Demand Manager Control Center & Identity Module Management

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

Wrapper Targeting	Reports & Analytics 🗸	Wrapper Mgmt 🗸 🛛 Line Item Mgmt 🛛 Ider	tity Account Settings						
Control Center Identity Subsection									
Identity Providers	MANAGE	Included in Account @ Auto Ad	d To Wrapper 🔞						
Criteo ID		Parameter Set Name	÷	Default ③	Param				
LiveIntent ID									
Lotame Panorama		Magnite_Defaults							
PubCommon ID									
Quantcast ID									
Shared ID									
Zeotap ID+									
gareth_test									

Benefits

Offers clients a centralized view of identity modules all in one place

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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

Magnite

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

