

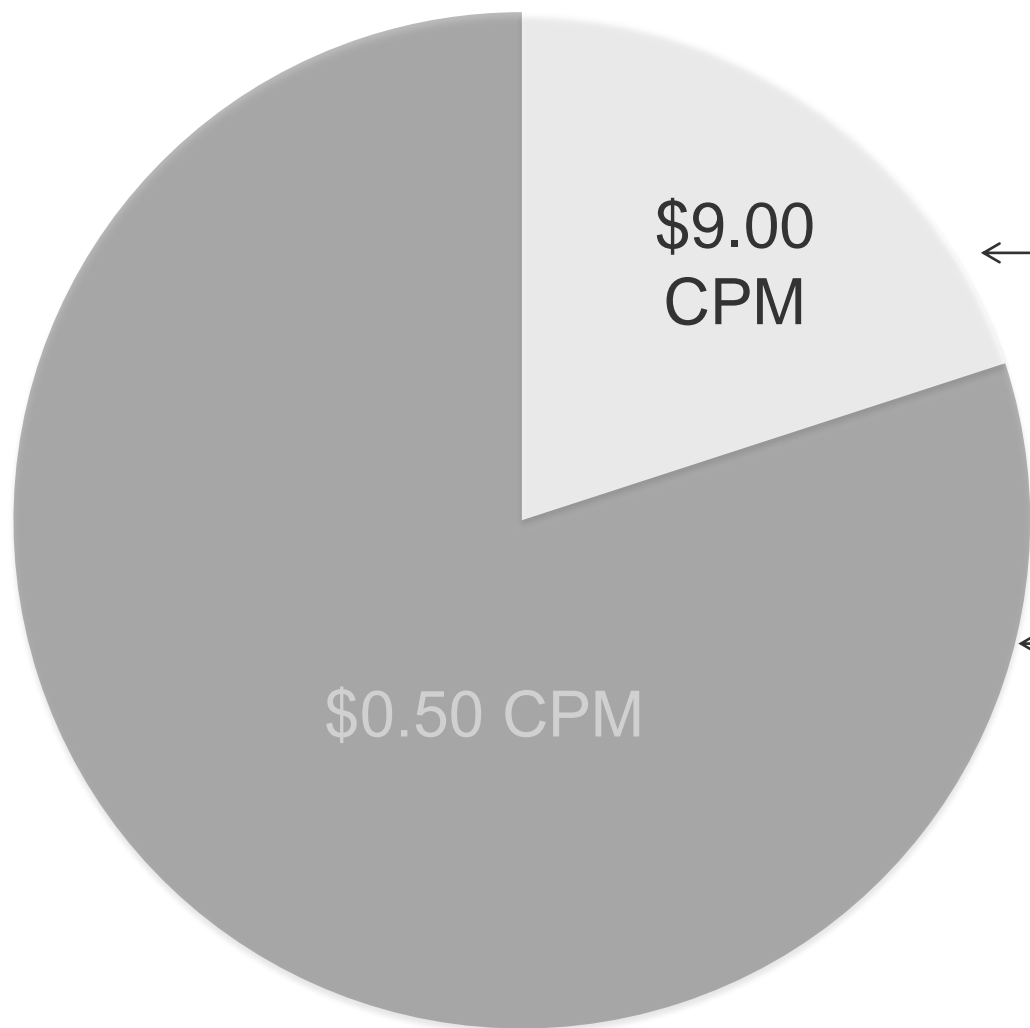
NEXT-GEN DMP

The programmatic direct paradigm

How publishers are taking control of their data

krux

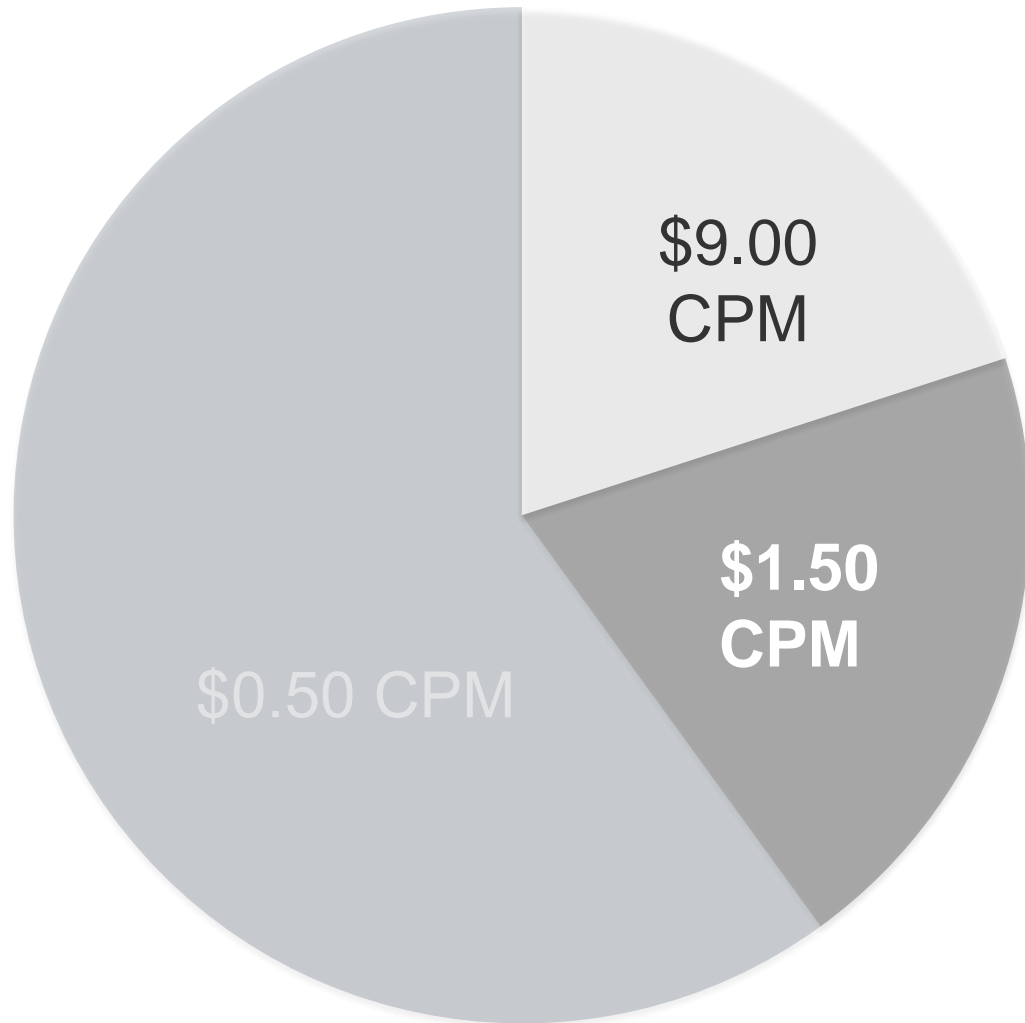
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Publishers won't expose this inventory to audience buying.

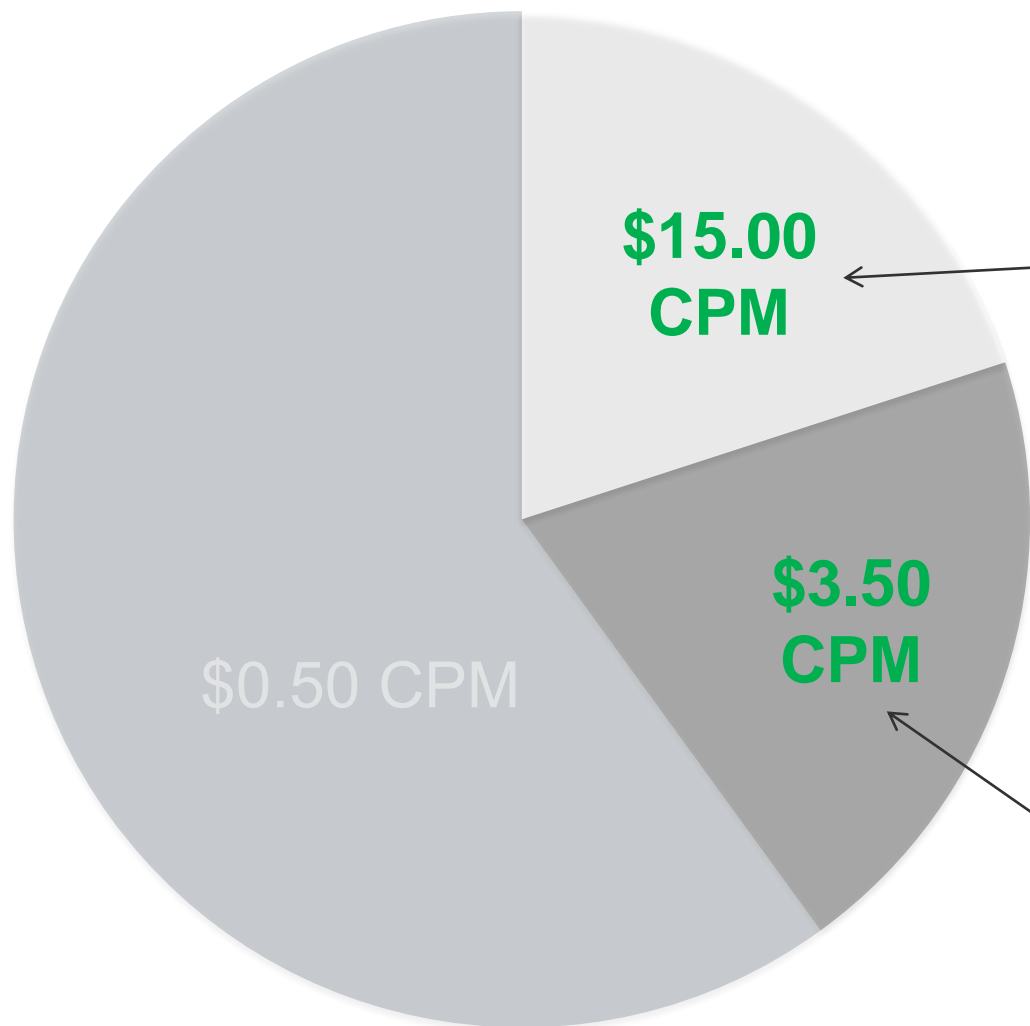
This is **remnant**. Publishers can't sell this stuff directly.





Publishers apply a bit of 3rd party **data** to cheap inventory and turn 50 cents into \$3.50!





Pubs use their **own first-party data** to increase remnant and keep more money.

They also can apply it to their **premium inventory**, raising CPMs

Publishers can find their own “car intenders” across their entire site!

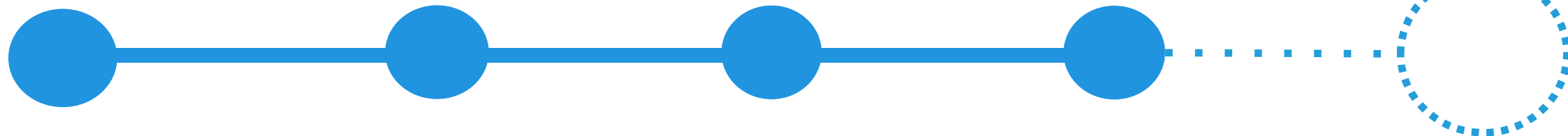


The Evolution of publisher ad sales

**Publisher
Direct**

**Ad Network 2.0:
The DSP Era**

**Total Automation
across Channels**

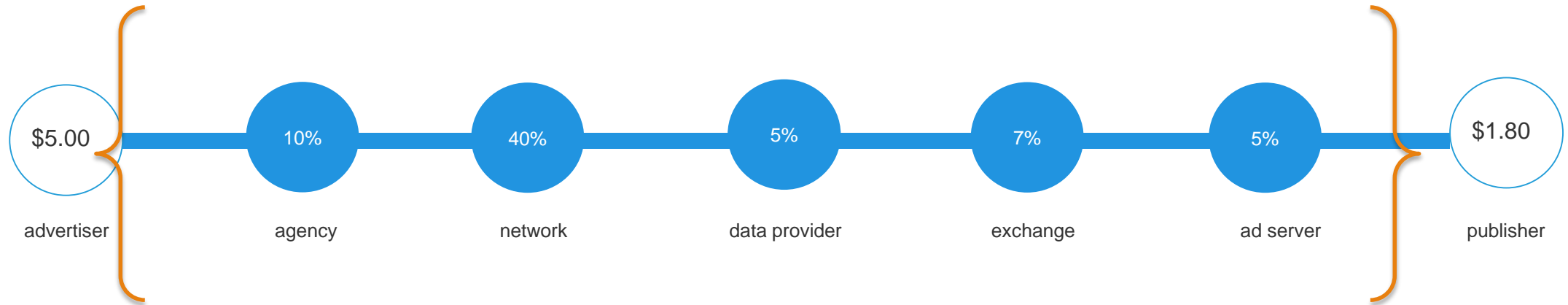


**Ad Network
1.0**

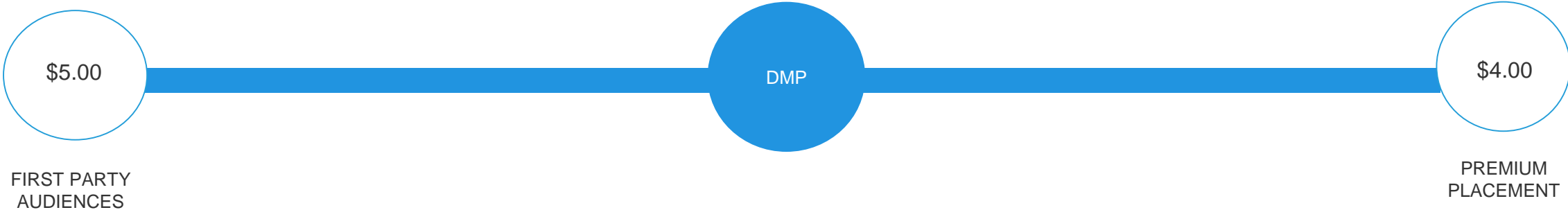
**The DMP Era
&
"Programmatic
Direct"**



“Disintermediation”



Efficient Automation



Publishers retain more revenue, advertisers get increased reach for budget.



Key Publisher Trends

- **Consortiums:** Publishers joining together to fight Facebook and Google (LaPlace Media)
- **DMPs:** Publishers leveraging DMPs to have internal audience targeting capabilities, and audience-based yield analytics
- **Reach Extension:** Publishers lookalike modeling their own audiences and buying media through exchanges on behalf of clients
- **Cross-device:** Publishers mapping mobile and desktop users to provide seamless cross-device advertising experiences to marketers



About Krux

