



DFP Consulting & Training Options

Package #1: DFP Network Audit & Optimization

Module 1: Network Inventory Organization

Delivery Time: 4 - 6 hours

- Ad units
- Placements
- Key values
- AdX and/or AdSense

Module 2: Network Ad Delivery

Delivery Time: 4 - 6 hours

- Orders
- Line item campaigns
- AdX and/or AdSense
- Historical and current performance

Module 3: Administration & Reporting

Delivery Time: 4 - 6 hours

- Administration:
 - DFP user access
 - Authorizations
 - Third-party API integrations
- Reporting:
 - Report types
 - New report creation



What You Receive:

1. Documentation outlining the findings of our audit and recommended next actions for DFP optimization and clean-up.
2. Execution of recommended next actions (with publisher approval) by your Services Delivery Manager.
3. Review and confirmation of completed actions.
4. Documentation with DFP best practices, tips and common pitfalls to avoid.
5. 60 minutes of “office hours” with your Services Delivery Manager to handle post-engagement questions or troubleshooting.

Notes & Requirements:

- *Delivery times are estimated ranges and will vary based on the complexity of the publisher’s DFP set-up and the number of web properties owned/operated.*
- *The publisher must have a DFP account created, provide login access to Sovrn Services and have at least one monetizing campaign or direct deal.*

Package #2: DFP Set-Up & Training

Module 1: Key DFP Concepts

Delivery Time: 4 - 6 hours

- Inventory management
- Ad delivery and monetization
- Reporting
- Third-party demand and integrations

Module 2: Set-Up & Management

Delivery Time: 4 - 6 hours

- Inventory creation and naming conventions
- Advertisers, orders and campaigns
- Reporting set-up and scheduling
- Administration access and DFP user permissions
- AdX and/or AdSense set-up

Module 3: The Art & Science of Optimization

Delivery Time: 4 - 6 hours

- Ad monetization tiers
- A/B testing
- CPM floor strategies
- Trend analysis
- Using direct, guaranteed & private marketplaces (PMPs) effectively



What You Receive:

1. Hands-on DFP set-up and implementation of selected modules.
2. Basic training for each module.
3. Documentation with DFP best practices, tips and common pitfalls to avoid.
4. 60 minutes of “office hours” with your Services Delivery Manager to handle post-engagement questions or troubleshooting.

Notes & Requirements:

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- *The publisher must have a DFP account created, provide login access to Sovrn Services and have at least one monetizing campaign or direct deal.*



Get in touch with a [Sovrn Services Representative](#)

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