

# APPNEXUS TRADER CHEAT SHEET

NO DELIVERY? CHECK THE BOXES!



## IS YOUR CREATIVE COMPATIBLE WITH SHARETHROUGH INVENTORY?

### Are the descriptions under 140 characters (at least 160/300 characters remaining)?

Description

Sharethrough conducted first time research with Millennials to understand their behaviors and perceptions towards digital advertising.]

166/300 characters remaining

### Was the creative audited through AppNexus?

Audit options:  No audit  Platform audit  Self-classify ?

Platform

AppNexus Platform

Audit Status

Audited

Feedback

This creative is eligible to serve on inventory that requires creatives to be audited.

## ARE YOU BIDDING TOO LOW?

### Are you bidding a base CPM of \$10.00 or more?

Pay on a Per-impression (CPM) basis

Bid a Base CPM

Base CPM \$ 10.00

## ARE YOUR INVENTORY SETTINGS BLOCKING DELIVERY?

### Is your campaign set to serve on any inventory?

Inventory Quality

Serve on any inventory

### Are you allowing the campaign to buy any page position?

Page Properties

Edit

Any query string; any tag position

### Is your campaign buying impressions without demographic restrictions?

Demographics

Edit

Any age; any gender

### Did you remove all whitelists?

## WHAT OTHER SETTINGS CAN YOU USE?

- ▶ Geography
- ▶ Audience Targeting
- ▶ Device Type
- ▶ Dayparting
- ▶ Frequency Capping
- ▶ Inventory Source

**Need more information  
on why these settings  
are required?**

Read our FAQ at  
[bit.ly/apnSTXFAQ](http://bit.ly/apnSTXFAQ)

**Still not working?**

Email [dsps@sharethrough.com](mailto:dsps@sharethrough.com),  
and we will respond within 24  
hours.

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