

How Sell-Side Decisioning is Reshaping Programmatic Advertising

Index⁷
Exchange

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INDEX EXCHANGE

Let's start with a story.

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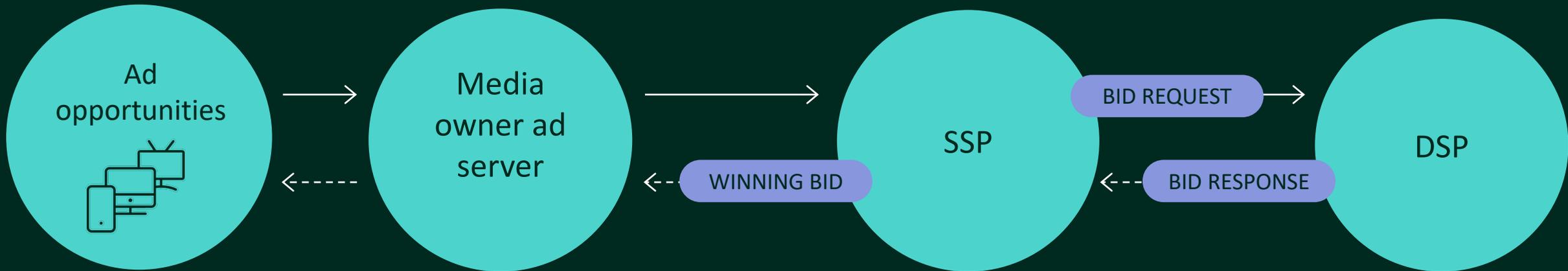
About Index Exchange



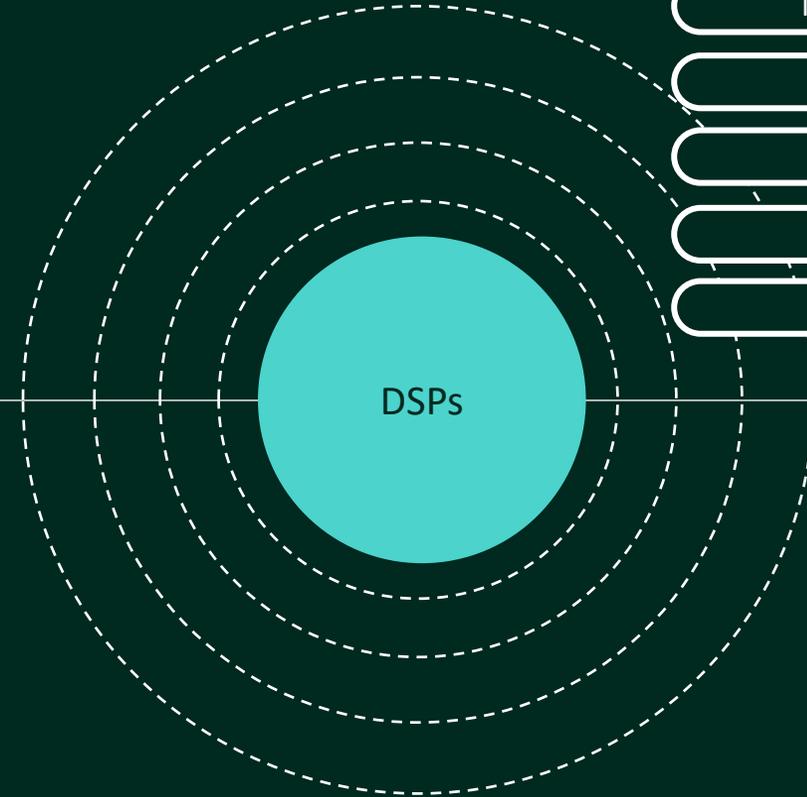
16
Offices

9
Datacenters

500 billion
Publisher requests daily



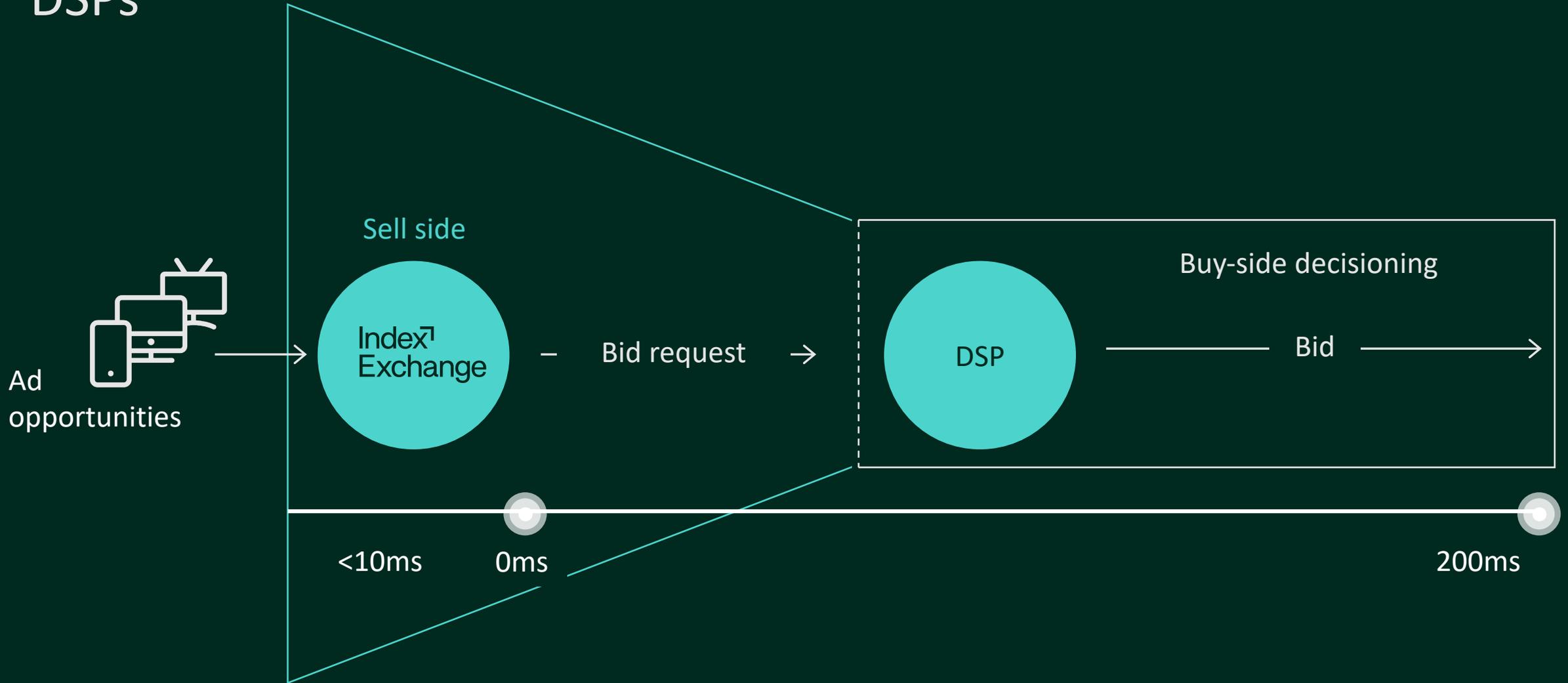
Programmatic evolved by layering capabilities within the DSP

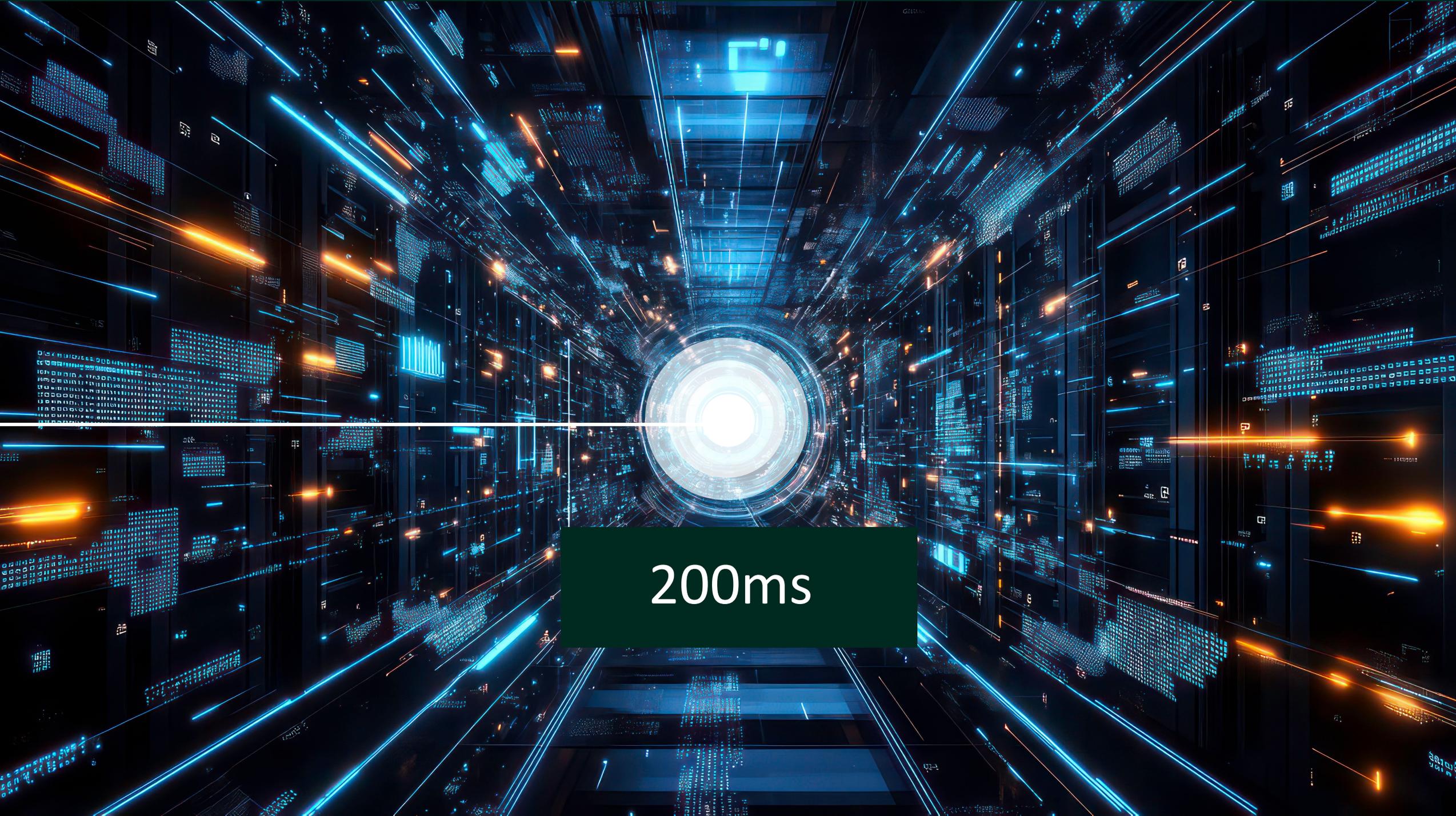


+ Places bid

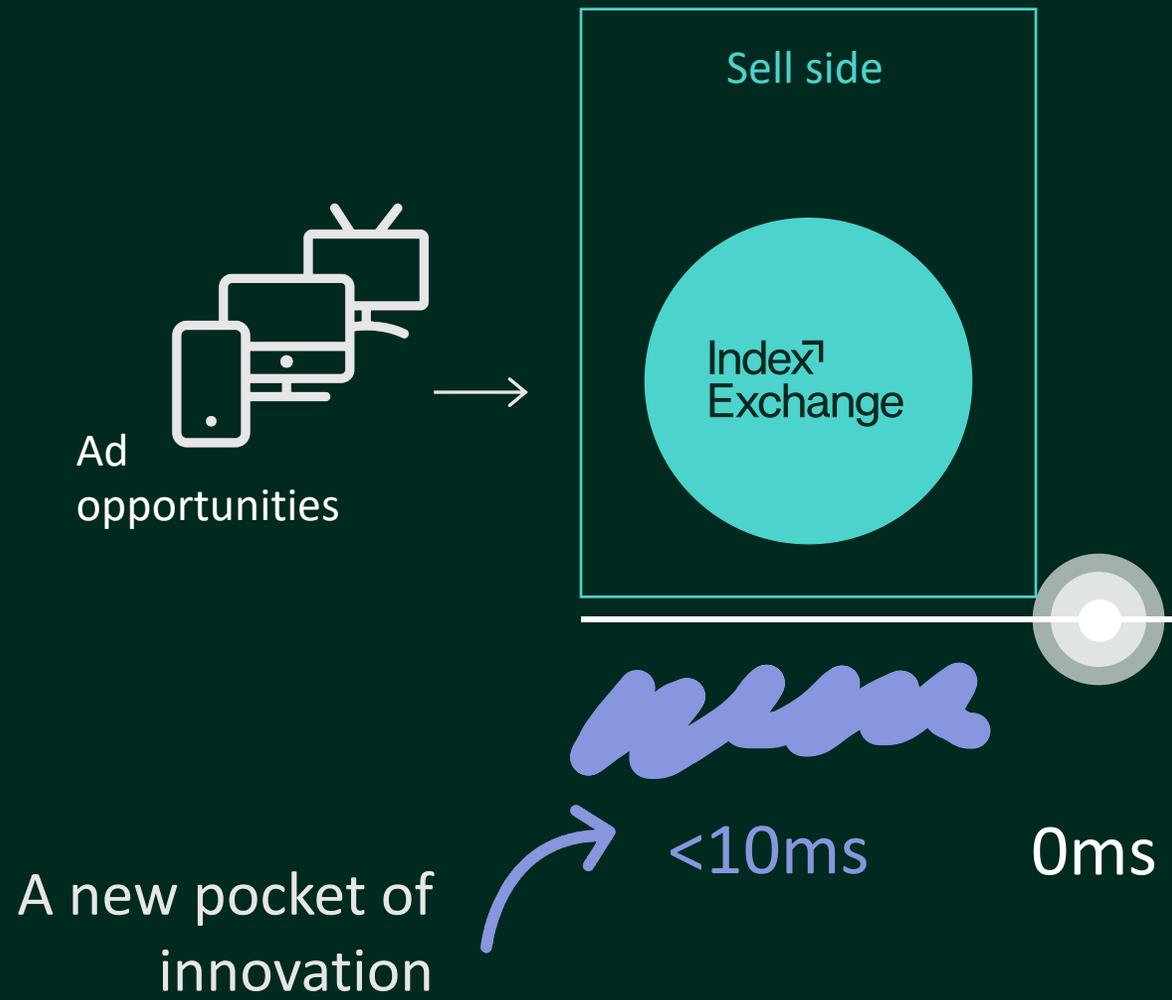
- Targeting / data
- Brand suitability
- Inventory selection
- Performance
- Creative
- Verification
- Attribution

Whereas the sell side focused on handling scale and funnelling to DSPs

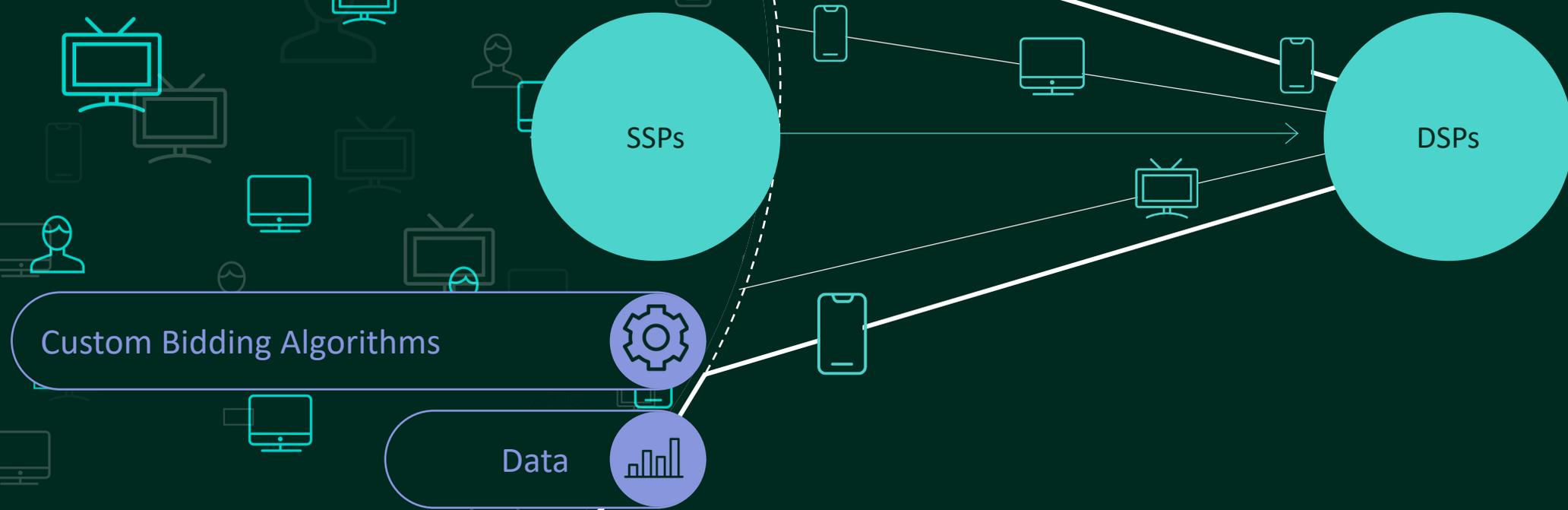




200ms



More data = More to decision



How different entities can leverage this



Data activation platforms



Commerce media networks

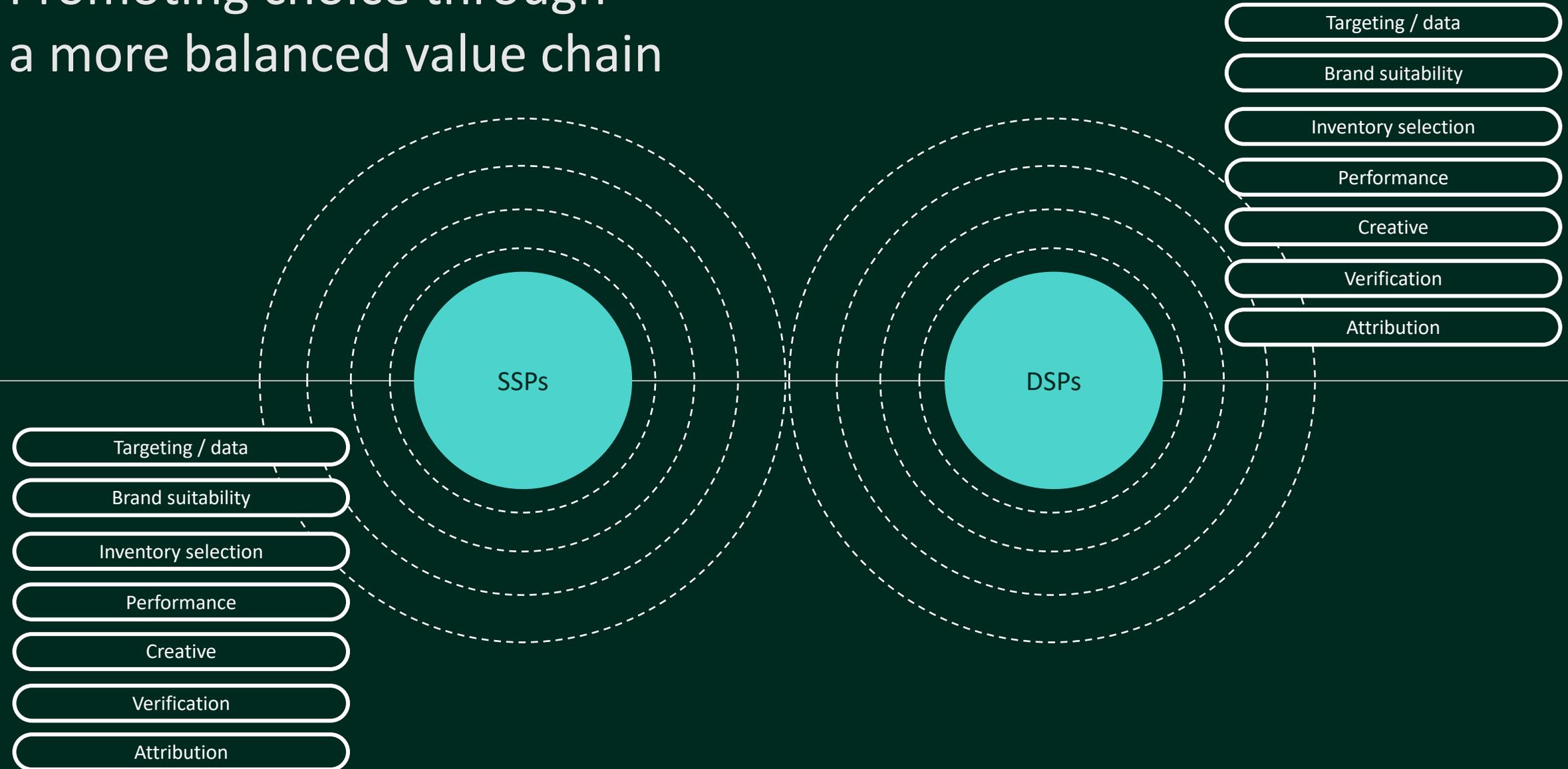


Media agencies

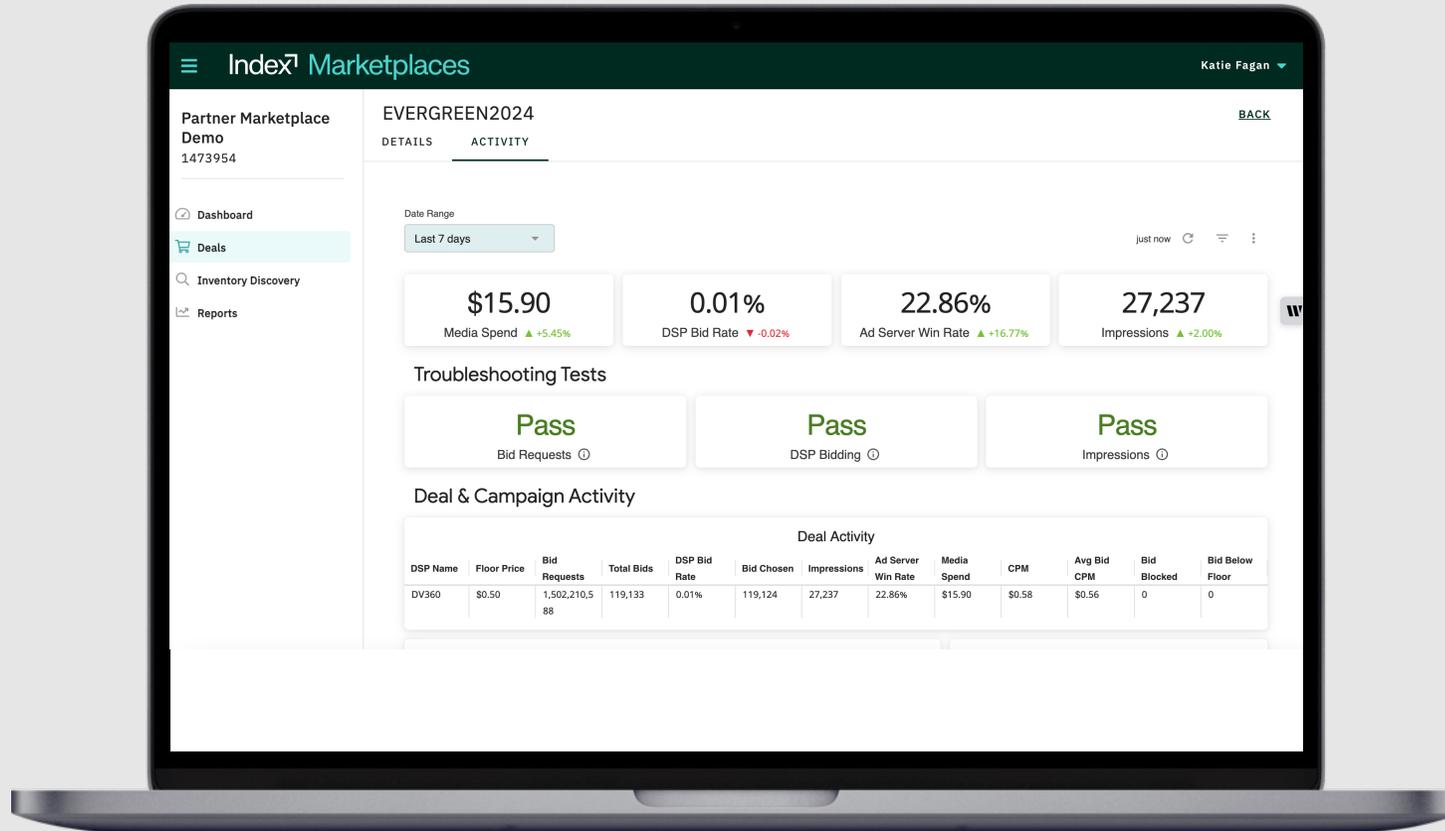


AI Companies

Promoting choice through a more balanced value chain



A unified, easy-to-navigate platform for sell-side decisioning.



Instant access to the highest quality, omnichannel supply. Tap integrations to over 3,000 trusted media owners across all formats. No dev work required.



Intuitive self-serve UI. Your one-stop-shop for creating, monitoring, and optimizing deals.



Powerful curation capabilities. Curate against 20+ targeting dimensions.



Transparent reporting. Get end-to-end visibility into everything from bid performance to billing.

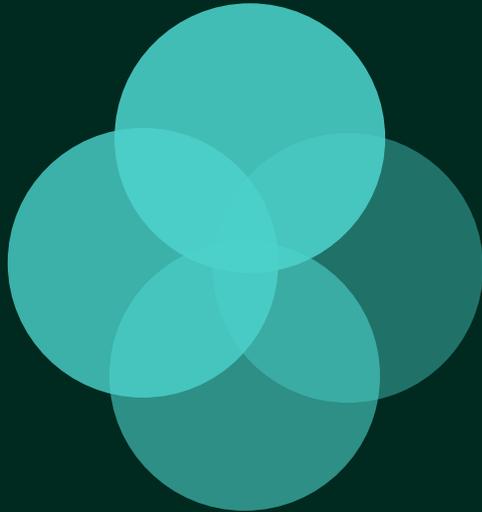


Powered by Index. For 20 years, we've been leaders in the evolution of adtech.

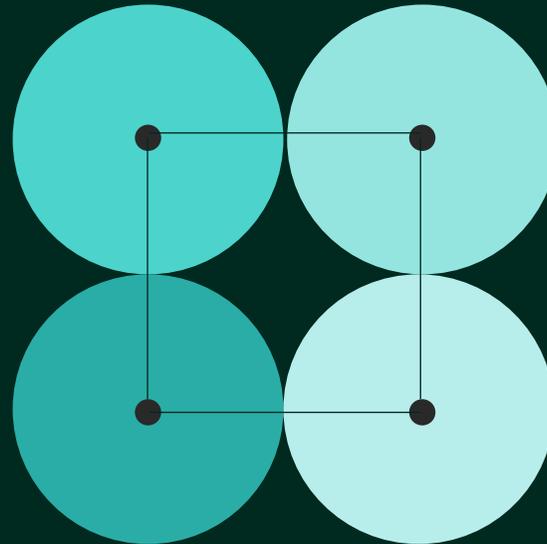


The entire ecosystem becomes more

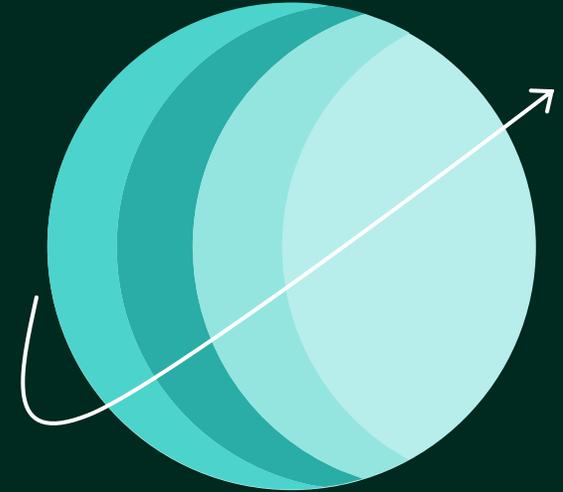
transparent



efficient



innovative



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