



**Transact Private Marketplace Deals with Sharethrough and set up an exclusive RTB auction where a publisher invites select buyers to bid on its inventory at agreed upon rates.**



## WHY NATIVE?

- Native Ads are read, not just seen
- Strengthens brand associations more effectively than traditional media formats



## PMPs OFFER HIGHER RATES

- Negotiate your own rates
- Offer inventory that would otherwise be reserved for Direct Buys to Programmatic Buyers at Premium Rates



## PMPs PROVIDE CONTROL

- Deliver incremental budgets without sacrificing control or pricing
- More control over which buyers are accessing your inventory via RTB



## PMPs STREAMLINE DEAL EXECUTION

- Transact multiple Private Marketplace Deals at once, and also use the same Deal ID with multiple buyers
- Currently supported DSPs: **AppNexus**, **TheTradeDesk**