Mobile marketer best practices: What should advertisers look for in a mobile programmatic exchange?

When it comes to achieving particular KPIs, mobile advertisers — with varying needs — are faced with a slew of options to help them optimize towards their goals. As mobile marketers invest more time and budget into programmatic, one strong contender has emerged: the mobile programmatic exchange. Let's take a look at what mobile advertisers should look for and what to consider when partnering with a mobile exchange.
Direct relationships mean fewer cooks in the kitchen:
Fewer intermediaries mean fewer issues — and if an issue does occur, it’s easier to narrow down the source. This is the cornerstone of supply path optimization (SPO), which is an important initiative for many agencies and advertisers. At MoPub, our supply is SDK-direct (100% direct-to-publisher) which helps ensure high quality inventory, transparency, efficient connection with publishers, and accurate data.

Brand safety:
When it comes to choosing an exchange partner, you should evaluate what precautions the exchange is taking to ensure that your ads are being shown on apps that are considered brand-safe. Working with an exchange that has strong relationships with app publishers can help ensure that your ads will be placed in higher quality apps.

Fraud prevention:
When an exchange has strong publisher relationships, it’s easier to hold publishers accountable and is easier to investigate any potential signs of fraudulent activity or inventory. Make sure your exchange is taking the necessary steps to hold those publishers accountable. At MoPub, for example, each app on our exchange undergoes manual review to help minimize the chance of fraud.
Relationships with DSPs

Just as it's important that an exchange has close relationships with publishers, it's equally important that the exchange has relationships with demand-side platforms, or DSPs. When partnering with exchange, ask yourself the following:

What does the exchange provide to DSPs to help them succeed?

It's important to consider the kinds of offerings an exchange has for DSPs. For example, inventory packages, industry intel and benchmarks, and performance analysis and audits are often valuable.

What kind of data is the exchange passing to your DSP?

Is the exchange passing valuable data that can increase performance while maintaining compliance with industry regulations? You should ensure that any exchange you plan to work with is transparent.

Can the exchange work in tandem with the DSP to solve issues?

Does the exchange have the resources to work with DSPs to solve issues in real time?

How does your DSP view a particular exchange? If the DSP is a proponent of that exchange, why? If not, why not?

Make sure you’re doing your research: is the exchange a close partner to your DSP? What kind of feedback does your DSP provide? What percentage of DSP budget goes to the exchange? Ask your DSP reps: is the exchange an important partner of theirs? What percentage of their inventory does the exchange make up? Knowing this can help you understand if it’s in your best interest to work with them, and if there’s opportunity for you to request that your DSPs scale up their business with the exchange.
Another point of differentiation in an exchange is whether they offer client support services and provide the necessary tools and resources to further marketer education.

Do they have a client solutions team? Do you have an opportunity to work with an account representative who can answer your questions?

At MoPub, we pride ourselves on top of the line client service to ensure our clients get the support and strategic advice that they need. Our team provides insights and recommendations to help marketers plan, activate, and optimize their programmatic media buying efforts and campaigns.

Do they share educational tools and resources, such as best practices guides, case studies, and peer set analysis?

At MoPub, MoPub’s Marketer Program is available (at no cost) to marketers, agencies, and agency trading desks, and offers insights from programmatic experts with deep relationships across global DSPs and mobile publishers to help maximize your programmatic investment. Our marketer team is available to provide consultation around programmatic best practices.
Industry reputation

It helps to know if industry peers can vouch for the exchange. Ask:

What are others in the industry saying? What was their experience?

If your clients, colleagues and partners have positive feedback regarding the exchange’s reputation and results, that’s an excellent way to help determine if they’re the right business partner for you.

At the end of the day, the better the relationships are between an exchange and its supply and demand partners, the better all-around performance is for all parties. Ensure that your exchange is focused on both the supply and demand sides of the business and has a deep understanding of how each side is running. Looking for more Mobile Marketer Best Practices? Check out these insights on programmatic expectations or this advice on in-app ad formats. You can also get in touch with MoPub's Marketer Program, our expert team dedicated to helping mobile marketers maximize their programmatic investment, here.