



Resolve Optimisation guide

How to set up Resolve deals

1. Share DSP and SeatID with Resolve
2. Resolve will push audience cohorts into your DSP within 24h
3. Accept Deal IDs in DSP seat
4. Activate deals on planned date. In case of delays, notify Resolve to avoid deals being switched off
5. When activating deals, please bear in mind a few important points:
 - Resolve cohorts are modelled to reach a specific audience. Further targeting overlays may restrict impression availability
 - Resolve curates relevant supply for your audience. Brand safety blocking may limit reach, for example if you're activating a news & politics audience but are blocking news impressions
 - Resolve cohorts are bought on a first price basis. Avoid manual bidding, instead use an automated bidding strategy
 - Resolve deals should be activated in line with the GroupM programmatic playbook

Optimising live campaigns is a joint responsibility between Resolve and trading teams.

Issue	Action
Deal isn't showing in DSP	Resolve to ensure deal is set up correctly and sent to the correct DSP seat. Trader to ensure deals can be accepted
Spend and/or impressions lower than planned	Resolve to review impression volume by cohort vs. impression volume planned. Trader can increase max bids, lower viewability target, increase ad size variation and ensure m-list is applied to campaign
CTR lower than planned	If CTR is a goal, consider using a maximise clicks bid strategy
CPM higher than planned	Traders to confirm CPM targets and Resolve to confirm benchmarks. Experiment with lowering max bids on the bid strategy. Exclude high CPM domains, devices and ad formats if needed
Low number of bid requests	Resolve to investigate with SSP if maximum inventory available and identify any supply side choke points
Low win rate	Traders to confirm CPM target and targeting as well as pre-bid overlays. Optimisations include increased max bids and updating ensuring compatible brand safety settings.
Low viewability	Optimise towards high performing creative. If no pre-bid solution is used, Resolve can implement minimum viewability for deals.