

Implementation of Programmatic Advertising by Vidverto: Challenges and Opportunities in the Digital Era A Study on Publishers in Indonesia

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Abstract. The growth of Indonesia's digital advertising ecosystem has driven the adoption of programmatic advertising as a monetization solution for publishers. This study examines the implementation of programmatic advertising by Vidverto, a digital advertising technology company, focusing on the challenges and opportunities faced by publishers in Indonesia. Using a qualitative case study approach, this research explores how Vidverto as a programmatic platform helps publishers optimize ad revenue while identifying implementation barriers such as ecosystem complexity, transparency issues, and brand safety concerns. The findings indicate that Vidverto offers solutions addressing the needs of Indonesian publishers through a flexible and results-oriented approach, yet still faces structural challenges inherent to Indonesia's digital advertising ecosystem. This research contributes to the understanding of programmatic advertising implementation dynamics in developing markets and provides strategic recommendations for publishers and ad-tech platforms.

Keywords: Programmatic Advertising, Vidverto, Publisher, Digital Advertising, Ad-Tech, Indonesia



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1. Introduction

Indonesia's digital advertising industry has experienced significant growth in recent years. The digital advertising market is projected to reach IDR 140 trillion by 2028, with a compound annual growth rate (CAGR) of 11% . This surge is driven by increasing internet penetration, widespread smartphone adoption, and shifting consumer behavior toward digital platforms.

Amid this growth, programmatic advertising has emerged as the primary method for digital ad transactions. Unlike traditional ad selling models involving manual negotiation, programmatic advertising uses algorithms and automated platforms to buy and sell advertising inventory in real-time. This model promises efficiency, precise targeting, and better campaign optimization .

However, programmatic advertising adoption in Indonesia is not without challenges. Ecosystem complexity, limited transparency, ad fraud issues, and data privacy concerns pose significant barriers . For publishers, this challenge is amplified as they

must balance revenue optimization with maintaining content quality and user experience.

Vidverto has emerged as a player in the programmatic advertising ecosystem offering solutions for publishers to monetize their advertising inventory. Vidverto provides a platform enabling publishers to independently manage ad logic processes, set display frequency, and implement GEO targeting . Through its flexible approach, Vidverto seeks to address the specific needs of Indonesian publishers.

This study aims to examine programmatic advertising implementation by Vidverto in Indonesia, focusing on: (a) the implementation models and strategies Vidverto applies for Indonesian publishers. (b) challenges publishers face in implementing programmatic advertising through the Vidverto platform. (c) opportunities publishers can leverage through programmatic advertising in the Indonesian market.

This research is expected to contribute to the literature on programmatic advertising in developing markets and provide practical recommendations for publishers and ad-tech platforms in optimizing programmatic advertising implementation.

2. Literature Review

2.1 Programmatic Advertising: Concepts and Development

Programmatic advertising is defined as the automated process of buying and selling digital advertising inventory through technology platforms, enabling advertisers to target specific audiences in real-time . Unlike traditional ad buying models involving manual negotiation and fixed pricing, programmatic advertising uses real-time bidding (RTB) allowing prices to be determined dynamically based on supply and demand.

The programmatic advertising ecosystem involves various stakeholders, including advertisers, media agencies, Demand-Side Platforms (DSPs), Supply-Side Platforms (SSPs), and ad exchanges. Publishers provide advertising inventory through SSPs, while advertisers access this inventory through DSPs. The complete and automated transaction workflow between these stakeholders within the ecosystem can be observed in Figure 1.

As illustrated in Figure 1, the programmatic process is initiated when a (1) User accesses a website managed by the (2) Publisher. Instantly, the empty ad inventory is pushed to the (3) Supply-Side Platform (SSP), such as Vidverto, which broadcasts the available impression data to the (4) Ad Exchange to initiate an auction. Simultaneously, (6) Advertisers utilize a (5) Demand-Side Platform (DSP) to submit automated bids based on their predefined target profiling audience and budget. The Ad Exchange then evaluates these bids and determines the winning bid through a Real-Time Bidding (RTB) mechanism. Once the auction concludes, the winning advertisement is routed back through the SSP and seamlessly rendered on the (1) User's browser, completing this highly complex transaction in mere milliseconds.

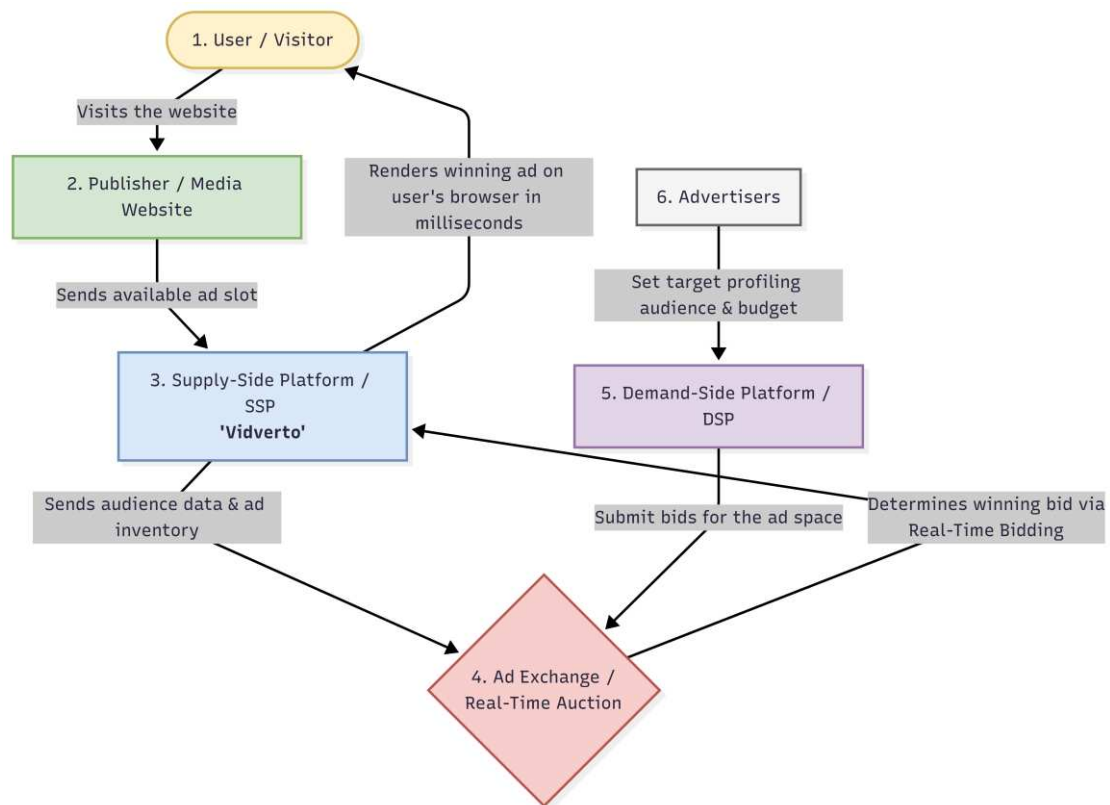


Figure 1. Transactional Workflow of Real-Time Bidding (RTB) within the Programmatic Advertising Ecosystem.

In Indonesia, programmatic advertising shows positive growth trends. The first programmatic platform based on telecommunications data, AdXelerate, was launched by Telkom and WPP Media Indonesia in 2024, marking a new chapter in Indonesian digital advertising. This platform leverages data from over 150 million verified Telkomsel subscribers for more accurate audience targeting.

2.2 Publishers and Programmatic Advertising

For publishers, programmatic advertising offers opportunities to optimize ad revenue through automated and efficient inventory sales. However, reliance on programmatic ads also presents challenges. Dian Gemiano, Chairperson of the Indonesia Digital Association (IDA), highlighted that programmatic ads do not distinguish between quality journalistic content and ordinary content, making an uncontrollable revenue pattern an unsustainable business model.

The Kompas Gramedia case study demonstrates that a data-driven approach in programmatic advertising can yield significant revenue increases. By leveraging Google Analytics 360 and Google Ad Manager, Kompas Gramedia increased CPM by 25% and helped advertisers reduce cost-per-flight-search by up to 80%.

2.3 Programmatic Advertising Challenges in Indonesia

Research on programmatic advertising in Indonesia identifies several key challenges:

Ecosystem Complexity: Indonesia's digital advertising landscape is fragmented with various players offering different solutions, causing difficulties in standardization and measurement .

Transparency and Ad Fraud: Limited transparency in the programmatic supply chain and ad fraud issues are major concerns for advertisers and publishers . Bad actors exploit system loopholes, causing advertising budget waste and distrust among advertisers.

Data Privacy and Regulation: Data privacy concerns are increasing, especially with the enactment of Indonesia's Personal Data Protection Law (UU PDP). Programmatic platforms are required to comply with these regulations and implement privacy by design principles .

Brand Safety: Publishers and advertisers must ensure ads appear in safe environments aligned with brand values . This challenge becomes more complex with third-party ad networks that publishers often cannot fully control.

2.4 Programmatic Advertising Opportunities in Indonesia

Despite challenges, programmatic advertising offers significant opportunities in Indonesia:

Market Growth: With the digital advertising market projected to reach IDR 140 trillion by 2028, programmatic advertising has substantial growth potential .

Data-Driven Targeting: Programmatic platforms leveraging first-party data, such as AdXcelerate, offer more accurate and personalized audience targeting . This approach allows advertisers to shift focus from impression-based metrics to measurable business outcomes.

Mobile Programmatic: With increasing smartphone penetration in Indonesia, mobile programmatic advertising is the fastest-growing segment .

3. Research Methodology

This research employs a qualitative case study approach to examine programmatic advertising implementation by Vidverto in Indonesia. This approach was chosen as it enables in-depth exploration of complex phenomena in real-world contexts.

3.1 Research Object

The research object is Vidverto, a digital advertising technology company providing a programmatic advertising platform. Vidverto operates as a supply-side platform (SSP) that offers various functional features to maximize ad inventory value for digital publishers. The technical capabilities and publisher optimization objectives of the Vidverto platform are comprehensively summarized in Table 1.

Table 1. Technical Features and Optimization Capabilities of the Vidverto Platform

Feature Category	Technical Capability / Specific Feature	Publisher Optimization Objective
Ad Display & Timing Control	Process Logic Management & Scheduling: Banner refresh timing, slide change durations, and event-based triggers (delay time or scroll value in pixels, percentages, or selectors).	Maximizing ad viewability and impressions while preserving website loading speed and user experience.
User Interface (UI) Integration	Customization & User Control: Native close button management (position, delay), ad unit collapsing, and customizable background colors.	Mitigating user intrusiveness, minimizing ad fatigue, and maintaining website aesthetic cohesion.
Audience Targeting	GEO & Frequency Capping: Geographic segmentation and exposure caps (per user, hour, or day).	Delivering highly relevant ad inventory to advertisers and preventing overexposure to individual visitors.
System Deployment	Flexible Deployment Models: Direct implementation (code placement) vs. injection implementation models.	Providing integration flexibility based on publisher infrastructure and technical capacity.
Infrastructure & Compliance	Google Ad Manager (GAM) Integration & ads.txt Management: Seamless ad server sync and automated authorization file management.	Ensuring brand safety, preventing domain spoofing, and maintaining programmatic compliance.
Analytics & Transparency	Reporting & Terminology Support: Real-time KPI tracking (Requests, Impressions, Fill Rate, CPM, Revenue) with clear glossary tools.	Enabling data-driven decision-making and performance monitoring for publishers.

As detailed in Table 1, these interconnected features provide a comprehensive ecosystem that grants publishers granular control over their programmatic advertising setup, balancing revenue optimization with user experience.

3.2 Data Collection

Data was collected from two main sources secondary data and observation. (a) Secondary data, document study and content analysis from various sources, including: vidverto documentation and promotional materials, industry reports and market research on programmatic advertising in Indonesia, case studies of programmatic advertising implementation on other platforms, journal articles and academic publications on programmatic advertising. (b) Observation of the Vidverto platform and its offered features, as well as analysis of available configurations and settings for publishers.

3.3 Data Analysis Techniques

Data analysis used a thematic approach with the following steps: (a) identification of main themes from collected data, (b) categorization of data based on themes, (c) data interpretation within the context of programmatic advertising implementation, and (d) comparison with findings from previous research

4. Results and Discussion

4.1 Programmatic Advertising Implementation by Vidverto in Indonesia

Vidverto offers a flexible approach to programmatic advertising implementation for Indonesian publishers. Based on its provided features, Vidverto enables publishers to independently control various aspects of ad display. This approach aligns with Indonesian publishers' need for greater control over their monetization strategies, given concerns about uncontrollable programmatic ad reliance .

4.1.1. Process Logic Management and Scheduling

Publishers can manage banner refresh and change times, as well as determine display triggers based on delay time or scroll values (pixels, percentages, or selectors). This flexibility allows publishers to optimize user experience while maximizing ad revenue.

Research on Kompas Gramedia shows that data-driven and audience segmentation approaches can significantly increase CPM . Vidverto provides tools enabling publishers to implement similar strategies by customizing ad displays based on user behavior. Moreover, publishers can test different injection settings to see which method delivers a higher fill rate without slowing down the website loading speed.

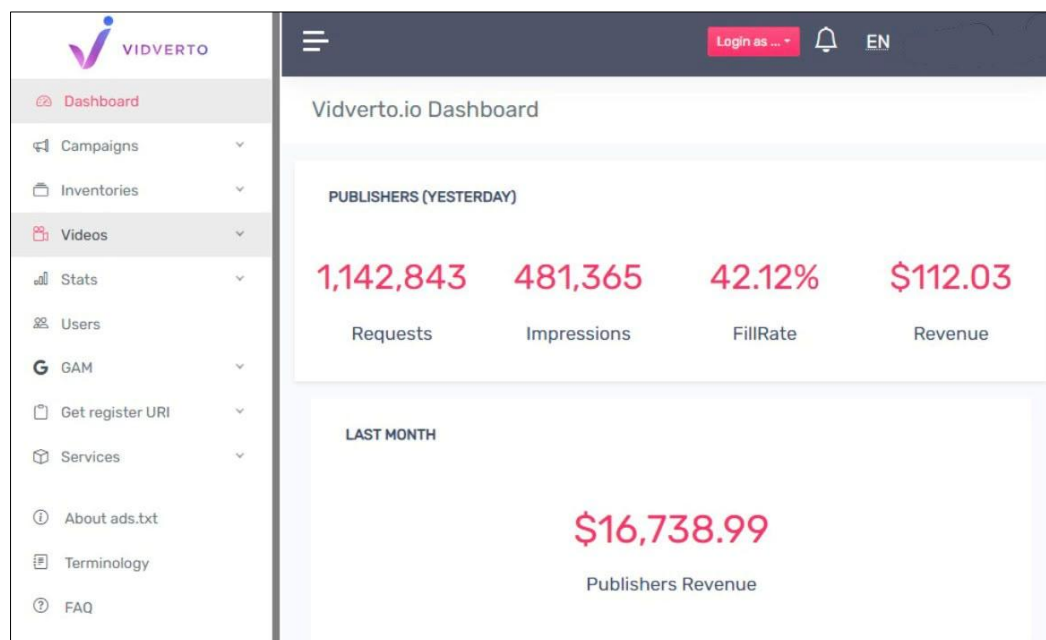


Figure 2. Main Analytical Dashboard of Vidverto Displaying Key Performance Indicators (KPIs) and Revenue Metrics

Vidverto provides a platform that enables publishers to independently manage ad logic processes and optimize their monetization strategies. The outcomes of this ad display optimization, along with the transparency of media inventory performance, can be monitored directly by publishers through the system's main menu, as illustrated in Figure 2.

As demonstrated in Figure 2, the Vidverto dashboard yields crucial real-time performance metrics for publishers, including Requests, Impressions, Fill Rate, and daily to monthly Revenue outcomes. This interface serves as the primary data visualization tool that allows publishers to evaluate whether their ad logic adjustments—such as banner refresh timing or scroll-value triggers—successfully translate into optimal fill rates and programmatic advertising revenue.

4.1.2. Customization and User Control

Vidverto's customization features, including logo management, close button control, and background color customization, provide publishers with flexibility to align ad appearances with their brand identity. This is important for maintaining visual cohesion and consistent user experience.

The ability to fully close ad units or collapse them to specific UI elements also provides publishers with additional control over user experience management. This aligns with recommendations to reduce reliance on programmatic ads by creating more integrated and less intrusive ad experiences .

4.1.3. Targeting and Frequency

GEO targeting and frequency setting per user, hour, or day allow publishers to offer more targeted inventory to advertisers. This is important as advertisers in Indonesia increasingly need specific audience data .

4.2 Implementation Challenges

Based on analysis of the Vidverto platform and the Indonesian programmatic advertising industry context, several implementation challenges can be identified:

4.2.1. Ecosystem Complexity

Indonesia's programmatic advertising ecosystem remains fragmented with various players and different solutions . Vidverto needs to navigate this complexity and ensure interoperability with various DSPs, SSPs, and other platforms used in Indonesia.

4.2.2. Transparency and Brand Safety

Transparency issues in the programmatic supply chain and brand safety remain major concerns. Vidverto must ensure that ads displayed through its platform appear in safe environments aligned with publishers' brand values.

In the Indonesian context, there is a regulatory void creating a situation where media are forced to submit to rules set by advertising technology giants, rather than public service principles . This poses a challenge for platforms like Vidverto to prioritize transparency and accountability.

4.2.3. Technology Adoption and Understanding

The level of programmatic advertising understanding among Indonesian publishers remains varied. While large publishers like Kompas Gramedia have adopted

sophisticated data-driven approaches , many medium and small publishers still require education and technical support.

4.3 Leverageable Opportunities

4.3.1. Digital Advertising Market Growth

With Indonesia's digital advertising market projected to reach IDR 140 trillion by 2028, there is significant opportunity for Vidverto to acquire market share. Platforms offering easy-to-use and reliable solutions will gain competitive advantage.

4.3.2. Demand for Data-Driven Targeting

Advertisers in Indonesia increasingly need specific audience data to ensure their ads are seen by the right targets . Vidverto can leverage this opportunity by providing sophisticated segmentation and targeting tools for publishers, enabling them to offer more valuable inventory to advertisers.

4.3.3. Mobile Programmatic

With increasing smartphone penetration in Indonesia, mobile programmatic advertising is the fastest-growing segment . Vidverto can optimize its platform for mobile devices and leverage this opportunity.

4.3.4. First-Party Data Integration

Programmatic platforms leveraging first-party data, such as AdXelerate using Telkomsel data, have demonstrated success in more accurate audience targeting . Vidverto can develop partnerships with publishers to leverage their first-party data and improve campaign effectiveness.

5. Conclusion

This study examines programmatic advertising implementation by Vidverto in Indonesia, focusing on challenges and opportunities faced by publishers. The findings indicate that Vidverto offers a flexible and comprehensive approach to programmatic advertising, enabling publishers to independently manage various aspects of ad display.

Vidverto faces challenges similar to other programmatic platforms in Indonesia, including ecosystem complexity, transparency, brand safety, and technology adoption. However, this platform also has significant opportunities to leverage the growth of Indonesia's digital advertising market, demand for data-driven targeting, and mobile programmatic trends.

For publishers, Vidverto offers solutions that can help optimize ad revenue while maintaining user experience control. However, publishers also need to consider revenue diversification to reduce reliance on programmatic ads, as recommended by industry stakeholders .

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