



IAB Marketplace: Networks and Exchanges

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Marketer Questions for Your Ad Network or Exchange

Inventory

- Premium (guaranteed) or Non-Premium (remnant, preemptible) inventory?
- Spot market (bidded) vs. futures market (reserved inventory)?
- Safe for brands or direct response only?
- Control over content adjacency (blind versus site targeting)?
- How much reach can you offer on run of network basis?

Pricing

- Control of pricing for buyer and seller?
- Pricing models: CPM, CPC, CPL, CPA?

Targeting

- Contextual, behavioral, demographic, geographic, other?

Formats

- Banners, video, text, mobile?

Publisher types

- Long tail, mid tail, large sites
- Inventory from content sites and/or social media?

Publisher Questions For Your Ad Network or Exchange

Advertisers and campaigns

- How will you prevent channel conflict with my internal sales force?
- Who are your advertiser clients? What types of campaigns do you run?
- Do you offer site targeting, or publish/share your site list

Pricing

- Pricing models: CPM, CPC, CPL, CPA?
- What kind of eCPM can I expect for my inventory?
- How do you charge publishers for your services?

Yield Management

- How do I work with multiple ad networks and/or exchanges?
- Can yield management be automated/optimized?

Formats

- What formats can you sell (video, display, text)?

Control

- Can I review and prevent certain advertisers from showing up on my site?