



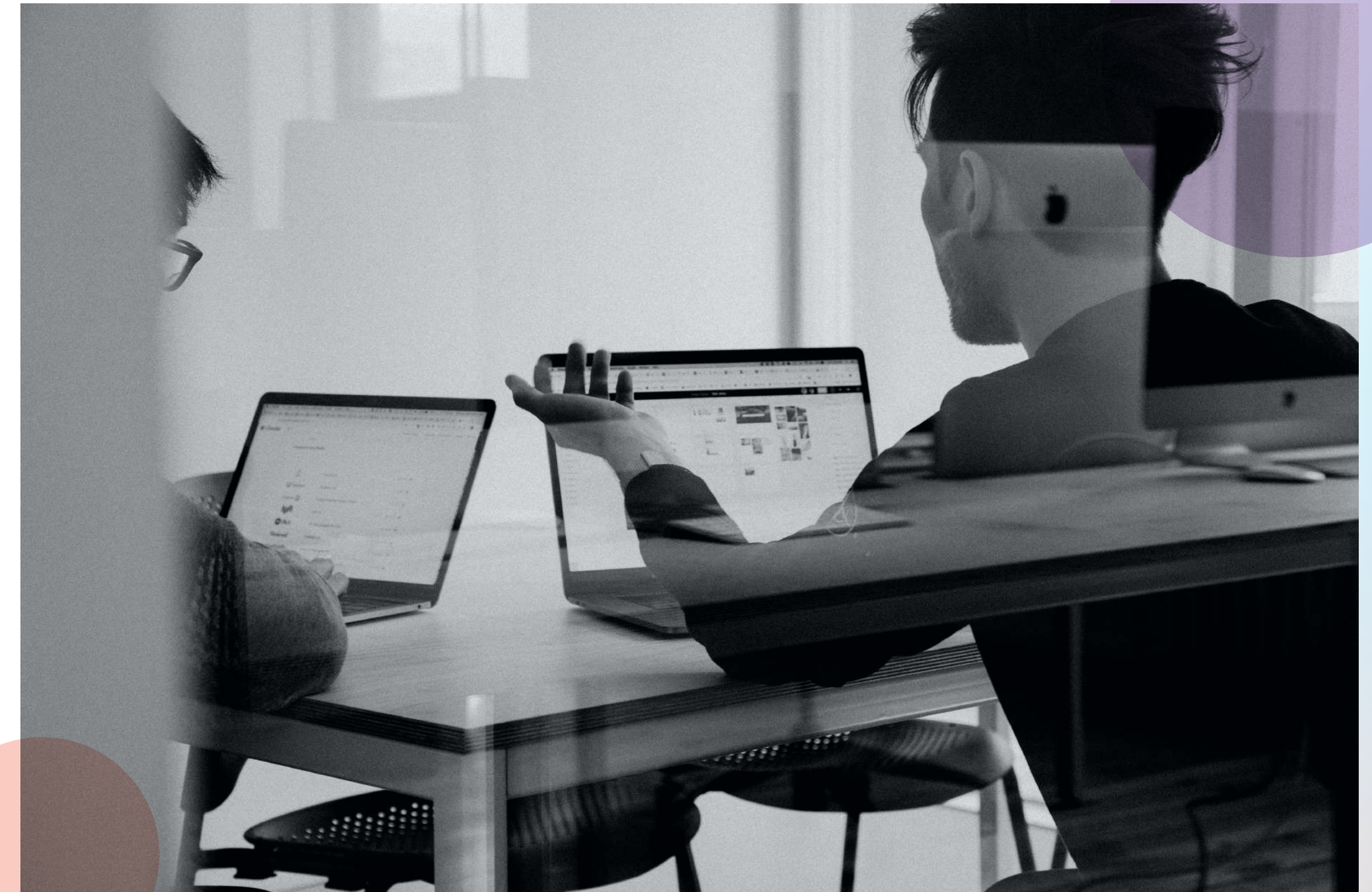
PROGRAMMATIC AUDIENCE TARGETING SURVEY RESULTS



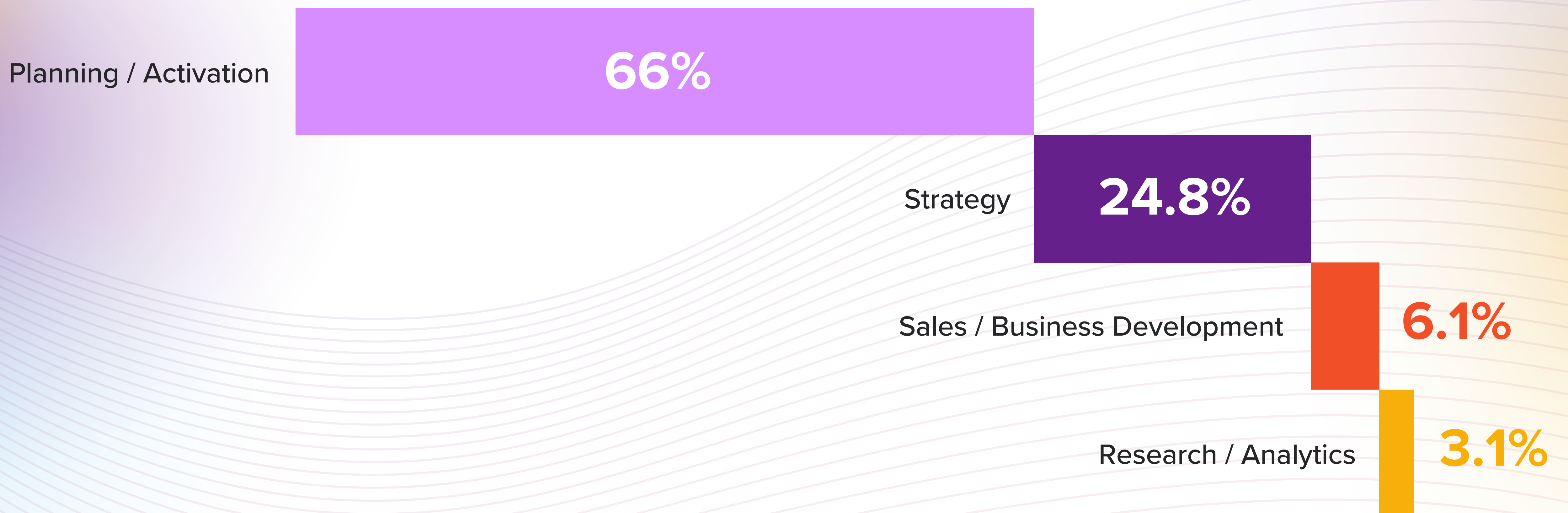
DEC 2022

INTRODUCTION - PROGRAMMATIC SURVEY

Right before the new year, Datonics surveyed 400+ media strategists, planners and buyers who worked on programmatic campaigns about their data buying habits. We asked them which types of data they use, their rating of various factors in selecting a data provider as well as their concern about a future technological, privacy or legal change disrupting their data strategy.

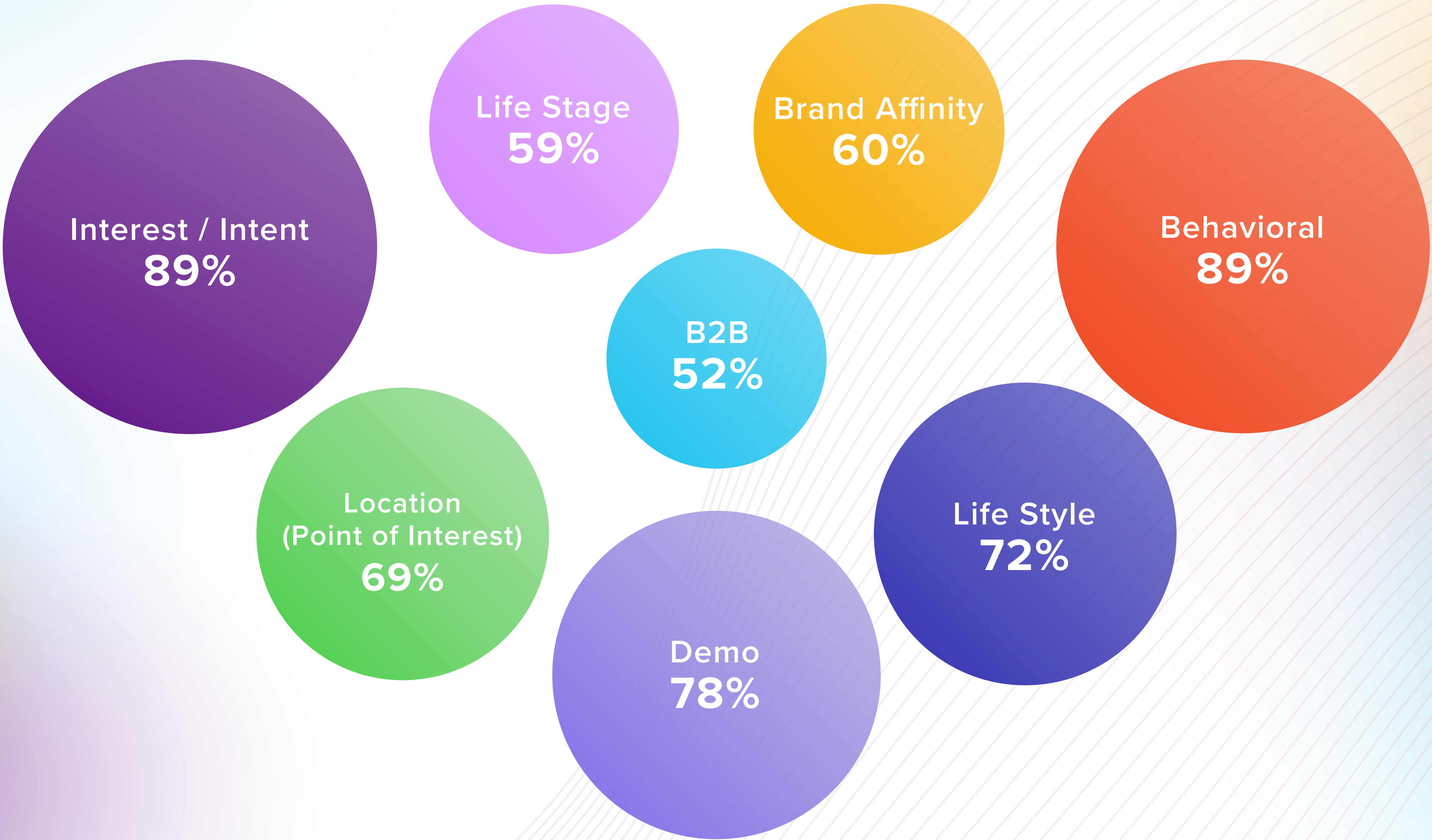


RESPONDENTS BREAKDOWN



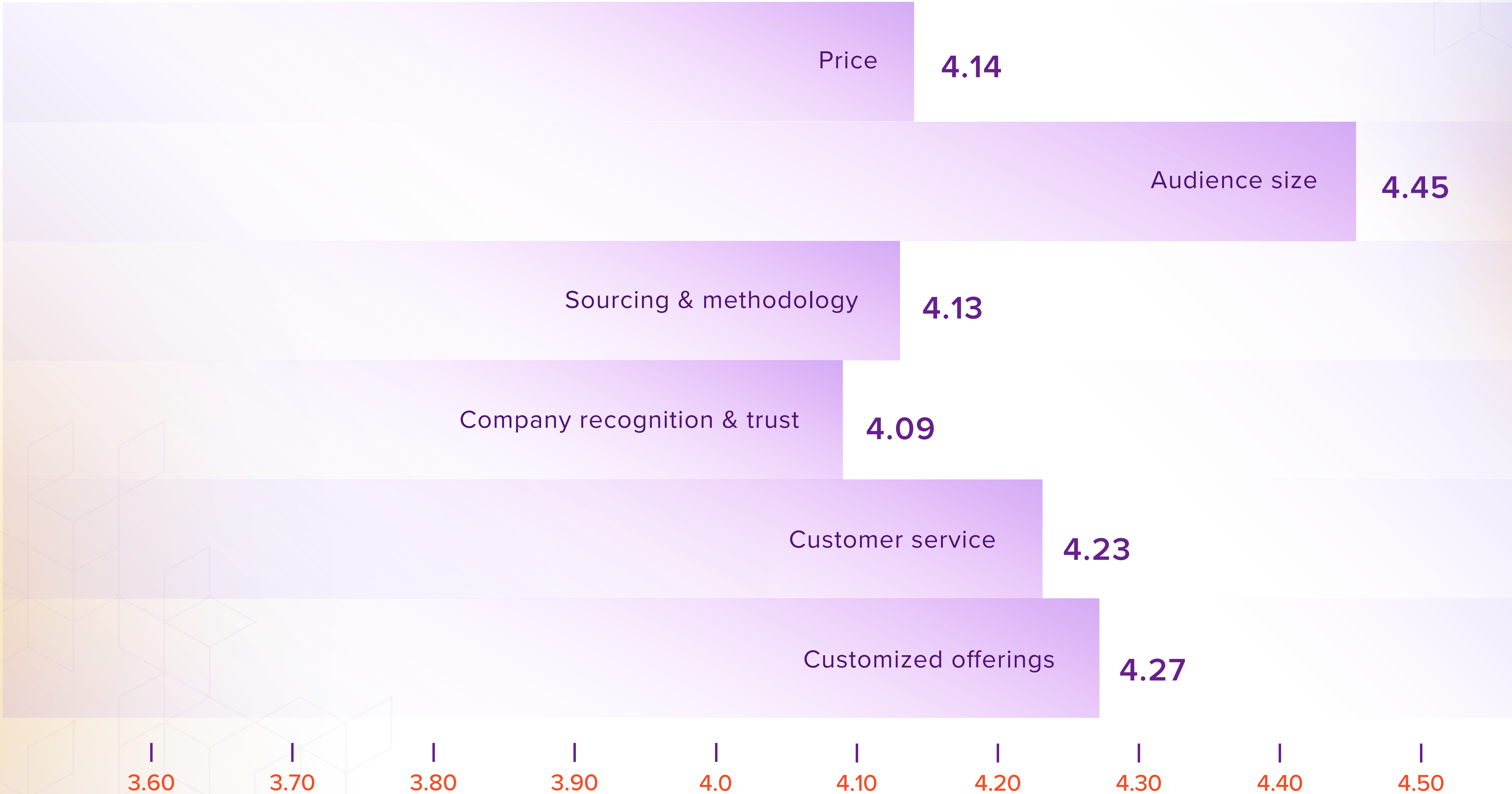
TYPES OF DATA USED

We asked our respondents to select from a list of eight categories of data that they use in their campaigns.



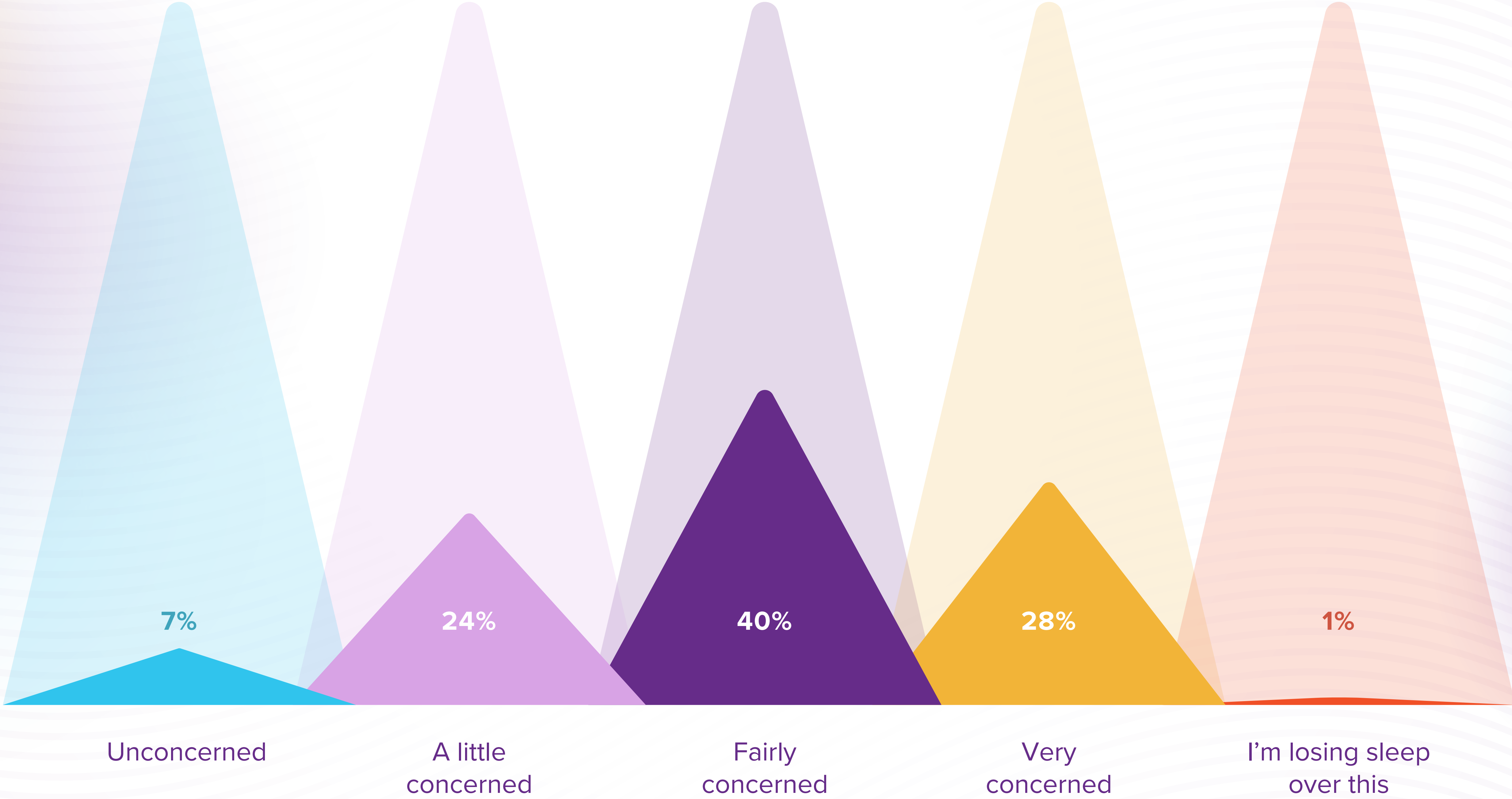
HOW PROGRAMMATIC TEAMS SELECT DATA PROVIDERS

As a veteran company in providing data for media campaigns, we had a solid idea of the factors that were important to the programmatic teams. But just how do these factors weigh in comparison from one to another? We asked our panel to rank the importance of the following factors when selecting a data provider on a scale from 1-5.



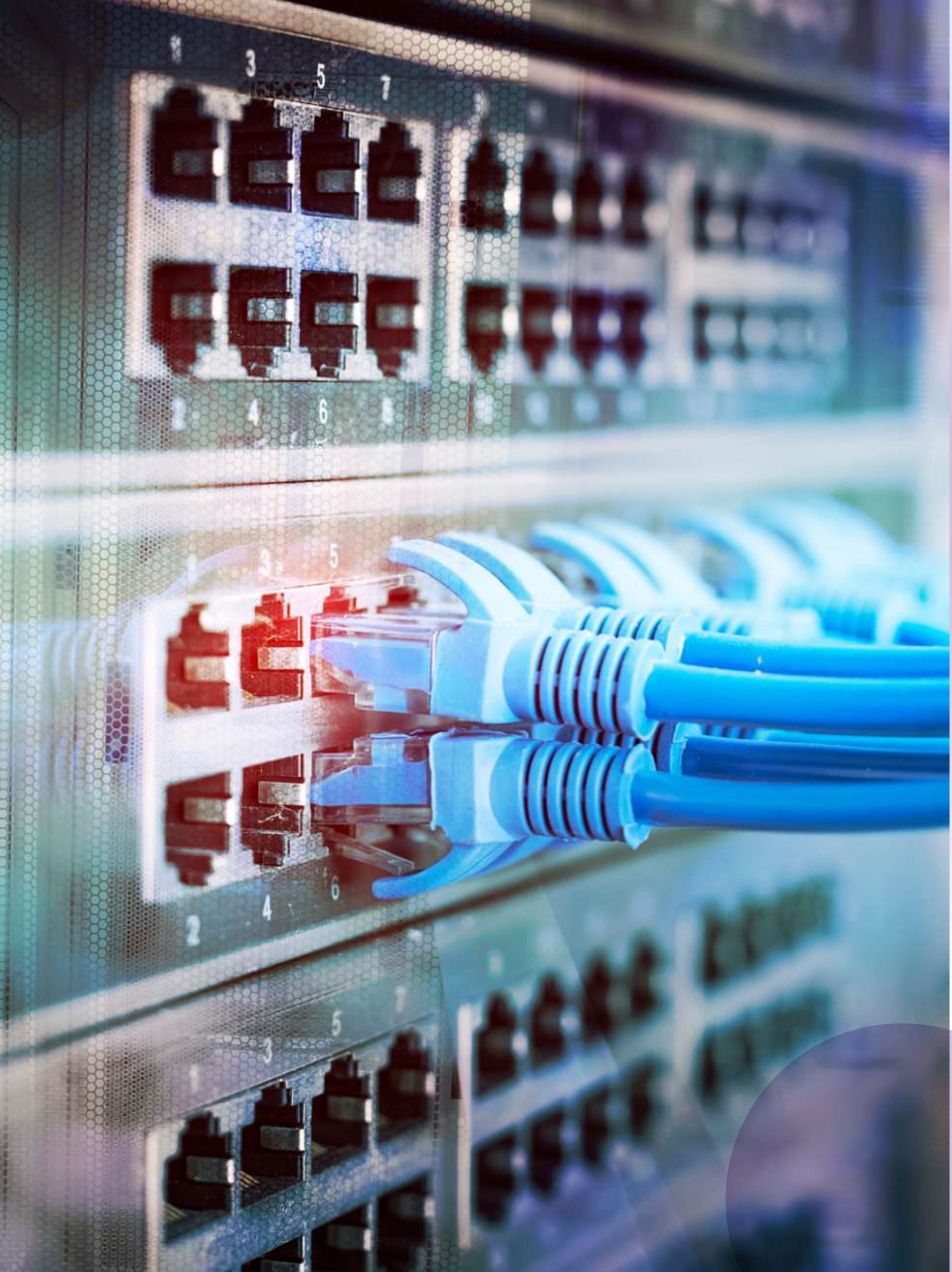
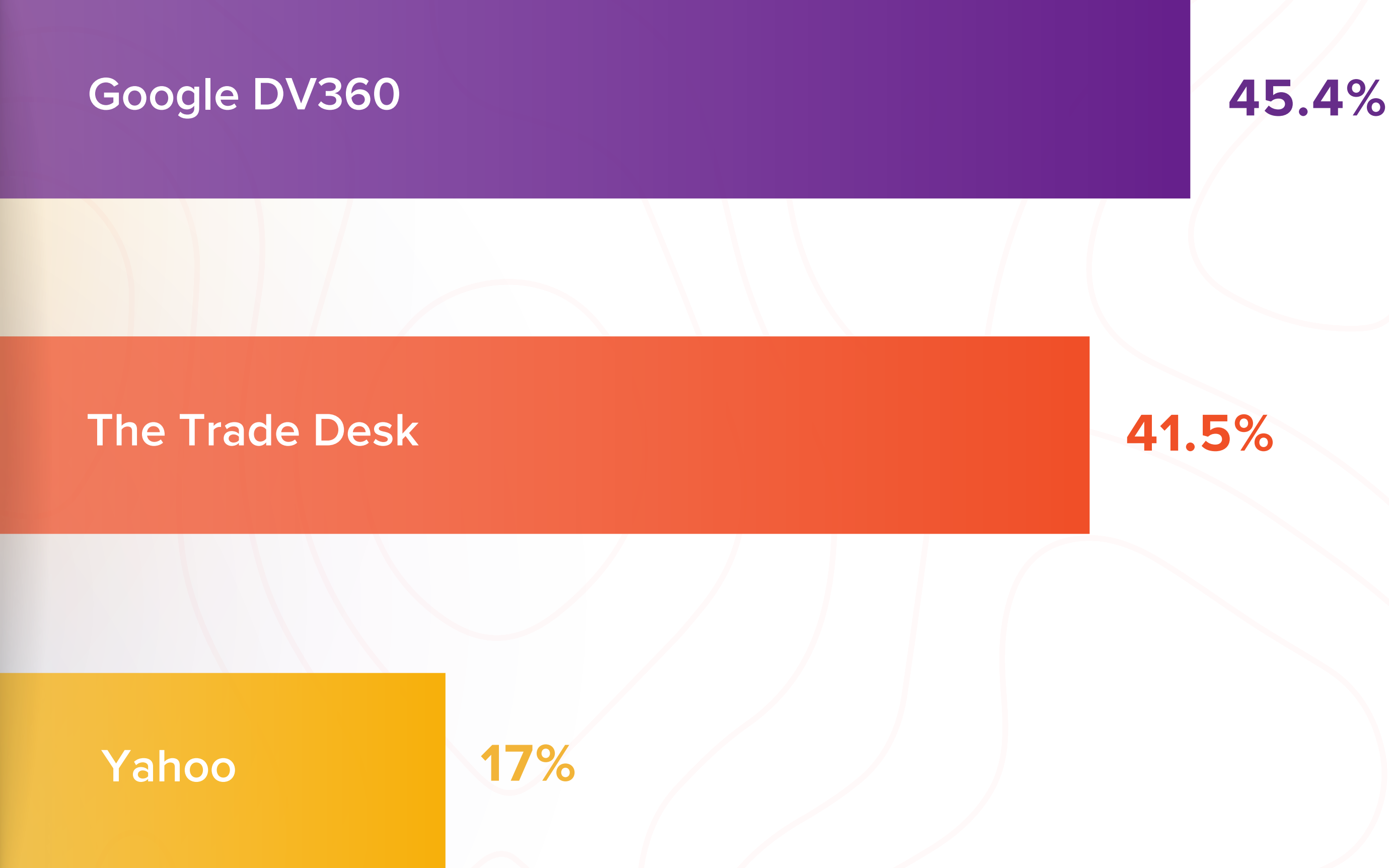
DATA STRATEGY DISRUPTION

We asked our respondents how concerned they were about a disruption to their data strategy from an unexpected technological, privacy or legal change.



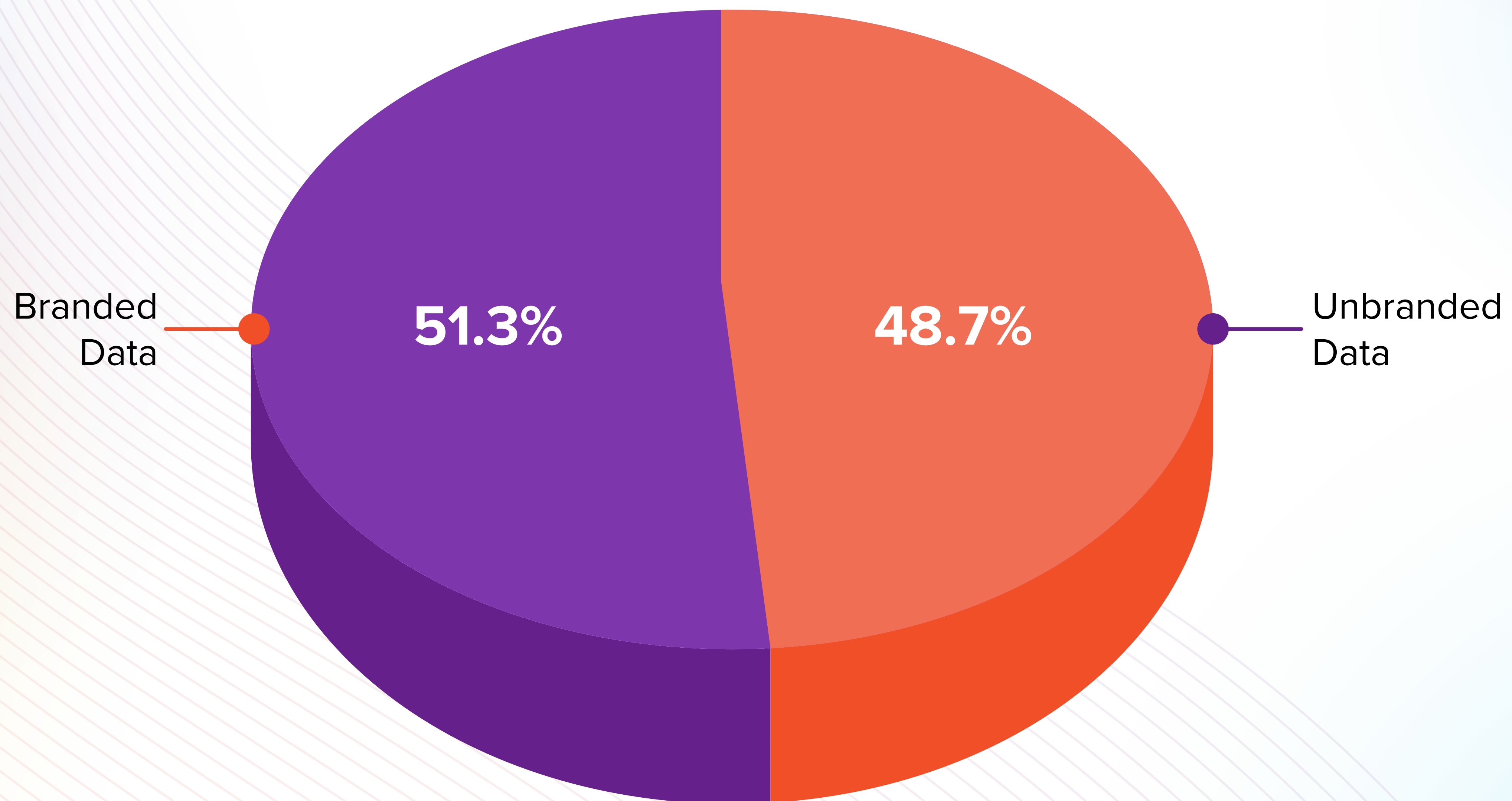
MOST POPULAR DSPs

Agencies frequently have access to multiple DSPs, some used more than others, and we wanted to get an understanding of which ones are routinely used by programmatic professionals. Nearly half the respondents cited Google DV360 as a platform they frequently used, followed by The TradeDesk while Yahoo takes third place at 17%.



BRANDED VS UNBRANDED DATA

Many DSPs have long subsidized the basic demo and geo targeting features into their platforms, offering them as unbranded parameters (not naming the data provider) in the set up of a campaign. With the surge of data providers entering the market in the past half decade, it appears that a trend is developing where DSPs are taking other types of audience targeting (interest, life stage, brand affinity, etc) and rolling out these targeting parameters unbranded without disclosing the names of these data providers.



THIRD PARTY DATA USAGE

Our media buyers and planners estimated that 53% of their programmatic campaigns utilize 3rd party data. They estimate that they work with an average of 11.9 different data providers.

ADAPTATION & FUTURE PROOFING YOUR DATA STRATEGY

Evolution in the industry is perpetual, some of it is forced by legal/privacy changes and some is adapted through innovation by market leaders and pioneers. At Datonics, our approach to future proofing isn't to bet the house on a single prediction of what is to come in the next chapter. Rather, it is to continuously prepare our foundation so we have the ability to swiftly adapt to the changes that we come across. [Learn more about Datonics methods](#) of adaptation and our commitment to providing clean data.

