

# EVERYTHING YOU WANT TO KNOW ABOUT PROGRAMMATIC MEDIA BUYING, BUT WERE AFRAID TO ASK!

Webinar with Avi Spivack

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# THE STORY GOES...

Chapter 1:

**What the heck is this programmatic thing?**

Chapter 2:

**Why is everyone talking about it?**

Chapter 3:

**How can you leverage it to accelerate your business?**

Chapter 1:

# WHAT THE HECK IS THIS PROGRAMMATIC THING?



Programmatic buying is using an integrated technology platform to execute your online media buy (instead of picking up the phone).

Poll Question

**HOW MANY OF  
YOUR BUSINESSES  
ARE USING  
PROGRAMMATIC  
AD TECHNOLOGY?**

# FIRST BANNER AD SERVED



October 1994

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	<b>27</b>	28
29	30	31				



# BREAKING DOWN THE AD LANDSCAPE

**Brands & Agencies**  
(+Trading Desks)  
*Buyers of Media*

**DMPs**  
*Data Management Platforms*

**DSPs**  
*Demand Side Platforms/ Ad Networks*

**SSPs**  
*Supply Side Platforms*  
**Exchanges**  
*Media Access*

**Pubs**  
*Sellers of Media Inventory*

**“Demand” / Advertiser Side**

**“Supply” / Inventory Side**

# OLD MODEL OF ONLINE MEDIA BUYING

BUY SIDE



SUPPLY SIDE

Direct Sales Force



“Premium” inventory



Publisher



“Black Box” Ad Network



“Remnant” inventory



# IMPORTANT EVOLUTIONS & DEFINITIONS

The last twenty-ish years have seen a radical transformation of the space – here are a few key innovations.

**IT'S ALL GOING "PROGRAMMATIC"**

**AD NETWORKS**



**RIGHT MEDIA & THE "EXCHANGE" MODEL**



**MEDIAMATH & DSP (+ SSP)**



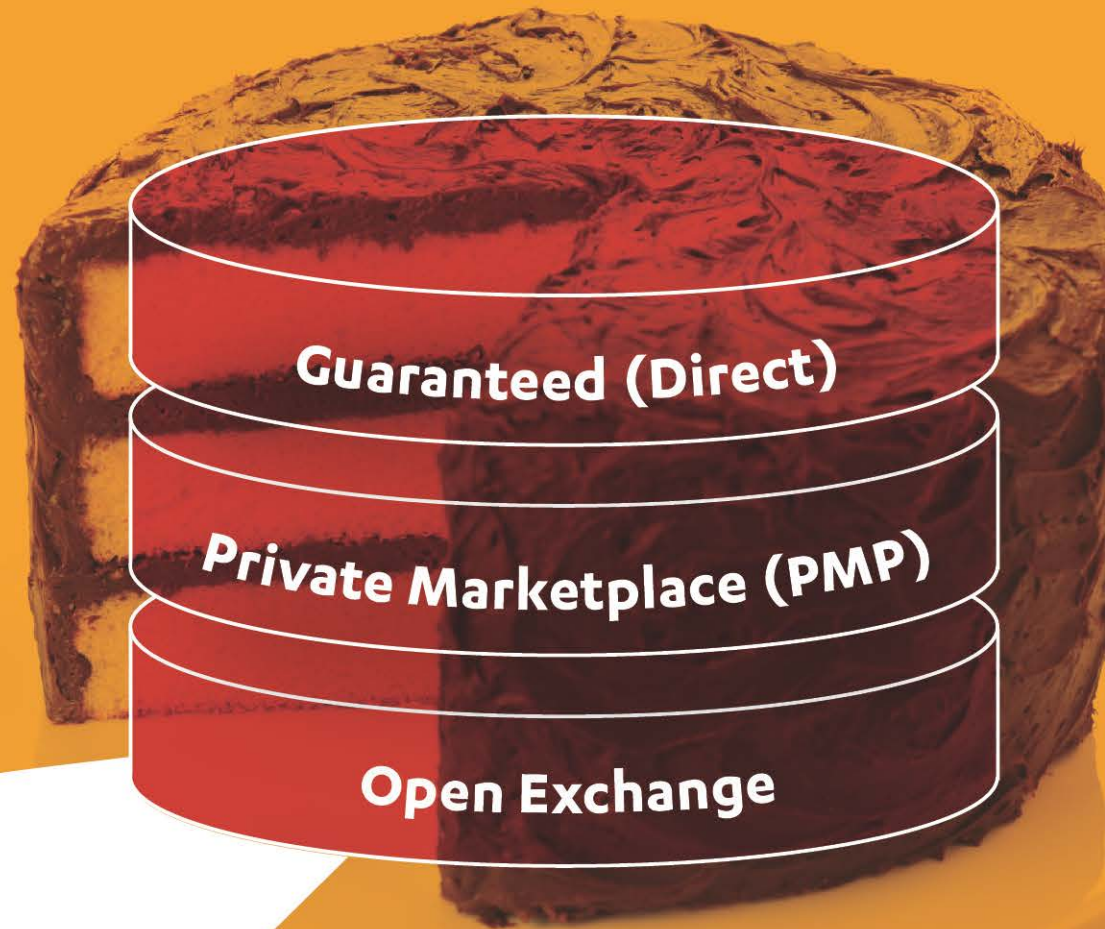
**REAL-TIME BIDDING (RTB)**



## “PROGRAMMATIC” & THE 3 CLASSES OF MEDIA

Programmatic means the buying of selling of online media by using technology instead of the phone.

The opposite of programmatic is not premium, it's manual.



**PROGRAMMATIC**

- DATA DRIVEN
- REAL TIME
- AUTOMATED





Chapter 2:

# WHY IS EVERYONE TALKING ABOUT IT?

# THE NEW MARKETING REALITY





**BUT DOES  
IT FEEL  
LIKE THIS?**



## Poll Question

**FOR THOSE WHO  
ARE USING  
PROGRAMMATIC,  
DO YOU THINK  
YOU'RE DOING  
IT WELL?**

**“Panelists: What does “programmatic” mean to you?**

*Select up to three terms that you most associate with programmatic.”*



**67% OF MARKETERS  
DON'T KNOW WHAT  
PROGRAMMATIC IS  
AND HAVEN'T USED  
IT YET**

- Most marketers are managing at least 20% of ad spend programmatically
- Two-thirds plan to spend double that in next 12 months
- ¼ of marketers plan to spend at least 80% of their budgets programmatically



## **YOU MUST:**

- Understand new technology capabilities
- Organize your internal teams
- Aggregate the right data sets
- Know how to attribute success across channels

## Chapter 3:

# HOW CAN YOU LEVERAGE IT TO ACCELERATE YOUR BUSINESS?

## Poll Question

**HOW MANY OF YOU  
FEEL YOU HAVE THE  
RIGHT INTERNAL  
RESOURCES TO  
BEGIN YOUR  
JOURNEY WITH  
PROGRAMMATIC?**





Find & cultivate the right  
people—both internally  
& externally.

# CHECKLIST

- Consider your company DNA
- Decide which features and functions suit your needs
- Determine how best to add humans + tech to drive innovation

Know your  
data and use  
it wisely.





# CHECKLIST

- Understand the data landscape
- Plan strategies for 1st, 2nd and 3rd party data
- Choose the right partner(s) to help you access & activate

**Account**

**for the**

**CROSS-**

**device,**


**cross-channel**

**shopper.**

# CHECKLIST

- Understand & choose the right media
- Adapt messaging to fit into any device context
- Plan for the cross-channel customer purchase path





Adopt a  
constant-test,  
goal-based  
approach.

# CHECKLIST

- Commit to new marketing approaches
- Understand how the technology can help you test & iterate quickly
- Use integrated insights to optimize & improve

# Pep Boys

## Business Challenge:

- 🚗 Rapidly scale new e-commerce site
- 🚗 Crowded marketplace with other large brand competitors

## Campaign Goals:

- 🚗 Convert new users to buy parts and use the online tool to set service appointments
- 🚗 Maintain cost per acquisition at efficient level throughout campaign lifespan while modeling audiences in order to find new customers

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# Pep Boys

## Execution:

- 🚗 Leverage Adroit Digital's unique Data set to identify Pep Boys lookalike audiences
- 🚗 Pixel-Free data collection to provide full-site coverage
- 🚗 Deploy display campaigns to target and test audience response rates

## Results:

- 🚗 Drive an average of 3,000 conversion actions monthly across all campaigns
- 🚗 CPA continues to be under goal for ongoing campaigns
- 🚗 Unique user population continues to grow at an efficient rate of less than \$1 cost per prospect

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DON'T  
BE  
AFRAID TO  
JUMP IN &  
GET WET



# QUESTIONS?



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