

Wie
PROGRAMMATIC
die (DIGITALE)
MEDIAPLANUNG
verändert.

**WAS GENAU IST
“PROGRAMMATIC
ADVERTISING”
UND WARUM ÜBERNIMMT
ES DIE
DIGITALEN MEDIEN?**

OmnicomMediaGroup
GERMANY



PUBLISHER

“**PROGRAMMATIC** IST ein effizienter
Prozess für Media- Ein- und Verkauf.“

AGENTUR

**“PROGRAMMATIC IST
die Automatisierung
von Media.“**

TECHIE

“PROGRAMMATIC IST
die Verknüpfung von
TCP/IP-Strängen.“



VISIONÄR

OmnicomMediaGroup
GERMANY

“**PROGRAMMATIC** IST die
Digitalisierung von Marketing.“

Verbindung von Kontaktpunkten und Daten...



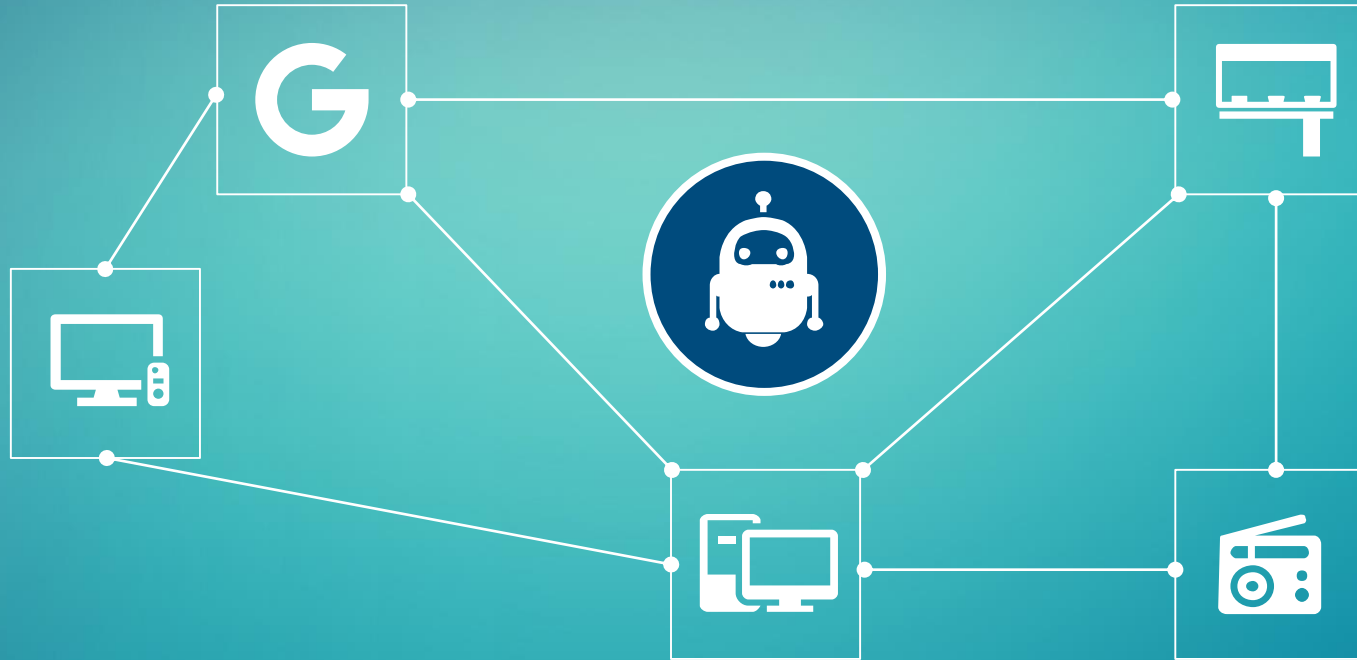
...in (nahezu) Echtzeit,...



...nach Vorgaben
menschlicher Intelligenz...



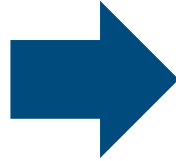
...und automatisierten Exekution unter Zuhilfenahme von Algorithmen.



Inwieweit verändert sich nun die **MEDIAPLANUNG?**



Klassische Planung vs. Programmatic Planning



Es ist eine technische Evolution...



Evaluierung der Media-Zielgruppe

b4p best for
planning.

**Männlich
Alter 30-49
HHNE
3.000 EUR**



Evaluierung der Media-Zielgruppe



Evaluierung der Media-Zielgruppe

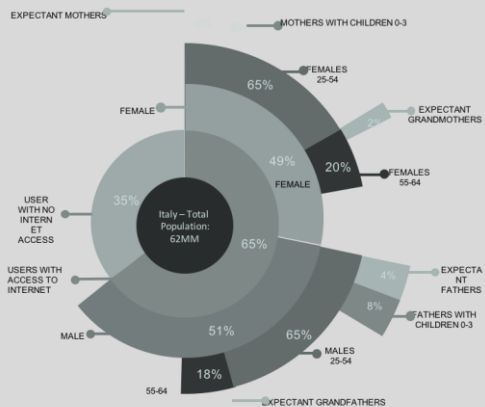


Evaluierung der Media-Zielgruppe



Programmatische Planung

Audience Analyse



Touchpoint- / Data-Mind-Map



Targeting Plan

[illegible]

KPIs

Cost-per-Mille
Cost-per-View
Cost-per-Click
Cost-per-Lead



Cost-per-valuable-Impression
Cost-per-viewable-completed-View
Cost-per-qualified-Visit
Cost-per-Store-Visit

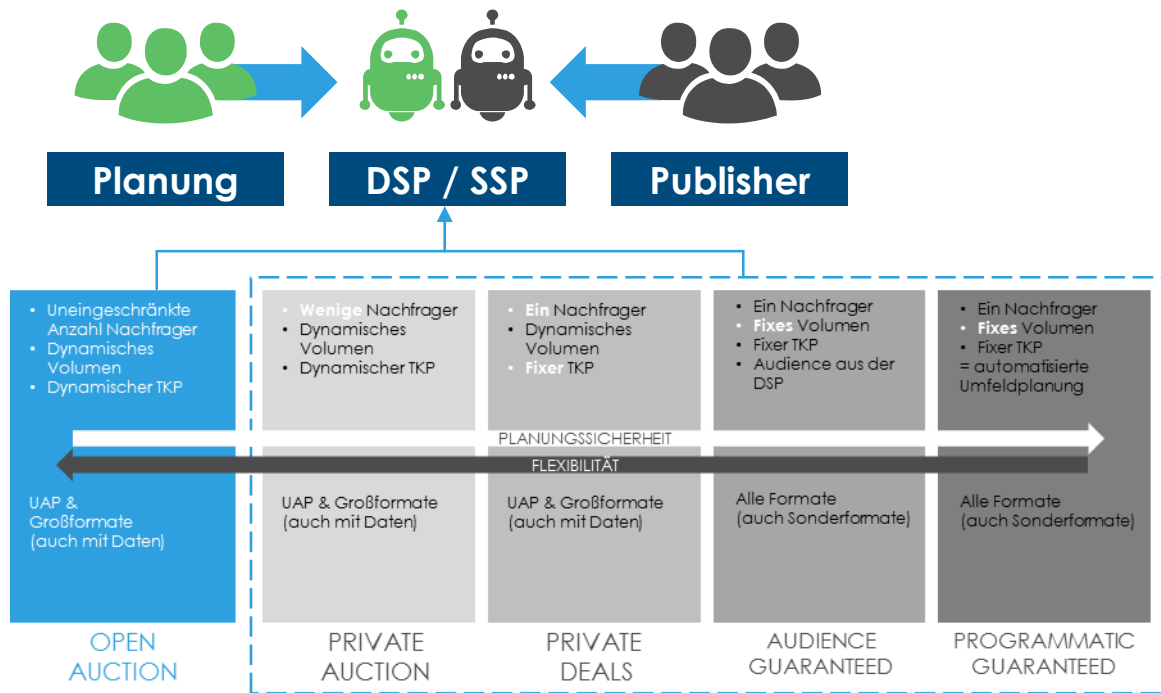
Inventarzugang



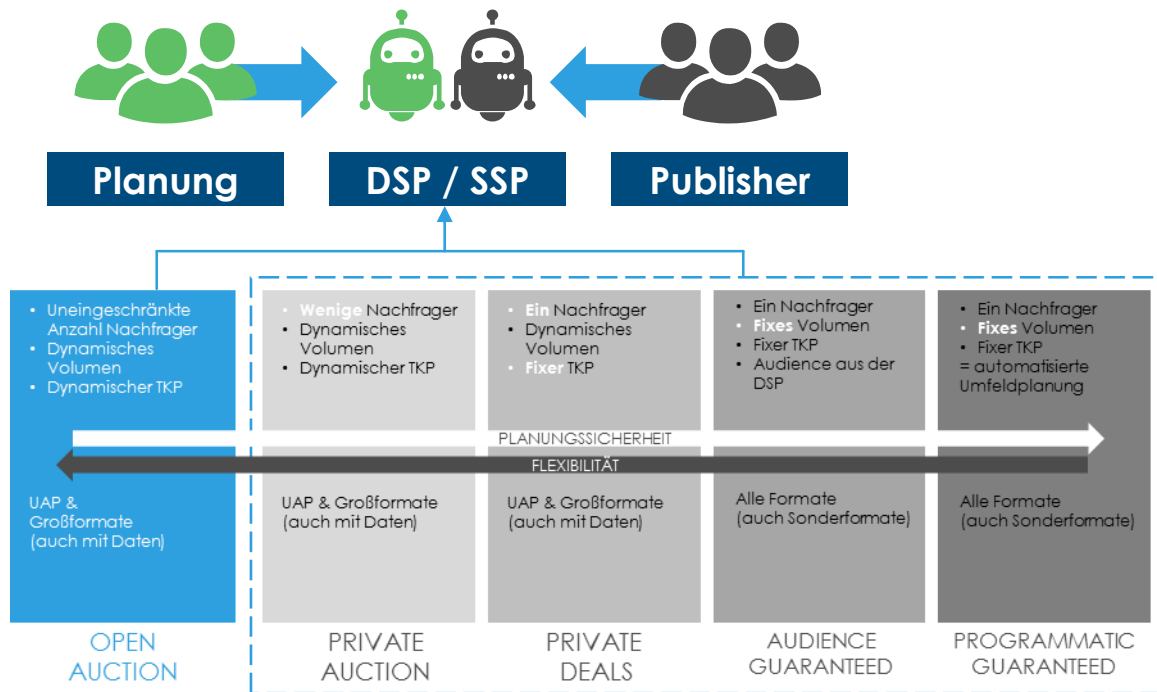
Inventarzugang



Inventarzugang



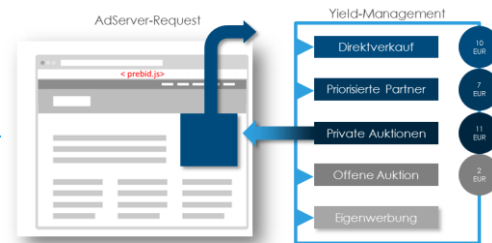
Inventarzugang



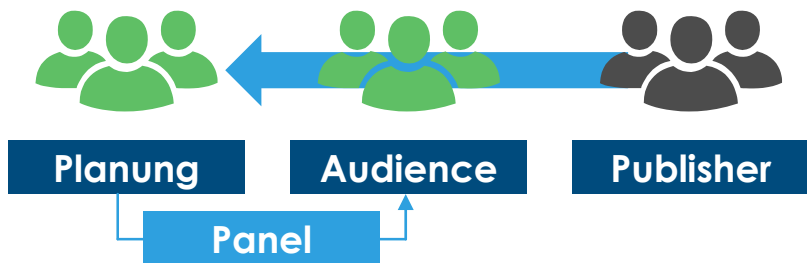
Wasserfall



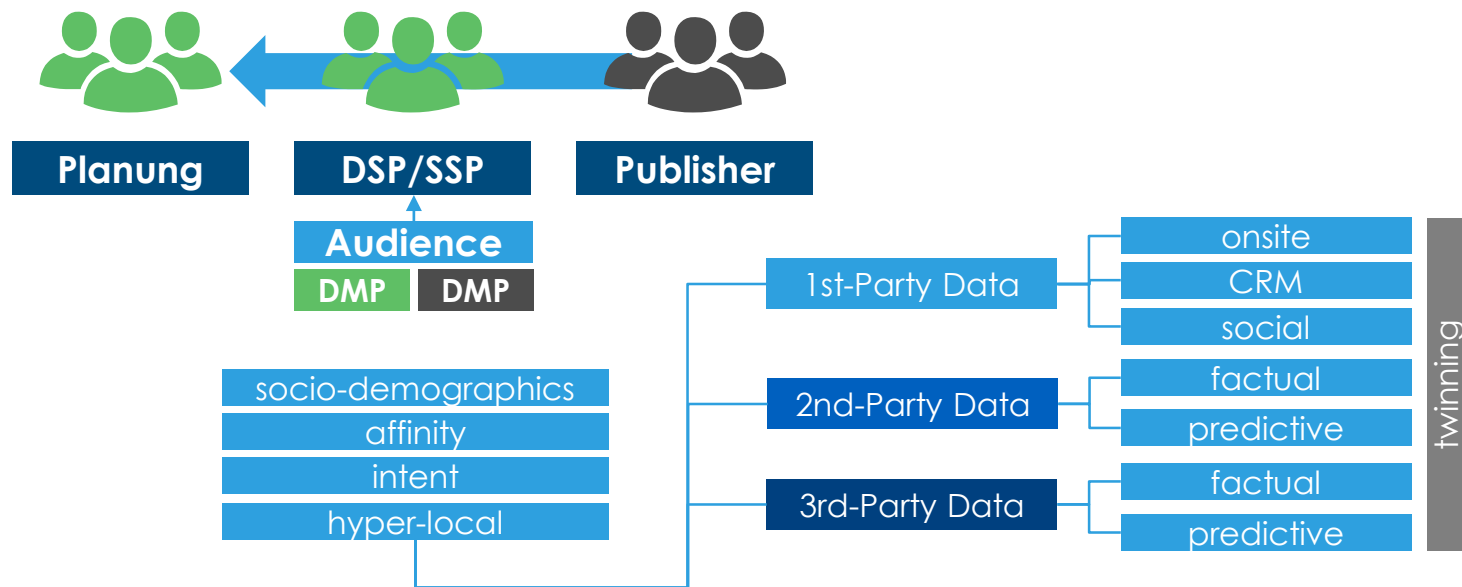
Header Bidding



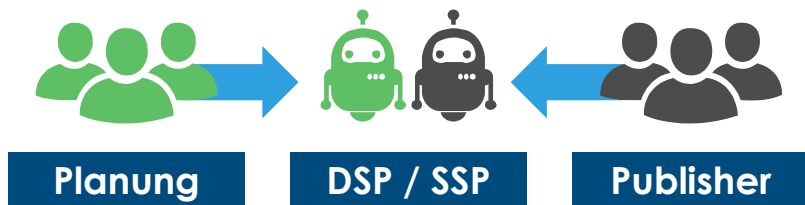
Targeting



Targeting



Werbemittel



AdServer

statisch

dynamisch

DATA

FEED

CUSTOM AUDIENCES

CUSTOMER JOURNEY

GEOGRAPHIC INFORMATION

WETTER

DEVICE

SOCIO DEMO

DMP / DSP

ZIELGRUPPEN-
SEGMENTIERUN
G



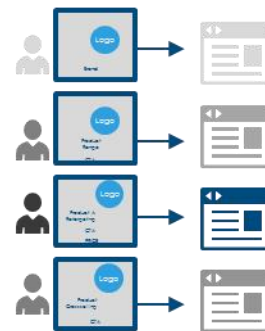
REGELN/ ENTSCHEIDUNGSBAUM

WERBEMITTELZUSATZ/ANSTELLUNG BASIEREND AUF
ZIELGRUPPENSEGMENTEN



DYNAMIC CREATIVE

LANDING PAGE



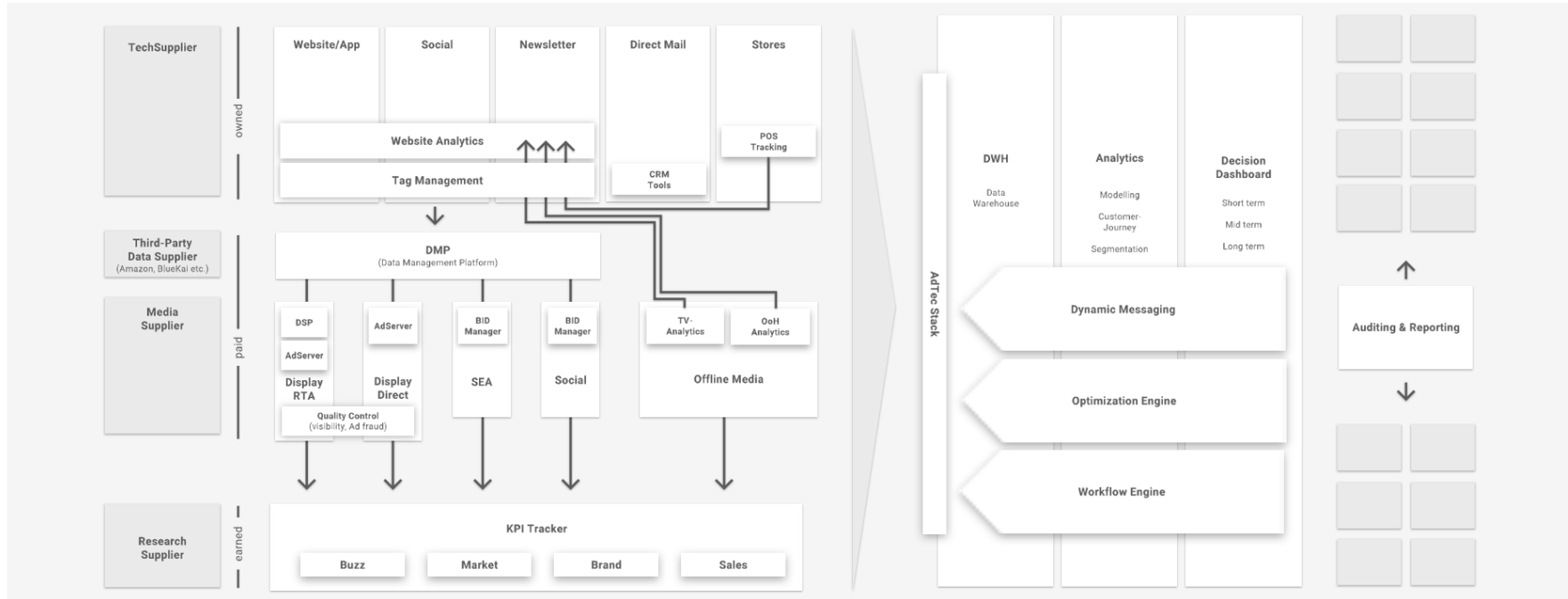
Technische Infrastruktur und Schnittstellen



AdServer

Display
Direct

Technische Infrastruktur und Schnittstellen



Technische Infrastruktur und Schnittstellen

		System A	System B	System C	System D	System E
System A	System A	✓	✓	✓	✓	✓
System B	System B	✓	✓	✓	✓	✓
System C	System C	✓	✓	✓	✓	✓
System D	System D	✓	✓	✓	✓	✓
System E	System E	✓	✓	✓	✓	✓
System F	System F	✓	✓	✓	✓	✓
System G	System G	✓	✓	✓	✓	✓
System H	System H	✓	✓	✓	✓	✓
System I	System I	✓	✓	✓	✓	✓
System J	System J	✓	✓	✓	✓	✓
System K	System K	✓	✓	✓	✓	✓
System L	System L	✓	✓	✓	✓	✓
System M	System M	✓	✓	✓	✓	✓
System N	System N	✓	✓	✓	✓	✓
System O	System O	✓	✓	✓	✓	✓
System P	System P	✓	✓	✓	✓	✓
System Q	System Q	✓	✓	✓	✓	✓
System R	System R	✓	✓	✓	✓	✓
System S	System S	✓	✓	✓	✓	✓
System T	System T	✓	✓	✓	✓	✓
System U	System U	✓	✓	✓	✓	✓
System V	System V	✓	✓	✓	✓	✓
System W	System W	✓	✓	✓	✓	✓
System X	System X	✓	✓	✓	✓	✓
System Y	System Y	✓	✓	✓	✓	✓
System Z	System Z	✓	✓	✓	✓	✓

Anforderungsprofil für „Mediaplaner“

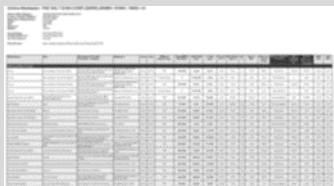


FUNKTIONIERT
PROGRAMMATIC
BESSER ALS
DIREKTEINKAUF?



„Programmatic vs. Direkteinkauf“

UNTERHALTUNG



Category	Sub-category	Advertiser	Agency	Product	Brand	Campaign	Start Date	End Date	Budget	Spent	Impressions	Clicks	Conversions	CPA	ROI
Entertainment	TV	ABC	XYZ	Comedy	ABC	Comedy	2023-01-01	2023-01-31	1000000	500000	100000000	10000	1000	10000	100%
Entertainment	TV	ABC	XYZ	Comedy	ABC	Comedy	2023-01-01	2023-01-31	1000000	500000	100000000	10000	1000	10000	100%
Entertainment	TV	ABC	XYZ	Comedy	ABC	Comedy	2023-01-01	2023-01-31	1000000	500000	100000000	10000	1000	10000	100%

x3

Programmatic
Share

-18%

Mediakosten

+27%

Reichweite

NAHRUNGSMITTEL



-32%

Mediakosten

+46%

Reichweite

AUTOMOBIL



-88%

TKP in Target

+40%

Unique Visitors

TELEKOMMUNIKATION



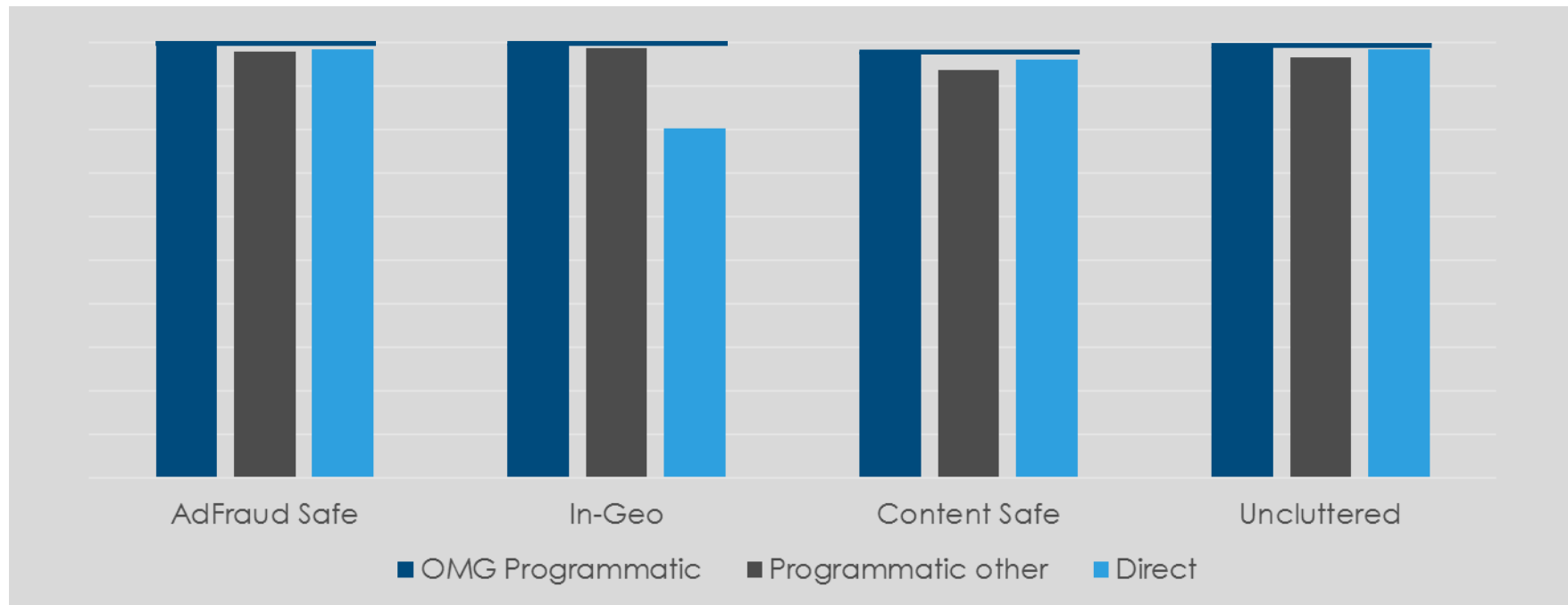
-64%

Kosten für sichtbare
Video-Views

+52%

Reichweite

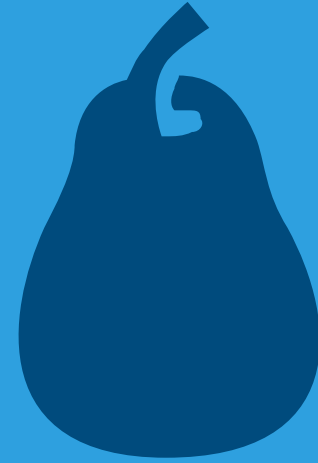
Integral Ad Science Benchmarks 2017



Vergleich



vs.



Vergleich



vs.



Der Vergleich hinkt leider.

E 20-49
HHNE 2.000 EUR

vs.

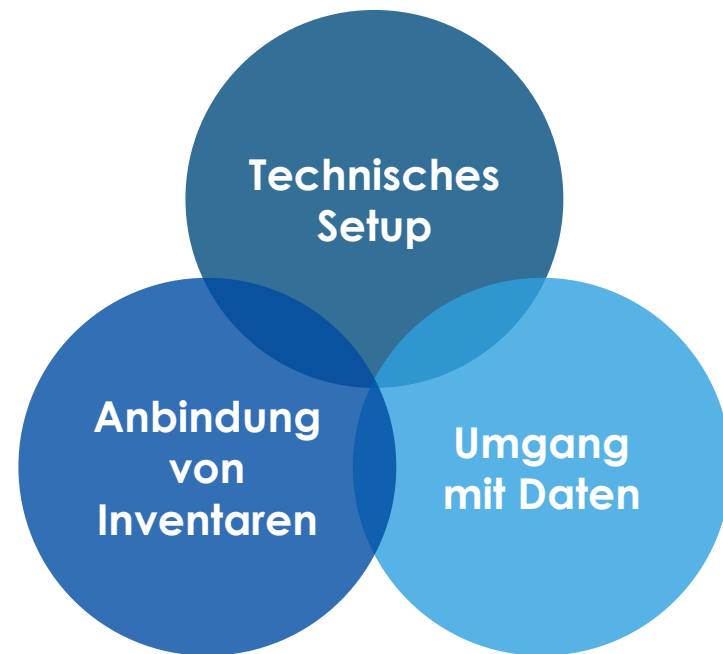
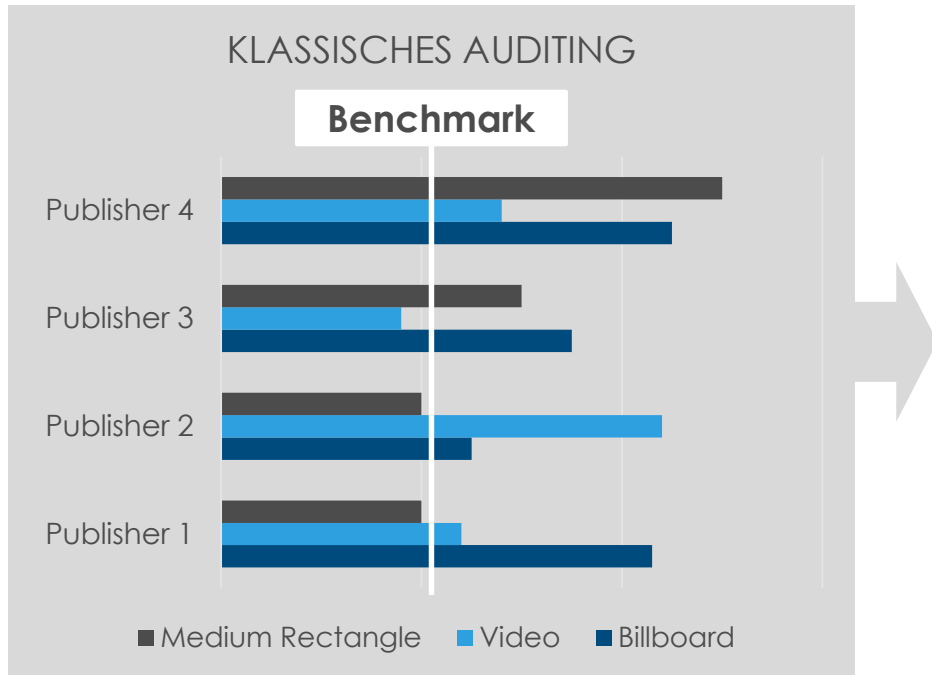
Hyper-Local Data
(500 Meter Radius um Filialen)
+
Interesse an Neuwagen

-59%
Zielgruppen-TKP

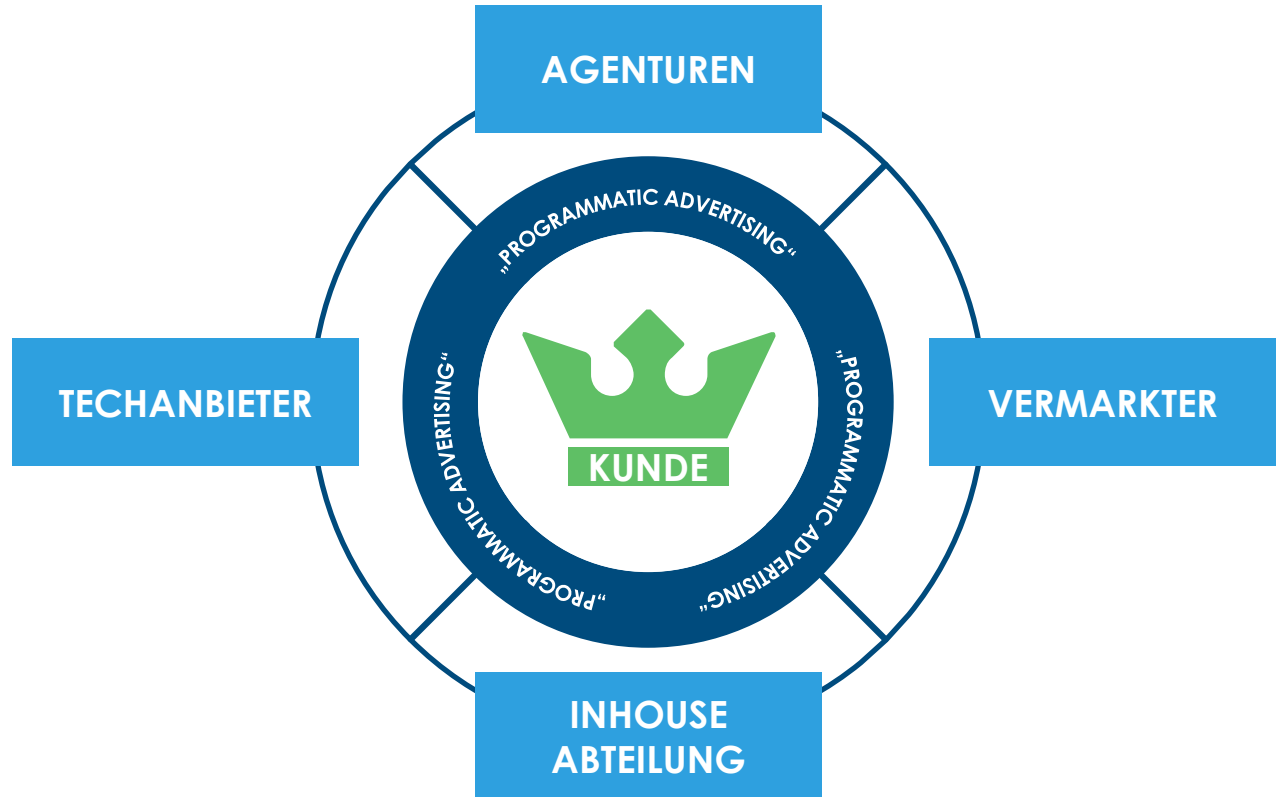


+279%
Zielgruppenanteil

Programmatic Audits



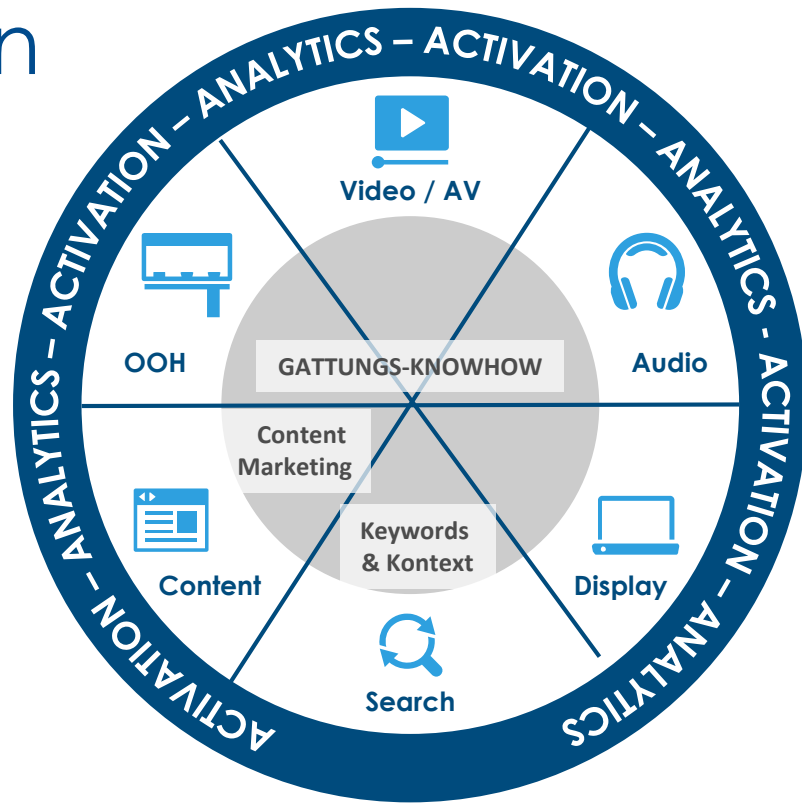
„Realtime Pitches“



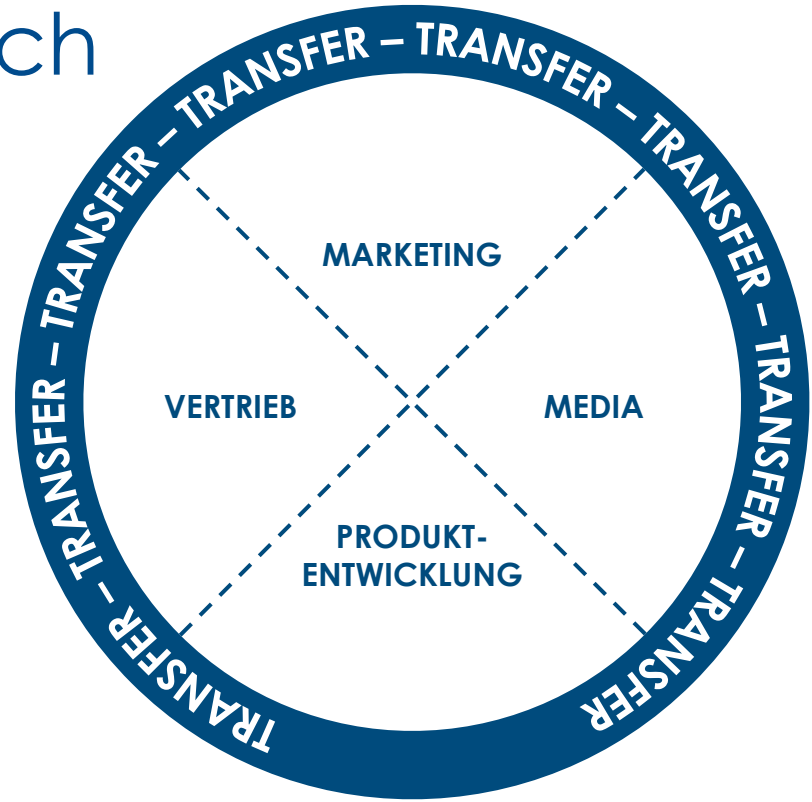
Neue Gattungen kommen hinzu



Wie muss sich die Agentur von morgen strukturieren?



Und auch die
Advertiser müssen sich
neu strukturieren.



WARUM SOLL MAN SICH DAS ÜBERHAUPT ANTUN?

OmnicomMediaGroup
GERMANY



A close-up photograph of a human hand, palm up, holding a single, translucent red pill. The hand is positioned on the left side of the frame against a dark background.

**„DIGITALE
WIRKLICHKEIT“**

A close-up photograph of a human hand, palm up, holding a single, translucent green pill. The hand is positioned on the right side of the frame against a dark background.

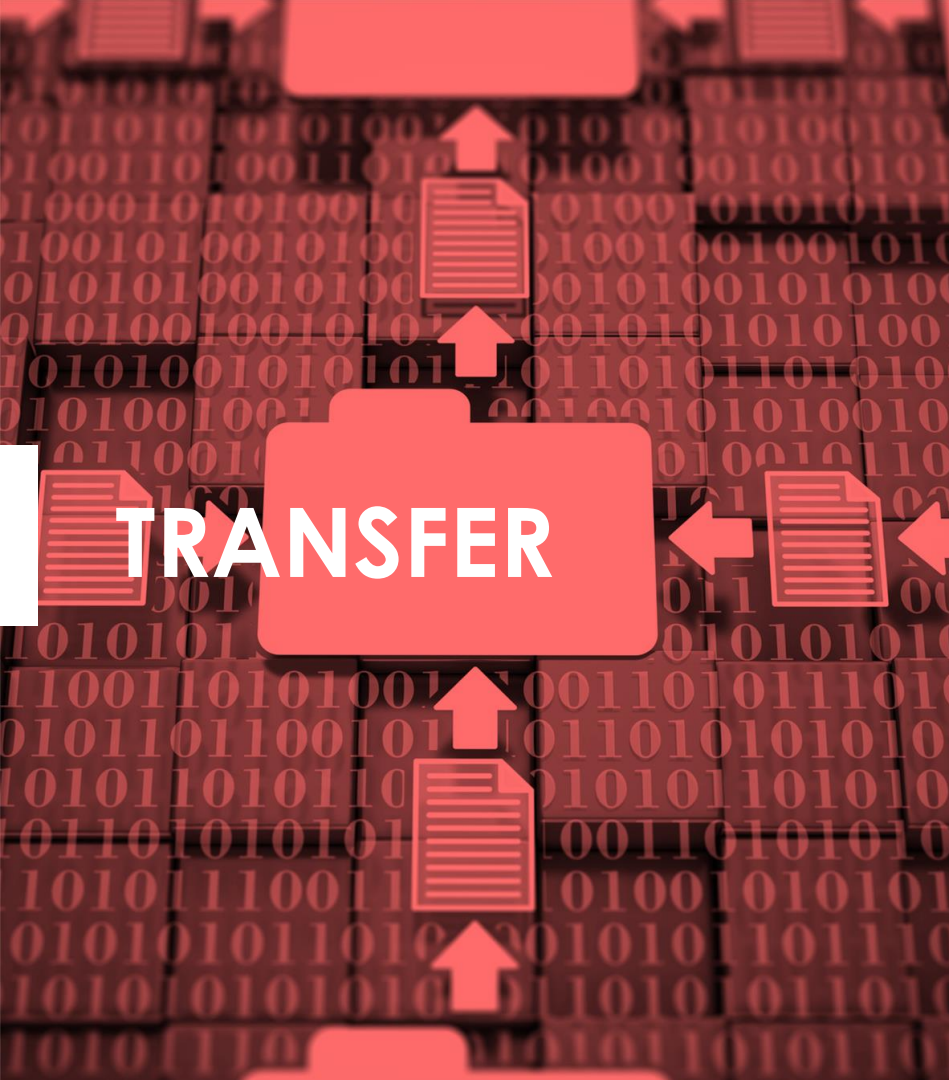
**„MEDIALE
SCHEINWELT“**

A person is captured in mid-air, jumping over a set of wide concrete steps. The person is wearing dark trousers and dark shoes. The entire scene is overlaid with a semi-transparent red filter. The word "DYNAMISCH" is written in large, white, sans-serif capital letters across the lower part of the image.

DYNAMISCH

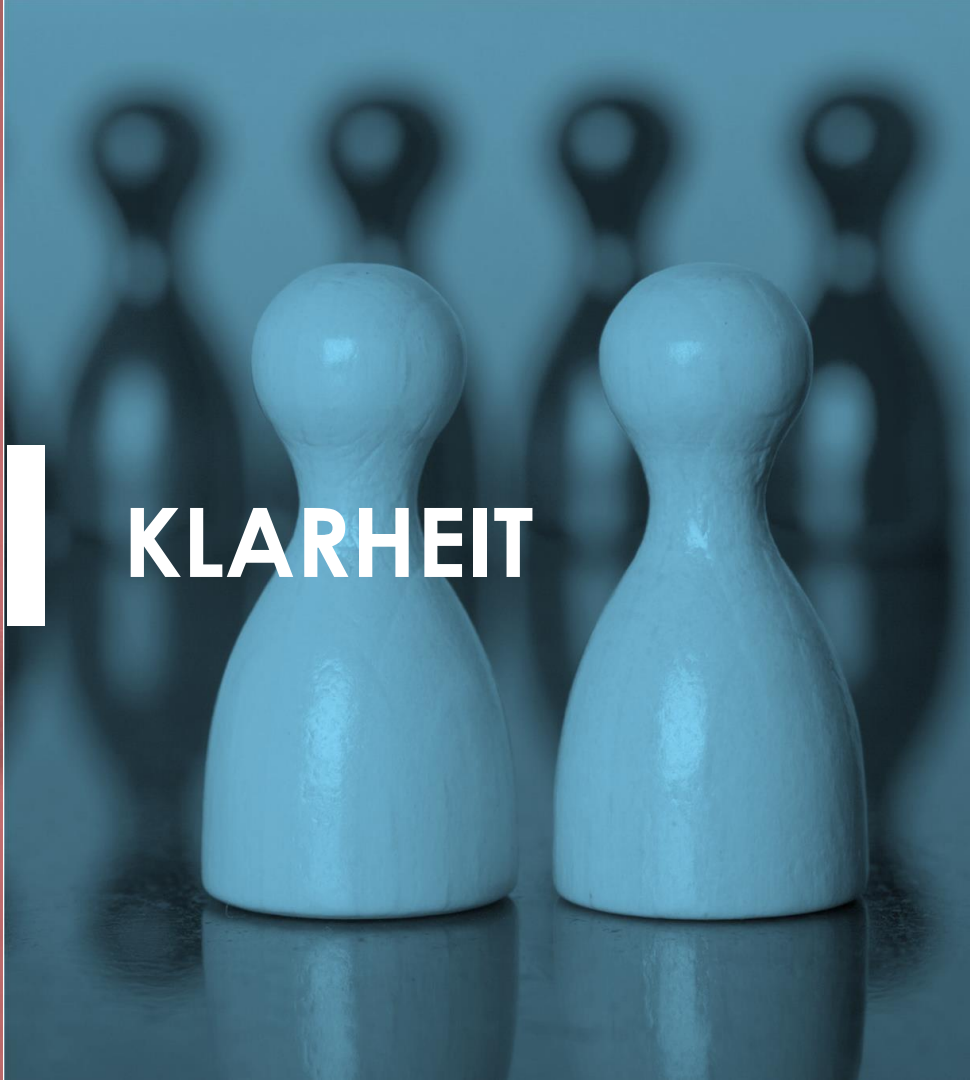
A person is standing still on a set of wide concrete steps. The person is wearing dark trousers and dark shoes. The entire scene is overlaid with a semi-transparent blue filter. The word "STATISCH" is written in large, white, sans-serif capital letters across the middle of the image.

STATISCH





AMBIVALENZ



KLARHEIT

An abstract, textured background in shades of red and orange, featuring wavy, organic shapes that resemble a topographical map or a close-up of a natural surface.

**MUSTER
ERKENNEN**

A blue background with a grid of thin white lines. Several small, grey traffic cones are placed at various intersections and points along the lines, suggesting a structured or rule-based environment.

**REGELN
FOLGEN**

VIELEN DANK

OmnicomMediaGroup
GERMANY

