

flex price deals

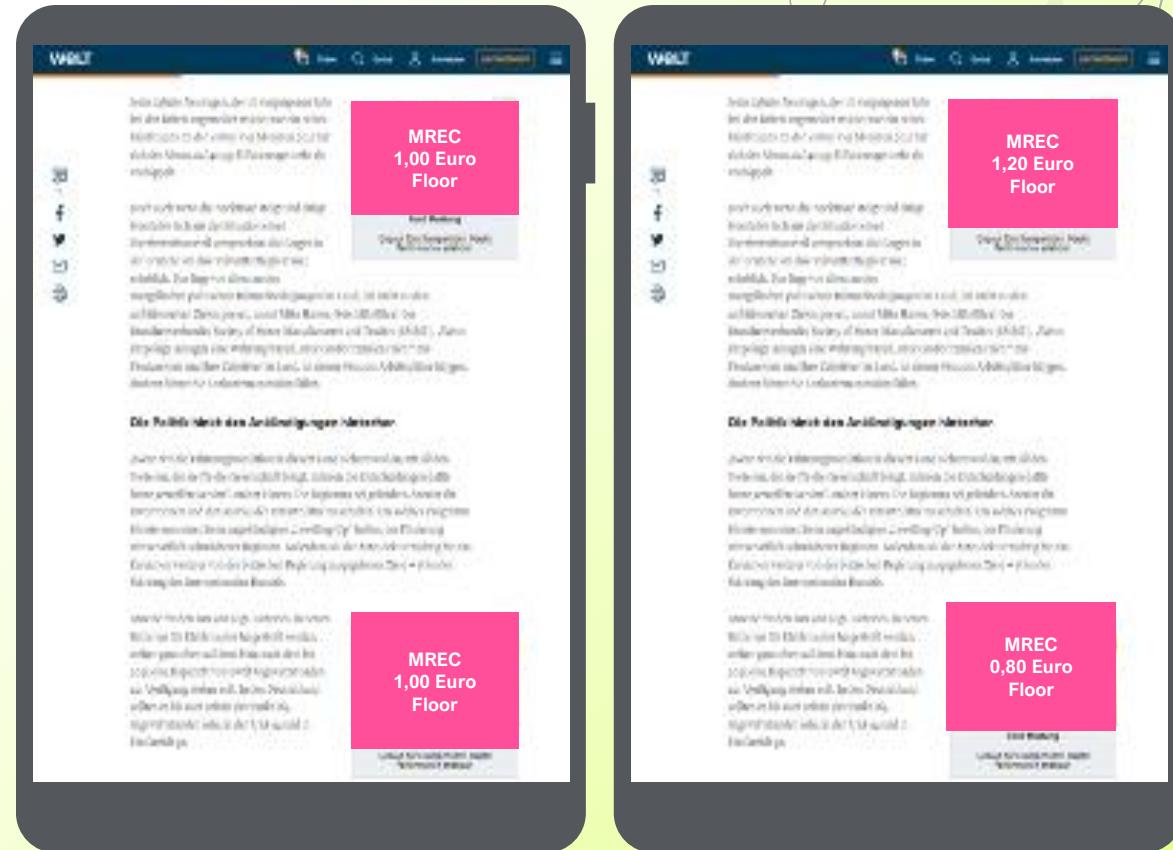
Through **dynamic floor pricing**, the media impact inventory is offered at granular floor prices at placement level.

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 €

how does the buyer benefit?

1

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.

2

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.

3

PRIVATE AUCTION: The buyer receives all the benefits of a private auction. Advice, optimization, troubleshooting, SSP fees, commitment relevance and working media.

4

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.