

Native DSP vendor evaluation checklist

Vendor: _____ Date: __/__/__

The connections

supply sources: 1 or 2, handful, dozens?

Transparency

Do they arbitrage media? Are you sure they don't?

Will they show placement-level and publisher-level stats? Are you sure?

Native-specific functionalities

Do you have to use your own click-tracker? Can you?

Post-click engagement metrics?

Ability to ingest 1st party data from Google or Adobe Analytics and use it for optimization?

Agency workflow support

Full self-service?

Omni-search?

Self-service access control management?

Reporting API?

Campaign management API?

Ad Previews available?

Automation / Intelligence

Bidding automation?

Goal-based bidding automation?

Goals based on 1st party data (not just pixels)?

Flight automation?

Goal-based flight automation?

Rule-based campaign management?

Special sauce?

Fraud prevention

Viewability support?

IP-based filtering?

Proprietary fraud detection?

3rd party providers? Dstilled? Whiteops? Forensiq? FraudLogix?