A New Publisher Tech Cycle

Combining holistic data with measurement transparency

Introductions
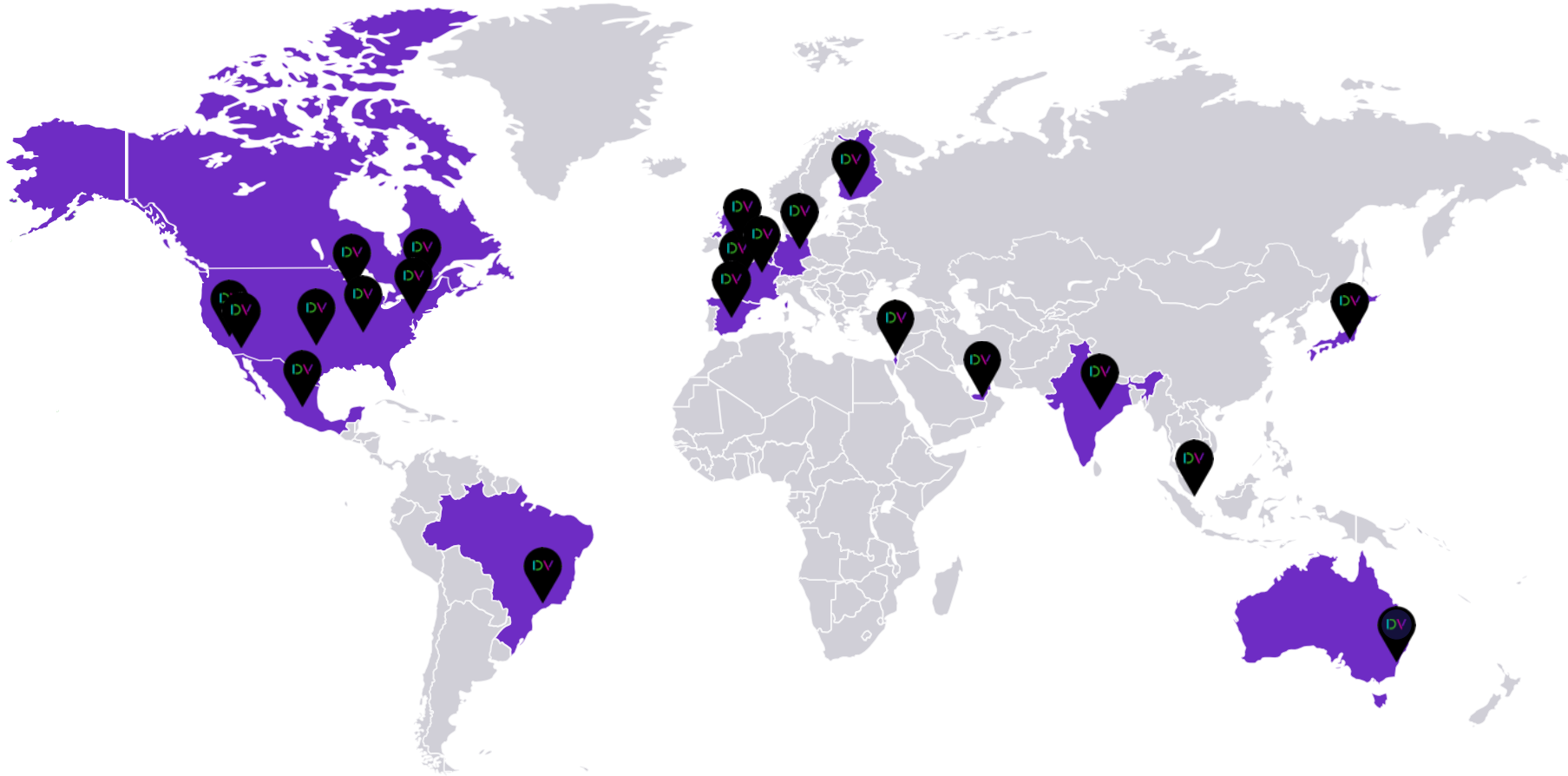
DV | PUBLISHER SUITE

Patrik Paroubek
Director, Publisher Business Development at DoubleVerify

- Help publishers create transparency, increase efficiency, and maximize yield
- Provides all of your revenue, delivery, inventory quality, and performance analytics in one place
- Gives you the tools to automate campaign delivery based on advertiser goals
- Increases revenue through automated delivery optimization

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DV Has a Global Footprint

US (8 locations)
Tel Aviv
Dubai
London
Berlin
Paris
Singapore
Sydney
Tokyo
Mexico City
Sao Paulo
Madrid
Toronto
Helsinki
Brussels
Dusseldorf
Bangalore

**Opening Soon
South Korea**

Independent 360° Vantagepoint

DV provides 3rd-party measurement that is fully accredited & uniform across the ecosystem

SUPPLY SIDE OFFERING
Transparency and Yield Solutions

DEMAND SIDE OFFERING
Quality and Performance Solutions

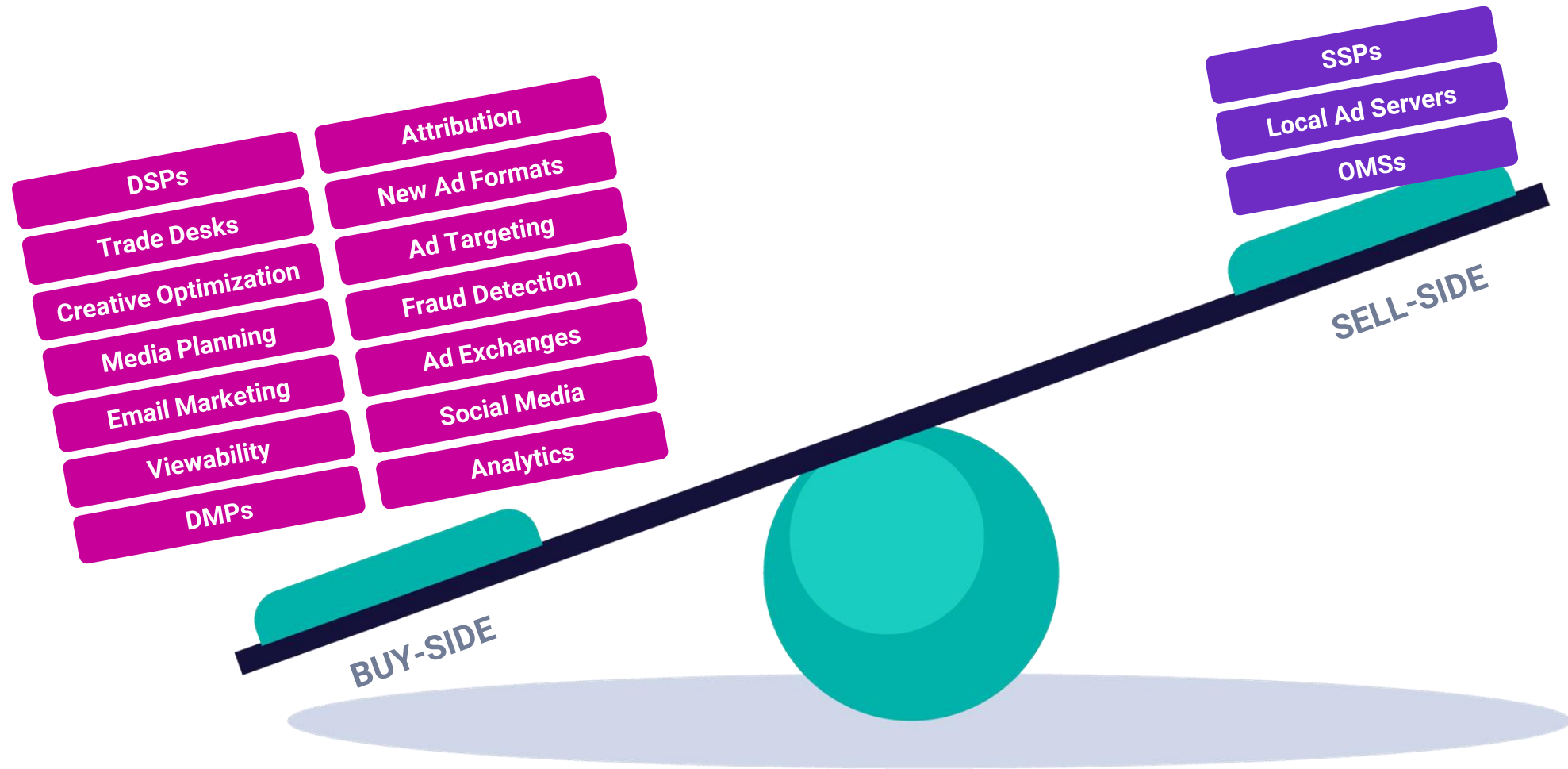| Publishers	SSP	Exchange	DSP	Agency/TD	Brand

A History of Imbalance

Advertiser challenges often become problems for publishers to solve in order to survive

BUY-SIDE

DSPs
Trade Desks
Creative Optimization
Media Planning
Email Marketing
Viewability
DMPs

Attribution
New Ad Formats
Ad Targeting
Fraud Detection
Ad Exchanges
Social Media
Analytics

SELL-SIDE

SSPs
Local Ad Servers
OMSs

What is the Reactive Tech Cycle?

The rate of change in ad tech makes it difficult for publishers to utilize holistic solutions

New Advertiser Tech → **New Publisher Challenges** → **Reactive Publisher Tech**

Rising Complexity Limits Publisher Transparency

Advertising technology & operations have evolved quickly over the past decade and the ecosystem continues to shift.

Publishers have been forced to react with siloed point solutions and data sets that compound the underlying problems.

Getting in Front of the Reactive Cycle

Find additional value through combined data sets, processes and platforms

- Unified data aggregation that increases optimization and reduces latency

- Progress along the data maturity curve to improve efficiency

- Proactive optimization that can be predictive rather than reactive

STRATEGIC VALUE

Siloed Measurement — 0
Aggregation & Normalization — 1
Interpretation & Translation — 2
Enhanced Insights & Analytics — 3
Data-Driven Recommendation — 4
Prediction & Automation — 5

MATURITY LEVEL

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More Data,
More Discrepancies

With targeting and privacy changes on the way, optimized campaign delivery is about to get more challenging

- Changes in advertiser requirements will trickle down to various publisher teams

- Discrepancy management will move beyond 1st-party vs. 3rd-party pacing that the industry is accustomed to

- Publisher 1st-party audience data will need to be verified to establish buyer trust

- The more complicated targeting becomes the more potential for discrepancies and friction between partners

Pacing Metrics

Audience Profiles

Contextual

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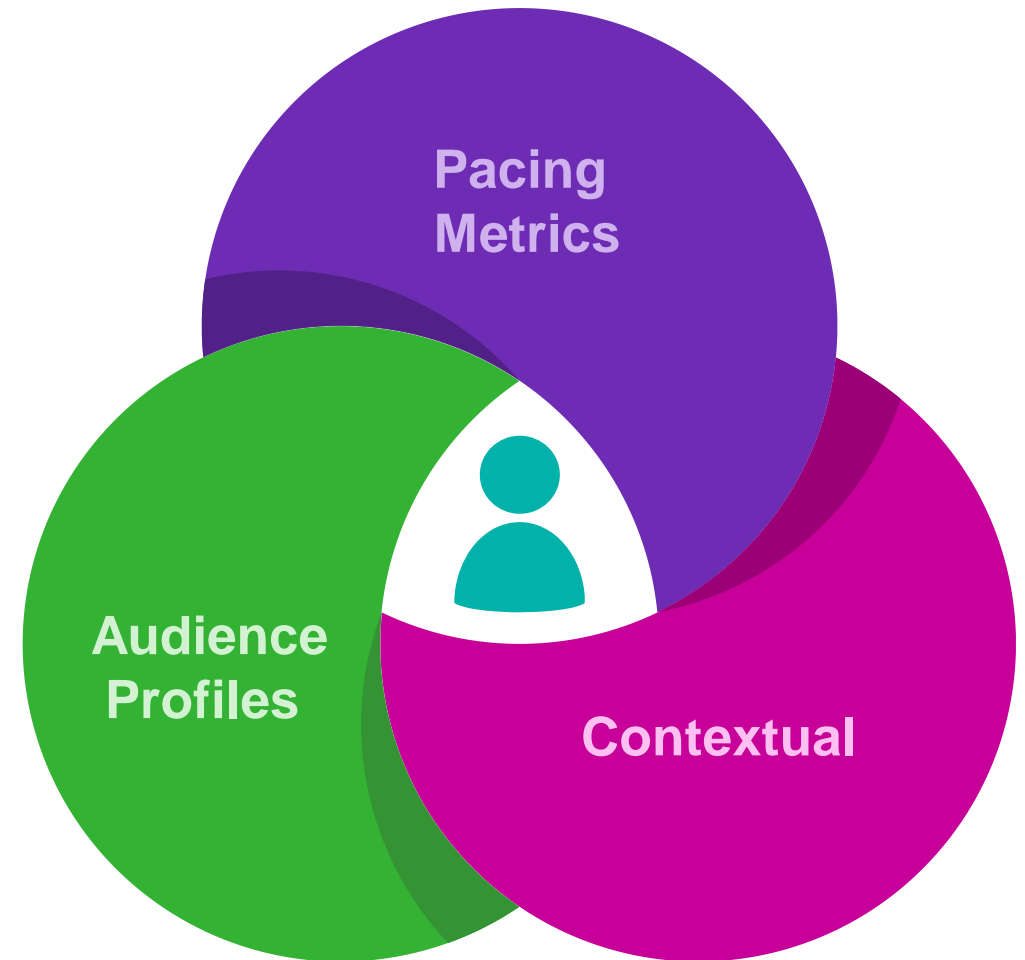
Pulling Together the Data Needed to Succeed

First-party data is valuable, but unifying your data with the rest of the industry puts you ahead of the curve

First-Party

data that's relevant, verifiable and transparent

Media Quality

data that showcases premium inventory

Third-Party

data from advertisers and platforms that represent campaign KPIs

Advertiser and Publisher Measurement Alignment

Trusted and transparent metrics are crucial for the industry

- A new era of experimentation and testing is coming for both publishers and advertisers in a post-cookie world

- New advertiser targeting solutions will put a strain on existing publisher workflows and technology

- Manual reporting will be a bottleneck for publishers trying to manage the incoming changes

- Now is the time for publishers to lay a stronger foundation built on holistic data strategies and technology
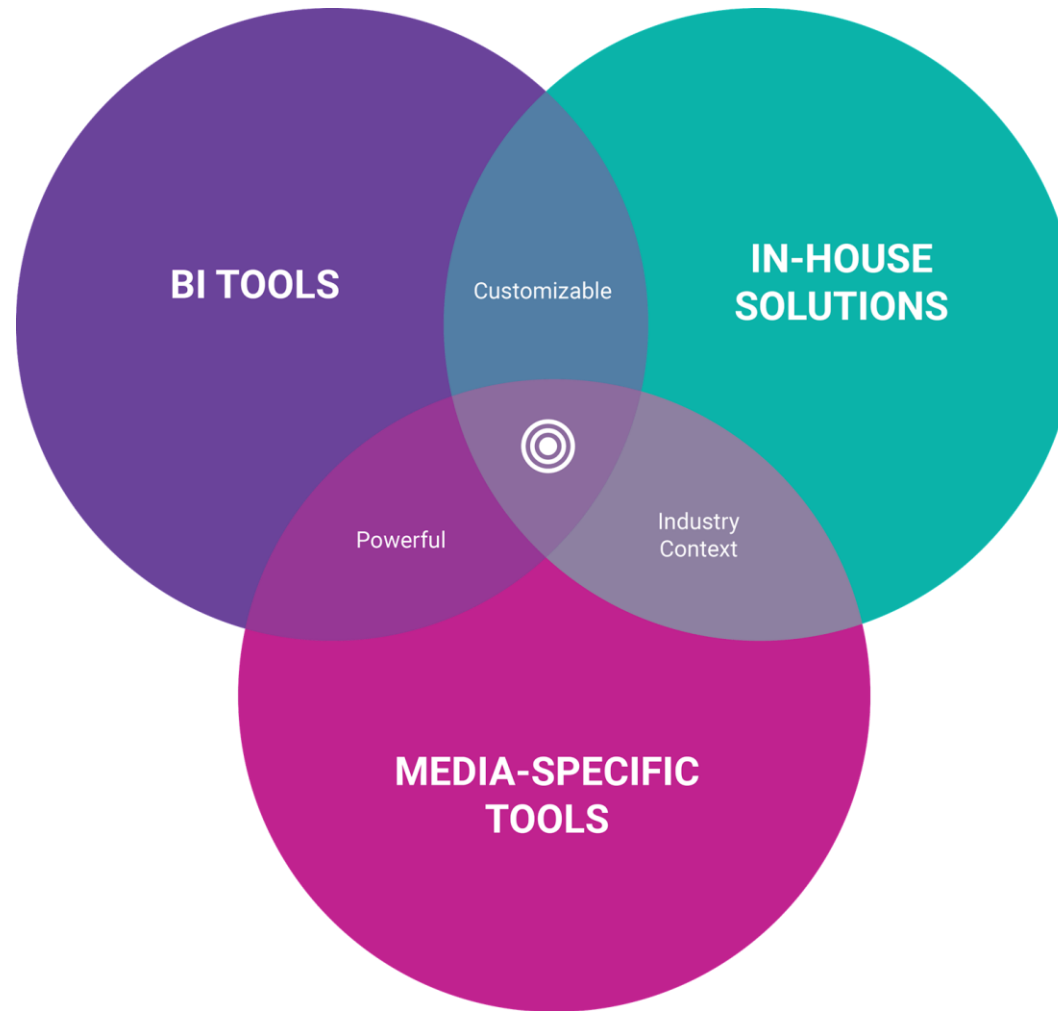
47%

Of publishers cited measurement standards as one of their biggest challenges with relying on first-party and contextual data

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Utilizing Tools to Maximize Data

Available solutions for publisher data management

BI TOOLS

IN-HOUSE SOLUTIONS

MEDIA-SPECIFIC TOOLS

Customizable

Powerful

Industry Context

New Insights with Combined Data Sets

Analyzing combined data sets can help publishers discover additional value

- 1st- and 3rd-party data needs to be cross-checked for potential issues and opportunities

- Unified data increases optimization potential without operational burden

- Removing the need for siloed analysis tools simplifies operations and expenses
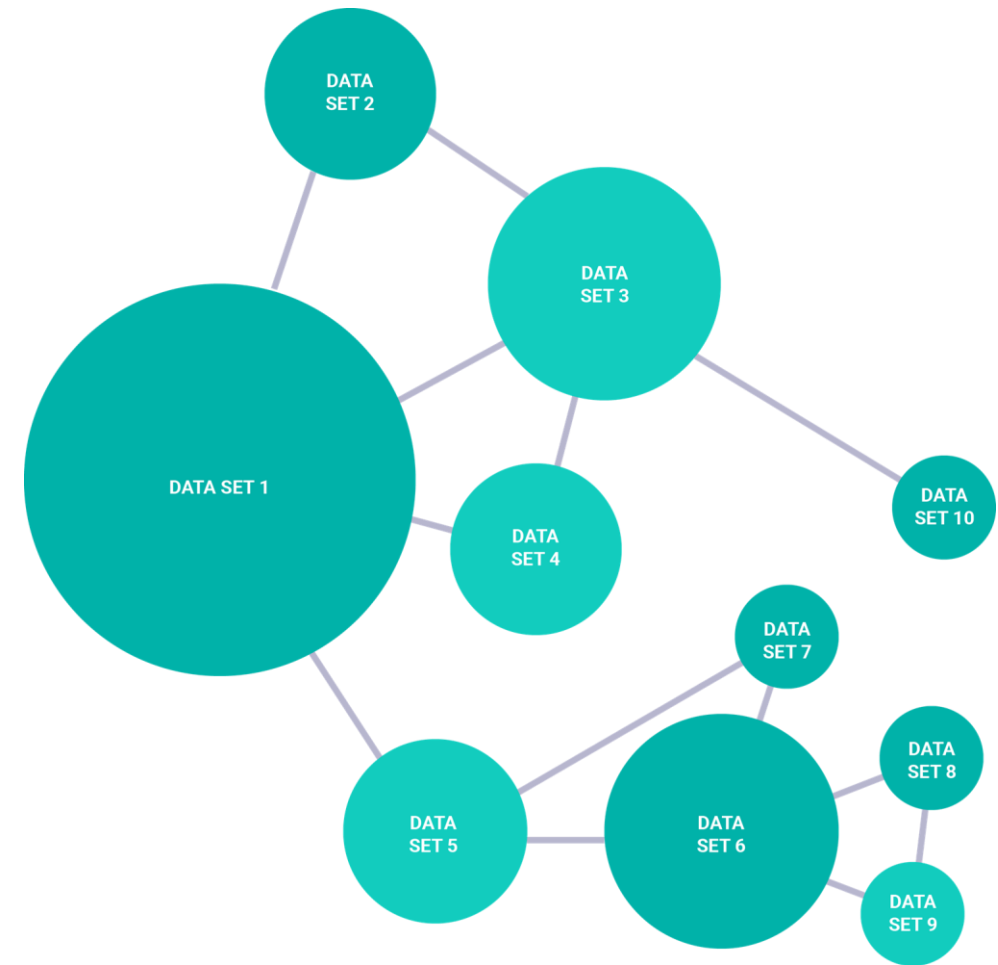
Build vs. Buy Considerations

Time
How much engineering effort can your organization spare?

Connections
Can you normalize data from various partners and platforms?

Support
Do you have bandwidth to solve sudden issues?

Cost
How do in-house costs compare to vendor costs?

A Promising Start for Publishers

Through DV Publisher Suite, we're already seeing the benefits of unified data

- Centralization enables exploration of creative data strategies

- Drag-and-drop functionality instead of tedious coding or spreadsheets

- Clients are seeing improved yield optimization and transparency at lower costs

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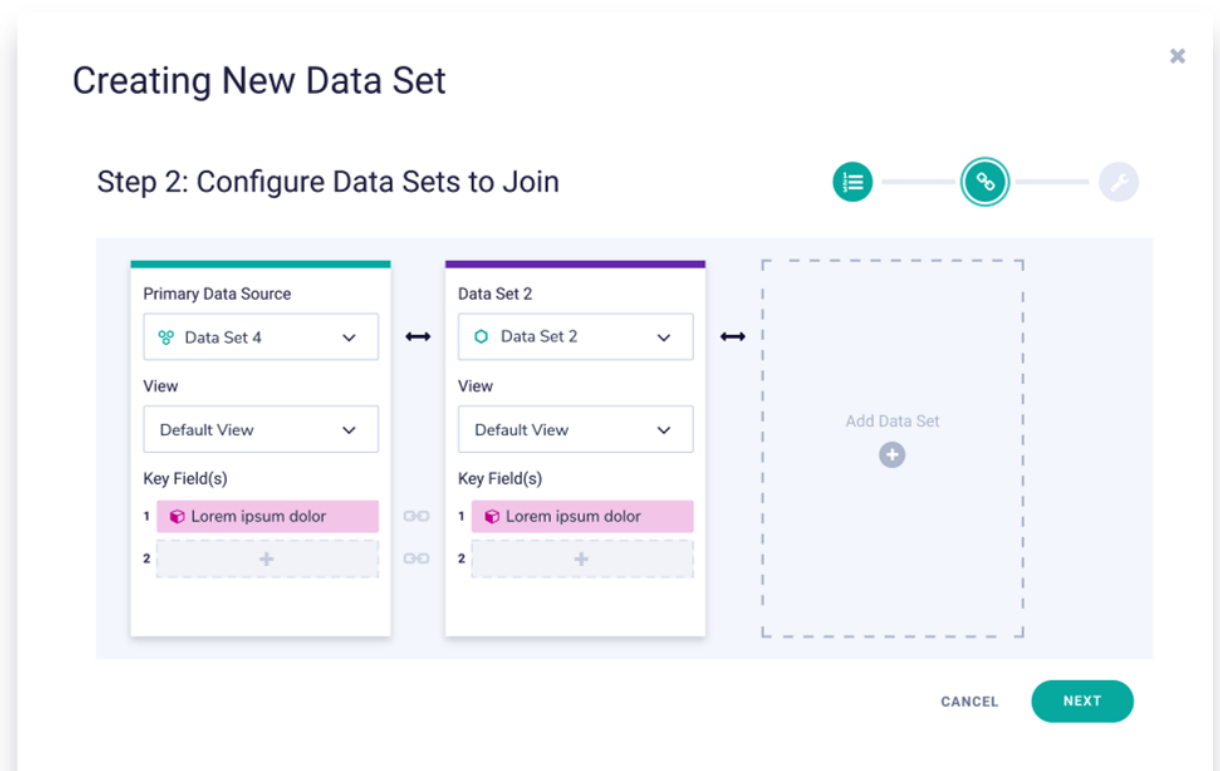
Key Takeaways

Nobody Knows What's Coming Next
User privacy changes will shake up the way publishers interact with buyers, technology and inventory data

Complexity Will Only Increase From Here
Industry experimentation with new targeting solutions will complicate inventory optimization, analysis and reporting

Solidify Your Technology & Data Foundation
Publishers need strong internal processes and tools that can aggregate and analyze more complex data sets

The Clock is Ticking
Advertisers and third parties are moving quickly to evolve their strategies and publishers must do the same

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Thank you!

Questions?