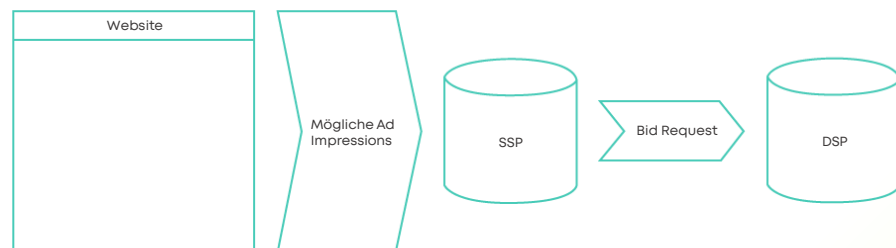


# supply path optimization (SPO)

## Single SSP approach

there is a 1 : 1 relationship between SSP and DSP



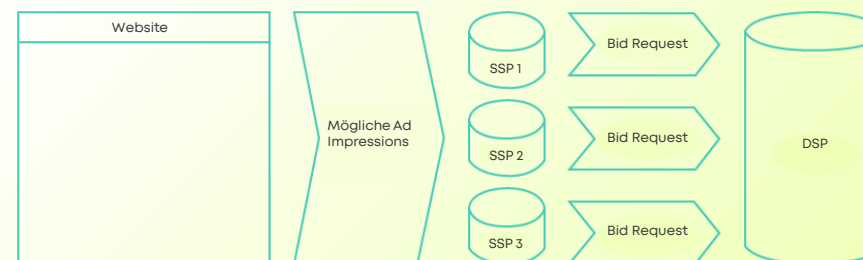
Due to **bid throttling** and possibly non-existent cookie matching, the SSP does not send every possible ad impression as a bid request to the DSP.

This means that some **ad impressions** are not available to the DSP because they have been "filtered".

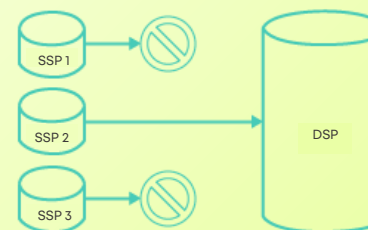


## Single SSP approach

there is an n : 1 relationship between SSP(s) and DSP



All possible ad impressions are available to all SSPs. As the DSP is requested by several SSPs, the probability that the ad impression will be made available to the DSP is significantly higher.



# what are multi-ssp deals (spo)?

|              | BID REQUESTS  | BID RESPONSES | IMPRESSIONS      | REVENUE (EUR)     | CPM (EUR)     | BIDRATE | WINRATE |
|--------------|---------------|---------------|------------------|-------------------|---------------|---------|---------|
| <b>SSP1</b>  | 2.747.900.000 | 43.270.000    | 356.000          | 630,00 €          | 1,77 €        | 1,57%   | 1%      |
| <b>SSP2</b>  | 2.085.450.000 | 12.830.000    | 1.498.000        | 2.747,00 €        | 1,83 €        | 0,62%   | 12%     |
| <b>SSP3</b>  | 1.784.300.000 | 546.000       | 312.000          | 518,00 €          | 1,66 €        | 0,03%   | 57%     |
| <b>SSP4</b>  | 994.600.000   | 899.000       | 171.000          | 292,00 €          | 1,71 €        | 0,09%   | 19%     |
| <b>Total</b> |               |               | <b>2.337.000</b> | <b>4.187,00 €</b> | <b>1,79 €</b> |         |         |

## WE HAVE TESTED AND FOUND OUT THE FOLLOWING:

- For 1:1 deals (comparison of different SSP / DSP combinations)
- The bid requests sent vary, sometimes up to 64% (bid throttling)
- The bid rate is different.
- Relevant sales were generated in each SSP and the overall reach across all deals was increased.
- The clearing price was almost the same for all deals

# ... and what are **the advantages?**

## **IF YOU MIRROR THE SAME DEAL IN SEVERAL SSP AND ACCEPT THE ONE-OFF ADDITIONAL EXPENSE:**

- Access to more unique users
- Access to more ad impressions
- More working media compared to the same construct in the open auction (fewer tech fees)
- All other advantages of the Private Auction

## **... AND HOW CAN WE SUPPORT YOU?**

- Multi-sizes deals for a reduction in effort
- A range of seven SSPs available for deals (Xandr, GAM, Pubmatic, Magnite, Adform, Yieldlab, Amazon)
- A recommendation for the top 3 SSP-DSP combinations