



# **Demand-Side Platform**

*Set-up guide*

2023

# Table of Contents

<b>1. Getting started</b>	03
1.1 Glossary	03
1.2 Interface	04
<b>2. Dashboard</b>	06
<b>3. Campaigns</b>	07
3.1 How to Create a Campaign	07
3.2 Basic Settings	07
3.3 Targeting Settings	08
<b>4. Creatives Library</b>	09
4.1 How to Create a Creative	10
4.2 Basic Settings	10
4.3 Media Settings	11
4.4 Additional Settings	13
4.5 Conversion Pixel	13
<b>5. Filters</b>	15
<b>6. Media Plan</b>	16
<b>7. Reports</b>	17
<b>8. Optimization</b>	18
8.1 Autorules	18
8.2 Audiences	19
8.3 Traffic Monitoring	20
<b>9. Billing</b>	21
9.1 Transaction History	22
<b>10. User Profile</b>	22
<b>11. Admin panel</b>	23
11.1 Manage users	23
11.2 Manage transactions	23
11.3 Manage SSP	24

# 1. Getting Started

Welcome to the new, flexible, and fast BidsCube Demand-Side Platform!

BidsCube DSP is a multi-channel programmatic suite designed for agencies, brands, and media buyers to run advertising campaigns across various formats, geos, and business verticals. This user guide will help you set up your first campaign and engage with your target audience.

## 1.1 Glossary

Here is a short glossary that introduces the main concepts used in the system.

**Creative** — the advertising item being shown to the user. Mostly it is visual content (such as banner images, video, or text).

**Campaign** — the primary tool of the advertiser that allows configuring such advertising strategy parameters as targeting, budgeting, time range, etc.

**Targeting** — settings that determine the "portrait" of users to whom you are targeting your ad: their devices, approximate location, advertising preferences and interests, and much more.

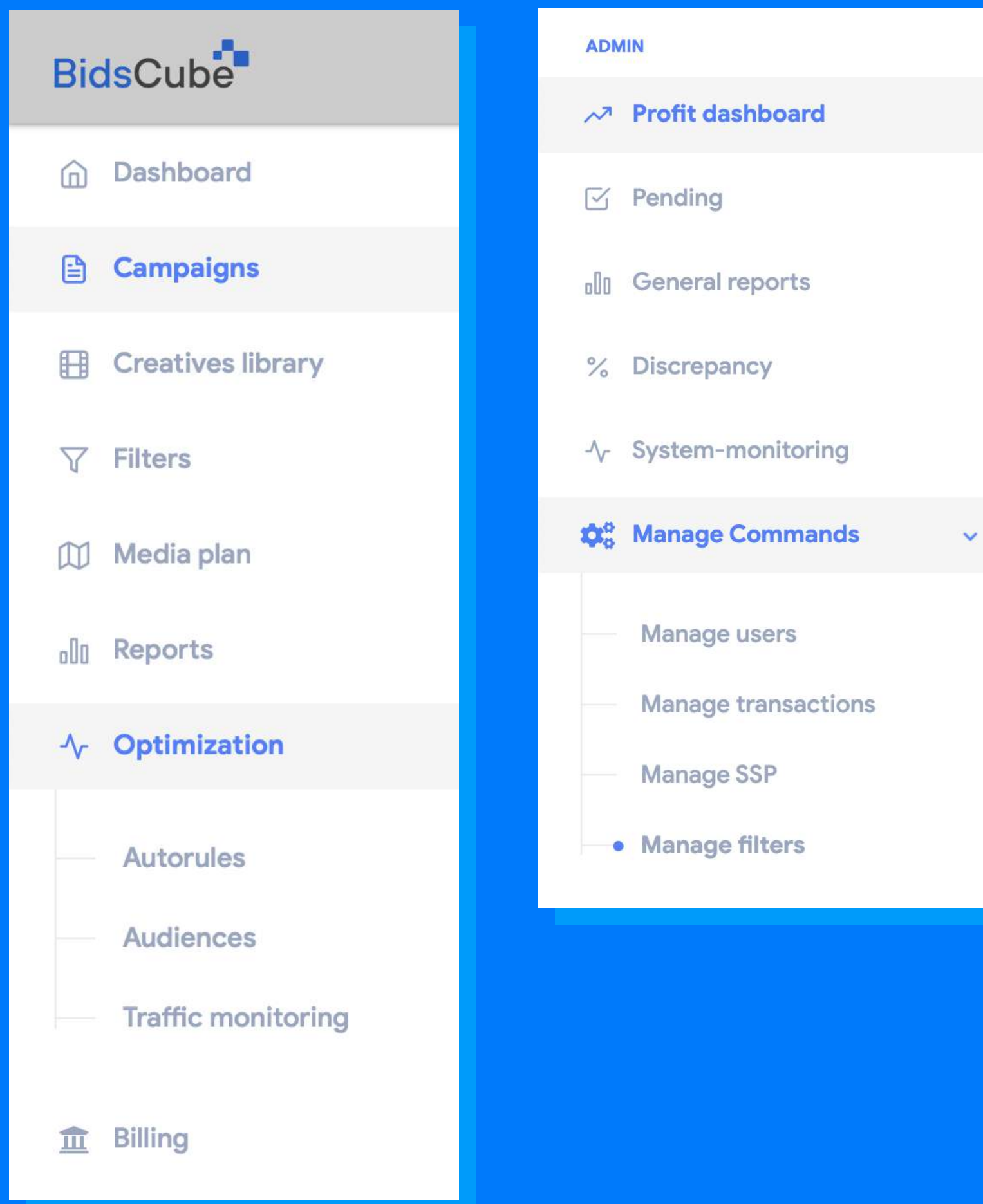
**Retargeting** — a technology that enables you to target users who have previously experienced your campaign or visited your website.

**An audience, or retargeting list** — is a list of users collected after being targeted for another campaign or visiting the advertiser's website.

## 1.2 Interface

System pages contain elements grouped by their functionality.

Let's take a look at them:



**1) Sections:** it allows you to switch between sections to view different types of information.

- **Dashboard** — a summary of campaigns and other metrics.
- **Campaigns** — a panel that allows you to set up advertising campaigns, which includes different targeting settings that are required or optional.
- **Creatives Library** — a panel that allows you to upload different kinds of creatives by files format (images or videos).
- **Conversion Pixel** — a panel that allows you to create a conversion pixel.
- **Filters** — lists that allow you to filter by objects such as domains, IP addresses, device identifiers, bundle identifiers, apps, etc.
- **Media Plan** — a panel that allows you to check the inventory available on the platform.
- **Reports** — aggregated information on key metrics such as impressions, bids, costs, etc.
- **Optimization panel:**
  - **Autorules** — auto-optimization for the campaigns that cut the underperforming sources.
  - **Audiences** — an audience is a group of users captured (collected) by one of the previous campaigns or by click or conversion posted on a website page.
  - **Traffic monitoring** — a panel that allows you to check the reasons for traffic cutoffs.
  - **Billing: Payment and Transaction History** — these sections provide information about payments. The payment shows the current balance and allows you to pay directly from the account by choosing a payment method. Transaction History shows the information about all the charges.
  - **Profit dashboard** — allows you to check the profits by day, month, country, ssp, and device type.
  - **Pending** — a panel where the creatives are pending approval.
  - **General reports** — here, you can check the detailed reports by all your advertisers and SSPs and also by different metrics such as bids, wins, impressions, clicks, etc.
  - **Discrepancy** — allows you to check the discrepancy between DSP and SSP by impressions and spend.

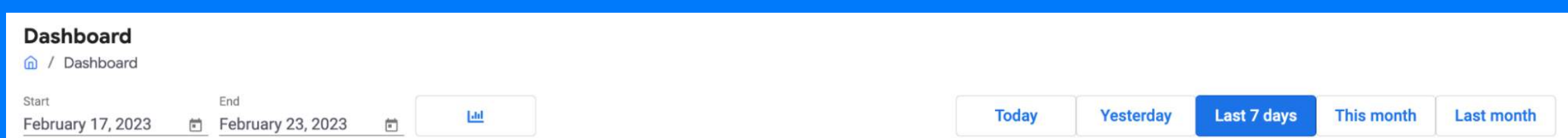
- **System monitoring** — it's possible to check the information system load here.
- **Manage commands:**
- **Manage users** — here, you can see the list of all users, log in to their accounts and also edit user settings.
- **Manage transactions** — here, you can see all the user's transactions and create a transaction manually.
- **Manage SSP** — here, you can create the Endpoints.
- **Manage filters** — allows you to create global filters for each user.

**2) Dashboard.** This area displays all information about the selected section, usually in the form of tables or graphs. A section page can contain "Add new record" and/or data selection buttons. A section page can also include areas and controls such as Toolbar Area, Date Range Selector, Search, etc.

**3) Profile.** You can open and edit your profile.

## 2. Dashboard

This section provides a summary of the performance of your ads, as well as your key metrics.



First, set the date range in the upper left and right corners.

At the top of the page, you'll see indicators displaying metrics such as Clicks, Impressions, Spend, and more.

Also, you can check the information about your top device/traffic types, top countries, and campaign spending.

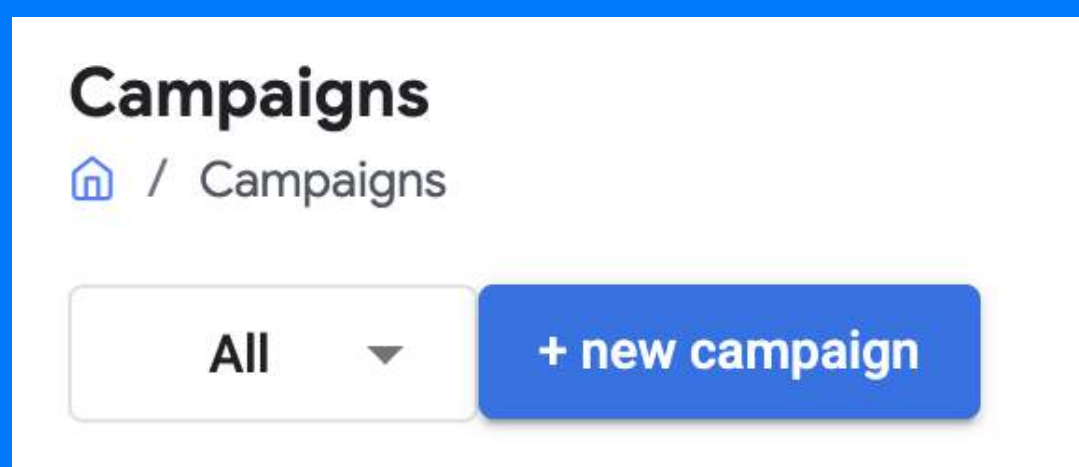
At the bottom of the page, you will see the campaigns statistic.

## 3. Campaigns

This section serves one of the most important objects of the system: campaigns. You can create campaigns, connect creatives to them, and run them.

### 3.1 How to Create a Campaign

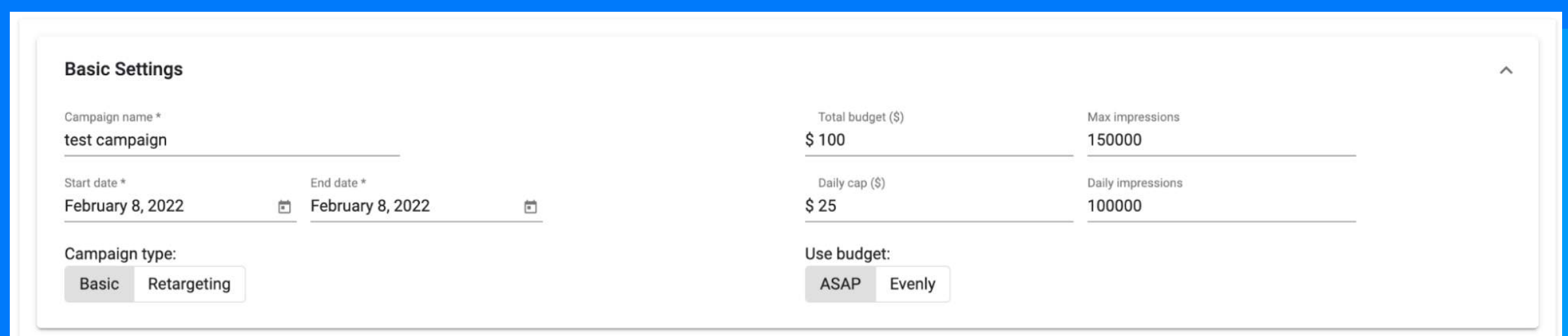
Click the '+ new campaign' button on the 'Campaigns' section.



Next, you have various settings that determine when and how the campaign should work, which users to target, etc.

Here's what you can configure in each settings area:

### 3.2 Basic Settings

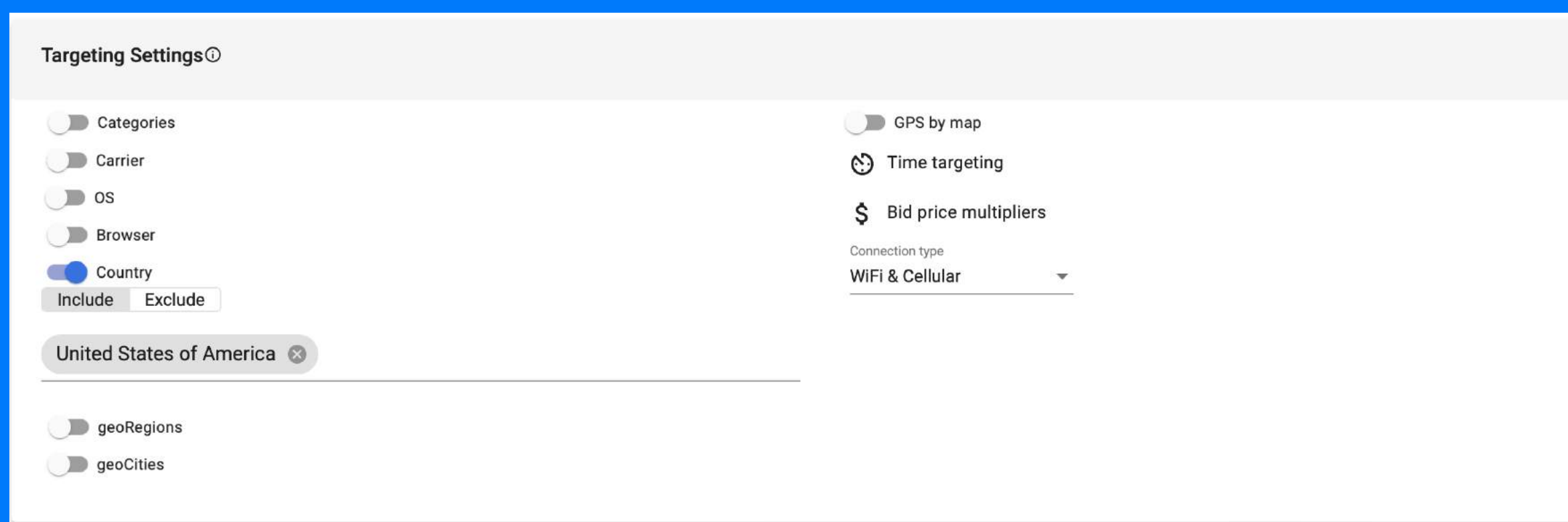


Here you need to set the main parameters of the campaign:

- **Campaign name** to identify the campaign, among others.
- **Start Date and End Date** — these settings determine when the campaign is active.
- For **Campaign type**, you can select Basic or Retargeting.
- **Total Budget** entire campaign budget.
- **Daily Cap** represents the maximum budget that you can use per day.
- **Max Impressions** max amount of impressions for all time.
- **Daily Impressions** max impressions per day.
- **Use Budget** — the type of spending budget (asap or evenly throughout the day).

## 3.3 Targeting Settings

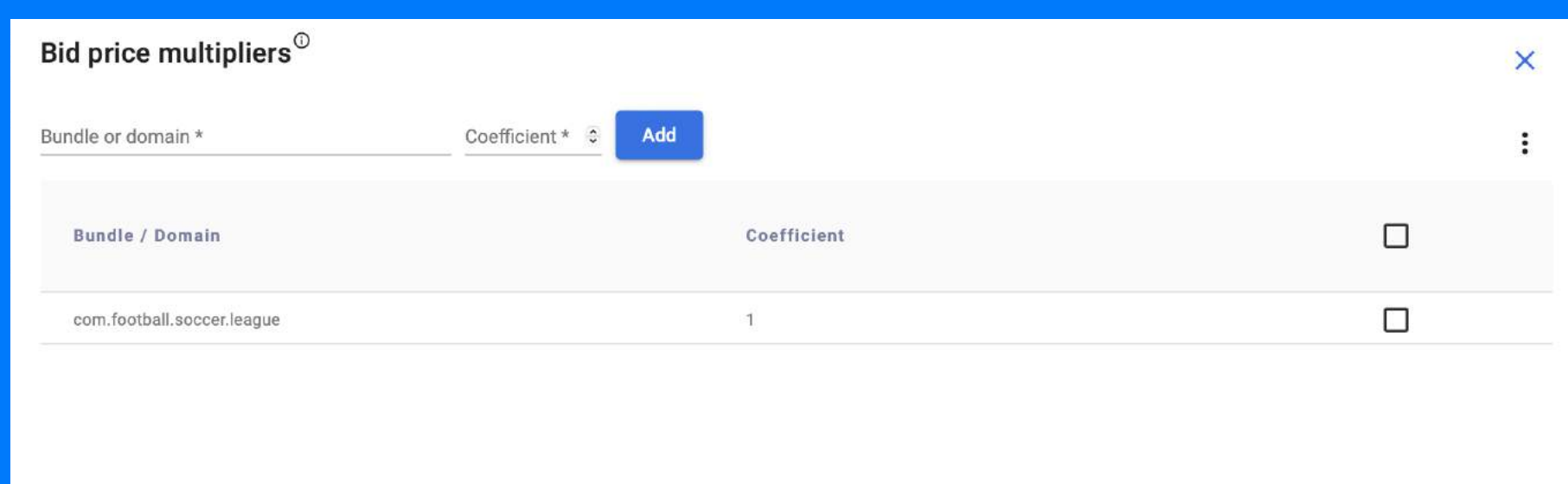
This section provides a summary of the performance of your ads, as well as your key metrics.



- **Carrier** — here, you can select the mobile operators that provide the connection.
- **OS** — select operating systems and their versions.
- **Browser** — select allowed browsers.
- **Country** — you can select countries to target only users from those regions.
- **geoRegions** — you can select states to target (only for the USA).



- **geoCities** — you can select cities to target.
- **Gps by map** — use it to target areas you cannot describe as a list of countries or cities.
- **Time Targeting** use it if you want to set a particular campaign time by hours and time zone, and then don't forget to save changes.
- **Bid price multipliers** — are used to increase or decrease the bid price for a specific bundle/domain. It needs to put the item more than 0. For example, if you put 1, the price will increase on one. If you put 2, it will double. But if you put 0,5, it will decrease by half.

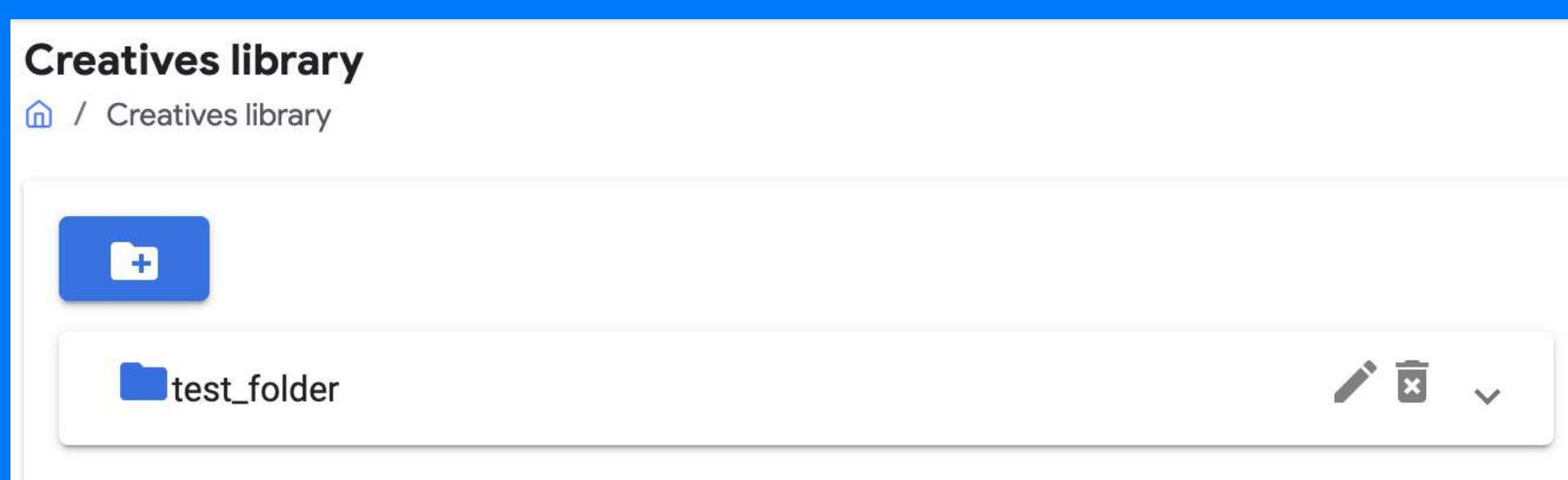


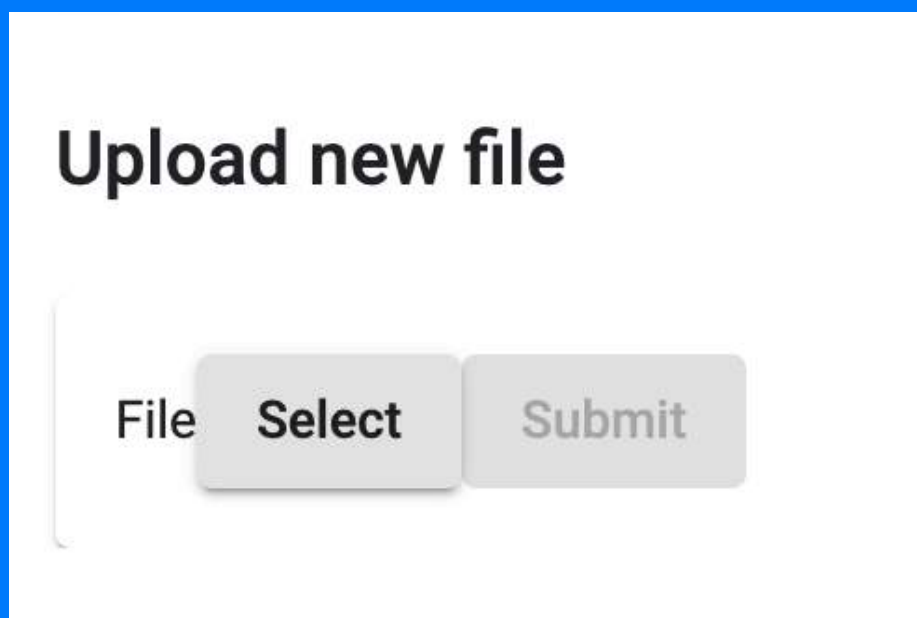
- **Connection Type** — select the type of connection: WiFi, Cellular, Both - WiFi & Cellular.

## 4. Creatives Library

This section allows you to manage all the creatives you have. For better organization, you can store creatives in different folders. To create a folder, click "+" on the left side of the section and write the folder name.

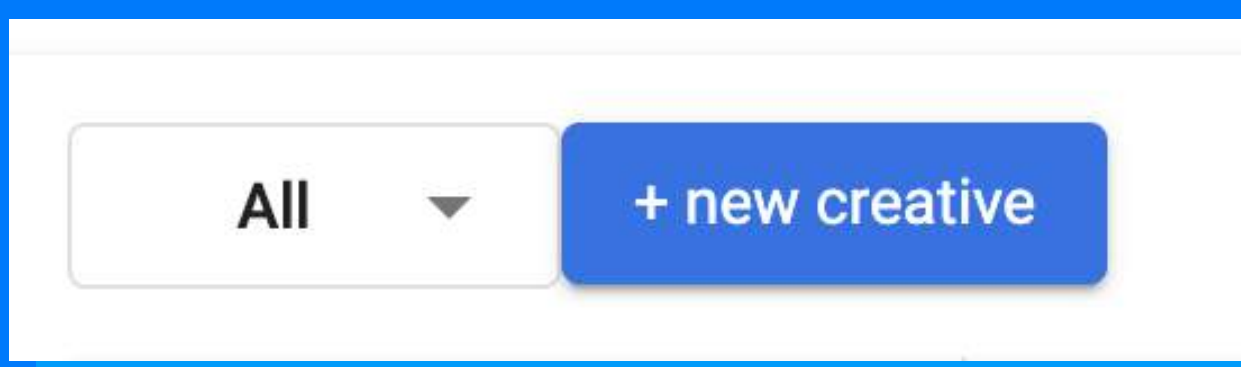
To upload the creative, you need to click the folder "Upload new file", select what exactly you want to upload by clicking "Select", and after uploading the file, click "Submit".



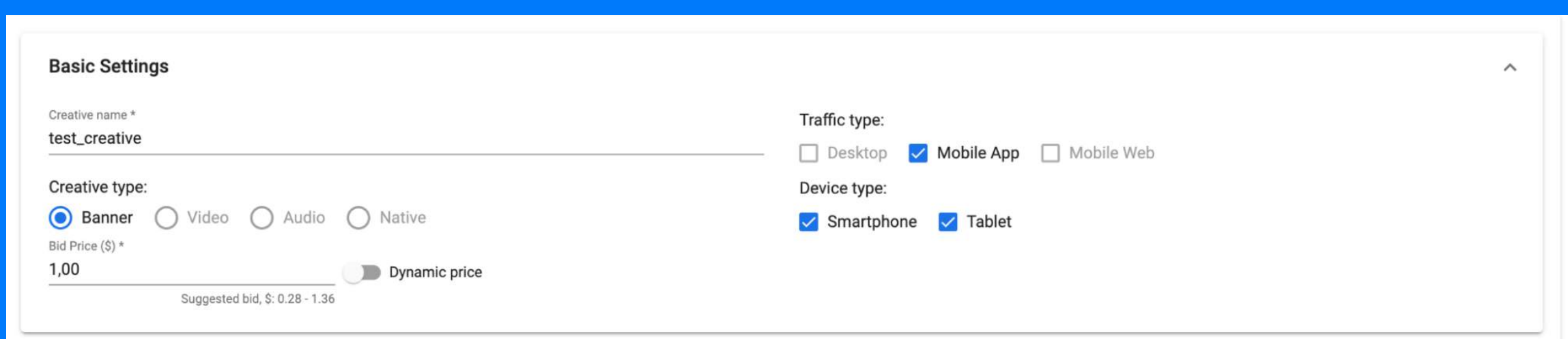


## 4.1 How to Create a Creative

You need to go to the “Campaigns” section, select the campaign you need and click on “+ new creative” button in the upper left corner.



## 4.2 Basic Settings



- **Creative name** — choose a creative title to differentiate it from others.
- **Creative Type** — here, you select the type of creatives.
- **Bid Price** — the price for a thousand impressions.
- **Traffic Type** — here, you choose the kind of traffic.
- **Device Type** — here, you select the type of mobile device.

## 4.3 Media Settings

### Media Settings

Select creative:

Library
  Custom tag
  Upload creative

image (6).png




Macro list


```
<a href="null" target="_blank"></a>
```

Width \* 300      Height \* 250

Additional Settings

Save changes



Type	Width	Height	Format
banner	300	250	png

- **Select creative** — choose how the creative will be loaded. It's possible to use Creative Library or by Custom 3rd-party tag. A preview image will appear in the upper right corner if the tag or file is correct. It's also possible to check how it will be shown on mobile or desktop.
- **Macro list** — macros are built-in tracking variables that allow you to specify additional parameters and details provided with a tag/URL. To add macros to your tag, click "Macro list". You will see all available macros. Select the options you want and manually add them to the tags. Here is a list of the currently available Macros:

{clickid} - Unique impression ID  
{os} - OS of device  
{os\_version} - OS Version  
{device} - Device type  
{device\_model} - Device model  
{media\_type} - App or Site  
{gps\_lat} - Latitude coordinates of the device  
{gps\_lon} - Longitude coordinates of the device  
{country} - Country of visitor  
{ip} - IP address of the user  
{app} - Name of the app where the ad is placed  
{site} - Name of the site where the ad is placed  
{site\_id} - ID of the site where the ad is placed  
{store\_url} - App store url  
{pub\_id} - Publisher's ID  
{placement} - Name of either site or app where the ad is placed  
{placement\_id} - Corresponds to the SSP placement id where traffic is coming from  
{ua} - User agent string  
{category} - IAB Category of site/app  
{ifa} - the mobile advertiser ID  
{idfa} - iOS User IDFA  
{android\_id} - Google Android Id  
{app\_id} - Passes a numeric ID (for Apple) or bundle name (for Google)  
{timestamp} - Passes the Timestamp that received the click  
{random} - Passes a random value for cache busting  
{campaign\_id} - Campaign ID  
{creative\_id} - Creative ID

- **Width , Height** — here, you manually select the height and width of the creative.

## 4.4 Additional Settings

The screenshot shows a form titled "Additional Settings" with the following elements:

- Frequency type:** Radio buttons for "User" (selected) and "Ip".
- Frequency time:** A dropdown menu set to "1 day".
- Frequency cap:** A text input field containing "0".
- Click url:** A text input field.
- 3-rd party tracker:** A text input field.
- Use IFA:** A toggle switch that is currently off.
- PMP:** A toggle switch that is currently on.
- Deal id:** A text input field.
- Click optimizer:** A toggle switch that is currently off.
- Save changes:** A blue button at the bottom left.

- **Click URL** — refers to the URL that redirects the user upon clicking the ad.
- **3-rd party tracker** — they collect and send information about your browsing history to other companies.
- **Frequency cap** — here, you choose how many times a user can see an ad every 24 hours. You can also choose frequency type by user or IP and select the frequency time.
- **Use IFA** — use device ID.
- **PMP** — private marketplace, deal ID.
- **Click optimizer** — this tool gives priority to more clickable apps/sites. It could be less effective if you use a filter list. We recommend using it at least after 12 hours after starting.

## 4.5 Conversion Pixel

You can see the list of Conversions Pixel - a short piece of code that can be placed on your site to track the number of people who took a specific action - after the first view or click on your ad.

Click the "+" button in the upper left corner to create a new conversion.

**Additional Settings**

Frequency type:  
 User  Ip

Frequency time:  
 1 day

Frequency cap:  
 3

Click url

Use IFA

PMP

Click optimizer

Conversion pixel

Cookie  S2S  Multiple

Conversion pixel  
<https://n2.dsp-bid.com/?t=postback&clickid={clickid}&event={event}&ev>

Conversion pixel

Cookie  S2S  Multiple

Conversion pixel  
<https://n2.dsp-bid.com/?t=postback&clickid={clickid}&event={event}&ev>

## How to set up S2S type conversion pixel

S2S is the method of tracking conversions that uses the advertiser's server rather than the user's browser (as pixel-based tracking does).

S2S is more complex to implement but more flexible and easier to troubleshoot.

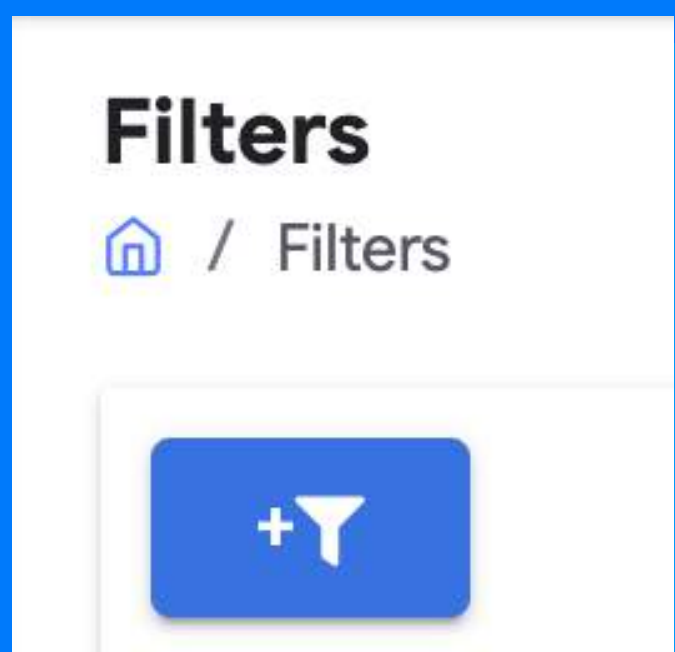
Use the postback when you have the resources to do it.

To set up postback:

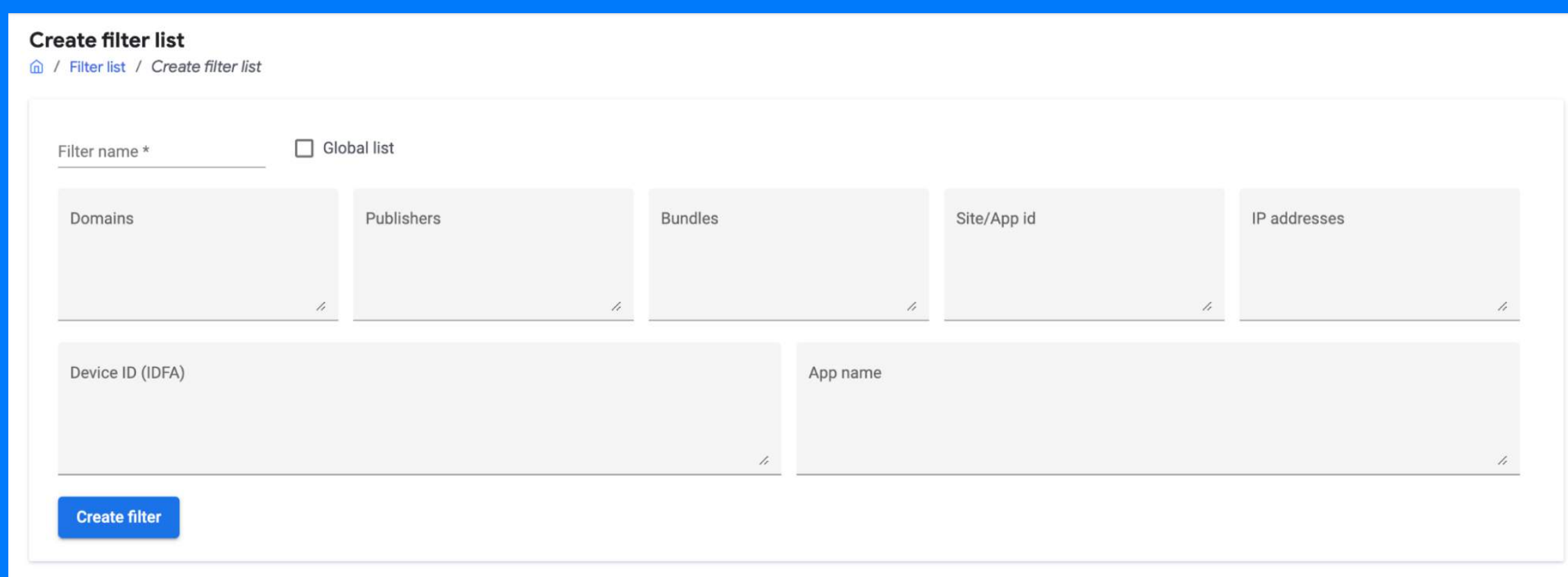
1. Add {clickid} macro to your creative tag.
2. Copy S2S URL from the Postback field on the creative page.
3. Configure your Ad Server to send a request to DSP after conversion has been tracked.  
 The request must contain the code that you have in the S2S field with {clickid} being substituted by hash.

## 5. Filters

Here you can create your filters to suit your needs. To do this, press the button "+" in the upper left corner.



Give the filter a name and write the list of values included in the filter (each with a new line).

A screenshot of the 'Create filter list' form. The form has a title 'Create filter list' and a breadcrumb trail 'Home / Filter list / Create filter list'. It includes a 'Filter name \*' text input field and a 'Global list' checkbox. Below these are several text input fields for filter criteria: 'Domains', 'Publishers', 'Bundles', 'Site/App id', and 'IP addresses' in the first row; and 'Device ID (IDFA)' and 'App name' in the second row. Each input field has a double-slash icon at the bottom right. A blue 'Create filter' button is located at the bottom left of the form.

# 6. Media Plan

In this menu, you can find information about the traffic availability on our platform. It's possible to check by Incoming requests, Global supply, and on the Map of Global supply. Here are examples of how you can do it with each option.

**Media plan**  
[Home](#) / [Media plan](#)

Incoming requests    **Global supply**    Map of global supply

[Export data](#)

**Filter**

**Dimensions:**

- country
- traffic type
- bundle
- publisher ID
- quantity
- carrier
- os
- site/app ID
- domain
- width
- height
- bidfloor
- ssp
- show less

**Conditions**

country  usa

traffic type  banner

country	traffic type	quantity
usa	banner	38942955

**Media plan**  
[Home](#) / [Media plan](#)

Incoming requests    **Global supply**    Map of global supply

[Export data](#)

**Filter**

**Dimensions:**

- traffic type
- country
- os
- average price
- bundle
- quantity
- width
- height
- domain
- device type
- show less

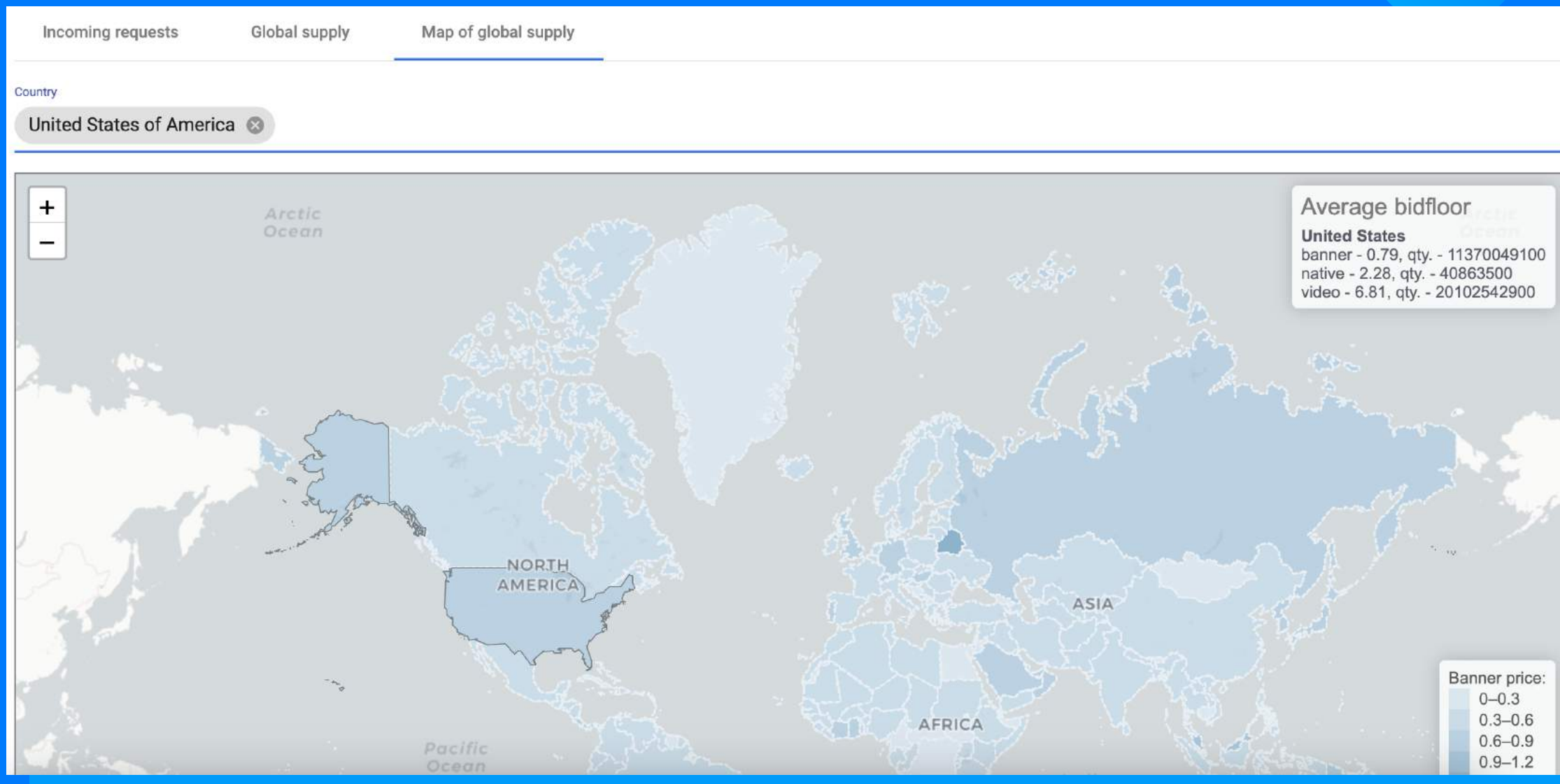
**Conditions**

traffic type  banner

country  usa

traffic type	country	average price	quantity
banner	usa	2.04	-1514852788

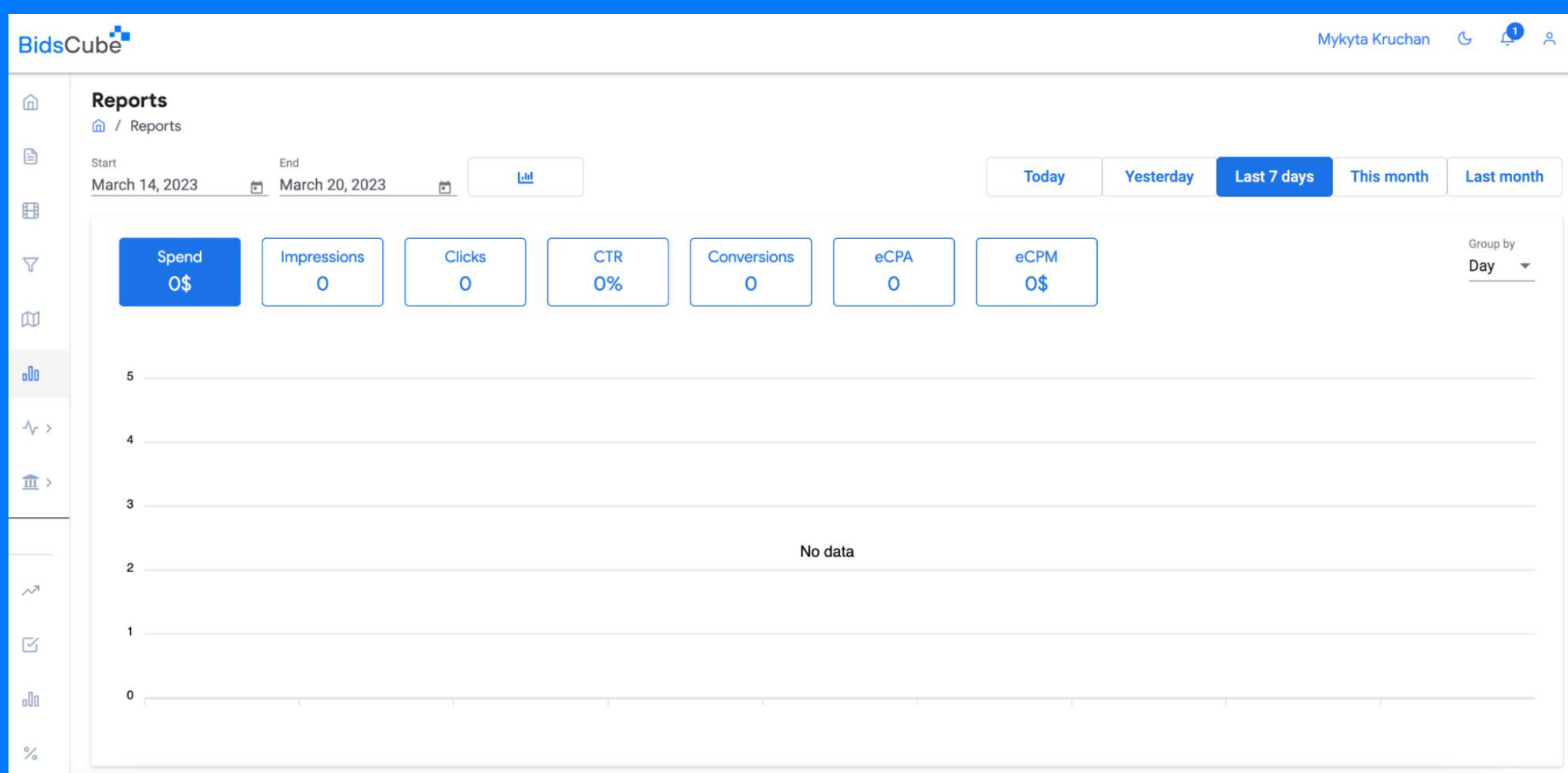




## 7. Reports

Here you can find the report regarding your campaigns' performance. Select the range and metrics you are interested in, and the information will be shown.

You can also download the report in Excel format.



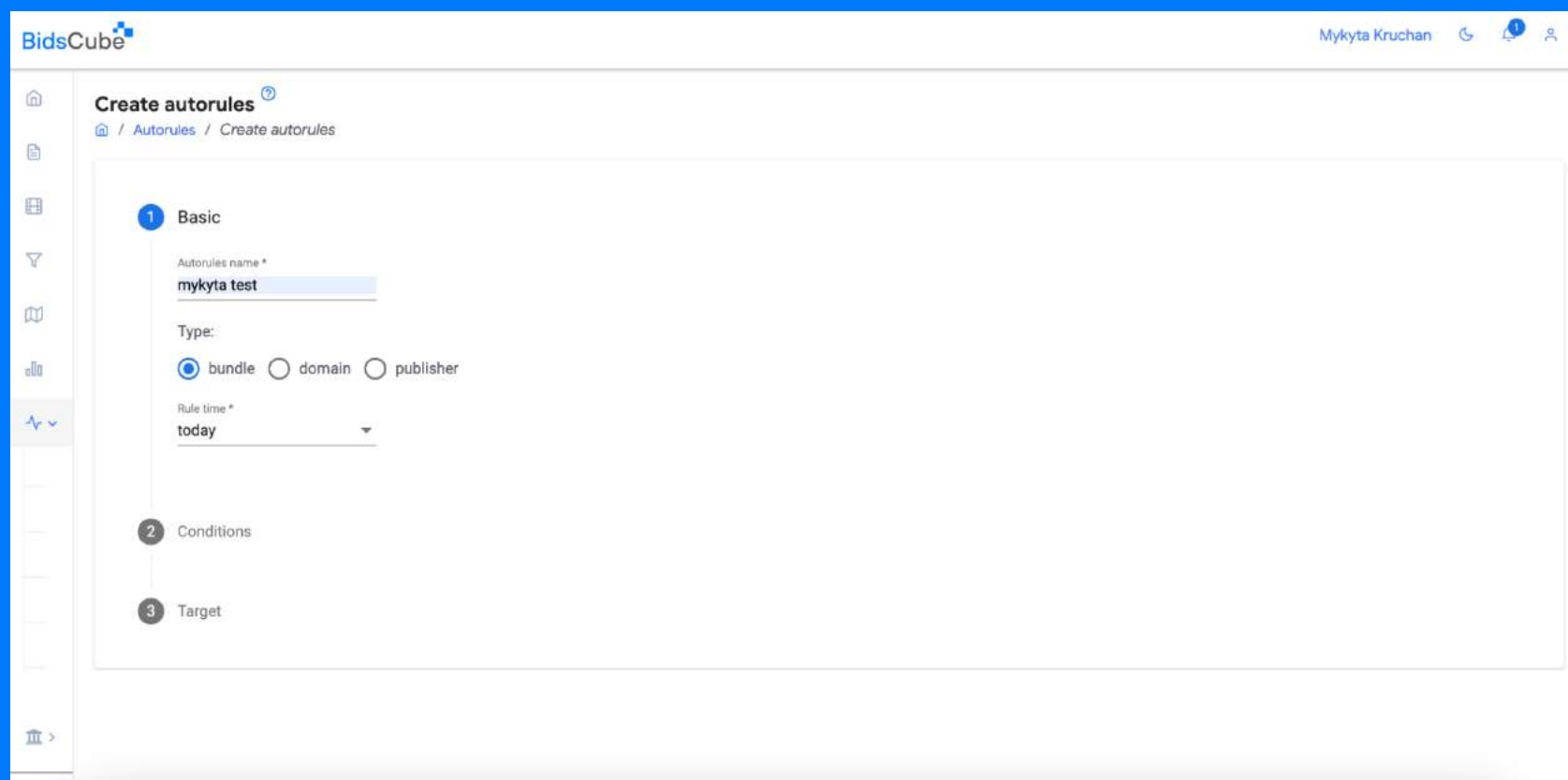
# 8. Optimization

## 8.1 Autorules

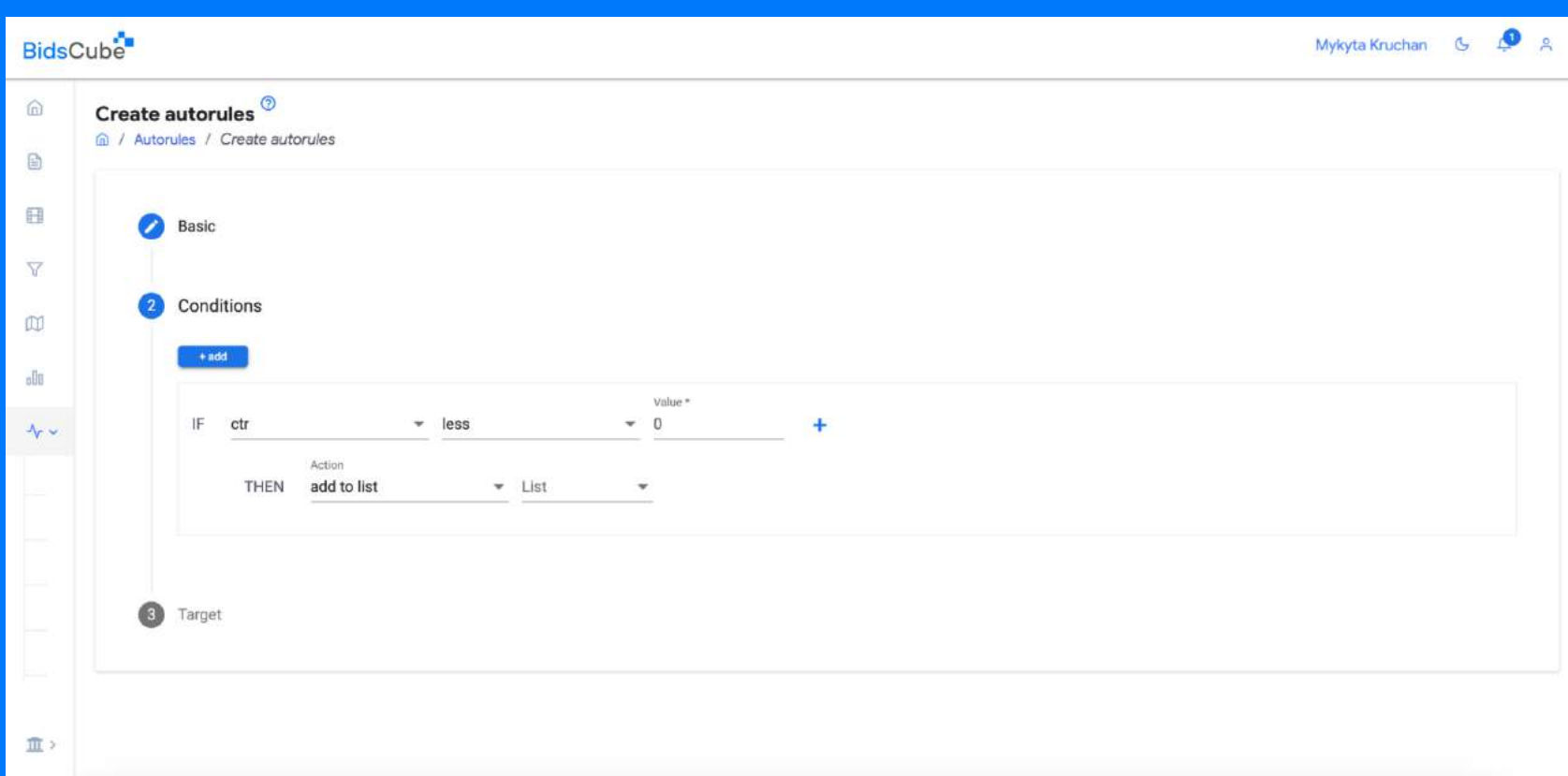
Here you can create autorules to regulate your campaigns' spending. For example, reducing spending on places where your ads are not receiving clicks can be very useful.

So, here is the detailed guide on how to create the autorule:

1. First, choose the name, type, and rule time.



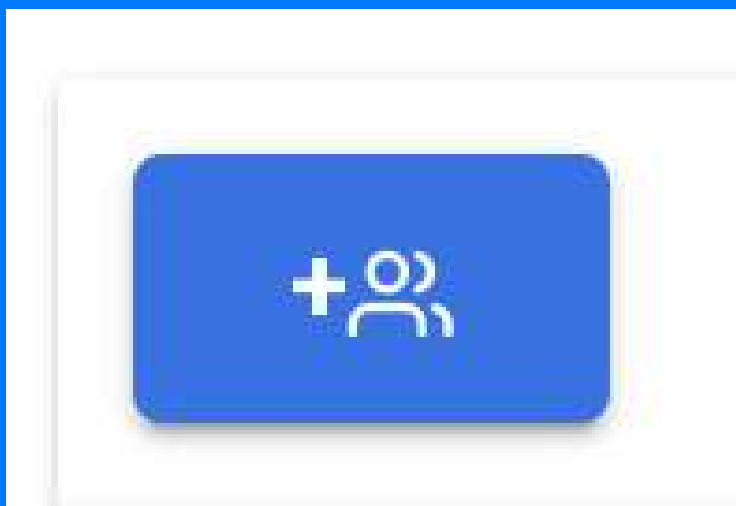
2. Choose conditions. You must create an empty filter list so the sources will be whitelisted or blacklisted.



## 8.2 Audiences

An audience is a group of users captured (collected) by one of the previous campaigns or by a click or conversion posted on a website page.

To create a new audience, click "+".



**Create audience**  
🏠 / Audience / Create audience

Audience name \*

Collection type:  
 click  conversion

Start date \*  End date \*

Strategy type:  
 collect  trade

Campaigns

**Create audience**

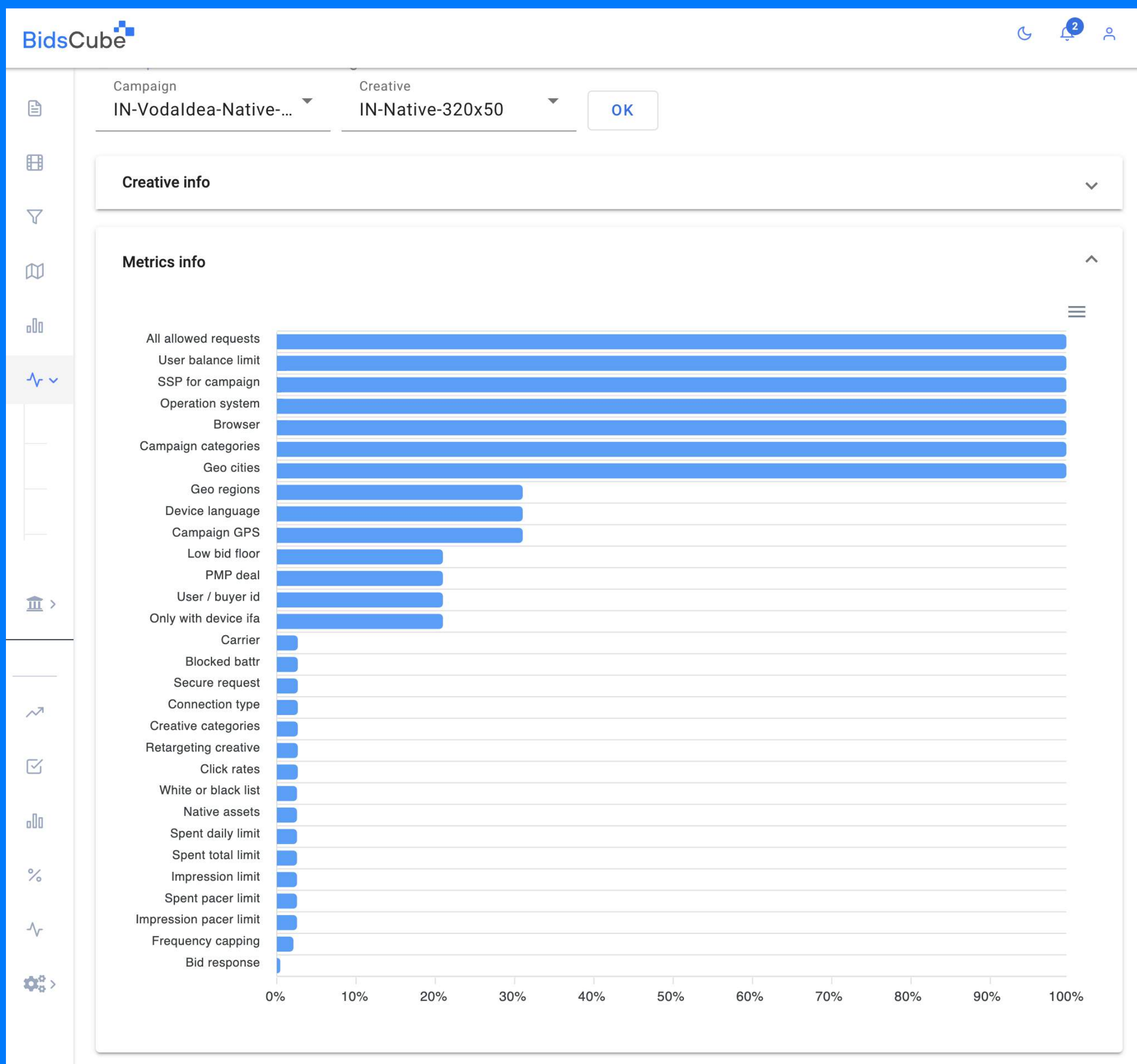
Next, you see this form that you need to fill out:

- **Audience name** — choose a name for your audience.
- **Collection type** — click or Conversion means that the audience will collect users who have clicked or converted within a certain campaign.
- **Start Date, End Date** — select the date for which the audience will collect users.
- **Strategy type** — choose a type of collect or trade.
- **Campaigns** — select the campaign you need to apply an audience to.

## 8.3 Traffic Monitoring

This tool lets you see how the traffic will go through the checks before sending a bid response for each creative. These metrics are available after a primary traffic type, country, size, and device type review. Data is updated every 30 seconds.

1. Choose the type of monitoring: you want to see the results of the whole campaign or the exact creative from this campaign.
2. Click on the "OK" button.



## 9. Billing

The system provides convenient and simple functionality to maintain your account balance and transactions. Here you can view your actual balance, set up automatic email notifications when your account balance limit is reached, and make a deposit.

The screenshot shows the 'Payment' section of the BidsCube interface. At the top, it displays 'Payment' with a home icon and a breadcrumb trail: 'Billing / Payment'. The main content area shows 'Your balance is 634.21 \$'. Below this, there is a checkbox labeled 'Send me a notification by email, when balance less then 30 \$'. A horizontal line separates this from the 'How would you like to deposit:' section. Two large buttons are presented: 'WIRE TRANSFER' with a green and blue logo, and 'PayPal' with the blue 'P' logo. Below these buttons, a note states 'You can deposit money via Wire Transfer'. At the bottom, a footer note reads 'To obtain our wire transfer information, please send an email to [finance-bcc@bidscube.com](mailto:finance-bcc@bidscube.com)'.

A predefined low balance notification appears when your balance goes below a certain amount. You can change this limitation. To set a new limit, enter a new amount in the field under the text "Get notification email when the budget level reaches" and click "Save". You will see a pop-up confirming the change in the balance limit.

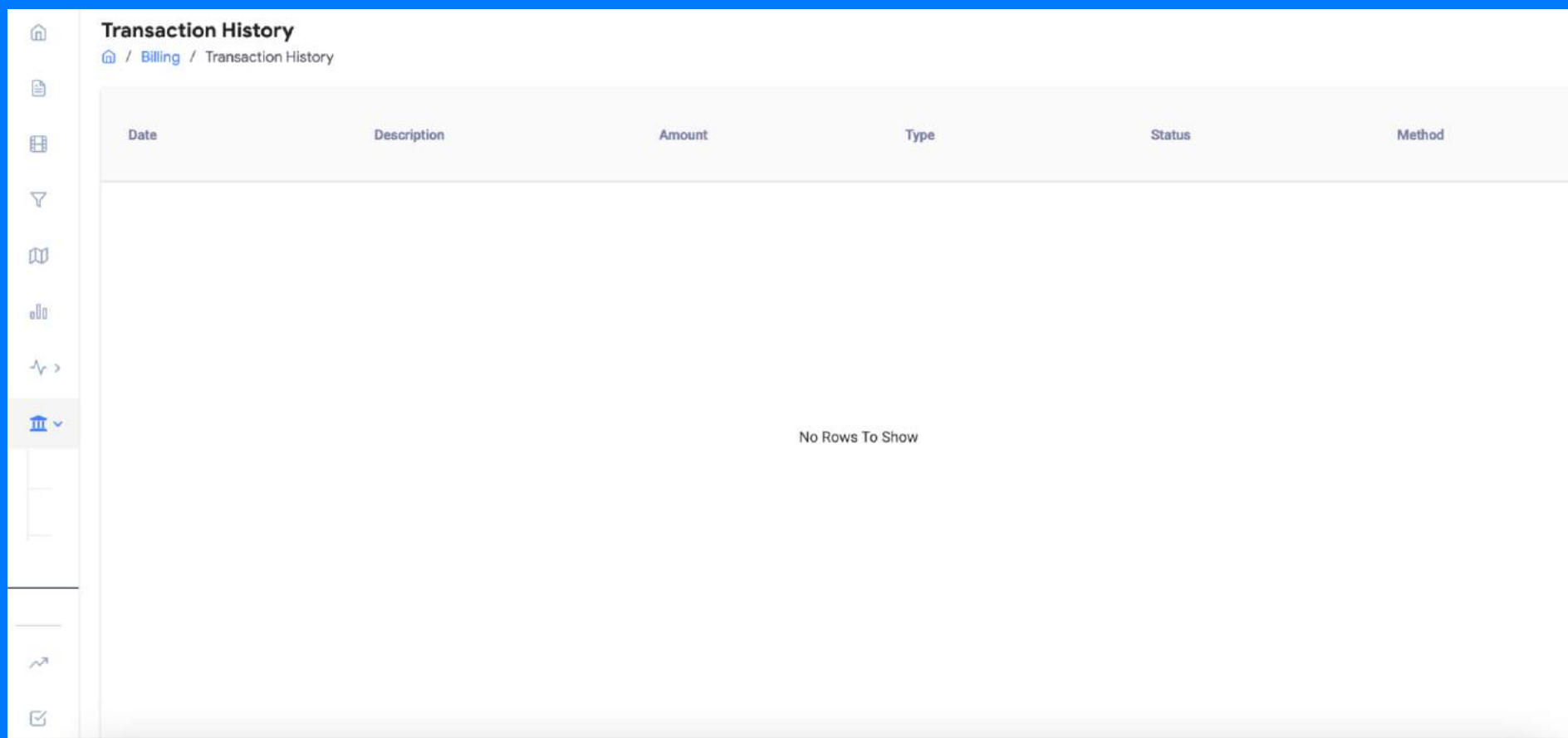
**To deposit**, select your preferred method: Wire transfer or PayPal.

To pay with **PayPal**, you must have a PayPal account. If you have one, set the amount and click "PayPal".

To pay via **Wire transfer**, contact our finance department at [finance-bcc@bidscube.com](mailto:finance-bcc@bidscube.com). The transaction may take time before the money is credited to your account.

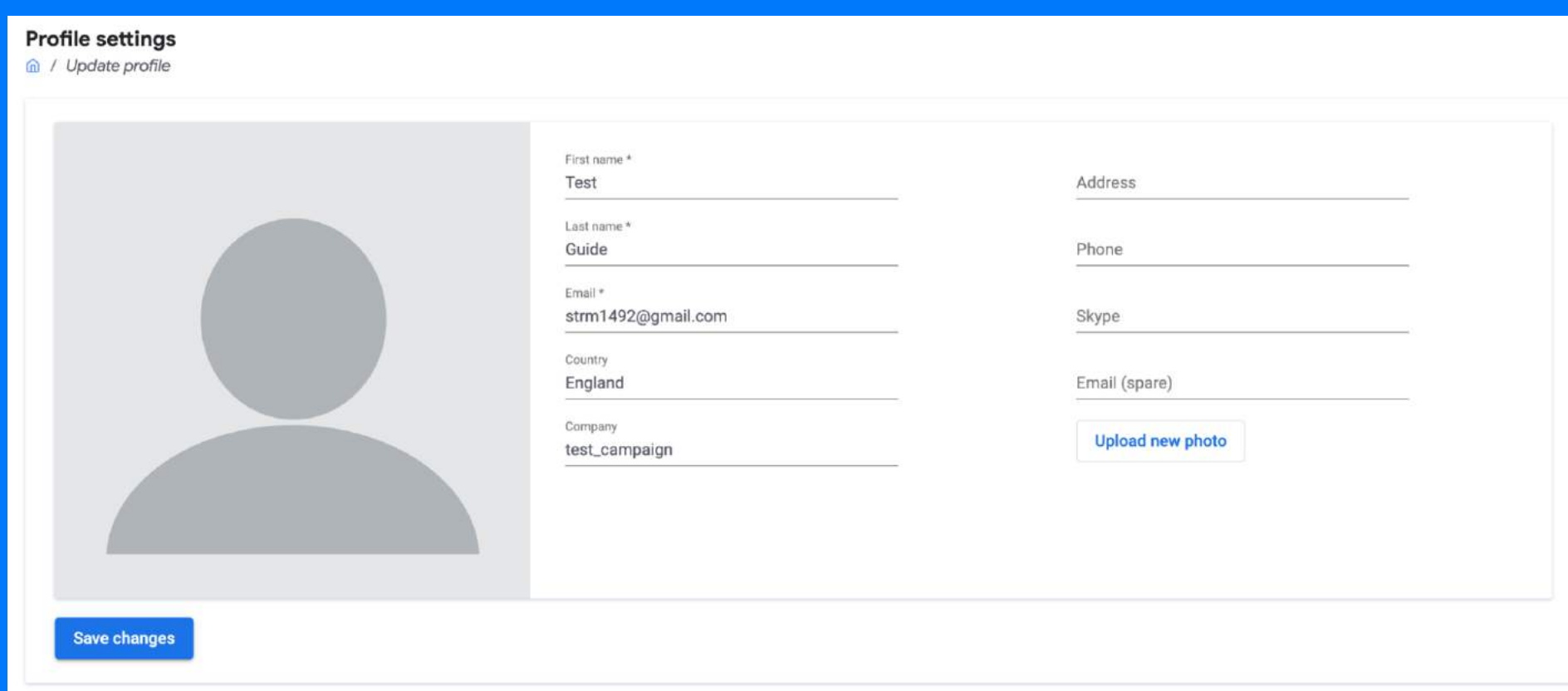
## 9.1 Transaction History

Here you can find the history of all of your transactions with us.



## 10. User Profile

You can see and change the basic information of your account. To do this, click on your name in the upper right corner of the page and click on "Settings".



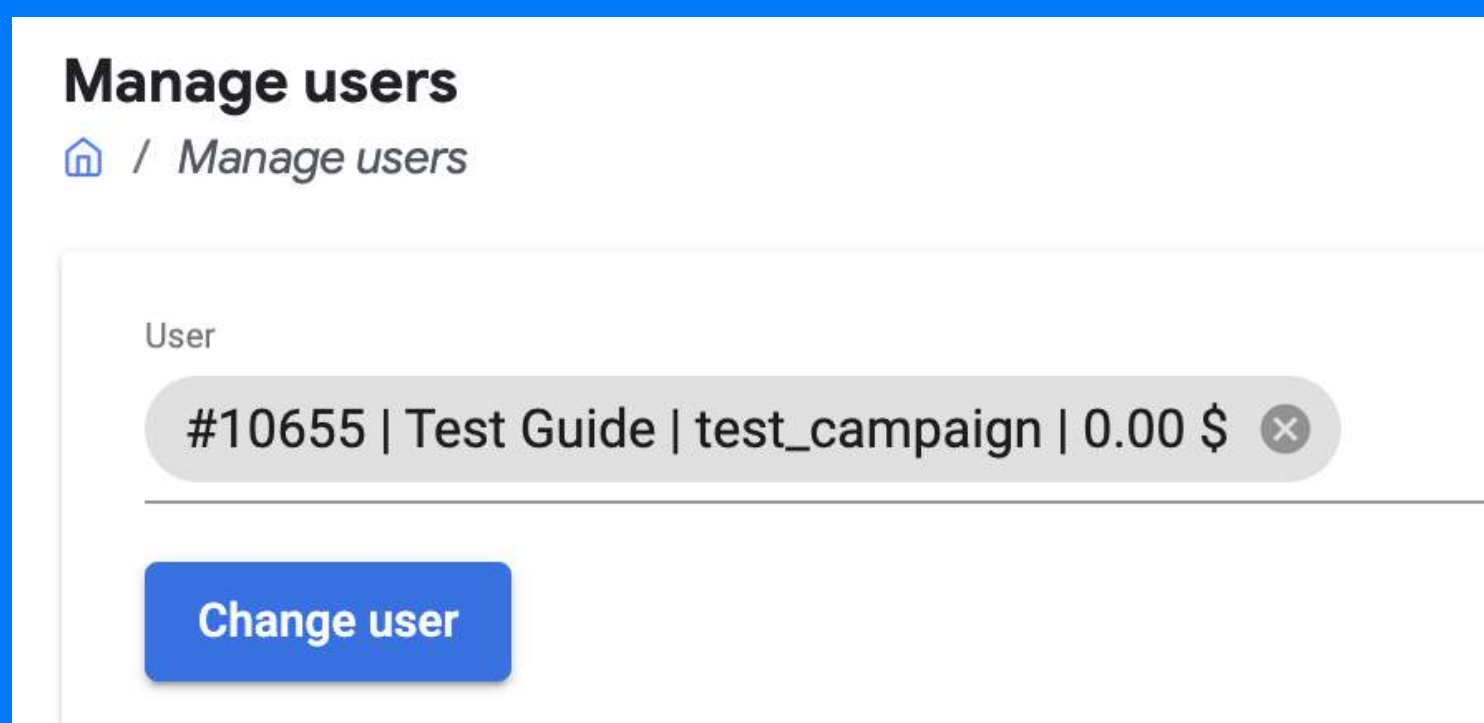
You can change your name and contact information, such as email, phone, address, Skype, and upload an avatar.

## 11. Admin panel

### Manage commands:

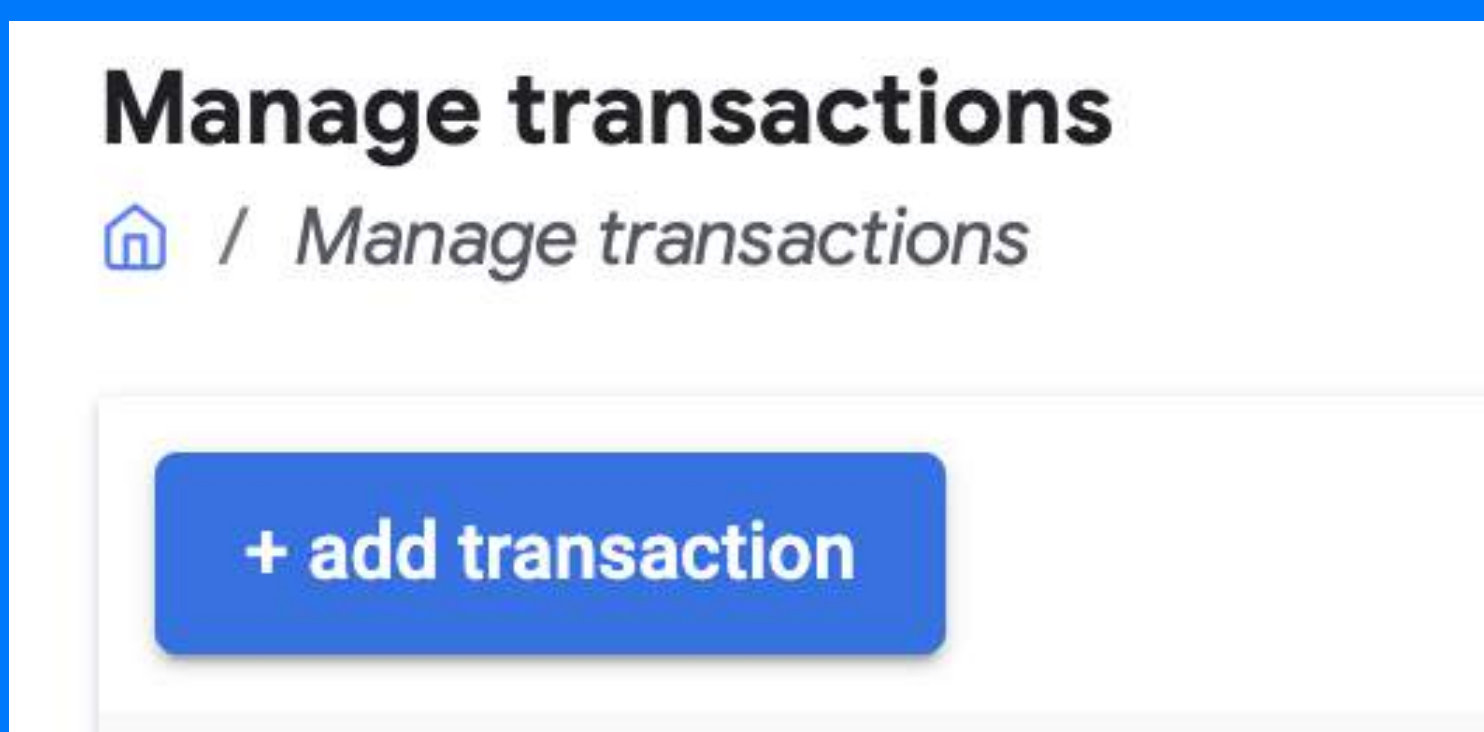
#### 11.1 Manage users

This panel allows you to see the list of all users, log in to their accounts, and edit user settings.



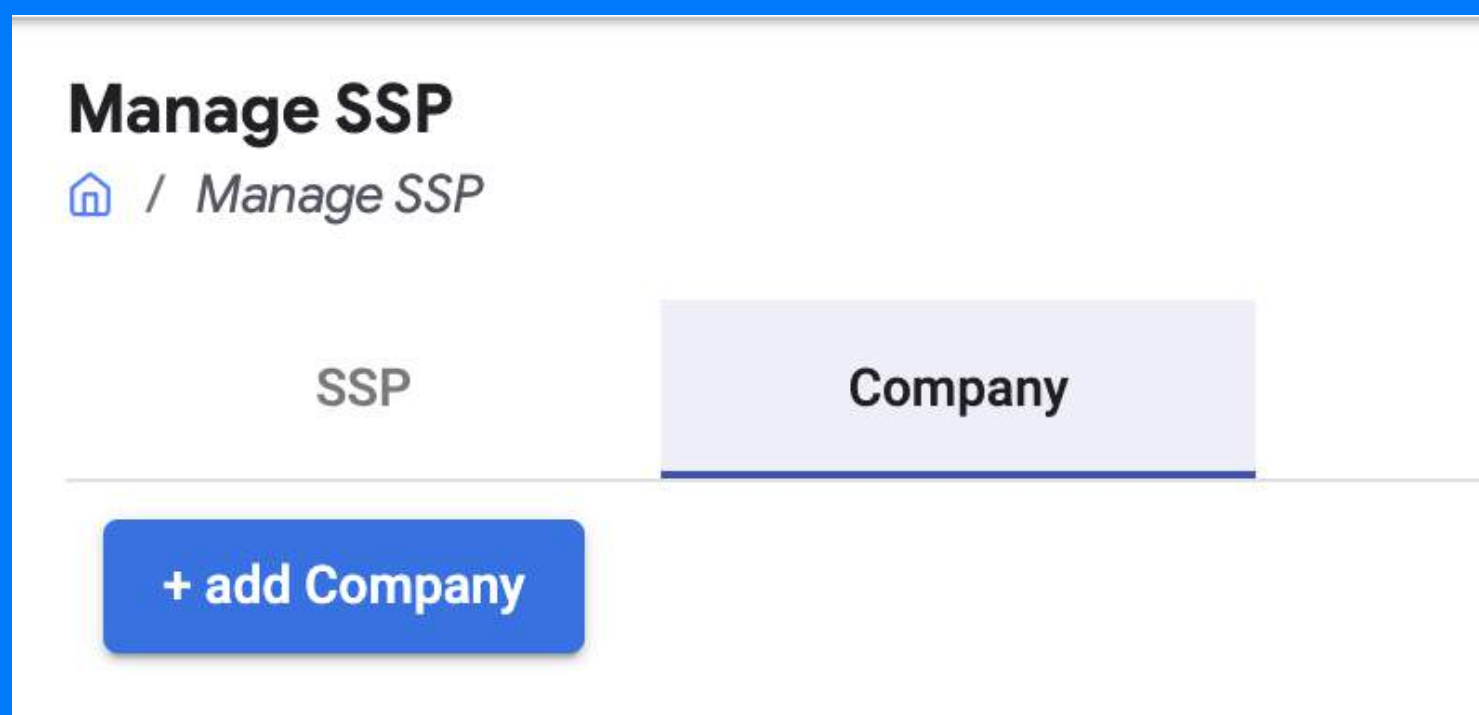
#### 11.2 Manage transactions

This panel allows you to see all the user's transactions and create a transaction manually.



## 11.3 Manage SSP

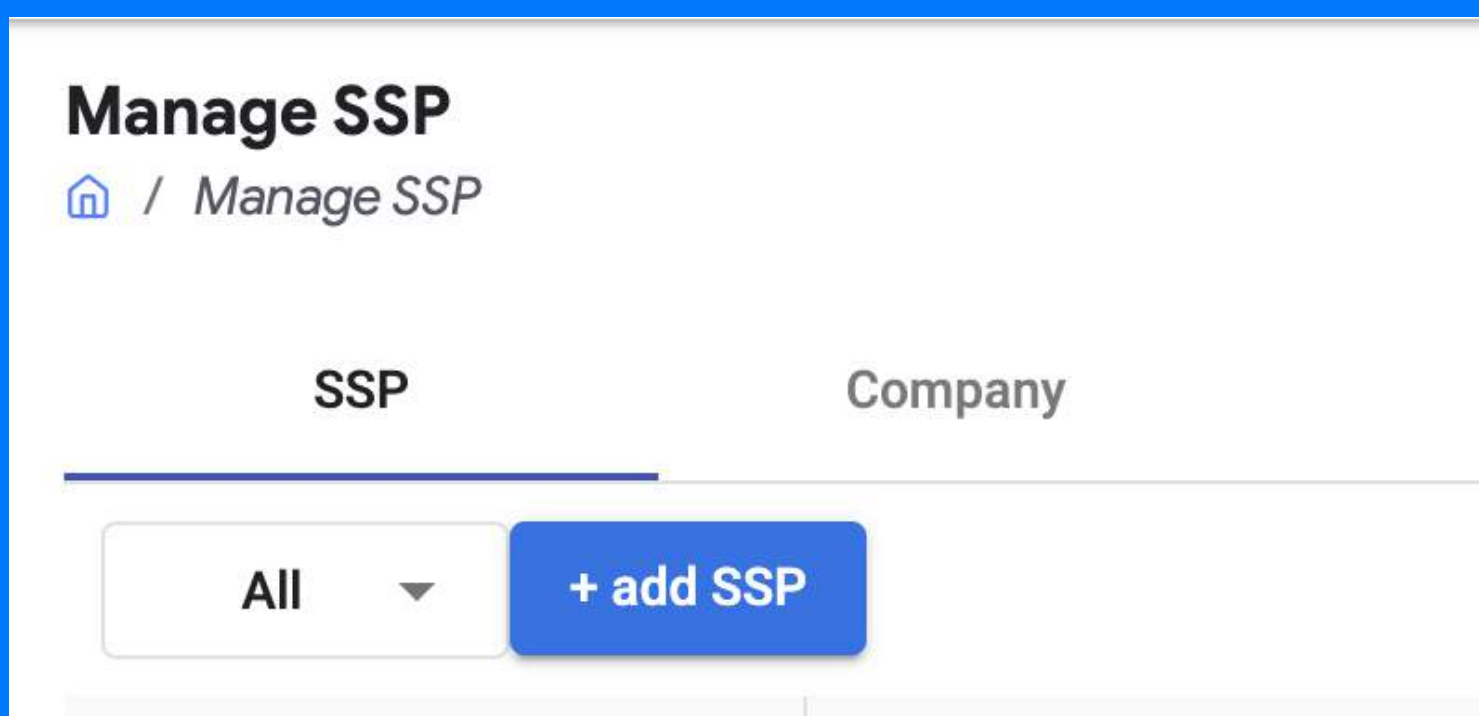
To create an SSP endpoint, first, you need to create a company. Then it'll be available to set up an endpoint.



**Manage SSP**  
Home / Manage SSP

SSP    **Company**

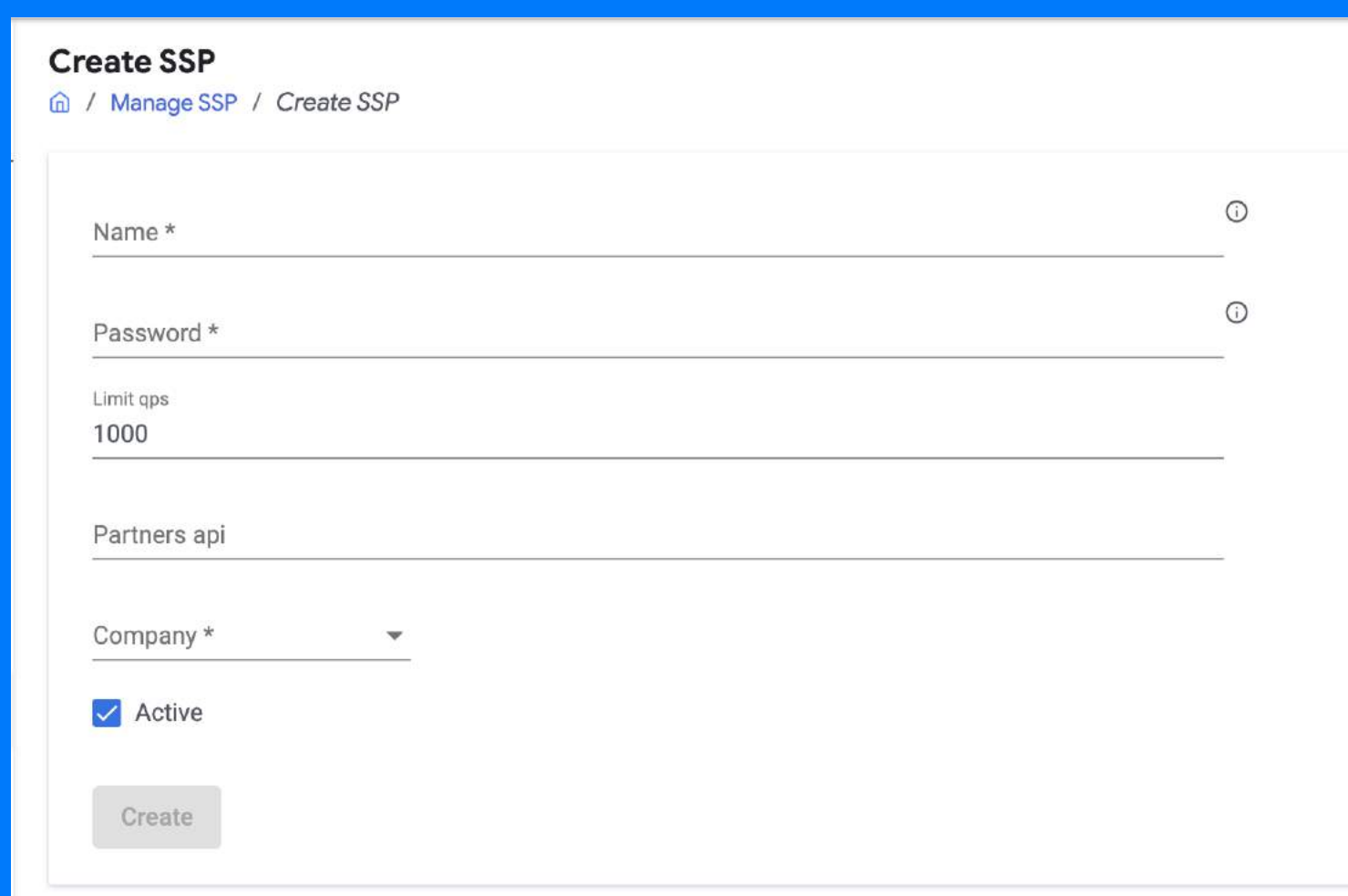
**+ add Company**



**Manage SSP**  
Home / Manage SSP

**SSP**    Company

All ▼    **+ add SSP**



**Create SSP**  
Home / Manage SSP / Create SSP

Name \*

Password \*

Limit qps  
1000

Partners api

Company \*

Active

Create