

The Ad Platform: Competition heats up for SSPs

Audio

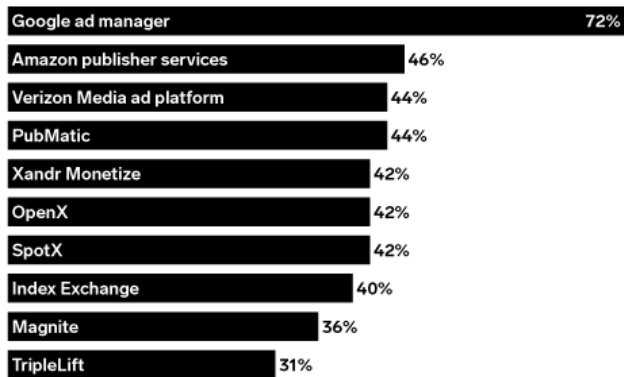


As advertisers have cut down on how many demand-side platforms (DSPs) they work with, publishers have increased the number of their supply-side platform (SSP) partners. Lauren T. Fisher, executive vice president of business intelligence at research firm Advertiser Perceptions, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss

the company's latest wave of SSP research, why identity resolution is important, and what to expect now that cookie deprecation in Chrome has been delayed.

Which Supply-Side Platforms (SSPs)* Have US Publishers Used in the Past 12 Months?

% of respondents, March 2021



Note: n=151; *that US publishers are familiar with
Source: Advertiser Perceptions, "Programmatic Intelligence Report: Supply Side Platforms 1H 2021," June 14, 2021

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