## flex price deals

Through dynamic floor pricing, the media impact inventory is offered at granular floor prices at placement level.

## **FLOOR PRICE DEAL:**

- Cross-deal and placement-independent
- The floor price is known and always the same
- Areas, performance and KPI-independent

## **FLEX PRICE DEALS:**

- Floor price at placement level, based on demand
- Transfer of OMP logic to PMP
- No SSP costs incurred as in the OMP
- More budget for media buying
- Commitment-capable





FLOOR PRICE DEAL FOR MREC

1,00€

**FLEX PRICE DEAL FOR MREC** 

0,50 - 1,50 €



media impact\_

## how does the buyer benefit?

- INVENTORY: The buyer receives more inventory at a competitive price point (e.g. 0.80 euros). The less utilized placements are offered at a lower floor price within the deal.
- PERFORMANCE: Optimization for CPX takes place automatically. The DSP is given the opportunity to buy impressions at differentiated floor prices and use this accordingly for high-performance KPIs.
- PRIVATE AUCTION: The buyer receives all the benefits of a private auction. Advice, optimization, troubleshooting, SSP fees, commitment relevance and working media.
  - WORKING MEDIA: There are no SSP fees for the buyer in the private auction. The deal budget can be used entirely for media buying.

    As a rule, other tech fees (e.g. DSP fees) are also lower for the buyer via Private Auction.