

• FREE CHECKLIST · 2026 EDITION

DV360 Campaign Setup & Optimization Checklist

A step-by-step checklist to launch, optimize, and measure Display & Video 360 campaigns with confidence.

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

Activision · ASUS · SoftwareOne · Booyah Advertising · Nasdaq

1000+
DATA CONNECTORS

90 hrs
SAVED / WEEK

99.9%
DATA ACCURACY

~5 min
READ TIME

Pre-Launch Checklist

Campaign Setup

- Define campaign goal (awareness, consideration, or action)
- Select insertion order type and flight dates
- Set daily and lifetime budget caps with pacing strategy
- Configure frequency caps (per user per day/week/month)
- Enable Floodlight tags for conversion tracking

Line Items

- Choose bidding strategy (CPM, CPA, maximize conversions)
- Set bid multipliers for device, geo, and daypart
- Configure inventory source (open exchange, PMP, PG deals)
- Apply brand safety and viewability filters (IAS / MOAT)
- Enable cross-device tracking and attribution windows

Creatives

- Upload all ad sizes (300×250, 728×90, 160×600, 320×50)
- Add HTML5 and native creative variants
- Set up creative rotation (optimize or evenly distribute)
- Verify click-through URLs and landing page load speed
- Enable dynamic creative optimization if applicable

Targeting

- Define audience segments (1P, 3P, Google audiences)
- Set geo-targeting (country, region, DMA, radius)
- Apply daypart scheduling for peak performance hours
- Exclude sensitive content categories and placements
- Add negative keyword lists for contextual targeting

Go-Live & Optimization Checklist

Go-Live Validation

- Verify all tracking pixels fire on landing pages
- Confirm conversion actions mapped correctly in Floodlight
- Test all creative click-through URLs in each environment
- Run preview mode to verify ad rendering across devices
- Validate frequency cap settings match media plan
- Confirm brand safety and viewability vendor tags active
- Double-check geo and daypart targeting parameters
- Review insertion order budget matches approved plan
- Set up automated pacing alerts (daily email or Slack)
- Schedule first optimization review for Day 3

Week 1 Optimization

- Review delivery by line item — pause if <50% pacing
- Check viewability rates — target >70% for display, >60% for video
- Analyze audience segment performance — reallocate budget to top 3
- Review creative performance — pause CTR <0.05% display / <0.15% video
- Monitor frequency — reduce if >4/week per user
- Check for invalid traffic (IVT) — flag if >3%
- Compare pacing to plan — adjust daily caps if needed
- Review placement report — exclude low-quality sites
- Test additional audience segments based on early data
- Document learnings for campaign log

Quick Reference

Budget Pacing Formula

$$\text{Pacing \%} = (\text{Spend to Date} \div \text{Total Budget}) \div (\text{Days Elapsed} \div \text{Total Days}) \times 100$$

Target: 95–105%. Under 90% = underspending risk. Over 110% = cap breach risk. Check daily in first week.

Audience Types Comparison

Affinity

Signal: Long-term interests & habits

Reach: Broad

Funnel: Top — awareness

Best for brand lift & reach campaigns

In-Market

Signal: Active purchase research

Reach: Medium

Funnel: Mid — consideration

Best for driving site visits & leads

Custom

Signal: Keywords, URLs, apps you define

Reach: Narrow, precise

Funnel: Mid/Bottom — action

Best for niche targeting & retargeting

2026 DV360 Benchmarks

Format	Avg CPM	Avg CTR
Display	\$2.50 – \$5.00	0.08% – 0.15%
Video	\$10.00 – \$18.00	0.20% – 0.50%
Native	\$4.00 – \$8.00	0.15% – 0.30%
Connected TV	\$20.00 – \$35.00	0.40% – 0.80%
Audio	\$8.00 – \$15.00	0.10% – 0.25%
Rich Media	\$5.00 – \$12.00	0.12% – 0.35%

IMPROVADO

Monitor DV360 Performance in Real-Time

Connect DV360 alongside 1000+ other data sources. Get a unified marketing dashboard with automated reporting, cross-channel attribution, and AI-powered insights.

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