How automation can help you manage and grow your ads business

Publishers continue to face challenges on multiple fronts, from business disruptions caused by COVID-19 to new regulations and changing technology. The concepts of "working from home" and "virtual teams" existed before, but are now a normal part of everyday life for more companies than ever requiring publishers to change the way they manage their operations and redesign their workflows.

Publishers are changing the way they work — and to do it, they're increasingly looking for insights into their ads business. In the last 12 months, we've seen a 48% increase in reports created in Data Studio for Google Ad Manager*. That's why we've been working on new ways to help our partners identify opportunities and solve complex problems with Machine Learning. As you navigate your own journey, this guide can help you save precious time and resources and create value with automation.

> "COVID-19 revenue losses have been extensive, prompting massive furloughs and layoffs, but on the road to recovery, publishers will be looking for ways to keep costs low without further reducing staff. Now is a prime time to get focused on improving process and workflow efficiency to reach a new level of operational excellence."

Ad Monster, Dec '20

*Google Ad Manager data, May 2020 vs May 2021.

Google Ad Manager can help publishers adapt and do more with less. From the beginning, automation has been a key focus for Ad Manager to help publishers create sustainable businesses with advertising. With Machine Learning, we can find new ways to solve complex problems to help you save time and resources. Today, Ad Manager creates value with automation in three key ways:
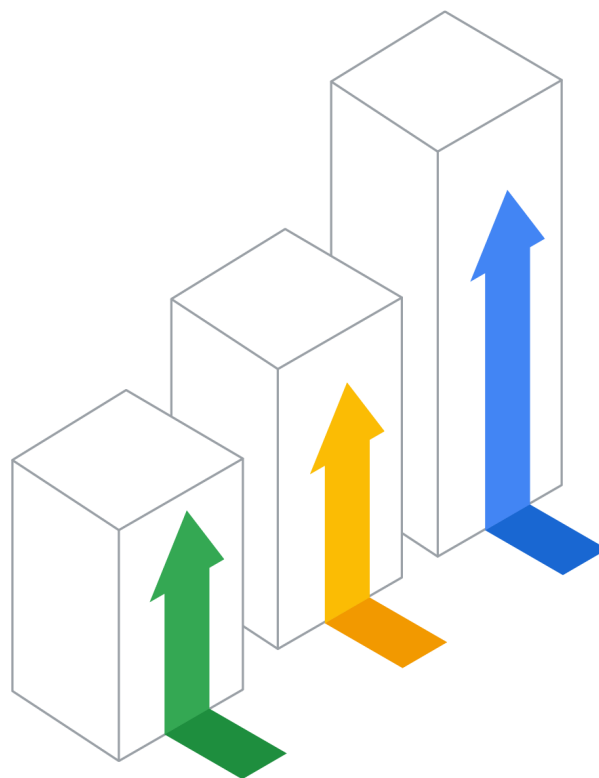
Helping you earn more with less effort.

Uncovering insights into your business to identify and address issues and opportunities.

Streamlining workflows to save time and resources.

Earn more with less effort

To help you drive more value from your existing inventory, Ad Manager automatically surfaces new opportunities which you can test immediately, ensuring that no valuable high CPM bids are wasted.

Ad Manager helps you make data-driven decisions without sacrificing the efficiencies that come with automation. Here are a few features that can help you drive yield automatically, by running optimizations on your behalf: opportunities and experiments; manual experiments; target CPM; optimized competition; and automatic data collection for mediation.

Opportunities & experiments (O&E) is an automated version of A/B testing. O&E estimates the opportunity created when you change a certain rule/ setting, and then helps you run an experiment to validate the estimate, and finally activate the opportunity — all in one place. As a result, you'll have a stronger understanding of how the results affect *your* business, and have the option to run a real-time experiment to verify it.

You can:

- Test different formats: native formats and outstream video;
- Try new untapped yield sources: increase Ad Exchange backfill, unblock general categories or advertiser URLs, enable optimized competition;
- Test price optimization: enable target CPM;

Note: Learn about [new opportunities](#) as they become available in your account.

Manual experiments help you easily set up *your* own experiments, choosing among a number of options in the system. Manual experiments uses Ad Manager's robust testing framework to help you draw data-driven insights and get reliable results. Most importantly, it helps you decide whether to apply what you've tested.

Target CPM provides an alternative way of setting a floor price that allows for increased fill rate and yield from all of your non-guaranteed demand sources — such as Authorized Buyers, Exchanges via Open Bidding, and remnant line items — while still maintaining an average minimum price for your inventory. Using Google's machine learning expertise, target CPM dynamically adjusts the floor price on matching inventory to maximize yield.

Optimized competition allows a further increase in competition between direct and indirect sales in an easy, fully automated way. You can expect an improvement on your overall yield, capturing more of the high-CPM bids.

Automatic data collection for mediation enhances competition and yield for your mobile apps ad inventory by using an automatically updated CPM from each ad network, instead of a manually entered "Default CPM."

Experiment using your own criteria to learn how changes may impact your network with a manual experiment.

Learn how to adjust floor prices dynamically to maximize yield with target CPM.

Learn how to improve overall yield on inventory eligible for dynamic allocation across Ad Manager with optimized competition.

Let Ad Manager update your ad network CPMs with automatic data collection.
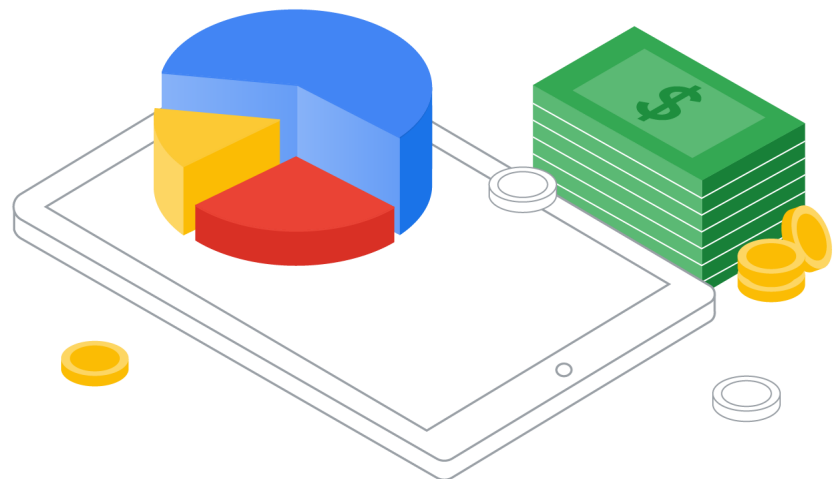
Ad Manager Experiments is an easy, data-driven framework to test and implement new revenue opportunities.

Traditionally, to test the impact of changing certain settings (e.g., changing a pricing floor or trying a new ad format), you had to manually set up dedicated A/B tests, often using key values to separate and compare performance. We've heard that this creates challenges -- not only for the effort required to set up tests, but also in measuring and interpreting results.

In response to that feedback, we've developed a framework where Ad Manager suggests opportunities that you can test and evaluate results for before implementing. Alternatively, you can independently create and launch your own experiments using our manual experiments feature.

This framework provides significant benefits both in terms of simplicity of execution and accuracy of results. First, Ad Manager identifies and surfaces the most relevant revenue opportunities. Then within that framework, you can test and validate the opportunity on a small percentage of traffic. Finally, you will receive guidance on whether your results are statistically significant and conclusive to help you decide whether to apply the tested setting to 100% of traffic.

We understand how complex and constantly evolving the ad ecosystem is. We want to remove some of the complexity of identifying and testing optimizations so this can become an effortless routine for publishers, rather than a challenge.
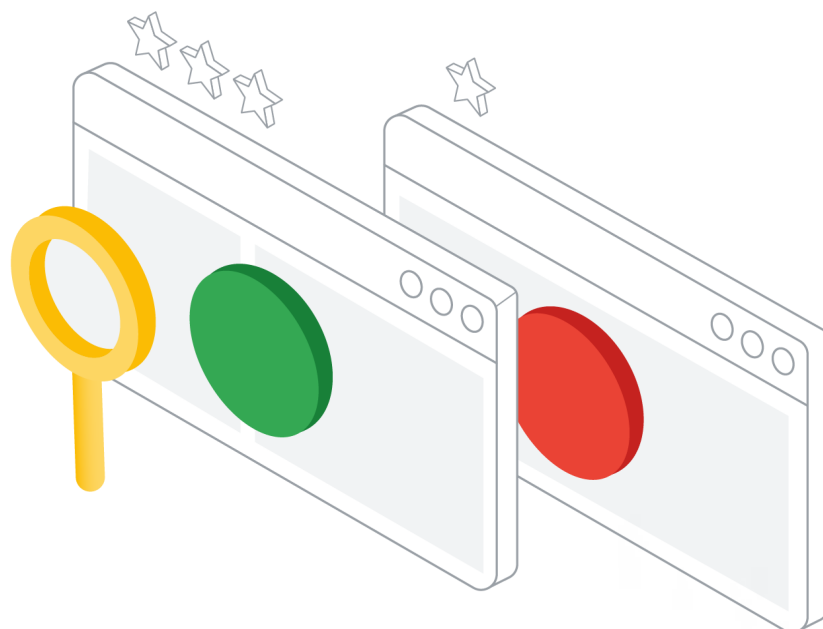
Obtain insights into your business to identify and address issues and opportunities

In today's business environment, it's harder than ever to monitor performance and identify issues and opportunities in your ad business operations. To help, Ad Manager provides insights in two complementary ways:

- Ad Manager surfaced insights — Identifying opportunities for you.
- API access to raw data - Providing access to Ad Manager historical stats, via APIs and Reporting, to help you build automation solutions or custom dashboards via Data Studio.

Ad Manager surfaced insights

Home dashboards are the future nexus of publisher information where we surface new opportunities as you log in. The Ad Manager homepage gives you immediate insights into which of your strategies have been the most effective. We're working on new ways to turn the Homepage into a personalized dashboard with features that show you the data that's most relevant for you and your role.

App Insights gives you a snapshot of your app performance. A dedicated card shows the CPMs from different Ad Networks so that you can optimize your mediation setup without the need to run any reports.

The Ad Speed dashboard provides a snapshot of your network's ad-serving speed over the last 30 days. It facilitates identification of the factors contributing to fast or slow load time and helps you find ways to improve latency across your network.

Traffic Forecast gives you the ability to explore the expected forecast and sell-through rate for specific sections of your inventory to plan your ad sales.

See an overview of revenue and performance using your overview home dashboard.

Review the factors that may affect ad serving speed on your network using your Ad Speed home dashboard.

Learn how forecasting works.

Google Ad Manager

API access to raw data

Bids Insights Card and **Bid Data in Reporting** provide an overview of the bid distribution for your inventory and help you evaluate the impact of unified floors on your revenue. You'll be able to confidently make more informed decisions while revisiting your pricing strategy.

Data Transfer report files* provide non-aggregated, event-level raw data from your ad campaigns. With these files, it's easy to build custom reports to gain deep insights into monetization. For example, via Data Transfer, publishers can identify both the number of bids and the average bid for all bidding partners.

Ad Manager's integration with Data Studio** can be used to build custom dashboards and more clearly visualize campaign performance and reporting. You can also securely share reports with others in your organization, or publicly.
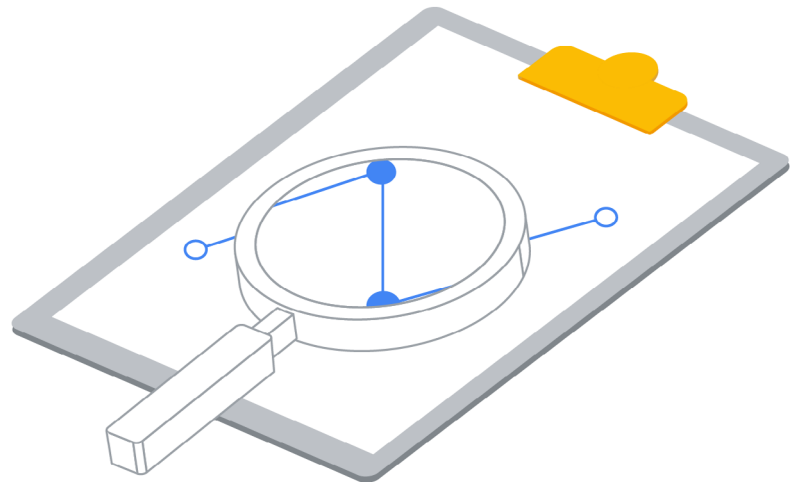
Read more about new bid data in the [Historical report](#).

Learn more about [Ad Manager Data Transfer reports](#).

Read more about how to securely share reports with others in your organization, or publicly with [Data Studio](#), [Connect to Google Data Studio](#), [Data Studio report template](#).

*Available only for Ad Manager 360
**The Data Studio connector is only available only for Ad Manager 360

Streamline workflows to save time and resources

With employees working from home, a streamlined workflow can help you manage your business more efficiently. Ad Manager automation can help you create workflow efficiencies in several ways:

- Providing access to different **demand** sources more effectively through Programmatic Guaranteed, Open Bidding and the Deals Marketplace storefront.
- Offering **troubleshooting** tools like Deal Check and Ad Review Center, which simplify resolutions when issues occur.
- Opening up opportunities, via Ad **Manager API**, to build scalable solutions and to connect with Google Analytics to import audience segments and drive monetization.

Programmatic Guaranteed can help you meet your customers' reservation buying needs by removing time-consuming steps in the traditional reservation deal and setup process. BCG research shows a 57% increase in deal efficiency compared with the traditional manual reservation workflow. With Programmatic Guaranteed, you also receive full payment within 30 days, reducing any collections risk and increasing cash flow.

Deals Marketplace offers a way for buyers to quickly and easily discover publishers and their inventory. With in-person meetings becoming less common, partners can use the marketplace by updating their publisher profiles and increasing visibility to global buyers who can search, sort, and filter to find products directly matching their campaign goals.

With **Open Bidding**, you can seamlessly integrate demand from multiple SSPs/ Networks without adding any incremental line items. Managing multiple demand sources is also easier, with unified reporting that cuts across sales channels. And you'll get paid faster (net 30 days) and more accurately, without the 5-10% discrepancies common today since serving, billing, and reporting all happen on a single stack.

Read BCG's research.

Learn more about Marketplace overview.

Learn how publisher profiles and buyer visibility can help you.

Bring more bids to the auction with Open Bidding.

Troubleshooting Deal Check is a 1-click experience to understand all the reasons why impressions didn't serve on a deal. It reduces turnaround time in getting deals working, while providing visibility into where issues exist across the buy and sell side.

Ad Review Center (ARC) offers you a one-stop shop to easily search and review all the ads that have appeared on your site and choose whether to let them serve, or block the ones that you consider less in line with your brand image.

The Integration of Google Analytics with Ad Manager[*] gives you the helpful option to easily share audience segments built on Analytics into Ad Manager, and to drive monetization performance by targeting ad campaigns more effectively.

Ad Manager API helps you unlock the power of **automation for your Live Events workflow**. You can schedule, create, or pause Live Streaming events all through the API -- without ever having to navigate through the Ad Manager UI — and integrate with your existing internal workflow processes. This also makes it easier to scale as you increase the number of Live Events and schedule them in the future.

Understand private auction troubleshooting.

Read more about review and block ads.

Leaarn how to set up the Google Analytics integration.

[*]Available only for Ad Manager 360 and Google Analytics 360, please check the help center article for complete details on the integration requirements