



The Rise of the Dealer DSP: Own Your AdTech Future



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Learning Objectives

Self-Assessment: Where Are You Today?

Circle your current state:

Category	Level 1 – Outsourced Only	Level 2 – Shared Access	Level 3 – Full Ownership
DSP Platform Access	I rely entirely on my agency	I have limited visibility	I log into my own DSP
Audience Targeting	My agency controls it	We collaborate sometimes	I own and build audiences
Attribution & Reporting	I get PDF reports	I see some performance data	I see real outcomes (sales, ROs)
Campaign Control	I wait for agency updates	I make requests	I launch or approve in-platform

Notes & Takeaways

What surprised you most about how DSPs work?

One thing your vendor partner is doing well today:

One area you want more control or visibility over:



Key Concepts to Remember

- ✓ Real-Time Bidding (RTB)
- ✓ First-Party Data Activation
- ✓ Attribution to Sales & Service
- ✓ Dealer DSP vs Traditional Vendor
- ✓ AI & Automation for Campaign Execution

Your DSP Action Plan

- Ask my agency: “Who owns our DSP seat?”
- Request platform access or reporting dashboard
- Identify a use case for my first-party data (e.g., lease renewals, never-serviced customers)
- Schedule a 30-day audit of current campaigns + performance transparency
- Evaluate whether we’re ready to own our DSP

Final Thought:

“Don’t just own your inventory. Own your AdTech.”