The AdTech Ecosystem

1 + 2 + 3

1st party Owned customer (PII) data.

2nd party Shared audience data (from partners).

3rd party External audience data (from data sellers)

Online Publisher

CUSTOMER DATA PLATFORM
Collects and stores both owned customer data, and all matching digital interactions.

Ad Server

DATA MANAGEMENT PLATFORM
Tag management and audience management combined, PII stripped, and data anonymized.

MARKETING AUTOMATION PLATFORM
Combining communication management with interaction analytics, MAP interacts directly with addressable customers through e-mail, SMS and other channels.

SUPPLY-SIDE PLATFORM
Auction service which organizes ad inventory and provides information on site visitors.

DATA ONBOARDING PROVIDERS
Matches owned customer data (PII) with their online behaviour (cookies, IP addresses, device IDs).

1. User visits website
2. Ad server makes call to SSP
3. SSP decides to auction ad
4. DSP submits bid request
5. SSP picks winner
6. Ad server fetches creative assets from CDN
7. CDN delivers ad creative

DEMAND-SIDE PLATFORM
A master console for managing real-time bidding on the purchase of ads, based on audience segment and site criteria.

AD NETWORK
An aggregator of publisher sites with available ad inventory.

AD EXCHANGE
A technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks.

DATA MANAGEMENT PLATFORM
A data repository which stores 1st party site user data and 3rd party data acquired through data exchanges. Used to group users into audience segments.

Ad Server

CONTENT DELIVERY NETWORK
A repository where media buyers store all of their creative assets and deliver the ads to the publisher's page.

Digital Advertiser

kenna