

# Choosing the Right Supply-Side Platform (SSP)



Your guide to finding the perfect programmatic partner and propelling your network into the future.

# Unlocking the power of programmatic in out-of-home

The rise of programmatic technology is transforming the way media owners connect with advertisers. The right technology puts the power of programmatic at your fingertips, effortlessly connecting your OOH inventory with a dynamic pool of advertisers.

But navigating the complexities of Supply-Side Platforms (SSPs) can feel daunting.

This guide will equip you with the knowledge you need to find the perfect programmatic partner and propel your network into the future.



# Understanding your needs

Before diving in, take a moment to define your programmatic goals.

Are you seeking a passive revenue stream, or do you plan to build a dedicated sales team to pursue larger programmatic budgets?

Be realistic – programmatic DOOH won't solely sustain your business, but it can be a significant revenue driver.

Any SSP promising otherwise might not be the best fit.



# Finding the perfect fit

The right SSP will offer functionalities that maximize your investment.

Take the time to consider key factors like transaction types, available controls and support provided.



## Programmatic transaction types

### Open Exchange

Ideal for generating passive revenue through large-scale buys from multiple advertisers.

### Private Marketplace (PMP)

Allows you to curate specific inventory for targeted buyers at a premium price.

### Programmatic Guaranteed

Offers fixed-price deals with guaranteed revenue from committed buyers.

# Inventory control

## Floor pricing

Set minimum CPMs to ensure you receive your desired value for ad space.



## Creative approvals

Review and approve creatives before they appear on your screens, all within the SSP platform.

## Category & advertiser restrictions

Easily manage which advertisers and categories can access your network.



# Unparalleled support

A dedicated DOOH support team is crucial. Look for an SSP that provides:



## Account management

A dedicated point of contact to guide you through the process.

## Training

Resources to help you get the most out of the platform.

## Sales enablement

Introductions to potential programmatic buyers.

## Technical support

A team to address any technical issues

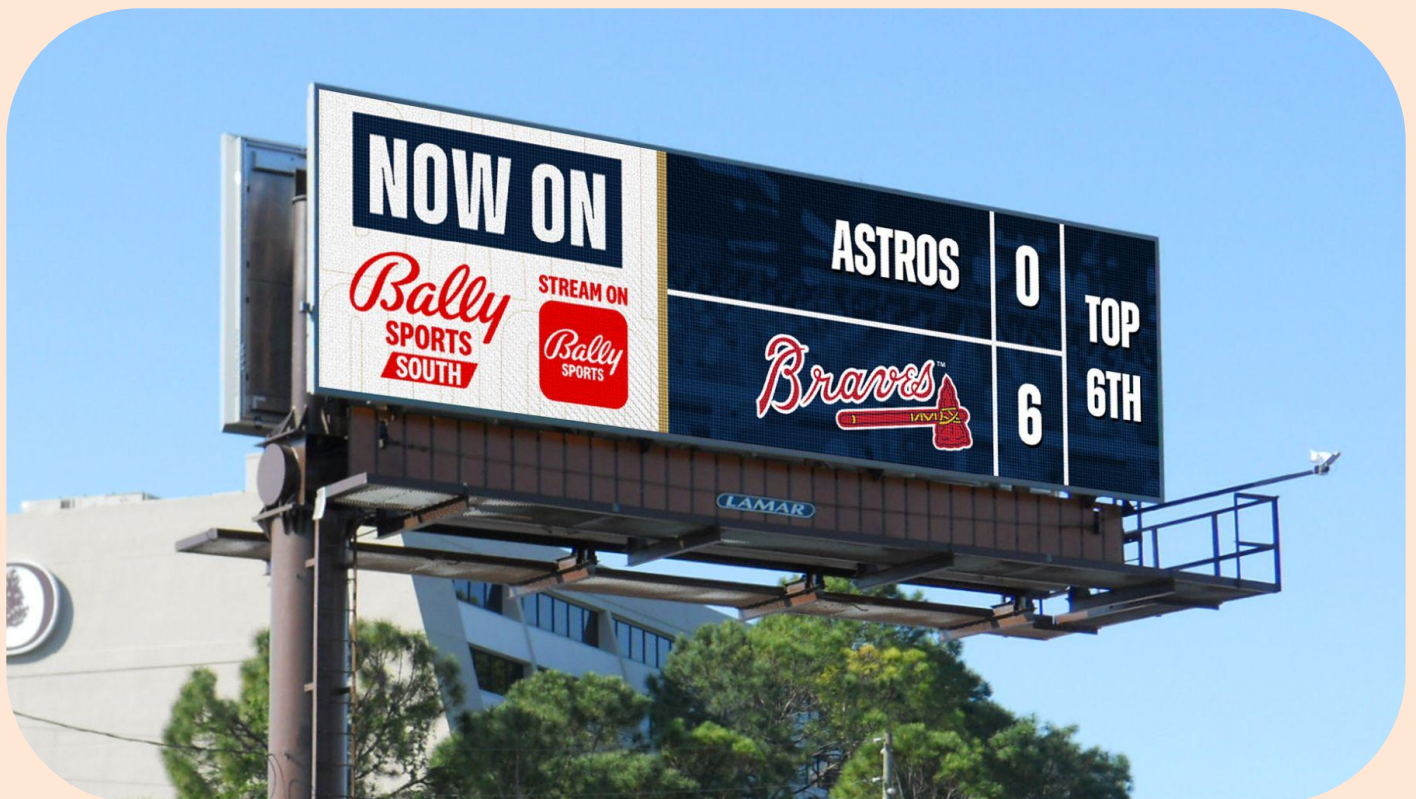
# Beyond connections: unlocking true revenue potential

Not all SSPs are created equal.

While a high number of DSP connections might seem impressive, what truly matters is the quality of those connections.

Look for an SSP with established DOOH-focused DSP partners actively pushing significant budgets towards out-of-home advertising.

Ideally, your chosen SSP should be able to estimate your first-year exchange revenue and provide references for verification.



# Choosing your programmatic path

By now, you're likely asking yourself:

- How do I choose the right SSP?
- What questions should I be asking potential partners?
- What's the real revenue opportunity for my network?



We understand the importance of these questions.

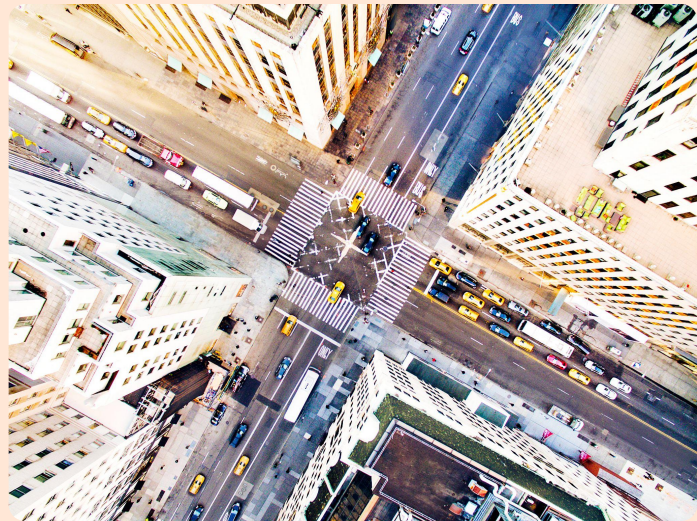
Programmatic DOOH is a powerful tool, but simply connecting to the ecosystem isn't enough.

You need a partner with the technology, expertise, and established relationships to achieve your programmatic goals.





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take the  
next step?



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