

Private Marketplace

Marketers tap into private marketplaces for better control, transparency, and ad placements to achieve brand safety and viewability. Private marketplaces take the best aspects of traditional media buying and programmatic in invite-only, real-time bidding auctions that offer early access to premium ad inventory. In a private marketplace deal, you have more say over where ads appear and can rest assured inventory is coming from trusted publishers.

WHAT'S A PRIVATE MARKETPLACE?

In a private marketplace (PMP) deal, top publishers invite select digital media buyers to bid on premium ad inventory that's unavailable on open ad exchanges.

THE WALL STREET JOURNAL.

The
Guardian

BBC

The New York Times

Expedia®

HOW IT WORKS

With Choozle, you can access a library of pre-negotiated, private marketplace deals. We work with a selection of publishers to create customized deals, with some publishers offering access to inventory within specific site sections, sub-sections, or creative formats.

Available creative formats include display, video, audio, and connected TV. Our pre-negotiated library details where an ad placement appears on a page or app as well as the placement's dimensions, price floor, and geographic availability.



Notes & Best Practices

- **Supported Solutions:** Private marketplace deals are a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- **Auction Floor Price:** Private marketplace auctions often require participants to pay a certain floor price. We recommend increasing your bid to at least \$0.10 CPM above the floor price. If you're having trouble securing inventory, we recommend raising your bid to at least \$1 above the floor CPM.
- **Additional Targeting:** When leveraging a private marketplace deal, we don't recommend layering in additional targeting tactics.
- **Inventory Availability:** Keep in mind the availability and rates of inventory available for each PMP deal are subject to change. The Client Engagement team or your Strategist can check current availability on any particular deal.

