SAS® 360 Match

Quick Start Guide

Updated July 26, 2024

Contents

Overview

This document provides a series of steps to help you get started with SAS® 360 Match. It guides you through setting up users, configuring permissions, and designing a house ad.

SAS 360 Match is an essential tool for online publishers, designed to manage the complex dynamics of a digital advertising ecosystem. SAS 360 Match serves as a bridge between a publisher’s main customers — users of their content and advertisers. SAS 360 Match enables you to optimize how ad spaces (the areas that are available for advertisements) or impressions (the instances of an advertisement that is presented) are sold and displayed. The system ensures that publishers can maximize ad revenue from advertisers while maintaining a quality experience for users, which is crucial for retaining a strong user base and sustaining ad engagement.

SAS 360 Match integrates seamlessly with content management systems (CMS) and other digital analytics tools, enabling publishers to efficiently manage and analyze their content. This integration supports a variety of ad formats, from standard images and videos to more specialized content like JSON data and custom-formatted text files. This adaptability is advantageous because it enables publishers to diversify their ad offerings and accommodate specific advertiser needs without compromising the integrity or appeal of their digital properties.

Ultimately, SAS 360 Match helps publishers balance the demands of their advertisers with the preferences of their users. By managing this balance, publishers can prevent the disruption of the user experience, which is vital for keeping user engagement high and maintaining a steady flow of advertising revenue.

About the SAS 360 Match Interface

The SAS 360 Match interface is web based and works with the most current, standards-compliant browsers to ensure the best experience. The main navigation menu leads to sections where you can configure and operate the system. Most daily activity for your operations staff occurs in areas such as the Traffic and Reports sections. Your salespeople might use the Sales and Reports sections most frequently. These and the other sections that are used to configure many of the elements that are used by the system are discussed in this document.

The time zone that is configured for your system is displayed at the top right of the user interface. The time zone applies to the campaign setup and all the reporting elements. Your user name and the option to log out of SAS 360 Match are also displayed at the top right of the user interface.

Underneath the time zone and user name information is a system-wide search field. This function can search all the main system elements and enables you to navigate quickly to the content that you need. If you are setting up your system for the first time, type “Admin” in the search box to navigate to the administrator user interface.

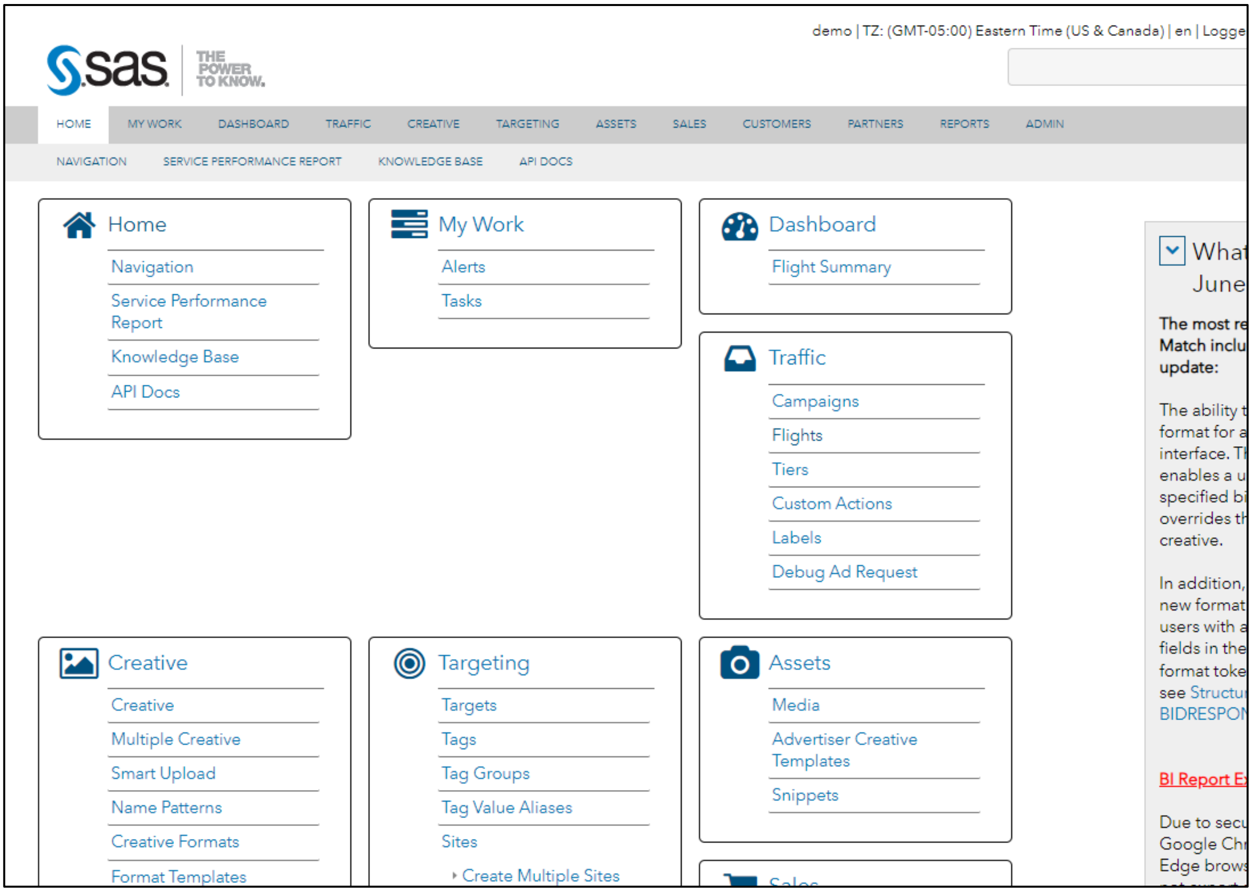


Figure 1 The SAS 360 Match landing page.

TIP: The SAS 360 Match user interface sorts most elements alphabetically. A best practice is to create test elements with names that start with the letter Z. This naming convention sorts test elements to the bottom of the list and not in the middle of your production elements.

For more information about the SAS 360 Match user interface, see Understanding the User Interface in the SAS 360 Match User’s Guide.

Register with the SAS 360 Match Community Knowledge Base at https://communities.sas.com/t5/SAS-360-Match/bd-p/IA to access resources, including more details about many of the items that are covered in this document and release notes for new features. Registered users can also search and contribute to the Community Knowledge Base.

Getting Started

Change the Default Administrator Password

When you first log on to SAS 360 Match, you are assigned a default administrator password. Update the default administrator password to a stronger password to ensure the security of the system. The user with the administrator role has comprehensive access to the system configuration. The best practice is to limit this role to only a few people.

Follow these steps to change the password for the administrator:

1. On the top navigation bar, click **Admin**.
2. Click **Users** to display a list of existing system users. Click the account for the administrator.
3. Enter and confirm the new password for the administrator.
4. Click **Update** to save your changes.

For operational efficiency and audit trail clarity, each user should be assigned an individually named account to log their access and streamline the process of disabling access when necessary.

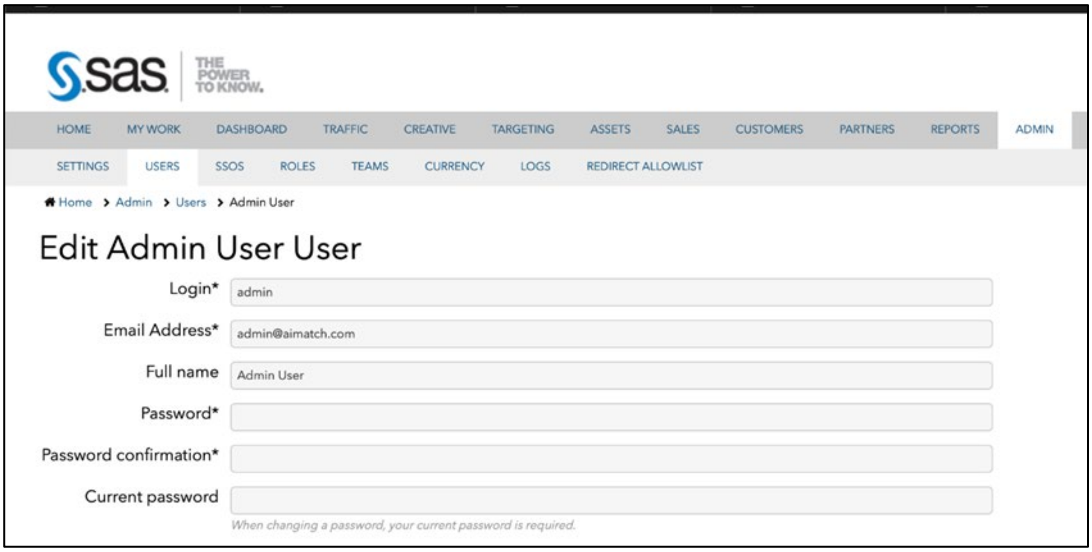


Figure 2 Change the password for the admin user the first time that you log on to SAS 360 Match.

Note: Each user must have a unique email address. You cannot create a new user with an email address that is already being used by another account. When you create users that are assigned to automation systems or integrations (via the API), be careful not to assign them email addresses of users who have their own independent user accounts.

Create Your Administrator Account

Create a named administrator account for yourself through the user interface. This is the account that you will use on a regular basis.

To create your own administrator account:

1. On the top navigation bar, click **Admin**.
2. Click **Users** to display a list of existing system users.

3. Click **Add New User** and fill in the details. Then, click **Add User**. After you have added the account, confirm that you can log on using your new account and password.

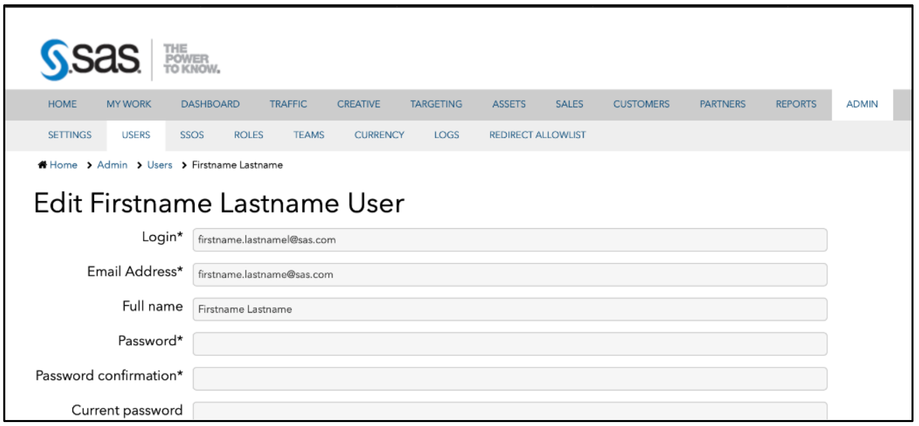


Figure 3 Navigate to Admin>User to create your own administrator account.

Refine Security Levels

Roles enable you to assign different permissions to users or groups of users. Each default role that is provided by SAS 360 Match includes preset permissions. You can refine the existing roles to meet your own business goals or remove unused capabilities to simplify the options in the user interface that a user with a specific role would see. For example, if you want to give a user view-only access to a campaign, remove the edit capabilities for that role. When a user with the updated role opens the campaign, all the options to edit the campaign are hidden. You can create additional security permissions and use single sign-on options. For more information, see the SAS 360 Match Advanced Features Guide.

To change the capabilities for a role:

1. On the top navigation bar, click **Admin**.
2. Click **Roles** and select the role to edit.
3. Select or deselect the permissions to modify the capabilities for the role.
4. Click **Save Role Permissions** to save your changes.

Note: A recommended practice is to not edit the security settings for the administrator. If an individual user requires nonstandard permissions, create a customized role for the user. When setting up a user, assign the user's role carefully. Typically, it is not possible to assign a new role to a user. However, it is possible to modify a Trafficker to an Ad Ops Manager within the SAS 360 Match interface.

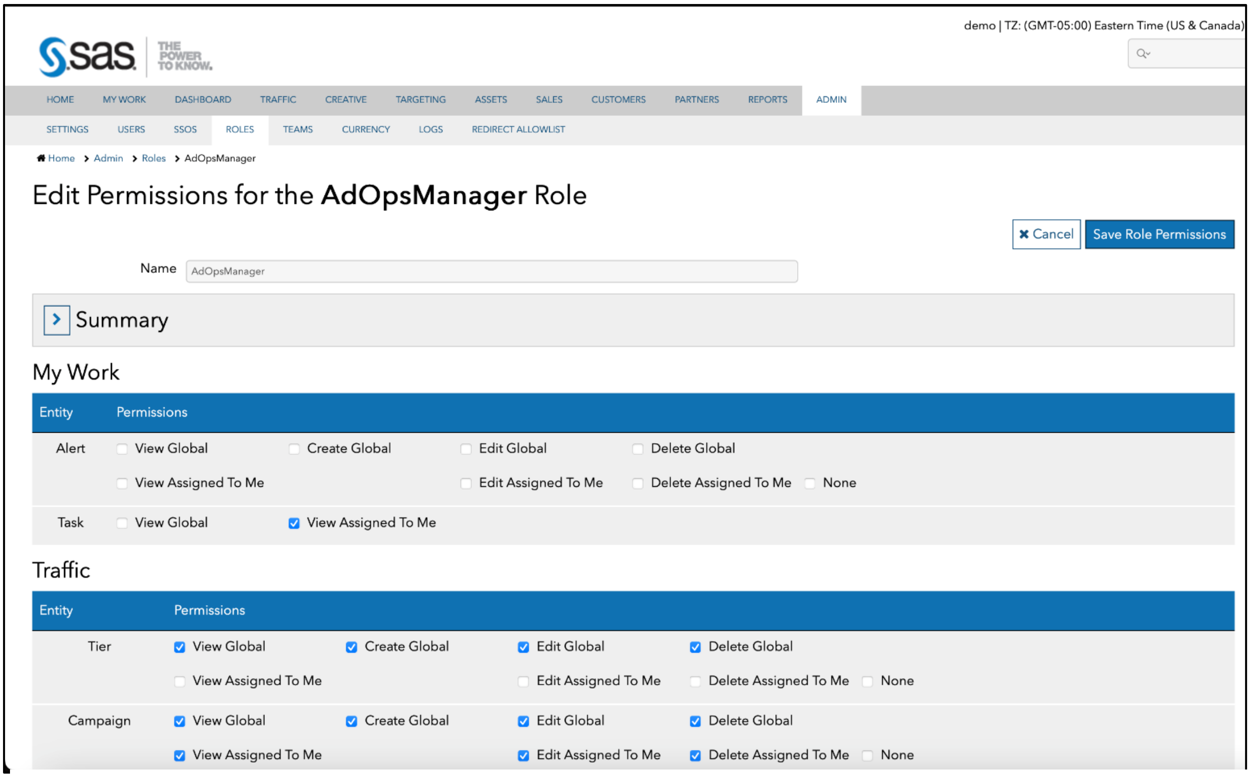


Figure 4 Use the check boxes to modify the capabilities for a role.

Modify User Permissions

Changing the capabilities for a role enables you to modify an individual user's permissions. In some circumstances, you might not want a user to have the standard permissions that are assigned by the role. You can modify an individual user's permissions by creating a new role with customized permissions and assigning the user to that role.

To modify the permissions for a user:

1. Click **Roles** and select **Add New Role**. Specify a name for the role and select a default user role. Then click **Add Role**.

2. Update the role capabilities. Then click **Save Role Permissions**.

3. Click **Users** and select the user that you want to modify.

4. In the Teams & Roles section, add the new role to user. Then click **Update**.

NOTE: To reset the role's permissions to its default settings, go to **Admin>Roles**, select the role, and select the default role. SAS 360 Match provides the following default user roles that can be edited, but cannot be deleted: Ad Ops Manager, Advertiser, Agency, Sales Manager, Salesperson, and Trafficker.

Designing Core System Elements

The following sections describe how to add foundational system elements. Consider the implications of these elements to make the best use of SAS 360 Match in the long run.

Foundational Taxonomy

Creating an effective taxonomy of key-value pairs for targeting in SAS 360 Match involves detailed categorization of a publisher's content and user demographics across their various channels and devices. Key-value pairs represent the data that is passed to SAS 360 Match. Use key-value pairs to create your targets. For more information, see Understanding Targets.

A well-defined taxonomy ensures precise targeting and detailed data collection. By accurately representing the details of the context from which the ad request originates, along with known user attributes, the publisher gains greater flexibility in building audiences and managing inventory.

Key-value pairs such as SITE, AREA, SIZE, and custom tags like POSITION can be structured to optimize ad targeting within a publisher's content channels.

Definition of Basic Taxonomy

A SITE represents the specific digital channel or platform where the ad is displayed, such as a mobile application, desktop website, or digital magazine. By categorizing ad requests by SITE, publishers can manage ad spaces effectively across different platforms, offering advertisers tailored opportunities for different digital environments.

An AREA refers to a specific section within the SITE, such as the sports, finance, or entertainment sections of a news portal. The AREA allows publishers to finely segment their ad inventory, presenting advertisers with opportunities to place ads in contexts that align closely with their target audience's interests.

The SIZE specifies the dimensions of the ad space that is available. This value ensures that the creative fits well within the site's layout across different devices and resolutions.

Using Custom Tags

Custom tags like POSITION specify the placement of an ad within the page or application, such as top, middle, or bottom especially if you have multiple ads of the same size. Understanding ad placement helps publishers assess how different positions affect user engagement and interaction, providing valuable data that can be used to optimize inventory and develop pricing strategies accordingly.

Implementation Example

An ad call might be structured as follows:

```
http://shortname-ads.aimatch.com/client/hserver/SVID=1234/site=X/area=Y/
size=300x250/POSITION=top/
```

This format ensures that ads are targeted based on the content’s general category and site, as well as by specific physical placements and sizes, enhancing the effectiveness of the ad-serving strategy. This comprehensive approach enables SAS 360 Match to deliver ads that are contextually appropriate and optimized for maximum engagement, based on robust data analytics. Ad calls are case insensitive, so the key name can be lowercase.

Incorporating state vector IDs (SVIDs) into the taxonomy of key-value pairs in SAS 360 Match further enhances targeting capabilities by activating user-specific data, which significantly improves the accuracy and effectiveness of ad targeting. SVIDs enable publishers to personalize ad experiences based on a user's historical behavior and profile attributes that are stored in the ad server's data management platform. This integration allows for dynamic ad personalization at scale, leveraging real-time data for precise first-party advertising.

The following is a detailed explanation of this taxonomy example and its implementation, including SVIDs.

An ad request that uses this enriched taxonomy might look like the following:

```
http://shortname-ads.aimatch.com/client/hserver/SVID=1234/site=X/area=Y/
size=300x250/POSITION=top/
```

When you include the SVID in the ad request, SAS 360 Match can access and use specific user data. This structure ensures that ads are targeted based on the content’s general category and site, as well as personalized according to the user's specific data profile, thus maximizing engagement and effectiveness.

Contact SAS technical support if you prefer to rename the SVID key to something more meaningful to your organization.

Define Naming Conventions

When starting with a new system like SAS 360 Match, consider your naming conventions carefully before you create your test elements. It is difficult to delete elements through the user interface when the elements have impressions that are recorded against them.

Your SAS 360 Match system might be used by many people over a long period of time. A recommended practice is to develop a list of naming conventions so that your users can understand the elements in the user interface and find elements quickly. Defining a naming convention is also important for advertisers, agencies, campaigns, flights, and creatives. A best practice is to use logical naming conventions for all fields.

Add a Site

Start preparing SAS 360 Match by defining your site hierarchy. A typical setup consists of several sites that are subdivided into areas and might be associated with other targeting parameters that are assigned through tags.

To add a site,

1. On the top navigation bar, click **Targeting**.

2. Click **Sites** and **Add New Site**.

3. Enter a name for the site. This is the name that you will use to target advertisements to the site. It does not have to be the site's URL.

4. Add a description to help other users understand more about the site.

5. Add a revenue cut to record and report on revenue share for your campaigns. This is usually used when you represent sites that you do not own.

Note: Use the **Add Multiple Sites** option to add several sites at once. Separate each site name with a comma. When using this option:

- You can add only one value for revenue share. Add sites that fall outside of this revenue share separately.

- You cannot add a description. However, you can add descriptions to each site individually after you have created the sites.

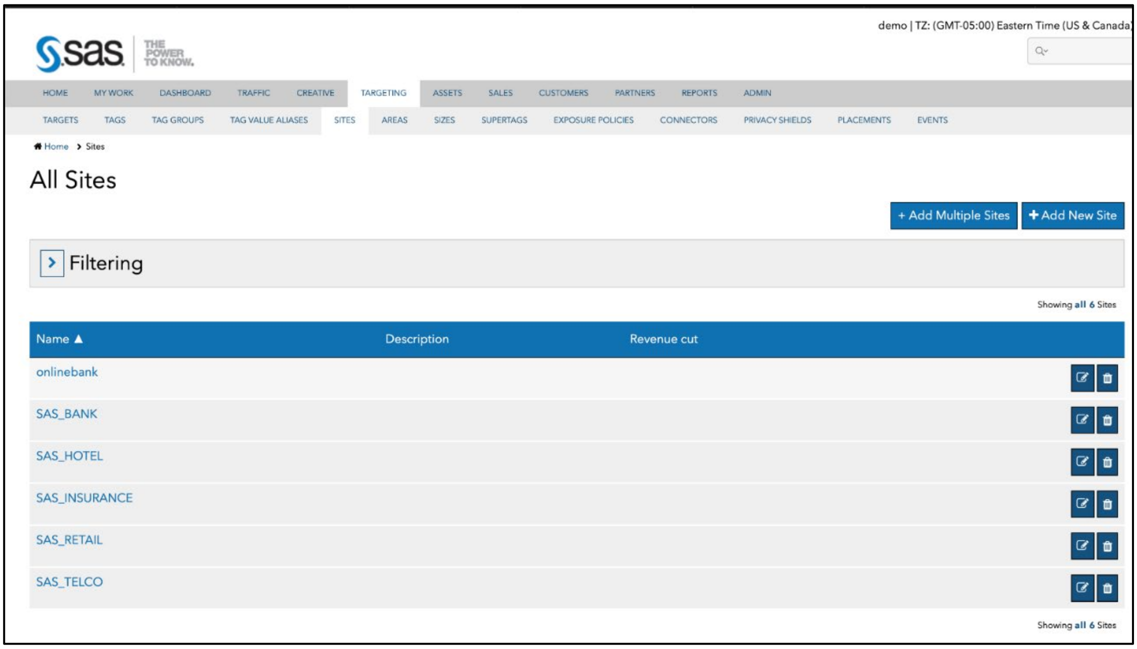


Figure 5 Define your site hierarchy in the Sites section of SAS 360 Match.

Add an Area

After you have added a site, configure the initial set of area values. To add an area,

1. On the top navigation bar, click **Targeting**.

2. Click **Areas** and **Add New Area**.

3. Enter a name for the area. This is the name that you will use to target advertisements to the area.

4. If the area is unique to a single site or group of sites, use the sites filter to restrict the use of this area to the listed sites. Enter a % symbol in the **Sites** field to display a list of sites that are configured on your system. Use **Sites** when you do not want to associate this area name with other sites.

Note: Use **Add Multiple Areas** to add several areas at once. Separate each area name with a comma.

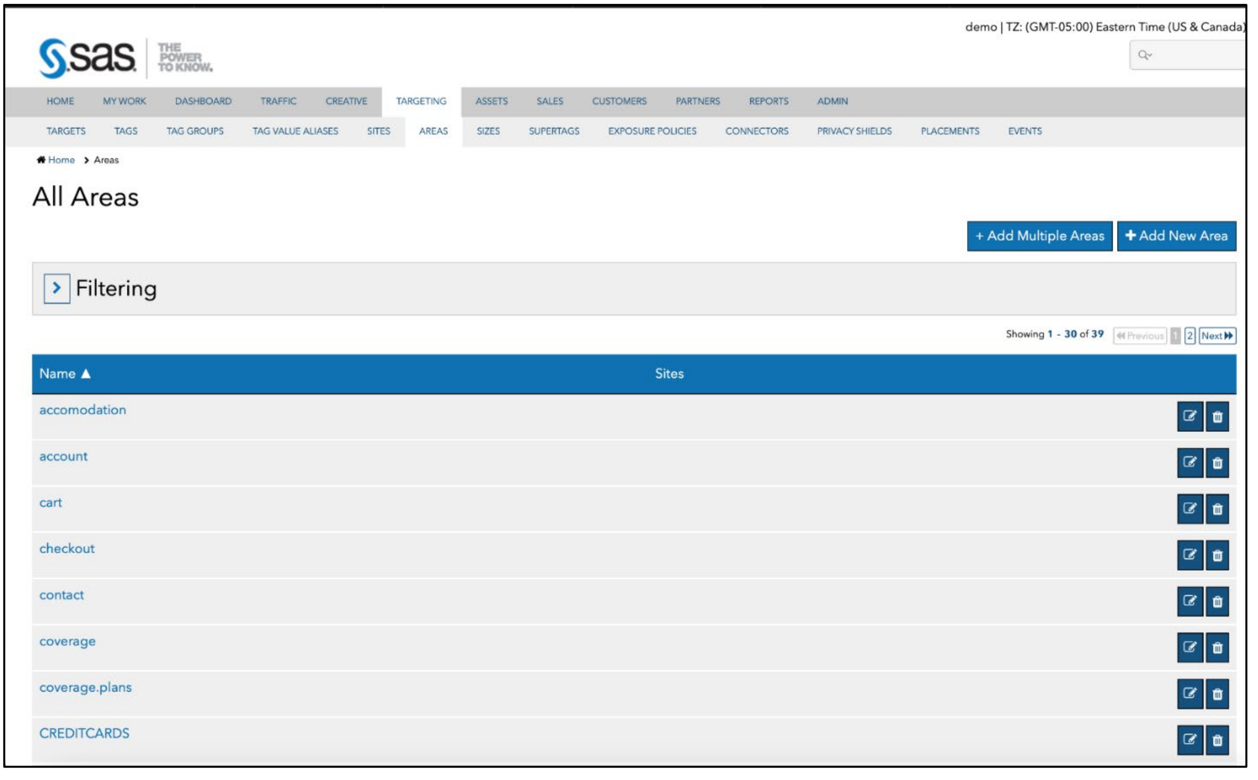


Figure 6 Add your areas after defining your sites.

Add Custom Tags

Use a set of custom tags to specifically target advertisement positions or pass additional data to SAS 360 Match that are made available for targeting. Custom tags are key-value pairs that are normally passed to SAS 360 Match as part of the ad request.

Work with your web developers to create the initial set of custom tags. They can help you to determine the optimal key-value pairs that represent the content for which the ad position is being created.

To add custom tags,

1. On the top navigation bar, click **Targeting**.

2. Click **Tags** and **Add New Tag**.

3. Enter the name of the tag and type of your tag.

4. Check **Tagsum logging** to log counts against this tag. In general, you can log tags for reporting.

5. Click **Add Tag** to create the tag.

6. After you have created the tag, you can specify the possible values for the tag. The values are the expected values that you want the system to record. Add a list of values using a comma-separated list. Then click **Add Values**.

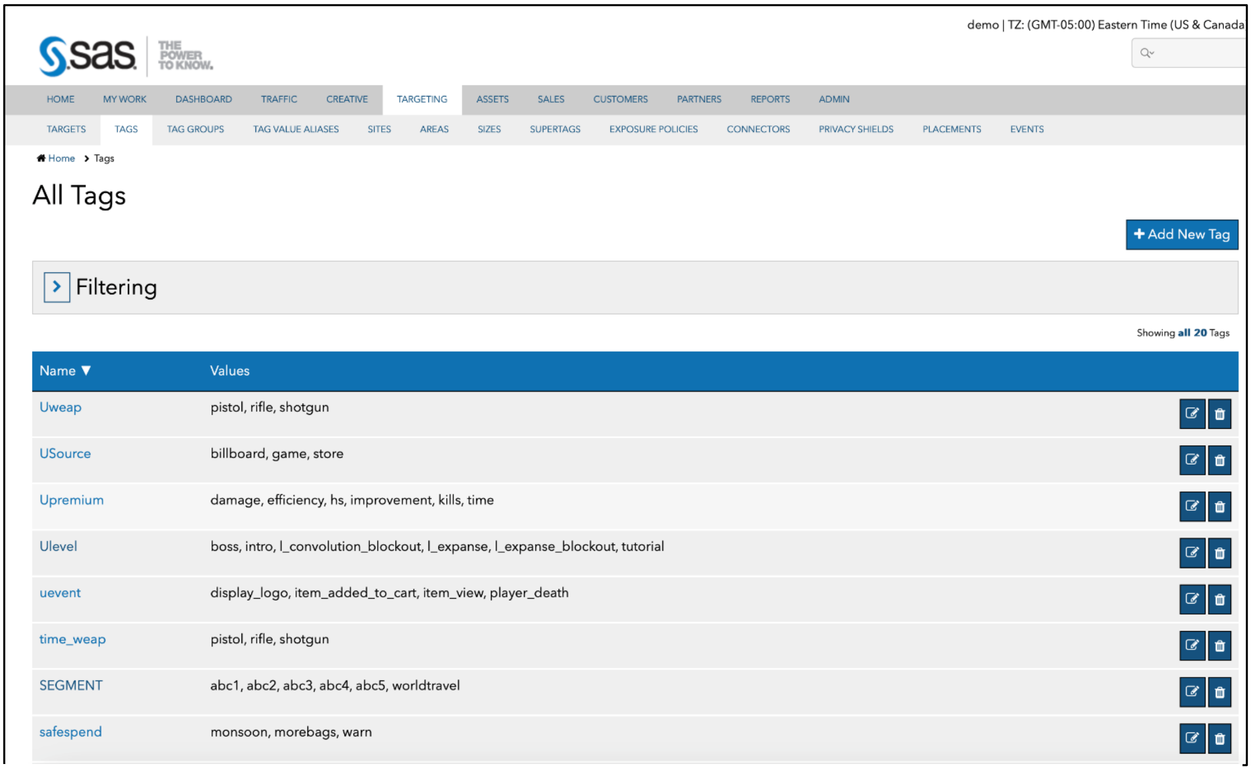


Figure 7 Use custom tags to specifically target advertisement positions or pass additional data to SAS 360 Match that are made available for targeting.

Finalize Size List

Add the sizes for your creatives. SAS 360 Match provides a set of default sizes. As a best practice, limit your list of sizes to the sizes that you use in production to reduce the possibility of user error when generating campaigns, flights, and creatives.

To add a size,

1. On the top navigation bar, click **Targeting**.

2. Click **Sizes**.

3. To delete the sizes that are not required, click  next to the size.

4. To add new sizes, click **Add New Size**.

5. Add a name for the size and add the dimensions for the expected creative.

6. Click **Add Size** to save your changes.

TIP: Most system sizes are named after their dimensions (for example, `468x60`) but you can give a size a descriptive name, such as `banner`. Names cannot contain spaces. The name that you assign to a size is the one that is expected in the on-page ad request.

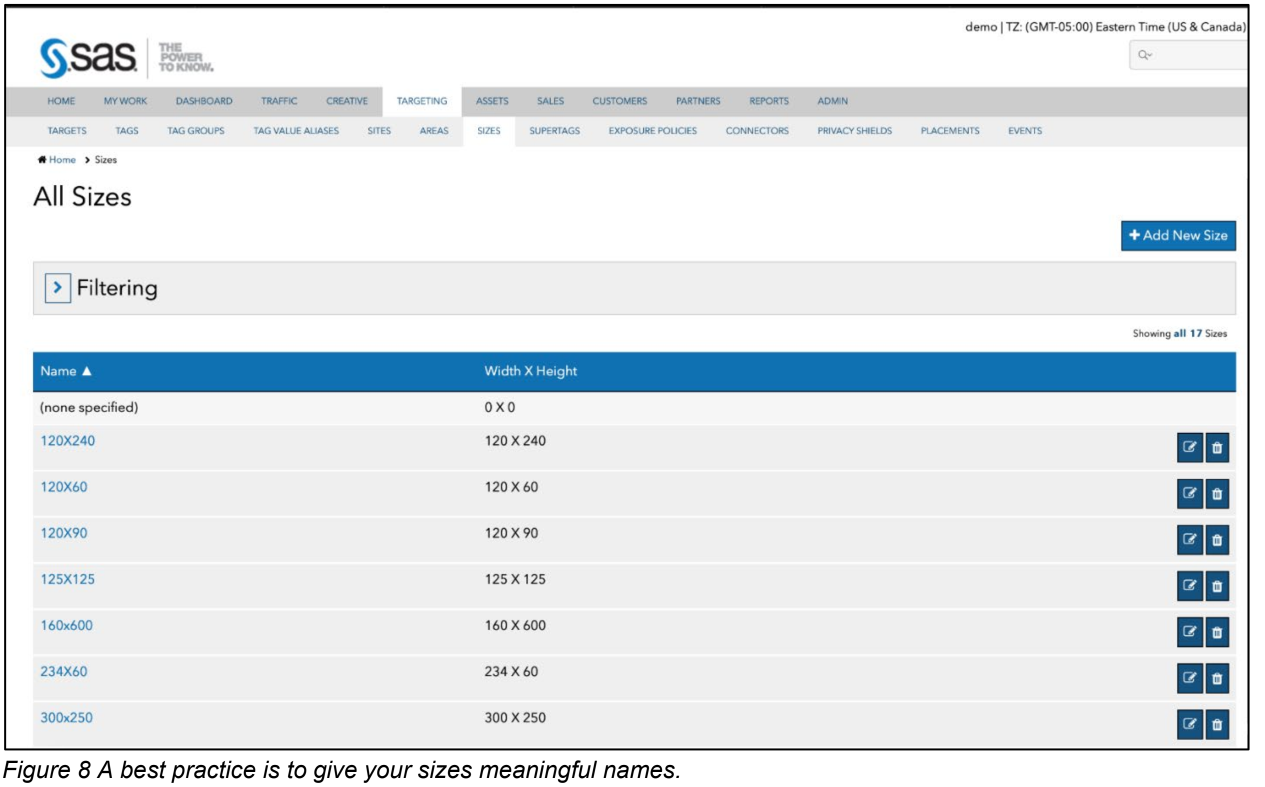


Figure 8 A best practice is to give your sizes meaningful names.

Create Initial Targets

Targets allow for fast, simple grouping of inventory that is commonly sold together. For example, you can group sites and areas that contain news content into a news target. You can also use targets to add granular targeting, such as for a specific part of the day. Use naming conventions for your targets so that similar targets are grouped together. For example, any targets that refer to time could start with the “Time:” prefix.

1. On the top navigation bar, click **Targeting** to display existing targets.

2. Click **Add New Target**.

3. Enter a name for the target and a description that defines the target’s purpose.

4. Use the drop-down menus at the bottom of the screen to build the target. For example, to build an afternoon target, select **Match All** from the first drop-down menu. Then

select Time as the tag and Between as the operator from the second row of drop-down menus. Then define the time for afternoon.

5. Click **Add Target** to save your changes.

6. A message is displayed when the target is successfully created.

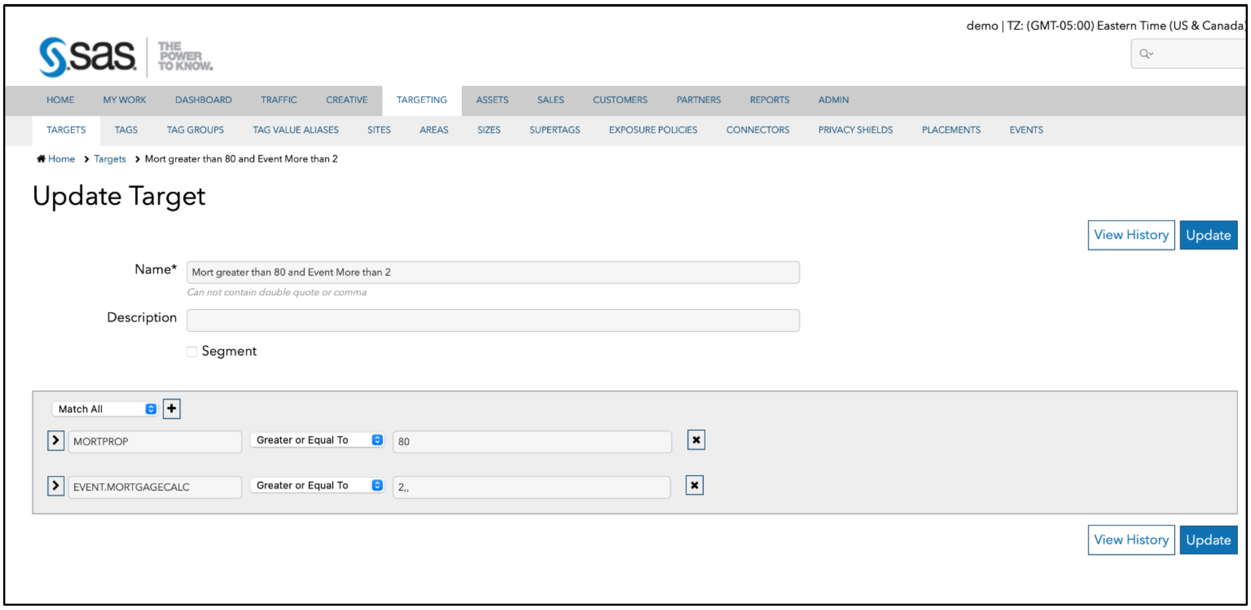


Figure 9 Create a target to enable a fast and simple grouping of inventory that is commonly sold together.

Define Tier List and Associated Optimization Rules

Tiers are very powerful elements of the optimization features of SAS 360 Match. Use tiers to ensure that flights are delivered in the way that you require. Tiers can be added or reordered as you refine your optimal flight delivery.

A tier is a priority level that a flight is assigned to and establishes the flight's relative importance to all other flights in the system. Each tier can contain multiple flights from multiple campaigns and advertisers. Within a tier, the selected prioritization method controls which flight is selected from all the flights in that tier that are eligible to be selected based on the targeting.

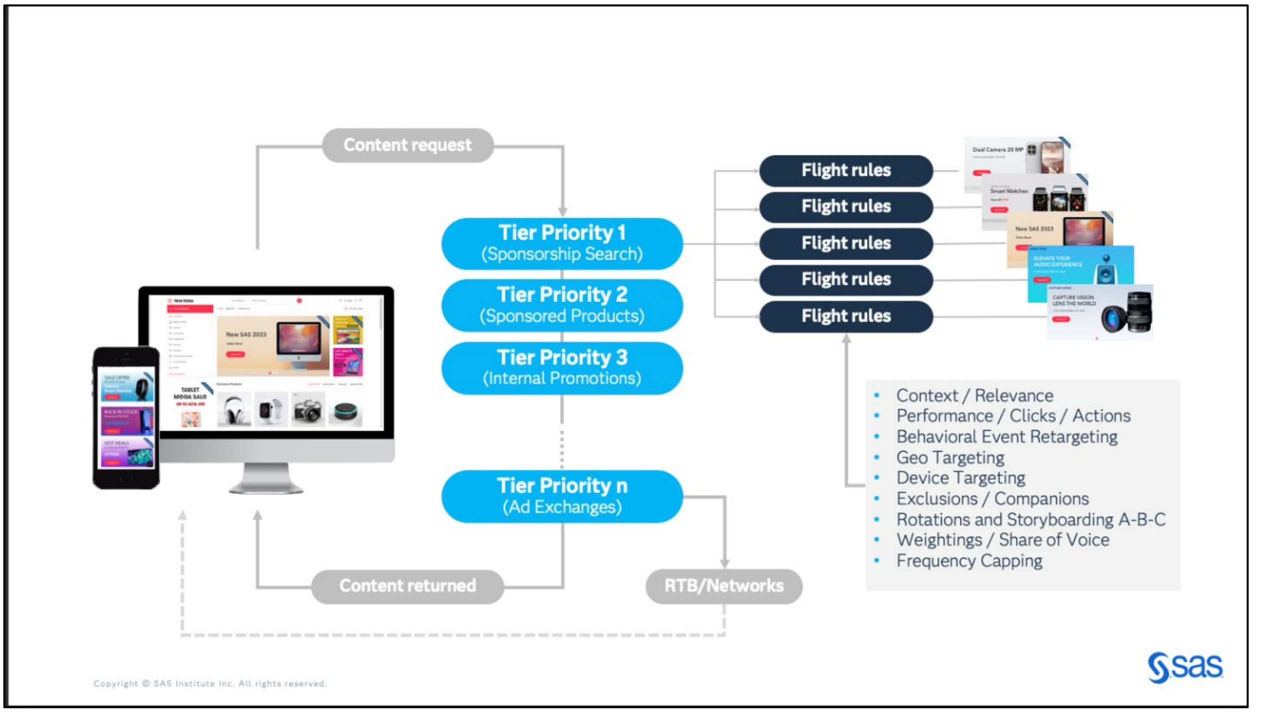


Figure 10 Use tiers to ensure that flights are delivered in an expected order.

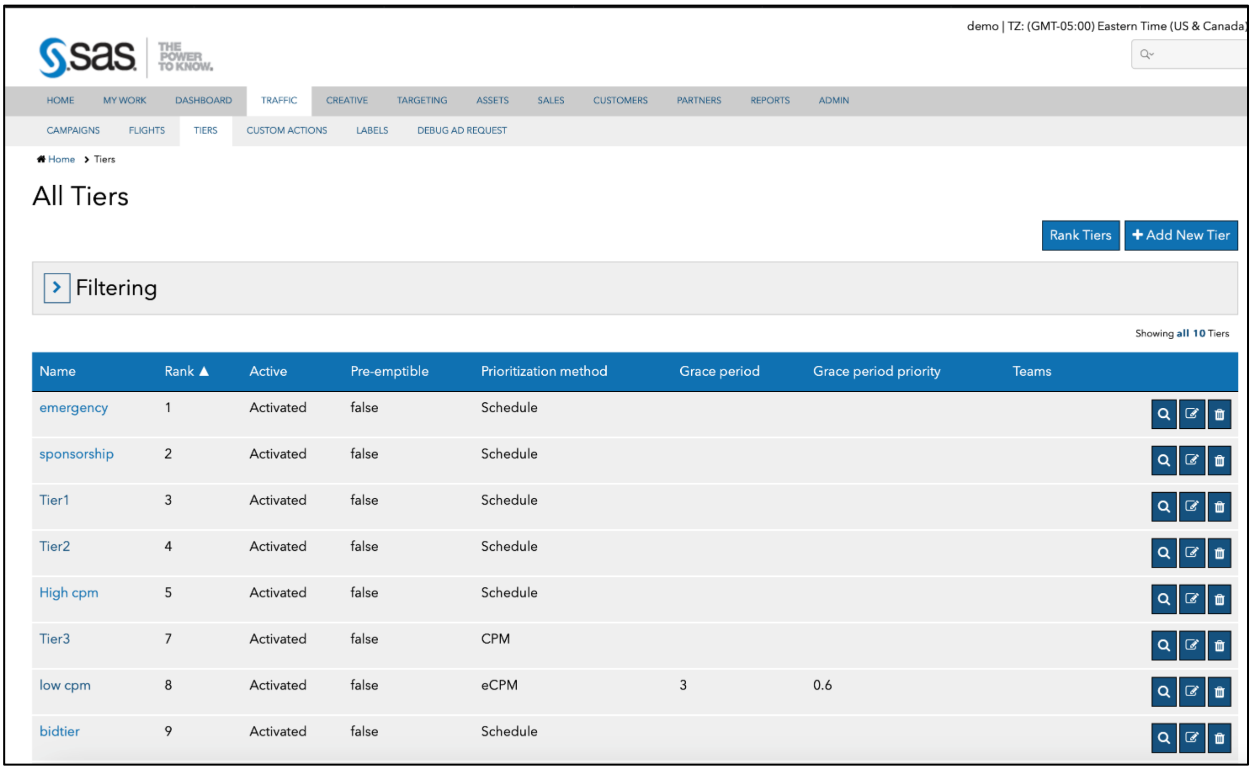
To add a tier,

1. On the top navigation bar, click **Traffic**.
2. Click **Tiers** and **Add New Tier**.
3. Enter a name for the tier.
4. Select **Active** so that SAS 360 Match evaluates the campaigns that are placed in this tier as part of the ad-serving process.
5. Click **Pre-emptible** if the inventory that is used by this tier should be shown as available inventory in your forecasts. This means that flights that are placed in this tier are not shown as consuming inventory when SAS 360 Match performs availability checks. Typically, this option is applied to tiers with flights that are catch-all (such as house flights). However, you can apply the option to low-value tiers where the inventory should be shown as available to your salespeople. A best practice is to set at least one tier (generally house ads) to pre-emptible.
6. You can apply a system target to a tier. This target is used by SAS 360 Match when the system evaluates flights in the decision process.

7. Tiers can be prioritized independently of each other. Tiers that contain flights with goals for impressions, clicks, or actions and an expected delivery date are schedule-based tiers. However, several other options are available. Contact your SAS 360 Match representative to determine your other options.

8. Check **Serve Soft Match at Tier End** to stay in the tier to serve previously selected ads if there are no previously unserved ads that match the targeting. This flag works well for tiers with the top-value flights because it gives these tiers more opportunities to serve before SAS 360 Match drops to the next tier.

9. Select **Eliminate Duplicate Flights**, **Eliminate Duplicate Advertisers**, or **Eliminate Duplicate Categories** to instruct SAS 360 Match to not deliver the same flight, advertiser, or category more than once in a series of ad calls with the same view ID values. These settings are global for the tier and cannot be disabled for specific flights or advertisers. A companion ad policy enabled on a flight overrides the duplicate settings in a tier.



Name	Rank ▲	Active	Pre-emptible	Prioritization method	Grace period	Grace period priority	Teams
emergency	1	Activated	false	Schedule			
sponsorship	2	Activated	false	Schedule			
Tier1	3	Activated	false	Schedule			
Tier2	4	Activated	false	Schedule			
High cpm	5	Activated	false	Schedule			
Tier3	7	Activated	false	CPM			
low cpm	8	Activated	false	eCPM	3	0.6	
bidtier	9	Activated	false	Schedule			

Figure 11 A tier is a priority level that is assigned to a campaign within the ad server.

For help with setting up your tiers, contact your SAS 360 Match account representative.

NOTE: Some tiers must be shown as pre-emptible for availability numbers to appear in the sales system, the Top 20 Product dashboard, and the Product Report.

Rank Tiers

A tier’s rank specifies the order in which the tier is ae evaluated during the ad-serving process. To change the order in which a tier is ranked:

1. On the top navigation bar, click **Traffic**.
2. Click **Tiers** and click **Rank Tiers**.
3. Drag and drop tiers into a new order.
4. Click **Save Changes** to save the new tier order.

Add Initial Delivery Objects

About Advertisers and Agencies

Use the advertiser setup screens to define the items that are used by the sales and reporting components for the specific advertiser. These items are optional. However, a best practice is to use them because this information could be useful for business reporting. They include the following:

- Set a **Credit Limit** to determine when approval from the finance department is required for a proposal or order.
- Select the **Advertiser must pre-pay** check box to alert salespeople when creating proposals for this advertiser.
- Set a value for **Standard discount** for a discount to apply automatically. The discount is expressed as a percentage.
- Add **Industry** or **Region** data for additional business reporting options in SAS 360 Match.
- Add an **Account number** for the advertiser’s account number to use in the sales system.

To add new advertisers and agencies,

1. On the top navigation bar, click **Customers**.
2. Click **Advertisers** or **Agencies**, depending on the information that you are adding. Then add the advertiser or agency details.
3. The only field that is required is the name of the advertiser or agency.
4. Click **Update** to save your changes.

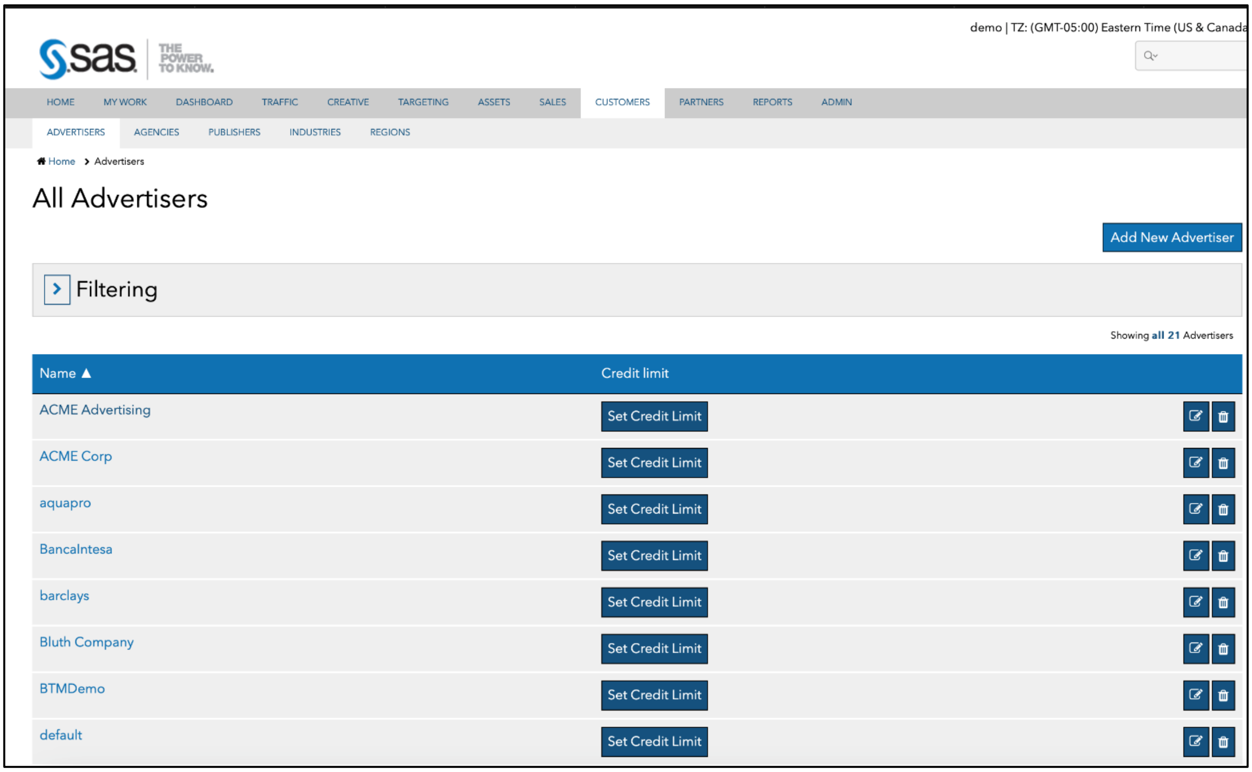


Figure 12 Use the advertiser setup screens to define the items that are used by the sales and reporting components for the specific advertiser.

Custom Actions

SAS 360 Match has two action types: standard and custom. Standard actions enable the tracking of one action with the use of the appropriate code. Custom action tracking extends this feature and enables you to create and track additional actions, such as whether a website visitor has viewed 50 percent of a video.

Custom actions are created in the **Traffic** section of SAS 360 Match but are assigned to advertisers in the **Customers** section. Custom actions can be assigned a revenue value for reporting or billing purposes. SAS 360 Match includes a range of default video custom actions.

Advertiser Categories

Categories are labels that are applied to advertisers to enable competitive ad exclusion. Competitive ad exclusion enables competing advertisers to not display on the same page view. For example, if two advertisers are categorized as “Automaker”, the first advertiser is displayed on the page view but the second advertiser’s ad is not able to be served to the same page view. In this context, page view refers to a sequential set of ad calls with the same view ID value. For more information about the view ID, see SAS 360 Match Request Application Programming Interface Guide.

In addition to attaching a category to an advertiser in the system, the user must apply the category to the advertiser’s flights for exclusion to work correctly. This enables certain flights to be excluded and others not to be excluded. It is possible to apply multiple categories to the advertiser and its flights.

NOTE: A categorized advertiser does not compete with itself. The advertiser could serve more than one ad to a given page view.

Advertiser Contacts

To enable system users to process and manage an order more efficiently, SAS 360 Match enables you to add contact information, such as name, telephone number, and email address, to a contact in an advertiser record. To include this additional information:

1. On the top navigation bar, click **Customers**.
2. Click **Advertisers** and select an advertiser.
3. Click **Add a Contact** and add the customer information. Click **Add Contact** to save your changes.

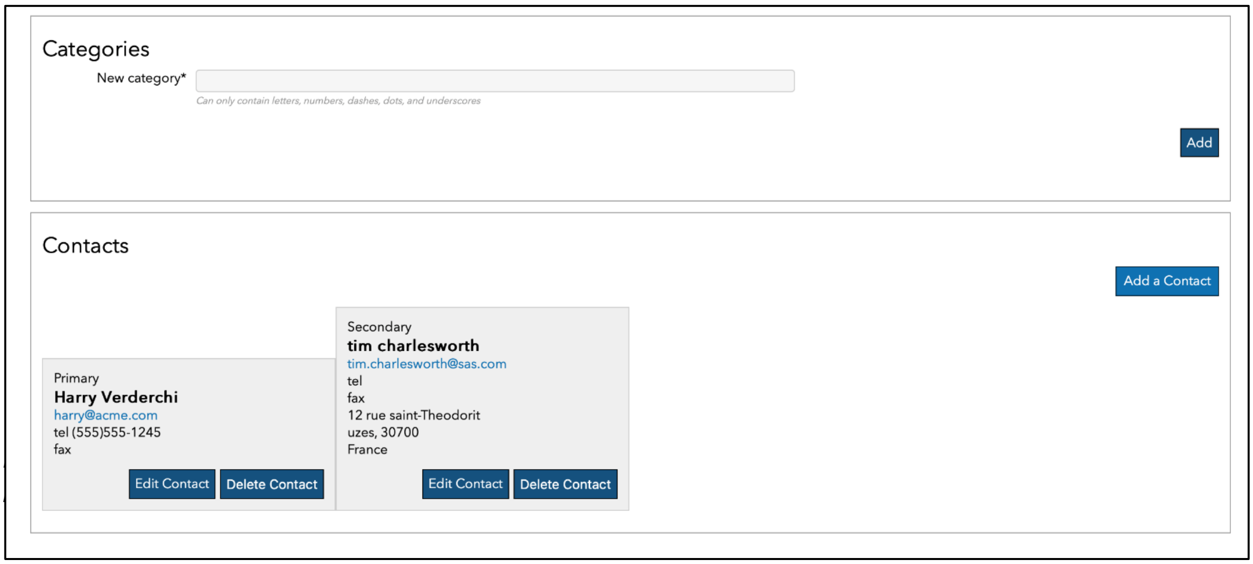


Figure 13 Add contact information such as name, telephone number, and email address to a contact in an advertiser record.

Campaigns

The hierarchy of a campaign in SAS 360 Match reflects the elements of an order from one of your advertisers. The campaign is the container (the overall order) that holds flights (line items) that represent detailed delivery information. Flights, in turn, hold creatives, that are elements of the advertisement, such as text, images, and video, that are delivered to the browser, application, or other device.

NOTE: The **Sales** section of SAS 360 Match contains proposals and line items. When these items are confirmed as an order, transfer proposals can be automatically converted to campaigns and line items can be automatically converted to flights.

Create a Campaign

A best practice is to create house or filler campaigns on a lower tier. You can use these lower-tier campaigns to fill empty spaces in your content if no campaigns are currently sold for those spaces.

Perform the following steps to create a simple house or filler campaign using a basic Animated GIF creative asset.

To create a campaign:

1. On the top navigation bar, click **Traffic**. A list of all campaigns currently in your system is displayed.

2. Click **Add New Campaign**.

3. The campaign requires a name, an advertiser name, a type for the campaign, and a start date. Required fields are indicated by an asterisk.

4. Enter a campaign name. Only alphanumeric characters, some special characters, spaces, underscore, and some punctuation marks are supported here.

5. Select an advertiser. Enter % in the advertiser field to display a list of all the advertisers that are in the system. Select a suitable advertiser name for the house or filler campaign.

6. Select a campaign type from the drop-down menu. The values for the campaign **Type** names are preset in SAS 360 Match. You can create reports based on these campaign types. Ensure that the types are used consistently. For a house or a filler campaign, select **House** from the drop-down menu.

7. Select a start date. Use the calendar in the **Start date** field to select the date on which the campaign starts.

8. Apply a frequency cap (sometimes referred to as controlled exposure) in the **Frequency Caps** section. The frequency capping rules that you specify will apply to all flights and creative assets in this campaign. You can apply capping rules at the flight or creative asset level as well. A best practice is to not apply frequency capping to house or filler campaigns. The other fields in this section are optional but you can configure them for reporting purposes.

    - To add an agency, enter the name in the appropriate box. The agency must already have been defined (under the **Customers** tab). Enter % to display a list of existing agencies.

    - Define **Salesperson** and **Trafficker** from the drop-down menus to help with reporting. They are named users who are responsible for these campaigns. Only the named Trafficker or users with adOpsManager or administrator permissions can adjust or view a campaign.

- The end date is optional but is usually provided by the advertiser. For proper scheduling in schedule-based tiers, select an end date. An end date is not necessary for a house or filler campaign.

- The fields for external ID, description, and notes are optional. They can be used as required by your business. These fields are used only for reporting.

- SAS 360 Match can automatically send a campaign report to the users who are listed in the **Send Reports** field. Specify if the reports should be sent at the end of each week or month or at the end of the campaign. Emails for the **Salesperson** and the **Trafficker** that you specified are stored with their login details, so there is no need to enter them. You can also enter additional email addresses for users to receive these reports. Leave this section empty if you do not want to receive automatic reports on house or filler campaigns.

9. When you have completed the details for your campaign, click **Save Campaign**. By default, the new campaign is listed at the top of the list of campaigns.

NOTE: To display the details page with a summary of the information for the campaign that you just created, click the campaign name. The details page also contains progress information for when the campaign starts delivering. To edit the campaign, click the pencil icon next to the campaign name on the details page.

Create A Flight

A flight contains detailed delivery instructions (such as targeting options and creative assets) that a campaign should deliver. A campaign must contain at least one flight. The number of flights in a campaign is determined by the advertiser. Flights can be served only within the date ranges that are specified in the campaign.

The following are the basic options to configure for a flight:

1. On the top navigation bar, select **Traffic**. From the All Campaigns screen, select a campaign for the flight.

2. Scroll to the **Flights** section at bottom of the campaign page. Click **Add New Flight**. On the flight entry page, **Campaign Name** and **Advertiser** are clearly shown at the top of the screen.

3. Enter a name for the flight. Only alphanumeric characters, some special characters, spaces, underscore, and some punctuation marks are supported here.

4. Leave the **Status** fields set to **Missing creative**.

5. Set the **Flight Type** to the same type that is defined in the campaign. In this example, set the type to **House**.

6. Use the **Tier** drop-down menu to assign the flight to a house or filler tier that was defined earlier.

7. The flight inherits the start and end dates from the campaign. You can adjust the schedule within the dates set in the campaign. For example, the flight can start later than defined in the campaign but not after the campaign end date.

8. Use the **Targets** section to select targets for the flight. If there are no appropriate premade targets, use the Rules section to build complex targets.

9. Enter information about the flight in the **Description** field. This field is mainly used for reporting. You can include information such as notes, user details, and an external ID. The description does not affect how a flight is served.

10. Enter the impression, views, clicks, and action goals (plus any bonuses), as well as revenue rates that are associated with the campaign in the **Goals & Revenue** section. You can leave this section blank for a house campaign.

11. Most of the remaining sections can be left blank for house or filler campaigns, although you might want to target different house ads to different sites. You can add other flights with alternative targeting later.

12. Review the options that you have selected. Click **Save Flight** to save your changes. If the flight was added successfully, the campaign details page should be displayed and include the new flight shown with a status of Missing Creative. Until a creative asset is added to the flight, this status prevents SAS 360 Match from attempting to serve it.

NOTE: To set up multiple flights for a campaign, you can select the **Update Flight & Add Another**, **Update Flight & Copy**, or **Update Flight & Make Many Copies** options.

Finalize Format List

To remove any formats that you are not using and create formats that are specific to your installation, do the following:

1. On the top navigation bar, click **Traffic**. Then click **Creative Formats**.

2. Click the delete icon for any formats that you do not wish to use. However, system creative formats cannot be deleted.

3. Click **Add New Creative Format** to add custom formats. Contact your SAS representative for more details about using creative formats.

Adding An Animated GIF Creative Asset

To add a house advertisement:

1. On the top navigation bar, click **Creative**. Then click **Add New Creative**.

2. Enter a name for the creative asset. You can use a descriptive term to help you locate the creative asset in the future. The creative asset name does not have to match the file name.

3. Select an advertiser. To add a creative asset to the house or filler campaign, select the advertiser that is defined in the house or filler campaign.

4. Description, notes, and user information are optional. Add them to provide your system users with additional information.

5. In the **Media** section, select **Animated_Gif** as the format. Select **Animated_Gif_opening_In_new_Window** if you want the user's browser to open a separate window when they click on the advertisement.

6. Select the appropriate size for the house ad.

7. There are three options for the media.

    1. Select **URL** to define a specific URL for the creative asset when it is housed on another server.

    2. Select **Upload** to upload a file directly to SAS 360 Match.

    3. Select **Asset** if the creative file has already been uploaded to SAS 360 Match.

    For the house ad, select **Upload**.

8. Click **Choose File** and select the creative asset file from your computer. The file name that you selected appears in the media box. It is uploaded to SAS 360 Match when you submit the creative.

9. For **Click URL**, enter the URL for the user to be redirected to when they click on the ad (the creative asset).

10. Specify the alternative text to display if the image cannot be shown on the user's browser.

11. Click **Add Creative** to upload the creative asset file to SAS 360 Match. If the upload is successful, a green success bar appears. You now can scroll down the page to view the creative asset using Preview Creative.

Finally, add the creative asset to the house flight.

1. Scroll to the **Flights** section under Preview Creative. In the **Available Flight** field, select the flight where you want this creative asset to appear.

2. Click **Add Selected Flight**. The flight should now be listed.

3. To apply date restrictions or special targeting options to this creative asset, click on the pencil icon next to the flight.

4. Click **Update Creative**. A green success bar appears.

5. To indicate that the flight is now eligible for service,

    1. Navigate to **Traffic** and select **Flights**.

2. In the row for the flight to which you have added a creative asset, click on the arrow next to the status of **Missing Creative**. Change the status to **Pending**. When SAS 360 Match identifies the change, the system moves the campaign into service if it is within the date range that you have specified.

You have now configured the first house campaign. For more information about the other campaign and flight features, refer to the SAS 360 Match Community site or contact your SAS 360 Match representative. New campaigns typically are live within a few minutes of the changes made unless the **Drafts** feature is enabled.

Now you can make test ad requests via your browser URL bar or some other tool like Postman for your new flight.

1. Request a specific creative or Flight Creative ID (FCID). An FCID is a unique identifier for a specific creative asset that is assigned to a specific flight. For example, if the same creative is assigned to two different flights, two FCID values are generated. The FCID is displayed in the creative section of the edit flight screen after that creative is assigned to the flight.

   Use this request to confirm that the creative asset is live and that the ad template is functioning properly, especially if the creative asset has dynamic tokens that need to be replaced at delivery time. Use the following request:

   ```
   http://shortname-ads.aimatch.com/client/hserver/FCID=xxxx
   ```

2. Request using the defined flight targeting. Use this request to confirm that the creative asset is live and that the template is functioning. In addition, you can use this method to validate that the targeting is correct. Use the following request:

   ```
   http://shortname-ads.aimatch.com/client/hserver/site=X/area=Y/
   size=zzz/POSITION=xy/
   ```

   In this request, site, area, and size are built-in key-value pairs that must match the values that you have defined when editing the flight. POSITION is an example of a custom tag that you have created.

More Resources

This guide was designed to help you understand the initial steps that are required to set up SAS 360 Match to start delivering advertisements. The following are other resources that are available to you:

- https://support.sas.com/ contains additional documentation and videos on basic campaign setup.

- https://documentation.sas.com/?cdcId=iapcdc&cdcVersion=1.0&docsetId=iapug&docsetTarget=sasia_overview.htm links to the user’s guide and other documents for SAS 360 Match.

- https://communities.sas.com/t5/SAS-360-Match/bd-p/IA is the Community Knowledge Base with hints, the latest updates, and detailed descriptions of SAS 360

Match features. Register with the Community site to benefit from a full Knowledge Base search and the ability to download items from selected articles.

Contact your SAS account representative or SAS technical support with any questions.