

# OpenDirect FAQ

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## Q: What is OpenDirect?

**A:** Open Direct is an API that enables the programmatic buying and selling of premium guaranteed ad inventory. A service provider may build a platform that enables users to log in, browse partner inventory, create an order, and manage the campaign. Content publishers partner with these providers, or provide their own platform, to make their inventory available to clients with which they have already established a relationship.

## Q: How is OpenDirect different from platforms that manage real-time bidding?

**A:** OpenDirect doesn't manage inventory in real-time. Users that buy and sell inventory using OpenDirect must establish a relationship outside of the platform and the inventory made available using OpenDirect is inventory that is booked in advance of the campaign start date—not in real time.

## Q: Can I still target audiences with OpenDirect?

**A:** Yes. OpenDirect allows publishers to offer both a standard set and bespoke targeting segments against inventory. As the inventory forecasting includes the target segments, the audience is guaranteed along with the inventory.

## Q: Is OpenDirect anything like OpenRTB?

**A:** No. While both offer an interface between buy- and sell-side ad platforms, OpenRTB manages inventory transactions that happen in real-time. OpenDirect manages transactions for inventory scheduled to run at a later date. OpenDirect inventory is guaranteed. OpenRTB inventory is bought and sold as the inventory becomes available.

## Q: What do I have to do as a buyer to start buying inventory with OpenDirect?

**A:** Buyers should ask publishers whether they have implemented support to work in an OpenDirect system. Publishers may offer their own user interface or they may work with a provider that offers a user interface. Buyers may also look for providers that have built a platform that uses OpenDirect and are partnering with publishers who make

their inventory available in their systems. Before a buyer may browse and book inventory in an OpenDirect system the organization must first establish a relationship with the publisher and obtain an organization ID to use in the system.

## Q: As a publisher, how can I make my inventory available on a platform that uses OpenDirect?

**A:** Publishers must either build a platform that offers a user interface to their clients or work with a provider that offers a platform for users. Once a system has been identified, the publisher must create a catalog of products and make it available to interface with the OpenDirect system, possibly via an order management system. The IAB OpenDirect provides the specification to make this possible.

## Q: Who creates organizations?

**A:** Initially publishers (sellers) create organizations for their clients. A publisher's client might be an agency or an advertiser that manages its campaigns directly (without working through an agency). Agencies may be allowed to create organizations for the clients they work with. Publisher policy determines how one organization may act on the behalf of another organization, such as when an agency acts on behalf of its advertising clients.

Once an agency's organization has been verified and approved, they may create organizations for their clients.

In addition, an advertiser that has been assigned an organization may also create organizations that represent other groups, verticals, or departments within its company.

## Q: Who creates accounts?

**A:** The organization identified as the buyer in the buyer-advertiser relationship creates accounts for their clients. In the account, one organization uses its ID as the buyer ID and a second organization ID is used as the advertiser ID. When an advertiser represents itself, these two IDs are the same.

## Q: An organization must be approved or granted limited access in order to search, reserve, and book line items in an order. When an account identifies two different organization (buyer and advertiser), do both have to be in either the approved or limited status?

**A:** Both buyer and advertiser organizations assigned to an account must be in either the approved or limited status before either one may search, reserve, or book line items in an order.

## Q: Is the "PackageOnly" feature for orders used to create custom packages, such as when publishers create orders on behalf of their clients?

**A:** No. The PackageOnly feature is used to identify a group of inventory items that may only be booked together as a package. Individual line items specified in a package only order may not be booked separately.

## Q: As a publisher, we sometimes offer select clients a special package or inventory item that we don't make available to anyone else. Is this still possible in OpenDirect?

**A:** Yes. Using OpenDirect to offer inventory for a select client, you will have to add the product or package to your OpenDirect inventory and then book the inventory lines to an order.

If you add the inventory and then book it, the inventory won't be available for anyone else. If you want to make the inventory available for a select organization to create the order on its own, you may have develop a special implementation that only shows the available inventory if the organization ID of user matches the select organization ID for the client you wish to allow access.