



## The Quality Path Evolution

*It's Time to Move Beyond Supply Path Optimization*

While **supply-path optimization** (SPO) emerged to help buyers find the most efficient path to an impression, the industry is beginning to refocus the conversation on KPIs rather than just cost. We think of this focus on net value as **quality-path optimization** (QPO). Here are three key principles that define the path to QPO:

1.

### Start with a Foundation of Transparency and Trust

You can't assess your inventory's value if it's not 100% clear where your spend is going. Make sure your exchange partners value transparency. Are they proactively and accurately supporting key industry initiatives such as sellers.json and the SupplyChain Object? Does the majority of their inventory have ads.txt implemented?

2.

### Prioritize Differentiation over Directness

While eliminating all resellers has become a quick fix solution for some buyers, this approach can also shut off access to exclusive and differentiated placements only available via those supply paths. Investing in an extra "hop" can make sense if the intermediary adds significant incremental value above and beyond working with publishers directly. This value may include access to improved targeting, unique ad formats, or even the ability to more efficiently filter inventory and surface high-value impressions.

3.

### Go for Scale

While differentiation matters, working with a myriad of intermediaries can still introduce operational headaches and limit transparency, even if those partners have a unique offering. Limit the mix to exchanges that offer differentiation and the ability to deliver those unique placements or data at scale. This can help strike a balance between complexity and missed opportunity.

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*The challenge is that while some resold inventory is duplicative and wasteful, other resold inventory is unique and valuable.*

— Jounce Media

Like many aspects of digital marketing, a blend of quantitative analysis and qualitative oversight can yield the best supply path results. Rather than adopting generic, broad-based policies around entities like resellers, start by trying to understand the incremental value and scale each partner can bring to the table.

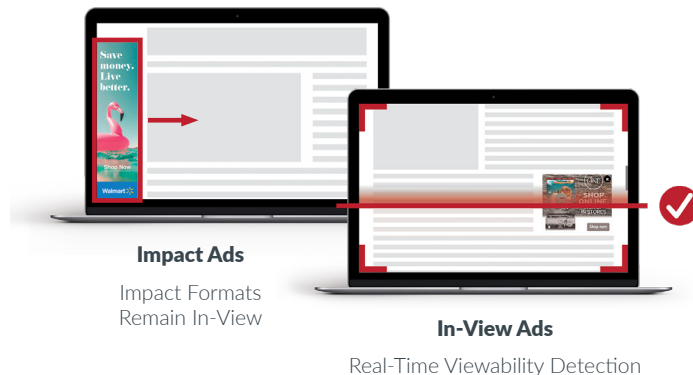
## Move Towards **Quality** with **AttentionX™**

### Added-Value Offerings

Available only to demand partners working with 33Across' AttentionX programmatic exchange, our technology offers a unique combination of ad formats and supply side optimization that drives efficiency and performance for programmatic buyers.

**Impact Ads:** These placements automatically transform standard IAB creative into rich media-like ad units and are designed to deliver time-in-view that far exceeds industry standards.

**In-View Ads:** Our real-time, on-page viewability detection helps buyers quickly and reliably deliver to viewability goals without a PMP.



### Performance at Scale

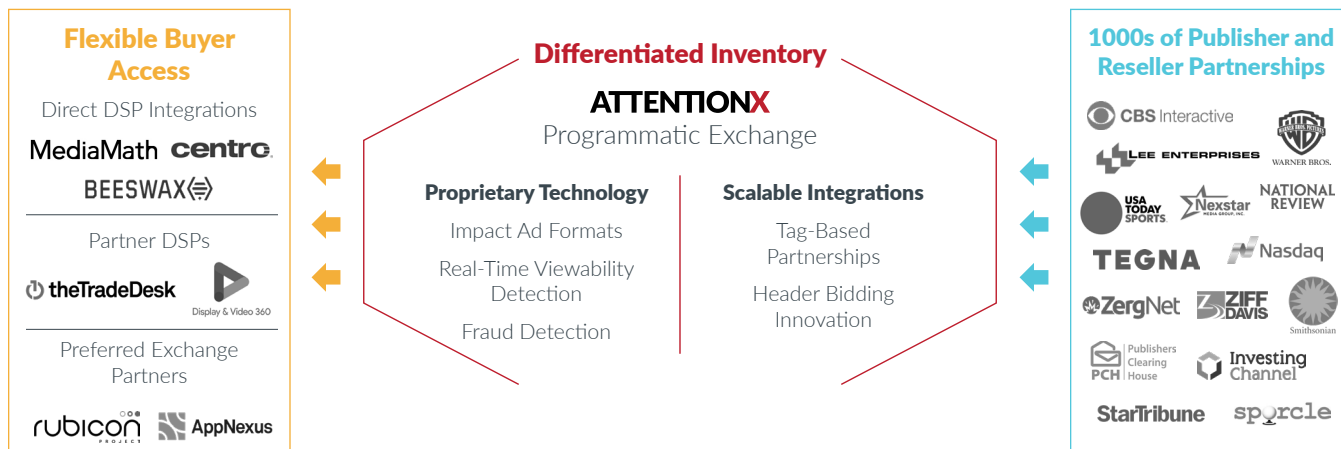
Our technology is designed to maximize viewability, time-in-view, and cross-device performance.

**90%** Viewability<sup>1</sup>      **25s** Time-In-View<sup>2</sup>      **#1** Differentiated Reseller<sup>3</sup>      **1,500+** Unique Publisher Integrations

<sup>1</sup> MOAT verified   <sup>2</sup> MOAT verified, Impact Ad average   <sup>3</sup> Jounce Media, SPO Fact Pack

### Access on Your Terms

Our unique inventory is available directly on AttentionX and via trusted SSP / Exchange partners.



**33** across

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