

# Elevate brand suitability through strategic supply path optimization (SPO)

## Challenge

The vast programmatic landscape of the open internet presents a significant challenge for brands seeking to maintain brand suitability and optimize ad spend.

Historically, campaigns were dispersed across an average of over 20K+ websites and 11 Supply-Side Platforms (SSPs) each month. This sprawling approach often resulted in inconsistent performance, inflated costs, and increased risk of brand safety issues.

The challenge is to systematically mitigate risk of exposure to low quality impression opportunity and validate the efficient supply paths without compromising on reach and scale.

## Approach

To combat these challenges and elevate brand suitability, a strategic SPO framework was implemented:

- **Curated Supply Sources:** Leveraging a GroupM recommended framework, a refined inclusion list was created, comprising:
  - **7 SSPs:** Selected based on crucial factors like supply availability, fee transparency, and Google Audience match rate.
  - **5,000 Websites:** Prioritized based on historical campaign performance (CPM, video completion rate), brand suitability alignment, and adherence to MFA exclusion lists.
- **Rigorous Verification & Tracking:**  
**IAS Integration:** Utilized to actively monitor and mitigate brand safety risks, identify invalid traffic, and verify the viewability of delivered impressions.

## Results

The framework delivered substantial improvements in cost efficiency, reach, quality, and brand safety without compromising scale.

This case study highlights the importance of local market analysis and data-driven decision-making in optimizing digital advertising strategies.

The SPO Test group delivered significant improvements across key metrics:

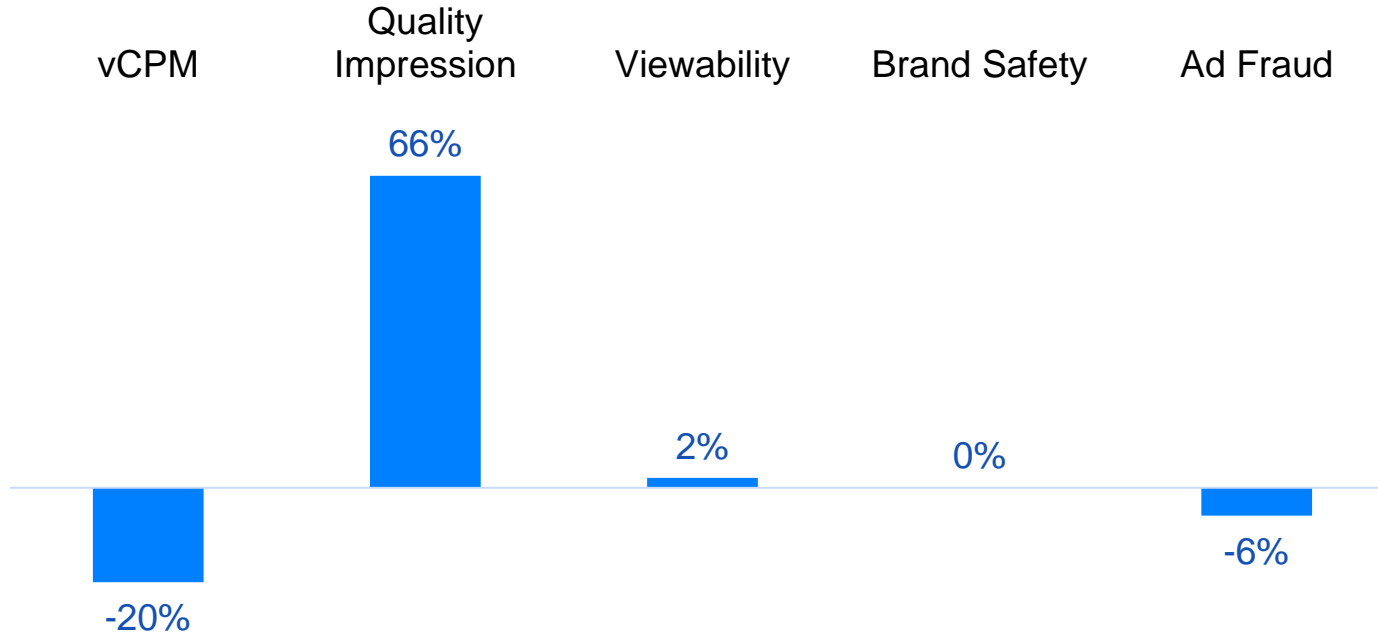
**Cost Efficiency:** **20%** reduction in vCPM & cost per person reached.

**Reach & Quality:** **25%** higher reach and **66%** higher quality impressions.

**Brand Safety & Viewability:** **2%** improvement in viewability, **10%** reduction in ad clutter, and **6%** reduction in ad fraud.

# Results

## % Delta: SPO vs. BAU



- 90% Overall Viewability
- 97% Overall Brand Safety
- 23.3M Impressions delivered for a 50/50% budget split on SPO test and BAU control  
24/7 % budget split on display and video

## Supply Path Optimisation (SPO)

The significant reduction site count from 20K to 5K represent the major driver to the improvement of brand suitability metrics on BAV. It successfully proven the campaign performance is driven by the quality of site instead of the quantity of site.

Periodic review on site inclusion list as a continue effort to scrutinize quality sites for the inclusion list

# Thank you

- ▶ **Dhruv Sapra**  
Data Analytic & Tech Lead  
Wavemaker Thailand
- ▶ **Warintorn Nakhong**  
Director, Programmatic Excellence Accelerator  
Nexus Thailand
- ▶ **Oliver Lau**  
Supply & Marketplace Director, APAC  
GroupM APAC