

**SmartX** Platform

# THE AGILE PLATFORM CONCEPT: MULTI-MARKETPLACE LOGIC AS AN ALTERNATIVE TO 'WALLED GARDENS'

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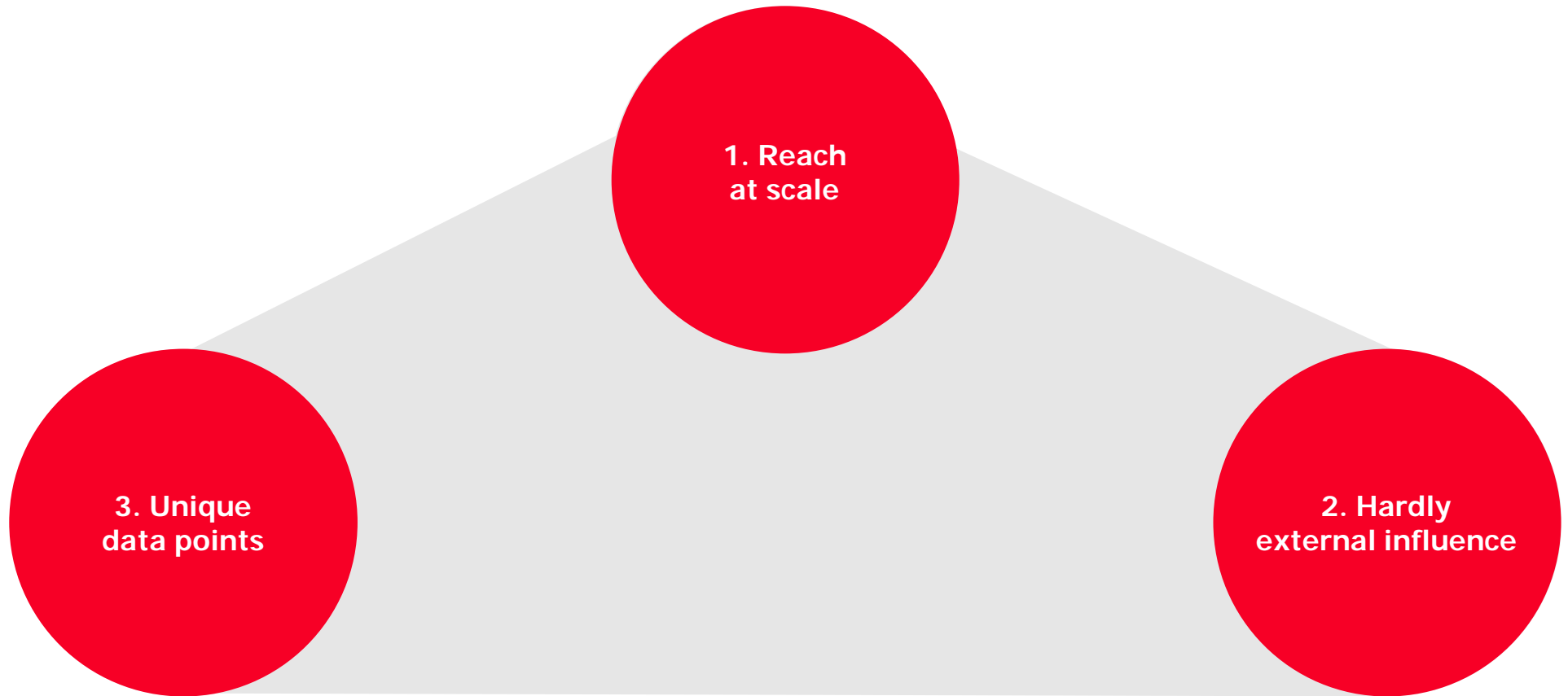
▶ MANY DISCUSSIONS TODAY AROUND 'WALLED GARDENS', BUT ...

*“ Who would not want to be a walled garden? ”*



**Assumption:**  
Walled gardens have a lasting competitive advantage!

# ▶ THE BEAUTY OF WALLED GARDENS IS THEIR PULL EFFECT



▶ **DATA MANAGEMENT IS MANDATORY, HOWEVER RIGHT NOW THE FACEBOOK'S AND GOOGLE'S HAVE A COMPETITIVE ADVANTAGE**



▶ **OPERATIONAL:**  
Smart integration and usage of available data (use/build DMPs)

▶ **STRATEGIC:**  
Establish unique data points (e.g. sync TV with Online Video)

# ▶ WHILE LEVERAGE OF OWN DATA STRATEGY IS COMPLEX, TAKE ACTION ON ADDITIONAL AND NEW CONCEPTS – DEMAND IS THERE!

BDZV-VERMARKTUNGSGIPFEL

## Media Markt Saturn sucht Werbe-Gegengewichte zu Google und Facebook

von Roland Pimpl  
Mittwoch, 29. März 2017

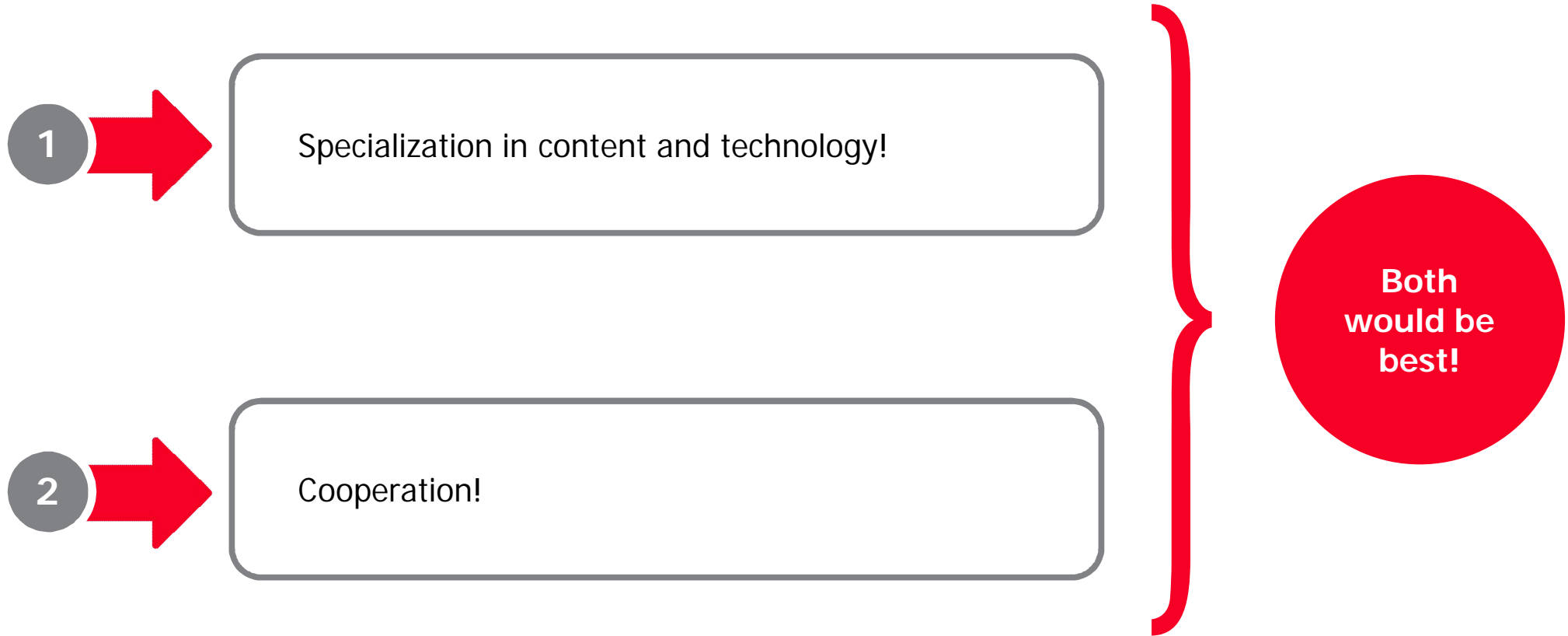


Themenseiten zu diesem Artikel:  
Media Markt Saturn Manfred Bosch BDZV Facebook  
AGOF Ströer

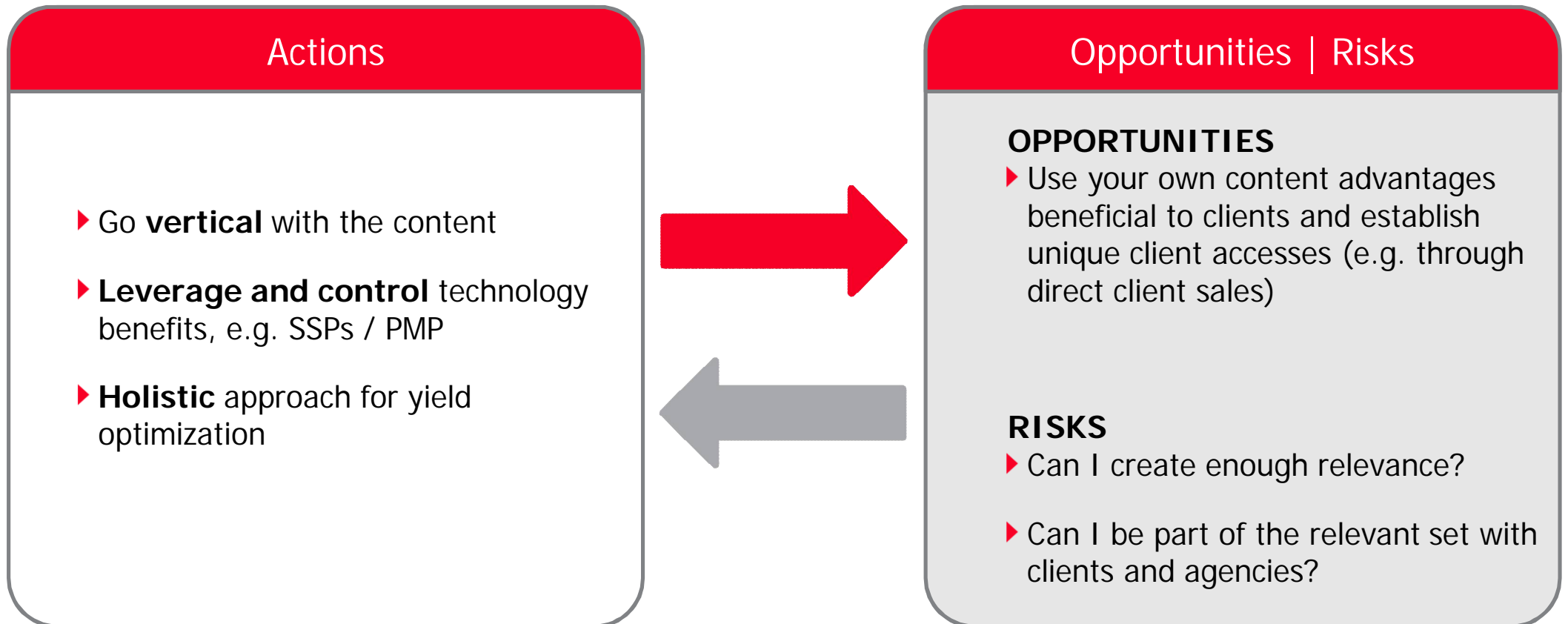
Manfred Bosch, Geschäftsführer von Redblue Marketing, beim BDZV-Vermarktungsgipfel. Foto: BDZV

Bitte um Beistand: Manfred Bosch, Geschäftsführer von Redblue Marketing, der hauseigenen Werbeagentur des Elektronikhandelsriesen Media Markt Saturn, ruft Tageszeitungen zu mehr Kooperationen mit Werbekunden auf, damit beide Seiten den US-Digitalriesen kraftvoller begegnen könnten. "Wir wollen nicht nur zu Google und Facebook!", sagte Bosch beim Vermarktungsgipfel des Bundesverbands Deutscher Zeitungsverleger (BDZV) in Berlin.

# ▶ NOT THE POWER OF A WALLED GARDEN YET? HERE WE GO, THERE ARE TWO OPTIONS:



▶ **OPTION 1 : SPECIALIZE IN CONTENT, UPGRADE YOUR TECH STACK**



## ▶ RESULTS WITH APPROACH 1 : FEW ARE HAPPY, MANY DISILLU- SIONED THROUGH THE LACK OF SCALABILITY

### ▶ Content:

Verticals with clear and verifiable audiences are relevant (Push or pull effects depend on scalability and market share respectively)

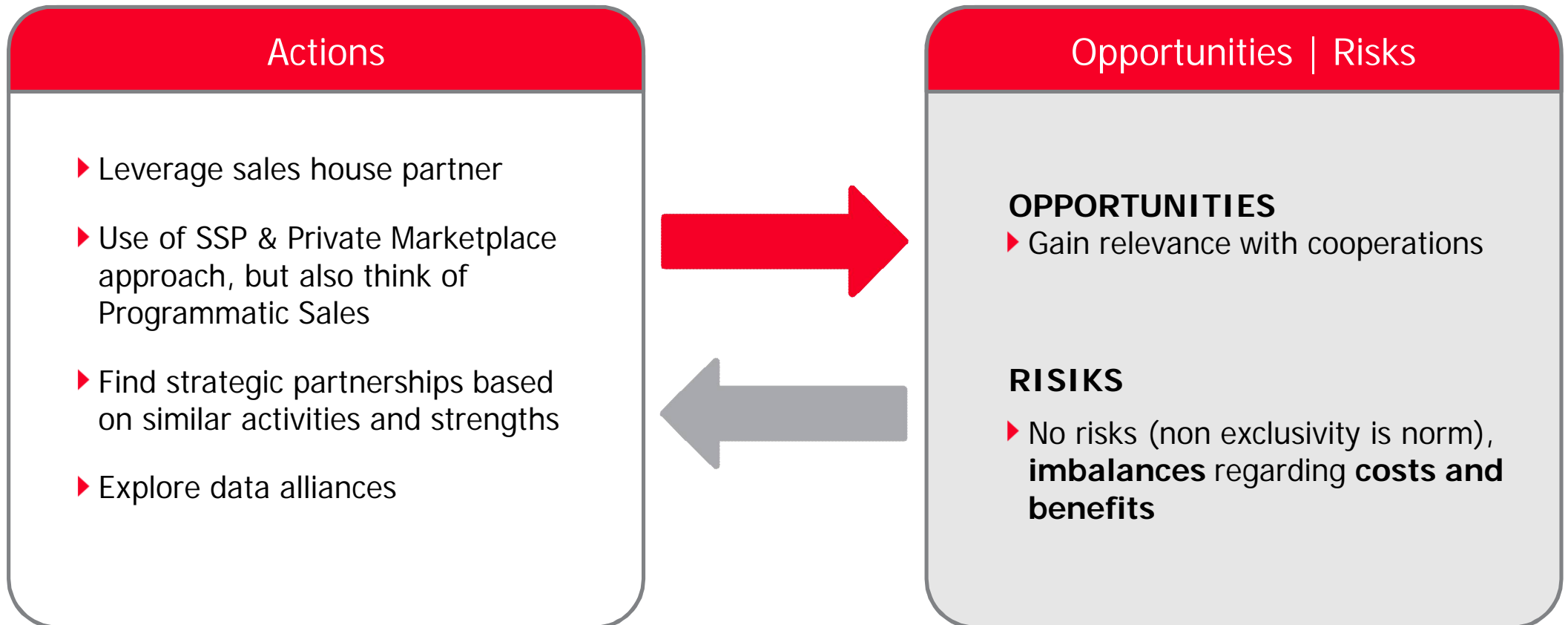
### ▶ Technology:

Programmatic advertising does not just happen:  
It is a sales effort





OPTION 2 : FIND YOUR MATCHING AND RELEVANT ,PACKAGES'



## RESULTS WITH APPROACH 2 : COOPERATIONS ARE OFTEN (TOO) HARD TO NEGOTIATE

- ▶ Time consuming negotiations
- ▶ **Agility is missing**
- ▶ No clearly defined benefits (independent of the time frame of evaluation)
- ▶ Fear of complexity (3, 4, 5, 6 and more partnerships)
- ▶ Integration in existing set-up(s) not clear



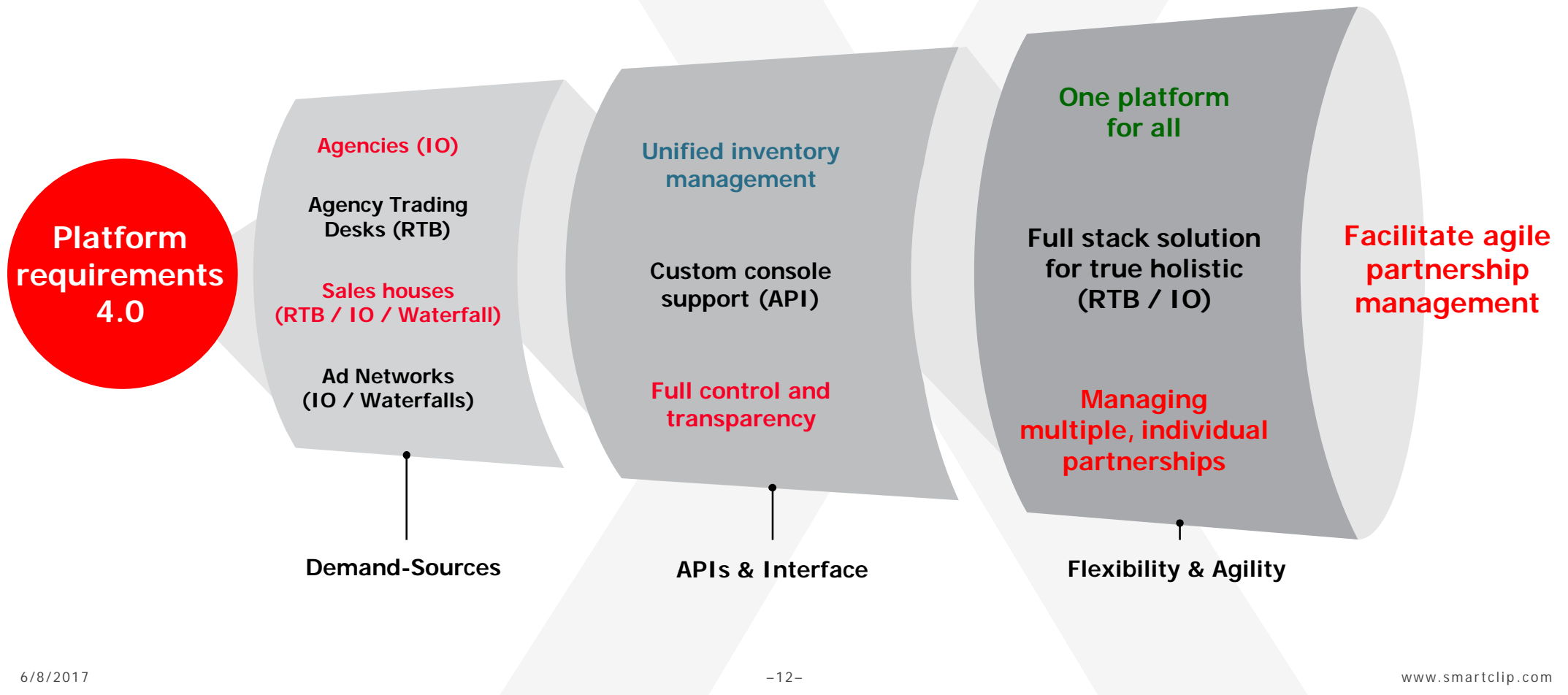
▶ **DEAR PUBLISHERS: PLEASE COOPERATE! THINK OF AGILITY!**

“ *Instead of confrontation, we all should cooperate when it comes to sales, marketing, market research and technology* ”

Burda-Manager [Philipp Welte](#) in October 2016\*  
at the Medientage Munich

\*<http://meedia.de/2016/10/25/kooperation-statt-konfrontation-verlage-wollen-mehr-zusammenarbeiten/>

# WE NEED A MORE AGILE AND FLEXIBLE MARKET – WE NEED A NEW PLATFORM CONCEPT WHICH IS MORE THAN ,JUST' A SSP



## WHAT IS THE CORE OF THE MULTI-MARKETPLACE LOGIC?

### Approach

Publishers can give each other access to inventory with few clicks

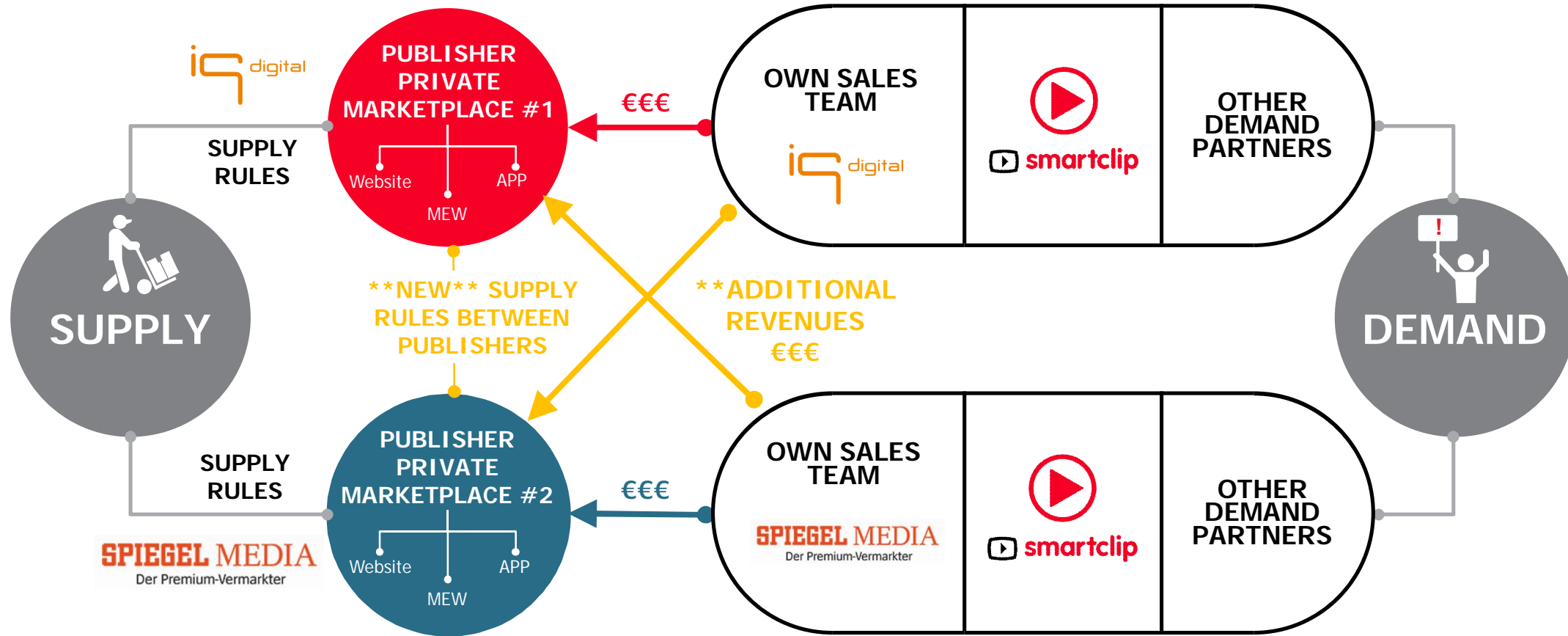
### Management

Publishers can define and control the entire set-up with granular supply rules

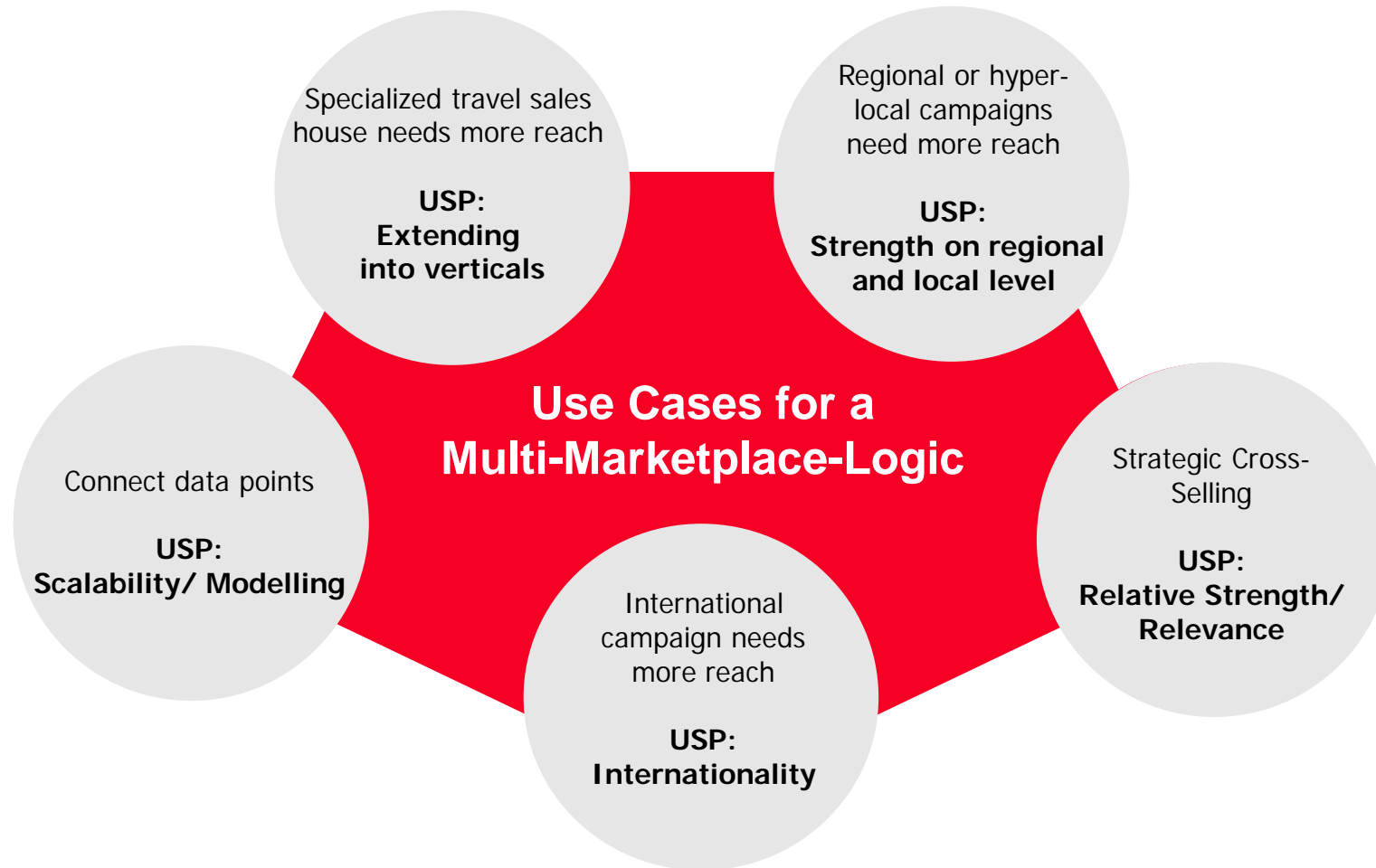
### Monetisation

No differentiation between Programmatic and IO, all sales channels integrated

# THE MULTI-MARKETPLACE DESIGN: CLICK AND COOPERATE!



## USE CASES – CONCRETE EXAMPLES FROM OUR EXPERIENCE



▶ THE RESULT IS A LOCAL ,OPEN GARDEN' WITH A PRIVATE MARKET-PLACE APPROACH BUT WITH THE POWER OF A WALLED GARDEN!

**It's all about managing PARTNERSHIPS!**



**And an AGILE COOPERATION behaviour!**



 **THANK YOU!**

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