

Private Marketplaces

2021 Update



- What is it?
- What are the benefits?
- When should it be pitched?
- How do I include it in a media plan?





PRIVATE MARKETPLACES (PMPs)

are customized, invite-only, RTB marketplaces where publishers make their inventory and 1st party audiences available to a select group of buyers.



REMINDER!

PMP INVENTORY IS NOT GUARANTEED

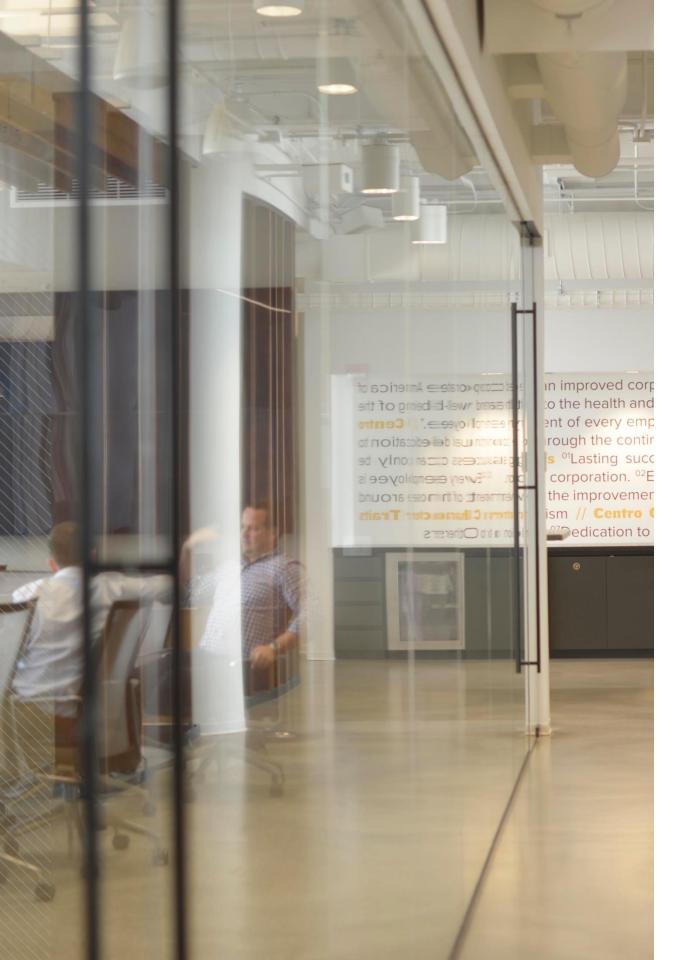
Like other inventory in the DSP, all PMP inventory is bought in real time. This means PMP inventory cannot be reserved.



GROWTH IN PMPS

- Growth in PMP ad spending will outpace that of the open markets about 3 to 1 in 2020.
- Continued emphasis on 1st party data will drive investment in PMPs.
- Through Basis DSP you have access to over 2,000 private deals!

Source: eMarketer January 2020



1ST PARTY DATA

- Get ahead of the upcoming privacy changes by leveraging premium publishers' first party data accessible via PMP deals.
- Utilize PMP deals to reach an audience on CTV devices or users streaming audio
- According to eMarketer, 55% of marketers are more inclined to use PMPs due to the 1st party data, citing privacy and data protection issues.



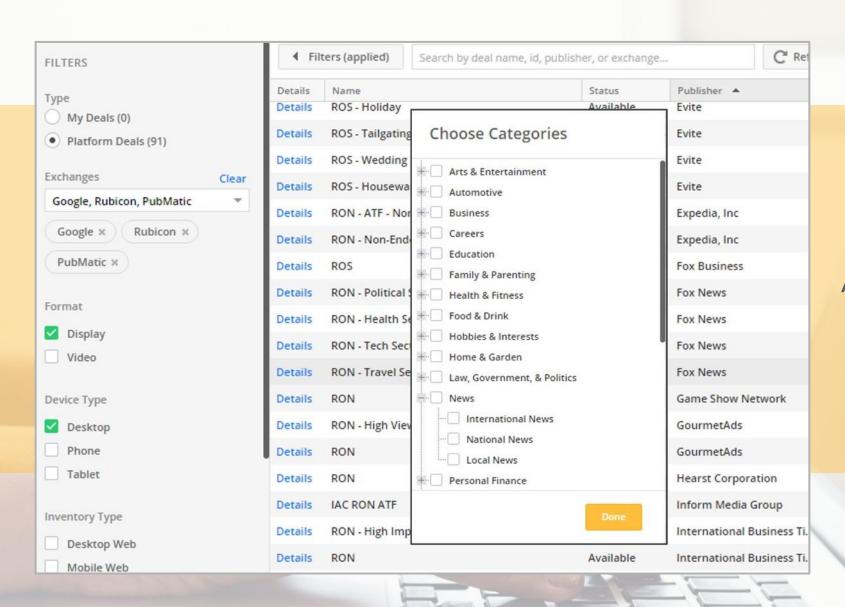
HIGH DEMAND INVENTORY

- PMP deals are a great solution to inventory shortage across cannabis, CTV, and audio campaigns
- Our dedicated Media Solutions team sources custom and always-on private deals in these spaces to ensure scale
- Work with your media planning team to find the best deals to meet your campaign goal

PRIVATE MARKETPLACE LIBRARY

EVERGREEN

Basis has over 2,000 pre-negotiated, always-on PMPs



EXCLUSIVE

Access to 1st party data and publishers without open market inventory.





PLANNING WITH PMPs

TAKE YOUR MEDIA PLAN TO THE NEXT LEVEL

INVENTORY CONTROL

Hand select deals that align with your advertiser's brand and goals.

PLAN DIFFERENTIATION

Provide options that the competition will not be offering.

FIRST PARTY TARGETING

Utilize a publisher's

1st party data that is
only available via the
private deal.

PREMIUM PRICING

Winning impressions
with PMPs can
require more
aggressive bids and
have higher floor
prices (required
starting bid).





LISTEN FOR....

- 1 "I like to know where my ads will run."
- "I need CTV or OTT inventory..."
- "We are interested in audio..."
- "We have a cannabis advertiser..."
- "Will my campaign run on..."



DISCOVERY QUESTIONS

- Have you ever used a private deal before?
- What sites, devices, or ad types are you interested in reaching?
- What are your campaign goals?



WORK WITH YOUR TEAM

Discuss your audience with your planner/buyer and browse the Private

Marketplace library to find a good fit for the media plan.



PMPs WE LOVE



AUDIO

Spotify

iHeart Media*

TargetSpot*

Triton*

Audiology*



CANNABIS

CannaVu*

Pubmatic*

Index Exchange*





CTV

Sling TV

Roku

Freewheel*

Telaria*



SPORTS

eSports/Gaming

Live Sports: College Football, NFL, PGA



PROGRAMMATIC CASE STUDY

POLITICAL

OVERVIEW

Congressional campaign where the candidate was running for re-election and wanted to boost awareness prior to voting day.

Used a combination of display and audio ads.

Interested in utilizing the political data as well as political PMPs to reach the right audience.

PMPs with high floors were able to be used with general tactics to ensure the eCPM was still efficient for the campaign.

\$7.27 eCPM*

SOLUTIONS

Retargeting from the campaign website

Audience: Ages 18+ (from political data provider Target Smart)

Contextual: News & Politics

Display PMPs: POLITICO; Advance: Political;

Washington Post: Political

Audio PMPs: Spotify; iHeart Radio; Target Spot;

Triton

\$0.01

Cost per Completed Listen (CPCL)*





