

# DO YOU KNOW WHERE YOUR MEDIA DOLLARS ARE GOING?



Brands put themselves in a position to master their digital advertising destinies when they know where their media dollars are actually being spent. Knowing how much is going to working media, data targeting, and technology fees might seem straightforward, but in our complex ecosystem, it isn't quite so simple.

The good news: by taking a handful of steps, brands can enjoy greater transparency, fuller control over allocation of their media dollars, and better insight into how those dollars are moving the needle on the campaign goals they've set. Here are four things brands need to do in order to start down the road to transparency and control:

## 1. CONDUCT A FULL BUYER AUDIT



Multiple buying entities, including agency trading desks, demand side platforms, and ad networks, can bid on a brand's behalf, raising prices and muddling insights. Untangling this web of buyers is key for reclaiming control of brands' digital advertising campaigns.

## 2. GET CLEAR ON AUDIENCES



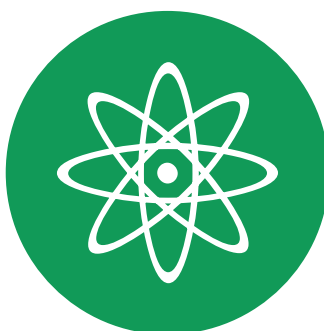
Brands can ensure their buying strategy isn't inefficient and duplicative if they understand what audiences they're buying across all publishers, platforms, and data types. First, find out what data your buying entities are using, and which audiences they're targeting. Then, determine how much overlap there is, and how well their use of data maps to your overall goals.

## 3. CONSOLIDATE YOUR MEDIA TECHNOLOGY



Brands can manage ad frequency and pacing across buys only for media that is bought through a unified advertising technology. Assess how much of the digital media being bought on your behalf is purchased this way, and how to bring more into the fold. Remember that direct-sold media can be purchased on automated platforms, like Rubicon Project's Orders platform.

## 4. MINIMIZE ERRORS



Human error can thwart even the best-laid digital advertising plans, and faulty implementation can degrade both campaign execution and insights, which can impact future campaigns. Brands should work with their primary buying partners to understand which steps in the campaign launch process are particularly error-prone. Discuss what options exist for automating those steps.

**Learn more about how to use Rubicon Project's Buyer Cloud to understand how your media dollars are being spent, and take meaningful control of your digital advertising. Visit [rubiconproject.com/buyers-get-started](https://rubiconproject.com/buyers-get-started) for an assessment.**

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