

Opting for a DSP - What should you look for?

Choosing the right DSP provider is an important task, but it can be a little tricky. There are, however, some basic questions you should always keep in mind.

1. Will the technology fee and the actual media value be clearly separated?

You need to know the actual media spending to accurately determine your campaign KPI's.

2. Is the technology self-serviced or managed?

It's important that your provider can offer the proper solutions for your experience and time resources. Is there local support available? Integration and development support?

3. How much influence can you have on your ongoing campaigns?

Can you change the short-term campaign objectives, such as promotions or seasonal events, or define monthly goals? Does the DSP offer Multi-SSP frequency capping?

4. Where is your data stored?

Ideally, it should be located in Europe.

5. Which ad exchanges are connected, and what reach does the provider offer?

6. Is the inventory of high quality? Is the information transparent?

7. In which country are the servers located? Is this your target market?

A Bid Request must be answered in under 100 milliseconds, so a fast line is without doubt a key competitive advantage for advertisers.

8. How transparent are the campaign performance reports?

Placements and Verticals should be clearly visible.

9. Is the DSP integrated with a DMP?

Without a directly integrated DMP, you will have to find a separate DMP provider to collect, store and analyze data for campaign optimization.

10. Can the DSP target specific audience groups?

Is it possible to target people with a proven interest for sports or fashion? Without ready-to-use profile categories, reaching those audience segments might become quite complicated.

11. What media does the DSP cover?

Your provider should be able to buy Display, Video and Mobile.

