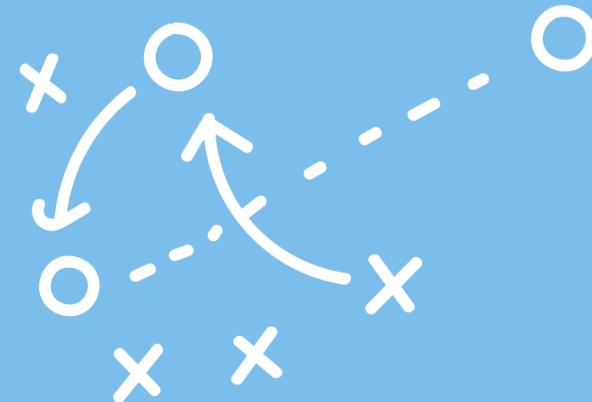


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# THE PROGRAMMATIC PLAYBOOK\*



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\*MOSTLY BUZZWORD-FREE!  
MADE WITH ❤ BY FREDERIC HANSEN

## PROGRAMMATIC DEFINED

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*Programmatic Advertising is machine-to-machine automation of advertising transactions. This typically involves machine-learning decisioning and both biddable and non-biddable inventory, but currently relies on human input to create rules for both the buy and sell side.*

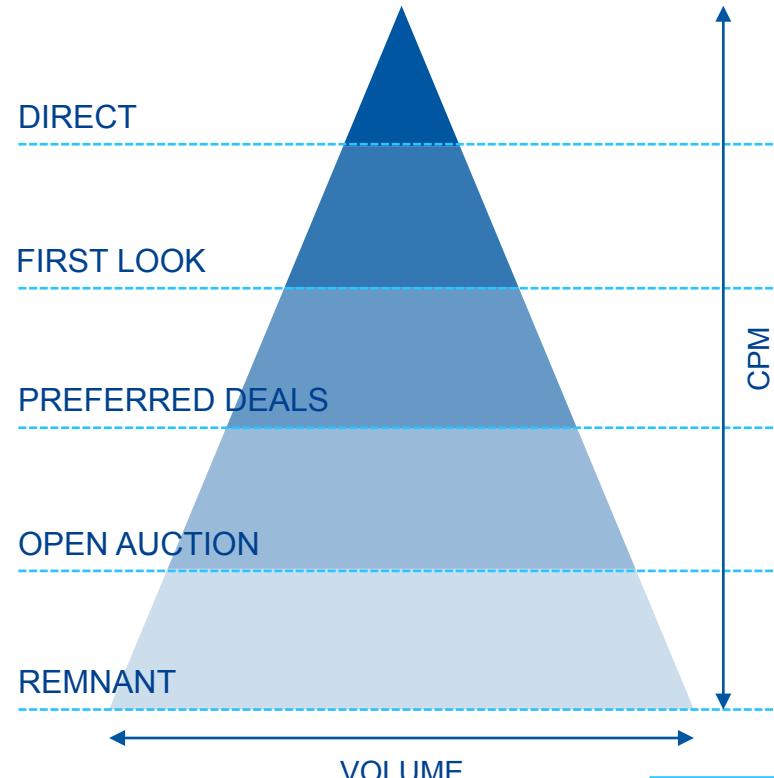
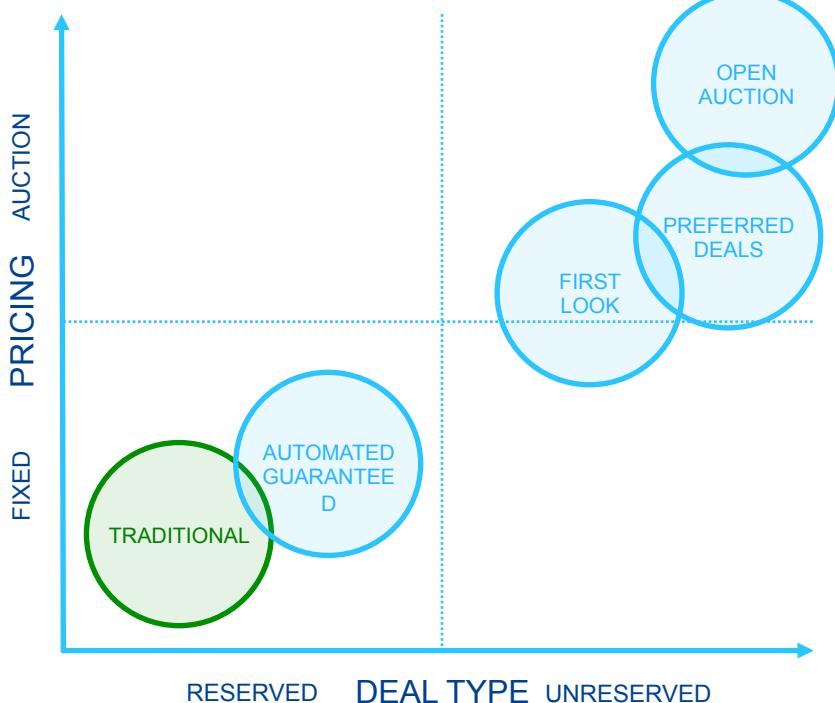
**DIGIDAY**

# HOW WE USED TO TRADE MEDIA

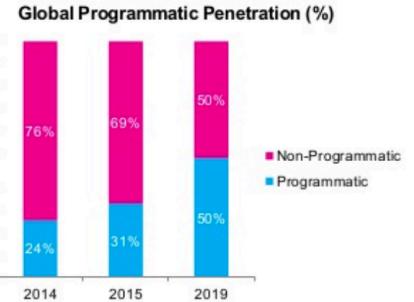
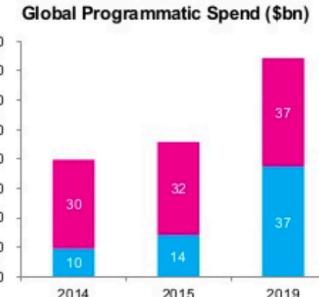
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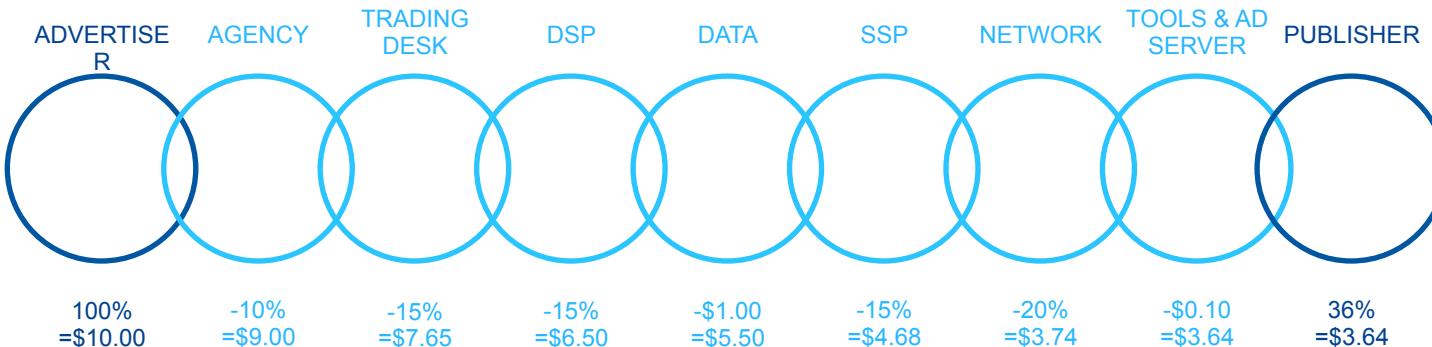
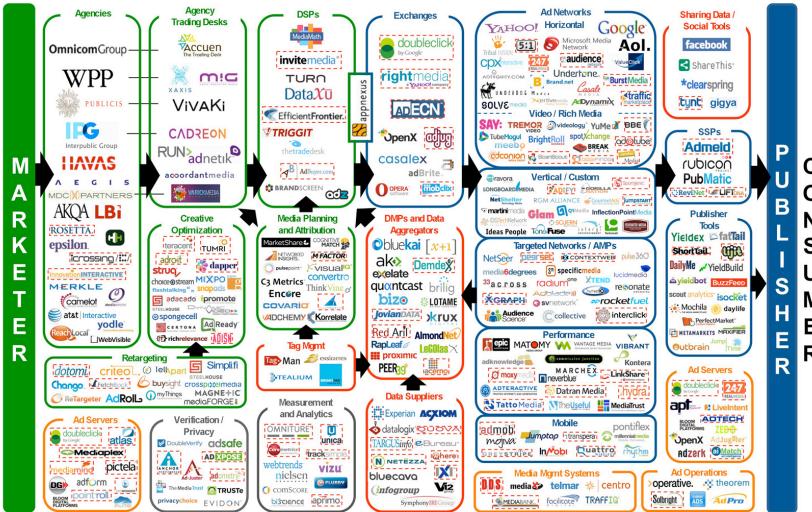
# THE EXTENDED PLAYING FIELD



## KNOW THE PLAYERS

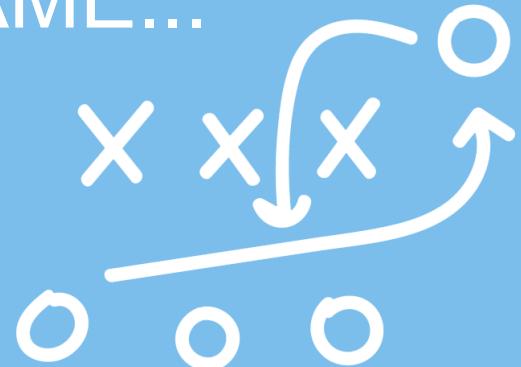


Source: Magna Global Programmatic Intelligence Report 2015



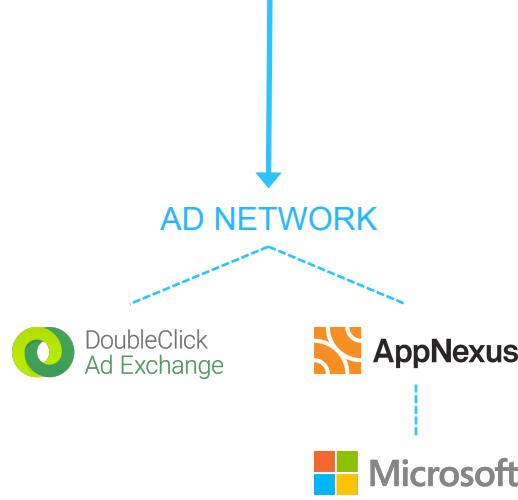
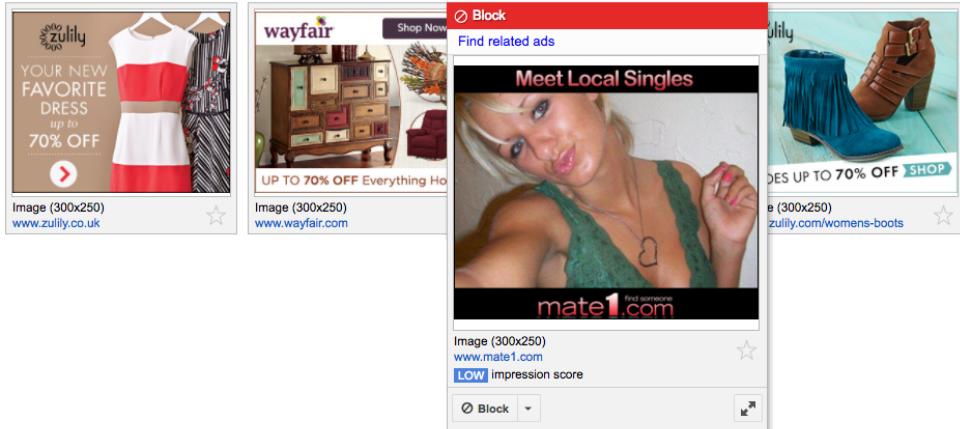
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LET'S GET READY  
FOR THE GAME...



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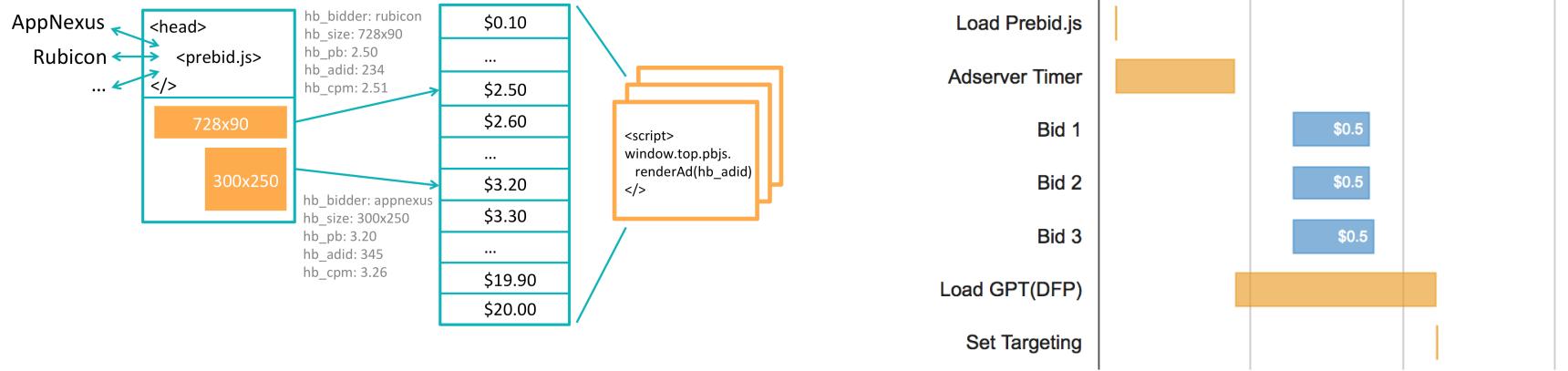
# PLAY #1 STAY IN CONTROL



## KEY TAKEAWAYS

- Have control over all revenue sources
- Monitor closely who is buying your inventory and at which price
- Establish relationships with agencies and advertisers already buying your inventory

# PLAY #2 UTILIZE HEADER BIDDING



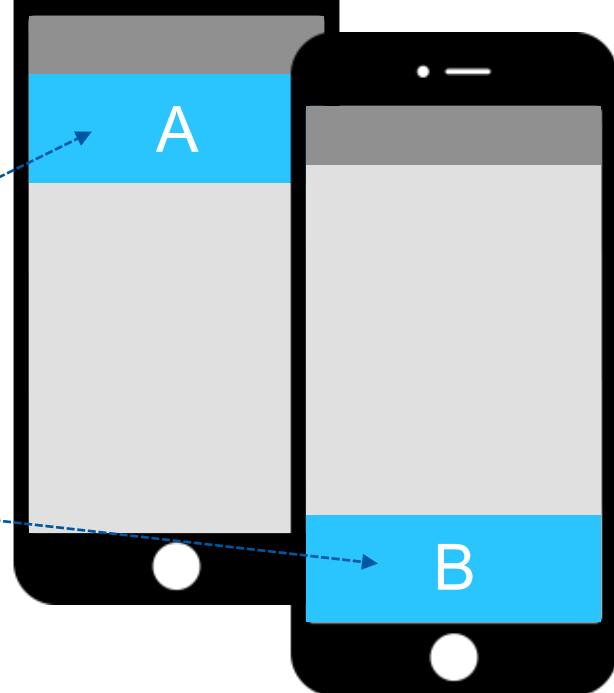
## KEY TAKEAWAYS

- Avoid proprietary wrappers, use open-source frameworks like Prebid.js instead
- Do not use more than 4 or 5 header bidding partners simultaneously
- Become a part of the open-source community and share with others, it will pay off

## PLAY #3 FOCUS ON VIEWABILITY

Variation A:  
Viewability = 23.92%  
CPM = \$0.32

Variation B:  
Viewability = 76.14%  
CPM = \$0.87



### KEY TAKEAWAYS

- The most viewable position is right above the fold, not at the very top
- If you increase [redacted] by 10%, CPMs will increase by about 8%
- Making the banner outside your content sticky can increase CPMs by 15-20%

# PLAY #4 SEGMENT YOUR INVENTORY

Cars\_Top  
Viewability: 72.21%  
CTR: 1.21%

Cars\_Bottom  
Viewability: 21.29%  
CTR: 0.04%



Ad request

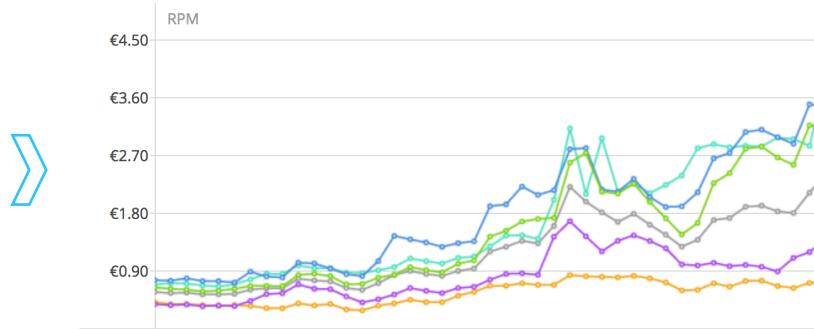
Buyers selected	
All buyers	
Add buyers	

Advertisers and brands selected (3)

Daimler	<input type="checkbox"/>
All brands (19)	<input type="checkbox"/>
Hyundai Group	<input type="checkbox"/>
All brands (17)	<input type="checkbox"/>
Volkswagen Group	<input type="checkbox"/>
All brands (33)	<input type="checkbox"/>

Floor prices

Branded	<input checked="" type="checkbox"/> Allowed	€ 5.00
Semi-transparent	<input type="checkbox"/> Blocked	€
Anonymous	<input checked="" type="checkbox"/> Allowed	€ 5.00



## KEY TAKEAWAYS

- ✓ Segment your inventory by performance (Viewability & CTR)
- ✓ Set individual floor prices for your top buyers per category
- ✓ Block your top buyers from non-converting ad placements such as a footer integration

## PLAY #5 UTILIZE NATIVE ADS



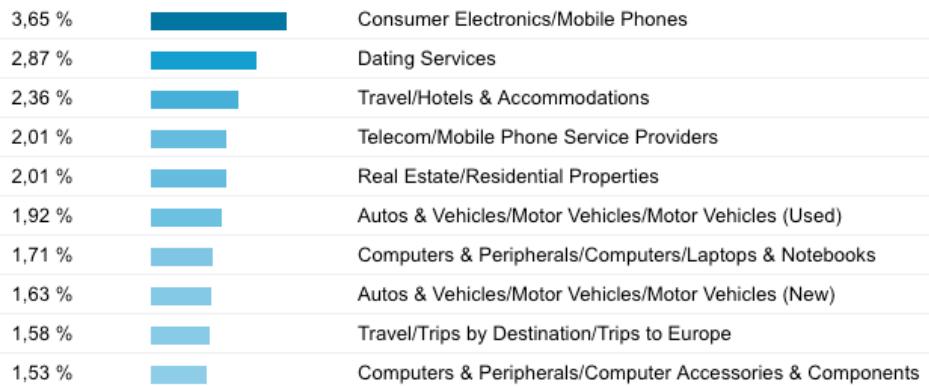
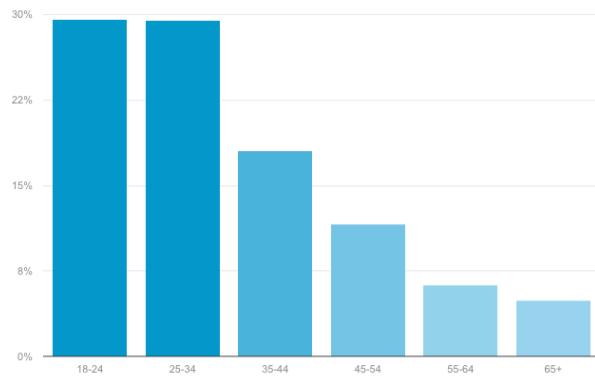
Source: Google

### KEY TAKEAWAYS

- While banner ads are pre-rendered, native ads are rendered in your ad server
- Advertisers allocate more budgets to native ads which increases demand and CPMs
- Native ads are performing better for advertisers. As a result, prices will increase

# PLAY #6 LEVERAGE AUDIENCE DATA

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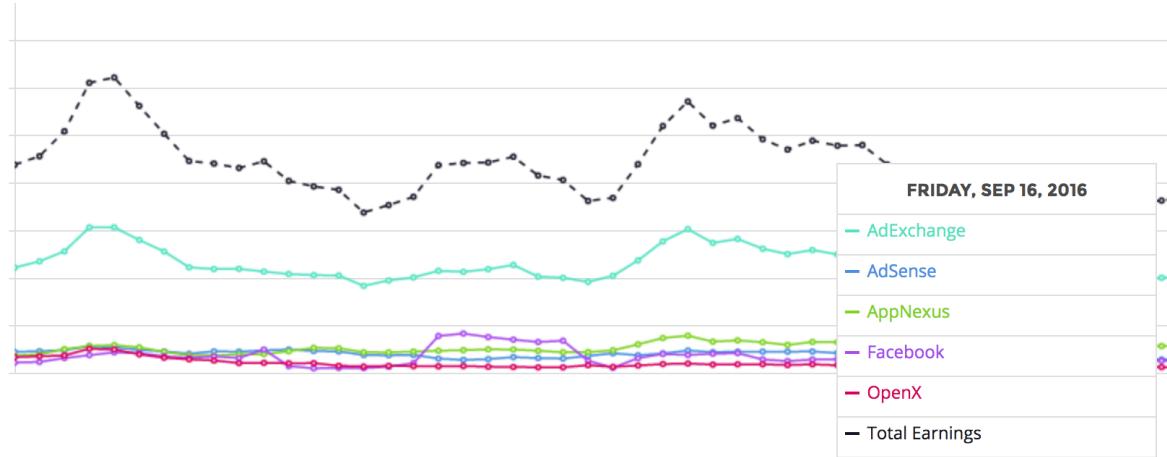


## KEY TAKEAWAYS

- DMPs are fairly expensive and difficult to implement
- If you're using DFP, ask your account manager to get whitelisted for DFP Audience
- Data is not for free! Add \$1.00 (or more) if your clients want to make use of your data

# PLAY #7 STAY INFORMED

Impressions won	Winning bid CPM (gross)	Close CPM
154,121	£5.60	£2.53
161,147	£3.93	£1.67
88,340	£2.77	£1.56
446,497	£0.90	£0.29
55,577	£5.36	£2.27
40,066	£5.34	£2.32
52,012	£5.92	£1.78
47,586	£3.99	£1.79

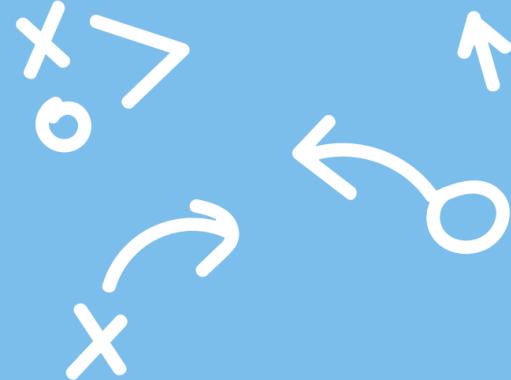


## KEY TAKEAWAYS

- Do not put all your eggs in one basket – diversification is key
- Some buyers and sources are extremely volatile, monitor them frequently
- Experiment! If one does not work, try another

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TOUCHDOWN!  
THANK YOU!



SEND QUESTIONS AND FEEDBACK TO:  
[FREDERIC@CLICK-PERFORMANCE.COM](mailto:FREDERIC@CLICK-PERFORMANCE.COM)

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