



# Buyside Deep Dive for Suresh

Part 1: 19 March 2018 (Suresh in Kirkland)  
Part 2: 28 March 2018 (Suresh in New York)  
Part 3: 29 March 2018 (Suresh in New York)

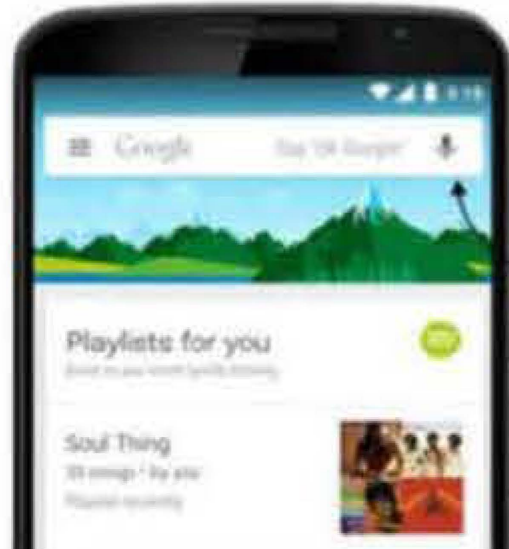
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## Overarching Buyside Strategy: Be the Decision Engine

**Android:** Be the leading mobile OS



Drive  
O&O  
traffic

**How?**  
Open source | Free | Broad  
ecosystem support

**DV3:** Be the leading OS for large marketers



Drive O&O  
& network  
spend

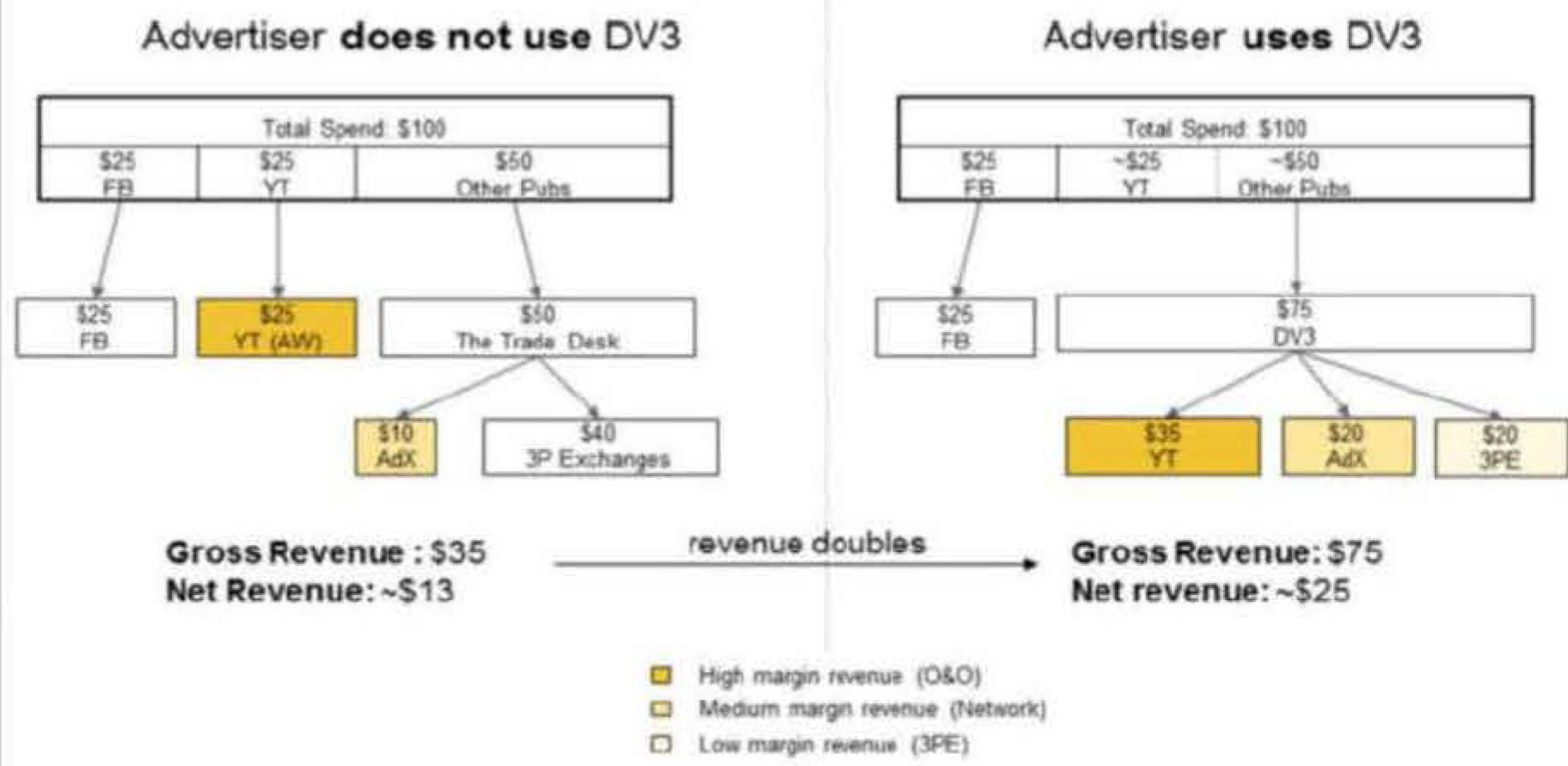
**How?**  
Choice | Channel consolidation |  
Source of truth | Superior ROI

} DV3  
becomes  
decision  
engine

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Let's take a look at how this strategy plays out in practice



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## Exchanges and SSPs: margin compression as header bidding makes yield management ineffective, buyers are smarter



slashed take rate in half over 2017



reduced their take rate even further (8.5%)



~50% of their inventory comes from exchange bidding

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