

# Build a successful monetization strategy

Increase profitability while lowering advertising costs



Attract and retain more advertisers with optimized ad-buying processes.



Maintain full control over data and delivery models.



Refine ad personalization models for improved customer experience.



Increase revenue by optimizing direct vs. programmatic campaigns without vendor restrictions.

## The Issue

The media industry is facing a fresh set of challenges, as the availability of online content has never been greater. With the competition for viewership at an all-time high, consumers' attention spans are dwindling, and their loyalty is hard to secure. They now expect a customized, seamless viewing experience.

Advertising budgets are shrinking, but advertisers still demand more value for their advertising dollars. They prefer to bypass middlemen who eat into their advertising budgets and seek greater transparency and a direct connection to their potential clients.

Media groups can overcome these hurdles by re-evaluating their current monetization strategy and improving their relationships with advertisers. By offering more value to advertisers and enhancing their customers' experience, they can turn these challenges into opportunities.

To create a successful monetization strategy, an independent ad server with flexibility and no vendor restrictions is crucial. This tool empowers media groups to provide more value to advertisers and deliver a personalized experience to their viewers.

## The Challenge

**Outdated monetization strategies.** Many media groups have outdated monetization strategies that aren't keeping up with changing consumer expectations and advertiser demands. They must pivot to more effective strategies while still maintaining profitability.

**Increasing lack of trust between media groups and advertisers.** A lack of trust can impede the development of mutually beneficial relationships. Transparency across all aspects of the ad ecosystem is required.

**Complexity within the industry.** The digital advertising industry is complex and can be difficult to navigate. Media groups must use technology and data to optimize their monetization strategies to ensure transparency and accountability across their campaigns.

**Regulatory barriers and legal restrictions.** These may limit the ability of media groups to innovate and evolve their strategies. Investing in technologies that secure privacy is advantageous for both advertisers and customers.

## Our Approach

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

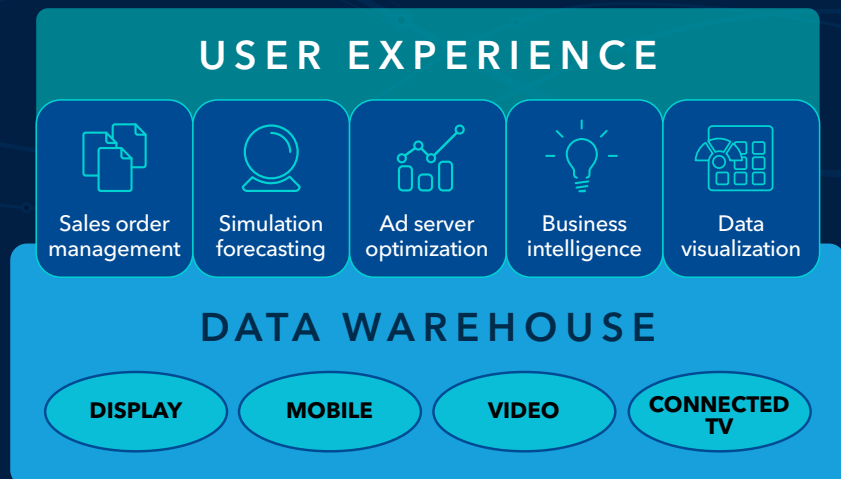
- **Benefit from a comprehensive solution** that covers the entire ad inventory management process, including planning, managing, forecasting, serving, optimizing, measuring and billing across all platforms and ad formats.
- **Use simulation-based forecasting and RFP and IO generation** to simplify and optimize the ad buying process with a built-in sales workflow.
- **Deliver successful campaigns** with complex business-rule management monitoring campaign performance. With fast sync times, quick changes can be made, offering better targeting opportunities in real time.
- **Implement sophisticated frequency capping rules** with real-time behavior features for highly personalized campaign messaging. Prioritization models allow for real-time reactions to avoid over- or under-delivery of campaigns.
- **Evaluate and optimize direct-sold campaign delivery vs. multiple bids** from SSPs in the engine at ad serve time with S2S 2nd auction pre-bidding. Examine and analyze inventory, identify small pockets of unsold inventory and discover sweet spots of performance for optimization.

## The SAS® Difference

- **Open APIs for flexibility.** SAS 360 Match is highly customizable, allowing businesses to tailor the platform to their specific needs. Open APIs enable effortless integration with third-party systems, automate workflows, customize reporting and analytics, and facilitate the creation of new, bespoke features.
- **Fully scalable.** Easily configure peak capacity via the user interface to manage traffic peaks, ensure great customer experience, and avoid outages and revenue loss.
- **Advanced targeting capabilities.** Attract more advertising budget by offering highly targeted campaign features such as audience segmentation with real-time behavior, predictive modeling and real-time bidding.
- **Increased transparency.** Detailed reporting and analytics give both advertisers and publishers full visibility in ad performance and campaign results.
- **Any ad format, any platform.** Support for all ad formats across the web, CTV and in-app, providing a diverse set of options to monetize the target audience.
- **Open, agnostic, vendor independent.** Build agency booking tools or integrate with any monetization partner for full control over a unique monetization strategy.

### SAS® 360 Match combines:

- Ad decisioning engine.
- Campaign orchestration.
- Inventory forecasting.
- Ad sales workflow.
- Third-party data ingestion.
- Creative content management, delivery and distribution.
- Reporting and BI tools.



Learn more about how [SAS can help you build a successful monetization strategy.](#)

