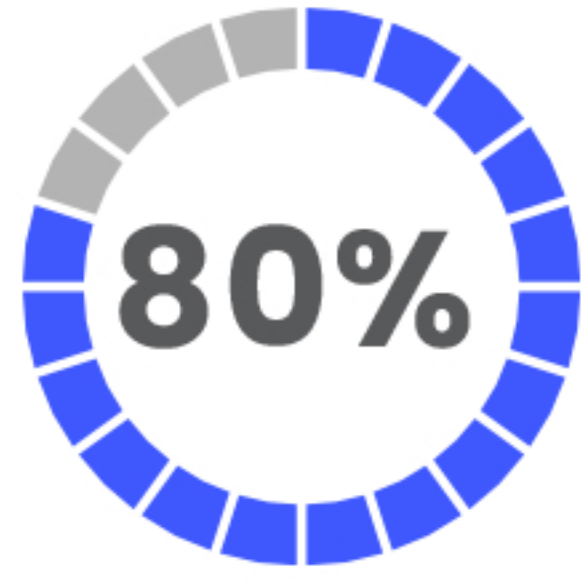


TOP 10 FORCES

influencing the choice of a Demand-Side Platform (DSP)

1 Reach and Inventory Access



2-3 million

DSP that provide access to a wide range of inventory can reach over **80%** of internet users.

Top DSPs offer access to **2-3 million** impressions per second.

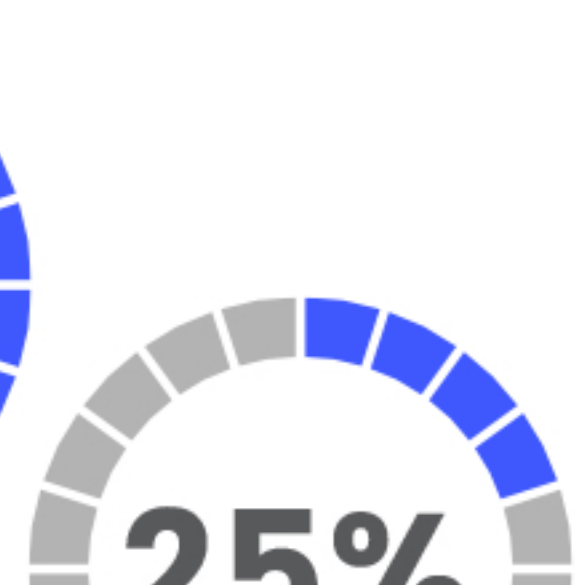
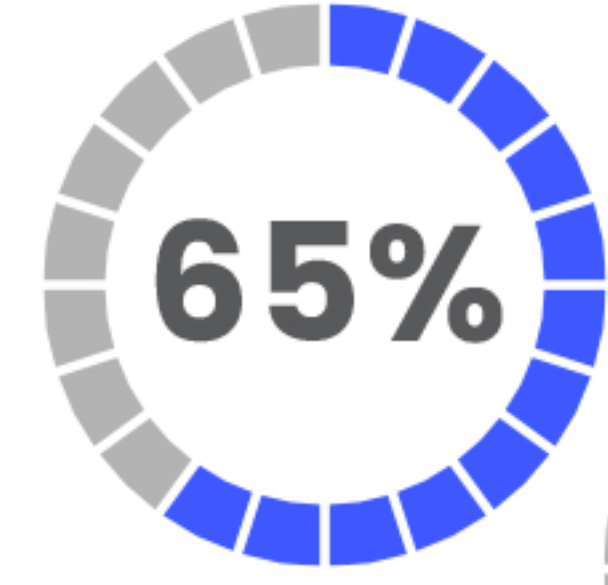
2 Data and Targeting Capabilities

70% of marketers prioritize DSPs with robust data integration and targeting options.

DSPs with advanced targeting can increase conversion rates by up to **30%**.



3 Transparency and Reporting



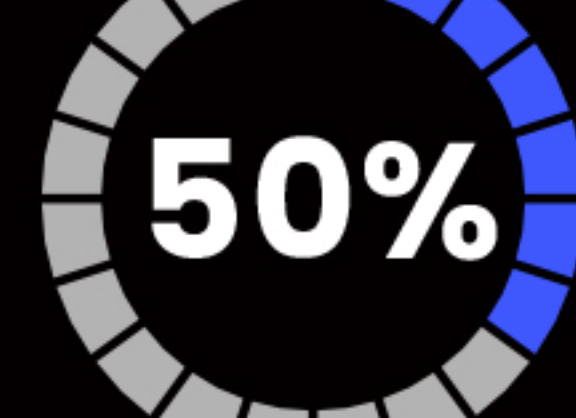
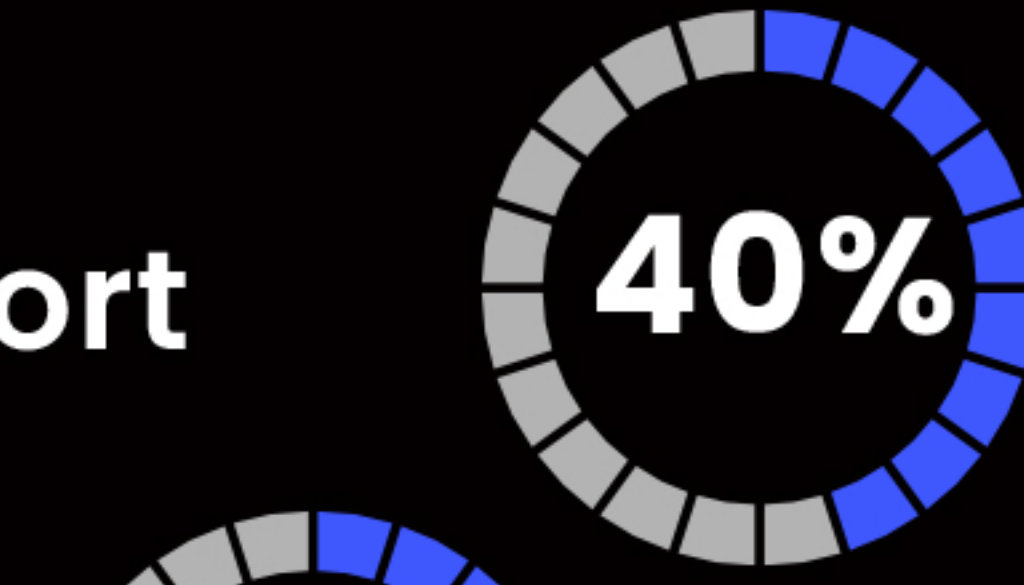
65% of advertisers prefer DSPs with transparent fee structures and detailed reporting.

Comprehensive reporting can improve campaign optimization by **25%**.

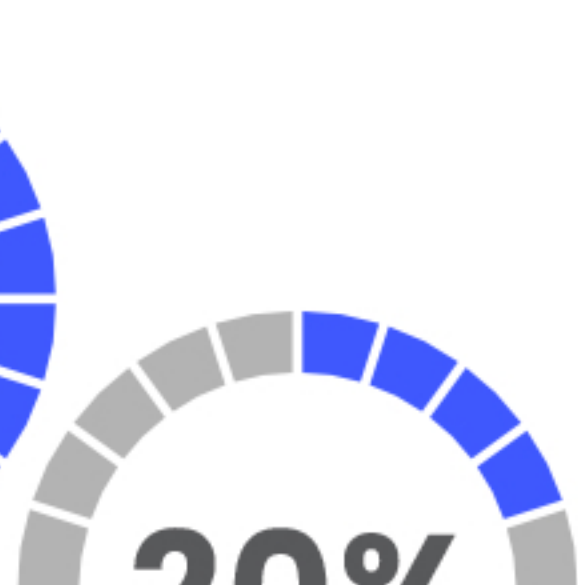
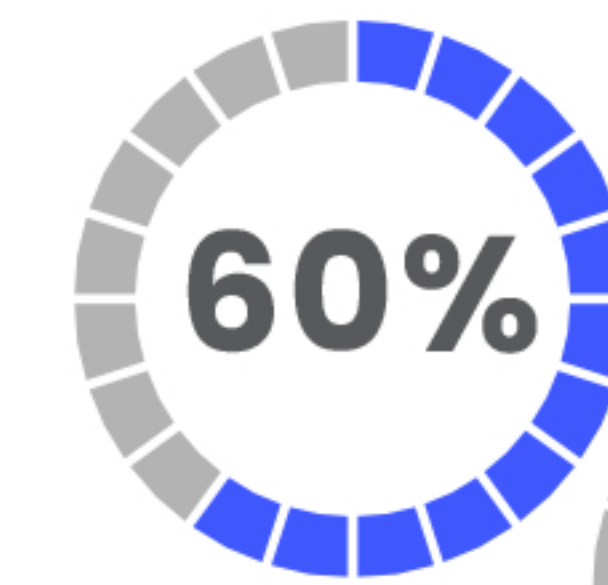
4 Cross-Device and Cross-Channel Support

DSPs offering cross-device tracking report **40%** higher engagement rates.

Cross-channel DSPs see a **50%** improvement in overall campaign performance.



5 Integration with First-Party Data



60% of advertisers integrate their first-party data with DSPs for better personalization.

This integration can lead to a **20%** increase in ROI.

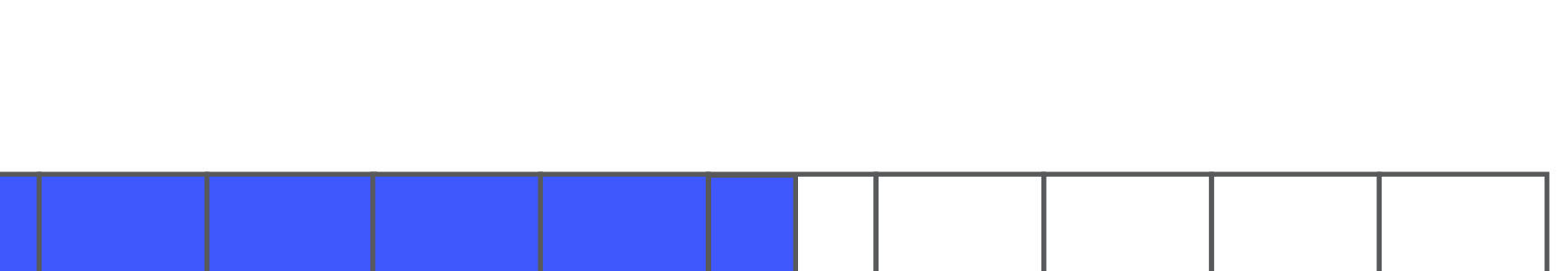
6 Artificial Intelligence and Machine Learning

DSPs utilizing AI/ML can improve bid efficiency by **35%**.

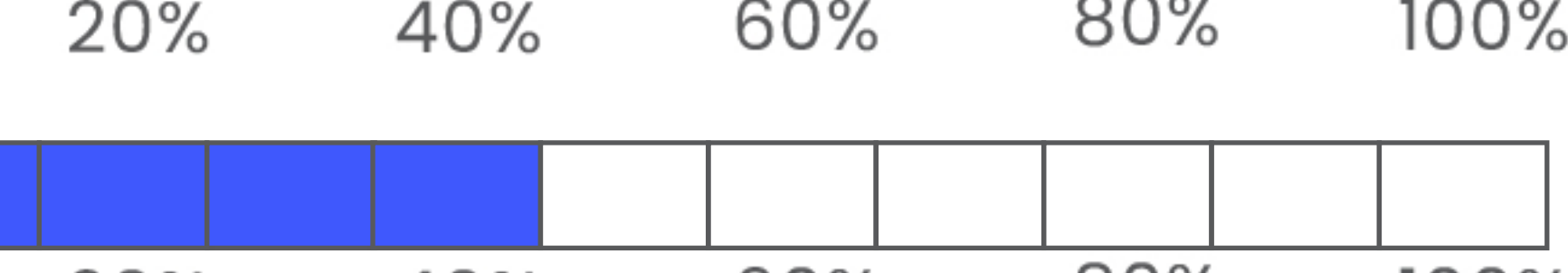
AI-driven optimization can reduce ad spend wastage by **25%**.



7 User Interface and Ease of Use



55% of marketers choose DSPs based on user-friendly interfaces and ease of campaign management.



An intuitive UI can reduce setup time by **40%**.

8 Fraud Prevention and Brand Safety

DSPs with advanced fraud prevention can decrease fraudulent ad impressions by **30%**.

Brand safety features are crucial for **70%** of advertisers, ensuring that ads appear in appropriate contexts.



9 Cost and Pricing Models



60% of advertisers consider the flexibility of pricing models (e.g., CPM, CPC, CPA) when choosing a DSP.

Transparent pricing can reduce hidden fees by **20%**.

10 Support and Customer Service

50% of advertisers rate DSPs highly based on the availability of prompt customer support.

Good customer service can improve campaign troubleshooting speed by **25%**.

