Build Advertising Trust with Transparent Data

True data transparency is the prime way for businesses to understand their impact, calculate ROAS, and determine future strategies.

Vendors who keep their data and insights sealed off from their advertising clients tend to have trouble fostering trusted partnerships. Building walls causes suspicion and doubt when it comes to the validity of the data and associated recommendations.

Question

How can agencies and brands develop trust with their ad tech providers?

Answer

Require full transparency from vendor partners

The importance of transparency continues to increase year-over-year in the ever-evolving world of digital advertising. Openness with advertising partners when it comes to collected data and post-campaign insights builds trust and encourages future business with advertising partners.

This requires transparency between ad tech vendors and agencies, and transparency between agencies and their brands.

Vendors → Agencies → Brands

Building a window at each step of the campaign allows advertisers to clearly see the results on the other side. Full clarity on both the input and the output is the key to campaign success and establishing trusted partnerships, now and in the future.

From targeting to reporting and every step in between, collaboration for heightened campaign success is only made possible through transparency. When data and insights are unsealed between advertising partners, it facilitates optimization on multiple levels and from multiple sources.

Forming a partnership with an ad tech provider that offers transparency at each step of the campaign flight, like AdDaptive, increases client confidence in targeting, strategizing, and reporting alike.

If your advertising partner isn't offering full transparency, push for it. Or...

Trust in AdDaptive's technology for consistently transparent data and insights.

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