

A grayscale background image showing several hands of different skin tones stacked together in a supportive gesture. One hand in the center wears a dark wristwatch. The image is semi-transparent, allowing the text to be overlaid.

netsprint group

Publishers
& **Ad**Technology

a BitterSweet **Relationship**

Nikodem Sarna, Head of Business Development CEE, Netsprint Group



Abundance? Or overload?

Is It Too Late For Publishers To Take Back Control?

by AdExchanger // Wednesday

Pandora rolls out new Dynamic, Sequential and Short-Form Audio ads

This is the first time the audio platform has offered anything beyond standard :15

Ad tech's bid-caching controversy, explained

AUGUST 22, 2018 by [Jessica Davies](#)

Header Bidding Will Force Positive Changes On Private Marketplaces

by AdExchanger // Wednesday

Managing the stack: Analytics, data management and the new era of marketing

How programmatic auctions are creeping into publishers' commerce links

author Jose
ologies used

PMPs: The Future Of Programmatic Advertising Or Just Another Tool?

by AdExchanger // Friday, August 24th, 2018 - 12:05 am

OpenRTB 3.0: Overhauling the OpenRTB Protocol

by [Lindsay Rowntree](#) on 20th Aug 2018 in [News](#)

Vanity Metrics and Ineffective Strategies

Vendor Review?

Waterfall? Header Bidding?

Ongoing Tests?

Fixed Floor Prices?

Dedicated Team?

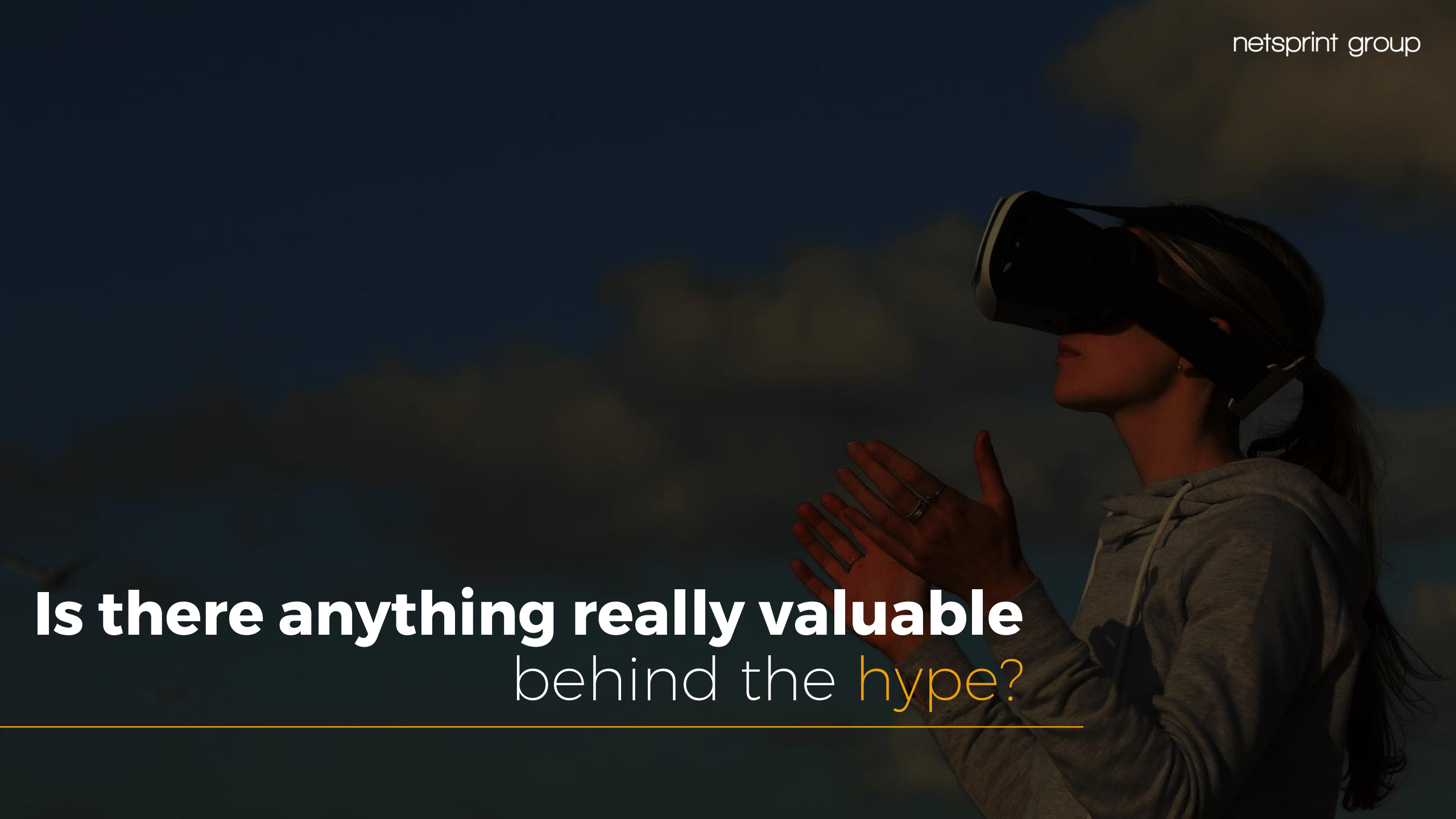
eCPM?

Fill Rate?

New
solutions...
...ain't that **easy**.

```
<html>
<head>
<meta charset="UTF-8">
<title>Prebid_WTG</title>
<script>
  var PREBID_TIMEOUT = 700;

  var adUnits = [{
    code: 'div-gpt-ad-1460505748561-0',
    mediaTypes: {
      banner: {
        sizes: [[300, 250], [300, 600]],
      }
    },
    bids: [{
      bidder: 'appnexus',
      params: {
        placementId: '10433394'
      }
    }, {
      bidder: "openx",
      params: {
        unit: 5392134399,
        delDomain: "domein-d.openx.net"
      }
    }, {
      bidder: "smartadserver",
      params: {
        domain: "https://www3.smartadserver.com",
        siteld: "202313",
        pageId: "89232",
        formatId: "32553"
      }
    }
  ]
}, {
  code: 'div-gpt-ad-1460505661639-0',
  mediaTypes: {
    banner: {
      sizes: [[728, 90], [970, 90]],
    }
  },
  bids: [{
    bidder: 'appnexus',
    params: {
      placementId: '10433394'
    }
  }, {
    bidder: "openx",
    params: {
      unit: 5392123213,
      delDomain: "domein-d.openx.net"
    }
  }, {
    bidder: "smartadserver",
    params: {
      domain: "https://www3.smartadserver.com",
      siteld: "202313",
      pageId: "89232",
      formatId: "32553"
    }
  }
  ]
}
```



Is there anything really valuable
behind the hype?



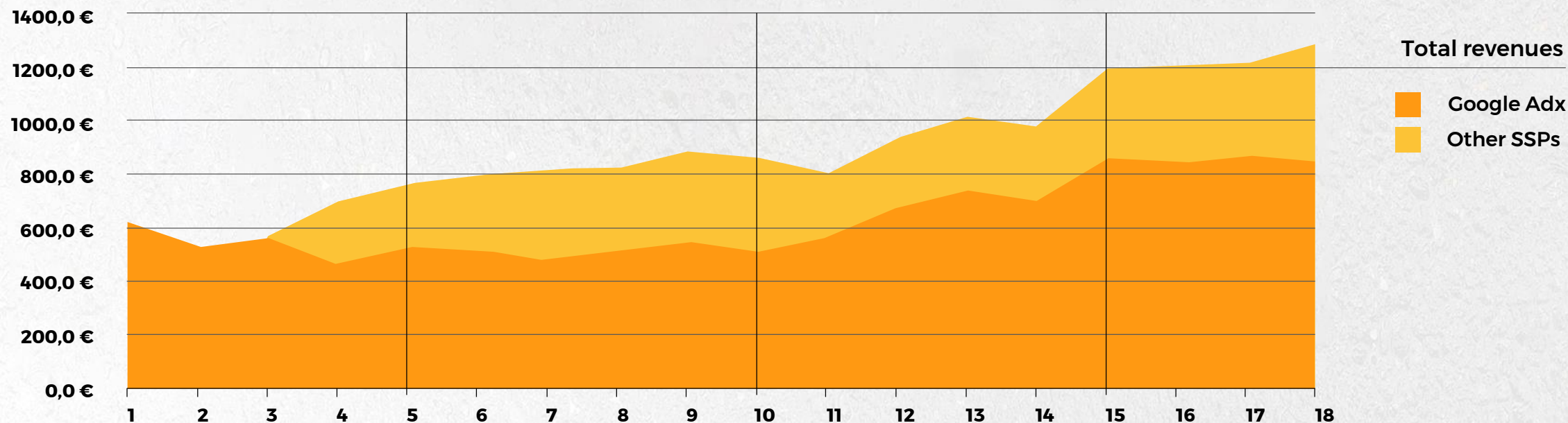
T H E R E I S
a Secret Sweet
I N G R E D I E N T

Long term and strategic partnerships

Only this way you can stay
concentrated on your **key business**



Google Adx and other SSPs



1.

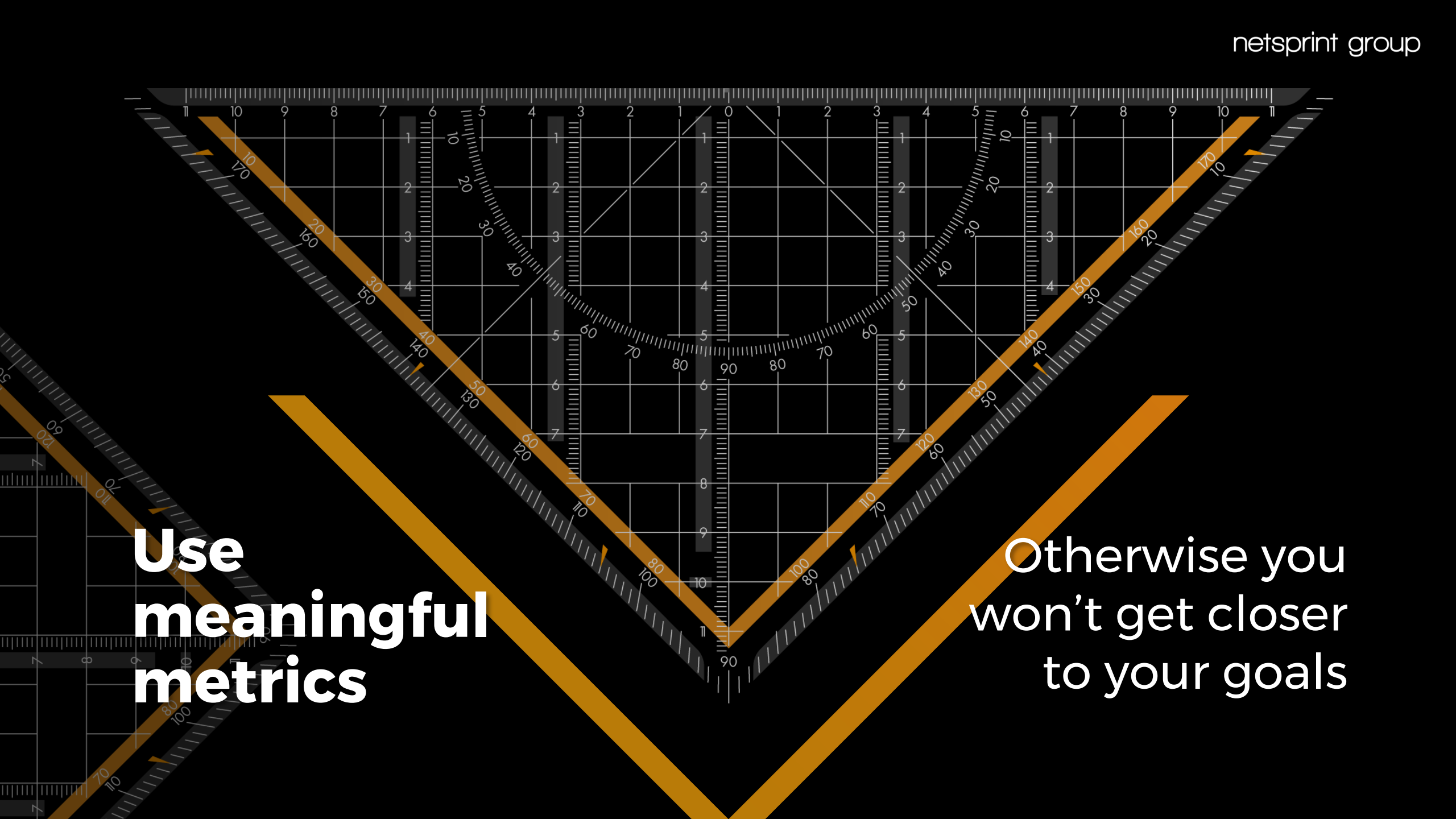
Single source of demand hardly delivers satisfying results.

2.

A good combination of many SSPs proved to be much more profitable.

3.

Header bidding can be a powerful solution together with Google Adx.



**Use
meaningful
metrics**

Otherwise you
won't get closer
to your goals

What should I measure?

Should
it be



eCPM?

Or



fill rate?

Or



**ad request
CPM?**

Case Study

Numbers
eCPM
Number of ad requests
Fill rate
Number of page views
Revenues

Ad request eCPM
RPM

Scenario 1		Scenario 2	
2,00 EUR	↑	0,84 EUR	↓
35 080 766		38 740 937	
28%		98%	
11 279 989		12 456 893	
19.630,00 EUR	↓	31.892,00 EUR	↑

↓	0,56 EUR	0,82 EUR	↑
	1,74 EUR	2,56 EUR	



Key Takeaways:

- **Build relationships** with partners specializing in ad technology so you can focus on your core business
 - **Digital world is fragmented** – working with different partners is normal
 - Make sure you **avoid vanity metrics** and focus on measurement that is close to your long term business goal
-



Questions? Doubts?

Let's talk

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