



ezoic

Direct ads

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- 9 years working in Account Management (split between the pharmaceutical and tech industry)
- Keen sportsman (particularly running, field hockey and golf)
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Weekly Walk-Thru with Ezoic

What's on tap?

- **Direct Ads**
 - What are they, and when should we look to use them?
- **Things to consider before setting up a direct deal?**
 - Handy Questions to ask of any prospective partner
- **Setting up a Direct Deal**
 - What this looks like and what we need to enter





What are Direct Ads?

Let's start with the Basics - What is a direct deal?

- A direct deal is a deal that you, the publisher has gone out and proactively sourced. (directly if you will)
- Not programmatic-a throwback to how all advertising used to occur before programmatic streamlined the process.
- Process is somewhat convoluted, and hopefully after this presentation you will see why so many publishers rely now on programmatic advertising!
- Often used for limited times, in conjunction with content. Running an article on Disney Plus? Have them sponsor the page with their ads.

Example of a site using direct deals to supplement content



The screenshot shows the Metro website interface. At the top is a green header with the Metro logo and navigation links. Below this is a blue banner for Disney+ featuring characters from Disney, Pixar, Marvel, Star Wars, and National Geographic. A green arrow points from the text 'Disney+ enrichit son catalogue avec l'arrivée de Star' to the Disney+ banner. Below the banner is an article titled 'Disney+ enrichit son catalogue avec l'arrivée de Star' dated 29/01/2021. The article features a collage of movie posters including 'The X-Files', 'Black Panther', 'Ugly Betty', 'Big Sky', and 'Modern Family'. To the right of the article is a vertical stack of Disney+ content tiles for Disney, Pixar, Marvel, Star Wars, and National Geographic. At the bottom of the page is a blue banner for the Disney+ launch offer, stating 'OFFRE DE LANCEMENT 1 an | 59,99€' and 'Précommandez'.

07/04/2021 Contact Annoncer Journal Digital

metro

ACTUALITÉ CULTURE FEELGOOD GREEN LIFESTYLE VIDEO INSOLITE JOB CONCOURS JEUX

Disney+ Du divertissement en continu pour seulement €6,99 par mois [Inscrivez-vous](#)

Disney+ enrichit son catalogue avec l'arrivée de Star

29/01/2021

Disney+ Découvrez **STAR** dès le 23 février

Inscrivez-vous avant pour économiser plus de 20%**

6,99 € par mois [Inscrivez-vous](#) 69,99 € par mois [Inscrivez-vous](#)

ECONOMISEZ 22% ECONOMISEZ 22%

THE X-FILES black panther UGLY BETTY LOVE, VICTORY HELSTRUM BIG SKY modern family

Disney+ OFFRE DE LANCEMENT 1 an | 59,99€ [Précommandez](#) OFFRE LIMITÉE 59,99€

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Direct Ad Terminology

What are Orders, Line Items, and Creatives?

- **Order** - an agreement between a publisher and an advertiser
- **Line Item** - the advertiser's commitment to purchase a specific number of impressions
- **Creative** - the actual ad content that is delivered to your users



<https://support.google.com/admanager/answer/6027116?hl=en>

Line Item Types and Priorities

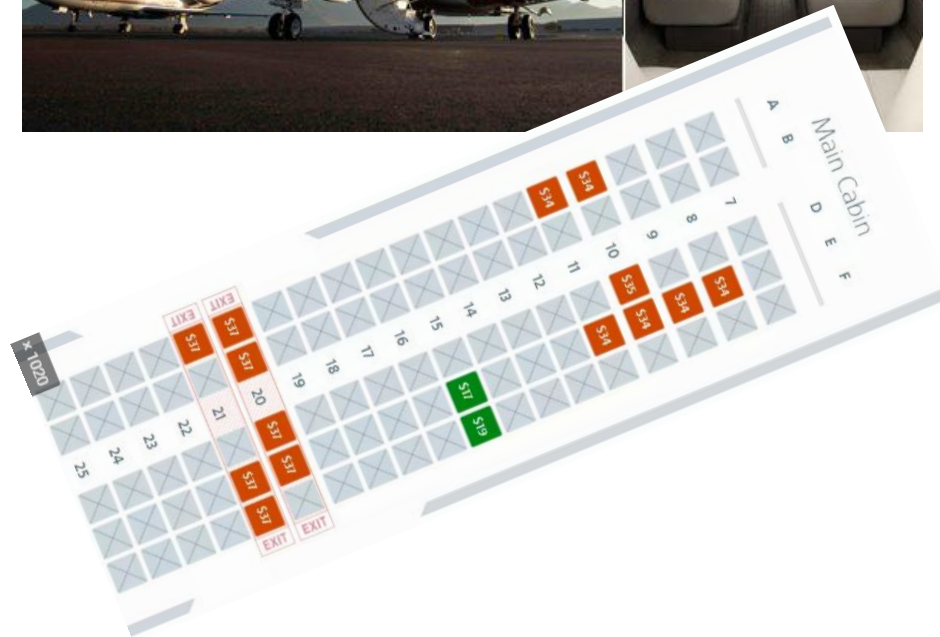
- **Sponsorship** - Serves based upon a defined percentage of impressions and a start and end time. Fixed % of impressions. *(Highest Priority)*

'I want to serve my campaign for 100% of impressions on the homepage for 3 days'

- **Standard** - Serves based upon a defined impression goal and start and end time. Fixed number of impressions. *(2nd priority)*

'I want to serve 100k impressions on the site over the span of 30 days'

<https://support.google.com/admanager/answer/177279?hl=en>



Line Item Types and Priorities ctd.

- **Price Priority** - Serves primarily based on price, with optional daily or lifetime delivery caps. (3rd, but non-guaranteed) 'I will pay \$2 CPM whenever there are no bids higher than that'



- **House** - Serves when nothing else wants to (Last)





How to get a direct deal set up

I've been approached for a direct deal-what do I do next?

Make sure that these deals are profitable for you, otherwise, what's the point?

What to check before making a deal:

- Where do they want to target?
- How much are they offering?
- How long will the deal run for?
- What type of deal is it? A sponsorship deal/Standard/Price Priority or House?

We only do CPM ads through the app, not CPC currently, we are looking at improving this functionality but be aware that this is not currently supported.

Fill rate is important because if someone gives you a \$2 cpm but only fills 50% of the time its not a \$2 cpm is a 1 dollar cpm

Make sure to check Device type for accurate information

Let's Imagine someone has got in touch and offered you a deal to show an ad at the top of the page at a \$1.60 CPM is this a good deal?

We can go to Yield reports and look at the data. Here we can see that the average price is \$1.52-so this would be a good deal?

Columns: ADD FILTERS							
Ad Location	Impressions	Revenue	RPM	Clicks	Ctr	Viewability	Impressions With Refreshes
	1,117,967 % of Total: 100.00% (1,117,967)	\$1,881.36 % of Total: 100.00% (\$1,881.36)	\$1.68 Avg for View: \$1.68 (0.00%)	2,302 % of Total: 100.00% (2,302)	0.21% Avg for View: 0.21% (0.00%)	57.41% Avg for View: 57.41% (0.00%)	1,867,734 % of Total: 100.00% (1,867,734)
bottom floating	198,041 (17.71%)	\$607.81 (32.31%)	\$3.07	569 (24.72%)	0.29%	92.23%	590,725 (31.63%)
top of page	151,768 (13.58%)	\$229.99 (12.22%)	\$1.52	351 (15.25%)	0.23%	28.56%	202,225 (10.83%)
under second paragraph	144,073 (12.89%)	\$197.30 (10.49%)	\$1.37	416 (18.07%)	0.29%	56.70%	175,815 (9.41%)
mid content	142,138 (12.71%)	\$135.80 (7.22%)	\$0.96	276 (11.99%)	0.19%	63.37%	172,667 (9.24%)
long content	117,059 (10.47%)	\$101.58 (5.40%)	\$0.87	174 (7.56%)	0.15%	57.11%	155,152 (8.31%)
incontent 5	107,795 (9.64%)	\$101.71 (5.41%)	\$0.94	94 (4.08%)	0.09%	54.16%	150,824 (8.08%)
under first paragraph	63,816 (5.71%)	\$65.46 (3.48%)	\$1.03	125 (5.43%)	0.20%	49.30%	88,890 (4.76%)
bottom of page	48,555 (4.34%)	\$49.42 (2.63%)	\$1.02	58 (2.52%)	0.12%	28.31%	63,475 (3.40%)
incontent 6	37,760 (3.38%)	\$32.66 (1.74%)	\$0.86	33 (1.43%)	0.09%	46.46%	50,599 (2.71%)
sidebar floating 1	36,877 (3.30%)	\$217.55 (11.56%)	\$5.90	80 (3.48%)	0.22%	82.50%	116,046 (6.21%)

Show 10 entries

Showing 1 to 10 of 12 entries

Previous 1 2 Next

Accepting a blanket offer would be a bad idea, considering the difference in RPM between the two different device types.

- For mobile, maybe-Desktop, No.
- This would have been a compromise deal, done blind.
- With the cut advertisers take along the way, we should increase the bid above and beyond the data in the reports.
- Make sure we are looking at the right date time-don't sell December Inventory at January prices!

Desktop Traffic	210,040 % of Total: 24.23% (1,117,967)	\$500.27 % of Total: 52.53% (\$1,881.36)	\$3.00 Avg for View: \$1.68 (116.83%)	411 % of Total: 17.85% (2,302)	0.10 Avg for View: 0.21% (-26.30%)
Mobile & Tablet Traffic	847,127 % of Total: 75.77% (1,117,967)	\$893.07 % of Total: 47.47% (\$1,881.36)	\$1.05 Avg for View: \$1.68 (-37.35%)	1,891 % of Total: 82.15% (2,302)	0.22% Avg for View: 0.21% (8.41%)
bottom floating					
Desktop Traffic	40,540 (14.97%)	\$223.32 (22.60%)	\$5.51	73 (17.76%)	0.18%
Mobile & Tablet Traffic	157,501 (18.59%)	\$384.49 (43.05%)	\$2.44	496 (26.23%)	0.31%
sidebar floating 1					
Desktop Traffic	36,877 (13.62%)	\$217.55 (22.01%)	\$5.90	80 (19.46%)	0.22%
Mobile & Tablet Traffic					
sidebar					
Desktop Traffic	30,986 (11.44%)	\$111.57 (11.29%)	\$3.60	24 (5.84%)	0.08%
Mobile & Tablet Traffic	35,517 (4.19%)	\$26.12 (2.92%)	\$0.74	99 (5.24%)	0.28%
top of page					
Desktop Traffic	29,213 (10.79%)	\$93.81 (9.49%)	\$3.21	38 (9.25%)	0.13%
Mobile & Tablet Traffic	122,555 (14.47%)	\$136.18 (15.25%)	\$1.11	313 (16.55%)	0.26%
under second paragraph					
Desktop Traffic	27,377 (10.11%)	\$97.97 (9.91%)	\$3.58	68 (16.55%)	0.25%
Mobile & Tablet Traffic	116,696 (13.78%)	\$99.32 (11.12%)	\$0.85	348 (18.40%)	0.30%
mid content					
Desktop Traffic	26,110 (9.64%)	\$68.35 (6.92%)	\$2.62	32 (7.79%)	0.12%
Mobile & Tablet Traffic	116,028 (13.70%)	\$67.45 (7.55%)	\$0.58	244 (12.90%)	0.21%



Home



Monetize



Speed



Video



SEO



Privacy



Analytics



Design



Content



Settings

Introducing Your 2021 Ezoic Highlights

[CHECK IT OUT](#)
[Hide Highlights](#)

LATEST OVERVIEW (LAST 30 DAYS)

\$9,085.06

ESTIMATED EARNINGS



1,148,389

WEBSITE VISITS



CORE VITAL SCORES (LAST 28 DAYS)

72

MOBILE SCORE

LCP

FID

CLS

- Largest Contentful Paint
- First Input Delay
- Cumulative Layout Shift

81

DESKTOP SCORE

LCP

FID

CLS

- Largest Contentful Paint
- First Input Delay
- Cumulative Layout Shift

CACHE HIT RATE (LAST 30 DAYS)

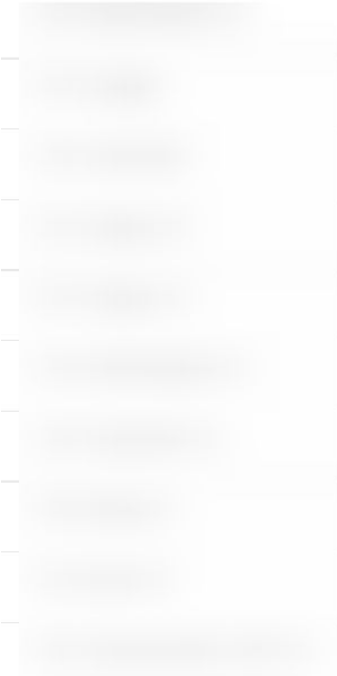
99.8%



DIRECT AD ORDERS

Run direct advertisers for your site through our ad servers.

[ADD DIRECT AD ORDER](#)[TURN OFF](#)

Name	Type	Start Date	End Date	Status	Impressions	Clicks	Action
	SPONSORSHIP	May 6, 2021 1:50 PM	Never	DELIVERING	1077	2	Settings ▾
	STANDARD	Apr 16, 2021 7:00 AM	May 15, 2021 9:59 PM	COMPLETED	175033	130	Settings ▾
	SPONSORSHIP	Apr 13, 2021 1:35 PM	Never	READY	0	0	Settings ▾
	STANDARD	Apr 12, 2021 7:00 AM	Apr 26, 2021 9:59 PM	COMPLETED	150004	183	Settings ▾
	STANDARD	Apr 12, 2021 6:00 AM	Apr 26, 2021 9:59 PM	COMPLETED	200038	242	Settings ▾
	SPONSORSHIP	Apr 7, 2021 1:56 PM	Never	DELIVERING	187	1	Settings ▾
	SPONSORSHIP	Mar 24, 2021 2:57 PM	Never	DELIVERING	24000	63	Settings ▾
	SPONSORSHIP	Mar 23, 2021 4:29 PM	Never	DELIVERING	4548	2	Settings ▾
	STANDARD	Mar 2, 2021 10:59 PM	Mar 9, 2021 10:59 PM	COMPLETED	1389	0	Settings ▾
	SPONSORSHIP	Jan 19, 2021 4:38 AM	Feb 2, 2021 10:59 PM	COMPLETED	250036	262	Settings ▾

Once the deal is set up, how do we get this put into the system?

We have 3 pages of Information that needs to be entered for a deal to run correctly.

Page 1

The screenshot shows the 'EDIT ORDER' modal window with the 'Time and Type' tab selected. The form contains the following fields and options:

- Order Name:** A text input field containing 'ATO - Hunkemöller - NL'.
- Type:** A dropdown menu with 'Sponsorship' selected.
- Rate:** A text input field with '\$' and '10', and a unit dropdown set to 'CPM'.
- Adjust Rate Percent:** A text input field with '0' and a dropdown menu.
- Goal Percent of Total Impressions:** A text input field with '100' and a percentage icon.
- Start Date:** A date picker showing '2021-03-24 14:57:00'.
- End Date:** A date picker showing '2021-05-07 23:59:59'.
- Start Immediately:** A radio button option that is currently unselected.
- Run Forever:** A toggle switch that is currently turned on.

At the bottom of the modal, there is a 'CLOSE' button, a '1 of 3' indicator, and a green 'SAVE' button.

- Order Name
- Type
- Rate
- Goal Percentage
- Start date/End date

Page 2

EDIT ORDER X

Time and Type Inventory Targeting

* Inventory Size ⓘ:

Half Page - 300x600 X Medium Rectangle - 300x250 X Billboard - 970x250 X

Mobile Leader - 320x50 X Large Rectangle - 336x280 X

Large Mobile Leader - 320x100 X Leader - 728x90 X

* Display Creatives ⓘ:

One or more

* Rotate Creatives ⓘ:

Evenly

Frequency ⓘ:

☐ Set per user frequency cap

BACK 2 of 3 SAVE

- Add the sizes we need
- Display creatives (One or more/Only one/ As many as possible)
- Rotate Creatives (Evenly/Optimized)
- Frequency-how frequently can these show to your visitors?

EDIT ORDER

Time and Type

Inventory

Targeting

Country Targetting:

Exclude ☐ Include Selections

Please select

* Device Targeting:

All Devices X

* Ad Position Targeting:

All Positions X

* Key-Value Targeting:

Is Not ☒ Is

artikeltag - nllingerie X

BACK

3 of 3

SAVE

- Are we targeting specific countries?
- Just mobile? Just Desktop, no worries!
- Which Unit do we want to target?
- Key Value Targeting?

Ad Tags

```
<a href="%%CLICK_URL_UNESC%%https://www.ClickThruURL.com"
target="_blank"></a>
```

Creative

https://lh5.googleusercontent.com/vUcF2mxJ8mYARiR6UH5pl1DuTdGX8aKhP_OQIXR7avl7yLVYeR-8arWM65prllq2-G8cCqkUBh0zAK7cCCLeo20_b05vaj1XsYr64gvZPBF99jDojmXyjbVjkQXsN97EgQb235Mu

Click Thru URL

https://www.lakesidelodgeclemson.com/lifestyle/?utm_source=TigerNet&utm_medium=social&utm_campaign=LobbyRendering&utm_content=300x250

Now to edit the creative-what info do we need?

- The creative too needs a name, like when named the line item
- We select the size
- Add the tag, and we are good to go
- This needs to be done for all the different creatives you upload.

AD ORDERS

ertisers for your site through our a

es for Direct Ad Order: STO - Nost

Webradio-80-320x50

Webradio-80-728x90

Webradio-Love-728x90

Webradio-80-IMU

Webradio-FR-320x50

Webradio-FR-728x90

Webradio-FR-IMU-300x250

Webradio-Love-320x50

Webradio-Love-IMU-300x250

EDIT CREATIVE Ad Order: STO - Nostalgie

* Creative Name:

STO - Nostalgie - Webradio-80-728x90

* Creative Size:

728x90

* Ad Tag:

```
<a href='%%CLICK_URL_ESC%%https://www.nostalgie.be/radioplayer/nostalgie80?utm_source=metro&utm_medium=banner&utm_campaign=webradios' target='_top'>
<img src='https://www.metrotime.be/ads/nostalgie/Webradio-80-728x90.gif'
style='width: 728px; height: 90px;' /></a>
```

ADD DIRECT

TURN

Clicks

0

0

0

0

0

0

0

0

0

0

And Of course we have stats to break down creative performance.

STATS

Ad Order: *STO - Antargaz - FR*



Q & A