

How Amobee and OpenX curate premium inventory for buyers



Amobee is a demand-side platform where advertisers can centralize, act on, and understand their data in an omnichannel environment. Amobee provides the tech to give buyers real-time, event-level user data to make great buying decisions.

“We work with supply partners to segment and curate supply to hone in on buyers’ desired premium inventory.”



Julius Ramirez, Sr. Director, Global Business Development, Amobee

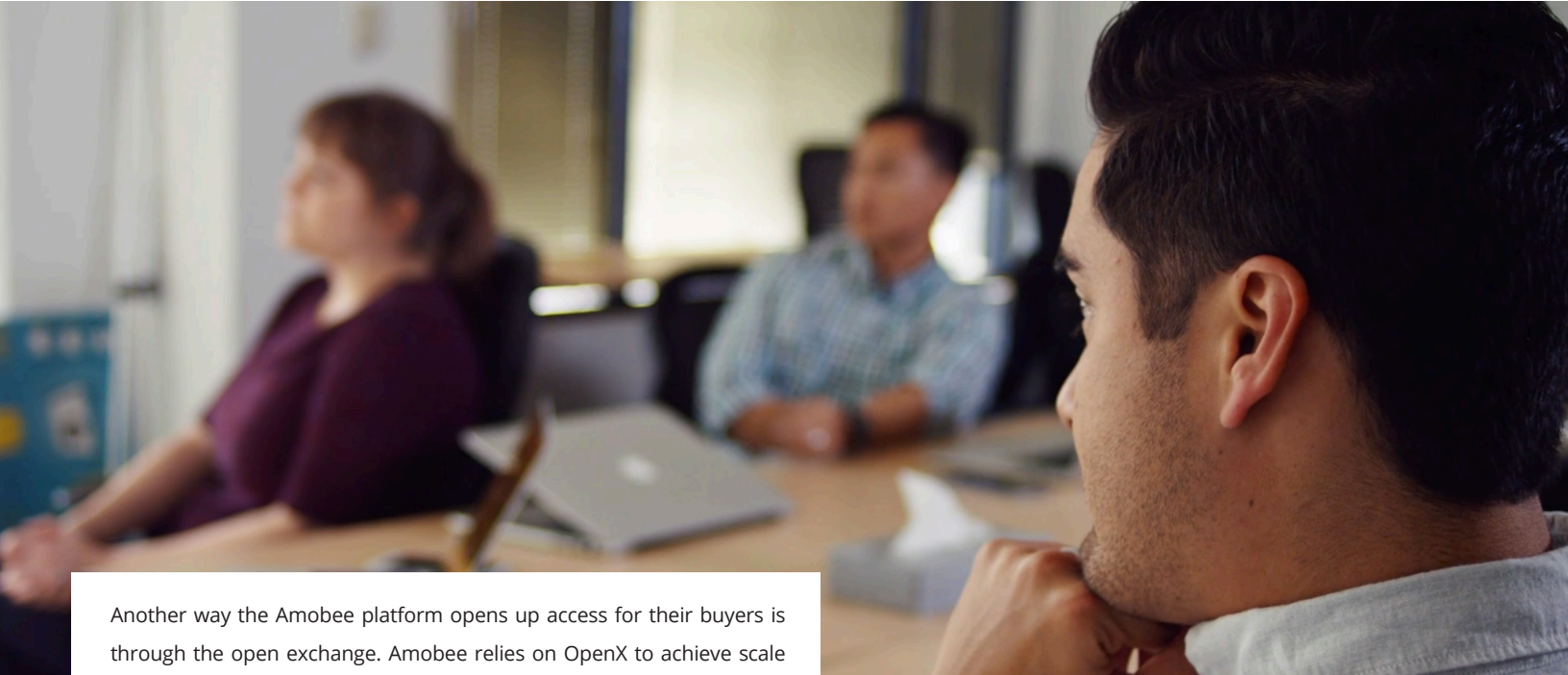
One of the major ways the Amobee platform is able to surface premium inventory is by utilizing Private Marketplaces (PMPs). The OpenX team works closely with Amobee to identify segments of supply that align to their clients’ specific success metrics, such as viewability. Multi-publisher deals also help scale PMPs: By packaging multiple publishers’ supply into one Deal ID per deal, OpenX streamlines inventory for more efficient bidding.

“ At the end of the day, we’re trying to connect buyers with sellers, so it’s very imperative that we work with partners that have publisher-direct relationships.”



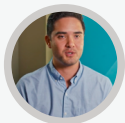
Brian Higgins, Sr. Manager, Business Development, Amobee





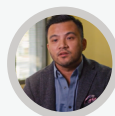
Another way the Amobee platform opens up access for their buyers is through the open exchange. Amobee relies on OpenX to achieve scale with premium publishers, leveraging OpenX's direct relationships to place their buyers higher in the stack.

“OpenX does a great job of surfacing premium inventory. They also have a team that’s out in market working directly with our brands and agencies to better identify opportunities that align with their KPIs.”



Brian Higgins, Sr. Manager, Business Development, Amobee

“When partners do the right thing and are working toward a joint initiative with buyers, it creates a healthy ecosystem and a safe buying environment for Amobee and our customers.”



Julius Ramirez, Sr. Director, Global Business Development, Amobee

OpenX supplements supply curation efforts with an in-house, dedicated team that consults with agencies and trading desks. By connecting directly with buyers, OpenX is able to precisely match publishers with Amobee buyers and generate new premium deals.

Additionally, OpenX has implemented new viewability measurement tools to support more strategic buying. These tools are a part of a suite of quality safeguards, including OpenX's proprietary ad scanning technology. The OpenX Marketplace Quality team also thoroughly vets traffic to ensure the highest of quality standards.

Amobee and OpenX continue to work together to fight fraud and provide a transparent environment where buyers can transact with confidence.



© 2017 OpenX Technologies. All rights reserved.

888 E Walnut St, 2nd Floor Pasadena, CA 91101 | 855.673.6948 | sales@openx.com