

# Introduction to Programmatic Advertising

## WORKSHOP

2 April 2019, d3con University, Hamburg, Germany

# Tutor Introduction



Siamac Alexander Rahnavard ist Managing Partner und Mitgründer von „Echte Liebe“. In der Agentur für Programmatic Marketing mit Hauptsitz in Köln ist er unter anderem zuständig für strategische Beratung, Prozess- und Systemanalysen, die Steuerung des Key-Accounting sowie Personalentwicklung. Außerdem ist Siamac stellvertretender Vorsitzender der Fokusgruppe Programmatic Advertising im BVDW und hat dort den Code of Conduct Programmatic Advertising maßgeblich mitgestaltet. Er ist Initiator des Programmatic Advertising Zertifikats und Mitglied im Prüfungsausschuss.



PROGRAMMATIC MARKETING AGENCY

# Today's Agenda



1. A brief history of digital marketing
2. The rise and rise of programmatic
3. What it is and how it works
4. The full course
5. Q&A



# A brief history of digital marketing...



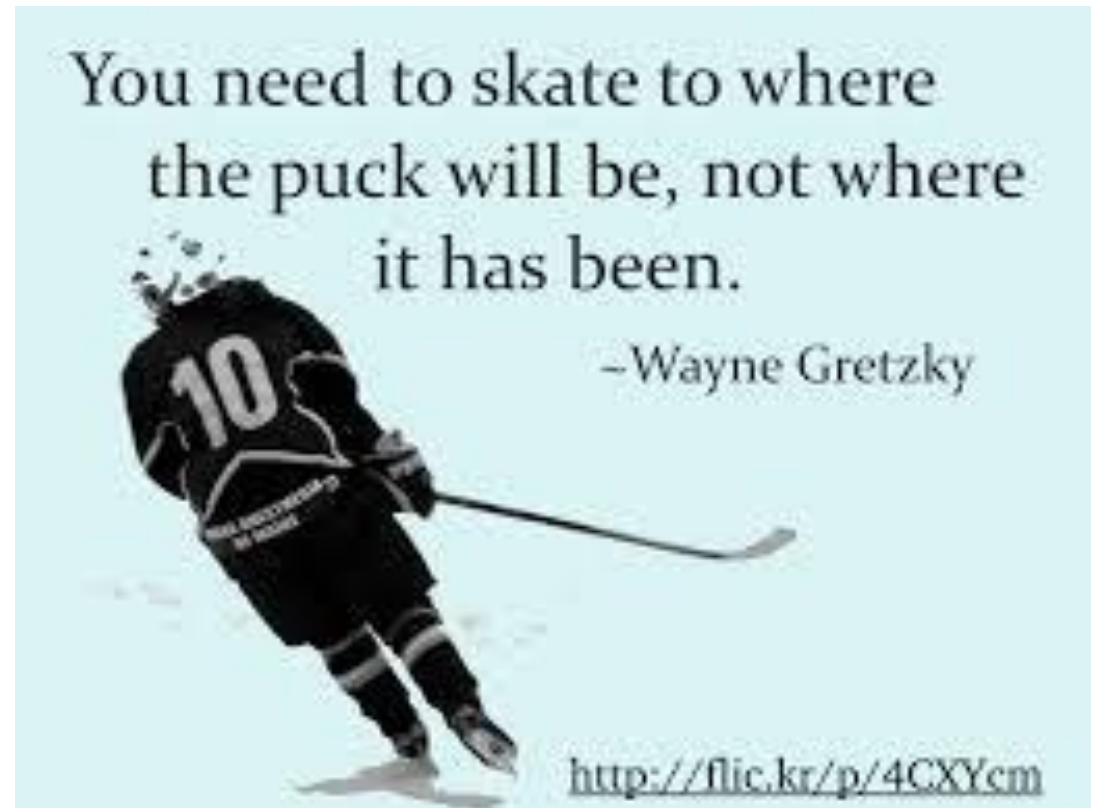


# The future is digital...



It's been said before, but it's worth repeating:

- Consumers expect to engage digitally
- Digital is increasingly mobile
- Consumer expectations are shaped by Amazon, Apple, Facebook etc not you

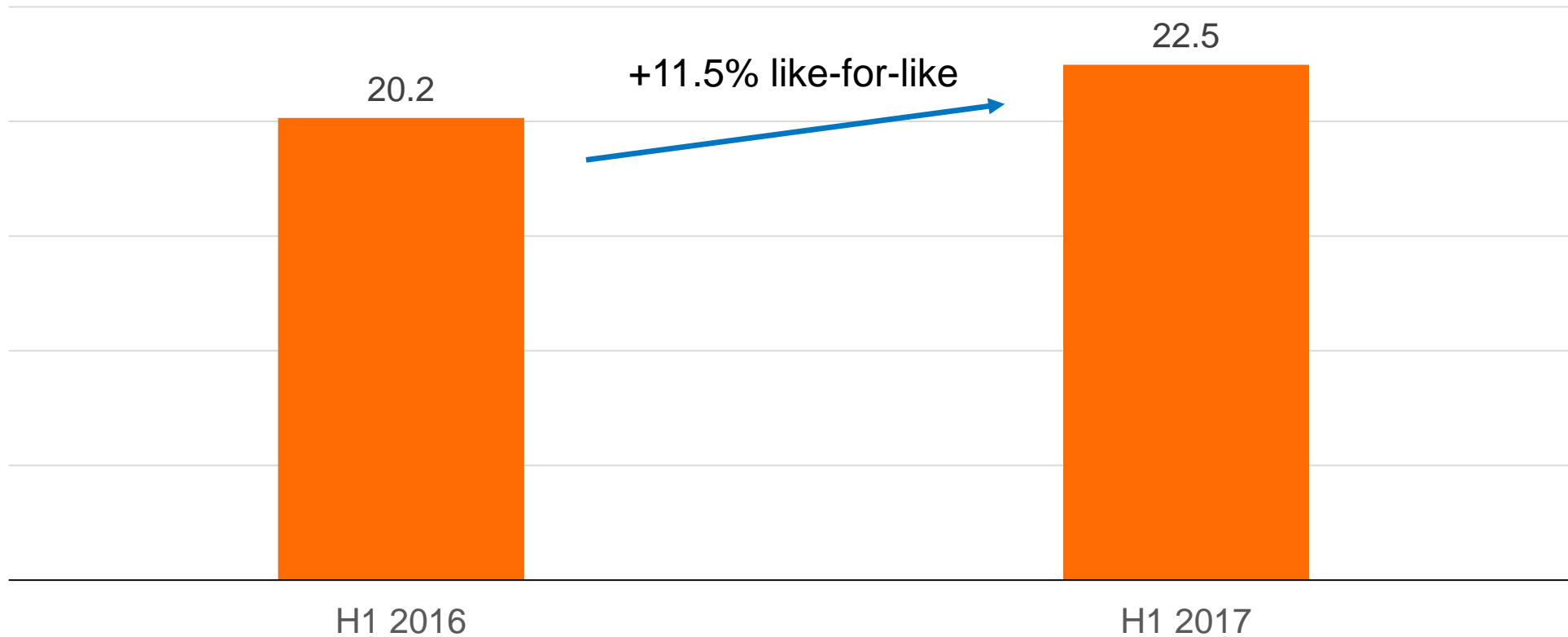


# Growth of online advertising



**adex**  
Benchmark 2017

Online advertising spend in Europe (€bn)\*



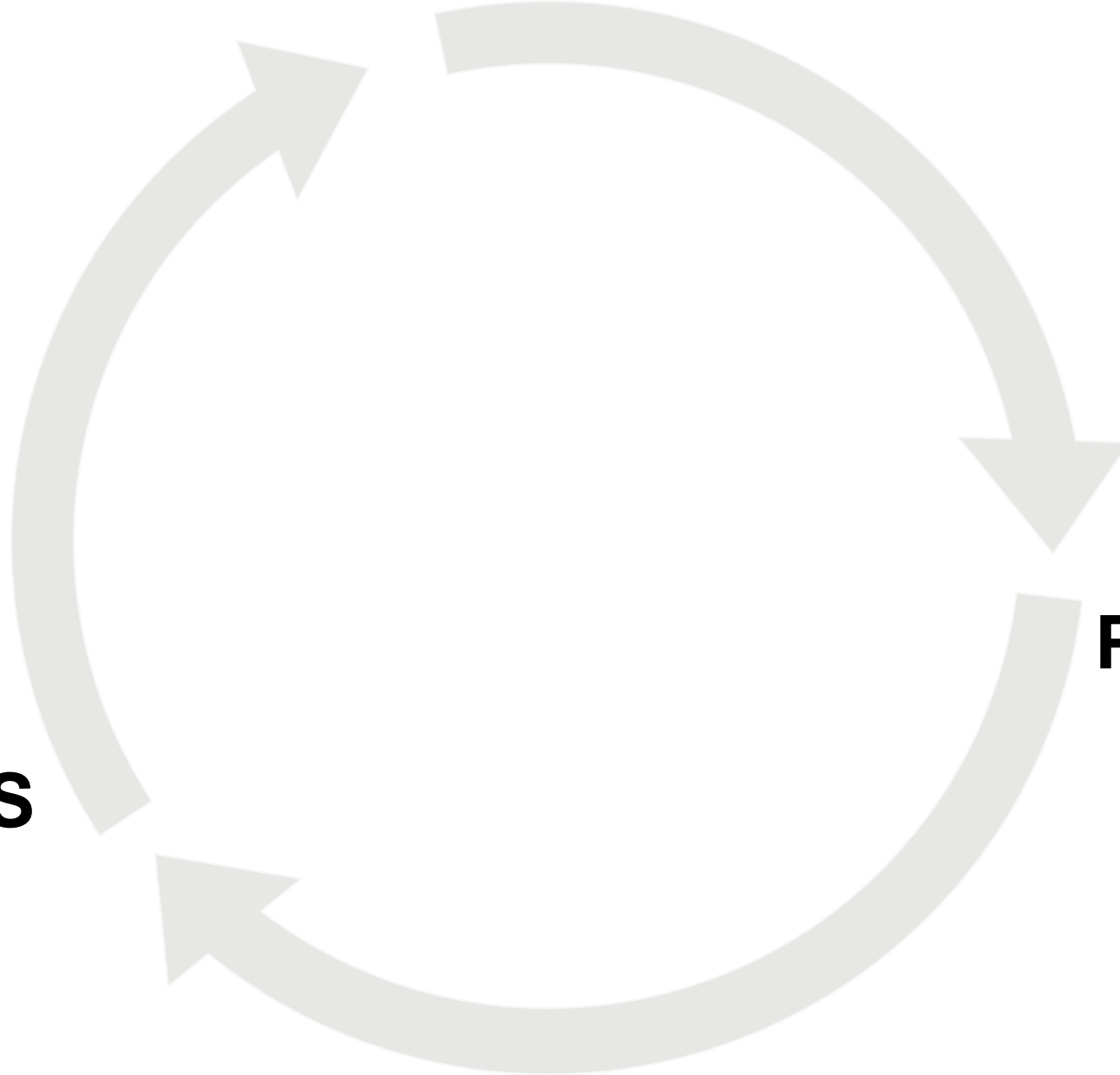
**iab** europe

Source: AdEx Benchmark H1 2017 report

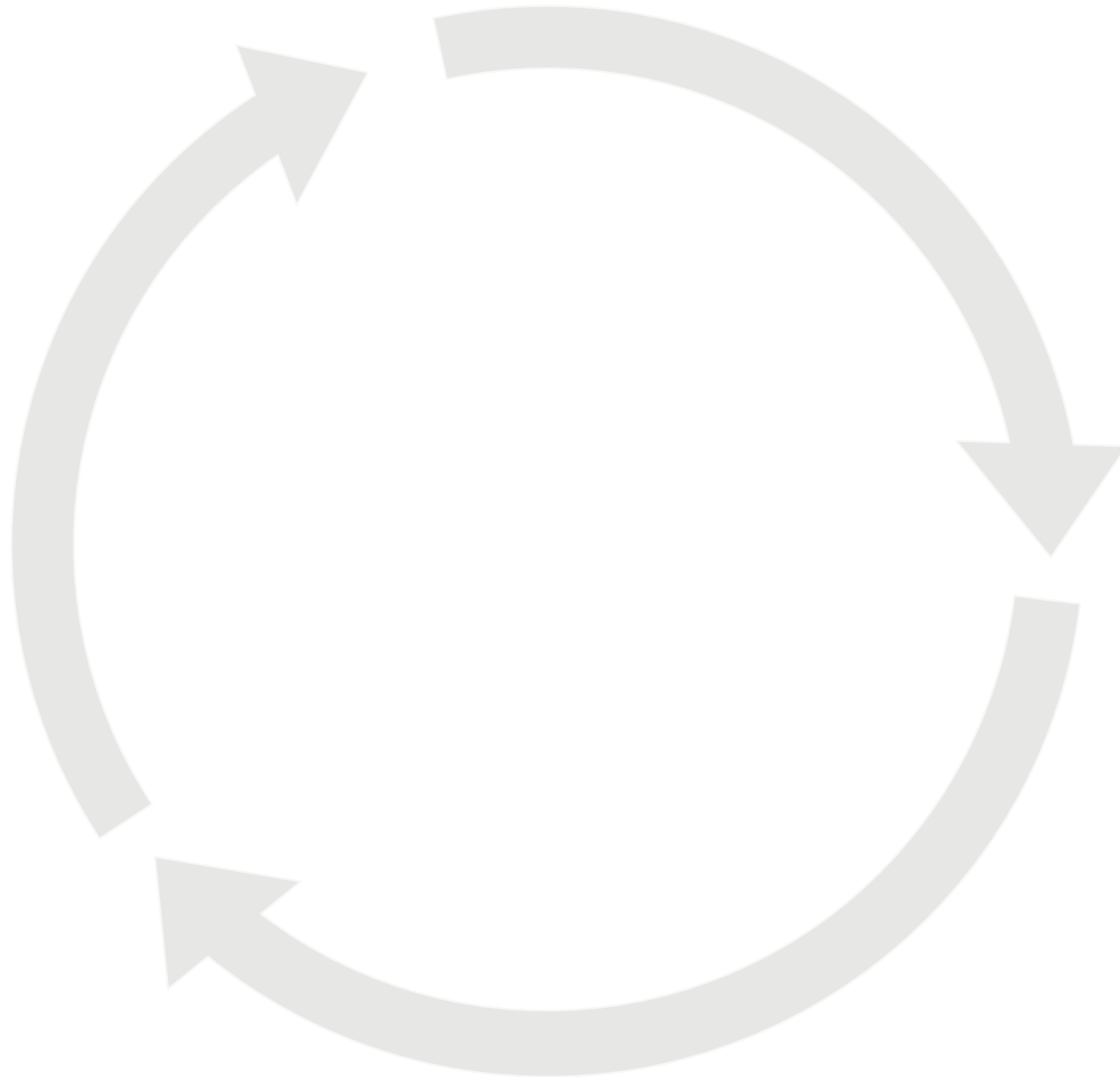
**ADVERTISERS**

**PUBLISHERS**

**CONSUMERS**



CONSUMERS





# Consumers



## Digital Natives



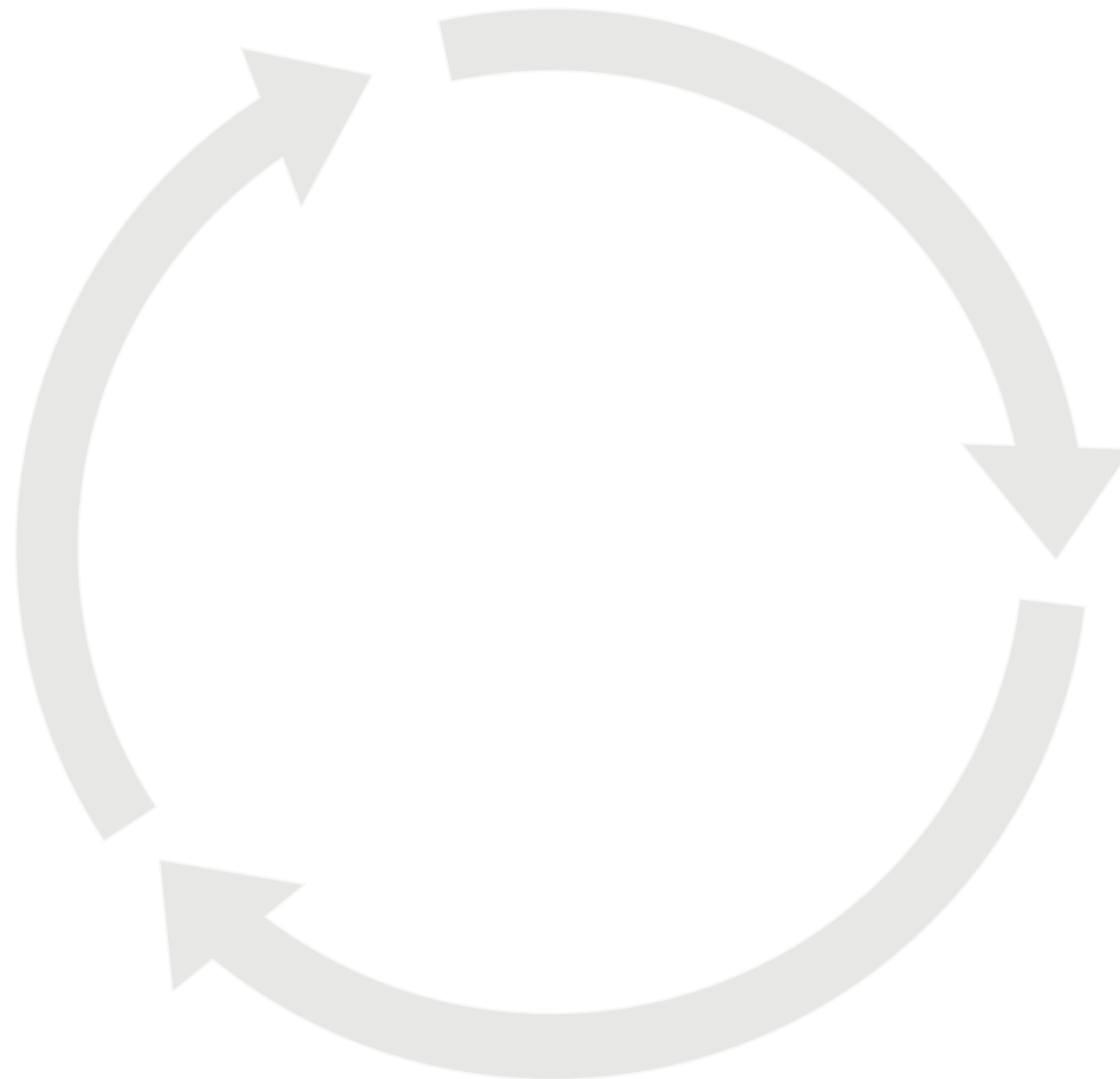
# Consumers



Expect more of  
brands

Value the  
experience over  
the product





**PUBLISHERS**



# Publishers

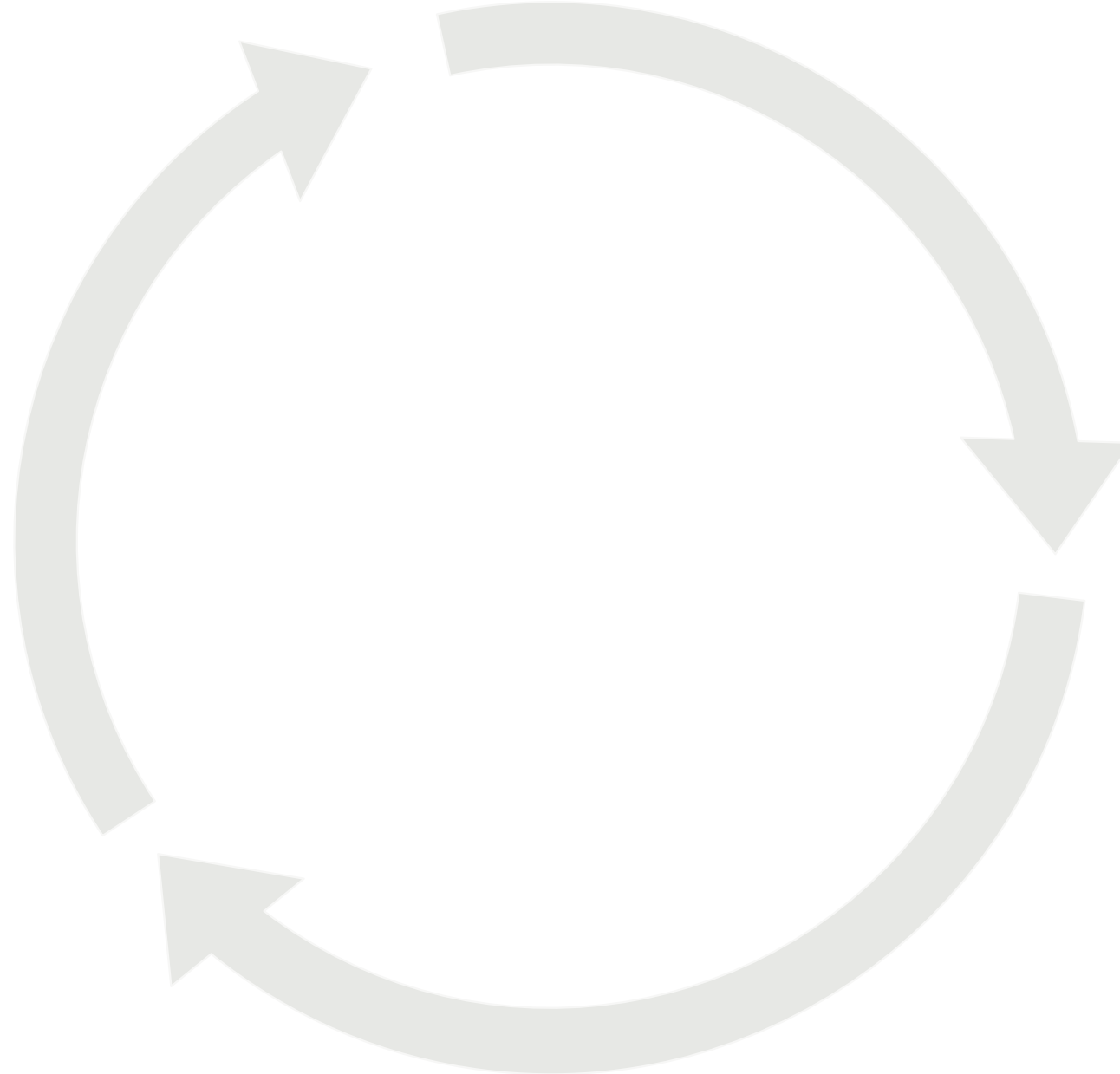


How do you  
change an aircraft  
engine...

...at 30,000ft?



# ADVERTISERS



# Advertisers



Fascinated by the  
new-new thing...

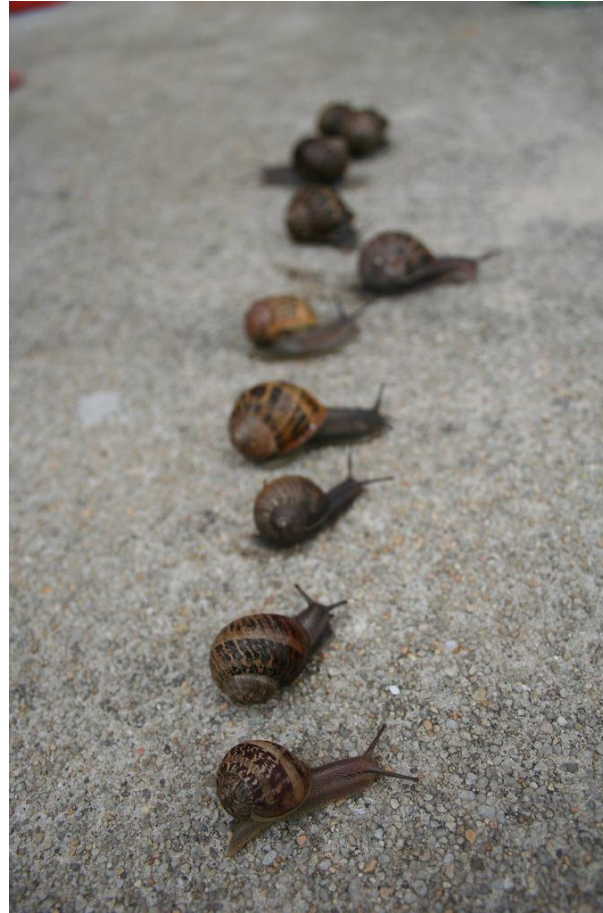




# Advertisers



Yet slow to really  
change...



# Where the puck is going...



These changes have created the opportunity and the need for programmatic advertising:

- Consumers want to engage in different ways and reject untargeted, irrelevant communication
- Publishers need to find a way to better value and monetise their relationship with the audience and take back control
- Marketers need to scale across channels, removing complexity and moving at speed
- Agencies need a better operating model to be able to broker “win-win” relationships between Marketers and Publishers to engage the consumer

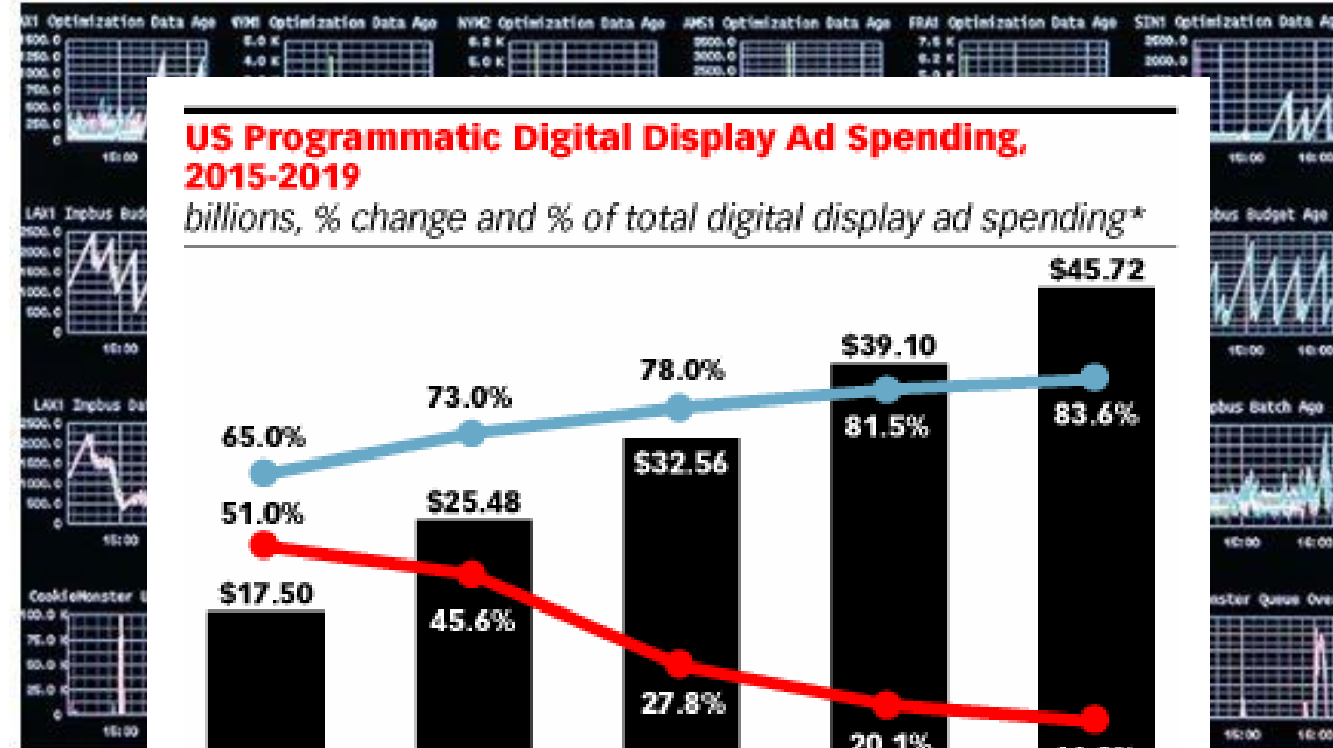


# The rise and rise of programmatic





# Programmatic for Dummies



■ Programmatic digital display ad spending  
■ % change    ■ % of total digital display ad spending\*

*Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; \*includes banners, rich media, sponsorship, video and other*

Source: eMarketer, Oct 2017

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www.eMarketer.com

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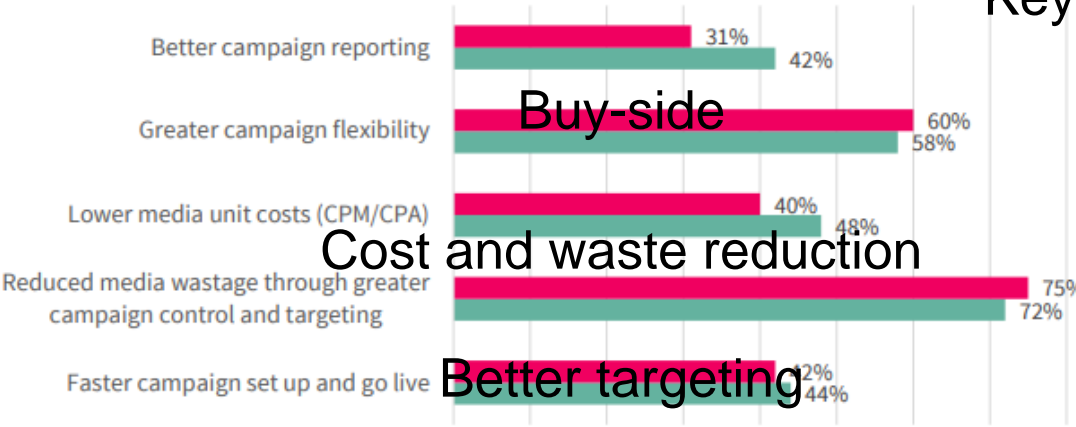
that mean? • In the spirit of the For Dummies book series, we present a primer for the ad exec who's not sure whether programmatic is real, coming soon or requires a

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# Efficiency benefits have driven strong adoption



Key business impacts of programmatic investment cited by agencies



Buy-side

Cost and waste reduction

Better targeting

## Key business impacts

Key business impacts of programmatic investment cited by publishers

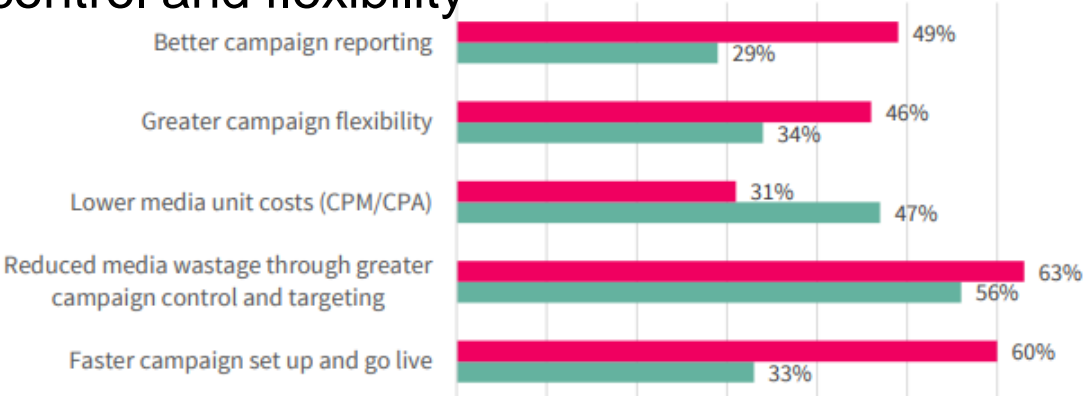


Publishers

Increased revenues

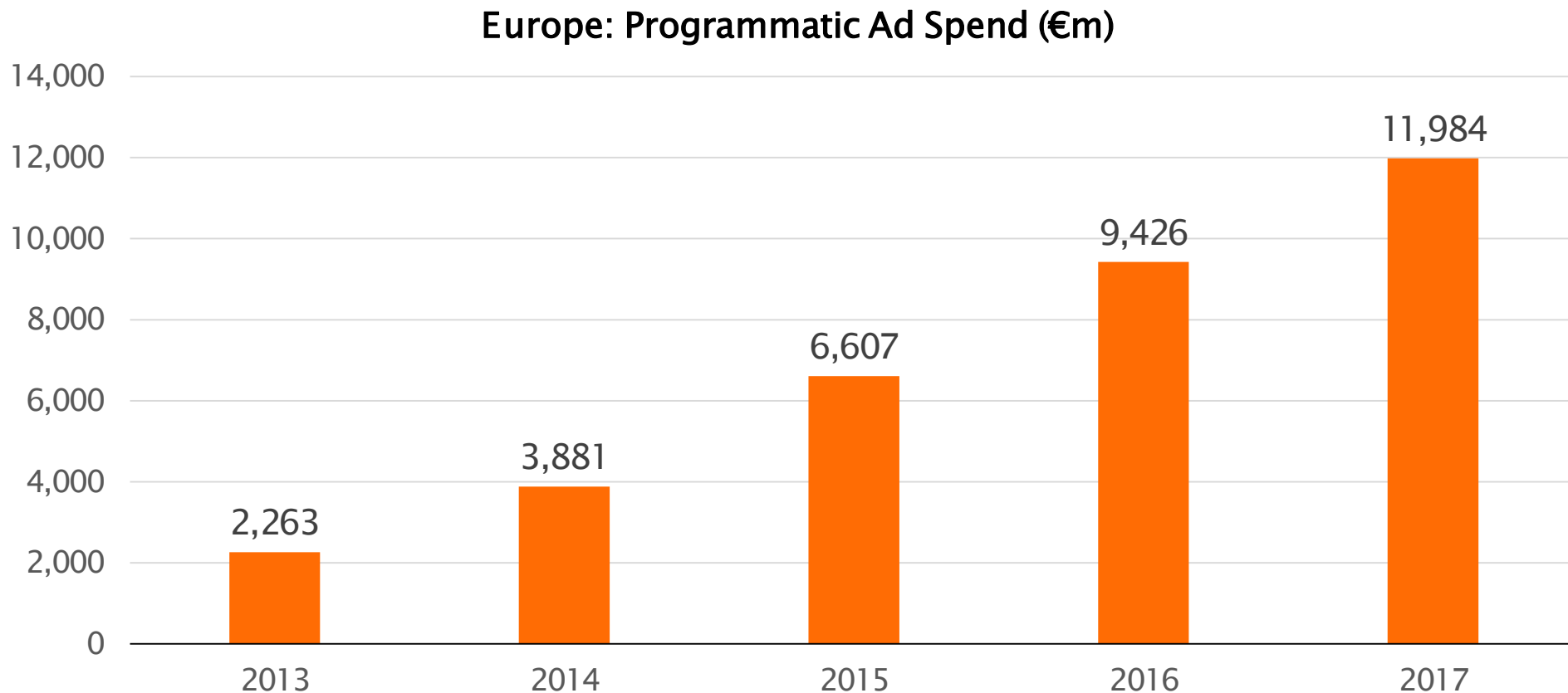
Trading efficiencies

Key business impacts of programmatic investment cited by advertisers



Increased campaign control and flexibility

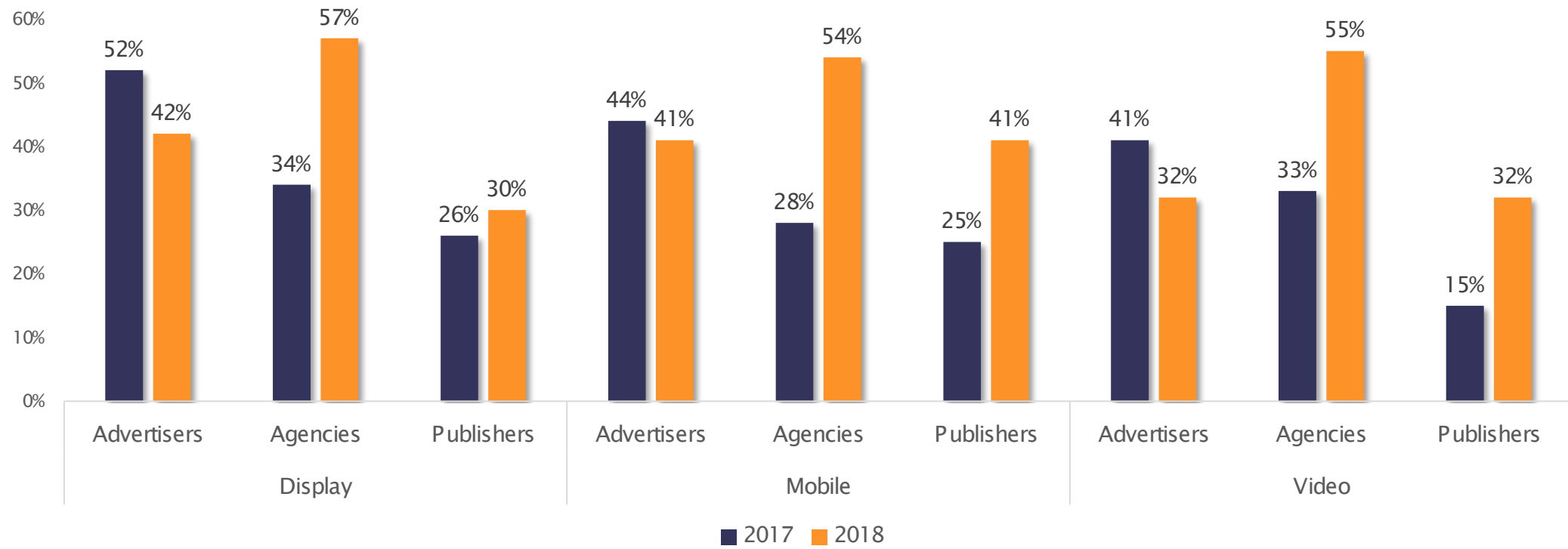
# European Programmatic Advertising is a €12bn market



# Programmatic is mainstream



*Percentage of stakeholders that use programmatic to buy / sell more than 41% of their display, mobile video inventory*





# What it is and how it works





# More about the IPA Course



**At the end of the course delegates will be able to:**

- Understand key market drivers for programmatic advertising
- Define programmatic advertising in the context of their business and market
- Understand and correctly use key programmatic terms (DSP, DMP, SSP etc)
- Identify some of the major programmatic providers and correctly position them within the industry 'ecosystem'
- Understand the various programmatic models that exist for their business
- Show awareness of current industry trends including future challenges and opportunities
- Explain to colleagues and stakeholders why (or why not) programmatic advertising is important to their business in the year ahead

More info: <https://www.iabeurope.eu/education/course-catalogue/introduction-to-programmatic-advertising-course/>



Have you got questions?



# Q&A



# Contact information

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interactive  
advertising  
bureau