



GOOGLE MCM (MULTIPLE CUSTOMER MANAGEMENT)

WHAT YOU NEED TO KNOW?



Google has officially announced that its Scaled Partner Management (SPM) program will be replaced by a Multiple Customer Management (MCM) module for Google AdManager users on January 31, 2022.

WHAT IS MCM?

MCM is a GAM360 feature available by Google to selected third-party providers (such as Setupad) to consult, represent, and manage account or ad inventory on publishers' behalf.

Setupad uses the Manage Inventory delegation type. This means that the publisher (child) can work with multiple partners (parents) simultaneously. This type does not provide access to the publisher's (child) GAM account. Opposed to Manage Account delegation type.

Partnership in Google MCM program will allow Setupad publishers to continue using the header bidding technology and earn ad revenue from Google Ad Exchange.

WHAT WILL CHANGE?

All publishers need to have a Google Ad Manager (GAM) Account.

IF YOU ALREADY HAVE A GAM ACCOUNT

If you already have a GAM account, Setupad needs the following information:

Company name, email, and GAM network code

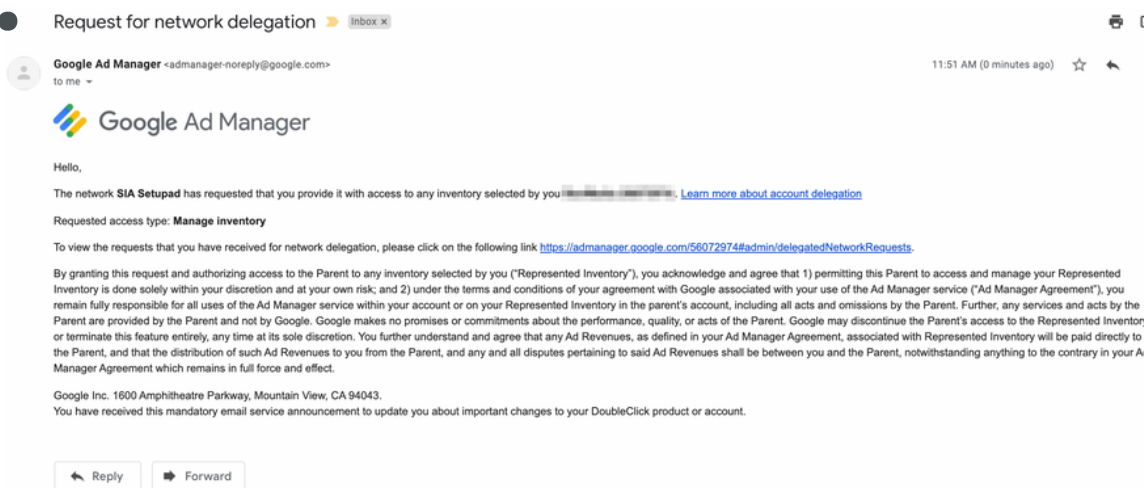
- The company **name** and **network code** is displayed on the top left corner, right under the AdManager logo. Or go to Admin -> Global settings
- To find the **administrator email**, go to Admin -> Access and authorization -> email

After providing details to your account manager, you will receive an invite to your email from Setupad.

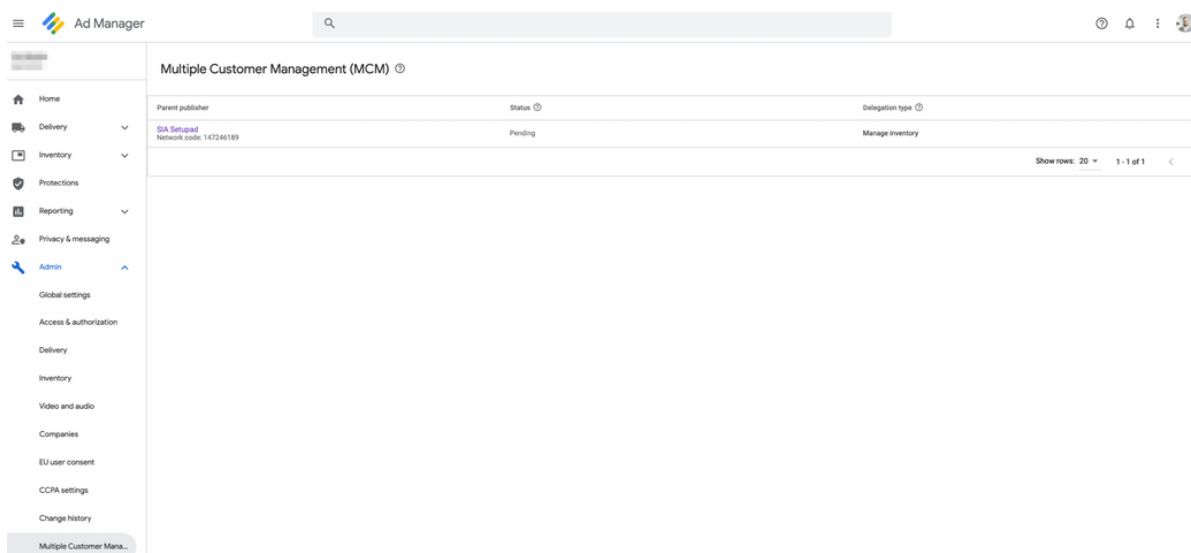
You can accept the invite as long as you have the following permission for Role under "Manage People": Edit User, Roles, and Teams.

Make sure your Adblock is switched off when completing the form!

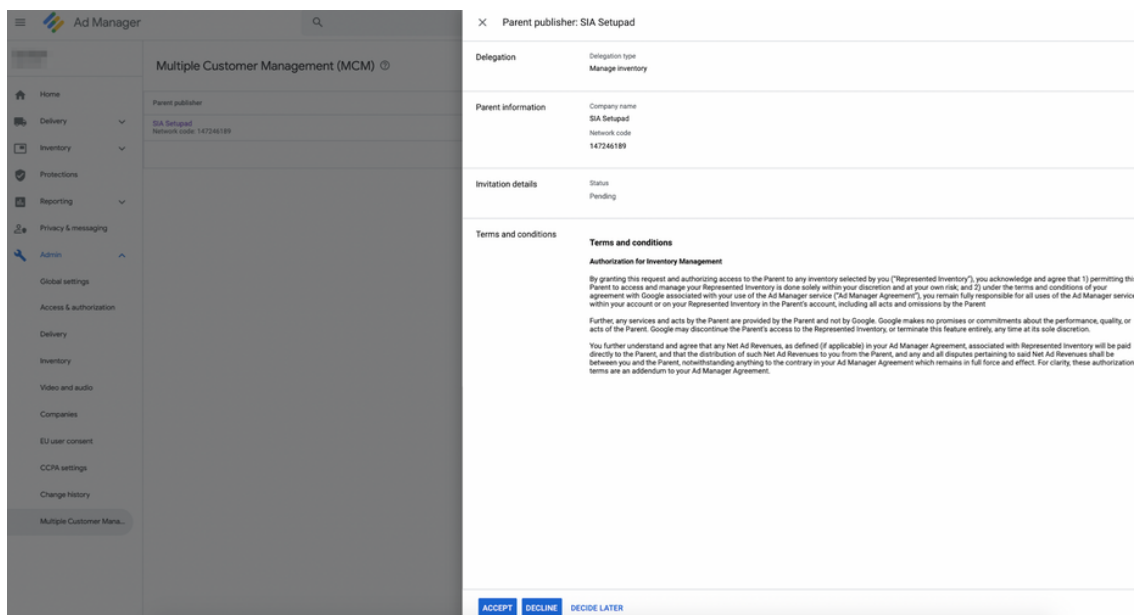
1. Click on the URL in the email



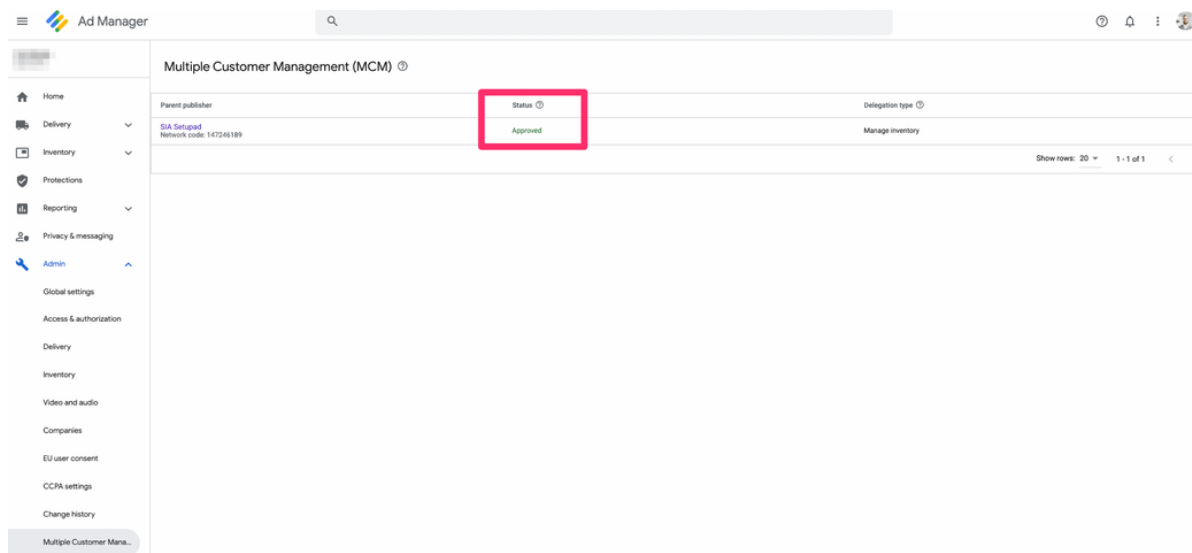
2. Go to Admin - Multiple Customer Management (MCM) - click on SIA Setupad



3. Click Accept



4. Go to Admin - Multiple Customer Management (MCM) - status should be approved



IF YOU ONLY HAVE ADSENSE (NO GAM ACCOUNT)

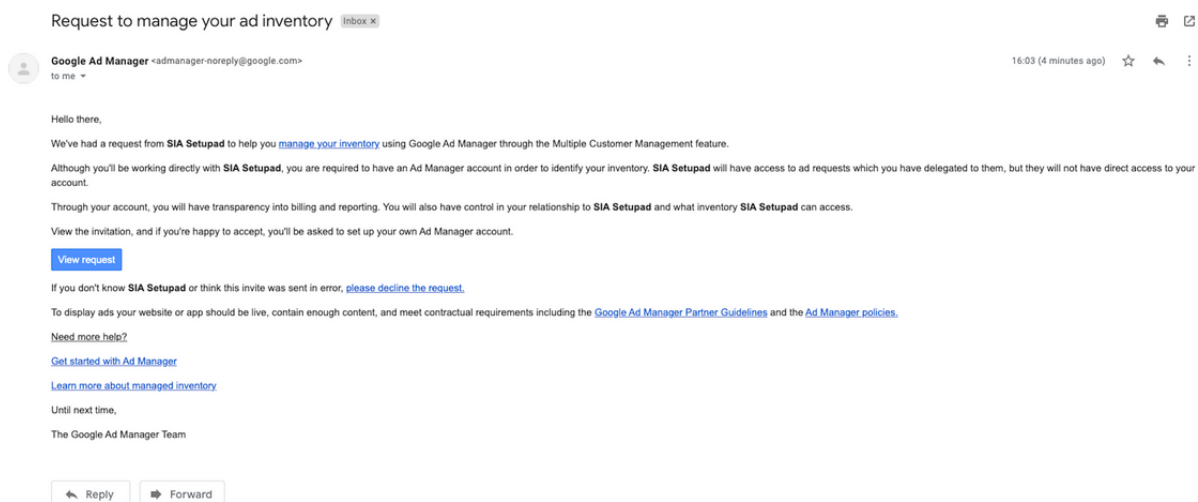
1. Setupad needs the following information:
Company name and Google AdSense associated email address.

Account -> Access and authorization -> email

After providing details to your account manager, you will receive an invite to your email address. The following steps will be the same as in the **next** scenario.

IF YOU DON'T HAVE A GAM ACCOUNT OR ADSENSE

1. You have to provide your account manager with company name and email address.
2. Afterwards, you will receive an email inviting you to create a GAM account and stating that Setupad has requested to manage your ad inventory.



3. By clicking 'Verify request' you will be asked to fill out the following information:

admanager.google.com

Ad Manager

SIA Setupad wants to help you manage your inventory

After you accept SIA Setupad as your Parent publisher, they can access your Ad Manager account and make changes to your settings

Your communication preferences

☐ Send me customised help and performance suggestions

☐ Don't send me customised help and performance suggestions

Your billing country/territory

Country/territory

Make sure that you add the right info because it helps you get paid

Set up account

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2.

admanager.google.com

Ad Manager

SIA Setupad wants to help you manage your inventory

After you accept SIA Setupad as your Parent publisher, they can access your Ad Manager account and make changes to your settings

Your communication preferences

☐ Send me customised help and performance suggestions

☒ Don't send me customised help and performance suggestions

Your billing country/territory

Lithuania

Ad Manager terms and conditions

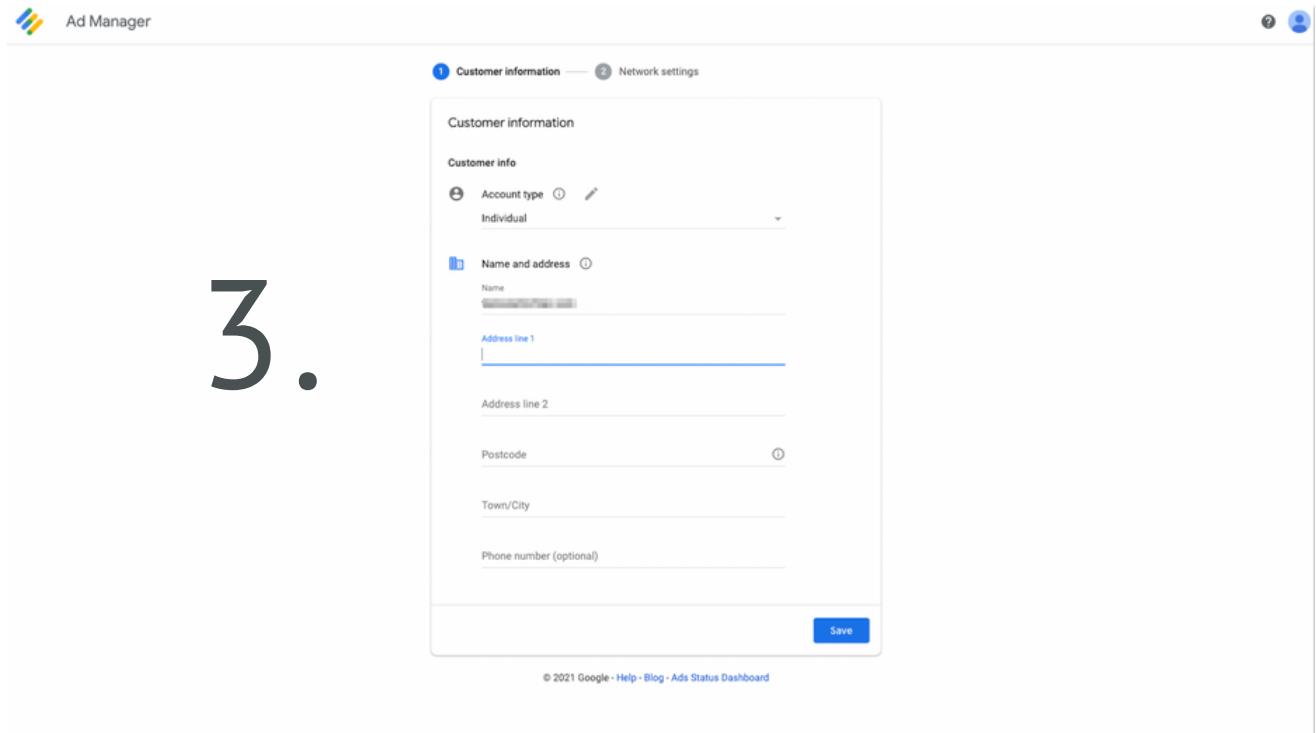
☒ I have read and accept the agreement

Parent publisher terms and conditions

☒ I have read and accept the agreement

Set up account

3.



Ad Manager

1 Customer information — 2 Network settings

Customer information

Customer info

Account type ⓘ ⓘ
Individual

Name and address ⓘ ⓘ

Name
[Redacted]

Address line 1
[Redacted]

Address line 2
[Redacted]

Postcode ⓘ
[Redacted]

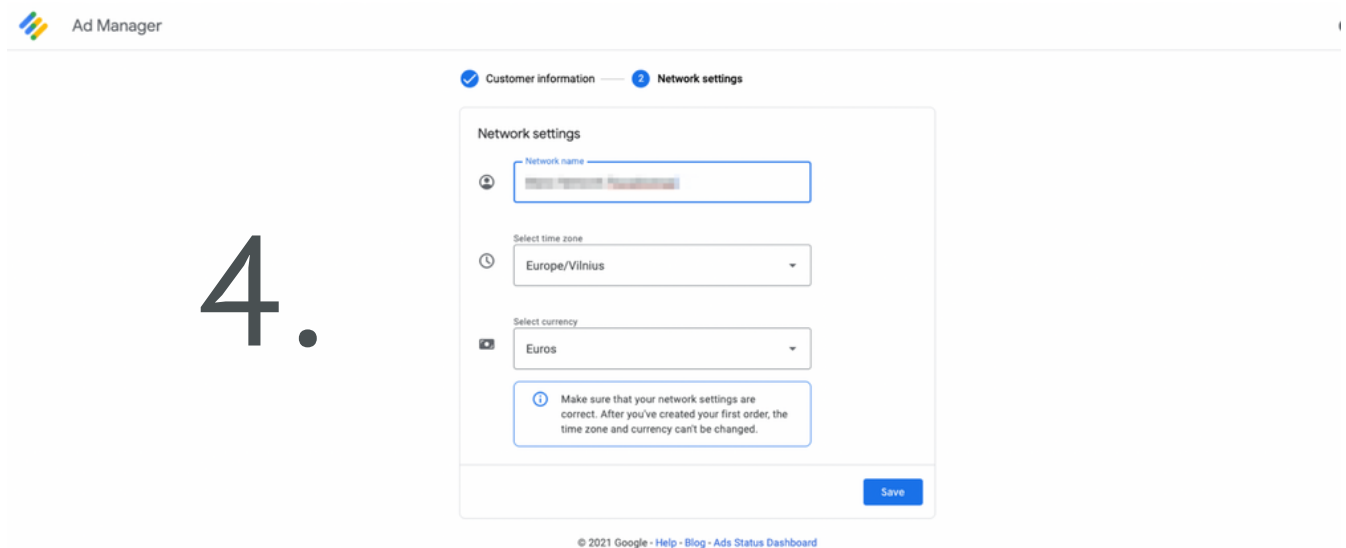
Town/City
[Redacted]

Phone number (optional)
[Redacted]

Save

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4.



Ad Manager

✓ Customer information — 2 Network settings

Network settings

Network name
[Redacted]

Select time zone
Europe/Vilnius

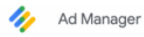
Select currency
Euros

Make sure that your network settings are correct. After you've created your first order, the time zone and currency can't be changed.

Save

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After submitting all the information, you should receive a confirmation email. The approval usually takes 2-10 days.



5.

Hi [redacted]

Nearly there, we're getting your account ready

We're reviewing your info

We're reviewing your application. This usually takes less than 24 hours, but can take longer. [Learn more](#)

Network code	[redacted]
Network name	[redacted]
Parent publisher	SIA Setupad
Delegation type	Manage inventory

Once approved, your account will be automatically linked to the **SIA Setupad** network. [Learn more](#)

MORE QUESTIONS?

**CONTACT YOUR
ACCOUNT MANAGER**
