

A high-angle photograph of The Shard skyscraper in London, illuminated at sunset. The building's glass facade reflects the orange and yellow light of the sky. The surrounding city lights are visible in the background.

ATS LONDON
TOP TIPS EBOOK

INTRODUCTION

In this post-ATS London 2022 e-book, partners from across the media, marketing, and commerce industries share their tips for navigating the year ahead, with cookie deprecation looming and emergent trends hitting the forefront, including the rise of retail media and a renewed focus on ESG policies.

ExchangeWire would like to thank all attendees, speakers, and partners for making ATS London 2022, in its new summertime slot, a wonderful and collaborative experience.

You can access video recordings from panel sessions here via the dedicated [event videos tab](#) on [ExchangeWire.com](#). ATS London 2023 is scheduled for 13th and 14th June — further details will be made available on [exchangewire.com/events](#) in due course. In the interim, please contact anne-marie@thewirecorp.com.

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ALKIMI EXCHANGE

www.alkimiexchange.com | hello@alkimiexchange.com



TOP TIPS

Data & Decentralisation

It's not Web2 vs Web3. It's how we can make the web a better place for everyone and the transition as smooth as possible.

The discussion has become Web2 vs Web3. Web2 is not as bad as it can be made out by the agenda of web3 maximalists. Web2 has created the valuable ecosystem that currently exists, and there needs to be an acknowledgement of that. A successful transition will be when consumers are existing within a Web3 ecosystem without realising it – it's seamless. Incremental changes, one step at a time.

Make the user part of the value exchange. Remember, it is the user's data

Don't forget the user. Data should always belong to the user, period. Not the publisher or the brand – acknowledge that. The distrust that we are seeing due to the abuse of people's data needs to be addressed. Companies cannot continue to operate in a system of distrust.

Web3 still needs to comply with regulations and best practices

Web3 should not be the 'wild west': we should be building products that will last, not ones that take advantage of shady practices just because they are possible in an unregulated space.

Use the power of decentralisation to secure the user's data

Web3 technology allows for much higher degrees of secure data storage. We should leverage that to provide consumers and businesses with much better protection and true ownership of their sensitive data.

Consider applications of NFTs, beyond artwork

We have seen the buzz around the creation, buying, and selling of NFTs. A lot of big brands have created their versions of Metaverses and NFT collections with little interest and success. NFTs are not publicity stunts and hold the potential for real utility and application in improving the way we operate and transact online. They are not a novelty product ○



Web2 has created the valuable ecosystem that currently exists, and there needs to be an acknowledgement of that. A successful transition will be when consumers are existing within a Web3 ecosystem without realising it – it's seamless. Incremental changes, one step at a time.

ABOUT ALKIMI EXCHANGE

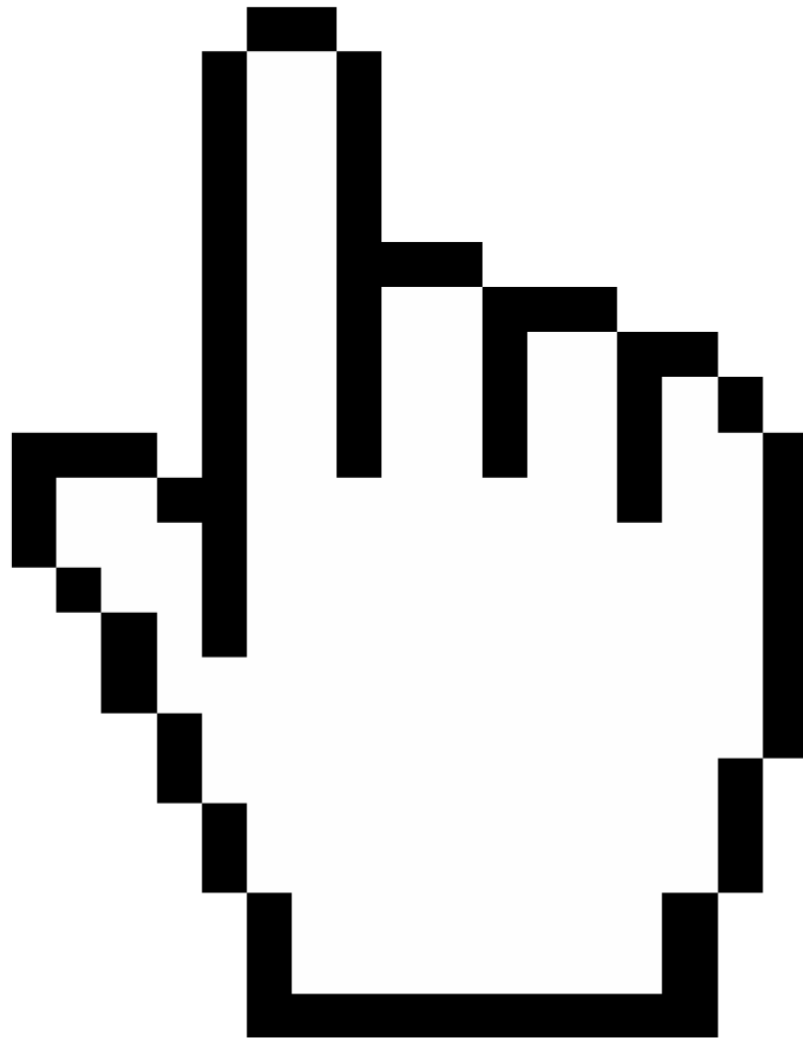
A decentralised replacement to the inefficient legacy programmatic ad exchanges with the mission to restore the value exchange between advertisers, publishers, and users. We built Alkimi Exchange to reestablish the intended value exchange between users, publishers and advertisers. We believe in a different world that can be born from a cataclysmic event, when IDs disappear and it appears we have nothing, we can create something. Where users see fewer and better ads, advertisers reach an engaged audience and publishers regain control of the means for their success and continue to produce innovative and creative content. Alkimi Exchange helps you create ad products, proven successful by walled gardens across the open web.



alkimi

This way to better Served Ads.

Bad advertising has broken the internet, let's fix it together.



TOP TIPS

At ATS London 2022, Scibids shared preliminary results of a survey commissioned in partnership with ExchangeWire on “Solving UK Marketing Challenges with AI.” The complete survey will soon be available for download on www.exchangewire.com!

Overall, we discovered that marketing leadership in the UK wants to get ahead of the big shifts in the landscape instead of constantly reacting.

And that can be fairly characterised by the word: Respect

- Respect for the use of data
- Respect for the environment
- Respect for human resources

We call these aspirations Virtuous Advertising. The top tips from our ATS session, and how AI will play an essential role in making them actionable, are summarised here:

Tip Number 1: Respect for the use of Data

We all know that contextual data is making a comeback. So how do UK marketers regard this new opportunity, and which signals are they currently testing?

They are testing quite a lot of different sources, however, what struck us as an untapped opportunity is that only 25% of respondents are using the contextual signals present in the bid request.

At Scibids, from the very start, we built our technology on large pools of non-user-specific semantic data created by users in the ordinary course of their browsing. It's the most privacy-preserving signal we have today on the web – moreover, it's scalable and free!

We believe that getting this right is essential – implementing privacy-respecting advertising cannot be done by accumulating more new targeting capabilities, but instead by finally making the most of contextual data through more sophisticated methods that leverage AI. As a result, it is possible to get the best performance for campaigns at the same time and reduce cross-site tracking of users.

Tip Number 2: Respect for the Environment

Another topic that resonated was environment-respecting advertising – reducing carbon emissions from digital advertising was cited as the most critical market trend here.

So we asked our friend Brian O'Kelly about a rough average carbon footprint of an impression, and he shocked us by answering 10 cents CPM, which is huge!

We see one main solution here – serve fewer but more impactful ads. As for privacy, in order to respect our planet, we need to transform less into more, which means better use of our existing resources.

To do that, media buyers need to know beforehand which impressions will be worth a lot to them and which lack value. This is where AI again proves to be an important tool – It attains the very best from existing resources and pilots the trade-off between performance and resource consumption.



We built our technology on large pools of non-user-specific semantic data created by users in the ordinary course of their browsing. It's the most privacy-preserving signal we have today on the web – moreover, it's scalable and free!



When a whole industry cites scarcity of expertise as their primary challenge, every manager must be extremely careful to give their team the tools they need to ensure that their work is more meaningful.

Tip Number 3: Respect for Human Resources

“Scarcity of expertise” emerged as one of the main challenges for UK Marketing executives.

As a startup owner, I can relate to that. I know first-hand that when I have trouble recruiting, the teams in place are putting in long hours and see their work/life balance threatened. When a whole industry cites scarcity of expertise as their primary challenge, every manager must be extremely careful to give their team the tools they need to ensure that their work is more meaningful.

To be clear, as much as I like AI, it won't automate most of what industry experts can do. It is a tool, but it is an essential one if put in the right hands. AI is better than humans at a few specific tasks, like computing optimal prices to respond to bid requests and making data actionable. AI can also increase the quality of insights for humans to leverage and elevate our work thus allowing us, humans, to be more effective ○

AI and the New Dawn of Virtuous Advertising



ABOUT SCIBIDS

Founded in Paris in 2016, Scibids is the independent global leader building artificial intelligence to make marketing more effective. Scibids AI supports strategic business outcomes for brands by building customisable algorithms for powerful ad decisioning that does not require user tracking and profiling. Scibids AI is enabled within leading demand side platforms, helps unify the ad stack by activating planning and measurement data, and delivers measurable ROI for a long-lasting competitive advantage. Scibids works across the digital marketing ecosystem, is used by thousands of brands and embraced by their media agencies worldwide.

TOP TIPS

The cookie apocalypse is essentially our industry's Y2K problem. But just like on the first day of the new millennium, when the world worried if clocks might stop, credit card readers would fail, and planes could fall out of the sky, we're all going to be OK.

Like back then, the best minds are developing solutions to make sure everything still functions. Digital advertising will work a little differently, but it will work. While the challenge is great, the solution is straightforward: publishers and advertisers will replace third-party cookies with first-party data.

Advertisers, here's how you can prepare:

Tip 1

Work with supply partners and ad tech vendors that are helping publishers to segment their first-party data and make valuable audience segments available for targeting.

Tip 2

There is no need to switch buying platforms to target audiences on browsers that don't support third-party cookies. Define audience targeting with your supply-side platform partner, using a one-to-many (one advertiser to many publishers) deal ID to complement their existing identification strategies.

Tip 3

Ensure audience segments are available via deal ID – it both protects publisher data and allows buyers to scale segments, especially when targeting multi-publisher deals.

Tip 4

Don't discount identity solutions. Yes, they may very well only account for 10% of addressable supply, but that's 10% that you would otherwise be unable to reach. Pair these identity solutions with a first-party data strategy.

Tip 5

Start solving for non-third-party cookie inventory NOW. Today, as many as 47% of all ad requests don't have third-party cookie data – meaning you're missing more than half of your potential audience.

The bottom line is that digital advertising is about to be rebuilt from the ground up. That new world will be one where publishers benefit from the actions taken on their websites, and where advertisers reach their audiences in new and effective ways. Like on January 1, 2000, it will all look better in the rearview mirror ○



Define audience targeting with your supply-side platform partner, using a one-to-many (one advertiser to many publishers) deal ID to complement their existing identification strategies.

ABOUT TRIPLELIFT

TripleLift is the advertising technology company reinventing ad placement at the intersection of creative, media, and data. Our marketplace serves the world's leading brands, publishers, streaming companies, and demand-side platforms, executing over 1 trillion ad transactions every month. Customers choose us because of our addressable offerings from native to online video to connected television, innovations that insert brands into content in real-time, and supportive experts dedicated to maximizing partner performance. Part of the Vista Equity Partners portfolio, TripleLift has appeared on both the Inc. 5000 and Deloitte Technology Fast 500 for five consecutive years.

Who needs
cookies when you
can have your cake
and eat it too?



Learn how you can prepare
for a privacy-first future.



[Learn More](#)

TOP TIPS

Attention is the heart of advertising — after all, what good is an ad if it doesn't reel in its intended audience?

Below are five ways that you can use attention metrics to maximise the impact of your media campaigns:

1. Measure Inventory Performance

Leverage attention metrics to evaluate inventory performance, and uncover top and bottom performing sites and apps. Use this insight to shift away from lower performing sites/apps and set up PMPs with top performing sites/apps.

2. Leverage Trended Attention Data to Inform Creative Flighting Strategy

External factors such as seasonality and different days of the week can affect your ad performance. Use trended attention data to uncover patterns and determine when to serve different ad creatives to maximise your impact.

3. Analyse Video Creative Performance Across Environments

Understand attention levels, completion rates, audibility, and viewability by quartile for your video ads, to ensure that key elements — such as your brand logo and primary message — are featured in quartiles with stronger performance.

4. Compare Media Partners

Analyse attention levels across media partners to identify top performers, and drill down into additional dimensions (such as site, app, device, and placement) to better understand performance drivers. Use this insight to inform partner selection and investment allocation for future campaigns.

5. Uncover the Most Effective Targeting Tactics

Compare attention levels across different targeting tactics (eg. contextual targeting, behavioral targeting) to identify which are most effective. Shift budget toward high performing targeting tactics to improve campaign performance in-flight, and leverage this insight to inform future campaign planning.

For more, visit www.doubleverify.com/dv-authentic-attention ○



The banner features a stylized globe on the left with continents outlined in various colors (pink, green, purple, blue). To the right of the globe is the DoubleVerify logo (DV | DoubleVerify) in white. Below the logo, the text "Global Insights Report 2022" is written in large, bold, white font. At the bottom right, there is a pink button with the text "Scan To Download the Report" and a QR code to the right of the button.

ABOUT DOUBLEVERIFY

DoubleVerify is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer, and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximise return on their digital advertising investments globally.

EPAM CONTINUUM

EPAM CONTINUUM

www.epam.com | enquiries@epam.com

TOP TIPS

Define your retail media targets as a synergy of retailer, advertiser, and consumer KPIs in a win-win-win-ecosystem:

Core KPIs:

Retailer: Media revenue – direct revenue generated from the sale of media inventory.

Advertiser/CPG: ROAS – campaign effectiveness in driving campaign objectives including online and offline sales using test/control methodology against a learning agenda.

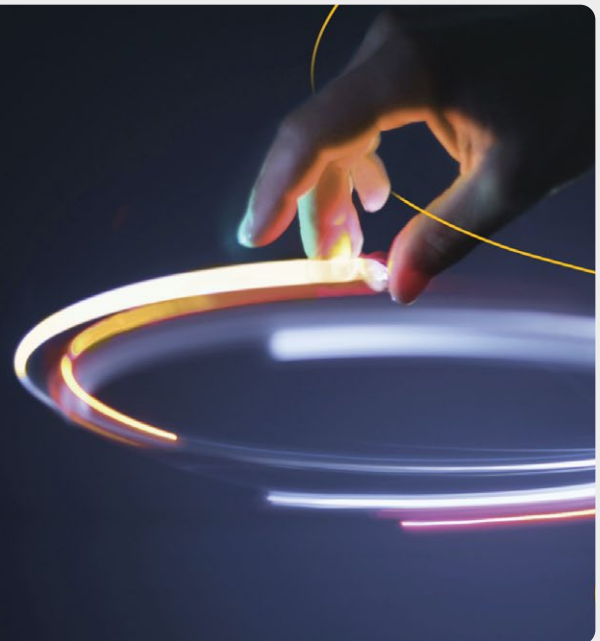
Consumer: Incremental customer spend – long-term impact of advertising on customer satisfaction and continuous improvement on relevancy.

Three drivers of a successful media platform development:

1. Build a solution that serves the end-to-end workflow across audience insights, targeting and segmentation, activation, measurement, reporting, and billing that advertisers will benefit from using.
2. Keep user experience and privacy at the core and only deploy solutions that do the same.
3. Get the basics right – quality digital shelf, targeted and accurate search functionality, and promotions – before you tackle display advertising opportunities ○

EPAM CONTINUUM

We fuse integrated consulting with EPAM's engineering expertise to accelerate breakthrough thinking into meaningful impact.



ABOUT EPAM CONTINUUM

EPAM Continuum's diverse, integrated consulting teams apply a Systems Thinking mindset to get to the heart of our clients' increasingly complex business challenges. Our business, experience, technology, and data consultants work together to create holistic solutions that achieve meaningful, sustained impact for businesses, their employees, and customers. Learn more at www.epam.com/epam-continuum and follow us on LinkedIn. (EPAM Continuum is the integrated business, experience, and technology consulting network within EPAM Systems, Inc.).

TOP TIPS

In this ever-changing landscape of cookie deprecation, compromised identifiers, and the challenges of achieving one-to-one targeting, will broadening your growth strategy and adopting full-funnel marketing for revenue diversification, result in achieving the highest returns?

It is important to recognise that it's not that moving to this model will immediately achieve higher returns, but in fact we're being forced to do so by the changes taking place.

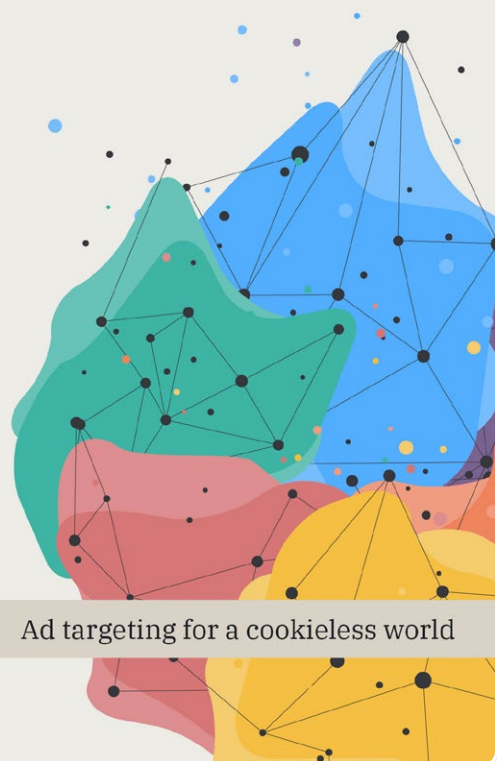
Within digital advertising we were focusing on the bottom of the funnel, where there was still a lot of top funnel work being done in other channels. The loss of digital identifiers gives the opportunity of unifying marketing behaviour. We can now focus on ensuring that we understand the level of impact between different channels and the effect they have on levels of engagement and the drive through that funnel.

We will move away from the level of mistrust with customers that culminated from tracking people, and will instead understand and build better relationships with consumers. The omni-channel approach is better for marketers. By unifying the various channels, we're going to get a more effective overall understanding of how brand's marketing is working. While we'll lose a lot of granular level attribution and measurement, the knock on effect will create better overall communication with users, rather than just hyper focus on digital channels. This new approach will help brands to build brand connections, and link their online and offline marketing into a single story, instead of being quite fractured. Our hyper focus on this setup didn't allow for us to advance our technology and the scale of data that exists.

Fifty took advantage of this to show there is a way to build a better marketing model that allows us to be truly full-funnel. We ensure that we are driving a better understanding of users and therefore the efficacy of communication that we're providing. We're going to see a massive impact on digital advertising short-term, but in the long-term higher returns will be delivered and we'll create a better model ○

fifty.

**Privacy-by-design;
audiences at scale**



Ad targeting for a cookieless world

ABOUT FIFTY

Everything Fifty does starts with human understanding, we believe it is impossible to target audiences without understanding what drives them. Built for a cookieless world, Fifty combines human-powered insights with contextual targeting to grow, transform and future-proof media buying strategies. Fifty provides ID-free targeting, using social data to identify clusters of people based on their interests and build a contextual map of where they can be found across digital inventory. Our mission is to positively disrupt and lead the future of AdTech and MarTech.



TOP TIPS

How marketers can cut the carbon footprint of their digital advertising

From environmental disasters all over the world to climate reports predicting worse to come, every day we're bombarded with some more bad news about the damage we're wreaking on our poor planet.

So it's no surprise consumers are looking to do all they can to reduce the impact of climate change. That includes the brands they buy from – with more than three-quarters saying that in five years' time they only want to buy from brands that practise green advertising (source: Microsoft and Dentsu).

However, one area continually overlooked by advertisers is the hefty carbon footprint created by their digital campaigns. Some estimates suggest it makes up almost 2% of global emissions, while Good-Loop research has found a typical online ad campaign emits 5.4 tons of carbon dioxide – almost half what an average UK consumer produces in a year. Here are three ways advertisers can reduce the environmental impact of their digital advertising:

1. Measure, measure, measure:

Before you try to fix the problem, you need to know what you are dealing with. The good news is there are many tools out there, including carbon calculators, and green ad tags that measure emissions in real time.

2. Manage your assets:

One of the largest contributors to digital CO2 emissions is the serving of the creative itself. Simple adjustments, like using SVG files instead of JPG and PNG can make a significant difference in reducing your file size. You should also consider subtle adjustments that can save a second or two of ad load. Do you really need that four-second fade-to-black at the end?

3. Explore carbon offsetting:

Companies can also counterbalance the carbon footprint their campaigns generate by investing in projects that remove or prevent CO2 emissions. For example, investing in an initiative that protects one acre of mature rainforest will absorb 2.5 tonnes each year ○



Some estimates suggest it makes up almost 2% of global emissions, while Good-Loop research has found a typical online ad campaign emits 5.4 tons of carbon dioxide – almost half what an average UK consumer produces in a year.

ABOUT GOOD-LOOP

Good-Loop is a global ad tech for good platform that's on a mission to make advertising better for consumers, brands and the planet. The B Corps-certified company's ad formats drive engagement by converting people's attention into donations to good causes around the world. The company's green media solutions also enable advertisers to reduce the carbon footprint of their digital advertising. The company is on a mission to make the connection between brands and consumers more meaningful by delivering respectful ads that bring real social and environmental impact, while also driving significant business and brand uplifts for advertisers.

TOP TIPS

Moving On Up: Growth Through Full-Funnel Marketing

As we say goodbye to cookies, marketers need a solid way to measure effectiveness at every stage of the customer journey.

Identity resolution is the future of people-based marketing in a post-cookie world.

With a strong identity resolution solution, brands have the means to buy media cross-channel, reaching consumers, measuring engagement consistently and accurately at every stage of their journey, regardless of device. For publishers, identity resolution protects revenues and enables them to better connect their inventory to marketer demand – a win-win for the entire ecosystem.

This closer connection to marketer demand will see publishers and advertisers build stronger relationships with each other in the cookieless future. In fact, research LiveRamp conducted last year revealed that 85% of respondents believed that their brand would benefit from a closer relationship with their key target publishers.

Publishers also need to generate closer relationships with their readership in the cookieless future. The best way to achieve this is by communicating the value exchange that occurs when audiences come to their site in search of content or experiences. Authentication events, such as logging in or signing up for a newsletter, will allow a publisher to tailor audience experiences and generate coveted first-party data in return. And then, with the help of an authenticated traffic solution, publishers can connect their first-party audience to marketer demand.

After cookies, full-funnel marketing will rely on identity resolution solutions that are designed to generate first-party data in a privacy-first manner. With this, brands can start to understand how consumers interact with their advertising, both offline and online, to provide actionable insights all the way down the funnel from awareness at the top to purchase and loyalty at the bottom ○



Addressable and
accountable?
Now that's a good
impression.

As we approach addressability without cookies and mobile identifiers, it's more important than ever to embrace technologies that deliver measurable outcomes in 2022 and beyond.

LiveRamp's identity solutions are the gold standard that allows for increased reach, higher ROAS, and higher efficiency in your programmatic campaigns.

See how LiveRamp can help you win at
[LiveRamp.com/addressability](https://liveramp.com/addressability)

/LiveRamp

ABOUT LIVERAMP

LiveRamp is the leading data enablement 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.

NANO INTERACTIVE



www.nanointeractive.com | info@nanointeractive.com

TOP TIPS

We are moving away from the days of absolutes; when the ability to track all activity within one singular ecosystem dictated planning too much and too often.

The expectations are shifting, and as they do we find ourselves with a wealth of new avenues to explore.

Probabilistic measurement solutions, previously often overlooked in favour of their deterministic cousins, are making a comeback. We are seeing significant opportunities unearthed, for example IOS inventory, long overlooked due to the inability of cookies to measure it effectively, is suddenly of interest again. We are back to getting creative in how we judge this effectiveness be that comparison of on-site metrics, through to new privacy-compliant methods of measurement using fingerprinting or cryptography. Given the scale and value of the Apple ecosystem, it's shocking how remiss we have been as an industry in addressing this largely untapped pool. But uniformity was always king.

Finally, we are starting to look outside the traditional metrics and turning towards attention to help quantify excellence. "Attention" itself means a plethora of things and we should continue to layer different metrics over each other to understand the importance of individual aspects vs the whole; be that screen size, eye tracking, device type, etc. Testing will continue across the industry until we have the breadth and depth of data to understand how different factors yield different results. Agencies, publishers, clients, and ad tech all have the opportunity to evolve individually, and collectively; we are building the path as we walk.

We find ourselves in a period of exploration and creativity. The industry is in the biggest "test and learn" phase of digital advertising but with opportunities and creative thinking we are starting to edge closer to a truer understanding of how to harness the power of measurement for now, and the future ○

An infographic with a dark purple background and teal accents. It features the Nano Interactive logo in the top left. The main headline is "Measuring up identity-free advertising". Below this, a paragraph describes the LIIFT™ solution. Three circular callouts highlight key metrics: "93% increase Ad recall", "62% increase Brand Awareness", and "121% increase Brand Consideration". A woman wearing headphones is shown in the background, looking at a laptop. The website URL "www.nanointeractive.com" is at the bottom left.

nno
INTERACTIVE

Measuring up identity-free advertising

With Nano's award-winning live intent identity-free targeting solution (LIIFT™) you can understand the **live intent** of users plus the deeper contextual **meaning** and **sentiment** of the campaign environment to deliver measurable success across key brand metrics.

Start reaching new audiences and future-proof your campaigns with Nano today.

www.nanointeractive.com

93%
increase
Ad recall

62%
increase
Brand Awareness

121%
increase
Brand Consideration

ABOUT NANO INTERACTIVE

Nano Interactive are global leaders in ID-free digital advertising. Our award-winning AI-powered technology platform uses live signals of intent and deep contextual intelligence to deliver measurable success for some of the world's leading brands. We deliver globally across all media formats without the use of any identifiers ensuring that our futureproofed campaigns deliver new and unique audiences.

TOP TIPS

It's time for a new, first-party, targeting strategy

What we see happening in the industry today is about more than the deprecation of third-party cookies; it's about privacy. Regulators are closing in, and consumer trust is eroding, causing platform and browser-level changes impacting the availability of data used to target consumers online.

To be more responsible with data in advertising there are three areas to focus on: cohort-based advertising, where there is no reliance on third-party data and personal information; first-party data, where publishers and advertisers can collect and collaborate using consented first-party data; and privacy, where audience owners collaborate safely and have the tools to activate these first-party audiences responsibly.

For publishers and advertisers to thrive in the age of privacy and move towards a more responsible web, they need to:

- 1. Protect their data:** Audience-owners are the guardians of their users' data. By ensuring that it is protected, publishers and advertisers can regain their central place in discovering, planning, and activating audiences.
- 2. Collaborate at scale:** Publishers and advertisers are building direct relationships. But to scale those relationships, they need the tools and processes to collaborate, where multiple media owners and advertisers can connect while keeping data safe.
- 3. Achieve reach and scale:** Publishers and advertisers need to work much closer together and collaborate on consented first-party data, as addressability at scale is realised through first-party relationships. In this way, the audience information used for planning and activation is the same, leading to vastly increased addressability.

Privacy is non-negotiable, so publishers and advertisers need to build advertising strategies on consented first-party data, form direct relationships and responsibly activate audiences to restore consumer trust [O](#)



Join the future of
targeted advertising
on the open web

ABOUT PERMUTIVE

Permutive is built on the core principle of responsible marketing, which includes privacy, consent and transparency. Its Audience Platform empowers publishers and advertisers to responsibly activate audiences without any third-party access to personal data. Permutive is listed in YCombinator's Top 150 companies of all time and is trusted by the world's largest publishers and advertisers, including News Corp, Hearst, BuzzFeed, Penske Media, Future plc, The Guardian, Vox Media, Insider, Hubert Burda Media and Condé Nast International.



TOP TIPS

The CTV Inventory Opportunity

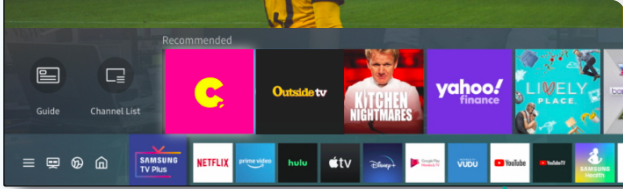
Our tip to advertisers and their agencies is to learn more about the growing and free AVOD and FAST ecosystem, and the data these services can make available to advertisers to target via CTV PMPs or in the open exchange. This is where brands will increasingly find their TV audiences, streaming free ad-supported content on their big-screen TVs.

How can publishers grow their CTV ad revenues?

CTV ad spend increased 57% in 2021 to \$15.2B and is expected to grow an additional 39% in 2022 to USD\$21.2bn (£17.3bn). according to the IAB, three out of four video buyers (76%) label CTV as a 'must buy' in their media planning budgets. From a publisher monetisation perspective, we recommend migrating away from exclusive resellers or a tiered waterfall approach to their demand and instead implementing a unified auction. This will enable publishers to increase the competition for their valuable ad slots and grow their share of ad spending which targets streaming audiences. We would also recommend publishers adopt the latest OpenRTB 2.6 spec from the IAB Tech Lab to offer ad buyers granular CTV ad targeting opportunities within their ad pods.

How can CTV publishers build good ad breaks?

As per ad-pod construction, our top is to adopt a server-side ad insertion approach (SSAI). It enables publishers to deliver a seamless stream of content and ads, and removes the pain points for both viewers and advertisers related to frequency and competitive ad separation issues. We also recommend that streaming publishers start to think about optimising towards revenue per second (RPS) to extract the real value from each of the ad slots within their ad pod



publica

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. Headquartered in Palo Alto, Publica provides solutions for publishers to maximize 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 5 billion ads on CTV every month, delivering quality ad experiences for Samsung, MLB, Paramount, Crunchyroll, E. W. Scripps, Fox, IGN, Philo, XUMO, and more.

TOP TIPS

1. Supply-side targeting. Traditionally, targeting has been activated on the demand side, but evolving privacy regulations and continued technology consolidation are causing this to change. Today, media buyers are bringing their data to the supply side and experimenting with multiple supply-side targeting approaches (for example, ID targeting, contextual targeting, and third-party data targeting) for improved efficiency and higher visibility into campaign planning.

As publishers activate their own data and invest in more complete data strategies, media buyers are able to work more closely with supply-side partners to gain a richer view of their audience.

2. Increase focus on SPO. SPO has helped us make significant progress toward a more balanced and transparent supply chain, in part because it requires close work with buyers and publishers to make transactions more efficient. When we work with our buyers to structure SPO deals, we have a number of levers to pull to give them what they need. While price is one important factor, an often-crucial lever is innovation, such as a bespoke technology development or additional access to data that brings the buyer unique value. This also allows our agency clients to look holistically at how to buy effectively for their clients at the same time, whilst providing a competitive environment in which publishers can maximise the value of what they're bringing to the table – their content and their audience.

3. Retail Media. One of the biggest differences between retail media and other channels is that domestic retailers will be more prevalent and have the ability to compete with global giants like Amazon. There will also be category-specific sectors that will emerge triumphant over mass retailers. This additional layer of complexity will need to be carefully navigated. Consolidation needs to be part of the vision too 

THE FUTURE OF DIGITAL ADVERTISING, BUILT FOR YOU

pubmatic.com/builtforyou



ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximising customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetisation by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Our infrastructure-driven approach has allowed for the efficient processing and utilisation of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

TOP TIPS

Whether now or in 2023, we're all going to have to adapt to a world without cookies. And the key to success is getting ahead of the curve.

Savvy marketers will have already started testing to get a head start on the many approaches to replacing the third-party cookie. First-party data is extremely important to our industry and for addressability post-cookie.

At Quantcast, we think the most comprehensive approach will come from a wide variety of 'signals' from consumers – real-time data inputs from across the internet, including first-party data with consumer consent, contextual approaches, cohorts and identifiers. It's going to take all those and more to create a sophisticated, holistic view of activity on the open internet.

As an industry, a privacy-first approach will require us to embrace the opportunities offered by first-party data, as well as cohorts, contextual and more. According to Forrester, brands will flock to AI-powered audience solutions, fueling 20% of media and advertising category growth in 2022. With AI and machine learning, you can gain insights in real-time and at scale, providing you with the ability to better understand your audience, what they need and where they're looking for it. This can empower you to create better online experiences, improve business performance and build brand trust through true relevance. If you're not using AI-driven solutions to enhance their campaigns, you may be missing out on insights, new audiences, and productivity gains [O](#)



ABOUT QUANTCAST

Quantcast is an advertising technology company and the creator of an innovative intelligent audience platform that empowers brands, agencies and publishers to know and grow their audiences online. The Quantcast Platform, powered by Ara™, a patented AI and machine learning engine, delivers automated insights, marketing performance, and results at scale to drive business growth. Our award-winning solutions are leveling the playing field for our customers when it comes to effectively reaching audiences online and helping them power a thriving free and open internet for everyone. Headquartered in San Francisco, Quantcast has been serving customers around the world since 2006.

TOP TIPS

Today's digital ad experiences are stuck in the past while consumers' behaviours and expectations are changing rapidly. For digital advertising to evolve with consumers, a human-centric design approach needs to be applied to ad experiences.

What is Human-Centric Design?

Human-Centered Design (HCD) is the application of people's perspectives and experiences as the primary focus in the problem-solving and design process when developing products and services. By implementing HCD to ad experiences, user attention improves, which in turn improves advertiser performance up and down the funnel.

How to create human-centric ad experiences:

At Sharethrough, we set out to understand people's behaviour and interactions with the ads they see every day. Using the data from our human-centric research to improve existing ad formats like banners, videos, and CTV, we uncovered these key trends.


People read headlines first but are blind to banners:

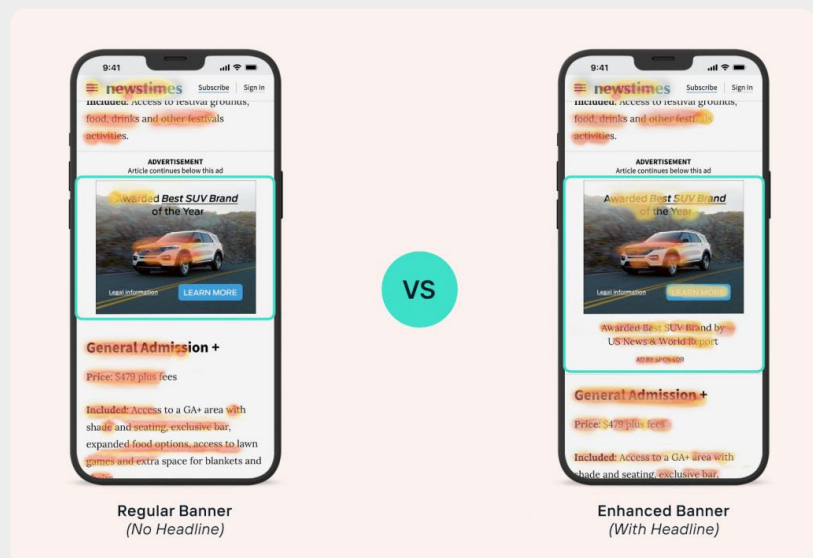
Using eye-tracking technology, we uncovered that people look past the banner ad and towards the headlines. When we added headlines to banner ads, people were 2.5x more likely to pay attention.

People mute their devices while videos play:

We ran a study on how people interact with video ads, which revealed that people keep their devices on mute and prefer to read captions. Using the data from our headline study, we added captions to the headline space of video ads and six out of six brand studies confirmed that people were 50% more likely to comprehend an advertiser's message and 52% more likely to remember the brand that advertised.

People don't pay attention during TV commercials:

Our recent human-centric research unveiled that TV ads have an attention problem, with 79% of people whipping out their phones during ad breaks. Our early tests showed that QR codes improved attention to TV ads by 12% 



ABOUT SHARETHROUGH

Sharethrough is one of the top global independent omnichannel ad exchanges. Driven by our conviction that advertising should be underpinned by respect & care, we believe taking a human-centric approach to advertising is the key to a sustainable independent and accessible internet to thrive. Advertisers & publishers leverage Sharethrough's unique technology to enhance every impression by rendering a higher-performing banner, video, CTV or native ad that dynamically fits into any placement on any site. Our publisher partners benefit from directly-sourced demand, scale and quality, prioritising their monetization efforts while elevating performance. Sharethrough has several offices across North America & London.



TOP TIPS

Based on our historical analysis at StackAdapt, placing ads in the right context can increase user engagement by a factor of 4 to 10.

Modern contextual advertising uses AI and machine learning to be more effective and scalable. Contextual is a great way to target engaged users without sacrificing their privacy. Contextual advertising targets ad placements based on the environment in which the ad appears.

The key difference between contextual and behavioural advertising is that behavioural targeting leverages cookies to target based on a user's past actions, whereas contextual targeting targets based on the content of the page on which the advertisement appears.

Benefits of contextual:

- Allows you to reach users when they are in a receptive frame of mind
- No privacy legislation or legal constraints because it doesn't collect user information (protects user privacy)
- Gives marketers an opportunity to target niche contexts
- Campaigns are served programmatically



Contextual is a great way to target engaged users without sacrificing their privacy.

StackAdapt

Placing ads in the right context can increase engagement by 4-10x

Learn More

holiday

Les meilleures destinations de vacances

Ad

vuelos

vacances

ABOUT STACKADAPT

StackAdapt is a self-serve programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

THE MEDIAGRID

www.themediagrid.com | info@themediagrid.com

the mediagrid
ENGINEERED BY IPONWEB

TOP TIPS

Curating Differentiation in the Programmatic Market

With better efficiency, targeting, control, and performance-through-automation, it's no surprise programmatic is the go-to channel for digital media trading.

But the commoditisation of media buying platforms – each offering essentially the same tools and inventory access – has made it increasingly difficult for agency buyers to plan, manage, and optimise campaigns in ways that create clear differentiation and value for their clients.

Consequently, today's agency is under more pressure than ever before. The focus is all in the delivery, which means value-adds like innovation and new media narratives are a luxury they struggle to afford.

Time has become the primary currency, and it's never been more precious.

Enter, Curation...

To thrive in this new landscape, technology providers need to deliver tools and services that enable agencies to gain more control and transparency over their media buying while unlocking unique value for their clients. What's more, it's imperative this value gets delivered with minimal disruption to existing agency workflows.

Programmatic Curation is a new tool in the agency's arsenal, enabling differentiated supply management and enrichment strategies without disrupting existing programmatic workflows – and it's setting the stage for the next era of digital advertising.

What Curation Means for Agencies

Curation allows agencies to offer better transparency, increased differentiation, and the creation of proprietary supply marketplaces for their clients. It also:

- Restores traditional 1:1 buyer-to-seller relationships by opening the way to publishers via optimised supply paths to garner preferential terms and rates.
- Drives differentiation and unique value by enabling activation of proprietary assets in parallel with preferred supply.
- Maintains existing workflows by activating curated deal IDs through their DSP of choice.

From the activation and testing of identity solutions to the building of ethically-focused supply marketplaces, curation represents the next chapter in the agency's programmatic playbook ○

Welcome to the future of
programmatic advertising.

The MediaGrid curation platform

Connect Today

the mediagrid
ENGINEERED BY IPONWEB

ABOUT THEMEDIAGRID

The MediaGrid, engineered by 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 optimization tools that deliver more control, efficiency, and transparency to all parties – while closing the gap between buyers and sellers. Visit <https://www.themediagrid.com/> to learn more.




TOP TIPS

TikTok is a powerful performance channel, and the secret of nailing performance on the platform is great creative. These eight creative principles will help your ads perform better, in fact 61% of the most effective In-Feed Videos use at least half of them. And remember, when in doubt, Creators can help you tap into the native language of the platform — they are TikTok.

- 1. Time's a Tik-ing** Shorter content is more successful, so build confidence with the platform and increase length when you've nailed what works best for your brand.
- 2. Native to TikTok** Think, does this content look and feel like it belongs amongst user content on the For You Page? This can be as simple as adapting linear videos into layered experiences or adopting simple editing tricks.
- 3. Create A Narrative** TikTok is an entertainment platform, so set-up surprises, twists and incentives that compel people to act.
- 4. Turn it UP!** TikTok is a sound-on platform. From voiceovers, to pop tracks, to original scores, all content is driven by sound.
- 5. Respond to trends** Access trends with existing assets to make hyper-relevant ownable assets.
- 6. Stimulate Their Senses** Grab, hold, and keep TikTokers' attention using native editing techniques that makes your content POP!
- 7. Land Your Message** Introduce a clear CTA after you've proved your value.
- 8. A Safe Space** Make sure that any content you create sits within the safe space to ensure a clear and pleasurable viewing experience (so product messaging is clearly seen).

Want to know more? [Download our Creative Playbook](#) for more detail



How native creative drove app installs, registrations and purchases

THE OBJECTIVE
Wise was launched in 2011 with the vision of making international money transfers cheap, fair, and simple. Wise came to TikTok to run an exciting campaign that would drive brand new app installs, account registrations and purchases in-app.

THE SOLUTION
Using the TikTok Creative Exchange (TTCX) program to partner with creative agency, Insense, Wise produced impactful and educational ad creative, featuring Creators sharing their experience of moving to a new country and explaining the benefits of using Wise for money transfers. The creative then ran as In-Feed Auction Ads, appearing natively in users' For You feed.

THE RESULTS

1K+ App Installs	4.27% Conversion Rate	+34% Uplift in Sign-up Rate (vs. previous campaigns)
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ABOUT TIKTOK

TikTok is a platform where you can unleash your brand's creative side. With over 1 billion people coming to the platform every month to laugh, learn and discover something new, TikTok is the world's leading destination for short-form video entertainment. On TikTok, no matter how big or small your business, no matter what you're making or selling, we believe your brand deserves to be discovered here. How? By not thinking like advertisers and behaving like Creators. By tapping into the uniqueness of our users and the space they love. By making TikToks.



TOP TIPS

According to a recent eMarketer forecast, programmatic digital OOH (pDOOH) ad spend is predicted to reach an impressive USD\$116.5m (£92.81m) in the UK next year and will be 10.6% of overall digital OOH spend – a 2.8% increase from this year’s forecast.

During the pandemic, many advertisers turned to pDOOH as they were drawn to the flexibility and highly targeted nature of pDOOH which was needed more than ever due to the uncertainty and new challenges they were faced with. The need for campaign flexibility has now become a critical consideration, and once used for the first time, advertisers are becoming reluctant to return to more traditional buying methods.

This is one of the key findings from VIOOH’s most recent ‘State of the Nation: Programmatic DOOH’ report, conducted to gain a deeper insight into why and to what extent more advertisers are investing in pDOOH.

The findings also showed that advertising and agency executives are planning to invest more in pDOOH in the next couple of years – through building internal expertise and education – showing their commitment to the future of pDOOH. The report further highlighted that the majority (84%) of advertising and agency executives are planning to integrate pDOOH more closely into multi-channel campaigns within the next year. At VIOOH, we believe this is where the real opportunity lies and is one of the key reasons why both the OOH industry and digital planners alike are so excited about the future of programmatic OOH

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The need for campaign flexibility has now become a critical consideration, and once used for the first time, advertisers are becoming reluctant to return to more traditional buying methods

Did you know that...

89%

of UK executives plan to integrate programmatic out-of-home advertising more closely into multi-channel campaigns?

Source: State of the Nation UK Report 2021, VIOOH

Jeep programmatic out-of-home campaign live during 2022, activated across JCDecaux inventory through the VIOOH platform.



Discover more at viooh.com | hello@viooh.com



ABOUT VIOOH

VIOOH is a leading premium global digital out of home supply-side platform. Launched in 2018 and with headquarters in London, VIOOH’s platform connects buyers and sellers in a premium marketplace, making OOH easily accessible. Led by a team of digital OOH and programmatic tech experts, VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data. VIOOH currently trades programmatically in 16 markets, with more to follow.

PROMOTION

ATS LONDON 2023

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ATS LONDON 2023

13/14 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.