

SUPPLY SIDE PLATFORM REPORT

The [Supply-Side Platform Report](#) explores the major changes affecting publishers and their use of SSPs to monetize ad inventory today, including the media and channels advertisers turn to SSPs to monetize and the technology, performance and relationship criteria of import when selecting an SSP partner.

BRANDS MEASURED

Subject to Change

- Amazon Publisher Services
- district m
- FreeWheel/StickyAds
- Google Ad Manager
- Index Exchange
- Magnite
- (Formerly Rubicon Project + Telaria)
- MoPub
- OpenX
- PubMatic
- Smart SSP
- SpotX
- Teads
- TripleLift
- Verizon Media Ad Platform
- Xandr Monetize

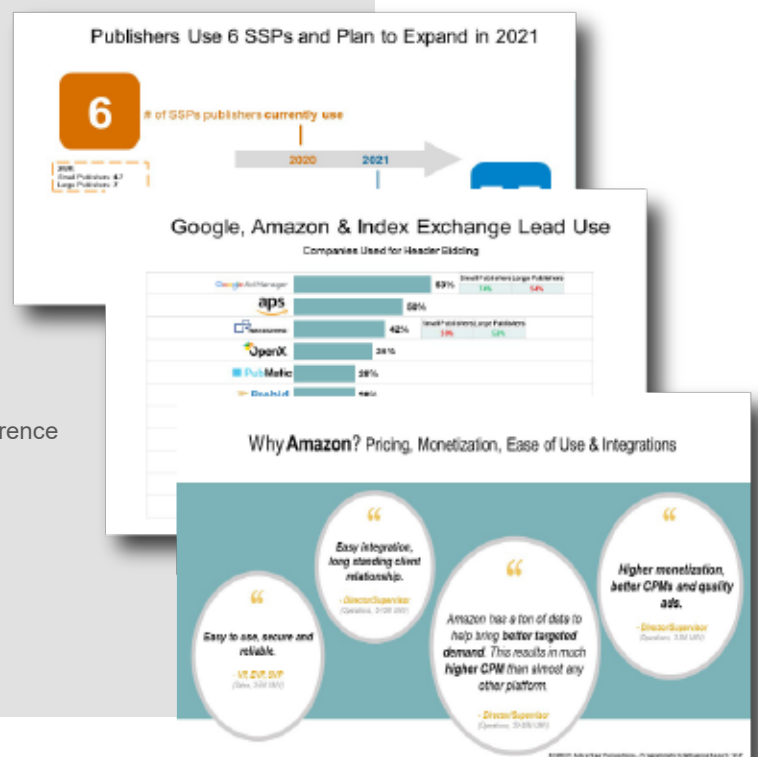
Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Work at company with digital properties accepting advertising
- Involved in sales or operations/monetization
- Involved in Digital Display, Video, Native or CTV/OTT
- Selling programmatically
- Use an SSP and Very/Somewhat Involved in Use
- 3 million unique monthly visitors across all digital properties

TOPICS COVERED BY OUR RESEARCH

- Inventory allocation direct vs. programmatic
- Revenue share by sales channel
- Header bidding: inventory types sold, partners used
- Funnel metrics: Familiarity, usage, consideration, partner preference
- Perceptions of platform criteria
- Sales communication
- And much more...



WHAT
ADVERTISERS
THINK

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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.