

6 Ways Media Owners Can Maximize Demand During COVID-19

Social distancing is helping to prevent the spread of COVID-19. This has unintentionally led to a spike in media viewership. Video ad inventory increased by 16% across SpotX's global marketplace during the week of March 19 compared to the prior week, and we expect a continued surge in supply for the foreseeable future.

At the same time, spend has decreased as some brands stopped or paused campaigns. According to a [recent IAB survey](#), nearly a quarter (24%) of buy-side respondents have paused all advertising spend for Q2 2020.

Here are six strategies we've seen media owners adopt in an attempt to maximize demand.

Creating unique inventory packages:

Consider creating unique inventory packages that help advertisers optimize their reach across various genres or specific categories. For example, with many live sporting events canceled, buyers are looking to relocate their dollars to other programming that offers the same lean-in experience as sports, and other content with similar demographics (i.e. male-skewing content).

Providing rich targeting and reporting:

At SpotX, we've heard from media owners and the buyers alike that providing more insights about the content ads will play within highlights the value and relevance of inventory and generates increased demand. Media owners are utilizing [key value pairs](#) to allow targeting and post-campaign reporting on specific programs, episodes, genres, and live vs. on-demand environments.

Leveraging audience data:

According to [the IAB](#), 38% of advertisers are increasingly using audience targeting as a tactic. With the [SpotX Audience Management Engine](#) (AME) and SpotX's many data management platform (DMP) integrations, you can target campaigns using first- or third-party audience data segments directly from the SpotX platform. First- and third-party audience targeting enables you to boost performance of advertisers' KPIs, increasing CPMs for programmatic campaigns.

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Reconsidering the public marketplace:

We've noticed a number of premium media owners are offering their supply up on the public marketplace. Enabling the SpotX Marketplace opens your supply up to a huge pool of buyers who access this inventory through more than 60 demand-side platform (DSP) connections. SpotX provides media owners complete control over their inventory in the public market. Pricing, participation, and commercial terms can be closely monitored and managed so as not to devalue inventory.

Modifying setup:

Make a few small changes to your setup, and you can help increase demand:

- **Extend timeouts** to allow for more demand to compete in the auction. Note this change is not recommended if you are submitting bids from SpotX into an upstream auction.
- **Increase ad duration** to allow creatives of all lengths to compete in the auction. Many media owners restrict the ad duration in certain ad units to enhance the user experience. However, this could mean you're leaving potential revenue on the table. For example, pharmaceutical advertisers regularly require supply that can support their 60-second advertisements.

Offering advertisers rate flexibility:

With the volatility of the market, advertisers are reevaluating spend. Temporarily lowering floor prices can unlock advertiser spend and encourage buyers to try new supply sources. Some SpotX media owners have reported seeing positive results offering 10-20% discounts to entice demand.

Now more than ever is the time to partner with buyers to understand their challenges and work to find mutually beneficial solutions. The pandemic is impacting the entire digital advertising ecosystem, and media owners that reinforce strong partnerships now will be better positioned for the recovery when it comes.