



What's a PMP?

A Private Market Place, or a PMP, is an invitation-only marketplace where publishers offer advertisers to buy their inventory, often at a fixed price through a DSP. It's like a mix between open RTB and direct-buys on the programmatic market. The inventory offered via PMPs is often unavailable through open RTB, and is highly sought after. However, the general view that PMPs are the only way to buy brand safe inventory is wrong. A lot of big publishers are making their entire premium inventory available through open RTB. A PMP is a deal between a publisher and an advertiser – that's it.

For the publishers, this is just a way to sell their inventory. They can control which advertisers are allowed to buy and they can decide on a fixed price, ensuring they get what they think is appropriate for the placements. But there are some really nice perks of using PMPs for the buyers. When you move your pre-existing media deals into a PMP, or create new ones, a whole bunch of possibilities arise. First and foremost, you can start buying programmatically on those deals. That means what once was a fixed-price-fixed-placement type of deal will turn into a deal that can buy specific audiences and profiles, perform retargeting and optimize in real time. Also, when you put your deals into a PMP, you can merge that buying with your open RTB buying. This ensures top results in both your branding- and performance campaigns, since they are supporting each other through the same platform.

