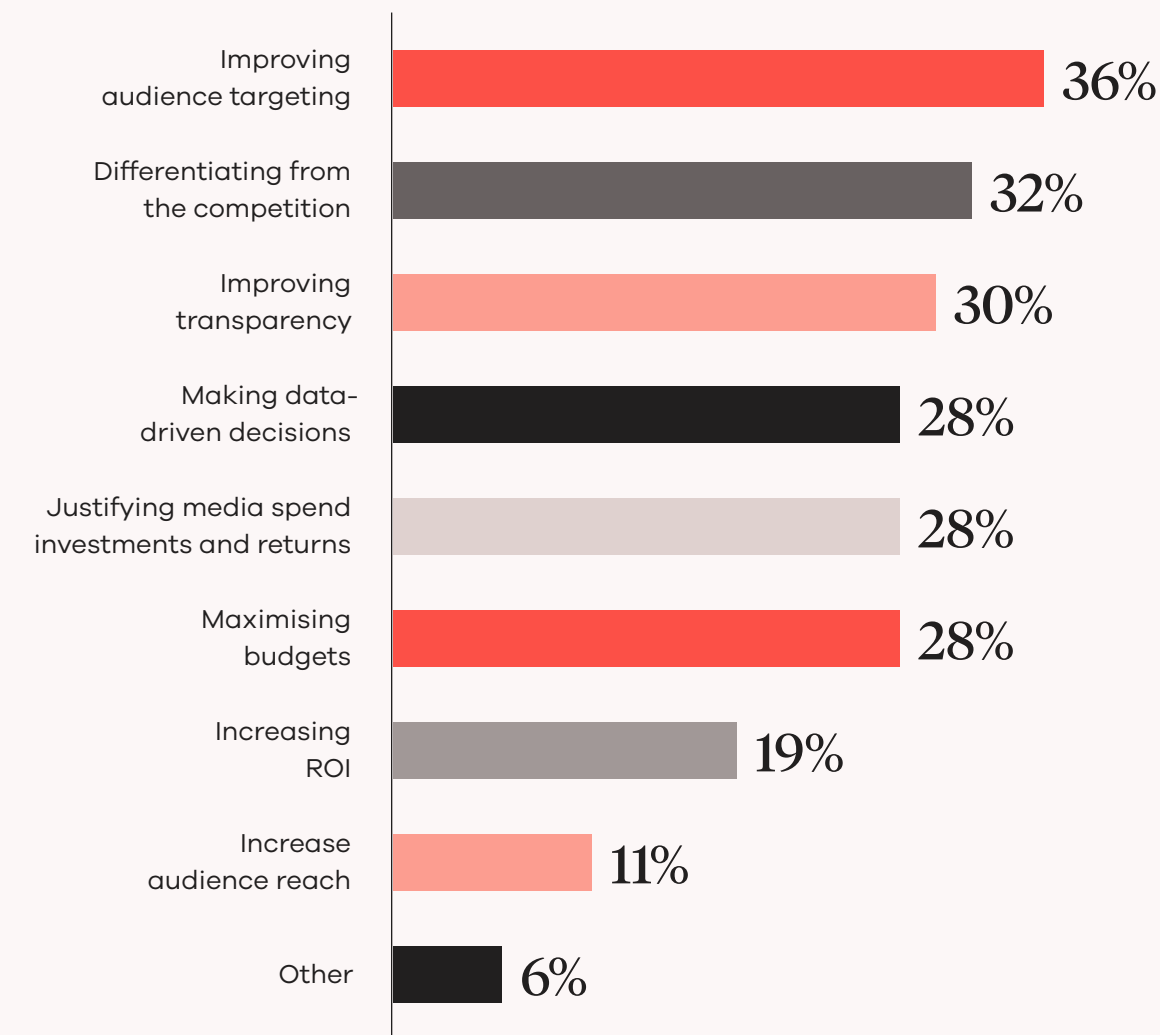


Programmatic Supply Strategies

In March 2021, Xandr in partnership with IAB Europe conducted an industry poll to understand the attitudes and behaviours to programmatic supply strategies.

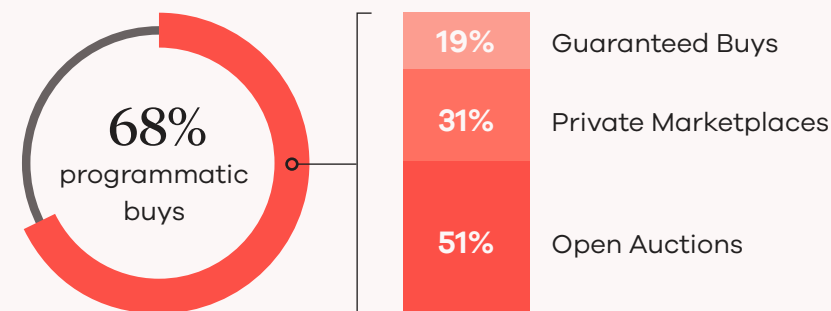
Primary Objective for 2021

The key objectives for the buy-side are to improve audience targeting, differentiate from the competition and improve transparency.



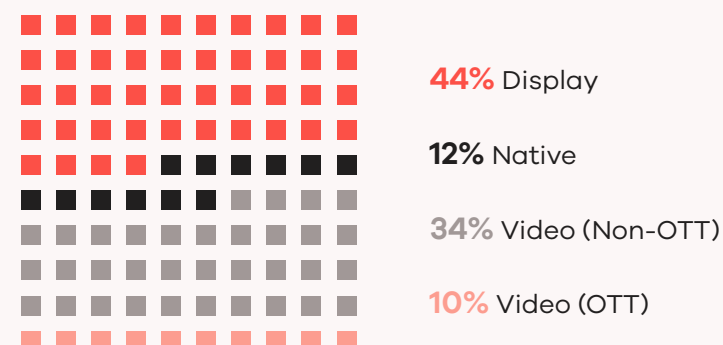
Media Budget Allocation

Most advertisers allocated their media spend to programmatic buys.



Media Allocation by Formats

Display remained the dominating programmatic buy for agencies and advertisers.



CTV Inventory

Buyers struggle to find the right content on CTV format.



- 48% Discovering and targeting the right content
- 45% Discovering and targeting the right context
- 40% Targeting brand safe and fraud free content

Supply Side Strategies

Driving spend towards performing inventory is one of goal of advertiser's supply strategy.

- #1 Making sure brands appear in trusted & premium environments.
- #2 Driving spend toward high-performing inventory.
- #3 Controlling the specific path to supply.

Post Third-Party Preparation

Contextual targeting and first-party data are the top preferred strategies for cookieless buying.

