User opens an app.

Developer may find information it has stored on the device in its Data Management Platform.

Developer sends information to its ad server asking if an ad campaign is available to target the user. If yes then an ad is served.

If no campaign, the server seeks to match the impression programmatically requesting response from traders, ad networks, and SSPs.

If the impression is not cleared the server may send a request to a private ad exchange. If not cleared then a request is sent to an open ad exchange.

Open ad exchange sends a bid request containing information on the app and any available info on the device to multiple bidders including ad networks and DSPs.

Each bidder processes bid request, overlays it with additional data and targeting and budget rules. Bidder's algorithm evaluates the request, selects the creative, and sends it along with the bid price to the ad exchange.

Ad exchange selects winning bid from bidder responses.

Ad exchange sends winning ad URL and price to Developer's ad server, which tells the app which ad to display.

User's app pulls ad from winning bidder's ad server.

Winning bidder's ad server receive data on user's interaction experience.
Let’s Uncomplicate It
The Core of the Supply Chain
Agency Trading Desks
Centralized management platforms, typically layered on top of a DSP or another audience buying platform, that help clients improve their advertising performance by buying targeted media, measuring results, and reporting audience insights.

DSPs
Allows buyers to manage multiple ad exchange and data exchange accounts. DSPs enable marketers to manage their bids and the data they are layering on their inventory. Allow users to optimize based on KPIs including eCPI, eCPA, etc.

Exchanges
Allows buyers to manage multiple ad exchange and data exchange accounts. DSPs enable marketers to manage their bids and the data they are layering on their inventory. Allow users to optimize based on KPIs including eCPI, eCPA, etc.
Ad Networks
The key function of an ad network is aggregation of ad space supply from publishers and matching it with advertiser demand. Ad networks use a central ad server to deliver ads, which enables targeting, tracking and reporting of impressions.

SSPs
Enables publishers to manage their impression inventory and maximize revenue. They offer an efficient, automated and secure way to tap into the different sources of income, and provide insight into the various revenue streams and audiences.
Limited Data

- Most of the best data behind the Facebook walled garden
- Marketers not taking advantage of their own data

Limited Transparency:

- Programmatic is a black box with uneven reporting standards

Ad Fraud:

- 5% to 25% of impressions driven by Bots
- 25% to 60% of impressions are unviewable
Françoise Gilbert, Greenberg Traurig LLP

D. Reed Freeman, Jr., Wilmer Hale

Saira Nayak, Tune

Randy Sabet, Cooley, LLP
A Word to the Women Folk

An Advertorial

By Kansas City's Rotary Ad Man.

Do the ladies have a place in Rotary?
International President Greiner (hats off!) says they do—and that by a large majority.
History says that woman has had a large part in every good work the world has ever done.
Suppose we let them speak for themselves!
Who's there—woman, in the brother Judean?
Native advertisement presented in context of popular health blog
“While the pills do cause rapid weight loss (no doubt about that), most people buy them as ‘speed’ pills.”

NEW YORK, Nov. 28, 2012/PINewsWire/—Most of us thought the era of the “Super-Powerful” diet pill ended a few years back when the FDA removed Ephedra and Fen-Phen from the U.S. market because of safety concerns.

Well, it turns out that “most of us” were wrong. It seems that a huge, multi-billion-dollar, “underground” market for these amphetamine-like fat burners sprung up even before the ink was dry on the FDA’s decree.

But recently, an entirely new crop of high-quality, super-powerful and super-effective diet pills are coming out of hiding and are hitting the shelves of your local GNC.

The current leader in this new category is a product called BiphedAdrenex, developed and sold by Generic Labs”, LLC. The company tells us that Biphed Adrene is a two-part system comprised of a unique “Amphetamine Provisional Complex” (for powerful appetite control, mood elevation, and energy) combined with an aggressive thermogenic compound (for fat burning and stamina). This two-pronged attack on fat is apparently what makes the compound so effective ... and so popular.

While the pills do cause rapid weight loss (no doubt about that), these amphetamine-like compounds are fast becoming a favorite among bodybuilders, college students, and over-stressed, exhausted homeworkers for their energy and stamina-boosting properties (in other words as powerful “go-fast” pills). Because cult-like trends that begin with bodybuilders and college students quickly become mainstream, many BiphedAdrene (or BPhed for short) critics are concerned about the overuse of these powerful compounds.

A spokesperson for Generic Labs explains, “One of the things we often heard, as we made a study of the weight-loss market, is that people missed the mood-elevation and boost of energy that were ‘side effects’ if you will, of the Fen-Phen and Ephedra class of diet pills. The weight...”
Was the material on diet pills written by journalists and editors working for the website, or by someone else?

“While the pills do cause rapid weight loss (no doubt about that), most people buy them as ‘speed’ pills.”

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A spokesperson for Generix Labs explains, “One of the things we often hear, as we made a study of the weight-loss market, is that people missed the mood-elevation and boost of energy that were ‘side effects’ if you will, of the Fen-Phen and Ephedra class of diet pills. The weight loss was always primary, but nearly as important was the increase in energy and mood. These new non-amphetamine compounds provide not only very substantial weight loss, but also a similar mood and energy boost.”

While these “super pills” are finding their way into the general marketplace, they are definitely not for everyone. In fact, you shouldn’t even think about taking them if losing five or six “vanity pounds” is your goal. These diet pills are intended exclusively for the significantly overweight. But that’s not the only caveat. You should check with your doctor to ensure you are in

Overall:

27% journalists/editors
43% someone else
29% don’t know
In what industry do you think the person in the picture works?

Experimental Condition: blue product background

- 75% health care
- 15% model
- 3% journalist

“While the pills do cause rapid weight loss (no doubt about that), most people buy them as ‘speed’ pills.”

Control: white background

- 49% health care
- 25% model
- 12% journalist

“While the pills do cause rapid weight loss (no doubt about that), most people buy them as ‘speed’ pills.”
Perception of Endorsement & Native Ads

Overall, 27% thought that a journalist wrote the “sponsored story” but

31% of respondents who saw the material with the blank background thought it journalist-generated

“While the pills do cause rapid weight loss (no doubt about that), most people buy them as ‘speed’ pills.”