

THE DIRECT EXCHANGE

What does it mean to be the No Waste, Brand Safe, Lowest Fraud, Omni-Channel, High Performance, Direct Exchange?

To us, it means building relationships directly with publishers, investing in respected partners and technologies and offering only the purest inventory.

For our advertisers directness delivers so much more.

NO WASTE

- TripleLift is the only top 20 SSP that does not resell inventory from any other programmatic exchange.
- Buying direct means: 4x higher win rates, 26% lower CPMs and 25% lower CPC when compared to media bought through an intermediary. (TripleLift Study)
- You can see how clean your partners are by checking their sellers.json and ads.txt files. Ours are the cleanest around.
- We have contracted directly with publishers for 100% of our inventory, so we are certain that you'll always have the most direct path to inventory.

BRAND SAFE

- TripleLift Dynamic Templating and Computer Vision Technologies ensure your creative is delivered perfectly, every time.
- We have contracted directly with publishers for 100% of our inventory, so we are certain our placements run in the best environments.
- We've partnered with NewsGuard to root out sites with low credibility.

LOWEST FRAUD

- We use WhiteOps to scan our inventory before the bid, so you'll know your impressions are being seen by actual people.
- Our video placements have 1/20th the fraud vs. the industry. (WhiteOps)
- When it comes to fraud, lower is better. Our Display fraud rate is 14X lower than industry average. (WhiteOps)
- Our native placements have 1/10th the fraud vs. the industry. (WhiteOps)
- Our invalid traffic rate (IVT) is 66% lower than the industry average. (MOAT)

OMNI-CHANNEL

- We deliver 35B+ impressions per day, across 4 product lines and 13 active formats. Every one of them directly sourced from publishers.
- We are the only supply source that is top 10 in Native (#2), Video (#2) and Display (#7). (Google DV360)
- We are the only exchange that has 4 types of integrations with every major DSP: Video, Native, Display and custom formats.
- We represent 87% of the publishers on the comScore 100.

HIGH PERFORMANCE

- TripleLift native ad formats have a 87% higher CTR than display benchmarks. (eMarketer)
- TripleLift video ads are 4x more efficient than our next closest competitor. (TripleLift Study)
- TripleLift Branded Video product has 38% higher brand recall than the industry benchmarks for outstream video. (Sticky)
- TripleLift Native formats provide brand lift 3x higher than industry average. (Nielsen)
- TripleLift Performance Deals can hit any of your KPIs -- from viewability to CTR to video completion rate.

Reach out to partners@triplelift.com to see for yourself how much your campaigns can benefit from the world's No Waste, Brand Safe, Lowest Fraud, Omni-Channel, High Performance, Direct Exchange.

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