

What's the Perfect DSP Formula?

When it comes to online advertising, programmatic is taking the marketing world by storm. A recent report by Forrester, "The Forrester Wave: Demand-Side Platforms, Q2 2015," even reported that "by 2019, Forrester expects exchange-based trading to make up 30.2% of total display impressions in North America, and this does not include growth that will come from the expansion of private marketplaces and programmatic direct."

Naturally, DSPs (demand-side platforms) are one of the preferred vehicles for carrying out a brand's programmatic advertising goals. After all, programmatic advertising means utilizing data to implement smart targeting in an automated, more efficient way. Before going on, it's probably important to be sure we're all on the same page here. To be clear, what exactly is a DSP?

Digiday defines them as the following: "A demand-side platform is a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads." So when it comes down to it, how many DSPs should a company be using to reach their goals (and why use them in the first place)?

Here at Hivewyre, having multiple DSPs allows us to have increased access to ads. The whole point of our business is to get in front of someone right as they leave an ecommerce site, so by having multiple DSPs, we're more likely to get an ad to that person faster (our goal is within 24 hours or sooner). We've found success utilizing the following DSPs:

— AppNexus
— MediaMath
— The Trade Desk

In our experience, while the goal is blanketing the web with your ads to target as many in-market shoppers as possible, there is a balance that must be met. The more DSPs you add, the

more complex managing them can get. In other words, you want to get the most out of each DSP you're utilizing and as such, don't want to add too many into the mix and increase the potential of wasting features, time or money.

Why did we decide to go with those 3 vendors? The Forrester report seems to sum up our decision to choose each nicely:

— **"Consider AppNexus if you need a strong technology foundation to build on."**
In other words, AppNexus's platform gave us the tech that we needed to create an awesome solution for our customers without having to reinvent the wheel.

— **"Consider MediaMath for its superior access to addressable media."**
We really liked MediaMath because of its awesome ability to bridge us with inventory and publishers. As the Forrester report puts it, "marketers can rely on MediaMath to provide a platform that supports broad access to addressable digital channels and devices."

— **"Consider Trade Desk if you plan to heavily leverage your agency."**
For us, Trade Desk offers a great level of bidding options. As Forrester points out, it's flexible, customizable and pretty user-centric. In the end, the report found that both Trade Desk and AppNexus "lead the pack" of all the DSPs they reviewed, along with DataXu, AOL and Turn. MediaMath was also recognized as a competitive option.

Although there are undoubtedly many choices for the right mix of DSPs, the key is ensuring that you're looking for the features and technology that will help you (or the vendors you're using) to cover the web with your brand through an efficient and cost-effective solution. For any advertiser, success comes down to ROI— a result that depends on campaign management and optimization as much as it does on features and technology offerings.

Which DSPs are you currently utilizing and why? Let us know in the comments below!