

Introducing TripleLift's Evergreen Deals for Direct Display

Ensure your campaign's success by choosing from a menu of our most popular deals for Direct Display.

In a saturated digital market, it's hard to source display inventory in a way that impacts campaign goals.

That's why TripleLift has curated only the most direct, performant, and relevant inventory for you, leaving out the fluff from the auction — without sacrificing scale.



Access Direct, Quality Inventory

TripleLift has direct, 1:1 relationships with publishers. There are no resellers or subexchanges on TripleLift's platform, which gives you the most direct path to display.



Optimize at the Placement Level

TripleLift's deals for display offer platform-wide optimization at the placement level. Deals are refreshed on an ongoing basis so only the most performant placements will be aligned to your campaign.






Extend Media Dollars Further

TripleLift absorbs performance data costs when you activate our deals, meaning less cost for you versus leveraging targeting through your DSP.

Easily Activate

Let us know which deals will help you knock your goals out of the park, and we'll provide Evergreen Deals you can reuse across any display campaign.

Viewability

 IAS Integral Ad Science	50%	Select
 IAS Integral Ad Science	60%	Select
 IAS Integral Ad Science	70%	Select
MOAT	50%	Select
MOAT	60%	Select
MOAT	70%	Select



Did you know?

Deal spend is expected to surpass open exchange spend by 11% in 2020. Looks like 2020 is going to be the year of the deal!

Source:

[Emarketer https://content-na1.emarketer.com/private-marketplace-ad-spending-to-surpass-open-exchange-in-2020](https://content-na1.emarketer.com/private-marketplace-ad-spending-to-surpass-open-exchange-in-2020)

Contact your TripleLift representative,
or reach out to activate@triplelift.com to get started today.