

SUPPLY PATH OPTIMISATION (SPO) 101

What is SPO: SPO grew out of the rise of header bidding, which resulted in a dramatic increase in the number of “buying paths” associated with each ad impression. The goal of SPO is to give buyers the most effective way to access the inventory they care most about through buying paths that are transparent, direct, and low cost. This process helps buyers find partners who will deliver the best outcomes and lead to greater efficiency through spend consolidation.

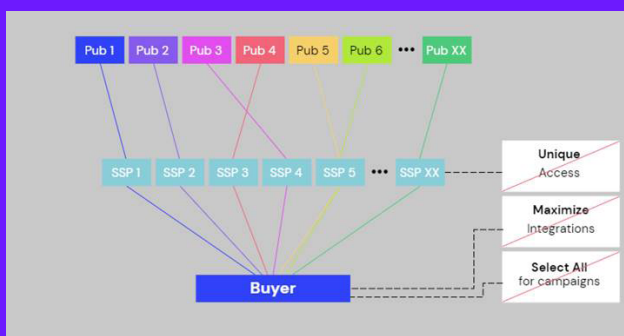
Who (who does SPO / DPO help / impact): SPO enables buyers to access the inventory that matters most to their business. Buyers can flip the challenges posed by the new supply dynamics into opportunities for better marketing and business outcomes. At the other end of the ecosystem, DPO enables publishers to understand how their inventory is being bought and by who.

Why the rise of SPO: SPO has elevated the importance for buyers to work closely with strong exchange partners to leverage their advanced tools and technologies in order to capitalise on new supply dynamics and control their buying paths. The goal of SPO is for buyers to access the most efficient inventory – consolidating around the buying paths that are low cost and transparent.

How: SPO is conducted through a simple audit and evaluation - an RFI process, enabling the buy-side to determine partners who drive value through their technology and service. There are different approaches to SPO. Buyers can leverage real-time algorithms from DSPs to make data-driven decisions or initiate a more strategic approach working with fewer SSP partners who can offer incremental value and incentives such as savings, operational efficiencies and transparency.

In The Beginning

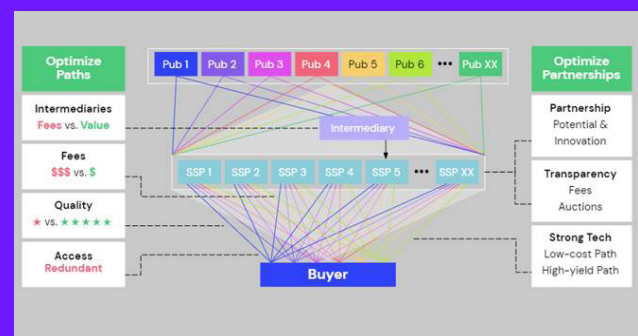
Maximise number of supply integrations.
Check “select all”



Graphic: Magnite

In a Header Bidding World

Maximise Supply Partnerships.
SPO is critical.



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