

SPO: A Buyer's Perspective

Magnite

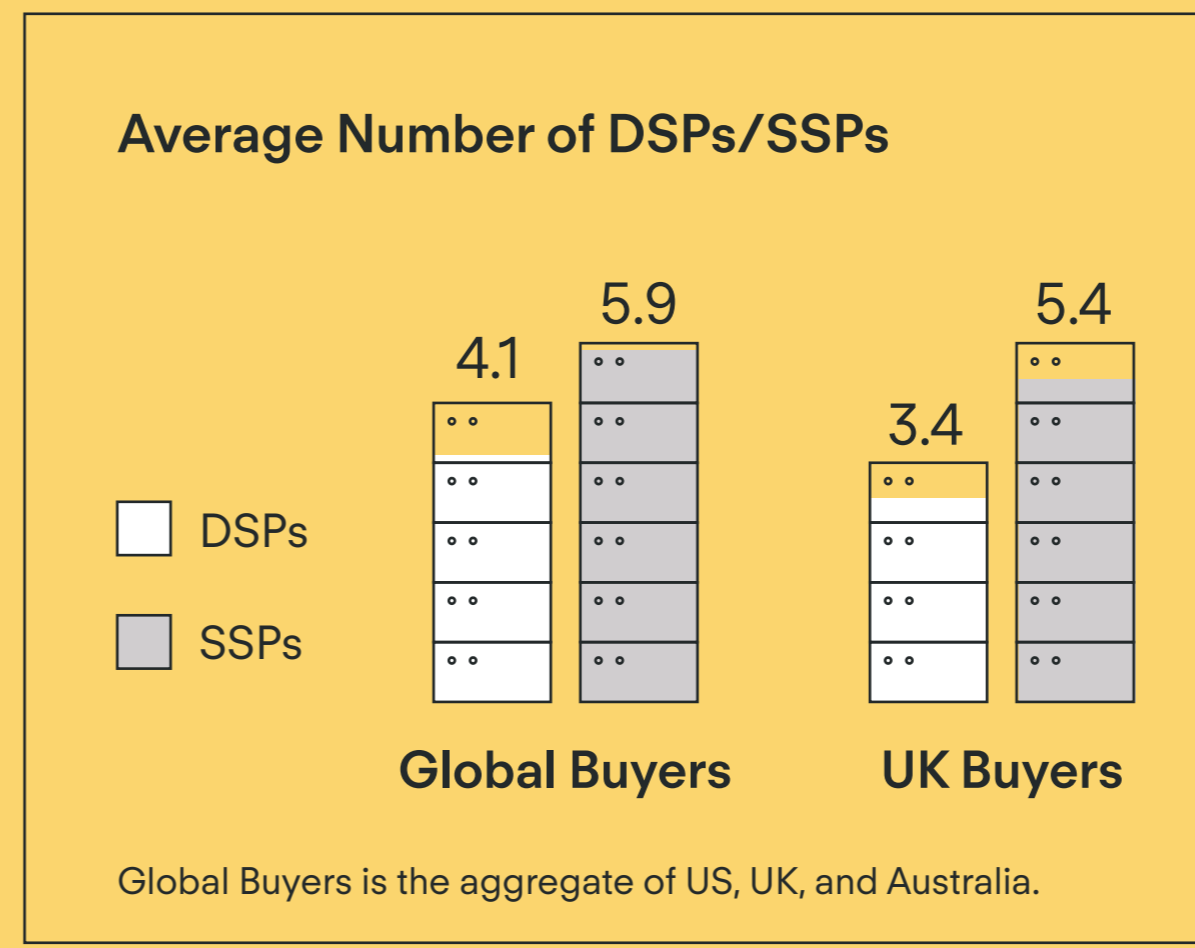
Understanding What's Important to Buyers Now and in the Future

Changes in supply dynamics are forcing advertisers to think differently about supply paths and consolidate partners, giving them greater control to drive better results. Magnite worked with *Advertiser Perceptions* to understand how advertisers in the US, UK and Australia are thinking about and using SPO.

SPO Means Fewer Partners and Greater Impact

With SPO in place, global and UK buyers work with an average of 4-6 partners and consolidation efforts are proving to be effective in delivering better outcomes, including reduced tech fees, duplicative supply, and lowered carbon emissions.

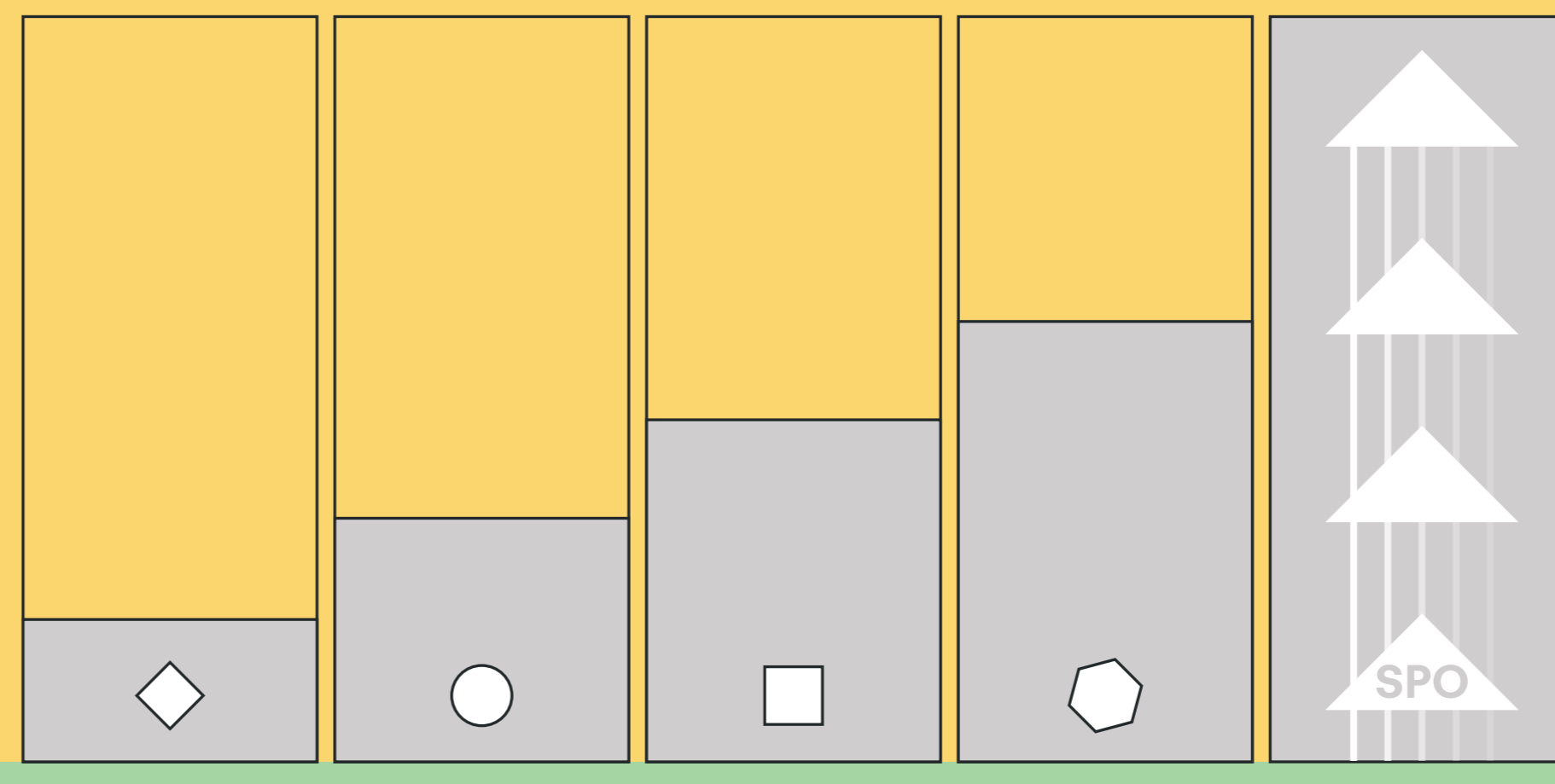
Q: How many DSPs has [your company/main client] worked with in the past 12 months to buy media?
Q: From which of these SSPs does your [company/main client] use a DSP to purchase inventory for the following media types?
Source: Magnite



Positive Impact

59% of UK advertisers say programmatic campaigns via SPO agreements deliver improved performance relative to those relying on other buying methods.

Base: UK Advertisers
Q: How much do you agree with the following statements? T2B
Source: Magnite



Transparency Is Key with SPO

UK advertisers prioritise targeted scale, media efficiencies, and brand safety when purchasing media through SPO.



Important factors for using SPO

Factor	Global Buyers	UK Buyers
Brand Safety	53%	41%
Media Efficiency	47%	41%
Scale Among Intended Target Audience	41%	49%

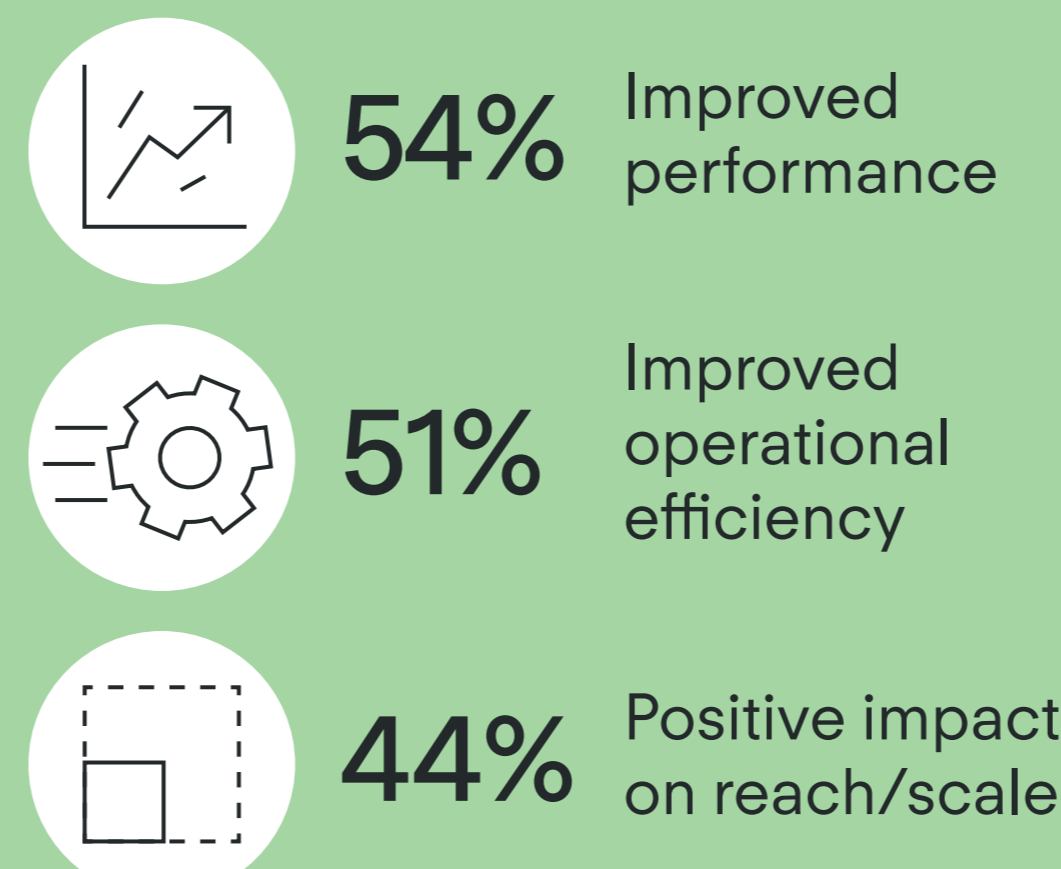
Global Buyers is the aggregate of US, UK, and Australia.
Q: What are the important factors your [main client/company] takes into consideration when purchasing digital advertising using supply path optimization (SPO)?
Source: Magnite

Giving Buyers More Control

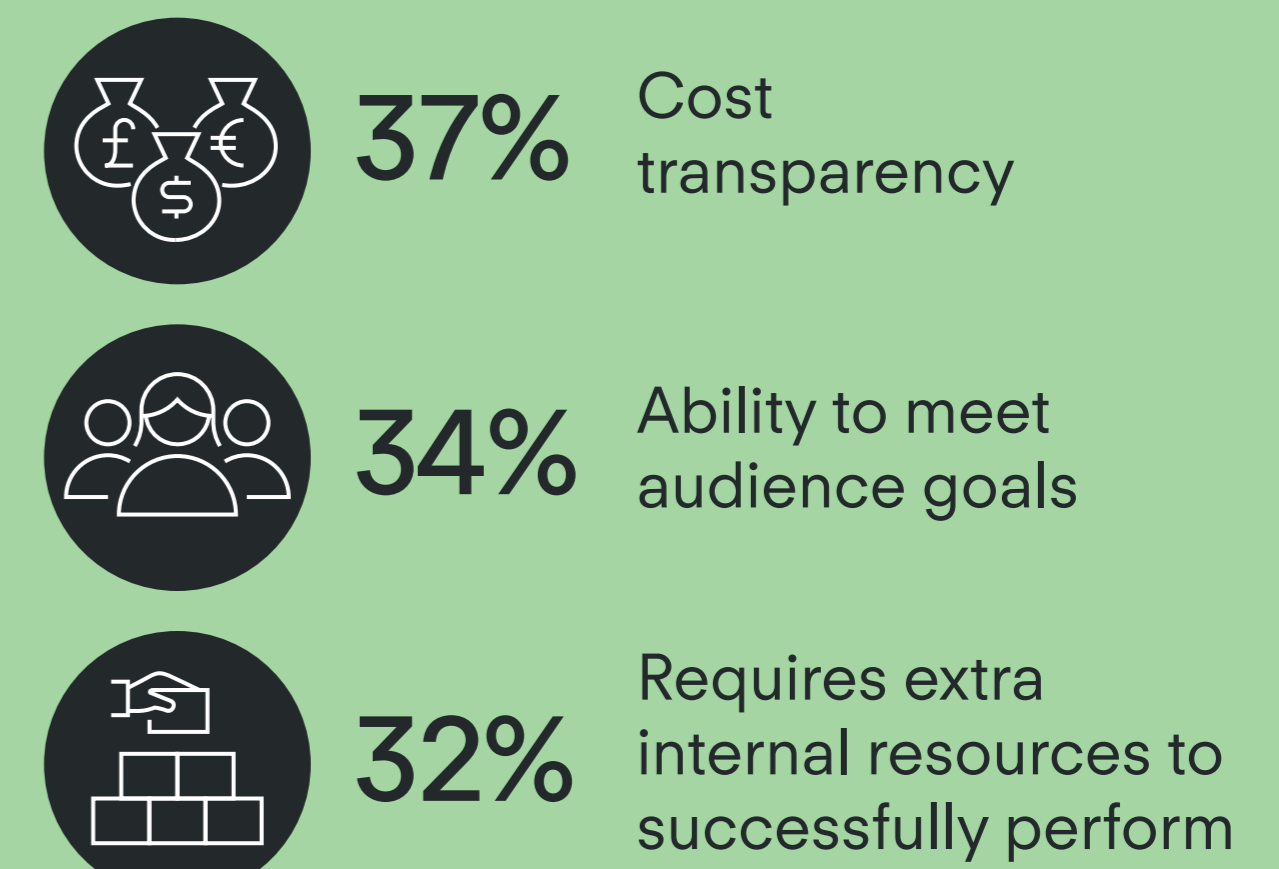
UK advertisers say SPO positively impacts performance, operations and scale, but feel they need a deeper view into costs, who their campaign will reach and a supportive partnership. Transparency in fees, quality of supply and audience, and bid stream fidelity provide advertisers with the control to orchestrate more efficient buys.

Q: What are the top benefits of supply path optimization (SPO)? Top 5
Q: What are the top challenges to supply path optimization (SPO)?
Source: Magnite

Top 3 Benefits

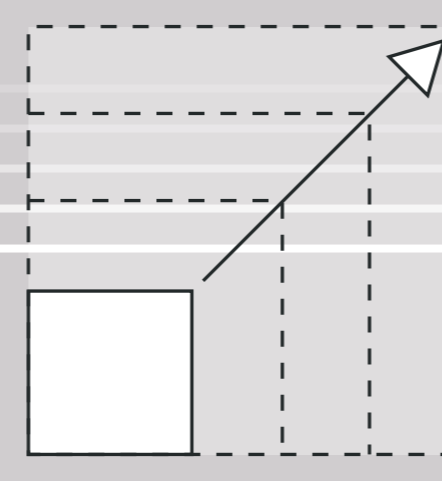


Top 3 Challenges

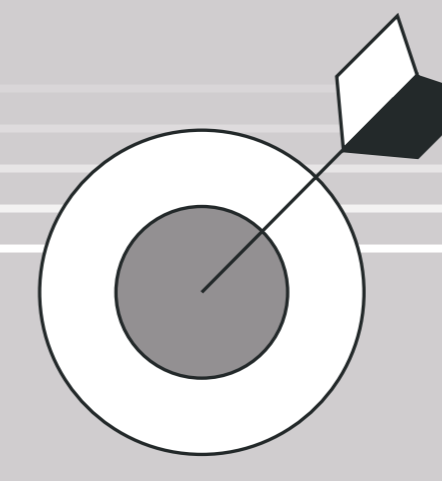


Drive Results with SPO

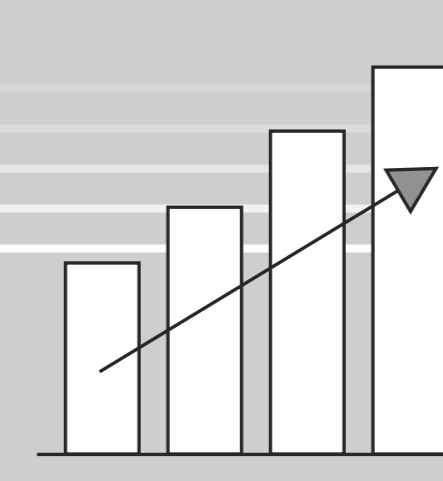
Focusing on quality supply paths over quantity is successful in delivering targeted scale and improving advertising.



Scale 56%
Equivalent or better audience reach through SPO agreements compared to other programmatic buying methods



Precision 71%
Advertising reaching intended audience through SPO agreements compared to other programmatic buying methods



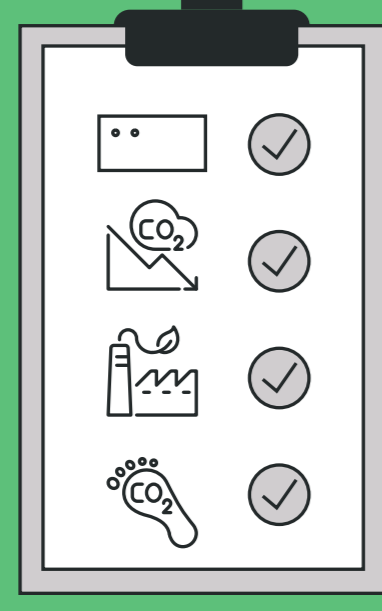
Productive 56%
Reducing the number of intermediaries and streamlining access to publishers' inventory has generally improved advertising

Base: UK Advertisers
Q: How much do you agree with the following statements? T2B
Source: Magnite

Companies Have Carbon Emissions or Sustainability Goals in Place

86% Global Advertisers
90% UK Advertisers

Global Buyers is the aggregate of US, UK, and Australia.
Q: Does your [company / main client] have carbon emission reduction goals or other environmental / sustainability related goals in place?
Source: Magnite



65% Marketing department has specific, measurable sustainability-related goals in place

Base: UK Advertisers
Q: You mentioned that your [company / main client] has carbon emission reduction goals or other environmental / sustainability related goals in place. How do they impact your marketing and advertising efforts?
Source: Magnite

SPO Contributes Toward Sustainability Goals

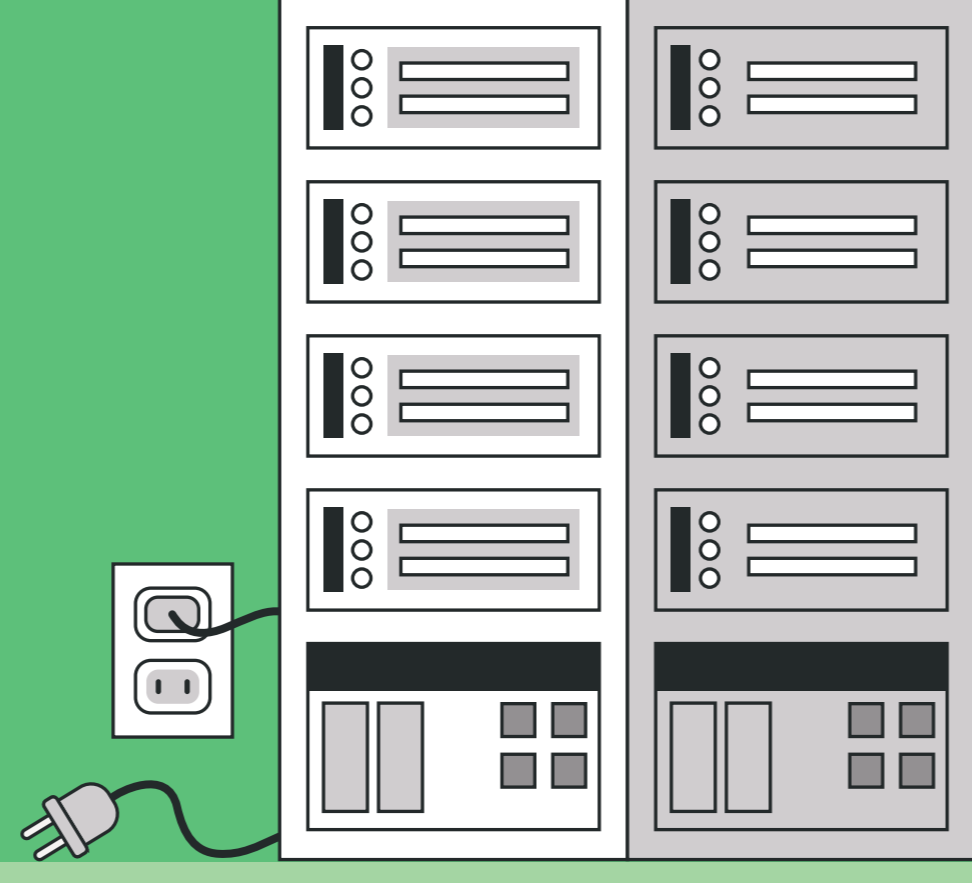
Companies are holding themselves accountable by having carbon emissions and other sustainability-related goals in place, with specific goals for marketing departments.



SPO Efforts Are Making a Difference

9% UK advertisers' average estimate of carbon reduction from SPO efforts

Q: What is your estimated carbon reduction from SPO activity for your [company/main client]?
Source: Magnite

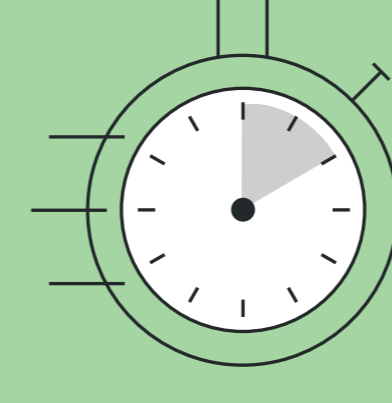


Future Expectations

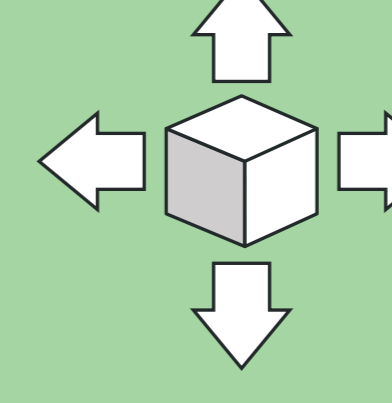
Looking ahead, UK advertisers will continue to focus on transparency with their supply partners.



Trust 61%
Want additional transparency throughout the supply chain



Efficiency 51%
Plan to further improve efficiency by consolidating more spend with fewer partners



Expansion 49%
Will consolidate more spend across geographies through existing supply partners

Q: What are your [main client's/company's] future expectations for supply partners that you have SPO agreements in place?
Source: Magnite

“Our expectations have broadened to include greater transparency into fees, inventory quality, and data insights.”
—UK Agency

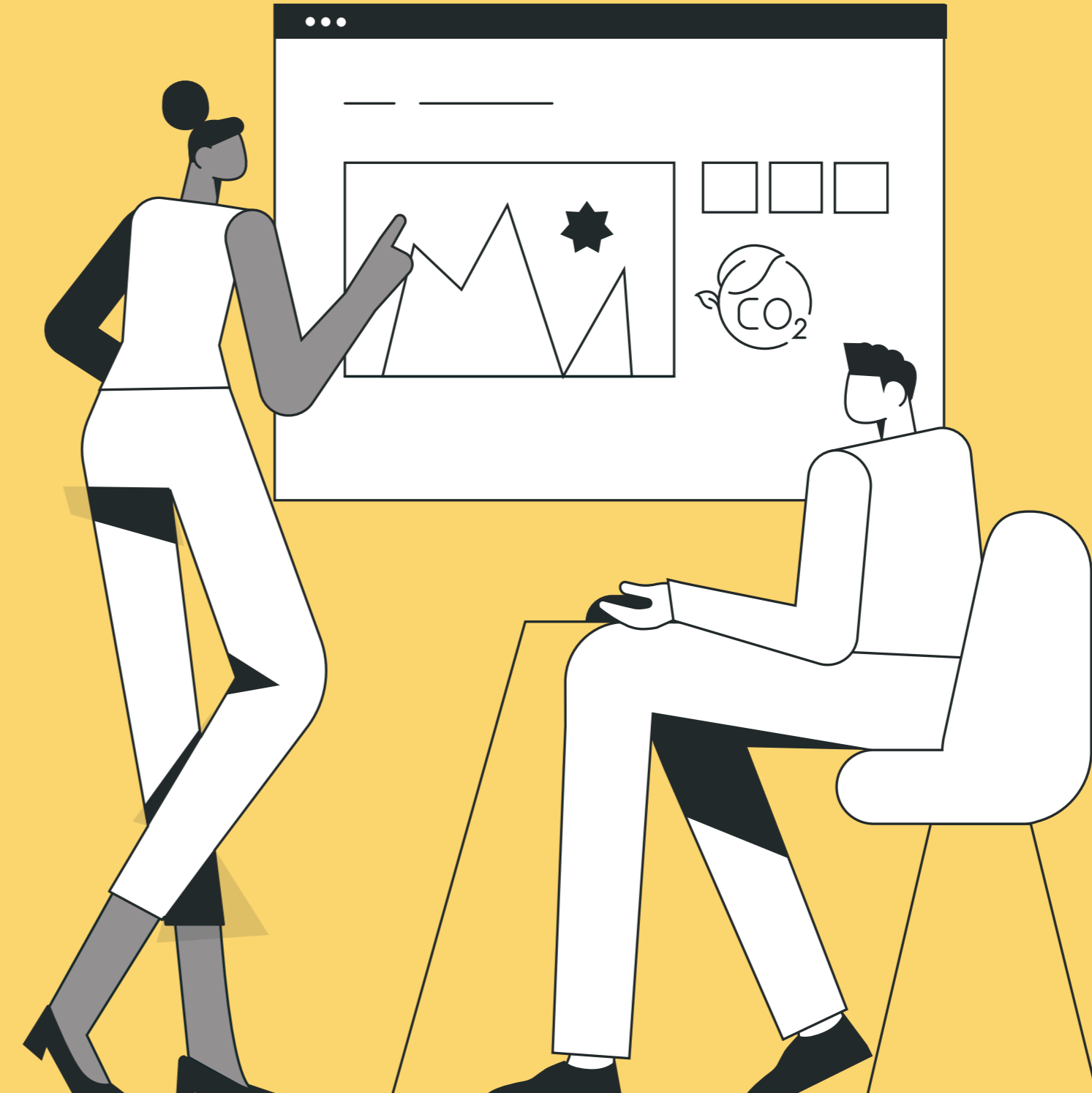
Magnite is the world's largest independent sell-side advertising company, ranked number one in supply coverage by *Jounce Media*, the industry leader in programmatic supply chain management.

Ask how we can help you with your SPO goals.

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Success with SPO involves making choices. It means working with fewer, quality supply partners, leading to more efficient and effective media buys.



Study Parameters
Online survey fielded March 2024 among 126 respondents, agencies and marketers, in the US, UK and Australia, 41 respondents in the UK. All respondents met the criteria of: Director level +, decision makers for programmatic, currently use SPO; Media involvement: Streaming (CTV), Display, Digital Video; Annual ad spend: US: \$1M+; AU: \$300K AUD; UK: 1EM+.

