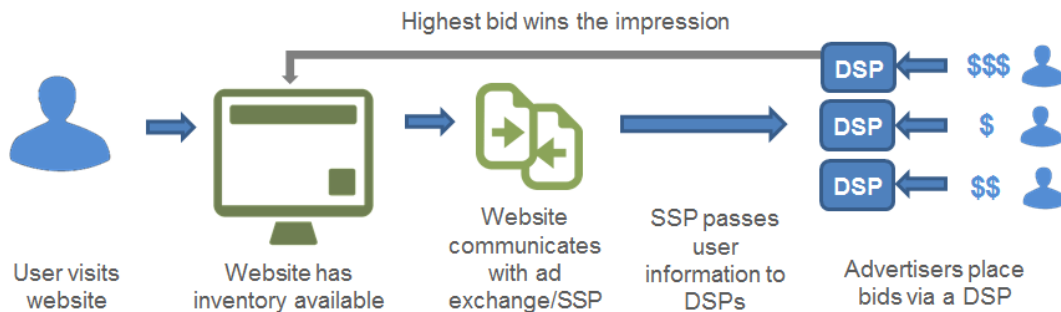


## DSP – Demand Sharing Platforms

Is a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads. This makes the buying and selling of ads cheaper and more reliable.

This whole setup is termed as “programmatic advertising” and the bidding process by which ad placements are auctioned within micro-seconds is called “real-time bidding (RTB).”

A DSP connects to ad inventory supply sources, where tons of publishers have made their supplies available. This allows advertisers to buy ad inventory placements across a multitude of publisher’s websites and mobile apps based on impressions.



The new generation DSPs these days do not only connect to ad exchanges and ad networks as in the case of the old, but they offer cross-channel media buying too. Some of the new platforms that can be bought into using a DSP are:

- OTT/CTV
- direct publishers (web and in-app)
- Facebook
- Instagram
- LinkedIn
- Google keyword search
- ad inventories from China (Baidu, Wechat, Alibaba, etc)

Ads in DSPs are sold on a few ways, depending on which DSP you work with. Generally, if the DSP is specifically built for performance campaigns such as app-installs, then the fee is based on CPI (Cost per Install). Most performance-based platforms use these:

- CPI (Cost Per Install)
- CPC (Cost Per Click) ~ mostly for driving traffic to landing pages
- CPA/CPL (Cost Per Action / Cost Per Lead) ~ This is mostly for lead generation campaigns
- CPV (Cost per View) ~ This is mostly for video advertising campaigns

Top 10 List of Demand Side Platforms (DSP)

- Facebook Ads Manager
- Rocket Fuel
- MediaMath
- Amazon (AAP)
- DoubleClick
- LiveRamp
- Choozle
- TubeMogul
- BrightRoll
- AppNexus