automatad

MULTIPLE
CUSTOMER MANAGEMENT

FREQUENTLY ASKED QUESTIONS

Google is going to turn off its Scaled Partner Management (SPM) on 31st January 2022 and replace it with Multiple Customer Management (MCM). Publishers who are working with third-party advertising partners under Scaled Partner Management are wondering why Google is bringing this change and how it is going to affect them.

If you're new to the scene, you may not understand what exactly Google's Multiple Customer Management is, and how to do the transition without affecting your ad campaigns. As an official partner of Google's MCM program, we've curated a list of the frequently asked questions and answers by the publishers to help you broaden your knowledge on it.

Frequently asked questions

1. What is Multiple Customer Management?

Multiple Customer Management is Google's monetization program that lets you choose a partner from a range of third-party providers to represent, consult, and manage your ad inventories or Ad Manager networks on your behalf.

Unlike Scaled Partner Management that is limited to Open Auction and Google Ad Exchange demand, Multiple Customer Management supports Programmatic Direct, Programmatic Guaranteed, Preferred Deals, and Open Bidding along with Open Auctions and access to Google Ad Exchange.

2. Why is Google replacing Scaled Partner Management with Multiple Customer Management?

The main objective of the move is to improve the transparency between the third-party providers and publishers. Here are a few things Google is doing to enhance the advertising on its platform:

- Ensuring every publisher with MCM partnership has its own Google AdSense and Ad Manager account. Under the SPM program, publishers were not required to have an AdSense or Ad Manager account in order to get access to Google's Ad Exchange demand. This will also ensure for Google that it has all the necessary details of the publishers and their websites.

- Removing middlemen between the Child publisher and Parent publishers. With the SPM program, a third-party vendor could represent a group of websites without establishing any ownership. Google's MCM program removes this and ensures that Child publisher and Parent publishers sign an MCM agreement which is directly linked to the Child publisher's Ad Manager and AdSense account.

To sum up, Google's MCM program will bring clarity to the relationship between the publisher and their AdX resellers.

3. You have an SPM partner. Will you be included in the MCM program automatically?

No. Despite the fact that Scaled Partner Management will be replaced by Multiple Customer Management, you will have to ask your Parent publisher to invite you for the MCM program.

Please note that not all SPM partners are eligible for the Multiple Customer Management program. Google is selecting a handful of SPM partners based on certain criteria. So, check with your SPM partners if they are accepted by Google as an MCM partner.

4. Can you use Scaled Partner Management alongside Multiple Customer Management?

Yes, you can use Scaled Partner Management alongside Multiple Customer Management during the transition period. However, you need to do the complete migration before 31st January 2022, as Google SPM will be turned off after that, and ads associated with your SPM partners will stop serving on 1st February 2022.

SPM to MCM Migration

Publisher type	Key date	Action
If you have child publishers in SPM thatuse Linked accounts to link their Ad Manager account to your Ad Exchange account	June 30, 2021	All eligible partners should complete contracting by June 30 to ensure access to the MCM program.
	Sept 30, 2021	No new child publishers can be added to SPM starting Sept 30. Invite new children directly to MCM.
	Jan 31, 2022	SPM will be turned off.
	Feb 1, 2022	For inventory not associated with an MCM parent by Jan 31, 2022, ads will stop serving on Feb 1, 2022.
If you don't fit the category above	June 30, 2021	All eligible partners should complete contracting by June 30 to ensure access to the MCM program.
	July 1, 2021	No new child publishers can be added to SPM starting July 1. Invite new children directly to MCM.
	Jan 31, 2022	SPM will be turned off.
	Feb 1, 2022	For inventory not associated with an MCM parent by Jan 31, 2022, ads will stop serving on Feb 1.

5. How difficult is the transition from Scaled Partner Management to Multiple Customer Management?

Being a Child publisher, the transition to MCM requires you to do minimal changes and quick adjustments in your Ad Manager account. Google and your Parent publisher ensure that it is seamless and doesn't affect your ad campaigns.

6. What are the delegation types in Multiple Customer Management?

Working with multiple advertising partners can be quite lucrative, but it comes with many challenges. One of the main challenges for publishers is their inability to control what access their partners have to their ad inventories and networks.

To help you solve the challenges, Google has introduced two delegation types to ensure that you (as a Child publisher) have full control over access to your ad inventories and Ad Manager account:

- **Manage Inventory**
- **Manage Account**

7. What is the Manage Inventory delegation type?

Manage Inventory delegation type enables you to provide access to manage specific ad inventories to your Parent publisher.

The Parent publisher can directly represent and manage delegated ad inventories delegated by using the line items, orders, and ad units within their own Google Ad Manager 360 account. Please note that the Parent publisher will have only access to delegated ad inventories, not to your Ad Manager account.

8. How many Parent publishers can you have with Manage Inventory delegation?

Manage Inventory delegation allows you to have up to 15 Parent publishers representing your ad inventories.

9. How does ad trafficking happen with Manage Inventory delegation?

When you delegate ad inventories to the Parent publisher, ad trafficking and ad serving happens inside the Parent publisher' Ad Manager account.

10. So, do you need an Ad Manager for the Manage Inventory delegation type?

Yes. No matter what delegation type you choose, you need to create an Ad Manager account if you don't have one.

11. Why do you need to create an Ad Manager account?

As we stated before, Google wants to create a more secure and transparent ecosystem for both Parent and Child publishers. With an Ad Manager account, Google will continuously review the Child publisher's website and ensure that it meets the standards of its publishers' products.

12. How does the payment cycle look like with Manage Inventory delegation?

Under Manage Inventory, Google will be paying 100% of AdX revenue to your Parent publisher directly and who in return will pay you based on the agreed deal.

13. What are the benefits of Manage Inventory delegation?

Like we said, Manage Inventory gives you the ability to partner with 15 Parent publishers at once while having full control over your Ad Manager account. Besides, Manage Inventory provides Open Bidding and Google Ad Manager 360 features by default.

14. What are the limitations of Manage Inventory delegation?

Since Manage Inventory delegation allows the Parent publisher to manage the ad inventories from their Ad Manager account, your Google Publisher Tags will change. Moreover, your Ad Manager account will be of no use as the ad set-up will be done in the Parent publisher's account.

15. How can you get started with MCM Manage Inventory delegation?

Getting started with Manage Inventory is pretty straightforward if you already have an Ad Manager account with permission "Edit users, roles, and teams" under "Access and authorization".

All you need to do is to accept the invitation. Your Parent publisher will send you the invite to the email address provided by you. Make sure that you provide the correct email address. Google will disapprove of your account if it finds an account with the same address.

16. How to check your invitation status in Ad Manager?

You can check the status of your MCM invitation in your Ad Manager "Multiple Customer Management" tab. There are four stages in the implementation:

- Approved - You've approved the partnership.
- Pending - You've to look into it and take the necessary action.
- Rejected - When the invitation is rejected by you.
- Withdrawn - When the invitation is withdrawn by you due to some reasons.

17. Will there be any changes in ad tags when you start with the Manage Inventory delegation?

Yes. Once you accept the MCM invitation with the Manage Inventory delegation, your Google Publisher Tags will be updated with your Google Ad Manager network code in order to enable the Parent publisher to manage the ad inventories on your behalf.

```
<head>
  <script async src="https://securepubads.g.doubleclick.net/tag/js/gpt.js"></script>
  <script>
    window.googletag = window.googletag || {cmd: []};
    googletag.cmd.push(function() {
      googletag
        .defineSlot('/1234567,1234/Travel', [300, 250], 'div-gpt-ad-1568729559138-0');
        [...]
    }
  </script>
</head>
```

Here, 1234 represents your Ad Manager network code and 1234567 represents Parent's network code.

18. What happens if you receive an invitation to an email address that isn't associated with your Ad Manager account?

In this case, you will have to add the email address as a user to the Ad Manager account. Also, ensure that you give access for "Edit users, roles, and teams" to the email address. Follow the instructions below to add the email address:

- Navigate to Admin > Access & Authorization > Users. Click on New user.
- Enter user information and select a user role. Save the changes.

You should not have multiple Ad Manager or AdSense accounts. Having more than one can result in duplication of accounts and cause disapproval from Google.

19. What do you do when your account is disapproved due to multiple accounts reasons?

You need to close the duplicate account or you can use the existing account. To close the account, in the Ad Manager account, under "You have a duplicate account", select "I confirm I have closed my duplicate account". To continue with the existing account, select "I'd like to use sample@emailaddress for Ad Manager" and save the changes. Once the changes are done, resubmit for approval to Google.

20. What to do if your MCM invitation shows "Expired" status?

Google will change the status of the invitation to "Expired" after 90 days. In the case when you missed accepting the invitation within 90 days, your Parent publisher will have to resend a new invitation. So, connect with your partner in order to get started with MCM Manage Inventory delegation.

21. You do not have duplicate accounts but your account was disapproved by Google. What could be the reason?

Google can disapprove your account for policy violations and invalid traffic on your website. In this case, you need to check your line items, ad creatives, and landing pages in Ad Manager to understand the cause of policy violations.

Google has an easy-to-understand guide on how to identify the cause and resolve the policy violation. If your account was disapproved due to invalid activity, follow this guide to prevent it on your website.

Once you remove policy violations and invalid activities, you can appeal to Google to approve your account.

22. What is the Manage Account delegation type?

Manage Account delegation enables you to give access to your Parent publisher to manage ad inventories (by using ad units, line items, and orders) in your Ad Manager account. You will have full access and control over your account and retain permissions to all account settings.

23. How many Parent publishers can you have with Manage Account delegation?

Google allows you to have only one Parent publisher if you opt for Manage Account delegation in the Multiple Customer Management Program. This implies that if you accept an invitation for the "Manage Account" delegation from your MCM partner, you cannot add more than one Parent publisher and accept the invitation for the "Manage Inventory" delegation.

A Child publisher cannot have both: Manage Inventory delegation and Manage Account delegation.

24. How does ad trafficking happen with Manage Account delegation?

In Manage Account delegation, ad trafficking and ad serving happen in your Ad Manager 360 account.

25. How does the payment cycle look like with Manage Account delegation?

Google offers a revenue-share model for Child publisher and Parent publisher under the Manage Account delegation. Your Parent publisher will % rev-share with you through the invitation. You can either accept or reject the payment terms.

26. Can you change % of revenue share after accepting the Manage Account invitation?

No. You cannot change the % of the revenue share once you accept the invitation. To change the payment terms, you need to end the agreement and ask your Parent publisher to send you a new proposal again.

27. How long does it take for payment preferences to be changed in the Manage Account delegation?

After the acceptance of the invitation, Google might take up to 24 hours to reflect the change in payment preferences in Ad Manager.

28. What are the benefits of Manage Account delegation?

Manage Account delegation requires nothing to do with the transition from Scaled Partner Management to Multiple Customer Management. In addition, unlike Manage Inventory, you do not need to change anything in your Google Publisher Tags as the set-up continues to run in your Ad Manager account.

29. What are the limitations of Manage Account delegation?

While we've already discussed some of the limitations (e.g. access to one Parent publisher and giving full access to your partner), Manage Account delegation does not support Open Bidding and Google Ad Manager 360 features (in case, if you don't have already).

Automatad is an authorized Multiple Customer Management (MCM) partner.

Yes, Automatad is officially part of Google's MCM program. We have been working with Google via their Scaled Partner Management (SPM) program for a few years now. As an authorized SPM partner, we were able to help hundreds of independent and growing digital publishers to access Google's wide pool of advertisers.

Since last year, Google has been working with selected partners to replace SPM with a new program — Multiple Customer Management (MCM). As we're an authorized MCM partner, we will continue to be a gateway for growing publishers across the globe to access Google Ad Exchange.

At Automatad, we're dedicated to leading our publishers to success. If you're interested in learning more about how we can help you with MCM, please contact sales@automatad.com.

About Automatad

Automatad Inc is a publisher-focused company, which offers a programmatic monetization suite for publishers of all sizes. We have helped 100+ mid-sized and premium media publishers across the globe and improved their ad revenue substantially while preserving the user experience.

As an independent entity, we strive to stay transparent and have built direct relationships with all the major ad exchanges and DSPs to get the best demand for our publishing partners.

More information can be found at https://automatad.com/.