PROGRAMMATIC EFFECTIVENESS: DRIVING EFFICIENCY AND TRANSPARENCY
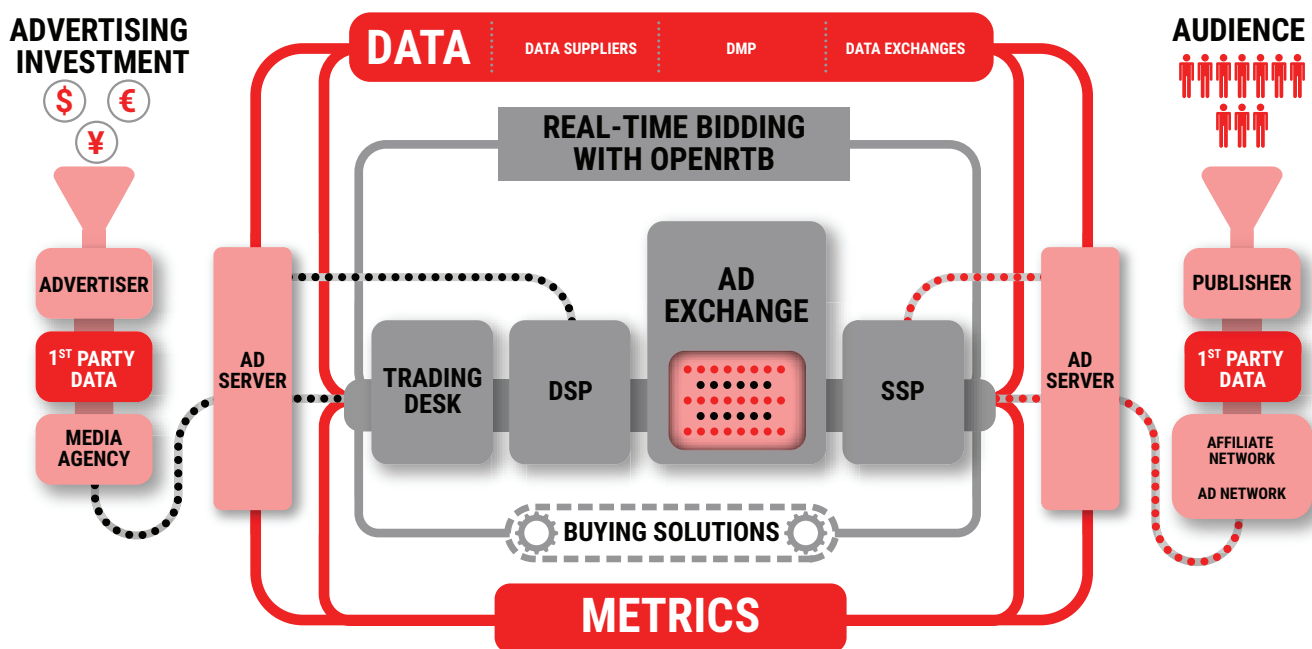
iab.TECH LAB

- The rapid growth of programmatic has created a massively complex supply chain with limited transparency and a challenging environment for brand safety and ad fraud.

- With the vast majority of digital media transacted through programmatic channels, advertisers need better tools to understand the value-add of supply chain participants and how much of their investment is going toward working media.

- Aligning the industry around shared technology and common standards and protocols fuels proprietary innovation, while also improving efficiency and growth for the entire programmatic ecosystem.

PROGRAMMATIC BUYING ECOSYSTEM

Source: Inspired by IAB Spain

IAB TECH LAB PROVIDES THE CORE STANDARDS ENABLING EFFICIENT INTEGRATION OF PROGRAMMATIC BUYING AND SELLING SYSTEMS
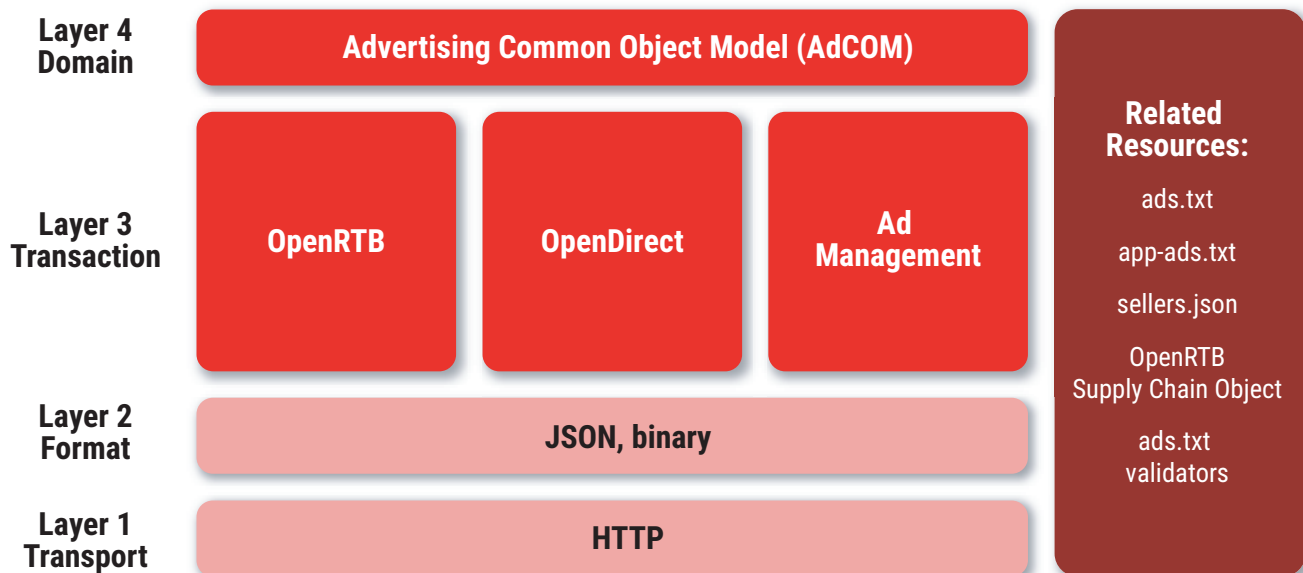
- Authenticated impressions in a brand-safe environment

- Supply chain transparency and control for optimized campaigns

- Efficient auctioning mechanisms and standards for real-time bidding

PROTOCOLS FOR TRANSPARENCY, FLEXIBILITY, AND CONTROL

IAB Tech Lab has completely rearchitected the core automation protocols in OpenRTB within the AdCOM model. Adoption of this new standard along with the latest tools and features, including ads.txt and sellers.json, allows for unprecedented control and visibility into: where the ad is coming from, who is selling the ad, and where the ad ends up.

OPENMEDIA SPECIFICATION LANDSCAPE

A layered approach for how to transact and describe what is transacted.

Layer 4 Domain	Advertising Common Object Model (AdCOM)
Layer 3 Transaction	OpenRTB / OpenDirect / Ad Management
Layer 2 Format	JSON, binary
Layer 1 Transport	HTTP

Related Resources:
- ads.txt
- app-ads.txt
- sellers.json
- OpenRTB Supply Chain Object
- ads.txt validators

MORE THAN JUST STANDARDS: SOLUTIONS FOR EFFICIENT AUTOMATION

IAB Tech Lab is an expert group of engineers, product managers, and data professionals dedicated to developing foundational technology and standards that enable growth and trust in the digital media ecosystem.

IAB Tech Lab Solution	What It Does
AdCOM (Advertising Common Object Model)	Describes the ad, the creative, and the media channels
ads.txt (Authorized Digital Sellers)	Verifies authorized digital sellers to reduce fraudulent traffic – it verifies that a business is authorized to sell a publisher's inventory and helps avoid domain spoofing (aka counterfeiting)
Ad Management API (Application Programming Interface)	Gives supply platforms more control over creative approval
OpenDirect	Enables selling of premium guaranteed ad inventory and inventory/deal discovery
OpenRTB (Real Time Bidding)	Manages inventory transactions that happen in real-time – as an auctioning system – this is a way of transacting media that allows an ad impression to be put up for bid in real time
SupplyChain Object + sellers.json	Tracks path of ad impressions and provides a mechanism to enable buyers to discover the identity of direct sellers and intermediaries (resellers)