



SHARETHROUGH

Deliver Better Ads



STX

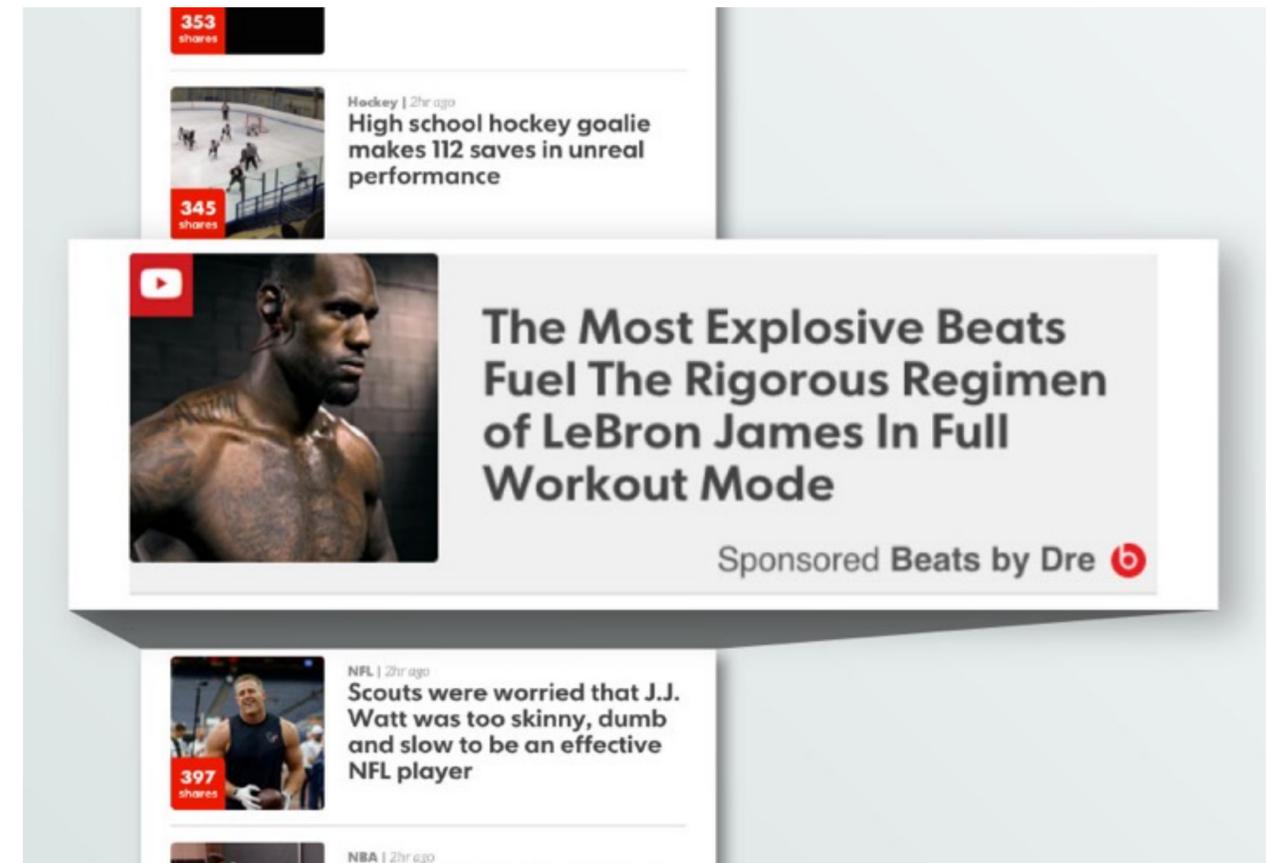
+



appnexus

Buying STX Inventory in Appnexus

Step 1: Making a Native Creative



AppNexus PARTNERS NETWORK ADVERTISERS PUBLISHERS APPS

Advertisers STR_Test Creative Manager

Advertiser Details

Campaign Manager

Creative Manager

Conversion Pixels

Segment Pixels

Third-Party Pixels

Users

Reporting

Create New

- Single creative
- Creative batch
- Folder

Filter More Actions

Active Inactive All \$ ¥ Today: Feb 10, 2016 (ET)

Page 1 of 1

ID	Creative	Size	File Size	Click Track	Audit Status	SSL Status	Type
41298120	10 Predictions For Native	1x1	--	Passed	Audited	Approved	Native
41298216	Mobile & Video Drove 518 Percent Growth In Native Ads Sold In 2015	1x1	--	Passed	Audited	Approved	Native

1) In the Creative Manager, click Create New -> Single Creative

Create New Creative

- Creative Content
- Third-Party Pixels
- Creative Attributes
- Creative Association
- Segments
- Budget

Creative Content

Type *

- Upload a file
- Hosted text creative
- Third-party creative
- Native

+ Secure Settings

Creative Name: Native Creative #1

Landing Page *: <http://www.exampledomain.com/content-url>

Title: What is the emotional appeal of this content? This is the MO
2/100 characters remaining

Description: This is where an additional description of the content can go. It doesn't show up on every placement but is helpful when it does
172/300 characters remaining

Icon/Image Type: AppNexus Hosted

Icon: Supported file types are jpg, gif, and png. Recommended icon size is 150px by 150px.

Image: Supported file types are jpg, gif, and png. Recommended image size is 1200px by 627px.

Call to Action

Back Next Cancel Save

2) Under Type, select "Native"

3) Enter a Creative Name. This is the name that will show up in the Appnexus Creative manager and will not appear on the unit. If no name is entered, it will default to the name of the image file

4) Enter the URL where the content lives

5) Enter a headline in the Title field (100 chars max). **This is the most important part of a native creative and should reflect the emotional appeal of the content**

6) Enter a description (300 chars max). This is where additional context for the content can go. Note it does not show up on every placement.

Create New Creative

Creative Content | Third-Party Pixels | Creative Attributes | Creative Association | Segments | Budget

+ Secure Settings

Creative Name: Native Creative #1

Landing Page: <http://www.exampledomain.com/content-url>

Title: What is the emotional appeal of this content? This is the MO
2/100 characters remaining

Description: This is where an additional description of the content can go. It doesn't show up on every placement but is helpful when it does
172/300 characters remaining

Icon/Image Type: AppNexus Hosted

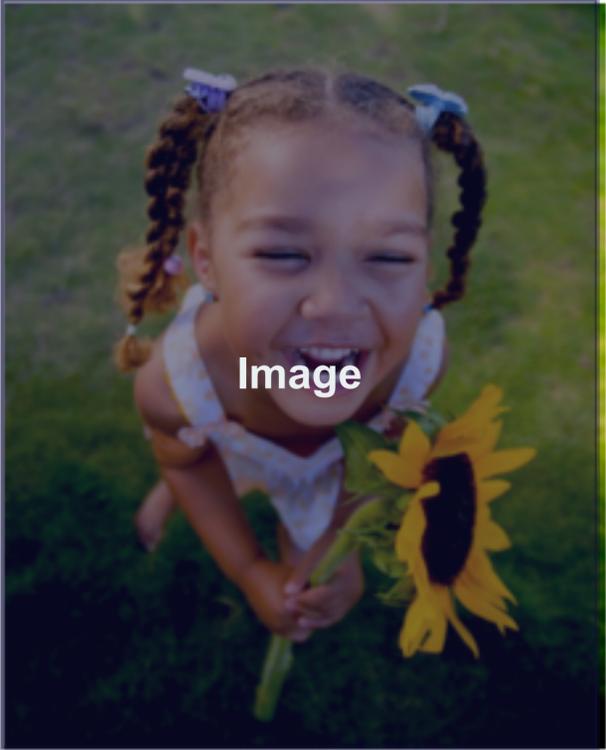
Icon: Screen Shot 2016-....13 AM.png ✓

Image: image1.jpg ✓

Call To Action Text:
20/20 characters remaining

Sponsored By: Brand
95/100 characters remaining

Icon What is the emotional appeal of this content? This is the **MOST** important part of a native creative
This is where an additional description of the content can go. It doesn't show up on every placement but is helpful when it does



Image

Call to Action

7) Under “Icon”, upload a brand logo that will appear next to the “Sponsored by Brand” text. This can be a jpg, gif or png file and should be 150x150px.

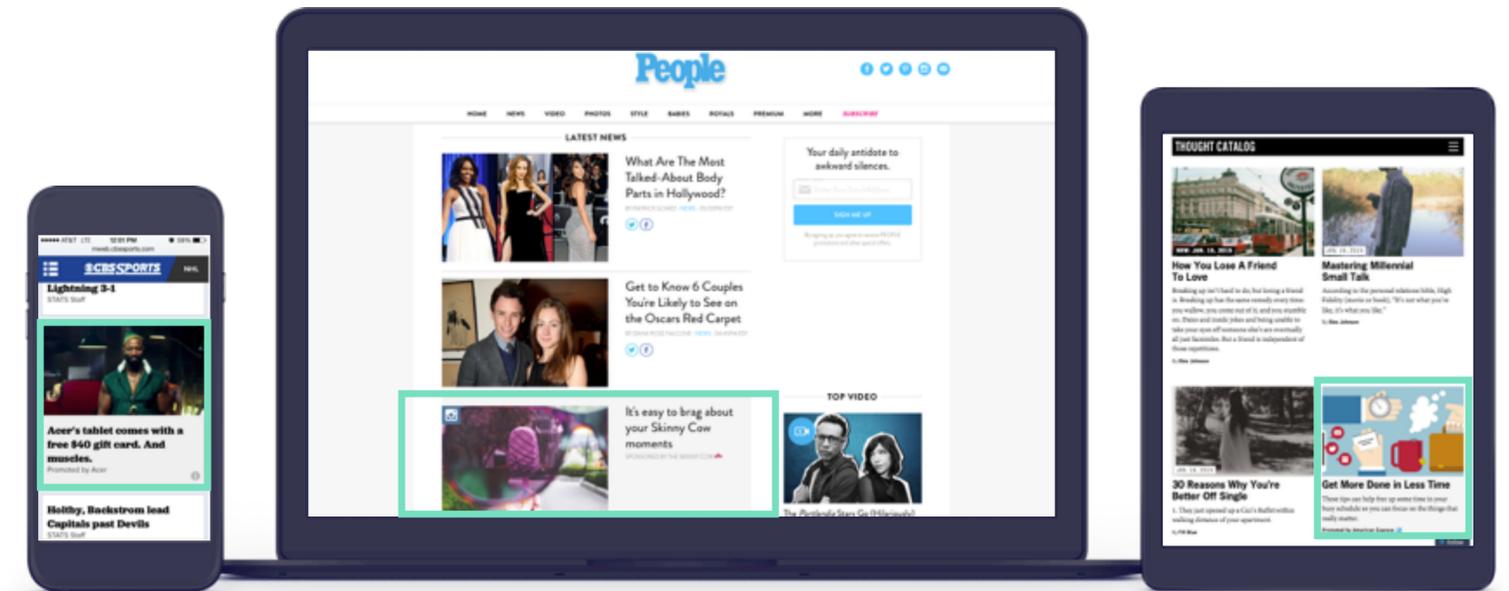
8) Under “Image”, upload a hero image that will appear as the main thumbnail in the placement. This can be a jpg, gif or png file and is recommended to be 1200px by 627px for mobile apps and 600px by 314 for all other creatives. Note: thumbnail size will vary by placement and Sharethrough’s ad server will crop to fit.

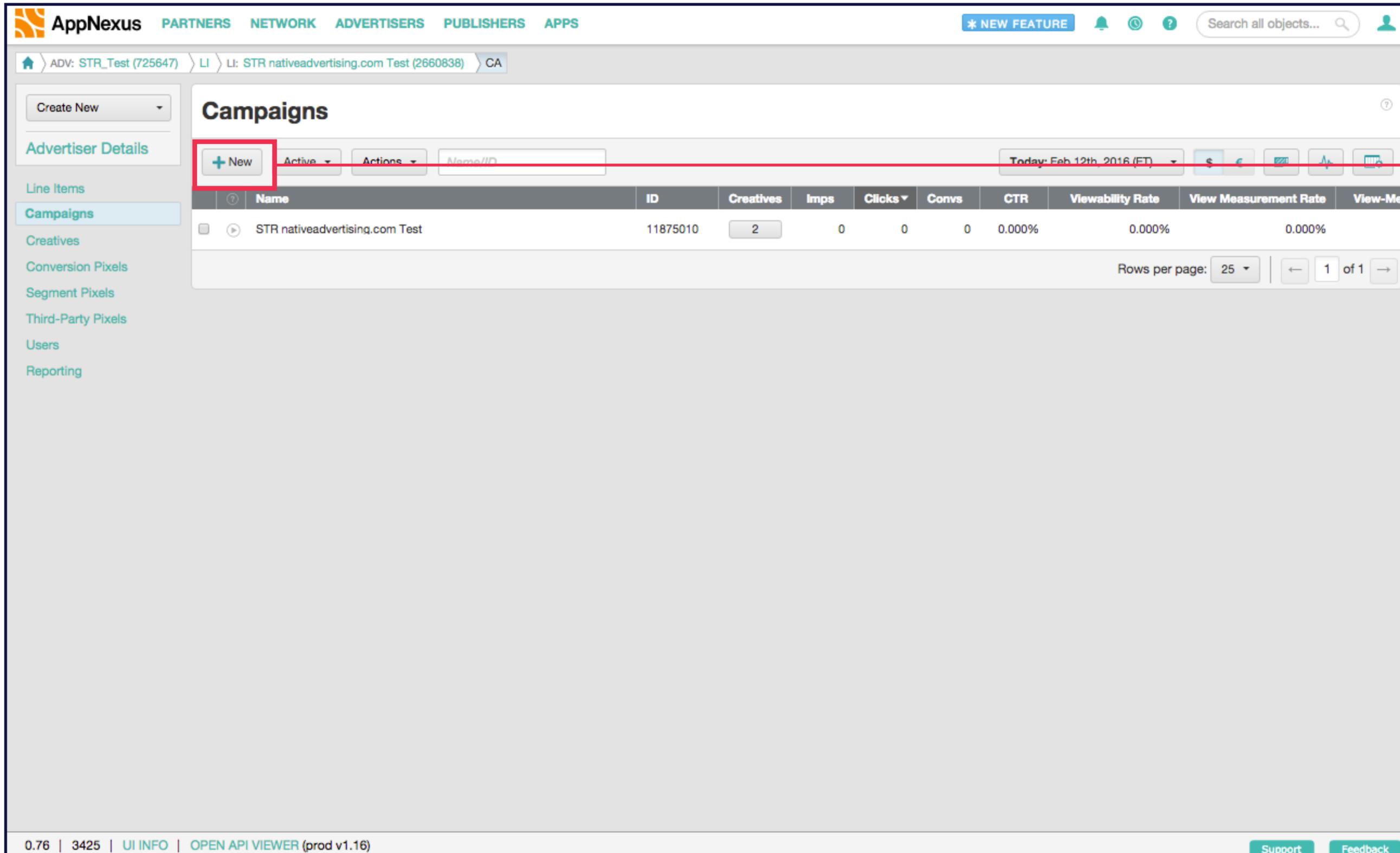
9) Call to Action is not supported by Sharethrough.

10) Enter the brand name under Sponsored By.

After inputting these elements, the user can set up pixels, attributes, associations and segments as normal.

Step 2: Targeting to STX Inventory





AppNexus PARTNERS NETWORK ADVERTISERS PUBLISHERS APPS * NEW FEATURE Search all objects...

ADV: STR_Test (725647) LI: STR nativeadvertising.com Test (2660838) CA

Campaigns

+ New Active Actions Name/ID Today: Feb 12th, 2016 (ET) \$ €

Name	ID	Creatives	Imps	Clicks	Convs	CTR	Viewability Rate	View Measurement Rate	View-Me
STR nativeadvertising.com Test	11875010	2	0	0	0	0.000%	0.000%	0.000%	

Rows per page: 25 1 of 1

0.76 | 3425 | UI INFO | OPEN API VIEWER (prod v1.16) Support Feedback

1) On the Campaign Manager screen, click the “New” button

AppNexus PARTNERS NETWORK ADVERTISERS PUBLISHERS APPS

ADV: STR_Test (725647) LI: STR nativeadvertising.com Test (2660838) Create New Campaign

Create New Campaign CANCEL EXPAND ALL

- Campaign Type

Display and Mobile

Buy direct/third-party inventory

Buy using deal targeting

+ Basic Setup

+ Targeting

+ Associated Creatives

+ Serving Fees

+ Comments

Save Review Settings Cancel

2) Once on the “Create New Campaign” screen, make sure “Buy direct/third-party inventory” is selected under “Campaign Type”

3) Click on “Targeting” to expand targeting and inventory options

AppNexus PARTNERS NETWORK ADVERTISERS PUBLISHERS APPS

Search all objects...

Targeting

Apply Template: - Select -

Device and Supply Type

- Desktops & Laptops
- Tablets
- Phones

SUPPLY TYPE

- Default: Web, Mobile Web and App Placements
- Custom

Inventory Quality

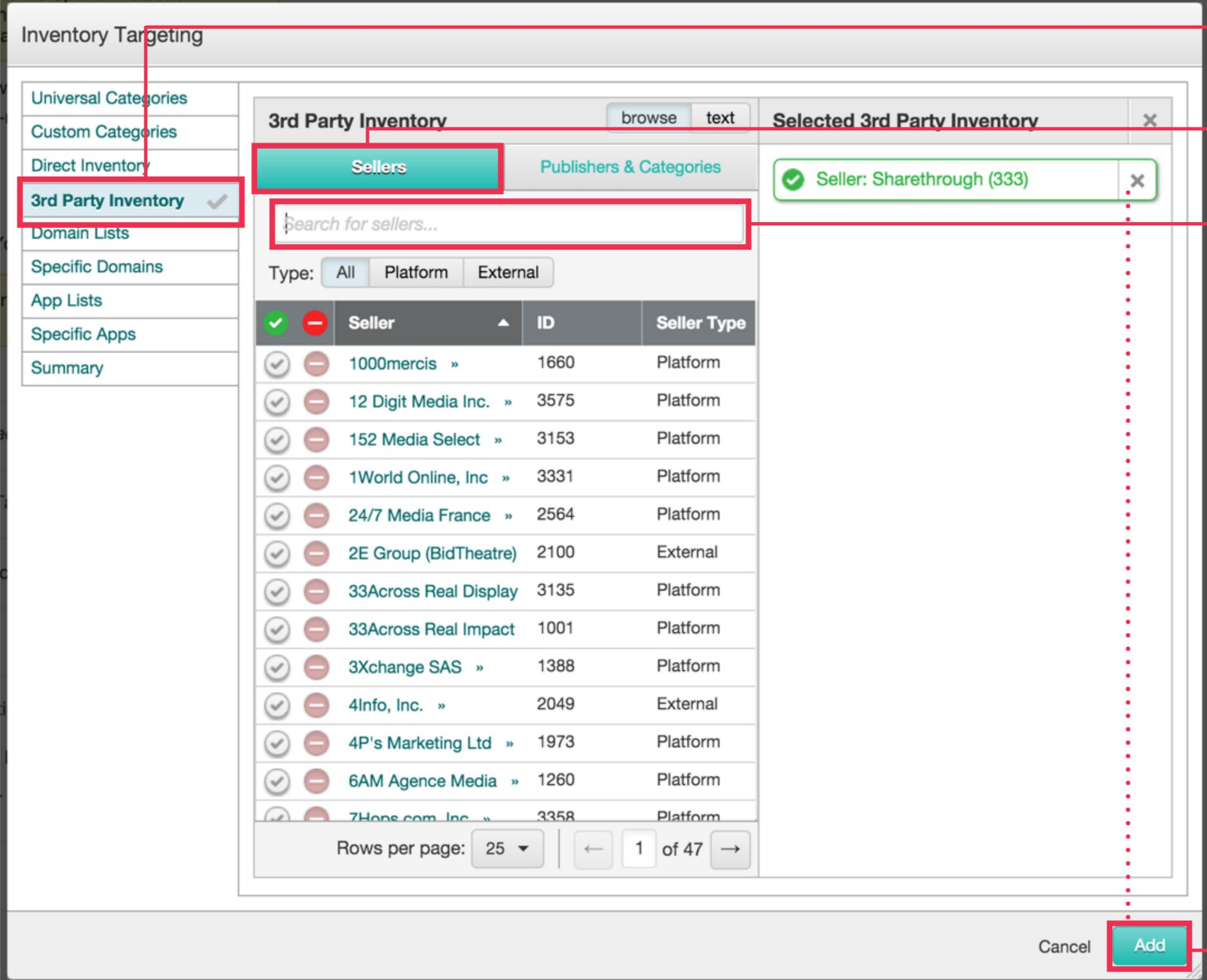
- Serve only on AppNexus Spend Protection inventory
- Serve only on AppNexus-reviewed inventory
 - Also serve on trusted seller-reviewed/unreviewed inventory
 -
 - Sensitive Attributes:** None
 - Audience:** General, Children, Young adults
- Serve on any inventory

Inventory Any inventory

Geography Targeting Set on the Line Item level

0.76 | 3425 | [UI INFO](#) | [OPEN API VIEWER](#) (prod v1.16)

4) Click the “Edit” button next to “Inventory” to bring up the inventory targeting screen



Inventory Targeting

Universal Categories
Custom Categories
Direct Inventory
3rd Party Inventory ✓
Domain Lists
Specific Domains
App Lists
Specific Apps
Summary

3rd Party Inventory browse text Selected 3rd Party Inventory x

Sellers Publishers & Categories

Search for sellers...

Type: All Platform External

✓	⊖	Seller	ID	Seller Type
✓	⊖	1000mercis »	1660	Platform
✓	⊖	12 Digit Media Inc. »	3575	Platform
✓	⊖	152 Media Select »	3153	Platform
✓	⊖	1World Online, Inc »	3331	Platform
✓	⊖	24/7 Media France »	2564	Platform
✓	⊖	2E Group (BidTheatre)	2100	External
✓	⊖	33Across Real Display	3135	Platform
✓	⊖	33Across Real Impact	1001	Platform
✓	⊖	3Xchange SAS »	1388	Platform
✓	⊖	4Info, Inc. »	2049	External
✓	⊖	4P's Marketing Ltd »	1973	Platform
✓	⊖	6AM Agence Media »	1260	Platform
✓	⊖	7Hops.com, Inc »	3358	Platform

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Cancel **Add**

5) On the Inventory targeting screen, make sure “3rd Party Inventory” is selected

6) In the browse bar, make sure “Sellers” is selected

7) Type “Sharethrough” in the search bar to bring up the Sharethrough instance

8) Select “Sharethrough” and click “Add” to add Sharethrough to selected inventory