

# DEMAND SIDE PLATFORM REPORT

Advertiser Perceptions' [Demand Side Platform Report](#) (DSP) explores the marketplace dynamics impacting programmatic buying, including self-serve vs. managed service allocations and the impact of third-party cookie phase out. The DSP Report tracks the leading performance of leading DSPs across funnel metrics, platform, audience and insights criteria.

## BRANDS MEASURED

*Subject to Change*

- AcuityAds
- Adelphic
- Adform
- Adobe Advertising Cloud
- Amazon DSP
- Amobee
- Basis by Centro
- Beeswax
- Criteo
- Google Display & Video 360
- InMobi
- MediaMath DSP
- OneView (formerly dataxu)
- Quantcast
- Simpli.fi
- The Trade Desk DSP
- Tremor Video DSP
- Verizon Media DSP
- Xandr Invest
- Zeta Global

## Report Overview

### RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in digital: display, video, native, audio, CTV/OTT or apps
- Minimum \$1 million digital advertising spend annually
- Buy display, digital video or CTV/OTT programmatically
- Use/approve use of DSP

### TOPICS COVERED BY OUR RESEARCH

- Market traction for leading platforms: Intention, Usage, Preference, NPS
- Perceptions of platforms on key selection criteria: Technology, Performance, Data/Insights, Self-/Managed Service; Relationship
- Marketplace trends: overall ad tech usage and spend optimism, in-housing/outsourcing, servicing model
- And much more...

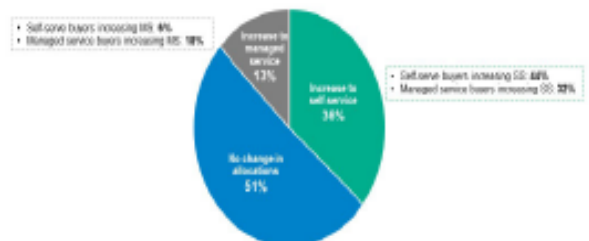
### Flexibility and Cost Top Reasons Programmatic Buyers Turn to Self-service

Primary Reasons Work With a DSP in a Self-Service Capacity



### Dollars are Shifting Faster to Self-service

Allocation Forecast Managed vs. Self-Service Next 12 Months



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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or [info@AdvertiserPerceptions.com](mailto:info@AdvertiserPerceptions.com).