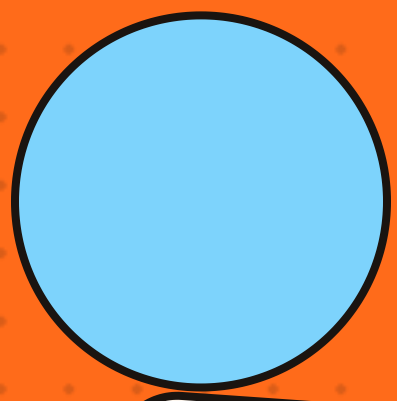
Adtech lessons · S2 · Ep 1

When to leave AdSense.

AdSense vs Ad Manager vs AdX, and the one signal to graduate.



Swipe →

RediAds blog.rediads.com/learn

THE QUESTION



When should you switch?

AdSense sells your ads for you. Ad Manager lets you **decide who competes.**

The terms

Three names, three jobs.

N

AdSense

Ad network: sells ads for you

S

Ad Manager

Ad server: you decide who competes

X

AdX

Google's ad exchange

Step 1 · No direct sales

On AdSense, Google picks the ads and pays you, with little to manage.

GOOGLE'S ADVICE

"AdSense is best if you don't have a direct sales business."

Step 2 · A brand calls

A direct deal needs an ad server.

DIRECT DEAL

Cookware brand

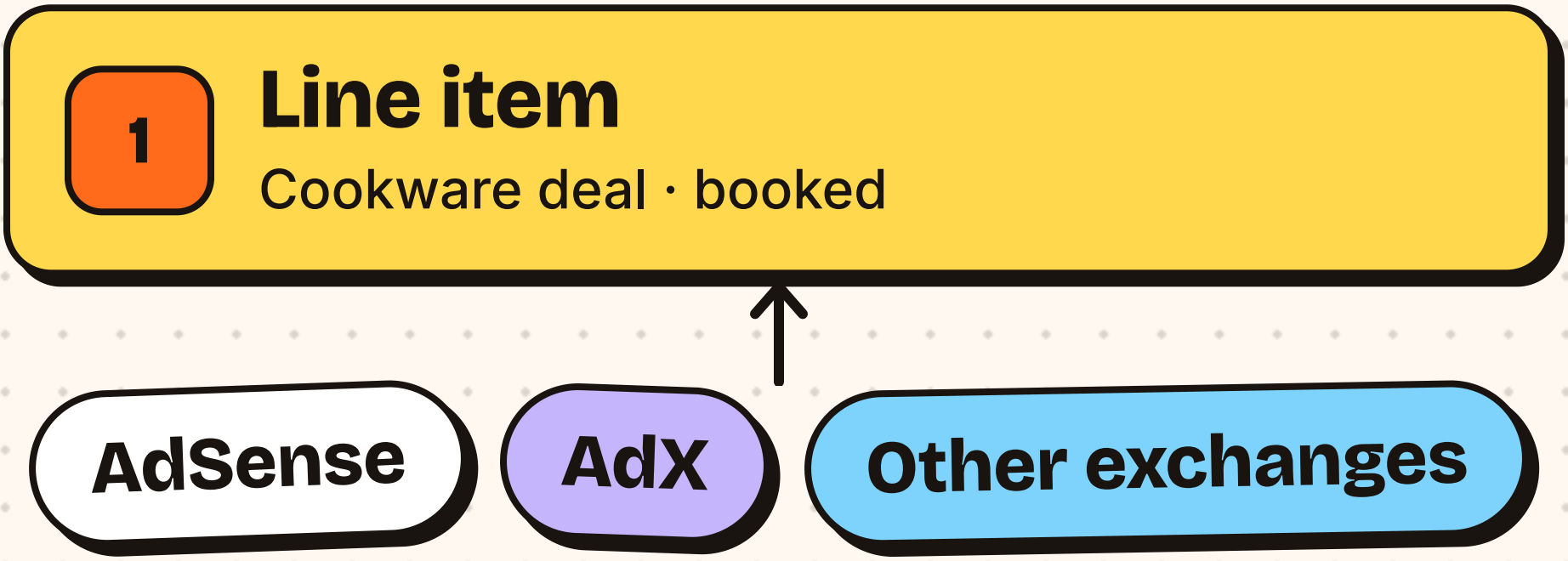
Homepage · 1 week · fixed price

✕ AdSense can't book it

✓ Ad Manager can

Step 3 · Everyone else competes

The deal becomes a line item. Everything else competes for the rest.



Step 4 · Reaching AdX

Many smaller sites reach AdX through a Google partner, using MCM.

1 **Your site**

↓

2 **Google partner**
Ad Manager 360 · Multiple Customer Management

↓

3 **AdX**

Your check today

List every demand source you use.

- [ ] Only AdSense, no direct deals? Stay put.
- [x] Direct deals or several partners? Time to graduate.

Recap

AdSense sells. Ad Manager decides.

Network

Server

Exchange

NEXT · EP 2

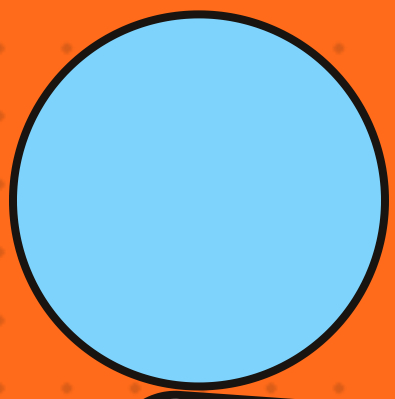
How a page asks for an ad: the GPT tag

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 2

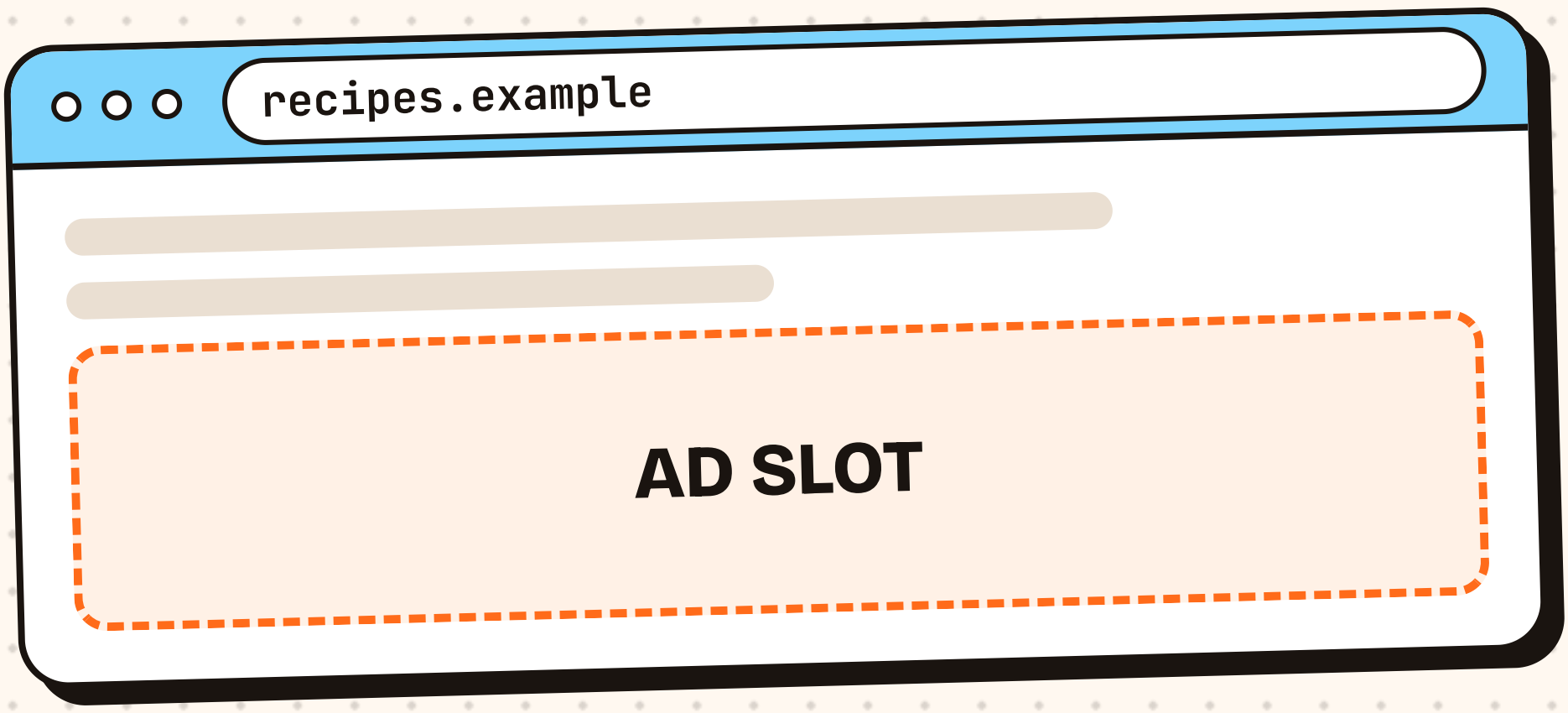
How a page asks for an ad.

Read a GPT tag in four steps.



Swipe →

RediAds blog.rediads.com/learn



Your page loads. Then one small script asks for an ad.

The term

GPT

Google Publisher Tag

The code that **requests ads** from Ad Manager.

Step 1 · Load

Load the GPT library from Google.

```
<script async src=
"https://securepubads.
g.doubleclick.net/tag/js/
gpt.js">
```

Step 2 · Define the slot

```
googletag.defineSlot(
  "/1234/recipes/top",
  [300, 250],
  "div-top")
```

1. Ad unit path
2. Size: 300×250
3. The box where the ad goes

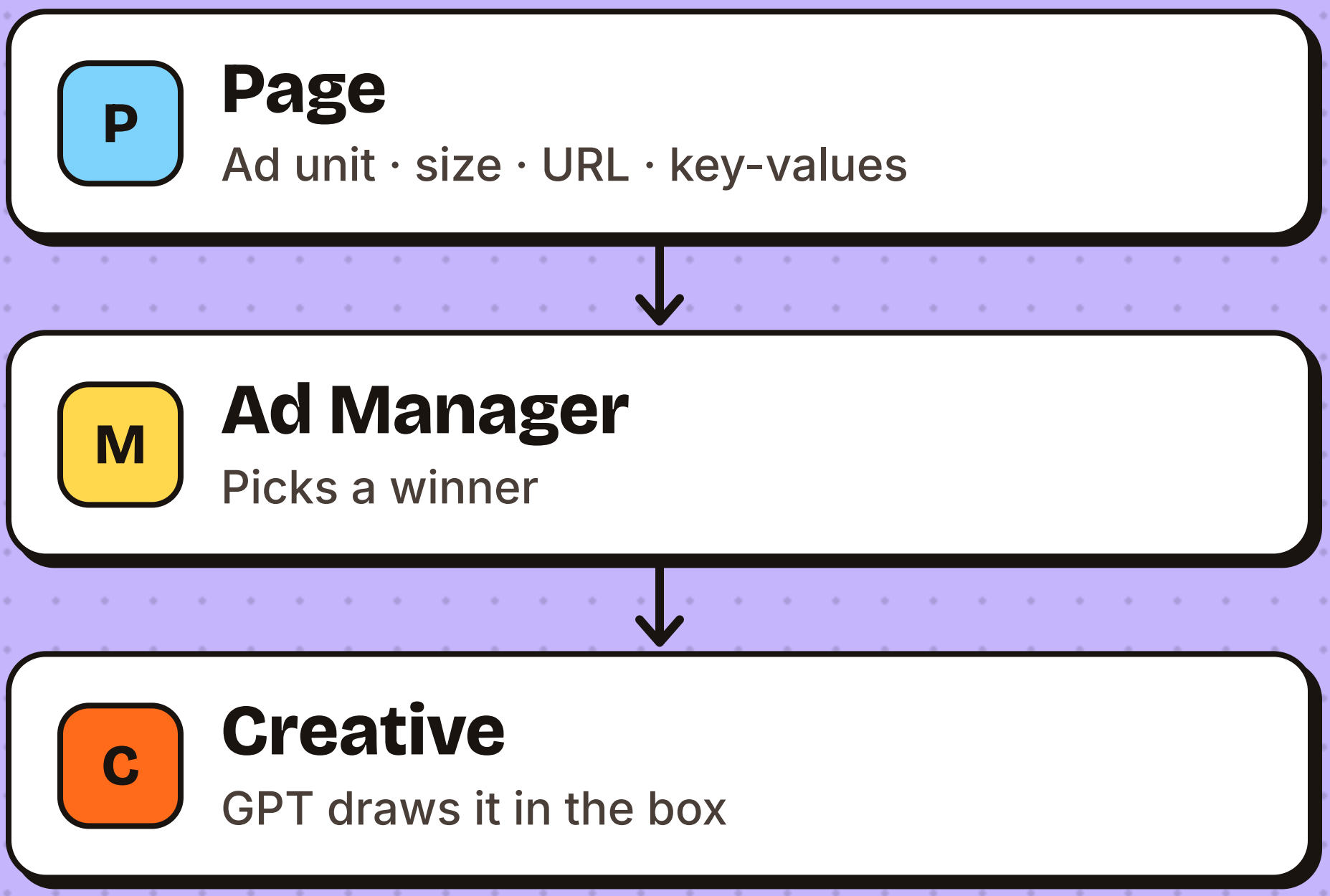
Step 3 · Key-values

Add key-values, like section = desserts.

```
.setTargeting(
  "section", "desserts")
```

Step 4 · Display

One ad request goes to Ad Manager. A winner comes back.



Your check today

Does the path match, exactly?

TAG

`/1234/recipes/top`

AD MANAGER

`/1234/recipe?/top`

A mismatch means targeted line items **miss it.**

Recap

That's GPT:

1 Load

2 Define

3 Target

4 Display

NEXT · EP 3

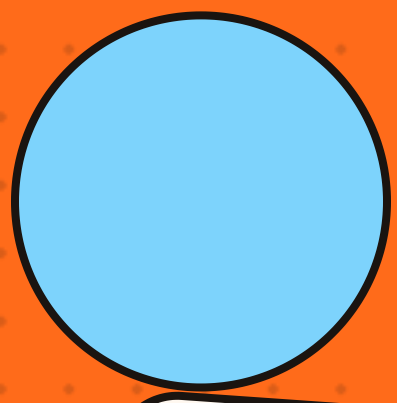
Orders, line items, creatives in one minute

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 3

Order. Line item. Creative.

Ad Manager's three layers, in one minute.



Swipe →

RediAds blog.rediads.com/learn

THE FIRST-WEEK MISTAKE



Fixing the ad when the booking is wrong.

The term

Every campaign, three layers.

1 **Order**
The deal

2 **Line item**
The promise

3 **Creative**
The ad itself

The example

Acme Shoes buys 500,000 homepage impressions on recipes.example in December, at a $6 CPM.

500,000 × $6 ÷ 1,000

$3,000

Layer 1 · Order

Order = the deal.

ORDER · ACME SHOES · DECEMBER	
ADVERTISER	Acme Shoes
SALESPERSON	✓
TRAFFICKER	Sets it up

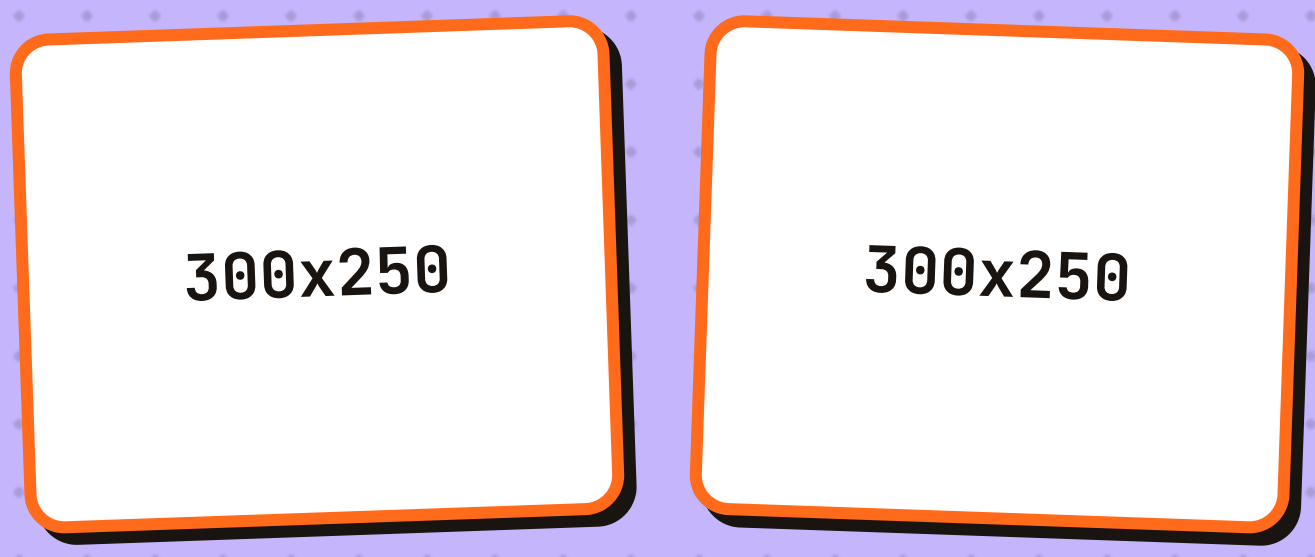
Layer 2 · Line item

Line item = the promise.

1. Dec 1–31
2. 500,000 impressions
3. $6.00 CPM
4. Homepage ad unit
5. 300x250

Layer 3 · Creative

Creative = the ad itself.



Two image files and a click-through link: `acme.example`

Your check today

Delivery wrong? Check the line item first.

Dates, targeting and goals live there.

- [x] Open one live order
- [x] Trace it to its line items and creatives

Recap

Order: the deal

Line item: the promise

Creative: the ad

NEXT · EP 4

Line item priorities: who gets the impression first

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 4

4 beats 12.

Line item priorities: who gets the impression first in Ad Manager.

Swipe →

IN AD MANAGER



The lower number wins.

Here's the ladder Ad Manager climbs for every impression.

The term

Priority

The number that decides which line items get first claim on an impression.

Every line item type has one.

Step 1 · Guaranteed first

Guaranteed bookings sit at the top of the ladder.

4

Sponsorship

A share of impressions, like a 1-day takeover

↓

6/8/10

Standard

Guaranteed, with an impression goal

Step 2 · Price decides

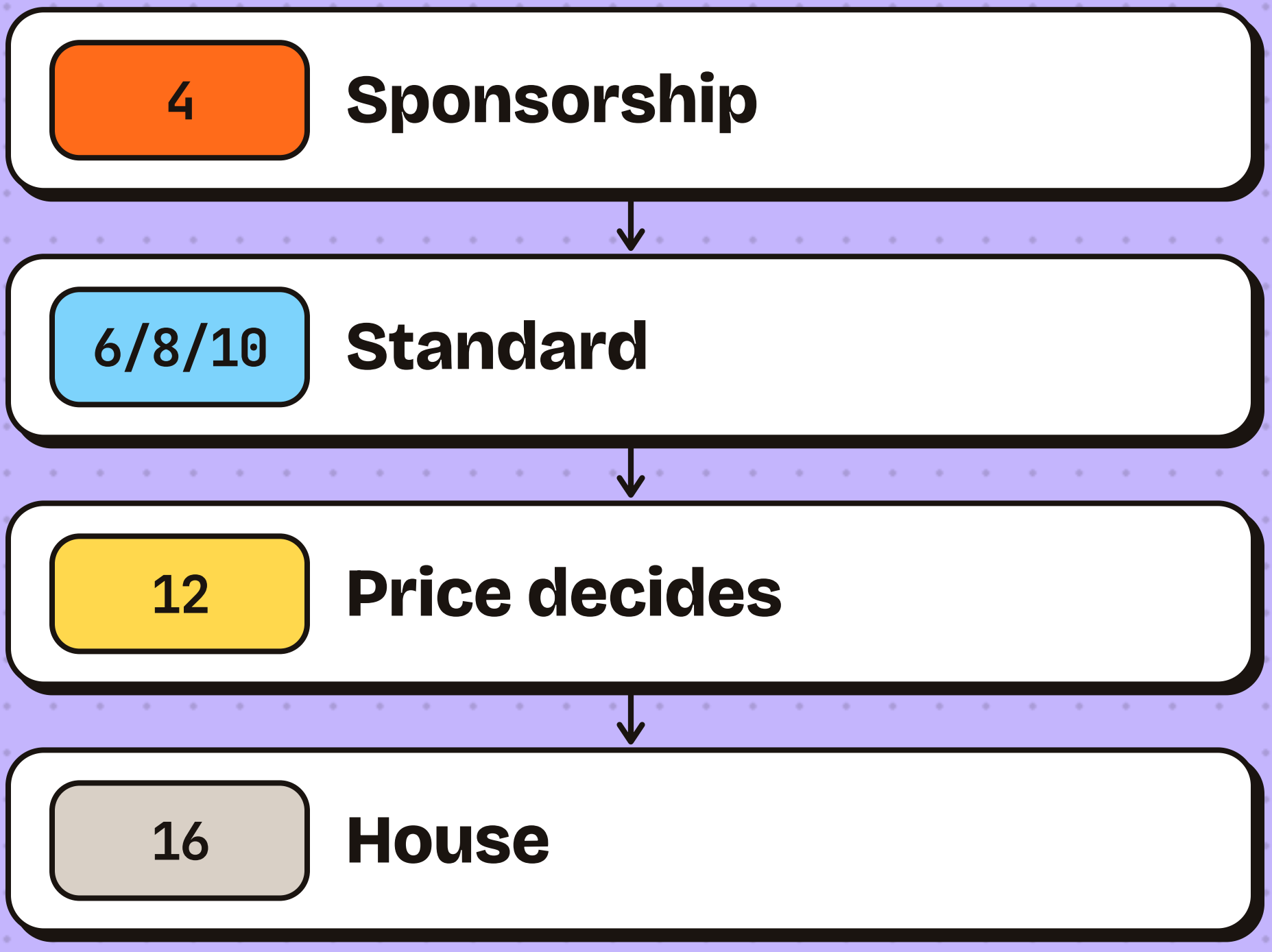
At 12, price decides.

These compete on price at priority 12:

- Price Priority
- Network
- Bulk
- Ad-X
- AdSense

Step 3 · House last

16 is House: your own promos, served only when nothing else will.



Step 4 · The twist

During Monday's takeover, priority 12 demand barely sees that slot.

But Ad-X can still challenge guaranteed line items.

More in Ep 6

Your check today

Sort your line items by priority.

- [x] Header bidding line items at 12
- [x] Not above it. Deal line items are a deliberate exception.

Recap

Lower number, first claim:

4 Sponsorship

6/8/10 Standard

12 Price

16 House

NEXT · EP 5

Key-values: how header bidding talks to Ad Manager

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 5

The bid becomes a label.

Key-values: how header bidding talks to Ad Manager.

Swipe →

RediAds blog.rediads.com/learn

THE QUESTION

Prebid bid $2.13

Ad Manager

How does Ad Manager see the bid?

It doesn't. It reads a label.

The term

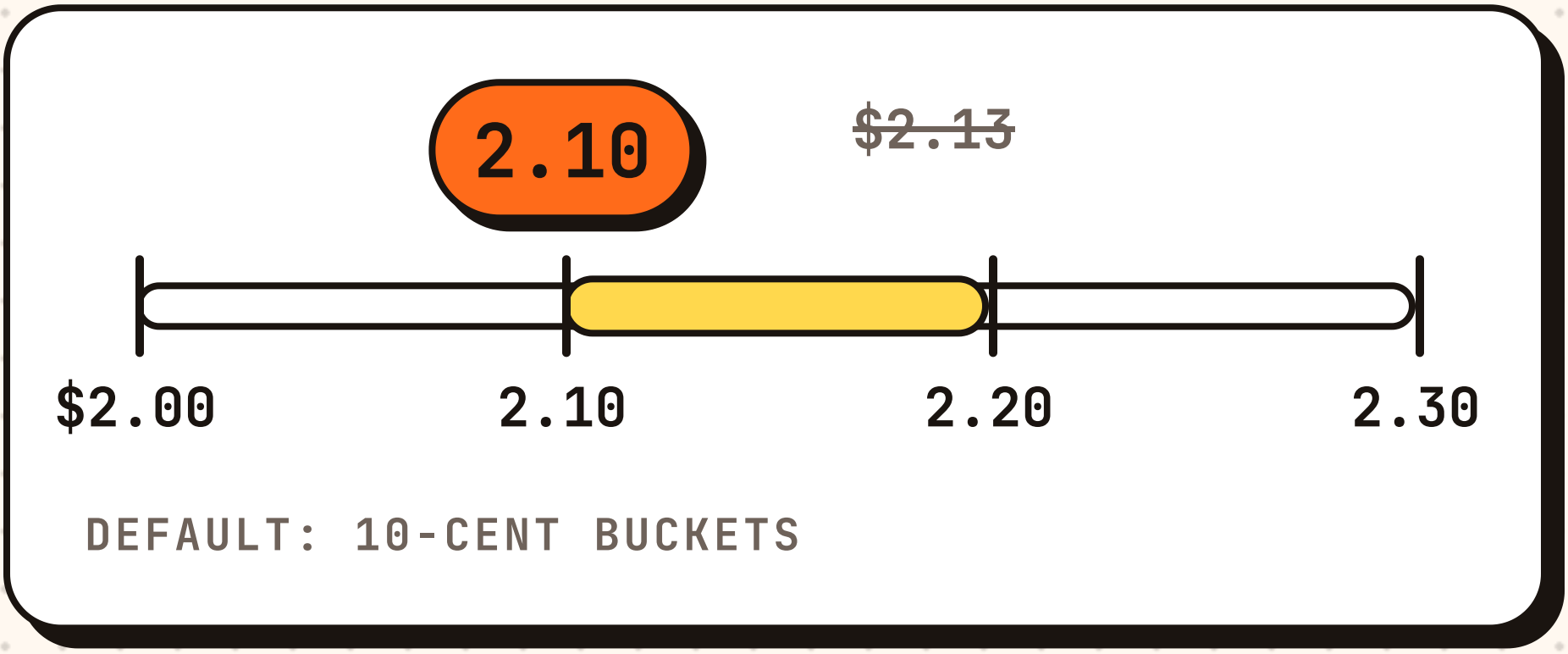
Key-value

A label on the ad request: a **name** plus a value.

```
hb_pb = "2.10"
```

Step 1 · Round down

Prebid.js runs its auction in the browser. A $2.13 top bid rounds **down** to 2.10.



Step 2 · Label

Prebid sets key-values. GPT sends them with the ad request.

```
hb_pb: "2.10" // the price
hb_bidder: "sspA" // the winner
```

Step 3 · Match

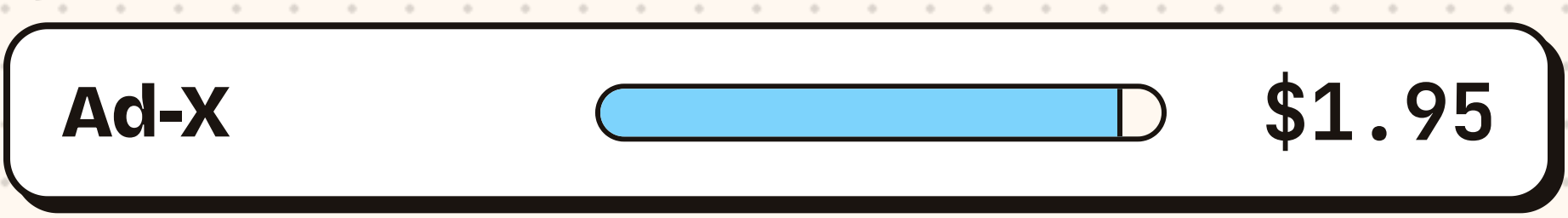
A Price Priority line item targets `hb_pb = 2.10`.

```
line item "Prebid 2.10" {
  type: "Price Priority"
  priority: 12
  rate: $2.10
  targeting: hb_pb = "2.10"
}
```

Step 4 · Compete

It competes at priority 12 against Ad-X.





If it wins, Prebid's creative renders the winning ad.

Your check today

Open one Prebid line item.

- [x] Its key-value, e.g. hb_pb = 2.10
- [x] Its rate matches: $2.10

Recap

The label finds a line item:

1 Round

2 Label

3 Match

4 Compete

NEXT · EP 6

Dynamic allocation: how AdX competes with your line items

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 6

Adtech lessons · S2 · Ep 6

Guaranteed isn't untouchable.

Dynamic allocation: how AdX competes with your line items.

Swipe →

RediAds blog.rediads.com/learn

COMMON BELIEF

Your guaranteed campaign ~~always~~ gets the impression.

Myth.

The term

Dynamic allocation

Lets Ad-X and other non-guaranteed demand **compete for each** impression.

Step 1 · Temporary CPM

A Standard line item on pace gets a temporary CPM: the **opportunity cost** of not serving it.

Temp CPM $4.00

Step 2 · Ad-X can win

Six beats four.





The campaign still has time to deliver.

Step 3 · Behind pace

Falls behind? Ad Manager raises its temporary CPM.





So it wins more often and finishes on time.

Step 4 · Remnant

At priority 12, no temporary CPM. Price vs price.





Ad-X competes with the highest-priced one.

Your check today

Check pacing on guaranteed line items.

- [x] On track
- [x] Ad-X winning some impressions

Both? Dynamic allocation is working.

Recap

Protected, not untouchable:

1 Temp CPM

2 Ad-X can win

3 Behind? It rises

4 Remnant: price

NEXT · EP 7

Open Bidding: Google's own server-side header bidding

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 7

Other exchanges, no Prebid?

Open Bidding: Google's own server-side header bidding.

Swipe →

THE QUESTION

GOOGLE

AD MANAGER

Exchange A | Exchange B | Exchange C

Can they bid inside without Prebid?

The term

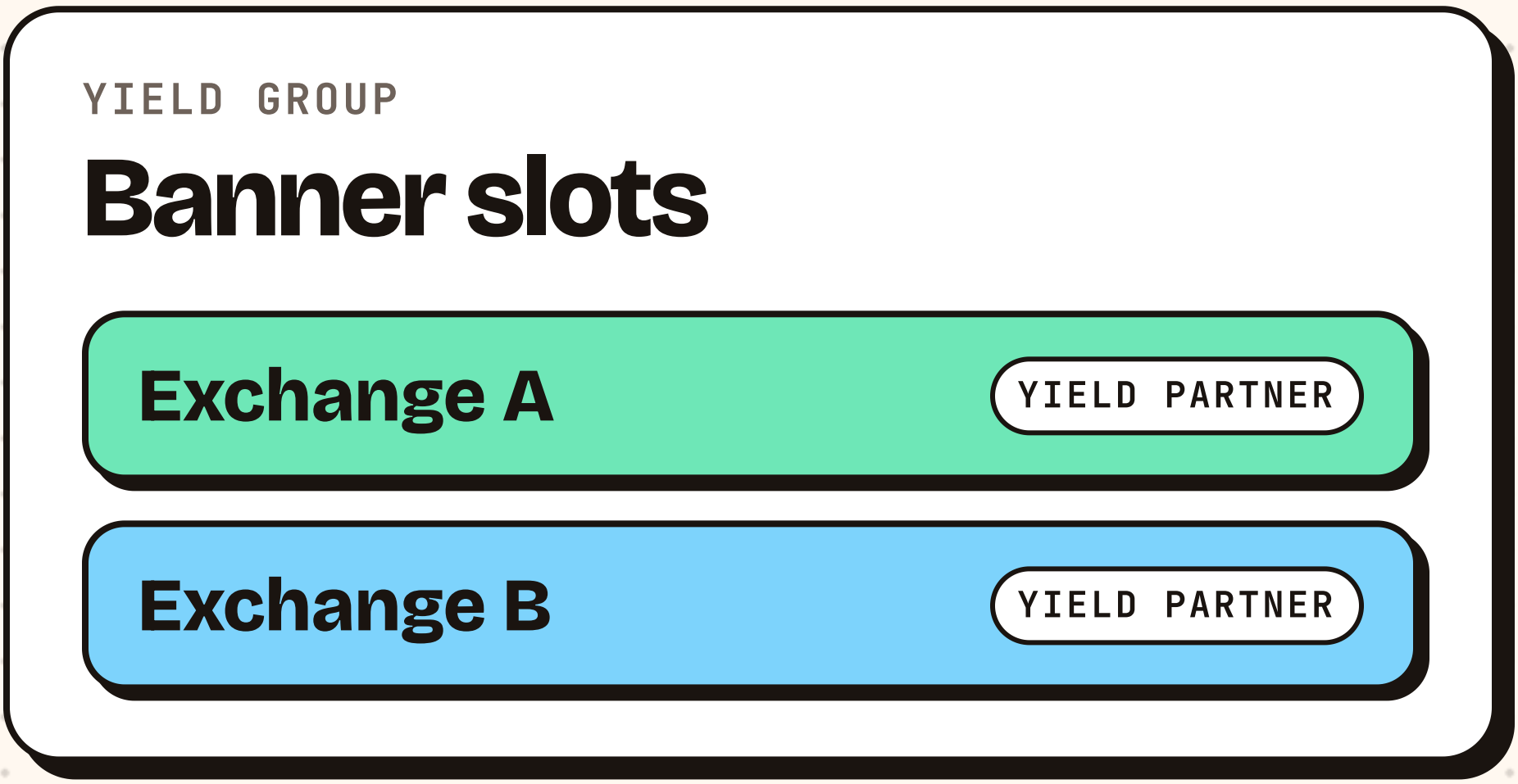
Open Bidding

Header bidding that runs on **Google's servers** instead of your page.

Other exchanges compete in Ad Manager's own auction.

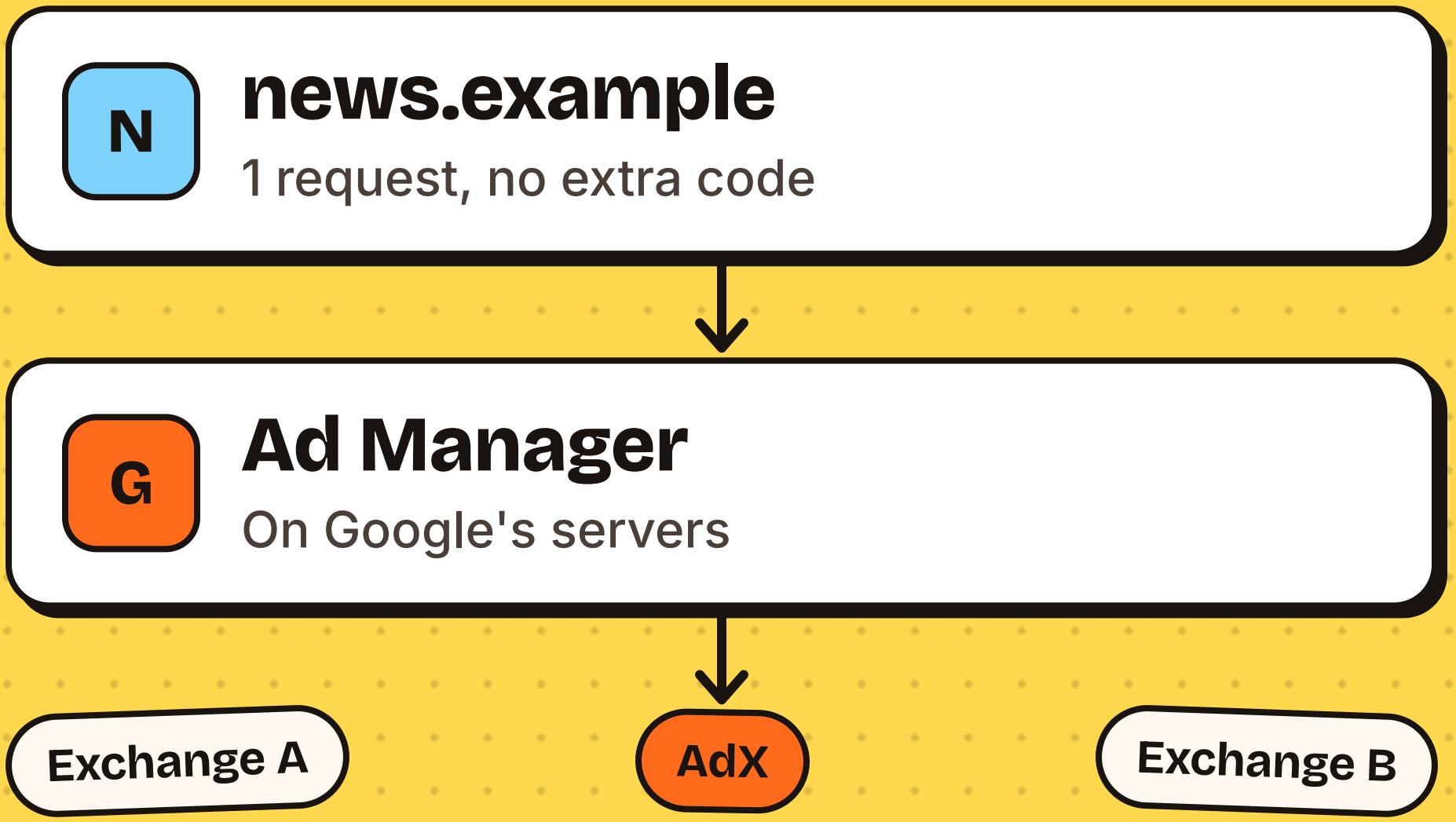
Step 1 · Set up

Build a yield group, say for your banner slots. Add exchanges as yield partners.



Step 2 · Call

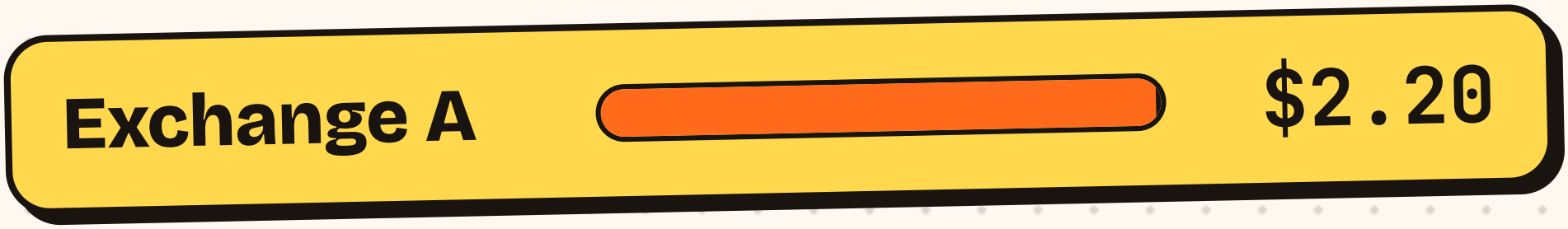
Ad Manager calls them server to server, all at once.



Step 3 · Compare

Bids are compared net of Google's fee.

NET BIDS · CPM · ILLUSTRATIVE



Exchange A bid **$2.40**, nets **$2.20** after the fee.

Exchange A wins

The trade-off

Faster pages, with strings.

Gains

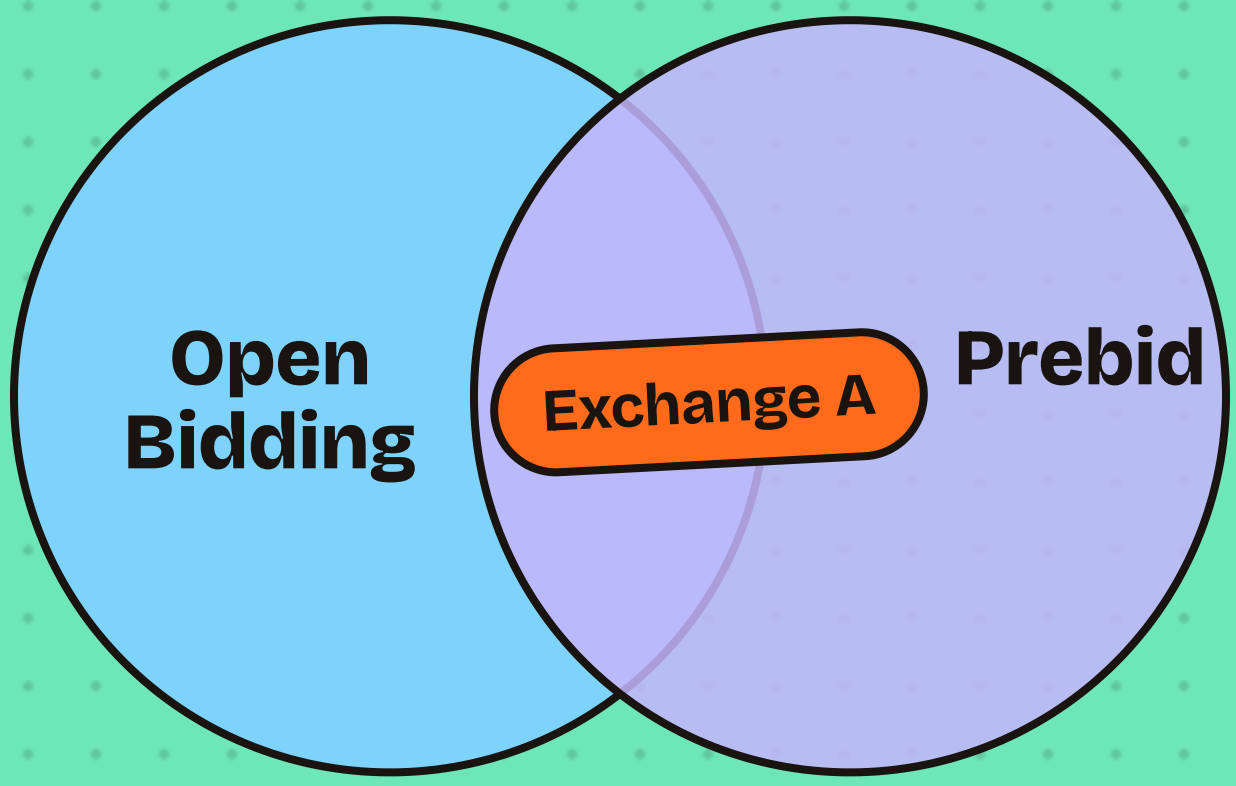
- [x] Less page latency

Costs

- Only Google-integrated partners
- A fee on each win
- Google runs the auction

Your check today

Open your yield groups.



Is any exchange in **both**? It may be asking the same buyers twice.

Recap

In four steps:

1 Yield group

2 Server to server

3 Net bids

4 Check overlap

NEXT · EP 8

First-price auctions and bid shading: why bids come in lower

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 8

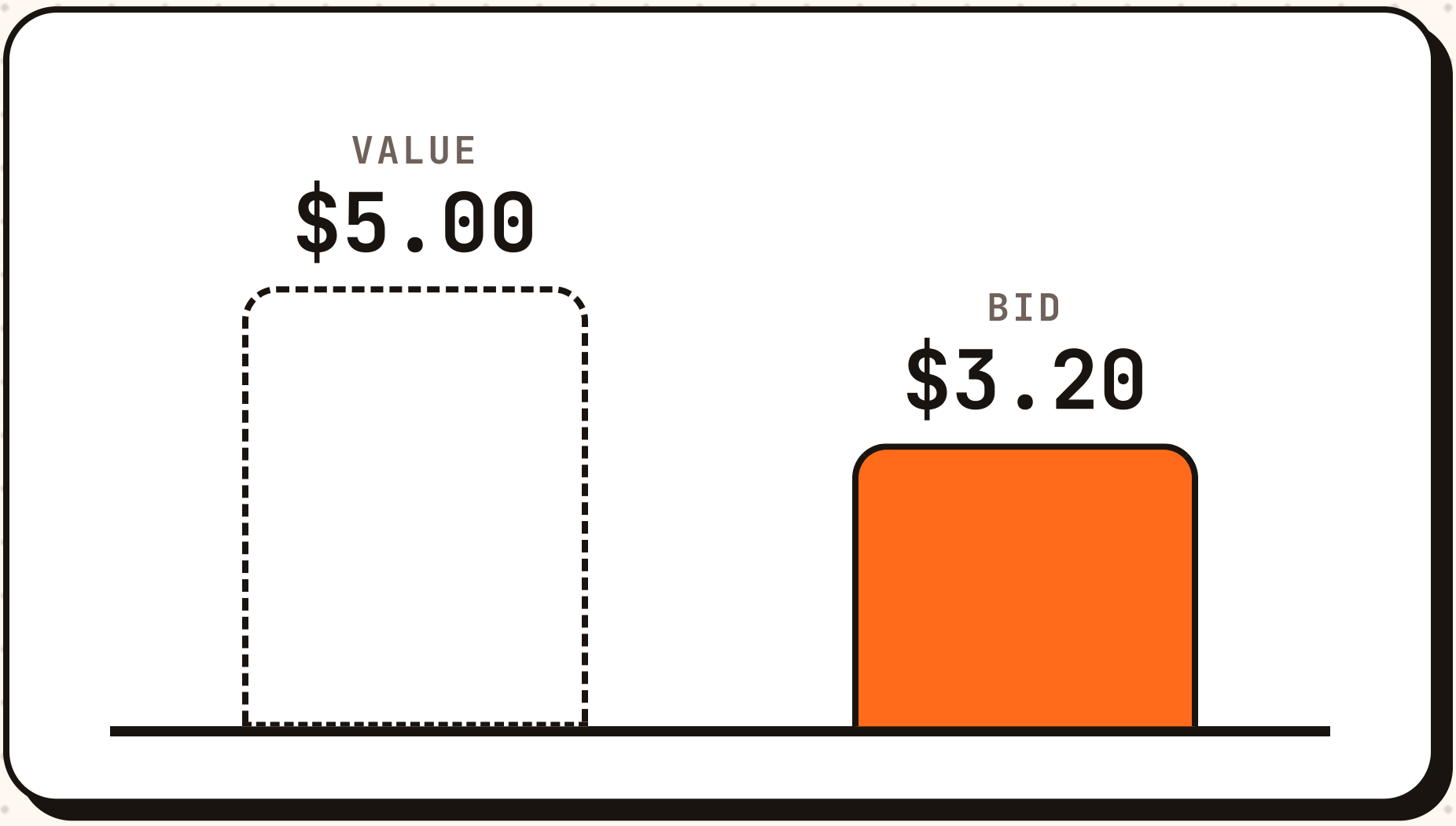
Worth $5. Bids $3.20.

First-price auctions and bid shading: why bids come in lower.

Swipe →

RediAds blog.rediads.com/learn

ONE IMPRESSION · ILLUSTRATIVE



The buyer bids below its value. On purpose.

The term

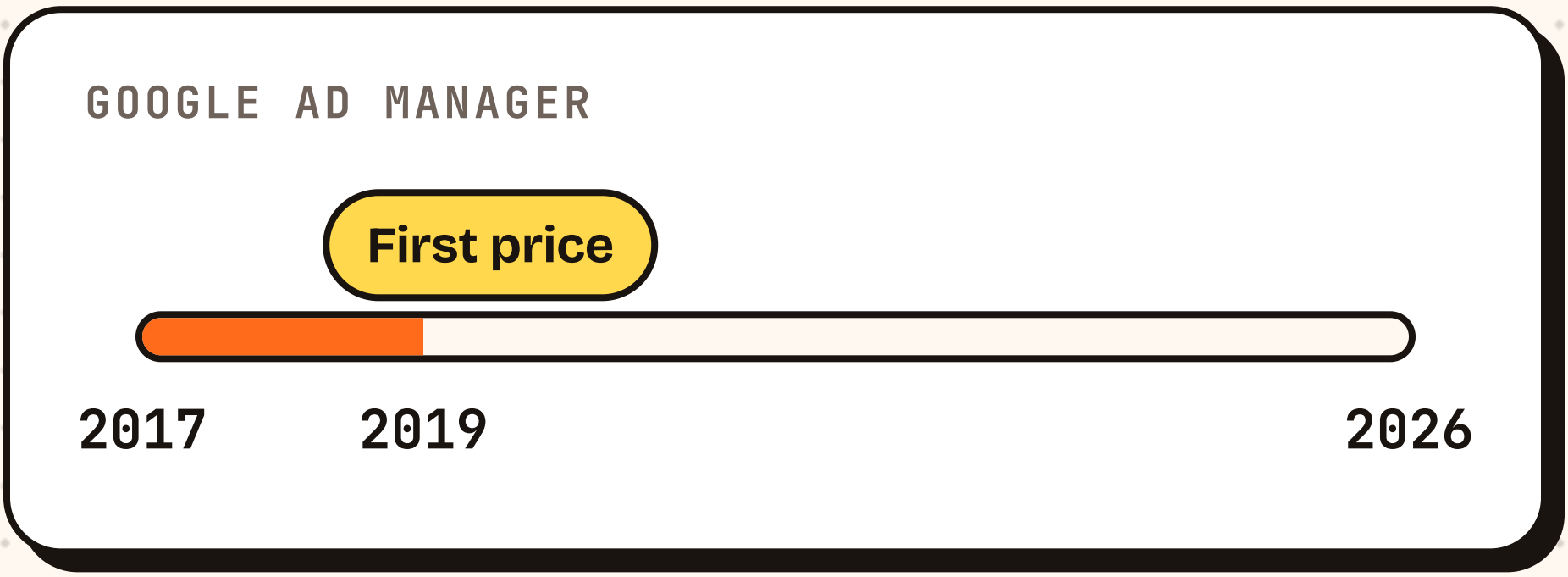
Bid shading

A buyer bids **below its true value** to avoid overpaying.

It's a response to how the auction charges the winner.

Step 1 · The rule

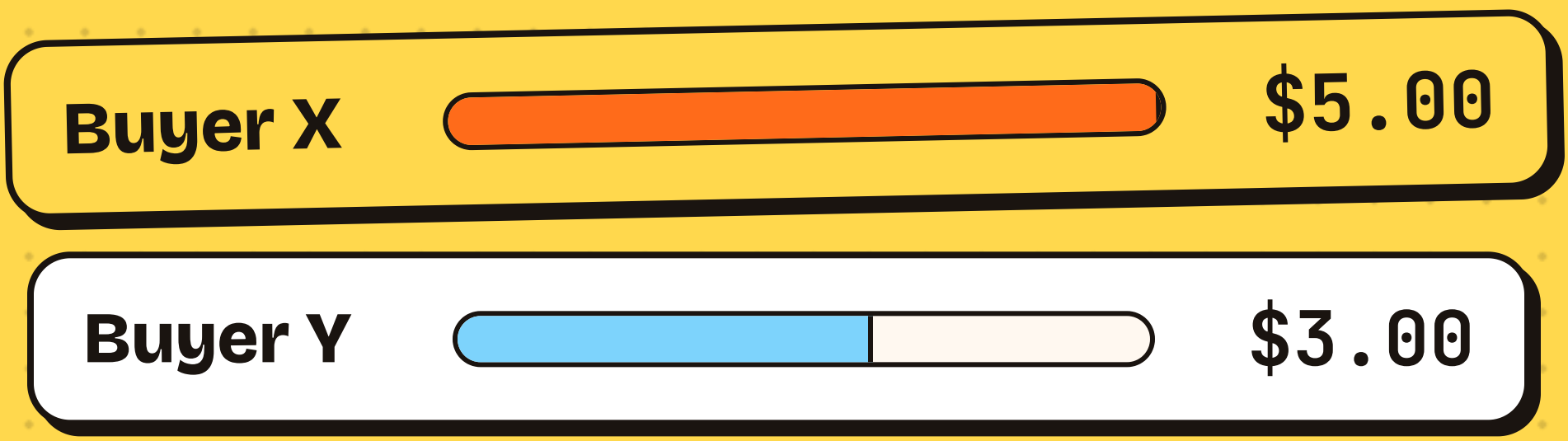
Since 2019, Ad Manager runs a **unified first-price auction**.



The winner **pays what it bids.**

Step 2 · History

In the old second-price auctions, the winner paid just above the runner-up.

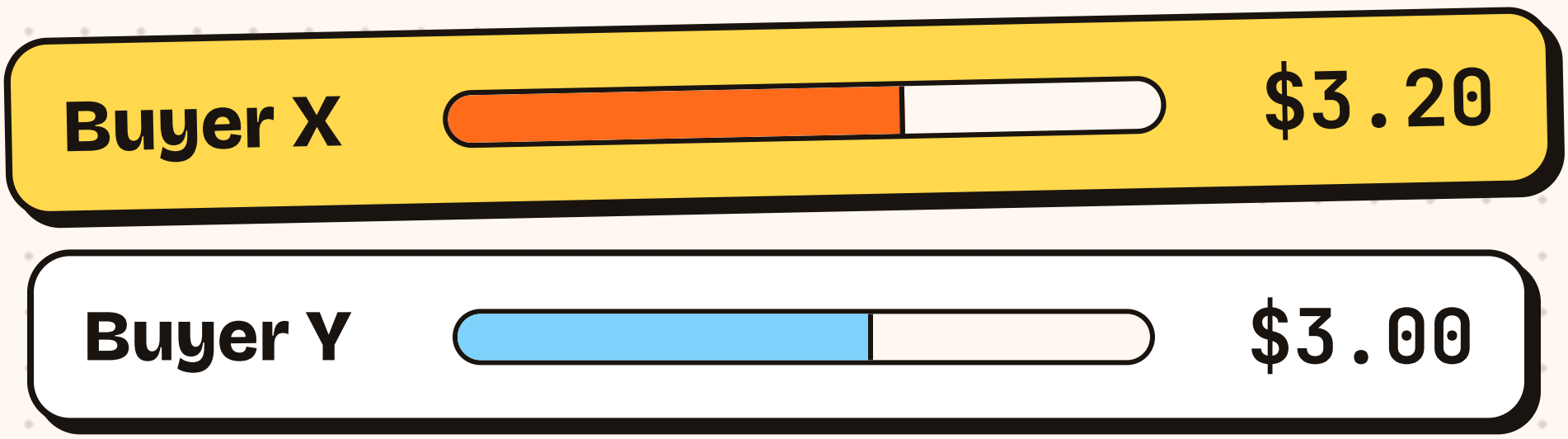


Pays about $3.01

Step 3 · Now

In first price, an honest $5.00 bid pays $5.00. So buyers bid just enough.

```
> usually wins here: $3.20
```



Step 4 · Lift

What pushes shaded bids back up?

- ↑ More real competition
- ↑ Floors close to what buyers really value

Say **$3.20** rises to **$3.80**. Illustrative.

Your check today

Lower bids ≠ weaker demand.

Before you panic, check:

- [x] Bidders per impression
- [x] Floor settings

Recap

Why bids come in lower:

1 First price

2 Pays its bid

3 Shade

4 Lift

NEXT · EP 9

Pricing rules after the Google ruling

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 9

One floor for all is gone.

Pricing rules after the Google ruling: per-bidder floors and what changes. Checked 11 Nov 2026.

Swipe →

RediAds blog.rediads.com/learn

US V. GOOGLE · AD TECH CASE



A ruling that reaches your floor prices.

The term

Per-bidder floor

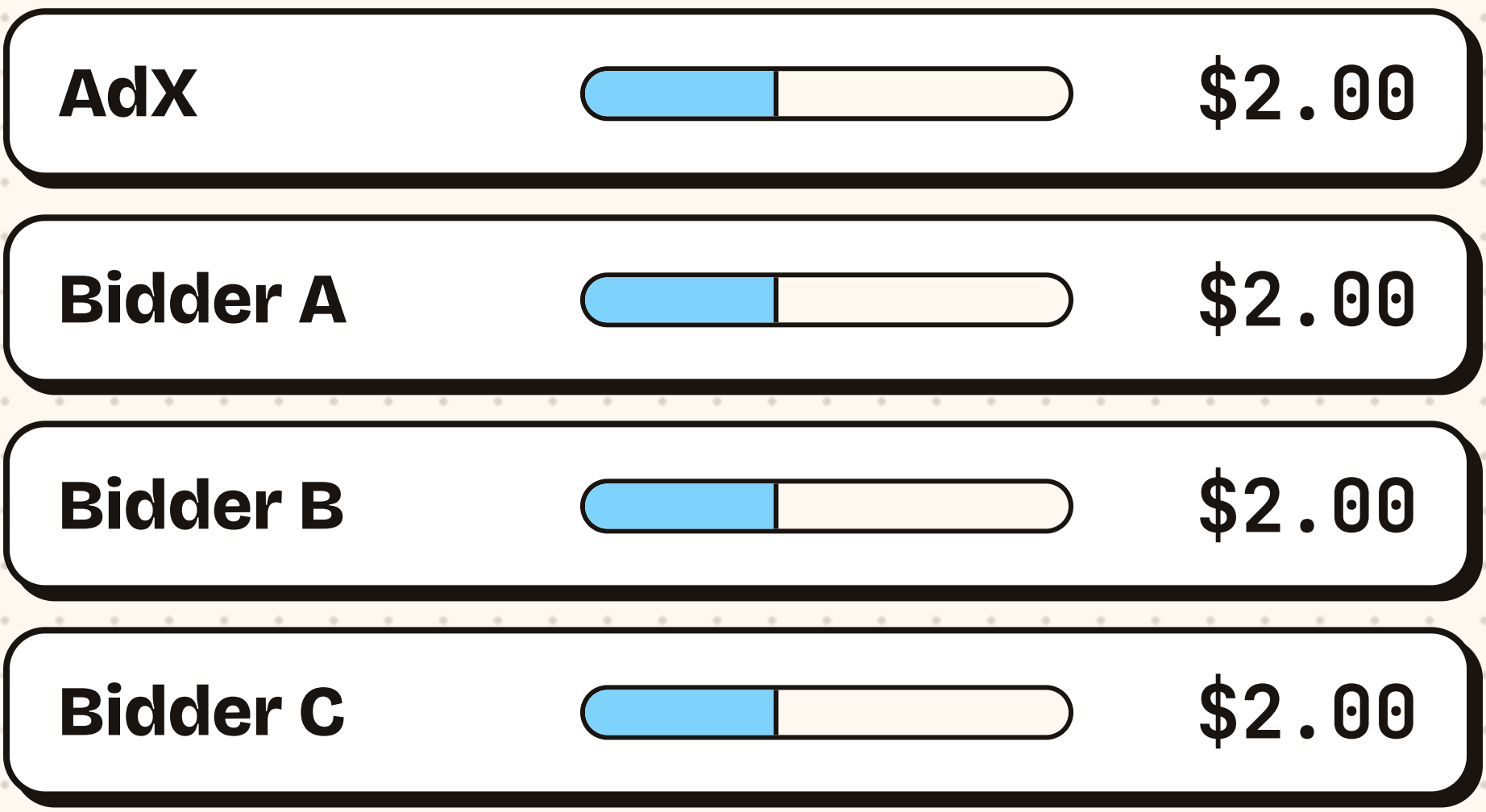
A different **minimum price** for each bidder.

In Ad Manager, you set it in **pricing rules**.

Before · Unified pricing rules

A $2 floor on news.example applied to AdX and every rival alike.

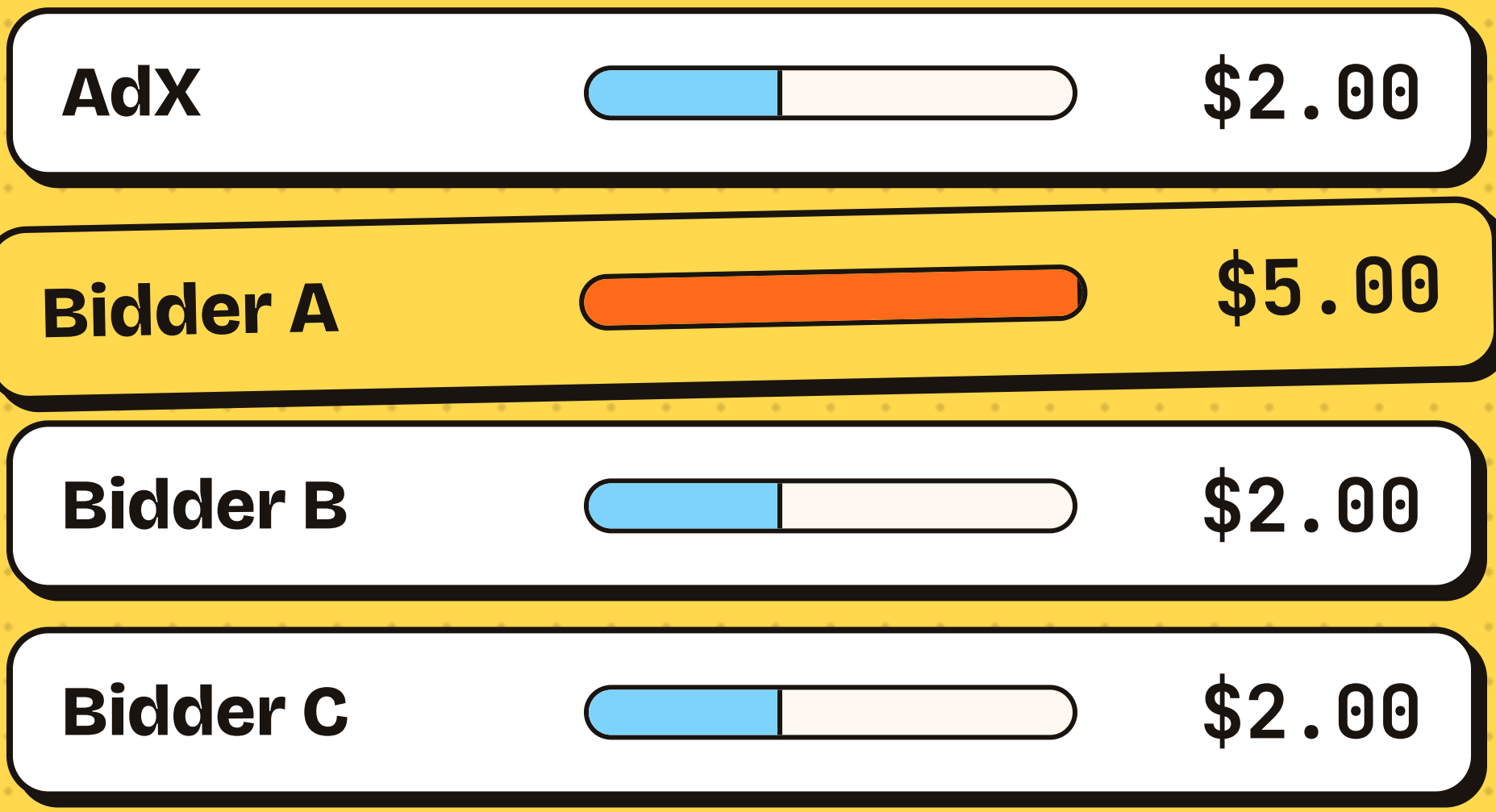
FLOOR PER BIDDER · ILLUSTRATIVE



Dec 15, 2025 · Pricing rules

Google renamed them pricing rules and added **per-bidder floors**.

FLOOR PER BIDDER · ILLUSTRATIVE



The case · No AdX breakup

Both sides' draft final judgment would ban, for **indirect sales** like open auctions:

~~Unified pricing rules~~

~~First look~~

~~Last look~~

Last look let AdX bid **after seeing rivals**.

Status · 11 Nov 2026

Not final yet.

SEP 2
Opinion ✓

OCT 2
Draft judgment ✓

NOT ENTERED
Final judgment ?

THEN
+60 days: takes effect

Google plans to appeal.

Your check today

Open your pricing rules.

Test one bidder-specific floor before changing them all.

- [x] Ad Manager → pricing rules
- [x] Pick one bidder, set its floor
- [x] Compare before tuning the rest

Recap

One floor for all is gone.

1 Per-bidder floors

2 Bans pending

3 Test one first

NEXT · S2 EP 10

Protections and blocks: ad quality without killing bids

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S2 · Ep 10

Block the ad, not the buyers.

Protections and blocks: ad quality without killing bids.

Swipe →

RediAds blog.rediads.com/learn



One bad ad. A whole category blocked.

The term

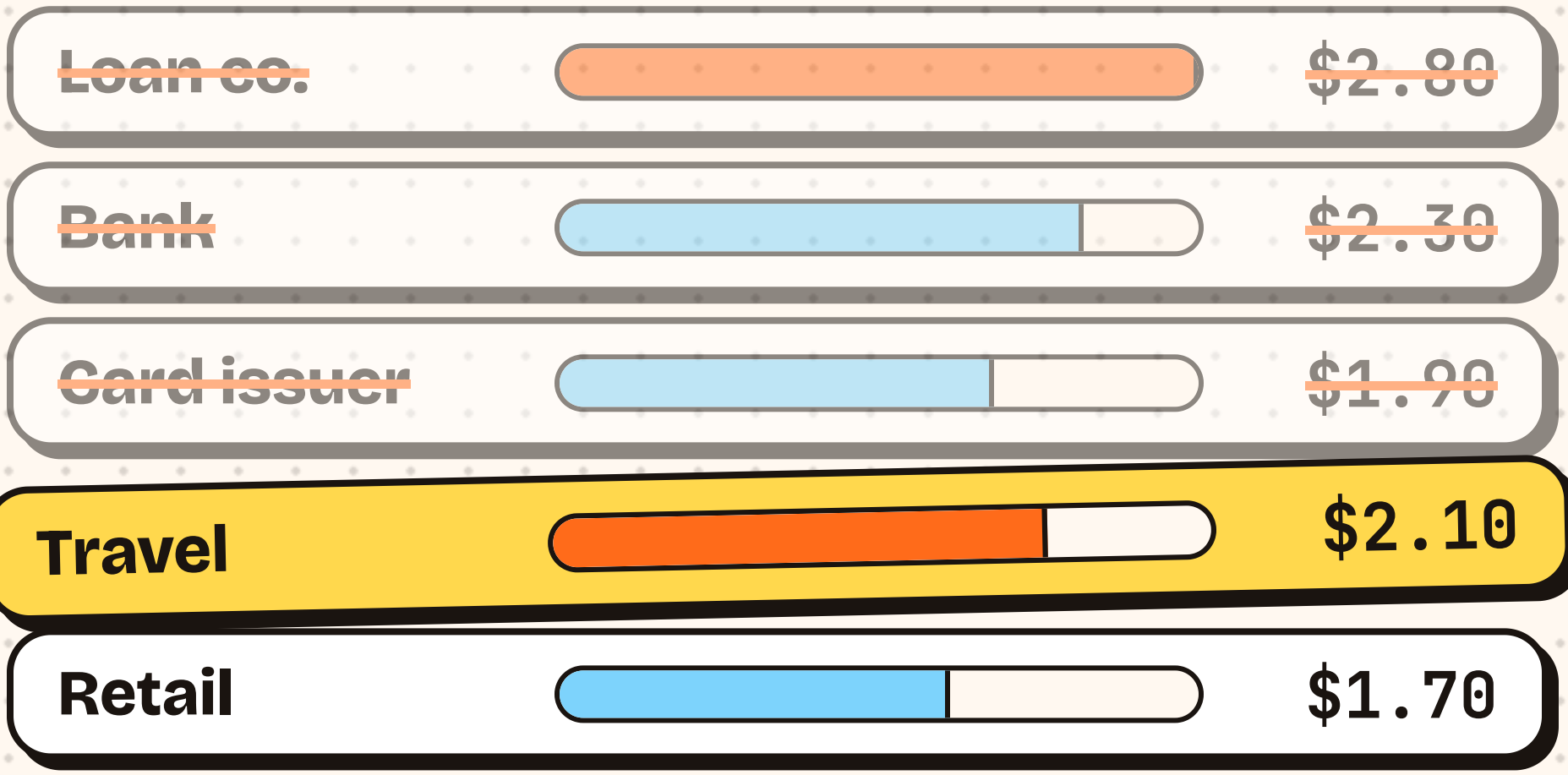
Protections

Ad Manager rules that **block ads** by category, advertiser, URL or buyer.

Step 1 · The cost

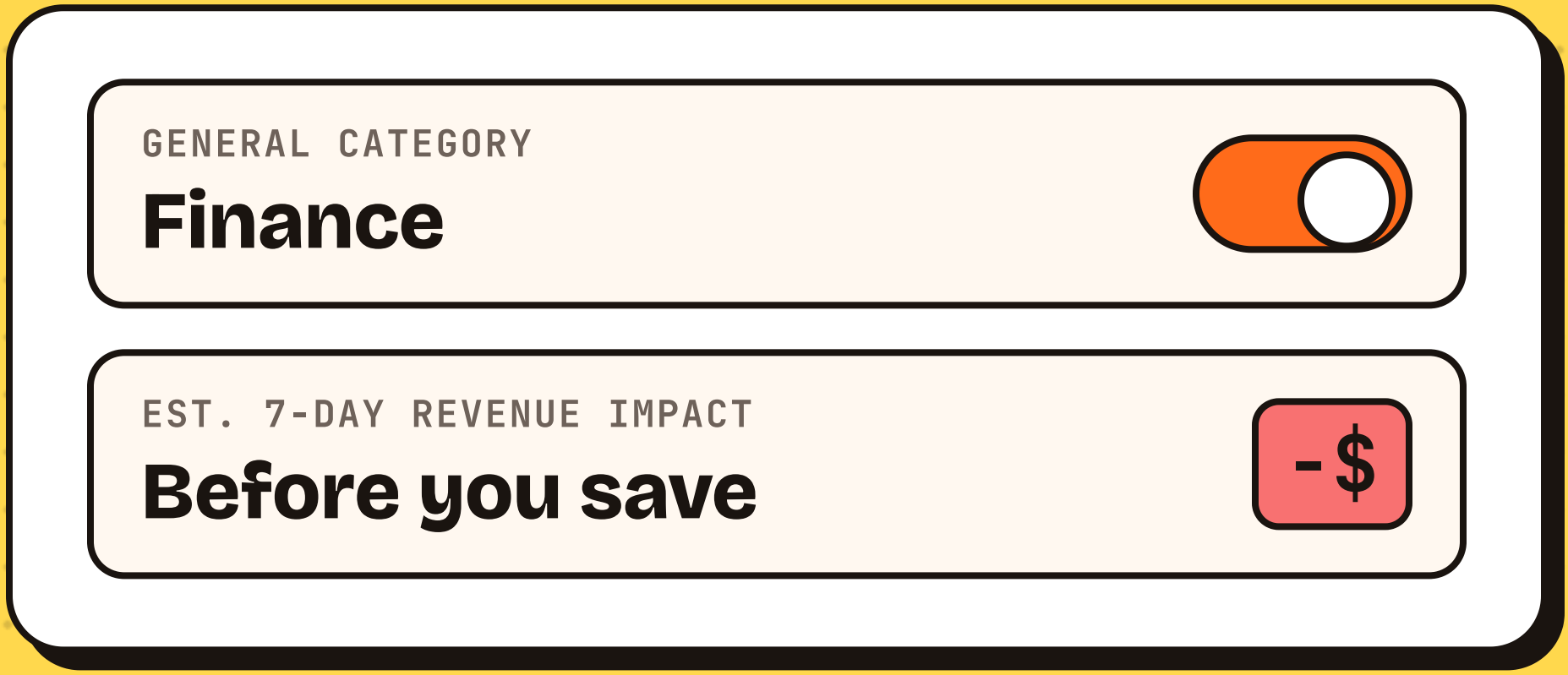
Block finance and every finance advertiser is out. Less competition, lower prices.

BIDS · CPM · ILLUSTRATIVE



Step 2 · See the cost first

Add a general category block and Ad Manager shows an estimated 7-day revenue impact.



Based on similar publishers.

Step 3 · The narrower fix

Block the ad, not the category.

1. **Advertiser URL**
   Block loans.example only

2. **Ad review center**
   Find the creative, block only that ad

When rules overlap

The stricter rule wins.

RULE 1

Allow finance

RULE 2 · APPLIES

Block finance

Your check today

Review your category blocks.

- [x] List your category blocks
- [x] Check each revenue impact
- [x] Narrow where you can

"Would a **narrower block** do?"

Recap · Season 2 done

Block the ad, not the buyers.

1 Blocks cost bids

2 See the impact

3 Go narrow

NEXT · SEASON 3

Header bidding, hands on

Watch the 60-second video at
blog.rediads.com/learn