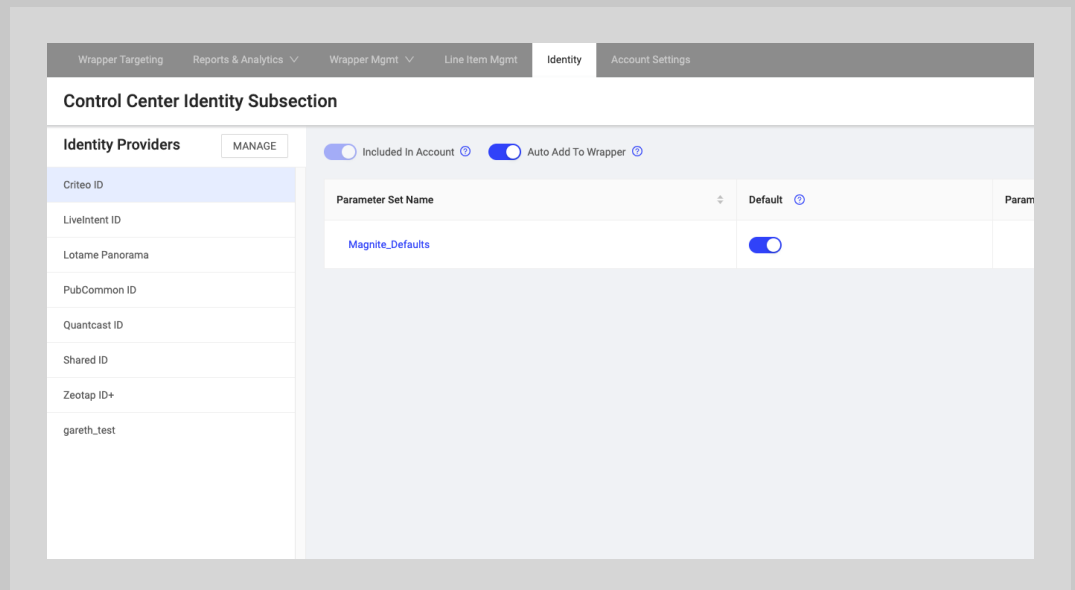# Demand Manager Control Center & Identity Module Management

Magnite

The Control Center is Demand Manager's new hub for Prebid Modules, offering seamless implementation, management and optimization of 3rd party vendors in Demand Manager.

The first type of Prebid Module supported is Identity modules. Demand Manager clients will find:

→ A new tab in Demand Manager housing the identity Partner Management Screen

→ Users can view all of the Identity modules that they've installed in a unified UI

→ Accessible to all users with Demand Manager access

Benefits

Offers clients a centralized view of identity modules all in one place	Easy implementation & management, including pre-populated options for users for fast onboarding & configuration	Testing: Users can test within a wrapper for a newly configured Identity Module.	Robust Analytics and granular insights provide publishers with a holistic view of performance

For more information, contact your
Magnite Demand Manager Account team.