

# What is Google MCM & SPM?

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## & Why is MCM replacing SPM?



Let's unravel it with

AdSparc ⚡



# What is Scaled Partner Management (SPM)?

The Scaled Partner Management (SPM) program is a method of accessing Ad Exchange for small publishers.



## How does it work?

- ⚡ A Child publisher (who needs AdX access) can use the account of a larger Ad Exchange publisher (Parent publisher or SPM partner) to access Google AdX and expose their ad inventories to a large pool of advertisers
- ⚡ With Scaled Partnerships, the ad inventories on the website can be completely operated by the SPM partner



# What is Multiple Customer Management (MCM)?

Similar to SPM, Multiple Customer Management (MCM) enables Google AdX access to the small and medium-sized publishers via large publishers and channel partners.



## Then what's the key difference?

- ⚡ Improved and enhanced delegation of the authorisation level amongst the child and parent publishers
- ⚡ Introduction of two new access levels, a.k.a. delegation types:

**Manage Inventory** | **Manage Account**



# Managed Inventory vs Managed Account in MCM



## MANAGE INVENTORY

## MANAGE ACCOUNT

<b>Inventory Access</b>	Direct access to all 'Child ad inventories'	Direct access to only 'Delegated ad inventories'
<b>Maximum Number of Parent Publishers</b>	1 Parent Publisher	Up to 15 Parent Publishers
<b>Access to Google Ad Manager Account (GAM)</b>	The Parent Publisher has access to the Ad Manager account of Child Publisher	The Parent Publisher doesn't have access to the Ad Manager account of Child Publisher
<b>Ad Tag Implementation</b>	Child's Ad Manager ad tags	Parent's Ad Manager ad tags
<b>Payment Cycle</b>	Payments are made to Child Publisher	Payments are made to Parent Publisher



# SPM vs MCM Feature comparison

Feature	SPM Scaled Partner Management	MCM Multiple Customer Management
Google AdX	✓	✓
Open Bidding	✗	✓
Programmatic Direct Support	✗	✓
Preferred Deals Support	✗	✓

5/9 →



# Why is MCM replacing SPM?



## Improved Transparency

MCM is enhancing the transparency of the partnership between child publishers and parent publishers/partners



## Better Control

Regarding the authorisation level of the partnership between child and parent publishers



## Enhanced Efficiency

MCM aims to facilitate a more efficient environment for both the parties



# Is AdSparc moving over to the MCM?

Yes, we are! We at AdSparc believe that the MCM program is a constructive and inevitable development, and we welcome it with great pleasure.

## How publishers will benefit?

- ⚡ Access to the full range of tools on Google Ad Manager 360
- ⚡ Support for programmatic direct and preferred deals
- ⚡ Better Transparency and Control





## SPM is going away!

You will lose access to AdX demand if your current SPM partner has not transitioned to a MCM partner

Switch to an MCM partner today!





## CONTACT US

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