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# Supply and Inventory

We suggest that you apply the following supply source and inventory targeting recommendations:

## Supply Sources

- Recommendation: All exchanges/SSPs
  - Ad performance is generally highest in exchanges/SSPs except Google AdX because Polar ads are capable of resizing.
  - Google AdX Support: In some markets, Google AdX has the most inventory available. Ad performance may be lower compared to other exchanges/SSPs because Polar ads are not capable of resizing, and will render in fixed-size formats.

## Display Environments

- Recommendation: Mobile Web
  - Ad performance is generally highest on Mobile Web because users are most familiar with social formats on a mobile device.
- For audience targeting: Desktop Web
  - In some cases, Desktop Web might have more inventory available for your campaign's specific audience targeting needs. Ad performance may be lower compared to Mobile Web, because users are most familiar with social formats on a mobile device.
- Also supported: Mobile App, AMP
  - Ad performance in Mobile App and AMP inventory will be poorer because Polar ads are not capable of resizing in these environments, and will render in fixed-size formats.



## Sizes

- Include:
  - 300x250
  - 300x600

## Devices

- Include:
  - Smartphone
  - Tablet (optional)
  - Computer (if Desktop Web required)
- Exclude:
  - Connected TV

## Viewability

- Recommendation: 80% or greater

## Geo Targets

- You may apply any geo targeting as necessary. Note: extremely granular targeting at the city/town level will likely create inventory constraints similar to any display campaign.

## Audience Targets

- You may apply any First/Third Party Audience target list you have.

## Contextual Targets

- You may apply any contextual targeting available via your DSP/DMP.

## Other Guidelines

### Creative Type

- The Polar ad tag should always be uploaded as a “third-party creative” in every DSP.
- Even if the ad contains a video, it should **not** be a VAST tag.

### DV360

- Please refer to DV360 Trafficking Instructions: [polar.me/dv360trafficking](https://polar.me/dv360trafficking)

### The Trade Desk

- Please refer to The Trade Desk Trafficking Instructions: [polar.me/ttdtrafficking](https://polar.me/ttdtrafficking)



## Xandr

- To budget Polar Fees in Xandr directly, please refer to the [Xandr Polar Fees Setup Instructions](#). Note: Polar CPM fees are still invoiced separately.

### ⚠ **Note: Copying tags from spreadsheets**

When copying ad tags from Excel sheets or other spreadsheets, you should double-click the cell and select the text within the cell. If you select the cell and copy, then the ad tags are corrupted with extra double quotes. This will cause blank ads to render – so there would be no clicks recorded.

## Best Practices

Once the campaign is live, review these best practices to optimize CTR: [polar.me/traffickingbestpractices](https://polar.me/traffickingbestpractices)

## Troubleshooting Tips

If the DSP is not registering any impressions, please contact [support@polar.me](mailto:support@polar.me) with the following information:

- Copy the ad tag from the DSP and paste it into a text file.
- Take screenshots of the Campaign and Creative configuration pages in the DSP.

If the marketer's ad server (e.g. Google Campaign Manager) is not registering any impressions, please contact [support@polar.me](mailto:support@polar.me) with the following information:

- Copy the ad tag from the DSP and paste it into a text file.
- Take screenshots of the Campaign and Creative configuration pages in the DSP.
- The original impression trackers.