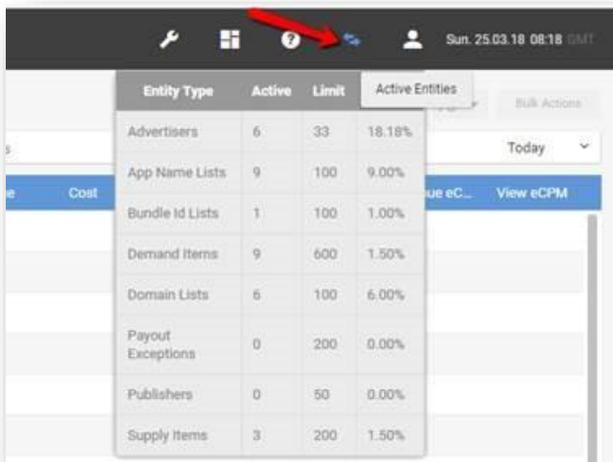


## Clean Up

- ▶ Demand items which were created more than 30 days ago (age=>30 days) **AND** had no impressions over the last 14 days → will be set to Inactive
- ▶ Read more here:  
<https://peak226.atlassian.net/wiki/spaces/PEAK/pages/11337729/CleanUp+process>

## Active Entities

Keep track of your seat limits for active entities



| Entity Type       | Active | Limit | Active Entities |
|-------------------|--------|-------|-----------------|
| Advertisers       | 6      | 33    | 18.18%          |
| App Name Lists    | 9      | 100   | 9.00%           |
| Bundle Id Lists   | 1      | 100   | 1.00%           |
| Demand Items      | 9      | 600   | 1.50%           |
| Domain Lists      | 6      | 100   | 6.00%           |
| Payout Exceptions | 0      | 200   | 0.00%           |
| Publishers        | 0      | 50    | 0.00%           |
| Supply Items      | 3      | 200   | 1.50%           |

## Header Bidding

Differentiate Header Bidding traffic on your reports.

