



The Quality Measurement Opportunity for Publishers

Introductions

SPEAKER



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WHO WE ARE



- Helps publishers create transparency, increase efficiency, and maximize yield
- Provides all of your revenue, delivery, inventory quality, and performance analytics in one place
- Gives you the tools to automate campaign delivery based on advertiser goals
- Increases revenue through automated delivery optimization

Independent 360° Vantagepoint

DV provides 3rd-party measurement that is fully accredited & uniform across the ecosystem



SUPPLY SIDE OFFERING
Transparency and Yield Solutions

DEMAND SIDE OFFERING
Quality and Performance Solutions



Publisher Headwinds

Publishers in Germany and abroad face unique challenges

Advertising Budgets

Economic uncertainty is making brands defensive with spending.

Consolidation

Acquisitions and workforce reductions affecting teams of all sizes.

Brand Suitability

AI content and evolving news cycles complicate brand safety.

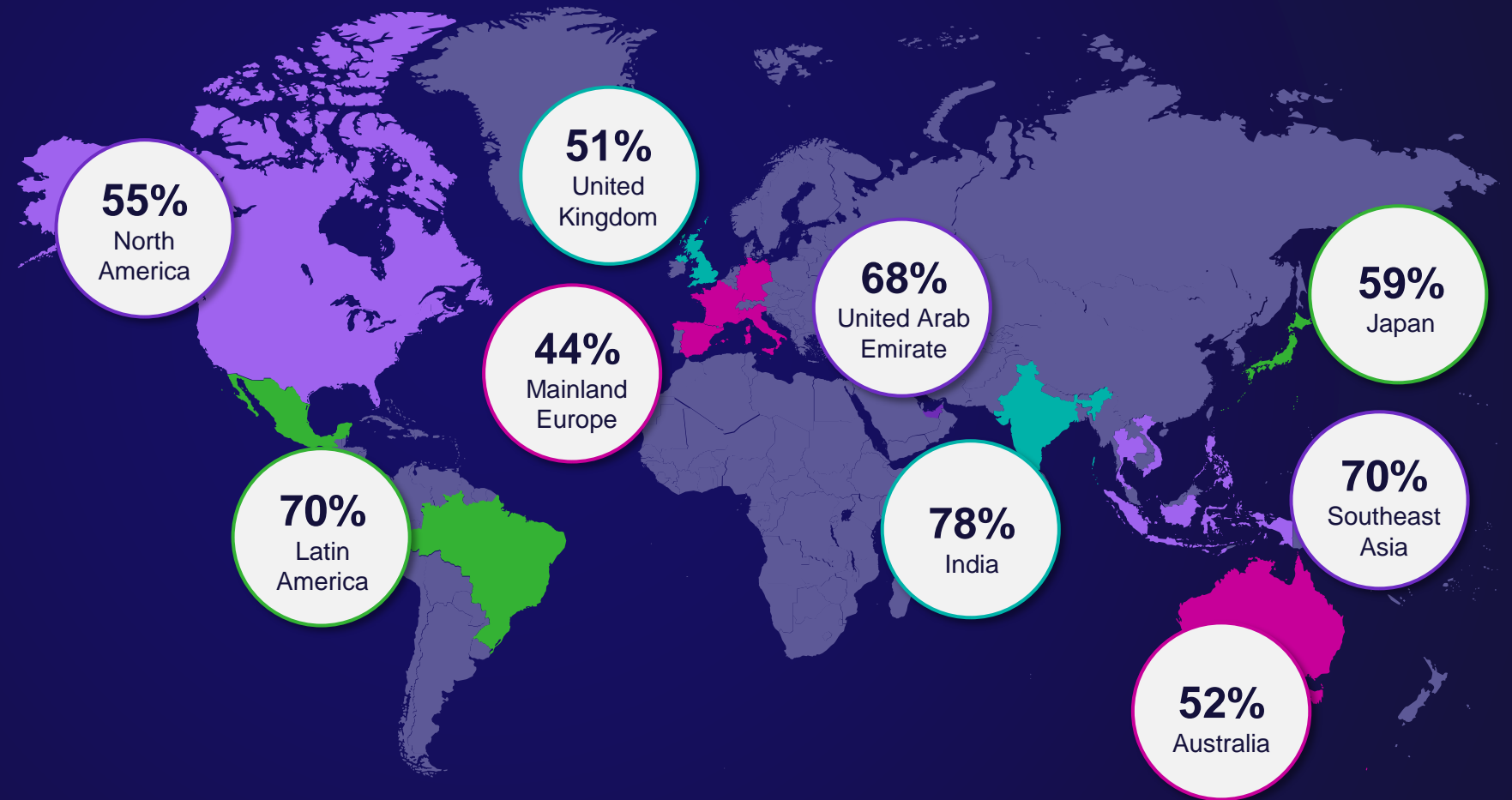
Fragmentation

Complexity is rising, making buyer requirements harder to meet.

However, Content Consumption Is Actually Growing

55%

of global respondents who report spending more time consuming content now than pre-pandemic



Publishers are Reacting to Verification



INVALID TRAFFIC

Advertising channels are constantly targeted by fraudulent actors that take vital ad spend away from publishers



VIEWABILITY

Viewability thresholds are a constant KPI that must be met for successful campaigns



BRAND SUITABILITY

Evolving news cycles have cemented brand interest in avoiding hate speech and misinformation



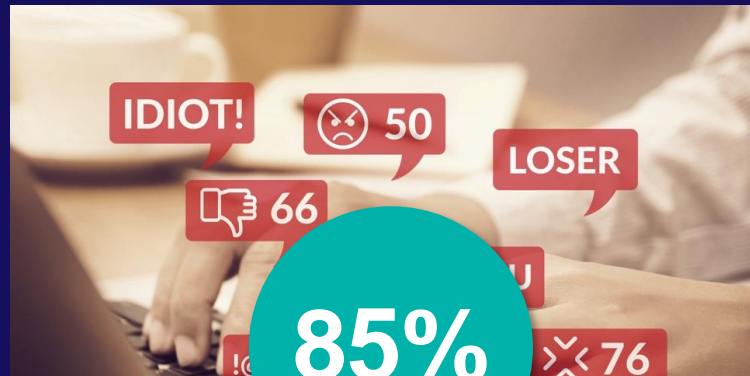
CONTEXTUAL

Brands prefer third-party contextual measurement due to improved scalability and trust

Brands and Publishers Are Reacting to Global Trends



Expected worldwide loss to ad fraud in 2022¹



Of DV's clients use the **"Inflammatory Politics and News"** Category to avoid hate speech and misinformation



Of consumers are concerned that levels of mis-and disinformation are increasing

Defensive vs. Offensive

When advertisers get defensive, publishers must go on the offensive

Brands

Publisher

Brand Reputation and
Compliance

Build More Direct Relationships
Rethink Inventory Packaging Based on Quality
Incident Reduction

Close Deals with Data-Driven Sales Narratives
Find New Currencies to Transact Upon Such
as Attention and Contextual
Reduce Friction by Meeting Quality KPIs

The 'Ad Quality' Opportunity



Alignment

Understanding inventory relative to buyer KPIs



Targeting

Driving campaign success based on ad quality metrics



Sales

Inventory segmentation and marketplace positioning



Efficiency

Reduce time spent on campaign optimization and makegoods

Capitalizing on the Quality Opportunity

Measurement is just the beginning.



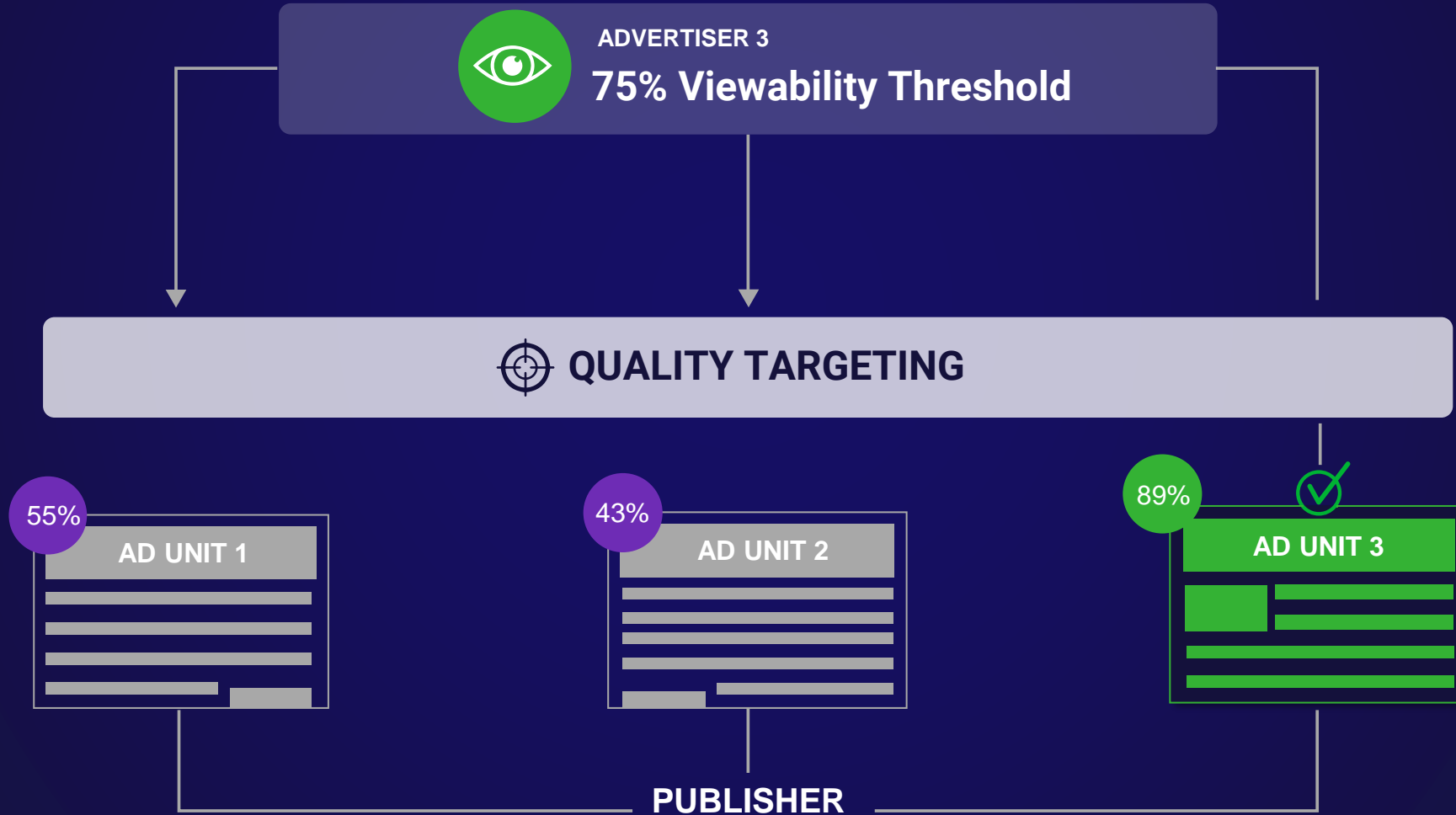


Bringing Buyers and Sellers Together with Quality & Transparency

When publishers optimize for ad quality KPIs, the sales, revenue and performance implications can be massive.

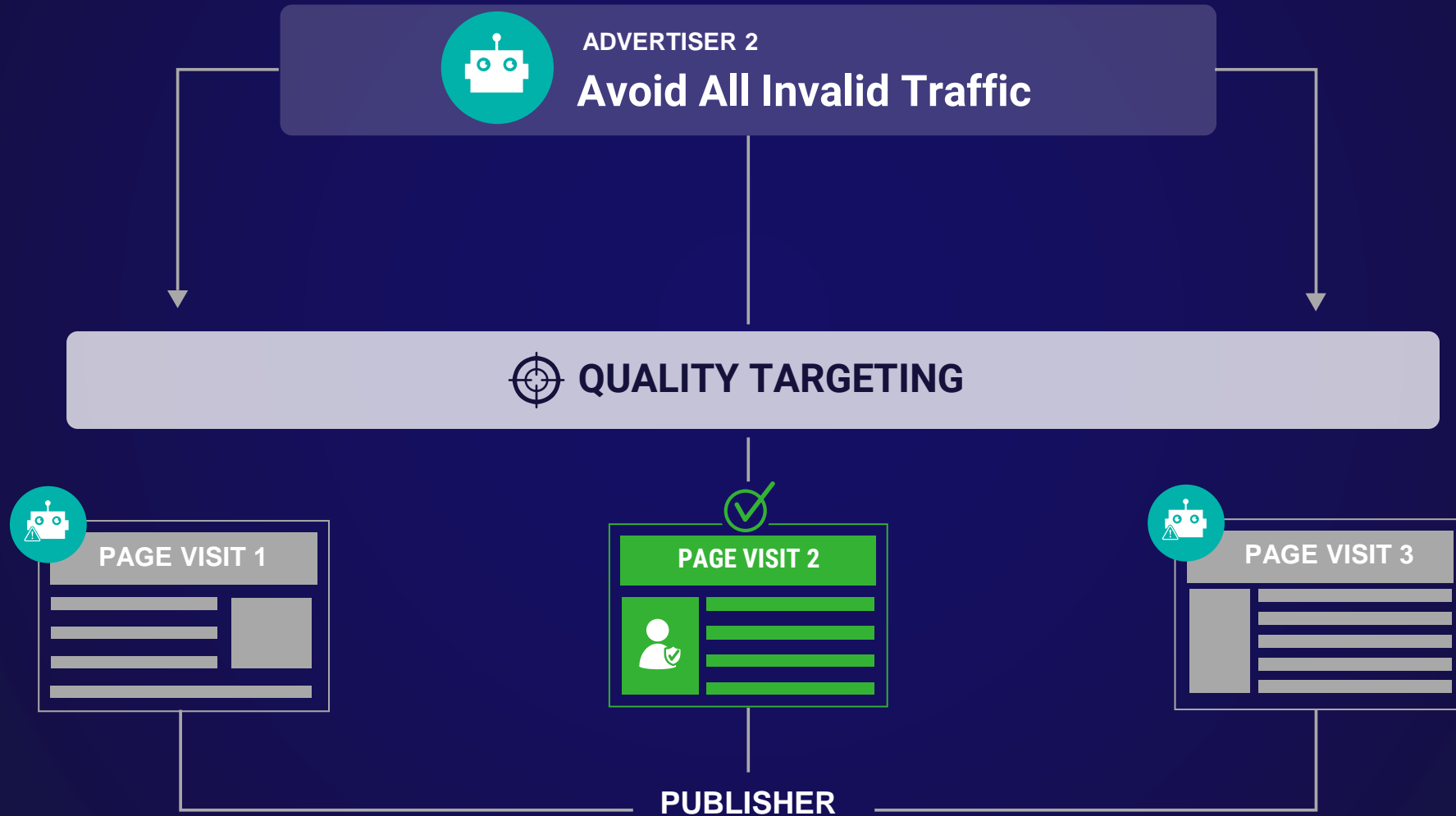
Ad Viewability

Segment high-viewability inventory automatically by matching it with specific buyer requirements



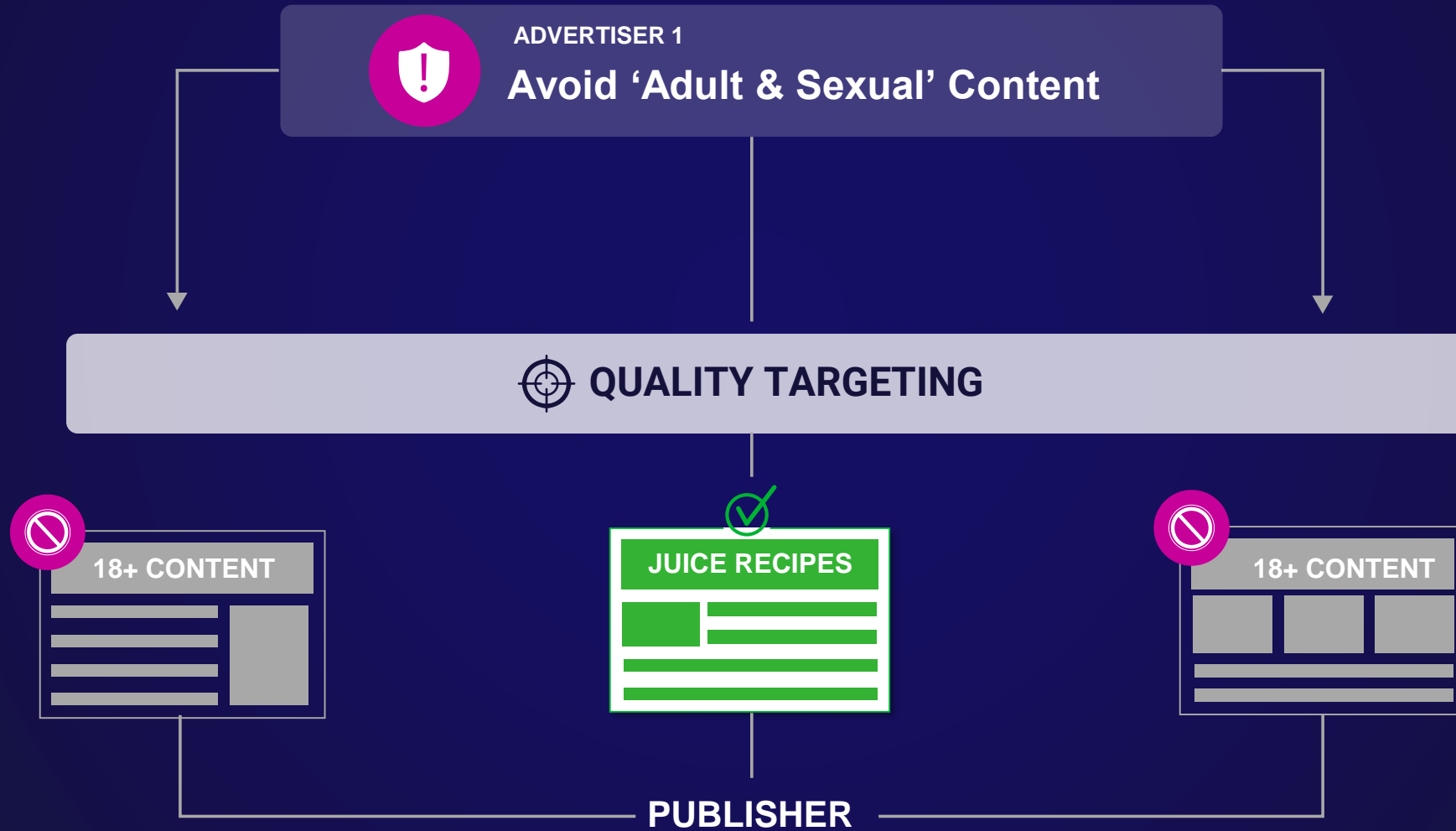
Fraud and Invalid Traffic

Redirect impressions to the right buyers based on their outlined campaign KPIs



Brand Safety and Suitability

Match the right inventory with the right partners based on their brand's suitability requirements



Contextual and 'Positive' Targeting

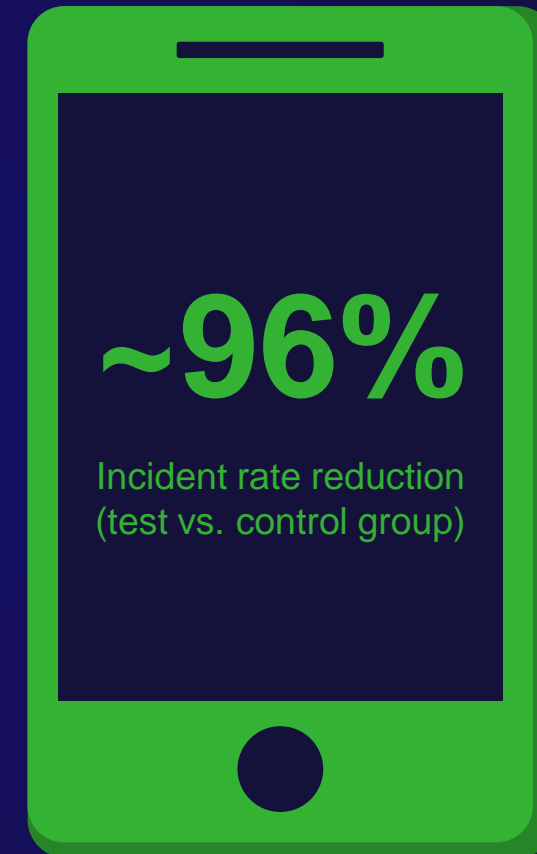
Automated signals are not just about avoidance



Authentic Direct: An Automated Link to Buyers

Campaign Details

Impression Volume:	~12MM
Control Group Incident:	11%
Test Group Incident Rate:	0.43%



Key Takeaways

With transparent measurement and buyer-seller alignment, we can build a better industry.



New revenue opportunities

Grow through improved efficiency, reduced waste and innovative pricing strategies.



Publishers must be proactive

Buyers are more likely to spend with your organization if you build narratives around quality measurement.



Transparency creates alignment

Buyers and sellers must learn how to transact on quality data that is trusted by both parties.



Automation will become necessary

Data complexity will require publishers to automate as much as they can.