

BEGINNER'S GUIDE TO PROGRAMMATIC

NAVIGATE THE PROGRAMMATIC LANDSCAPE WITH OUR HANDY GUIDE

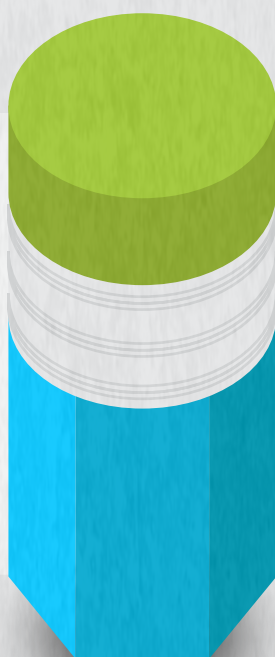
TOP 10

SOURCES OF AUDIENCE DATA

1

PROGRAMMATIC

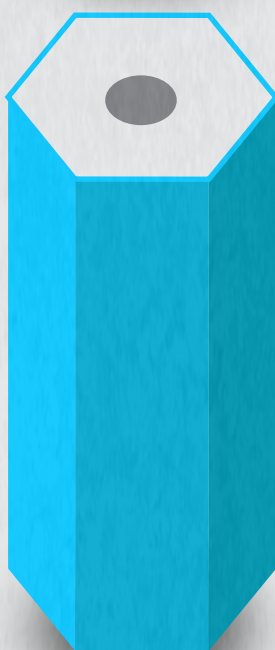
Simply means “automated”. This process involves using software to purchase digital ads, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders.



2

SUPPLY-SIDE PLATFORM (SSP)

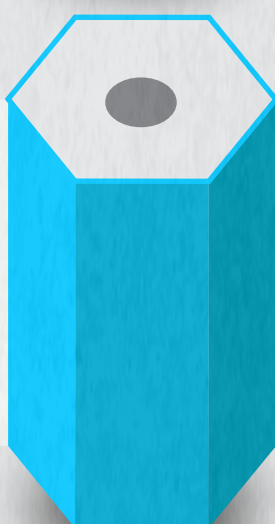
These are website publishers who want to sell their Ad inventory via a technical interface or platform. Publishers connect to the auction place and to buyers via SSPs.



3

AD EXCHANGE

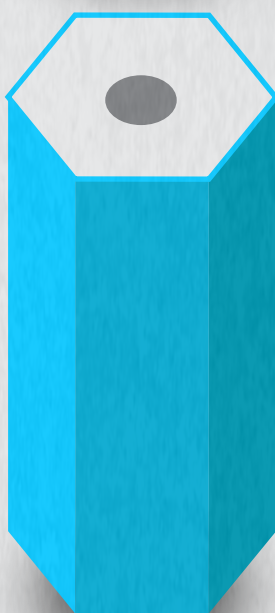
Marketplaces that provide the functionality of a SSP for connecting directly to publishers but also for connecting to other SSPs.



4

DEMAND-SIDE PLATFORM (DSP)

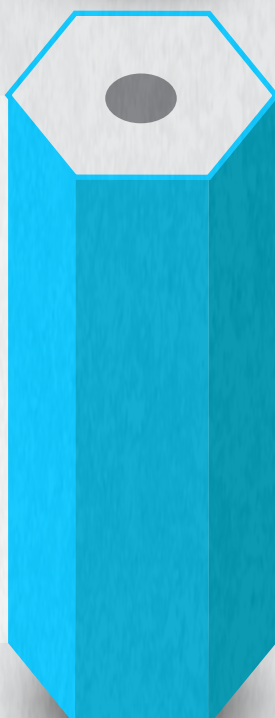
The demand-side platform enables agencies and advertisers to buy advertising inventory in real time from SSPs and ad exchanges.



5

DATA MANAGEMENT PLATFORM (DMP)

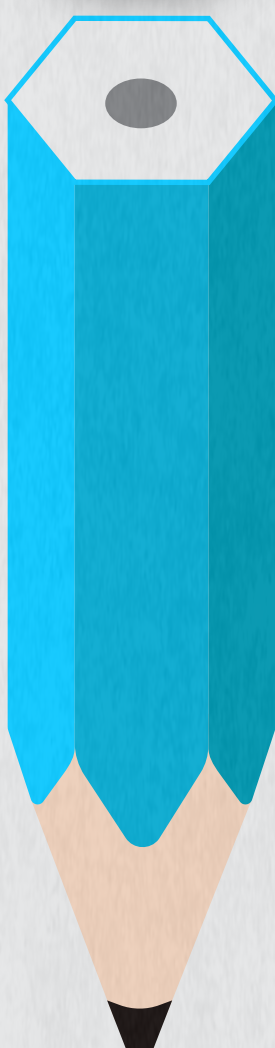
A data management platform collects user data from all kinds of data sources. Depending on the technical scale of a DMP, other functions can be available, such as data aggregation or segment building.



6

PRIVATE MARKET PLACE (PMP)

Provides exclusive access to a publisher's inventory to buyers. Most of the DSPs run their own PMPs where only the DSP's customers can access the offered inventory. Some PMPs also offer special programmatic rich media formats, which are usually not supported by the majority of SSPs.



About Eyeota

Eyeota is the global leader for local audience data with over 1.5 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, Düsseldorf, Hamburg, London, Melbourne, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyota.com