

# WE REVIEWED THE PROGRAMMATIC TECHNOLOGY STACK FOR A RETAIL ADVERTISER AND REVIEWED TWO KEY TECHNOLOGIES AGAINST 96 REQUIREMENTS



2

KEY TECHNOLOGIES REVIEWED

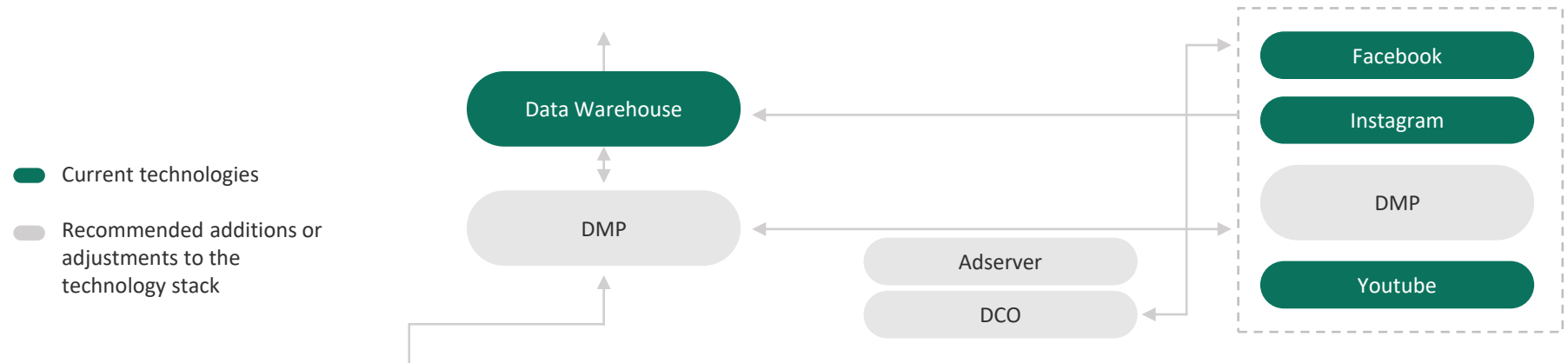


93

TECHNICAL REQUIREMENTS

4

TECHNOLOGY PROVIDERS PITCHED



This engagement was with a retail advertiser experiencing high growth in a competitive market. It followed a project where we audited their existing programmatic capability and defined their long term strategy. A key part of that strategy was to ensure that they have the best programmatic technology in place to support their programmatic ambition. We identified the need to review their **Demand Side Platform** and explore the need for a **Data Management Platform**, specifically.

We invited four providers with a DSP/DMP and managed-service capability to pitch for the business. Our advertiser has not yet been able to prove the value for programmatic so we recommended that they should not invest in multiple platforms and resource to manage them. We were looking for the technology provider to partner with the advertiser to help to prove the value of programmatic without significant upfront investment.

Using our understanding of the advertiser from our audit, we generated 93 technical requirements and prioritised them. We also generated five key use cases for the technology and asked the providers how they would best apply their technology to deliver against them. The providers were scored on their ability to understand and solve the advertiser challenges, and their technical capability. The successful provider demonstrated a great desire to understand the advertisers' main challenges further and had a leading technology stack with features that would support the advertiser in both the short and long term.