



PREFERRED BACK TO SCHOOL DEAL LIST

Discover premium back to school content with access to premium publishers

According to eMarketer, e-commerce will account for 10% of US back to school sales this year. The Amobee Preferred Library provides instant access to premium Back to School content across CTV, OLV and display deals via the Amobee DSP. Supply is pre-negotiated from premium networks, streaming services, and direct to device.

Benefits to PMP activation

Efficiency

Less manual work and streamlined execution compared to multiple direct buys.

Access

Publishers and ad formats otherwise not available via the open exchange, and 1st party data otherwise not decoupled or available in our data marketplace.

Performance

Access to high performing inventory and valued audiences, improve win rates over open auction, and opportunity to negotiate rates and custom set up.

Transparency and protection against ad fraud

Increase transparency and control of where your ads run and the overall media buying process by associating with trusted publishers.

Stronger publisher relationships

Provides buyers and sellers the opportunity to work closer together to achieve common goals.

Better quality inventory

Publishers have the ability to select more quality supply for PMPs.

Publishers



Pricing

Floor prices range between \$3-\$30

- Display: \$3-\$7.50
- OLV: \$8-\$23
- CTV: \$28-\$30
- Audio: \$9-\$12

Recommended set up:

- Flat Bidding (CPM)