

# ELEVATE YOUR INVENTORY BUYS THROUGH THE PRIVATE MARKETPLACE



Ensure your programmatic investment is spent on premium, high value domains rather than on the open exchange. Choose which publishers are the right fit for your brand for additional precision in your targeted buy.

## BREAKING DOWN THE PROGRAMMATIC INVENTORY LANDSCAPE

Open auction is the most common approach to media buying. Through a demand side platform, open exchange inventory allows advertisers to utilize real-time bidding strategies (RTB) to win impressions across the web.

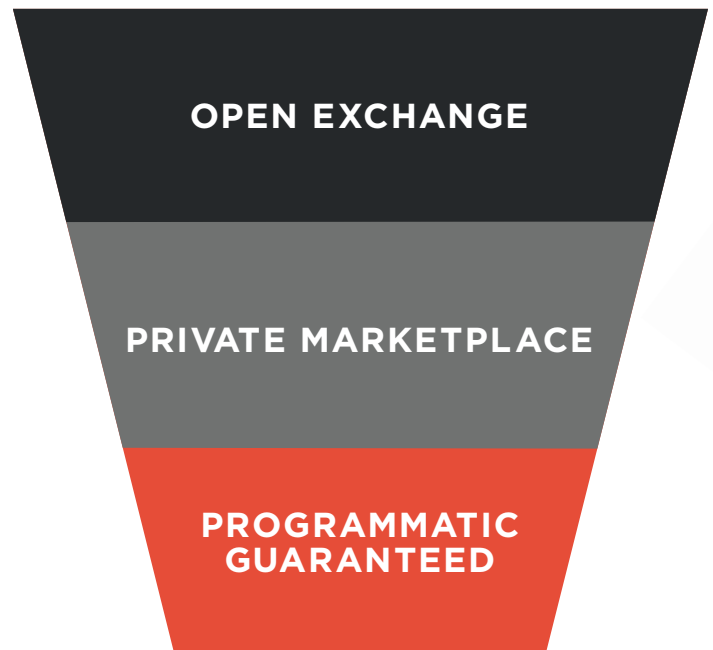
PMPs are frequently offered by more premium publishers and gives advertisers superior bidding rights to placements on specific domains. The competition in bidding drastically decreases from open exchange to PMPs because it is accessed by invite only.

PG deals utilize a one-to-one media buying strategy, ensuring that your full budget will be spent on high quality inventory placements at a fixed CPM. This guarantees delivery.

## WHAT CAN CYBBA DO FOR YOU?

Cybba's media team will identify PMP deals that align with your target demographic. Through our extensive network, you can expect:

- Access to 100+ Premium Publisher PMP deals
- .20% CTR (Video)
- .20% CTR (Banner)
- .25% CTR (Native)
- 70% VCR Benchmarks for pre-roll video placements \*benchmarks vary by publisher.
- A precise digital snapshot of publishers and data selection for high value exposure to your core consumer
- A team of digital experts to guide and make recommendations along the way



## PREMIUM INVENTORY

**Interested in learning more?**

Reach out to a Cybba Account Executive today!

Email: [marketing@cybba.com](mailto:marketing@cybba.com)