



How to Win on Cost, Quality AND Performance

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Walled Gardens Are Powerful Environments For Marketers To Execute Their Advertising Strategies

High Content Volume & Velocity

500+ hrs of content uploaded per minute

Diverse Viewing Habits

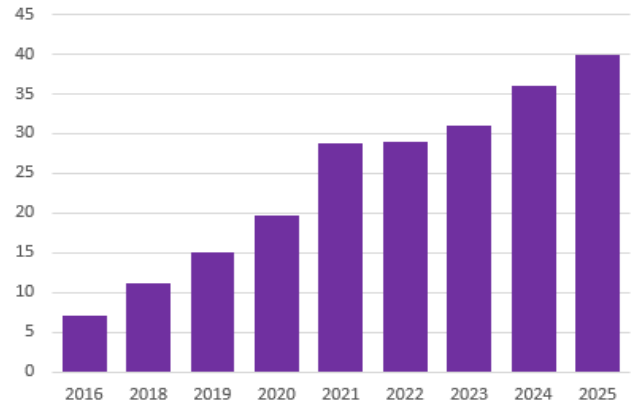
TV screens, mobile, computers

Versatile Content

Short-form videos, long-form, live streams



YouTube Ad Revenue Worldwide, Billions*



Challenges with Advertising in Walled Gardens

for DACH Marketers

1. Ability to reach target audience

47%

2. Handling feedback/comments

38%

3. Keeping up with content trends

34%

4. Calculating ROAS / ROI

31%

4. Managing campaigns across multiple channels

31%

5. Meeting performance KPIs

27%

5. Brand safety / content alignment

27%

DV x SAPIO Research 2025
(DACH = Germany, Austria, Switzerland)



The Foundations Driving Meaningful Reach



Target Audience Reach



Buying Efficiency



Quality Inventory



Proving Performance

Fragmented Solutions **Fail** To Help Advertisers Achieve Campaign Goals

**Manual
Tasks**

**Siloed
Data**

**Slow Decision
Making**



**Media
Inefficiency**

**Not Delivering
Budget**

**Wasted Ad
Spend**

Aligning Protection Tools



**Pre-Bid
Controls**

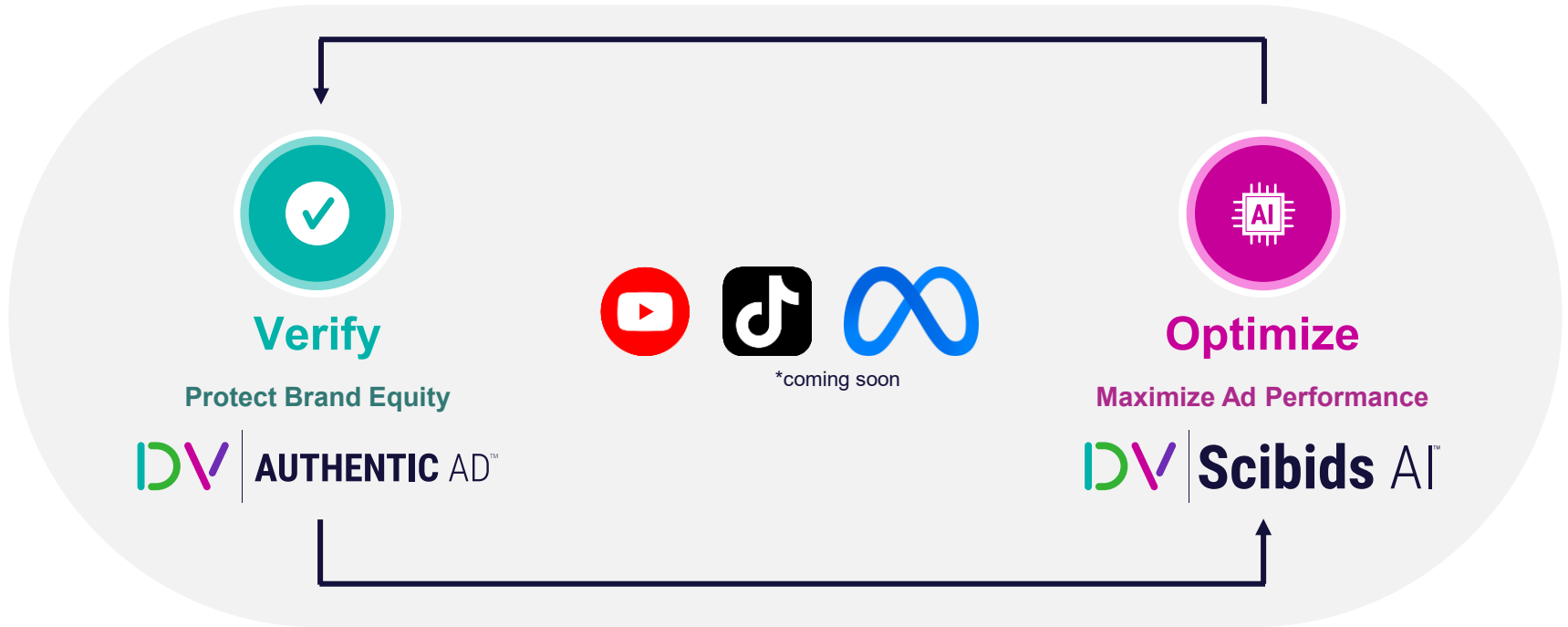


In Flight



**Post-Bid
Measurement**

Mutual Reinforcement: The Constructive Feedback Loop



Leveraging DV's Industry-Leading Technology To Provide A Unified Offering



Protect Brand Equity

Alignment with high-quality content that is safe & suitable

Verify Quality & Measure Outcomes

Full transparency through detailed 1st & 3rd party reporting and insights

Maximize Campaign Performance

Seamless optimization with automated bid adjustments & budget allocations

Centralized, Self-Serve Interface

Easily Balance Objectives And Achieve Campaign Goals



DV Authentic AdVantage Drives Measurable Outcomes

CHALLENGE

A global CPG client aimed to enhance cost-efficiencies while maintaining media quality within their walled garden campaigns.

SOLUTION

The brand leveraged DV Authentic Advantage to combine CPM and brand suitability optimizations to drive an overall more-efficient Quality CPM.

RESULTS

36%
greater
Cost-Efficiencies



+64%
Media Delivery

+

10%
greater
Brand Suitability



+11%
Brand Suitable
Impression
Volume

12%
more-efficient Quality CPM

Deep Dive!

See What **IDV** | AUTHENTIC
ADVANTAGE™
Could Do For Your Campaigns

