



Audience DMP 2.37

Release notes

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1 Document Objectives

This document presents the features implemented in Enreach Audience DMP in 2.37 release:

- List of all new features, changes and bug fixes in this latest release.
- List of known issues to be addressed in later release(s).

This document describes the functionalities which the Enreach ADMP product and components provide. The product and the components themselves as well as some of the features and functionalities described henceforth may be subject to additional licensing (or other fees), depending on the exact solution or use case which may vary depending on the customer. For full details on the commercial terms of your deployment, please contact your Enreach Solutions representative.

2 Change Log 2.37

This section provides an overview of all Enreach ADMP features in release 2.37.0.

2.1 Enreach Direct

Enreach Direct is a Premium Programmatic sales workflow solution. It covers planning, selling and buying of audience targeted campaigns with enriched reporting functionalities. Supported by our inventory management solution, Enreach Direct guarantees impression delivery with rich audience targeting data. To enable Enreach Direct, please contact your Enreach Solutions representative.

Changed and fixed features


- N/A

2.2 User Interface

The ADMP User Interface consists of campaign creation, targeting, forecasting and reporting functions. Reports are available via the user interface and can be exported using the PDF and XLS formats.

Added and changed features

- Added support for Japanese UI localization
- Segment groups in campaign can be grouped in any order. To change the order please contact Enreach support.
- Campaign PDF reports can now be fetched from Amazon S3. All finished campaign PDF reports are in S3 from where those can be accessed by external tools. To enable the functionality contact Enreach support
- Creative names are now shown in campaign PDF reports.
- New Cxense look and feel

ADMIN AUDIENCES AUDIENCE RADARS REPORTS CAMPAIGNS		Info English Ville Wettenhovi
 ACTIVE CAMPAIGNS (5) <input type="text" value="Keyword or ID"/>		<input type="button" value="Import campaign"/> <input type="button" value="+ New campaign"/>
ALL <u>PLANNED</u> ACTIVE FINISHED All targetings All types All creators Most recent first		
Adform Automation 1530761446292 Adform Enreach QA Automation Admin ID 176930 Campaign has extra information	Automation 1530761446272, 2018-07-05 – 2018-07-15 0 %	Created: 2018-07-05 Modified: 2018-07-05 Status: active <input type="button" value="View"/> <input type="button" value="Remove"/>
2.37 Adtech Integration Test Adtech Adtech Advertiser Alex ID 175745	June20th Row1, 2018-06-20 8:17 PM – 2018-07-15 12:59 AM 64 % June20th Row2, 2018-06-20 8:17 PM – 2018-07-15 12:59 AM 3 %	Created: 2018-06-20 Modified: 2018-06-20 Status: active <input type="button" value="View"/> <input type="button" value="Remove"/>
iCover 2018 AppNexus News24 Sanlam Enreach Admin ID 173614	Prospecting 35 - 54 years old Enreach, 2018-04-20 1:00 AM – 0 % Prospecting Family Enreach, 2018-04-20 1:00 AM – 0 % Prospecting Family Nuggad, 2018-04-20 1:00 AM – 0 % Prospecting Insurance Enreach, 2018-04-20 1:00 AM – 0 %	Created: 2018-05-25 Modified: 2018-06-20 Status: active <input type="button" value="View"/> <input type="button" value="Remove"/>

Fixed issues

- Translation fixes
- Layout fixes

2.3 Audience Insights

Audience Insights facilitates the overview of Publisher's data. It provides all segments with full audience discovery across all desired site sections along with the summary of the full site audience. When reviewing the Audience Insights section, the Publisher can view the size of Active Audience, determine the audience proportions available and monitor discrepancies with other data sources.

Changes

- N/A

2.4 Audience Radar

Audience Radar enables Publishers to define measurement points across its network, selected Advertisers' specific landing pages and site destination pages. Publishers and advertisers are able to perform preliminary studies on their individual audiences. The Audience Radar tool enables you to download an Excel sheet for additional analytics studies, facilitate the comparison between several measurement points at a time and define a start date for the data collection.

Enreach Audience Radar data is processed hourly and offers audience segment discovery and benchmarking of audience segment-level visiting on any web page, section or site within publisher's own network or on an external advertiser client site.

Enhancements and fixed issues

- Help text was incorrectly shown when editing measurement points.

2.5 Back End

Back End is accessed by the UI via the JSON API. Back End is responsible for allocation of unique identifiers to end users, inventory estimation, user segmentation, reporting and targeting of users.

Added and changed features

- Added server to server segments (S2S) sync to to Cxense DMP. Javascript changes are not needed anymore. To enable the functionality please contact Enreach support.
- DFP connector updated to v201805 version
- Added support for Krux/Salesforce DMP. Krux raw data can be segmented using Enreach DMP.
- Stability and performance improvements.

Fixed issues

- Ad and page view tracking fixes

3 Supported components and third parties

3.1 Supported Browsers

- Chrome 63+
- Firefox 57+
- Internet Explorer 10+
- Safari 9+

3.2 Supported Ad Servers

- Adform PPAS
- AdOcean
- Adtech IMS PRO + Platform API
- Adtech IMS Standard
- AppNexus Ad server Client to Server
- Cxense Display
- DFP Enterprise
- DFP Small business
- E-planning
- MADS Mobile
- Smart Ad Server
- Ooyala (Video Plaza)

3.3 Supported Video Players

Supported video integrations:

- Cxense Display Adserver
 - Qbrik player
- DFP Adserver
 - Agile contents player
- Video Plaza Adserver (Ooyala)
 - Silverlight player
 - Integration covered HTML5 video insertion

3.4 Supported Third Parties

- PMP , DMP, DSP and SSP Market Places connectivity
 - AdEx and DBM in progress
 - Adform (DMP, DSP)
 - Admedo (DSP)
 - Adtech (DMP). IMS PRO is required for correct forecasts.
 - DFP Enterprise
 - E-planning
 - LiveRamp (DSP)
 - Rubicon (DSP)
- Audience Sharing and Audience expansion
 - Adform Audience Guaranteed
 - Adtech (DMP)
 - Cxense DMP
 - ComScore
 - Cxense Display
 - E-planning
 - Video Plaza (Ooyala)

3.5 Supported Languages

Content parsing and profiling (web page languages)

- Danish
- English
- Estonian
- Finnish
- French
- Latvian
- Lithuanian
- Norwegian
- Portuguese
- Romanian
- Russian
- Spanish
- Sweden

User Interface languages

- Danish
- English
- Japan
- Finnish
- Norwegian
- Spanish

3.6 Supported Survey and Panel providers

- CINT
- Eloqua
- Netigate
- SurveyGizmo

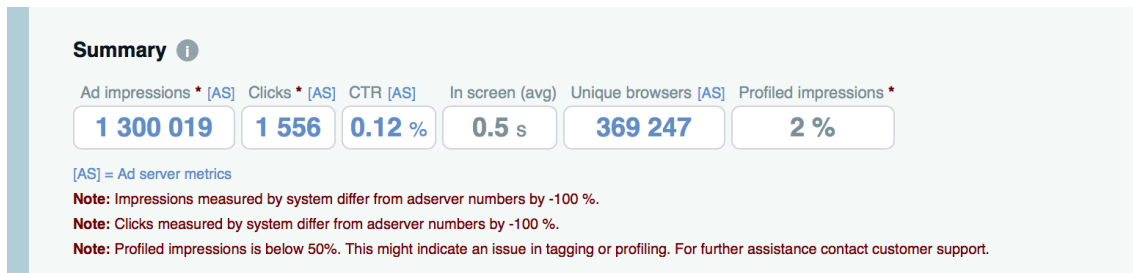
4 Known Issues and Limitations

- The UI becomes slow if there is over 20 000 Advertisers and Media Agencies.
- Certain creatives (for example JS scripts) are not shown in the User Interface.
- Certain creatives (for example video or Rich Formats) are not shown in PDF reports.
- Manual configuration is needed to change sites and sections.
 - Subsections are not supported.
 - Site and section export function works only in English and does not support Nordic and Spanish characters.
 - The amount of sections is limited in the placement report export.
 - Reports do not produce correct results for overlapping section names.
- Active targeted campaigns can't be changed to untargeted campaigns without losing the control group report.
- Some segment values are not shown in the correct order in the campaign targeting view.

Limitations in Ad Server implementation and report visualisation:

- Audience DMP faces a generic challenge in supporting all different ad formats in multiple adservers supporting different HTML markups or site integrations.
- Enreach does not provide 3rd party tags to be included in campaigns. It relies in the usage of HTML Markups, Templates or Creative Wrappers or agreed in advance structures to perform tracking and monitoring of ads.
- Due to the challenge presented above, Audience DMP tries to provide a validation indicator at report level to be able to rely on the audience data shown in the report, evaluate possible discrepancies and/or contact Enreach Professional Services team in order to resolve each particular case.

Indicators are presented as in the following picture:



- Indicators might reveal for example the following scenarios
 - Low amount of *Profiled impressions* in the Audience Insight report section is typically an indication of missing Enreach JS tags in the sites within the reported campaign.
 - 0 % or unexpected CTR (Click Through Rate) in Audience Insight report section.
 - Segment Click rates that do not sum up to the Total Click rate indicated in the summary. In this case and when indicators are visible, it is an indication of Format not supported.
 - 0 seconds or unexpected In screen time and In screen averages
 - In screen average that do not sum up to the Total Click rate indicated in the summary. In this case and when indicators are visible, it is an indication of Format not supported.
- Audience DMP supports multiple formats, due the above is not feasible to provide a fixed list of supported ads because the support is a process that goes case by case. Formats to be investigated and verified during delivery and Pilot campaigns are:
 - Per platform: Desktop, Mobile and Video.
 - Per format type:
 - Images, Banners
 - HTML5 zip files or via 3rd party tags
 - 3rd party creatives (with iFrames or FiFrames)
 - Video and Video player integration

- Rich Media formats (Wallpaper, Background images, Stickers...)

Some of the formats might present technical challenges to utilise them actively in Audience Reports without parallel activities with Enreach Professional services support.

- Video - requires integration with each specific player so we can't state that we support any video ADs for Videoplaza. Is handled per each specific case.
- Adserver which support AD wrappers - there we can track all the ADs which are rendered inline inside AD wrapper container. The only limitation is that we are not able to track clicks in 3rd party iframes.
- Adservers which supports templates - templates are alternative for wrappers (if they are not supported like in DFP Small Business case) or used to handle some custom cases per each particular customer - i.e. passing click tracking into 3rd party data, tracking rich media ADs or ADs which consists of two banners, background ADs, etc.
- With cases like Adtech we have some piece of code called "postamble" which is added as a part of each AD rendered (contains creative metadata) but there is still no AD wrapper definition. It's agreed case by case with each customer and without it explicitly set in our BT JS integration will not work. This means if some AD wrapper case isn't mentioned by customer then corresponding ADs will not be handled no matter which format is it.
- With cases like Cxense we just agree with each next customer on rules which are used to locate AD container on page. This means we can't state in advance that we support or not some particular AD types. It's all manual work case by case. Here we are facing same limitations as with Adtech - any missed AD wrapper rule cause inability to track such ADs regardless format (as different formats could be rendered inside same AD wrapper type).
- No information in the Placements section
 - Generally this is due to sites and sections not being configured in the Audience DMP Admin UI section. In case sites and sections are configured and the report is empty it means that there is a problem in the format used in the campaign or in the tagging of sites' pages. If some

cases placement sections might be empty due to improper Java script execution.

- Automatic Ad Product synchronisation is not available for:
 - MADS (due to the API limitations)
 - Smart (under investigation)
- Automatic campaign import is available for
 - AdOcean, Appnexus, Adform PPAS, Adtech IMS/PRO, Cxense Display, DFP and E-planning
- Adtech
 - Delays in initial dates of ad statistics reporting synchronization
 - Synchronisation of unique browsers and in screen time statistics reporting requires Adtech Custom reports.
 - The IMS PRO version is required to get segment estimations when booking campaigns using Enreach segments on the Ad server.
 - Stopping a campaign is not available at the moment due to Adtech limitations.
- Adtech IMS PRO (Forecasting interface integration)
 - An issue in Adtech Forecast for Enreach segments. Overbook options might need to be enabled.
- E-Planning
 - Issues to use the inventory API in campaign creation (timeout on ad server side)
 - Advertiser and media agency selections can not be changed for active campaigns.
 - Few unsupported parameters in the E-planning API get lost and reset at campaign level when modifying a campaign in ADMP.
- Cxense Display
 - Hour level campaign start time is not supported
 - Active video campaigns fail when changing Audience segments
- DFP
 - Usability in mobile sites is limited when using Creative wrappers
 - The DFP Format forecasting is not supported in Audience DMP
 - Templates need to be used in DFP Small Business

- Advertisers and media agencies can not be changed for active campaigns
- The line item type cannot be changed for active campaigns
- Video campaigns are not supported at the moment
- **MADS**
 - The amount of forecasted maximum untargeted impressions (Max Untargeted) is not saved to Change log
 - Advertiser, Agency and Product synchronization and downloading creative images is not supported due to limitations in the API
- **Ooyala (Videoplaza)**
 - The format is not a part of the attributes in campaign creation
 - Import of campaigns is not supported due to limitations in the API
 - Limitations in the forecast due to the API limit in string handling
 - Creatives downloaded for multiple ads in campaigns are not visible
- **Ad Ocean**
 - Change log does not save the Forecasted Max Untargeted number
 - Product synchronization is not supported due to limitations in the API
 - Stopping a campaign is not supported
 - Creatives' statistics are not completed between different flights
- **Smart Ad server**
 - Change log does not save the Forecasted Max Untargeted number
 - Ad Product synchronisation is not supported
 - Limitations in write operations using the SOAP interface.
- Issues with certain formats if the default global script attribute is not added