

OpenX

Demand More From Your Media

Programmatic Media with OpenX & Skyformance

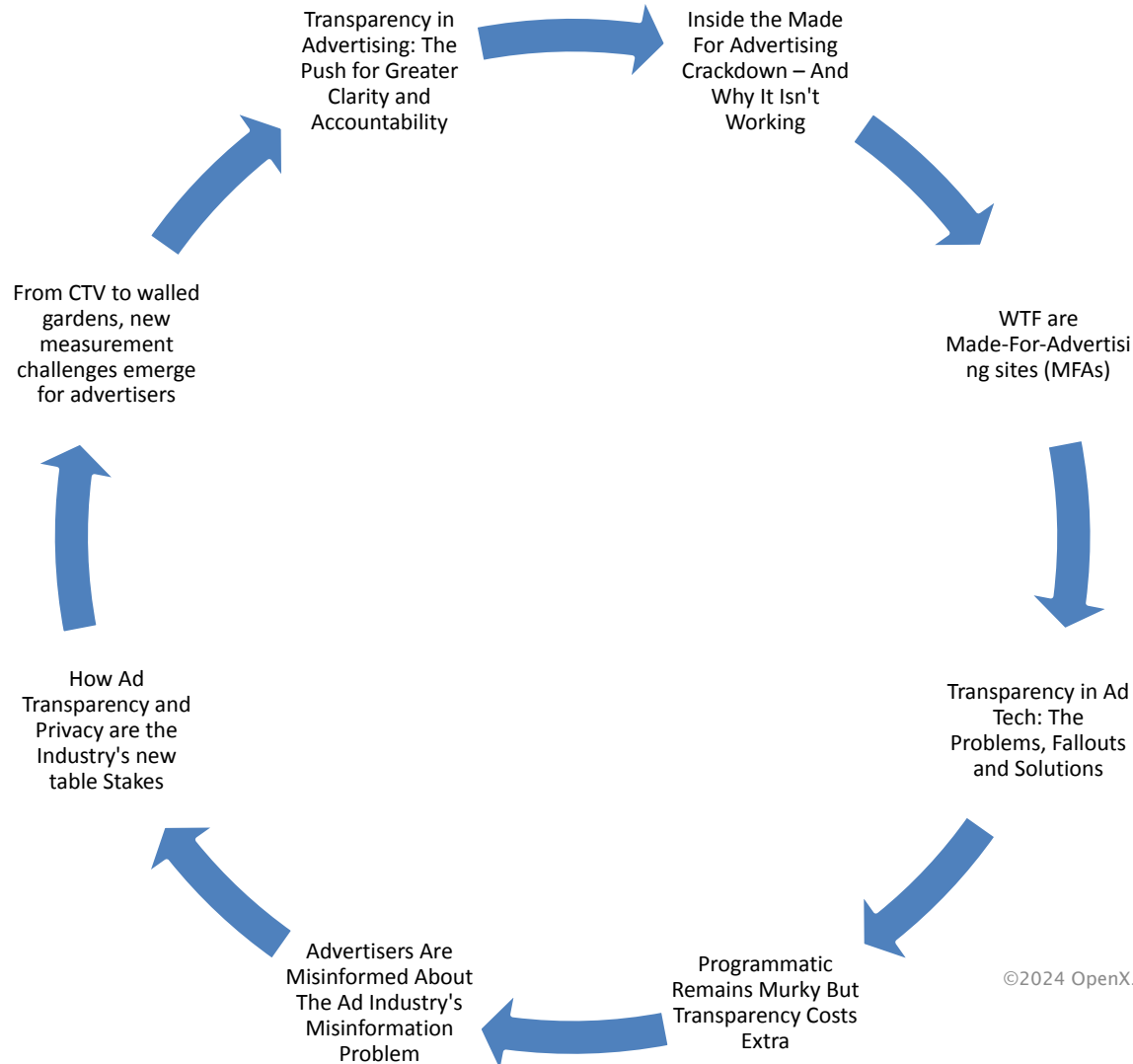


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SKYFORMANCE
MEDIA SERVICES PZ LLC

Challenges In Our Marketplace

In a World of Constant Noise, Clarity Is Rare - Simplifying complexity is now a competitive advantage.



Challenges In The Ad Tech Supply Chain

Fragmented supply paths have lead to a lack of control over bid strategies



Inefficiencies



Hidden Fees

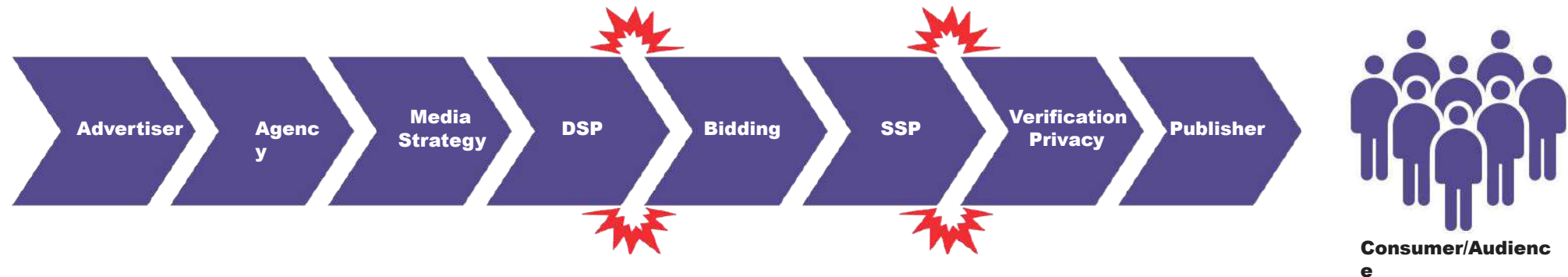


Limited



Transparency

Lack of **ROI**



AGENDA

1. **OpenX Deep-Dive**
2. **Deal Types & Curation Services**
3. **Measurement & Formats**
4. **SeenThis**
5. **Beta Results**
6. **Get Started**
7. **Appendix – CTV**

Why Partner With OpenX?

We are the leading independent omni-channel supply-side platform for transparency, sustainability, and data-driven inventory curation

Trusted & Transparent



As the patent holders of header bidding and one of only two SSPs **TAG certified** for transparency, we ensure you have access to the insights you need to **drive performance** and **make informed decisions**.

Premium & Quality



By activating through the OpenX platform, we ensure you're getting the fairest price on the exact inventory you're looking for with **high match rates** and **greater scale** on directly-sourced, premium publisher inventory (**excluding MFA domains**).

Future Proof & Addressable



Identify, reach and engage your target audience with the world's largest **independent supply-side** identity graph driven by **data-driven** inventory curation.

Sustainable



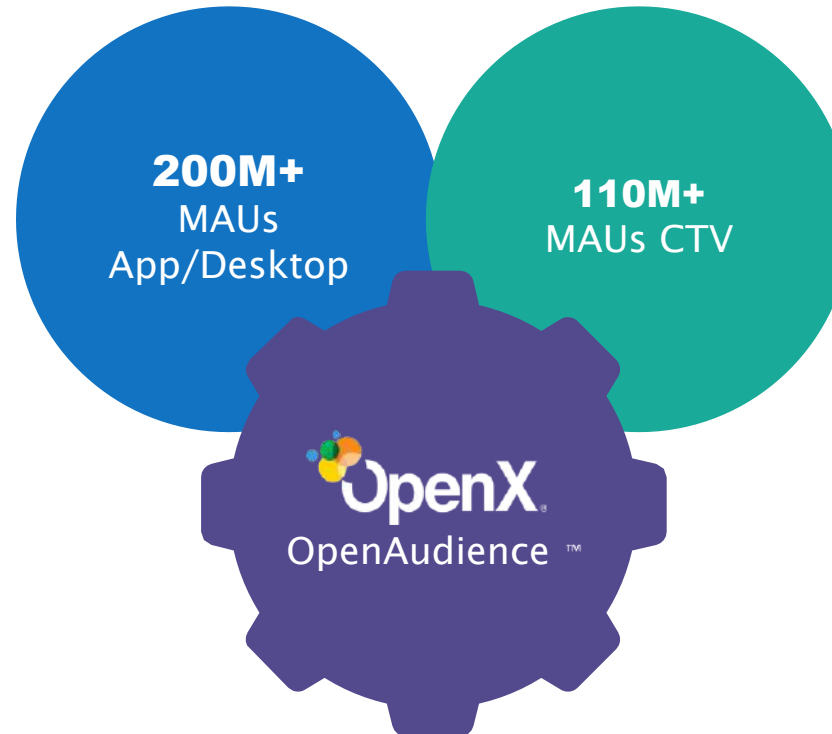
Reduce your carbon footprint with the first adtech company certified TM as **CarbonNeutral** and the **first Net-Zero** company (based on verified SBTi Net-Zero targets). **Offset emissions** further with green media buys.

Achieve greater scale and performance across brand-safe inventory with OpenAudience™

Precise Audience

Targeting Target new and existing customers rapidly with precision on our massive scale of premium supply across **display, app, video, and CTV** publishers

Data Interoperability Utilize your proprietary 1st party segments, publisher data, or unique 3rd party segments



Easy Activation

Omnichannel cross-device activation via a deal ID or curated deal libraries that can be run through a marketer's DSP of choice

Measurement and Optimization

Access log-level data via BIDS and view all OpenX transactions from the previous 14 days with 40+ data fields

Reduce fraud: MFAs

Key Characteristics include:

- > Have a high Ad-density-to-content
- > Rapidly auto-refresh ad placements
- > Have high levels of paid traffic sourcing, like social or display ad traffic (think 80, 90, or 100% percent of traffic coming from paid, non-organic sources)
- > Provide generic, non-editorial, templated, or otherwise low-quality content
- > Are designed poorly, usually using templates

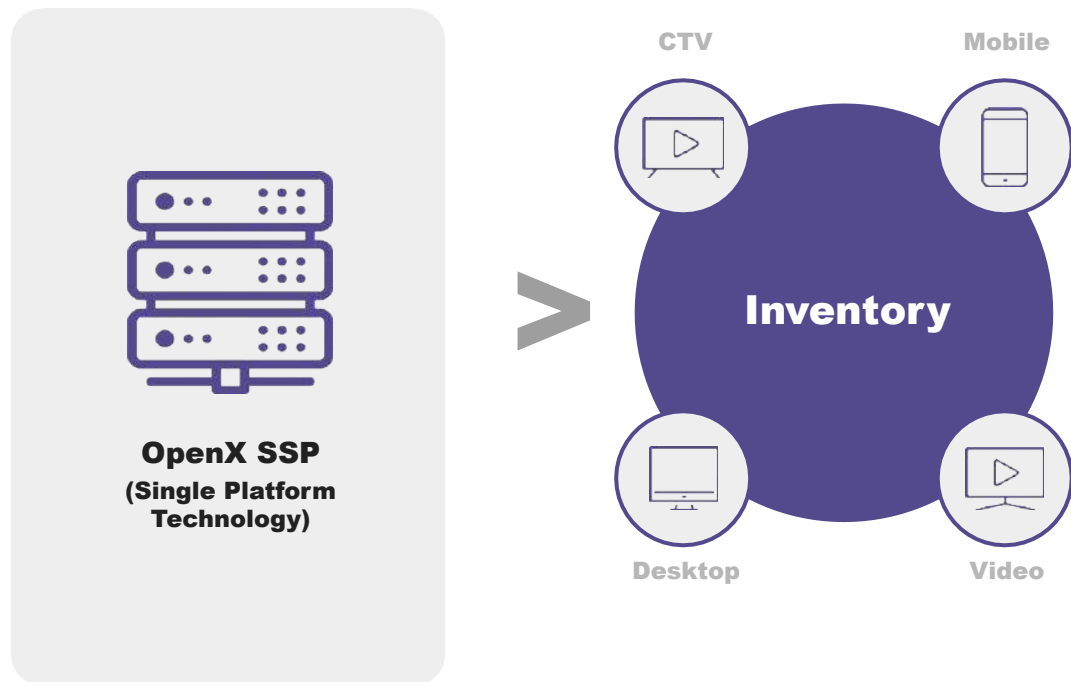
Clickbait style headline



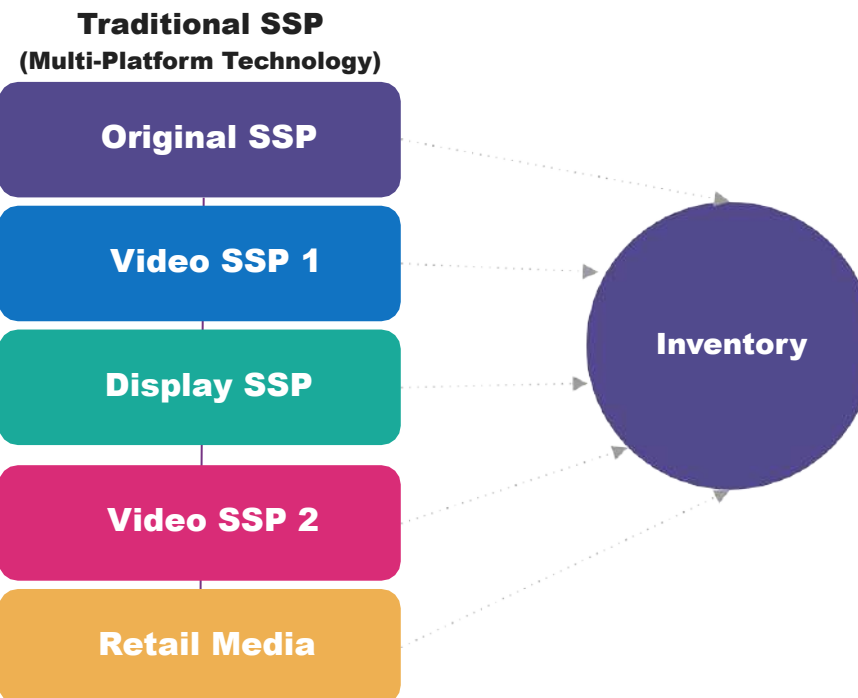
Steps taken to add to blocklist:

- > Domains registered anonymously
- > Above average percentage of traffic sourced from paid advertising means, e.g. Facebook
- > Content consistently not aligned with domains' names, e.g. celebrity photo galleries on a personal finance site
- > Ad stacking present when visiting a site via a paid link, whereas organic traffic typically has less ad density intentionally
- > Sites often copying content created elsewhere
- > Site operators' and authors' contact information typically missing
- > Privacy policies tending to show evidence of being copied from elsewhere without all necessary substitutions making it specific to the domain on which it's hosted

Increase Match Rates With A Unified Tech Stack



A unified tech stack allows DSPs to work with a single supply platform, **improving match rates and creating fewer hops.**



Most SSPs in the market while unified on the front-end are a combination of different pieces of technology. This leads to more hops as DSPs work to match multiple inventory sources, **increasing drop off and lowering match rates.**

Reach Your Sustainability Goals With OpenX

OpenX is the only Net-Zero supply-side platform

This means that simply by choosing OpenX you're reducing emissions for your programmatic campaigns.

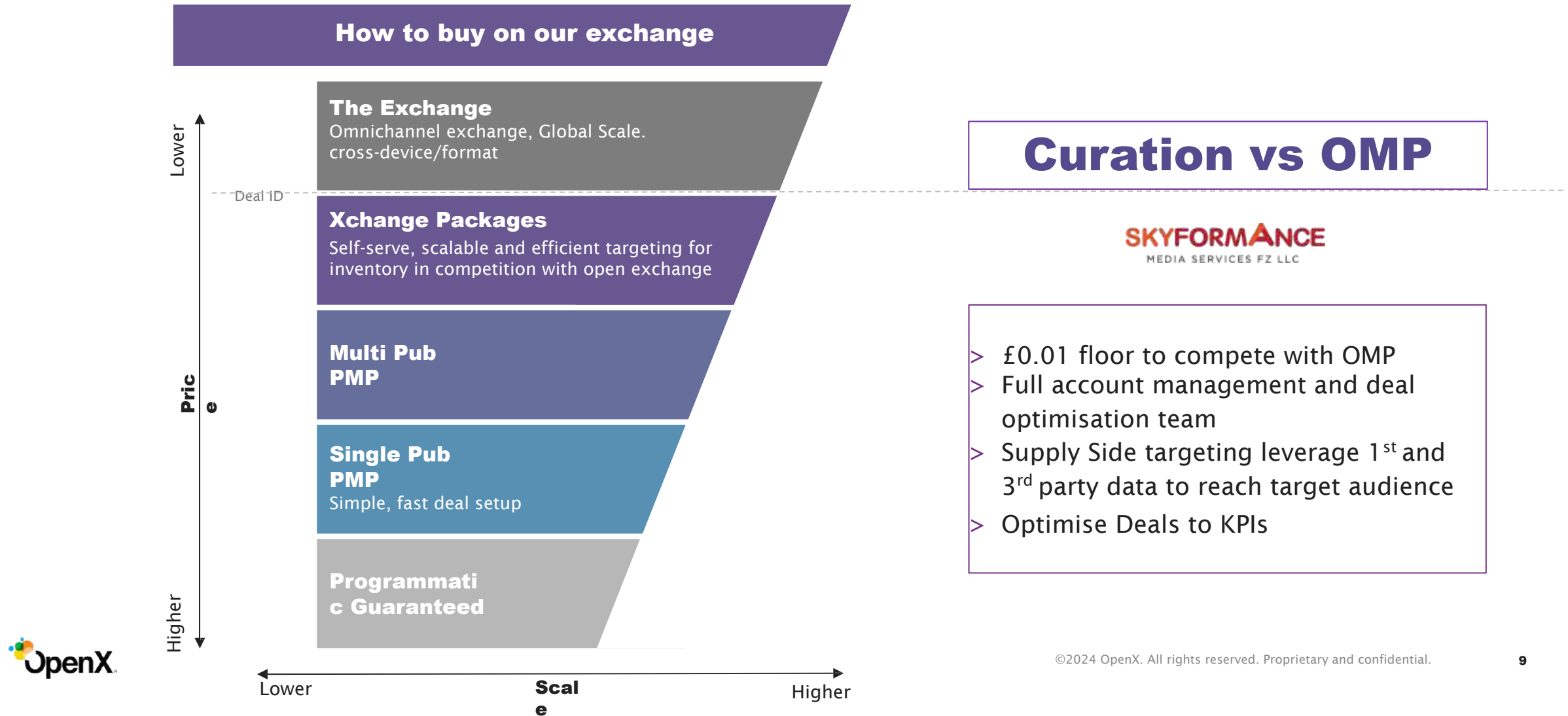
Innovative sustainable media options include:

- > Green Media Buys
- > Video by OpenX
- > Impact PMPs



Deal types

Easily reach your audience at scale across the open exchange or utilize a more targeted approach using data- driven and inventory- curated deals



Our Clients And Partners



Premium Publishers
150,000+ Domains/Apps



Brand/Agency Partnerships
200,000+ Partners



Agency Integration
Enabling 1P & Data Activation



Data-Platform Partners
250+ Partners



Differentiate Demand
75 DSP's



Leverage our Marketplace of Data, Measurement and Format Partners to achieve campaign goals



Audience attributes

including demographics, behavior, interests, purchase behavior, location, and more



Proprietary contextual or AI-based behavioral models

that leverage a website's content or predict where a user might visit next in cookieless environments



Identified attention metrics applied to your ideal audience to measure expected levels of engagement



Green media buys

that include offsets to minimize the environmental impact of campaigns

silverpush  captify  audigent 

crosspixel  SQUEEM  

 OpenX

Adelaide[®]
LUMEN[®]

 SCOPE3
 Cedara

With OpenX you can test and iterate on different targeting tactics to find what drives the best campaign performance without additional contracts or agreements

SeenThis: Technology Powering Unmatched Performance

Proven campaign performance

- ❖ Free creative build via **SeenThis** with campaigns that continue to outperform advertiser benchmarks.
- ❖ We've highlighted a snapshot of recent campaign performance below:



Campaign Type	Performance			A/B Test	Branding		
Benchmark	Static Banner	Static DCO	Rich Media	Video Display	Outstream	Instream	Social
Uplift	+24% Conversion rate	-29% CPC	-20% CPA	-26% CPV	-40% CPCV (10s)	-52% CPCV (10s)	-92% CPCV (10s)
Main driver	SeenThis video creatives are more engaging			Faster loading		Cheaper inventory	



Results By OpenX – Beta Test Results Are Strong

Leading graphic design software brand running an OLV deal, with a KPI to drive online conversions

- > A client reached out to OpenX for help after identifying that one of their deals was underperforming across all partners
- > After reviewing conversion reporting, our team identified a correlation between video clicks/engagement and conversions

Results after applying the model:

32x

Increase in
CTR

94%

Drop in
CPC

4.2x

Increase in
Average Play Time
In View w/ Audio

2.4x

Conversion
Rate

46%

Drop in
CPA

After applying the model, **OpenX drove the lowest CPA across the entire deal**, relative to the other 3 other leading SSPs on the plan

Seamlessly activate your campaigns with OpenX & Skyformance

Skyformance will handle the heavy-lifting of building the deal ID with all targeting added.

- ✓ **Send your campaign brief, with targeting needs and KPIs**
- ✓ **We'll research targeting tactics that best meet your campaign objectives**
- ✓ **Team will curate custom deal IDs**
- ✓ **Internal teams will QA the deals to ensure everything is functioning as it should**
- ✓ **We'll include bid guidance when sending over the deal IDS so there is no confusion on how to set them up**
- ✓ **Easily activate our turnkey curated packages to light up audiences around tentpole moments. ***Coming soon for MENA*****

All you'll need to do is **activate the deal ID** in your DSP of choice

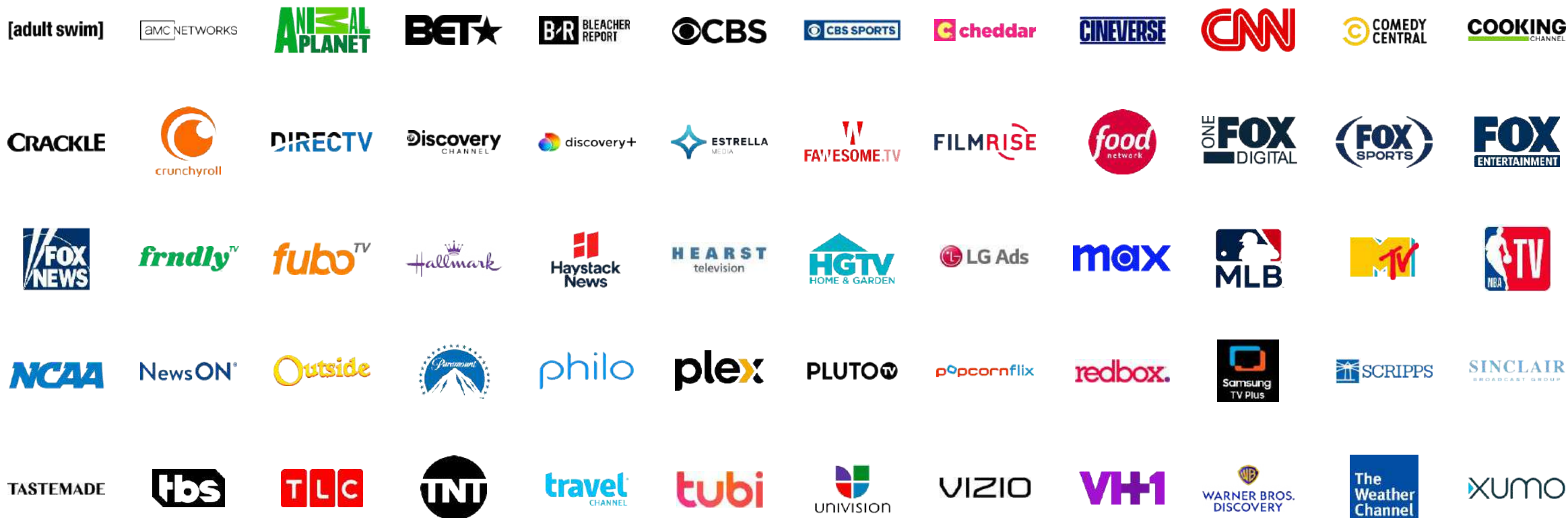
A hand holding a black remote control with a circular navigation pad and various buttons, pointing it towards a large television screen. The screen displays the 'TV by OpenX' logo. The background is a dimly lit room with a lamp and a plant visible on the left.

TV

by OpenX

Expect direct, premium, & brand-safe TV content

Direct CTV Integrations with some of the world's best storytellers



Reduce fraud in your TV inventory

Rated #1 for fraud-free inventory by Pixalate for CTV supply



	Roku			firetv			SAMSUNG		
	IVT	SSAI	Spoofing	IVT	SSAI	Spoofing	IVT	SSAI	Spoofing
OpenX	94	74	84	94	86	71	95	85	97
Index Exchange	64	78	58	96	76	85	-	-	-
Magnite	63	61	52	91	45	55	90	70	87
Xandr Monetize	47	41	44	75	53	44	73	58	66
Pubmatic	52	41	65	58	76	41	83	46	88
FreeWheel	88	77	70	93	69	70	93	80	94



See [Pixalate's Methodology](#)

Pixalate Q2 2023 CTV Supply Quality Report



**Thank
you**

