

Opportunities for Advertisers Enacting a First-Party Data Strategy with Their SSP

While audience-based targeting is by no means a new concept for advertisers, the way in which it's executed is evolving. Due to the rapidly increasing number of transactions now occurring in private marketplaces, it is more important than ever that marketers consider a data strategy with their supply-side platform (SSP) partners. Read on to explore some of the opportunities available.

Leveraging supply-side relationships

Because SSPs typically work directly with media owners, they have a comprehensive view of the inventory that is available. As more premium publishers shift their inventory from the open marketplace into private marketplaces, or were never comfortable transacting programmatically in the open marketplace to begin with, SSPs can use these insights into private deals to strengthen advertiser relationships with premium publishers.

Using supply-side insights for inventory selection

Working with SSPs to gain more insight into the potential outcome of a campaign is a smart use of your resources and can lead to a competitive advantage. If you align your first- or third-party data with available media owner inventory, that means you can build plans against your audience segments, index against those segments, and then identify which publishers are a good match for your campaign. This additional layer of insight can improve your planning capability, strengthen strategic rationale, and inform your investment decisions.

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Obtaining budgetary efficiencies with supply-side insights

When leveraging a supply-side data strategy, advertisers can gain greater visibility into audience preferences before investing in a campaign, which can lead to significant downstream efficiencies. This particularly applies when the campaign goal goes beyond broadscale awareness. By aligning your audience segments with publisher inventory, you can obtain budgetary efficiencies and reach precise audiences at a greater scale than ever before.

How does this work?

SpotX created the Audience Management Engine to enable both advertisers and publishers to make effective use of first- and third-party data to improve the value of private and curated marketplace deals within a secure environment. You can use Audience Management Engine to understand exactly which media owner's inventory best aligns with the needs of your campaign. You can also utilize your own audience segments to get greater visibility into available inventory, and then have the option to action against your own segments with publishers who are a good fit for your campaign.

You should have confidence that your campaigns are reaching your intended audiences in a trusted environment. It is important that every impression delivers the highest possible value and that spend does not go to waste. If you're an advertiser who is ready to leverage your first-party data and broaden the scale of media owners you transact with, reach out to your Account Team or USDF@spotx.tv to get started with Audience Management Engine.