Programmatic Advertising:

THE FUTURE OF DIGITAL ADVERTISING

You want to reach your customers at the right place and time with a relevant message and measurable results. **Programmatic advertising allows you to do just that in an efficient and effective way.**
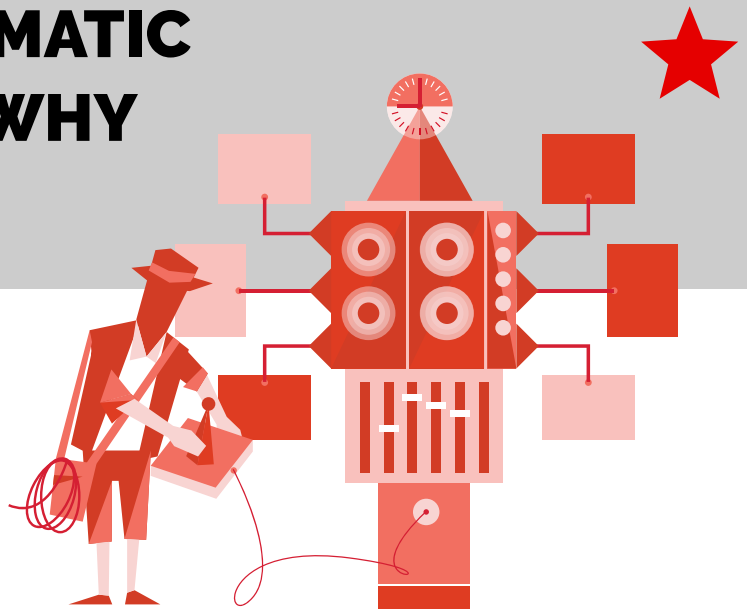
WHAT IS PROGRAMMATIC ADVERTISING AND WHY DOES IT MATTER?

Programmatic advertising is the buying and selling of highly targeted ad inventory in real time on the most impactful channels and platforms.

Main Benefits:
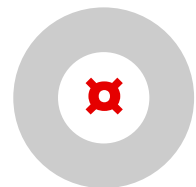
HIGHLY EFFECTIVE TARGETING

GREATER DATA INSIGHTS

EFFICIENT RUNNING OF CAMPAIGNS ACROSS MULTIPLE PLATFORMS
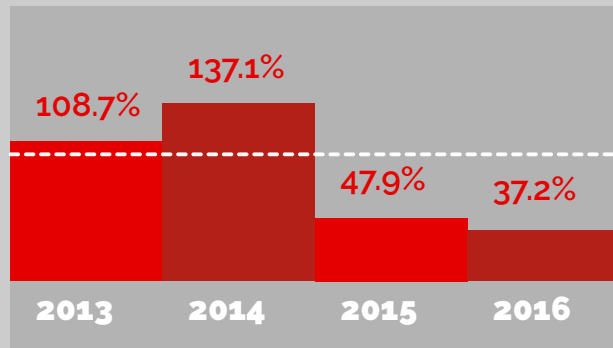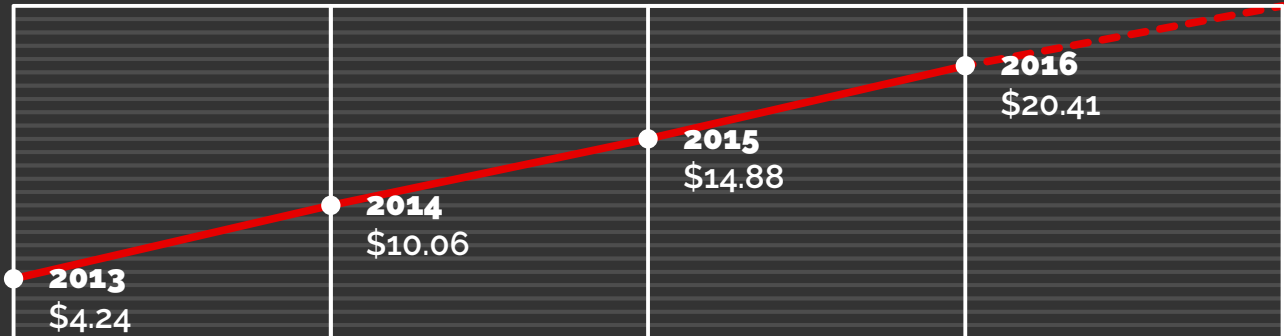
REAL TIME OPTIMIZATION

TRANSPARENT PRICING

Programmatic is here to stay:

IN THE US
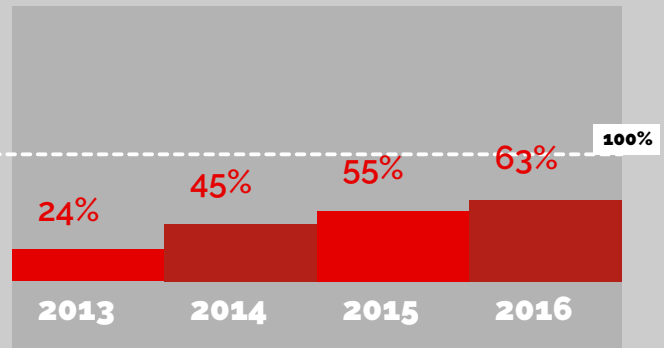
PROGRAMMATIC AD SPENDING (in billions)

$25B

2016
$20.41

2015
$14.88

2014
$10.06

2013
$4.24

108.7%
137.1%
47.9%
37.2%

2013 2014 2015 2016

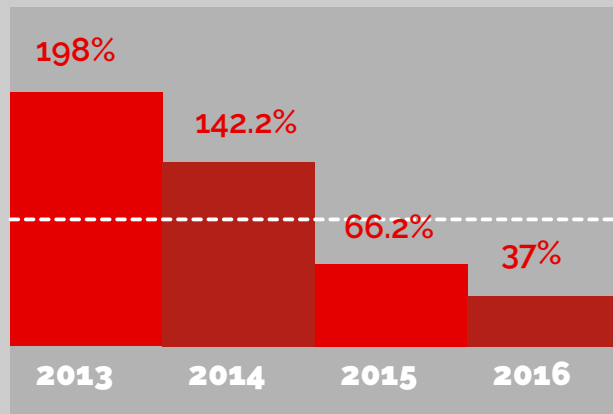100%

24%
45%
55%
63%

2013 2014 2015 2016

% GROWTH

% TOTAL DIGITAL DISPLAY AD SPENDING

IN THE UK

PROGRAMMATIC AD SPENDING (in billions)

£3B

2016
£2.46

2015
£1.80

2014
£1.08

2013
£0.45

198%

142.2%

66.2%

37%

2013   2014   2015   2016

% GROWTH

100%

24%

47%

59%

70%

2013   2014   2015   2016

% TOTAL DIGITAL DISPLAY AD SPENDING

IN GERMANY

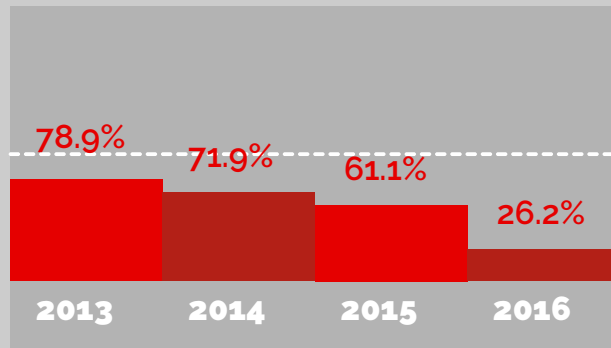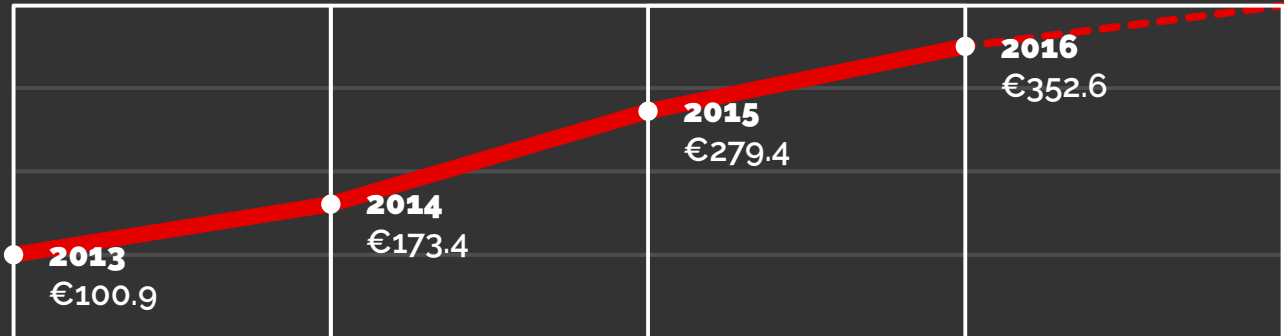## PROGRAMMATIC AD SPENDING (in millions)

€400M

2016
€352.6

2015
€279.4

2014
€173.4

2013
€100.9

78.9%   71.9%   61.1%   26.2%

2013   2014   2015   2016

% GROWTH

100%

9%   14%   21%   25%

2013   2014   2015   2016
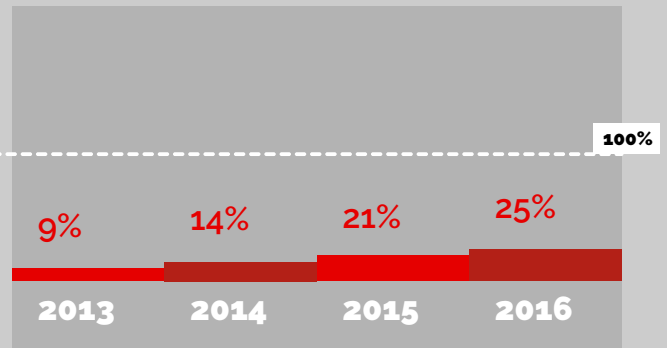
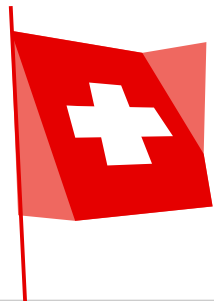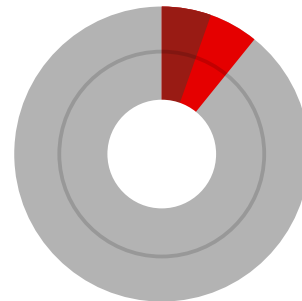**% TOTAL DIGITAL DISPLAY AD SPENDING**

IN SWITZERLAND

According to IAB Switzerland, programmatic advertising accounted for roughly **5 to 10%** of digital advertising in 2015.

# PROGRAMMATIC ADVERTISING FROM A USER PERSPECTIVE

Susie wants to buy a designer chair and thus has been doing some online research.

She visits her favorite website for tech news and is served an ad for a designer chair that she has never seen before, which she instantly falls in love with.
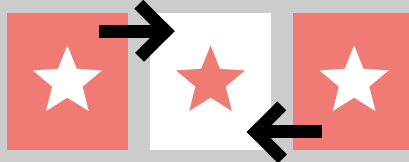
How does this work?

1

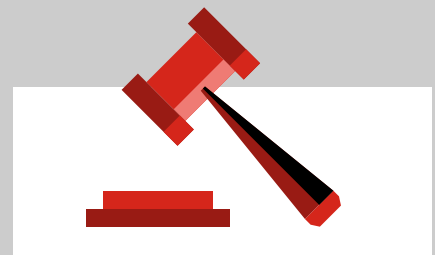When Susie visits *myfavoritetech.news*, her browser begins to load the page.
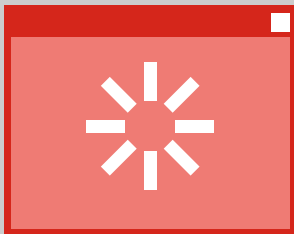
2

The publisher asks its ad server if an ad is available. If not, the server forwards the request to an **Ad Exchange.**
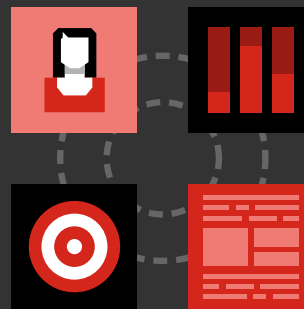
3

On the Ad Exchange, the ad impression for Susie is open for **real time bidding** to multiple Demand Side Platforms (DSPs).

4

DSPs calculate their bids for the ad impression based on Susie's anonymous profile, third party data (e.g. information based on Susie's previous online research for the chair), and advertiser's criteria for their target audience and budget rules.
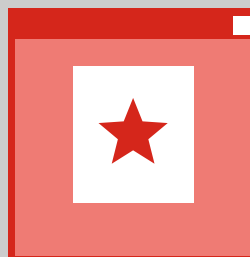
5

The Ad Exchange selects the **winning bid** from the DSPs and sends the price and ad from winning bid to the publisher's ad server.

6

The Publisher's ad server **sends the winning ad** to Susie's browser.

7

Susie's browser **displays the ad** and sends a view confirmation to the winning DSP.

8 STEPS TO SUCCESSFUL PROGRAMMATIC ADVERTISING

1 **Know your campaign's objectives**
- *always relate your campaign to relevant business objectives*

2 **Identify relevant channels**
- *target channels and platforms that matter to your target audience*

3 **Set up proper tracking**
- *this will help you to gain insights into your visitor's digital behavior*

4 **Prepare proper digital assets for platforms**
- *ensure perfect digital branding at all touch points*

5 **Leverage data to target your audience**
- *third party data allows you to implement highly effective targeting*

6 **Set up your campaign**
- *be sure that you can optimize messaging, targeting, and bidding continuously*

7 **Debrief to determine your success**
- *systematically evaluate what performed well and why*

8 **Leverage data for future campaigns**
- *use your campaign's data to reach your audience more effectively in the future*

Thanks to its efficiency and effectiveness, programmatic advertising is the future of digital marketing. **So, are you ready to get started?**

web republic

DIGITAL MARKETING

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