faulty integration

Incorrect integration can also lead to increased IRR under certain circumstances. This is especially the case with an IRR of 100%. The reasons for this are mostly within the adserver setup and should therefore be checked by the publisher.

Some starting points here are the assignment of the responses to the appropriate line items/placements, the correct configuration of the various formats, especially in multisize contexts, and the verification of the key values described above.

4. High loss rate

The loss rate describes the difference between deliveries and impressions in percentage terms and is calculated as follows:

$$Loss\ rate\ = (\frac{1 - \ Impressions\ (RTB)}{Deliveries}) \ * \ 100$$

A loss rate occurs if no rendering of the creative takes place after the Yieldlab delivery tag is called and therefore no impression is generated. This problem can occur with all types of integration.

Checklist:

Possible causes	**Checked**
Incompatible advertising creatives	
Filters and tools	
Earlier call of the delivery tag	
Incorrect rendering	

4.1. Incompatible advertising creatives

High loss rates occur particularly in the video area. A slightly increased loss rate of up to 20% is usually to be expected. However, if the loss rate is significantly higher, the cause may be a faulty ad that, for example, does not meet the requirements of the video player.

A comparison of the buyer's own video specs with the advertisers creative should therefore first be carried out in order to be able to rule out or rectify this cause.

4.2. Filters and tools

Another reason for issues can be the use of certain filters, blockers or performance tools. This is relevant as soon as the deployment takes place after the delivery tag has been called.

It must be checked to what extent the supply or demand side uses such tools, e.g. within the creative or the player display. Based on this, the individual requirements or relevant parameters for the tools should be reviewed in order to determine the cause of the blocked advertising material.

4.3. Earlier call of the delivery tag

Depending on the circumstances within the publisher's integration, calling the yieldlab delivery tag prematurely can lead to high loss rates. If the delivery tag is called but the video ad never starts, for example due to the position of the adslot (out-of-view, click-to-play), this results in a large difference in deliveries and impressions. If this is the case, the publisher must check whether the (time) interval between calling the delivery tag and the time of the realistically possible impression can be adjusted or reduced.

4.4. Incorrect rendering

In certain cases, there may also be problems with the playout in the video area within the player. In most cases, such player errors are triggered by one of the causes mentioned above, in particular by incompatible advertising creatives. If the problem cannot be explained by the above causes, it is advised to check the functionality of the player.

A high loss rate rarely occurs with banner advertising, but this key figure should be checked regularly, since an excessively high loss rate for banner placements indicates a corresponding problem with the integration, which can also lead to problems when rendering the advertising creatives.

5. Bids by blocked advertiser

Within the YRD analytics reports, it is possible to look at the "bids by blocked advertiser" value. This can be particularly important if the performance of a deal/adslot is noticeably low. The "bids by

blocked advertiser" value describes the number of bids on the demand side that cannot be considered for the auction due to a filter.

However, if this value is conspicuous for a specific deal or adslot, the possible causes can be checked as follows.

Checklist:

Possible causes	**Checked**
Advertiser is blacklisted/usage whitelist	
Advertiser not approved yet	

5.1. Advertiser is blacklisted/usage whitelist

In the first step, it must be investigated xat which level the advertiser is blocked. It must then be checked to what extent blacklists are in use on the adslot or deal level that include the advertiser.

In addition, when using whitelists, it should be noted that the advertiser in question must also be approved for them. Advertisers who are not yet on the whitelist are then listed within the deal under "available advertisers".

5.2. Advertiser not approved yet

If there still is a high number of "bids by blocked advertisers" and the problem cannot be solved by one of the points mentioned above, further steps must be taken.

To ensure advertisers are of high quality, new advertisers are checked by Yieldlab before they are approved in the system. This can occasionally result in advertisers not yet being admitted to the Yieldlab auctions. In this case, please get in touch with your personal contact person to have this checked and, if necessary, have the advertiser approved.

6. Bids below floor

An increased number of bids below floor can also be a cause of the lower performance of a deal. This value can also be checked in the YRD platform in analytics reports or within the insights area. It describes the number of bids that are below the floor price and are therefore not considered for the auction.

Checklist:

Possible causes	Checked
Demand partner bids too low	
Incompatible pricing structures	

6.1. Demand partner bids too low

One of the most common causes is the insufficient bidding behaviour of the respective demand partner. The number of total bids can be viewed in the YRD analytics report. To fix the problem and improve this value, it is necessary to discuss this with the demand partner, since optimisation can only happen on the demand side in this case.

6.2. Incompatible pricing structures

In some cases, however, the use of different pricing models at different levels in YRD can also lead to an increased “bids below floor” value. This is based on a rule in the Yieldlab system that the higher configured price is decisive in every case.