

## CASE STUDY

# Supply Chain Transparency

PREX as part of Mediaplus Group and delta pronatura leveraged the Shared Campaign Identifier (SCID) to gain full transparency over their media investment along the supply chain.

## The Challenge

**The programmatic ecosystem is often lacking transparency and advertisers are wondering how high their actual working media is.**

Why should advertisers care about transparency? By getting a clearer understanding of how the working media dollar is spent, they can make informed decisions about bidding strategies and optimal paths to supply. This ultimately drives better return on ad spend. Increased visibility into the digital advertising supply chain benefits the entire industry as it increases trust in the ecosystem and supports the shift from traditional media buys to programmatic.

However, limited trust in the programmatic ecosystem is still a reality. Advertisers are advocating for more visibility and control over a convoluted supply chain. They want to understand exactly how their media dollar is spent through the supply chain.

## Campaign end-to-end transparency

A marketplace where advertisers can clearly see the publisher's auction dynamic, pricing model, ad-tech fees, and authorised sellers is desirable. But the programmatic supply chain is fragmented and makes transparency hard to come by.

## ISBA Programmatic Supply Chain Transparency Study

The ISBA study found that publishers only receive 51% of advertiser spend on average. Taking into account visible costs such as tech fees there was still an unknown delta of 15%.<sup>1</sup>

“We welcome the industry’s efforts to further develop the topics of quality and transparency for programmatic advertising. The SCID highlights the different stages of the value chain and provides a clearer understanding of how supply chains work in programmatic advertising.”

### JULIAN SIMONS

Managing Director/Partner,  
PREX Programmatic  
Exchange GmbH & Co. KG

PREX   
HOUSE OF COMMUNICATION

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### Source

1 ISBA UK, 2020



“We at BurdaForward are actively working on more transparency in programmatic media trading and are therefore very pleased about the first successful joint test case with PREX and delta pronatura.”

**DANIEL HERDEG**

Head of Programmatic,  
BurdaForward GmbH



## The Solution

**EdiPub's Shared Campaign Identifier (SCID) offers end-to-end transparency for advertisers. PREX used SCID in a campaign for their client delta pronatura on BurdaForward inventory in Germany.**

PREX planned a campaign for their client delta pronatura aiming for end-to-end transparency over their working media along the supply chain. EdiPub's Shared Campaign Identifier (SCID) which is already in use in France was a great option to solve for transparency issues.

SCID, formerly known as Trust.ID, is an initiative by the French organisation EdiPub, on demand of agencies and publishers. It is a unique identifier that offers identification and tracking of media spend end-to-end.

Building technology for both buyers and sellers puts Xandr in a unique position to drive transparency and trust in the ecosystem. Xandr technically supports SCID on both the DSP and SSP sides, meaning end-to-end transparency. BurdaForward created deals via Xandr Monetize, while PREX set up the campaign for delta pronatura in Xandr Invest. The SCID they have created was implemented on both sides, to clearly identify and connect the media investment and revenue on the buy and sell side.

“We are pleased to have implemented the German pilot for the Shared Campaign Identifier (SCID) with Mediaplus and PREX. For us as advertisers, quality, environment quality and transparency are very important. The SCID ensures that our invested media budget does not disappear through non-transparent supply chains but reaches the publisher.”

**MARCO BUSCHMEIER**

Director Global Marketing  
(CMO), delta pronatura  
Dr. Krauss & Dr. Beckmann KG



## The Result

**PREX, delta pronatura, BurdaForward and Xandr expanded the SCID project out of France and showed that it can serve as an industry standard for transparent operations in the ecosystem.**

Under the support of BurdaForward it was possible to reveal the entire supply chain and see all transaction and tech fees. This allowed for a reconciliation of advertiser spend with publisher revenue.

The case showed that SCID can solve for transparency issues. Furthermore, results demonstrated a great share of working media and no hidden fees when Xandr's tech was used on both the buy and sell side. PREX and delta pronatura got full transparency on the tech and transaction fees and there was no unexplained delta.

A fully transparent supply path was proof for SCID being suited as an industry standard for buyers and sellers to identify and attribute spend along the value chain. SCID can be used to increase transparency and trust in the programmatic ecosystem and should be adopted by further players in the market.

“Xandr provides technology for both the buy and sell side and is in a unique position to drive transparency and trust. The SCID case demonstrated how players on both sides support this and are willing to improve the whole ecosystem by testing and implementing new standards.”

**JAN-HENRIK SCHARLACH**

Associate Director Account Management & Sales, Xandr



Shared Campaign Identifier (SCID) offers a unique key for end-to-end transparency in programmatic advertising.



Xandr supports SCID on DSP and SSP sides and allows for a fully transparent infrastructure.



SCID setup revealed all tech and transaction fees. Campaign was a successful POC for the German market.