

DV360

Setup Guide for Programmatic DOOH Campaigns

Introduction: pDOOH with DV360

This is your essential guide for bridging the VIOOH (called *VIOOH Trading Manager*) and DV360 platforms. The integration of VIOOH's premium DOOH inventory with the power of Google's DV360 requires specific setup and technical compliance. This guide will walk you through the step-by-step set up, ensuring your creatives are approved for flawless campaign delivery.

Omni-channel Integration

DV360 allows buyers to activate, pause, optimise and report on DOOH alongside other digital channels all in one place.

Flexibility & Targeting

pDOOH enables real-time decision making, allowing you to run targeted messages based on the screen's location or time of day.

Privacy-Safe Measurement

DV360's pDOOH is inherently privacy-safe, as it does not use individual identifiers or user location data. Instead, VIOOH provides an **Impression Multiplier** to accurately measure audience reach.

Initial Setup: Enabling VIOOH as an Exchange

Ensure VIOOH is active in your DV360 Partner settings (even if all new exchanges are auto-enabled, a check is recommended).

1. Navigate to your **Partner**
2. From the left-hand menu, select **Partner Settings > Basic Details**
3. Under **Exchanges**, select the edit icon to view a list of available exchanges
 - a. Select **VIOOH Digital Out of Home**
4. Click **Save** when done



Deal Creation with DV360

As of June 2025, VIOOH is now integrated with DV360s Seller API, meaning deals can instantly be synced from VIOOH Trading Manager to DV360. In order to facilitate this, we will need your Partner ID.

To access this:

1. Navigate to your **Partner**
2. From the left-hand menu, select **Partner Settings > Basic Details**
3. Locate your **Partner ID** at the top of the “Basic Details” page
4. Share the **Partner ID** to your VIOOH or Media Owner contact

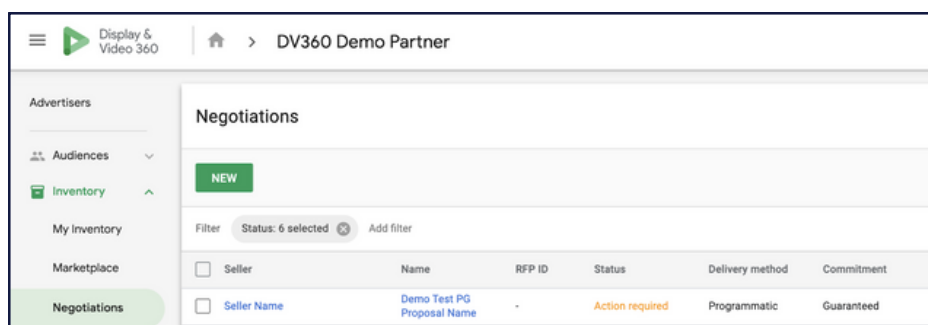
Note: You may see both an Advertiser ID and Partner ID. It is important that you **only** provide your Partner ID, as this is what is needed to successfully sync a deal to your account.

The ability to create deals directly in DV360 will eventually be removed. All deals will then need to originate in VIOOH Trading Manager and be pushed to DV360 via Deal Sync. We do not have a timeline for when this change will happen, but we advise that you utilise Deal Sync in preparation.

Deal Acceptance

Once the Media Owner has created the deal within VIOOH Trading Manager (VTM), it can take 2-3 hours for it to appear in your DV360 seat. Once it has appeared, you can proceed with reviewing and accepting the deal, as follows:

1. Go to **Inventory > Negotiations** (see image)
2. Choose the negotiated deal you wish to review
3. If you are happy, select **Accept**



Negotiations					
NEW					
Filter Status: 6 selected Add filter					
☐ Seller	Name	RFP ID	Status	Delivery method	Commitment
☐ Seller Name	Demo Test PG Proposal Name	-	Action required	Programmatic	Guaranteed

Note: More information can be found on the [Negotiate a deal in DV360](#) support page

Creative Upload & Moderation

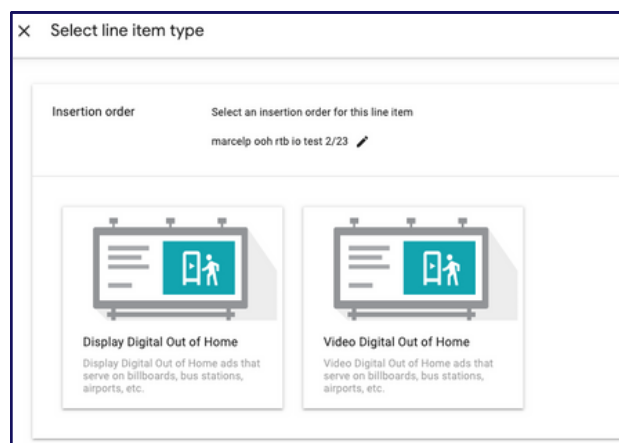
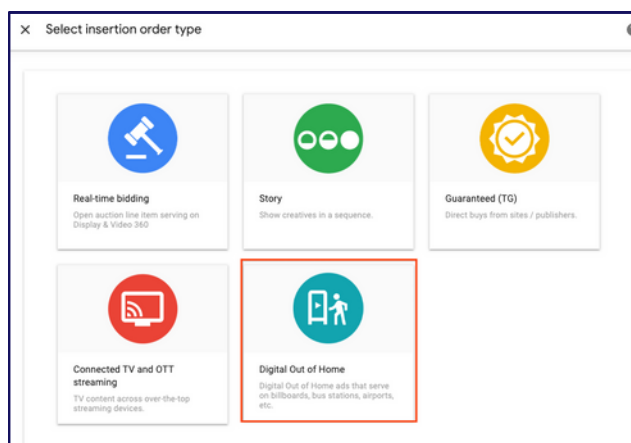
It is currently not possible to automatically send creatives from your DV360 seat to VIOOH Trading Manager, so some manual steps are required.

1. Upload your creative(s) directly to DV360, following the guides available on the Google support page [here](#).
2. Copy the DV360 Creative ID(s) and send them, along with the assets, to your VIOOH or Media Owner contact. Make sure to clearly identify which Creative ID belongs to which asset.
3. Your VIOOH or Media Owner contact will upload the assets directly into the VIOOH Trading Manager account.
4. The Media Owner will review the creatives in their account, and either approve or reject them.
5. Your contact will notify you over email whether the creative is approved. If it's rejected, they will inform you of this and clarify the reason.

Creating the Campaign

You should follow your usual process for creating your Campaign, Insertion Order(s), and Line items.

You will need to select the "Digital Out of Home" Insertion Order type and either "Display Digital Out of Home" or "Video Digital Out of Home" for any line items (see images)



Note:

- DV360 supports multiple creative dimensions for Display deals/line items.
- DV360 does **not** support multiple creative dimensions for Video deals/line items.
 - If you have more than one video dimension, please request additional deal(s) from your VIOOH or Media Owner contact.
- A line item won't be served until one or more creatives assigned to the line item are approved.
 - It can take up to **24 hours** for this to take effect. Until the creative is approved by DV360, bidding will not occur.

Campaign Settings

There are some settings that cannot be applied for DOOH campaigns between DV360 and VIOOH. It is important to review your set up, at both the Insertion Order and Line item level.

Please make sure you have:

- Assigned the relevant deal to your line item.
- Removed **all** geographical targeting. DV360 determines location based on IP address, but VIOOH passes data centre IP addresses.
 - If this is applied, the campaign will not work.
- Removed **all** brand safety or viewability targeting.
- Checked that the creative is showing as approved and has **not** been tagged with sensitive category labels.
 - Bids will **not** start until the creative is approved, which can take **up to 24 hours** to happen.
 - **Note:** It is advised to upload the creative into DV360 **at least 24 hours before** the campaign start date.

Going Live & Troubleshooting

The DV360 Troubleshooter now supports DOOH campaigns. This should be your first port of call if you can't see any activity against a Campaign that has gone live.

The key metrics you will see in the Troubleshooter are:

- **Total Available Requests:** This is the total number of bid requests sent from the inventory source selected, or from the VIOOH Deal ID.
- **Bid Responses:** Total number of bid responses sent back from DV360 to VIOOH.
- **Impressions Won:** Total number of impressions that have won in the VIOOH auction **and** played out on the DOOH screen.
- **Win Rate:** The % of impressions won when a bid response occurred.

Examples of Common Scenarios & Causes

Here's a summary of the scenarios we typically see and the key causes:

1. Total Available Requests = 0

- This could be due to the deal not being live, or not sending any bid requests in VIOOH Trading Manager.
 - **Action:** Check with your VIOOH or Media Owner contact to confirm the deal is sending requests.
- This could also be due to VIOOH not being enabled as an exchange in your settings (see [Initial Setup](#)).

2. A high % of Filtered Impressions

This occurs for two main reasons:

- When there is an incompatible targeting setting applied at the Campaign, Insertion Order or Line Item level.
 - **Action:** Ensure you have removed all geo targeting and any other targeting that may not apply in a DOOH context (viewability, click tracking etc.)
- The creative has not been approved by DV360's automated review process, or it has been tagged as a "sensitive category", according to Google's [policy](#).
 - **Action:** Check the creative status within your DV360 set up.

3. A high % of Filtered Bid Responses, with the reason "Auction lose external"

- This could mean that the creative you're bidding with has not been approved within VIOOH Trading Manager.
 - **Action:** Make sure the Creative ID in DV360, and the one DV360 is bidding with, matches the Creative IDs provided to your VIOOH or Media Owner contact.
- This could also be due to a high number of other campaigns competing for the same ad opportunity and you're losing out.
 - **Action:** Seek advice from your VIOOH or Media Owner contact and consider increasing your bid prices.

Reporting

To accurately report on your DOOH campaign within DV360, you should rely on the predefined reporting view available.

To view this, you should:

- Go to **Campaign**
- From the **Predefined views**, use the drop down arrow to select **Digital Out of Home**

You can also generate a standard report for your DOOH campaigns using the following dimensions and metrics.

Dimensions:

- Advertiser
- Campaign
- Insertion Order
- Line Item
- Creative
- Date

Metrics:

- Publisher Impressions
- Publisher CPM

Note: There are some dimensions and metrics that you may be used to looking at for your DV360 campaigns which won't be relevant for your VIOOH campaigns.

This includes:

- **CPM and Impressions:** OOH is a one-to-many medium and therefore one ad play might not equate to one impression. To account for this, VIOOH passes an *Impression Multiplier* in every bid request we send to DV360.
 - Use the Digital Out of Home view in DV360 reporting and the metrics "Publisher Impressions" and "Publisher CPM". Both metrics factor in the impression multiplier.
- **Location:** DV360 determines location based on IP address, but VIOOH passes data centre IP addresses. As a result, location reporting in DV360 will likely show your campaign has delivered in Dublin, Ireland. For accurate location reporting, your VIOOH or Media Owner contact can provide a report containing a frame list and locations of where your ad played out.

Programmatic Guaranteed Campaigns

As of June 2025, VIOOH is now integrated with DV360's Seller API. This integration allows all VIOOH Media Owners to run PG campaigns with DV360.

From 14 November 2025, DOOH Programmatic Guaranteed (PG) deals on DV360 are open to all buyers. Until now, only brands or agencies accepted into a closed beta could activate PG deals between DV360 and VIOOH, but that restriction has been lifted. Now, any DV360 seat can run both Programmatic Guaranteed (PG) and Non-Guaranteed DOOH deals.

Note:

- Unlike Non-guaranteed campaigns, DV360 needs to know the format to be used within the deal upfront. Please notify your VIOOH or Media Owner contact whether you will be running video or static creatives.
 - If you are running both, then this will require two separate PG deals with the budget split accordingly.
- It is important to ensure creatives are approved by DV360 **before** the start date of the campaign. It is advised that you upload the creative directly into DV360 at least 24 hours before the campaign is due to go live, otherwise delivery and pacing could be impacted.
- You should request a play-out report after, and potentially during, your campaign to ensure that the numbers align correctly on both sides

Resources

- [VIOOH Insights Hub](#)
- [DV360 Frequently Asked Questions](#)