



The Trade Desk

Verity™ Segment Activation Guide

This guide details how to apply pre-bid segments from Verity™ to your campaigns running on The Trade Desk.

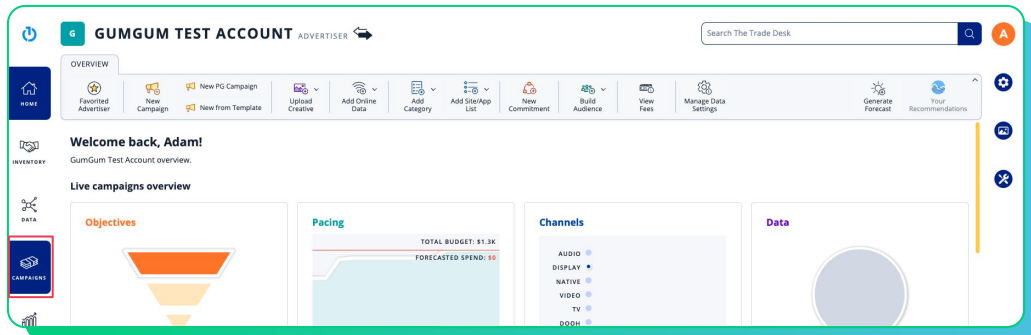




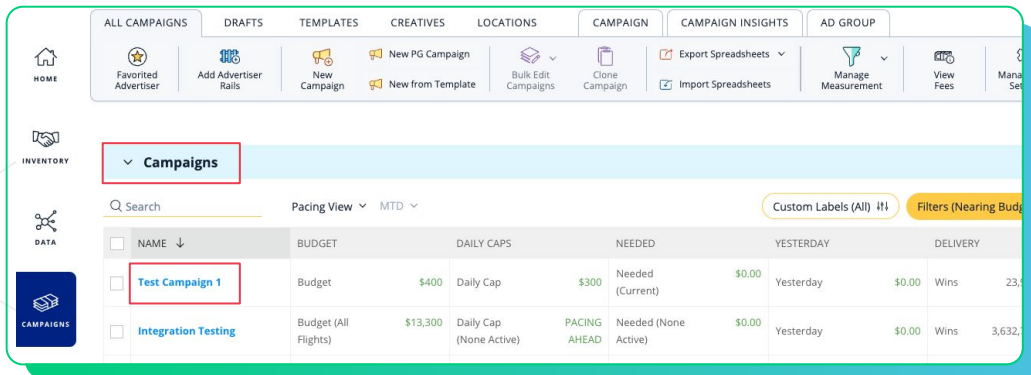
Activation Guide for Solimar

In Solimar, proceed to Campaigns tab

For Kokai activation steps, visit the [Kokai section](#) of this guide.



- 1 After logging into The Trade Desk (TTD), navigate from the **Home** tab to the **Campaigns** tab, making sure to choose the relevant advertiser.



- 2 Within the Campaigns tab, you can create a new campaign or scroll to the **Campaigns** section to select your designated campaign.

Choose a campaign or ad group

3

If you wish to apply your Verity™ segment(s) to all ad groups within a campaign, scroll down to the **Campaign Default Rails** section, and click **Add Rail**. (A rail is what TTD uses to refer to your targeting options.) Skip steps 4-6.

4

If you wish to apply your Verity™ segment(s) to a single ad group within a campaign, scroll down to the **Ad Groups** section. Select the relevant ad group.

Navigate within the Ad Group

Skip this slide if you plan to apply your targeting parameters at the Campaign level.

5

Scroll down to the **Targeting** section within the Ad Group page.

The screenshot shows the TTD Ad Group interface. The top navigation bar includes tabs for ALL CAMPAIGNS, DRAFTS, TEMPLATES, CREATIVES, LOCATIONS, CAMPAIGN, CAMPAIGN INSIGHTS, and AD GROUP. The AD GROUP tab is active. Below the navigation bar, there's a section for 'GumGum Publisher New' and 'Integration Testing'. The 'Targeting' section is highlighted with a red box. It contains a search bar and a 'Sort By: Name' dropdown. Below this, there are four columns: 'Ad Environment' (Mobile Optimized Web, Web (PC & Mobile)), 'Audience' (Trackable Users, Exclude users unlikely to benefit your campaign, Identity Alliance), 'Creatives' (300x250 (1)), and 'Device Type' (Mobile, Other, PC, Tablet).

6

Click **Add Rail**. (A rail is what TTD uses to refer to your targeting options.)

The screenshot shows the TTD Ad Group interface, specifically the 'Supply Vendor' section. The 'Supply Vendor' section lists 'GumGum, Index Exchange, Magnite DV+, OpenX, PubMatic, Sovrn'. Below this, there's a 'Scale Impact' section showing '63% EXCLUDED'. To the right of the 'Supply Vendor' section, there's a dashed box containing a red box with the text 'ADD RAIL'.

Select your new rail

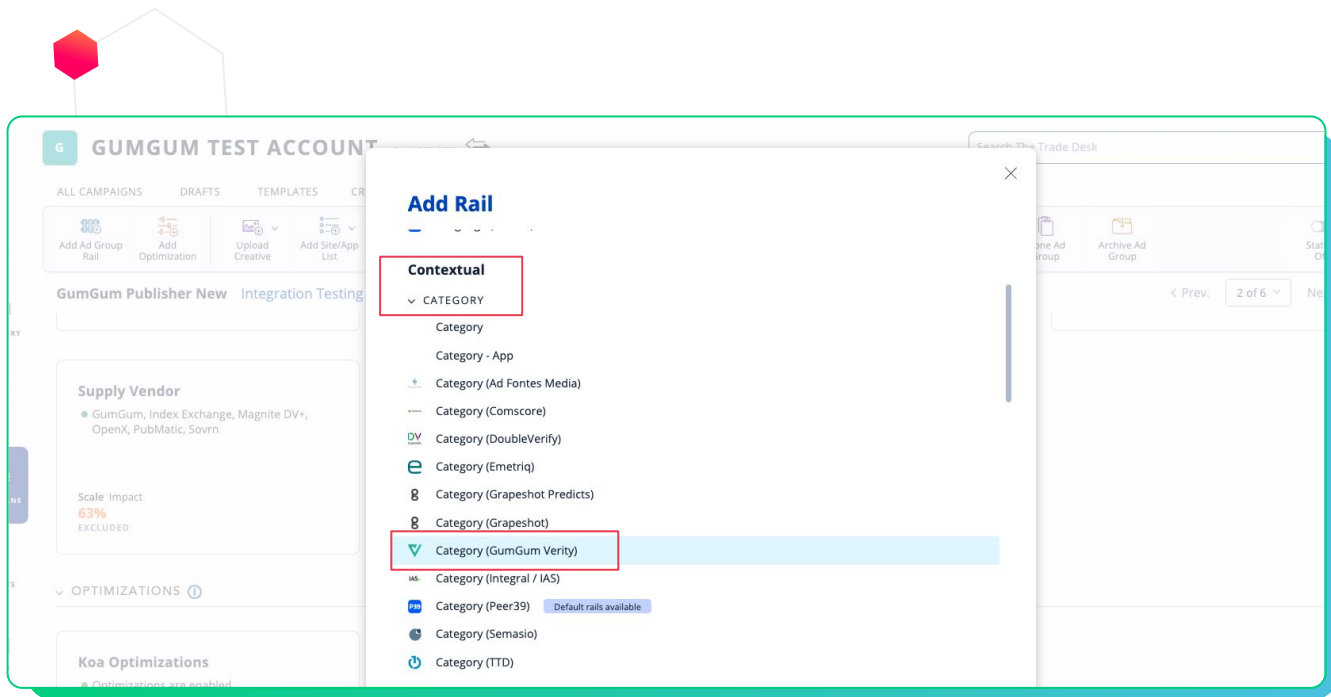


7

After clicking Add Rail, a menu will appear. Scroll to the **Contextual** section, and open the Category drop-down menu.

8

Navigate to the **Category (GumGum Verity)** listing, and click on it. A Contextual rail for Verity™ will be added to your campaign.



Apply contextual segments

To learn more about the types of contextual segments that Verity™ supports, visit the [appendix slides](#).

9

Once you've added the rail, you can find and add segments in two ways:

- Use the **Select Categories** bar to search for a segment; or
- Click **Browse** to see a list of available segments. (You can also use the search functionality here.)

Note that each selected segment is treated with “OR” logic, meaning that the campaign/ad group will target Segment A or Segment B.

10

After selecting all of the segments you'd like to use, click **Add**.

GumGum Publisher New Integration Testing

Category (GumGum Verity) Full

Include Select categories BROWSE ADD CATEGORY (GUMGUM VERITY) LIST

Browse Categories

Q celebrity

NAME	TIER
<input type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Deaths	2
<input checked="" type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Families	2
<input checked="" type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Homes	2
<input type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Pregnancy	2
<input checked="" type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Relationships	2
<input type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Scandal	2
<input checked="" type="checkbox"/> IAB: Pop Culture > IAB: Pop Culture > Celebrity Style	2

5 SELECTED CANCEL ADD

Include or exclude segments

11

Before selecting your segments, make sure to indicate whether they should be included or excluded from your targeting. You can do this by selecting **Include** or **Exclude** from the drop-down menu next to the Select Categories bar.

- The selected segment(s) will be included or excluded based on the setting that's applied when you choose the segment.
- For example, if you want to target American Football content while avoiding Soccer content, make sure Include is chosen when you select the American Football segment. Then, adjust your selection to Exclude before you choose the Soccer segment.

GumGum Publisher New Integration Testing

Category (GumGum Verity) rail

Include Select categories BROWSE ADD CATEGORY

Q Search

Exclude 3 categories selected BROWSE ADD CATEGORY (GUMGUM VERITY) LIST

Q Search

NAME	TYPE	TIER	SCALE	
IAB: Sports > IAB: Sports > Soccer GumGum Verity	Exclude	2	Broad 1 in 38 Pages	X
IAB: Sports > IAB: Sports > College Sports > IAB: Sports > College Sports > College Football GumGum Verity	Include	3	Broad 1 in 37 Pages	X
IAB: Sports > IAB: Sports > American Football GumGum Verity	Include	2	Average 1 in 85 Pages	X

12

After you finish selecting your segments, preview the inclusion and exclusion logic under the **Type** column.

13

Click **Save**.

Adding a custom segment

12

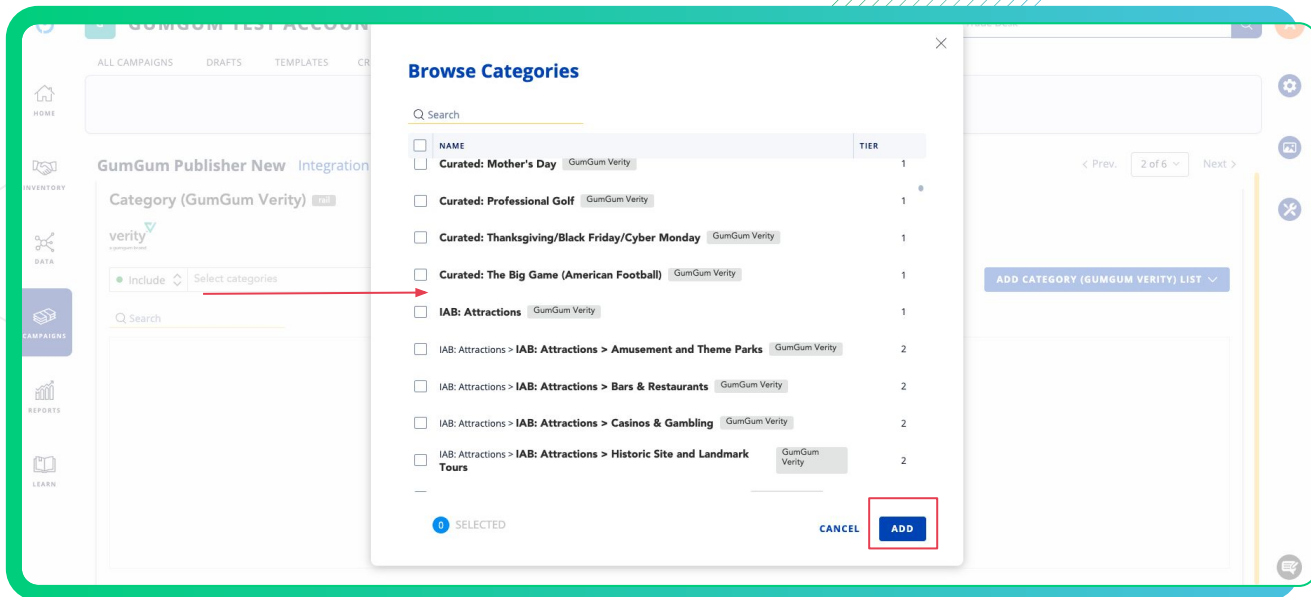
To add a Verity™ Custom Segment to the campaign, you can:

- Search for the name of the segment; or
- Scroll through the list of segments until you reach the ones that start with “**GumGum Verity**” and end with “**Custom Segment.**”

If an advertiser has requested a custom segment, it will appear between the **Curated** segments and the **IAB** contextual segments within the advertiser's seat.

13

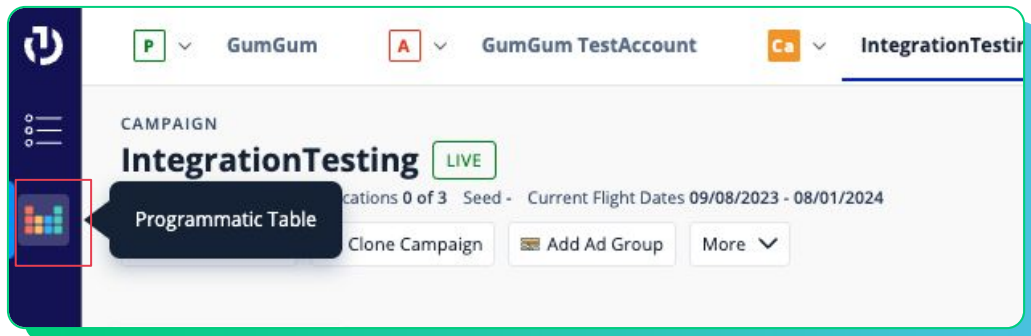
Select **Add**.



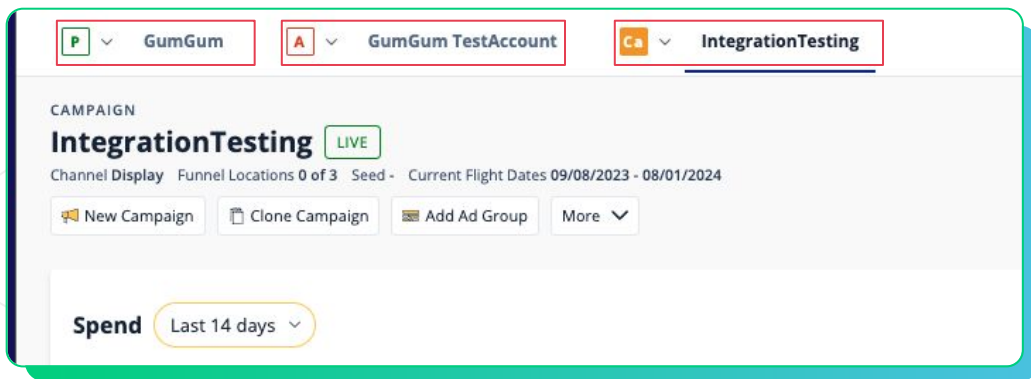


Activation Guide for Kokai

Proceed to the Programmatic Table tab



- 1 After logging into The Trade Desk (TTD), navigate to the **Programmatic Table** tab.

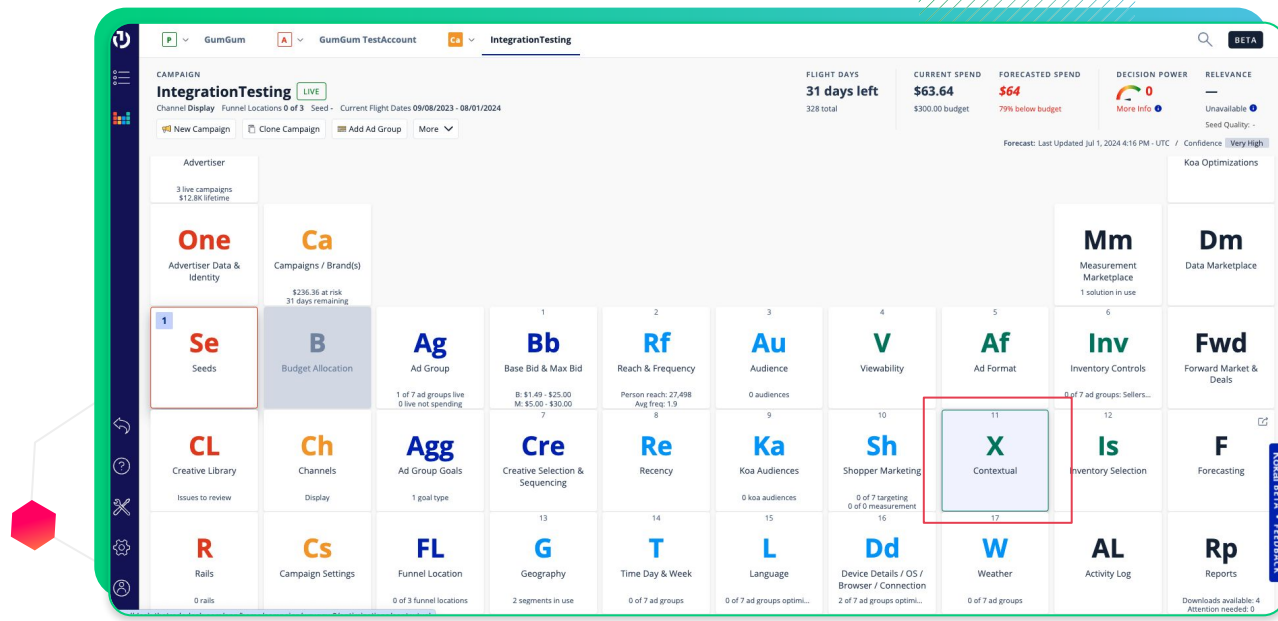


- 2 Select the proper **Partner**, **Advertiser**, and **Campaign** at the top of the page.

Choose the Contextual tile

3

Within the Programmatic Table, navigate to the **“X” file**. This is the Contextual tile.



Select your Ad Group and the Verity™ provider



4

Select the relevant **Ad Group**.

CAMPAIGN
IntegrationTesting LIVE
Channel Display Funnel Locations 0 of 3 Seed - Current Flight Dates 09/08/2023 - 08/01/2024
New Campaign Clone Campaign Add Ad Group More

FLIGHT DAYS
31 days left
328 total

CURRENT SPEND
\$63.64
\$300.00 budget

FORECASTED SPEND
\$64
79% below budget

DECISION POWER
0
More Info

RELEVANCE
Unavailable

Forecast: Last Updated Jul 1, 2024 4:16 PM - UTC / Confidence Very High

Contextual Quick Help
Select one or more ad groups to bulk edit contextual categories.
Create TTD Custom Category Download Report

Search

AD GROUP	OPTIMIZATIONS	TARGETS	BLOCKS	FUNNEL LOC...	BUDGET	SPEND	WIN RATE	CPM	KPI	FORECASTED...	RELEVANCE
<input type="checkbox"/> Discrepancy Testing In-Slot Display	0	0	0	None	\$0.00	\$0.00	0.00%	\$0.00	0 Impressions	—	—
<input checked="" type="checkbox"/> GumGum Publisher New	0	0	0	None	\$0.00	\$0.00	0.00%	\$0.00	\$0.00 VCPM	—	—

5

After selecting your Ad Group, click on the **Category (TTD)** drop-down menu, and scroll to select **Category (GumGum Verity)**.

AD GROUP
GumGum Publisher New OFF
Channel Display Funnel Location Seed - Current Flight Dates 09/08/2023 - 08/01/2024
New Ad Group Clone Ad Group Archive Ad Group More

FLIGHT DAYS
31 days left
328 total

CURRENT SPEND
—
\$0.00 budget

FORECASTED SPEND
\$0
On Track

Contextual Quick Help
Choose a provider from the dropdown to build a contextual strategy, or create, manage, and activate TTD Custom Category keyword lists.

CATEGORY (TTD) Download Report Create TTD Custom Category

Category (Grapeshot) \$

Category (GumGum Verity) 100%

Category (Illuma)

Navigate to the contextual rail

6

Once you've selected Category (GumGum Verity) as your contextual provider, click on the drop-down arrow for the **Ad Group Targets & Blocks** option. This is where you can start building your contextual rail. (A rail is what TTD uses to refer to its targeting options.)

The screenshot shows the 'GumGum Publisher New' interface. At the top, there's a header with 'GumGum Publisher New' and a toggle switch set to 'OFF'. Below this, there's a row of metrics: 'FLIGHT DATES' (31 days left, 328 total), 'CURRENT SPEND' (\$0.00 budget), 'FORECASTED SPEND' (\$0 On Track), 'DECISION POWER' (Constrained), and 'RELEVANCE' (Unavailable). A sidebar on the left contains navigation options: 'New Ad Group', 'Clone Ad Group', 'Archive Ad Group', and 'More'. The main content area is titled 'Contextual' with a 'Quick Help' button. Below this, there's a dropdown menu for 'CATEGORY (GUMGUM VERITY)' and a 'Download Report' button. The sidebar on the left has a red box around the 'AD GROUP TARGETS & BLOCKS' option. The main content area shows a 'Target' dropdown and a 'BROWSE' button. At the bottom, there's a message: 'Start building your Category (GumGum Verity) rail. Right now, you're targeting all options. Once you choose categories to target or block, they'll appear here.' The bottom right corner has 'CLOSE' and 'SAVE AND CLOSE' buttons.

Apply contextual segments

To learn more about the types of contextual segments that Verity™ supports, visit the [appendix slides](#).

7

You can find and add segments in two ways:

- Use the **Select Categories** bar to search for a segment; or
- Click **Browse** to see a list of available segments. (You can also use the search functionality here.)

Note that each selected segment is treated with “**OR**” logic, meaning that the ad group will target Segment A or Segment B.

8

After selecting all of the segments you'd like to leverage, click **Add**.

The screenshot shows the 'GumGum Publisher New' interface. A modal titled 'Browse Categories' is open, displaying a list of categories under the search term 'celebrity'. The categories are listed in a table with columns for 'NAME' and 'TIER'. The following categories are selected with checkboxes:

- IAB: Pop Culture > IAB: Pop Culture > Celebrity Families (Tier 2)
- IAB: Pop Culture > IAB: Pop Culture > Celebrity Homes (Tier 2)
- IAB: Pop Culture > IAB: Pop Culture > Celebrity Relationships (Tier 2)
- IAB: Pop Culture > IAB: Pop Culture > Celebrity Style (Tier 2)

The 'Add' button is highlighted in the bottom right corner of the modal. The background interface shows the 'AD GROUP' section with 'CATEGORY (GUMGUM VERITY)' and 'AD GROUP TARGETS & BLOCKS'.

Target or block segments

9

Before selecting your segments, make sure to indicate whether they should be included or excluded from your targeting. You can do this by selecting **Target** or **Block** from the drop-down menu next to the Select Categories bar.

A. For example, if you want to target American Football content while avoiding Soccer content, make sure Target is chosen when you select the American Football segment. Then, adjust your selection to Block before you choose the Soccer segment.

10

After you finish selecting your segments, preview the target and block logic under the **Type** column. Then, click **Save and Close**.

CATEGORY (GUMGUM VERITY) Download Report

AD GROUP TARGETS & BLOCKS

Target Select categories BROWSE

Q Search

NAME	TYPE	TIER	SCALE	
IAB: Sports > IAB: Sports > Soccer GumGum Verity	Block	2	Broad 1 in 37 Pages	X
IAB: Sports > IAB: Sports > College Sports > IAB: Sports > College Sports > College Football GumGum Verity	Target	3	Broad 1 in 48 Pages	X
IAB: Sports > IAB: Sports > American Football GumGum Verity	Target	2	Average 1 in 160 Pages	X

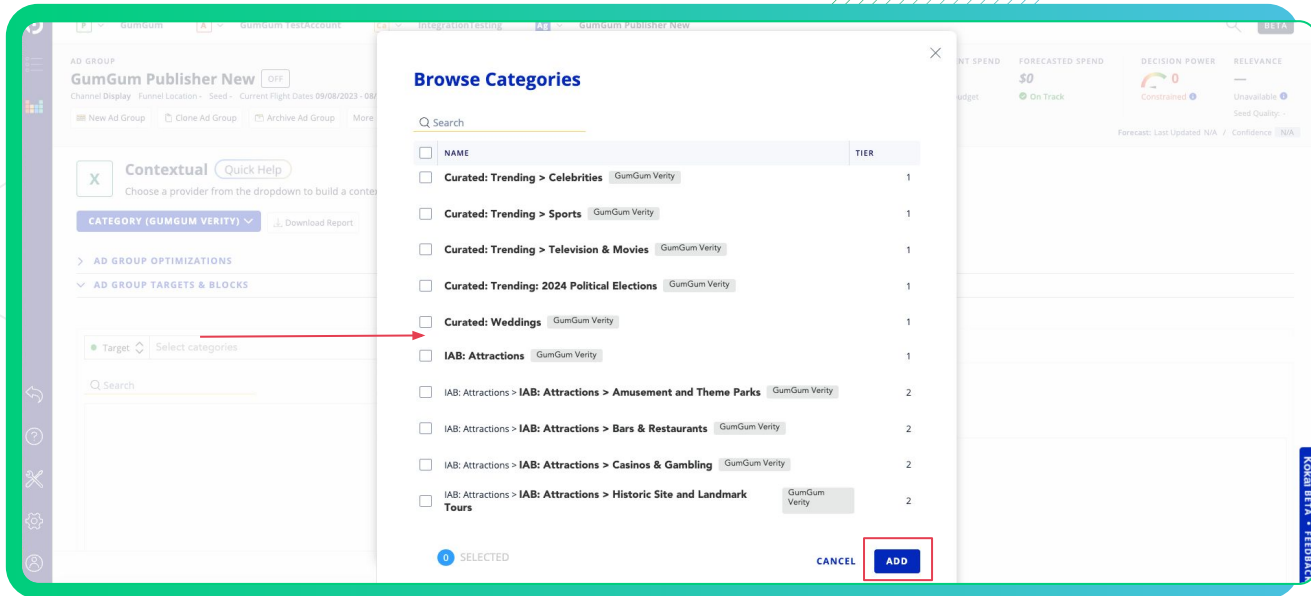
CLOSE SAVE AND CLOSE

Adding a custom segment

- 11 To add a Verity™ Custom Segment to the campaign, you can:
- A. Search for the name of the segment; or
 - B. Scroll through the list of segments until you reach the ones that start with “**GumGum Verity**” and end with “**Custom Segment.**”

If an advertiser has requested a custom segment, it will appear between the **Curated** segments and the **IAB** contextual segments within the advertiser's seat.

- 12 Select **Add**.





Appendix

Curated vs. IAB segments

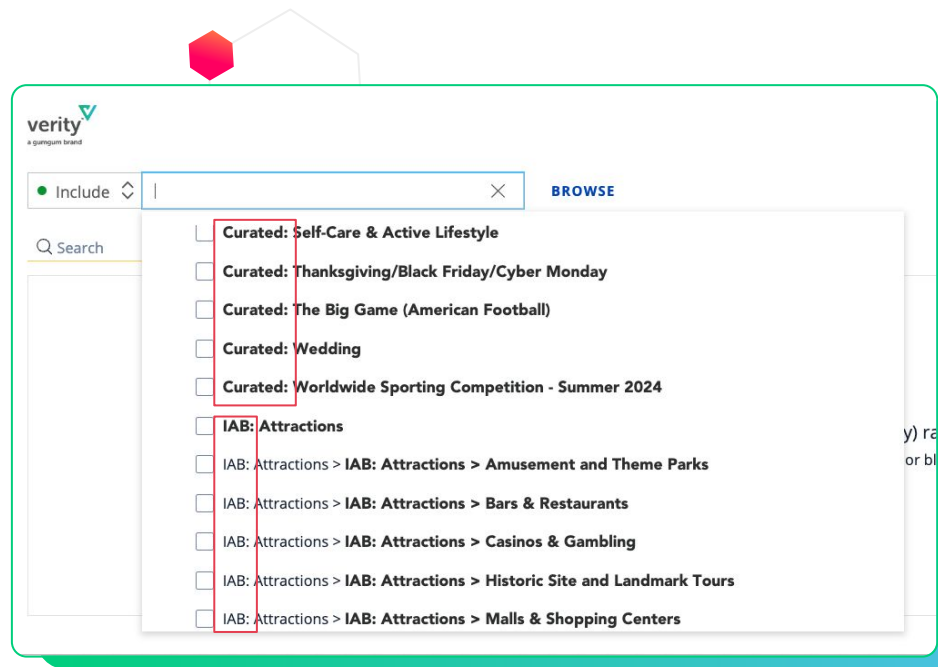
In addition to Custom Segments, Verity™ supports two other segment types — Verity™ Curated Segments and IAB contextual segments.

1 **Verity™ Curated Segments** are specially-curated segments that have been created by the Verity™ team to reach specific target audiences. Some focus on general audience attributes, like Self-Care & Active Lifestyle, while others focus on pivotal moments and topics, such as seasonal or life events. They typically leverage a combination of IAB contextual categories and keywords for off-the-shelf, quick activation.

2 The **IAB contextual segments** align with the IAB Tech Lab's [Content Taxonomy 3.0](#). The taxonomy features several “parent,” or **tier 1, contexts**. Examples include “Attractions,” “Food & Drink,” and “Travel.” Within each parent context are subcategories that range from **tier 2 to tier 4** contexts. These **become more granular** as you move towards tier 4 contexts. For example:

- “Malls & Shopping Centers” is a tier 2 context, which falls under the parent context of “Attractions.”
- “Women’s Handbags and Wallets” is a tier 4 context. It follows the logic of Style & Fashion (parent/tier 1) → Women’s Fashion (tier 2) → Women’s Accessories (tier 3) → Women’s Handbags and Wallets (tier 4).

To balance granularity with scale, we **recommend including some tier 1 and tier 2 contexts** alongside tier 3 and tier 4 contexts.



CTV capabilities

Verity™ features unique video analysis capabilities that allow for frame-level and audio targeting, enabled by content_ID availability. You can choose to target connected TV (CTV) content based on the **best available signal** or based solely on the **video-level** analysis.

Recommended for scale

Best Available Signal

Targeting based on the best available signal **provides the most scale**. When identifying the best available signal, Verity™ considers whether a content_ID is available:

- 1 For requests that include a content_ID, Verity™ provides classification data based on the **analysis of individual video frames and audio**. This offers the highest-level of granularity, and the campaign will target based on this video-level analysis.
- 2 If a content_ID isn't available, Verity™ analyzes content based on the app ID and the app metadata, such as the title and description.
- 3 Layer on your contextual targeting by following the steps in the previous slide, and leverage the most granular signal that's available to Verity™.

Video-Level Only

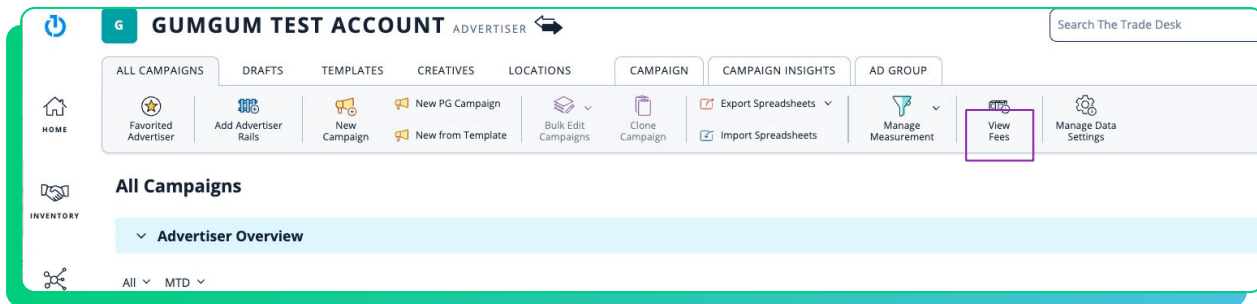
Targeting based solely on the video-level analysis allows for **more granularity but may be less scalable**. To do this:

- 1 Reach out to your GumGum representative for assistance.
- 2 The GumGum team will create a private marketplace **(PMP) deal** leveraging publishers that are known to pass content_IDs or are sharing video assets with GumGum.
- 3 Apply the PMP to your campaign or ad group.

Reviewing rates

1

You can review the fees associated with Verity™ segments under the Campaigns tab. To do so, navigate to the **Advertiser** view.



2

Within the Advertiser view, select **View Fees** in the top header of the page. A menu will appear, where you can see a list of fees sorted by vendor. (Fees may have shifted since this screenshot was taken, so please review the latest fees by following these instructions.)

