

Build an AdTech Stack With Embedded Advertising Intelligence

Take control of monetization and your digital advertising ecosystem



Fully control monetization without vendor restrictions.



Deliver hyper-personalized advertising experiences.



Use a flexible, agnostic solution with a completely open API framework.



Maintain a stack that isn't dependent on big tech market moves.

The Issue

The digital advertising industry has experienced significant shifts over the past few years. Regulatory concerns, lack of transparency and the loss of third-party cookies require organizations to rethink their current advertising strategy. And to complicate matters more, the need for new ways to address consumer privacy and first-party data strategies requires changes to many brands' existing AdTech stacks.

The industry norm has been heavily dependent on programmatic advertising. However, an increasing number of organizations are seeing the value of having in-house data monetization control while relying on automation to sell their ad inventory. And having control over monetization lets companies build their unique AdTech stack without depending on a nontransparent, third-party advertising ecosystem. This requires a strong core advertising technology that's flexible for integrating and developing in-house solutions.

The Challenge

- **Increased consumer privacy concerns and fewer third-party cookies.** This creates an environment where strong zero- and first-party data is needed for advertising initiatives.
- **Limited transparency over data and monetization.** Without complete insights into the third-party monetization value chain, premium inventory may be devalued and CPM rates lowered.
- **Operations on the sell and buy side of the market.** Many AdTech providers operate on both sides of the market, so they may insist on exclusive deals for the advantage of their business, not the publisher.
- **No direct, self-serve route to the market.** It's difficult to reduce operating costs on directly sold campaigns.

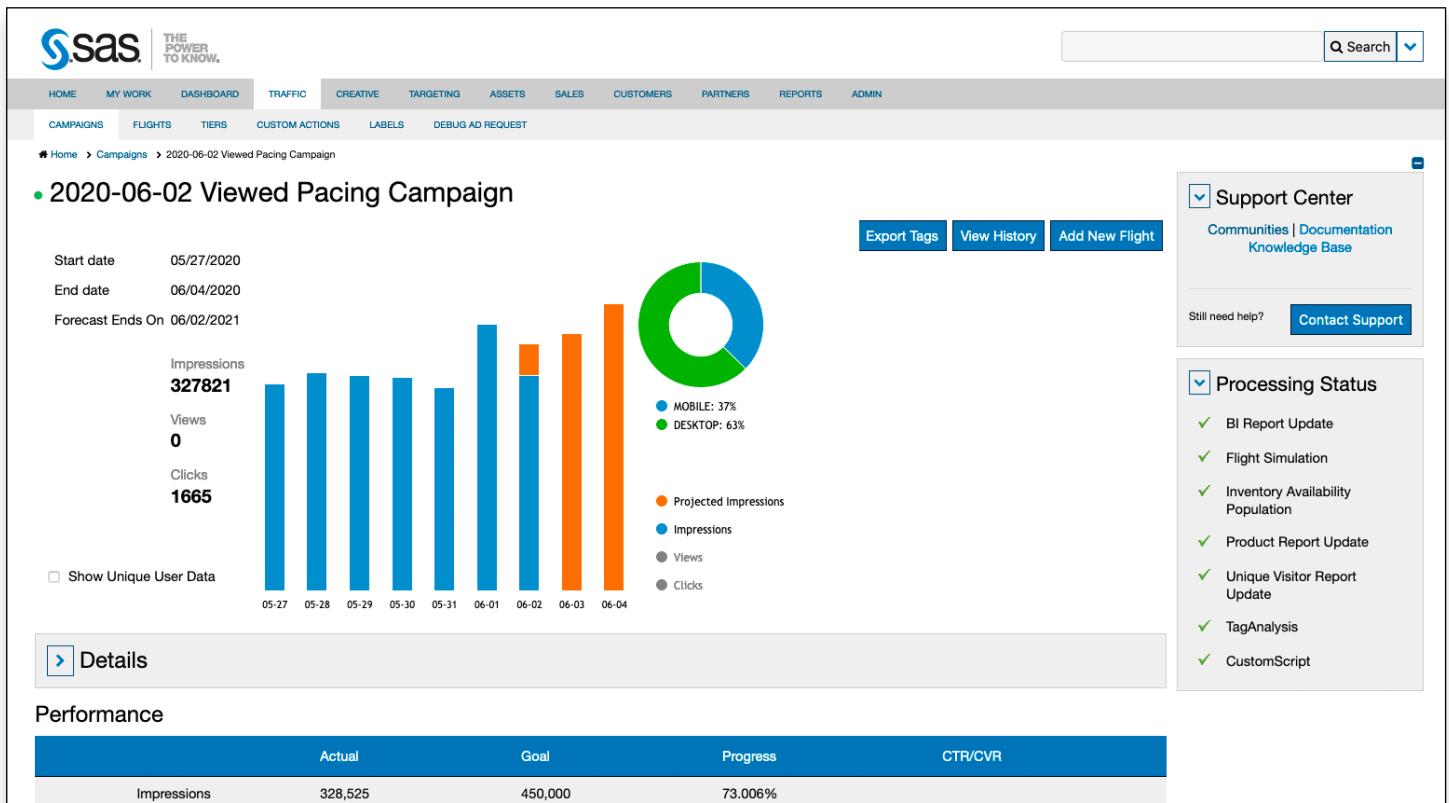
Our Approach

We approach the problem by providing software and services to help you:

- Plan, manage, forecast, serve, optimize and measure ad inventory across all platforms.
- Gain full authority over advertising space for direct sales and third-party monetization partners through an open monetization framework.
- Create a customer-centric approach by providing the right messages, ads or content at the right time with real-time decisioning.
- Know viewers better, learn who is watching, and predict changed interests and consumption behaviors.

The SAS® Difference

- **Fully open, agnostic first-party ad server.** The SAS solution features an agnostic ad-serving platform that an established technology company owns instead of a large media organization. As a result, organizations have complete control over their monetization strategies and efforts without mega-vendor interference.
- **Open APIs for greater flexibility.** Organizations can customize the construction of their AdTech stack to meet the needs of their unique advertising ecosystem and business strategies.
- **Scalable with high availability.** Autoscale to cost effectively match traffic peaks with high availability SLAs to guarantee customer experience.
- **Digital forecasting.** SAS advanced analytics and data management capabilities optimize pricing decisions and inventory control to maximize each advertising dollar. Our scalable and flexible solutions are engineered to manage complex ad sales processes and generate value.



Embedded intelligence combines delivered and forecasted impressions for increased campaign efficiencies and results.

Learn more about how SAS can solve your AdTech challenges.

