DMP(Data Management Platform) Architecture

DMP(Data Management Platform) is used by digital advertising buyers and publishers to store and manage audience data, often from multiple sources.

- Adobe identified DMP as "Data Management Platform is a tool to build customer profile for marketing activity"
- DMP is "Data-Driven-Marketing Tool based on big-data systems"
- DMP requires some sort of external sources like location information(Geo IP), social media, transaction, purchase and etc to build integrated data infrastructure. Its target goal will be personalized marketing.

Before we start digging DMP, we should know about three components that requires implementing AdTech - targeted Ads based on personal interest and behaviors

- Data - which can be collected from customers as a type of structured/unstructured format
- Management - all sort of process to collect, classify, store, filter, update and etc.
- Platform - a market place designed for advertiser, media and digital agency

Followings are common data driven marketing process - it shows why we need DMP(Data Management Platform) as a total solution for programmatic advertising.

Gliffy Macro Error

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The value of DMP is "Understanding Customer based on Data"

DMP(Data Management Platform) is making additional values based on input data like below:

Gliffy Macro Error

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You may want to know more about real-time bidding system composed of DSP, SSP, DMP, ATD and ITD. Please refer following associated information for more information:

- VMAP for Video Ad Insertion — Video Multiple Ad Playlists (VMAP) are used to return multiple video ads to be played during a video. It offers content owners control over the placement and timing of ads, especially when they lack control or ownership of the player.
- Ad Marker - CUE/CUE-OUT/CUE-IN and SCTE35
- AVOD — **AVOD** stands for **Advertising-based Video On Demand**. Unlike **SVOD**(Subscription VOD) and **TVOD**(Transactional VOD), AVOD is free to consumers. However, much like broadcast television, consumers need to sit thorugh advertisements. You can see AVOD in action when watching DailyMotion, YouTube and 4OD, where ad revenue is to offset production and hosting costs.
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- False Positive Error — A false positive error, or in short a false positive, commonly called a "false alarm", is a result that indicates a given condition exists, when it does not.
- DSP(Demand-Side Platform) Architecture — A Demand-Side Platform (DSP) is a real-time bidding system that connects media buyers with data exchanges and Supply-Side Platforms(SSPs) through a single interface.
- ITD(Independent Trading Desk) Architecture — ITD(IndependentTrading Desk) is a kind of Advertiser solutions that uses DSP(Demand-Side Platform) as a tool.
- ATD(Agency Trading Desk) Architecture — ATD(Agency Trading Desk) is a kind of Advertiser solutions that uses DSP(Demand-Side Platform) as a tool. Trading desks are media buyers and re-sellers within an ad agency that help advertisers execute programmatic media buys.

- They use either proprietary technology or a demand side platform to buy and optimize media campaigns on ad exchanges, ad networks and other inventory sources.
- SSP(Supply-Side Platform) Architecture — SSP(Supply-Side Platform) is a kind of publisher solutions as a centralized platform to sell/manage inventory, access many advertisers, DSPs, etc.
  - SSP provides an environment for RTB(Real-Time Bidding).
  - SSP exchanges information with DSP, Ad Exchanges
- Advertisement serving in AWS — Internet advertising services need to serve targeted advertising and must do so under limited time. These are just two of multiple technical challenges they face.
- Nielsen Expands Dynamic Ad Insertion Pilot with Leading Smart TV Platform and New Broadcast Partner (Nov 29, 2018)