MCM — FAQ

Briefly about the Google contract, timing, control, payouts and video.

Do I need my own contract with Google?
No. Adaptek has a direct agreement with Google Ireland Limited (GAM 360, AdX, MCM). There's no minimum traffic threshold for you.

How long does the launch take?
Google approval — usually a few days; full readiness — 2–4 weeks depending on complexity. Steps: Publisher onboarding — 8 steps.

Who controls my inventory?
It depends on the model: in Manage Account everything stays in your GAM, in Manage Inventory Adaptek runs the setup in its GAM 360. Comparison: MCM models — Manage Account and Manage Inventory. Either way, direct orders don't go live without your approval.

How and when do I get paid?
In Manage Account — directly from Google. In Manage Inventory — from Adaptek, monthly, in EUR. Details: Payouts, shares and reconciliation.

Can CTV / OTT and live be monetized?
Yes — via the IMA/PAL SDK in the app or SSAI.TV server-side insertion.

Can I work with other partners at the same time?
In Manage Inventory — up to 15 parents at once. In Manage Account — only one. Parallel tags on the same inventory are possible with slot splitting or a passback cascade, but not as a single auction.

What happens if Google finds a violation?
Google may restrict the inventory and withhold payouts; the withholding is deducted from your payouts. That's why we check traffic before launch: Policies, traffic quality and consent.

Which markets do you work in?
Focus — Serbia, Greece, the Adriatic and the Balkans, Central Asia; Ukraine.

Connecting inventory

What's needed to start?
Your GAM network code and the email of the administrator who will receive the invitation. We send the invitation the same day, you accept it in Ad Manager, and then Google reviews the delegation. In parallel, you fill in a workbook listing the sites and apps to register in our network and build ad units. Return the property identifiers (domains, app IDs) first — they unblock most of the work. An export from your own systems pasted into the workbook is perfectly fine.

Why a separate contract with Adaptek?
Google requires a direct contractual relationship between the parent network and the publisher whose inventory is delegated. The MCM service order is the basis for the delegation, not a commercial proposal; for inventory we represent, the Represented Inventory model applies.

Does Manage Inventory affect our direct sales?
No. Your network and direct sales stay as they are — only the inventory included in the delegation is delegated.

Can inventory be sold through deals in DV360?
Yes: Private Marketplace, Preferred Deals, Programmatic Guaranteed and Open Auction through Adaptek's AdX. Deals give pricing flexibility — for example, a seller or agency fee on top of the net inventory price.

Is MCM suitable for CTV with server-side insertion?
Yes, but Google buys such inventory only with client-side validation: the PAL SDK in the app (Google PAL SDK for SSAI) or an SDK-less mode that the Google manager enables for a specific network.