

PROGRAMMATIC ADVERTISING

Where we are coming from.

Advertising has always been about data.

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”
John Wanamaker (1838-1922)



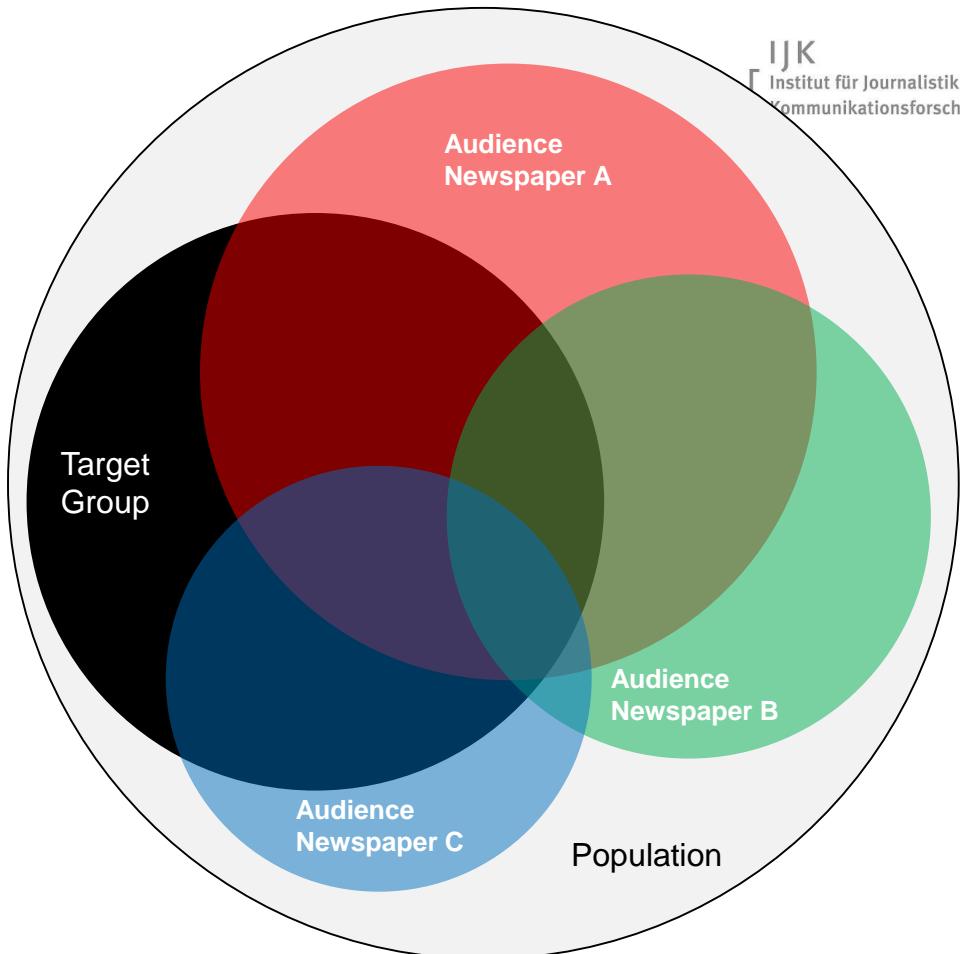
The Milwaukee Leader
"Owned by Johnson and Underly Co."
HOME EDITION
MILWAUKEE, WISCONSIN
MONDAY EVENING, OCTOBER 26, 1896
PRICE THREE CENTS
BILLIONS LOST IN NEW STOCK CRASH
PRINCIPALS IN COAST CASE
TRUNK PLANT FIRE DAMAGE IS \$75,000
May Punish Senator for Aiding Tariff Lobbyists
BANKERS' AID FAILS TO END SELLING WAVE
BIRMINGHAM SAYS IT'S FRAME-UP IS CRITICIZED
FIRE REVEALS INDUSTRIAL AREA
PHILADELPHIA
JOHN WANAMAKER
SHOES
SATISFACTION GUARANTEED OR YOUR MONEY RETURNED
JOHN WANAMAKER
WANAMAKER & BROWN OAKHALL THE LARGEST & BEST CLOTHING HOUSE
CASH GUARANTEE PHILADELPHIA. MONEY RETURNED
SE COR. SIXTH & MARKET STS. PHILA.
WANAMAKER'S NEW ESTABLISHMENT COR. OF 13TH & MARKET STS. PHILA.

Credit:

<https://www.b2bmarketing.net/en-gb/resources/blog/half-money-i-spend-advertising-wasted-trouble-i-dont-know-which-half>, <http://allthingsruffnerian.blogspot.de/2010/10/john-wanamaker.html>

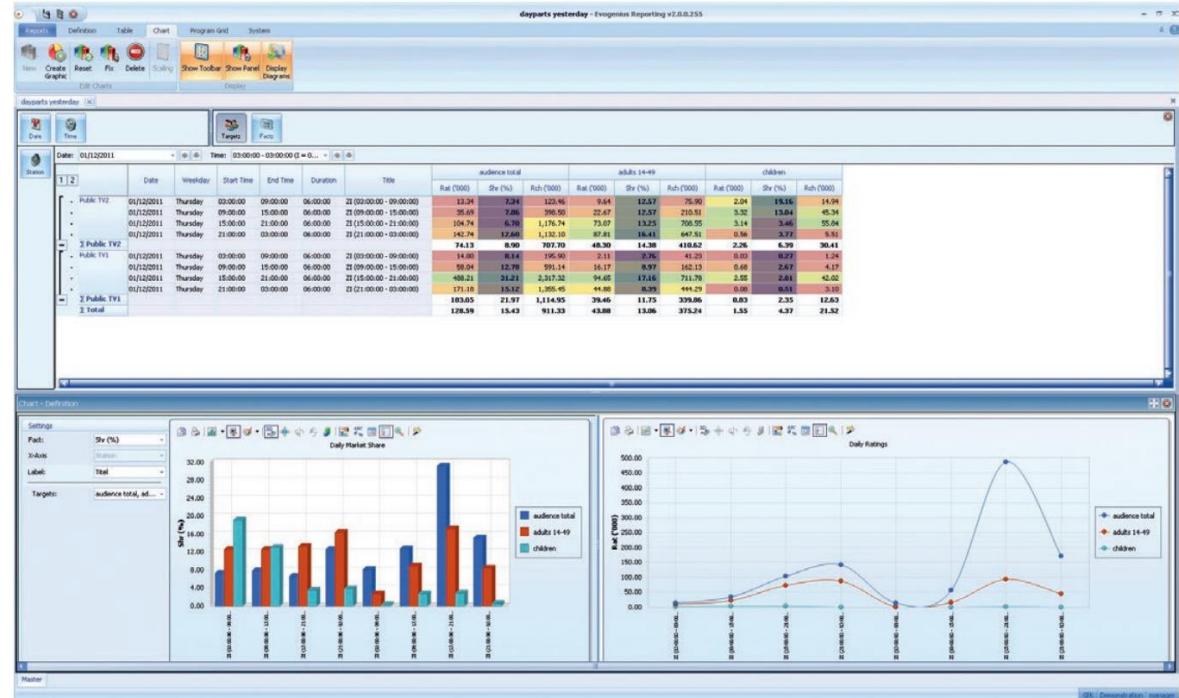
Reach: Target Groups vs. Audiences

- Audience A:
 - highest reach in Target Group
 - some waste
- Audience B:
 - small reach in Target Group
 - reach in target group fully overlaps with Audience A
- Audience C:
 - relatively low reach both overall and in target
 - minimal waste



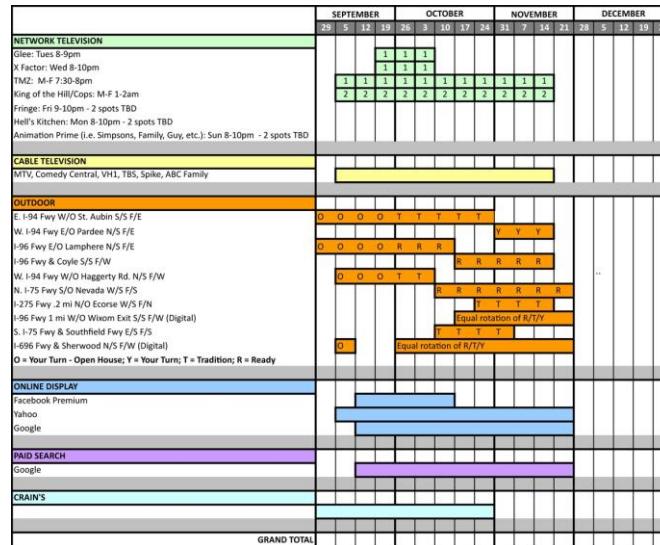
Advertisers want the optimal media plan

- Ad Buyers (Advertisers) outsource the rather complex planning and execution of their campaigns to Media Agencies
- These Agencies use data about the media audiences to find the best fit.
- Combining different kinds of inventory it tries to optimize reach & frequency of the campaign.
- The deliverable is a „media plan“ that contains a „line item“ for each insertion.



Advertisers need help with Advertising

- Agencies often also do the actual buying on behalf of the Advertiser.
- Sometimes they even buy larger blocks of inventory upfront and make a profit on the
- Buying advertising tends to be rather mundane task.
- Based on default or negotiated prices the buyer (mostly the agency) issues an „Insertion Order“ to the publisher / broadcaster by Fax or E-Mail.





Quicken

ADVERTISING INSERTION ORDER 2009

Please complete this agreement and fax it to 240-485-1818. If you have any questions, please contact Melissa Garvey at quick@acnm.org or 240-485-1826.

ADVERTISER INFORMATION		
Company Name:	Title:	
Contact Person:		
Address:		
City:	State:	Zip:
Phone:	Fax:	E-mail:
Billing Name (if different):		
Billing Address (if different):		

PUBLICATION INFORMATION		
Publication Dates (check chart on right)		
Ad size (see chart below):		
AD	SIZE	PRICE*
Full page	7 1/4" x 9 1/4"	\$163
1/2 page	7 1/4" x 4 1/2"	\$80
1/4 page (horizontal)	4 1/2" x 4 1/2"	\$110
1/3 page (vertical)	2 5/8" x 9 1/2"	\$150
1/6 page	2 5/8" x 4 1/2"	\$140
Classified		\$6.55/line

*Quantity discounts are available. See the Rate Card.

Color (check one): B/W Black + PMS 322 (\$55 additional color charge)

PAYMENT INFORMATION (CHECK ONE)

VISA MasterCard Bill to Purchase Order # _____ Send Invoice to Address Above

Credit Card Number _____ Expiration Date _____
Name on Card _____

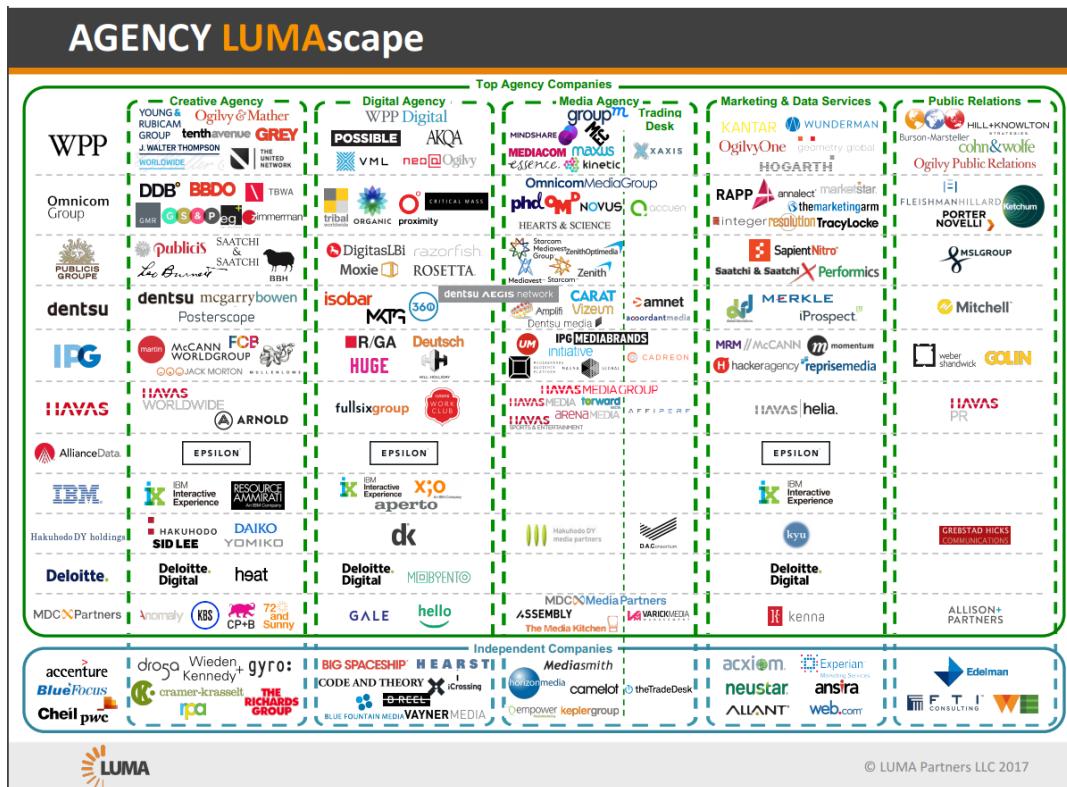
POLICY ON ADVERTISING PLACEMENT

- All advertising is subject to review and approval by the Editor and Editorial Board.
- The advertiser agrees to abide by the policies and guidelines of ACNM's goals and mission.
- The advertiser and his/her agency assume and agree to pay the charge for advertising published at their direction.
- Insertion orders and/or contracts are due on or before the advertising deadlines. All oral instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- Advertising rates in Quicken are per insertion.
- Advertising rates for Quicken are per insertion. Advertisements for products, alcohol, tobacco, or firearms will not be accepted.
- Acceptance of advertising by ACNM does not indicate or imply endorsement.
- Mail to: ACNM, 8403 Colesville Road, Suite 1550, Silver Spring, MD 20910-3754.
- ACNM will be responsible for errors appearing in advertisements which are placed too late for proof to be submitted or for errors due to late delivery or printing mistakes from the advertising agency, or a third party.
- The advertiser shall be responsible for any damage resulting from the insertion of any advertisement. No agency commission discounts.

FAX, MAIL OR E-MAIL INSERTION ORDER TO

Melissa Garvey, *Quicken* Editor
8403 Colesville Road, Suite 1550
Silver Spring, MD 20910-3754
Fax: 240-485-1818
Phone: 240-485-1826
quick@acnm.org

AGENCY LUMAescape



Media Kits

- Media Owner (Sell Side) runs an annual readership survey in order to find interesting facts about his audience. Interesting here means anything that allows him to justify higher prices for ad inventory.
- Advertiser (Buy Side) compares numbers and prices of different media outlets to find the best possible combination with the least wastage.

BEYOND YOURSELF AUDIENCE

MEDIA KIT 2014 / 11

Readership Overview

Demographic

- NATIONALITY: 62% Indonesian, 38% Expatriates
- GENDER: 60% Male, 40% Female
- BUSINESS DESCRIPTION: 49% Business Owner / C-Level Leader, 39% Managerial, 12% Postgraduate
- BUYING POWER: 87% Owns 2+ personal cars, 52% Owns 2+ properties, 97% Travels annually, 75% Wears luxury brand watches

Statistics

- AGE RANGE: 20-45 years old
- MARITAL STATUS: 46% Single / 44% Married
- MEDIAN PERSONAL INCOME: IDR 28,000,000,- / month

Psychographics

- Risk-takers
- Smart & dynamic
- Active & always on the go
- Stands up to take the lead in decision making
- Keeps up with the latest technology

BEYOND YOURSELF AUDIENCE

MEDIA KIT 2014 / 12

Circulation

Publisher: Monthly | Print Run: 10,000 copies | Magazine Price: IDR 38,000,-

Distribution: Jakarta, Surabaya, Bali, Bandung, Yogyakarta, Semarang, & Other Provinces

Digital & Social Media Engagement

Average reading duration: 31 Mins | Average number of web-visitors: 487 / Week

Social Media Presence: Facebook, Instagram, SCOP, Tagline

Venue Copies: 10% Retail, 25% Subscription, 65% Venue Copies

- Major Bookstores and Newsstands
- Hotels and Five-Star Hotels
- Apartments and Residences
- Selected Cafes, Restaurants and Bars
- Cultural Centers and Tourism Boards
- Embassies
- Bank and Airport Lounges

*Our readership facts were generated by subscribers surveys & involvement of online analytics.

FORMATS UND PREISE: REDAKTIONSTEIL

Format	Preis
2/1 Seite	a) Satzspiegel: 400 x 256 b) Anschl.: 400 x 297* s/w: 21.400 € 4c: 27.600 €
1/1 Seite	a) A4 hoch: 185 x 256 b) A4 quer: 210 x 297* s/w: 10.700 € 4c: 13.800 €
3/4 Seite	a) 185 x 190 b) 210 x 216* s/w: 8.050 € 4c: 10.690 €
2/3 Seite	a) 185 x 169 b) 210 x 195* 122 x 256 130 x 297* s/w: 7.130 € 4c: 9.600 €
1/2 Seite	a) 185 x 126 b) 210 x 152* 88 x 256 101 x 297* s/w: 5.360 € 4c: 7.600 €
1/3 Seite	a) 185 x 82 b) 210 x 107* 58 x 256 71 x 297* s/w: 3.570 € 4c: 5.600 €

Sellers want to secure bulky deals upfront.

- Ad Sellers operate „Sales Houses“ that do sell the available inventory at the highest possible price.
- Sales Houses may consolidate the inventory of multiple outlets / publishers.
- It can be reasonable for both sellers (Sales Houses) and buyers (Media Agencies) to agree on larger chunks of inventory that is used much later for multiple campaigns which are not known yet.

axel springer ■ media impact

SevenOne Media

GJ|ems

BUSINESS INSIDER DE INTERNATIONAL

Einen Tag lang, deutschlandweit, alle Regionalzüge
Schon ab 15,20 € p P bei 5 Reisenden, bahn.de

MailOnline publisher Martin Clarke holding court on the Daily Mail's party yacht in Cannes.Jim Edwards / BI

The collage includes a large photo of four people (three men and one woman) seated around a table on a boat, eating and drinking. Below this are two smaller photos: one of a man in a striped shirt holding a bottle of wine and another of a group of people sitting outdoors near a beach.



<http://www.businessinsider.de/mailonline-publisher-martin-clarke-daily-mail-expansion-us-2016-6>,
<https://digiday.com/marketing/mediamathes-hacking-cannes-advice-survive-advertisings-biggest-week/>

What numbers do you trust?

- Research about circulation, reach and frequency is available from syndicated studies and from studies commissioned by larger media groups. These are mainly based on (bi-)annual surveys.

	WIRED MRI Spring 2014	WIRED MMR 2014
 Total Audience Men Women	3 million 72% 28%	771,000 66% 34%
 Median Age Age 18-34 Age 35-49 Age 50+	39 years 40% 35% 26%	44 years 29% 36% 35%
 Median HHI	\$91,083	\$164,476
 Graduated College+ Postgraduate Degree	52% 20%	77% 31%
 Professional/Managerial Top/Middle Management	45% 23%	69% 32%
 Influentials (Index)	190	n/a



GfK MRI



b4p best for
planning.



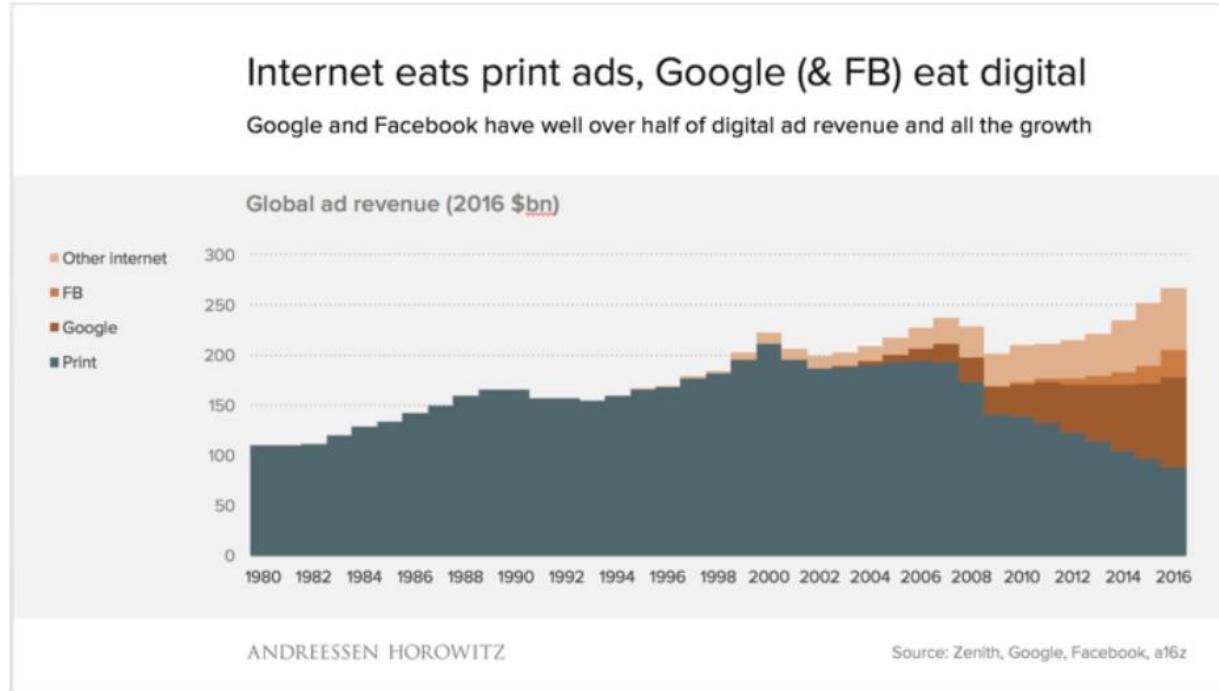
typologiede
erwünsche
HENSCHEN. MEDIEN. MÄRKTE

Sellers want to be in control when it comes to ratings.

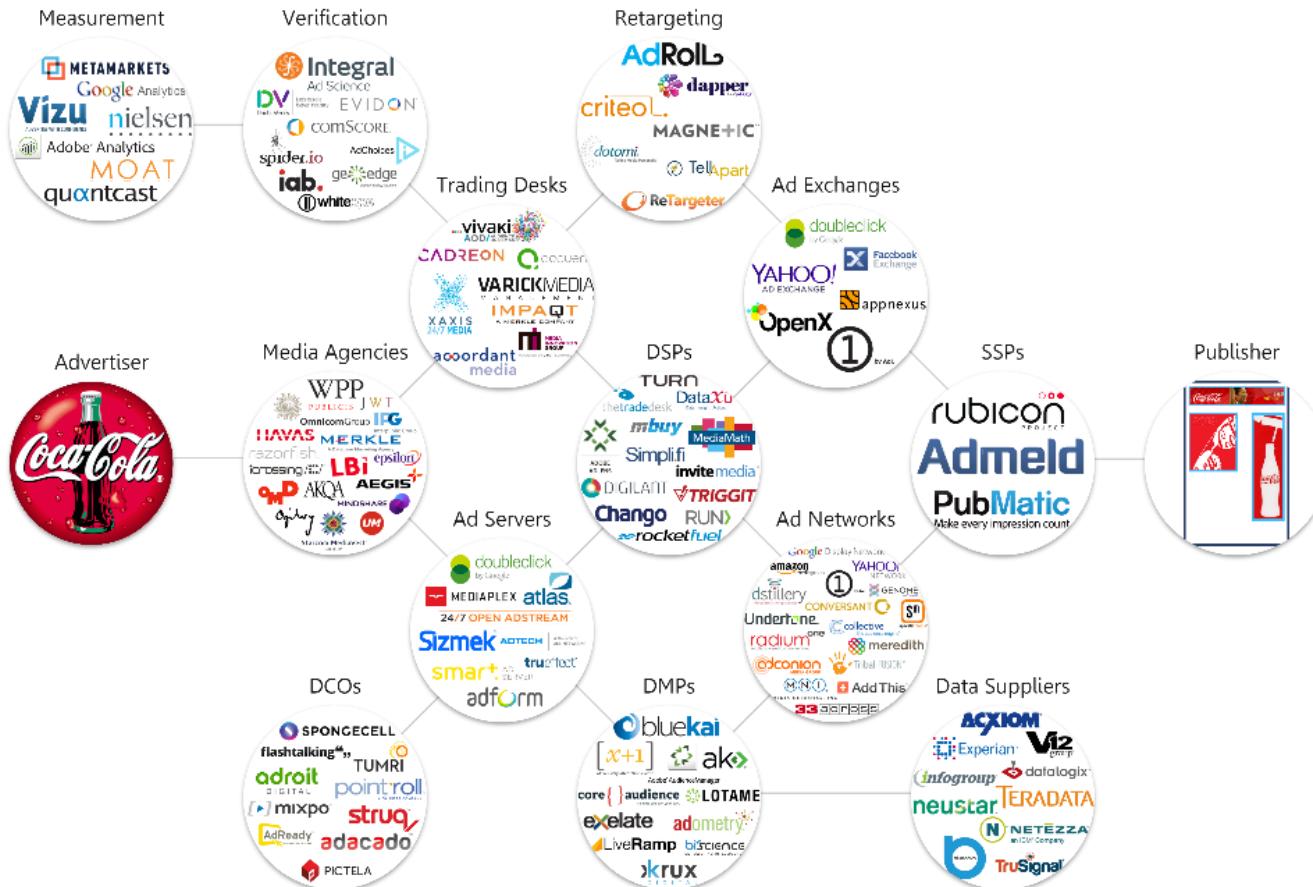
- Ad Sellers in many mature markets established „Joint Industry Committees“ (JICs) to be able to control the methodology of the research.
- JICs tender the research operations every 4-5 years.
- Ratings published by an effective JIC are used as a „currency“ in the given market.
- Historically there are specific JICs for each media channel but consolidation is underway due to push for cross-media.



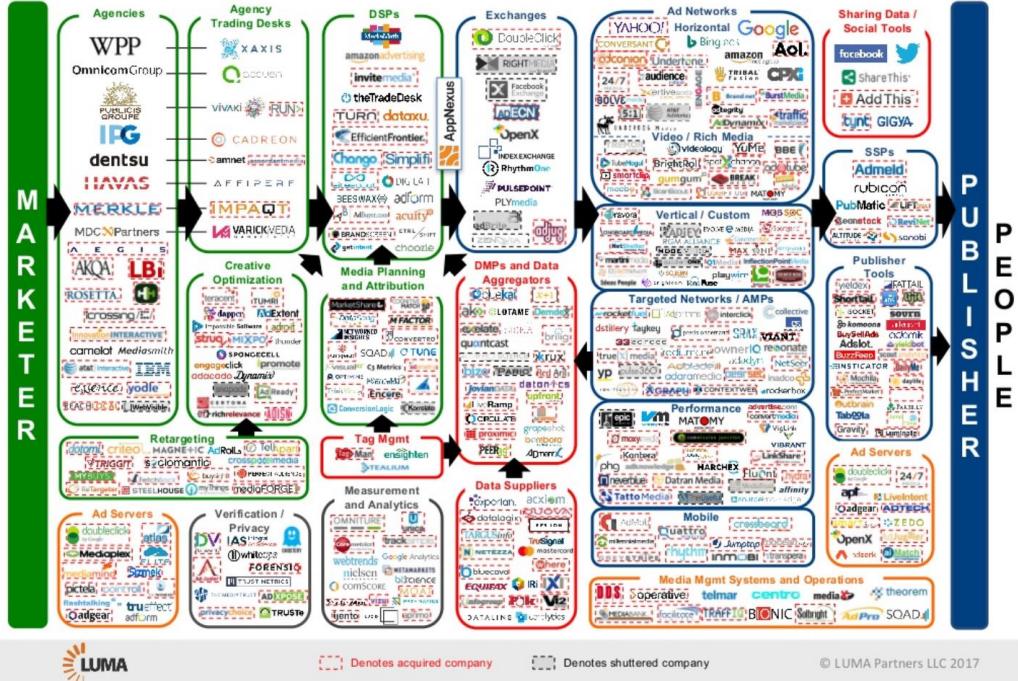
Here comes the internet...



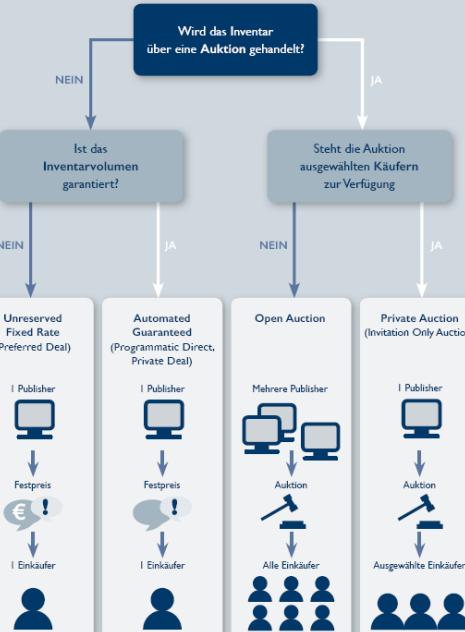
What's so different about the Internet?



DISPLAY LUMAscape

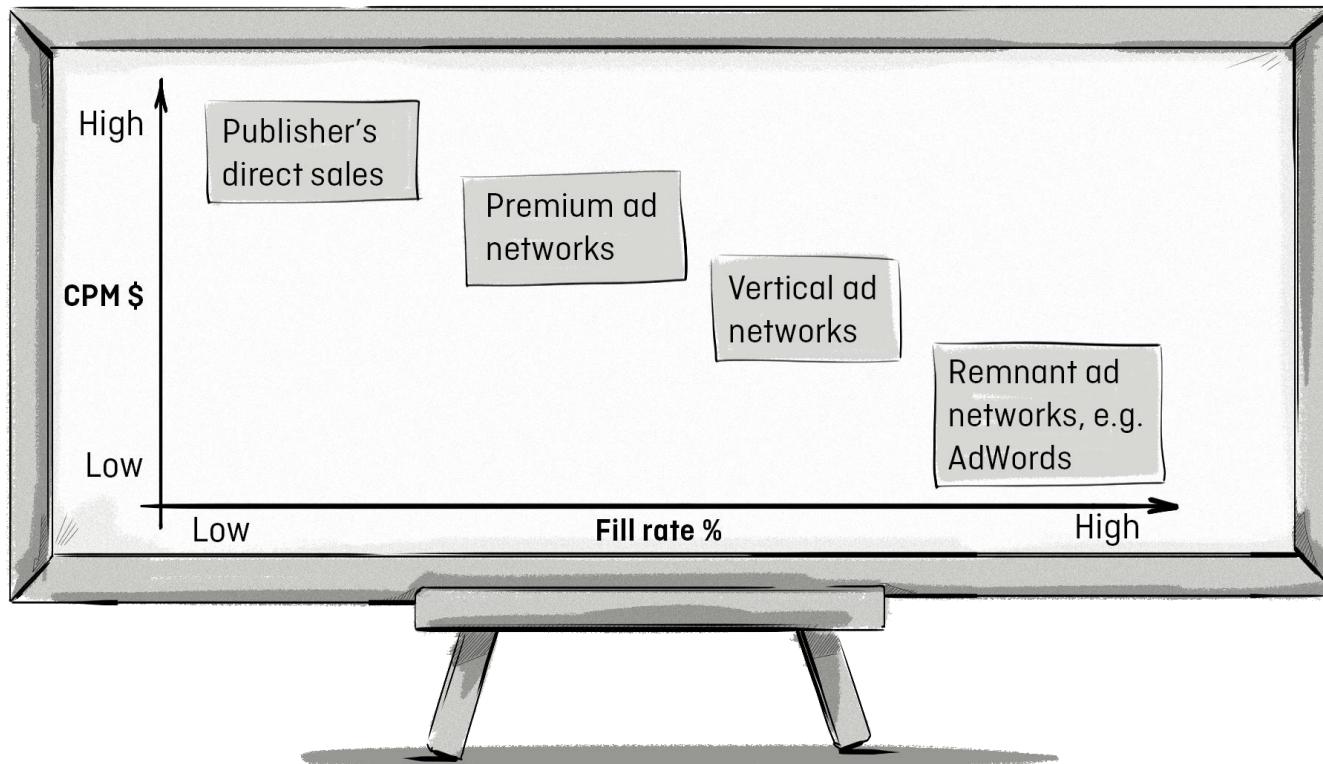


Fragestellungen zu den programmatischen Geschäftstypen



Quelle: Bundesverband Digitale Wirtschaft (BVDW) e.

© Bundesverband Digitale Wirtschaft (BVDW) e.V.



1995: WebConnect

- World's first Ad Network syndicated 160 sites that signed up
- Price based on Website Audience Profile (Site Price Index)
- Introduced Frequency Capping and Banner Rotation to prevent „banner fatigue“
- Provides Statistics about Impressions, Clicks, Conversions

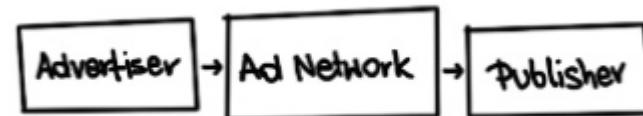
**ICS™ TRACKING SYSTEM
DEMO**

Banner name: A1103ACU
This banner links to: <http://www.worldata.com>

Statistics for 01/05/00 through 04/04/00

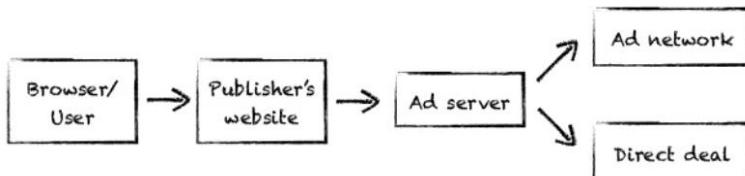
Host Site: www.ComputerShopper.com	Key Word: Run of Site	Booked Impressions: 100,000	Start Date: 01/05/00	End Date: 04/04/00		
Date	Impressions	Clicks	% of Clicks vs. Impressions	# of Responses/Sale	% of Responses/Sale	Cost of Responses/Sale
01/3/00	4120	118	2.8641%	17	0.4126%	\$6.86
01/4/00	4440	134	3.0180%	19	0.4279%	\$6.14
01/5/00	4930	149	3.0223%	20	0.4057%	\$5.83
01/6/00	6800	208	3.0588%	14	0.2059%	\$8.33
01/7/00	4340	150	3.4562%	15	0.3456%	\$7.78
01/08/00	2270	90	3.9648%	19	0.8370%	\$6.14
01/09/00	2360	84	3.5593%	13	0.5508%	\$8.97
01/10/00	2400	83	3.4583%	14	0.5833%	\$8.33

Client: Host Site: From: To:
Worldata Inc. ComputerShopper 01/01/00 09/19/00

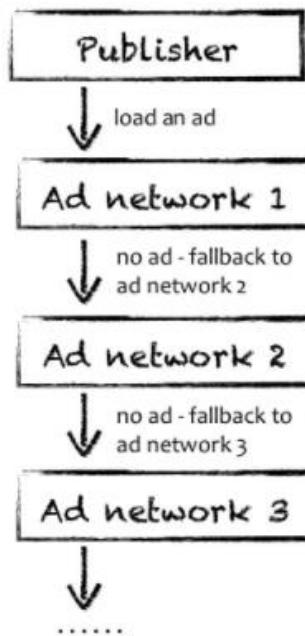


1997: Doubleclick

- Direct Sales – Inventory sold by the Publisher's sales team
- Ad Networks – fill the remaining inventory (sometimes the larger revenue stream)
- Used Cookies which tracked user's history in order to serve ads relevant to them



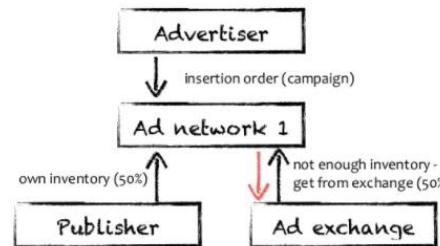
2000-2005: Ad Exchanges



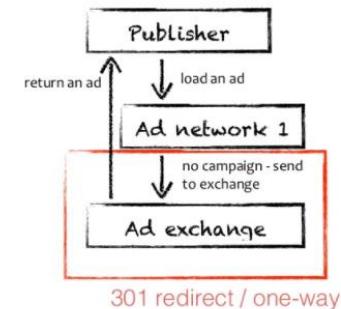
- 2000: Piggybacking becomes commonly used to fill remnant inventory
- Ad Networks struggle with „liquidity“ – their inventory is either under-filled (not enough campaigns) or over-filled (too many campaigns)

- In 2005 Ad Exchanges start to auction impressions (not realtime yet!)

over-filled



under-filled

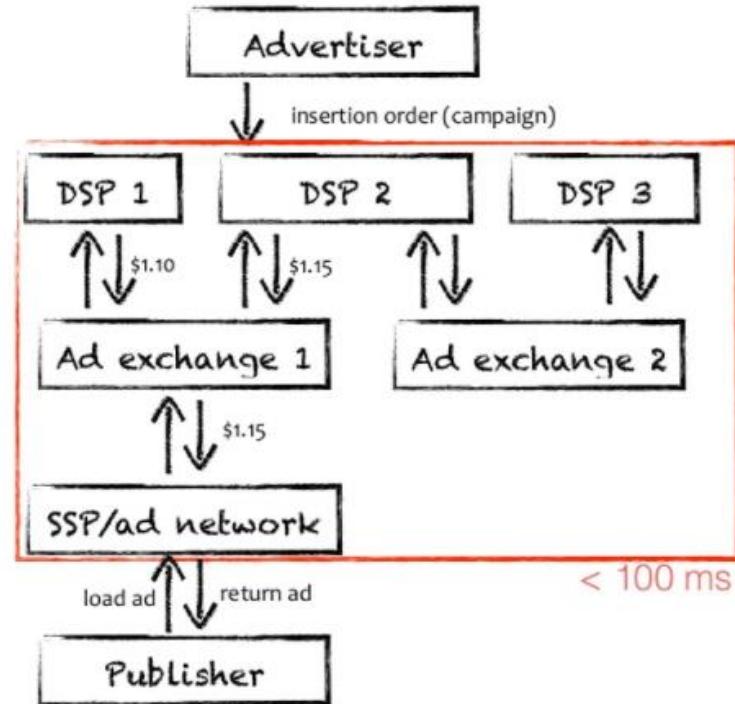


manual / API campaign targeting
i.e. US traffic from MacOS on tech sites

2008: Realtime Bidding through DSPs

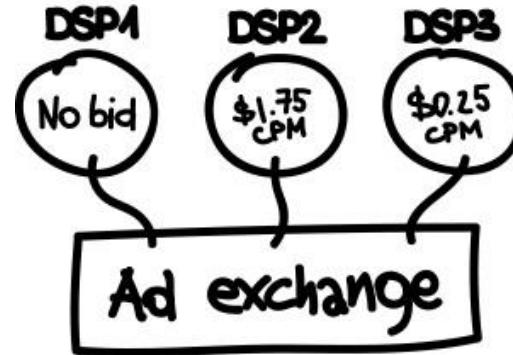
A demand-side platform is a technology system that allows media buyers to connect with a number of different ad and data exchanges through one user interface.

- Create, run, and manage a number of campaigns simultaneously and control them from a single, centralized user interface.
- Auto-optimize campaigns to increase ROI.
- Use third-party data from data-management platforms (DMPs) to make targeting more effective.
- Provide real-time reporting via advanced analytics.



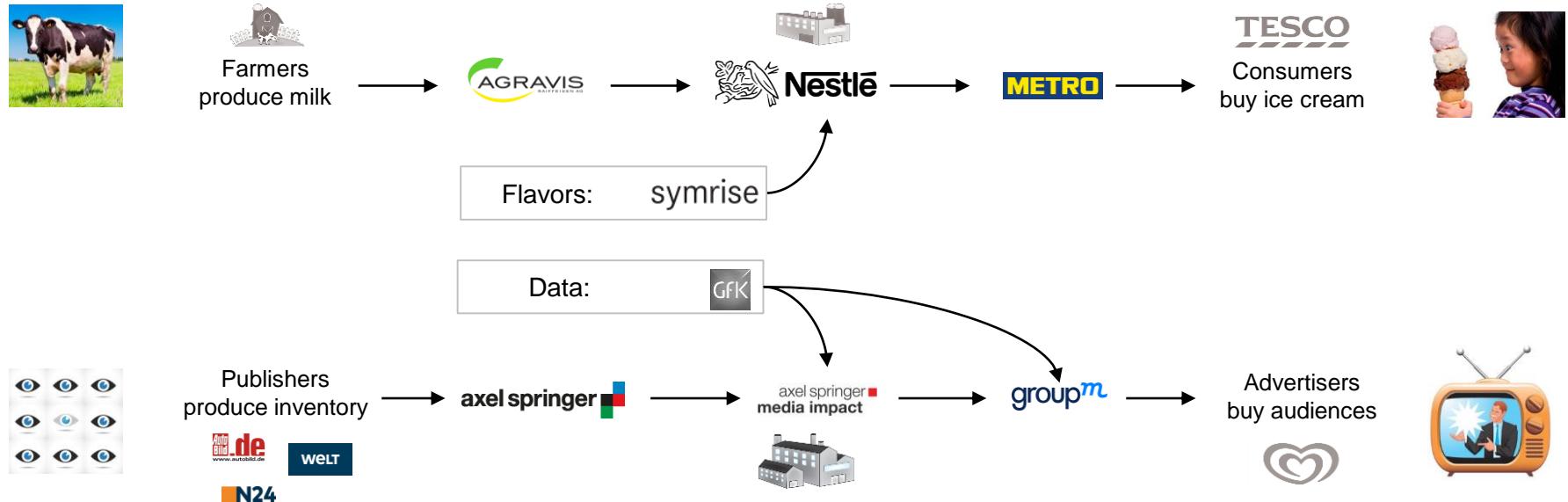
2008: Realtime Bidding through DSPs

- The exchange chooses the highest bid using the second-price auction model. In other words, the winner pays the second-highest bid price for the impression, plus \$0.01.
- Once an impression is sold, it is sent back to the website and displayed to the user. This process occurs each time a user accesses a website or refreshes the page.
- It's important to note that this bidding process happens within the ad exchange in real time, hence the name Real-time Bidding, and takes roughly 100 milliseconds to complete.



Zoom Out

Who wants to have Ice Cream?



Create Supply

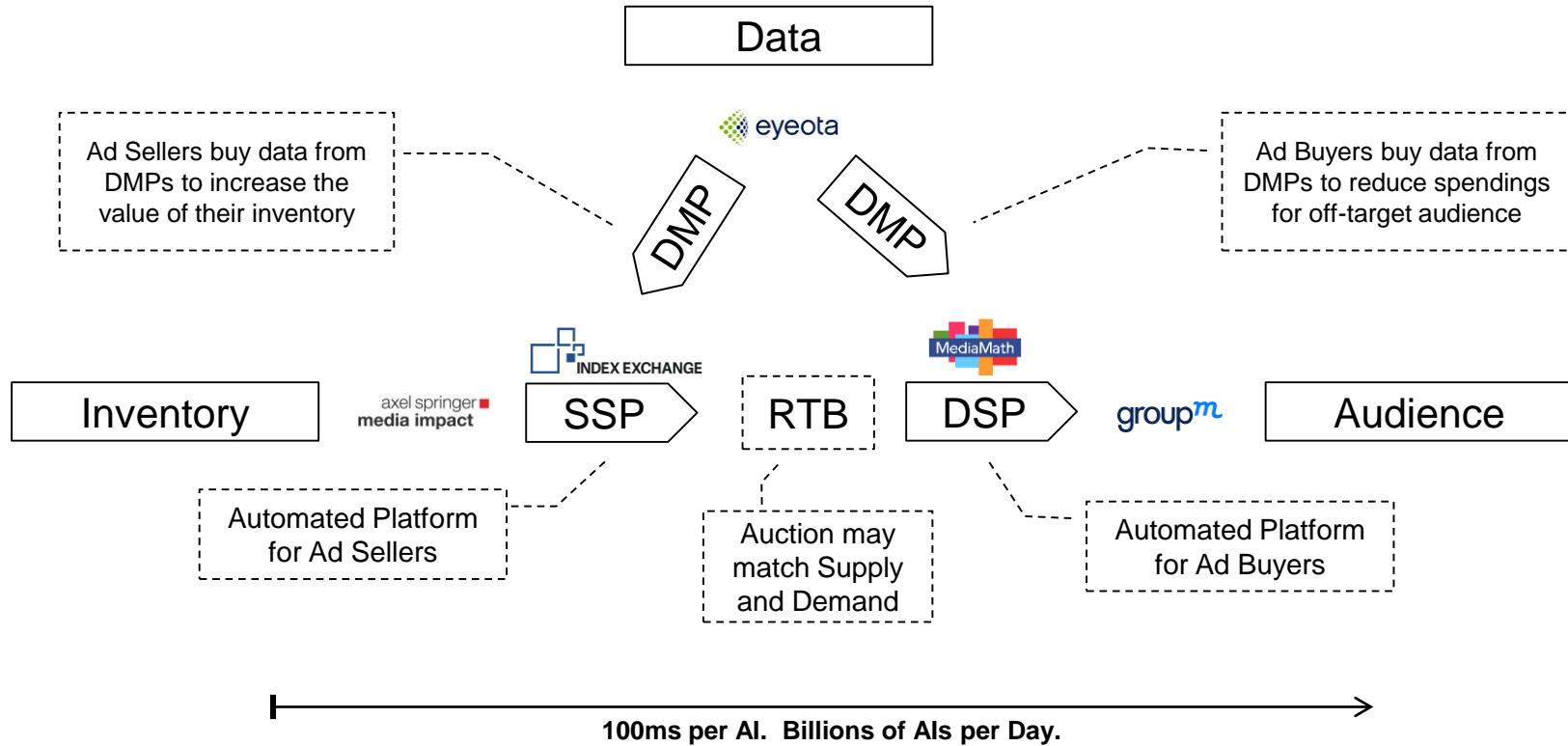
Bundle Supply

Combine Supply
to create products

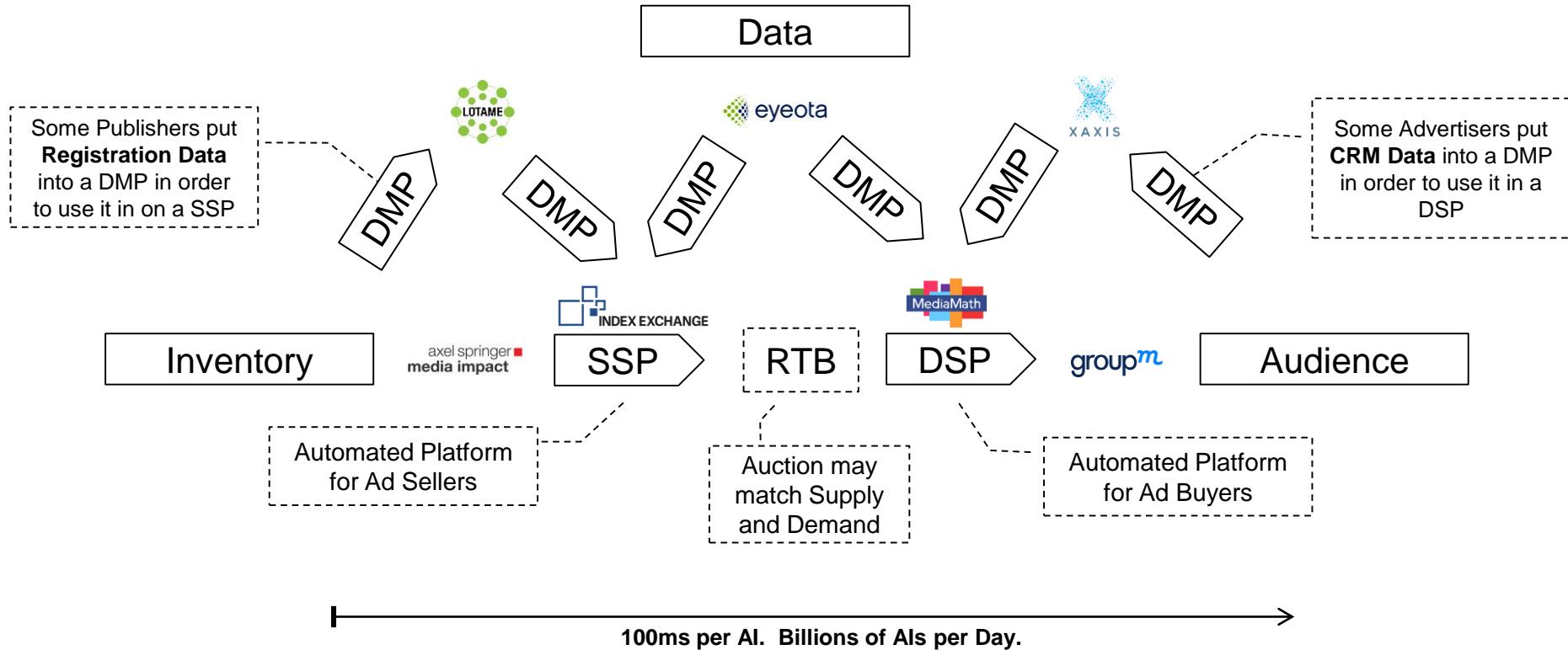
Bundle Demand

Create Demand

Who wants to have Ad Tech?



Who wants to have Ad Tech?

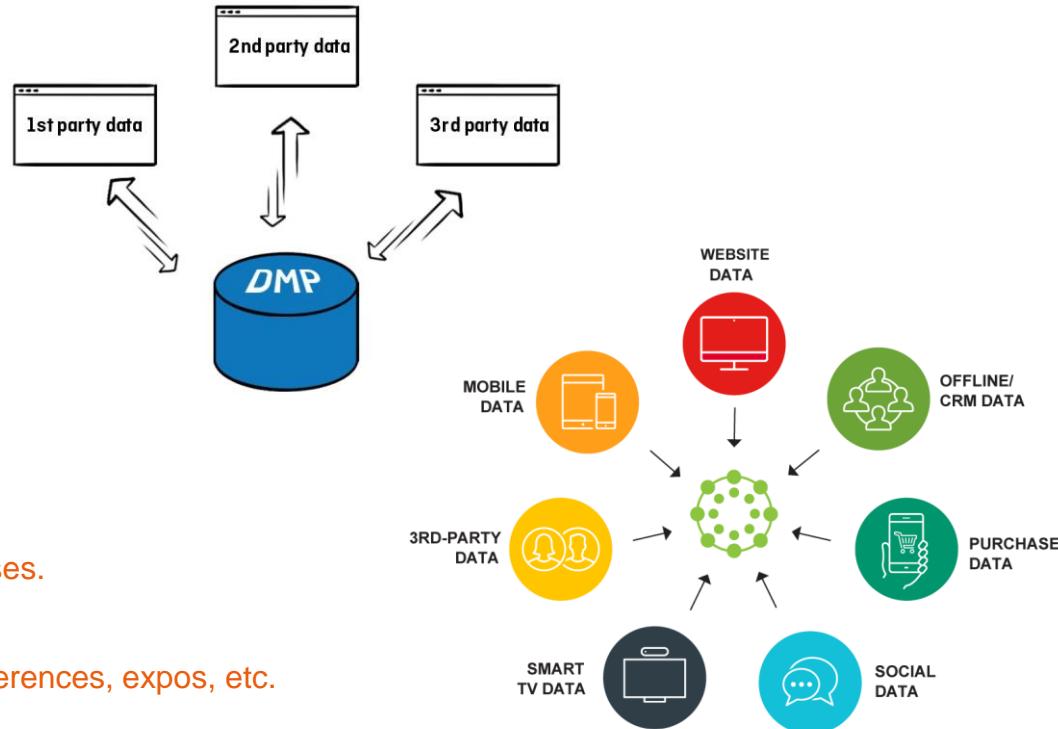


Data Management Platforms

Data Management Platforms: Data Types

Online Data Sources

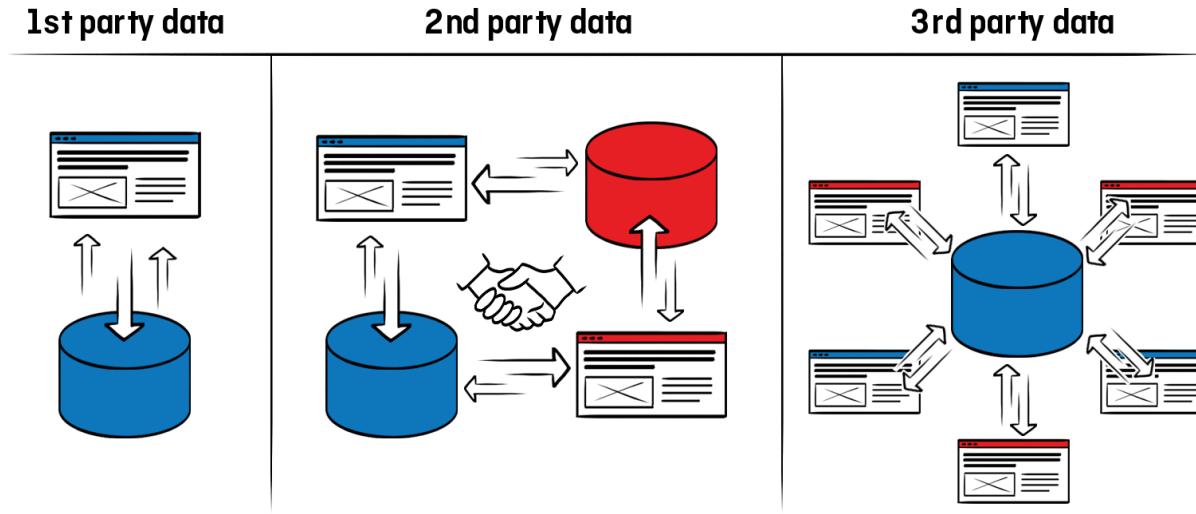
- CRM platforms.
- Marketing-automation platforms.
- Email-marketing software.
- Analytics platforms.
- Tag-management systems (TMS).
- Websites and mobile apps.
- Second- and third-party sources.



Offline Data Sources

- Retail transactions from in-store purchases.
- Loyalty-card data.
- Contact details collected at events, conferences, expos, etc.

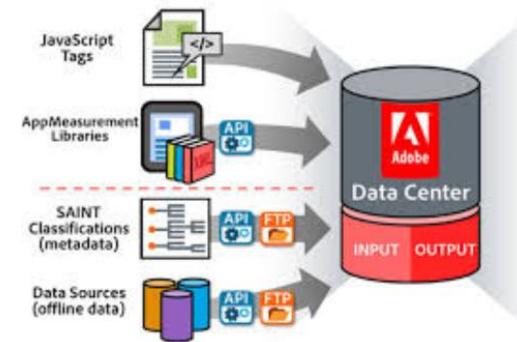
Data Management Platforms: Data Provenance



- Web and mobile analytics tools.
 - CRM systems.
 - Transactional systems.
 - Subscriptions / Newsletter signups.
- partnership agreements, e.g.:
 - Ad-serving data
 - Audience information
- collected from a range of different sources and sold to companies to be used for audience targeting and analysis

DMP: Onboard Online 1P Data

- Every DMP allows to easily collect first-party audience data in one place. This is usually done by placing a single tag on the sites that brings all of the first-party data into the DMP.
- Once all first-party audience data in one place in the DMP, it allows to quickly organize this data into taxonomies. How to organize the data will depend on the business. An e-commerce site might use a DMP to classify purchase data into descending taxonomies such as clothing, kids, boys, shoes, sneakers, etc. Classifying site data into taxonomies like this is the first step toward building distinct audience profiles.



Data Taxonomies



eCommerce

Category
Product
Price Range
Color



Airline

Origin
Destination
Ticket Class
Travel Dates

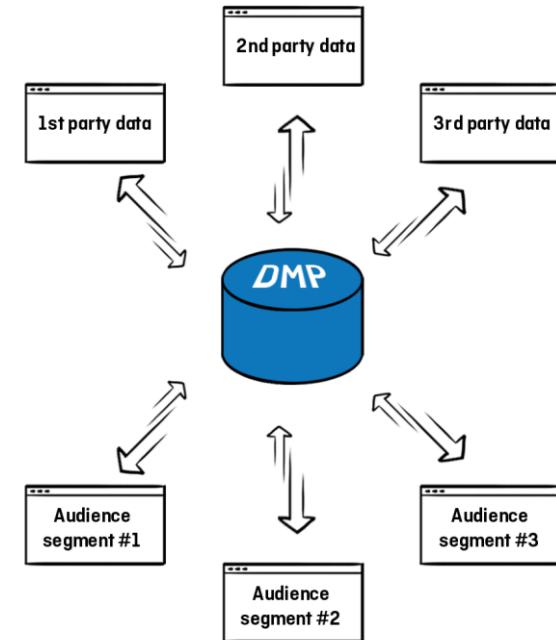
DMP: Segmentation

Segmenting allows you to group certain pieces of data together based on similarities and then use the segments to target different audiences.

Say there is a very popular music website (publisher) that offers streaming options comprising of both a free service (up to two hours of free music streaming per week) and a premium service (an unlimited amount of music streaming).

The music site could segment its visitors into a range of audiences, which could look something like this:

- Segment 1: Visitors who live in the New York area and stream up to two hours of music per week.
- Segment 2 : Visitors who have a premium account, aged between 18-25, and visit the site once a week.
- Segment 3: Visitors who only use mobile devices to view the website and do not stream music.



DMP: Segmentation

- Based on the specific audience spec the DMP provides an estimate of the reach.
- This reach number represents only the number of profiles that match the criteria within the pool of profiles available in the specific DMP, not in the universe.

New Audience Filter

Conditions

IF Order Submitted is true AND (Order Total greater than Custom Value 100 OR Email Address Captured is true)

OR Condition

Cancel Save

Step 1: Enter details of your audience

Audience Name* Test

Company* adsquare

Country* Germany

Type* LIVE!

Step 2: Model your audience

Start your search for attributes here (min. 2 chars needed)

Events 93 items

Households 1692 items

Places 1298 items

Automotive €0,80

Businesses and Services €0,80

Community and Government €0,80

Healthcare €0,80

Landmarks €0,80

Retail €0,80

Social €0,80

20°C to 24°C / 68°F to 76°F €0,20

Parks 200 m

Audience History:

Weekly Bid Requests: 127,79 M

Weekly Unique Users: 32,58 M

Audience CPM: €0,80

Data Management Platforms: Segmentation

The publisher can monetize / leverage these segments in multiple ways:

Partner with other Publishers

The publisher can set up a direct and exclusive partnership with another website (e.g. a site that wants to target people living in the New York area that listen to the music online) so they can display their ads to that particular audience. The data used by the second website then becomes second-party data.

Sell to Data Broker

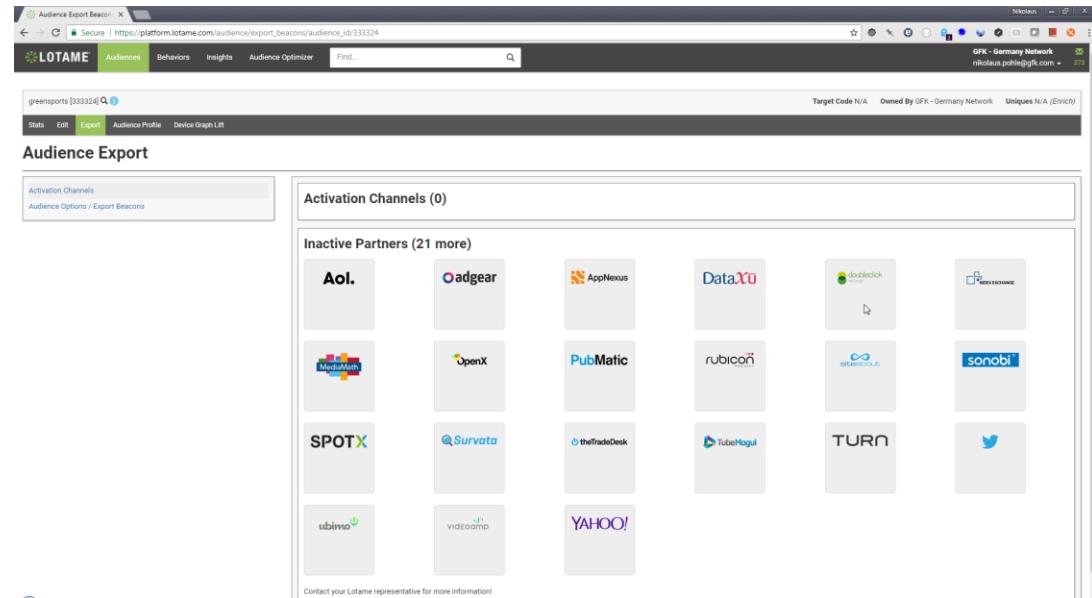
The publisher could also just sell the segments to an existing data broker. However, compared to the partnership option, this monetization process is much less transparent. The publisher also loses its independence, as it is the data broker who decides which segments of data are shared and what kinds of segments are created from the publisher's visitors.

Drive User Engagement

The Publisher could create an email campaign whereby they send a series of emails to non-paying, but highly engaged visitors who stream more than one hour of music per week (Segment 1), encouraging them to subscribe to the premium service offering an unlimited amount of music to stream each week.

DMP: Distribution of Segment into Platforms

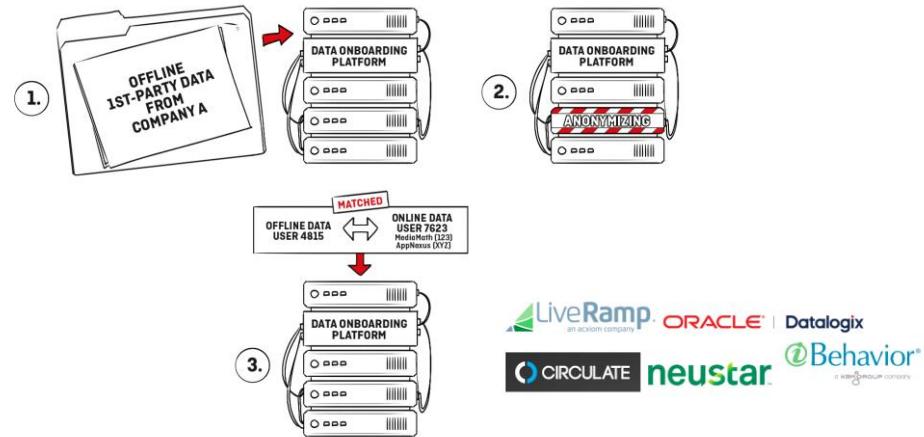
- In order to effectively leverage the segments they have to be pushed into the AdTech execution platforms like DSPs and SSPs.
- This typically happens through a server-to-server connection where for every segment a list of all profile IDs is transferred that do belong to the given segment.
- Because the Profile IDs need to be meaningful for the receiver a „Cookie Sync“ needs to be in place already.



Advanced DMP Features

DMP: Onboard Offline 1P Data into DMP

1. Companies upload their offline first-party data to the onboarding platform.
2. Then, through an anonymization process (e.g. hashing, encryption, or generalization), the onboarding platform transforms the data to remove any Personally Identifiable Information (PII), such as the customer's email, name, address, and date of birth.
3. The offline data is then matched with the online data with the help of identifiers. For example, if a company has collected a customer's email both offline and online, the onboarding platform would match the two sources of data via the common email address.



Typically, during the onboarding process, companies will also receive additional data like user IDs and cookie IDs, which they can then match with their online data (e.g. from their web-analytics tools).

The cookie IDs come from third-party demand-side platforms (DSP), and can be used for creating audiences, which will then be used for ad targeting.

DMP: Audience Enrichment with Branded 3P Data

- Some DMPs allow to combine own data with branded 3P data from specialized data suppliers which has been onboarded upfront and is ready to use.
- This “Data Exchange” feature includes the syndication / billing between data consumer and data supplier as well as the delivery of combined segments into AdTech platforms.
- There are some vendors that specialize in this Data Broker Business exclusively. Often they buy data from publishers directly or from data aggregators.

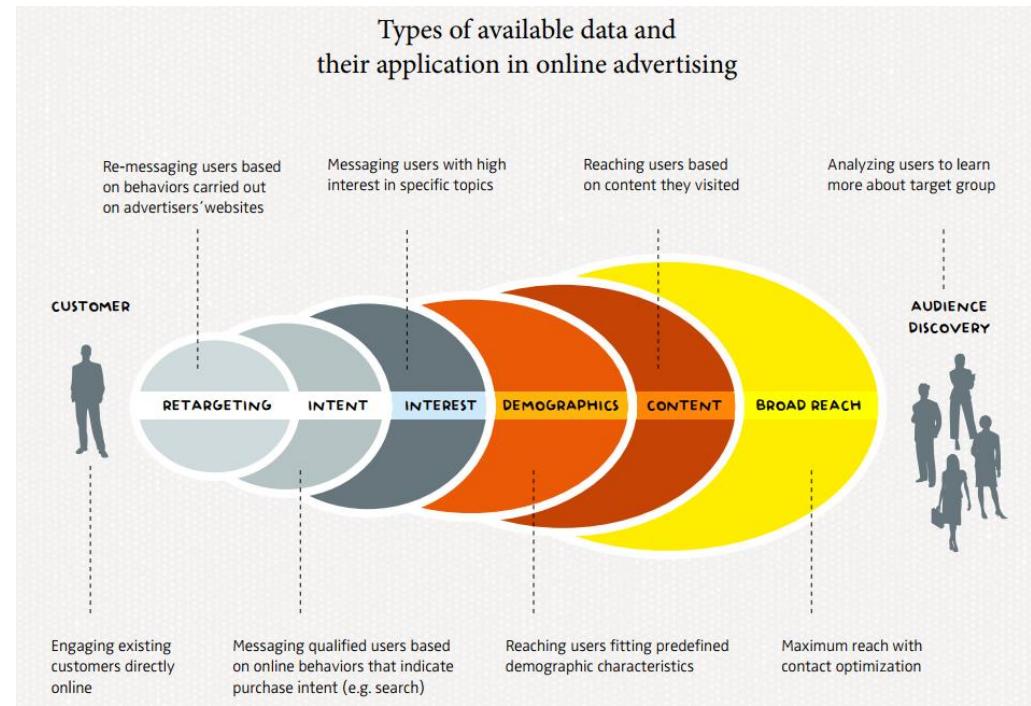
The screenshot shows the 'Branded Data Providers' section of the adsquare Audience Management Platform. On the left, there is a dark sidebar with a user profile (Daniel Rieber) and navigation links: Dashboard, Audiences, Reports, Data Management (Export, Manage Segments, Manage Packages), Branded Data Providers (selected), Private Marketplace, and Administration. On the right, the main area has a header 'Branded Data Providers' with a 'Country: Germany' dropdown and a search bar. Below the header, there is a table listing several data providers:

Provider	Type	Description
MATTERS	App Usage Data	Leading provider for mobile targeting segments based on App Usage data.
acxiom	Household Data	One of the industry's largest provider of consumer insights and socio-demographic data.
adsquare	App Usage Data	adsquare is the leading marketplace for audience management data in the mobile ad-tech ecosystem.
AreaMetrics	Places Data	Premium Bluetooth beacon and GPS location data.
arvato BERTELSMANN	Household Data	Leading multichannel marketing solutions provider and part of arvato-Bertelsmann AG.
eventful	Events Data	Provides world's most comprehensive selection of local events.

DMP: Audience Enrichment with Branded 3P Data

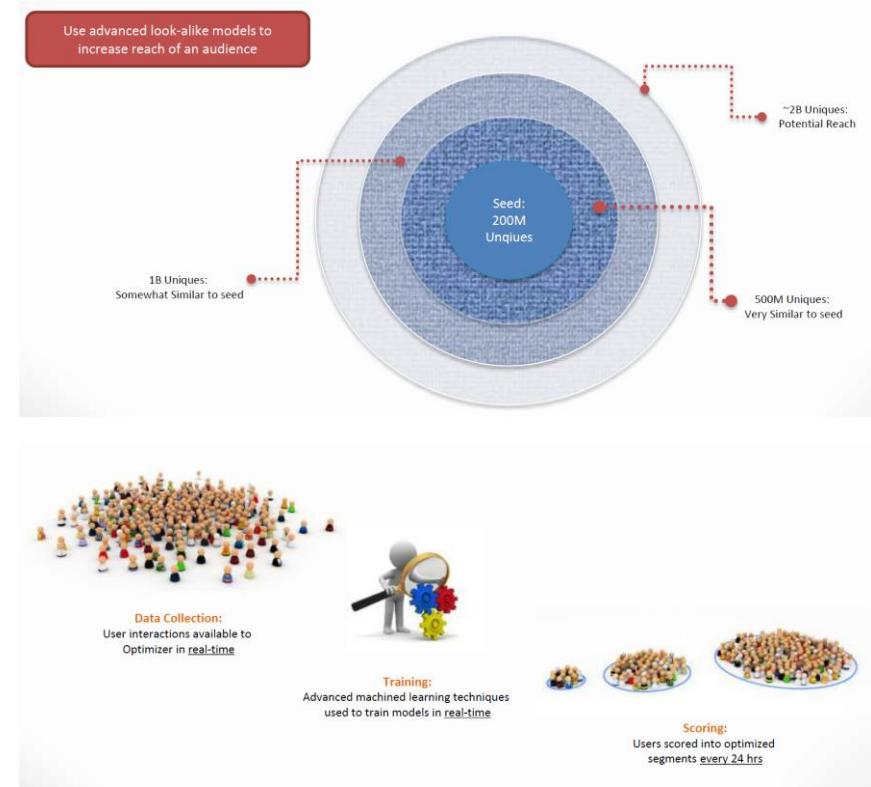
Performance Marketing is more interested in Retargeting, (Purchase) Intent and Interests because this is what drives short-term behavior.

If increasing brand awareness is core for a campaign than socio-demographics and content/context becomes more important.



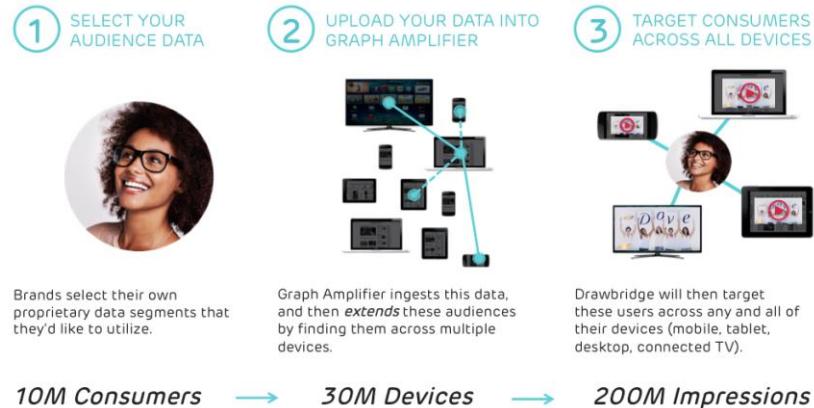
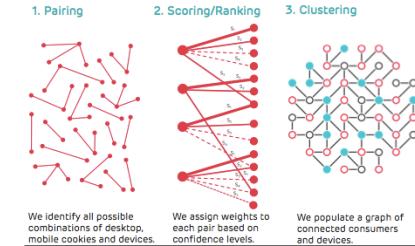
DMP: Audience Reach Extension with Lookalikes

- The more specific a given segment is the smaller the gets. While that's relatively reasonable advertisers still want to have more of the same.
- By looking at behaviors collected for all profiles a machine learning algorithm can calculate a similarity score between a the profiles known to belong to a segment and all other profiles.
- By ranking the profiles according to their score the user (advertiser) can tune the trade-off between reach and „accuracy“.
- For performance advertising a conversion tracking can feed back into the algorithm to tune the accuracy automatically.



DMP: Audience Reach Extension with Device Graph

- Most recipients use more than one device. Cookies and Mobile IDs in DMP operate on a device level (actually user agent, even) leaving targeting opportunities on the table.
- If ads could „follow the user“ across all his devices we would have more targeting opportunities.
- Deterministic Device Graph:
Leverage services that require a login on multiple devices.
- Probabilistic Device Graph:
Leverage signals like same IP addresses, similar behavior patterns etc.

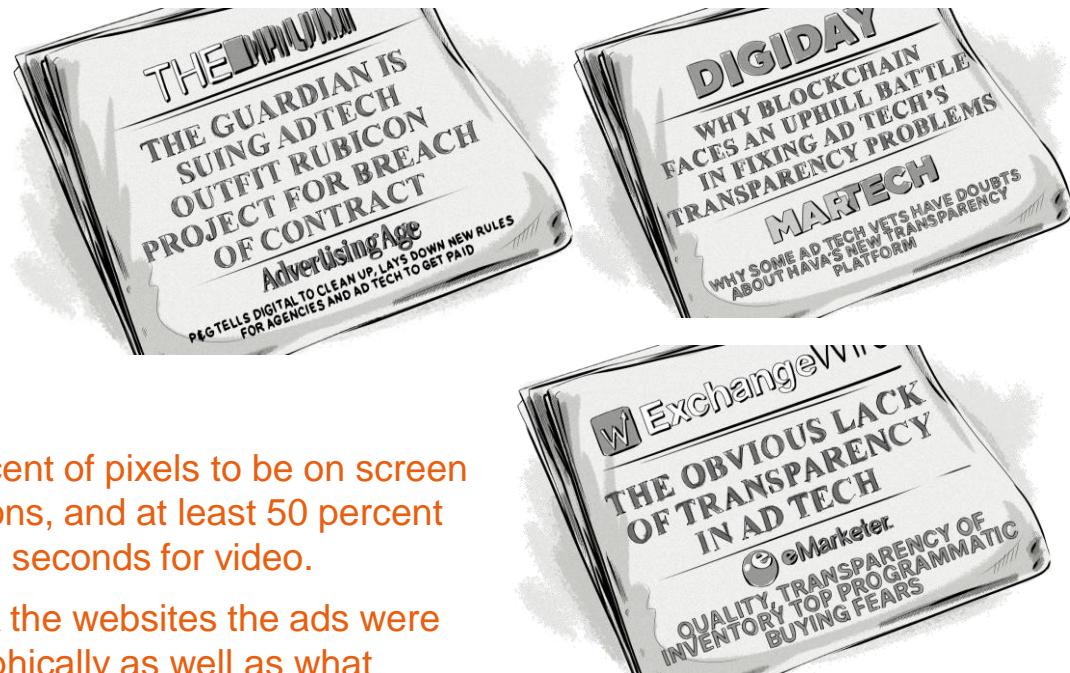


Challenges and Trends

Ad Verification

Ad fraud (which includes fake clicks and bot traffic) and ad viewability exacerbates the whole transparency problem, as advertisers are not only paying X percent more than the true cost of the media, but they are also buying fake impressions or ads that aren't even seen by people.

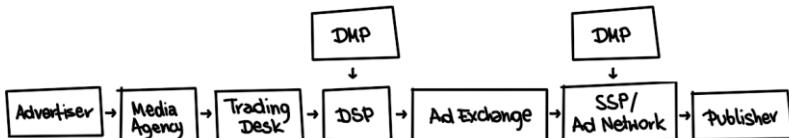
- The MRC standard requires at least 50 percent of pixels to be on screen for at least one second for display impressions, and at least 50 percent of the player to be on screen for at least two seconds for video.
- Verification services use technology to track the websites the ads were placed, where the ads were viewed geographically as well as what percentage of the ads were actually viewable and what other ad content was displayed around the ad in question



AdTech Tax

Each Ad Tech vendor and intermediary in the ecosystem is running a business, which means fees need to be charged and money needs to be made.

- 55 percent of programmatic revenue was captured by Ad Tech services
- 45 percent of the total programmatic revenue went to publishers.
- Trend towards consolidation of the stack into Marketing Clouds (Adobe, Oracle, Salesforce)



<https://clearcode.cc/blog/ad-tech-transparency/>

Nikolaus Pohle | IJK 2018

Step 1: Enter Media Plan

Planning CPMs	Budget	Projected Impressions
Display e.g. \$5.50	▼ e.g. \$65,400	▲ X
Video e.g. \$5.50	▼ e.g. \$65,400	▲ X
Native e.g. \$5.50	▼ e.g. \$65,400	▲ X
+ Add additional channel: ▾ SELECT A CHANNEL ▾		
eCPM	Total Budget	Total Impressions
Media Plan Total		

Step 2: Enter Advertising Technology

Buyer Technology Layers

Ad Blocking

Technology that allows advertisers to block ad delivery based on a set of inventory quality signals, which could include viewability, brand safety and fraud. Can be blocked on either a pre-bid basis or a post-bid basis after bid is won.

Ad Serving

Service that provides centralized storage, tracking, and delivery of media campaign assets

Management Service

Service for setting up, managing, and optimizing programmatic delivery, as well as building / maintaining buy side infrastructure (inventory, technology, data, reporting relationships)

Data / Targeting

3rd party data segments used for identifying and targeting specific types of users or devices. Generally speaking, 1st party segments (those captured by user) are not paid for

DMP Technology

Technology service that allows operators to aggregate and normalize disparate data sets for advanced campaign analytics/reporting

DSP Technology

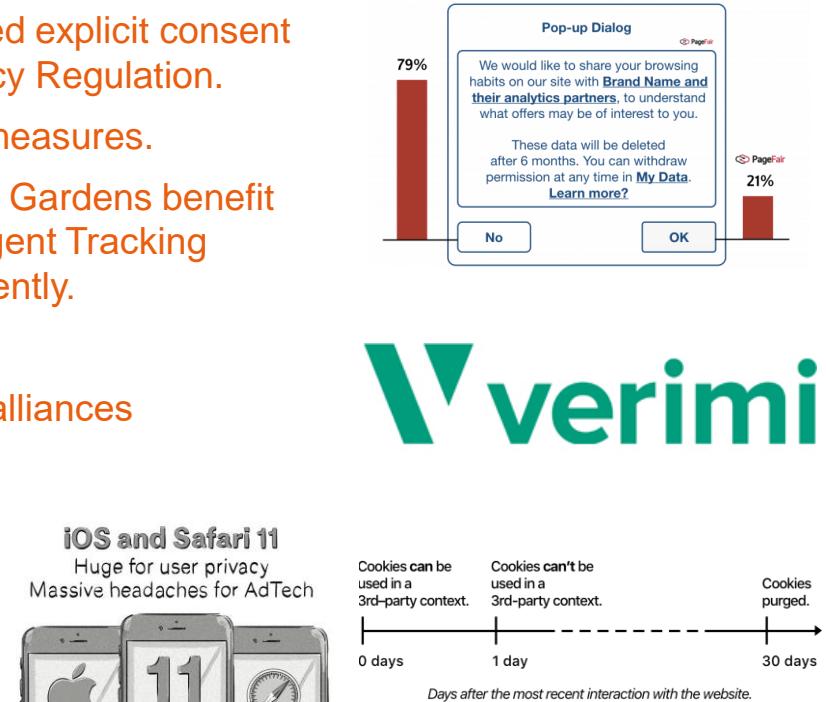
Software primarily used for access to and decisioning against exchange inventory. Other functions usually include bundled bidding algorithms / optimization techniques, 3rd and 1st party data integrations, tagging and attribution functionality, and media delivery reporting

Pre-bid Evaluation

Allows advertisers to evaluate the quality of individual publisher impressions and influence decisioning before bidding. Quality is evaluated largely against viewability, brand safety and/or fraud. Technology often offers option of blocking ad based on measurement

The Cookie Pool is draining

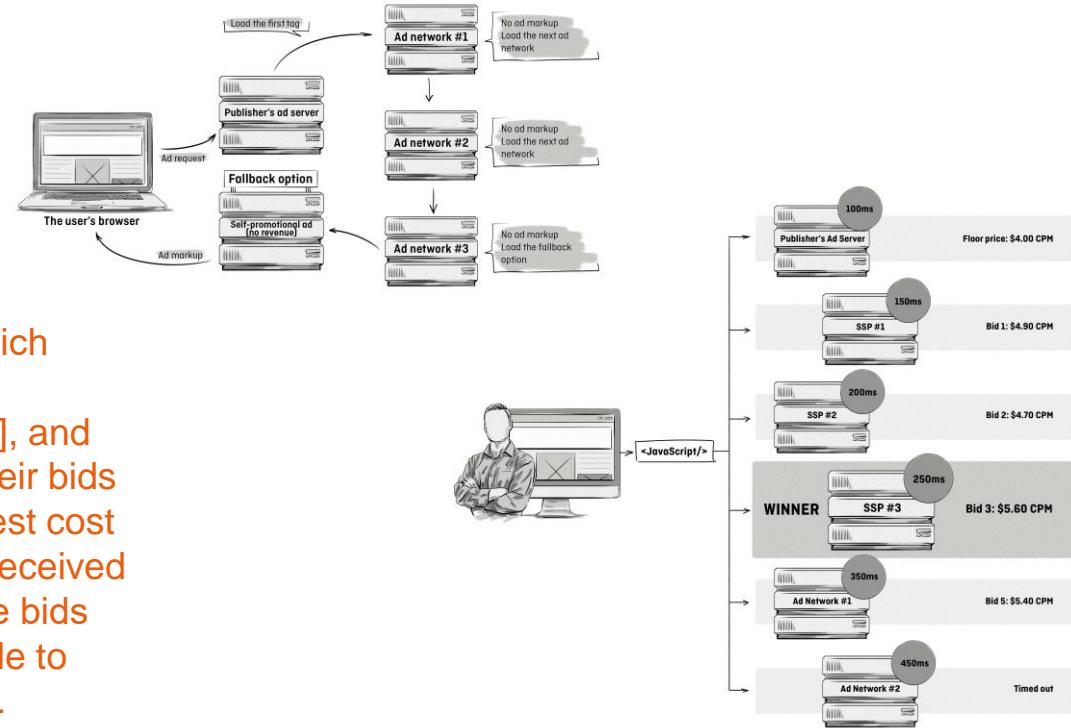
- All companies that do collect and/or share data will need explicit consent from their users to do so under new GDPR and ePrivacy Regulation.
- Mobile Platforms and Browsers ramp up their privacy measures.
- Large Publishers with a strong brand as well as Walled Gardens benefit because it's easier for them to get consent. Also Intelligent Tracking Prevention doesn't harm sites that are used very frequently.
- Publishers are preparing by creating „Single Sign On“ alliances
- Create added benefit for users to drive usage of log-in service
- Get central consent for sharing data among alliance members
- Create device graphs by driving usage on multiple devices
- Amplify data accumulation across multiple properties



Waterfalling vs Header Bidding

Header bidding is a process that enables publishers to simultaneously collect multiple bids from a number of demand sources (not only from their ad server) on all of their ad inventory prior to a sale.

This process allows publishers to “see” which demand sources are placing the bids (ad exchanges, demand-side platforms [DSPs], and ad networks) and the monetary value of their bids (e.g. \$1.05), allowing them to get the highest cost per mille (CPM) possible. As the bids are received before a publisher’s ad server is called, the bids collected from the demand sources are able to compete with a publisher’s premium deals.



ASK MORE QUESTIONS!