Digital Learning Lab: Advertising Beyond Facebook
4.1.2021
**Stew Hang: Surf Rider Media**

- **Born**: Detroit, MI
- **Graduated**:  
  - Indiana University- Bloomington
- **Professional Experience**:  
  - Expedia, NEO @ Ogilvy, Spark Foundry
- **Favorite Celebrity encounter**: John Cho and Kal Penn aka Harold & Kumar
- **Personal**: Wife Kanani is a teacher at Graham Hill Elementary in South Seattle
- **Favorite games**: Euchre, Chess, and Ticket to Ride
Facebook has its benefits

• “Easy” to do it yourself
• Drive traffic directly to your site
• Target users with deterministic data
  • Competitor targeting
  • Geo targeting
  • Demo targeting
  • Psychographic targeting
• Measurable performance
...but comes with challenges

- FB losing audience share, especially among younger adults
- Brand safety
- Less customization
- Attribution hog
- Bye Bye IDFA
- FB’s algorithms don’t favor brands – Favor controversy
Using a DSP to buy your Audience Programmatically

• **DSP or Demand Side Platform** - a tool that enables the purchase of online ad inventory
  • Allow for the management of advertising across many real-time bidding networks, as opposed to just one company or product
  • i.e. the walled gardens of Facebook, Amazon, and Google
Demand Side Platform: Good and Bad

**PROS OF BUYING THROUGH A DSP**

- **Efficiency**
  - Manage and optimize buys across multiple publishers and formats.

- **Data**
  - Hyper-specific ad targeting

- **Cost**
  - Affordable clicks
  - Ability to set your own CPM (Cost per thousand impressions)
  - Optimizations at scale

**CONS OF DSP BUYING THROUGH A DSP**

- **Complexity**
- **3rd party fees**
- **Barrier to entry can be high**
- **Potential for ad fraud**
- **Every DSP has its own set of capabilities**
Looking for a programmatic partner?

- Know your **Budget**
- Know your **goals**
- What type of **inventory** do they specialize in?
- **Self** or **managed** service model
- Understand the **fees** and cost associated
Questions?

Feel free to reach out! stew@surfridermedia.com