

**SUPER SSP**

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# Kokemuksia useamman SSP:n käytöstä



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# Super SSP

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- Toiminta aloitettu Relevantissa keväällä 2014
- Spin out 8/2015
- 7 henkilöä
- Toimistot Helsingissä ja Kööpenhaminassa
- Asiakkaita FI, SWE, DEN, HOL, IT
- Super SSP on palvelu, jonka tehtävänä on kasvattaa julkaisijan tuottoja ohjelmallisessa kanavassa turvallisesti ja kontrolloidusti
- Osaaminen + Konsepti + Teknologia + Yhteistyö = Myynnin kasvu



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# Case – Useampi SSP

myyntitammalli

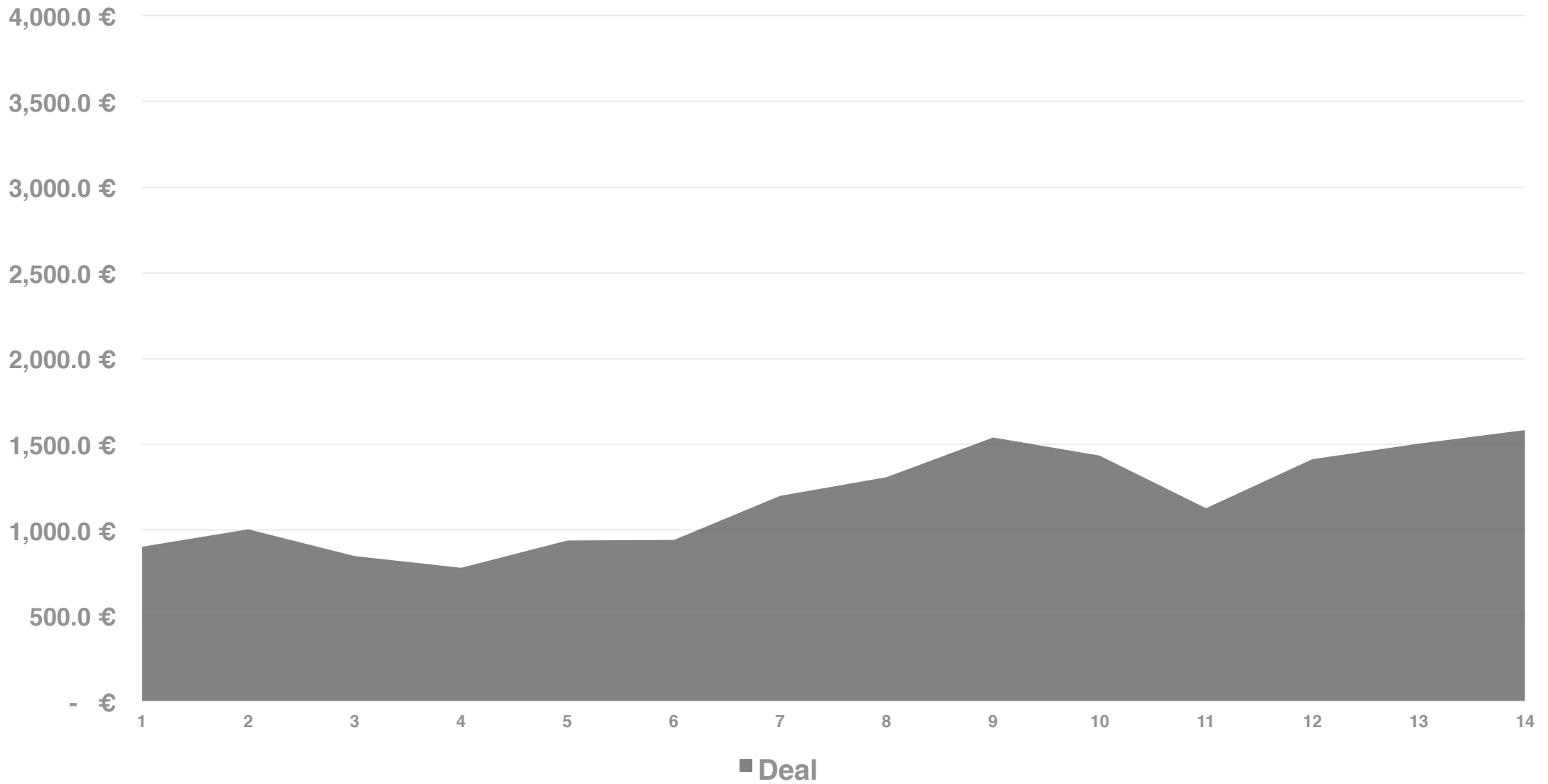
Media myy suoraan ja tekee Deal-ID:t  
Super SSP operoi koko RTB:n, yhdessä  
median oman SSP:n kanssa  
Pohjahinta 1,5 €

Median prioriteetit

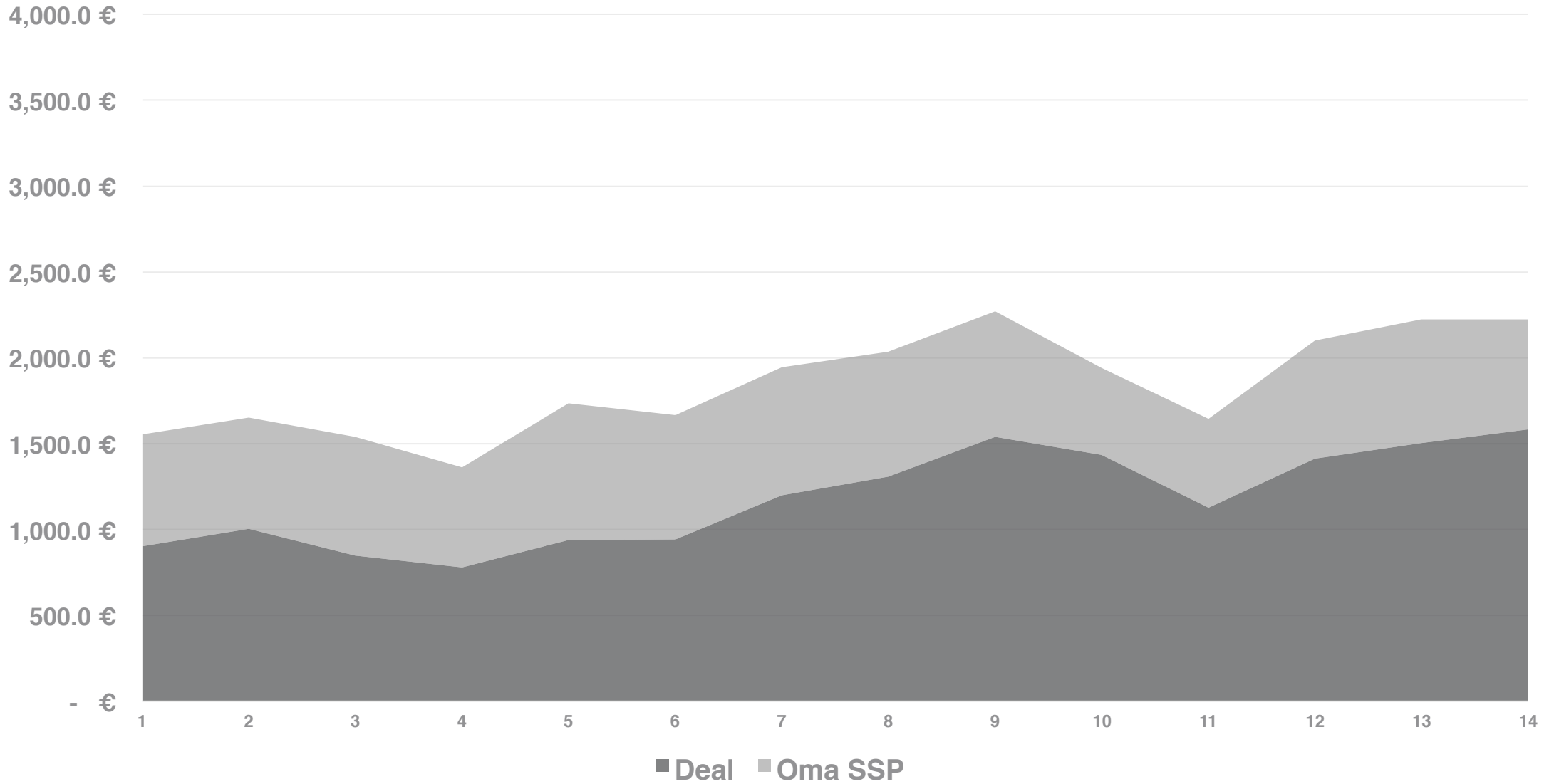
Suoramyynti (CPM)  
Oma SSP (Deal-ID ja Avoin RTB)  
Super SSP  
CPC

KANAVA	MYYNTI €	OSUUS
Deal-ID	33 403,6	45 %
Oma SSP	20 305,4	27 %
<b>Super SSP</b>	<b>21 072,8</b>	<b>28 % (+39 %)</b>
<b>OHJELMALLINEN MYYNTI</b>	<b>74 781,9</b>	
Avoin RTB Total	41 378,2	55 %
<b>Super SSP</b>	<b>21 072,8</b>	<b>51 % (+103 %)</b>
<b>Täyttöaste</b>		<b>33,6 %</b>

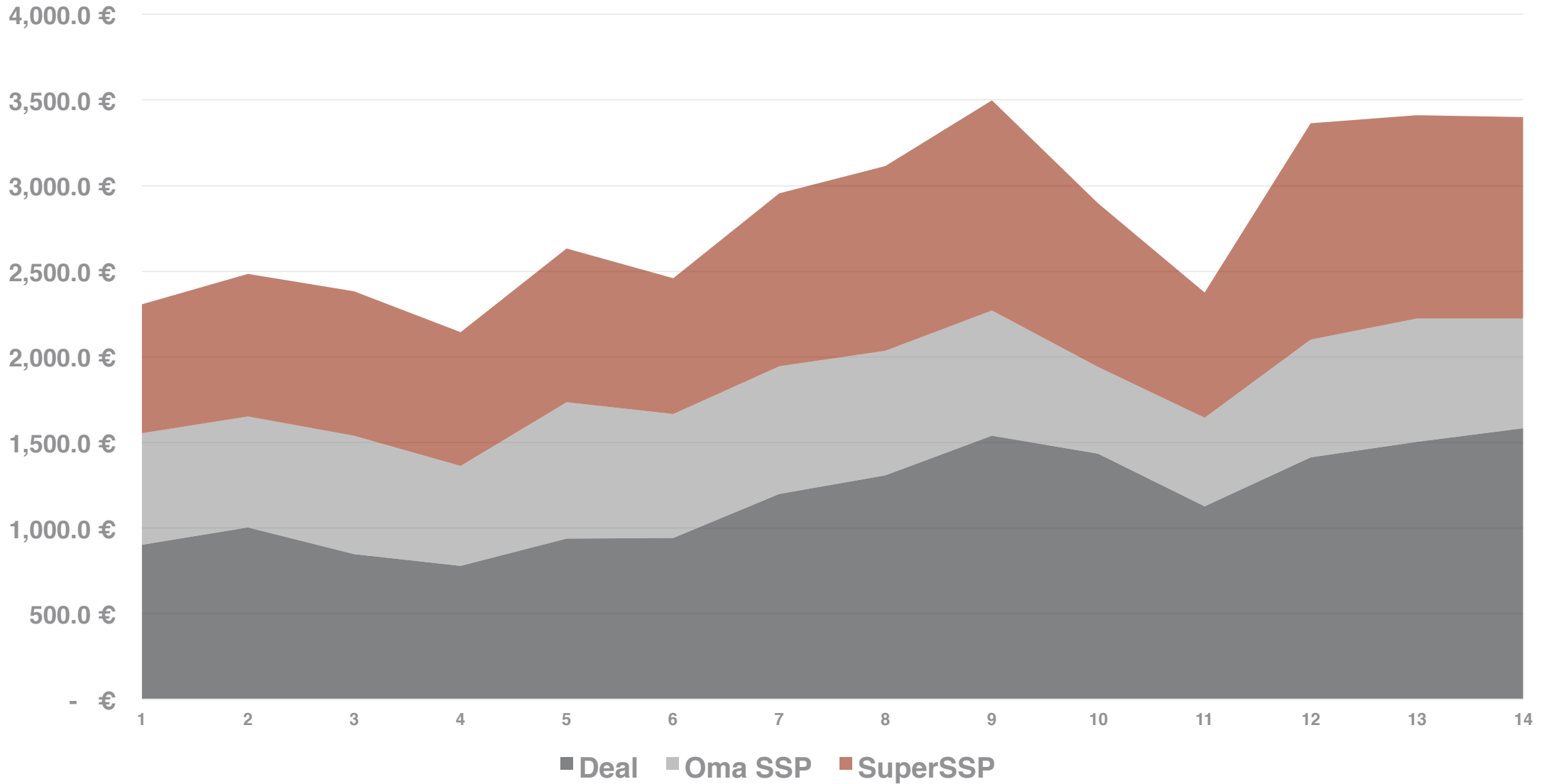
## Myynti per päivä kanavittain



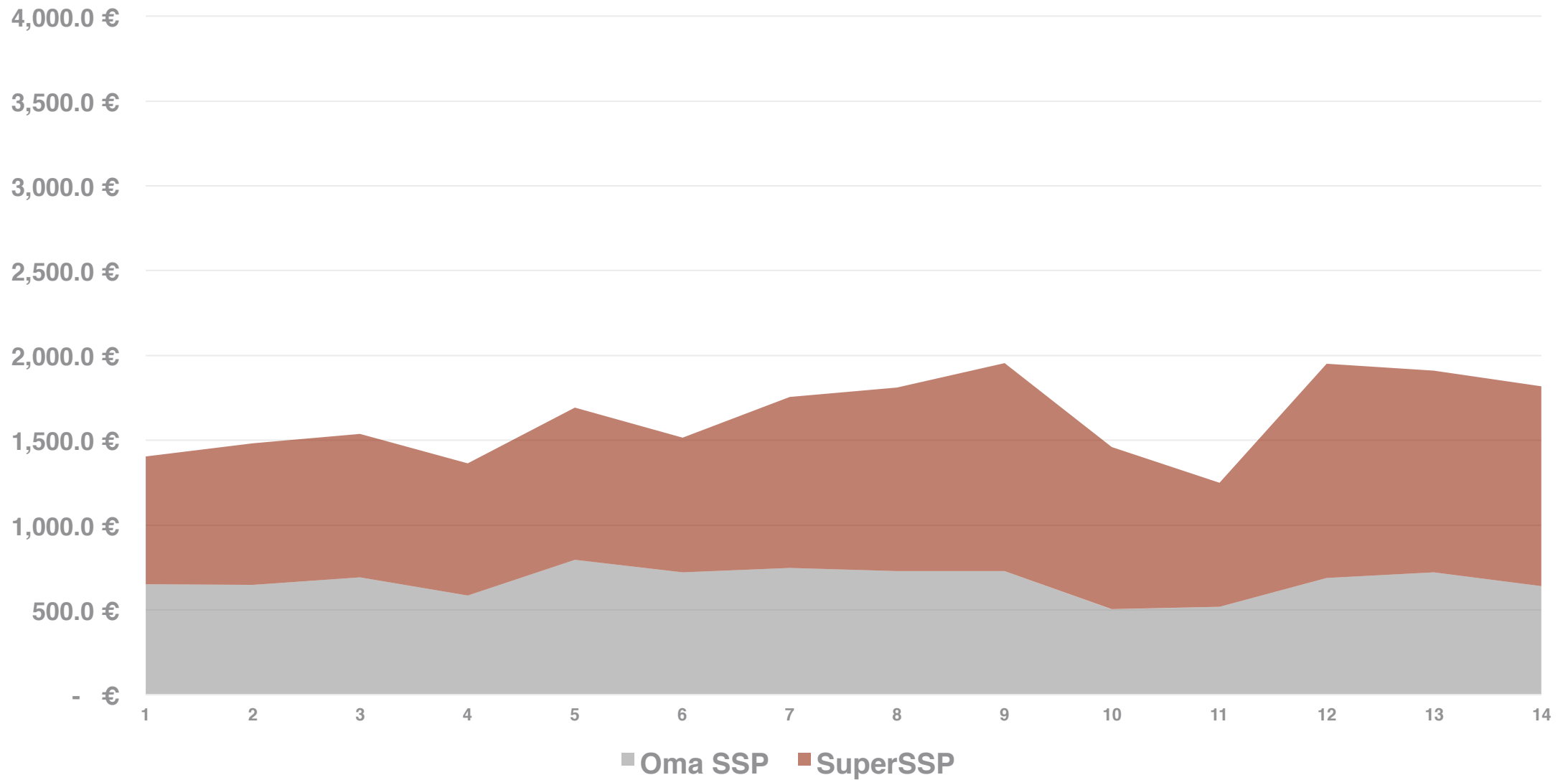
## Myynti per päivä kanavittain



## Myynti per päivä kanavittain

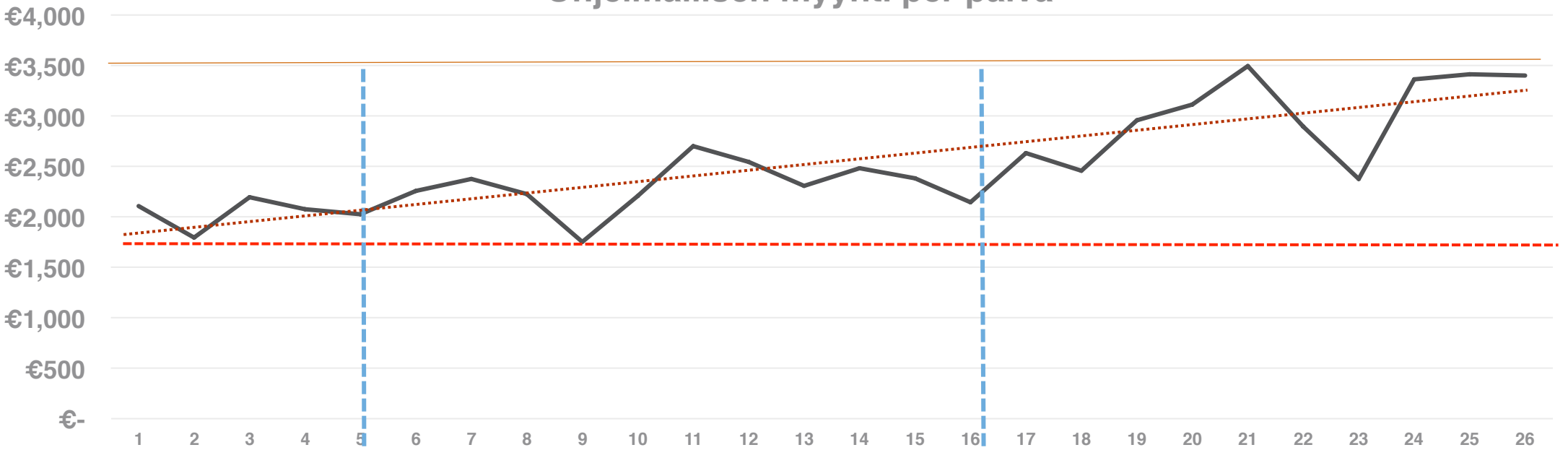


# Myynti per päivä kanavittain- Avoin RTB

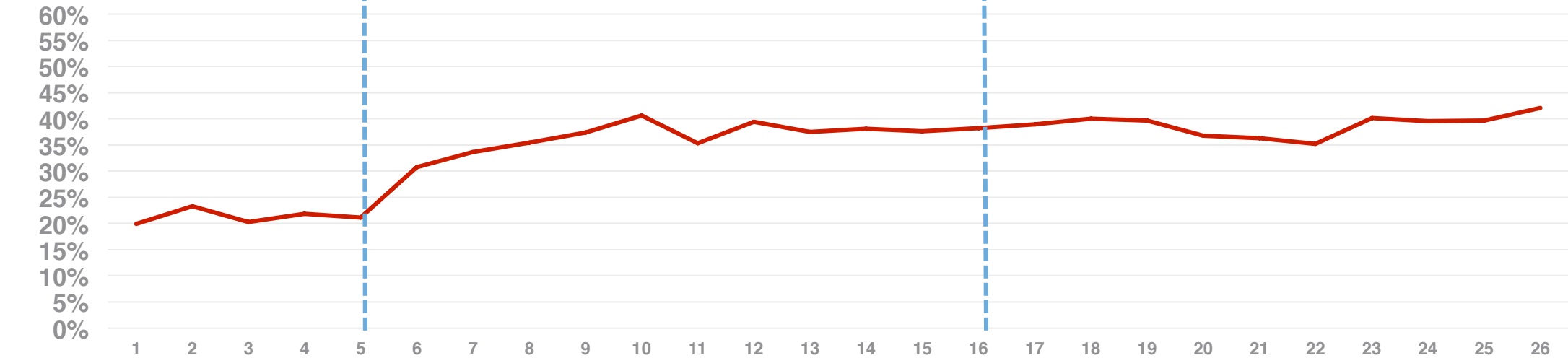




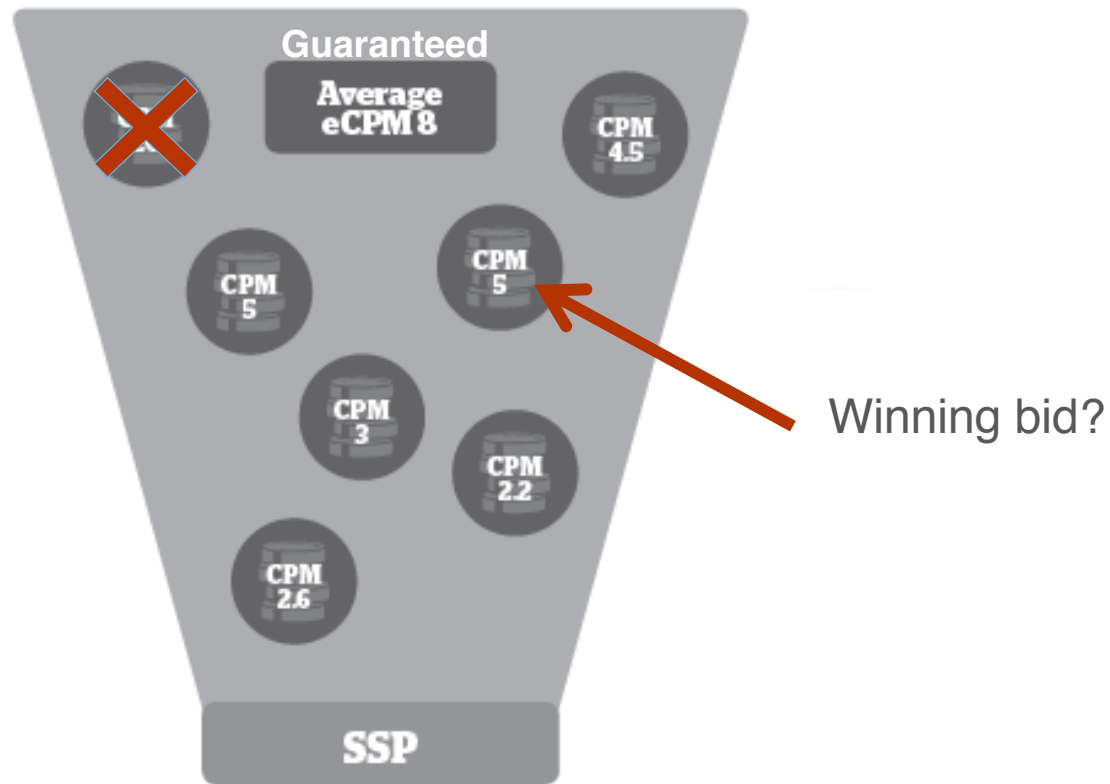
## Ohjelmallisen myynti per päivä



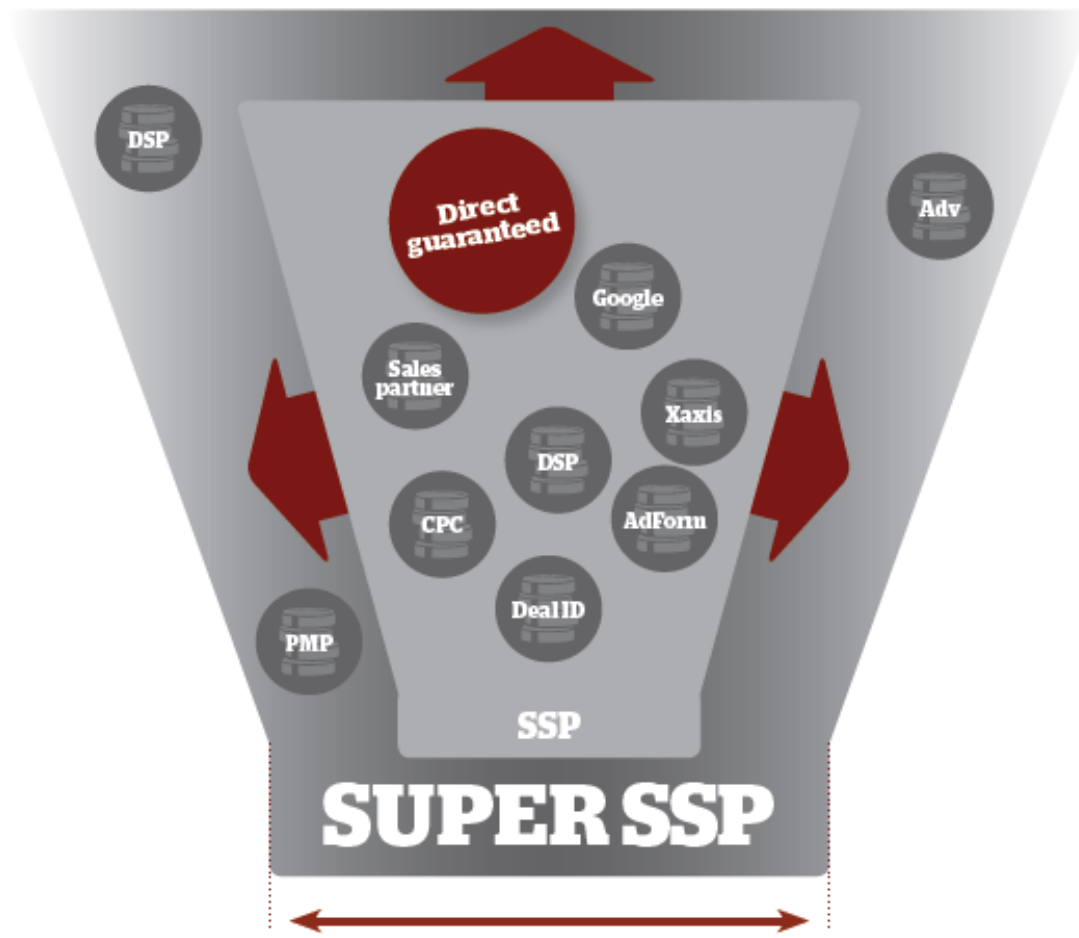
## Ohjelmallisen täyttöaste per päivä



# Truly Holistic – are we there yet?



# In the meanwhile – Best practices?



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# Multiple SSP Evolution

(with default inventory)

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1. Inventory (static) Allocation
2. Linear Model
3. Waterfall
4. What else? What next?



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# Multiple SSP Evolution

(with default inventory)

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## 1. Inventory (static) Allocation.

Delivery through "campaigns" with monthly impression goals or share of voice. Divided with other SSP campaigns

### Pros:

Easy to setup

### Cons:

- Almost no optimizing possibility at all
- Buyer gets poor reach for the inventory/ audience
- Tech issues, SSP might drop out from the delivery pool



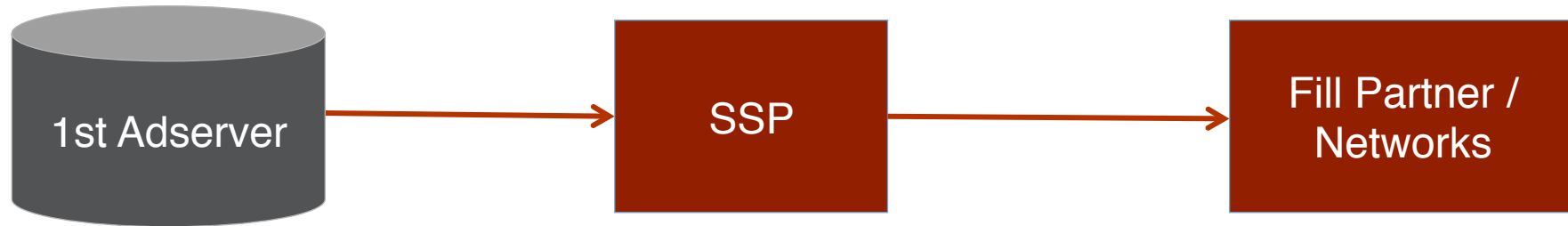
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# Multiple SSP Evolution

(with default inventory)

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## 2. Linear model

Pass unsold inventory directly to a fill partner

### Pross:

Simple setup

### Cons:

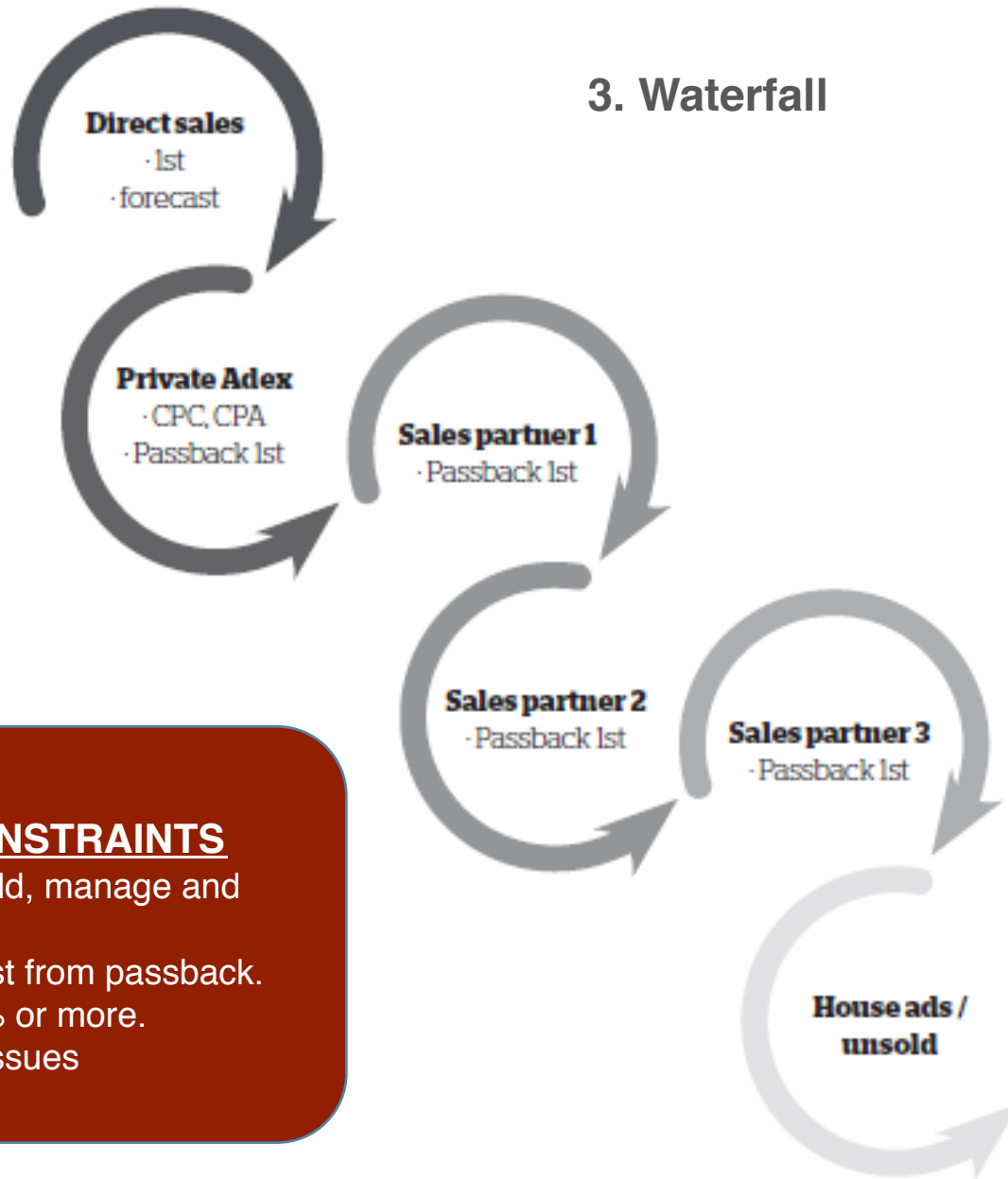
- May lead to lower yield rates vs fully managed stack



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### 3. Waterfall



#### SERVICE CONSTRAINTS

- Yielding - Difficult to optimize and control
- Advertiser gets too many impressions per user and may not control global frequency
- Poor visitors experience – slow page load

#### TECH CONSTRAINTS

Difficult to build, manage and control  
Additional cost from passback.  
Could be 25% or more.  
Forecasting issues



# Multiple SSP Evolution

(with default inventory)

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What next?

Dynamic Inventory allocation

Precall – Header bidder

Truly holistic ?



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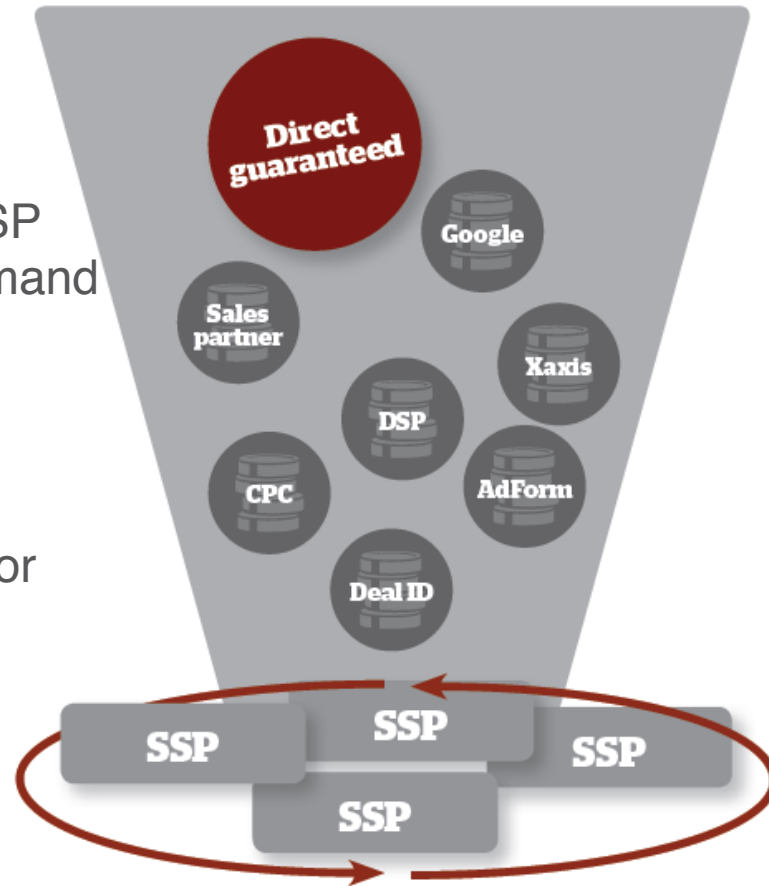
# In the meanwhile – Best practices?

## Multiple SSP

Utilize more than one SSP  
= more reach for the demand

More stack  
= more responsibility

Don't leave your backdoor  
open!



Precalls & Header bidder tech  
= Towards better bid market



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# Tech Yield

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**Bigger than Better – More volymes - Less cost**

**More Latency – Less Viewbility – Less good CTR – Less Conversion – Higher cost for Buyer**

**Do inventory analyses ! Know what you got**

**Revenue comes usually with cost of user experience**

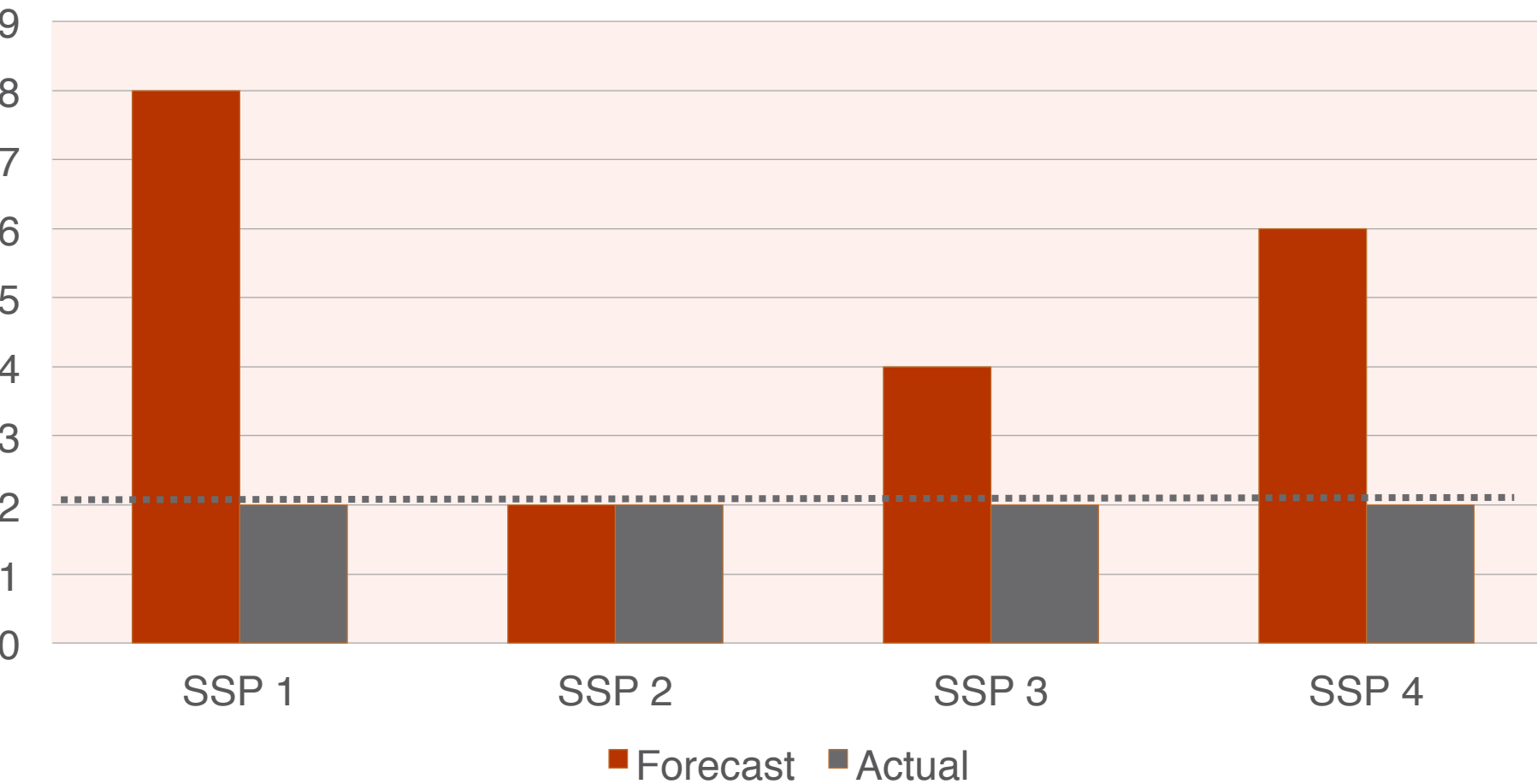
**Bad user experience – Less visitors – Less audiences**



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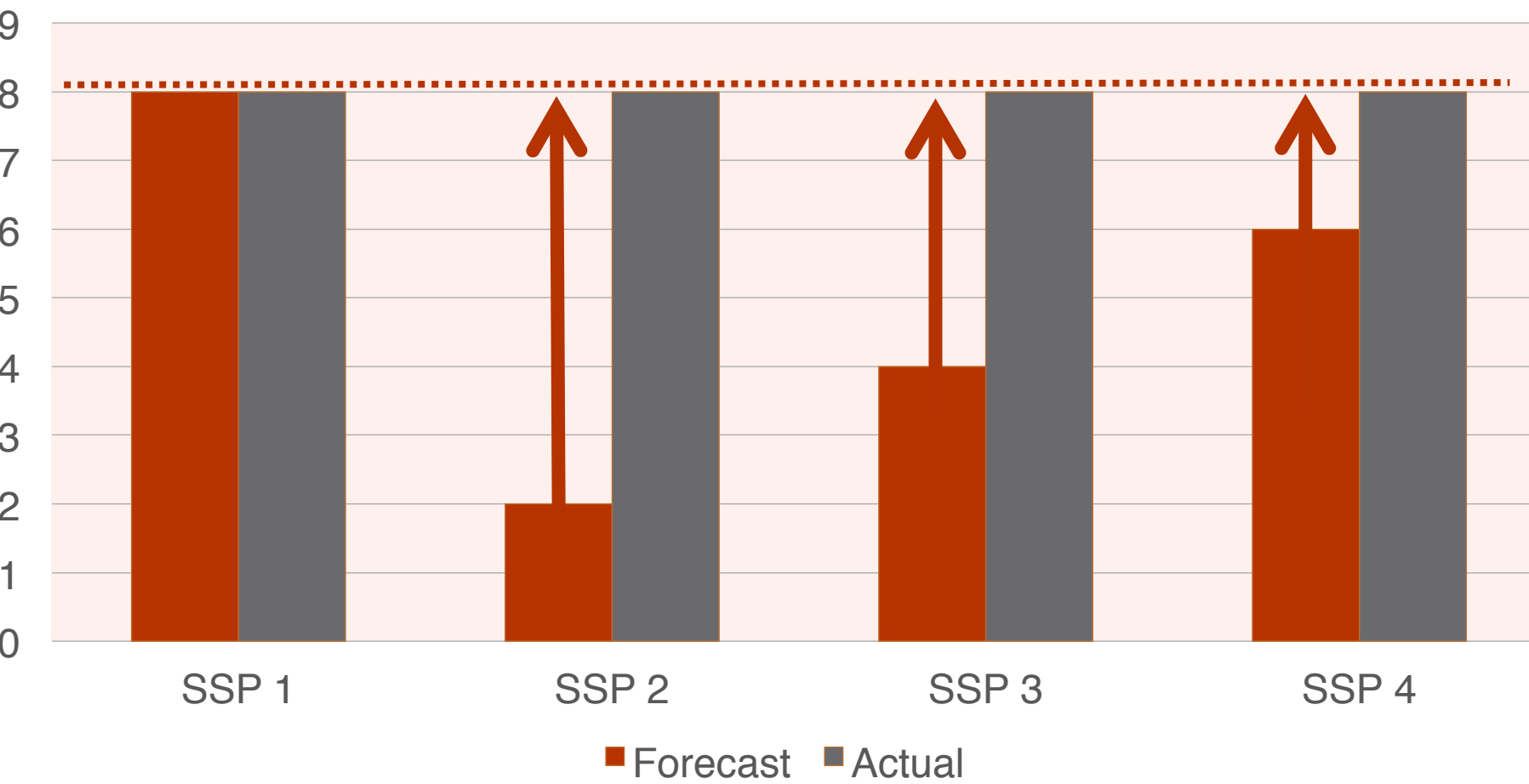
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# Optimizing inventory value

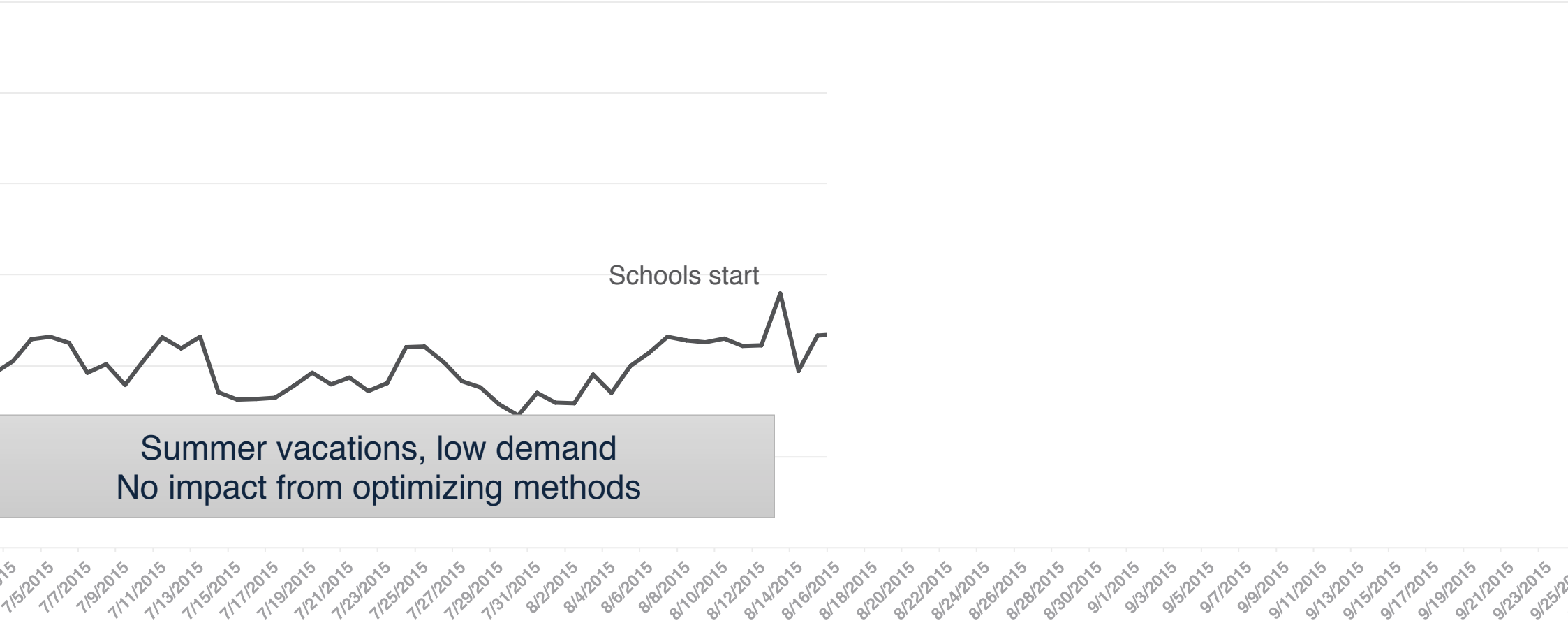


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# Optimizing inventory value



# Open RTB - eCPM

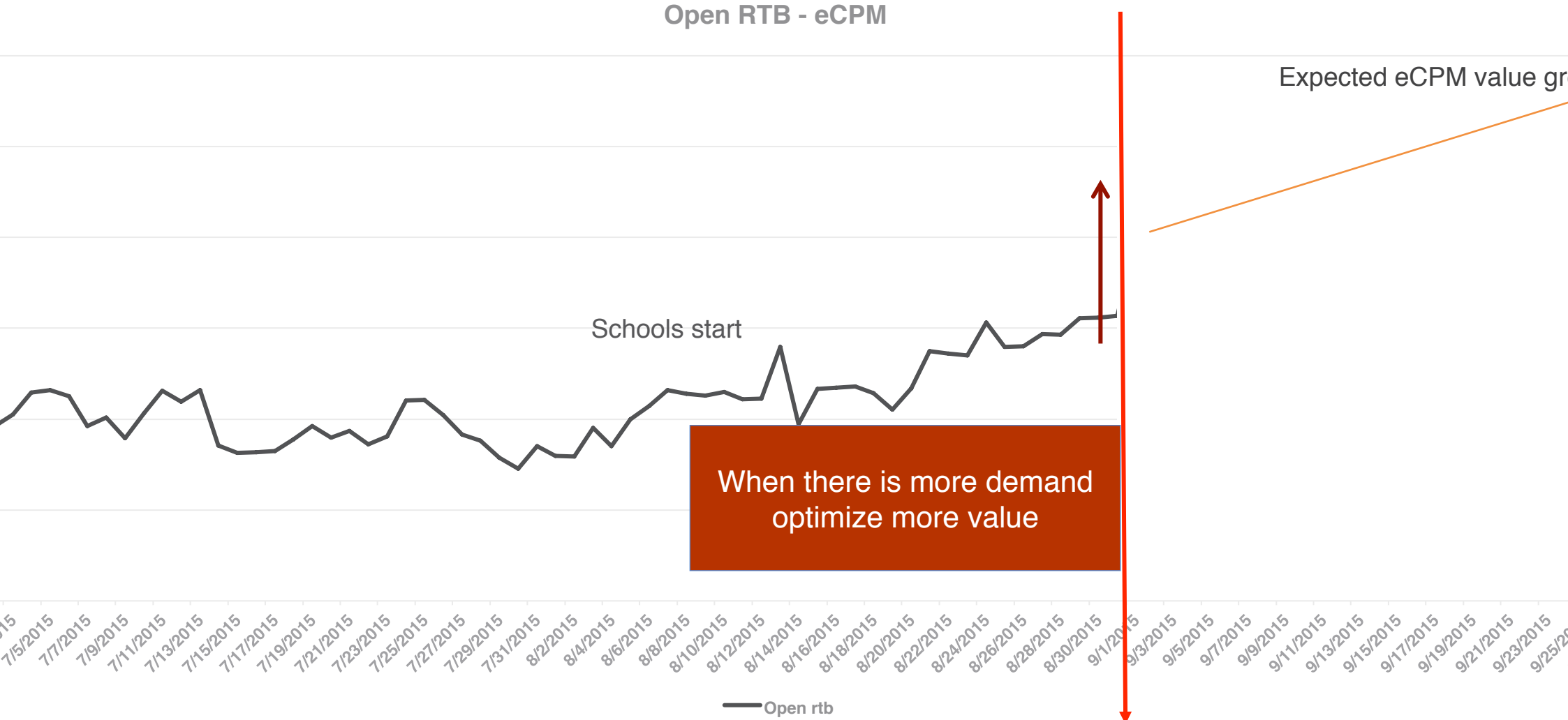


Summer vacations, low demand  
No impact from optimizing methods

Schools start

Open rtb

# Open RTB - eCPM



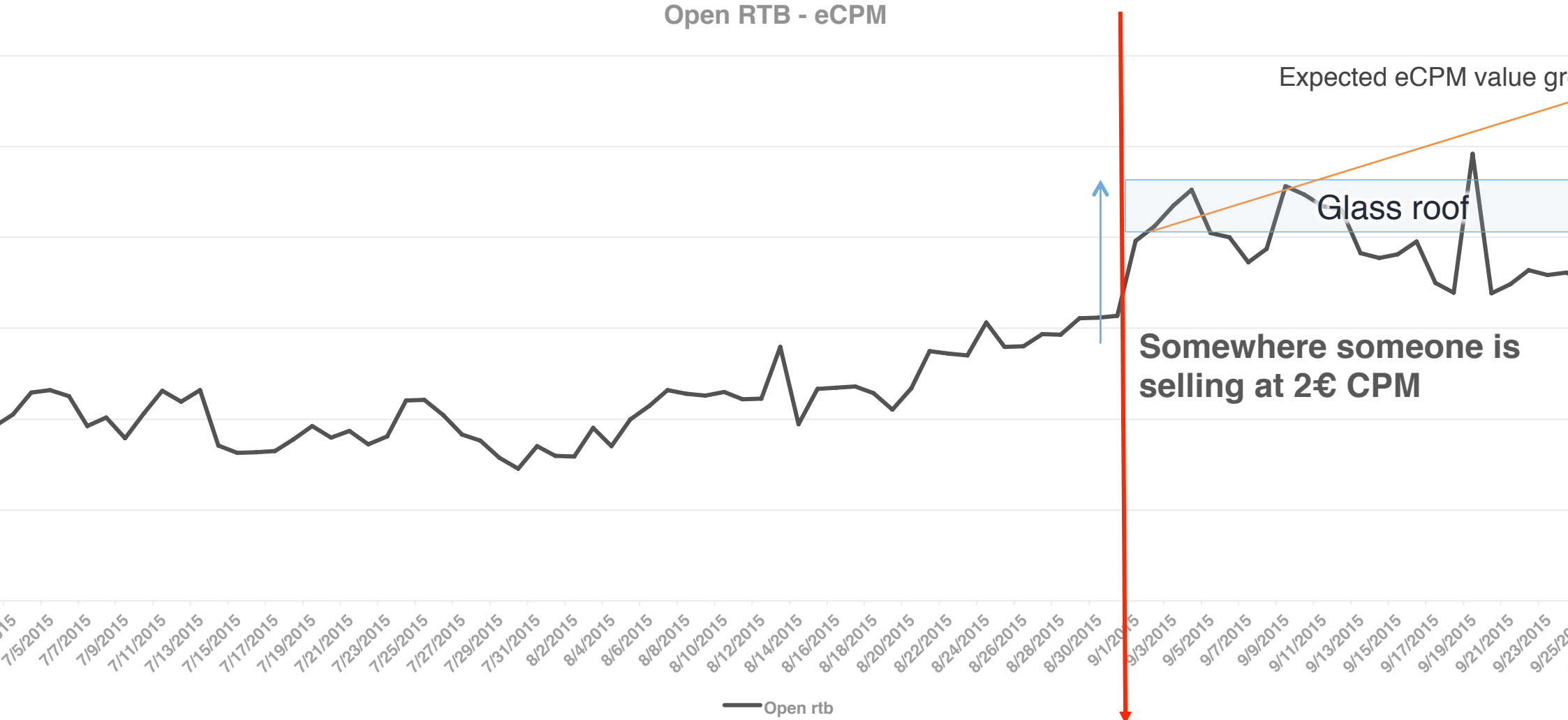
Expected eCPM value growth

Schools start

When there is more demand optimize more value

Open rtb

# Open RTB - eCPM



Expected eCPM value growth

Glass roof

Somewhere someone is selling at 2€ CPM

Open rtb

# Giveaways

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Tech is evolving, don't commit your self for one solution – What you choose, utilize!

Stop leakage – close the back doors

Do inventory analyses ! Know what you got



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