Exclusive DSP access to the Native marketplace

Access to premium native inventory directly through the DSP, enabling holistic planning and management of campaigns across Oath inventory sources.

Why incorporate the Native marketplace into your DSP strategy?

**It’s premium**
Access to highly viewable, brand-safe native display and video, mostly served on Oath’s trusted O&O sites and apps.

**It’s flexible**
With one set of assets, your ads adapt to match the context of every stream, on any device. Easily adjust bids to target supply groups or devices to see what drives the best results.

**It’s effective**
With Native access DSP buyers can precisely target users with in-stream formats in an ultra-premium context, resulting in up to a 5x brand lift.*

What is available through the DSP?

**Access to premium Native inventory**
Create Native marketplace campaigns through a separate line in the DSP, while abiding by existing Native marketplace rules. All standard native display/video formats and specific bidding strategies are available.

**Holistic campaign management**
Coordinate broader campaign strategy across DSP and Native lines through campaign-level frequency, budget management and unified reporting. Post campaign reporting at a domain-level will be offered for all impressions.

*Source: Yahoo Halo Research Phase 1, Ipsos, April 2017/ Native Internal Metrics 2018