



# Your Ads, Your Outcomes:

Control and Transparency in Your Video DSP

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# Introduction: Programmatic Done Right

Programmatic and video were made for each other.

Advertisers have known for a long time that the sight, sound, and motion of video delivers an unparalleled experience to consumers. Video advertising has the power to influence consumer emotion, shift consumer perception, and ultimately drive consumer action.

To tap into these powers, the first step is amazing creative. The second is to *pair* your great creative with efficiency and science. That's what programmatic, done right, brings to your advertising.

Programmatic video uses technology, called a DSP (demand side platform), to optimize your ad buying. A DSP gives you access to inventory from any publisher, consumed on any screen. It automates your buying, making the process faster and more cost-effective. It hosts all of your first-party and third-party data in one place, so that you can use all available information to target and verify your audience.

Finally, programmatic technology learns from your campaign results in real time. A DSP can track key performance indicators (such as completed views, click-through rates, and brand lift) and give you instant feedback. If a campaign isn't performing, your DSP can automatically adjust it mid-flight. You can increase your audience's exposure to your creative, *and* do so in the most cost-effective way. That's the magic of programmatic efficiency.

That said, before you can trust a DSP with your programmatic video ads, you need to have full confidence in two essential areas: control and transparency. **If you can't verify that your DSP is operating in your best interests, you risk wasting your budget, failing to reach your audience, and ultimately failing to drive revenue.** In this eBook, we'll explain how DSPs give video advertisers the clear advantage — but only when you have complete control over *and* transparency into your buying. We'll also arm you with the information you need to evaluate both.



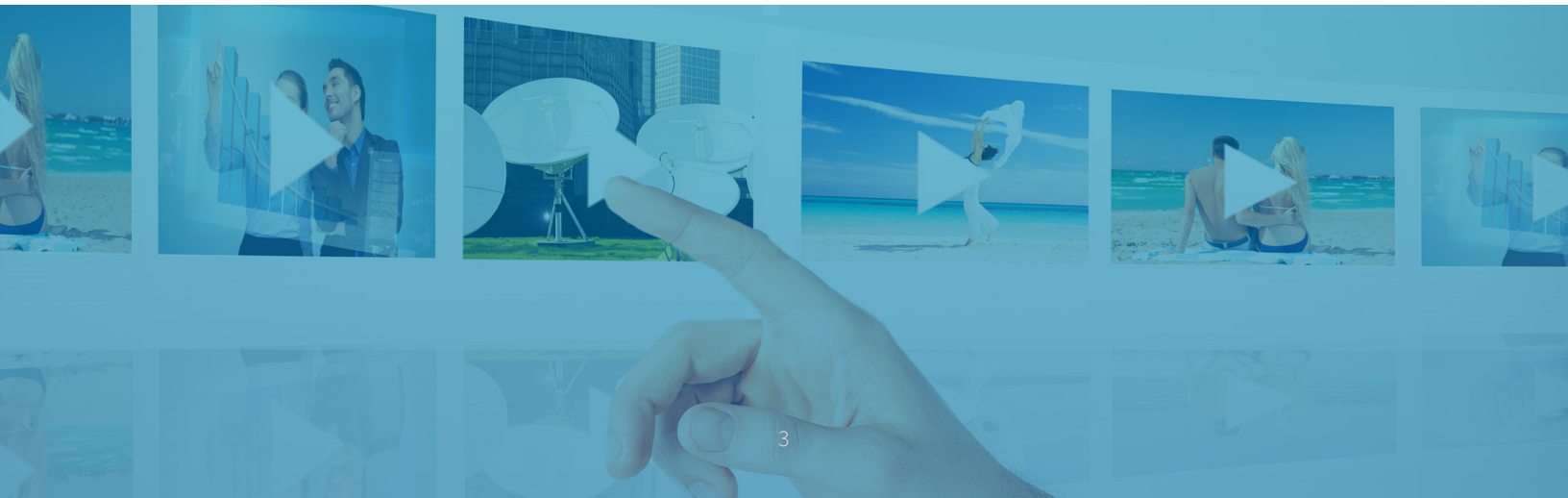
AMAZING CREATIVE



EFFICIENCY & SCIENCE



OUTSTANDING RESULTS



# The DSP Advantage

Your DSP (demand side platform) is software that allows you to buy video inventory through programmatic channels. Through your DSP, you can access video inventory through any channel — web, mobile web, mobile app publishers, connected TV, and even linear TV.

A DSP also allows you to consolidate all of your video buys in one place. You can place limits on the frequency that your audience is shown ads and campaigns, which helps you spend your budget efficiently, rather than spending on duplicate or over-exposed audiences. Consolidation makes it possible to unify reporting across your entire buy, which in turn makes it easier to see and respond to global trends.

Keep in mind that *any* technology provider you partner with — and especially a DSP provider — should recognize that **what benefits you, benefits them**. That's why a trusted DSP will give you complete transparency into and control over these three key areas: inventory, audience, and pricing.



- **Inventory** — You want to buy the most effective inventory for your brand. Your DSP should be completely media agnostic, giving equal preference to any source of inventory you'd like, and based on the KPIs you dictate.



- **Audience** — You're spending budget on your ads, and you should know who's viewing them. You should also be able to target based on the attributes you consider most important.



- **Pricing** — Pricing helps you understand how *much* you're paying for inventory. You should know how your DSP's pricing model works, and how much budget you're spending at any given time.

## What is a “Media Agnostic” DSP?

If you're using a DSP (demand side platform) to buy digital video, it's important that your DSP is media agnostic (sometimes called “media neutral”). Your DSP should have no algorithmic rules, legal rules, or information that prevent it from acting in your best interests. If your vendor makes decisions based on its own relationships or other lines of business, it can't be agnostic — or credible.



In the following sections, we'll talk individually about audience, pricing, and inventory. We'll explain how control and transparency relate to each area, and outline some key questions to consider about any DSP.

# Control, Transparency, and Inventory

Your DSP should give equal preference to all supply sources, finding your target audience as efficiently as possible wherever they might be reached. This is called being “media agnostic” or “media neutral.” Rather than making decisions based on its own relationships or other lines of business, a media agnostic DSP will simply find the inventory that meets your standards in the most cost-efficient possible way.

The bottom line is this: a media agnostic vendor will help you reach your target consumers in the most efficient way possible, give you full control over supply source and inventory, and do so in a completely transparent way.

A media agnostic DSP ensures that the media purchased on your behalf is always in line with your goals — and nothing else. To that end, you should have complete control over your supply sources, and complete transparency into the performance of your sources.

**To ensure that your DSP is media agnostic, here are some important questions to ask about inventory and control:**



## **Can I control how much inventory I buy from any one publisher, exchange, or supply-side platform?**

A media agnostic DSP will allow you to filter your sources of supply. If you want more or less inventory from a supplier, that should be readily done.



## **Can I choose to exclude a particular supply source?**

If you don't want to buy from a particular supply source, you should be able to easily exclude it from your DSP. Your technology provider should enable your brand's strategy.

**Now that you've specified the sources of inventory you want your DSP to buy from, you need transparency into results. Here are some smart questions to ask about transparency and inventory:**



## **Can I see which inventory my ad was served on?**

You should have full visibility into the inventory you buy, drilling down into specific sites and URLs.



## **Can I verify my outcomes?**

You should have a complete, data-driven understanding of how different inventory performs for your brand. If you can't see the results of your ad buys, or your outcomes aren't presented in a clear way, you can't use that important data in future decisions.

# Control, Transparency, and Audience

Not all consumers fall within your target audience, and certainly specific audiences are worth more to your business than others. If you're buying programmatically, you'll be able to specify who those consumers are, and how much you're willing to pay to show them ads. Because the process is automated, you can do so at scale, evaluating potential impressions for their individual worth. This isn't really possible if you're buying thousand (or millions) of impressions manually.

When it comes to reaching your audience, control is all about the targeting parameters you can set.

So how do control and transparency come into play? First, let's talk about control. When it comes to reaching your audience, control is all about the targeting parameters you can set. Here are some questions to ask about control, audience, and your DSP:

1

**Can I target based on audience characteristics?** You should be able to control who you target or exclude, based on characteristics such as age, gender, geography, and interest.



2

**Can I use first- or third-party audience segments?** You should also have full control over where you get your audience segments. If you want to plug in and target audience segments from your own database, or from third-party data providers, you should be able to do so within your platform.



3

**Can I control frequency across publishers and devices?** You should be able to control how *often* you reach your audience, even across multiple publishers and across multiple screens. Your DSP should allow you to place frequency caps on your campaigns, which limits how often someone sees a specific ad, or multiple ads within one campaign. If you can't place control frequency, you risk overexposing your audience.



Next, how does transparency come into play? You've specified which consumers you care about most. Now who are your ads actually reaching? Your vendor's first priority should be the success of your campaigns, so they should happily provide complete transparency into audience reach. Here are some questions to help you evaluate audience transparency:

- **Can I see who viewed my ads?**

You should be able to easily see that you have (or haven't) reached your audience. That means total transparency into who viewed your ads, and what percentage of your viewers are part of your target audience.

- **Can I verify my audience?**

Your DSP should help you verify your audience with an independent third party, such as comScore or Nielsen.

# Control, Transparency, and Pricing

As we've already said, cost-efficiency is one of programmatic video's most important benefits. As you allocate budget to your campaigns, your platform should help you meet your goals at the lowest overall cost.

Cost-efficiency is one of programmatic video's most important benefits.

It's critical to have complete control over your advertising spend — you want to spend all of the budget you've allocated, and you want to balance efficiency with quality.

Here are some questions to ask about pricing and control:



## Can I control the price I'm willing to pay for each impression?

You should be able to specify exactly how much you're willing to spend on each impression.



## Can I control the budget and length of my campaign?

Your DSP should be able to spend your budget over the length of your campaign, automatically adjusting if you're over- or under-pacing your budget. You should also have control over pacing, whether you want to spend most of your budget upfront, or spread it evenly throughout the campaign.

Once you've placed parameters on the price of individual impressions, the budget you'd like to spend, and the length of time your campaign will run, your platform should make it easy to understand how your money is being spent. When it comes to transparency and pricing, here are some smart questions to ask:



## Can I see exactly how my budget is being spent?

A programmatic platform should allow you to closely monitor spend throughout your campaign. You should have transparency into where your DSP is spending your budget, what percentage has been spent at any given time, and how much budget remains.



## Can I clearly understand how my DSP's pricing model works?

Understanding your DSP's pricing model — including all associated fees — is essential. What percent of media will they charge you to use their technology? Are there any additional fees? Do those fees align with your best interests?

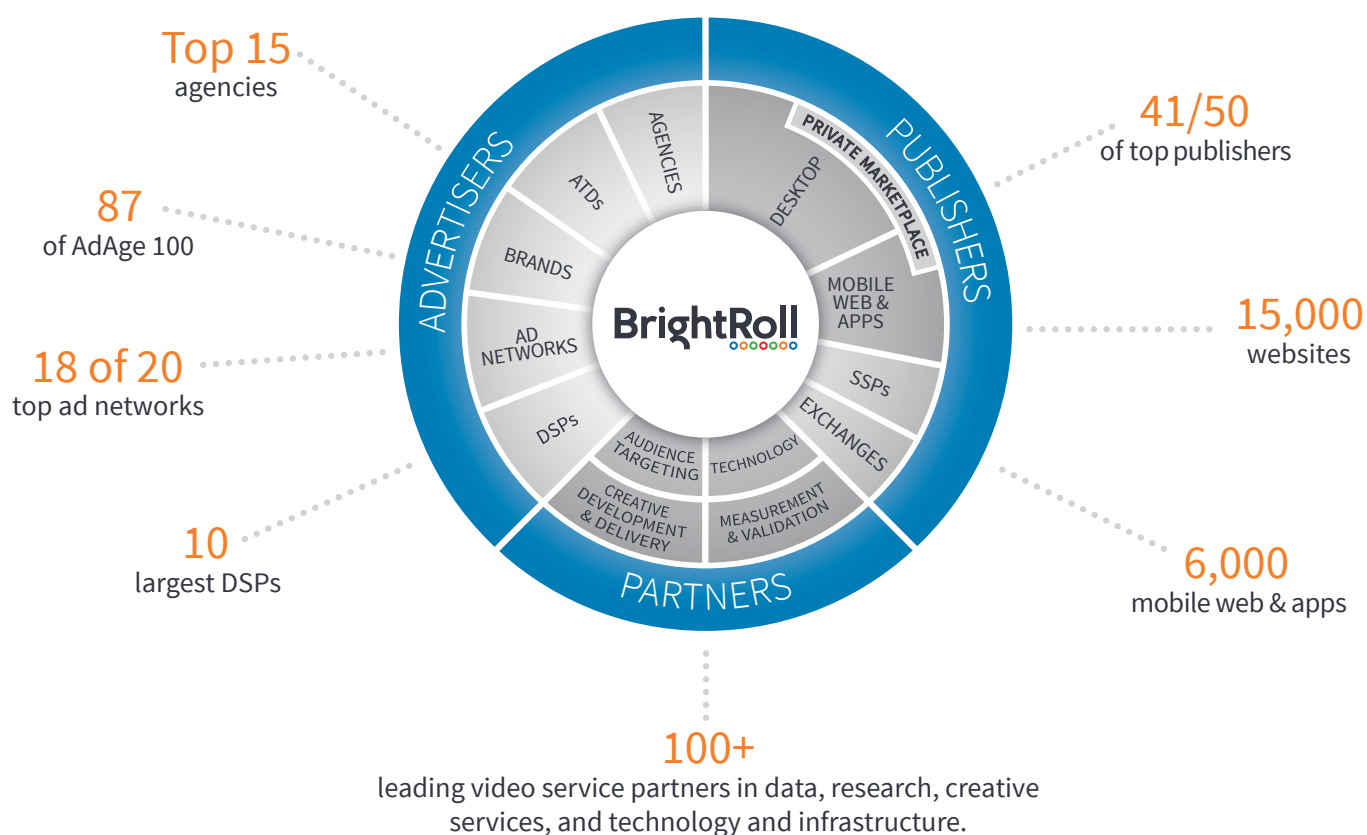
# Conclusion

The best DSPs drive the strongest outcomes for ad buyers. That's why you want a DSP that puts you in control of your buying, and that's why you need complete transparency into results. To completely trust your DSP, demand control over and transparency into inventory, audience, and pricing. This eBook should help you ask the right questions about any potential vendor.

Your best bet? Test several DSPs, consider the results, and compare them to your goals. The DSP with your best interests at heart will deliver the full advantages of programmatic video: you'll spend your budget more efficiently, you'll target your audience more precisely, and you'll grow your business with the right technology and support.



BrightRoll powers digital video advertising for the world's largest brands, including 87 of the top 100 US advertisers and 18 of the top 20 advertising technology companies. The platform enables advertisers to reach 4 in 5 video viewers online and consistently ranks among the top two video ad platforms in ads served. As a result, BrightRoll technology collects and analyzes hundreds of billions of data points monthly enabling real-time decisions that drive ROI for advertisers.



For more case studies, whitepapers and videos about BrightRoll and the programmatic advertising space, please visit our [resources page](#).