

What has your Biddable Performance done for you lately?

Biddable Media Assessment



Our proprietary approach evaluates ten distinct pillars that maximize biddable media efforts:

Data Availability & Usage

Campaign Planning & Management

Internal Organization & Collaboration

Supply Path Optimization

Campaign Quality

Term Negotiation & Optimization

Measurement & Effectiveness

Enablement Technologies

Personalization Orchestration

Audience Segmentation Approach

Increase Your Standards, Increase Your Return

Transparent Partners developed our namesake biddable media assessment to give brands greater insight into their programmatic ecosystem. With years of hands-on expertise, our assessment has armed some of the largest fortune 100 brands with actionable strategies to increase efficiency and effectiveness.

Our proprietary approach evaluates ten distinct pillars that maximize biddable media efforts and build meaningful connections with consumers.

Benefits

Increased ROI

Operational Efficiency

Optimized Performance

Cost Savings

Clarity

Improved Transparency

Est. Duration: 3-4 Months
Deliverable: Current State & Gap analysis, Action Plan & Optimization Recommendations