



gumgum

# Verity™ segment activation

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*This guide details how to apply Verity™'s Contextual and Brand Safety Segments to your Xandr Campaigns.*



# Manage data providers

Prior to adding Verity™ segments to your targeting, Verity™ must be selected as a Data Provider within Xandr's Segment Manager.

**Segments** + New  Advanced Filters CPM % of MC **Manage Data Providers**

My Segments 0 **Third Party Segments** 728

Name	ID	Data Provider	Price	Active Users	Daily Loads
GumGum Verity IAB - Automotive > Auto Body Styles		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Commercial Trucks		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Sedan		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Station Wagon		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > SUV		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Van		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Convertible		GumGum Verity (13083)	\$0.20	--	--
GumGum Verity IAB - Automotive > Auto Body Styles > Coupe		GumGum Verity (13083)	\$0.20	--	--

**Manage Data Providers** ← Segment Manager

These are the available Data Providers in the AppNexus Data Marketplace.

Adding a Data Provider enables you to access and activate data clearing for all their segments available in the Data Marketplace. Use caution in applying changes as these impact your member-level settings.

To deactivate a Data Provider please submit a case via the support portal.

<input type="checkbox"/>	Greenhouse Group B.V.	10690
<input type="checkbox"/>	GroupM NL - GH 6924	6924
<input checked="" type="checkbox"/>	GumGum Verity	13083
<input type="checkbox"/>	HYP PTY LTD	12281
<input type="checkbox"/>	hyScore.io GmbH	12420
<input type="checkbox"/>	Ignition One	9373

1

In the menu navigation, **select** Network > Segments > Segment Manager.

2

**Select** "Manage Data Providers."

3

**Select** "GumGum Verity™."

4

Selected providers represent the available data providers in the Data Marketplace. By **adding** a Data Provider, you are able to access and activate data clearing for all segments available within Xandr's Data Marketplace. Changes at this level impact all member-level settings.

# Activating Verity™ segments within your campaigns

1

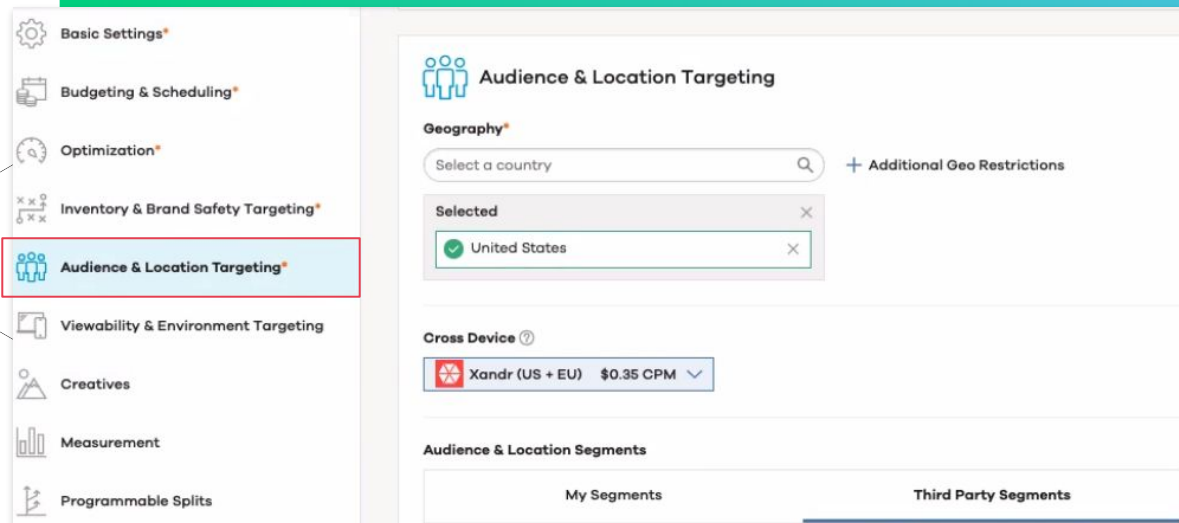
From the advertiser home screen, **choose** a line item or follow the steps to create a new one. Then, **apply** Verity™ segments at the line item level per the instructions below.

2

Within the "Edit Line Item" **view**, select the Audience & Location Targeting menu.

3

Under Audience & Location Segments, **select** Third Party Segments.



# Activating Verity™ segments within your campaigns

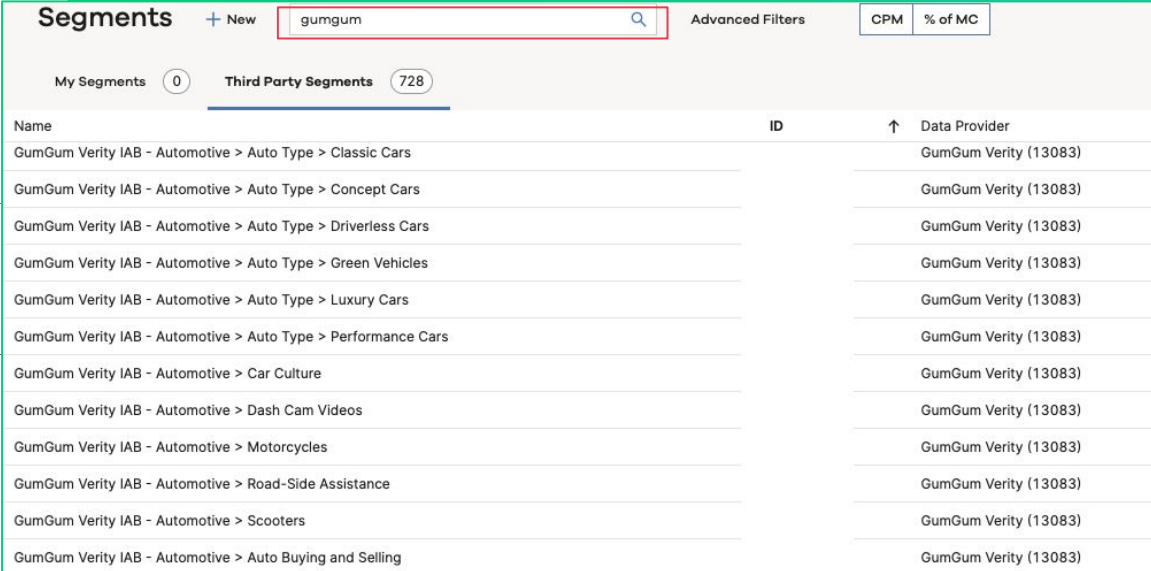
4

Use the search bar to filter to GumGum Verity™. You can **search** for the GumGum Verity™ segments by name or by GumGum's Member ID—13083.

5

**Select** your contextual and/or brand safety segments, and then click "add."

- A. If you're running a **video campaign**, you'll need to select the segments that start with "GumGum Verity Video."
- B. If you're running a **display or native campaign**, you'll need to select the segments that do not include "Video" at the beginning of the name.



The screenshot shows the 'Segments' interface with a search bar containing 'gumgum'. Below the search bar, there are two tabs: 'My Segments' (0) and 'Third Party Segments' (728). The 'Third Party Segments' tab is selected, showing a list of 13 segments. Each segment has a 'Name', an 'ID', and a 'Data Provider'.

Name	ID	Data Provider
GumGum Verity IAB - Automotive > Auto Type > Classic Cars		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Type > Concept Cars		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Type > Driverless Cars		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Type > Green Vehicles		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Type > Luxury Cars		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Type > Performance Cars		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Car Culture		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Dash Cam Videos		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Motorcycles		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Road-Side Assistance		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Scooters		GumGum Verity (13083)
GumGum Verity IAB - Automotive > Auto Buying and Selling		GumGum Verity (13083)

# Activating Verity™ segments within your campaigns

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Once your desired segments are selected, **drag and drop** the segments to set up Boolean logic to meet your individual targeting specifications.

- A. "AND" logic is dependent and requires that an impression must qualify for both A **and** B segments in order to justify a bid.
- B. "OR" logic indicates that an impression may qualify for any one of the selected segments (A, B, C, D) in order to justify a bid.
- C. **Click** "Add" to confirm your changes.

The screenshot shows the 'Segments' interface. On the left, a 'Find Segments' search bar contains 'GumGum Verity Food'. Below it is a table of segments:

ID	Name	Price
29694828	GumGum Verity IAB - Business and Finance > Industries > Food Industry	\$0.20 CPM
29694966	GumGum Verity IAB - Food & Drink	\$0.20 CPM
29694967	GumGum Verity IAB - Food & Drink > Alcoholic Beverages	\$0.20 CPM
29694968	GumGum Verity IAB - Food & Drink > Vegan Diets	\$0.20 CPM
29694969	GumGum Verity IAB - Food & Drink > Vegetarian Diets	\$0.20 CPM
29694970	GumGum Verity IAB - Food & Drink > World Cuisines	\$0.20 CPM
29694971	GumGum Verity IAB - Food & Drink > Barbecues and Grilling	\$0.20 CPM

The segment 'GumGum Verity IAB - Food & Drink' (ID 29694966) is highlighted with a red border. On the right, the 'Target' configuration panel shows two selected segments: 'GumGum Verity IAB - Food & Drink (29694966, iab\_210)' and 'GumGum Verity IAB - Travel (29695713, iab\_653)'. The 'Target' dropdown is set to 'any'. Below the segments, there is a 'Create new group' button and a note: 'Creating new groups will allow for boolean logic between groups.' At the bottom right of the panel are 'Cancel' and 'Add' buttons.

# Activating Verity™ segments within your campaigns

7

Segments can be set up for inclusion or exclusion targeting requirements.

- A. **Select** the green check mark for inclusion.
- B. **Select** the red caution symbol for exclusion.
- C. **Click** "Add" to save the changes.

8

Once segments have been set up and selected, **click** "Save" to confirm the changes.

The screenshot displays the 'Segments' interface. On the left, a search bar contains 'GumGum Verity'. Below it is a table of segments. The segment 'GumGum Verity Brand Safety and Suitability - Violence & Gore - HIGH RISK' (ID: 29694554) is highlighted with a red border. To the right, a modal window titled 'Target' is open, showing a selection of the highlighted segment with a red caution symbol and a price of \$0.04. The modal also includes a 'Create new group' button and a note about boolean logic.

ID	Name	Price
22755963	gumgum Usersync	--
29654997	GumGum Verity Brand Safety and Suitability - Violence & Gore - LOW RISK	\$0.04 CPM
29694519	GumGum Verity Brand Safety and Suitability - Violence & Gore - MEDIUM RISK	\$0.04 CPM
<b>29694554</b>	<b>GumGum Verity Brand Safety and Suitability - Violence &amp; Gore - HIGH RISK</b>	<b>\$0.04 CPM</b>
29694565	GumGum Verity Brand Safety and Suitability - Illegal & Criminal - LOW RISK	\$0.04 CPM
29694574	GumGum Verity Brand Safety and Suitability - Illegal & Criminal - MEDIUM RISK	\$0.04 CPM
29694575	GumGum Verity Brand Safety and Suitability - Illegal & Criminal - HIGH RISK	\$0.04 CPM
29694576	GumGum Verity Brand Safety and Suitability - Drugs & Alcohol - LOW RISK	\$0.04 CPM
29694582	GumGum Verity Brand Safety and Suitability - Drugs & Alcohol - MEDIUM RISK	\$0.04 CPM
29694590	GumGum Verity Brand Safety and Suitability - Drugs & Alcohol - HIGH RISK	\$0.04 CPM
29694594	GumGum Verity Brand Safety and Suitability - Adult & Explicit Sexual Content - LOW RISK	\$0.04 CPM

Find Segments All Segments

GumGum Verity

Target ☒ any ☐ all of the following segments:

☒ ☐ GumGum Verity Brand Safety and Suitability - Violence & Gore - HIGH RISK (29694554, ggt1\_high) \$0.04

Create new group Creating new groups will allow for boolean logic between groups.

Cancel Add