

Demand

- Partners
 - Demand
 - Campaigns
 - Settings
 - Targeting
- Campaigns
 - Creating a Campaign
 - Deactivating Campaigns
 - Campaign Quickstats
 - Settings
 - Targeting
- Tags
 - Creating a Demand Tag
 - Deactivating and Deleting Tags
 - Settings
 - Demand Classes
 - Tag
 - Header Bidding
 - Creative Asset
 - Advanced Settings
 - IVT Settings
 - Supply Tags
 - Targeting
 - Key-Value Targeting
 - Changelog
- Demand Labels

On the main [Demand page](#) there are tabs for Demand Partners, Campaigns, Demand, Open Market (if applicable), and Demand Labels. In the Demand Partners tab, you'll see a table with your demand partners and performance metrics for the time period specified. The default view shows all partners for today. Toggling from Lite to Full will show additional metrics in the table. See the [Reporting glossary](#) for a definition of terms.

Partners

On the Demand Partners tab, you will see a table of your demand partners showing partner targeting, the number of associated campaigns, tags, and performance metrics. Toggling to the Full view will show all targeting icons, the number of client users, account managers, fees, and additional performance metrics. Click the "+ Demand Partner" button to add a new partner.

Demand

Existing demand partners have a *Demand* tab. Here, you can see a summary of performance for all demand tags that belong to the demand partner. You can look at these quickstats summaries as a table or a graph. Read more about [Graph Views](#).

All tags are shown in the table on this tab, and metrics will update when you change the time range. New demand tags can also be created for this partner from this tab.

Campaigns

To create a new campaign for a demand partner, you can go to the campaign tab of a partner's page and click the "+Campaign" button. From here you will be taken to the settings tab of a new campaign for that partner.

Settings

When adding a Demand Partner to your account, you will be taken to the *Settings* tab. Enter in the **Name** and choose one or more admin or ad ops users in the **Account Manager** field. You can set a **Fee** based on Ad Requests, Impressions, Ad Requests – Impressions, or a Percentage of Revenue. The Percentage of Revenue option makes it easier to keep track of your finances when trafficking gross rate tags.

You can also set the **Default Tier** of a demand partner. Demand tags will automatically be put into their default tier. If this partner has Header Bidding demand tags, you can select whether they will be placed in the First Look or the Partner Default tier in supply waterfalls by setting the **Header Bidding Default Tier**.

Third party **Event Pixels** can also be added on the settings tab. These pixels will fire for all demand tags that are associated to the demand partner.

Targeting

In the Targeting tab, you can apply targeting to your Demand Partner. Partner targeting supports domain and app, IP, User Segment, Secure, and COPPA targeting, as well as budgeting, flight dates, and frequency caps. A request will only go to a tag if it passes targeting on the partner, campaign (if applicable), and tag level.

[Back to top](#)

Campaigns

It is not required to associate each demand tag to a campaign, but if you want to manage a group of tags, campaigns are a useful tool. You may have a group of demand tags that should run for a certain period of time, on the same domain list, or all at the same rate. You can use campaigns to simply manage this group of tags in one place. Additionally, you will be able to see performance for demand in a campaign with quickstats summaries and performance and financials graphs.

Campaigns work for both DirectConnect and managed demand. The *Campaigns* tab will show you all existing campaigns for all partners, their targeting (full view), the number of associated demand tags, and performance and financial quickstats.

Creating a Campaign

Campaigns can be created from both the Campaigns tab while on a specific Demand Partner's page or the main demand page. On the main demand page, click the +Campaign button and select Managed or DC campaign. On the Demand Partner or DirectConnection page, click the +Campaign button and you will be taken to the settings tab of a new campaign for that partner.

Deactivating Campaigns

Campaigns can be deactivated in two places: on the campaign tab of the main demand page or the demand partner / DirectConnection page; and on the settings tab of the campaign. When a campaign is deactivated, the associated demand will not serve. Disassociating demand from an inactive campaign will allow it to serve.

Campaign Quickstats

Once your demand has been associated to a campaign, you will see summary performance on the *Demand Tags* tab of the campaign. You will see summary quickstats, graphs, and a table where you can easily navigate to any of your associated demand.

Settings

On the campaign's settings tab, you can set the name, status, partner, code, notes, fees, and pixels for the campaign. You can also select the associated demand tags. The demand tag table will populate when a Demand Partner is selected. Note that only the available demand for the specified partner will appear in the association table. A demand tag can only be associated to one campaign.

For managed campaigns, you have the option to set a **rate**. When you set a rate on a campaign, this rate will be applied to all associated demand tags. This is reflected on the settings tab of associated demand tags. If your managed campaign has no rate, the campaign acts as a targeting and budgeting profile, and there is no impact to the rate of any of the associated demand. DC campaigns have no rate by default.

Targeting

Campaigns add another layer of targeting and budgeting to the associated demand. The same targeting options that are available on a demand tag and connected demand are available on the *Targeting* tab of a campaign. If a demand tag is associated to a campaign, a request must pass targeting on three levels: partner, campaign, and tag.

[Back to top](#)

Tags

The *Demand* tab will show you all existing demand tags for all partners, their targeting, rate, and performance and financial quickstats. Toggling to the full view will reveal full targeting, the budget bar, the number of supply tags that contain the demand on the waterfall, demand class, adserver, endpoint url, and additional metrics.

Creating a Demand Tag

Demand tags can be created in three ways:

- **Add Manually** - On the main *Demand* tab and on the *Demand* tab of a partner, clicking the "+Demand" button will allow you to add a tag manually. Enter all information on the settings tab of a new tag, set up targeting, and add to waterfalls.
- **Import CSV** - On the main Demand tab, select Import CSV when you click the "+Demand" button and you will be taken to the *Upload Demand* page. Here, you will find a table containing headers, descriptions, examples, default values, and notes. You can copy the headers directly from the SpringServe UI by clicking the *Copy headers to clipboard* button; these headers can then be pasted into a csv file with rows filled out for each of your demand tags. Once your file is ready, click *Choose File* to select your file and hit *Submit* to upload the tags.
- **Duplicate existing demand** - Existing demand tags can also be duplicated by clicking the copy icon in the demand table, or by clicking "Duplicate Demand" when you are on the demand tag's page.

Deactivating and Deleting Tags

You can change the status to inactive of Demand tags in multiple ways:

- click the teal check icon in the status column of the demand table
- use bulk actions on the demand tab and select "Deactivate" from the menu
- set the status to inactive on the *Settings* tab of a demand tag

Inactive tags will not be called in the waterfall and will not receive any requests. Demand tags are also deactivated if they belong to a campaign that is deactivated.

Deleting a tag in SpringServe cannot be undone. The only way to delete a demand tag is to click the trash icon in the actions column of the demand table.

Settings

On the Settings tab, set the name of your demand tag, status, demand partner, RPM rate, environment, and campaign (if applicable). SpringServe supports 3 classes of demand tags: VAST tags, Header Bidding, and Creative Assets.

Demand Classes

Tag

For standard VAST tags, select *Tag* in the demand class options and enter the endpoint url in the *Endpoint Settings* section.

Once you have entered the endpoint URL provided to you by your Demand partner, make sure that you replace the macros with SpringServe macros, within double curly brackets.

For example, if you receive this tag from your demand partner:

```
http://vid.springserve.com/vast/12345?w=[WIDTH]&h=[HEIGHT]&url=[DOMAIN]&cb=[CACHEBUSTER]
```

This is what you will change it to:

```
http://vid.springserve.com/vast/12345?w={{WIDTH}}&h={{HEIGHT}}&url={{ENCODED_URL}}&cb={{CACHEBUSTER}}
```

SpringServe will suggest macros for tags from many servers. You can copy the url shown in the Suggested Macros box and paste it into the Endpoint URL box with the correct SpringServe Macros. See the [Macros](#) page for more detailed information.

If the demand tag has macros that SpringServe does not support, you can either leave them as they appear in the tag that was exported to you, or you can remove them from the endpoint url entirely.

Note that in order to be passed through the demand tag, a macro must also be implemented on the supply tag. Before you export your supply tag, make sure all necessary macros are included in the export tag.

Header Bidding

Header bidding demand tags allow for direct integration with various platforms. When the demand class is header bidding, select the *Platform* and enter required and optional parameters in the *Bid Parameters* section. For further details about Header Bidding demand tags, please see [Implementing Header Bidding through Broadfall](#).

Creative Asset

To upload a direct MP4 file or use a hosted creative, select *Creative Asset* as the demand class. Enter the landing page url in the *Creative Settings* section.

Advanced Settings

Expand the Advanced section to add **event pixels**, set **supply side edits**, and **custom timeouts**. Default timeout setting is 20 seconds. All fields in the Advanced section are optional. Event pixels allow you to specify when they are fired, and SpringServe macros can be included in the url. Image and JS pixels are supported.

Refer to the *Export Tag* tab of a supply tag or our [macros documentation](#) for compatible macros.

IVT Settings

Pre-bid IVT filtering can be enabled on demand tags and new demand tags will default to the IVT settings selected on the Account Defaults. You can protect specific demand sources from IVT, rather than having to run pre-bid blocking across your entire supply. This reduces costs and ad-ops work for protecting your demand partners. When pre-bid is enabled on a demand tag the request is analyzed before being passed to the tag. Only requests that have been approved by the selected vendors will be passed to the demand tag.

Post-Imp Detection can also be selected on a demand tag. This gives you optimal control by allowing you to only run post-imp IVT detection on specific demand rather than on all the supply that demand targets.

You can specify which vendors to use for both pre-bid blocking and post-impression detection. On the settings tab of a demand tag, set your pre-bid filtering and post-imp detection options.. When post-imp is enabled, impressions will be analyzed by your selected vendor(s) at the sampling rate specified.

[Back to top](#)

Supply Tags

On the *Supply Tags* tab, you can associate your new demand tag to Supply. Click the "+Supply" button to attach your Demand Tag to your Supply. You will have the option to add manually or copy from existing demand. If you want to copy from existing demand, a modal will appear where you can enter the name or ID of an existing demand tag or connected demand. The supply associations will be copied to the demand tag. You can do this for multiple existing demand tags.

If you choose to add Supply Tags manually, a modal will pop up and you can select the supply to which you want to associate the demand tag. You can use the search function to find a specific Supply Tag by ID, name, or partner, or utilize various other filters.

Attaching Demand to Supply can also be done in the Supply Tag waterfall page.

For existing demand tags, quickstats summaries are shown on the *Supply Tags* tab. The panels show summary statistics in either *Table* or *Graph* view, and there is a graph showing performance over time for the period selected. Additionally, budget bars will display showing the progress for your tag.

[Back to top](#)

Targeting

Add Targeting to your Demand Tag in the *Targeting* tab. SpringServe currently supports targeting by:

- Domain
- App Name and Bundle
- Player Size & Aspect Ratio
- Geography
 - Country
 - US State and Canadian Province
 - DMA
 - City
 - Postal Code (US, GB, and CA only)
- User Agent
 - Device
 - Operating System (OS)
 - Browser
- IP Address
- Device ID (User Segment)
- Secure URL
- COPPA-compliance
- Budget Settings
 - Budget
 - Type (Impressions / Requests)
 - Period (None / Hour / Day / Week / Month / Lifetime)
 - Pacing (ASAP / Even / Front Loaded)
 - Flight Dates
 - Dayparting
- Frequency Capping (None / Minute / Hour / Day)
- KPI: target various performance indicators by selecting metric thresholds. Requests from supply/demand/domain combinations that have not historically met the thresholds will not pass targeting.
- Custom Key-Values

See [Targeting](#) for more information.

Key-Value Targeting

For Key-Value targeting, you must first create your keys on the Targeting > Keys page. In the Group 1 box that appears, you can select a Key, specify values, and select to require or block those values. If the Key's Values are predefined, a dropdown list of the defined value names will appear. If the Values are free, enter the values you wish to target.

Targeting on Key-Value pairs can be done on an AND and OR basis. Any combination of Key-Value pairs within a group will follow AND logic. OR logic will be applied for targeting between groups.

At least one group will have to match targeting in order to pass Key-Value Targeting. Add another Key-Value pair for targeting by clicking the '+Key' button within a group. Add another group to by clicking the '+ Key-Value Group' button beneath the last group.

You can also block scenarios where certain keys are empty (i.e. do not contain a value) by selecting the "Key Required" field when using "does not contain" or "is not in" logic. For example, if a demand tag has the following key value targeting:

Key-Value Targeting



Key-Values:

All Custom

Key-Value Group 1

Declared Key

does not contain

Values Value Lists

Select values, or leave blank if only requiring key

Key Required

+ Key

And a supply tag with this demand tag in its waterfall has a url that looks like:

```
http://vid.springserve.com/vast/12345?w={{WIDTH}}&h={{HEIGHT}}&url=example.com&cb={{CACHEBUSTER}}&declared_key=&category=sports
```

Since "declared_key" does not have a value and the demand tag is set to require that key, the demand tag would be blocked.

[Back to top](#)

Changelog

After saving the Demand tag, you'll see all the changes in the Changelog tab, where you can filter by time frame and user.

[Back to top](#)

Demand Labels

You can assign multiple labels to each supply or demand tag. Example use cases include labels for desktop, outstream, direct, testing, etc.

Assign a tag to a label from both the label side and the tag side. When you go to the main demand page, you will see the labels tab at the far right. Creating a new label or selecting an existing label will bring you to the *Settings* tab, where you can edit the name of your label. On the Demand Tags tab, you will see tags that are already associated to a label appear in the table on this tab. You can add tags to the label by clicking +Demand and a modal will appear.

From the tag side, you can assign labels in the settings tab. Clicking in the *Labels* box shows your available labels.

Labels:

Outstream ✕ V2V - Direct ✕

Bidder

CTV

Direct Connect

Direct Demand (RTB)

Player Syndication

RB Direct

V2V - Direct - Mobile

V2V - Network

V2V - Network - Mobile

Varb

You can filter by label in the *Add Demand* modals when aligning your demand.

Reporting is available for labels both as a dimension and a filter. When running a report for a tag that has multiple labels, you will see one line per label; the metrics for both lines will be the same. Note that reporting currently results in inflated totals; i.e., if you have two labels on a tag, the total will be inflated by a factor of two.