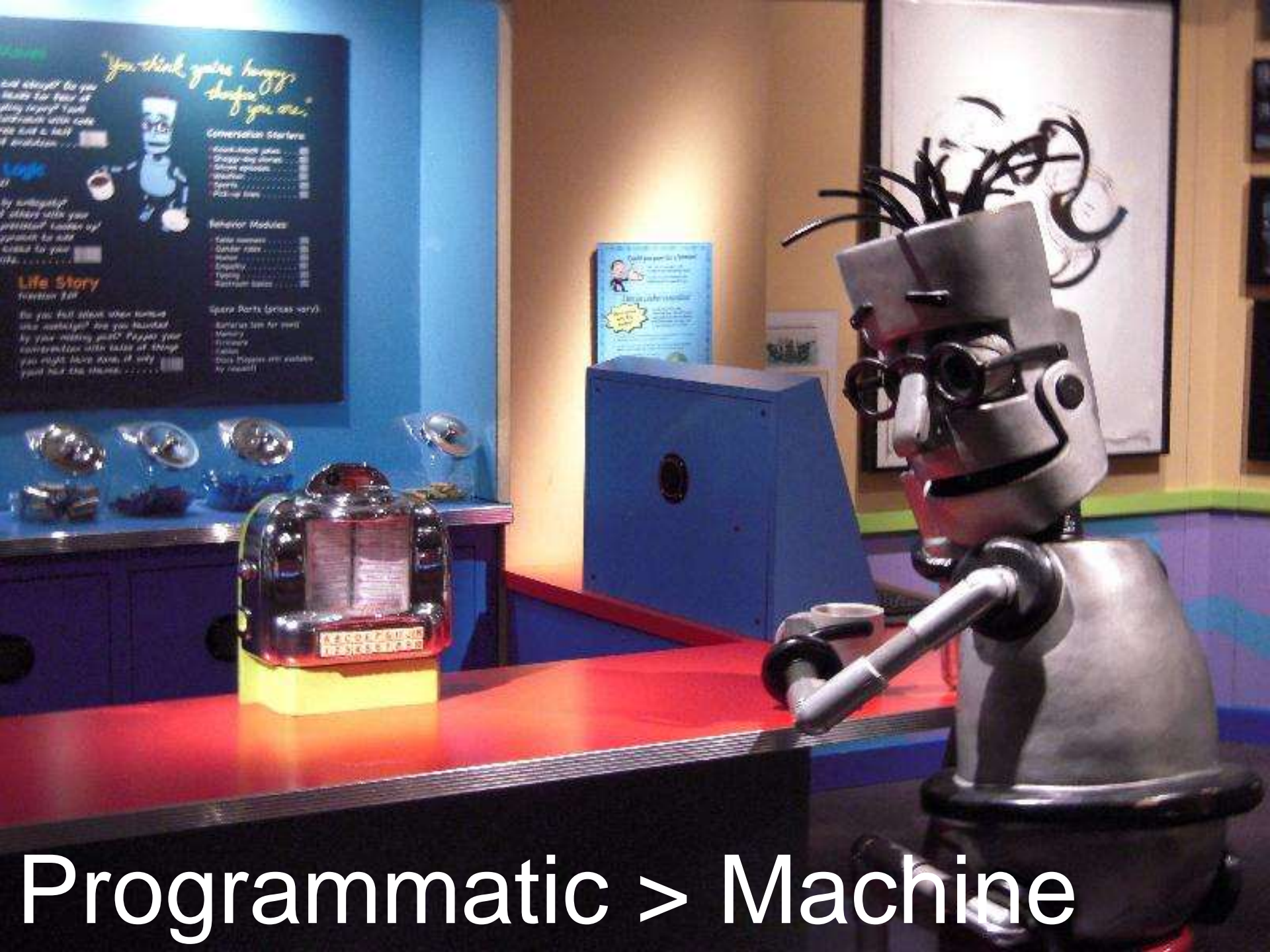




# The Programmatic How To...

*A toolkit for publishers*





Programmatic > Machine

# Programmatic creates

## › New Business Opportunities

- › Re-evaluate current business models & **enhance** them with automation & Data
- › Introduce **new business models** (e.g. private marketplace, audience extension)
- › More monetization channels available – must work together and not against each other
- › **Local Publisher Alliances** – an answer to the global market dynamics

## › Organizational challenges

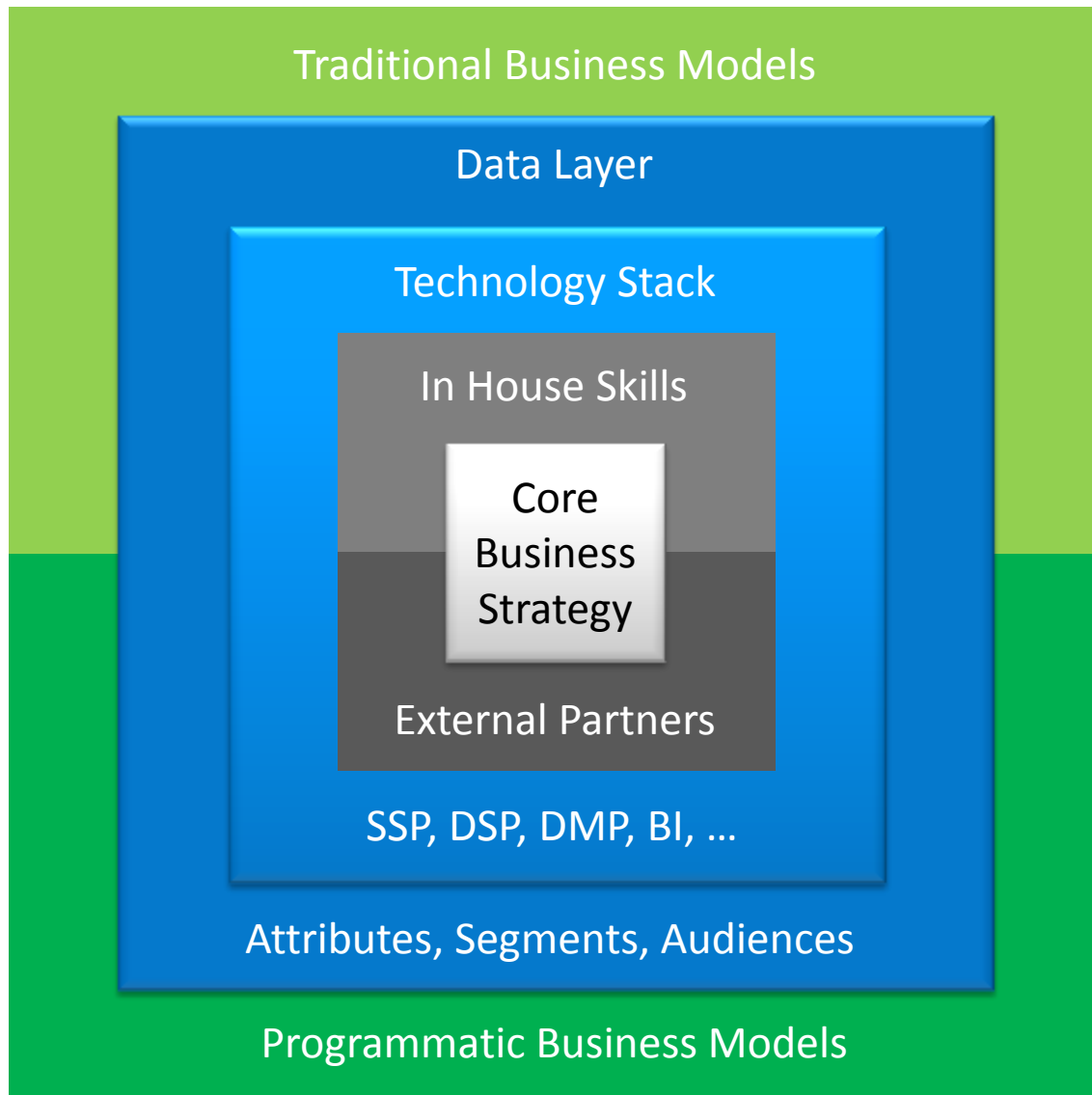
- › Re structure according to the evolving skillsets needed
- › Select your **technology partners**

## › The Data conundrum

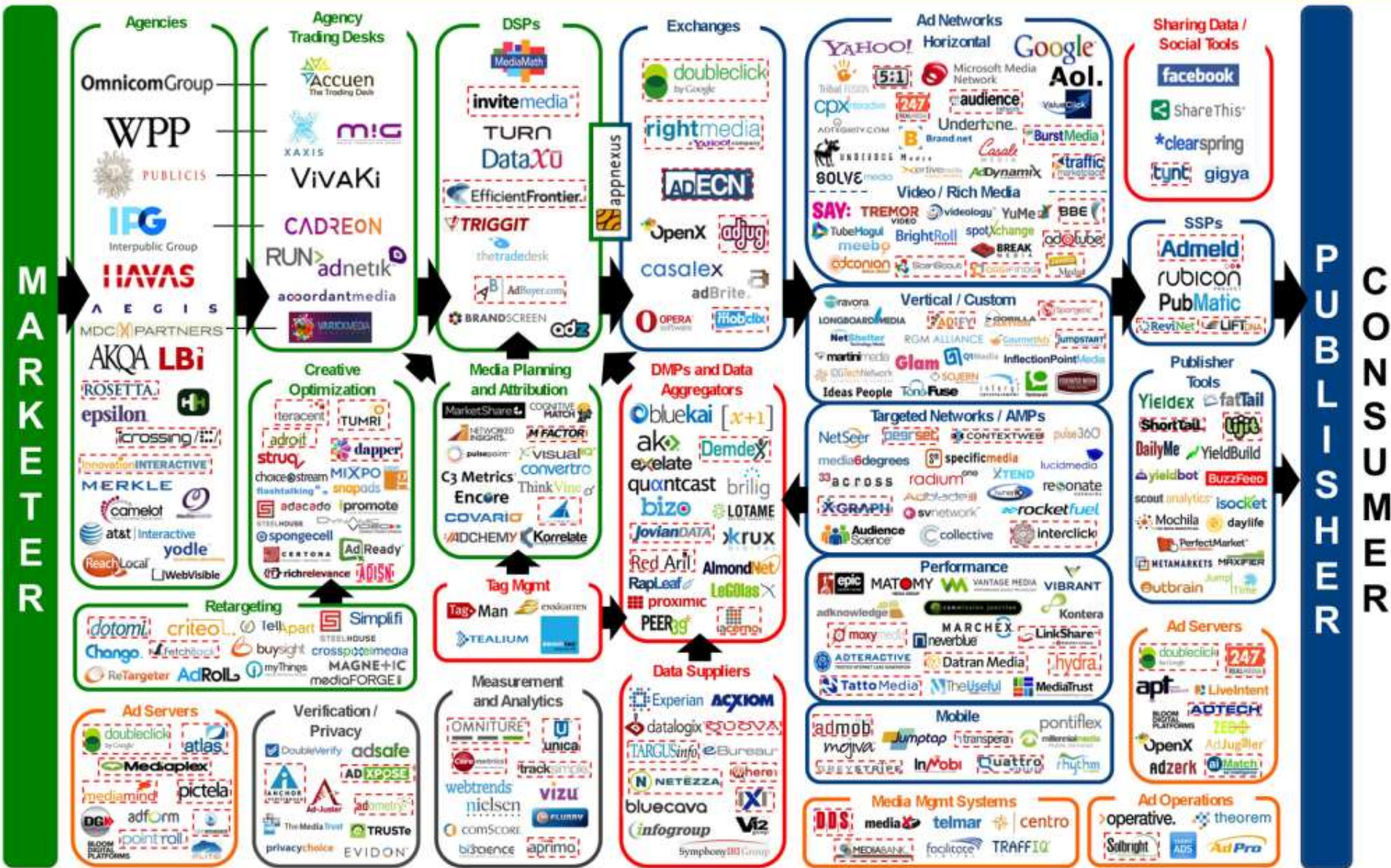
- › What data do I own / can collect?
- › How do I use them?

## › Change & Evolution

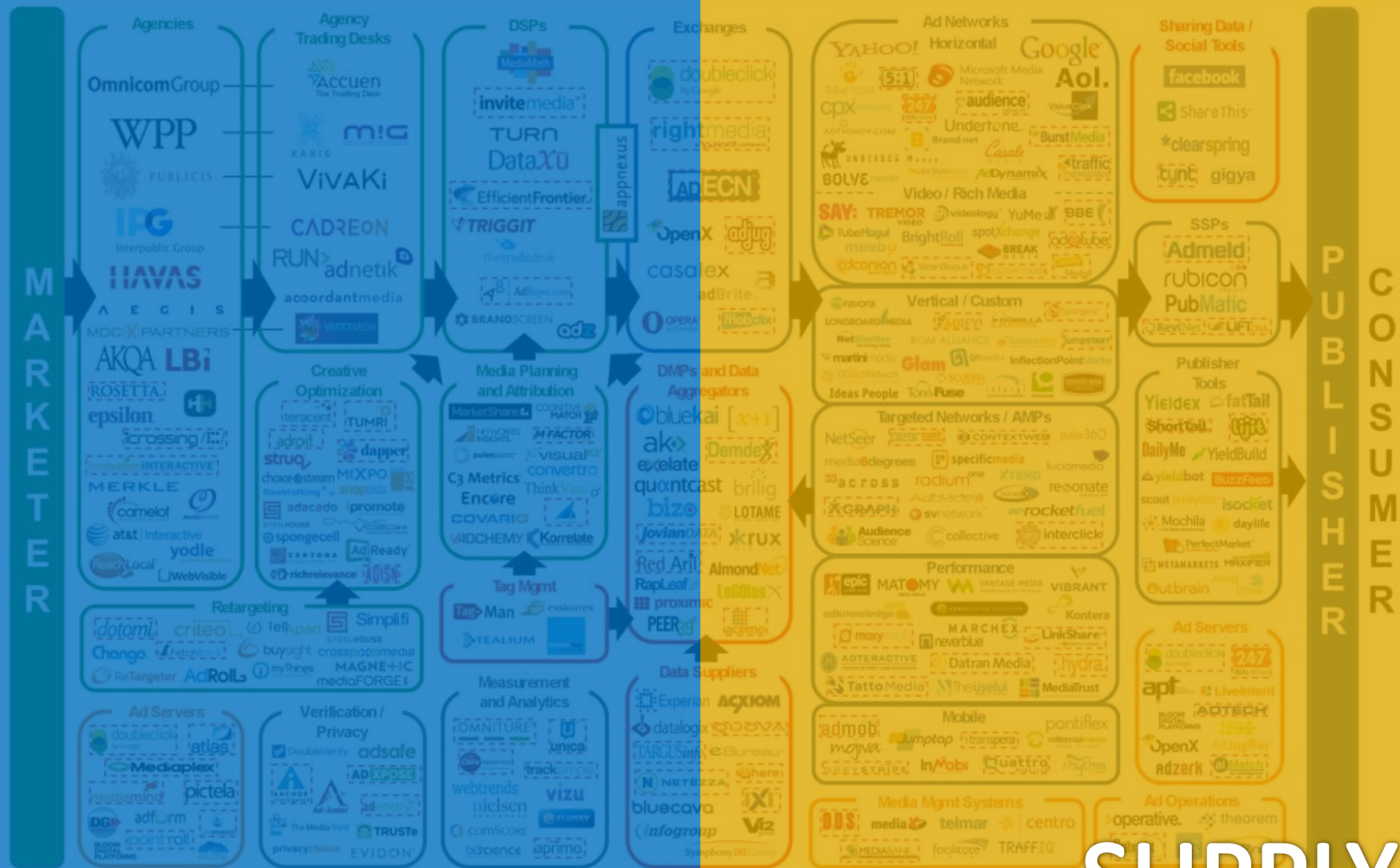
- › It's never easy
- › It's unavoidable
- › It's not replacing everything



# DISPLAY LUMAscape



# DEMAND



# SUPPLY

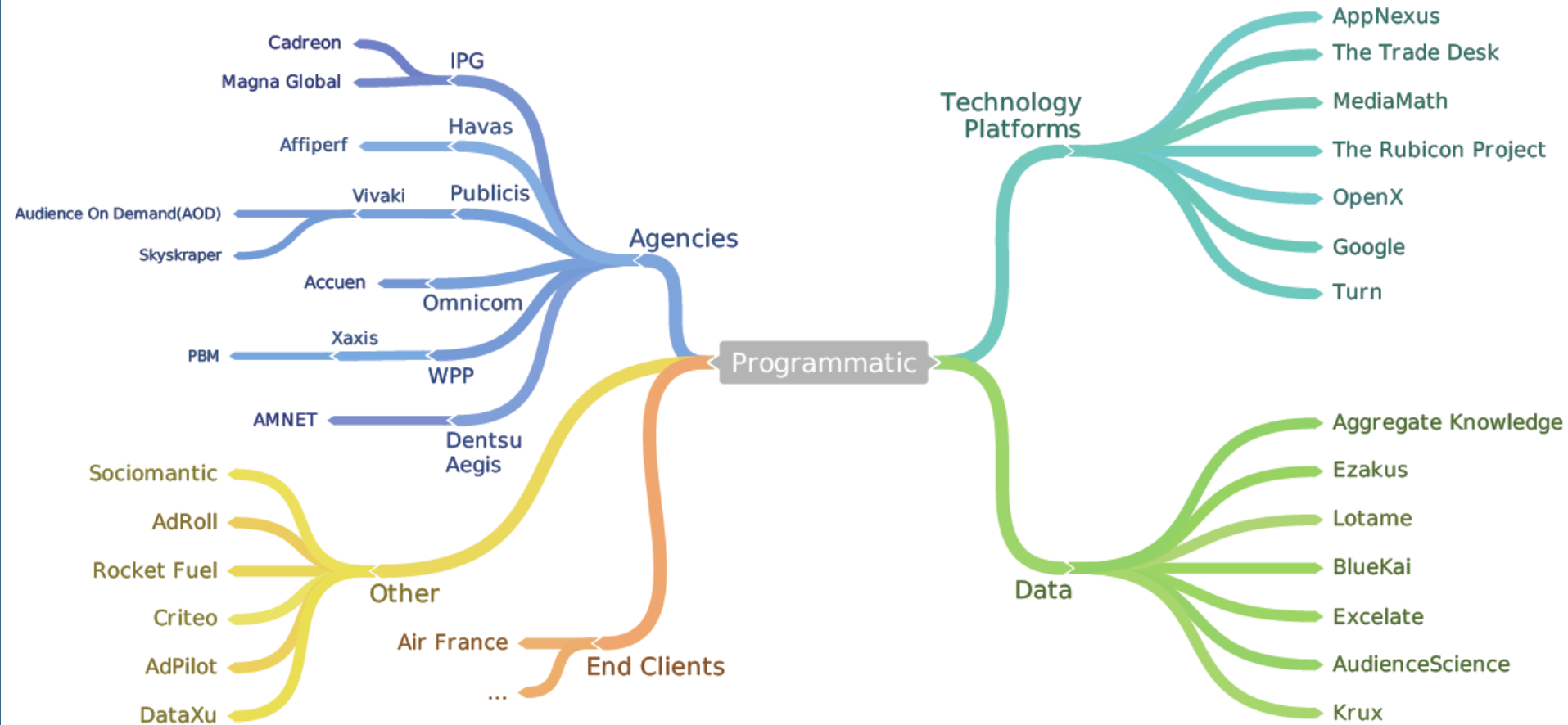
# The market stakeholders

- › Large **international players** have emerged
  - › Global Internet media companies
  - › Global Advertising Agency Groups
- › These international entities are **ideal trading partners** because of their **size** and **offer** and have **disrupted local** traditional media companies
- › Emergence of smaller agencies & publishers increases **fragmentation**
- › **Display** advertising budgets are **on the rise** globally although not still commanding the proper share based on Display SOV

# The technology evolution

- › New technologies coming of age
  - › **RTB**
  - › **Big Data**
  - › Viewability / Visibility
- › Global **technology & infrastructure providers** have emerged
- › **Programmatic trading** is rapidly growing globally
  - › Adopted by large global media companies
  - › Embraced by medium – small advertisers
  - › Strategically selected by big agency groups
- › All the major global players are building **centralized technology capabilities**
- › The digitization of traditional media (TV, radio, outdoor) has already begun

# A complex ecosystem



# Trading Models



## Flavors of Programmatic

Know Thy Buyer...



# What are the Buyers looking for?

## BRAND

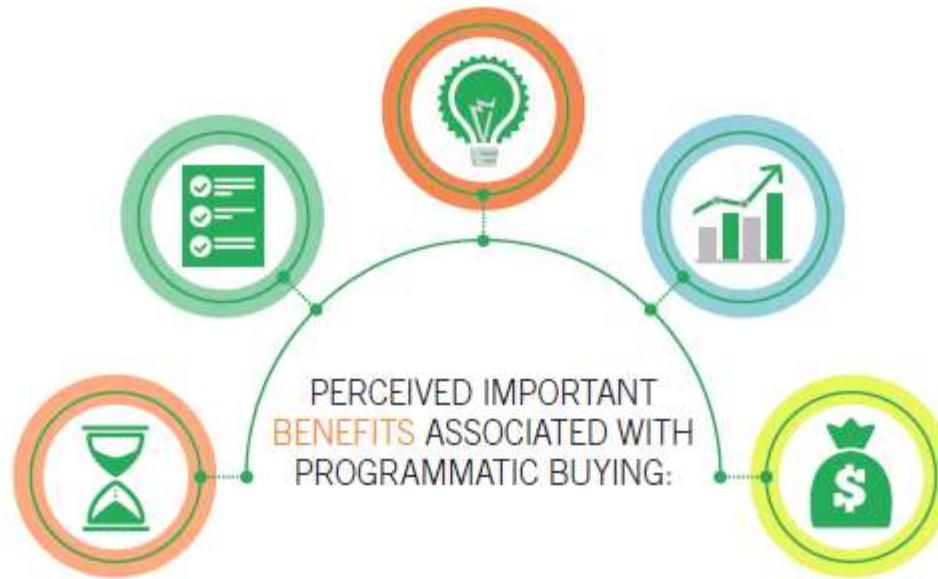
- › Safety
- › Transparency
- › Custom Solutions
- › High impact formats
- › Relevant & comparable results
- › Audiences

## PERFORMANCE

- › Specific Actions
- › Goals
- › Efficiency
- › Data

# What are the Buyers looking for?

**USERS OF PROGRAMMATIC BUYING  
ARE CLEAR ON ITS MANY BENEFITS.**



76% Real-time optimization  
76% Better targeting  
68% Decreased media cost  
59% Managing channel buys

58% Dynamic ad placement  
51% Access to broader options  
50% Faster execution

# What are the Buyers looking for?

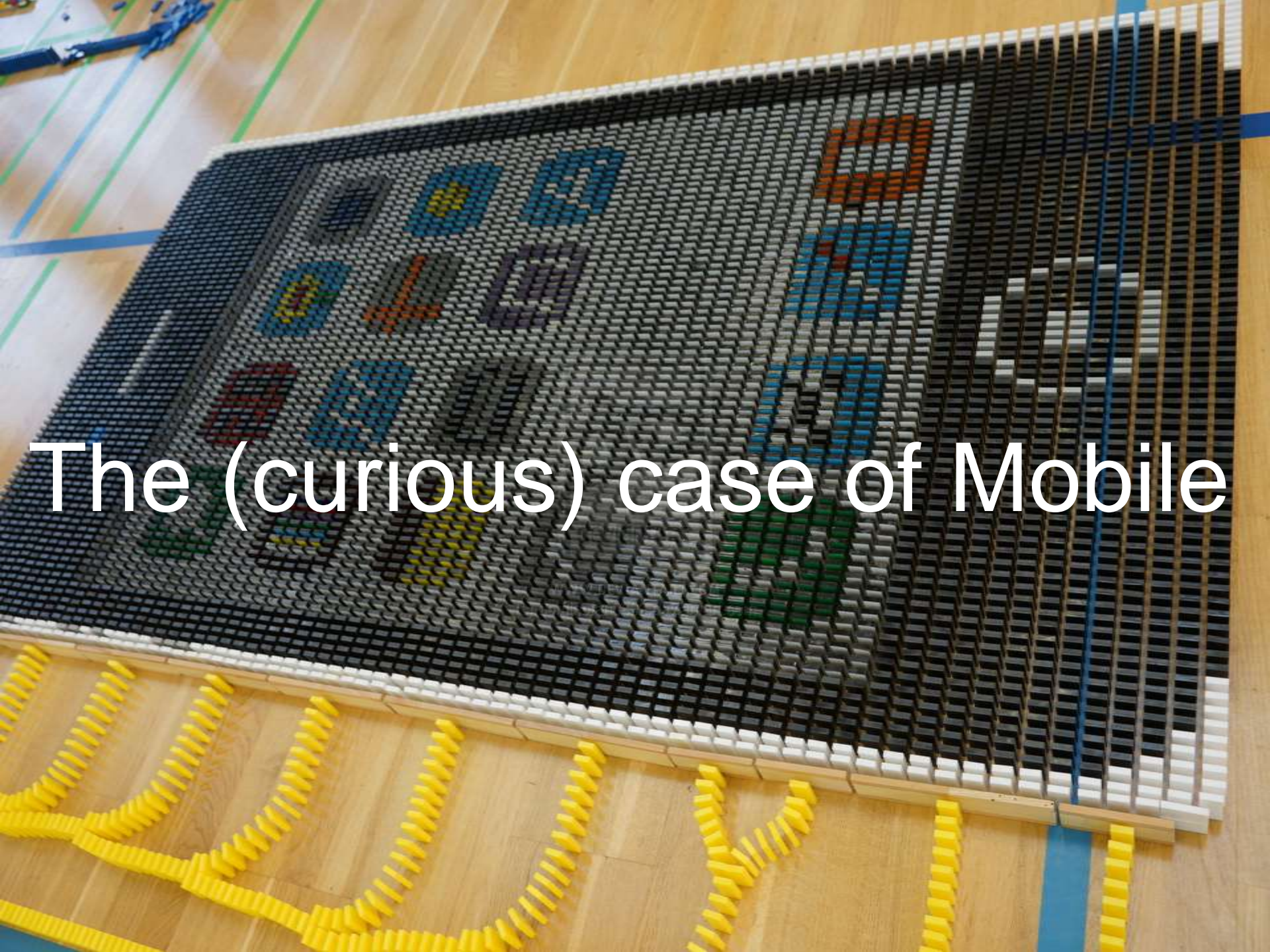
## The evolution of online advertising

Advanced targeting and engagement techniques represent a step change in digital advertising's effectiveness



For advertisers and their agencies, better performance can be achieved by





The (curious) case of Mobile

# Advertising Real-Estate



# Personal Context

# The (curious) case of Mobile

## › Mobile?

- › Smartphone
- › Tablet

## › Conduit

- › Mobile Web
- › In App

## › Format???





The Window of ... Opportunities

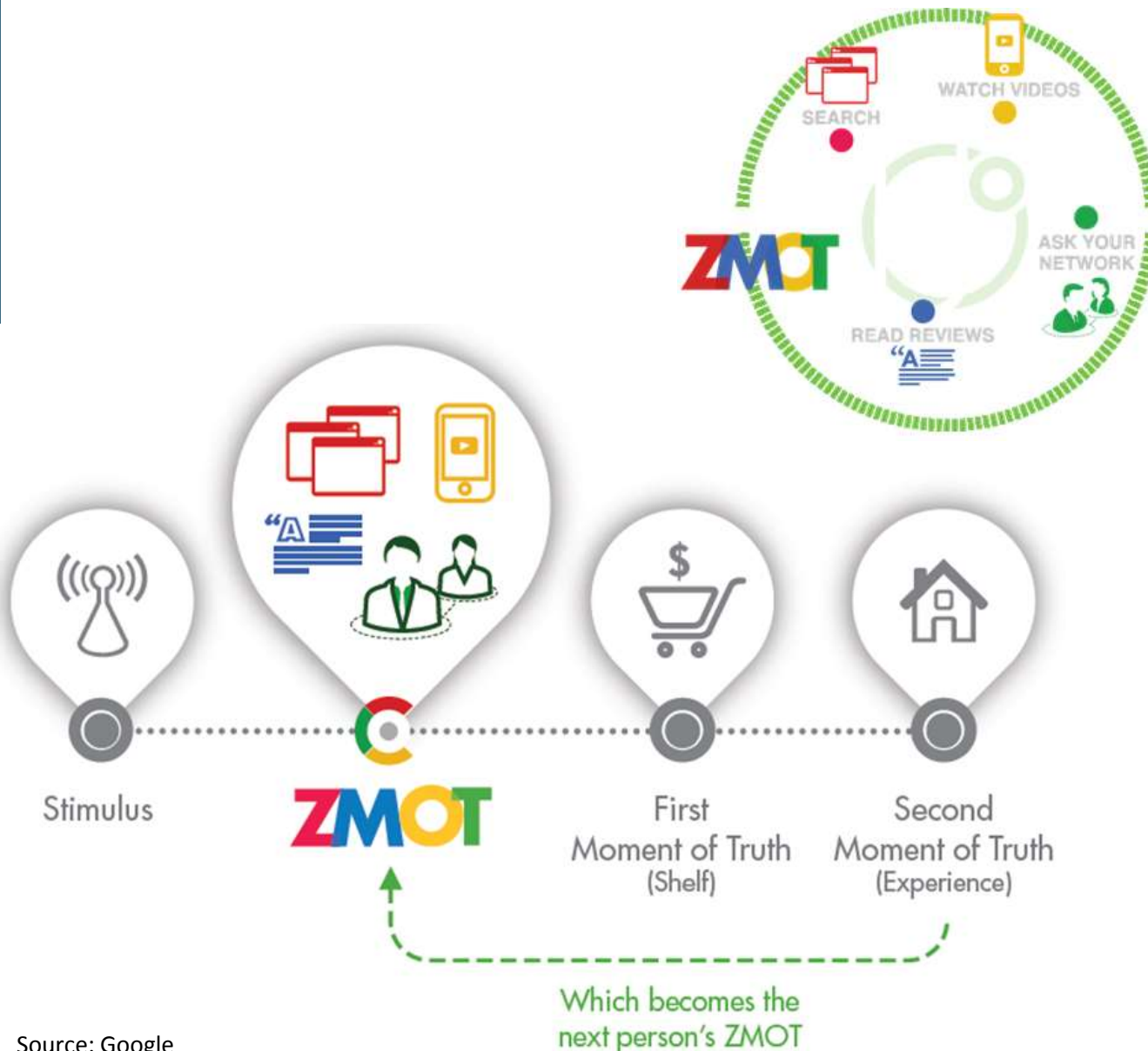
# Your Unique Competence #1

The Zero Moment of Truth refers to all the research consumers do online before making a purchase.

The internet has empowered people to know more about the product they're going to buy, than the person selling it to them.



# Your Unique Competence #1

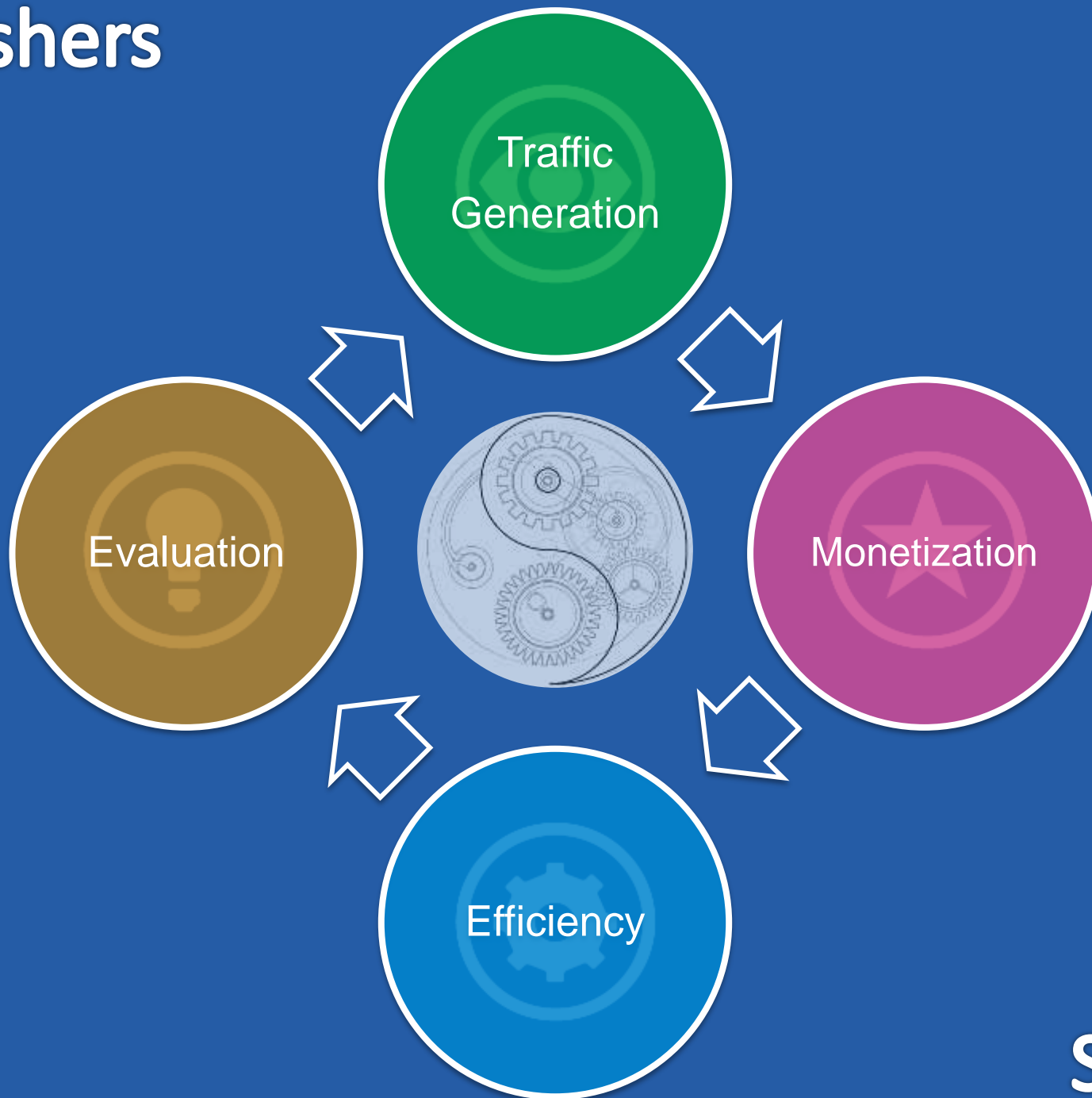


## Your Unique Competence #2



# Cross Device Targeting!

# Publishers



# Supply

# Opportunities

- › Additional Buyers for your existing inventory
- › Audience Extension
- › Leverage Mobile specific data points (e.g. location, carrier, device type, OS )
- › Properly Connect your screens!!!
- › High Impact / Engagement Formats
- › Fresh (ZMOT) Data ;-)
- › You're also advertisers!!! (think DSP)

# Final thoughts

## › **Mobile is**

- › A platform to deliver advertising ( a screen)
- › An excellent data pool
- › An additional element in creating a “walled garden”

## › **Programmatic is** an additional trading paradigm. You must decide how & where it fits within your overall monetization strategy.

## › Putting both together **you should**

1. Prepare via the adoption of proper technologies & selection of partners
2. Embrace via business models & people skills development
3. Decide on a data strategy
4. Play the game!

# Thank You!



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