VIANT. | Adelphic DSP

MediaMath to Viant Translation Key

CAMPAIGN DETAILS	
Viant	**MediaMath**
Campaign	Campaign
Campaign Name	Campaign Name
Start Date	Start Date
End Date	End Date
Lifetime Budget	Monetary Budget
Impression Cap	Impression Budget
New Flight	Any Future Flight
Auto-Budget	Monetary Pacing
Fixed Budget - Max Daily Budget	Daily cap
Daily Impression Cap	Impression pacing
Frequency Cap	Campaign Frequency Cap

ORDER STRATEGY	
Viant	**MediaMath**
Order	Campaign
Optimization Goal	Goal
Goal Mode	Goal Value
Associated Conversion Events	Measurement

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ORDER DETAILS	
Viant	**MediaMath**
Order	Strategy
Order Name	Strategy Name
Channels	Channel
Optimization Goal	Enable Optimization
Min CPM Bid	Min Bid CPM
Max CPM Bid	Max Bid CPM
Frequency Cap	Frequency Cap
Lifetime Budget	campaign budget
Fixed Budget - Max Daily Budget	Daily Spend
Start date & End date	Start date & End date
Dayparting	Day Part
Channels	Video/Audio

LINE DETAILS	
Viant	**MediaMath**
Line	Strategy
Quality	Safe Supply Controls
Inventory	Supply
Data	Audience
Context	Contextual
Data	My Data
Inventory	Site List
Location	Location
Device/Media	Technology