

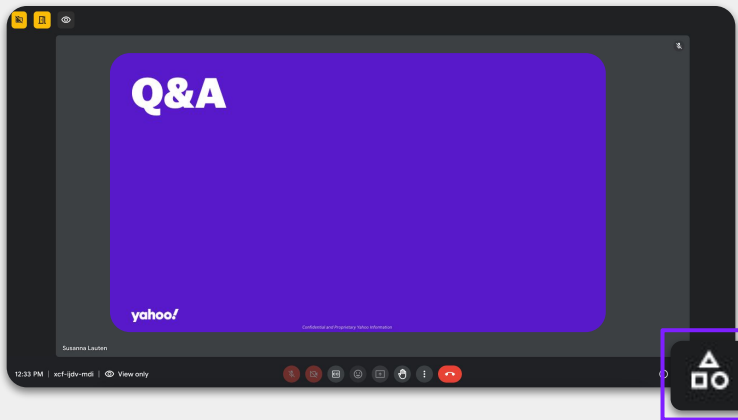
Select Tier

Partner Webinar

March 13, 2024

yahoo!

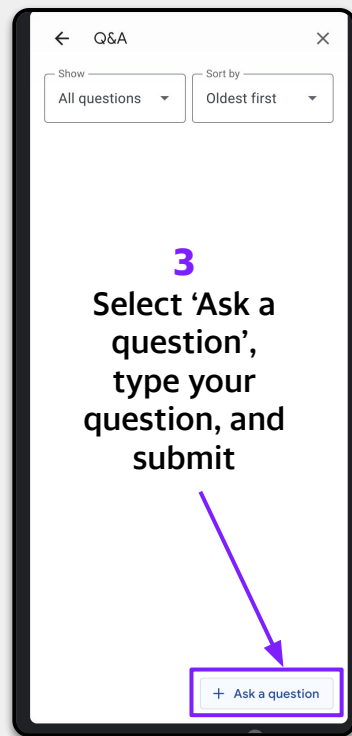
How to submit a question



1
Click
'Activities'
icon on
bottom right
of screen



2
Click on 'Q&A'



3
Select 'Ask a
question',
type your
question, and
submit

Speakers



Kin Yu
Senior Director, Product
Management



David Weinman
Director, Product
Management



Haley Schwalm
Senior Manager,
Marketing

Agenda

1. Select Tier update
2. Primer on eligibility
3. Deep dive on downgrades
4. PSA
5. Resources
6. Q&A



Select Tier Refresher

Kin Yu

Product Management Senior Director

yahoo!

What is Select Tier?

select tier



“Select Tier” refers to an opportunity for partners that enables access to owned and operated advertiser demand. “O&O” is being redefined for advertisers to expand the available supply beyond Microsoft and Yahoo O&O websites, to include “Select”, high-quality syndication publishers properties. *This is an exclusive opportunity.*

Does this apply to my business?

This is applicable to all Yahoo syndication publishers who use the Sponsored Search API to display search ads on syndication domains. Partners must implement Clarity and various other technical requirements in order to qualify.



Select Tier Updates

David Weinman

Product Management Director

yahoo!

Select Tier is now live!

- On February 1, Select Tier launched for Yahoo syndication publishers in the US. International markets went live on February 8
- Yahoo's active project management uncovered system issues and led to fixes that activated the opportunity. Thank you for your patience!
- More than **60 tags** have achieved Select Tier status since launch, including a number of 2-click tags
- Eligible tags have seen an **average RPM lift of ~90%**. RPM lift is influenced by many factors including publisher, category, advertisers, ad inventory, and budgets:
 - Each syndication publisher's experience will differ widely, even day to day
 - MSFT re-evaluates source tag compliance for Select Tier every day
 - If a syndication publisher's source tag abuses its Select Tier status, MSFT automatically pauses the source tag from regaining the status for a lengthy period of time



Select Tier eligibility – what we know

A tag in the syndication marketplace is rewarded with O&O demand and pricing if performance is strong and the tag's traffic characteristics are **like that of O&O**.

That means...

- **A tag's traffic should perform for advertisers.** Conversion rate and advertiser ROI are considered when assessing eligibility
- **A tag's traffic should show strong engagement.** Dwell times should show users interacting with the advertiser's site
- **A tag's traffic should not be volatile.** Search volume patterns should resemble that of typed-in traffic
- **A tag's keywords should be not highly concentrated.** The system rewards a varied keyword set similar to that of typed-in implementations



Deep dive on downgrade reasons

Downgrade reason	Definition	How Yahoo/syndication publisher detects	How Yahoo/syndication publisher can mitigate
Insufficient Signal Coverage	There are not enough Clarity signals for this tag.	“Signal Coverage Delta” field in Partner Insights.	<ul style="list-style-type: none">• Ensure that Clarity and Telemetry JS are loaded and executing with the correct account ID.• Ensure that multiple instances of the JS are not running on the same page.
Insufficient Data	There is not enough volume to measure eligibility for this tag. The general volume threshold is 5K pageviews/day but there are instances where higher volume tags may be downgraded as well.	Partner Insights/tag-level reporting.	Generate consistent pageview volume above 5K/day, and have a minimum click volume.

Deep dive on downgrade reasons (cont'd)

Downgrade reason	Definition	How Yahoo/syndication publisher detects	How Yahoo/syndication publisher can mitigate
Low PTQS	The tag's Partner Traffic Quality Score (PTQS) does not meet the eligibility requirement. PTQS must be at 7.5 or above.	PTQS scores in Partner Insights	Improve PTQS score through standard optimization efforts.
Poor Advertiser ROI	Advertiser conversions generated by the tag cost much more than O&O benchmark.	Only through the downgrade reason	Per Microsoft, Advertiser ROI is highly correlated with PTQS so improving PTQS will address this downgrade reason.
Inconsistent Performance	The tag has not met the eligibility requirements consistently. Performance must be consistent for 7 consecutive days for a tag to be eligible.	Monitor PTQS and dwell times daily	Optimize for consistent PTQS above 7.5 and dwell times longer than 20 seconds.

Deep dive on downgrade reasons (cont'd)

Downgrade reason	Definition	How Yahoo/syndication publisher detects	How Yahoo/syndication publisher can mitigate
High Volatility	Syndication publisher is sending a lot of clicks to a specific advertiser/campaign in a short amount of time and/or ramping too fast.	Monitor the absolute volume of clicks, and the relative click acceleration and deceleration.	Apply standard processes to avoid a crescendo of ad clicks. <ul style="list-style-type: none">• Avoid over-indexing on specific keywords.
Poor User Engagement	Users are not engaging with the advertiser landing page. Multiple metrics are used to calculate user engagement, including Quickback Rate (QBR) – the percentage of people who click on an ad and then click back to the SERP within 20 seconds.	Track dwell times from your SERP.	Improve user engagement through Dwell Time: <ul style="list-style-type: none">• [For clicked-on implementations] Improving the relevance across the user flow.• [For typed-in implementations] Minimizing page load times.
Policy Non-Compliant	The tag is currently being investigated for a possible violation.	Only through the downgrade reason.	Contact your partner manager for details and required actions.

PSA: Let's preserve the opportunity

- Select Tier is an incredible opportunity that could go unseized or even be constrained if approached incorrectly
- When a tag becomes eligible, the syndication publisher systems could respond aggressively and push to capitalize on the increased RPMs. This will result in the tag becoming ineligible for an extended period of time
- There are also potential secondary impacts to aggressive Select Tier behavior that could minimize the overall opportunity for Yahoo syndication publishers

2-click syndication publishers should tune their systems for Select Tier so tags that reach eligibility maintain typed-in characteristics (low volatility, strong user engagement, broad keyword mix, etc)



Select Tier resources

Documentation

- [How to implement JavaScript/Clarity](#)
- [Select Tier documentation](#)
- [This presentation](#)

Data / Signals

- Eligibility and Downgrade Reasons via Partner Insights API [Q1]
- Select Tier flag in Partner Insights reports [Q2]
- “Signal Coverage Delta” field for Clarity optimization
- Real-time flag in API [TBD]

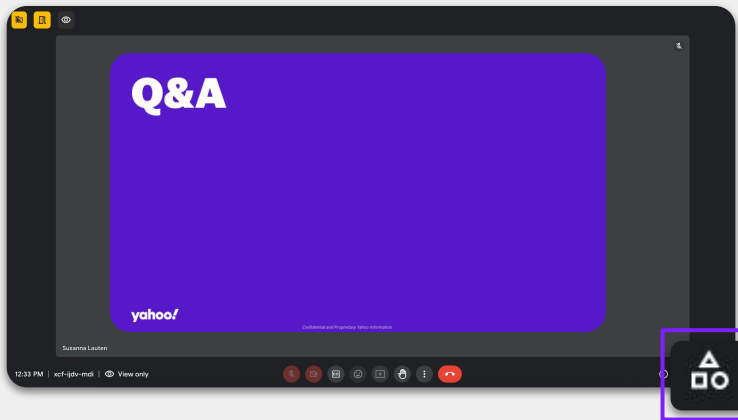


...And lean on your partner manager!

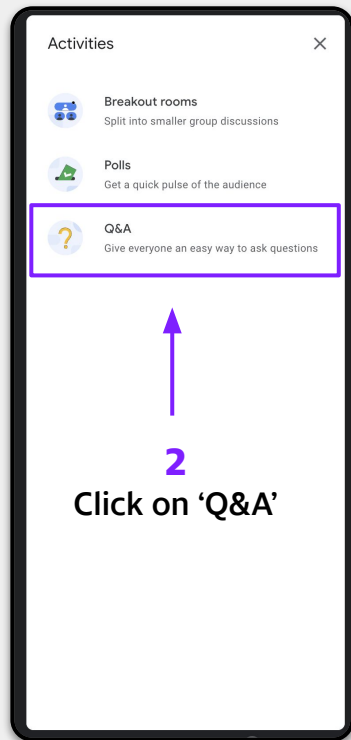
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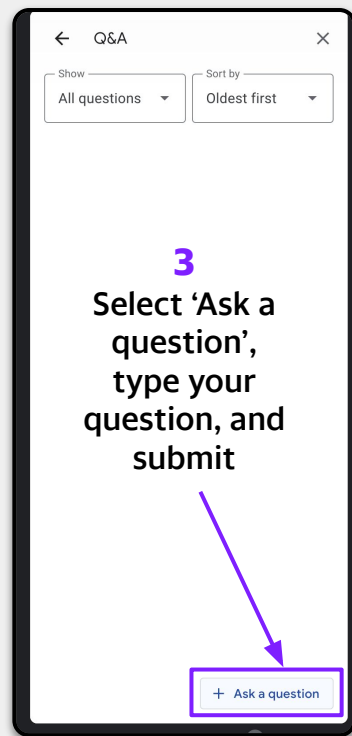
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