

# ATS London Top Tips Ebook



# Introduction

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**In this post-ATS London 2021 ebook, partners from across the advertising and marketing technology industries share their tips for navigating the year ahead against the backdrop of an ever-increasing focus on privacy and customer centricity.**

**ExchangeWire would like to thank all attendees, speakers, and partners for making ATS London 2021 a fabulous return to in-person ATS events.**

**You can access video recordings from panel sessions here via the video tab on [ExchangeWire.com](https://www.exchangewire.com). ATS London 2022 is scheduled for 14th and 15 June — further details will be made available on [exchangewire.com/events](https://www.exchangewire.com/events) in due course. In the interim, please contact [anne-marie@thewirecorp.com](mailto:anne-marie@thewirecorp.com)**



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# Index Exchange

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## TOP TIPS

### Recent regulatory and platform restrictions have forced publishers to reevaluate their monetisation approach as well as their relationship with consumers.

In order to navigate a world without third-party cookies, publishers must both diversify their advertising revenue strategies and communicate the value exchange of their business models to consumers.

While people-based authenticated signals will be crucial to monetisation for publishers going forward, they'll need to consider multiple solutions and take a portfolio approach to addressability. At Index, we see three types of solutions replacing the addressability that third-party cookies offer: universal identifiers, aggregate and cohort identity, and first-party data.

Publishers have niche offerings that allow them to create a value exchange with the consumer, developing a highly authenticated environment that also enriches the consumer experience. They should take advantage of this opportunity to reestablish relationships with their consumers while placing privacy at the forefront of their monetisation strategies.

We as an industry all must also do our part to ensure that consumers accept and trust post-cookie solutions. Consumer privacy and trust must continue to be an integral part of this, building a sustainable future for content on the open web



**Publishers have niche offerings that allow them to create a value exchange with the consumer, developing a highly authenticated environment that also enriches the consumer experience.**



## ABOUT INDEX EXCHANGE

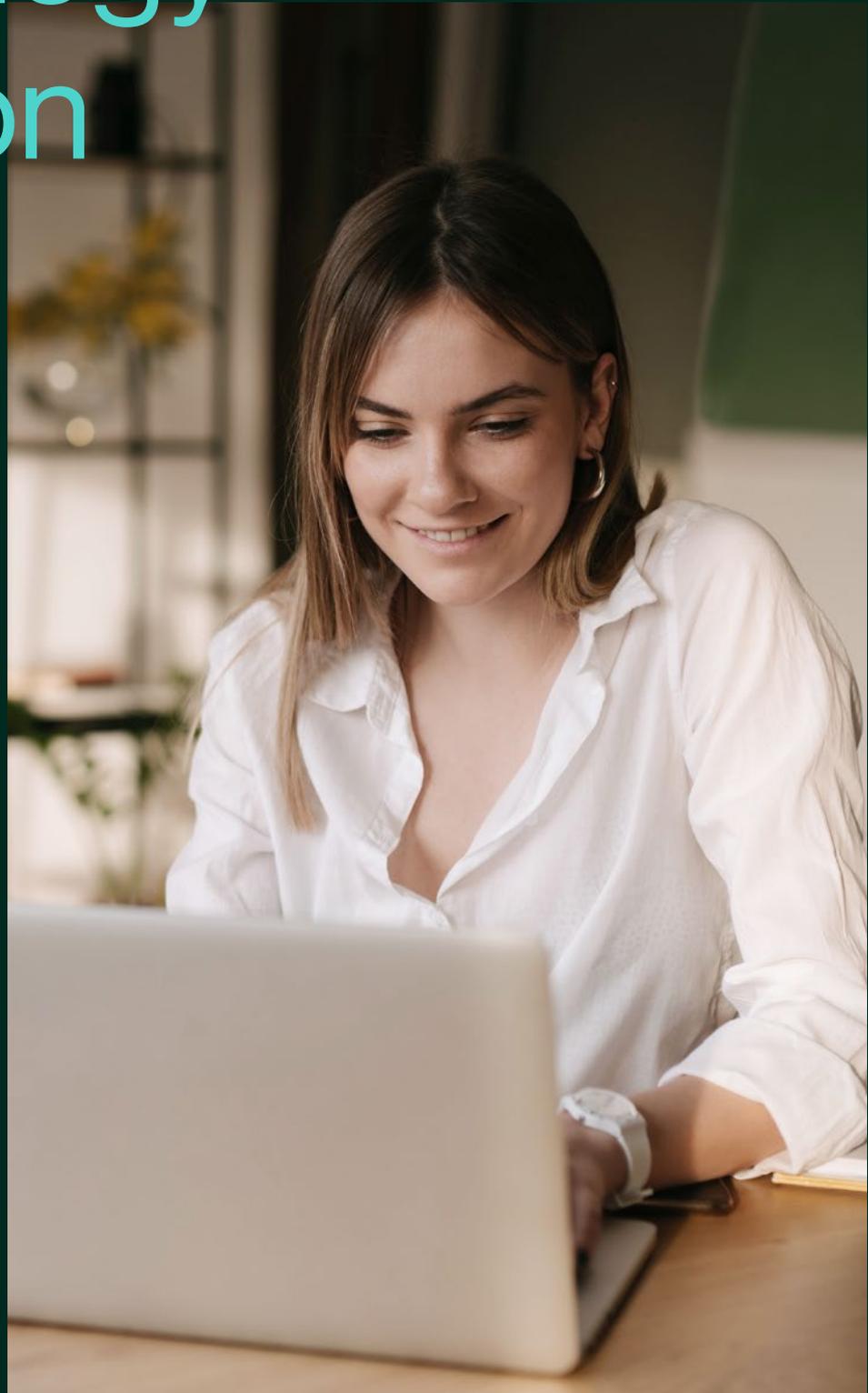
Index Exchange is a global advertising marketplace enabling media owners to grow revenue by helping marketers reach consumers on any screen, through any format. Headquartered in Toronto, Index has nearly 20 years of experience accelerating the evolution of ad technology for the world's leading experience makers. To learn more, visit [www.indexexchange.com](http://www.indexexchange.com) or [@indexexchange](https://twitter.com/indexexchange).

# Accelerate the Ad Technology Evolution

Index Exchange is the most efficient ad marketplace for media owners to monetise content and marketers to deliver relevant ad experiences.

[indexexchange.com/uk](https://indexexchange.com/uk)

Follow us on LinkedIn:  
@ Index Exchange UK





# IPONWEB

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## TOP TIPS

### Curation: Creating differentiation in the programmatic market

Offering better efficiency, targeting, and performance, programmatic has become the go-to channel for digital media trading in recent years.

But the rise of platforms has made it increasingly difficult for agency buyers to plan, manage, and optimise media and spend in a way that creates clear differentiation. At the same time, it's become much more difficult for other players who create value, such as publishers and data owners, to establish unique offerings in an ever-narrowing programmatic landscape.

How do we solve these challenges? The answer may be closer than we think. Programmatic curation enables differentiated supply management and scaled data syndication strategies without disrupting existing programmatic workflows – and it's setting the stage for the next era of digital advertising.

#### What is curation?

Programmatic curation is a new way to leverage audiences, data assets, and premium inventory for all members of the ecosystem. In practical terms, curation works by allowing 'curators' – who could be publishers, agencies, identity service providers, or other data owners – to package up supply inventory and layer in their proprietary or third-party data assets. These packages are built as private deals which can then be sold and executed via a deal ID using any DSP.

#### What curation means for agencies

Curation allows agencies to offer better transparency, create differentiation, and build agency-curated proprietary supply marketplaces. It also aims to:

- Restore the traditional 1:1 relationships between buyers and sellers.
- Reassure advertisers that they're utilising optimised supply paths.
- Maintain existing workflows.

#### What curation means for data owners

For data providers, curation delivers more control of their assets outside of existing DSP systems, along with other benefits, including:

- Better data safeguarding.
- Visibility into deals.
- Enhanced control and forecasting.

#### What curation means for publishers

For publishers, curation enables new revenue stream opportunities through activation of their audience data, including:

- Audience extension.
- Inventory extension.
- Monetise first-party audiences without compromising on brand values or privacy compliance.

#### What to expect from curation in the future

As programmatic matures, marketers will be looking to activate and test alternative data and identity solutions, and curation is perfectly placed as the tool to make this possible ○

## ABOUT THE MEDIAGRID, FROM IPONWEB

The MediaGrid, from IPONWEB, is a next-generation supply curation and monetisation platform, built to power a new era of programmatic trading for agencies, publishers, and data owners. The MediaGrid was designed to address the emerging challenges of a maturing programmatic supply chain with powerful inventory packaging and yield optimisation tools that deliver more control, efficiency, and transparency to all parties – while closing the gap between buyers and sellers.

Visit [www.themediagrid.com](http://www.themediagrid.com) to learn more.

 **the mediagrid**  
from  
IPONWEB

**Media buyers:  
Meet your **new  
secret weapon.****

**The MediaGrid  
programmatic  
curation platform.**

**Connect Today**



# TripleLift

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## TOP TIPS

**Following the deprecation of third-party cookies, marketers will need to change their approach towards addressability.**

There won't be one single solution that slots into the void created by the third-party cookie crumbling, more likely an "addressability spectrum" comprised of a combination of commercial identity solutions, AI-based contextual targeting, and the cohort-style targeting that will emerge from Google's Privacy Sandbox.

A top tip for marketers concerned about the future is to remember that they needn't wait to develop solutions for the Cookiepocalypse, because the world as we will know it is available right now. Start testing and learning using campaigns that target the third-party cookieless Safari and Firefox browsers to build up addressability strategies which will be transferable to Chrome once Google finally deprecates the cookie 



**Start testing and learning using campaigns that target the third-party cookieless Safari and Firefox browsers to build up addressability strategies.**

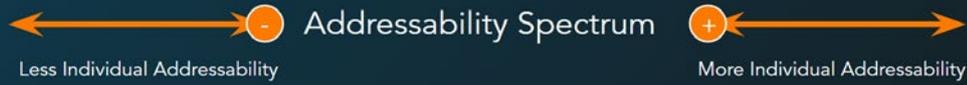
## ABOUT TRIPLELIFT

TripleLift, one of the fastest-growing ad tech companies in the world, is a technology company with products at the intersection of creative and media. Its mission is to make advertising better for everyone — publishers, advertisers and consumers — by reinventing ad placement one medium at a time. With direct inventory sources, diverse product lines, and creative designed for scale, TripleLift is leading the next generation of programmatic advertising from desktop to television.



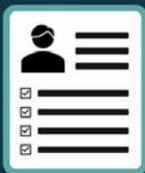
# TripleLift

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Group / Cohort	1P Identified	Cross-Domain Identified
Based on grouping consumers into cohorts	Based on 1P cookies, audience segmentation, and contextual data	Based on deterministically known data about the device / user

long-tail-site.com	98% Group / Contextual	2% Identified
trusted-publisher.com	98% Group / Contextual	2% Identified
login-publisher.com	88% Group / Contextual	12% Identified
popular-brand.com	80% Group / Contextual	20% Identified



Marketers define targeting profile



Buyers target multiple data types to find matches with inventory across the addressability spectrum



Ads displayed to consumers



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**Xandr**

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**TOP TIPS**

**This year, the identity landscape – the deprecation of third-party cookies and identifiers to be exact – was a core component of many conversations, both on stage and off, at ATS London. While there is still a lot of uncertainty over the ‘right’ way forward, one thing is for certain – this shifting landscape has provided us with a chance to push the ‘reset’ button on programmatic, rebuilding ourselves for a better, more sustainable privacy-first future.**

Heading into the new year, fragmentation is hot on everyone’s lips. Buyers looking to achieve the same success as in the past, meeting their audience when and where they are most engaged, will soon need to partner with multiple DSPs, plug into multiple identity solutions, and work with multiple media owners. Having taken so many steps forward to improve transparency and frictionless buying across the supply chain, concerns are being raised that a lot of this hard work may be undone as a side effect of the push towards privacy.

However, it is my belief that fragmentation shouldn’t be considered ‘bad’. When looked at through a different lens, fragmentation offers choice – and it is choice that is going to help buyers power performance and differentiation in 2022. What buyers need is the ability to consolidate the number of choices they make into one place. If done effectively, this consolidation can be the antidote to the increased complexity additional choice can bring.

**Marketplaces: the ‘big idea’ to solve the fragmentation challenge in 2022**

You’ll be wondering why I’m suggesting that marketplaces are the ‘big idea’ for 2022 – they are not a new concept after all. In fact, buyers and sellers will already be very familiar with them. The issue is that not all marketplaces are the same.

In our everyday lives, we use marketplaces all the time, but we change the marketplace we use based on our different needs. For example, if I am looking for top quality organic food, I’ll likely take time to go to farmers market where I get to actually speak to the farmer about the produce. If I need an ingredient quickly for my dinner tonight, I’m more likely to go to the corner shop; and if I have a long shopping list of different items, then a visit to the nearest supermarket is in order.



**When looked at through a different lens, fragmentation offers choice – and it is choice that is going to help buyers power performance and differentiation in 2022.**



**ABOUT XANDR**

Xandr was born of great legacies to create meaningful connections that power the future of advertising. In a category of our own, Xandr is the innovator at the intersection of digital and TV. Championing partnerships to create an open industry alternative and solving for the greatest challenges for buyers and sellers, we offer the only open, end-to-end platform for scaled, sophisticated campaigns on premium inventory across screens, from OTT, to CTV, to video, and more. Our combined assets, including trusted partnerships, powerful data-enabled technology and automation, and identity solutions, power one of the world’s largest marketplaces for premium advertising.



**Xandr**

**WWW.XANDR.COM**



The ‘big idea’ is that we should be approaching marketplaces in the same way within programmatic. What I mean is that buyers can’t just leave it up to the DSP to decide which marketplace their budget ends up being spent in: they must change the marketplace depending on their needs or the problem they are trying to solve.

What makes this idea so powerful is that if you can't find somewhere that will meet your exact needs, you can now build your own marketplace. It's easier than it sounds and can be a powerful way for brands to begin solving the challenges they face.

**Bringing programmatic back together**

As Marilyn Monroe once said, “sometimes good things fall apart so that better things can fall together.” There is so much change happening right now it can start to feel like things are falling apart. And this is can be scary. Things that used to be clear and simple now feel fuzzy and complicated, but marketplaces can help us start to bring things back together, re-building them better than they were before.

The smart money has already embraced this concept. Forward-thinking brands have realised they need more than just a DSP. They are currently evaluating their partnerships, analysing who brings what to their buying strategy, moving away from those who don't have their best interests at heart and choosing those that offer them control, allow for transparency, flexibility and reach, and who will help get them set up for success in the privacy-first world ○



**Marketplaces:**

What are the Next Steps?



Set your Goals



Find the Right Partner



Start Building



**ABOUT XANDR**

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**TOP TIPS****It's not about the activation platforms, it's about creativity.**

Never has the saying "Necessity is the mother of invention" been more appropriate. The impending death of the cookie is the best thing to have happened to our industry.

Platforms are monopolising the market whilst simultaneously growing in volume and size, and therefore the opportunity to gain an advantage is being reduced. Or at least this is what the industry might have you believe.

Unleash your creativity. Think laterally beyond what you believe might be possible with data and its application. Data is thematic in nature and those data themes go far beyond walled gardens, third-party data sets, and the crumbling cookie.

We categorise data into seven themes:

- **Performance** – from all media channels
- **Customer** – your current buyers and users
- **Consumer** – those who you'd like to be your customers
- **Seasonality** – calendar events or key times relevant to a brand
- **Location** – the distribution of a brand's footprint and their footfall patterns
- **Industry** – market and category data
- **Competition** – leveraging insights for the rest of market

Leveraging better data through custom algorithms is what will gain an advantage against the vast majority of the competition.

It's important for us to be lateral doers as well as thinkers. 59A's ability to inform, activate, optimise, and analyse with an omni-channel solution maximises media performance. We provide the ability to leverage helicopter-view insights when powering 24-hour, boots-on-the ground delivery using algorithmic trading.

Whilst 59A is an ad tech platform with all of the components needed to enhance efficiency and effectiveness of campaigns, this isn't the point. The point is that the 59A offering provides creativity to anybody planning and buying media – creativity that solves complex marketing challenges ○

**ABOUT 59A**

59A is an omni-channel ad tech solution that enhances planning, delivers excellent execution, and generates fantastic insights.



# AdColony

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## TOP TIPS

### The privacy genie isn't going back in the bottle.

Advertisers are going to realise in 2021 that there's no going back to the way things were. Privacy measures are here to stay, and they have to adapt to survive. The smart ones will think of mobile not as one channel, but instead as multiple avenues, with Android users having more value than historically was the case, with certain apps fitting their demographic targets, and unique data points being differentiators for certain ad platforms, rather than expecting ubiquity from everyone.

There's incredible potential in a world with both Apple's platform privacy and legislative requirements. As more and more people embrace the idea of a "metaverse" or Web 3.0 or whatever you call it, the potential for relevant, high-quality ads only increases over time, as long as we as an industry steer clear of the collective instinct to cram and focus instead on the experience.

Mobile ads, and especially mobile games, are ahead of the curve in that. It's not about how many ads you can cram on a screen at once; it's about how relevant they are, and how they make the consumer feel. Does that new ad engage with its audience? It needs to.

Long live quality, quantity is dead



Unique **Mobile** Ad Solutions for Mobile Advertisers,  
powered by **On-Device Technology**

Trusted by



and thousands more brands, agencies, and developers.

## ABOUT ADCOLONY

AdColony, part of Digital Turbine's leading independent mobile growth and monetisation platform, drives business outcomes that matter for brands and agencies, expanding their reach with the power of mobile, and helping app publishers grow via monetisation and user acquisition tools. AdColony has a reach of more than 1.5 billion monthly users across the globe and is known for its award-winning video creative, with cutting-edge ad engagement innovations like Instant-Play™, Aurora™ HD Video, Playables, and more. To learn more about AdColony, visit their website.

## TOP TIPS

**Top 5 Digital Audio Advertising Myths****Myth 1: Audio is best served as a brand awareness tool.**

True and False. Digital Audio's robust targeting capabilities paired with its expansive reach can absolutely support brand awareness campaigns, but it also allows for lower funnel, highly-targeted campaigns that drive specific actions, such as purchases.

**Myth 2: You can't measure audio like other forms of media.**

False. Measurement and attribution are alive and well in digital audio. Advertisers have been measuring immediate engagement and conversions, brand uplift, footfall, and even sales.

**Myth 3: Advertising in audio, specifically podcasts, can be risky from a brand safety perspective.**

False: Thanks to advancements in AI transcription technology, brands can now gain deeper insights into podcast content that lets them understand, at an episode level, what the theme and overall sentiment is – more than just keywords. These new insights let brands not only target to, but away from, specific content that may not align with their brand values. It also has opened up new podcast shows and subsequently new audiences that are ideal for a brand's message.

**Myth 4: Audio isn't ready to be part of the media mix.**

False: When sight and sound (audio and display) advertising were combined, AdsWizz advertisers on average saw a 4x increase in conversion rates, as compared to display-only benchmarks. Other studies have shown the power of combined audio and social campaigns, where audio takes the lead on recall and social serves as a conversion platform.

**Myth 5: Without audience IDs, targeting in audio isn't as strong.**

False: Audio, especially podcasts, have built advanced targeting parameters without the luxury of audience IDs – this has put Audio at an advantage in a cookieless world. One of Audio's biggest strengths is the ability to tap into key moments where listeners' engagement levels are heightened by the activities they are acting out while listening ○



## ABOUT ADSWIZZ

No matter where, when, or how people are listening to podcasts or streaming radio, AdsWizz lets you reach them. AdsWizz is the leading provider for digital audio and podcast advertising technology solutions for advertisers and publishers worldwide.



# Alkimi Exchange

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## TOP TIPS

**Decentralisation will provide significant reductions in the cost of hosting digital advertising auctions versus the incumbent solutions.**

Decentralised infrastructure will provide a completely transparent, immutable record of the supply path so that all parties can be sure of the integrity of the reporting data ○



**Decentralisation will improve the integrity of data by making the supply path more transparent and reduce the cost of hosting ad auctions**

ALKIMI EXCHANGE

## Something For Nothing

Alkimi Exchange has created decentralised infrastructure offering transparent, auditable data, instant reporting and drastically lower fees on programmatically traded ads on the web

Alkimi pays publishers not to show an ad or we pay you to show a house ad.

It's a simple as that. **We give you Something for Nothing.**

We have room for **10 publishers** on our program, we will **pay you not to show ads**. Contact Us To Find Out More:  
**somethingfornothing@alkimiexchange.com**



## ABOUT ALKIMI EXCHANGE

Alkimi is a decentralised replacement to the inefficient legacy programmatic ad exchanges, with a mission to restore the value exchange between advertisers, publishers, and users. Alkimi is powered by the Hypergraph — a revolutionary blockchain technology trusted by the U.S. Department of Defense — which allows us to provide the fastest, infinitely scalable solution with 0% fraud, minimal transaction fees, and complete end-to-end transparency. Alkimi Exchange helps you create ad products, proven to be successful by walled gardens, across the open web.



# Broadsign

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## TOP TIPS

### **Digital out-of-home is one of the fastest-growing media channels and shows no sign of slowing down as consumers move into a post-pandemic world.**

More and more brands are turning towards OOH for its high-view and high-impact nature, and we're predicting that marketing budgets will shift to include even more OOH in omnichannel campaigns in 2022.

With ads playing across many different types of displays, establishing fully standardised metrics has previously been a challenge. The improved sophistication of technology tools, however, is driving momentum for brands to increase their spend on this channel. Location and movement data are more accessible than ever before, with these types of data-driven buys gaining traction with media buyers.

For marketers to shift budgets towards OOH in 2022, they need access to the data metrics that'll help them understand how, why, and where audiences travel when they're viewing OOH ads. This data, like audience proximity and view time, allows marketers to then retarget audiences through additional digital channels.

The evolution of AI and recognition technologies like mobile location and visual sensors are also helping fuel the adoption of DOOH by enabling media owners to provide buyers with more information on the audiences that are passing their screens.

Data triggers like weather and market conditions can also contextualise and boost the impact of OOH ads when used as part of an omnichannel campaign. Programmatic buying is modernising the transaction process, helping drive OOH ad spend by making it faster and more flexible for media buyers to buy across networks.

With 2022 set to become a big year in advertising, we're looking forward to seeing how marketers leverage data, targeting, and measurement in their OOH campaigns to develop stronger omnichannel strategies [O](#)



## ABOUT BROADSIGN

We believe in a world where bold creativity inspires bright ideas. Where screens drive growth, build excitement, and prompt innovation. Where digital interactions inspire conversations and connect communities. Where digital and real-life experiences collide. Broadsign makes it easier than ever for media publishers, agencies, and brands to harness the power of out-of-home and connect with audiences across the globe. Lighting up airports, shopping malls, health clinics, transit systems, and more, our platform powers messaging at the heart of people's lives.



# Captify

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## TOP TIPS

**The ad tech industry is at a pivotal moment — we have an opportunity to redesign a better open web, form partnerships, build privacy at the very core, and — most importantly — to ensure that the tech driving this transformation is accountable.**

With the third-party cookie on its way out and privacy-first strategies top-of-mind for CMOs, the advertising industry has taken a much-needed moment to re-examine many of the current technologies that are in place and widely used. As advertisers strategised how they will continue to target in-market audiences while maintaining consumer privacy, many ad tech partners went to work on how they will help advertisers achieve that with responsible technology, leading to a transformation in the contextual space.

Contextual advertising has been an industry mainstay for decades, and is something that all corners of the industry understand well. But the contextual of old is very different from the contextual of new, with innovations in data and tech breaking the boundaries of what solutions previously offered.

Traditionally used for brand safety tactics, next-gen contextual providers have transformed the concept of contextual advertising into performance-based products. By looking beyond page content to other types of signals to gain a deeper understanding of audience intent, such as search, e-commerce, or purchase data, these solutions are driving deeply precise targeting, creating highly-relevant consumer experiences, and powering truly inclusive advertising by using signals of intent for targeting. We're already seeing our search data-backed contextual solutions drive 25% better brand performance than our cookie-based product, and this is just the beginning.

As we look to 2022, it's become clear that there's a significant ROI in privacy that advertisers can capture by investing in consumer-centric strategies as they navigate a cookieless world and build plans that continue to achieve business outcomes ○

**captify.**

**Capture the ROI of privacy**  
with Search-Powered Contextual

**25%** better brand performance vs Captify's cookie-based solution

Find out how:  
[captifytechnologies.com/roi-of-privacy](https://captifytechnologies.com/roi-of-privacy)

## ABOUT CAPTIFY

Captify is the leading Search Intelligence Platform for the open web and the largest independent holder of first-party search data outside of the walled gardens, connecting the real-time searches from over 2 billion devices globally. Its Search Intelligence technology powers omnichannel programmatic advertising and real-time insights for the world's biggest brands — such as Disney, Unilever, eBay, Mercedes-Benz, Microsoft, Nestlé, GSK, Uber, Mars, P&G, Sony, and Toyota — without reliance on third-party cookies. Captify brings brands more customers, publishers greater yield, and consumers the most relevant digital experiences.



# Cavai

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## TOP TIPS

**Fortunately, 2022 will see greater recognition of the fact that creative, conversational formats within advertising are critical if brands are to achieve genuine engagement with their audiences.**

As such, growth in non-interruptive, native and contextual ad formats is set to continue. This comes at a time when marketing teams are looking to facilitate interactions between consumers and brands in a privacy-compliant way. Ultimately, this will all benefit the industry.

What's more, as consumers continue to explore new technologies and we live more and more of our lives online in the so-called 'Metaverse', new payment and in-ad purchase integrations will proliferate, enabling increased convenience and true interactivity. Done right, this will all bring much-needed humanity to brand communications O



**Growth in non-interruptive, native and contextual ad formats is set to continue**



**Janicke Eckbo, CMO at Cavai:**

"Fortunately, 2022 will see greater recognition of the fact that creative, conversational formats within advertising are critical if brands are to achieve genuine engagement with their audiences. As such, growth in non-interruptive, native and contextual ad formats is set to continue. This comes at a time when marketing teams are looking to facilitate interactions between consumers and brands in a privacy-compliant way. Ultimately, this will all benefit the industry.

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## ABOUT CAVAI

Cavai is the leading global conversational advertising cloud working closely with brands, publishers, and agencies to enable conversational experiences through Cavai's proprietary ad cloud technology. Founded in 2018, Cavai helps marketers deliver conversational ad experiences in programmatic and social buys in the same way as they would normally deliver banners and video ads. With offices across Oslo, Stockholm, Helsinki, Copenhagen, Amsterdam, Munich, Barcelona, London, New York, Seattle, Montreal, and Singapore, Cavai supports leading global brands and publishers in conversational advertising.

**TOP TIPS**

**Clearly, the principal challenge in ad tech right now is around the loss of addressable devices, especially in iOS, but with Android also potentially following suit.**

I would suggest the following three responses above all:

- **Take the simplest and most obvious measure:** convince more users to opt in. This requires that we, as an industry, effectively communicate the value exchange more clearly – we need to educate people on what ‘tracking’ truly means and, of course, how the public may also benefit from it.
- **Embrace contextual solutions:** I would encourage everyone to support the rollout of the IAB Tech Lab’s OM SDK1.3 and to seek out other advanced contextual intelligence solutions. Other approaches, including app-level surveys to define an app’s typical user demographic and interests, should also be considered. These could drive more budget to those contexts that index highly against specific audiences.
- **Lean in to change:** ad tech is usually among the first to weather changes driven by big tech or regulation. Therefore, it’s up to us to develop the first solutions or changes that must be implemented in response. Agencies and advertisers are usually further towards the back of the queue. That’s why we play a crucial role in ensuring the rest of the industry understands both the present and future of what technology can and cannot achieve. Without this focus, common misconceptions remain and (ultimately) lead to missed opportunities for budget holders ○



Driving Real Connections

**ABOUT INMOBI**

InMobi is the leading provider of content, monetisation, and marketing technologies that help fuel growth for industries around the world. The company’s end-to-end advertising software platform, connected content, and commerce experiences activate audiences, drive real connections, and diversify revenue for businesses everywhere. With deep expertise and unique reach in mobile, InMobi is a trusted and transparent technology partner for marketers, content creators, and businesses of all kinds.

To learn more, visit [inmobi.com](http://inmobi.com).



# IRIS.TV

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## TOP TIPS

### Harnessing The Full Power Of CTV Means Turning to Contextual Targeting

While there is growing buzz around the budding context renaissance, the lack of access to video-level data has meant ambitions haven't yet translated into practical or workable applications for advertisers or publishers. With the latest technological developments, however, things are changing.

A new class of tools has emerged that's changing the CTV landscape in two crucial ways. IRIS.TV is making it possible for media owners and distributors to securely onboard their video data without giving up control and compromising user privacy, while also supporting onward data flow. This means vital contextual information – such as content metadata, genre, and brand safety data – can be safely shared with SSPs, DSPs, ad servers, verification providers, and content assessment tools, allowing the whole ecosystem to benefit from dramatically improved transparency.

Secondly, advances in machine learning are unlocking deeper contextual insights related to contextual segmentation, object recognition, sentiment, and emotion, enabling advertisers to “think inside the video”. Using sight, sound, and motion data, tools can run robust analysis on the topical nature of CTV content at speed and scale, enabling brand-safe contextual targeting that aligns with the types of placement brands want to opt into and steer clear of, as well as directing spend at highly refined suitable categories.

By looking beyond the narrow confines of identity-based targeting and making the most of new content-based innovations, advertisers can improve performance at scale and guarantee brand safety. Joining the movement towards privacy-friendly and insight-driven contextual targeting at the video level will open up transparency on all video inventory, and facilitate repeatable performance at scale through more relevant user experiences and results that buyers can depend on [O](#)

#### CASE STUDY

### IRIS-enabled™ campaign delivers 45% increase in AVOC for global CPG brand

#### THE CATEGORY



Consumer Packaged Goods

#### KEY KPI RESULT

80%

Audio and visible on completion rate (AVOC) vs brand KPI of 35%

#### BETTER CONTEXT DRIVES PERFORMANCE



By adding IRIS-enabled™ inventory to their media plans, the brand increased visibility of their video ad creative by more than 2x versus brand KPI.

#### WHAT THE CLIENT HAD TO SAY



We have been thrilled with the performance (of our IRIS-enabled™) campaigns which are exceeding benchmarks.



## ABOUT IRIS.TV

IRIS.TV is engineering the most open video data ecosystem in the world to power meaningful connections between brands and consumers. Our video data platform provides publishers, media brands, and connected TV apps with secure onboarding and activation of their video data and marketers with video-level transparency. Since 2013, we've enabled our partners to build scalable solutions on top of our platform, including video-level contextual and brand-safe ad targeting, third-party verification, personalised video recommendations, and measurement & analytics solutions.



## TOP TIPS

**The digital advertising industry has experienced more upheaval in 2021 than at any point in its history. Regardless, marketers and brand leaders should now be looking at prioritising addressable solutions that respect consumer privacy and work better in today's landscape.**

With first-party authenticated data very much on the radar of contemporary marketers, it has become crucial for brands and publishers to build 'first-party relationships' with their users in order to personalise the customer experience. First-party relationships flow from value exchanges over time and, if done right, a downstream result is robust, privacy-first, first-party data which is willingly shared by customers, giving publishers a real competitive advantage.

However, publishers' adoption of first-party data strategies has lagged behind, and many publishers still need to prepare for the cookieless future now. The loss of third-party identifiers and restricted access to mobile IDs risks publisher revenue streams and advertiser interest. Underscoring that point, 78.1% of senior marketers believe that the final withdrawal of third-party cookies will actually have a positive impact on their advertising strategy. It's a win-win-win: marketers, publishers and individuals all benefit.

The publishing industry in particular is adapting to this through increased use of paywalls and subscription-based services, as well as focussing attention on the value exchange with the consumer.

Another option is for publishers to optimise the value of their first-party authenticated data. One way to do this is via LiveRamp's "Authenticated Traffic Solution" (ATS). ATS allows publishers to monetise audiences either through direct sales or programmatically. Crucially, it offers publishers the opportunity to maximise their control, not only over their audiences, but over their yields and revenue potential.

Already, more than 7,000 deployed domains, including Future, Dennis Publishing, Gumtree, and Microsoft, have integrated ATS globally ○



## ABOUT LIVERAMP

LiveRamp is the leading data connectivity platform for the safe, easy, and effective use of data. Powered by core identity resolution capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

## TOP TIPS

### CTV is for everyone — Unlocking TV’s new diverse audience

Europe’s richly diverse television landscape has changed dramatically in recent years. Cultural shifts and technological advances have altered the way audiences engage with the TV content they consume and, in the process, changed the way brands approach their TV advertising strategies.

This change is not unique to one market alone. Data shows the continued growth of CTV advertising throughout the European region. Not only are CTV audiences growing, but they are also becoming more reflective of national populations, while traditional TV audiences are becoming older and less digitally savvy. This provides advertisers with the opportunity to reach incremental audiences no longer found through traditional TV alone.

With a change in audience composition and viewing habits, now is a critical time for brands to better understand how to reach CTV audiences and the ways they consume content.

Here are some of the key trends we have identified across the European CTV landscape.

- **Hybrid TV viewing is the new normal**  
71% of European audiences now watch a combination of traditional TV and CTV content.
- **The CTV audience mirrors Europe’s diverse profile**  
Streamers match the national profile, whereas the traditional TV audience skews older.
- **Ad-supported programming is becoming a primary way that CTV viewers watch content**  
Ad-free content no longer dominates CTV content consumption. CTV viewers now watch an almost equal amount of ad-supported content.
- **CTV’s reach goes beyond the boundaries of language and location**  
The flexibility of CTV meets the needs of modern audiences who wish to watch niche or foreign-language content.
- **CTV better caters to the newly emerging conscious consumer**  
80% of CTV viewers said they are more likely to pay attention to ads from brands that are in line with their lifestyle and opinions ○



**Now is a critical time for brands to better understand how to reach CTV audiences**

Half of CTV Households Have a FAST Service

**62%**

Use a FAST service

**33%**

Have 2 or more FASTS

Magnite



## ABOUT MAGNITE

We’re Magnite (NASDAQ: MGNI), the world’s largest independent sell-side advertising platform. Publishers use our technology to monetise their content across all screens and formats including CTV, online video, display, and audio. The world’s leading agencies and brands trust our platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in sunny Los Angeles, bustling New York City, mile high Denver, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM, and APAC.



**Pixalate**

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**TOP TIPS**

**Connected TV advertising is in the midst of rapid growth**

Global CTV spend through open programmatic channels increased 210% from 2019 to 2021, according to Pixalate’s data, setting the stage for the 20s to become the “decade of CTV.” But fraudsters still have their targets set on CTV, with invalid traffic (IVT) levels fluctuating between 15% and 25% over the last 2 years, per Pixalate. It’s a lucrative channel for ad fraud, with scammers routinely turning \$1 CPMs from desktop or mobile environments into \$25 CPMs, which they dupe advertisers into buying. The battle against ad fraud in CTV is far from won, but there have been improvements.

For starters, the scammers have to be more sophisticated today than in the earlier days of CTV. There was once a belief that ad fraud in CTV is not possible, which was music to the scammers’ ears. Those days are gone, however, making it harder for the fraudsters to hide in plain sight.

Additionally, more industry-wide guidelines, accreditations, and standards from the IAB, MRC, TAG, and others have laid a strong foundation for a more secure CTV ad ecosystem. But widespread adoption is still required, as is a constant evolution in fraud detection techniques to keep up with scammers ○



# FRAUD PROTECTION COMPLIANCE ANALYTICS PRIVACY

CONNECTED TV, MOBILE APPS, WEBSITES

**ABOUT PIXALATE**

Pixalate is the market-leading fraud protection, privacy, and compliance analytics platform for Connected TV (CTV) and Mobile Advertising. We work 24/7 to guard your reputation and grow your media value. Pixalate offers the only system of coordinated solutions across display, app, video, and OTT/CTV for better detection and elimination of ad fraud. Pixalate is an MRC-accredited service for the detection and filtration of sophisticated invalid traffic (SIVT) across desktop and mobile web, mobile in-app, and OTT/CTV advertising.



## TOP TIPS

### The CTV Inventory Opportunity

Think about streaming being broader than just SVOD services. Research from both The Trade Desk and Unruly now illustrates that European TV viewers don't really want to be spending any more than £20 per month on their TV content, and there is an increasing appetite to seek out free, ad-supported streaming services. Our tip to advertisers and their agencies is to learn more about the growing and free AVOD and FAST ecosystem and the data these services can make available to advertisers to target via CTV PMPs or in the open exchange. This is where brands will increasingly find their TV audiences in 2022, streaming free, ad-supported content.

### How can publishers grow their CTV ad revenues?

From a streaming publisher's monetisation perspective, we would recommend that they migrate away from exclusive resellers or a tiered waterfall approach to their demand and instead implement a unified auction. This will enable them to increase the competition for their valuable ad slots and grow both their yield and sell-through.

### How can CTV publishers build really good ad breaks?

When it comes to ad pod construction, our top tip is to adopt a Server-Side Ad Insertion (SSAI) approach. This enables publishers to deliver a seamless stream of content and ads, and removes a lot of the pain points for both viewers and advertisers when it comes to issues around frequency and competitive ad separation.

We also recommend that streaming publishers start to think about optimising towards revenue per second (RPS) so that they can extract the true value from each of the ad slots within their ad pod [🔗](#)

## The CTV Ad Server

Maximize publisher revenue and deliver the best TV viewing experience to the end user.

Platform highlights

- Unified Auction**  
 Use independent CTV header-bidding to run auctions between leading video SSPs & direct campaigns.
- Audience Targeting**  
 Enable the use of first & third party data segmentation to increase inventory value & meet advertisers' targets.
- Campaign Management**  
 Execute direct sold campaigns with cross-device frequency capping & pacing capabilities.
- Server Side Ad Insertion**  
 Leverage dynamic ad insertion built for programmatic scale and embark the latest anti-fraud standards.
- Ad Pod Automation**  
 Deliver unique, non-competitive, deduplicated ads within Live or VOD ad breaks, leverage proprietary ai.
- Advanced Analytics**  
 Single access to all of your CTV data: Revenue, Auctions, Bidders, Audience behavior & more.

Trusted by leading TV broadcasters, manufacturers & streaming services.

## ABOUT PUBLICA

Publica is a leading Connected TV (CTV) ad platform and works with many of the world's biggest broadcasters, TV manufacturers, and OTT apps. Publica provides solutions for publishers to maximise their revenue across their CTV inventory through key solutions including a Unified Auction, Ad Pod Management, Audience Management, and Server-Side Ad Insertion (SSAI). Publica serves over 3 billion ads on CTV every month, delivering quality ad experiences for Crunchyroll, E. W. Scripps, Fox, IGN, MLB, Philo, Samsung, ViacomCBS, XUMO, and more. Publica is owned by Integral Ad Science (Nasdaq: IAS), a global leader in digital media quality.

## TOP TIPS

### **The sleeping giant of the ad tech industry — commerce media — is awakening.**

Amazon has proved the business model works, the pandemic has accelerated the growth of online retail, and in-store advertising budgets are shifting to digital. IRI predicts that consumers will continue to shop online rather than in-store when the COVID-19 pandemic has ceased. This means that advertisers have to think of this pivot to digital-first as a long-term, strategic move.

#### **Building direct relationships with consumers**

In order to run more effective commerce media campaigns, advertisers need first-party customer data, which, unlike retailers, they typically don't have in abundance. In order to do this, advertisers have leveraged digital media to drive consumers directly to their own online properties and create innovative commerce solutions.

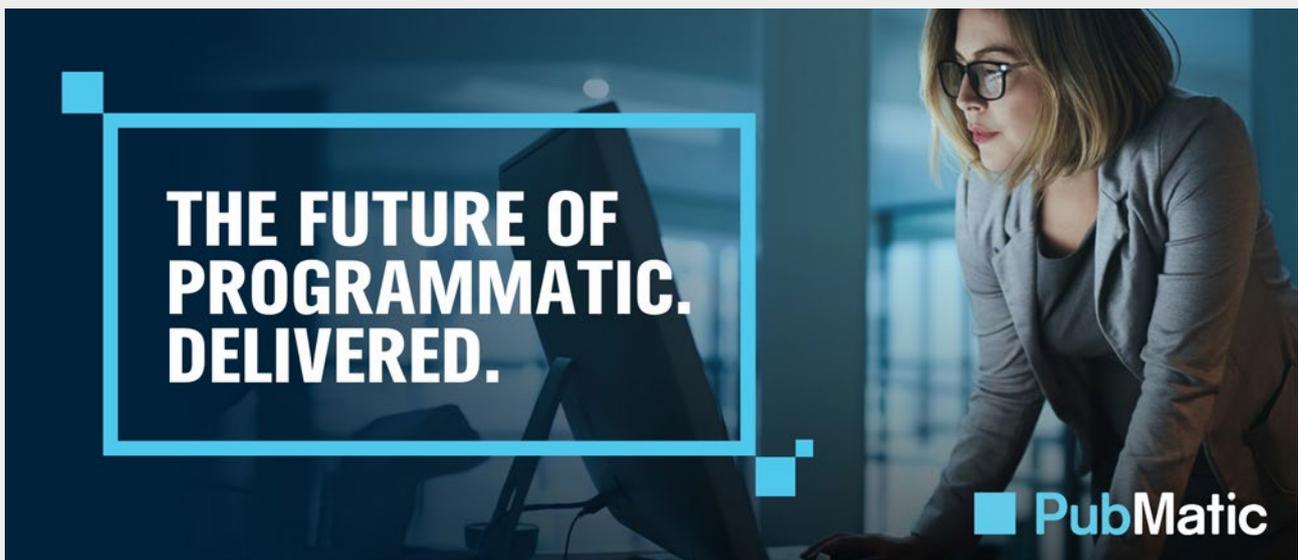
#### **Building data partnerships**

Large retailers like Carrefour and Tesco have built up vast amounts of high-value consumer data through loyalty card programmes and logged-in shopping. Processing, analysing, and segmenting for online activations requires complex tools and expertise. For most of the advertisers, it is simply not economically viable to replicate this set up, which is why data partnerships are so popular.

By exchanging retail-owned SKU level, lower funnel, and point-of-sale data for advertisers' first-party data, both parties benefit from the insights needed to scale. Given that consumers will shop when and where they want, this strategy poses no risk to either party and provides consumers with the ultimate in choice and convenience, driving high levels of loyalty for both parties.

#### **Best practices**

Advertisers looking to get into commerce media first need to define what it means and delivers, and how this aligns to wider business goals. It is wise to start off with a small number of bigger initiatives rather than lots of small ones. Test, learn, get them right, and then scale in a way that takes the whole organisation with you ○



## ABOUT PUBMATIC

PubMatic (NASDAQ: PUBM) delivers superior revenue to publishers by being an SSP of choice for agencies and advertisers. PubMatic's cloud infrastructure platform for digital advertising empowers app developers and publishers to increase monetisation while enabling media buyers to drive return on investment by reaching and engaging their target audiences in brand-safe, premium environments across ad formats and devices. Since 2006, PubMatic has been expanding its owned-and-operated global infrastructure and continues to cultivate programmatic innovation. With a globally distributed workforce and no corporate headquarters, PubMatic operates 15 offices and eight data centers across North America, Europe, and Asia Pacific.

## TOP TIPS

### The New Era business model for publishers that is helping them regain control

1. Ensure your control and neutrality. It might be good to use agnostic solutions and technologies to orchestrate your sales setup to ensure that optimisation is done in a fair way, creating equal opportunities for all vendors to maximise your revenue. One concrete area for this approach is prebid setup management.
2. You have to be agile. Build your sell-side setup in such a way that you are always in control. Make sure you can run tests easily and adjust your stack on the fly.
3. Prebid server-side: prepare yourself for the server-side future. At the moment, server-side revenue performance is not as good as client-side, so a mix of client- and server-side might be the best approach. That said, the server-side is evolving fast, so make sure you are on top of the curve.
4. Prepare your company for the third-party cookieless future. Adapt and test different ID vendors. Focus on collecting first-party data and, if possible, producing content which offers a good ground for contextual targeting. Test different strategies – no one knows what will be the winning solution for targeting in the future. But we know for sure that the value of first-party data is increasing all the time. And if you are able to keep your audience committed and growing, there will always be ways to monetise it!
5. Make all digital ad sales transparent in your company. A clear view including all ad revenue streams offers a good foundation for sales management and development, and motivates your team to achieve better results ○



The most empowering solution for publishers to  
**MAXIMISE AD REVENUE**

## ABOUT RELEVANT YIELD

Relevant Yield is the most empowering solution for publishers and sales networks to maximise ad revenues. Relevant Yield offers independent, vendor-agnostic header bidding management combined with real-time prebid analytics and revenue reporting from any demand channel — from the smallest detail to top-level performance view — making it the most comprehensive solution on the market. It supports all forms of digital ad sales, from direct, to server-side prebid, and video. Relevant Yield is provided by a Nordic based company.



# Skyrise Intelligence

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## TOP TIPS



**Good measurement should show weakness in performance, which in turn leads to opportunities for brands to explore**

**The demise of the cookie should lead to an improvement in measuring strategy. Currently, strategy is defined to fit a metric, which shouldn't be the case. Marketers need to be brave and take away siloes, and — most importantly — stop the fixation on attribution at all costs.**

Good measurement should show weakness in performance, which in turn leads to opportunities for brands to explore. Intelligence-driven measurement informs good planning, which in turn leads to quality marketing activation.

Mobile network data can help marketers show and improve effectiveness. It allows you to challenge conventional measurement,

as there are endless opportunities with such rich data. If you've got the right data sets, you can bring in behaviour segments as new measurement points.

Agencies in particular need to show value through transformational change in measurement by using agile data that is always on. The alternative is being left behind ○



**AUDIENCE TARGETING SOLUTIONS  
powered by  
MOBILE NETWORK DATA**



## ABOUT SKYRISE INTELLIGENCE

Skyrise Intelligence provides audience targeting solutions informed by mobile network data. Working in exclusive partnership with one of the UK's major mobile network operators, Skyrise has an unrivalled view of consumer and market behaviours, based on up-to-the-minute and historical signals across a 20 million-strong dataset.



# Zefr

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## TOP TIPS

### Zefr's Top Tips For the Future of Measurement

**The role of content and suitability in measurement:** As the popularity of video advertising becomes more prevalent, we are entering a new era of measurement. Legacy approaches built for the web are not always fit for today's climate, and the role of context and suitability are becoming more important.

**Transparency and aligning on industry standards:** Measurement loses value when it's done in a silo with opaque methodologies. As the shift to walled gardens accelerates, it is important to ensure that measurement techniques are totally transparent and consistent across platforms. This alignment, along with a common understanding of industry standards (such as those set out by GARM, who have created an open source of definitions for the technology vendors to build on) means that brands can truly track the impact of their campaigns, and can increase their effectiveness moving forward. It also allows the buy-side to have one view of their quality, rather than having a different definition for each channel. This concept removes the impact of 'interoperability', which can be costly and have a negative impact on a brand.

**Innovation is critical in measurement:** Lack of innovation on the measurement side of technology can be one of the largest barriers for brands. Innovations are now, however, starting to be seen as viable alternatives to legacy techniques. As more leading advertisers embrace new technologies, it is likely the rest of the industry will start to evolve beyond the status quo of keyword technologies and semantics ○

**Is Your Brand Safety Provider Blocking Your Reach?**

Keyword and semantic analysis are used in the open web to avoid certain content. For video, that doesn't work. And it's blocking great publishers and destroying brand's reach.

Zefr provides true video intelligence via video-level AI combined with supervised machine learning, to reduce over-blocking of good content and improve advertiser precision.

**It's time for a chapter of brand safety and suitability that works for video.**



## ABOUT ZEFR

Zefr is the leading data company that enables responsible marketing for brands, agencies, and platforms. As an official YouTube Measurement Partner, Facebook Marketing Partner, and Brand Safety Measurement partner for TikTok, the company leverages patented Cognition AI technology to offer brands and agencies more accurate and transparent activation and verification solutions on scaled video platforms.

PROMOTION

# ATS LONDON 2022

by ExchangeWire

## ATS London 2022

14/15 June



**ATS London attracts an audience of more than 500 professionals across the global programmatic media industry, including C-level executives from agencies, advertisers, publishers, trading specialists, and technology providers — a must attend sell-out event every year.**



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