

PROGRAMMATIC ADVERTISING PLAYBOOK

LEVERAGING THE LATEST AD TECHNOLOGY
TO TRANSFORM YOUR MARKETING EFFORTS

How big is programmatic advertising? It's on track to be \$20B big.

Real-time bidding—the exchange model—is king right now, accounting for \$9.25B of this year's \$10 billion buying.
(AdAge)

Programmatic ad spending will rise 137% in the U.S. this year.
(eMarketer)

Lastly, by 2016, \$3.84B or 40% of all digital video ads in the U.S. will be bought programmatically.
(mediapost)

\$10B was spent with programmatic media in 2014, and projected to be \$20B by 2016.
(IAB)

Mobile programmatic ad spending in the U.S. will hit \$8.36B next year, surpassing desktop for the first time.
(eMarketer)

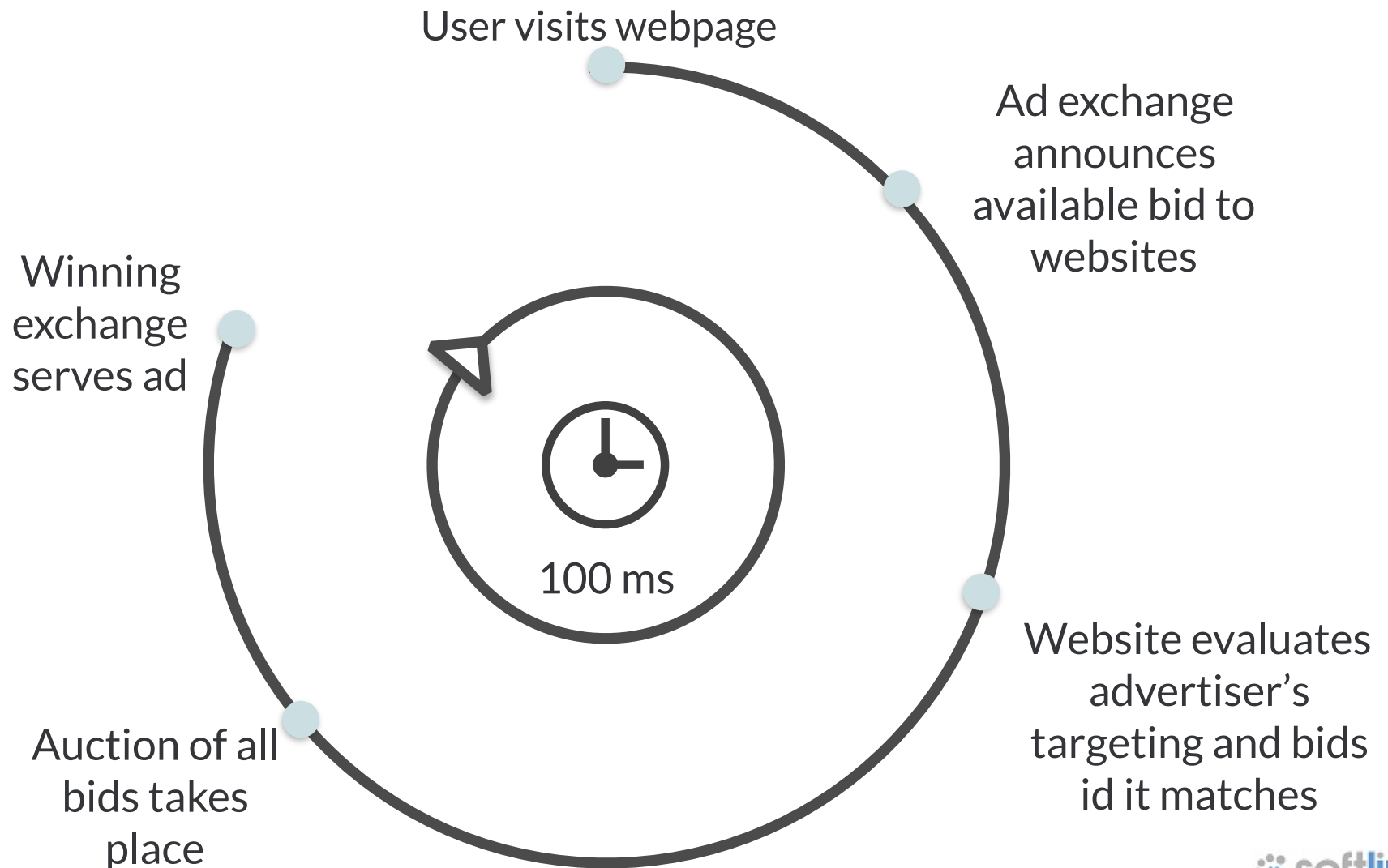
WHAT IS PROGRAMMATIC?

Programmatic advertising is the process of buying media in an automated fashion through digital platforms. This method replaces the traditional use of RFPs, negotiations, and insertion orders to purchase digital media.

Real Time Bidding (RTB), a type of programmatic advertising, is the 'stock market' of selling and buying media in real time; one ad impression at a time. RTB allows every online ad impression to be evaluated, bought, and sold - individually and instantaneously through the use of ad exchanges/networks.

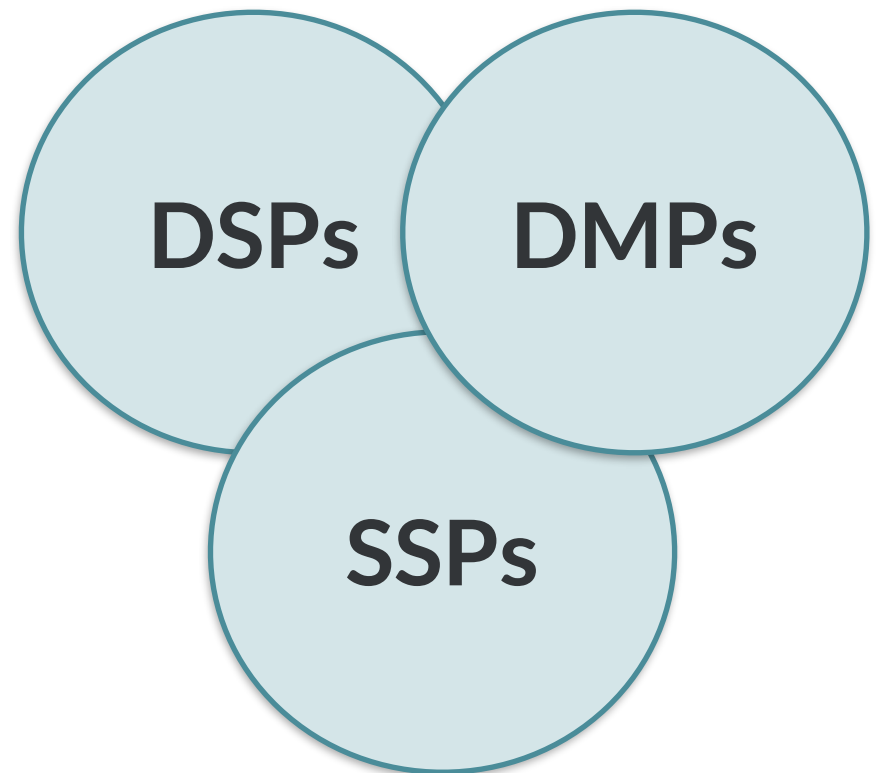
WHAT IS PROGRAMMATIC RTB?

Real-Time Bidding, a type of programmatic advertising, is executed in ~ 100 milliseconds



Programmatic advertising includes the use of DSPs, DMPs, and SSPs.

- DSPs (demand side platforms) facilitate the process of buying ad inventory on the open market, provide the ability to reach your target audience due to the integration of DMPs.
- DMPs (data management platforms) collect and analyze a substantial amount of cookie data to then allow the marketer to make more informed targeting decisions.
- SSPs (supply side platforms) will ultimately be in charge of picking the winning bid and will serve the winning banner ad on the publisher's site.



WHY DOES PROGRAMMATIC MATTER?



THEN

Digital advertising used to be bought and sold manually. Ad networks bought ad impressions ahead of time from a lot of different sites and apps and repackaged them to be sold to advertisers with no transparency. This process involved salespeople, RFPs, and a whole bunch of human error. This process was inefficient and unreliable.



NOW

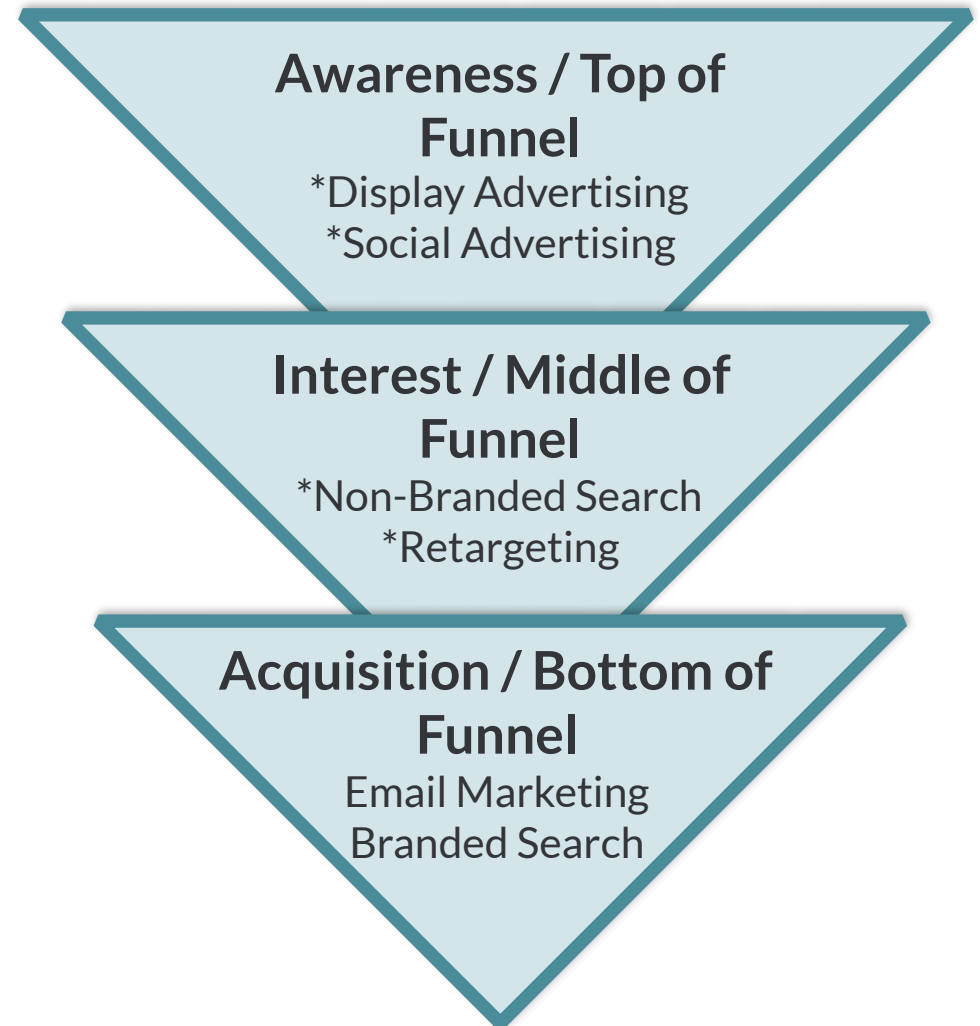
With programmatic advertising, digital ad buying is faster, more efficient, and less expensive. Also, advertisers now have more granularity into their advertising campaigns by paying for impressions individually and using a dashboard to strategically manage and target their ad campaigns.

WHERE DOES PROGRAMMATIC FIT?

The goal of marketing is to deliver the right message to the right person at a time when they are most attentive.

Programmatic advertising can help marketers do just that through a variety of targeting strategies to drive potential customers through the digital marketing funnel.

Digital Marketing Funnel



* Denotes strategies available in programmatic advertising

With the intersection of data with programmatic advertising, marketers have more data available to them now than ever before.

Now access massive amounts of audience data – everything from 1st-party online website visitor data to offline CRM data, 2nd-party partner data, and 3rd-party data providers.

Data enables marketers to build and reach high value audiences and fuels performance optimizations across channels and devices.

Experian, a data provider, employs a rigorous process of testing and evaluation to ensure data cleanliness, coverage depth, recency and accuracy through first-class mailings, syndicated research matching, third-party telephone validation, and more.

More and more brands are including programmatic advertising into their marketing mix.

- **Kellogg** launched a programmatic campaign to help facilitate an increase in their offline sales. Kellogg was able to leverage audience insights and contextual data to then understand more about who their customers are, which led to a 2-3X increase in better targeting across channels. ([DigiDay](#))
- **Nestlé** ran a programmatic branding campaign with the goal of maximizing the sale of coffee machines. Their results showed 91% of their ads delivered to new visitors, 7x improved brand safety and saw 21 points more viewable impressions than the IAB standards. ([AdExchanger](#))
- With the growing use of brand safety technology in programmatic, **Procter & Gamble** aims to buy 70% to 75% of its U.S. digital media programmatically by the end of this year. ([AdAge](#))
- Premium brands, like **Cadillac** and **Tory Burch**, as well as premium publishers, **Wall Street Journal**, are taking advantage of programmatic buying. ([AdWeek](#))

ADVANTAGES OF PROGRAMMATIC

Why is programmatic advertising quickly becoming one of the essential components of every modern marketer's digital strategy?

Efficiency:
streamlines the buying and selling process, reducing media costs.

Transparency:
allows for real-time viewability of placement, results, and spend.

Real-Time Optimization:
enables campaign creation and optimization on-the-fly.

Targeting:
use of 1st and 3rd party data to accurately reach your target audience with scale.

Control:
manage and own execution including the real-time optimization of campaigns.

90% of all advertising will flow programmatically within a decade ([MediaPost](#)). Over the last several years, we've all witnessed a meteoric rise of programmatic mobile and video. TV will follow suit within the next few years.

Publishers and marketers will push for greater standards related to viewability and fraud, and the increase in digital content consumption will accelerate the shift towards programmatic.

Let's face it: Programmatic is exciting, and it's here to stay!

Ready to get started with programmatic advertising?



STEP 1: Leverage data to build relevant and scalable audience targets using 1st or 3rd party data.



STEP 2: Power a multi-week programmatic digital advertising campaign that includes Behavioral, Retargeting, Audience Extensions, Contextual, and Site Specific ad campaigns across all channels and device types - including display, video, mobile, and social.



STEP 3: In a few clicks view detailed reports for on-the fly campaign optimization to ensure ROI.

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APPENDIX