365 Digital launches programmatic Private Marketplace

South African publisher solutions business 365 Digital has launched its premium programmatic Private Marketplace.

A Private Marketplace (PMP) is where private, invitation-only digital advertising deals are bought and sold programmatically over a curated list of premium websites. A PMP is a tool specifically found in the programmatic space; a type of buying mechanic allowing specific deal types to be transacted without the hassles of signing Insertion Orders.

A PMP is the answer to running programmatic campaigns transparently, efficiently and cost effectively in brand safe environments. Deliberately built with only premium South African inventory, the 365 PMP was crafted using a very strict curation process.

A few of the properties in the 365 PMP include:

- Sharenet
- Justmoney
- Shazam
- iAfrica
- 947
- Food-Blog
- EWN
- KFM

As the PMP grows, more premium sites will be added but only if they meet the stringent standards for premium

classification. Currently, there are several sites being vetted which, should they crack the nod, will appear on the PMP in August or early September 2017.

Buying media via the 365 PMP:

Premium inventory can be bought by agencies, trading desks and programmatic advertisers in the following ways through any recognised Demand Side Platform (DSP):

- Guaranteed deals:

This is a pre-negotiated fixed price deal between publisher and advertiser for a **guaranteed number** of impressions. Inventory can be bought across specific sites, verticals or for all the sites in the PMP. Advertisers can overlay 1st party audience data or purchase audience data from within the PMP. Deal IDs will be created and sent to buyers to allow access to the inventory.

- Preferred deals:

Here we arrange a pre-negotiated fixed CPM price deal between publisher and advertiser for **a variable number** of impressions. These deals are based on a RTB (Real-Time Bidding) basis within the private auction. Again, specific sites can be targeted or verticals or all the sites in the PMP. First or third party data can be used and a deal ID will be sent to buyers. Preferred deals do not guarantee impressions but still get priority and exclusive access to inventory over the open exchange.

- Private Auction:

This is a private or invitation-only auction between select publishers and buyers with a pre-negotiated price floor. These deals types are similar to open exchange buys, but instead of competing with thousands of buyers for impressions, buyers are selected to participate in the auction at the publisher's discretion. Deals are executed programmatically via RTB (Real-Time Bidding). Inventory will be dependent on bids won and all data overlays are still allowed.

It's important to note that while the PMP is built to make premium inventory available programmatically, the inventory is also still available on a traditional IO basis.

If agencies or brands don't have programmatic capabilities, Mark1 Media, the sister company of 365 Digital is able to facilitate this.

Whether publishers want to increase their revenue or agencies and advertisers wanting to buy premium inventory programmatically, the 365 Digital PMP is open for business and looking forward to growing this space in South Africa.

For more information contact 365 Digital: info@365digital.co.za

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365 Digital

Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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