

IAB Canada, in collaboration with the Ad Operations Committee, has identified several recurring challenges in campaign setups for Connected TV (CTV) advertising. These issues often stem from the complexities of working within the CTV ecosystem. To help streamline operations and improve campaign performance, we've compiled a comprehensive roundup of the most common problems encountered during CTV ad operations.

	ISSUE/CAUSE	POTENTIAL SOLUTION
Campaign Setup Issues	<p><b>Device and Targeting Mismatch Issues</b> Incorrect device targeting or audience layering limiting spend.</p> <p>Cause: Combining devices like Online Video (OV) and Connected TV (CTV) or redundant audience targeting in both DSP and publisher settings.</p>	<ul style="list-style-type: none"> <li>For Private Marketplace deals, ensure you are not combining CTV with other devices on the same deal.</li> <li>Adjust targeting to avoid redundancy (e.g., manage audience and targeting filters in one system (SSP or DSP, not both).</li> </ul>
	<p><b>Budget and Deal Activation Problems</b> Ads not spending despite setup completion.</p> <p>Cause: Budget sharing, inactive line items, or unaccepted deals.</p>	<ul style="list-style-type: none"> <li>Ensure each line item has an active and sufficient budget.</li> <li>Confirm Deal ID(s) are marked as "Active" in the DSP and SSP.</li> <li>Verify that the deal is accepted and assigned to your line item.</li> </ul>
Campaign Under Delivery/Spending Issues	<p><b>Data and Signal Mismatches</b> Campaigns not delivering due to signal errors.</p> <p>Cause: Misaligned targeting between DSP and SSP.</p>	<ul style="list-style-type: none"> <li>Align targeting parameters (geo, device, CPM) across platforms.</li> <li>For troubleshooting: Send sample bid request from the SSP to the DSP and rely on DSP interpretation for troubleshooting.</li> </ul> <p>Examples of common signals:</p> <ul style="list-style-type: none"> <li>Supply Information</li> <li>Ad Unit Specifications (HxW)</li> <li>Device Information</li> <li>Any available and targetable content metadata</li> <li>Currency</li> <li>Blocked advertiser domains</li> <li>etc.</li> </ul>
	<p><b>Limited Inventory and Scale Issues</b> Low reach due to targeting restrictions or fragmented inventory.</p> <p>Cause: Narrow demo targeting or competition across DSP sources.</p>	<ul style="list-style-type: none"> <li>Broaden targeting criteria using contextual relevance to increase scale.</li> <li>Work with publishers for direct deals or clean-room data collaborations.</li> <li>Separate inventory by content type and environment for targeted delivery.</li> <li>Ensure the environment where content and inventory is targeted supports the specific type of video and at desired timing.</li> </ul>
	<p><b>Brand Safety and Third Party Verification Issues</b> Global brand safety filters limiting scale.</p> <p>Cause: Over-restrictive settings or unsupported verification tools.</p>	<ul style="list-style-type: none"> <li>Start with minimal brand safety filters and adjust based on inventory quality.</li> <li>Confirm third-party verification solutions (e.g., IAS, MOAT) are supported by the sell-side.</li> <li>Verify if filters are too restrictive (e.g. Viewability targeting 90%, frequency capping) and rely as much as possible on targeting set by publisher on SSP side.</li> </ul>

ISSUE/CAUSE		POTENTIAL SOLUTION
Campaign Under Delivery/Spending Issues	<p><b>Live Sports and Streaming Challenges</b> Delivery issues with live sports campaigns.</p> <p>Cause: Strict brand safety settings or unsupported creative elements.</p>	<ul style="list-style-type: none"> <li>• Assign separate budgets and line items for live sports.</li> <li>• Revise the PMP to remove publisher-based targeting and leave audience targeting and filtering to the DSP.</li> <li>• Remove DSP targeting and rely solely on publisher-based audience.</li> <li>• Remove restrictive filters for live events and avoid using VPAID tags.</li> </ul>
	<p><b>Creative Compatibility and Blocking</b> Creatives are blocked or incompatible with certain ad formats.</p> <p>Cause: VPAID tags, incorrect dimensions, or publisher restrictions.</p>	<ul style="list-style-type: none"> <li>• Use VAST creatives for compatibility.</li> <li>• Check publisher guidelines for acceptable creative formats and durations.</li> <li>• Test creatives before launch and ensure ad category labels are accurate.</li> <li>• Upload the best quality creative, and allow for DSP to scale accordingly.</li> </ul>
Creative Issues	<p><b>Publisher-hosted Creatives Issues</b> Cause: Buyer has not completed deal config or setup in their DSP</p>	<ul style="list-style-type: none"> <li>• For publisher-hosted creative running out of GAM, buyer still needs to load tracking pixels as a “placeholder” in their DSP in lieu of creative tags</li> </ul>

### KEY TIPS FOR SUCCESS:



#### Trust the Inventory

Focus on high-quality sources and build publisher relationships.



#### Collaborate

Work closely with publishers and ad tech partners for troubleshooting.



#### Test & Optimize

Regularly test creatives and targeting strategies to enhance performance.

**This guide was developed in collaboration with the Ad Operations Committee. We extend our thanks to the following members for their valuable contributions:**

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