

**WHY THE END OF RMX
IS ONLY THE
BEGINNING**

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You've been driving that same Mazda for the past ten years on the same roads to get to the same job you've had for the past decade. Things are good.

Then one day, you wake up and everything changes!

Your car broke down so you need a new one, but the thing is, they stopped making your favorite Mazda model and the city decided it suddenly needs to start doing construction on the roads you rely on to get to work. But you still need to get to work. You just have to get a new car and find a new way to take you there.

Look, I don't know anything about cars. But I do know a whole lot about the digital advertising industry. I also know that if you've been working with Right Media Exchange, you're certainly going to understand why that analogy resonates with you. And if you don't, here's why:

IN 2005, Right Media Exchange (RMX) came into existence and changed the entire course for the digital advertising industry. It was the first ever ad exchange to legitimize the concept of monetizing off remnant inventory and reaching consumers on an individual level through targeting capabilities. In 2007, Yahoo acquired RMX, enabling RMX to be the top ad exchange to purchase unsold Yahoo inventory. Things went fine at first, but then, about two years after the acquisition, RMX began to fall apart due to mismanagement and neglect on Yahoo's part. It failed to make the necessary technological changes in order to stay competitive with other industry leaders, such as DoubleClick and AppNexus. This neglect hindered their ability to overcome any challenges that faced the market. As you can assume, time did not make their situation better. Their service and reputation only kept deteriorating until Yahoo decided it didn't want its valuable inventory to be related to this exchange and shut RMX down.

■ Why the end of RMX is only the beginning

So RMX shut down, and this is where the Mazda analogy comes in.

Publishers, ad networks, and advertisers who had been using RMX, no longer have the option to do so. In fact, because they no longer have the option to use the “vehicle” (RMX) they were using to get to “work” (advertisers to publishers, publishers to advertisers, and ad networks to both) they need to find a new vehicle that they can rely on. Oh yeah- and don't forget they need to find a completely new route to get to work since their original one was shut down.

So to put it in digital advertising terms, all of RMX's ex-clients now have to find a new ad exchange to work with in order to get to the publishers they were working with, or the advertisers they were working with in the most efficient way possible.

Now, this is the last time I'm going to bring up my car analogy, but I promise this is where it will give you hope. Nowadays, trying to figure out which car to buy or alternative routes to take to work is not a challenge. Technology has become so innovative that we can just look at our phone, click on an app, and be presented with many alternative route options. Ah. The intelligence of things.

You know what? Applying the same type of solution to your current digital advertising dilemma is just as easy.

Digital advertising professionals are no longer living in an archaic time where access to information and big data is impossible. The plethora of marketing intelligence tools on the market allows for them to have access to all the online media information out there in a useful and accessible manner. And this situation is fate. Because the answer to all the angst that RMX's ex-clients are facing lies in marketing intelligence.

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Marketing intelligence will allow for advertisers, publishers, and ad networks to get a complete overview of the digital advertising ecosystem and have complete transparency to the processes and actions of any entity they are interested in.

Transparency and knowledge is extremely necessary in times like these because these ex-clients have no idea where to go, who to work with, and how to get to where they were. Think I don't get it? Advertisers, how panicked are you in figuring out how to get back to those publishers you were working with, have access to additional publisher inventory, or minimize wasted impressions on the irrelevant audience? Publishers, how are you dealing with finding new advertisers to work with or selling your remnant inventory at the highest possible market value? Ad Networks, you guys are screwed if you don't have enough advertisers to fill up the demand of the publishers side and vice versa.

Face it. You guys were put in a really messy situation. But I'm telling you that there is a solution that will put you in a better position than you were before.

So be patient. Because in a few days, I'll be showing you EXACTLY what marketing intelligence will do for you and why you need it more than ever at a time like this.



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