



# Cheat Sheet

1. Stop planning campaign only on a CPC and CPM metric. Add viewability, Bounce Rate, TOS as a secondary metric
2. Get your attribution models in place. Spray and Pray needs to STOP
3. Question brand safety and ask your vendors about the tools they are using
4. Creatives play an important role in the programmatic ecosystem. Refresh, Adapt and Gamify
5. Test new vendors, ad units and supply sources
6. Your audience is online and on mobile
7. Use a whitelist and a negative keyword list. Refresh every 15 days
8. Use a 3rd party to audit your campaign and run tests with other vendors
9. Personalization with audience segmentation
10. Use an adserver and pass site placements into the destination URL.