



# Practice Safe Media

triplelift

Programmatic media is a lot like sex. It's important to know the facts and keep yourself safe.

To stay safe, it's important to:

1 Educate Yourself

2 Understand the Consequences

3 Take Precautions

## 1 Educate Yourself

Let's start with the birds and the bees.



Buyers



Sellers



A

B

C

### How Media is Made

#### The Programmatic Ecosystem

There are buyers, sellers and dozens of companies in-between.

### Friends with Benefits

#### Programmatic Partners

Many of these companies have benefits like:

- Scale
- Efficiency
- Targeting
- Measurement

### Not Every Partner Is Right for You

#### Programmatic Can Be...Problematic

Over time, the supply chain has gotten more complex and convoluted. Today, on a typical exchange, 60% of the impressions have been bought from other exchanges - not directly from publishers. That's just not safe.

### Be Careful - Don't Be Taken Advantage Of!

How many partners are my partners currently with? Are my partners being safe with my media budgets?



## 2 Understand the Consequences

### THE CONSEQUENCES OF NOT PRACTICING SAFE MEDIA

#### Three Main Issues



#### 1. UNKNOWN PARTNERS

- Some exchanges are selling inventory they got from other exchanges. You think you're buying from one company, but you're actually buying resold impressions from another.
- The Result: You can't be sure who you are sharing a bed with.

#### 2. COSTLY

- Buying resold impressions means paying additional fees, lowering your win rate, and hurting your ROI.
- The Result: Buying media has hidden costs



#### 3. RISKY

- Buying resold inventory can lead to major brand risks, including the presence of blacklisted sites and competitive inventory.
- The Result: When you don't buy direct, you risk putting your brand in places you don't want to be.



## 3 Take Precautions

### You've Got To Protect Yourself

#### SUPPLY PATH OPTIMIZATION (SPO) is how to keep yourself safe

The best SPO solution is buying direct inventory that isn't resold to ensure that your inventory is safe, trusted, and efficient.



#### There are actions you can take



#### TALK TO YOUR PARTNERS

##### To Ensure They Are Clean

- Learn how much of your SSP inventory is direct to publisher
- Ask your partners to block resold traffic
- Understand what tools your partners are building to help



#### USE PROTECTION

##### To Prevent Problems Before They Happen

- Use Ads.txt targeting to select "direct" inventory in your DSP
- Embrace new tools: sellers.json and supply chain object
- Measure the results, test and optimize



#### GET YOURSELF INTO A RELATIONSHIP

##### To Give Yourself Confidence That You're Safe

- Use fewer partners who will be honest about their position
- Work with TripleLift: 100% direct impressions, 0% resold inventory
- At minimum: find a partner that will treat you right



#### TAKE THE PLEDGE

##### To Prevent Problems Before They Happen

- Spread the word -- to your colleagues and partners
- Commit only to partners that offer a "No Reseller Guarantee"
- Insist on the shortest, most direct and most efficient path to your impressions

#PRACTICESAFEMEDIA

Let's Keep Talking: Email us at [SPO@triplelift.com](mailto:SPO@triplelift.com)



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