



The '10 principles of programmatic governance' helps brands drive greater performance and transparency within the process.

It helps to ensure the role of programmatic remains clearly defined, technology is fit for purpose, the value chain clearly described (and transparent), and performance is optimised through systematic management of brand safety, fraud and data security.



IF YOU WOULD LIKE TO KNOW HOW WE CAN HELP YOU TAKE CONTROL OF YOUR PROGRAMMATIC, GET IN TOUCH.