Basis ®

20 25 | CUSTOMER VALUE LEADER

Maximizing the Price/Performance ROI for Customers

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL DEMAND-SIDE PLATFORM (DSP) INDUSTRY

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Basis excels in many of the criteria in the DSP space.

RECOGNITION CRITERIA

Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

The Transformation of the DSP Industry

The global demand-side platform (DSP) industry is navigating a period of unprecedented transformation that is defined by a confluence of challenges fundamentally reshaping the programmatic advertising landscape. The primary pressure point is accelerating media fragmentation; advertisers must now engage consumers across a dizzying array of channels, including connected television (CTV), digital-out-of-home (DOOH), streaming audio, podcasts, social media, and traditional search and display. This proliferation creates operational silos, disjointed workflows, and immense difficulty in achieving a unified view of campaign performance.

Compounding this complexity is the industry-wide shift to a privacy-first paradigm. The deprecation of third-party cookies, coupled with stringent data protection regulations like Europe's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), has rendered many traditional methods of audience targeting and measurement obsolete. Advertisers and the DSPs that serve them face the urgent need to develop new, privacy-conscious technologies that rely on first-party data and other durable identifiers to reach consumers effectively and respectfully.

This cascade of challenges—fragmentation creating data silos that are exacerbated by the loss of cookies—has made true omnichannel unification a strategic imperative. It is no longer sufficient for a DSP to excel in a single channel. Brands and agencies now demand a single, cohesive interface to orchestrate, measure, and optimize cross-channel and cross-device campaigns harmoniously.

Unifying the Media Journey: Driving Operational Efficiency and Superior Customer Acquisition

In a market defined by fragmentation, media agencies and brands are burdened by the significant operational drag of managing disparate point solutions. This friction manifests as wasted hours on manual data entry, complex cross-platform reconciliation, communication breakdowns between teams, and an overall lack of workflow cohesion. This operational chaos is not merely an inconvenience; it directly erodes profitability, stifles scalability, and distracts teams from high-value strategic work. Basis directly confronts this challenge with a platform architected from the ground up to unify and automate the entire media campaign lifecycle.

> *"Basis is more than a software provider; it is a strategic growth partner that provides clients with a more scalable and profitable business model."*
>
> *-Alaa Saayed*
> *VP of Research of the Digital Content Services Program*

The company's core value proposition is premised on simplifying ad campaign management by integrating a comprehensive suite of advertising and automation tools into a single, seamless platform. The Basis platform centralizes every stage of the process—from planning and execution to financial actualization and analytics—into one environment. The impact of this unification is profound and quantifiable. Clients using the Basis platform report spending 60% less time on digital media planning and experience a 60% reduction in manual steps during campaign management. The platform's automation extends to the notoriously labor-intensive financial backend, delivering a 15-day decrease in time-to-collect on invoices and a 16% increase in invoice processing capacity.

This focus on operational efficiency has become a powerful and direct driver of customer acquisition. By eliminating low-value, time-consuming tasks, the Basis platform empowers agency staff to reallocate their focus toward what matters most: strategy, client service, and creative optimization. This enhanced service quality leads to superior client results, fostering higher retention rates and stronger partnerships. Furthermore, the significant efficiency gains improve an agency's operating margins, enabling it to be more price competitive or invest more resources into business development. Consequently, the platform's efficiency is not just an internal benefit—it is a tangible competitive advantage that allows its clients to offer a higher level of service at a more profitable scale than competitors relying on fragmented, manual workflows. Basis is more than a software provider; it is a strategic growth partner that provides clients with a more scalable and profitable business model.

Intelligent Performance and Sustainable Growth: Redefining Price/Performance Value in a Complex Market

Beyond operational excellence, the ultimate measure of a DSP's worth is its ability to deliver measurable return on investment (ROI). In today's advertising ecosystem, achieving this goal is increasingly complex due to audience saturation, signal loss from cookie deprecation, and intense pressure on marketers to justify every dollar of media spend. Basis distinguishes itself by embedding a powerful intelligence layer into its DSP that is engineered to maximize campaign performance and deliver exceptional value.

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The centerpiece of this intelligence is SmartBid, a sophisticated AI solution that goes beyond standard bidding algorithms. While many DSPs optimize at the campaign level, SmartBid analyzes over 30 distinct targeting parameters at the brand level every six hours, creating unique and continuously learning optimization models tailored to each client's specific business. This deeper, more holistic approach to AI-driven optimization yields significant results. Basis' analysis has shown that SmartBid boosts return on ad spend (ROAS) by an average of 133%. The performance uplift is consistent across various key performance indicators (KPIs), delivering 77% higher performance for click-based goals and 33% higher performance for conversion-based goals. This demonstrated ability to improve client outcomes significantly is the cornerstone of the platform's superior price/performance value.

> *"By aligning its own success so directly with the business outcomes of its clients, Basis has built a powerful and resilient growth model."*
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This commitment to performance drives the company's growth potential. The Basis platform creates a virtuous cycle: its advanced AI delivers exceptional ROI for clients, which in turn fosters deep loyalty and encourages increased investment in the platform. The resulting client success stories become powerful, data-backed proof points that attract new customers seeking a clear performance edge in a competitive market. This intense customer focus, which directly strengthens the brand and reinforces loyalty, is the very definition of sustainable growth potential. By aligning its own success so directly with the business outcomes of its clients, Basis has built a powerful and resilient growth model. In a market crowded with commoditized DSPs, Basis differentiates itself by focusing on what matters most—positioning itself as an essential client partner.

Forging Enduring Partnerships: Mastering the Customer Experience from Purchase to Ownership and Beyond

The adtech industry has historically been characterized by transactional, and at times opaque, relationships between vendors and their clients. This has created a growing demand from brands for greater transparency, control over their data, and a sense of true partnership, fueling the trend of in-housing media operations. Basis met this market shift as an opportunity to redefine the customer relationship, building on a foundation of service and empowerment that permeates its technology and business strategy.

The company's customer-centric DNA is rooted in its history; according to company leadership, "We started as a media services company and quickly realized the industry's technology just wasn't cutting it. So we built our own." This origin story—born from the direct experience of user pain points—informs a product philosophy centered on solving real-world challenges. This philosophy is most powerfully expressed in its innovative solution, Unify by Basis. Unify is a direct response to the market's call for control, fundamentally elevating the customer ownership experience. It empowers brands to own their technology stack and, most critically, their historical media data, ensuring that invaluable campaign insights are never lost, even during agency transitions. This solution provides brands with real-time, granular visibility into where every media dollar is spent, fostering a new level of trust and collaboration between brands and their agency partners.

"Basis has been integral to our media tech stack, strategy, and execution. Their platform gives us 100% visibility into every dollar spent, connecting upper and lower funnel efforts in one system. The customer success team has been amazing at helping manage campaigns effectively, and Basis services have stepped in seamlessly to cover temporary staffing gaps. Basis truly acts as our partner, making our lives easier."

- AVP, Brand and Customer Activation, MassMutual

This strategic approach—combining a service-oriented history with a platform built for transparency and empowerment—is the foundation of the company's powerful brand equity. The seamless customer purchase experience is a natural result of this trusted reputation, which is validated by a diverse roster of blue-chip clients like Verizon, Pizza Hut, and The Hartford, and consistent recognition from industry authorities such as Gartner and AdExchanger. By developing Unify, Basis made a key strategic move. Instead of resisting the in-housing trend, it created a solution that embraces it, allowing the company to secure the brand as the platform of record regardless of its agency relationships. This foresight transforms the customer dynamic, positioning Basis as a valuable and neutral ecosystem facilitator for both brands and agencies, and securing its relevance and growth for years to come.

Conclusion

Basis provides a compelling example of creating customer value within the complex and rapidly evolving DSP industry. Its holistic platform effectively addresses the critical challenge of operational fragmentation by unifying the entire media lifecycle, delivering quantifiable efficiency gains that translate directly into a competitive advantage for its clients. By deploying a sophisticated, brand-level AI engine, the company generates significant, triple-digit improvements in ROAS, setting a new industry benchmark for price/performance value. Notably, with its visionary Unify solution, Basis champions a new era of transparency and partnership, empowering customers and redefining the ownership experience. For its strong overall performance, Basis is presented with Frost & Sullivan's 2025 Global Customer Value Leadership Recognition in the demand-side platform industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**