



# TEST RECOMMENDATIONS

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## SETUPAD HEADER BIDDING WRAPPER

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2021

## ABOUT

Setupad helps your business achieve the highest advertising performance and maximize your profits in open marketplaces.

We use header bidding technology that connects publisher ad inventory to over 15 SSPs, instead of using just one marketplace. Setupad increases the value of your ad inventory by creating more competition between buyers. It's an instant win for the publisher.

Here are the mandatory steps you have to take to start earning more with Setupad, including recommendations on how to evaluate our results.

# 01

## ADDING SETUPAD ADS.TXT

The first step to start monetizing with Setupad is adding Setupad and our partner SSP IDs to your ads.txt file.

If the test runs in multiple domains, make sure that you add ads.txt to all of them. Subdomains belonging to the same primary domain don't require the creation of another ads.txt.

The purpose of Ads.txt is to avoid the unauthorized selling of ads. Without it your ad inventory can't be sold.

# 02

## GOOGLE FORM

Google demands Setupad have direct contact with the publisher.

After receiving the publisher's email, Setupad will initiate the process where Google sends a form to the publisher.

This form proves the direct relationship between Setupad and the publisher. Only contact information is required.

This allows the client to use Setupad's Google account for monetization and doesn't have any influence on the publisher's Google account.

## 03

### AD FORMATS

#### *Which ad placements should you choose for the test?*

Start with placements that have a high visibility score - above 50%.

Use standard IAB sizes and take advantage of the fact that Setupad will run the alternative sizes that fit into the same placement dimensions.

- Billboard 980x300 (or larger) will include 970x250, 970x90, 728x90 and other sizes
- Medium rectangle 300x250 (or larger) will include 300x250 and 250x250
- Sidebar 300x600 will include 300x250, 160x600 and 120x600
- Mobile 336x320 will include 336x280, 320x320, 300x250 and other sizes

The highest bidder wins, so it's best not to limit sizes only to one size.

This allows advertisers to use the ad sizes they've created for their campaigns and publishers to benefit from the additional revenue.

In addition to sizes, Setupad can enable the stickiness of certain positions:

- Mobile anchor ad 320x100;
- Desktop anchor ad 728x90;
- Top billboard 980x300 or 728x90 could be sticky for 4 seconds;
- Sidebar 300x600 could follow the user endlessly while the user scrolls down.

**Please let us know if your website is responsive, and it doesn't split mobile and desktop traffic. Setupad helps you run various formats for different devices automatically.**

If you're unsure of where to place ads on your website, feel free to contact us for support - we're happy to help!

## 04

### SETUPAD TAG

**To recap, after you've:**

1. Renewed the ads.txt file with Setupad partner IDs
2. Filled out the Google form to prove a direct connection to Setupad
3. Chosen the websites and ad placements for monetization

**It's time to add Setupad's display tag to your ad server to start monetization.**

Please note that the tag can also be implemented directly through the website's source code.

If you want to add your Rubicon or other SSP account to the Setupad wrapper, that's also possible. You just need to provide us the **seatIDs** and your **ad unit IDs**.

Please be aware that to maximize your advertising inventory and revenue Setupad will automatically refresh visible ads in the user's browser after 30-40 seconds.

## 05

# WHEN COMPARING TWO SOLUTIONS

If you're comparing Setupad with a different monetization platform, it's essential that you **distribute the traffic equally**.

There are two ways to successfully divide traffic:

- Run a 50/50 test on the selected placements, comparing Setupad's performance to your current solution
- Run Setupad on the same placement at a different time period

Please be aware that there's a natural dynamic to the market and we don't advise you to compare different seasons.

It's important to provide an equal opportunity for both solutions during testing.

When testing Setupad we suggest publishers compare the data on specific placements to make an objective decision.

*! Please be aware that running an alternative solution while using Setupad monetization will influence Setupad results. You're still going to see an improvement, but not as high as possible as the buyer algorithms aim to find the cheapest channel. You'll get the best results while running Setupad exclusively.*

## 06

### RESULTS

Once the test begins you'll have access to performance reports at [client.setupad.com](https://client.setupad.com).

Best practice is to let Setupad **monetize as much of the ad inventory as possible**, avoiding the loss of a significant part of ad revenue.

Setupad strives to sell all given inventory at the highest average price. Be aware of this when evaluating average eCPM, as it can be misleading. Find out more information on this topic in our [blog](#).

Setupad uses our minimal floor price, the dedicated floor prices of specific brands and other filters, so in practice a **100% fill rate will never be reached**. Depending on the loading speed of your website, real fill rates will be between 80% and 99%.

We don't recommend creating a waterfall from Setupad to another programmatic platform. Setupad runs one unified header bidding auction across demand from over 15 top SSPs that are also S2S connected. When implementing direct campaigns it's possible to add a floor price and a passback.

### ***Run the Test for 1 Month***

New publishers should run Setupad for at least one month, as buyer algorithms will consider them to be a new publisher, even if they were previously buying the same inventory through another channel.

DSPs often need two weeks of historical performance data to adjust their bid prices. If performance is excellent DSPs will start increasing their bids, so two weeks is the bare minimum for reaching optimal results. **One month is enough to demonstrate the full advantage of header bidding.**

Another reason to test for an extended period of time is that website traffic varies from day to day. Saturday traffic, for example, can be very different from Monday traffic. Make sure to get results from every day of the week before deciding on a winner.



### *Keep in mind*

**When comparing Setupad to any other monetization platform** we highly recommend using the formula –

**rCPM metric = Revenue/Ad server requests X 1000.**

This metric takes into account different fill rates and is able to show the losses created by a smaller fill rate, when compared to Setupad. Comparing revenue is an even easier way to decide on the best monetization solution, however you should be careful to **compare the same inventory**.

If you have allocated 50/50 traffic, pay special attention to impression statistics. They should be very similar, otherwise it's not a true 50/50 test.

Even if impressions match there could be other mistakes in the comparison, such as giving Setupad a different position or section of the website, a lower priority, or anything else that would restrict Setupad reaching the same ad inventory.



Besides calculating the rCPM and ad revenue, we suggest to look at other metrics and make sure that website users and ad placements were divided in two equal parts.

50/50 test is the best way to compare the results but it involves more risks, than just running Setupad on a different time period.

It's nearly impossible for Setupad to confirm the equal distribution and the only efficient way is to share your comparison statistics with us.

In case of Google AdSense, we suggest using **“Impression RPM” instead of “Page RPM**. Page RPM aggregates the revenue from multiple placements and thus it is not comparable to the revenue generated by Setupad in a single placement on the given page.



**MORE QUESTIONS?**

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**FEEL FREE TO  
CONTACT US**

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**CONTACT@SETUPAD.COM**

