

# KEKSIT. KEKSIT? KEKSIT! - MAINONNAN KOHDENTAMINEN TÄNÄÄN JA HUOMENNA



Thomas Munck - PubMatic

Delivering Digital Advertising's  
Supply Chain of The Future

Muutoksen tekijöille





**PubMatic**

REDWOOD CITY PUNE SYDNEY PARIS  
NEW YORK MUNICH AMSTERDAM STOCKHOLM  
LONDON SINGAPORE HAMBURG

# DELIVERING DIGITAL ADVERTISING'S SUPPLY CHAIN OF THE FUTURE

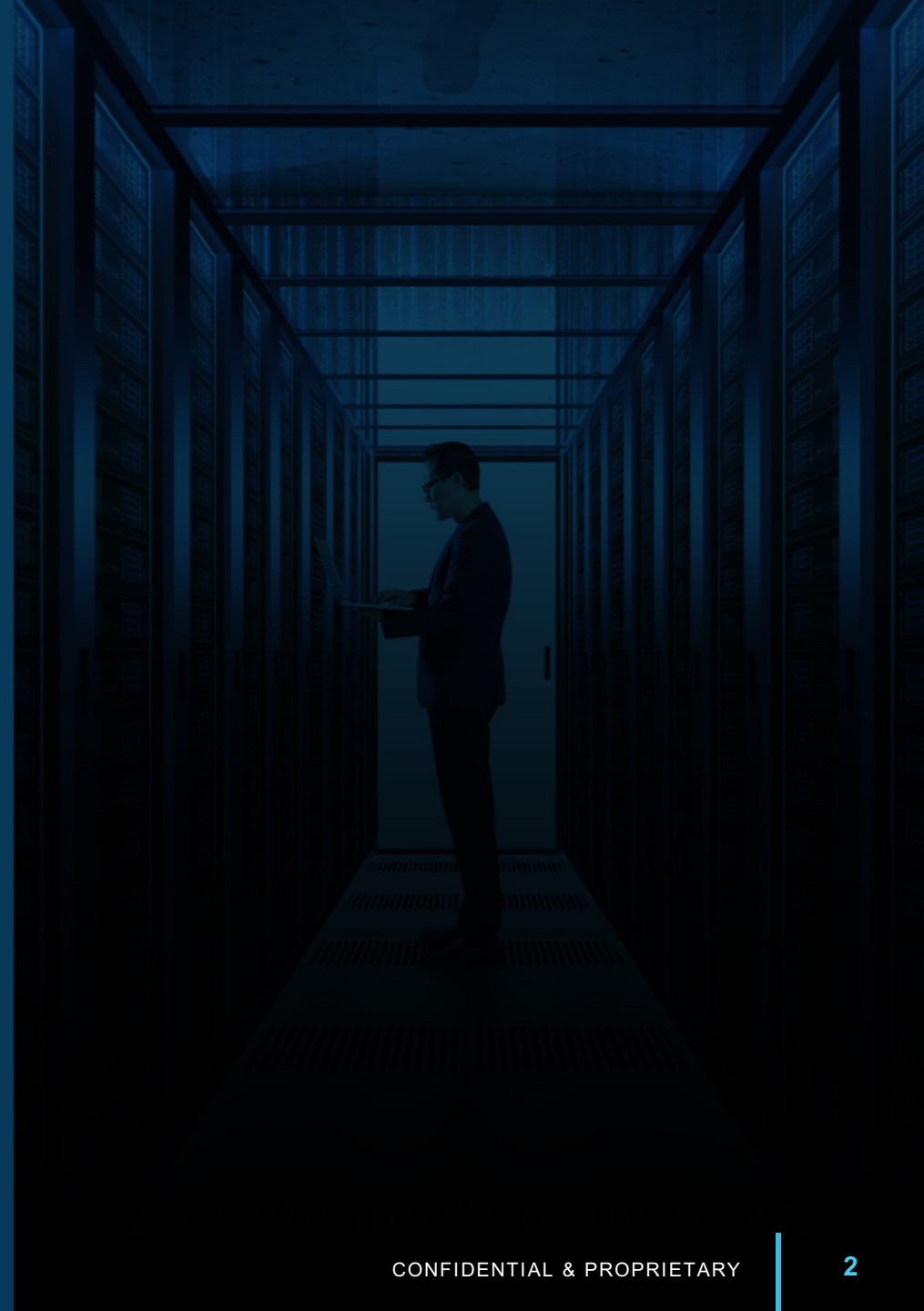
TOKYO MILAN NEW DELHI LOS ANGELES  
FUELING ADVERTISING INNOVATION

**MAY 2022**

# AGENDA

---

- **A Changing Landscape**
- **Key Solutions**
- **Bringing It All Together**





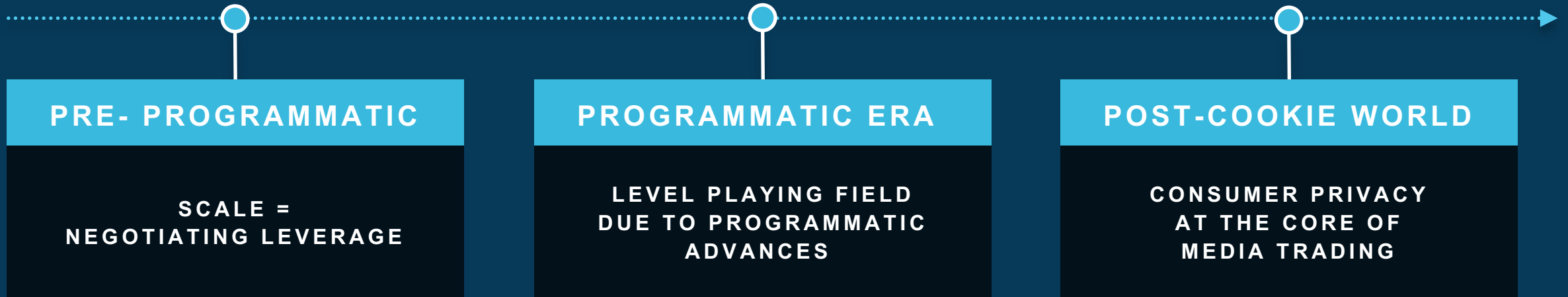


# A CHANGING LANDSCAPE

---



# DIGITAL MEDIA BUYING IS EVOLVING RAPIDLY



“

Savvy marketers who can navigate the complexities of the open internet will find scaled pools of under-valued inventory that achieve superior investment returns.

”

JOUNCE MEDIA

Source: Jounce Media: The State of the Open Internet

# BUYERS FACE MORE CHALLENGES THAN EVER



## COMPLEXITY

Never-ending options, different measurement standards, and growing addressability and targeting challenges.



## VALUE

Buyers want a path that delivers value. An estimated 70% of an advertiser's budget does not result in media that reaches consumers for programmatic purchases.



## EFFICIENCY

Buyers need partners who can help them activate and manage campaigns seamlessly and effectively.



## TRANSPARENCY

For too long, bad actors in programmatic have operated in black boxes, creating rampant fraud.

Source: Association of National Advertisers, global estimates <https://www.mediapost.com/publications/article/369509/ana-commissions-study-on-programmatic-media-buying.html>;  
<https://www.lexology.com/library/detail.aspx?g=ab34fa00-114f-49d5-8d59-ebb9d1e975> ;



# BUYERS CHANGE TOWARDS A FUTURE WHERE AGENCIES CAN CONTROL THEIR SUPPLY CHAINS

AdAge Sections Latest Editor's Picks Most Popular

Media

## MARKETERS WANT TO SHIFT MORE MEDIA DUTIES IN HOUSE, FORRESTER FINDS

Interpublic's Acxiom commissioned study, which finds 'in house' means leaning heavily on other third parties besides agencies



In 2021, 50% of advertisers stated they have an in-house model for programmatic trading, compared to 20% in 2020.

## DIGIDAY

NEWS DIGIDAY + PODCASTS EVENTS AWARDS

THE PROGRAMMATIC MARKETER

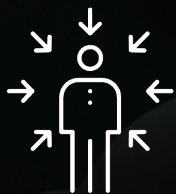
### 'Effectiveness breeds spending': Procter & Gamble moves to take more marketing in-house

# HOW CAN BUYERS ACHIEVE GREATER RESULTS?



## OMNICHANNEL

Cross-platform inventory across premium publishers with real audiences



## ADDRESSABLE

Layer audience-enriched data sets to target users at scale



## EFFECTIVE

Viewable, measurable, and within brand-safe environments

## TOP 3 OBJECTIVES FOR MARKETERS GLOBALLY

According to the IAB's recent poll

1

## CAMPAIGN EFFECTIVENESS

2

## COST EFFICIENCY

3

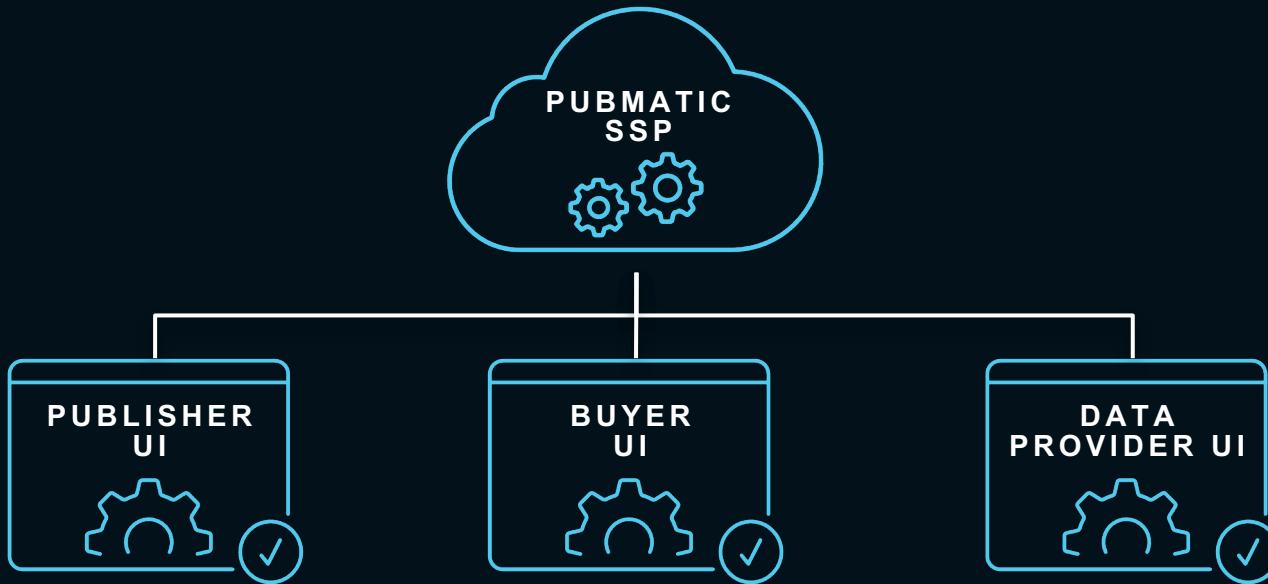
## BETTER AUDIENCE TARGETING

Source: Interactive Advertising Bureau (IAB), "2020 International Report on Programmatic In-Housing" sponsored by Accenture Interactive, Aug. 3, 2020



# THE FUTURE INFRASTRUCTURE IS THE ONE BRINGING BUYERS AND PUBLISHERS CLOSER THAN EVER

The future solution should encourage incremental investment in publishers, by helping agencies and advertisers optimize supply paths.



## 100%

HOLDING COMPANIES  
HAVE SPO AGREEMENTS

## 44%

YOY INCREASE  
IN SPO PARTNERS

## ~25%

ACTIVITY ON PLATFORM  
IS VIA SPO DEALS

Source: PubMatic and Partner internal data Q4 2021

# Omnichannel

A person is shown from the chest up, holding a smartphone in their right hand and a remote control in their left hand. They are sitting in a dimly lit room, likely a living room. In the background, a laptop is open on a table to the left, and a television is visible, displaying some content. The overall atmosphere is dark and modern. The word "Omnichannel" is overlaid in large white text, with a short yellow horizontal line positioned below the letter "h".



# THINK OMNICHANNEL

## ALL SCREENS & FORMATS



### SCREENS

- Connected TV
- Desktop
- Mobile
- Tablet

### FORMATS

- OTT
- In-stream
- Outstream

## DEALS & RTB

### FLEXIBLE & BRAND SAFE PROGRAMMATIC DEAL MODELS

- Open Exchange
- Curated Inventory Packages
- Private Marketplaces
- Programmatic Direct
- Programmatic Guaranteed

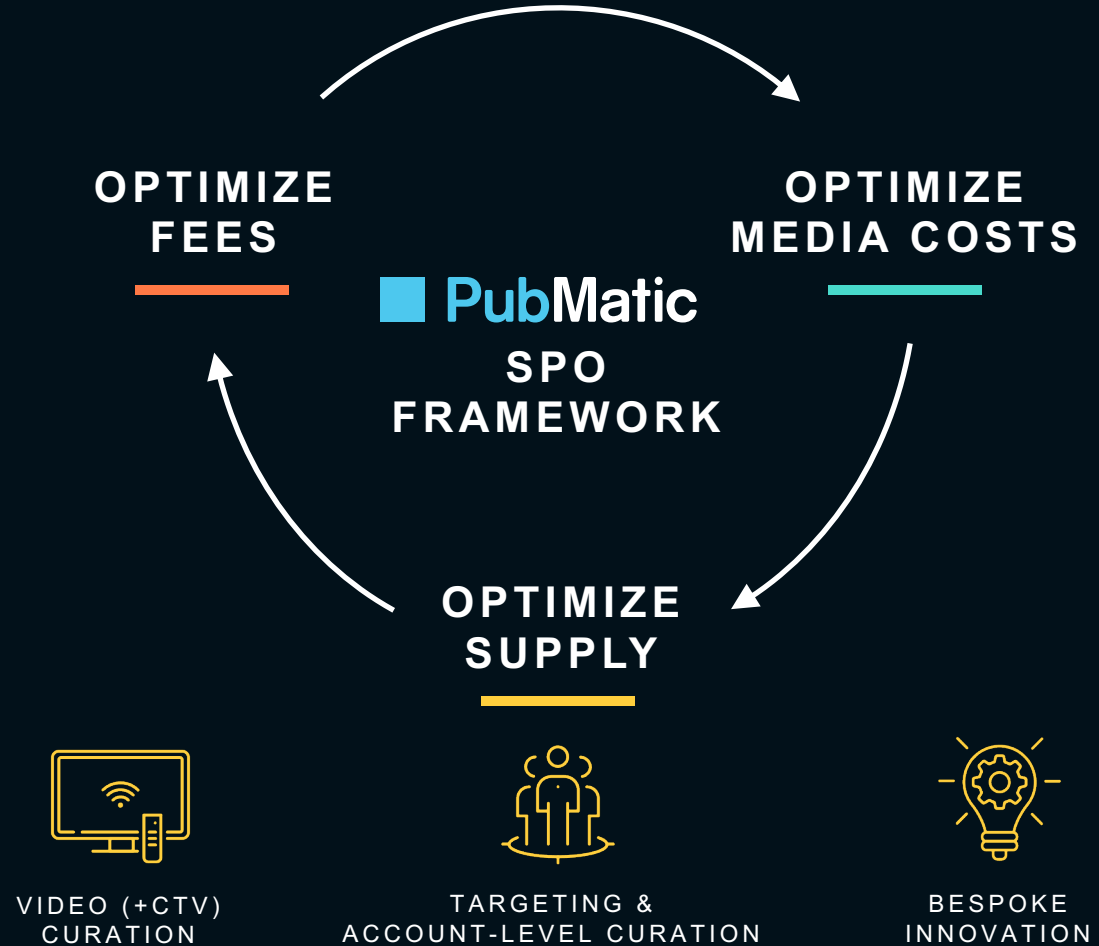
## DIRECT OMNICHANNEL PARTNERS



# ACCESS MULTIPLE VARIABLES TO DRIVE TOWARDS THE MOST EFFICIENT AND IMPACTFUL BUYING PATH

## BENEFITS

- Economic Control
- Quality Control
- Concentrated Innovation
- Buyer Leverage





# GO DEEPER WITH FLEXIBLE PROGRAMMATIC DEAL MODELS

---



## AUCTION PACKAGES

---

Curate inventory through  
multiple packages (pre-built  
or custom made)



## PRIVATE MARKETPLACE

---

Invite only marketplace for  
exclusive inventory



## PROGRAMMATIC GUARANTEED

---

Connect with publishers  
to automate the buying and  
selling of reserved impressions  
on a guaranteed basis

\*Google Programmatic Guaranteed certified partner



# Addressability

---

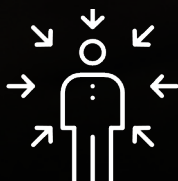


# HOW WE DRIVE SUCCESS IN THE FUTURE

## EFFECTIVELY REACHING YOUR AUDIENCES



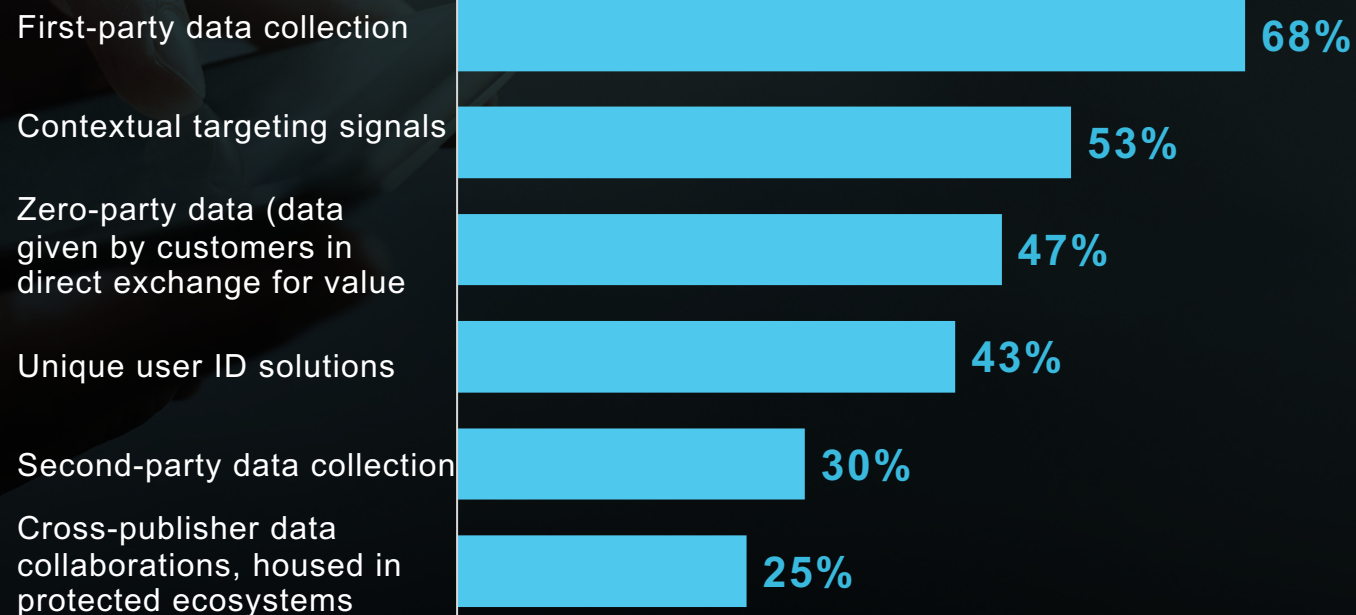
**AUDIENCE TARGETING  
ON THE SSP SIDE**



**LEVERAGE A PORTFOLIO  
APPROACH TO ADDRESSABILITY**

## THE POPULAR COOKIELESS TACTICS AMONG BUYERS

**Q:** What strategies are your team pursuing to implement and scale cookieless targeting?  
Select all that apply







# WHAT DATA IS AVAILABLE FOR DEALS

## PARTNER DATA

We work with 30+ premium data partners

 SAMBA TV  LOTAME  AUDIENCE.Q

 ZEOTAP  semasio  NCM  
AMERICA'S MOVIE NETWORK

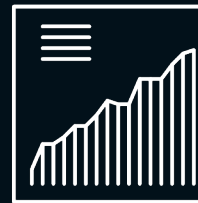
 Audiencerate  DIGITAL AUDIENCE  
THE IDENTITY HUB

 MULTI LOCAL  EPSILON  H | CODE

ARISTOTLE  fifty.  Nielsen

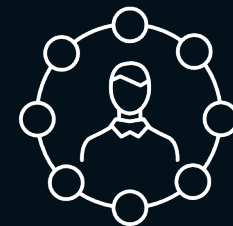
## BUYER DATA

Bring your own data to target on the SSP side for better performance and better data security



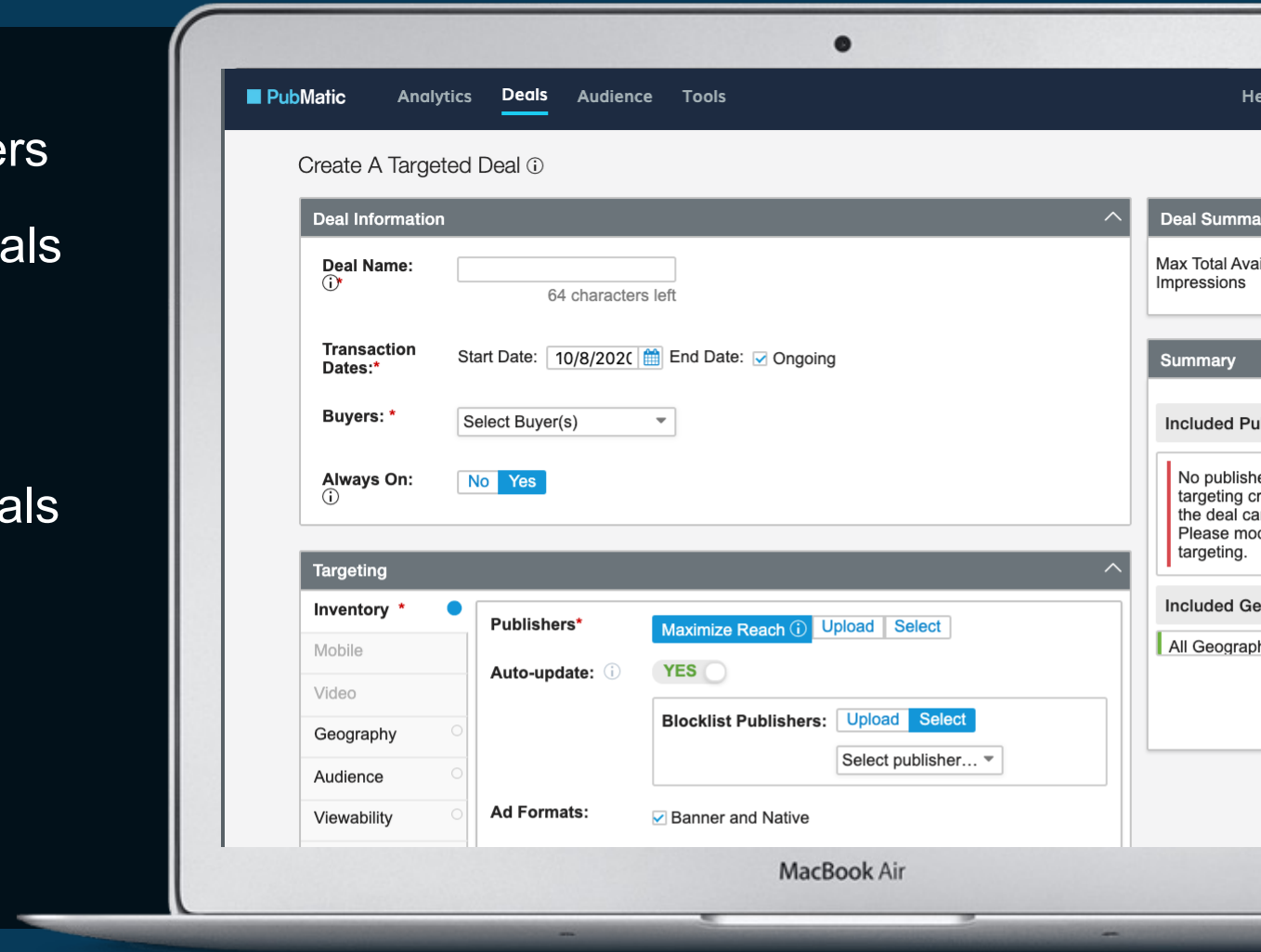
## PUBLISHER DATA

Leverage premium publisher data closer to the source

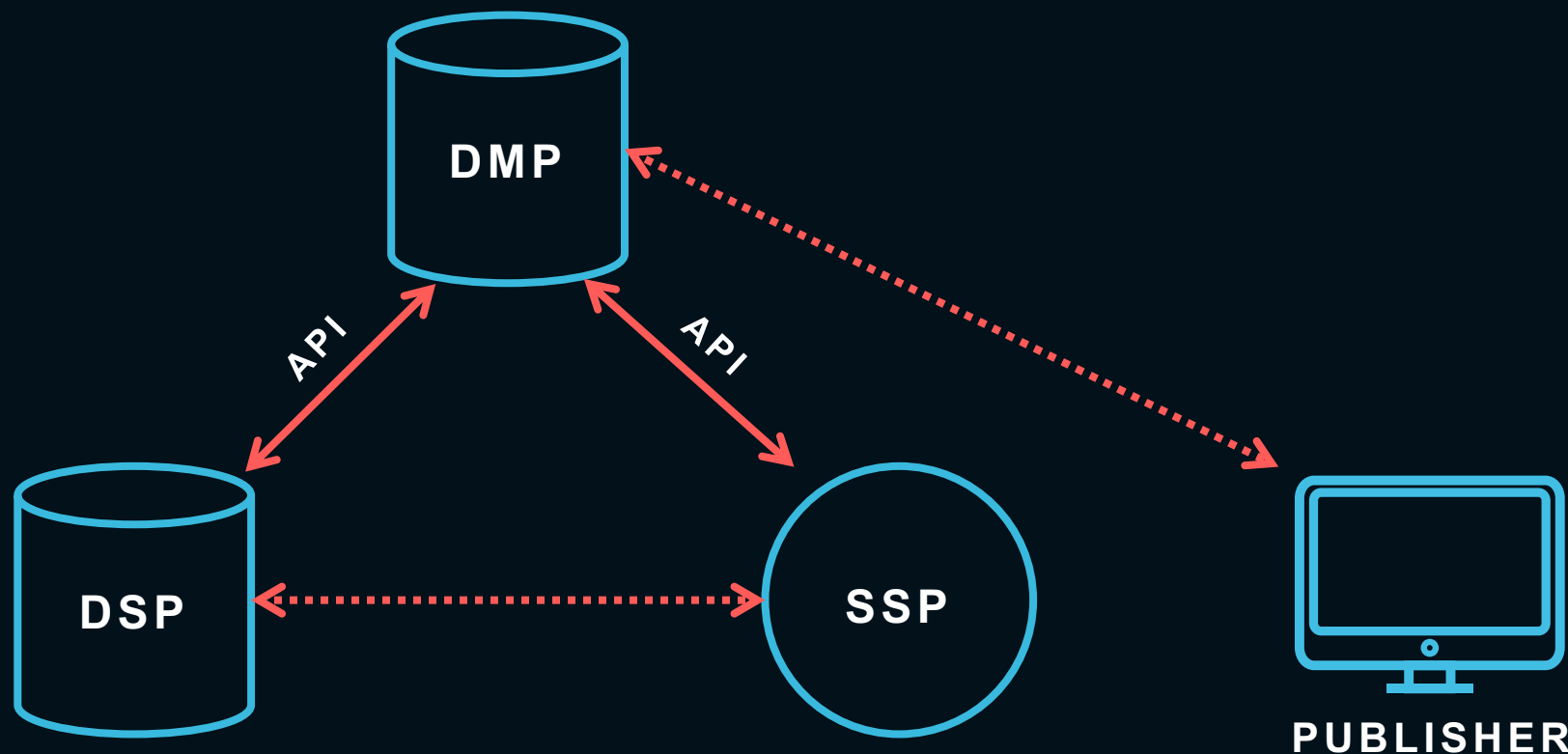


# LOOK FOR TRANSPARENCY & CONTROL IN YOUR MEDIA SUPPLY CHAIN SOLUTIONS

- Simplify deal transactions with publishers
- Manage your auction packages and deals all-in-one-place
- Look for easy and quick setup
- Look for flexibility to bundle multiple deals
- Maximise spend efficiency and performance ROI
- Eliminate cumbersome processes



# PUBMATIC & SEMASIO BOOST CAMPAIGN REACH BY **205%** FOR OMNICOM'S OMD NETHERLANDS



**205%**

UPLIFT IN REACH  
COMPARED TO  
DSP PARTNER

**16%**

UPLIFT IN  
VIEWABILITY

**21%**

UPLIFT IN CTR



# IT'S TIME TO SHIFT TARGETING TO THE SUPPLY SIDE



## GREATER REACH & PERFORMANCE

Data applied through Audience Encore has helped campaigns double reach and increase viewability and CTR.



## BETTER WORKFLOW

Limited activation steps to streamline setup and measurement.



## LESS DATA LEAKAGE

Mitigate fraud with less data leakage and understand performance with near real-time analytics.



## FLEXIBILITY & CONTROL

Target whomever, whenever, and however you want with data direct from the source.



# Value

# PMP: PREMIER TECHNICAL PIPES DELIVERING PUBLISHER VALUE

---

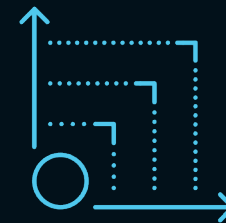
Maintain granular control over your data with key capabilities.



**TRANSPARENCY**



**EFFICIENCY**

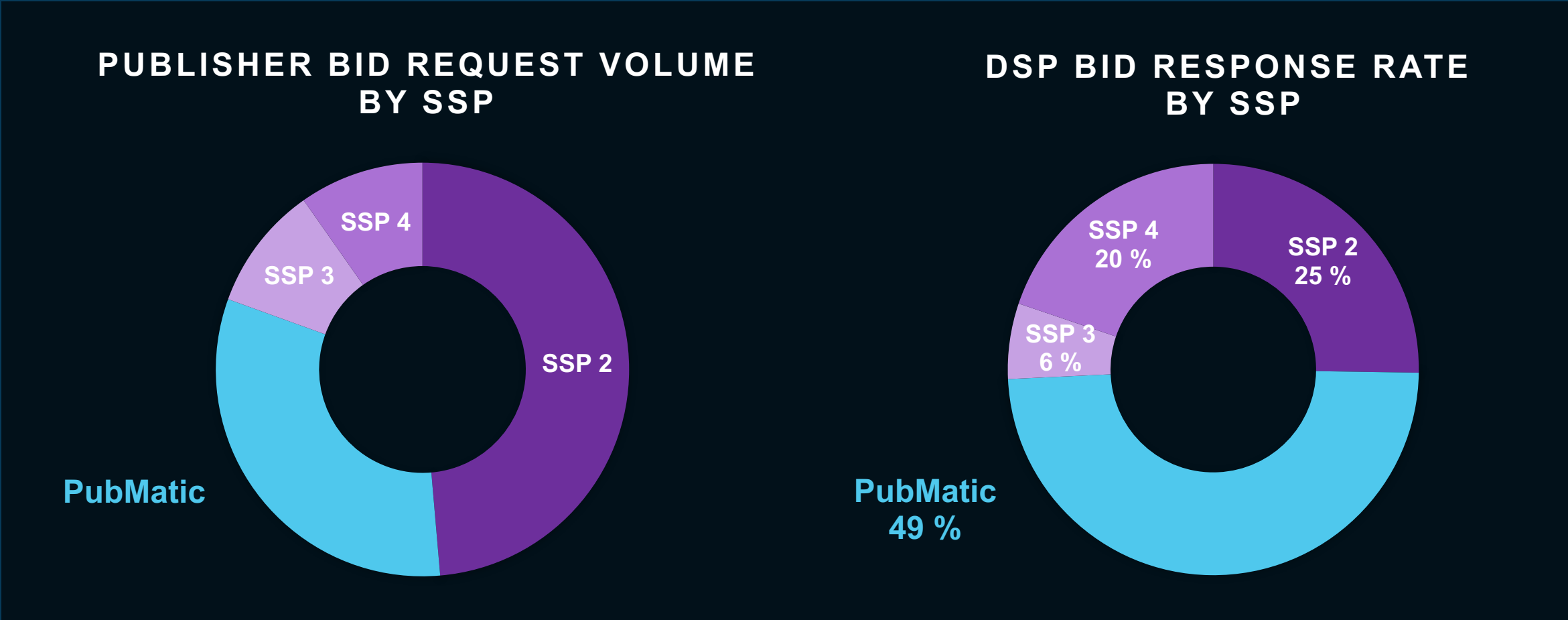


**SCALE**



**TRAINING &  
SUPPORT**

# DRIVE EFFICIENCY: STRONGER AVAILS & BETTER BID RATES = HIGHER WIN RATES FOR BUYERS



Source: Agency, DSP and publisher internal data, May 2021



# UNDERSTAND & TAKE ACTION ON YOUR BUSINESS

Access insights into how deals perform across several standard metrics, built on the same cloud-based infrastructure that publishers access, and all-in-one-place.



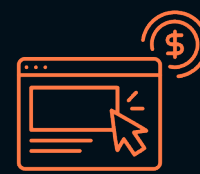
## **SPEND**

See how much your campaign has spent in near real-time



## **PAID IMPRESSIONS**

How often your content has appeared in front of audiences



## **eCPM**

Keep tabs on the average cost per thousand across your deals



- Deal
- Publisher
- Format
- Real Time Analytics



# FUTURE

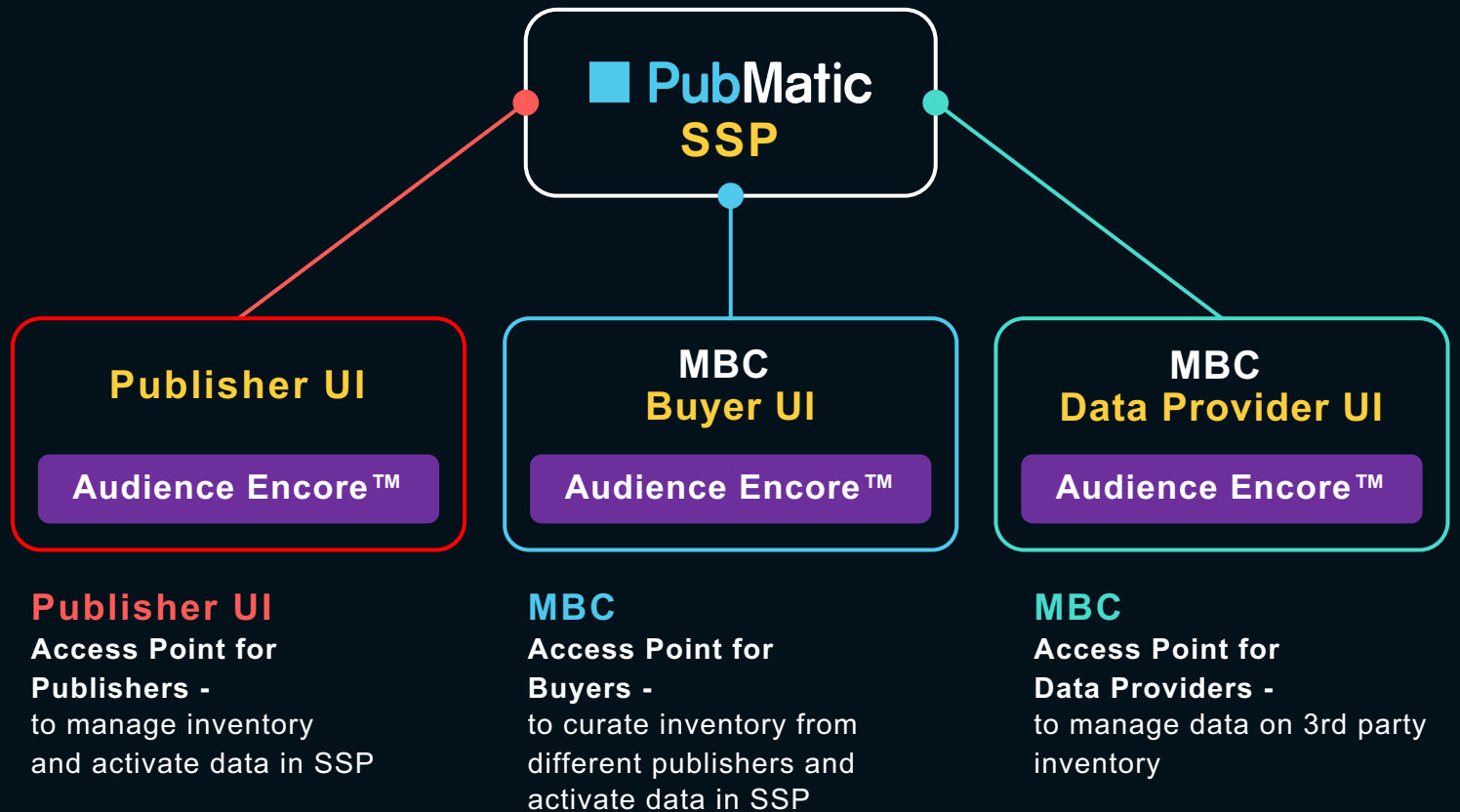
---

# THESE SOLUTIONS ARE BUILT ON ONE INFRASTRUCTURE, BRINGING BUYERS AND PUBLISHERS CLOSER THAN EVER

One platform helps buyers optimize supply paths and target ideal audiences, while encouraging investment in publishers.

## Audience Encore™

Activation of 1st and 3rd party data in every UI





# THE SUPPLY CHAIN OF THE FUTURE = BETTER RESULTS. CONTROL. DELIVERED.

Maximize ROI and control your supply chain through  
Customer-Specific Solutions, an Unbiased Approach,  
and Measurable Quality.



## OMNICHANNEL

Match buyer needs to publisher  
inventory across multiple formats



## ADDRESSABILITY

Optimize strategies across  
*alternate identifiers, first party  
data and contextual signals*



## VALUE

Centralize, test and refine  
approaches for scale and  
performance



# THANK YOU

---

Q&A | CONTACT: [thomas.munck@pubmatic.com](mailto:thomas.munck@pubmatic.com)