



collective
the audience engine[®]

[about](#) [capabilities](#) [careers](#) [news](#) [contact](#)



[ways to work with us](#) | [programmatic technology](#) | [multiscreen consumer](#) | [results & research](#)

COLLECTIVE DESK

collective network

collective desk

MANAGED SERVICE PROGRAMMATIC MULTISCREEN

Collective Desk is a service designed specifically for marketers which provides access to our complete buying platform. With 100% inventory and cost transparency, and access to both RTB and non-RTB supply, Collective Desk is the right choice for marketers looking for an innovative programmatic buying partner. [CLICK HERE](#) to see how it compares to your current DSP or trading desk.



WHY YOU NEED IT

Lets face it. Digital advertising is in no shortage of middle men. Every day, a new company crops up to slice off another piece of your advertising budget. Before you know it, your vendors are working with so many other vendors that the distance between you and your audience seems insurmountable. Collective aims to close that gap. That's why we provide Collective Desk.

HOW WE DO IT

We start with your audience. Blending your data with our data, we mine insights. We then use those insights to provide large-scale actionable media plans across all devices and formats.

Using the most effective programmatic buying method, we execute your unique buy using our proprietary bidder, or any DSP bidder. In addition, Collective offers consultations for your digital advertising strategy, making sure you know exactly what's going on with your campaign, at every step of the way. Collective has been in this space ever since the industry's infancy, and you'll be hard-pressed to find another partner that has the knowledge and experience as we do.

