

Troubleshooting guide for VAST campaigns.

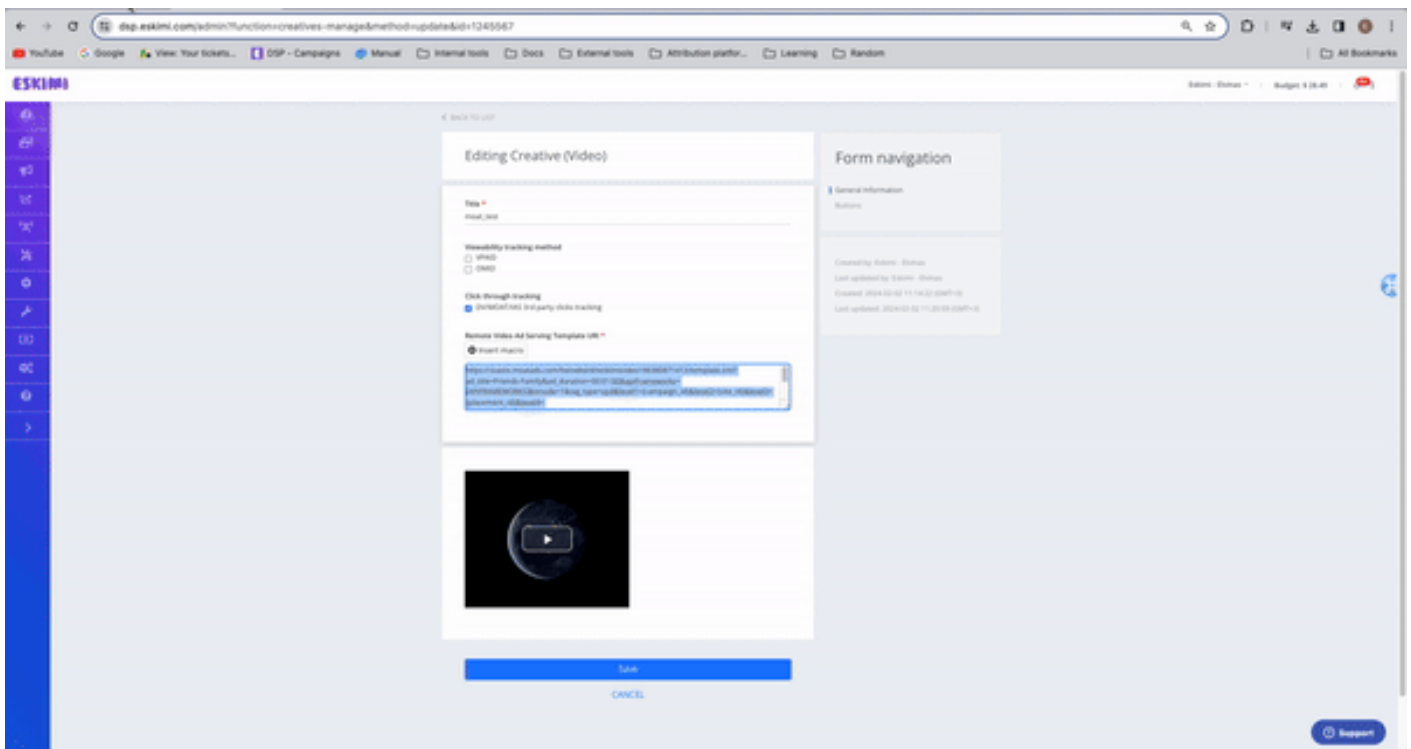
How VAST works:

We create VAST tag with one of the viewability measurement option (VPAID or OMID) and we share with MOAT(or any 3rd party) which then wraps it into VAST tag with either VPAID or OMID or both measurement options in one tag. When we add creative into DSP when we receive from 3rd party, we start campaigns and we then:

1. Try to create different version (vast2, vast3, vast4) of the creative, to cover more bid requests (if creative version is vast2 all will be created, if version is vast3 we will create vast3 and vast4, if creative is vast4 only vast 4 will be used)
2. Check each bid request, what vast version and measurement option (VPAID/OMID) this bid supports our bidders then select which creative to take to match the bid request information
3. We bid only on "matching" bid request and then get info why we didn't won or we get an impression What to look in creatives: - When sending creative for 3rd party, I suggest not to add any viewability measurement option - this will be less tricky, to get two different measurement (OMID and VPAID). We can add it later, when we get wrapped creatives. - What viewability measurement is used in "received wrapped creative" - search VPAID or OMID - and you will know which is used - If we want more reach - we need creative with OMID instead VPAID (best two separate creatives(in most cases, but could be both in one creative)).

How to check VAST XML:

VAST XML contains all in the information regarding the VAST video you're running, to open it you just need to take the VAST URI and paste it your browser:



Vast Versions:

If you notice that some of VAST campaigns are struggling with spending, it might be that it's because the VAST is running on certain version, most likely **VAST 4**, most of vast traffic comes from **VAST 2** and **VAST 3**

To check which VAST version is being used, you need to open pre-wrapped VAST XML, and in the top you will see the vast version :

```
<VAST version="2.0">
  <!-- Please contact us -->
```

Usually, the best scenario is when the client shares tags for all VAST versions, but if you get only 1 tag from the client, and it's VAST 4, you can manually change the version by adding **&vastVersion=3** or **&vastVersion=2** in the end of the tag, for example:

```
https://unified.adsafeprotected.com/v2/1598445/73100257?omidPartner=[OMIDPARTNER]&apiframeworks=
[APIFRAMEWORKS]&bundleId=[BUNDLEID]&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]
&ias_xappb=
[ctv_appid]&originalVast=https://dsp-media.eskimi.com/vast?
e=0lmb8oMQVJj0yEnGgCyy80W1t7OatF8Pm7Zn7si7J0JT9a5Egr2JFN7H8Y7ugeyBspmmSqkKmTICU8lbQm7g83l6Z
2hxb2pha2xjbm1ydHU&vastVersion=3
```

Wrapped tags:

- | | | | | | | | | | | | | | |
|--------|------------------------|-------------|----|----|--------------|--------------|-----|-------|---|---|---|------|--|
| 181768 | img_text | Display Ads | SE | BD | 16 Jan, 2024 | 16 Jan, 2024 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181769 | text_text_pl | Display Ads | SE | PL | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | |
| 181770 | app_text_5 | Display Ads | SE | LT | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | |
| 181771 | app_text | Display Ads | SE | LT | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | |
| 181772 | ar_gg_tracker_text_pl | Display Ads | SE | GR | 18 Dec, 2023 | 18 Dec, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | |
| 181773 | text2 | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181774 | text1 | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181775 | text | Display Ads | SE | LT | 30 Nov, 2023 | 30 Nov, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181800 | GA_android_text_2 | Display Ads | SE | LT | 12 Dec, 2023 | 12 Dec, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181801 | GA_android_text_1 | Display Ads | SE | LT | 12 Dec, 2023 | 12 Dec, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181819 | draft_text | Display Ads | SE | LT | 17 Nov, 2023 | 17 Nov, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181819 | Apple_promo_text | Display Ads | SE | LT | 08 Nov, 2023 | 08 Nov, 2023 | 0.0 | 0.006 | 0 | 0 | 0 | 0.0% | |
| 181771 | Artifact_featured_text | Display Ads | SE | US | 07 Nov, 2023 | 10 Nov, 2023 | 0.0 | 0.008 | 0 | 0 | 0 | 0.0% | |
| 181768 | Artifact_PDF_text | Display Ads | SE | US | 07 Nov, 2023 | 10 Nov, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181804 | visibility_gg_text | Display Ads | SE | JP | 24 Dec, 2023 | 24 Dec, 2023 | 0.0 | 0.017 | 0 | 0 | 0 | 0.0% | |
| 181852 | Org_messaging_text | Display Ads | SE | IN | 24 Dec, 2023 | 24 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | |
| 181276 | fbault_2 | Display Ads | SE | MT | 17 Dec, 2023 | 17 Dec, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181288 | fbault | Display Ads | SE | MT | 17 Dec, 2023 | 17 Dec, 2023 | 0.0 | 0.0 | 0 | 0 | 0 | 0.0% | |
| 181344 | research_text | Display Ads | SE | US | 14 Dec, 2023 | 14 Dec, 2023 | 0.0 | 0.007 | 0 | 0 | 0 | 0.0% | |

- &originalVast=https://dsp-media.eskimi.com/vast?
e=0lmb8oMQVJj0yEnGgCyv80W1t7OatF8Pm7Zn7si7J0JT9a5Egr2JFN7H8Y7ugeyBsppmSqkKmTICU8IbQm7g83l6Z
2hxb2pha2xjbm1ydHU

ID	Name	Status	Type	Start Date	End Date	Views	Clicks	Conversions	CPA	CTR	CR	CR%
187368	app_test	On	Display Ad	18 Jan, 2024	18 Jan, 2024	0.0	0.0	0	0	0.00%	0.00%	0.00%
188478	app_test_2	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188478	app_test_3	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188478	app_test	On	Display Ad	18 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188189	at_p_tracker_test_gp	On	Display Ad	14 Dec, 2023	18 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187368	test2	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187368	test1	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
187367	test	On	Display Ad	30 Nov, 2023	30 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188006	GA_Android_test_2	On	Display Ad	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188001	GA_Android_test_1	On	Display Ad	12 Dec, 2023	12 Dec, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188218	app_test	On	Display Ad	17 Nov, 2023	17 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188113	Atulka_gmp_test	On	Display Ad	08 Nov, 2023	08 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188271	Artfact_rewarded_test	On	Display Ad	07 Nov, 2023	10 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188468	Artfact_PDF_test	On	Display Ad	07 Nov, 2023	10 Nov, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188054	availability_gm_test	On	Display Ad	24 Oct, 2023	24 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188052	Qg_interspend_test	On	Display Ad	24 Oct, 2023	24 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188270	Test_2	On	Display Ad	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%
188269	Test	On	Display Ad	17 Oct, 2023	17 Oct, 2023	0.0	0.0	0	0	0.00%	0.00%	0.00%

Filtering reasons:

Here are the main filtering reasons for VAST campaigns you can see in the stattools, and the explanations for each:

video_max_duration	Filtering: Video ad max duration exceeded
video_vast_version	Filtering: Video ad VAST version is not supported
video_mime	Filtering: Video ad video file type is not supported

video_max_duration - Video is too long (can't really control this part from our part).

video_vast_version - As mentioned previously, campaign is probably running on only 1 vast version or only using VAST 4.0, need to change the version or add additional ones.

video_mime - Wrong creative settings (For example campaign is using OMID but we do receive traffic for OMID).

Revision #20

Created 1 February 2024 13:33:59 by Tomas Ivanauskas

Updated 6 May 2024 12:17:32 by Tomas Ivanauskas