



What a Demand Side Platform (DSP) needs

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Context and problem statement

- A lot of conversations are happening around the future of Privacy Preserving Measurement APIs
- Various new Private Measurement APIs have been shipped in the last few months or years : Apple AdAttribution Kit, Google ARA, Firefox Privacy Preserving Attribution
- The set of capabilities of those are vastly different
- We need to ensure we take the right decisions to ensure adoption of Privacy Preserving techniques

Measurement, Machine Learning & Budgeting

• Attribution to a specific impression

- Typically, currently relies on 3rd party cookies
- Required for machine learning (learn “good” impression features)

DSP, S USP



Attribution to a channel

- Not linked to a specific impression
- Requires consent on advertiser website
- Used to prove value of advertising
- Advertiser are ROI centred
- Advertiser use Measurement tools aggregating data from all channels (Google Analytics) to assign budget based on performance

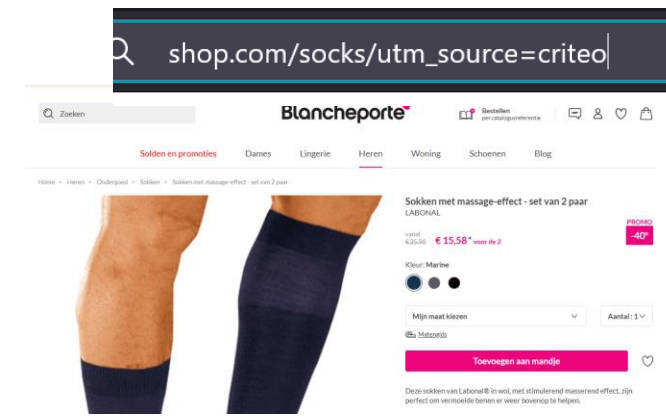


Tableau de bord des performances de la campagne											
Source de la session		Sessions	Sessions avec engagement	Durée d'engagement moyenne par session	Sessions avec engagement par utilisateur	Événements par session	Taux d'engagement	Nombre d'événements Tous les événements	Conversions Tous les événements	Revenu	
1 (direct)		29 127 100 % du total	42 657 100 % du total	29 732 100 % du total	1 min 13 s Égal à la moyenne	1,02 Égal à la moyenne	16,44 Égal à la moyenne	69,7 % Égal à la moyenne	701 201 100 % du total	54 518,00 100 % du total	80 999,6 100 % du total
2	(direct)	16 812	24 758	16 980	1 min 17 s	1,01	15,83	68,58 %	391 964	28 872,00	49 195,2
3	(direct)	8 307	11 396	8 454	48 s	1,02	11,82	74,18 %	134 698	12 965,00	10 319,4
4	(direct)	1 795	2 875	2 506	1 min 21 s	1,40	16,78	87,17 %	48 241	5 873,00	8 256,4
5	(direct)	2 373	2 134	2	1 min 58 s	<0,01	40,94	0,09 %	87 366	3 269,00	5 866,6
6	(direct, February_2024)	420	578	494	44 s	1,18	12,32	85,47 %	7 120	1 077,00	916,8
7	(sites.google.com)	199	342	254	2 min 15 s	1,28	24,37	74,27 %	8 334	761,00	1 256,1
8	(Newsletter_November_2023)	173	368	275	1 min 36 s	1,59	17,88	74,73 %	6 580	541,00	2 153,6
9	(Newsletter_January_2023)	123	203	156	1 min 54 s	1,27	19,84	76,85 %	4 028	317,00	825,6
10	(art-analytics.appspot.com)	143	220	171	1 min 40 s	1,20	20,43	77,73 %	4 495	315,00	296,8
11	(bing)	180	223	156	1 min 02 s	0,87	11,56	69,96 %	2 578	161,00	0,0

What an advertiser need

- Accurate billing
- Estimate of Audience reach
- Measure Performance in a global source of truth (50%+ is Google Analytics, followed by Adobe Analytics & Neustar)
- Ability to check / if each channel is delivering as expected
- Short term rough estimates, long term accurate figures
- Deduplicated performance across channels

What does a DSP need

- “Reach the right person with the right message at the right time”
- Optimization is key :
 - Ability to run ML algorithms at scale, with decent costs
 - Access to a Truth Set fully granular & noise free
 - Ability to run any sort of model & innovate : logistic regressions, deep learning, GPUs...
 - Leverage learning at bidding time (out of scope)
- Reporting is important, can be
 - Modelled
 - Aggregated
 - Post view or post click
- Need to rerun queries for different use cases
 - Accurate aggregated / long term data + noised granular /short term data
 - Ability for advertisers to delegate to their DSP
 - Support 10,000s of Publishers for any given campaign



Thank you!

