




Legend: Canadian





DEMAND SIDE




SUPPLY SIDE





SPECIALIZED SECTORS

DSP






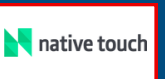










DMP








AD VERIFICATION










RESEARCH









INDEPENDENT TRADE DESK












AGENCY TRADE DESK



















SSP














AD SERVER


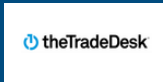






AD EXCHANGE















AD NETWORK








CONNECTED TV







DOOH






RETAIL MEDIA







AUDIO







SEARCH



MEDIA OWNER & PUBLISHER



This landscape will be updated to reflect the ever-changing Programmatic Landscape. All logos link to company site.

GLOSSARY

DSP: is software that lets advertisers or agencies plan, target, execute, and optimize digital ad campaigns. Buyers can set criteria like targeting, pricing, and frequency to purchase ad units across exchanges, networks, and sell-side platforms. Advanced DSPs may integrate data, enable direct buys, and offer real-time optimization tools.

DMP: is a tool that collects, organizes, and activates audience data from sources like online behavior, CRM systems, and third-party providers. It creates segments for targeted advertising and personalization, enhancing campaign performance.

Research: refers to tools and services that provide insights into audience behavior, market trends, and campaign performance. These platforms help advertisers and agencies make informed decisions by analyzing data from surveys, consumer panels, and digital activity. The goal is to understand audiences better and optimize media strategies effectively.

Independent Trade Desk: is a company that uses DSP technology to execute programmatic ad campaigns on behalf of advertisers and agencies. Unlike publisher-owned networks, they are media-agnostic, meaning they do not own or operate inventory, ensuring unbiased media buying across various platforms.

Agency Trade Desk: is a specialized department within an advertising agency that manages programmatic media buying. Typically part of larger agency holding companies, these trade desks oversee targeting, bidding, and optimization of digital ad campaigns for clients.

Ad Verification: is a service that uses technology to ensure ads are displayed on the intended sites, in the correct contexts, and reach the advertiser's targeted audience. It helps verify campaign accuracy and prevent fraud or brand safety issues.

Media Owner & Publisher: An entity or organization that creates and distributes digital content, selling ad inventory to monetize their audience.

SSP: is a technology platform that helps publishers manage and sell their advertising inventory. SSPs aggregate inventory and optimize revenue by connecting publishers with buyers, such as DSPs and ad networks, in real time. They enable automated bidding and help maximize the value of impressions.

Ad Server: is a platform that stores, delivers, and tracks digital advertisements. It ensures ads are displayed to website visitors, monitors campaign performance, and generates reports on key metrics. Ad servers come in two types: Buy-Side (used by advertisers and agencies) and Sell-Side (used by publishers).

Ad Exchange: is a digital marketplace that connects publishers and advertisers, allowing them to buy and sell ad inventory through automated, real-time auctions. Powered by proprietary technology, it aggregates inventory and facilitates transactions based on pricing and targeting criteria.

Ad Network: is a company that connects advertisers with publishers by aggregating ad inventory. It simplifies ad buying for media buyers and offers features like targeting, creative tools, and optimization. Unlike ad exchanges, ad networks often involve direct integration and managed services.

DOOH: Digital advertising displayed on screens in public spaces, such as billboards, transit hubs, and retail locations.

Search: Advertising that targets users through paid placements in search engine results based on keywords and intent.

Connected TV: Advertising shown on internet-connected TV devices, including streaming platforms and smart TVs.

Audio: Advertising delivered through digital audio platforms like music streaming services, podcasts, and internet radio.

Retail Media: Advertising integrated within a retailer's ecosystem, such as sponsored product placements and display ads on retail websites or apps.

A special thank you to Programmatic Committee for their invaluable contributions in completing this Programmatic Landscape.

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Co-Chair: Christopher Easby (Manager, Programmatic Media and Digital Operations, The Home Depot)