



## Step 1: What value I can offer?

Inventory available	Data available	Traffic quality indicators	Not Programmatic specific
<ul style="list-style-type: none"> <li>What formats do I have, e.g. display, video, mobile, native?</li> <li>Can I offer only unsold inventory or all inventory programmatically?</li> <li>What packages do I offer / can I create special inventory packages on demand?</li> <li>Which screens/ devices can I serve to? What are my channels/verticals?</li> <li>Am I a walled garden or an open ecosystem?</li> </ul>	<ul style="list-style-type: none"> <li>What do I know about my audience (<i>1st party/3rd party data</i>)?</li> <li>What are my site trends (<i>e.g. seasonality</i>)?</li> <li>What packages do I offer?</li> <li>Can I offer data attached to inventory?</li> <li>Can I offer data packages stand alone?</li> </ul>	<ul style="list-style-type: none"> <li>What is my viewability rate by placement and can it be improved?</li> <li>How safe is my site/network(s) to brands?</li> <li>Can I verify my audience?</li> <li>What is my exposure time per placement?</li> <li>Ad clutter – how many ads are on my pages?</li> <li>Do I use a 3<sup>rd</sup> party verification tool to offer quality controls (e.g. viewability, fraud etc.)?</li> </ul>	<p><b>Ad Blocking</b></p> <ul style="list-style-type: none"> <li>What percentage of my audience blocks advertising?</li> <li>How am I responding to this, e.g. paywall/polite notices/no action?</li> </ul>

## Step 2: How do I want to buy?

	<p><b>Open Real-Time Bidding (RTB)</b></p> <ul style="list-style-type: none"> <li>Inventory is made available on the open marketplace to the highest bidder</li> <li>Barriers to entry can be controlled by setting rules / floor prices</li> </ul>
	<p><b>Private Marketplace (PMP)</b></p> <ul style="list-style-type: none"> <li>Inventory is offered to selected buyer(s) which may be safer than an open exchange</li> <li>Packaging data and inventory together in a PMP may have a positive effect on CPM</li> <li>Allows controls of 'premium' inventory and data</li> <li>Requires a human touch in the sales process</li> <li>Inventory is offered to selected buyer(s) which may be safer than an open exchange</li> <li>Packaging data and inventory together in a PMP may have a positive effect on CPM</li> <li>Allows controls of 'premium' inventory and data</li> <li>Requires a human touch in the sales process</li> </ul>
	<p><b>Automated Guaranteed</b></p> <ul style="list-style-type: none"> <li>Bookings made through an API by the buyer are fulfilled automatically by your ad server at a pre-agreed set price</li> <li>Enables the execution for formats such as takeovers and tenancies – this requires a human touch in the sales process (see manual)</li> </ul>
	<p><b>Header Bidding</b></p> <ul style="list-style-type: none"> <li>All inventory is made available programmatically before guaranteed bookings are fulfilled, can enhance overall ad stack efficiency which may increase yield or CPM</li> </ul>
	<p><b>Manual</b></p> <ul style="list-style-type: none"> <li>Some placements can't be sold programmatically and require a human touch for sales – takeovers, tenancies, sponsored microsites – these could be sold programmatically</li> </ul>

Hybrid – inventory can be accessed via any combination of these methods

## Step 3: Who do I want to partner with?

<b>Transparency</b>	<ul style="list-style-type: none"> <li>What level of visibility do they offer into their own systems and processes?</li> <li>Do they provide log-ins to their systems?</li> <li>Will I retain ownership of my audience data?</li> <li>Can I monitor how my data is used to prevent data leakage?</li> </ul>
<b>Revenue</b>	<ul style="list-style-type: none"> <li>What is their revenue model – e.g. flat fee, revenue share, CPM?</li> <li>How will this evolve over time?</li> </ul>
<b>In-house</b>	<ul style="list-style-type: none"> <li>It might be more cost-effective to work with in-house with specialist traders, data scientists, etc. This allows you retain full control of your audience and their associated data</li> <li>Taking a holistic view of all sales is easier</li> </ul>
<b>Suitability</b>	<ul style="list-style-type: none"> <li>How well does the chosen partner align with my objectives or company philosophy?</li> </ul>
<b>Quality metrics</b>	<ul style="list-style-type: none"> <li>Are they accredited by the relevant industry bodies?</li> <li>Are they involved in industry conversations?</li> <li>Are there suitable controls in place to manage advertiser and creative that appears across my inventory – understanding the methodology behind creative categorisation is key (see suitability)?</li> </ul>

## Step 4: What next?

Test and Fail repeatedly

Go through a process of learning & improvement

Your situation will improve