

Quo Vadis Supply and Demand

Camp Fire: Where do publisher floors fit in the grand scheme of things?



quo
vadis

September 28, 2023

1. What do "you" **want**? Who is you? Advertiser, Agency, AdTech, etc.
2. What is **true** about open web programmatic?
3. Practice what is **true** to get what you **want**.

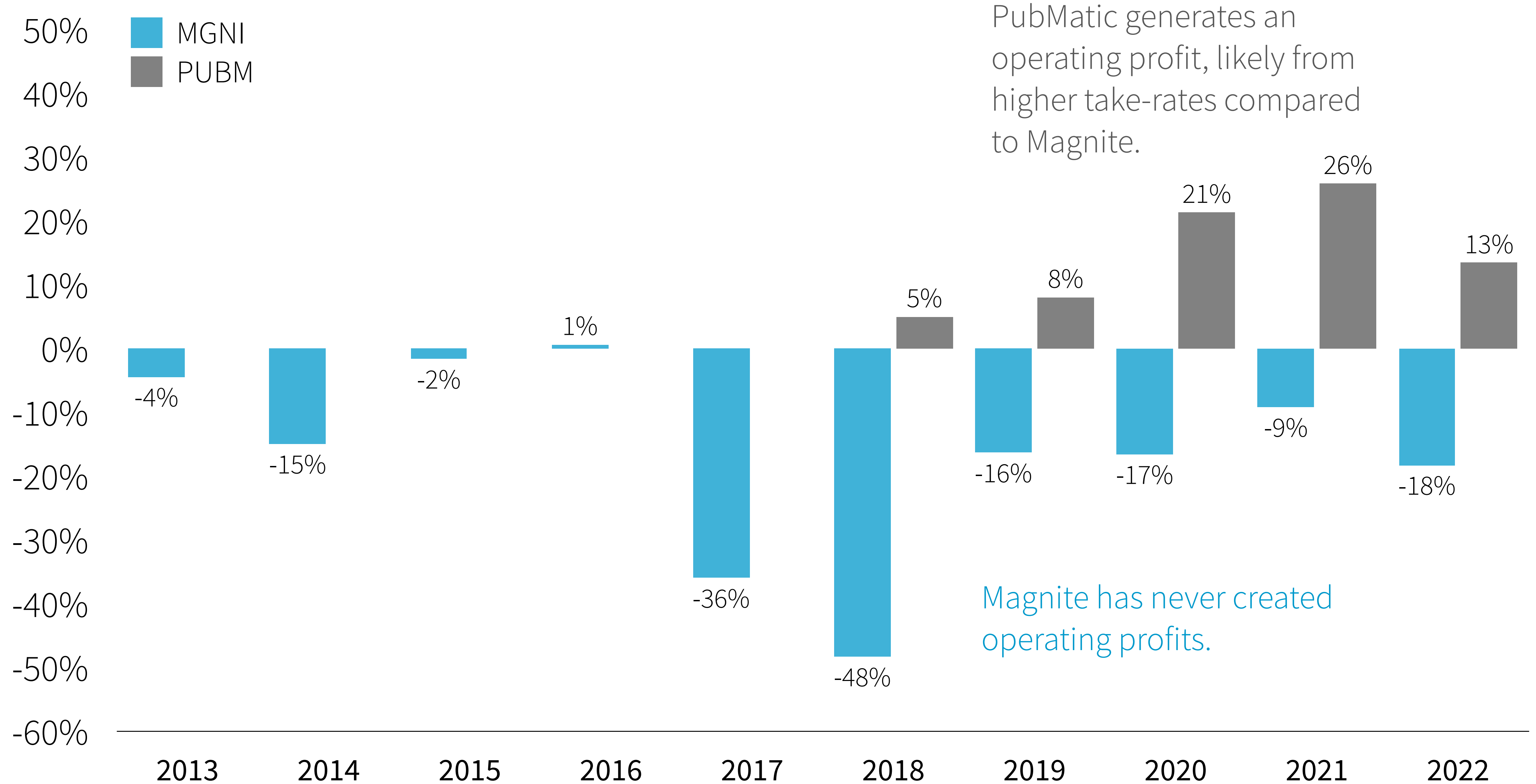
What is **true** about open web programmatic?

It's hard to assess value and make an accurate bid

EXAMPLE:

Prices that advertisers pay are observable in DSP data,
but what about the **ad quality** you get after you buy an impression?
Ad quality or **true** ad quality is much less observable.

SSP's Under Pressure



Relativity

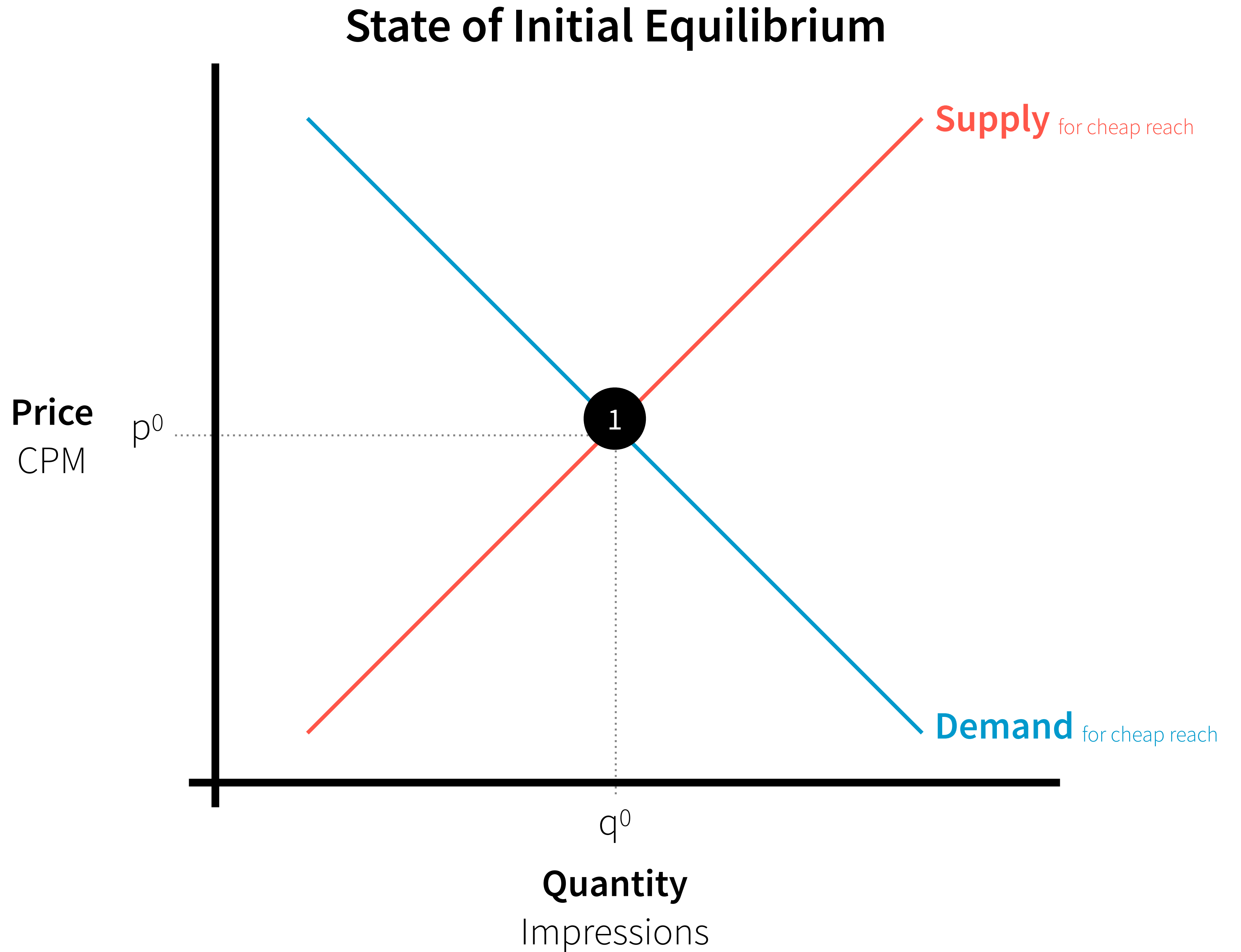
“cheap reach”



Source: [Billboard Insider](#)

Equilibrium

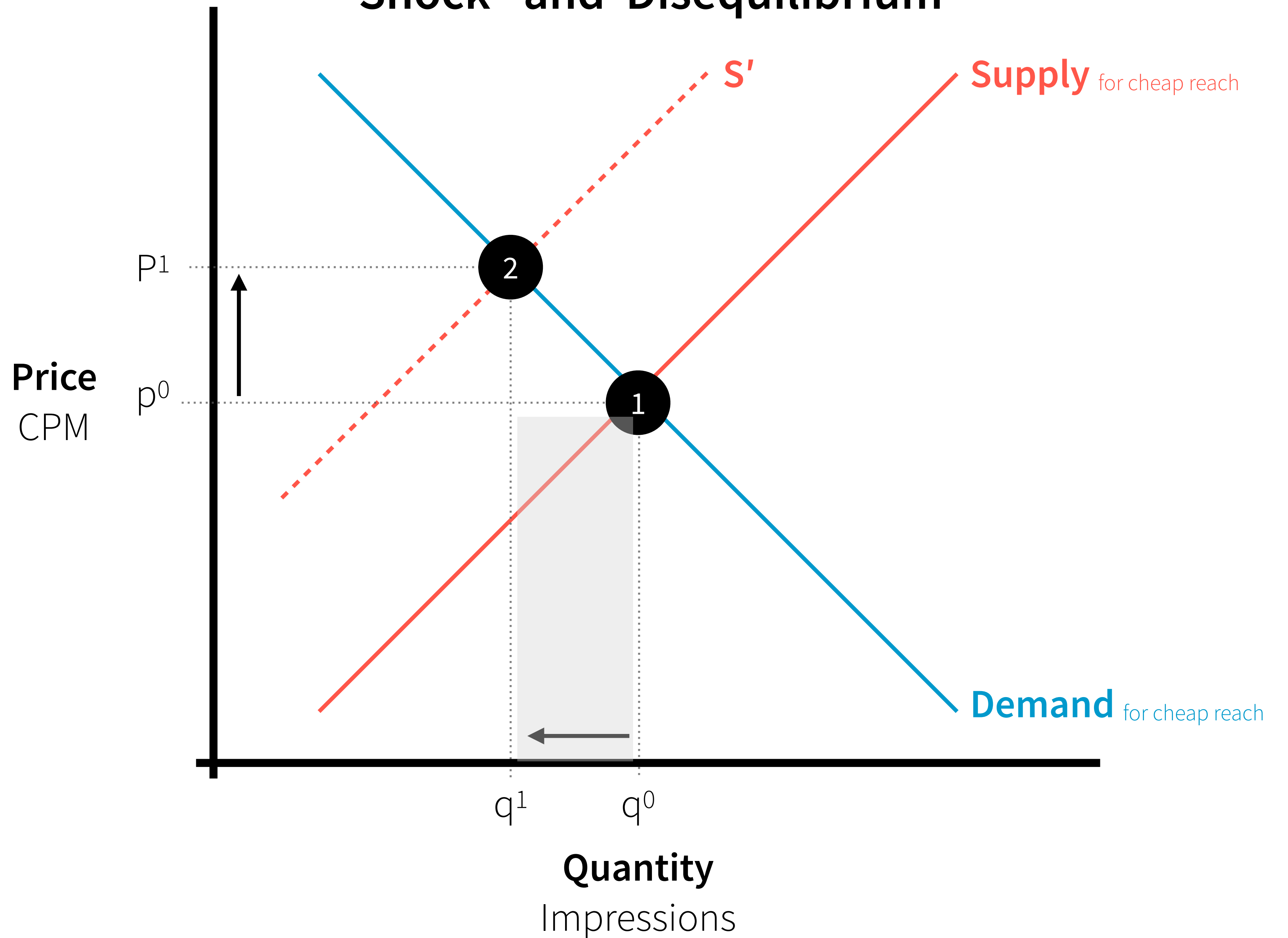
Describing
“cheap reach”
with supply and
demand



Shock

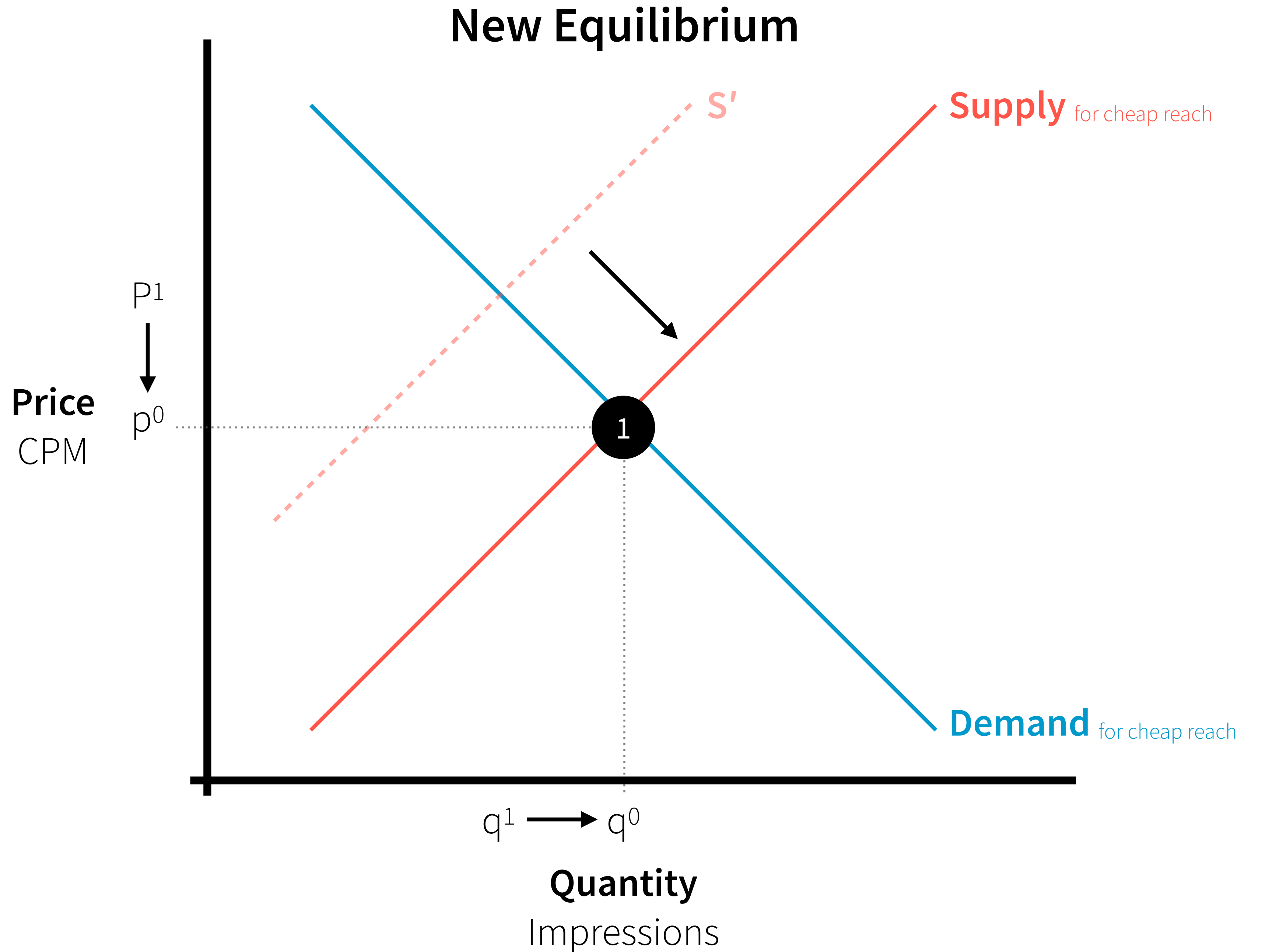
Flight to Quality

“Shock” and Disequilibrium



Reaction

Bidding below
floor prices



Quo Vadis: DE&I

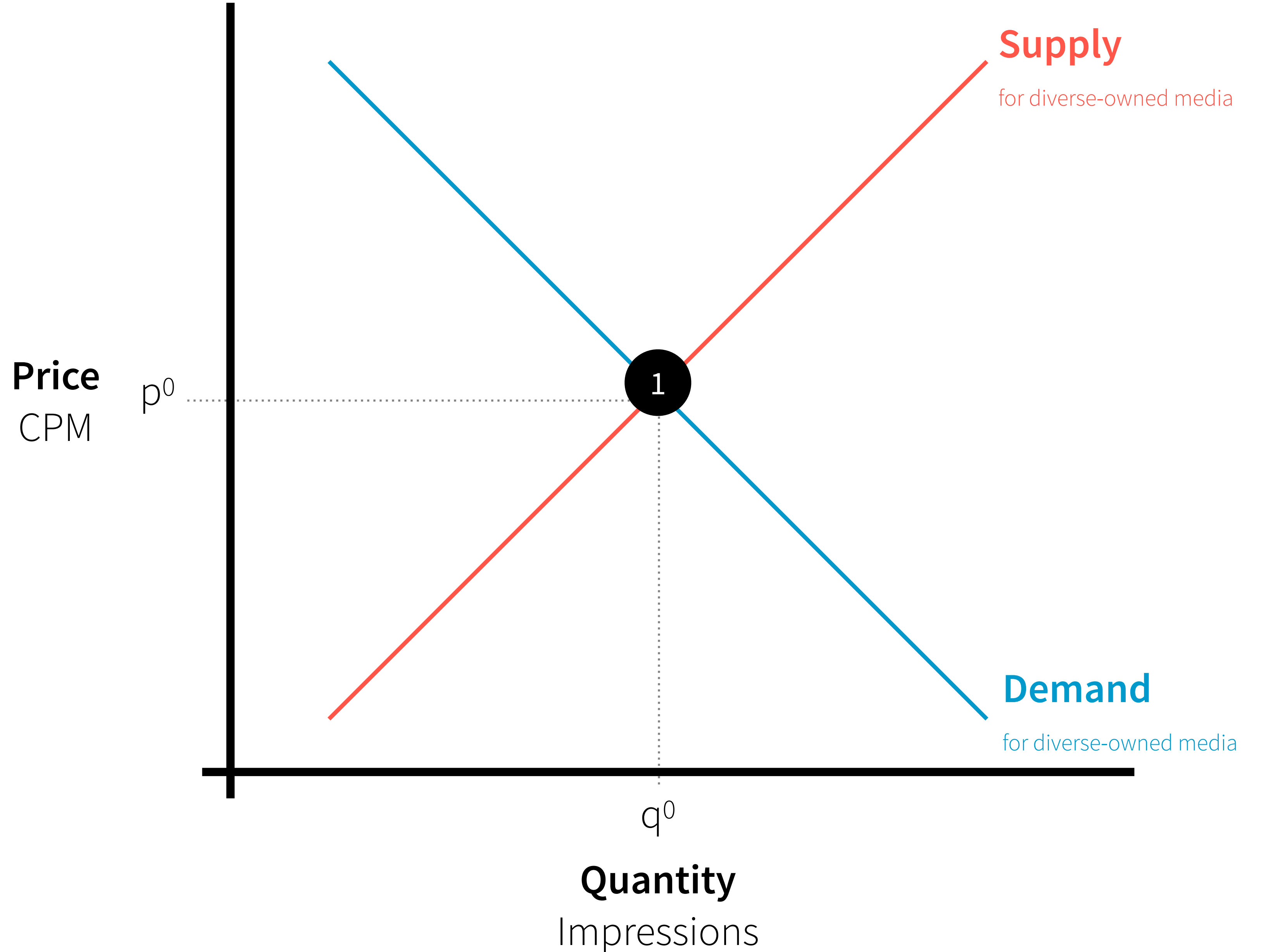
Supply and Demand

Equilibrium

Everything has a starting point.

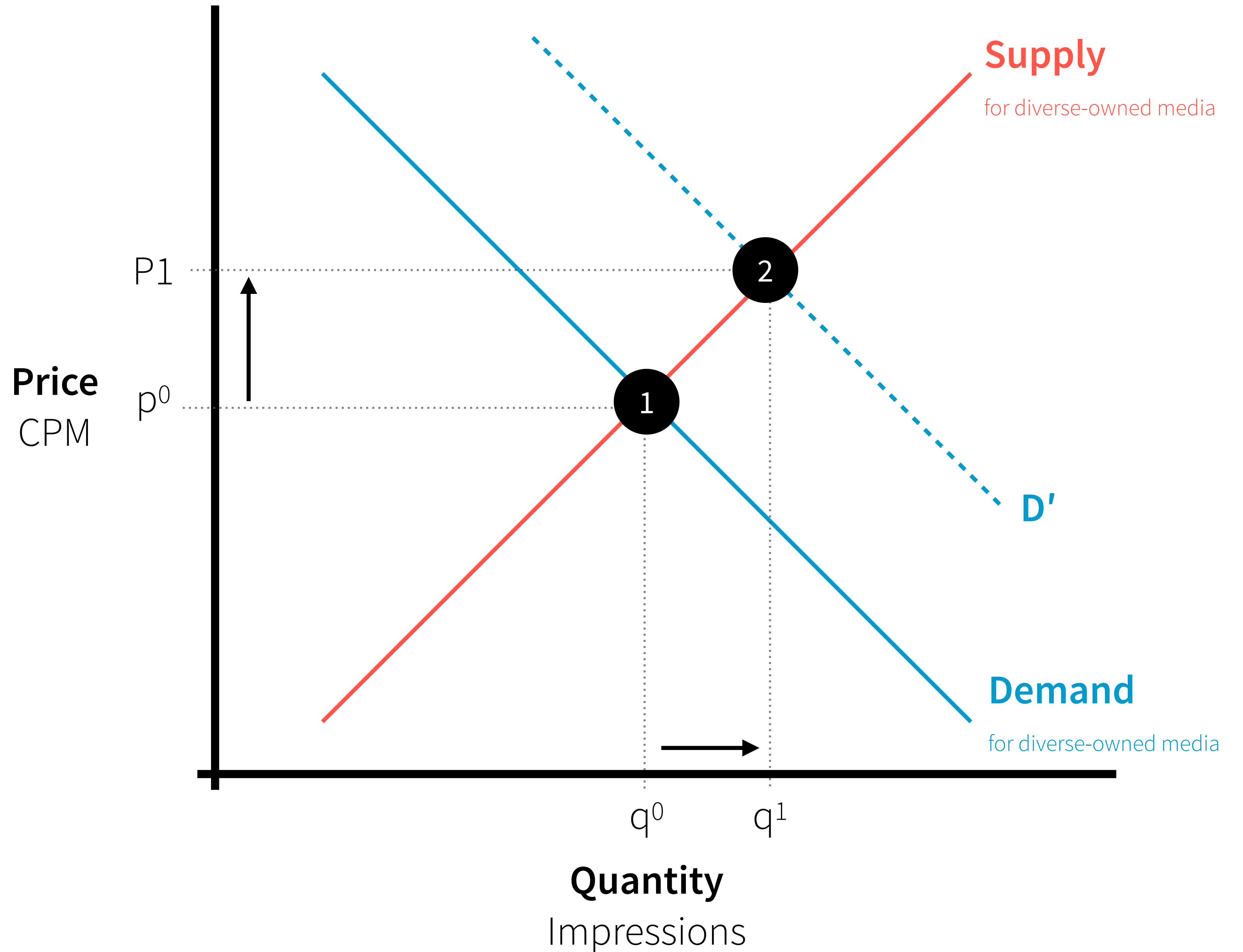
Everything is a series of steps.

State of Initial Equilibrium



Shock

Demand is
10x more than
supply
(Jounce Media)



Reaction

Cheap reach
extension

