

Curation Guide Plan - Example

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Summary of Ad Tech Curation: Ad tech curation refers to the process of selecting, organizing, and presenting digital ad content in a way that is tailored to specific audiences or user segments. It involves choosing the right ad creatives, formats, and targeting strategies to ensure that ads are relevant, engaging, and effective. Curation can be applied in several contexts within ad tech, such as in programmatic advertising, content marketing, and publisher monetization.

Note: Grand Theft Auto 6 (GTA 6) is an example since there is a lot of hype about this game in 2025

Scenario: ABC Company has a media planning meeting to discuss upcoming articles and walkthroughs about GTA 6, and it wants to build plans/packages to go to the marketplace to sell its inventory/supply to demand partners, brands, and agencies.

Curate the Pricing Models:

- CPM - Paying for impressions
- CPC - Paying for clicks
- CPA - Paying for conversions
- Rev share - the advertiser shares a percentage of revenue generated from an ad
- CPE - Paying for user interaction
- CPV - Paying for video views

Forecasting Model Overview:

- Historical data (e.g., last 12-24 months)
- Seasonality Factors (spikes, dips, special events)
- Real-time trend adjustments (bid landscape, external events)

Programmatic Deals:

- Private Marketplace: ABC Company to set a minimum CPM to maintain the inventory value
- Preferred Deal: 1-to-1 deal between an advertiser and a publisher where the advertiser gets first-look access to premium inventory at a pre-negotiated fixed CPM
- Programmatic Guaranteed: A direct deal where an advertiser pre-books a guaranteed number of impressions at a fixed CPM.

Site Curation:

- Select the top inventory/supply sites that will discuss GTA 6 and report on the probabilistic forecast for the release of GTA 6

Content Curation:

- Tailor content to user segments: Gaming Enthusiasts (*example*), etc
- Trending topics and using SEO: Write and curate content around GTA 6 because it is a trending game, use high-search keywords about the game to capture organic traffic
- Target and create packages by cross-platform: bulk or single by platform (e.g., website (desktop or mobile), social media, newsletters, apps, etc)

Ad Creative Curation:

- Native ads: List out brands and categories that will be native to GTA 6
 - Mountain Dew, Domino's Pizza, Sneakers, GameStop, Junk Food, etc
- Dynamic Creative Optimization: Curating ads based on 1st party audience data
 - Game consoles or accessories (*example*), etc
 - Past behavior, shopping history, location, or interests
- Ad format optimization: Select the correct ad format for each type of content
 - List out the ad unit types and placements
 - Leaderboard, in-content, sticky, or non-sticky footer ads, video placements (remain top of page or slide down), etc
 - These are non-intrusive ad placements
 - Add the viewability percentage per display ad (DoubleVerify, etc)
 - Add video completion if it's a video ad (list if video is in-stream or out-stream)
 - Pre-roll, mid-roll
 - Depending on the video ad partner, make sure the video library is up-to-date (experience and matches my resume under Newor Media)
 - Set frequency capping for both video and display ad units

Audience Curation:

- Behavioral Targeting: The audience visited a website related to a particular gaming category or topic
 - They visited a site about a specific gaming controller (*example*), etc
 - This is good for CPA ads to understand the audience's purchase journey through GameStop or another retailer (Amazon, Walmart, etc)
 - Demographic: Target certain demographics with detail
 - Location (State, City, Zip)
 - Service provider when visiting sites
 - Wi-Fi (Verizon, T-Mobile, Spectrum, etc.)
 - Phone Carrier (Verizon, T-Mobile, Spectrum, etc.)
 - Age Ranges
 - Dayparting
 - At what times do certain audiences visit at certain times
 - ETC!
- Contextual Targeting: Target ads to the relevant audience
- Location-Based: Target ads to the audience where they are nearby
 - Food, shopping stores, etc

Programmatic Curation:

- Curate Demand Partners: Know your demand if they deliver better CPMs or higher quality ads, and who are their brands, agencies (SPO)
- Control Auction Dynamics: Set up first price or minimum bid floors to maintain high ad revenue