

Campaign activation checklist for buyers

Run through this checklist before activating any Adnami tag in your adserver or DSP.

- | | | |
|--|--|---|
| 1 Campaign type
Access route, deals or IO only | 2 Deal configuration
One deal per format, size confirmed | 3 Creative
Specs, safe zone, preview, click |
| 4 Upload & approve
Third-party tag in your DSP | 5 Buy
Floor price, PG setup | 6 Go live
Targeting, budget, pacing |

Activation checklist

Tick each step before going live

- 1 Campaign type**
 - ☐ Access route chosen
 - Adnami Supply Managed service ◦ Direct: IO · PMP · PG
 - ☐ Buying via programmatic deal or IO booking

High Impact can't be bought in open exchange.

PMP
PG
IO
- 2 Deal configuration**

Adnami High Impact can only run on deals with certified partners or through the Adnami Supply Agent.

 - ☐ A separate deal for each format

A Mobile Midscroll creative only runs on a Mobile Midscroll deal.
 - ☐ Deal obtained

Create it with the Adnami Agent or Adnami Supply, or request a format deal from the publisher.
 - ☐ Ad unit size and creative dimensions confirmed

Check the deal or ask the publisher. With Adnami Supply, use the deal info Adnami shared.
 - ☐ Floor price checked against your bidding strategy
 - ☐ Deal approved and added to your line item
- 3 Creative**
 - ☐ Assets follow Adnami specs

Compress all assets to comply with Google's Heavy Ad Interventions.

Max 3.5 MB banner
Max 50 MB streamed video
 - ☐ Key content inside the safe zone

Midscroll and Topscroll. Validate in the [Safe Zone Tool](#).
 - ☐ Banner previewed in Adnami

DSP previews often can't render High Impact. For a live site, use the [Chrome Extension Tool](#) or ask a certified publisher for a test link.
 - ☐ Click URL validated

Two green checks on the intermediate preview page confirm the click works with AdManager & DV360; none means the click macro is missing. Then confirm the landing page. [Redirect check](#)

4 Upload & approve

- ☐ **Tag uploaded as a Third Party Display tag**
Export from the Activation tab, the creative tags list, or a DSP/adserver integration. New to DV360? See the [first-time guide](#).
- ☐ **Creative dimensions match the deal's ad unit**
If they differ, the deal won't transact.
- ☐ **Creative approved in the DSP or adserver**
Handled by the DSP, not Adnami. See [common rejection reasons](#).

5 Buy

- ☐ **Floor price and CPM understood**
Ask your publisher contact, or the Adnami team if you use Adnami Supply.
- ☐ **PG setup checked, if applicable**
Adform DSP → Google SSP PG deals only work with the On Page or On Domain enabler.

6 Go live

- ☐ Targeting applied
- ☐ Budget set
- ☐ Pacing set
- ☐ Campaign live

KEY RULES

✓ Always

- ✓ Run High Impact tags on certified sites only
- ✓ Use one deal per format
- ✓ Match creative dimensions to the deal's ad unit size
- ✓ Keep banners under 3.5 MB and key content in the safe zone
- ✓ Trust the Adnami preview over the DSP preview

✗ Never

- ✗ Buy High Impact in open exchange
- ✗ Mix formats, e.g. a Midscroll creative on a Skin deal
- ✗ Activate on uncertified sites; they serve blank
- ✗ Upload a tag sized differently from the deal
- ✗ Go live without checking the click macro

Troubleshooting

USE AFTER LAUNCH

Campaign live but not delivering or spending? Start with the quick checks, then work through the deal diagnosis in order.

Not delivering? Quick checks

- ☐ Creative is approved in the DSP
- ☐ Campaign and line items aren't paused
- ☐ Campaign dates fall within the deal's dates
- ☐ Line item and IO dates match the campaign flight
- ☐ Publisher inventory forecast is sufficient
- ☐ Deal requirements haven't changed
- ☐ **Under-pacing?** Adjust frequency, budget or pacing

Deal not spending? Diagnose in order

- 1 Incoming bid requests?**
None: check deal setup and targeting
- 2 Reach issues?**
Low bids, not winning, budget unused
- 3 Deal setup per guidelines?**
Format, ad unit size, transaction type
- 4 Line item targeting**
Remove restrictions blocking the deal

Questions or problems? Contact the Adnami AdOps team: support@adnami.io

Full guide: adnami.io/help