
MARKET FACTS!

MARKET FACT #207

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40K

websites is where ads land through average media programmatic buy done by a sophisticated company.

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COMMENT: Over the course of your Advertising lifetime, you'll notice that some brands and companies care about one thing when doing Ads: **BRAND SAFETY**. But once a single media programmatic buy ends up having your ad on 40,000 DIFFERENT websites how do you have control over such a thing? The truth is simple: you don't. You lose control. You sacrifice Brand Safety. You also can't tell if the ad is being shown properly or not, because you have to track 40,000 different websites. You're buying massive attention, what did you expect? Precision? So know now that this comes with a cost.

A MESSAGE FOR BRANDS

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