

# Google Ad Manager action guide

## Top 10 first-party data and identifier use cases

Use this resource to discover which Ad Manager solutions can help you achieve your business objectives. Want to learn more about what each feature does? Click the links below or check out our new [feature glossary](#). [🔗](#)



### Direct reservation and Programmatic Direct Deals

#### Solutions

1

Use first-party data to create and reach unique audiences

[Key-values pairs](#) [🔗](#)

[Audience solutions](#) [🔗](#)

2

Ensure first-party audience lists continue to work on web and app by replacing third-party cookies or OS-restricted device IDs with your own IDs

[Publisher provided identifiers](#) [🔗](#)

3

Build new first-party audience lists using your own user IDs

[Publisher provided identifiers](#) [🔗](#)

4

Improve the quality of your first-party audience lists by using insights tools and visualization dashboards

[Audience explorer](#) [🔗](#)

[Traffic explorer](#) [🔗](#)

5

Work with a Data Management Platform (DMP) to create first-party data and PPID-based audience lists and upload them to the Ad Manager platform

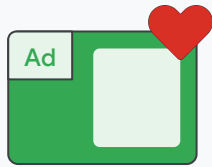
[Audience partner API](#) [🔗](#)

[Batch upload](#) [🔗](#)

6

Create event-based audience lists and upload them to the Ad Manager platform

[Universal Analytics audience integration](#) [🔗](#)



## Programmatic auction

### Solutions

- |   |  |  |
|---|--|--|
| 1 | Pass first-party audiences and/or contextual data to bidders in a standardized way   | <b>Publisher provided signals</b> <a href="#">🔗</a>  |
| 2 | Provide Google demand with a publisher-generated unique user ID for ads personalization that is already being used for first-party audiences | <b>Publisher provided identifiers</b> <a href="#">🔗</a>  |
| 3 | Provide Google demand with a unique user ID on web or app traffic for frequency management and ads personalization                           | <b>Publisher first-party cookie (web)</b> <a href="#">🔗</a><br><b>Publisher first-party ID (app)</b> |
| 4 | Provide Authorized Buyers or Open Bidders with a unique user ID for ads personalization  | <b>Secure signals</b> <a href="#">🔗</a>  |

