

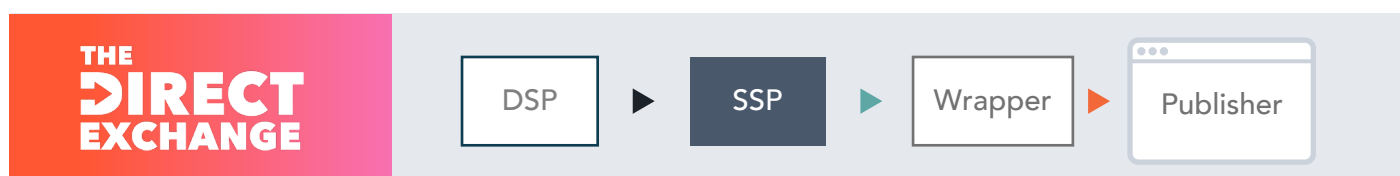
Simplifying the Path to Supply Through Directness

Background & Goal

It's said that 15% of programmatic spend is unaccounted for due to duplication and redundancy¹. We theorized that most, if not all, of that 15% could be found by inspecting the supply sources. To that end, we tested the difference between direct and intermediary exchange routes and were surprised by the results. Not only did we find the missing 15%, but we unlocked an additional 8% of spend.

Methodology

In order to test this theory, we conducted an A/B test to measure performance across two buying channels - one direct, and one through an intermediary exchange - to demonstrate the quantitative impact of removing additional hops in the supply chain.

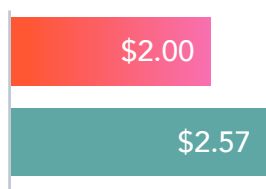


Intermediary Exchange

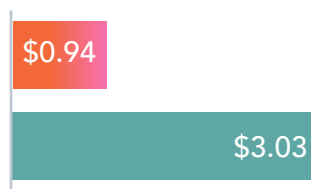


Results

The direct exchange performance far exceeded its intermediary counterpart. 14MM more impressions were served through the direct exchange, equating to \$28,000 in savings. With the direct CPM beating the intermediary by 23%, we can confidently conclude that the elusive 15% of the missing working media dollars has been accounted for, and then some!



-23% CPM
Direct vs. Intermediary



-69% CPC
Direct vs. Intermediary



+14MM
Impressions on
2.2B less bids



3.8x
Higher **Win Rate**
when buying direct

¹ Marketing Dive: 15% of programmatic ad spend disappears in the supply chain, study says, 2020

Interested in exploring how TripleLift can bridge the 15% missing spend gap?
Contact your TripleLift representative for more information.