



BidsCube Supply-Side platform

To-do Checklist

To set up and get it working, you must ensure that all options are submitted correctly. Use this guide to launch the monetization solution.

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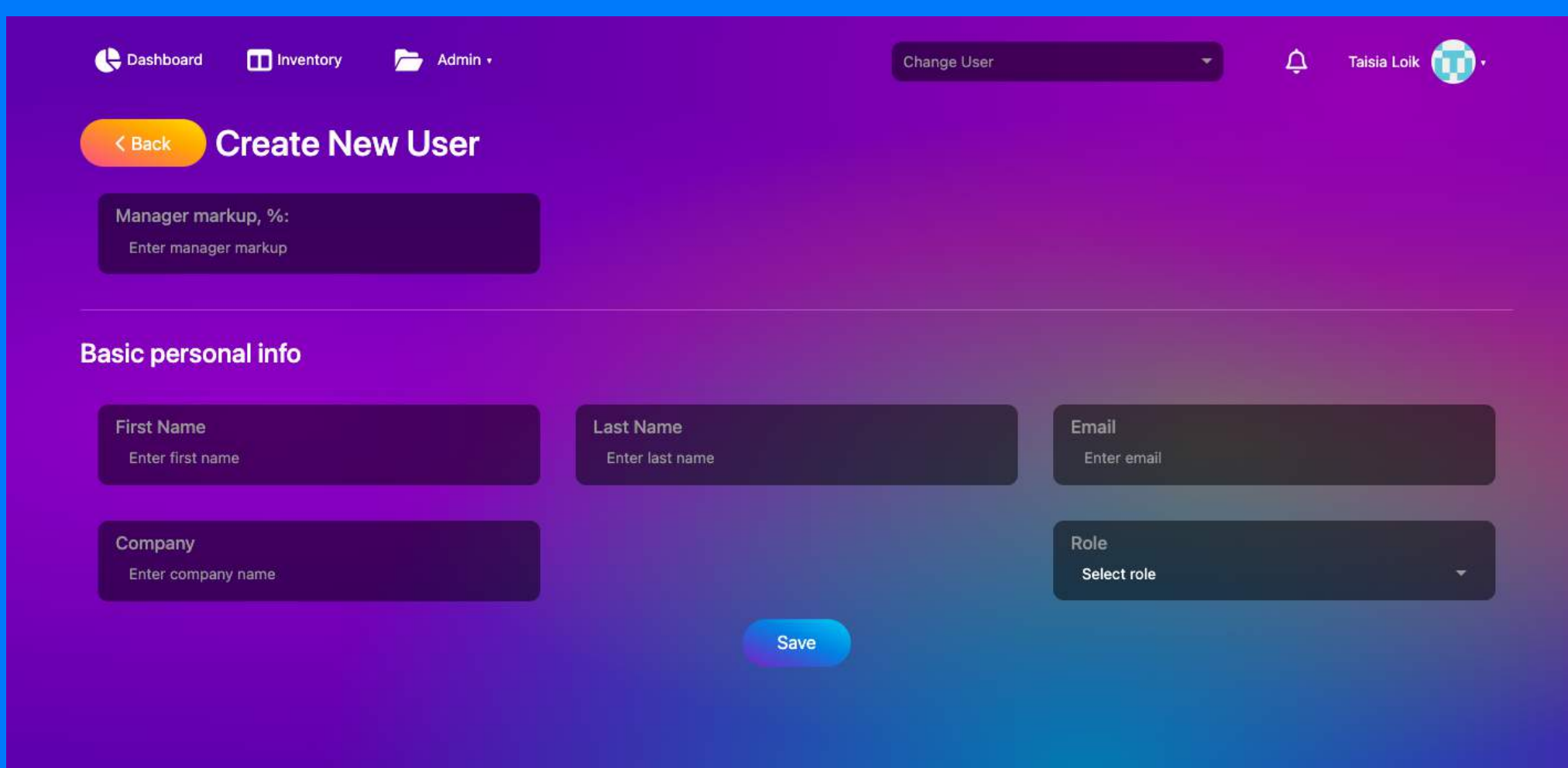
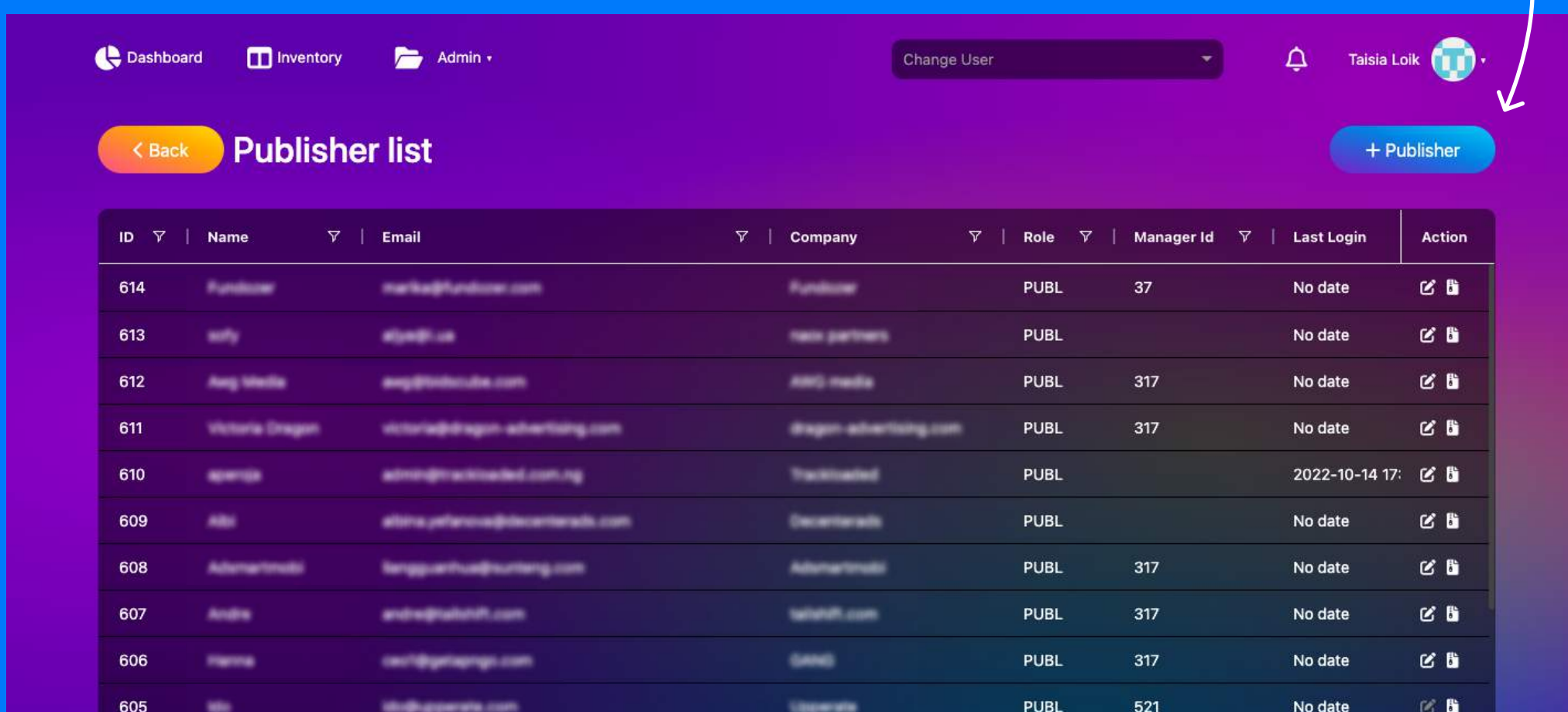
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STEP 1

How to add a Publisher?

First, you need to add a publisher to proceed with the inventory. Here you add manager markup % and Basic personal info.

ADMIN ▶ **PUBLISHERS** ▶ **ADD PUBLISHER**

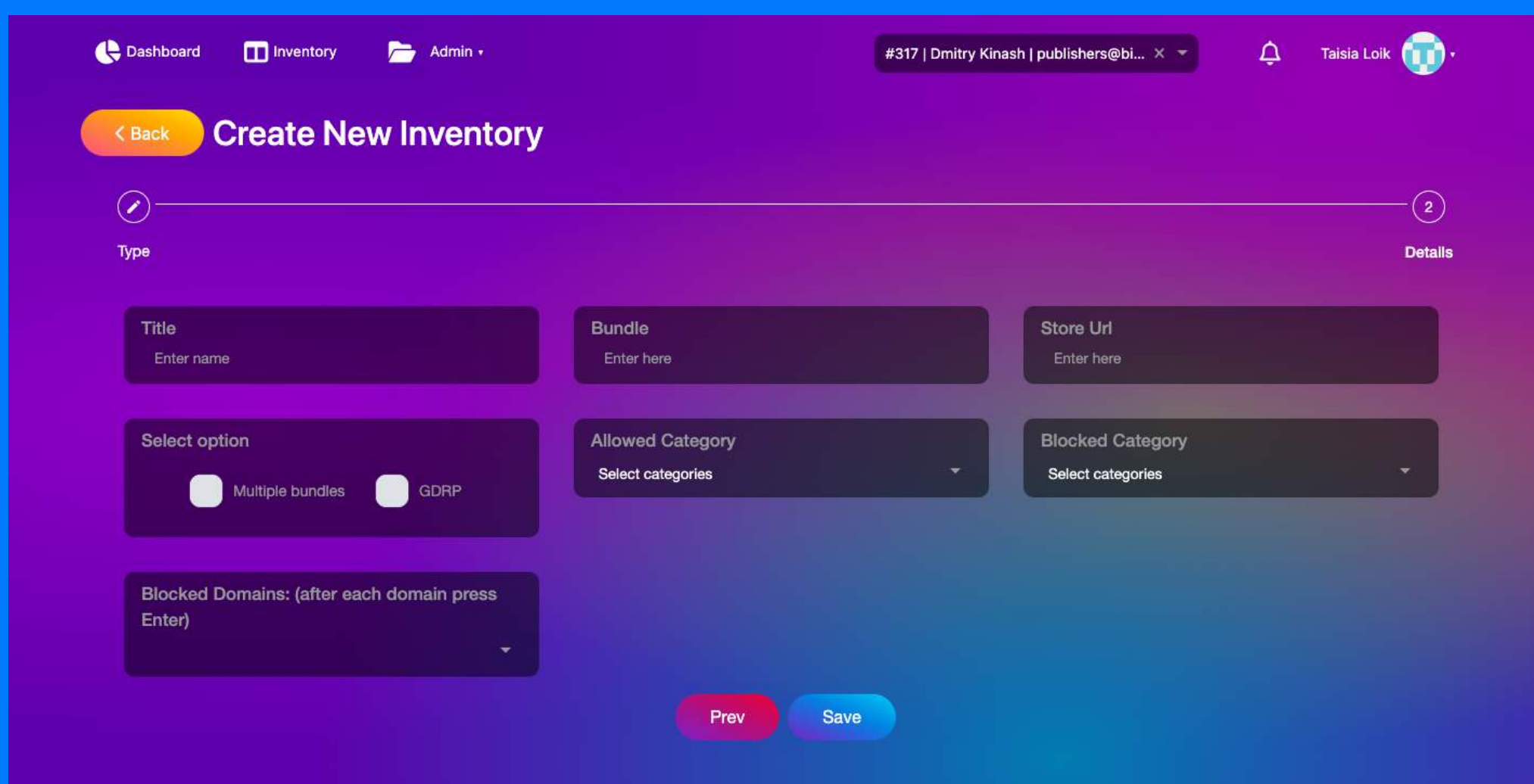
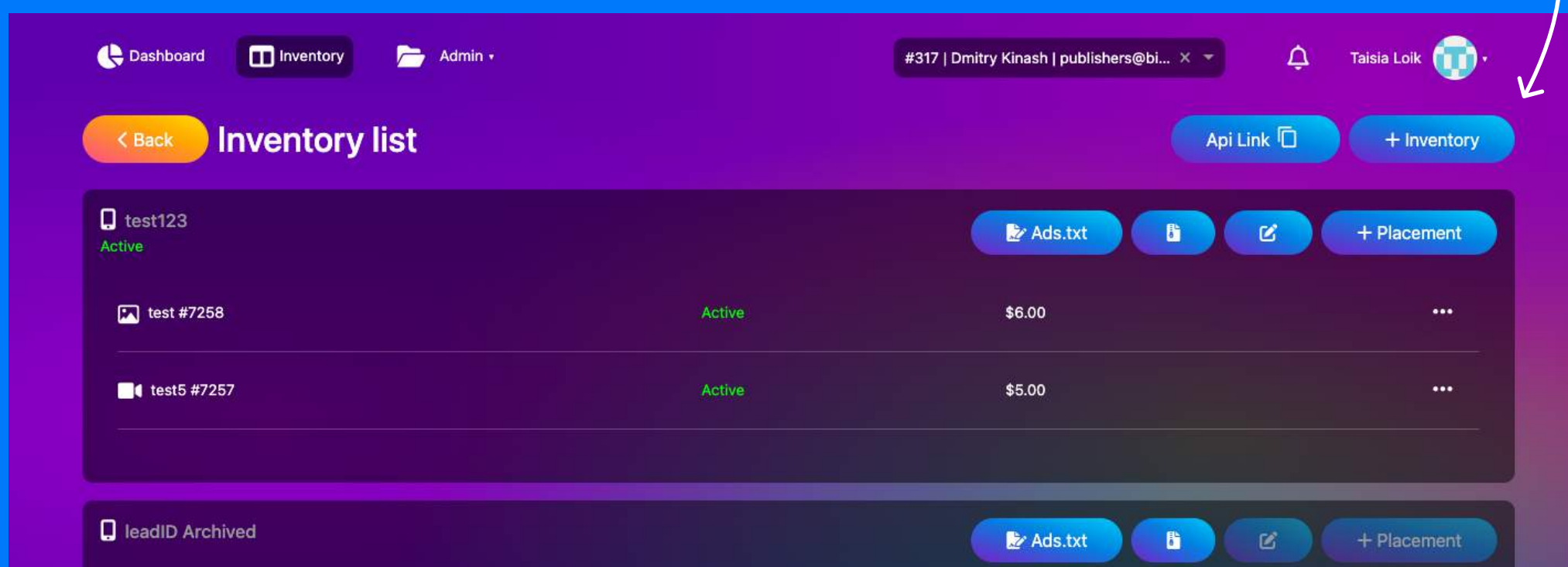


STEP 2

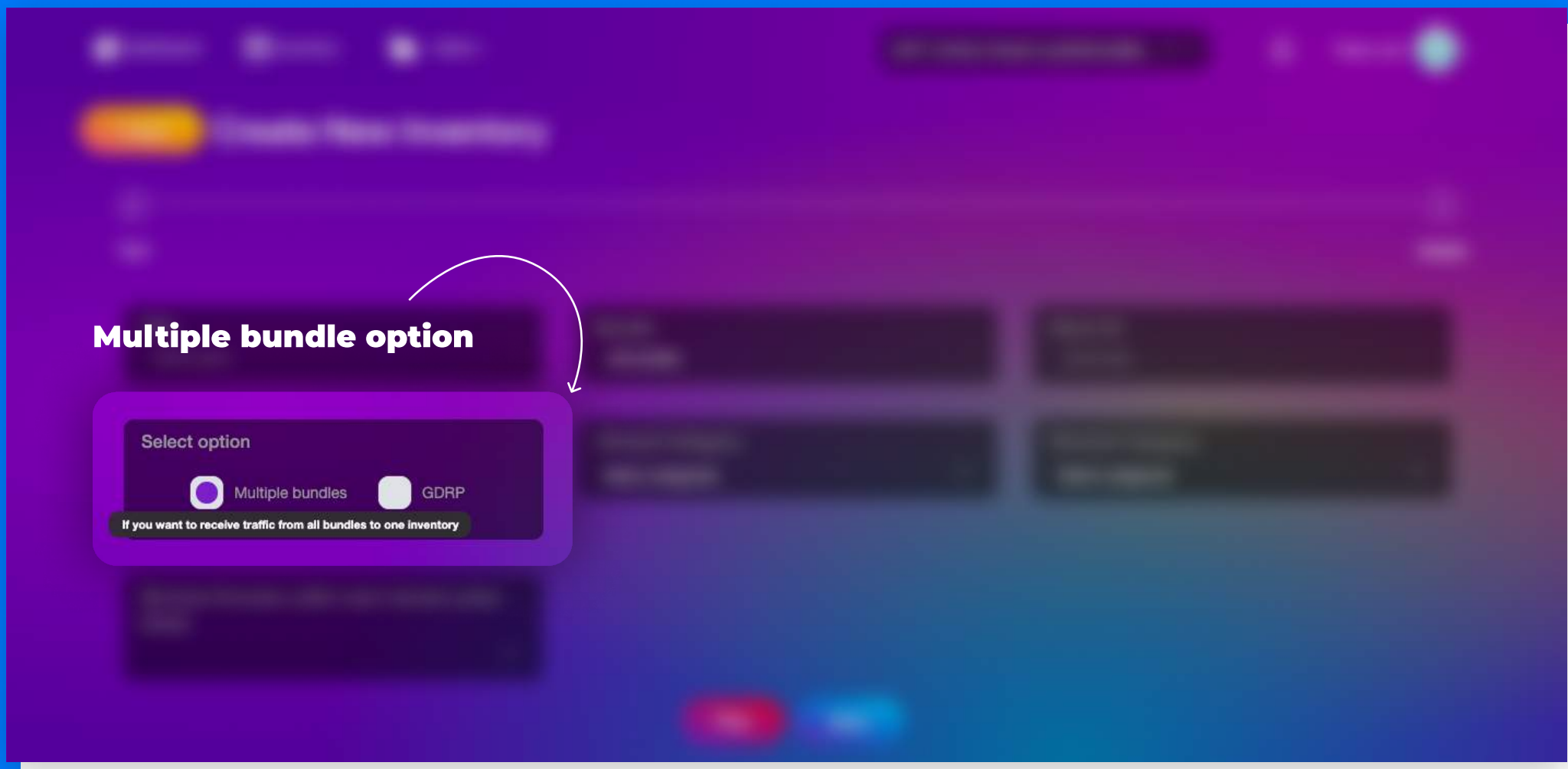
How to add an inventory?

Clicking on the **Add Inventory button**, select the source where your ads will be displayed, and set up the list of allowed and blocked bundles due to the target audience preferences.

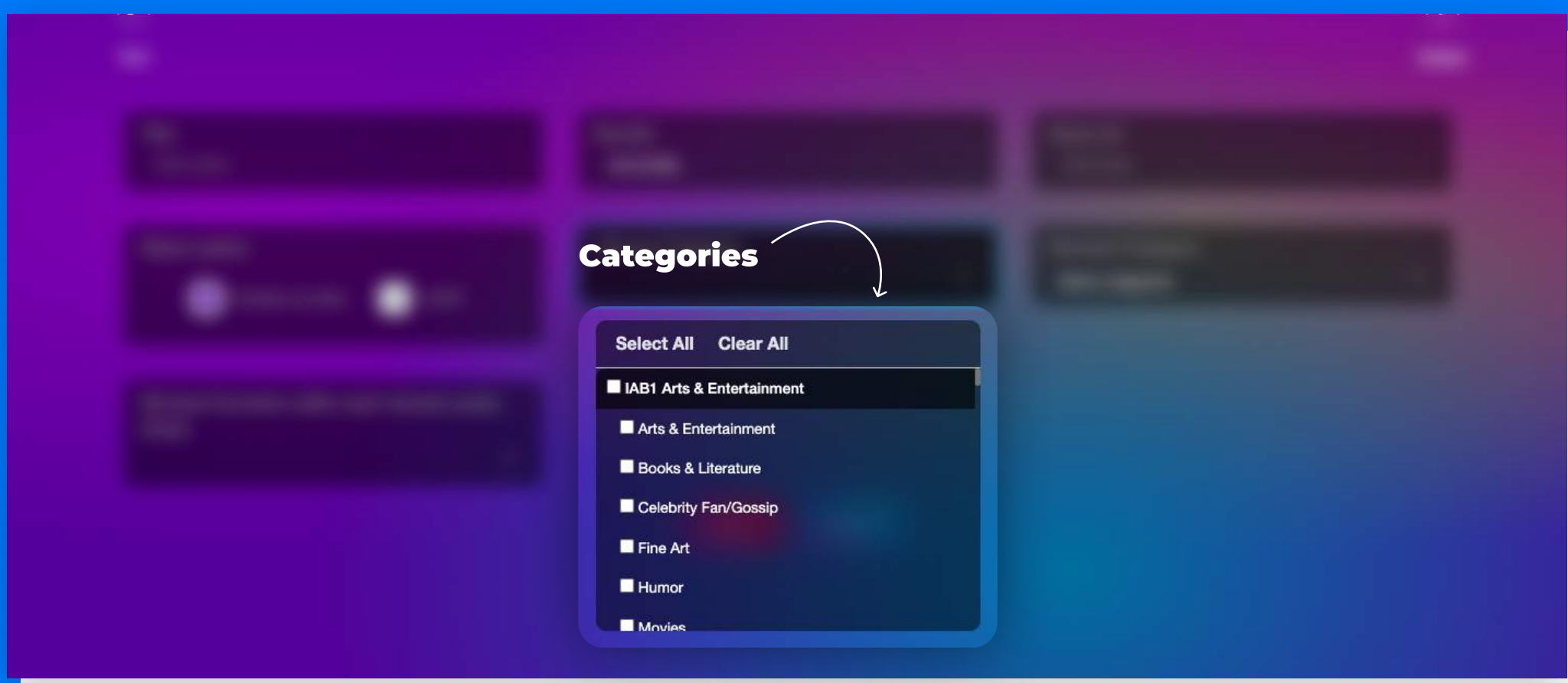
INVENTORY ► **INVENTORY LIST** ► **ADD INVENTORY**



You can create an unlimited number of inventories. Using the **Multiple bundle option**, you will receive traffic from all allowed bundles to one inventory, or you can disable this feature and get traffic from one specific bundle.



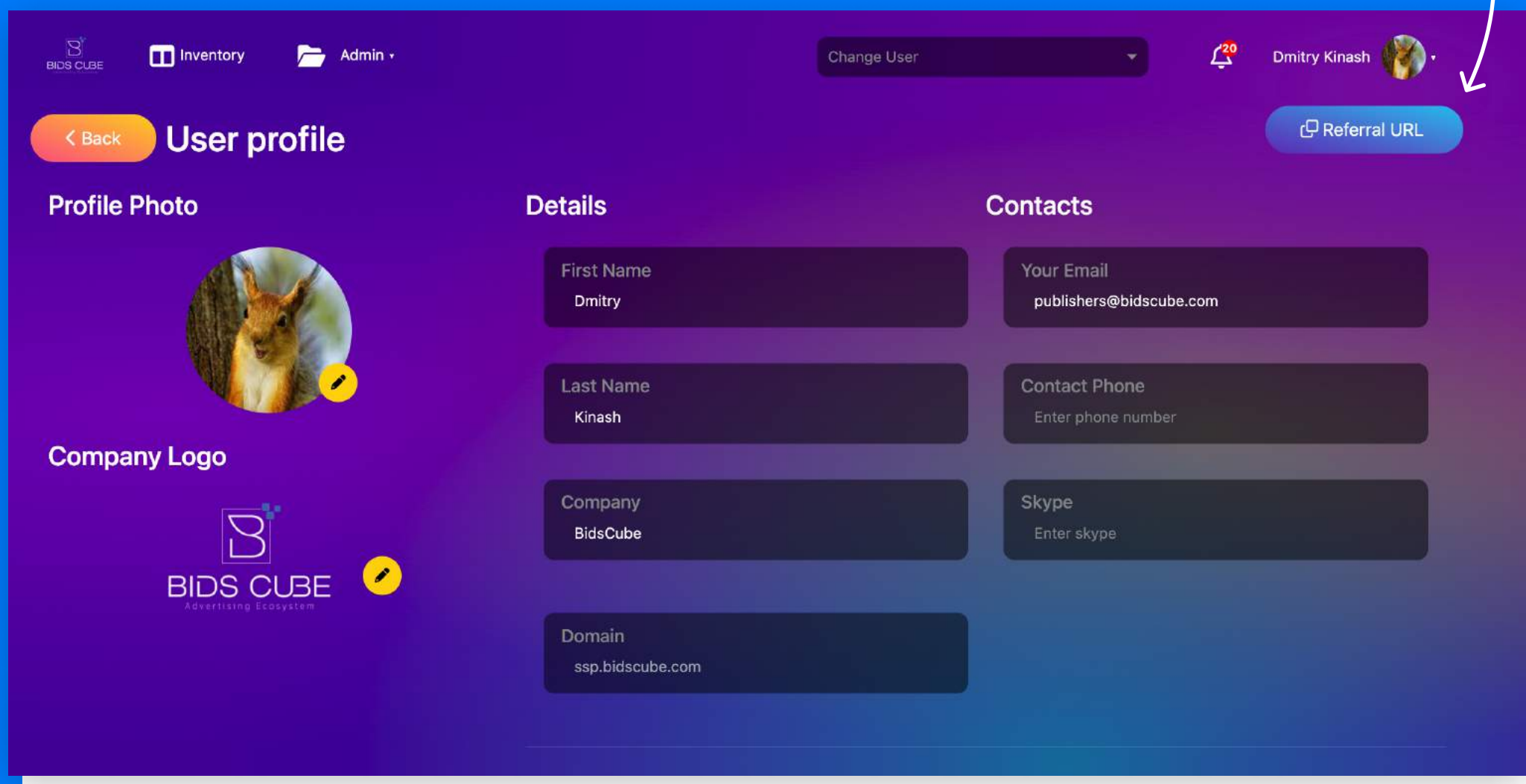
Furthermore, there are also selectable categories available for editing.



In most cases, all categories are allowed by default, but you can customize the allowed list following your target audience.

In addition, you can use the referral URL. By getting it, the publisher can independently fill in all the fields and register with the system.

USER PROFILE ▶ **REFERRAL URL**

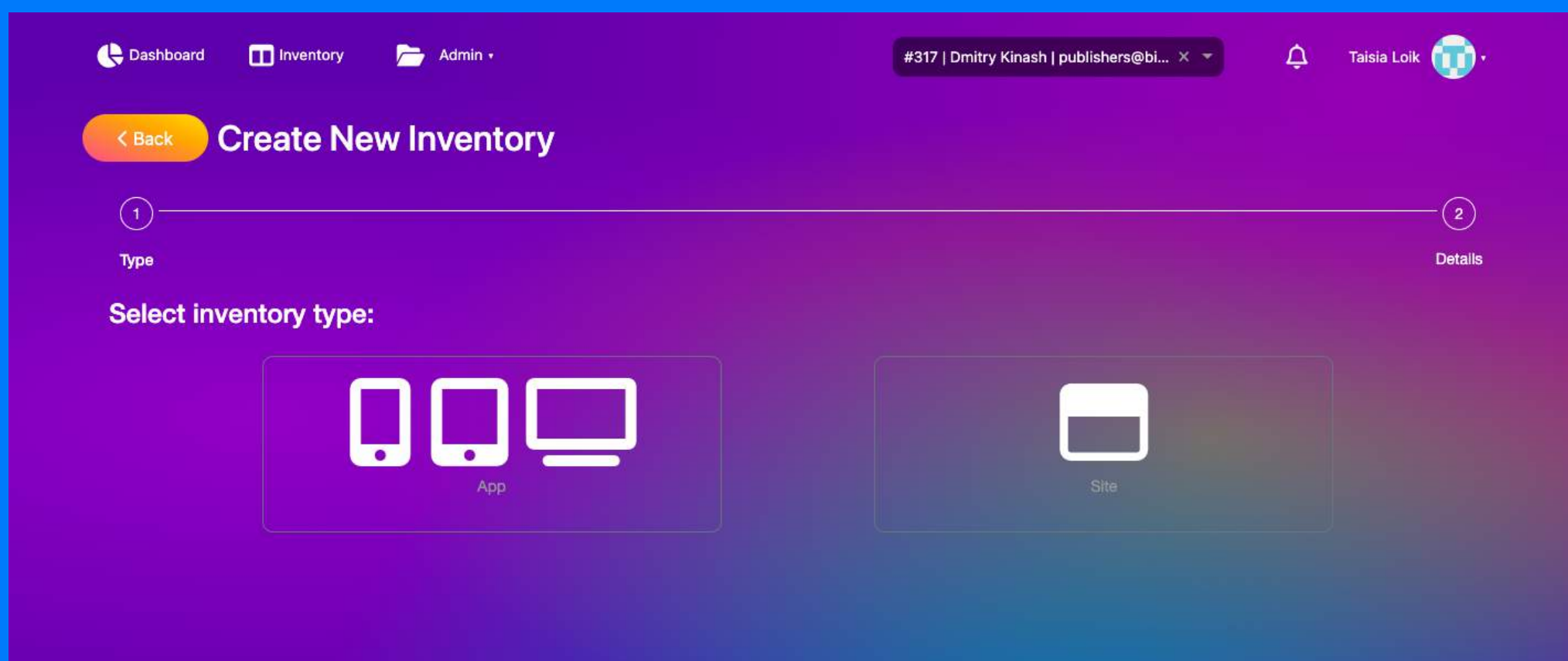


STEP 3

How to add a placement?

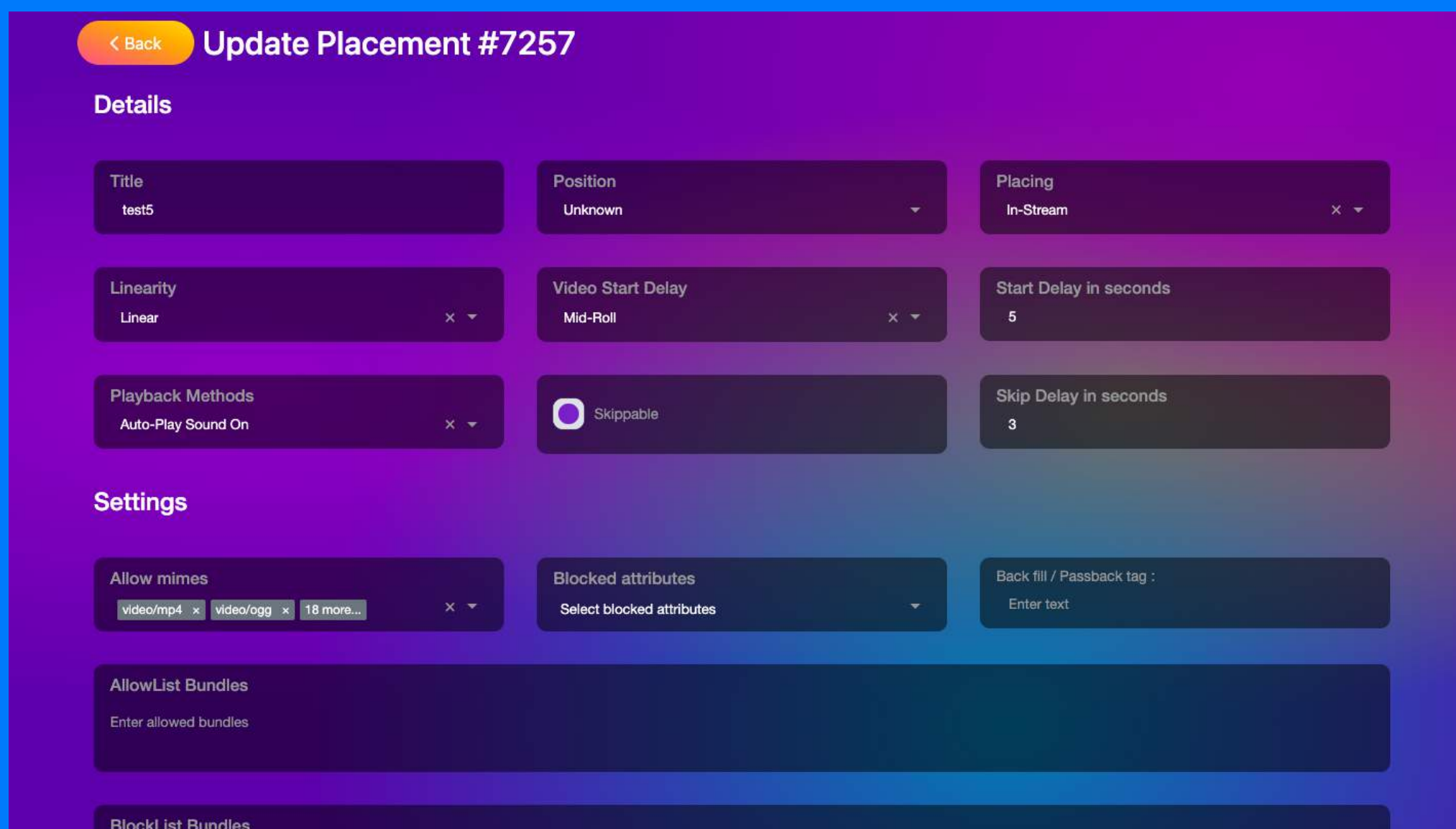
After creating an inventory, you'll be able to add the placements. There are no limiting factors regarding the added items. Kindly choose the type of requested ads. Following the type of placement, you need to fill in the parameters.

INVENTORY ▶ **INVENTORY LIST** ▶ **ADD INVENTORY** ▶ **CREATE PLACEMENT**

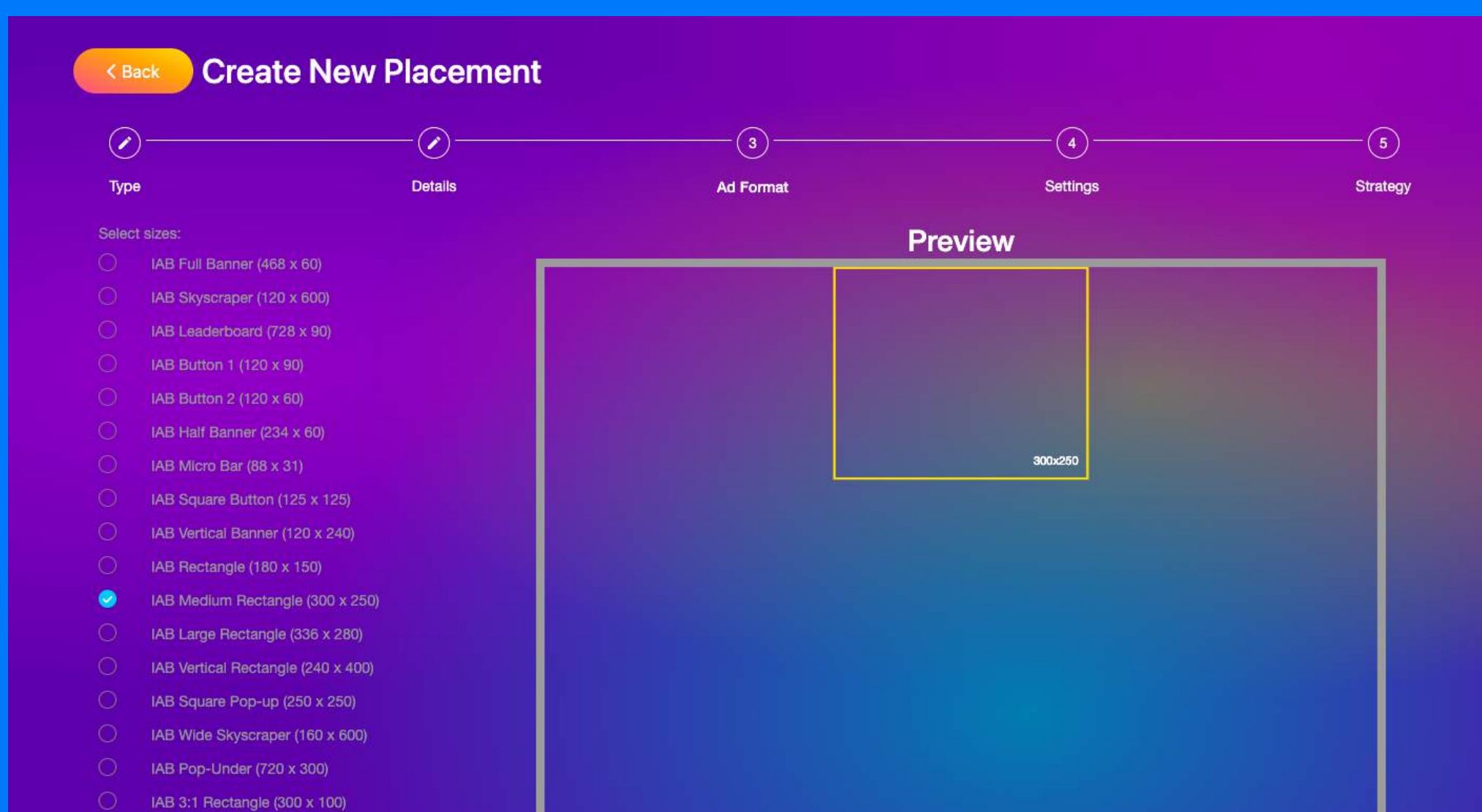


Following the requested ad format, you will be redirected to the setting tab to configure the necessary ad options.

Video & CTV



Banner & Native



Audio

The screenshot shows the 'Create New Placement' interface in the BidsCube application. The user is currently on the 'Details' step of a four-step process. The 'Details' section contains three input fields: 'Title' with a placeholder 'Enter title', 'Feeds' with a dropdown menu currently showing 'Music Service', and 'Start Delay in seconds' with a numeric input field set to '0'. Below these fields are 'Prev' and 'Next' navigation buttons. The top navigation bar includes 'Dashboard', 'Inventory', and 'Admin' menus, along with a user profile for 'Taisia Loik'.

After adding the placement following the requested ads, you'll be able to get a **Vast tag** (video or audio ads) or **JS tag** (banner or native) to proceed with the integration.

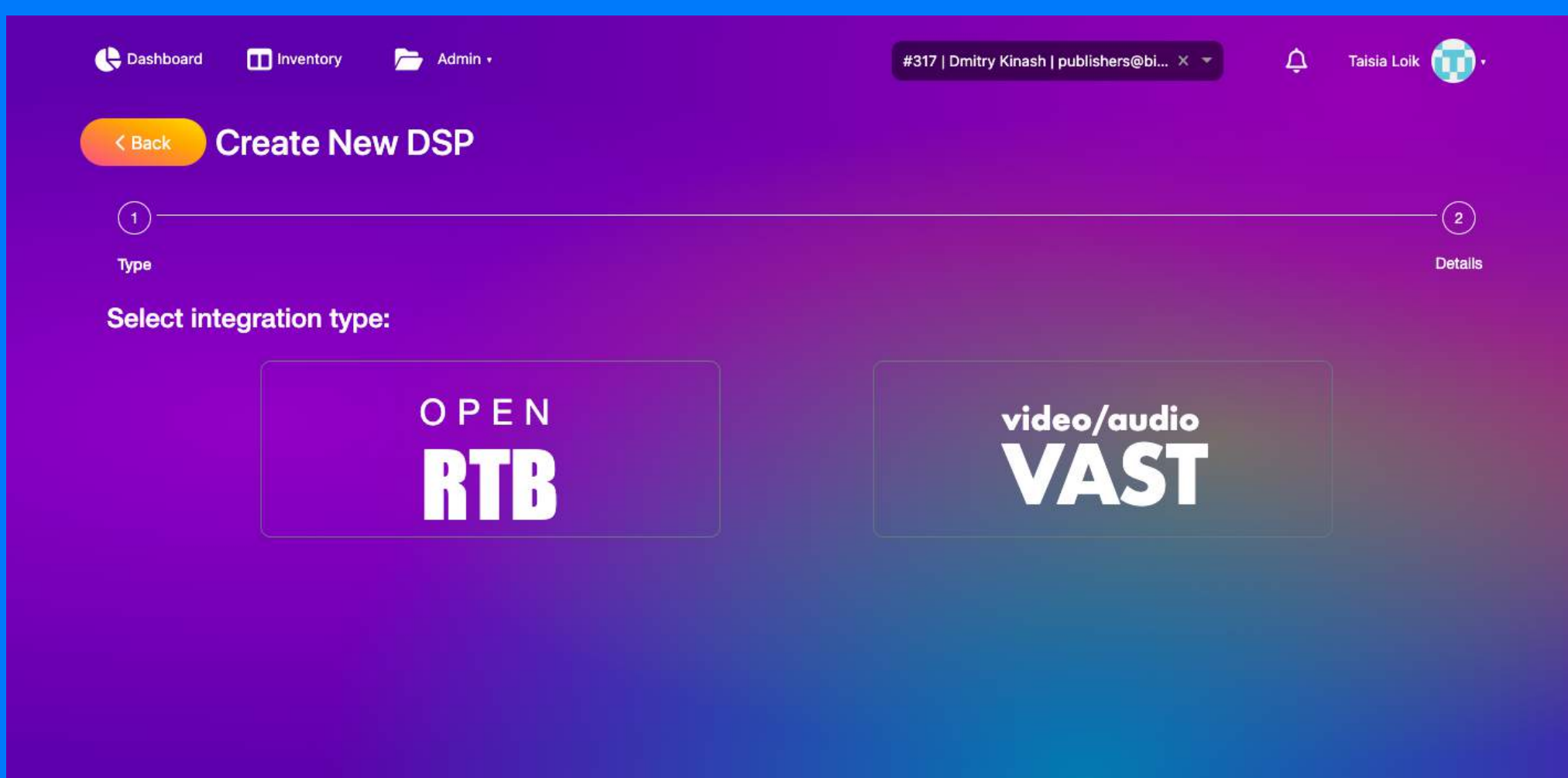
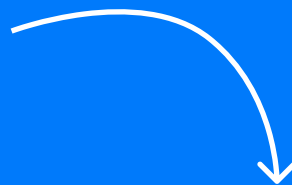
STEP 4

ORTB & Vast integration

There you can add new demand partners or manage the existing ones.

To add DSP, choose the integration type. It can be oRTB or VAST. Depending on the desired format, you can manage and route your direct traffic with Vast to Vast & Vast to ORTB integrations, JStags to Vast & Jstags to ORTB, and PreBid. Combinations allow grading different types and formats of traffic.

ADMIN ▶ **DSP** ▶ **ADD DSP**



Following the requested ad format, you will be redirected to the setting tab to configure the necessary ad options.

If it's an **oRTB**, you need to add an endpoint & configure the general and allow/block settings. oRTB automates inventory buying and selling within different programmatic auction types.

The screenshot shows the 'Create New DSP' form with the following fields and options:

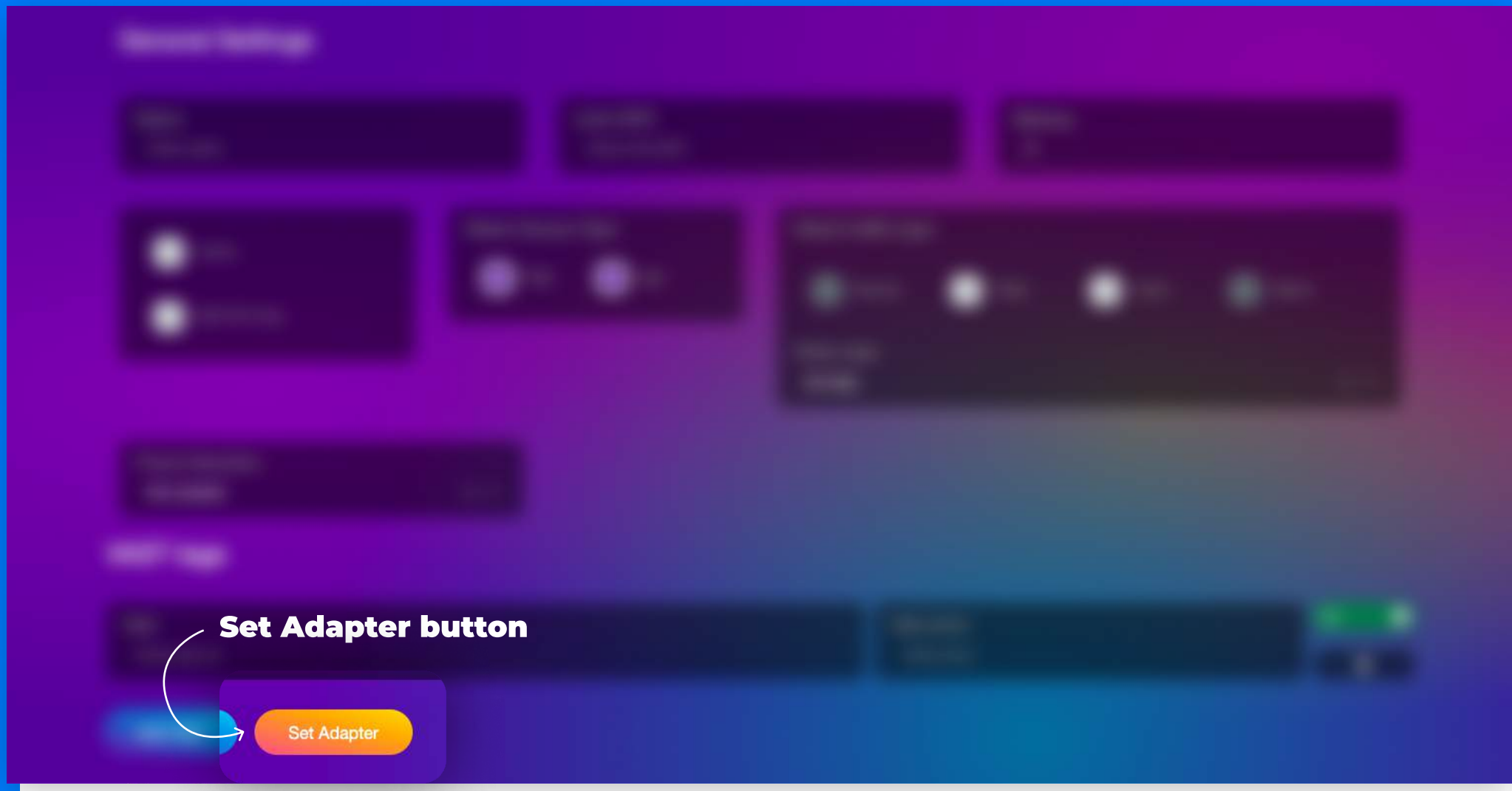
- Name:** Enter name
- Limit QPS:** Enter limit QPS
- Endpoint:** Enter endpoint
- Markup:** 0
- Auction type:** Second Price
- Active:**
- With IFA Only:**
- Select Source Type:** Web (selected), App
- Select traffic type:** Banner, Video, Audio, Native
- Video type:** All video
- Fraud detection:** Not enabled

If it's a **VAST integration**, you should add a VAST link and submit traffic & source types. In simple words, VAST helps ad servers and video players communicate with each other to serve video ads effectively.

The screenshot shows the 'Create New DSP' form with the following fields and options:

- Name:** Enter name
- Limit QPS:** Enter limit QPS
- Markup:** 0
- Active:**
- With IFA Only:**
- Select Source Type:** Web (selected), App
- Select traffic type:** Banner, Video, Audio, Native
- Video type:** All video
- Fraud detection:** Not enabled
- VAST tags:**
 - Vast:** Enter vast url
 - Vast price:** Enter price
 - On:**

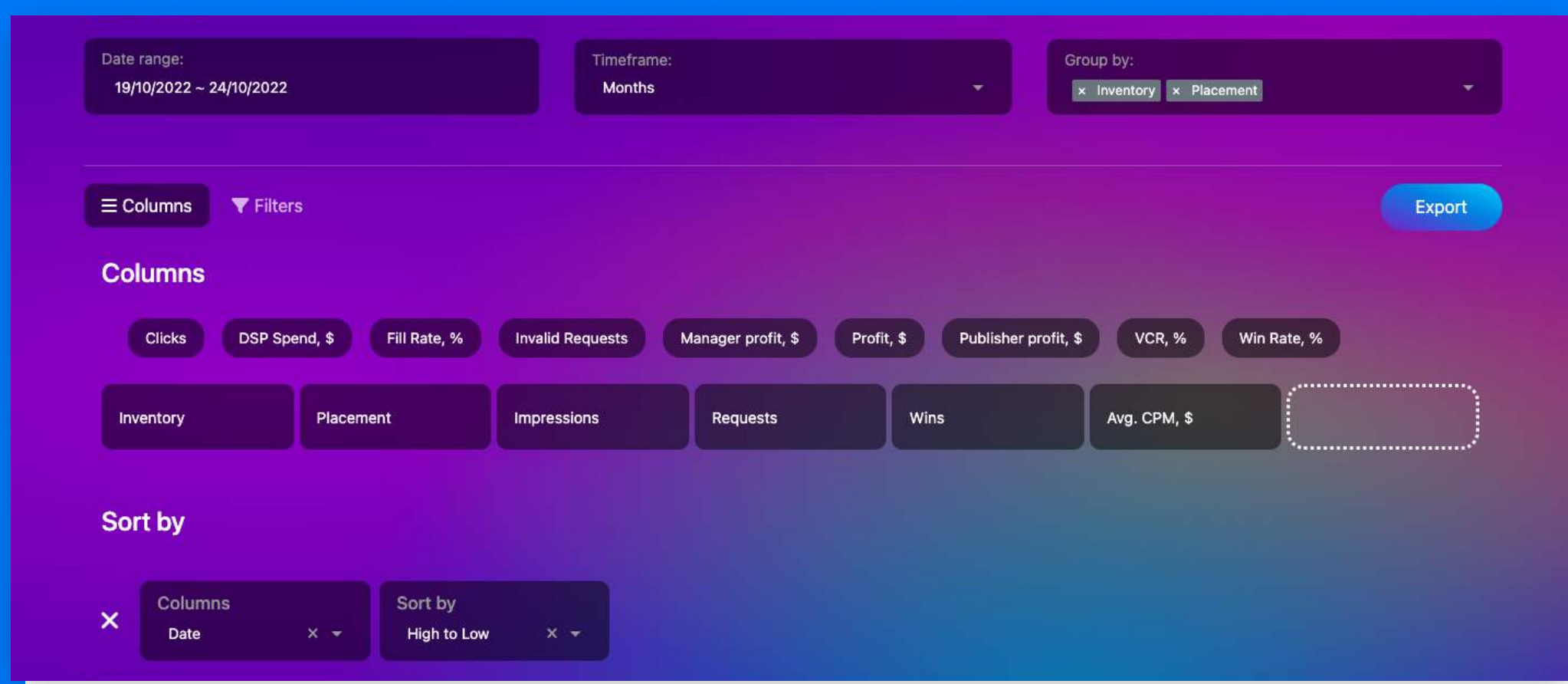
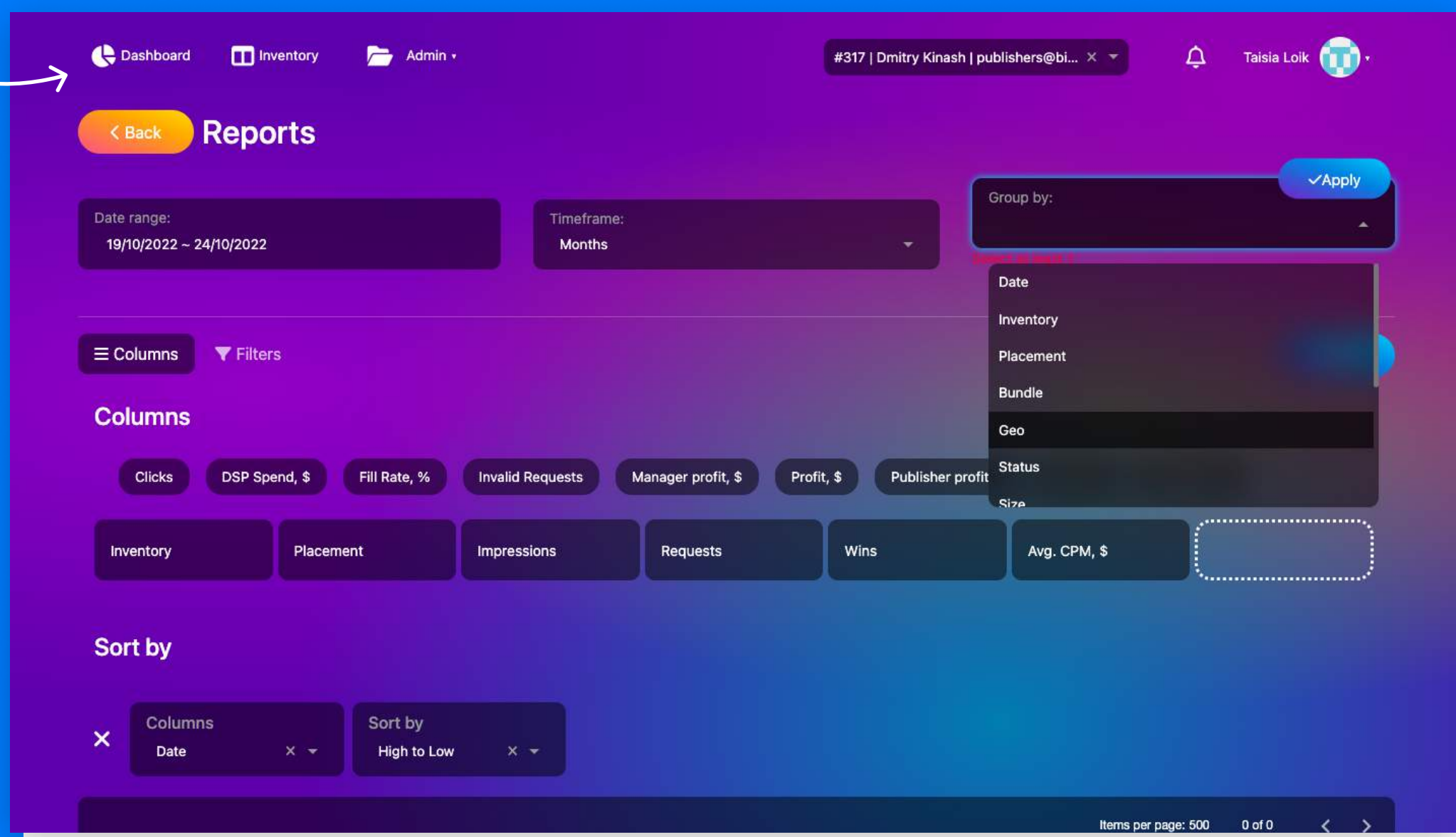
Clicking on the **Set Adapter**, you must manually update the tag parameters following the All macros column parameters.



Dashboards & Reporting

Using the report tab, you can manage and extract the custom reports following such metrics as Date, Inventory, Placements, Bundle, Geo, Status, Size, etc.

DASHBOARD TAB



Stay on the same wavelength with your supply and demand 😊

Contact us if you have further questions, and start integration today. Let's earn together!



Taisia Loik

Account Manager

taisia.loik@bidscube.com