

Mediaocean Client Services  
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## Overview

The **Traffic** view is where you select the mapped ad server codes for supplier and advertiser for each package or placement in order to send the campaign to the ad servers and track trafficking status.

## 1. Traffic view

1. Click the **Traffic** view.
2. This view:
  - Lists groups packages, and their child placements under the main supplier line, one line per placement.
  - Each provider has a group of columns under its super-header.
  - Click to expand the column view under each supplier and to hide the additional columns.
  - Point to in the **Name** column to display more details.

Name	Status	Placement type	Tag size
GOOGLE.COM			
pl2-pfs-x			
Google	pl2-pfs-x		
CPMV P1	Dimensions	1 x 1	
CPE	Flight	01/06/2015 - 03/30/2015	
CPE	Placement ID	P1FP91	
	MediaMind for SJ 2_f	Not Available	

- Use the filter on the right hand corner to search for certain placements. E.g., a placement's name. Once you start typing, the list updates to display matching placements.

Filter placements

- The **Send Date** column displays the date on which the placement was most recently sent to the ad server or provider.

## 2. Providers

Prisma can send placements to and receive delivery data from multiple providers (ad servers), enabling you to better evaluate the campaign's performance.

Providers are a third party that you send campaign information to and receive data from. Some types of providers are:

- Ad server
- Data provider (attribution, verification, research partners, etc.)
- Self-service e.g., JUICE mobile
- Search engine account
- DSP

\* *Providers must be set up by your admin before appearing in Campaign Management.*

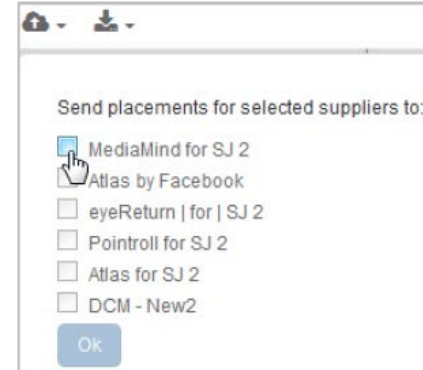
## 3. Sending placements to multiple providers

### Manually

1. Select the check box(es) for the suppliers you want to send to the provider(s).

\* *If you're unable to select a supplier, a tooltip provides the reason e.g., Campaign must be authorized by client to send to ad server.*

2. Click if the campaign:
  - has only one provider, the placements will be automatically send out to that provider (with the exception of Sizmek, where you will need to enter your Sizmek password).
  - has multiple providers, you should select the provider(s) from the displayed list and click **OK**.



A confirmation messages displays information on whether the placements were sent successfully.

### Reminders

- Orders must be approved by the supplier before trafficking.
- You no longer need to enter login credentials to send to providers like DCM, but will need to so for Sizmek. Credentials are stored by your admin for each provider instance.

\* *A login dialog appears when sending to Sizmek (MediaMind) regardless of whether the credentials were saved in Agency setup.*

- Placement sent to any additional provider, will be sent as a 1x1 tracking placement.

\* *If you receive an error on one supplier when you traffic multiple suppliers, Prisma sends the rest of the suppliers that don't have trafficking errors. Status column displays the current trafficking state of placements and the System message column displays the failure reason.*

### Automatically

If enabled for your agency by your administrator, Prisma can automatically send placements in the following statuses: **Unsent**, **Needs resend** and **Failed** to providers every 30 minutes.

The auto-send will fail, if the mapping for a supplier or advertiser is missing or incorrect. When mapping gets updated,

# Prisma – Traffic view

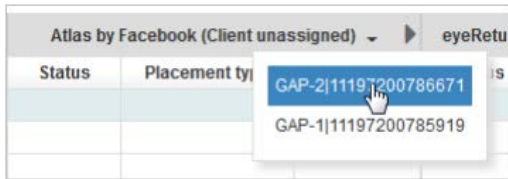
a change must be made on the placement to trigger the automatic trafficking.

\* Automatic trafficking isn't currently enabled for MediaMind.

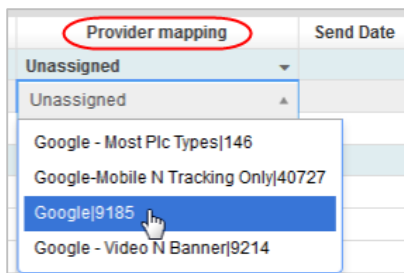
## 4. Select or change client and supplier mappings

If the client is unassigned, or there are multiple supplier codes for the same supplier for a provider, you must select the mappings before you can traffic placements. To do so:

1. Expand the super-header for the provider with which you are working.
2. To select the client mapping at the provider level, click the next to the provider's name in the column's super-header and select the correct mapping.



3. To select the supplier mapping at the supplier or placement level, click in the **Provider mapping** column for the line and click the mapping.



\* If you see **None available** or **No client mapping available** in this column, it means the code must be mapped in **Agency Setup**. Contact your administrator.

## 5. Status

The status column terms are as follow:

Some statuses you'll be notified by a flag next to them so you can take an immediate action, if necessary.

Status	Description
<b>Unsent</b>	The placement has not been sent to the provider. (Identified with )
<b>Sent</b>	The placement has been sent.
<b>Needs Resend</b>	The placement has changed and must be resent to the provider.
<b>Pending</b>	The placement has been sent but not yet confirmed as received.
<b>Published</b>	The buy has been successfully published to the external provider.
<b>Successful</b>	The placement successfully reached the ad server or provider.
<b>Failed</b>	Placement received a failure notification from the provider. (Identified with )
<b>Incomplete</b>	The placement was sent but did not have a valid estimate or a pub code, or the supplier mapping hasn't been done.
<b>Unassigned</b>	Multiple ad server mappings are available for the supplier and the correct option must be specified before the placement can be sent.

\* Ad servers and providers use different codes to identify supplier and, these codes must be mapped in **Agency Setup**.

## 6. Export trafficking sheet

You can export the list of placements as a trafficking sheet to specify how placements should run for non-integrated providers as well as details for all additional providers.

Click and click **Export trafficking sheet** from the dropdown.

