



# My Plan to Support ACIF

“If you fail to plan, you are planning to fail.”

~Benjamin Franklin

Setting up a proper workflow to handle ad registration is the most important thing a company can do to support the Ad Creative ID Framework (ACIF). Brands and agencies carry the heart of the workflow, but other companies in the supply chain each play an important role in the workflow. The following checklist offers a starting point for adjusting workflow to manage ad registration:

- Assign a lead role in your company to manage ad registration. Consider whether additional staff is needed to support that lead role.
- Determine at what point in the campaign cycle is the ad creative registered. Target the people or partner company responsible for that phase of the campaign to refine the process so that ad registration always happens. The process should include the following:
  - Contact info for the regional ad registry
  - Naming conventions for the ad, advertiser, and brand
  - Steps for populating the registered ID into any software interface that stores or manages the ad and executes the campaign
  - Technical automation that transfers the ID from software to any transport mechanism such as VAST
- Document the corporate ad registration process and make it available to relevant staff.
- For any staff in your organization who handle ad creative, train them on the importance of ad registration and their role in: knowing where to find the assigned ID, knowing how to enter it in any campaign management interface, and knowing how to pass it along with the ad creative.
- For any partner on-boarding, include details about the registered ad ID and as applicable, how to supply it, how to use it, and how to pass it when necessary.
- Consider updating any in-house software to include interface references for any fields related to ad registration.

We'll work through each of these steps throughout today's workshop. This workbook is for your use to take notes that you can take back to your organization and discuss with relevant co-workers and partners.

**Be the ACIF change agent and champion for your organization!**

## What's in it for my organization?

Tech Lab's Advanced TV Commit Group has worked through some of the barriers to ACIF adoption as we've heard from the community as well as how this effort benefits campaign management in the CTV ecosystem. To help justify the resources necessary to support ACIF, consider the following use cases and any additional areas where ACIF might improve operations.

- Frequency capping cross-platform:** when a network receives ads from multiple platforms to fill inventory, one ad might look like several different ads because each platform assigns a different label and ID. If everyone was tracking the unique ID for a registered ad, frequency capping would work a lot more smoothly.
- Competitive separation:** just as with frequency capping, if the metadata for an ad is different from platform to platform, the algorithm for competitive separation may lack the appropriate signals.
- Measurement cross-platform:** while CTV measurement is evolving, we know that a consistent identifier is critical to development of measurement standardization.
- Creative reconciliation:** because one ad can end up having multiple labels and identifiers within multiple platforms, tracking down ad performance cross-platform involves many resource hours for every party participating in the execution of the campaigns involving that ad.
- What else?**

How could your company improve its approach to strategy and innovation if it was putting resources into troubleshooting the above issues?

Thinking about your role and the group you work most closely with, how might certain adjustments be made on your team to reuse resources if ACIF made everything run more efficiently?

## What's your workflow?

Regardless of where your organization is positioned in the supply chain, all organizations will encounter the ad registration workflow to some extent as part of every video ad campaign (and perhaps non-video campaigns as well). Take a moment to map out what you know about your organization's ad registration workflow and who's responsible at each phase (internal team, external partner, vendor, or customer). Consider some of the following:

- Registering the ad creative
- Obtaining the ID
- Supplying the ID
- Using the ID for ad decisioning, reporting, etc.
- Logging the ID
- Passing the ID
- Pulling reports

## Who's in charge?

Does anyone in your organization work directly or indirectly with ad registration?

If no role exists for handling ad registration, which role (or roles) in your organization would be best suited to taking on those responsibilities?

## What do they do?

What do they do or what duties for such a role would make sense in your organization?  
Consider some of the following options. (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Register ad creative with regional ad registry                                     | <input type="checkbox"/> Executing the onboarding process   |
| <input type="checkbox"/> Work with partners to obtain ad registration ID                                    | <input type="checkbox"/> Working with staff, partners, and/or customers to troubleshoot issues as they arise  |
| <input type="checkbox"/> Defining the ad registration workflow  | <input type="checkbox"/> Work with developers to audit software and interfaces and make updates where needed to support ACIF (supplying the ID, logging it, and/or passing it on) |
| <input type="checkbox"/> Documenting the workflow and making updates as needed                              | <input type="checkbox"/> Make requests to outsourced software providers for updates to support ACIF   |
| <input type="checkbox"/> Enforcing the workflow   | <input type="checkbox"/> Build report templates that make use of the registered ID  |
| <input type="checkbox"/> Training staff   |   |
| <input type="checkbox"/> Defining the onboarding process for partners and customers                         |   |
| <input type="checkbox"/> Documenting the onboarding process   |   |
| <input type="checkbox"/> Other: what other duties might be relevant to a role that handles ad registration? |   |

For any of the above duties that don't apply to a role that handles ad registration, add a note about who (if anyone - internal or otherwise) might be responsible for that role.

## Working with VAST

A majority of video ads travel through the supply chain in a VAST tag. What do you know about your organization's use of VAST and what updates might be needed?

If known and if applicable, what version(s) of VAST is in use within your organization?

If not known, who would know?

What updates, if any and if applicable, are needed in your organization to make updates to support **VAST CTV Addendum 2024**? For example, what software interfaces might need field updates? What other technologies in your organization might be connected to the use of VAST (ad serving, ad decisioning, reporting, etc.)

Who in your organization would take the lead on any necessary technology updates that make use of VAST?

What are some of the challenges your organization might face in order to make these updates?

What mitigation could be considered to overcome any related challenges?

## Documentation

“Change is the only thing that remains constant,” so goes the old proverb. As roles and responsibilities change and as staff comes and goes, having documentation readily available will help keep ACIF workflow more consistent. Consider the following for your ACIF documentation plan.

**Workflow descriptions:** Provide a simple 1-2 page process for each group that may encounter ad registration in their roles:

- Sales
- AdOps
- Product development
- Partners
- Customers
- Other?

**Software interface interface support:** Are there any fields or processes in your organization’s software that could use some real-time support descriptions for fields related to ad registration IDs.

**Code commentary:** For code that handles the unique ad registration ID, comment on functions that clearly describe how the function handles the ID, what it’s for, and the expected outcome.

# Training

Who needs to be trained and what needs to be included as part of that training? Consider some of the following:

- Staff:** which groups in your organization need training on ACIF and ad registration the most?
- Partners:** is there onboarding documentation for partners and can it be updated to include how to support ACIF and what your expectations are on working with them?
- Customers:** do any of your customers need to know about ACIF and ad registration? What do they need to know about how the benefits of ACIF apply to them and what their role is in ACIF adoption?

## Reporting and Analytics

The impact of ACIF on your organization and/or your partners and customers is defined in your strategy and can be a significant opportunity to differentiate your products and services from your competitors. Below are some considerations for planning your reporting strategy.

Is your reporting platform set up to capture the UniversalAdId? What updates are needed to make this happen?

What metrics do you want to have in place for mapping against the UniversalAdId?

Are there any templates you can make for your reporting team to simplify reporting on ACIF identifiers?

What metrics show ROI changes over time as ACIF gets adopted?

Are you interested in publishing research that tracks certain aspects of campaign management before and after ACIF adoption? (If you're interested in sharing any such research on stage at one of our Tech Lab events, email [katie@iabtechlab.com](mailto:katie@iabtechlab.com).)



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