



Ramping up with FREESTAR

With our publisher onboarding, the transition from kick-off call to launch usually takes place in the first 90 days. We know that one of your main concerns is when will you see ad revenue generated, so after your launch, we expect to see our publishers ramped up within 14 days. We do have to note that the onboarding period and when you'll be ramped up can vary based on your engagement and demand partner approvals. Here's a quick breakdown of launching your website(s) with Freestar.

WEEK 1 – GETTING STARTED

- You're transitioned from your Sales Rep to the Onboarding team.
- A kick-off call is held with your onboarding specialist.
- Your onboarding specialist will:
 - Send you a welcome email that includes all the information we need to get started.
 - Submit a request to demand partners to begin an external review to ensure compatibility and get approval for your site(s).
 - Coordinate with Freestar's team to ensure the backend is set up; features are enabled and partners have approved.

WEEK 2-3 – TESTING AND GOING LIVE

- You will receive an integration email that includes the information the Publisher needs to create a test page.
- Our team will do a thorough check of the test page to make sure everything is working as expected.
- Your onboarding specialist will complete a site optimization plan outlining the suggested ad placements and sizes for your site.
- Once the test page passes, we will schedule a launch date.

POST-LAUNCH – TESTING AND GOING LIVE

- Another check of the live site is conducted by our team to ensure that everything is worked as expected.
- Our team also ensures all demand partners are optimized and winning as expected.
- Our partner ramp-up takes up to 14 days from launch. This is where we usually see 100% traffic on your site and CPMs at the level you want – this varies from publisher to publisher.
- Your onboarding specialist will continue to monitor your performance until everything is working as expected. As soon as everything is up and running, it is then that we will consider Onboarding completed and move you to our Customer Success team.

Why have my CPMs not increased yet?! If your CPMs have not increased during this time, it is usually the result of waiting for demand partners to buy traffic through the new IDs.

Why is this happening? Demand partners differ on how they determine what and when to bid, so it does take some time for them to acclimatize to a new publisher. What we've seen with larger demand partners is they require time to learn your traffic to bid at their most opportune times.