
THE PROGRAMMATIC PLAYBOOK*



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

PROGRAMMATIC DEFINED

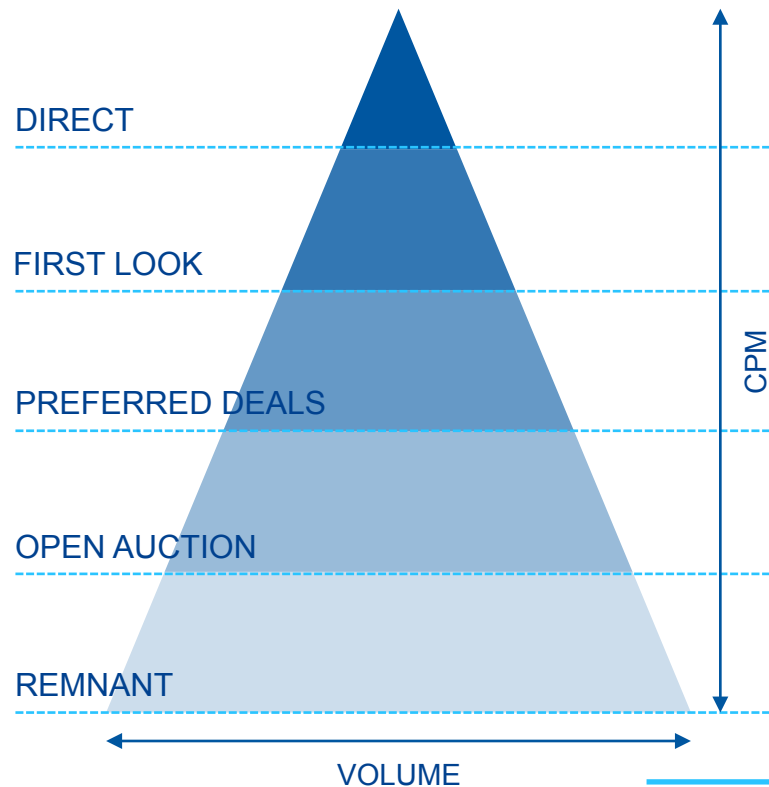
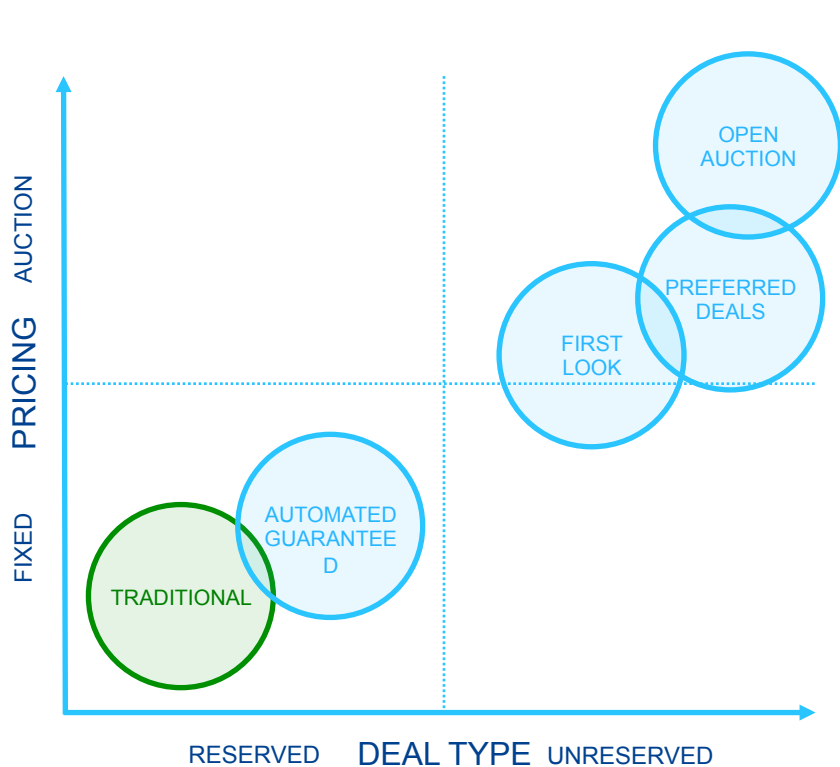
Programmatic Advertising is machine-to-machine automation of advertising transactions. This typically involves machine-learning decisioning and both biddable and non-biddable inventory, but currently relies on human input to create rules for both the buy and sell side.

DIGIDAY

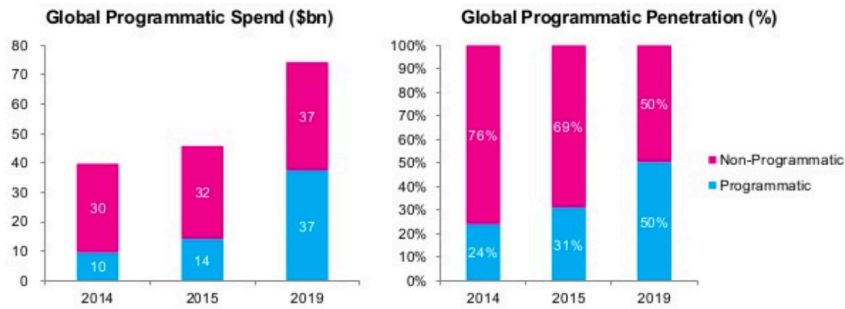
HOW WE USED TO TRADE MEDIA



THE EXTENDED PLAYING FIELD

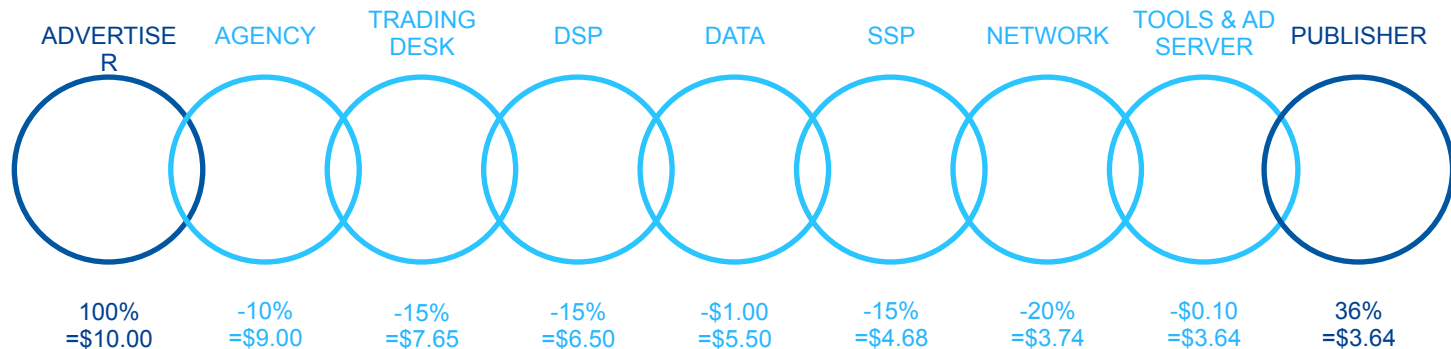
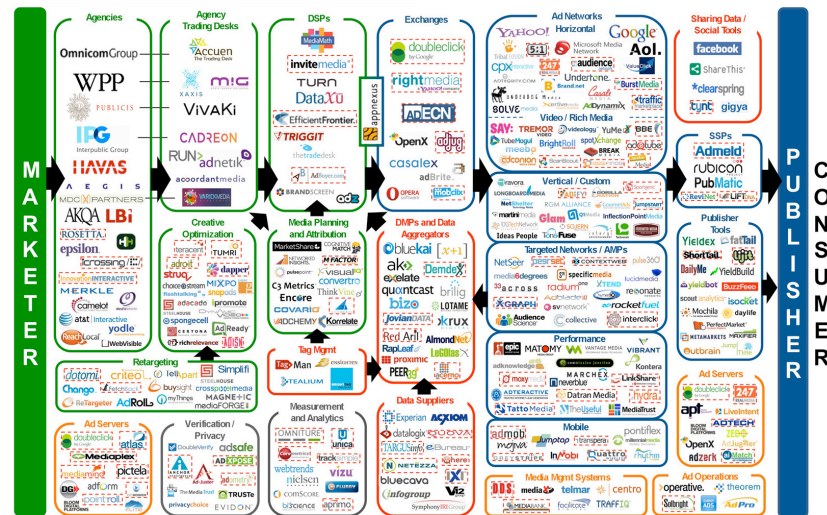


KNOW THE PLAYERS

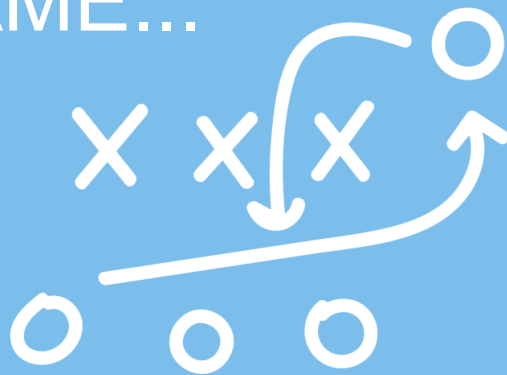


Source: Magna Global Programmatic Intelligence Report 2015

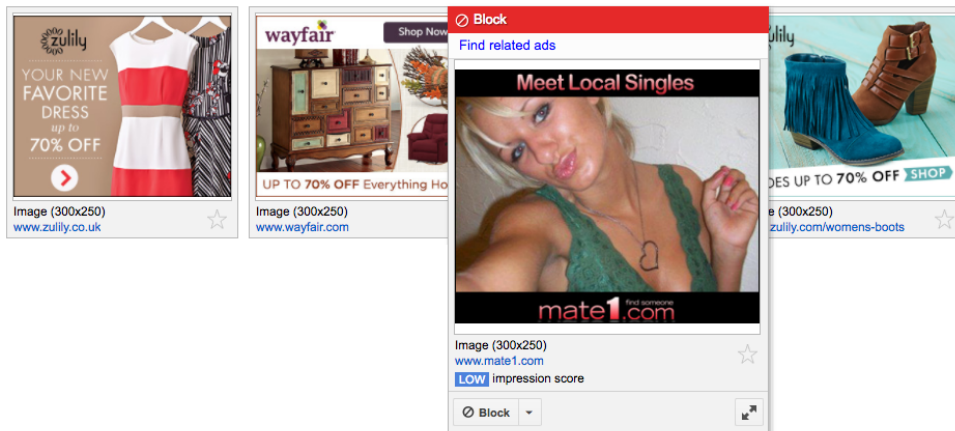
Source: LUMAScape by LUMA Partners



LET'S GET READY
FOR THE GAME...



PLAY #1 STAY IN CONTROL



AD NETWORK



DoubleClick
Ad Exchange



AppNexus

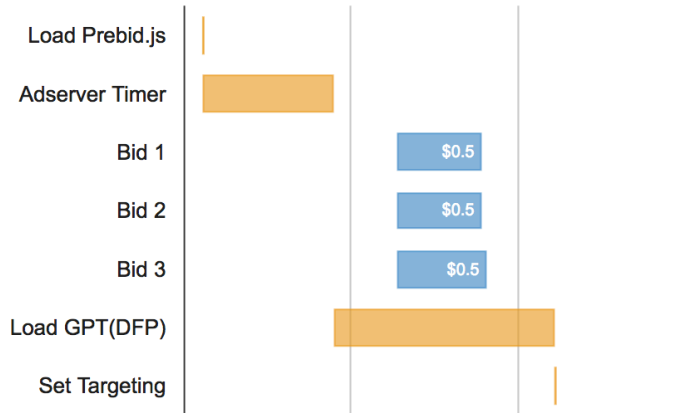
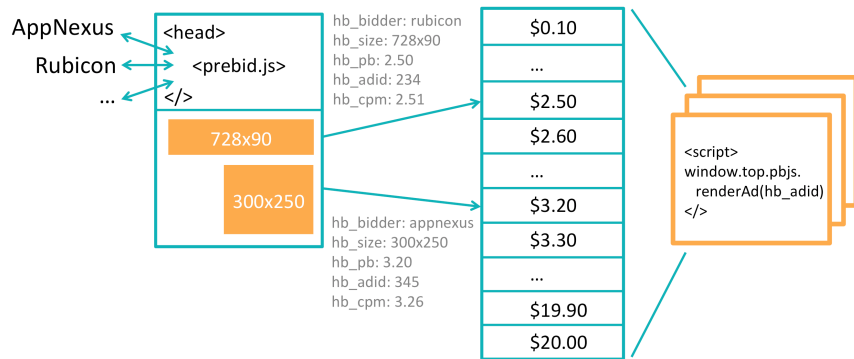


Microsoft

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



Source: Prebid.org

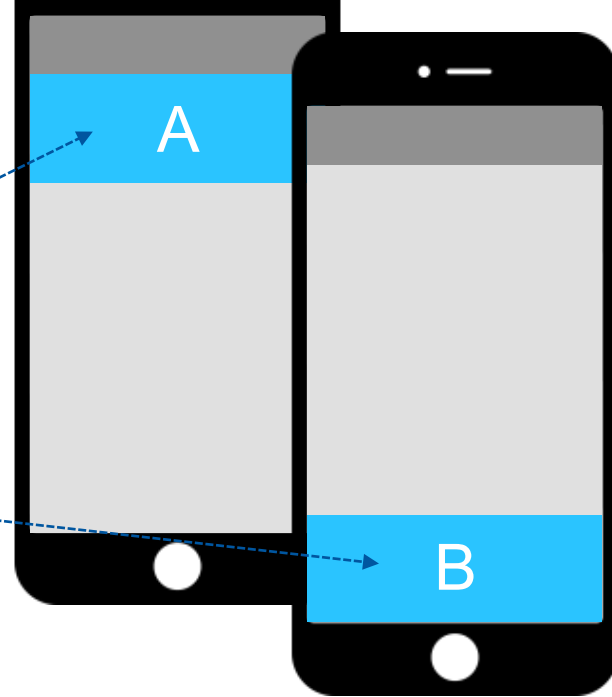
KEY TAKEAWAYS

- ✓ 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 [blank] 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%

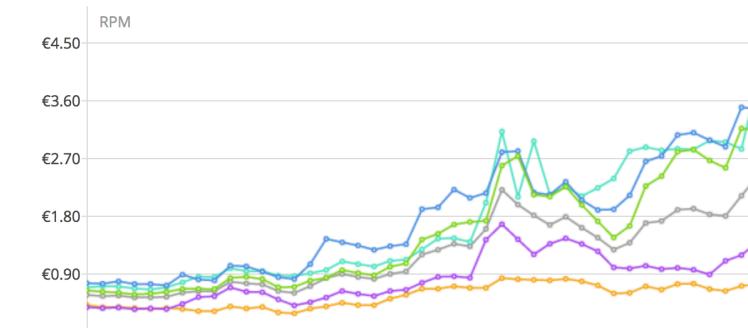


Ad request

Buyers selected	Advertisers and brands selected (3)
All buyers	Daimler
	All brands (19)
	Hyundai Group
	All brands (17)
	Volkswagen Group
	All brands (33)
Add buyers	Add advertisers and brands

Floor prices

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

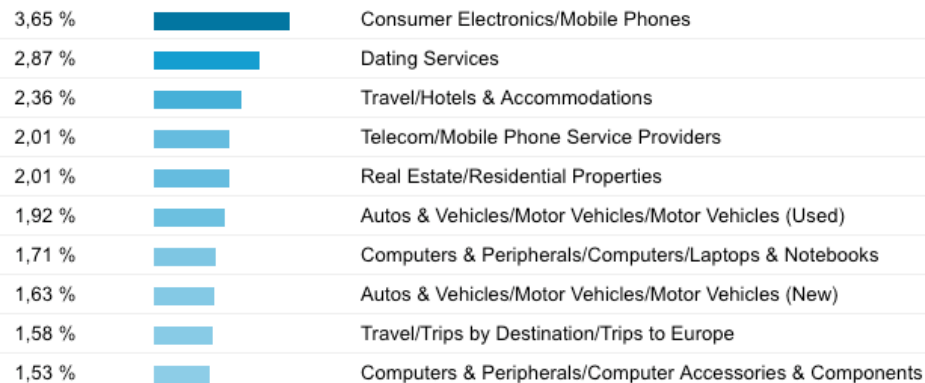
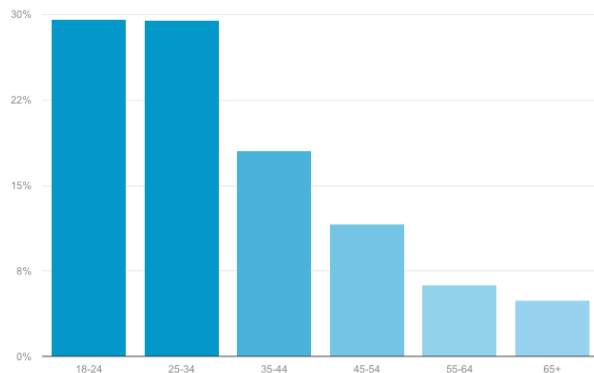


Source: Google

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

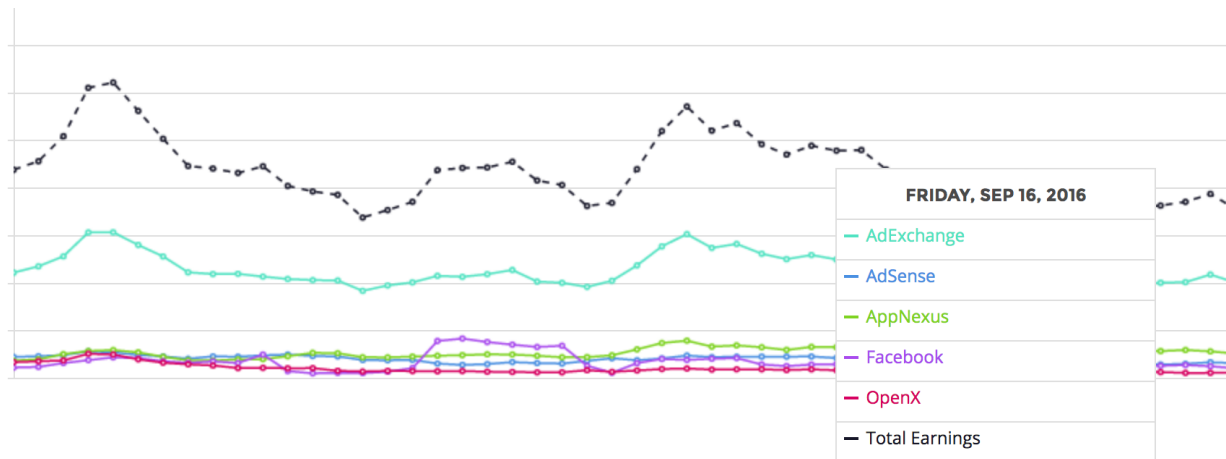


KEY TAKEAWAYS

- ✓ 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

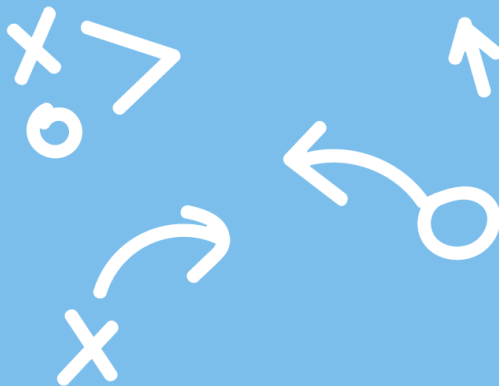
Impressions won	↓	Winning bid CPM (gross)	↓	Close CPM	↓
154,121		£5.60		£2.53	
161,147		£3.93		£1.67	
88,340		£2.77		£1.56	
446,497		£0.90		£0.29	
55,577		£5.36		£2.27	
40,066		£5.34		£2.32	
52,012		£5.92		£1.78	
47,586		£3.99		£1.79	



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

TOUCHDOWN!
THANK YOU!



SEND QUESTIONS AND FEEDBACK TO:
FREDERIC@CLICK-PERFORMANCE.COM
