

2019 Programmatic Advertising Ecosystem Netherlands

Content Providers

Advertisers



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Agencies

An advertising agency or media agency is a service business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. (source: Wikipedia)

Agency Trading Desks

The specialised arms of larger media buying agency groups that use either proprietary technology or a demand side platform (DSP) to buy and optimise media and audiences, often in real time, on ad exchanges, ad networks, sell side platforms (SSPs) and other available inventory sources they are connected with.

Buying Technologies

Technology platforms focused on the automation of media buying for agencies, trading desks and advertisers. Buying solutions are connected with many different inventory sources such as ad exchanges, ad networks and sell side platforms (SSPs). They offer benefits such as workflow simplification, integrated reporting, algorithmic media buying, creative optimisation, data management and Real-Time Bidding (RTB) capabilities.

Data Providers & Technologies

Data providers collect, compile and sell (anonymous) data on (online) consumers. The data management platforms manage, protect and collect the data from different online and offline sources and turn it into actionable information that can be used by buyers and sellers.

Delivery Systems, Tools, Analytics, Verification & Privacy

Delivery systems, tools and analytics are the technologies that provide specific features to the advertising ecosystem. They ensure different types of ads are served, measured & validated, provide safety and privacy features to advertisers and content providers, offer unique targeting methods for advertising campaigns, provide simplified tag management or billing support.

Exchanges

Technology platforms and marketplaces that connect supply and demand and facilitate the connection in between. They automate the buying and selling of online media in real-time and are often enhanced by specific buy or sell side features.

Sales Houses & Ad Networks

An outsourced capability to advertisers, agencies and content providers to sell and buy media. Sales Houses often work on an exclusive basis for content providers, selling both standard and customized advertising to advertisers and agencies. Ad networks may have a general approach or specialise in a certain area such as retargeting, audience targeting, mobile, video or affiliate marketing.

Selling Technologies

Technology platforms focused on enabling media owners to automate the selling of online media in real-time and maximizing their revenue. They offer an efficient, automated and secure way to tap into the different sources of demand that are available, manage yields and provide insight into the various revenue streams and audiences.

