MCM models — Manage Account and Manage Inventory

Who manages, where reporting is, which tags, how payouts work — a comparison of the two delegation types.

In the MCM program the “parent” partner (Adaptek) manages the account or inventory of a “child” publisher with their consent. This is the official Google Ad Manager mechanism.

The key rule most things follow from: **in Manage Inventory the ad request is served by Adaptek's network, in Manage Account — by the publisher's network.**

	Manage Account	Manage Inventory
Who manages	Adaptek — inside the publisher's account	Adaptek — in its own GAM 360 account
Reporting	In the publisher's account; Adaptek has access	In Adaptek's account, broken down by publisher; the publisher gets reports from Adaptek
Access	Adaptek sees everything except billing; only one parent	The publisher doesn't see Adaptek's setup; up to 15 parents
Tags	The publisher's own tags	Adaptek's tags with the child network code and SSAI integration
Publisher's direct deals (DV360 PG/PD)	Yes, in its own GAM	Only on inventory left in the publisher's network
Payouts	Google pays the publisher directly	Adaptek pays the publisher the agreed share

> **Note:** A publisher can have one Manage Account parent and several Manage Inventory parents at the same time, but one company can't manage the same publisher under both types. We choose the recommended model after a joint legal, inventory, account and technical assessment — not by default.

When to choose which

Manage Account — if you already have your own GAM and an ad ops team, want to keep full control and direct settlement with Google, and need optimization, yield and support from Adaptek.

Manage Inventory — if you don't have your own GAM 360 or it's the free one with limits (e.g. 800k video impressions a month), need fast access to AdX and PMP, server-side insertion for CTV/OTT, and are ready to entrust the setup to Adaptek.

Commercial terms

Indicative ranges — in Payouts, shares and reconciliation. Exact terms are fixed in the MCM Service Order Agreement with Adap-Tech Solutions OÜ.

Next: Publisher onboarding — 8 steps