

How to enable Freestar to manage your inventory

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Summary

In the past, publishers who did not have or did not want their own Google Ad Manager (GAM) account could use Freestar's GAM. At Freestar, we referred to this as our Freestar Ad Server, or our Hosted solution. This was made possible by a Google product called Scaled Partner Management (SPM), which allowed multiple publishers to be registered under Freestar's account.

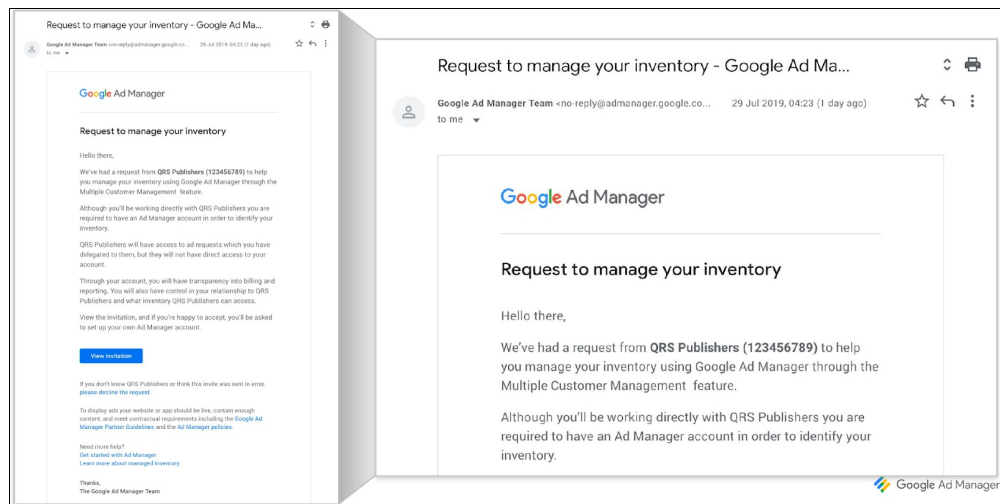
Google is now replacing their SPM product with Multiple Customer Management (MCM) [Manage Inventory](#) for all Google Certified Publishing Partners including Freestar. This requires all publishers to have their own Ad Manager account when Google discontinues SPM on July 1, 2021.

All publishers will need their own Ad Manager account to monetize with Google and Freestar going forward. Freestar will still manage your inventory through our Ad Manager account, but inventory we monetize on your behalf will be associated with your own network code (account ID).

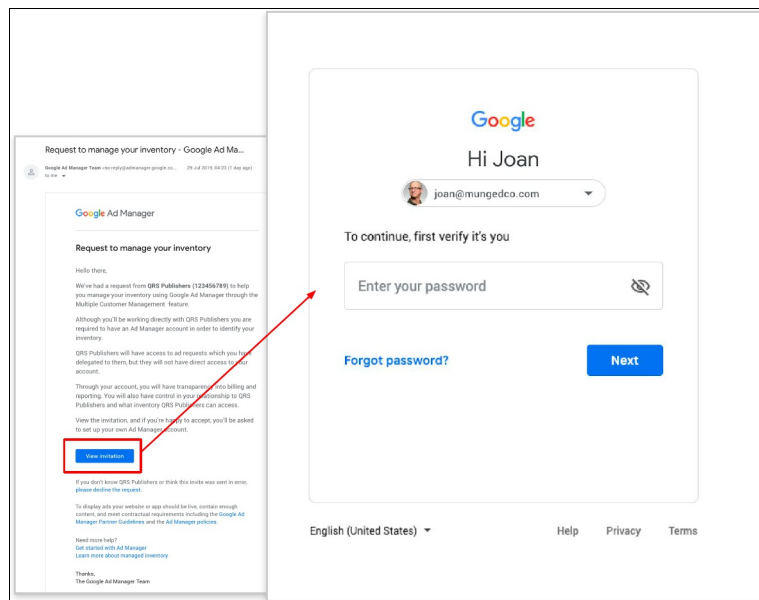
No code changes are necessary on your site(s). You simply need to follow the steps outlined below to create or log in to your own Ad Manager account and grant Freestar the permission needed to represent your inventory. All tag changes will be handled by Freestar through our JS tag file.

Steps

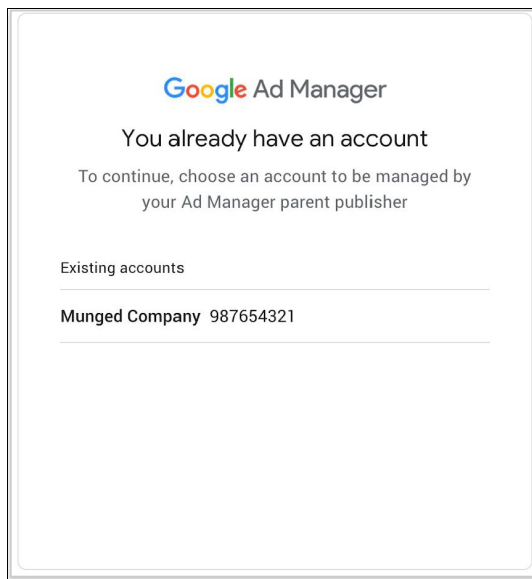
1. First, provide Freestar with an email address you want to be associated with your Google Ad Manager account. This email address will be used to create your new Google Ad Manager account. If the email address you have provided is not currently associated with your GAM, AdSense, or AdMob accounts and you have one, please provide an email address associated with those accounts. If you prefer to use an existing Ad Manager account, please provide the email address associated with that Ad Manager.
2. You will receive an invitation by email from Google containing a request from Freestar to manage your inventory. This email will be sent to the address you provided in step 1.



3. Click **View invitation** in the email. If you have an existing Google Ad Manager account, you'll be asked to log in. If not, skip to step 5.



4. If your email address is associated with an existing Ad Manager account, you'll be asked to choose an account to be managed by Freestar. You can then skip directly to step 6.



Google Ad Manager

You already have an account

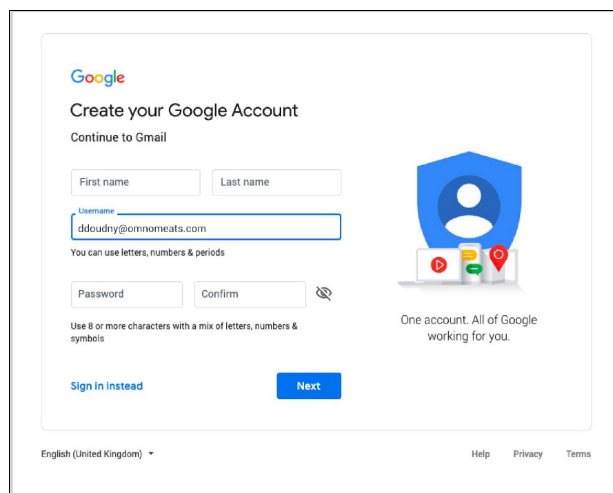
To continue, choose an account to be managed by your Ad Manager parent publisher

Existing accounts

Munged Company 987654321

5. If your email address is not associated with an existing Ad Manager account, you will be asked to complete the following sign-up process:

a. Create a Google account with the email address at which you received the invitation.



Google


Create your Google Account

Continue to Gmail

First name Last name

Username

You can use letters, numbers & periods

Password Confirm 

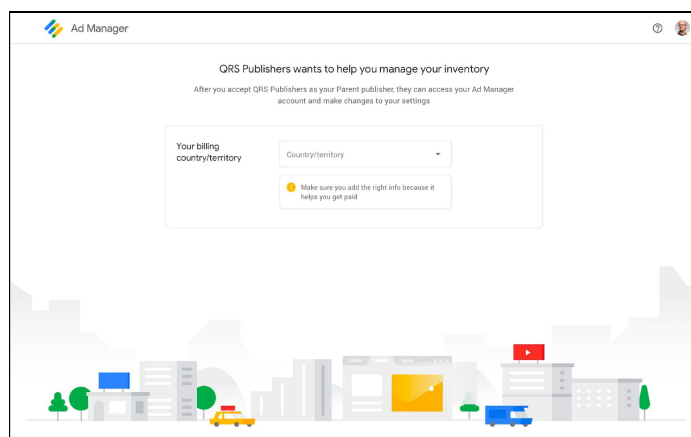
Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#) [Next](#)

One account. All of Google working for you.

English (United Kingdom) ▾ [Help](#) [Privacy](#) [Terms](#)

b. Select your billing county.




Ad Manager

GRS Publishers wants to help you manage your inventory

After you accept GRS Publishers as your Parent publisher, they can access your Ad Manager account and make changes to your settings

Your billing country/territory

 Make sure you add the right info because it helps you get paid

c. Review and accept Google's Terms & Conditions.

The screenshot shows the 'Set up your Ad Manager account' form. It includes a section for 'Get more out of Google Ad Manager' with two radio button options: 'Yes, send me customized help and performance suggestions' (selected) and 'No, I don't want customized help and performance suggestions'. Below this is a dropdown menu for 'Your billing country/territory' set to 'United Kingdom'. The main section is 'Ad Manager terms and conditions', which displays the 'GOOGLE PLATFORM SERVICES TERMS AND CONDITIONS'. The text explains that these terms govern the use of Google's platform services and are provided by Google LLC or its affiliates. It includes definitions for 'Ad(s)', 'Affiliate', and 'Beta Feature'. At the bottom of this section, there is a checkbox labeled 'Yes, I've read and accept the agreement' which is checked. A blue 'Set up account' button is located at the bottom right of the form.

d. Enter your customer information.

The screenshot shows the 'Ad Manager' 'Customer information' form. It has a progress bar at the top with three steps: 'Customer information' (active), 'Network settings', and 'Phone verification'. The form fields include: 'Account type' (dropdown menu set to 'Business'), 'Name and address' (a section header), 'Business name' (text input), 'Name' (text input), 'Address line 1' (text input), 'Address line 2' (text input), 'City' (text input), 'State' (dropdown menu), 'ZIP code' (text input), and 'Payments admin and primary contact' (text input). A blue 'Save' button is at the bottom right.

e. Enter your network settings.

- i. Your Network name should be your legal company name
- ii. Currency can be set to any convenient currency or that of your country of operation

Ad Manager

Customer information — **Network settings** — Phone verification

Network settings

Network name: Omni

Time zone: (GMT+00:00) United Kingdom

Currency: Pound Sterling

Make sure your network settings are correct. After you've created your first order, the time zone and currency can't be changed. [Learn More](#)

Save

f. Enter your phone number to verify your account.

Ad Manager

Customer information — Network settings — **Phone verification**

Ad Manager needs to verify your phone number

Enter your phone number to get a verification code

Phone number: +1 202-555-0390

How would you like Google to send you the verification code?

☒ Text message (SMS)

☐ Voice call

Send

Your account is created and sent for Google review.

Ad Manager

Hi Dominik

Nearly there, we're getting your account ready

We're reviewing your info
We are reviewing your application. This usually takes less than 24 hours, but can take longer. [Learn more](#)

Network code	2419176389649078
Network name	Omnom Eats
Parent publisher	Munged Company
Delegation type	Manage inventory

Once approved, your account will be automatically linked to the **Munged Company** network. [Learn more](#)

6. Google will then review your application. Once approved by Google, your account will be automatically linked to Freestar's network to manage your delegated inventory.

What comes next?

Freestar will be notified when your account is approved, and we've received your authorization to manage your inventory. We will take it from there and continue to manage your inventory just as we have in the past. You'll still receive payment from Freestar for any demand relationships Freestar manages on your behalf, including Google Ad Exchange

FAQ

I have a Google AdSense account, is the Ad Manager account different?

Yes, it is a different account. The differences are outlined in [this article](#).

Can multiple team members receive the GAM email invitation?

No, the initial invitation can only go to one email address. Once your Ad Manager account is created, you can add more users by following [these instructions](#). Note that each Ad Manager user must have a Google account.

We use different Google tools (Analytics, AdSense) and are wondering if we need to synchronize the new Google Ad Manager account with those accounts.

You can use the same Google account for all these tools. Ad Manager is a separate tool from AdSense so using the same Google account will not “merge” these tools, but if you already have an AdSense account you must use the same email address.

Why do I need to create a Google Ad Manager account?

Google is replacing Scaled Partner Management with MCM - Manage Inventory which requires all publishers to have their own Ad Manager account ID. When SPM is turned off by Google on July 1, 2021, all publishers will need their own Ad Manager account in order to monetize with Google.

How much access will Freestar have to my Ad Manager account?

Freestar will have access to ad requests which you have delegated to us, but we will not have direct access to your Ad Manager account.

How long will it take for my new Ad Manager account to be approved after signing up?

Google has advised their review process should take less than 24 hours, but could take up to 7 days depending on the history and specific context of each publisher.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).