

# PRIVATE MARKETPLACE DEALS

**1,400+**

Basis PMP Library provides access to over 1,600 private deals

## INVENTORY CONTROL

HAND SELECT DEALS THAT ALIGN WITH YOUR ADVERTISER'S BRAND AND GOALS

## INCREASE SCALE

ALLOW FOR INVENTORY CONTROL ON INDIVIDUAL SITES OR GROUPS OF SITES

### 1st PARTY DATA

Prepare for upcoming privacy changes by **leveraging** premium publisher's **1st party data** accessible via PMP deals

### CURATED DEALS

Take advantage of curated deals for **seasons** and **special events** across desktop, video, and audio ad units

### HIGH DEMAND INVENTORY

Access premium **cannabis, audio, and CTV** inventory at scale through evergreen PMP deals

## THE DETAILS



Like all other inventory in the DSP, all PMP inventory is bought in real time. This means that PMP inventory cannot be reserved and should never be guaranteed.



Ad formats include display, video, native, and audio across desktop, mobile, tablet, and connected TV devices. This will vary by deal!



Work with your media team to determine which deals would be a good fit for the media plan based on the campaign goal.