



centro.

# AUDIENCE EXTENSION WEBINAR

Private Marketplaces

2021 Update

# AGENDA

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



**WHAT IS IT?**



# **PRIVATE MARKETPLACES (PMPs)**

are customized, invite-only, RTB marketplaces where publishers make their inventory and 1<sup>st</sup> 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.



**WHAT ARE THE BENEFITS?**

# GROWTH IN PMPS

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

Source: eMarketer January 2020



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# 1<sup>ST</sup> 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 1<sup>st</sup> 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

FILTERS

Type

My Deals (0)

Platform Deals (91)

Exchanges

Google, Rubicon, PubMatic

Google x Rubicon x PubMatic x

Format

Display

Video

Device Type

Desktop

Phone

Tablet

Inventory Type

Desktop Web

Mobile Web

Filters (applied)

Search by deal name, id, publisher, or exchange...

Ref

Details	Name	Status	Publisher
<a href="#">Details</a>	ROS - Holiday	Available	Evite
<a href="#">Details</a>	ROS - Tailgating		Evite
<a href="#">Details</a>	ROS - Wedding		Evite
<a href="#">Details</a>	ROS - Housewa		Evite
<a href="#">Details</a>	RON - ATF - Nor		Expedia, Inc
<a href="#">Details</a>	RON - Non-End		Expedia, Inc
<a href="#">Details</a>	ROS		Fox Business
<a href="#">Details</a>	RON - Political S		Fox News
<a href="#">Details</a>	RON - Health Se		Fox News
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<a href="#">Details</a>	RON - Travel Se		Fox News
<a href="#">Details</a>	RON		Game Show Network
<a href="#">Details</a>	RON - High View		GourmetAds
<a href="#">Details</a>	RON		GourmetAds
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Choose Categories

☐ Arts & Entertainment

☐ Automotive

☐ Business

☐ Careers

☐ Education

☐ Family & Parenting

☐ Health & Fitness

☐ Food & Drink

☐ Hobbies & Interests

☐ Home & Garden

☐ Law, Government, & Politics

☐ News

☐ International News

☐ National News

☐ Local News

☐ Personal Finance

Done

## EXCLUSIVE

Access to 1<sup>st</sup> party data and publishers without open market inventory.



**WHEN SHOULD IT BE  
PITCHED?**

# 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 1<sup>st</sup> 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."

2

"I need CTV or OTT inventory..."

3

"We are interested in audio..."

4

"We have a cannabis advertiser..."

6

"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?

A modern interior space featuring a large window with a white frame. Above the window, a chandelier is composed of numerous thin, vertical gold rods of varying lengths, creating a textured, shimmering effect. The background shows a blurred view of a cityscape through the window. The text "HOW DO I INCLUDE IT IN A PLAN?" is overlaid in a bold, black, sans-serif font, with a thin vertical gold line to its left.

**HOW DO I INCLUDE IT IN A  
PLAN?**

# 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\*

\* Cannabis Accepted



## 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)\*



**QUESTIONS?**



**THANK  
YOU.**