# *The Delta Platform*

### Vision

Delta Projects offers a unique complete platform for planning, execution and reporting of programmatic trading. Across the platform, data support that the unique choice of inventory (site, format, viewability, expected impact) and target group is to be bought at a price equal to its' value (or lower). We believe that all technology companies sharing our goals will eventually build a solution in which the DMP is leading and the DSP is confined to merely media access. As soon as this becomes apparent to the market, agencies will drop the strategy of multiple DSPs and go for a DMP with an integrated DSP.

### Opportunity

When adopting our platform, you are presented with a unique opportunity to outperform your competitors and scale up programmatic buying with the efficiency benefits presented. The platform assists your transition from traditional buying with our interfaces supporting the people with responsibilities in your organization, re-inventing existing business agreements with publishers as we make the "annual agreements" go programmatic. Advertisers are presented reports confirming the true power of online advertising, for example audience reports. This report will help you to better understand your target group, allowing you to make informed decisions.

In other words, this allows you to gain a competitive edge and attract new customers, maintain business agreements with local publishers, involve your organization and improve efficiency, decrease the cost of adserving and create new business opportunities applying data.
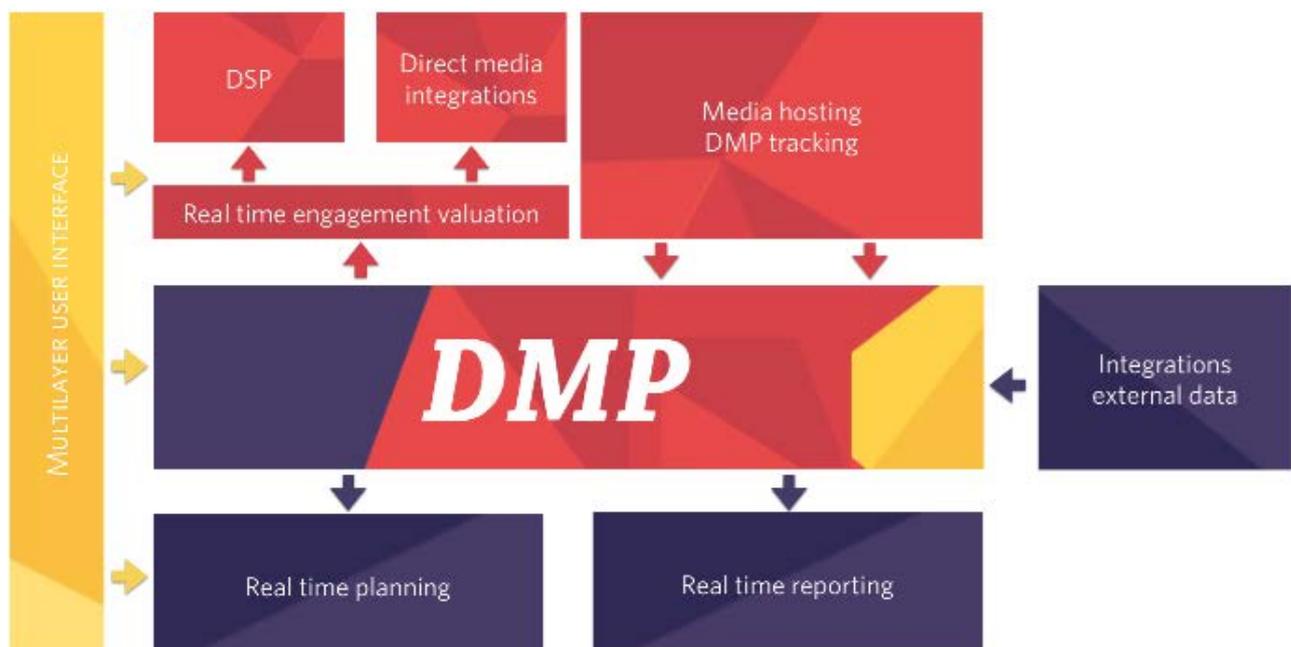
**DSP**

**The DSP – full access to programmatic media**
• Media access to the leading SSPs and Ad Exchanges for Display, Video and Mobile
• Intuituve, easy-to-use deal management system
• Built-in fraud detection and elimination of suspicious inventory
• Targeting capabilities, device and geo location
• Secure frequency goals and improve campaign reach through global frequency (across media) settings

**Direct media integrations**

**Direct media integrations – a mean for local differentiation**
Not all inventory is sold through SSP's and Ad Exchanges. Delta's Direct Media Integration hub offers differentiation for any agency who wants to:
• build unique local media offerings direct with new and existing clients
• get access to inventory that is not accesible through the SSPs and Ad Exchanges
• make use of existing business agreements with local publishers
• benefit from the targeting and optimization that programmatic buying offers to publishers who aren't programmatically enabled
• reduce your cost by eliminating tech intermediaries

**Real time engagement valuation**

**Real time engagement valuation - Information is power, in this case bidding power**
At Delta we recognize each browsers uniqueness, and through models predicting proper target groups we set and bid with the expected value ($) of an available impression in real time. Data such as historic performance of the combination of profile and website, viewability, timing, frequency are used amongst others. This methodology has over the years proven that Delta for each campaign can buy the proper impressions at the right price.

**Media hosting DMP tracking**

**DMP tracking and media hosting – decrease adserving cost and bring insight and trust into the online budgets**
Today, costly and yet very basic adserving systems have become common practice. We have a different opinion and we offer a solution made for the programmatic era. Lately the technology has changed but also the challenges in media buying. By offering a media file hosting service that operates just like an adserver but generates data to the DMP from traditional bookings as well as programmatic buying, we can report campaigns entire activity according to audience KPI's (such as impressions, reach, CTR etc.). This presents a true online alternative to traditional media channels building brand awareness. The data feed is not only used for reporting but also to auto-optimize the running campaigns.

**DMP**

**The DMP – we're about data driven campaigns**
Delta's DMP is the master of the campaign. It's in the DMP that we've built true intelligence. It's in the DMP where we process data to take proper decisions, either by machine or human. Our DMP communicates in real time with all our systems and is therefore constantly updated, ready to react and act on behalf of the DSP. The fullscale DMP is here today - it's not a future concept.

**Real time planning**     **Real time reporting**
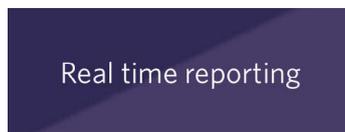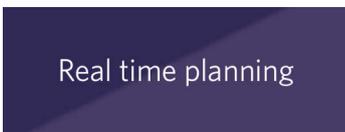
**Real time reporting and planning - be relevant**
There are two things that can destroy a great campaign's performance  At first, setting improper expectations, due to a shortage in information (such as prognosis data) will cause a bad start for any campaign. Secondly, denying ownership of the campaign to the trader, simply because insights and proper data are lacking to base his/her decisions on.

At Delta we believe that data should be available to the person who needs it at the moment he/she needs it. The planner needs a planning interface with data reports on the expected reach inventory and based on what he/she plans to buy. Many traders are fighting an unfair battle with their DSP's as they have the campaign responsibility but have to work with outdated statistics or are denied access to any relevant detailed statistics at all. Our real-time and drill-down reporting system cures this problem for once and for all.

**Integrations external data**

**Integrations external data – customize and consult**
External data sources can easily be integrated and imported to the DMP and then applied to targeting purposes or reporting. A frequently used example is integrating the advertisers' CRM system in campaign setups.

**Multilayer user interface**

**Multilayer user interfaces – get your organization to support and be part of your programmatic success**
We develop interfaces that are built for real-world users. By offering a multilayer interface, we establish a workflow from the initial planning of a campaign through the process of execution and reporting. Different staff members operate the platform but they all are presented with an interface matching their purposes and requirements.