Who's speaking?

Callan Smith
VP Publisher Development

Over 5 years of experience in the programmatic advertising industry, working for various publisher networks.

Key areas of expertise:

- Driving publisher growth through bespoke monetization strategies.
- Packaging and selling publisher inventory to agencies & brands directly.
- Educating independent publishers on industry trends and the intricacies of Programmatic.

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About PubGalaxy

Who are we?

A publisher-centric monetization platform working across the entire programmatic advertising ecosystem. We leverage top-tier demand relationships, sophisticated technology and 18+ years of experience to supercharge ad revenue and drive business growth for independent publishers.

Background

Our origins lie with the creation of PhoneArena.com, founded in 2001. We started out as a publisher ourselves, an endeavor which still continues to this day. Over more than a decade, we gained first-hand knowledge of the challenges presented by programmatic monetization, which eventually led us to start sharing our acquired knowledge with other publishers.

TOPIC INTRODUCTION

Data as programmatic advertising Holy Grail.

User information gives companies the power to build successful online businesses.

The term "bidstream data" is becoming more and more popular, yet few understand what the bidstream is, what data is available and how it can be used.

Today's agenda

Webinar Highlights

01 Bidstream Data

02 Demand Pool Management

03 Measuring Trends

04 Inventory Floor Pricing

05 Balancing UX

1 Bidstream data

Definition, importance, benefits

DATA

Bidstream data includes basic facts about sold impressions, device type, IP address, user' location, GEOs, language and more.

ANALYSIS

Collecting and analyzing this type of data enables publishers to gain a highly detailed breakdown of performance and control their ad sales via different pricing rules.

OPTIMIZATION

Identifying trends and correlations allows publishers to find out how the market reacts to different changes in traffic and ad setup.

OVERVIEW

What is 'Bidstream data'?

In most cases, bidstream data simply refers to information about each user and impression passed through the ad request. For publishers, however, that also includes data on demand performance in relation to their inventory.

Key characteristics of your users such as location, device, operating system etc.
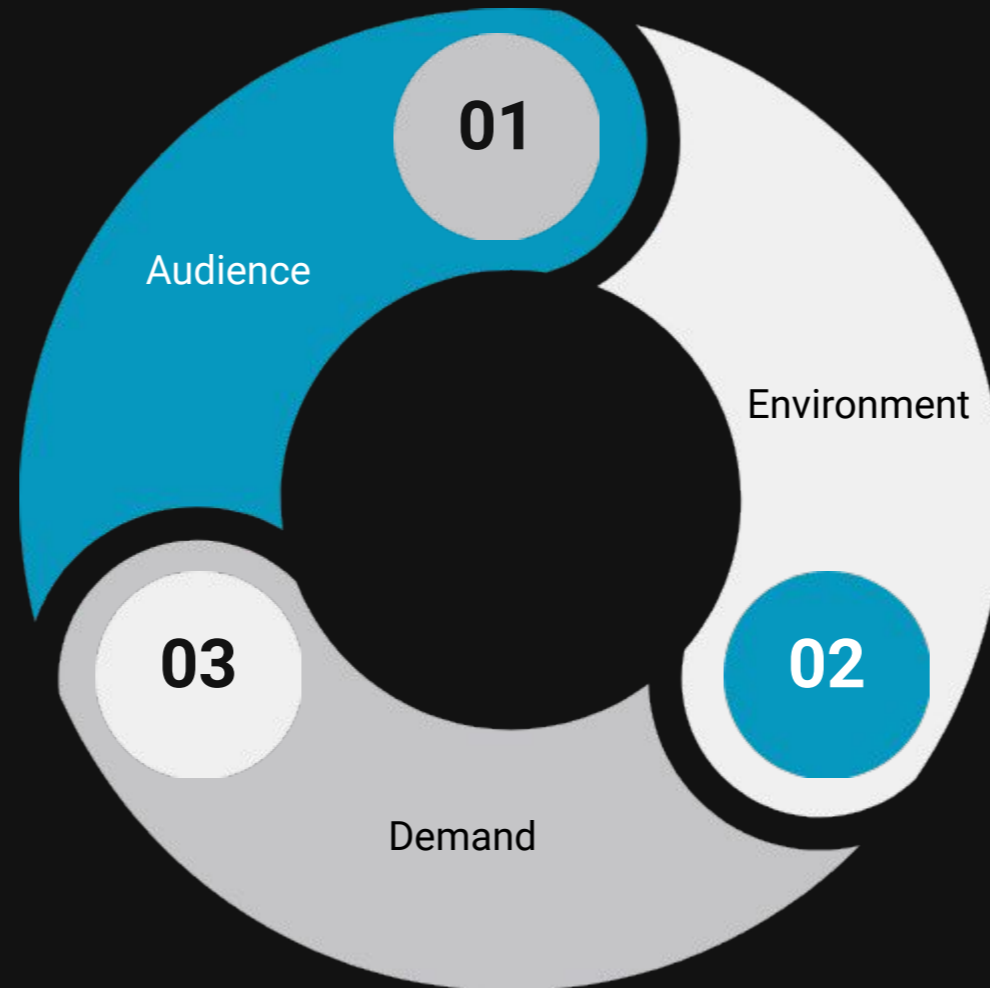
01

Audience

The specifics of each impression such as ad size, placement and viewability.

Environment

Buyer behaviour including bid values for different audiences and impressions.
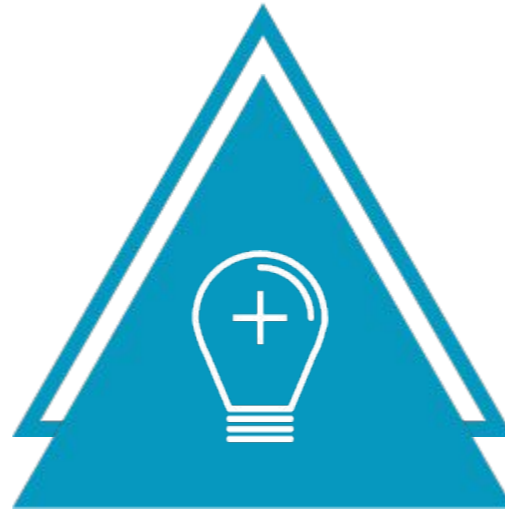
03

02

Demand

Benefits of using bidstream data

Anticipate changes

Monitoring and understanding performance levers allows you to identify trends and prepare for changes ahead of time.

Competitive advantage

Link up data assets to establish competitive and scalable optimization tactics to maximize inventory value and eliminate waste.

New Revenue Streams

Analyzing the open market can help you find high-paying opportunities, which can be used to leverage PMPs and guaranteed deals.

Using bidstream data to supercharge your monetization strategy

Audience segments

Trend analysis

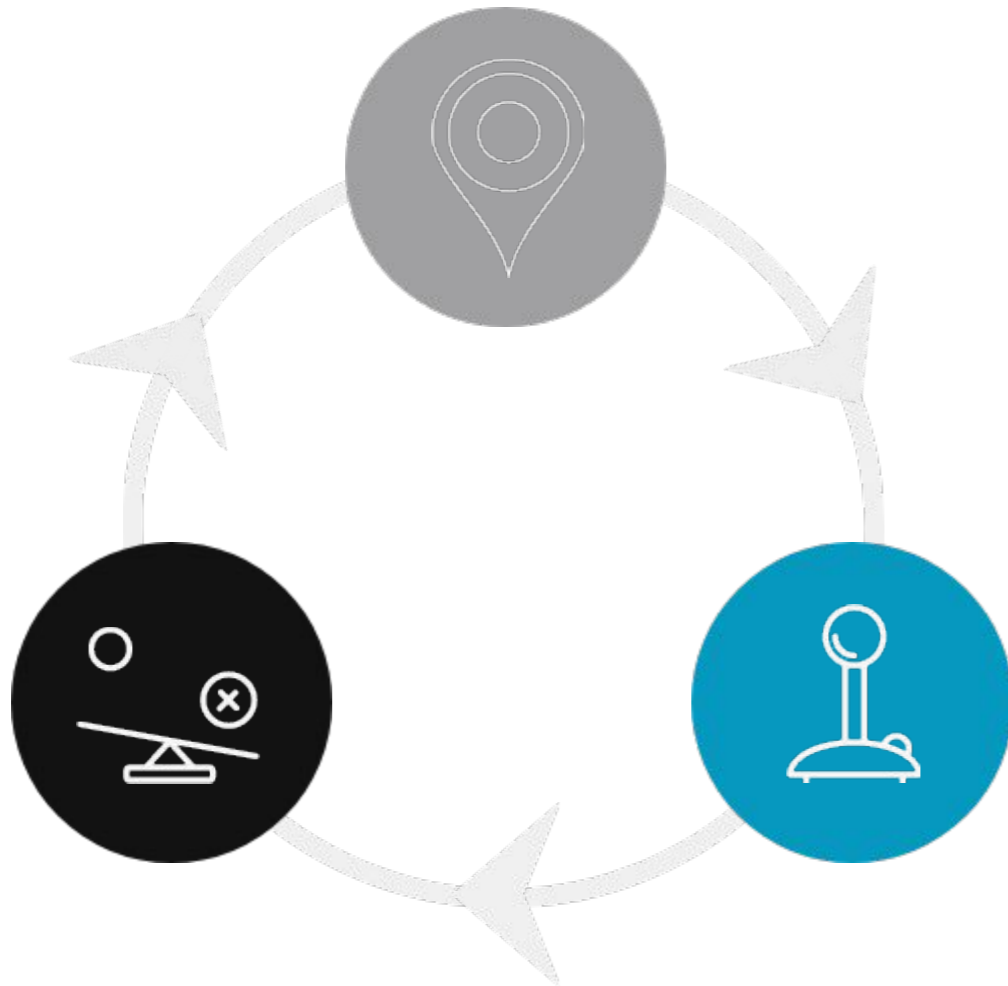**Pricing Rules**

Optimization Strategy

Integrating bidstream data into your strategy basically requires constant analysis and testing, finding winning optimization tactics and scaling up the most profitable solutions.

2 Demand Pool Management

BUILDING THE RIGHT DEMAND STACK

Integrations

Each SSP's performance is also affected by the type of integration being used. Bidstream analysis shows the optimal way to traffic partners through Header Bidding, Open bidding or Waterfalling.

Competition

Healthy competition is a must for maximizing ad sales, but being too aggressive can have a detrimental effect. Publishers can use data to find the right balance and maintain a lightweight setup, as well as avoid bid duplication as much as possible.

Advertiser mapping

Many advertisers are bidding through multiple platforms, usually getting preferential prices through a select few. Bidstream analysis can help find high-paying buyers and funnel them through the optimal channels.

PERFORMANCE VARIABLES

GEOs
Particular geographic locations are more valuable to advertisers than others.

Device Type
Mobile and desktop setups rarely perform well with the exact same configuration.

Ad Unit Parameters
Size, placement, viewability and other factors affect partner performance differently.

Content
Some marketplaces do particularly well in certain website niches.

Seasonality
Performance fluctuations over time often vary across platforms.

GRANULAR SETUPS - WHY ARE THEY IMPORTANT?

SSP as well as advertiser performance is not static, but instead changes quite rapidly, even on a daily basis. By creating granular, well-designed setups publishers gain maximum flexibility and control over ad sales.

1 Precise optimizations at scale

2 React quickly to market shifts & pitfalls

3 Anticipate performance spikes

4 Maximize impression value

3 Measuring trends

User data

How can you leverage data to maximize profits?

Monitor & measure

Monitor and measure trends like ad-block usage, seasonality, ad quality fluctuations, viewability etc.

Identify Opportunities

Analyzing data enables publishers to identify performance improvements, and to drive greater scale of optimization.

Real-time A/B testing

Testing helps to identify potential gains through audience segmentation and demand analysis.

Monitor & Measure

Monitor

Seasonality

Target & plan campaigns with greater insight into what's important for users at any given time.

Ad Quality

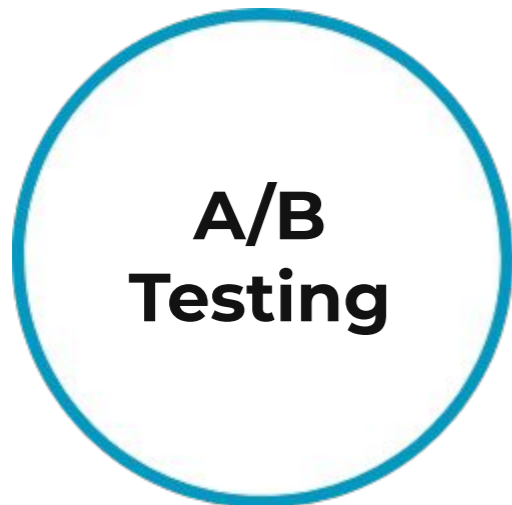Understand the nuances of ad quality and user experience

Ad Blocking

Detect how much of your audience is using ad blockers

Viewability

Analyzing and improving ad layout is key to unlocking viewability

Measure

A/B Testing

1 Ad Layout Optimization

Apply changes to your layout such as ad type, size, placement and measure the impact on revenue and UX.

2 Pricing rules

Maintain optimal price floors to prevent underselling impressions and increase competition.

3 Demand allocation

Test different combinations of demand partners, channels and integrations in the same environment.

4 Technical configuration

Test how the market reacts to different features and functionalities such as ad refreshing, lazy loading etc..

Identify Opportunities
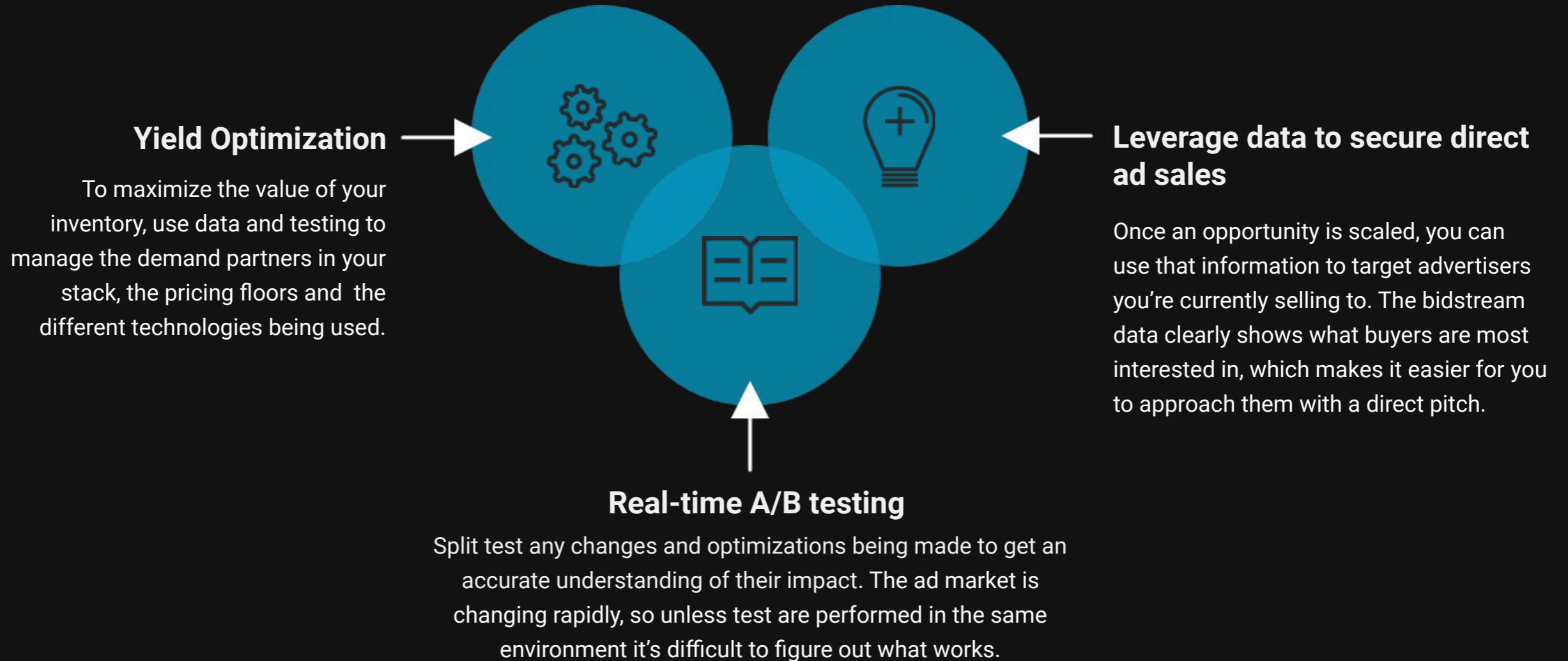
Precise Inventory Segmentations

Data allows better granularity and precise pricing rules. Through bidstream, you can identify key characteristics of your users, what type of content they are engaging with and how that's reflected in the bid landscape. Also, you can detect trends, via monitoring your demand partners' and audience's behaviour. This information is free, right at your fingertips and holds incredible potential.

Create competition strategically

Use data to connect the right demand with the right audience, test, improve and repeat. This helps to determine if an ad opportunity fits the targeting needs of programmatic buyers and increases the value of your inventory.

Optimization Approach

Individual targeting of different advertisers

Yield Optimization

To maximize the value of your inventory, use data and testing to manage the demand partners in your stack, the pricing floors and the different technologies being used.

Leverage data to secure direct ad sales

Once an opportunity is scaled, you can use that information to target advertisers you're currently selling to. The bidstream data clearly shows what buyers are most interested in, which makes it easier for you to approach them with a direct pitch.

Real-time A/B testing

Split test any changes and optimizations being made to get an accurate understanding of their impact. The ad market is changing rapidly, so unless test are performed in the same environment it's difficult to figure out what works.

TAILORED AD SALES

1

Track high-paying assets
Find the key characteristics of high-paying inventory that you have previously split-tested.

2

Detect trends in advertisers' budgets
Track buyers' budgets and identify the advertisers who are looking for scale.

3

Package and Pitch
Create inventory bundles and offer those to interested parties with exclusive access for a premium.
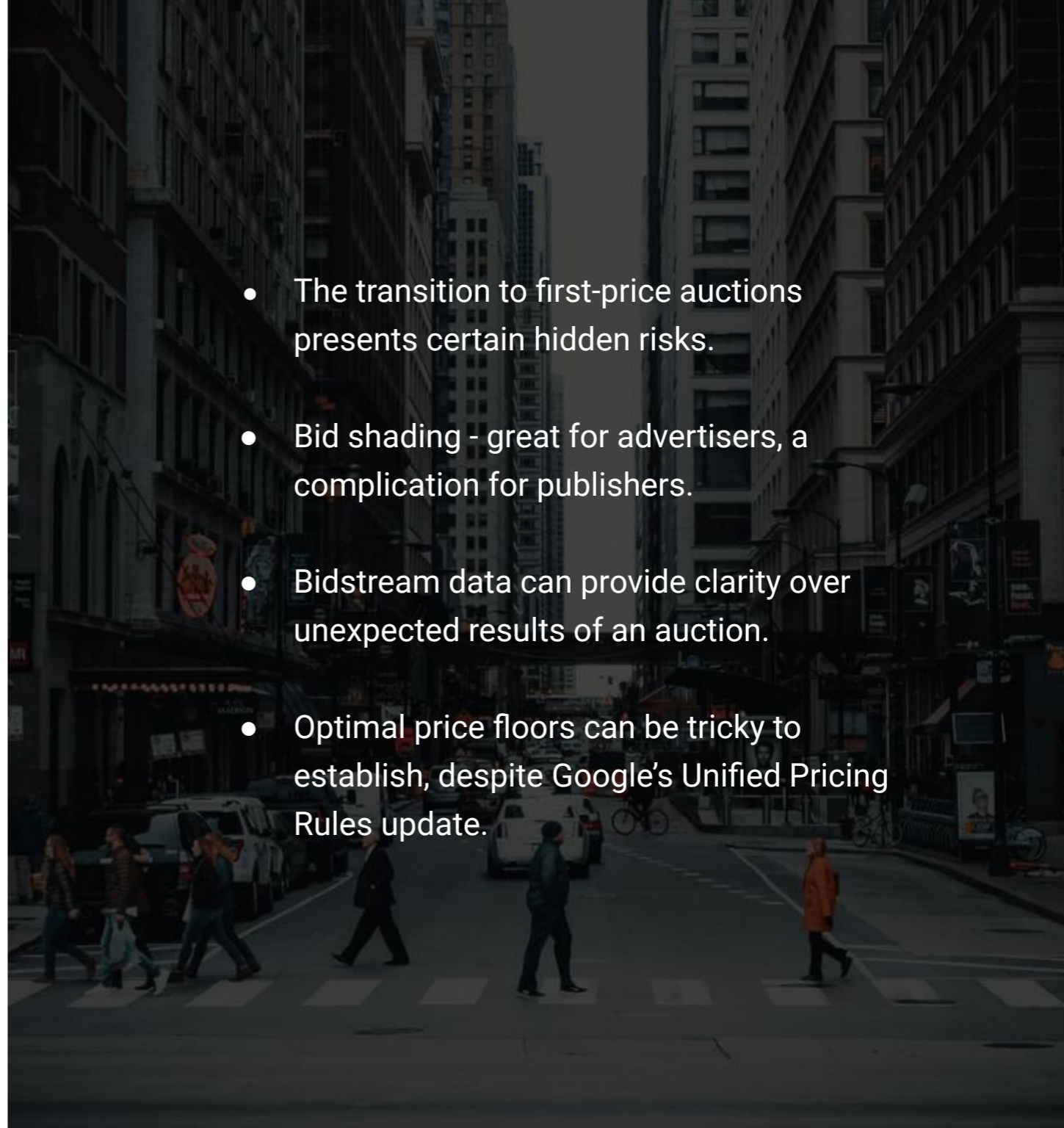
4 Inventory Floor Pricing

TRANSITION FROM SECOND TO FIRST-PRICE AUCTION

Why should you care?

- The transition to first-price auctions presents certain hidden risks.

- Bid shading - great for advertisers, a complication for publishers.

- Bidstream data can provide clarity over unexpected results of an auction.

- Optimal price floors can be tricky to establish, despite Google's Unified Pricing Rules update.

SETTING UP PRICE FLOORS

1

Segmentation

Isolate inventory with high perceived value and create separate pricing rules for it.

2

Pacing

Make changes in small increments and start by performing tests only on a portion of your traffic.
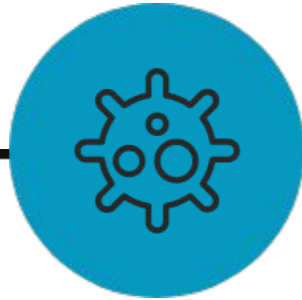
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Split Testing

Run real-time split testing for each optimization and scale gradually once you see positive results.
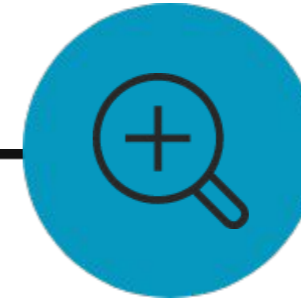
YIELD OPTIMIZATION TIPS AND BEST PRACTICES

Going beyond standard methods and tactics

MACHINE LEARNING

Constantly analyzing huge pools of data can be quite overwhelming, especially for smaller teams. Machine learning can make data processing quick, efficient and highly scalable.

LOSS ANALYSIS

Rather than concentrating solely on the data from bids won, it's important to regularly evaluate lost impression data as well to track lost opportunities and improve your bidding strategy.

5 Balancing User Experience

CONTENT IS STILL KING, BUT UX CAN TAKE ITS CROWN

Ad traffickers often overlook the fact that user experience can directly impact ad performance as well. Thus, getting accurate readings of bidstream data requires maintaining a healthy and user-friendly environment.

Example:

LESS INTRUSIVE AD PLACEMENTS

Carefully select your ad slots. Consider how your ad implementation can complement your site's architecture and design

GO MOBILE FIRST

Mobile-friendly advertising and web design is an absolute must. Optimizing on desktop at the cost of mobile UX is just not worth it

CREATING BETTER AD LAYOUTS

Carefully plan ad layouts for each device type and resolution. Use heatmaps if possible and pay attention to ad density at all times (30% being the absolute maximum)

SITE SPEED

Heavier integrations such as Header Bidding can have quite an impact on speed in general. Make sure to keep track of this when making changes - it's all part of the equation

GOOGLE ANALYTICS

Your best friend when it comes to UX

Google Analytics is pretty much all you need to maintain a healthy UX.
Here are a few tips on how the tool can help you get accurate bidstream data readings.

Create snapshots of your website before making changes

Monitor spikes in traffic and changes in audience demographics

Watch out for bounce rates and drop-offs on a page level

Track session and page view durations per device

THANK YOU!

If you have any questions just send us a message over email or through our website's contact form. An expert from our team will get back to you as soon as possible.

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