

Executive Summary

Proprietary media solutions are becoming increasingly common as advertisers seek improved outcomes from their media investment. As they expand across most media channels, it is important for advertisers to consider how these solutions should be governed. This paper brings together insights from ISBA's Media Leaders, Procurement Groups, and industry consultancies to help advertisers independently assess the value propositions being presented.

Considerations for Decision-Makers

- **Delivering your objectives:** Advertisers buy proprietary media to deliver on a broad range of objectives from savings, agility, targeting, guaranteed outcomes, and access to exclusive inventory.
- **Media neutral planning:** It shifts the role of the agency from being an independent advisor to a media seller which can potentially impact media planning recommendations.
- **Transparency:** Proprietary media is often sold comingled with standard media, bundled with tech and services, and accompanied by limited audit rights and transparency making it difficult to independently assess savings or effectiveness.
- **Available across most channels:** Benefits, risks, transparency and prevalence vary across channels.
- **Demonstrating Effectiveness:** Transparency can differ with these solutions, with potential implications for your ability to assess the impact on media effectiveness.
- **Governance drives value:** Advertisers who actively govern proprietary media through approval frameworks, clear contracts, and granular reporting are better positioned to extract value and mitigate risks.

Managing Proprietary Media

Advertiser views on proprietary media vary, with some not engaging in the practice. If you choose to use it, consider how you plan to manage it:

- **Establish an internal strategy** outlining under what circumstances you will and won't use proprietary media.
- Require **campaign-level transparency** and separate reporting for proprietary vs. standard media.
- Establish **internal approval processes** and educate cross-functional teams.
- Review and **update contracts** to explicitly govern proprietary media use.
- **Assess the effectiveness of proprietary media** by working with media performance and effectiveness partners. Define and access the appropriate data.