Getting the Best Value from @curate

A DSP Set-Up Guide

Using @curate-curated deals in your DSP?
This guide helps you get the best out of every campaign.

We curate high-performing marketplaces - built from real data, not guesswork - to connect serious buyers with quality inventory. But once a Deal ID is live, performance depends on how it's interpreted by your DSP.

If you're seeing fewer bids, lower impressions, or delivery gaps, don't worry. This guide walks through the most common causes—and quick ways to fix them. Because when we work in sync, great results follow.

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How @curate can support you

1

What @curate does
@curate gives you access to premium inventory, curated from top SSPs and packaged into Deal IDs tailored to your specific campaign goals – whether that's based on format, context or quality.

2

What happens next?
Once those deals are live in your DSP, performance depends on how they are set up and optimised on your side.

3

What influences performance?
Factors such as targeting, bid strategy, pacing and creative specs can all impact deliver and results.

4

Why it's a shared effort
Getting the most from curated supply is a collaboration – we build smart deals, but how they are activated determines success.

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Best Practices

Double-check the Deal ID:
First, confirm it's active and approved in your DSP. Then, make sure that the Deal ID is connected to the correct DSP seat

Assign it properly:
Make sure the Deal ID is connected to the right line item and isn't getting blocked by other targeting.

Use PMP priority settings:
If your DSP allows, give your PMP deals a little boost so they get a fair shot in auctions.
An example of this could be the use of bid multipliers on sites, apps, audience segments, etc.

Important Note:
PMP deals don't always win on price, they often win on pre-negotiated access, quality, and targeting. But if your base bid is too low or your DSP prioritizes open market traffic, your curated deal might get ignored. That's where these adjustments help.

Targeting Tips

Exclude Open Exchange or give PMP deals their own line items:
Our deals are sourced from premium inventory, giving you access to better targeted audiences

Go easy on the filters:
Layering too many targeting criteria (geo, demo, device, contextual, etc.) can cut your bid rate down to nothing. Try to keep it aligned with what the deal was curated for.

Match the supply:
Got a mobile video deal? Don't expect it to shine on a desktop display.

Review your dayparting: Make sure your schedule isn't too limited or working against your goals.

Mind Your Frequency Caps (Be Realistic): A cap of 1 per user forever sounds safe, but it can seriously limit scale. If that's non-negotiable for your client, set expectations accordingly.

You're not bidding enough

Low CPM bids: Premium inventory requires competitive bids. For example, a below $1 CPM probably won't win much.

Pacing is too slow: Many DSPs often throttle campaigns early to avoid overspend. Always monitor campaign pacing

Creative mismatch: Though this rarely happens, it does happen. If the creative doesn't meet the SSP's specs (size, format, duration, etc.), your ad may not even enter the auction.

Low impressions or CTR

Over targeting: This is the usual suspect for low performance. Layering too many targeting criteria (geo, demo, device, contextual, etc.) can cut your bid rate down to nothing.

Overly ambitious expectations: For example, static banners probably wont deliver sky high CTRs – manage expectations by having benchmarks and historical data

Creative fatigue: If the same creatives have been running for weeks, it might be time to try something new.

SSP related issues

Timeouts or latency: These things happen. Don't worry, they are usually short-lived and fixed quickly.

Deal sync delays: Some DSPs can take a few hours to register a new deal.

Inventory gaps: Sometimes a deal just isn't seeing traffic in real-time. We'll happily check this for you.

Basic troubleshooting (how to get back on track)

1. **Pull DSP logs:** Look at bid rates, win rates, and impression volume.

2. **Double-check targeting:** Does it match the intent of the deal?

3. **Send us the Deal ID**: The more context you share, the faster we can help.

4. **Ask your DSP for a Deal Report**: Platforms like The Trade Desk and DV360 offer insights that can clarify what's happening.

We're always happy to dive in with you. Whether the issue is DSP-side or something else entirely, we'll help you pinpoint what's going on.

More questions? We're here to help.

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