Programmatic Trading
What's in it for us?

Digital Advertising
is not so Digital!

The Digital Advertising Paradox

Traditional
Media

Digital
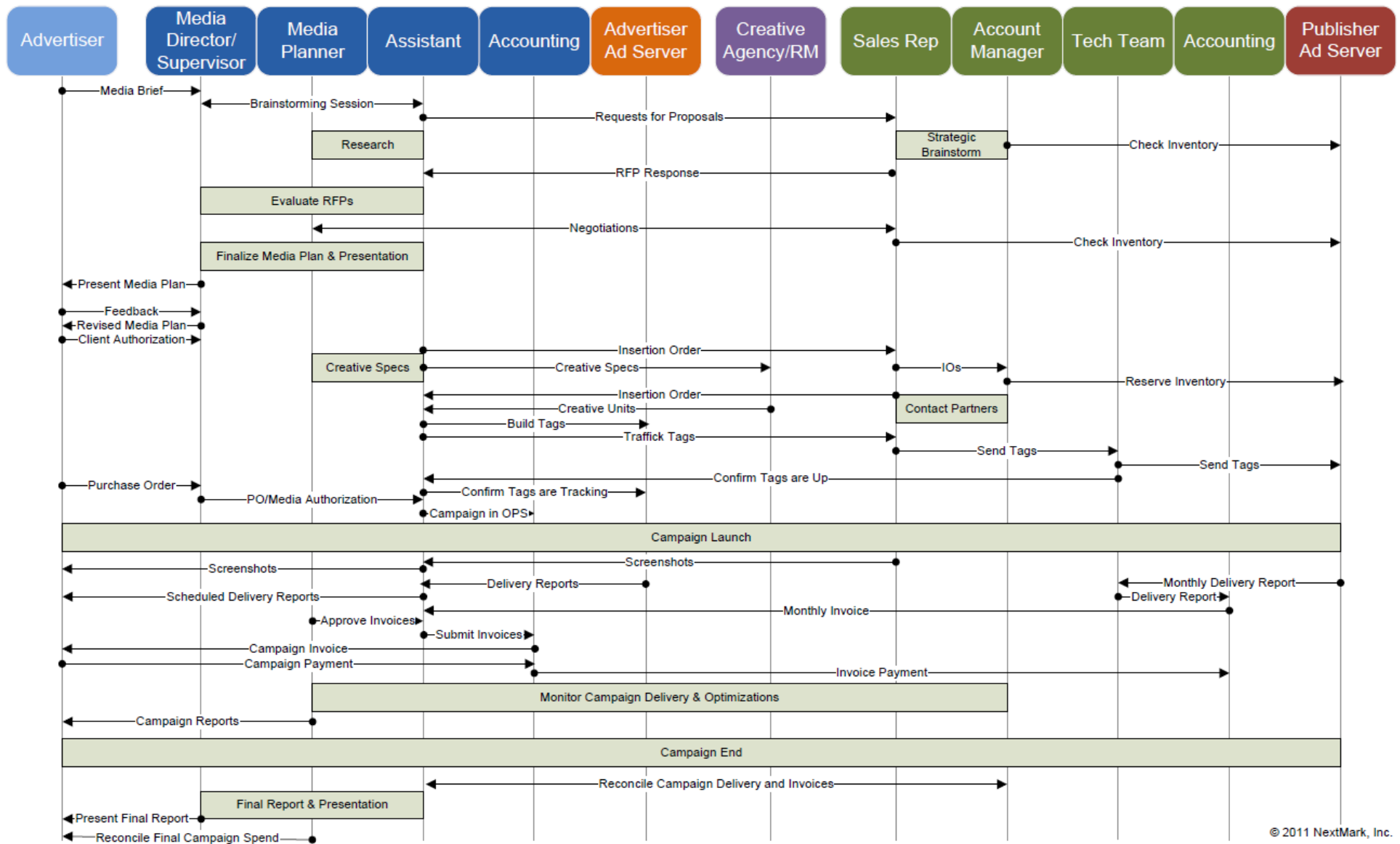Media

Advertiser | Media Director/ Supervisor | Media Planner | Assistant | Accounting | Advertiser Ad Server | Creative Agency/RM | Sales Rep | Account Manager | Tech Team | Accounting | Publisher Ad Server

Media Brief
Brainstorming Session
Requests for Proposals
Research
Strategic Brainstorm
Check Inventory
RFP Response
Evaluate RFPs
Negotiations
Check Inventory
Finalize Media Plan & Presentation
Present Media Plan
Feedback
Revised Media Plan
Client Authorization
Insertion Order
Creative Specs
Creative Specs
IOs
Insertion Order
Reserve Inventory
Creative Units
Contact Partners
Build Tags
Traffick Tags
Send Tags
Send Tags
Purchase Order
Confirm Tags are Up
PO/Media Authorization
Confirm Tags are Tracking
Campaign in OPS
Campaign Launch
Screenshots
Screenshots
Monthly Delivery Report
Delivery Reports
Delivery Report
Scheduled Delivery Reports
Monthly Invoice
Approve Invoices
Submit Invoices
Campaign Invoice
Campaign Payment
Invoice Payment
Monitor Campaign Delivery & Optimizations
Campaign Reports
Campaign End
Reconcile Campaign Delivery and Invoices
Final Report & Presentation
Present Final Report
Reconcile Final Campaign Spend

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DISPLAY LUMAscape

MARKETER

PUBLISHER

CONSUMER

Agencies
OmnicomGroup
WPP
PUBLICIS
IPG Interpublic Group
HAVAS
AEGIS
MDC PARTNERS
AKQA LBi
ROSETTA
epsilon
icrossing
InnovationINTERACTIVE
MERKLE
camelot
at&t Interactive
yodle
ReachLocal
WebVisible

Creative Optimization
teracent TUMRI
adroit
struq
choice@stream MIXPO
flashtalking snapads
adacado ipromote
STEELHOUSE
spongecell
CERTONA
richrelevance ADISN
AdReady

Retargeting
dotomi criteo TellApart Simpli.fi
STEELHOUSE
Chango fetchback buysight crosspixelmedia
ReTargeter AdRoll myThings MAGNE+IC
mediaFORGE

Ad Servers
doubleclick atlas
Mediaplex
mediamind pictela
DG adform
pointroll
BLOOM DIGITAL PLATFORMS

Agency Trading Desks
Accuen The Trading Desk
XAXIS MiG
VivaKi
CADREON
RUN adnetik
acoordantmedia
VARICKMEDIA

Verification / Privacy
DoubleVerify adsafe
AD XPOSE
ANCHOR Ad-Juster adometry
The Media Trust TRUSTe
privacychoice EVIDON

DSPs
MediaMath
invitemedia
TURN
DataXu
EfficientFrontier
TRIGGIT
thetradedesk
AdBuyer.com
BRANDSCREEN adz

Media Planning and Attribution
MarketShare COGNITIVE MATCH
NETWORKED INSIGHTS M FACTOR
pulsepoint visualIQ
C3 Metrics convertro ThinkVine
Encore
COVARIO
ADCHEMY Korrelate

Tag Mgmt
Tag-Man ensighten
TEALIUM BRIGHTTAG

Measurement and Analytics
OMNITURE U unica
coremetrics tracksimple
webtrends vizu
nielsen FLURRY
comScore
bizience aprimo

appnexus

Exchanges
doubleclick by Google
rightmedia
ADECN
OpenX adjug
casalex
adBrite
OPERA software mobclix

DMPs and Data Aggregators
bluekai [x+1]
ako Demdex
exelate
quantcast brilig
bizo LOTAME
JovianDATA krux
Red Aril AlmondNet
RapLeaf LeGolas
proximic
PEER39 acerno

Data Suppliers
Experian ACXIOM
datalogix NUOVA
TARGUSinfo eBureau
NETEZZA where
IX
bluecava V12 group
infogroup SymphonyIRI Group

Ad Networks
Horizontal
YAHOO! 5:1 Microsoft Media Network Google Aol.
Tribal FUSION audience ValueClick
CPX interactive 247 REAL MEDIA
ADTEGRITY.COM Undertone BurstMedia
B Brand.net Casale MEDIA
UNDERDOG Media traffic marketplace
SOLVE media adtive media AdDynamix

Video / Rich Media
SAY: TREMOR VIDEO videology YuMe BBE
TubeMogul BrightRoll spotXchange adotube
meebo BREAK MEDIA
adconion ScanScout tagginga Media6

Vertical / Custom
ravora Sportgenic
LONGBOARD MEDIA ADIFY GORILLA NATION
NetShelter RGM ALLIANCE GourmetAds JUMPSTART
martini media Glam Q1Media InflectionPointMedia
iDGTechNetwork SOJERN intergi techwell
Ideas People ToneFuse FORTATO MEDIA

Targeted Networks / AMPs
NetSeer peer set CONTEXTWEB pulse360
media6degrees specificmedia lucidmedia
33across radiumone XTEND
XGRAPH Adblade resonate networks
Audience Science svnetwork rocketfuel
collective interclick

Performance
epic MATOMY VANTAGE MEDIA VIBRANT
adknowledge commission junction Kontera
moxy media MARCHEX LinkShare
neverblue
ADTERACTIVE Datran Media hydra
Tatto Media TheUseful MediaTrust

Mobile
admob Jumptap transpera pontiflex
mojiva millennialmedia
greystripe InMobi Quattro rhythm

Media Mgmt Systems
DDS media telmar centro
MEDIABANK facilitate TRAFFIQ

The acronyms bomb

› RTB

› DSP

› SSP

› DMP

tdg+
THINKDIGITAL GROUP

Back to the
A, B, Cs

DEMAND

> **StakeHolders**
>> Advertisers
>> Agencies
>> AdNetworks

> **Goals**
>> Reach
>> Resonance
>> Results

> **Campaign types**
>> Brand
>> Performance

> **StakeHolders**
>> Publishers
>> Sales Houses

> **Goals**
>> Traffic
>> Monetization
>> Yield

> **Inventory Types**
>> Bespoke
>> Premium
>> Remnant

SUPPLY

WHAT the F***

is programmatic trading?

The Core Revolution:

Automation

of media buying and selling
(through technology)
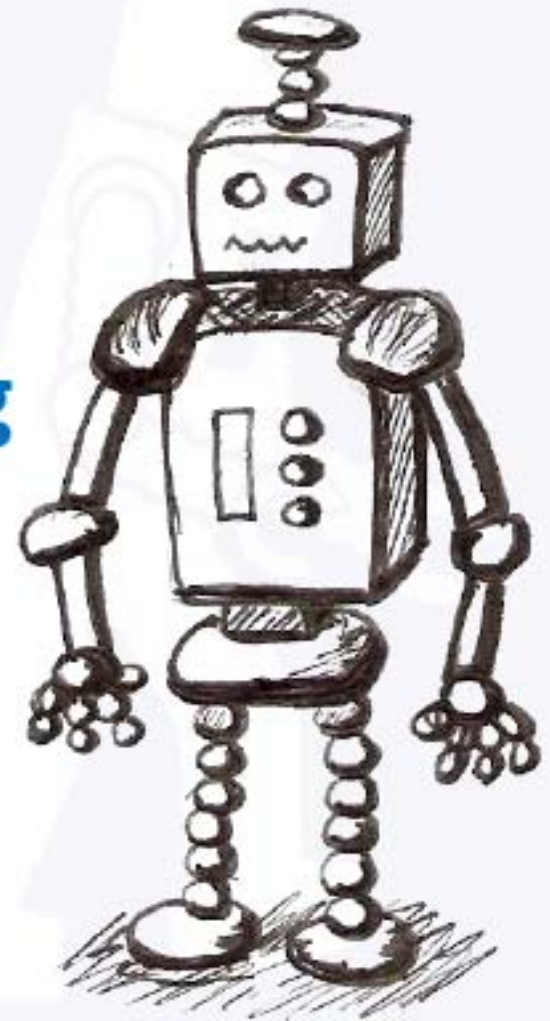
The protocol for automation is called

RTB = Real Time Bidding

An online advertising technology that enables you to trade display advertising inventory

- impression-by-impression
- in real-time
- on an auction basis

& Data

Affecting the valuation of each impression
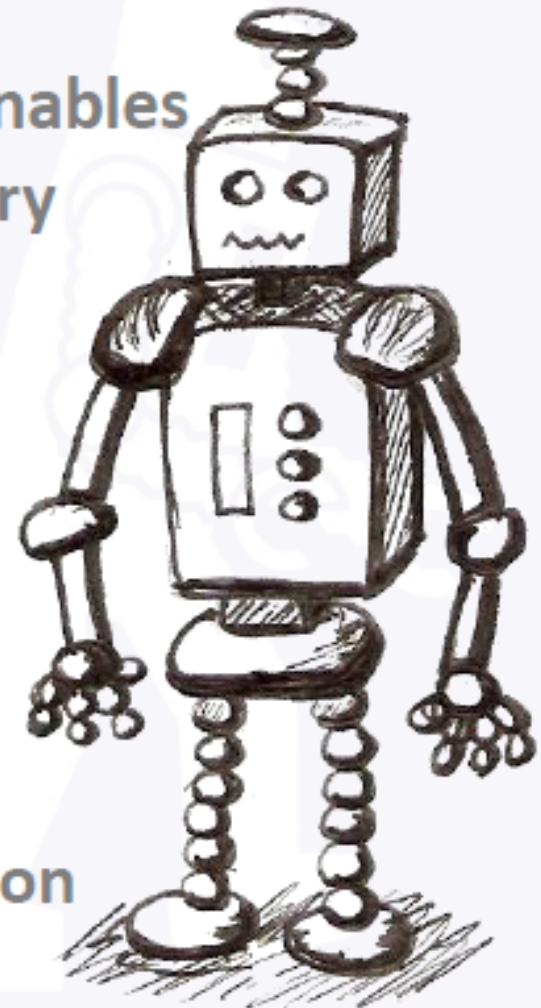
The underlying evolution

From Media Planning

Attempt to reach the right person with the right message at the right time

- Using historical information
- Buying in bulk
- Post Campaign Evaluation

To Audience Planning

Evaluate each impression in real time against the desired audience profile

- Using real time information
- Post impression evaluation & feedback
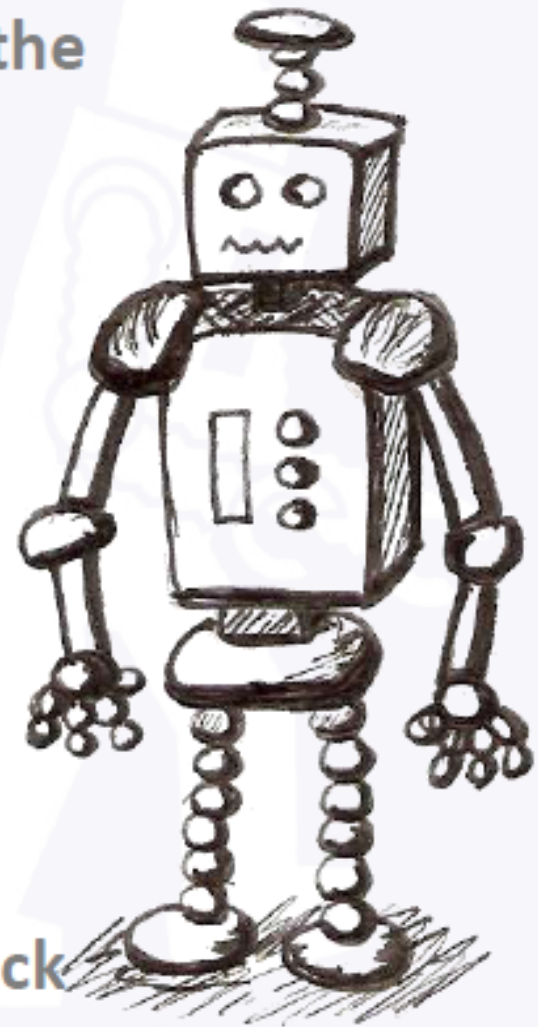
One to One

Non RTB
Automates Traditional Direct Sales
Longer Commitments
Audience Buying
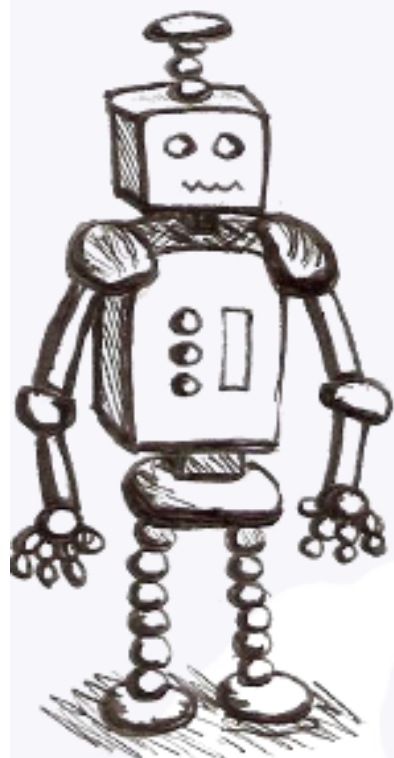
Few to Few

Known as **Private Marketplace**
Non RTB & RTB
Both parties know each other
Extension of Traditional Direct Sales
Automated Trading
Audience Buying
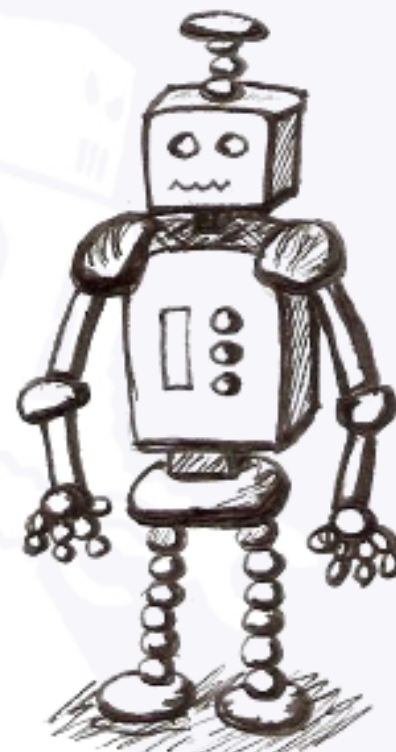
Many to Many

Known as **Open Ad Exchange**
RTB
Parties don't necessarily know each other
Automated Trading
Audience Buying

Buyer

Seller

More than an open bidding exchange...

PROGRAMMATIC BUYING ECOSYSTEMS

DATA | SOCIAL DATA TOOLS | DATA SUPPLIERS | DPM (Data Managementel Platform) | DATA EXCHANGES

ADVERTISING INVESTMENT

ADVERTISER

MEDIA AGENCY

AD SERVER

REAL TIME BIDDING

TRADING DESK

DSP

AD EXCHANGE

SSP

AD SERVER

AUDIENCE

PUBLISHER

AFILIATE NETWORK

SALES HOUSE

AD. NETWORK

BUYING SOLUTIONS

METRICS | Audience Metrics | Web Analitycs | Post Evaluation (ad effectiveness)

Source: IAB Spain 2014

What's in it
for us?

Cards Reshuffle

Growing like a Wildfire!

Growing like a Wildfire!

Real-Time Bidding (RTB) Digital Display Ad Spending Growth for Select Countries and Regions, 2011-2016
% change

	2011	2012	2013	2014	2015	2016
Asia-Pacific						
Japan	-	329.3%	74.9%	74.3%	43.8%	30.4%
China	-	-	299.9%	135.4%	93.7%	65.8%
Rest of Asia-Pacific (excluding Japan)	-	-	-	298.6%	122.3%	82.5%
Western Europe						
Germany	287.8%	170.7%	59.7%	47.7%	36.1%	28.3%
France	373.6%	120.3%	59.5%	42.1%	30.3%	26.7%
UK	552.0%	111.5%	70.2%	45.4%	34.2%	25.3%
Rest of Western Europe	417.3%	131.1%	107.4%	78.0%	58.3%	48.6%
North America						
US	203.0%	104.6%	62.9%	43.4%	35.0%	29.1%
Canada	191.0%	94.0%	80.6%	53.9%	42.8%	31.6%
Central & Eastern Europe	-	-	287.0%	149.8%	108.5%	84.2%
Latin America	-	-	275.4%	133.5%	85.9%	60.8%
Middle East & Africa	-	-	-	260.2%	133.6%	86.7%
Worldwide	237.5%	119.2%	68.2%	50.1%	39.5%	32.5%

Source: International Data Corporation (IDC), "Real-Time Bidding in the United States and Worldwide, 2011-2016" sponsored by PubMatic, Oct 23, 2012

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Real-Time Bidding (RTB) Digital Display Ad Spending for Select Countries and Regions, 2011-2016
millions

	2011	2012	2013	2014	2015	2016
North America						
US	$1,067.0	$2,183.0	$3,555.6	$5,099.7	$6,882.7	$8,883.7
Canada	$15.1	$29.3	$53.0	$81.5	$116.4	$153.2
Western Europe						
UK	$100.0	$211.5	$360.0	$523.5	$702.7	$880.7
Germany	$62.0	$167.9	$268.1	$395.9	$538.9	$691.5
France	$30.3	$66.7	$106.4	$151.2	$197.0	$249.6
Rest of Western Europe	$34.6	$80.0	$165.8	$295.2	$467.3	$694.4
Asia-Pacific						
Japan	$46.8	$200.8	$351.1	$612.0	$879.8	$1,147.1
China	$0.0	$20.8	$83.0	$195.3	$378.3	$627.1
Rest of Asia-Pacific (excluding Japan)	$0.0	$0.0	$7.3	$29.2	$64.8	$118.3
Central & Eastern Europe	$0.0	$7.0	$26.9	$67.3	$140.3	$258.6
Latin America	$0.0	$5.5	$20.5	$47.8	$89.0	$143.0
Middle East & Africa	$0.0	$0.0	$2.0	$7.4	$17.2	$32.1
Worldwide	$1,355.8	$2,972.3	$4,999.9	$7,506.0	$10,474.4	$13,879.2

Note: numbers may not add up to total due to rounding
Source: International Data Corporation (IDC), "Real-Time Bidding in the United States and Worldwide, 2011-2016" sponsored by PubMatic, Oct 23, 2012

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DEMAND

Revenues
› Bidding Infused Buying
› Data Targeting
› Faster go to market

Operational Efficiency
› Automated Procedures
› Consolidation of sources

Control & Transparency
› Reclaim Data
› Control of buying
› Pricing Transparency

Revenues
› New Advertisers
› Increased eCPM (Data)
› Sales focuses on key clients

Operational Efficiency
› Automated Procedures
› Consolidation of sources

Control & Transparency
› Reclaim Data
› Full Control on trading rules
› Pricing Transparency

SUPPLY

DEMAND

SUPPLY

Publisher Alliances
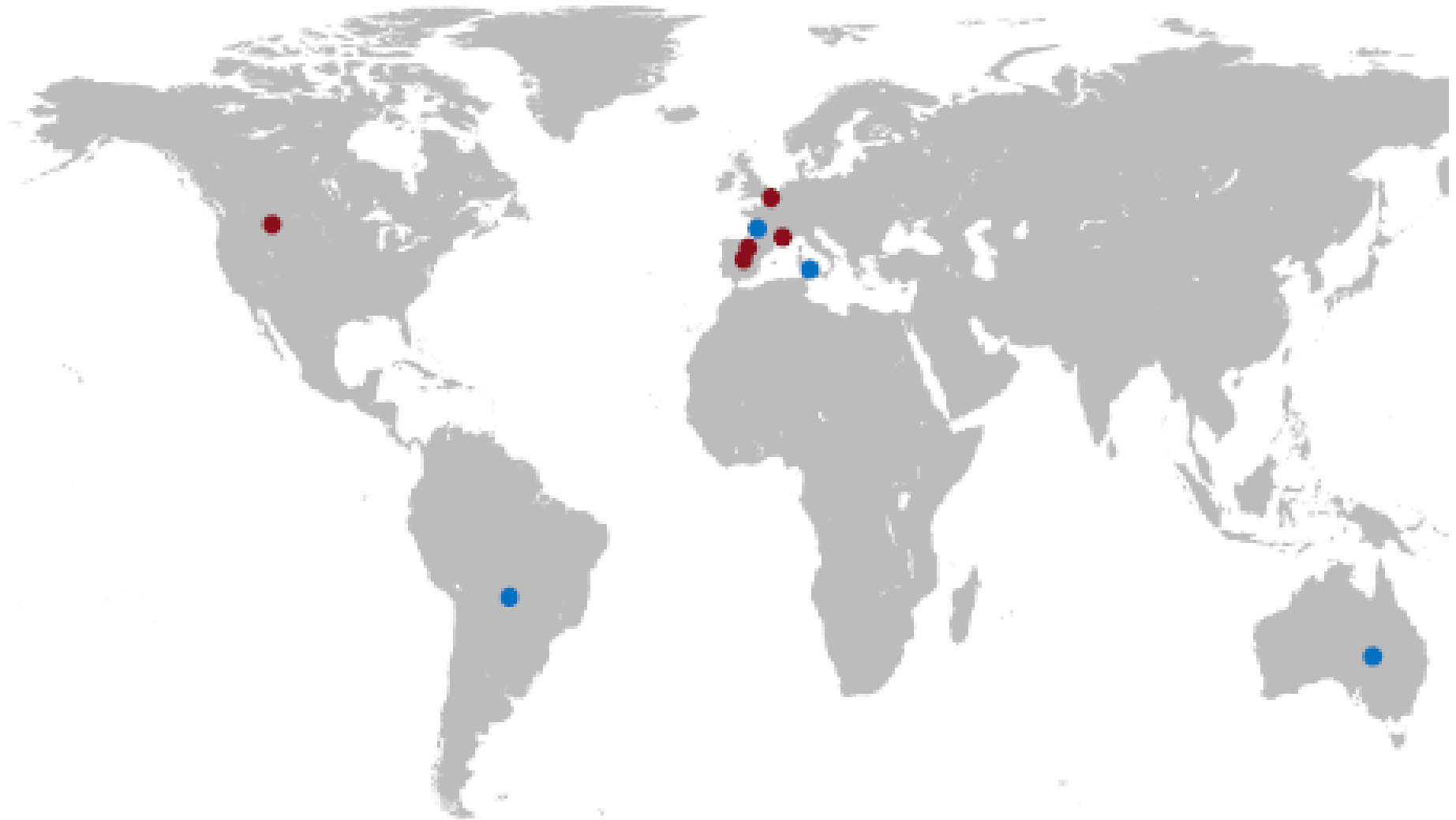
Publisher Next Steps

BUILD REVENUES & EFFICIENCY

› Introduce programmatic as the way of trading with your key clients

› Monetize your unsold inventory through the open exchange

VALUE THROUGH DATA

› Understand your inventory strengths & weakness by reviewing which part is getting high & low demand

› Enhance your inventory's value by using data to offer segmented target audiences

› Grab revenue share by using advertiser data (i.e. retargeting)

THRIVE

› Review the structure and job descriptions of your sales teams

› Open up all your inventory to programmatic buying

› Build custom features / functionality for internal use and customers

› Work with other publishers to jointly create new audience target groups
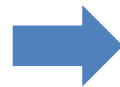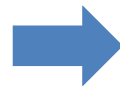
Agency Next Steps

BUILD REVENUES & EFFICIENCY

› Introduce programmatic as the default way of buying display inventory

› Increase efficiency through automation

VALUE THROUGH DATA

› Move from site centric to audience centric buying

› Build long-lasting data driven advertising strategies instead of ad-hoc campaigns

› Continuously analyze and optimize across key metrics. Always in beta.

THRIVE

› Build custom features / functionality for internal use and customers

› Integrate CRM Data as an extra data layer that can enhance targeting

› Work with 3d party data providers to acquire missing data pieces

Contact us:

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