

Unlocking Potential:

How a Programmatic AI Technology Can Transform Your Business

White paper 2024





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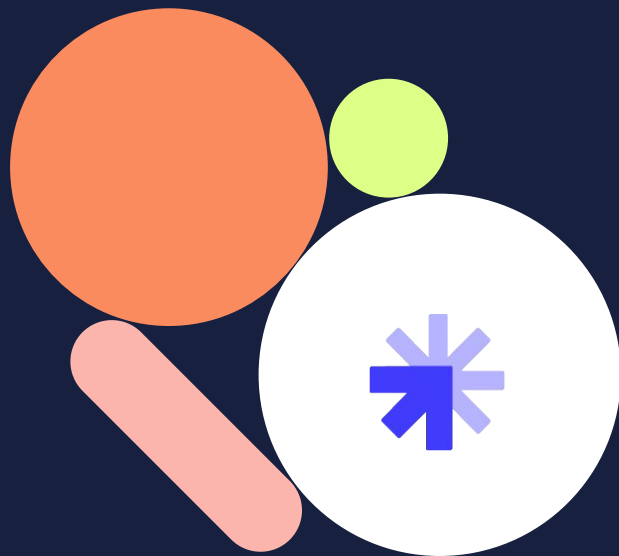
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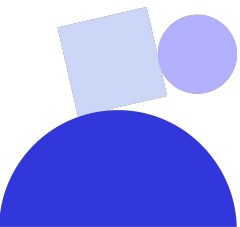
Introduction

In the agile industry of digital advertising, the role of the display wrapper has been both pivotal and, paradoxically, a potential bottleneck for publishers. In this whitepaper, we'll delve into five reasons on how an innovative display wrapper might empower you to future-proof your business.



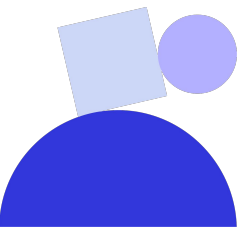


1. First, we'll address the temptation of utilizing open source when integrating with a wrapper solution and explore how publishers can harness the power of artificial intelligence (AI) to yield enhanced results.
2. Then we'll talk about how a third-party provider can help publishers maintain and expand in-house capabilities to accommodate evolving market demands, with a keen eye on incorporating new features.
3. The third chapter revolves around the strategic advantage of consolidating auctions, providing publishers with greater control, transparency, and flexibility in optimizing revenue streams.





4. In the fourth chapter, we explore how publishers can keep up with applicable laws and industry standards, including privacy consents, IAB guidelines, GDPR, COPPA, and many more.
5. Artificial intelligence and machine learning can help publishers to maximize operational efficiency, including customized advertising, real-time bidding optimization, and data-driven decision-making.





01

The temptation of open source

To build or to buy? That's the question. Some publishers might think that it's more beneficial to build an in-house programmatic advertising solution. The internet is full of resources, libraries, and tools that promise to be cost-effective in the long run. Nevertheless, building in-house might not be as straightforward as it seems.

In this chapter, we'll examine the benefits and potential pitfalls of building versus buying and how publishers can most efficiently increase their revenue.

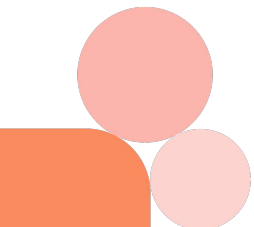


Publishers, driven by the constant pursuit of optimizing ad inventory, find themselves at a crossroads. They have two options: either they choose to build their own solution or to trust a tech provider with monetizing their inventory.

On the one hand, open source promises to be cost-effective in the long run, with many resources and open-source tools available on the internet. However, building in-house is unfortunately far from straightforward.

Building an in-house solution requires the publisher to have a deep understanding of technology, including an R&D team to build and maintain the solution. Additionally, they'll need to understand and stay on top of industry challenges and dynamics.

However, building in-house is far from straightforward. For one, publishers need to understand industry dynamics, and their pain points, while at the same time have a deep understanding of technology.

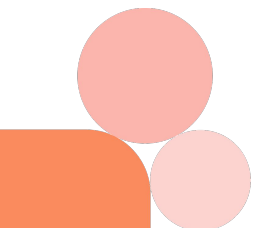




A publisher can shorten the time to market by utilizing the services of a tech provider. These tech providers can accelerate the publisher's time-to-market because they have the resources and means.

This saves publishers valuable time, cost, and effort compared to building and maintaining their own data infrastructure. Well-defined pricing structures also add to the benefit of buying available solutions.

This decision is obviously not importance for the publisher to carefully one-size-fits-all, but it stresses the assess their specific needs, budgets, and long-term goals.





02

Maintaining and expanding your wrapper

Tech companies can help publishers maintain and expand their wrappers by providing insights and transparency. In this chapter, we'll explore how innovative technology can help publishers keep up with evolving market demands and grow their revenue.



Publishers can effectively maintain and expand their wrapper solution by adopting the following strategic practices:

Flexible architecture:

Ensure the wrapper you choose has a flexible and scalable architecture that can easily adapt to changing market dynamics. This helps you integrate new features and technologies by significantly minimizing disruptions.

Regular updates and maintenance:

Ensure your service provider has the knowledge and capacity to regularly update their wrapper solution. These updates should include the latest technologies, industry standards, and security measures.

Analytics and monitoring:

Utilize analytical tools to monitor the performance of the wrapper in real-time. By analyzing performance metrics, you and the tech provider can make improvements in real time.





Adoption of industry standards:

Ensure that the wrapper of your choice is compatible with various systems, tools, devices, browsers, and platforms. This helps you align with industry standards whenever needed.

Effective feedback loop:

Establish a feedback loop that involves all relevant stakeholders to stay on top of things. Feedback can provide critical insights and help boost performance.

Data privacy and security:

Partner with a tech provider who implements robust measures to protect sensitive data and promote compliance with relevant regulations.

User experience optimization:

A user-friendly interface combined with fast load times and effortless interactions can optimize the user experience and generate higher revenue.





03

Consolidating Auctions

Publishers who want to make informed decisions have to combine auctions. This is why, in this chapter, we'll dive into how combined auctions can help streamline the auction process and help publishers adapt quickly.



Instead of engaging in several fragmented auctions, publishers can merge auctions. This is called auction consolidation and involves combining multiple auctions, which can happen through header bidding or server-to-server connections. This helps reduce operational complexity and enhances efficiency.

Always ensure that an internal auction is conducted for all bids by transferring the most relevant auctions to the Google Auction Manager (GAM). This means that publishers who consolidate auctions gain a broader perspective, helping them make data-driven decisions in real time.

Furthermore, consolidated auctions empower publishers to increase transparency, improve auction dynamics, and reduce latency. This helps publishers enhance the user experience, form strong and long-lasting partnerships, and ultimately optimize their revenue.





04

Ensure industry standards

Let's explore how publishers can promote compliance with applicable laws and industry standards in an ever-evolving industry. These standards include privacy consents, Interactive Advertising Bureau (IAB) guidelines, General Data Protection Regulation (GDPR), Children's Online Privacy Protection Act (COPPA), and many more.

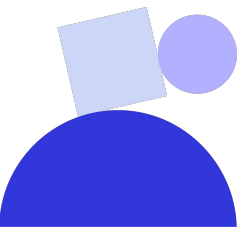


The list is long. From privacy consents to Interactive Advertising Bureau (IAB) guidelines, General Data Protection Regulation (GDPR), Children's Online Privacy Protection Act (COPPA), and many more, publishers need to stay on top of these regulations.

But that doesn't mean publishers should only focus on mitigating risks; most importantly, they should build an environment of trust, which paves the way for sustainable growth.

One great example of building trust is the [Global Privacy Platform](#) (GPP), which will soon be binding for our whole industry [LINK]. However, for publishers, it's not always easy to navigate this regulatory terrain. They need to find a way to ensure compliance without compromising innovation.

A tech provider who dedicates their whole time to doing exactly this can help publishers stay on top of new developments.





05

Embracing AI and ML

Artificial intelligence (AI) and machine learning (ML) are reshaping the ad tech industry. At the same time, they unlock new dimensions of efficiency, optimization, and user engagement. In this chapter, we'll dive into personalized advertising, real-time bidding optimization, and data-driven decision making.



AI and ML empower publishers to future-proof their display wrapper solutions by optimizing every advertising opportunity. How? Let's check it out:

Real-time bidding optimization

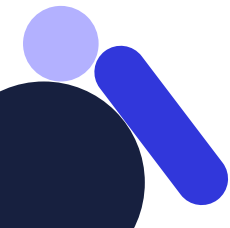
Who wouldn't know better that our industry is extremely dynamic and demands quick decision making. This is where artificial intelligence comes in, as it can process a great amount of data in real time.

Personalized advertising

Machine learning has the ability to leverage predictive analytics, which enables publishers to better understand user behavior and preferences. This means a publisher can display ads in their available inventory that actually resonate with the relevant audience

Data-driven decision making

We all make decisions based on our gut feeling from time to time. While this might be relevant in some scenarios, for publishers filling their available inventory with the most adequate ads, it's not always the best option. Machine learning models can help publishers make better decisions that are data-based. This empowers publishers to quickly adapt and stay ahead of the curve.





About Rise

Rise is leveraging the power of AI to revolutionize digital advertising by enhancing search quality and optimizing auction logic with RTB efficiency.

Through our AI-driven algorithms, we optimize auction processes to drive maximum efficiency in real-time bidding (RTB). This ensures our partners get the most out of every advertising opportunity by reaching the relevant audience at the right time.

We empower our partners to stay on top of their game, adapt to changing market dynamics, and unlock new revenue streams.

