

# ANNOUNCEMENT

## BACHELOR THESIS

### KEYWORDS

- Private Ad Exchanges
- Cannibalization Effect
- Spillover Effect
- Interactive Marketing
- Empirical Bachelor Thesis

### TOPIC: MEASURING SIMILARITY AND QUALITY OF PUBLISHERS AT A PRIVATE AD EXCHANGE

As published content (e.g., news and magazines) has shifted online, advertisers have been able to evaluate and buy publisher inventory (i.e., advertising space on websites) based on performance variables such as website traffic, click-through rate (CTR), cost per mile (CPM), and conversion rate. A recent development in online display advertising is the emergence of so-called ad exchanges. Much like stock markets, where market shares become available, buyers quickly compete for them and the highest bidder wins the share, advertising impressions (i.e., the opportunity to display an ad to a user) become available on ad exchanges and advertisers bid for them in milliseconds, which is called real-time bidding. More specifically, the moment a user visits the website, data about the user, the website, and other information is forwarded to the ad exchange where the impression is auctioned off to the highest bidding advertiser.

While public ad exchanges are generally open to any interested advertiser or publisher who would like to buy and sell advertising inventory, private ad exchanges rely on rather strict selection of the publishers and advertisers that they work with. Such selection ensures the availability of premium inventory on the platform as well as the presence of premium advertisers on it. The most important reason for advertisers to buy inventory from private as opposed to public ad exchanges is, therefore, the quality of the inventory and brand safety. As publisher selection is really at the core of the business of a private ad exchange, studying how the acceptance of a new publisher impacts the private ad exchange's revenue is truly important. For instance, accepting a publisher that is too similar to the existing publisher portfolio might result in cannibalization effects. At the same time, a publisher that is of bad quality might have negative spillover effects on other publishers in the portfolio and result in bad reputation for the whole platform.

The aim of this bachelor thesis thus is to develop a measure of similarity and quality of a publisher based on data from a private ad exchange.

#### LITERATUR:

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#### APPLICATIONS:

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