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The Ad Platform: Why the Buy Side Wants Log-Level Data
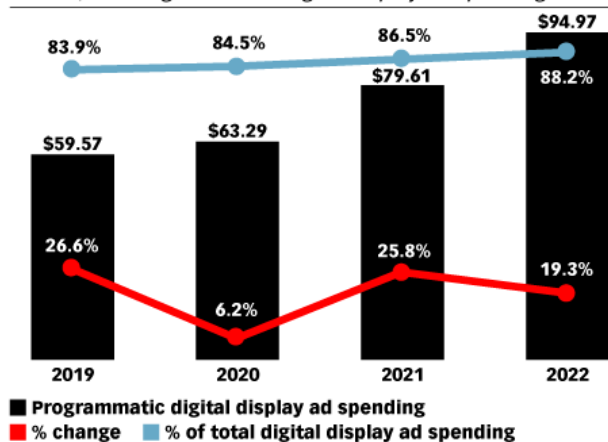
Nicole Perrin

Programmatic transparency has come a long way in recent years, with many supply-side platforms (SSPs) now offering an interface for buyers to get log-level data. Amanda Martin, vice president of enterprise partnerships at Goodway Group, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss why buyers are interested in this information, what is still making it difficult to understand and execute on, and her hopes for the future of transparency.

US Programmatic Digital Display Ad Spending, 2019-2022
billions, % change and % of digital display ad spending

2019: $59.57, 26.6%, 83.9%
2020: $63.29, 6.2%, 84.5%
2021: $79.61, 25.8%, 86.5%
2022: $94.97, 19.3%, 88.2%

■ Programmatic digital display ad spending
■ % change   ■ % of total digital display ad spending

Note: digital display ads transacted and fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices
Source: eMarketer, July 2020

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