

SOLVED: **SELECTING A DIGITAL MEDIA PLATFORM**

Presented by
Ryan Manchee vp, media innovations + technology | Centro



**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

National Top **10** spender in digital media

\$500MM+ digital media spend last year

700+ Centrons in **41** North American offices

Innovators in ad technology



Ryan Manchee
vp, media innovations + technology
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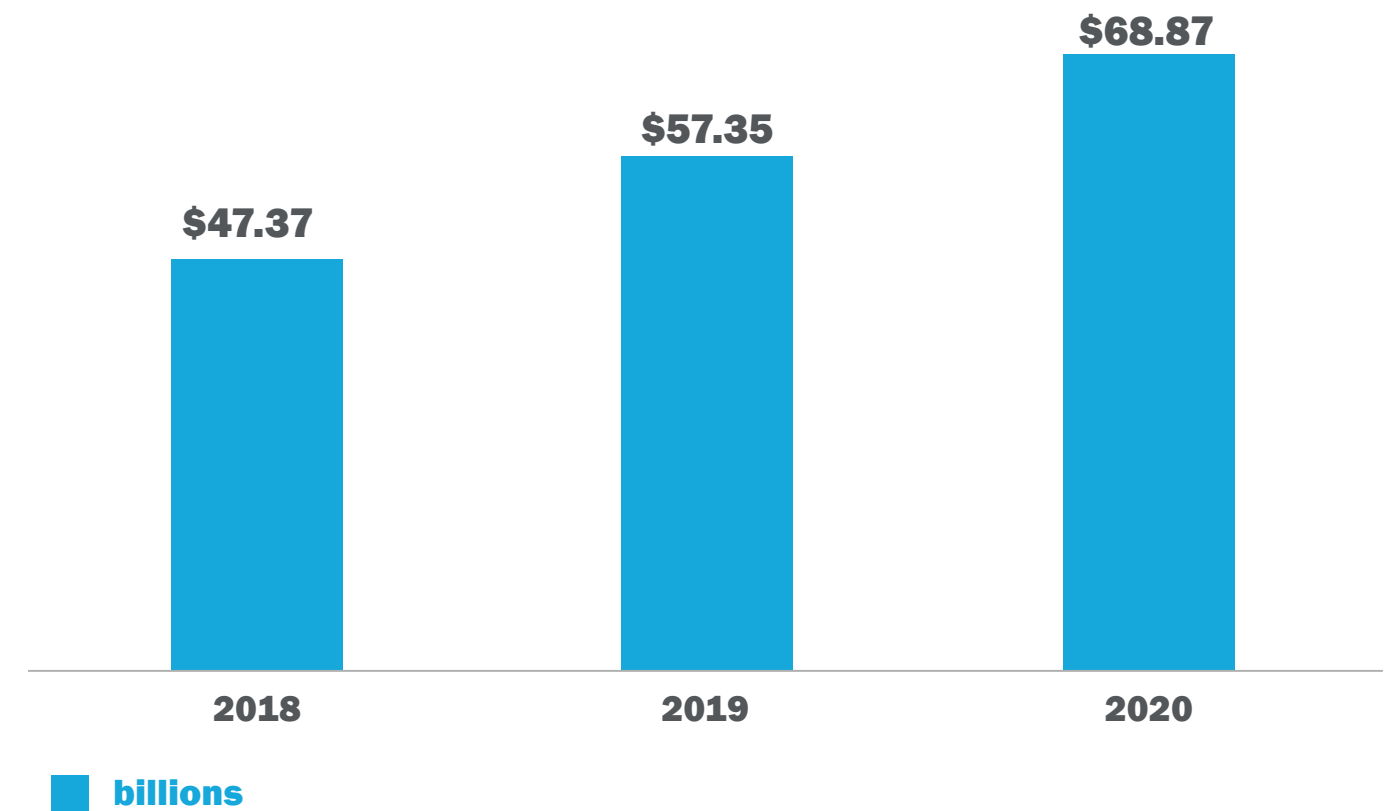
WHY PEOPLE ARE CHOOSING A DSP

Growth of programmatic

- + Desire for more control
- + Drive improved media performance
- + Greater understanding of how their media dollars are being activated

Programmatic Digital Display Ad Spending

US, 2018-2020



Source: eMarketer

EXPECTED BENEFITS

62%

would be better
able to keep
clients

58%

would be better
able to attract
new clients

55%

would see an
improvement in
media campaign
performance

Source: A commissioned study conducted by Forrester Consulting on behalf of Centro
Base: 104 media buying strategy decision-makers at US advertising and or marketing agencies



CHALLENGE TO SOLVE

CONSIDER ALL THE SIDES

10 STEPS **TO SOLVE**



1 SELECT AN EVALUATION TEAM

IDENTIFY THE CROSS-FUNCTIONAL TEAM

- + VP, Media
- + IT / Operations
- + Media Buyers
- + Project Manager
- + Data Team
- + Business Analysts
- + Account Leadership
- + New Business Development
- + *Others?*

ROLES DEFINED

- R** Responsible
- A** Accountable
- C** Consulted
- I** Informed

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PERFORM A SELF-ASSESSMENT

THINK ABOUT TODAY

- ④ What technologies are you currently using?
- ④ Are they meeting the needs of your team and, more importantly, clients?
- ④ Which digital media types will require platform support?

PLAN FOR TOMORROW

- ④ Look 6, 12, 24 months out to consider the needs
- ④ How does a digital platform need to evolve with my business?
- ④ Can it grow as we grow?



CONSIDER THIS:

Does the platform log and store intra- and inter-team communication and messaging history?

3

SET GOALS

DISCUSS + DEFINE + ESTABLISH KPIS

How do you want to help your team, impact your business, or improve media performance?

Reduce manual steps to
plan / buy / analyze

Decrease cost of service
and improve profitability

Increase dollars going
towards working media



CONSIDER THIS:

Does the platform support holistic reporting?

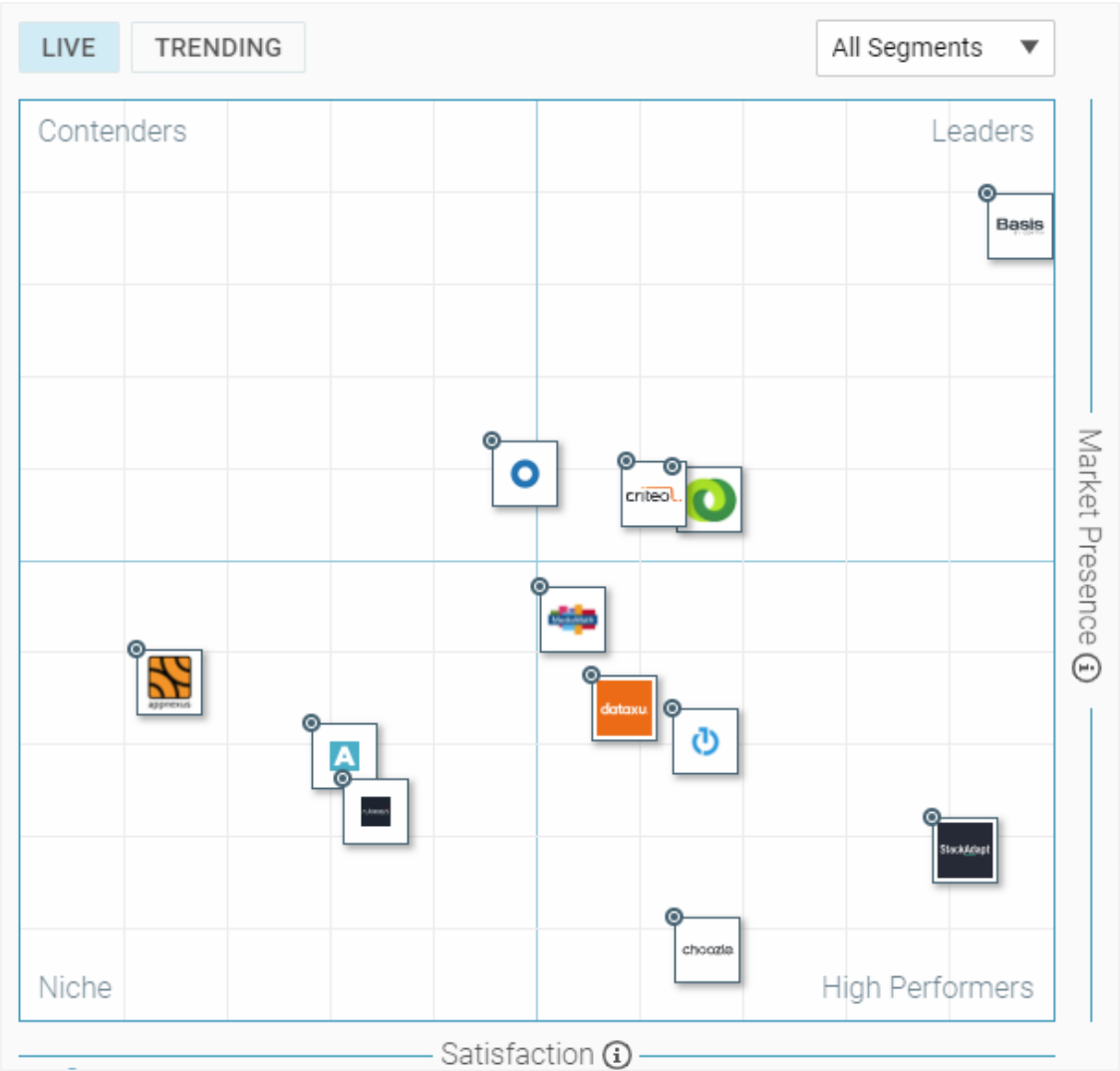
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JUMP-START VENDOR RESEARCH

START, EVALUATE, & LISTEN



G2 CROWD GRID FOR DSP





CONSIDER THIS:

How is data collected for targeting (including cross-device, location, etc.)?

How often is the data updated and refreshed?





MEDIA OPERATIONS PLATFORM RFI			
		WEIGHT	SCORE
GENERAL			
What separates you from the competition? Key differentiators compared to competition?			
How does your platform allow us to make smarter business decisions? What business reporting insights do you provide?			
WORKFLOW & COLLABORATION			
What workflow capabilities do you offer to remove manual or duplicate data entry?			
Do you offer a collaboration module for inter-agency communication and/or vendor communication?			
Are you able to negotiate with direct vendors within the platform?			
Are there bulk editing features?			
Are there copy/paste features at the campaign level? At the tactic level?			
Are there billing reconciliation features? Do these features apply to all digital channels?			
PLANNING & RESEARCH			
Are there planning tools that provide historical rate data? Historical performance data?			
What syndicated research services are you able to offer?			
Are there pricing insights for vendor direct versus PMP versus RTB?			
Is inventory classified by category, geo, and media type?			
Do you provide vendor contacts for direct buys? How often are they updated?			
INTEGRATIONS & MAPPING			
Do you offer bilateral ad-server integrations?			
Are you integrated with the major search and social platforms?			
What solutions do you offer where integrations are not available?			
Do you offer the ability to map to various third party sources on the same Line Item? For example, can you utilize the ad-server data for impression delivery but the DSP data for billing/spend?			
PROGRAMMATIC			
What platforms are available? (Mobile, CTV, cross device, etc...).What are the percentages of inventory against each platform?			
What specific devices are available for targeting? (Android, IOS, etc.).			
What creative types can be run through Basis's			

BUILD YOUR RFI

Gather critical and comparable information through an RFI to guide your selection

Make sure you weight key responses to properly score





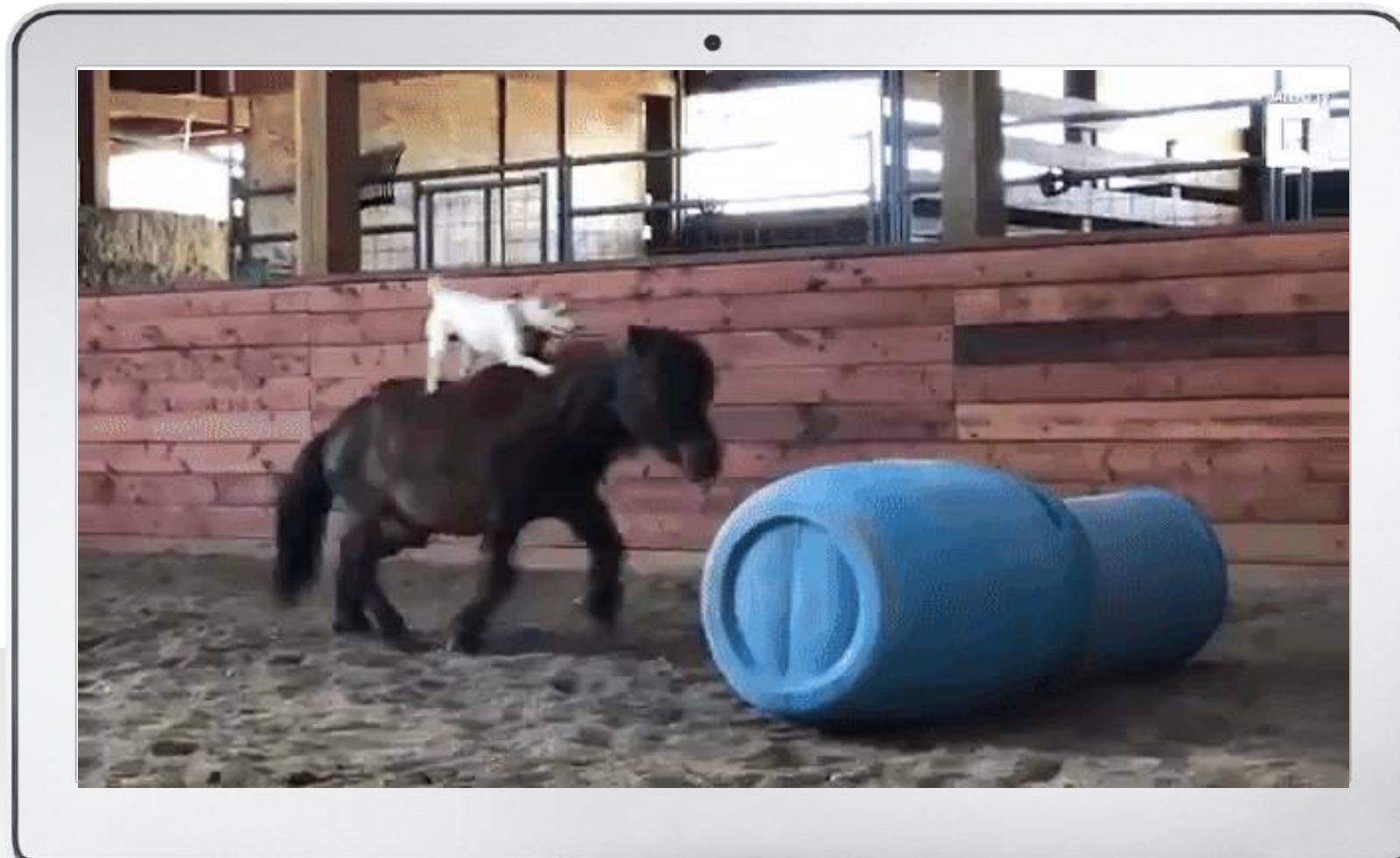
CONSIDER THIS:

Do you offer machine learning such as artificial intelligence (AI), or algorithmic optimization within campaigns?



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NARROW THE FIELD AND GO DEEP



Bring in the high scorers
for a formal pitch

Go deeper with a demo
and Q+A session



CONSIDER THIS:

Is the platform built using proprietary technology?



7 **SELECT A VENDOR + MAKE A PARTNER**



Find your perfect match that will satisfy both your current, and future needs



CONSIDER THIS:

What tools are available for sharing metrics and reporting with clients or internal stakeholders?

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DEFINE SOLUTION DESIGN AND SCOPING

Challenges Faced When Working with Demand-Side Platforms (DSPs)?

% of respondents

Transparency



Lack of integration with other technologies



Liquidity



Poor service levels



Under-deliver of campaigns



■ Advertisers ■ Agencies & Tech Vendors

**TECHNOLOGY
+ SUPPORT**

Note: advertisers n=77; agencies/tech vendors n=70
Source: Econsultancy



CONSIDER THIS:

Please describe your implementation, onboarding, and training. What costs are associated with each of these?

Please describe your ongoing education processes. Are there additional costs?



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AGREE TO MOVE FORWARD

+ WRAP UP THE AGREEMENT

10

CELEBRATE THE PARTNERSHIP

KEEP IN MIND

Plan your process

Define your criteria

Find the perfect partner

Move forward with a purpose

QUESTIONS?
THANK YOU!