

• FREE COMPARISON · 2026 EDITION

Programmatic Platform Comparison Matrix

Features, pricing, and best-fit analysis for DV360, The Trade Desk, Amazon DSP, and 7 more platforms.

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

Activision · ASUS · SoftwareOne · Booyah Advertising · Nasdaq

1000+

DATA CONNECTORS

10

DSPS COMPARED

99.9%

DATA ACCURACY

~8 min

READ TIME

10 DSPs Side by Side

Core capabilities across the platforms that matter most for programmatic media buying in 2026.

PLATFORM	SELF-SERVE	MIN SPEND	AI / ML	INVENTORY	DATA PARTNERS	BEST FOR
DV360	Yes	~\$10K/mo	Google AI bidding, custom algo	Google Ads, YouTube, Open Web	1P Google, Oracle, LiveRamp	Google-stack teams
The Trade Desk	Yes	~\$25K/mo	Koa AI, predictive clearing	Premium open web, CTV, audio	UID2, 50+ partners	Omnichannel + CTV
Amazon DSP	Yes*	\$15K/mo (self)	Purchase-intent ML, AMC	Amazon O&O, Fire TV, Twitch	Amazon Shopper 1P	eComm / retail
Xandr	Yes	\$5K/mo	Programmable bidding	MSFT properties, open web	MSFT Graph, Xandr Curate	Custom algos
StackAdapt	Yes	\$5K/mo	Contextual AI, lookalike	Native, display, CTV, audio	Bombora, Oracle, Eyeota	B2B / mid-market
MediaMath	Yes	\$10K/mo	Brain algorithm suite	Open web, mobile, DOOH	25+ data partners	Transparent fees
Basis (Centro)	Yes	\$5K/mo	Automated optimization	Multi-DSP access, direct	30+ providers	Agency workflow
Adform	Yes	€5K/mo	FLOW engine, DCO	EU-heavy open web, mobile	EU 1P-focused, ID fusion	EU / GDPR-first
Criteo	Yes	\$5K/mo	Shopper Graph AI	Retail media, commerce web	Retailer 1P data	Retargeting / retail
Roku / OneView	Yes	\$25K/mo	ACR-based targeting	Roku O&O, CTV, desktop	Roku ACR 1P data	CTV-first brands

PRO TIP

Self-serve (*) for Amazon DSP requires advertiser approval. Managed service remains available for all spend levels with a \$50K minimum.

PRICING BREAKDOWN

Costs You Actually Pay

CPM floors, platform fees, monthly minimums, and the hidden costs vendors prefer you discover after signing.

PLATFORM	CPM FLOOR	PLATFORM FEE	MONTHLY MIN	HIDDEN COSTS TO WATCH
DV360	\$2 - \$5	% of spend (varies)	~\$10K	CM360 seat required; Google 360 bundle upsell; data segment fees
The Trade Desk	\$3 - \$8	% of spend (tiered)	~\$25K	CTV premium CPMs (\$15-30); 3P data pass-through fees; UID2 transition costs
Amazon DSP	\$3 - \$6	15% managed / 0% self	\$15K self / \$50K managed	AMC clean room add-on; Fire TV premium; overlap with Sponsored Ads spend
Xandr	\$1 - \$4	Flat CPM + % hybrid	~\$5K	MSFT ecosystem lock-in; curated deal markup; limited CTV scale
StackAdapt	\$2 - \$5	Included in CPM	~\$5K	Native premium CPMs; B2B audience segments billed separately
MediaMath	\$2 - \$5	Transparent flat %	~\$10K	Brain algo fee; limited CTV inventory; onboarding timeline
Basis	\$1 - \$4	SaaS license + CPM	~\$5K	Multi-DSP pass-through markups; search/social module add-ons
Adform	€2 - €5	Flat CPM fee	€5K	DCO module pricing; limited US scale; ad serving fee separate
Criteo	\$2 - \$6	% of attributed revenue	~\$5K	Attribution-based pricing inflates cost; retargeting audience overlap
Roku / OneView	\$10 - \$30	Included in CPM	~\$25K	CTV-only premium; ACR data limited to Roku devices; limited display reach

WATCH OUT

Platform fee structures change quarterly. Always request a written fee schedule before signing. Ask specifically about data segment costs, managed service markups, and minimum commitment lock-in periods.

Which DSP Fits Your Team?

Match your budget, team size, and channel mix to the right platform shortlist.

< \$50K / mo Lean Teams · 1-3 Channels

StackAdapt Basis Xandr Criteo

Why these: Low minimums, self-serve friendly, fast onboarding. Best when you have 1-2 campaign managers running display + native or retargeting.

\$50K - \$200K / mo Growth Teams · 3-5 Channels

The Trade Desk DV360 Amazon DSP MediaMath

Why these: Full omnichannel (display, video, CTV, audio). Requires dedicated programmatic specialist. DV360 if Google-heavy stack; TTD for CTV; Amazon if eComm revenue is a KPI.

> \$200K / mo Enterprise · 5+ Channels

The Trade Desk DV360 Amazon DSP Roku / OneView

Why these: Multi-DSP strategy recommended. Run TTD + DV360 for reach dedup. Add Amazon for commerce + Roku for CTV scale. Needs 3+ person team with ops, analytics, and strategy roles.

Special Considerations

IF YOU NEED...	PRIORITIZE	WHY
EU / GDPR compliance	Adform	EU-first infrastructure, ID fusion for cookieless
B2B targeting	StackAdapt	Bombora intent data native integration
Retail media	Amazon DSP + Criteo	1P shopper data from retailer networks
CTV-first strategy	Roku / OneView + TTD	ACR data + premium CTV inventory
Custom bidding algos	Xandr	Programmable bidding with full API access

Integration Grid

Which DSPs connect natively to your analytics stack? Check marks indicate out-of-the-box or documented integrations.

PLATFORM	GA4	LOOKER	TABLEAU	BIGQUERY	SNOWFLAKE	IMPROVADO
DV360	✓	✓	✓	✓	—	✓
The Trade Desk	—	✓	✓	✓	✓	✓
Amazon DSP	—	—	—	✓	✓	✓
Xandr	—	✓	✓	✓	✓	✓
StackAdapt	✓	—	—	—	—	✓
MediaMath	—	—	✓	—	—	✓
Basis	—	—	✓	—	—	✓
Adform	—	—	✓	—	✓	✓
Criteo	✓	—	—	✓	—	✓
Roku / OneView	—	—	—	—	—	✓

THE UNIFICATION GAP

Most DSPs offer native connectors to 1-2 BI tools. Getting all 10 platforms into a single analytics view requires either custom ETL pipelines or a marketing data platform like Improvado, which connects to all 10 out of the box.

Why Improvado Covers Every Cell

Improvado extracts spend, impression, click, and conversion data from all 10 DSPs through pre-built connectors. Data is normalized, deduplicated, and pushed to your warehouse or BI tool in minutes -- no engineering resources required. That is why every platform row shows a checkmark in the Improvado column.

Unify All 10 DSPs in One Dashboard with Improvado

Stop stitching reports from DV360, TTD, and Amazon DSP manually. Improvado connects to 1000+ data sources and delivers clean, analysis-ready data in minutes.

[Book a Demo](#)

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