Intro to Programmatic Buying

Gregory Pichot
Director, Account Management
AppNexus

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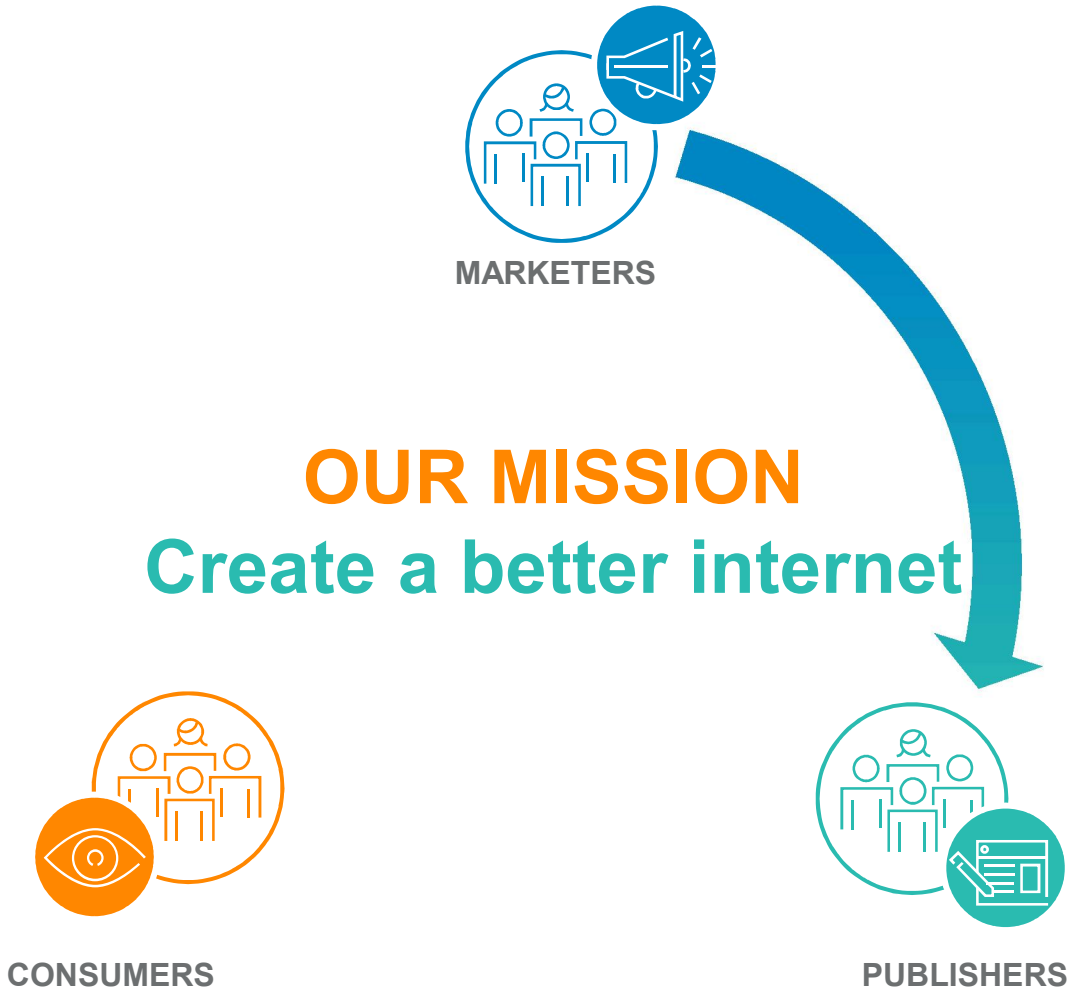
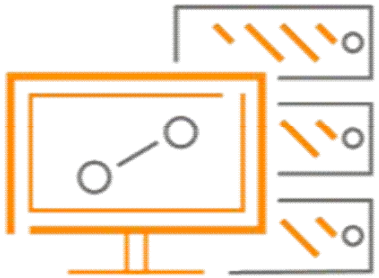
AppNexus

is the world's largest independent advertising technology company



AppNexus powers the advertising that powers the internet



Adserver and monetization platform for Publishers

Marketplace connecting buyers and sellers

Outcomes-based buying platform for marketers and agencies

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But wait, what is programmatic advertising?

The use of **automation** in the **buying and selling** of digital media

EFFICIENCY

DATA

DIFFERENTIATION

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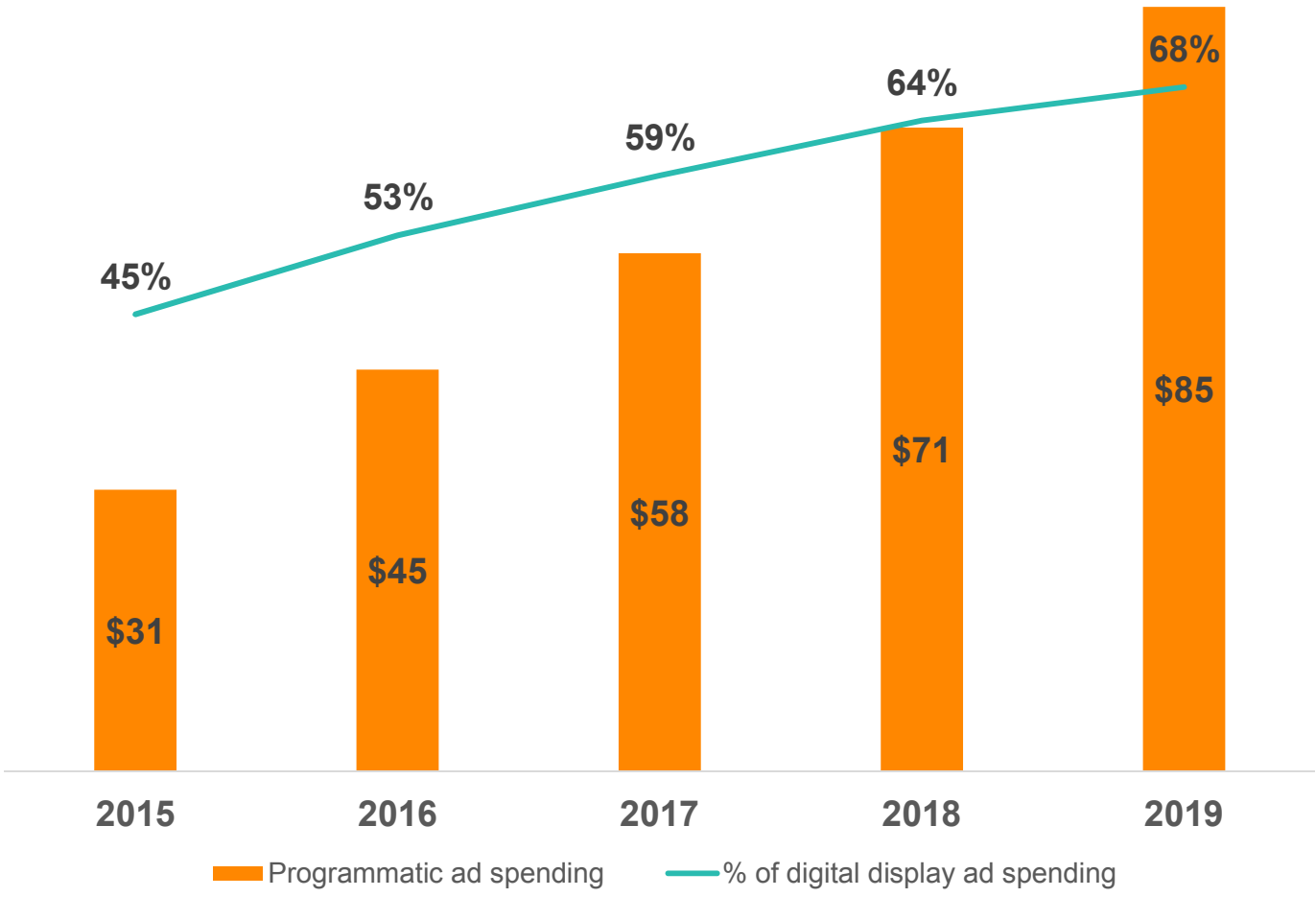
Next year,

67.5%

of all global digital spend will be programmatic

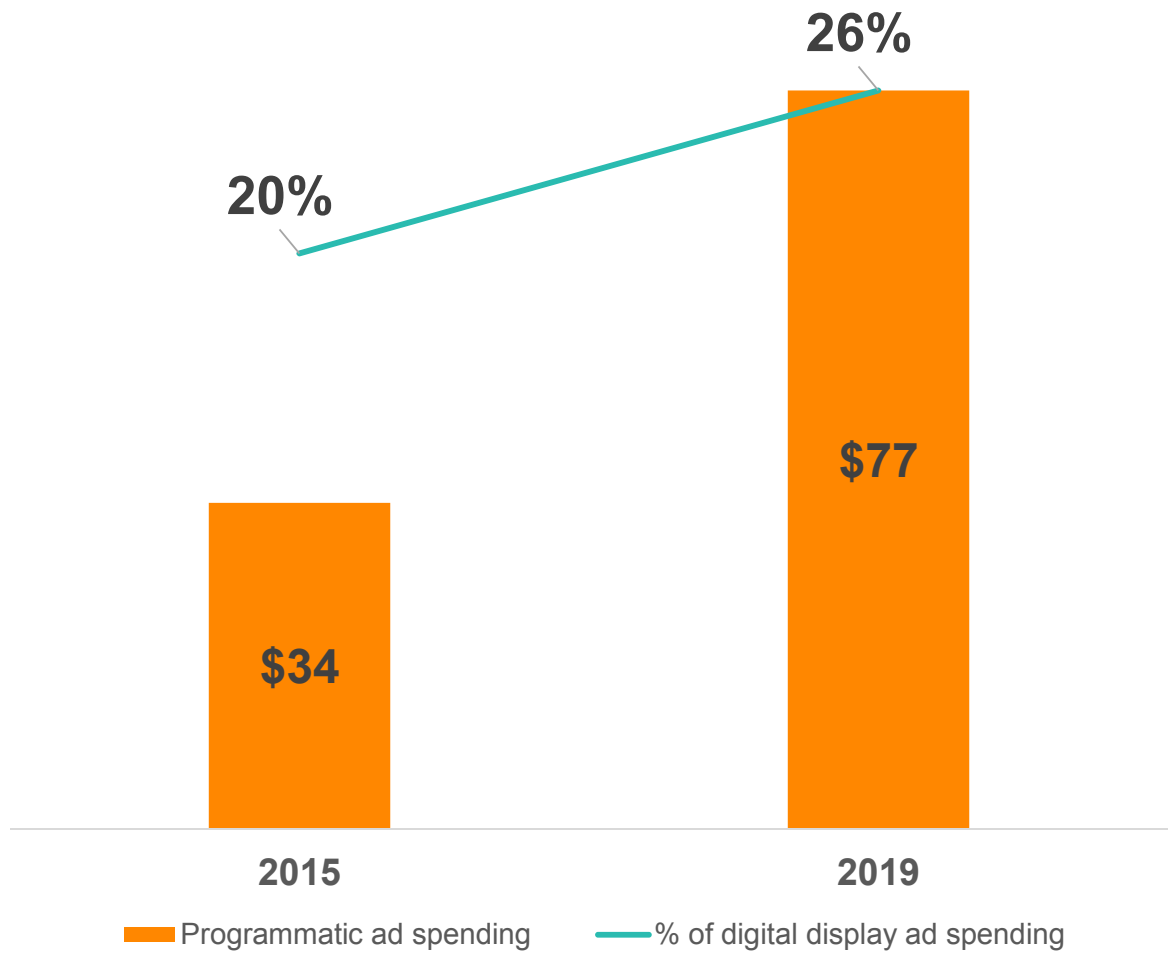
Global programmatic ad spend as a % of digital display ad spend (USD, billions)



Source: Zenith, "Programmatic Marketing Forecasts, 2017," November 20, 2017

Next year, 1 in 4 digital dollars in Malaysia will be programmatic

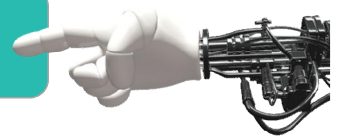
Malaysia programmatic ad spend as a % of digital display ad spend (USD, millions)



Source: Magna Global as cited by Vserv, August 23, 2016

Programmatic allows a new approach to digital marketing

Traditional Digital		Programmatic
Buying Media	▶	**Buying Audiences**
Media Planning *- in bulk* *- same price for each impression*	▶	**Media Trading** *- impression basis* *- bid can differ for each impression*
A/B testing Creative	▶	**Dynamic Creative Optimisation (DCO)**
Targeting domains only	▶	**Contextual targeting**



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Why has programmatic grown so quickly?

Scale of inventory

- Numerous premium inventory pools
- Ease of access
- More access to more users, at all points in time

Audience targeting

- Deeper insights into target audiences
- Greater precision
- Multiple audience segments

Increased efficiency

- Less time managing campaigns
- Fewer vendor emails, invoices
- Global frequency control

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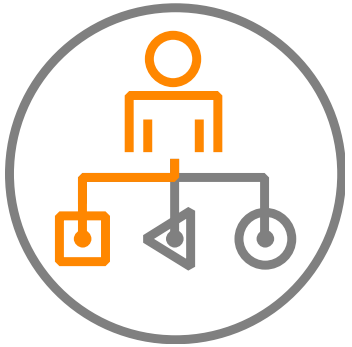
Four elements to consider when starting your programmatic buying journey

KPI goals



Data strategy

Inventory strategy

Measurement attribution

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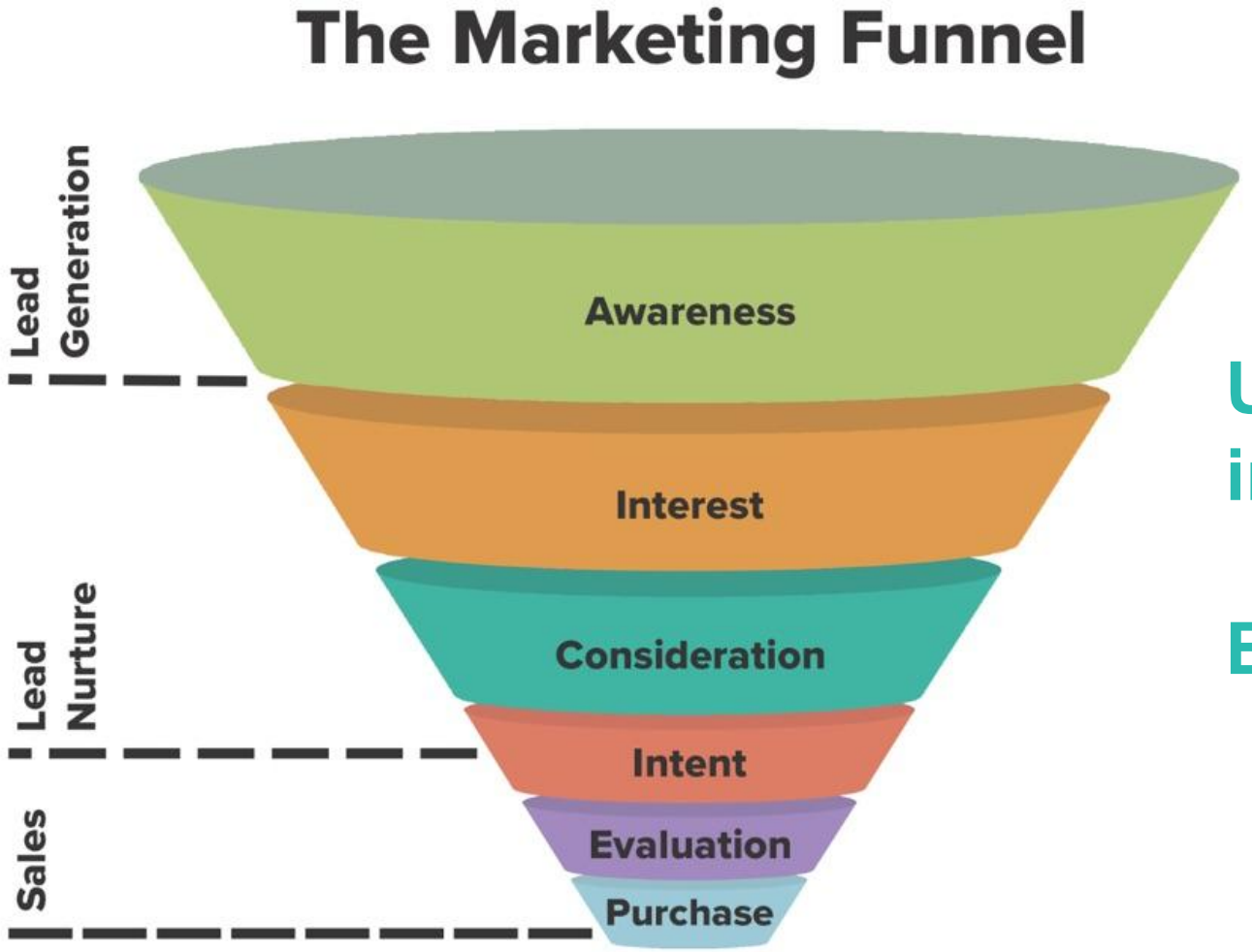
Understanding the campaign – Branding vs Performance



Understand where you stand in the marketing funnel

Branding or Performance?

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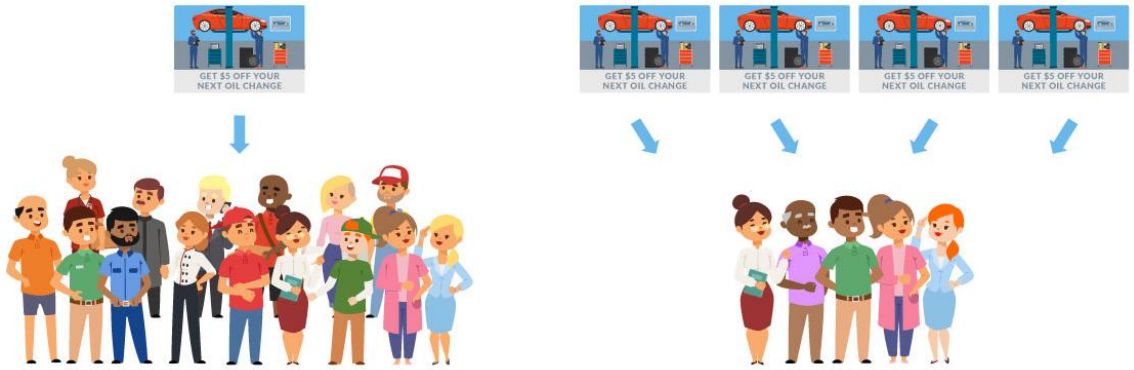
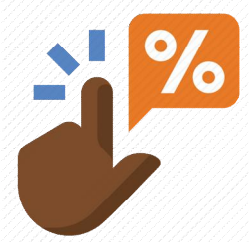
KPI and goals

Branding



Reach and Frequency



Click Through Rate /
Cost per Click

Viewability

Performance

Cost per Acquisition
Cost per Lead
Cost per Download / Install
Cost per Action

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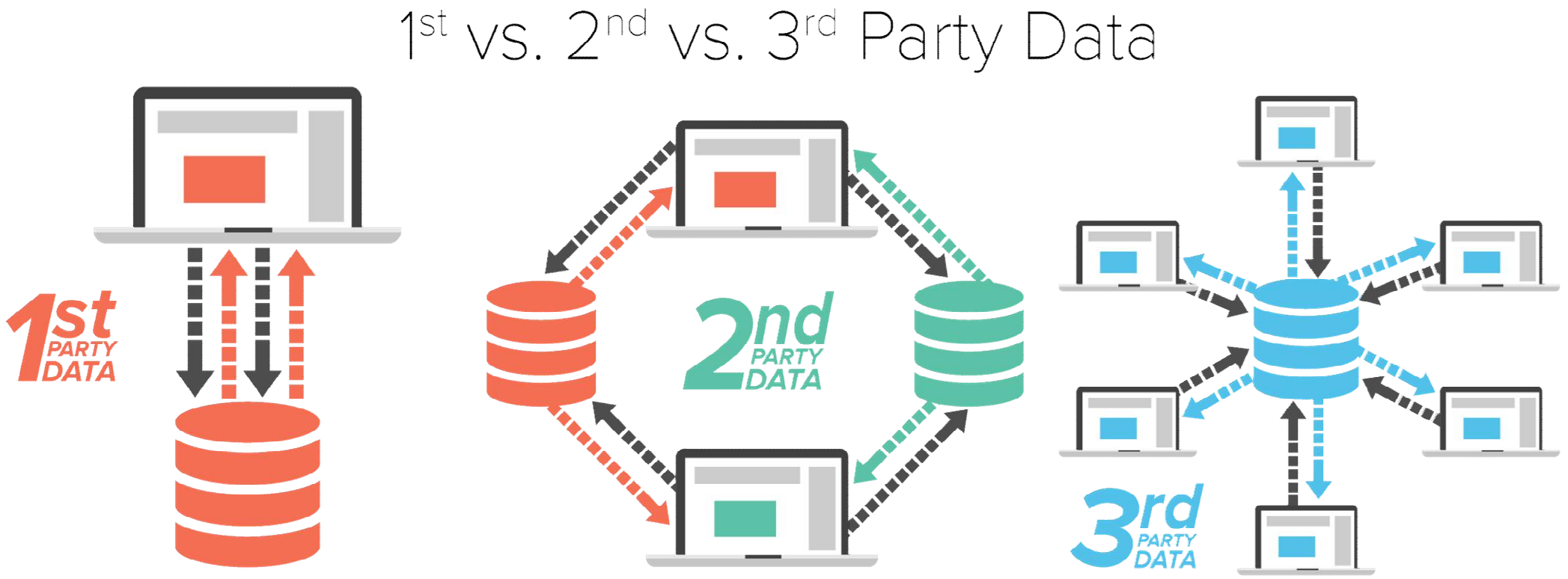
Think carefully about your data strategy



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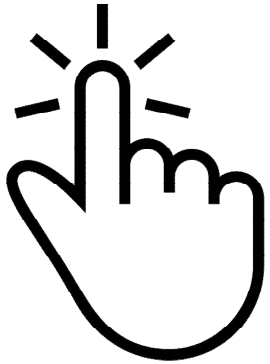
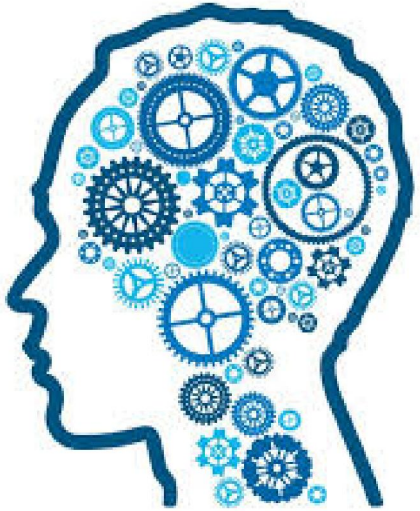
There are many different ways to leverage data

Demographic



Transaction



Behavioural

Contextual

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There are multiple ways to access inventory

Open Market

Private Marketplace

Brand Safety

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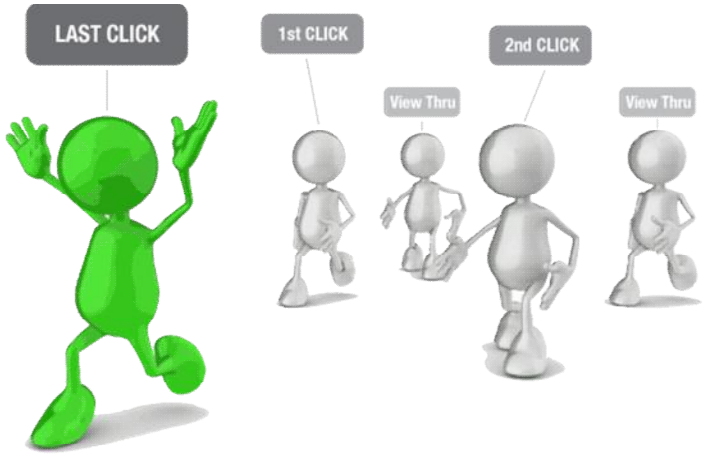
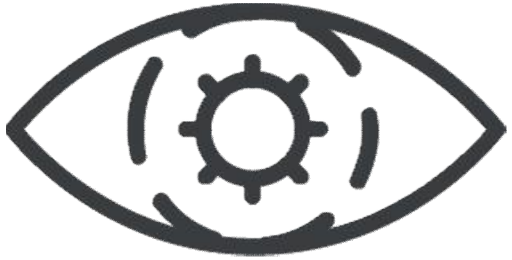
Once you know your KPIs, think about how to measure them

Return on Ad Spend

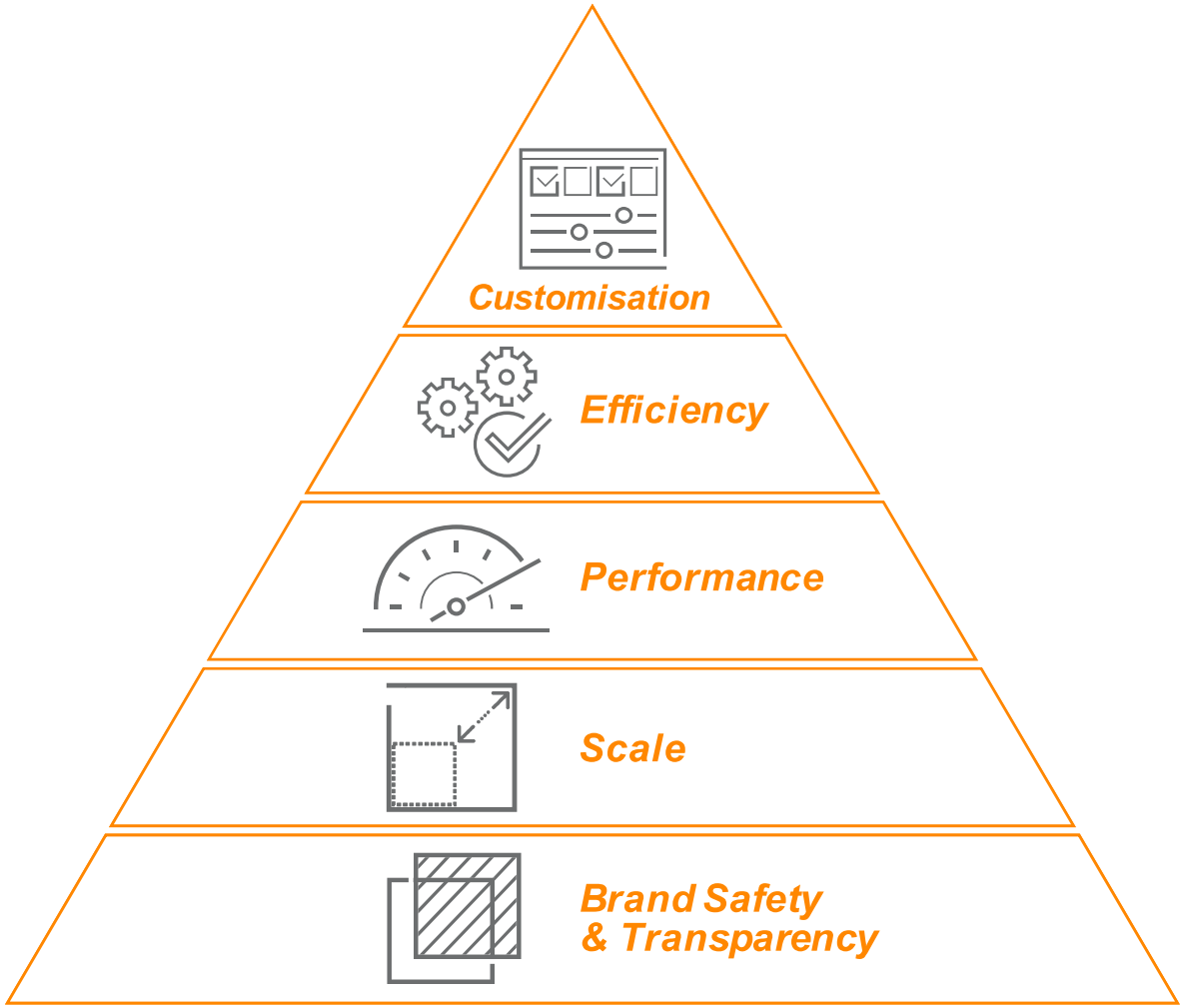


Attribution



Viewability

The pyramid of needs using a programmatic platform



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Thank you

Gregory Pichot
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AppNexus

gpichot@appnexus.com