

## Easy Start with Programmatic Mobile Advertising

Mobile programmatic advertising mostly revolves around Mobile DSPs (the platform that serves mobile programmatic ads). The truth is, there is no separate entity to perform the job. The [Mobile DSP](#) refers to the part of an ordinary DSP that is in charge of serving ads on mobile inventory. Thus, if you want to manage mobile ads successfully, it is vital to get a basic understanding of the Demand Side Platforms (DSP) which operates based on the Real Time Bidding RTB principle.

### What is DSP and how does it help mobile advertisers?

[What is a demand-side platform?](#) Demand Side Platform is an automated programmatic system for starting, running, and managing ad campaigns. Practically, it takes the form of an RTb auction or private marketplace where you can buy ad inventory in a cost-effective and data-driven manner. You set up the parameters of your desirable targeted viewers and add the ad creatives. The rest of the invisible work is performed automatically, and you may check up real-time reports on your performance to make adjustments and retarget your mobile audiences.

### Automation of programmatic advertising: how it helps mobile ad serving

The simplified structure of [programmatic advertising](#) is represented in the scheme below. It includes DSP, [ad exchanges](#), and SSP ([Supply-Side Platforms](#)).



With [Demand Side Platforms](#) advertiser bids on impression automatically. Before this advertiser configures campaign settings such as the desirable ad format, size, and targeting specifics. With their help, the [media buying](#) platform knows the preferable [ad impressions](#) and selects what to bid on during the [real time bidding](#) auction. With [mobile programmatic advertising](#) DSPs, you will define the characteristics according to which the system needs to target audiences: geolocation, operational system, and

type of smartphone of your target audience. Whatever you need, even GPS coordinates, dayparting, and specific categories of **mobile apps**.

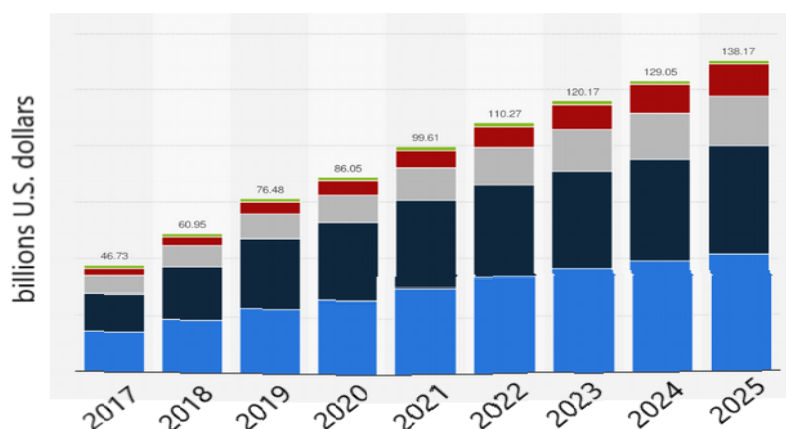
The SSPs are another essential part of the **media buying and selling** system. Those represent the interests of ad slots owners and, in turn, provide the specific parameters about potential viewers, their age, gender, preferences. That kind of viewers' information goes from SSP to the data management platforms, also connected to DSP. SSP organizes ad delivery for both web mobile and in-app ecosystems. The difference between those two is that the in-app ads occur to a user during any mobile application usage; mobile web ads are displayed in smartphone browsers. **App developers** design their application to have slots for ads.

Regarding the **real time bidding** auction, as the heart of **programmatic** mobile advertising, it is performed by the **ad exchanges**. The DSP's highest suggested bid wins the contest and receives the right to go directly to the viewer's mobile app or mobile browser.

### How big is the programmatic ad market?

Although the described process may seem a bit complicated, the **programmatic advertising** platform operates faster than a fraction of a second and in real time. Such an automation has made the lives of marketers, advertisers, and publishers much easier. To realize the real coverage of the mobile **programmatic buying and selling**, check the following statistics. In March 2021, Statista report showed that in 2020, the share of spending aimed for mobile **advertising programmatic** reached 83.3%. This quantity represents billions of U.S. dollars, and by the way, continuously grows. By the way, the forecast experts expect [95 billion U.S.](#) dollars as investments to all the programmatic ads in the coming 2022.

Programmatic Mobile ads spend statistics:  
actual data and forecast



## Mobile **programmatic buying** deals

The types of **mobile programmatic advertising** deals are threefold:

1. With **Open Marketplace** (OMP)

That is an auction, open to everyone who wants to buy **ad impressions**. The **Open Marketplace** auction approach allows DSP to compete transparently and clearly, as long as everyone has the same priority and the highest bid wins.

2. **Private Marketplace** Programmatic deal (PMP)

That is a closed auction, only for participants with deal ID. That helps media buyers and sellers make sure the result will correspond to the ad request at the highest level. Of course, prices here are higher since inventory is often exclusive.

3. Programmatic Guaranteed Deal (or **Programmatic Direct**)

That is the type that consists of direct cooperation between the buyer and the publisher. That deal is called guaranteed because the volumes of inventory and prices are fixed.

## How to choose your perfect DSP?

After revealing some theoretical information related to programmatic mobile advertising, we provide you with practical tips to use in your everyday routine. Practically, DSP is the best tool to conquer the attention of mobile consumers and promote your services or goods. Whenever you decide to select mobile DSP for your business, check up the following:

- The DSP vendor technical capacities

You should know as much as possible about your potential DSP architecture. The advanced platform will have great reach across mobile websites, browsers, apps, devices, and locations.

- Available inventories and mobile **ad formats**

Currently, there are many known types of mobile ads, yet the industry develops and offers new. Smartyads **programmatic advertising** DSP for mobile offers to try rich media, **mobile video** units, native ad placements, dynamic and interstitial ads, and others. Set mobile campaigns to deliver personalized messages (**mobile videos**, banners, natives, and other options). Make your mobile ad experience more exciting by implementing interactive ads. Check which of the DSPs can **provide advertisers** with good possibilities.

- Real-time reports

Clarify how frequently the information updates in the performance reports regarding your mobile campaigns. That will help you to keep in touch with your statistics at any time and get ideas on what can be improved or changed.

- Provided high security

Your DSP is the irreplaceable part of your mobile marketing. With the Smartyads DSP, you get guaranteed **brand safety** and traffic of the highest quality for your mobile campaigns.

- Qualified and professional assistance

Last but surely not least, pick a service that can offer you a helping hand by a personal account manager. Although DSP is a [self serve optimising platform](#), It is better to optimize **programmatic media buying** together with a knowledgeable and experienced person. Smartyads account managers are here to help you.

All of the above mentioned qualities you can find in **programmatic advertising** DSP from Smartyads. Register and give it a try!