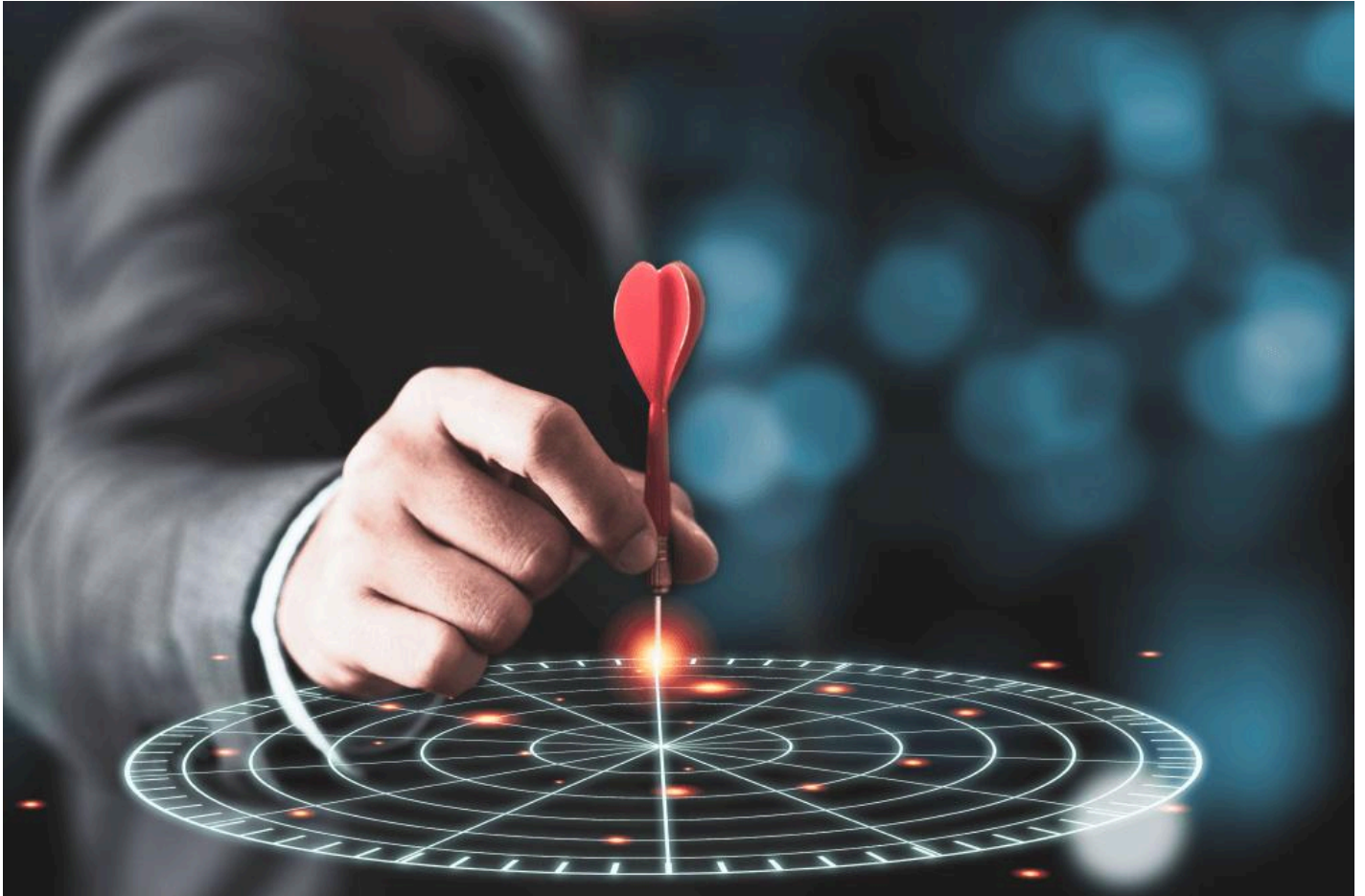




Everything You Need to Know About Self-Serve Advertising



There has been an undying buzz around self-serve advertising in the advertising world. With a subsequent increase in the number of advertisers in the market, publishers are cashing in on the opportunity served by self-serve services to make direct sales. It has certainly increased the competition in the market as the sea is filled with small and big brands fighting for relevant ad space.

In recent times, self-serve advertising has come into the limelight as it has countered the traditional method of selling and purchasing ad space. The sale process of the publisher's inventory is now streamlined and accessible to the advertisers; it has eliminated the dependency on any sales representative.

What's the Concept of Self-Serve Advertising?

In self-serve advertising, the publishers can close direct sales with advertisers without any intervention from sales representatives. It allows publishers to automate the process of selling

their ad space to the right advertisers. On the other hand, advertisers are also in on a profitable deal as they get access to non-standard ad placement and have all the optimization tools to release their ad campaign on time. In a nutshell, self-serve advertising is a medium that has cut down on ineffective ways of inventory management to a great extent.

Why do Publisher's Need Self-Serve Advertising?

Publishers need self-serve advertising to automate and optimize their inventory management. The manual sale of ad space involves a lengthy process of interaction, discussion, and negotiation between the two parties. It is time and resource-consuming. The world has moved to digital mediums to close direct sales and generate incremental income. Here are some of the top reasons why publishers need self-serve advertising:

- To reach out to small and big brands to close deals of all sizes.
- Get the best value for their ad space and inventory.
- Access [self-serve advertising tools](#) to manage their inventory stocks.
- Provide a one-stop solution to advertisers

What are the Top Benefits of Self-Serve Advertising?

Time Efficient

As self-serve advertising eliminates the need to manually deal with sales representatives for price discussion, inventory space, and other factors involved in the buying and selling ad inventory, it makes the process very time-efficient.

Cost Cutting

It is an extension of the previous point. With self-serve advertising, publishers can bring down the overall cost that was earlier wasted in human effort. The seamless process of ad sales automation helps them cut excess costs.

Campaign Optimization

With self-serve advertising, publishers can lure big advertisers to buy their ad space. It is because self-serve advertising provides a one-stop destination for advertisers to create, optimize, and run their campaigns. Other than this, they also get 24/7 access to their ad account, which helps them clock in at a higher ROI.

Fixed Price for Ad Placement

One of the biggest advantages of self-serve advertising for publishers is that they can set a fixed price for specific ad space. It eliminates the room for negotiation and helps in selling ad space on their terms and direct prices.

Real-Time Inventory Access

Another advantage of self-serve advertising for publishers is access to real-time inventory. Insight reports and analytics of ads bought through the self-serve portal help give a clear idea of the leftover inventory.

Self-serve advertising creates an efficient ad-selling experience that is time-efficient, cost-effective, and easily accessible.