



Purch

A digital publishing and marketplace platform

Purch R.A.M.P.

Server to Server Header Bidding and More

Overview

- What is Purch?
- Early monetization calls
- Server to Server Header Bidding

What is Purch?

Purch is a Next-Gen Digital Publishing and Marketplace Platform

- Helping consumers discover and buy across a wide range of high value product & service categories
- Offering trusted reviews and buying advice spanning 1,000+ categories
- Attracting and activating purchase intent at scale



Early Monetization Calls

1. All in with programmatic
2. Direct sales only to engage large, endemic clients
3. Yield positive deals only, regardless of channel
4. Invest in technology where ROI is clear

Traffic



Traffic

Yield

High

Low



Low

High

Traffic

Yield

High

Low



Low

High

Traffic

Yield

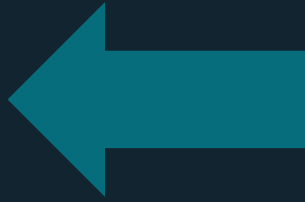
High

Low



Low

High

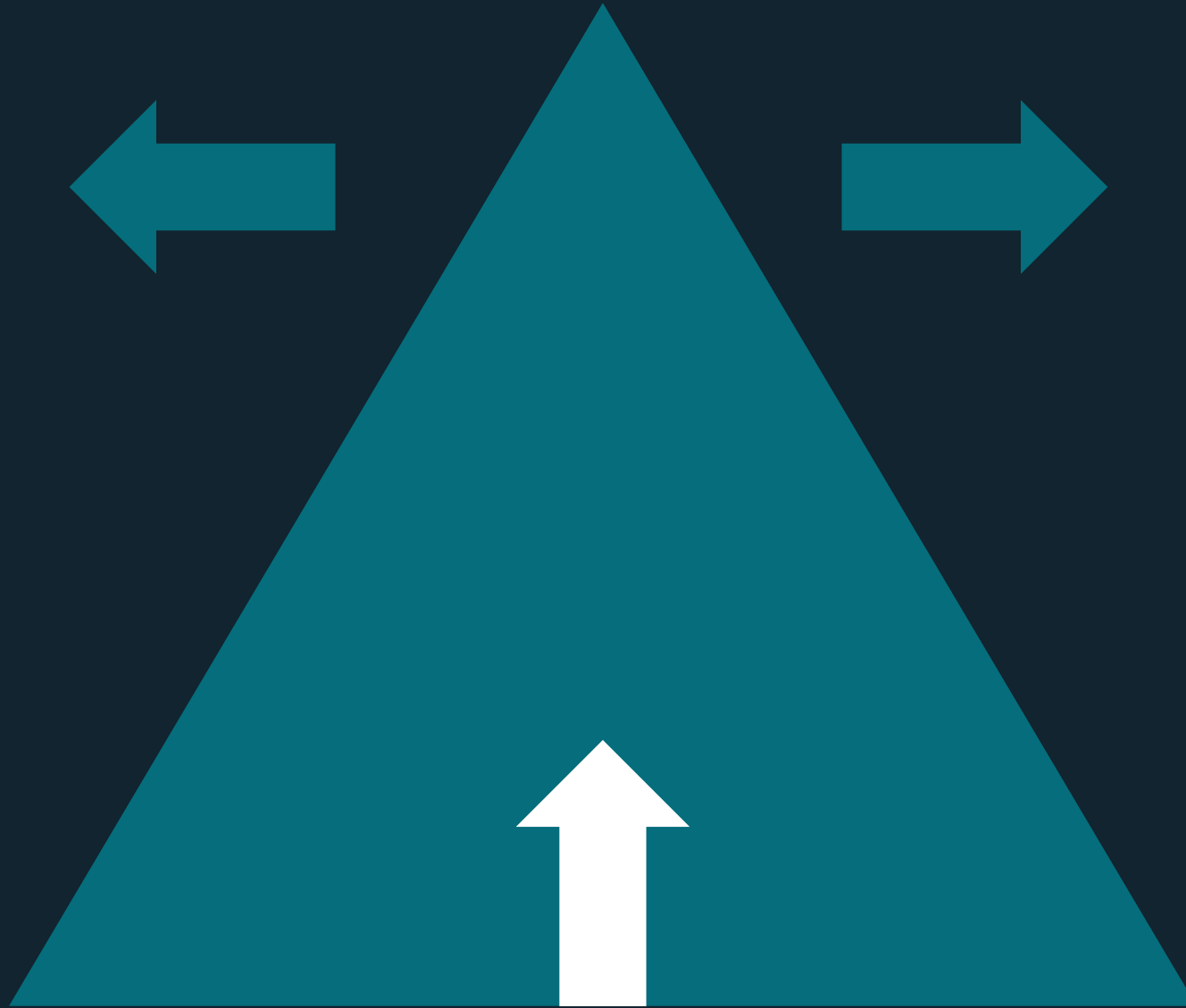


Traffic

Yield

High

Low



Low

High

Traffic

Yield

High

Low

Open Market Programmatic

Low

High

Traffic

Yield

High

Low

Premium Programmatic
Open Market Programmatic

Low

High

Traffic

Yield

Direct Sponsorships

Premium Programmatic

Open Market Programmatic

High

Low

Low

High

Traffic

Yield

Affiliates

Direct Sponsorships

Premium Programmatic

Open Market Programmatic

High

Low

Low

High

Traffic

Yield

Direct
Performance

Affiliates

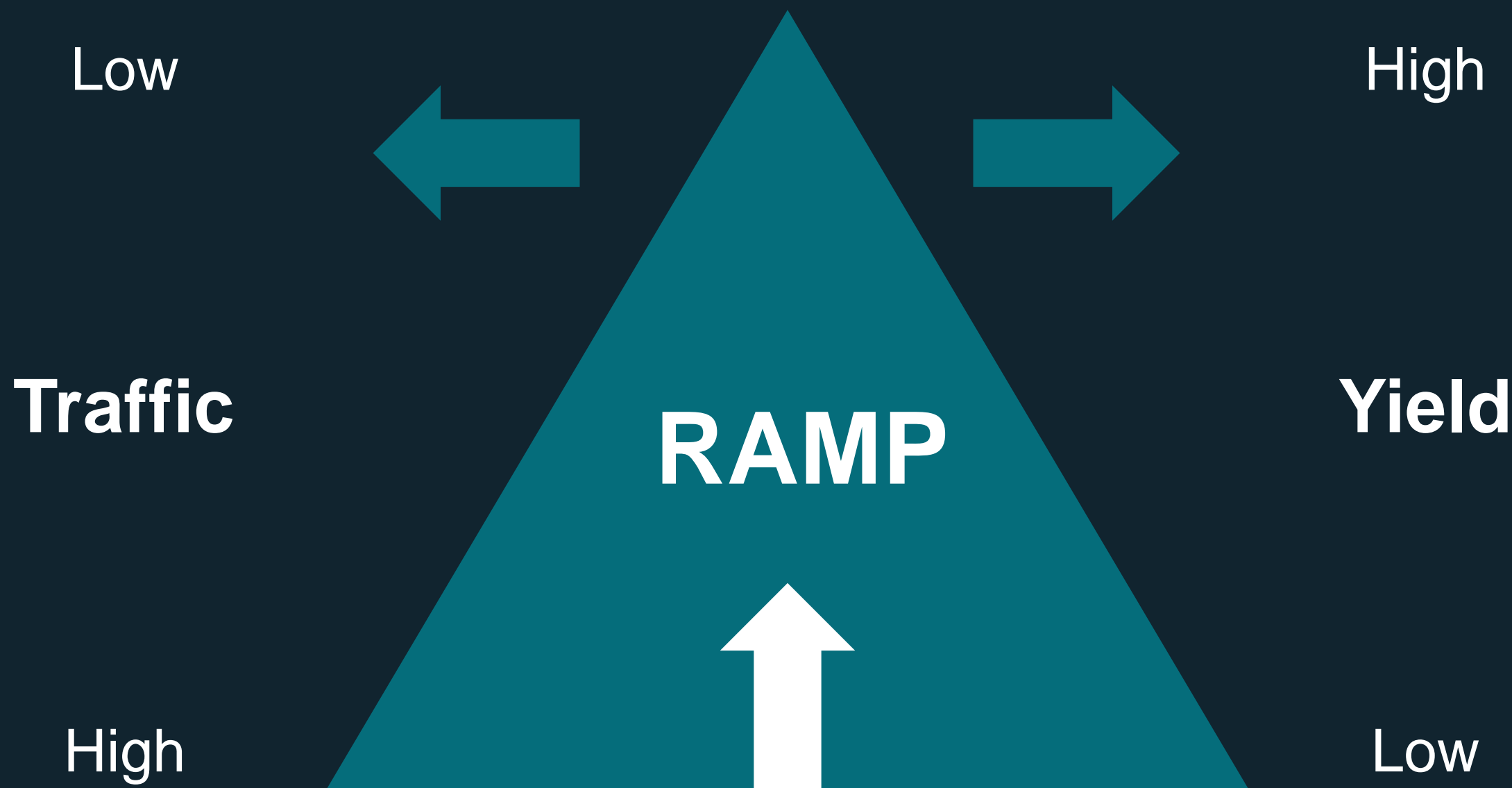
Direct Sponsorships

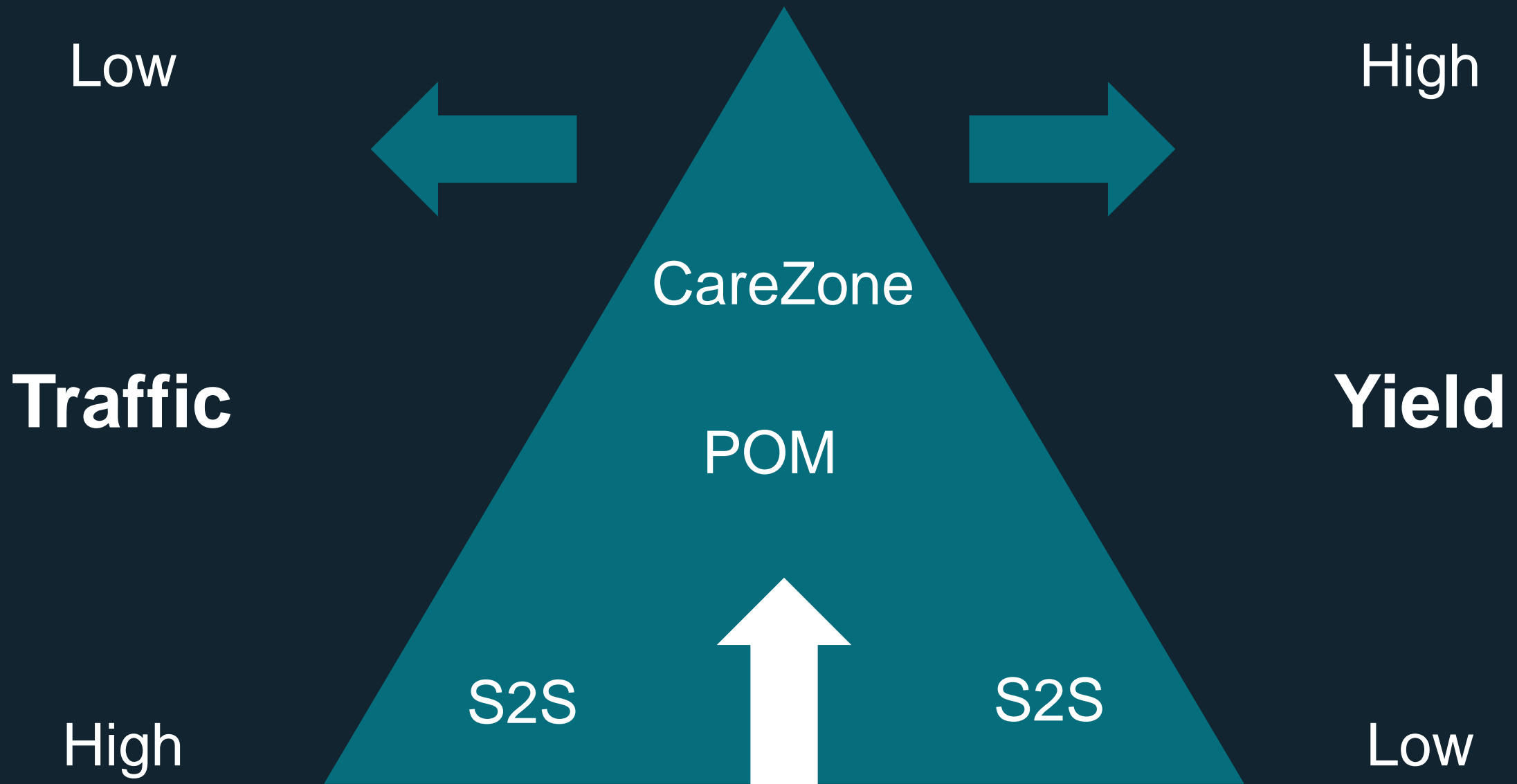
Premium Programmatic

Open Market Programmatic

High

Low





Server to Server Header Bidding

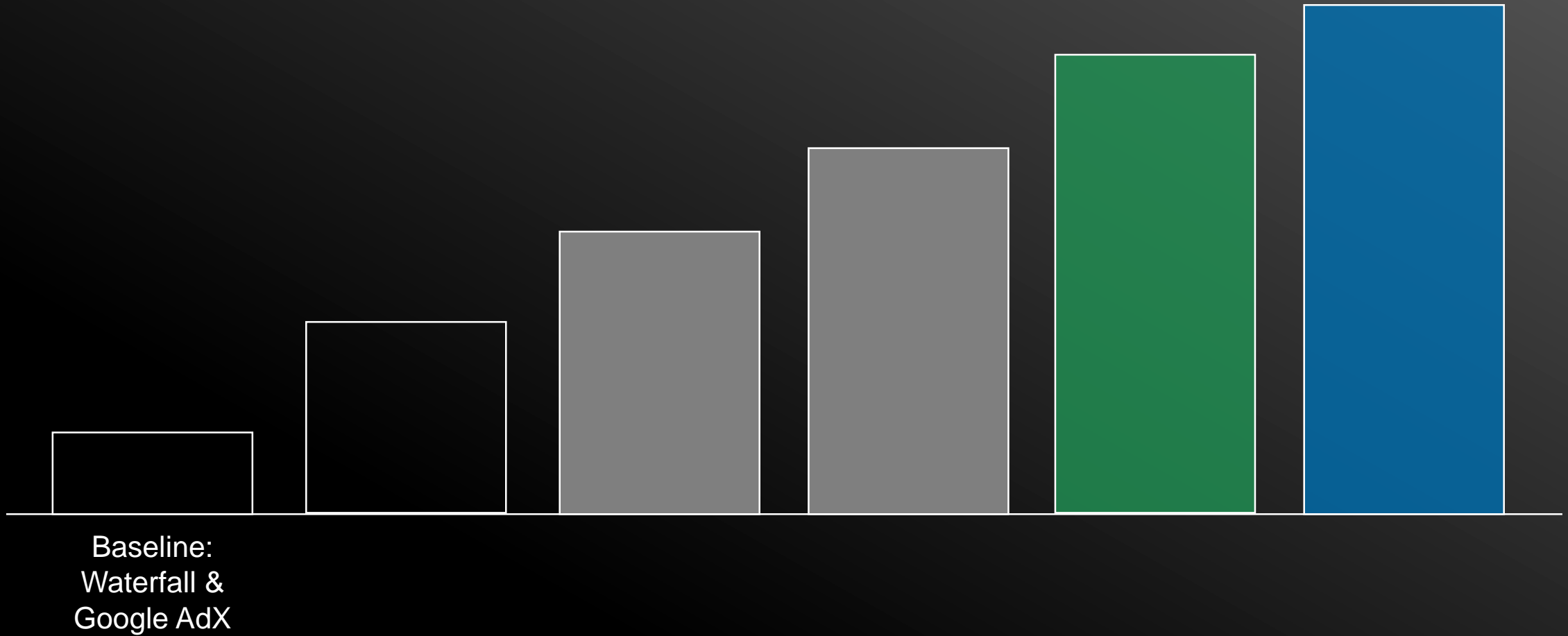


Yield

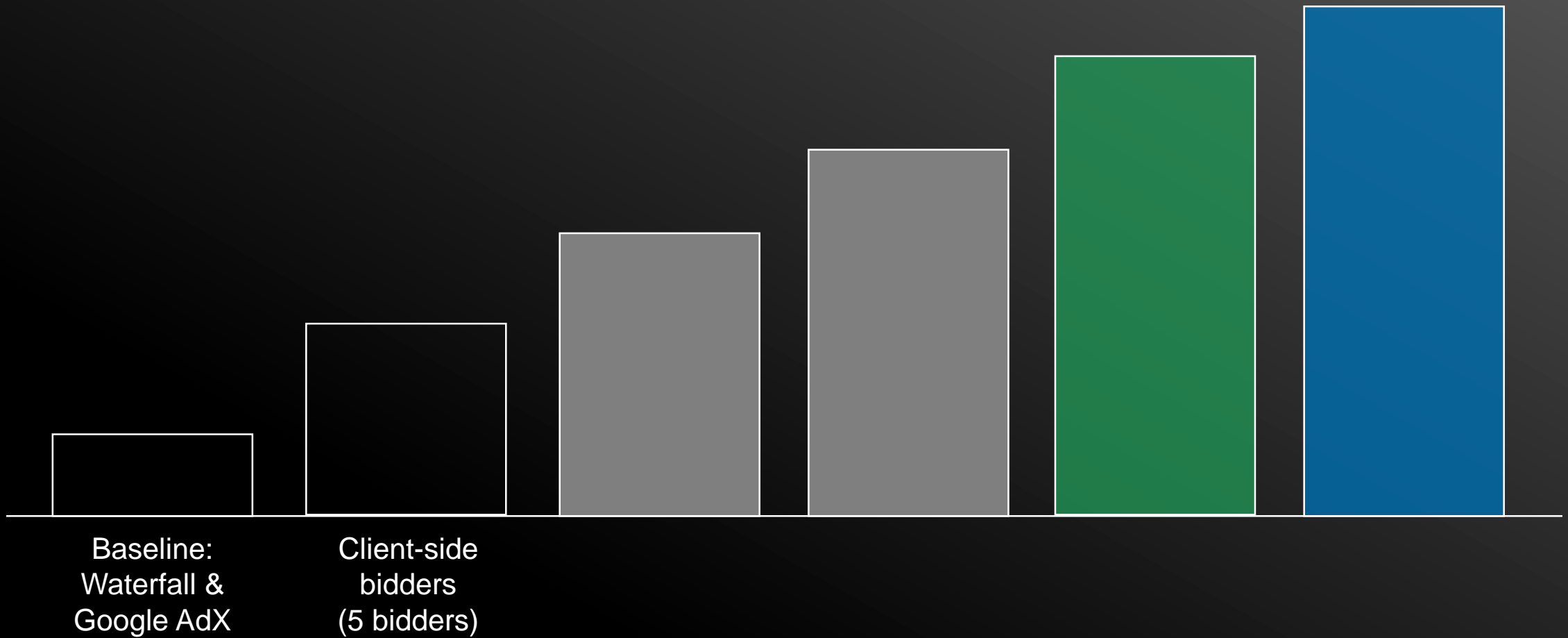
Speed

Transparency

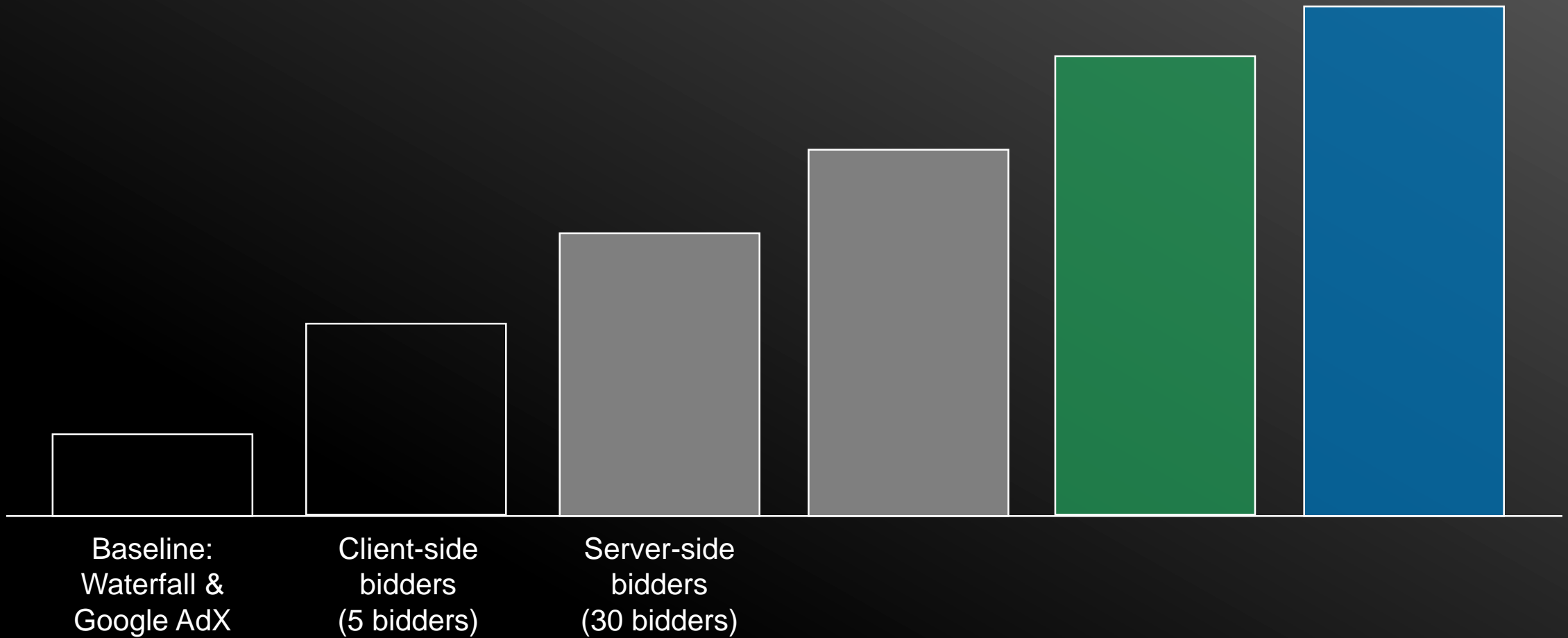
Yield



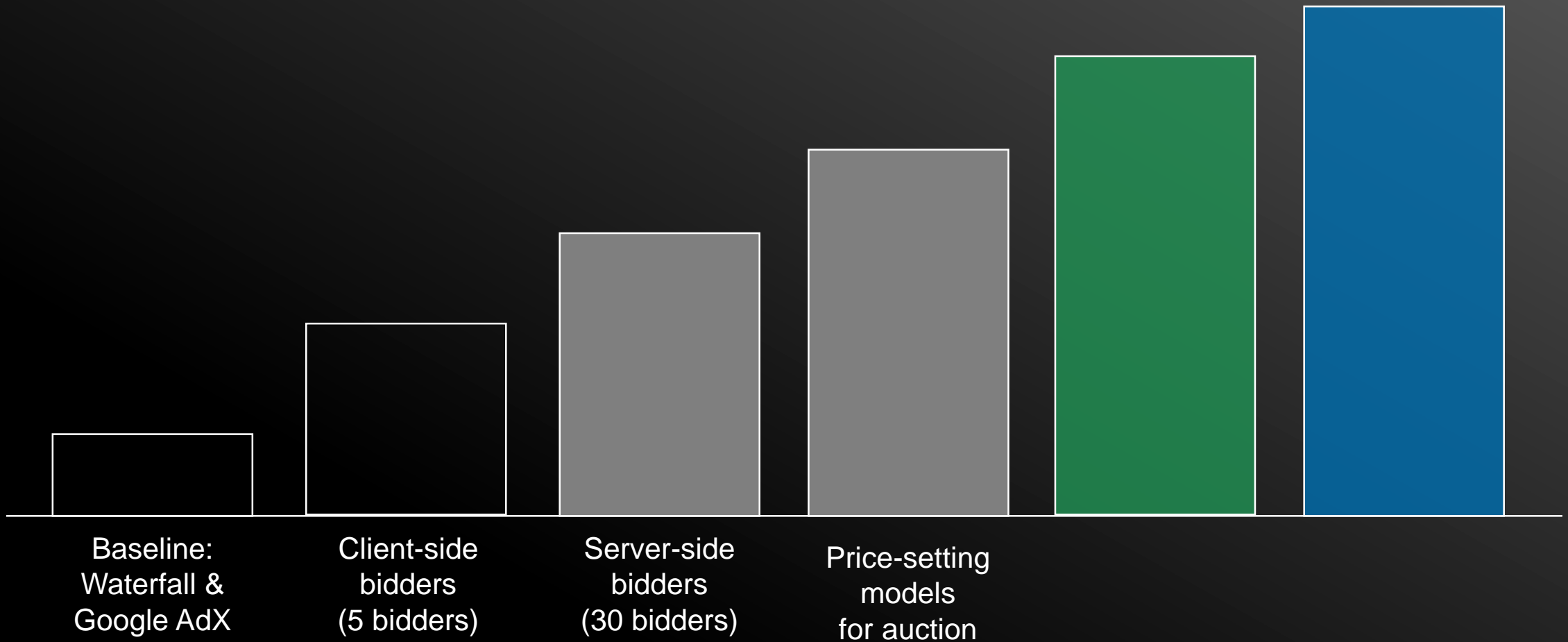
Yield



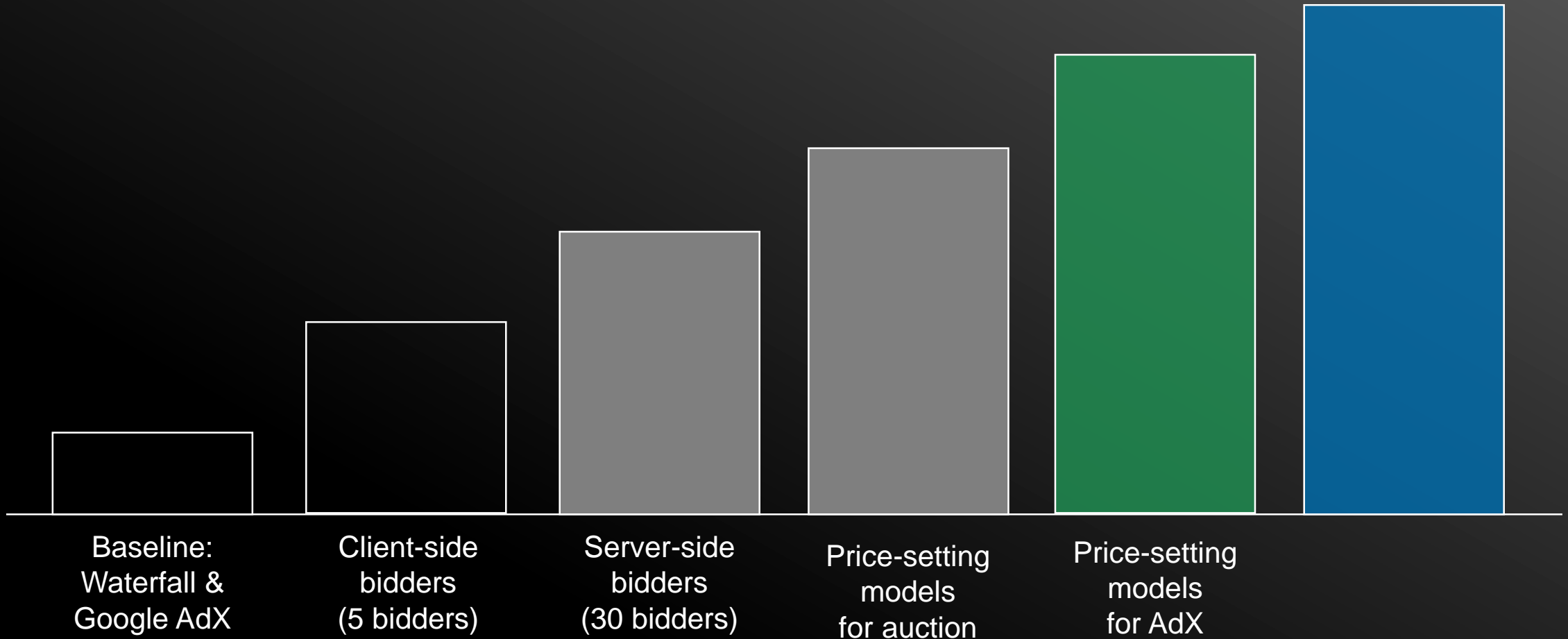
Yield



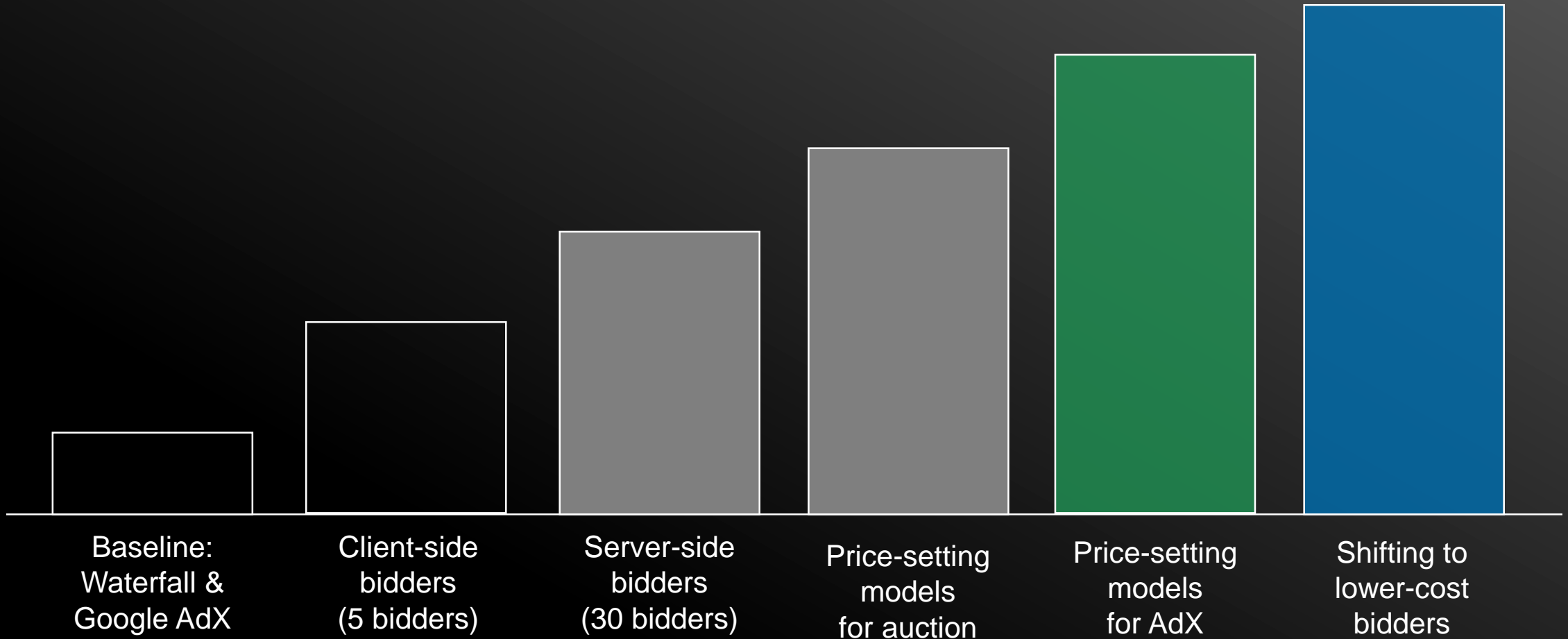
Yield



Yield



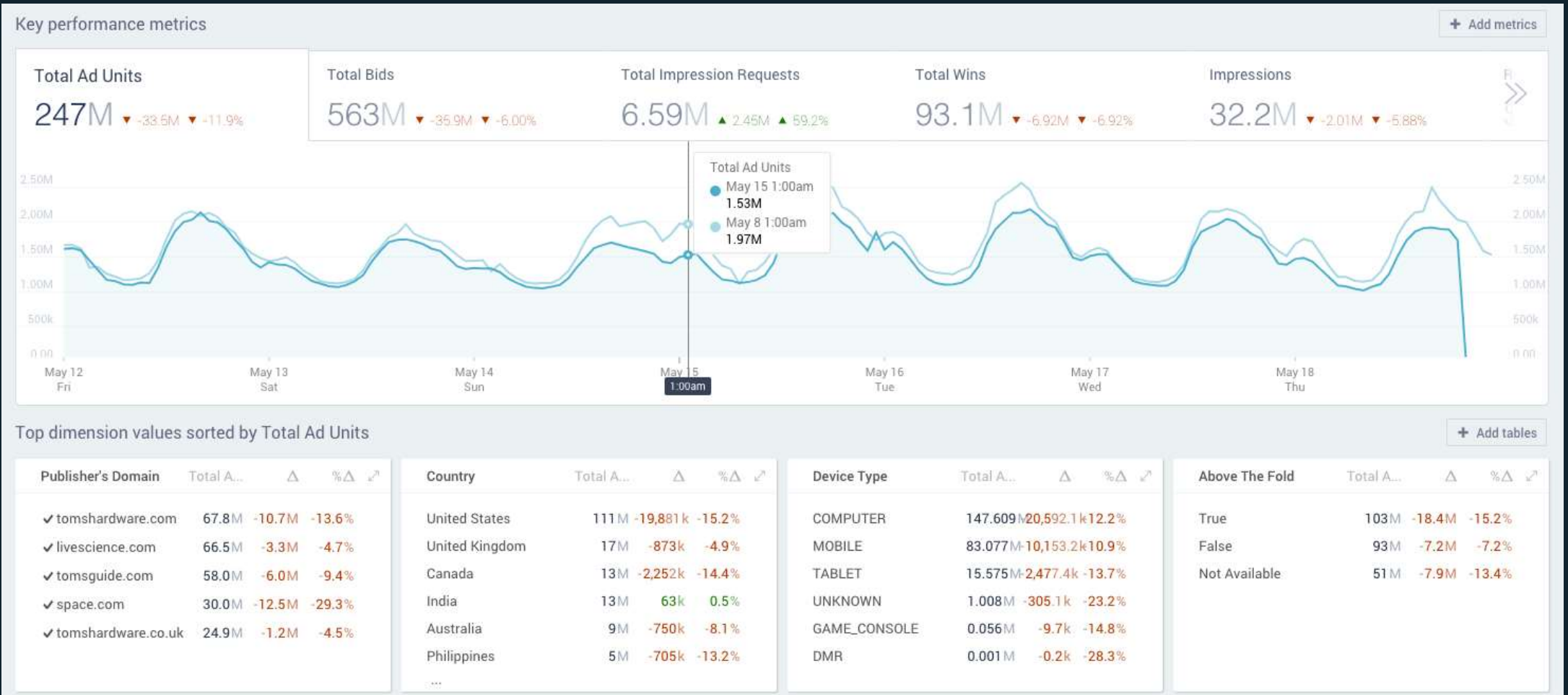
Yield



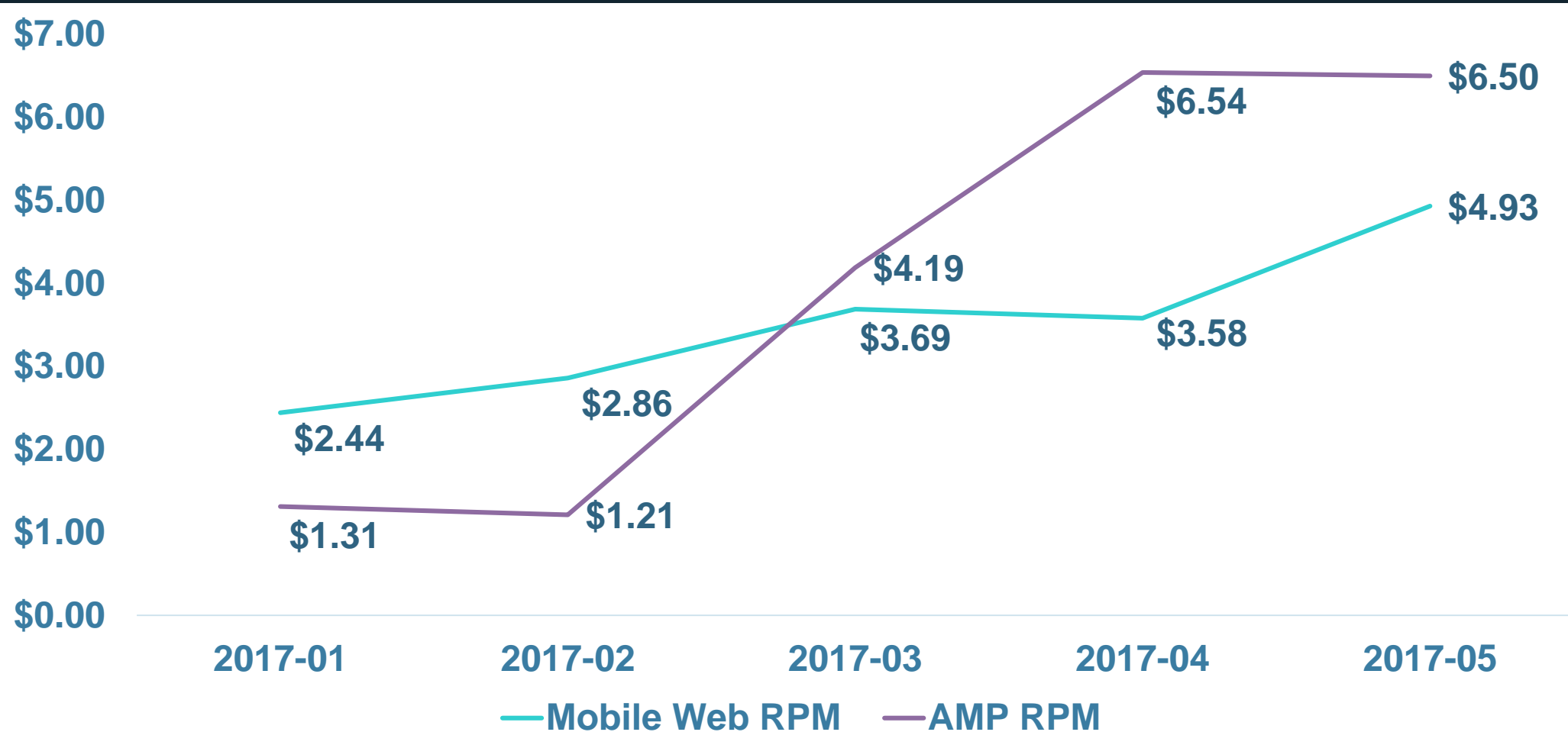
Speed

- Server-to-server shifts bidding to cloud & runs it faster
- **Buyer-selection model reduces wait for unlikely bidders**
- Faster ads benefit mobile-optimized pages

Transparency



AMP Case Study





Thank You

John Potter
jpotter@purch.com

Mike Kisseberth
mkisseberth@purch.com