



Whitepaper:
**Data Management
Platforms for Publishers**

How can a DMP get you there



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Introduction

Publishers today live in a data-driven world. It is no longer enough to simply create content, build audiences, and sell ads. Ad exchanges, networks, demand-side platforms (DSPs) and supply-side platforms (SSPs) have turned ad-buying into a transparent marketplace where millions of dollars worth of inventory is bought in real-time every day. This fundamental shift in the way media is planned and purchased has led to audience aggregation across publisher inventory, primarily benefitting the buy-side.

Ad networks and DSPs have streamlined the media buying process and helped advertisers reach relevant audiences, but they also pose challenges to publishers accustomed to having more control over their own inventory and monetization. With all of the buy-side innovation and technology over the last few years, publishers of all stripes – from large media companies, to blogs, social networks, and e-commerce sites – are searching for ways to maximize revenue and take back some control, while continuing to offer cutting-edge technology and quality audiences at scale to their clients.

Currently, many publishers rely on SSPs to manage multiple indirect sales channels for their inventory in a real-time bidding environment. While SSPs provide some analytics about inventory pricing, bids, sales, and performance, they have not developed significant capabilities for 1st party data ingestion and management. Publishers need a more robust data management tool to thrive in today's data-driven world.

This whitepaper provides a practical roadmap for publishers looking to leverage DMPs to monetize and increase yield from their site traffic, grow their audiences, and boost ad revenue.

One of the most effective ways for publishers to take charge of their audience data is to use a Data Management Platform (DMP). A DMP allows publishers to separate audience data from media execution platforms, providing an independent method to evaluate the quality and price of individual audiences across various media partners, helping extract the most yield from their inventory.

What is a DMP and Why Does a Publisher Need One?

DMPs are sophisticated data management platforms that allow publishers to get critical insights from both their own 1st party data and the 3rd party data. They enable publishers to better monetize and drive yield from their site audiences by enabling the creation of new lucrative audiences, and expanding reach of those audiences, on their own sites and across the web.

By analyzing a vast amount of audience data in a DMP, publishers can more effectively segment inventory and obtain rule-based control over audience definition and ad distribution to DSPs, SSPs, ad exchanges, and networks. agency, or publisher, you need the right tool to manage your critical audience data assets. If you want to truly understand your customers, you need a Data Management Platform, or DMP.



Audience data management is the new must-have for digital publishers. As digital publishers dive into audience selling opportunities, managing disparate audience data sources is becoming a necessity... to identify, package, and sell audiences on their properties.”

“Audience Data Management: A Must-Have For Publishers”,
Forrester Research, Inc., January 11, 2011

How Can Publishers Benefit from DMPs?

DMPs create a platform for publishers to achieve increased monetization through the following scenarios:



AUDIENCE CENTRALIZATION AND MONETIZATION

Many publishers are faced with making sense of a myriad of 1st party data that comes from various properties with very distinct audiences. A DMP will help centralize disparate audiences into one pool, allowing publishers to gain a much better understanding of their audience assets across all properties. In addition to centralization, publishers can use DMPs to better monetize traffic by using insights into their audience to sell behaviorally-targeted placements for higher CPMs on both premium and remnant inventory, increasing sell-through.



ADVERTISER AUDIENCE CUSTOMIZATION

Because DMPs help publishers create more engaged and valuable audiences, separated into highly-specific inventory segments, DMPs can also help publishers present a sophisticated proposal to exchanges and media buyers. By using a DMP to roll up the most relevant audiences in a highly scalable and flexible way, publishers can respond to RFPs with the advertiser's "custom segments" already built out.



AUDIENCE EXTENSION

Publishers can also leverage the data portability of DMPs to extend their existing audiences across additional inventory – enabling media planners to buy qualified audiences off publishers’ sites. Publishers use DMPs to integrate their own 1st party data directly into their ad servers and SSPs. With DMPs, publishers can easily combine their own critical, actionable data assets with 3rd party data sources, and then use these rich data assets to accurately serve ads across their entire ecosystem. Data that was once stuck in a “data tomb” becomes portable for unlimited reach.

Audience Extension in Action

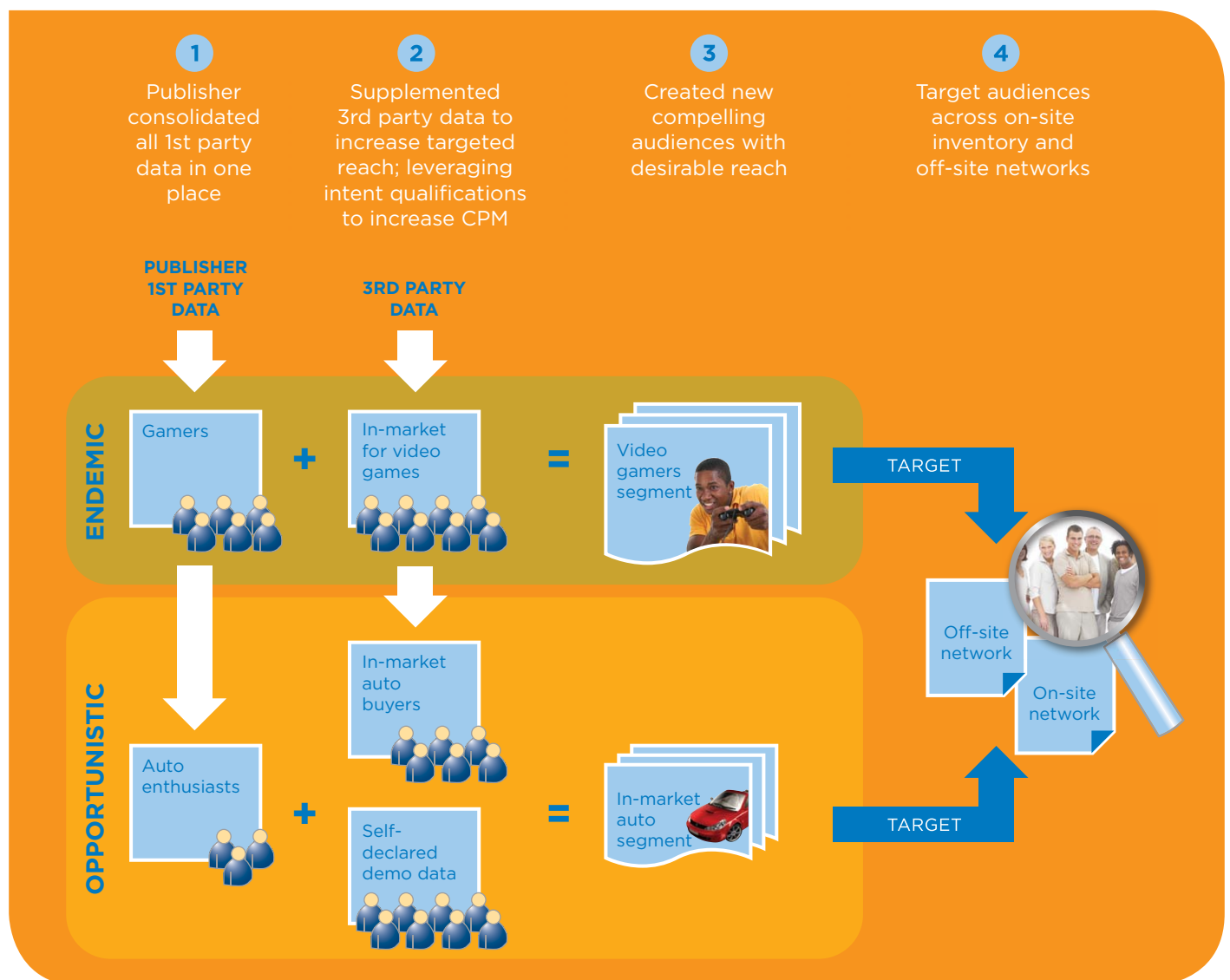
With audience extension, a publisher could sell an audience of “in-market Hawaii travelers” beyond the travel section, such as on the fashion page or a page on camera reviews. Alternatively, a publisher with multiple sites could take one asset from a particular site (luxurycars.com) and reach an audience of luxury car owners on all its properties. Finally, a publisher can easily create an off-site network by targeting the same audience across any media partner network.



DMP Publisher Use Case

A premier online content publisher network approached BlueKai for a data management solution. This publisher was having difficulty consolidating and selling users across their multiple properties, as well as selling to advertisers on non-endemic categories. The end-goal of the client was to create high-performing audience segments using all of their data assets to target users both on- and off-network.

A DMP helped the publisher overcome all of its pain points.



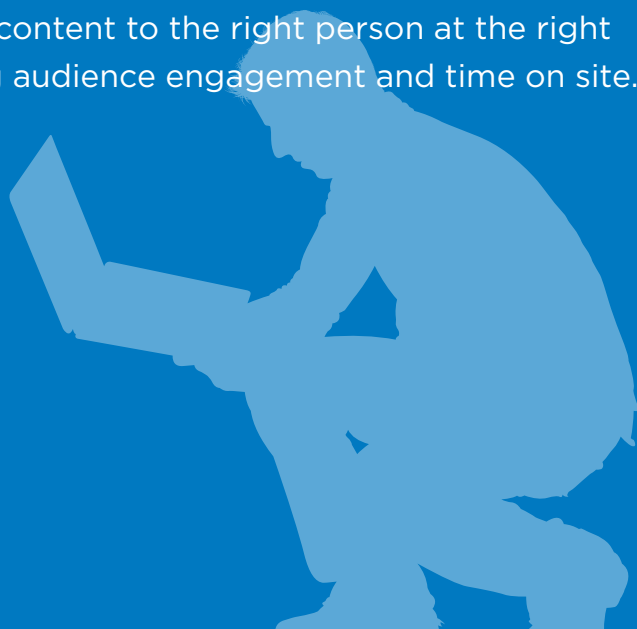
ADVANCED DMP BENEFITS

- **Audience Analytics & Discovery**

Audience analytics allow publishers to gain insight into the actual profile of their site visitors, many times discovering non-intuitive attributes that can be used to enrich their ad offerings. Publishers can generate a comprehensive audience profile – including a rich set of attributes on any group of visitors from shopping intent, demographic, geo-location to interest and business profiles. The result? Publishers can build ad packages that have highly correlated attributes, or help buyers discover new pockets of audiences more likely to produce results.

- **On-site Optimization**

DMPs allow publishers to analyze audience trends and drill down into both 1st party data from their own data warehouses, as well as 3rd party data, to find out what their site visitors really want. By integrating with content management systems, DMPs help publishers serve the right content to the right person at the right time—increasing audience engagement and time on site.



What Should Publishers Look For in a DMP?

While several technology companies claim to provide DMPs, few offer all of the features publishers need. Comprehensive DMPs provide centralized control of all audience and ad data, as well as robust tools to analyze this data to create accurate audiences in real-time. Publishers should make sure their DMP includes the following features:



EASY DATA INGESTION

A DMP should allow publishers to bring all of their audience and ad data together in one easy-to-use platform. It should be able to ingest data securely from the publisher's sites and any affiliated partners, as well as data warehouse - customers, purchases, location, demographics, and meta-data such as account-worth etc. - into a centralized taxonomy.



DATA PORTABILITY AND CONTROL

For publishers to maintain maximum data control a DMP should offer media-agnostic data portability. If a publisher works with one or more DSPs and SSPs, as well as multiple networks or exchanges, its DMP should be able to push and pull varying levels of data to and from all of these sources, and then analyze this data in one place to get cross-channel and cross-media insights. The most efficient way to support data portability is to work with a vendor that is pre-integrated with a vast list of media partners through server-to-server transfer technology and offers direct integration of 1st party data into the publisher's adserver.



TRANSACTABILITY

DMPs should be fully transactable, allowing publishers to get granular audience intelligence and then optimize your inventory allocation strategy with one click in the interface for both analytics, sharing features, and buying 3rd party data.



DATA RICH

A DMP should include access to 3rd party intent data culled from millions of users across the web, because this data is critical for building new, lucrative audiences, setting inventory pricing, and analyzing audience effectiveness.



ANALYTICS

Clear insights into how each and every audience segment is performing at any given time are critical, and every DMP should offer robust data analytics. A DMP should allow a publisher to measure how specific audiences interact across multiple properties, and generate reports showing all data attributes associated with a specific audience.

WHY INTEGRATION = PREDICTABLE INVENTORY

Through ad server integration, a DMP allows publishers to engage in predictable inventory forecasting. This means a publisher can create a segment, send it to the ad server, and get a forecast of the number of users on the publisher's site that can be reached using that specific audience segment.

PRIVACY AND CONSUMER TRANSPARENCY

Collecting and analyzing first- and third-party audience data requires 100% compliance with privacy regulations. When choosing a DMP, the strength and reputation of consumer data privacy and protection standards should be a critical deciding factor. Make sure the DMP you choose offers a white-label registry, to provide complete transparency to consumers on the data that is collected when they navigate your website.

Lastly, make sure your DMP providers can give guidance and tactical solutions on transparent consumer opt-out choices, data retention, and compliancy recommendations around policies and browser do-not-track activities.



Questions Publishers Should Ask When Selecting a DMP

-  Does your platform provide scalable ingestion, storage and proprietary controls for 1st party, 3rd party, and client data?
-  Is it DSP and SSP agnostic so it will work with multiple platforms?
-  Does it provide a service layer to manage and integrate current and future 3rd party data?
-  Does it offer clear data input and output interfaces?
-  What kind of reporting and analytics capabilities does it provide?
-  How can it help me with audience discovery and expansion?
-  Is it integrated and pre-plugged with execution vendors so I can seamlessly port audience data anywhere?

Conclusion

Publishers today are faced with big challenges – but also big opportunities. The volume of data and the number of sources and types of data required to power publisher operations today is mind-boggling, but it also opens up doors to new inventory channels, higher CPMs, and larger audiences. The shift toward an entirely data-driven advertising world is well under way. To boost audience size, better monetize existing content, and attain higher CPMs across the board, publishers must deploy a robust, scalable and flexible DMP to manage, control, and optimally leverage all of the data at their disposal.



Sponsored by BlueKai

Designed from the ground up for advertisers, agencies and publishers, the BlueKai Data Management Platform is the industry's most comprehensive solution for collecting, managing, segmenting, sharing, and analyzing private audience data from a single integrated interface. For more information about how your organization can drive maximum return from your audience assets, visit www.bluekai.com/platform to find out how BlueKai can help.

