A Private Marketplace* is defined as covering both an invitation-only (or private auction) and/or an unreserved fixed rate deal (aka preferred deal/first look).

Many thanks to all the members of the Private Marketplaces Work Better Working Group of the IAB Programmatic Council who contributed to the drafting of this checklist.

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**STAGE 1**

**CONSIDERATION**

Aim: To determine if a Private Marketplace* is the appropriate approach and will yield ROI. Compare buyer’s needs & target audience with publisher’s capabilities & audience.

- **BUYER’S NEEDS:**
  - Is this branding/DR?
  - What are the campaign KPIs?
  - What are the flight dates?
  - Billable currency (CPM, CPA, CPV)?
  - Vendor to verify billable currency?
  - Size of budget? Target price?
  - Number of desired impressions?
  - Desired ad formats? (Display, video, native)
  - Auction or unreserved fixed rate?
  - Prioritized access or first look?

- **AUDIENCE SIZE/DEAL VOLUME:**
  - Buyer’s target audience?
  - Data sources targeted? (OBA, retargeting, demo)
  - Data vendors used?
  - Other targeting? (Geo, day-part, frequency cap)
  - Publisher properties targeted?

- **PUBLISHER CAPABILITIES:**
  - Audience composition overlap?
  - Type of ad formats available in private vs direct or open?
  - Inventory source? (O&O audience extension)
  - Ability to meet KPIs, timing and currency?

**IF SUFFICIENT ROI, MOVE TO STAGE 2**

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**STAGE 2**

**ACTIVATION**

Aim: Agree on details to ensure Private Marketplace* will deliver ROI. Includes parties involved, inventory transparency and financial terms/timing.

- **LIST INVOLVED PARTIES (AND A CONTACT PERSON FOR EACH):**
  - Platforms?: (DSP, SSP, Ad Servers)
  - Data providers?: (DMPs)
  - Vendors?: (Verification services: viewability, fraud, measurement)
  - Buyer?: (Advertiser, agency, agency trading desk)
  - Seller?: (Publisher, network)
  - Billing?: (3rd party)

- **INVENTORY TRANSPARENCY:**
  - Level of transparency? (URL, domain, run of site/network)
  - O&O inventory?
  - 3rd party inventory?
  - Inventory attributes?
    - Platform: Mobile, TV, PC, DOOH
    - Format: Video, Display, Native, In-app
    - Content Type: Video, Game, Music, Application, Text

- **DEAL FINANCIAL TERMS:**
  - Budget/commitment level?
  - Fraud/viewability guarantees?
  - Auction (bidding guidance) or unreserved fixed rate?
  - Fee structures? (penalties)
  - Terms of payment? (platform agreements)

- **DEAL TIMING:**
  - Flight dates? (e.g. always on or start/end dates)
  - Buyer response time? (inventory expiration)
  - Timelines: (SLAs)
    - Data availability
    - Creative approval

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**STAGE 3**

**TROUBLESHOOTING**

Aim: Fix any problems that arise once Private Marketplace* is live. Includes low impression volume, poor win rate and flighting/targeting issues.

- **ISSUES WITH IMPRESSION VOLUME:**
  - Is the Deal ID entered correctly?
  - Is the bid request being sent?
    - Does it have the right information?
    - Sent to right DSP?
    - Sent in supported format?
  - Is the DSP responding to the request?
  - Is the impression being blocked by the SSP? (geo, data, user restrictions)
  - Check bid volume levels
  - Is advertiser blocked? (by publisher or SSP)
  - Has audience targeting changed?

- **ISSUES WITH WIN RATE:**
  - Appropriate bid rate? (vs competition)
  - Bid above floor price? (with fees)
  - Attribute filters in the exchange/SSP? (creative attributes, brand)
  - Frequency caps?
  - Geo limits?
  - Dayparting?
  - Creative and advertiser approved?
  - Blocked by higher priority buyer? (e.g. direct or guaranteed)
  - 3rd Party Pixels approved?

- **FLIGHTING, TARGETING, OTHER ISSUE:**
  - Pacing to budget?
  - Daily/weekly spend goals?
  - Reconfirm deal activation
  - Pre-bid targeting or data/audience layers?