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Rtb – Publishers, leading or supporting role?

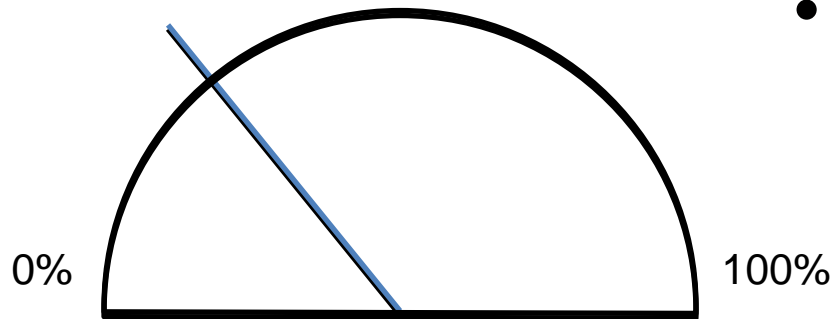
Simply

- We are @ the beginning of the journey
- We will use simple examples for describe a landscape that is not simple
- We use simple words so forgive us if you know some of this already
- We want to paint a clear scenario about Rtb
- Before enter in

Crowded Digital landscape



Otherwise sold Logic



For example: Publisher with 10.000.000 imp

30% guarantee at 5 cpm 15.000

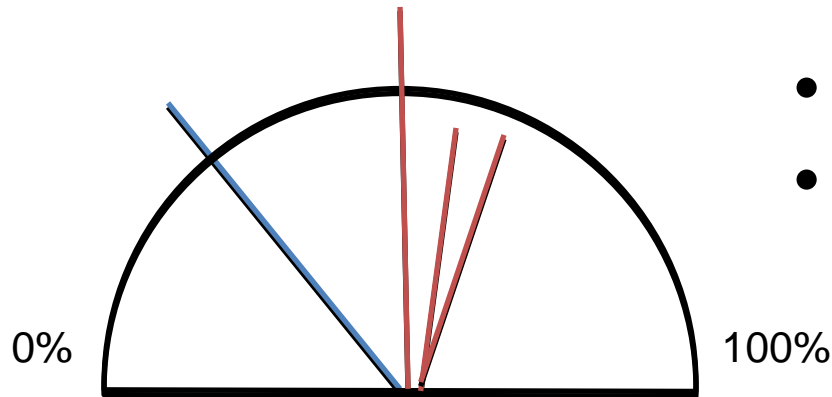
70% Remnant at 0,50 cpm 3.500

Inventory **18.500**

- Before Rtb impact, usually the publishers sell their inventory through a Direct sales and leave the rest to the AdNetwork.
- Otherwise sold or remnant - often with automatic platform such AdNetwork and low value fill



RTB value



For example: Publisher with 10.000.000 imp

30% guarantee at 5 cpm 15.000

20% RTB at 1,50 cpm 3.000

50% Remnant at 0,50 cpm 2.500

Inventory **20.500**

- RTB increases revenues
- It allows DSP's (Turn, MediaMath etc) and ATD's (Xaxis, AMNET, etc) to buy impressions at high value programmatically
- Otherwise sold is used to increase the volume in RTB and also sold through premium platform so monetised but also controlled

Segmentation?

- RTB is not only audience targeting but always is a programmatic buying ~ *better inventory = better prices*
- A strength segmentation is losing brand awareness (outdoor)
- Audience target is not equal at immediate result, too many factors contribute
- Bid, placement, safe control, frequency, are tools but intelligence is necessary to use it

Data Role

- Everybody talks about data and data is really great for making targeting action and have onboard new product for the advertiser
- First party data playing a key role?
- How advertiser use data for planning campaigns
 - Audience // Retargeting // Cookie collection
- Don't forget...



Publishers Role

- Yes is a leading role and Yes is in control
- Grow in consciousness
- Don't be scare about technology
- Technology doesn't remove people but increases opportunities for people and Publisher
- Use tools and platform and protect your value
 - Price control
 - Brand control

Editori Digitali

- For those aspects and to explain to the publisher how to move inside this complex environment is born a new no profit association call Editori Digitali (editoridigitali.org).
- Editori Digitali have the purpose to create a connection between small/medium publishers with technology and investor.



The RTB opportunity

- More money/higher yield

Holistic yield management

- Selling via RTB is still selling media to advertisers, just executed differently

Preserving your premium inventory

- Working with a technology company to monetise premium inventory through RTB & private market places

Advancement in technology

- Better control
- More insight
- More relationships
- More yield
- Higher CPMs

Thanks – Grazie

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