



STRATEGIES FOR THE DIGITAL MEDIA BUYING FRONTIER



Strategies for the Digital Media Buying Frontier

Our expert contributors



JESSIE DE LUCA
SVP, Strategy
Hudson MX



CATALINA BENGZON
Strategic Technology Advisory,
Digital Activation Lead
Hudson MX



CAMERON BURGESS
Technical Program Manager,
Team Lead
Hudson MX



What you'll learn

- How to streamline your tech stack to execute more efficient and innovation-friendly digital media buying strategies.
- How to integrate and employ new, up-to-date technologies, metrics, and strategies as they arrive on the market.
- How to quickly execute and measure across digital workflows seamlessly, utilizing any data source or buying platform you want—without manual work.

Key audiences

- Chief Marketing Officers, Chief Investment Officers, and programmatic or digital media buying leaders, and teams.

This blueprint is relevant for you if:

- Media platforms at your disposal feel burdensome compared to the buying platforms and digital spaces you use daily.
- Your team has invested in several data sets and measurement tools, but could be leveraging them more comprehensively if processes were less manual and allowed for more automation.
- Adopting new strategies, technologies and mediums can be a strain on resources and blocked by the tools at your disposal.
- Your clients or teams are looking for ways to prepare for anticipated regulatory and technology-driven shifts in the digital media buying landscape.

Tech requirements

- Flexible, open APIs
- Cloud-first infrastructure
- Configurable, easy low-code/no-code interface

Cutting through the noise.

The world of digital media buying is constantly evolving, with even more options to get in front of consumers emerging each day. As the industry innovates to keep pace with market and technological shifts, buying teams also have more data and tools at their disposal than ever before. Digital advertising—driven largely by the continued digitalization of more traditional ad mediums—accounts for over half of global ad spend and growth, with an estimated spend of \$409.9 billion for 2022, a nearly 15% increase over the previous year. Also on the rise: the number of digital marketing vendors to choose from—which grew an astounding 520% in the last nine years according to a recent Association for National Advertisers (ANA) report.

While it's true that infinite innovation poses new opportunities for advertisers at every turn, this does not come without challenge. Sure, advertisers have thousands of tools and data sources at their disposal, but leveraging and integrating them can be easier said than done. And, yes, media buyers can now infuse new approaches—like Google's new digital OOH format, for example—to their ad mixes, but for every new strategy, data point, or tool available to advertisers, there are myriad setup, ramp up, and other tasks to get data from one point to another standing between adoption and tangible results. Once you layer in regulatory shifts like cookie deprecation, new ad types, and constantly evolving technology, digital media buying teams are finding they need to activate and ramp up new strategies more quickly than ever before.

The good news is that, according to the same above-referenced ANA report, the industry stands to gain at least \$10 billion by simplifying the complex matrix of marketing

tech and data, better streamlining and activating tools and data, and improving ROI-tracking capabilities. Still, making good on such investments and opportunities has to start with “cutting through the noise,”—integrating all of the components of a digital media buying strategy within a modern, configurable technology infrastructure built to grow along with the media landscape.

That is why we've created this guide—to help you explore practical steps that your digital media buying organization can start taking immediately to begin their march toward streamlining digital tech tools and data, ramping up new strategies, and making digital buying more efficient and less costly.

In this guide

Section 1

| | |
|--|---|
| Under the hood: Foundation first | 3 |
| • Streamline and integrate your tech stack for greater flexibility and efficiency. | 3 |
| • Ensure client and campaign data infrastructure supports shifting strategies with speed, ease and accountability. | 4 |

Section 2

| | |
|--|---|
| Try, implement, and track new strategies with ease. | 4 |
| • Streamline and integrate your tech stack for greater flexibility and efficiency. | 5 |
| • Simplify buying across your digital ad mix, with single-view worksheets. | 6 |
| • Introduce new cost methods or measurement sources for new buying methods and better performance. | 6 |
| • Unlock next-level reporting to track, measure, and forecast your campaigns. | 7 |

Conclusion

| | |
|--|---|
| An eye on the digital advertising frontier | 8 |
|--|---|

Section 1

"Integrating all of your tools, platforms, and data into a central, modern technology infrastructure makes it easy to set up campaigns, add new tools, onboard partners—or even implement new workflows or buying strategies."

Under the hood: Foundation first

For many agencies and brands, the process of aggregating all of the steps and components necessary for digital media buying today is unfortunately wrought with a slew of manual workarounds. This starts with the planning stage, or pre-buy, where visibility of supplier costs needs to be matched up against goals and budgets. When it comes time for actualization, billing, and paying, invoice and DSP data can become a beast to consolidate.

There are opportunities to save time—and money—at literally every turn, regardless of which platforms and data buyers want to use. This begins with integrating your media buying tech stack and future-proofing your data taxonomy.

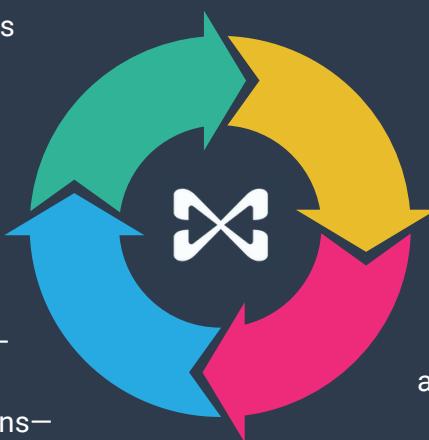
Streamline and integrate your tech stack for greater flexibility and efficiency.

Integrating all of your tools, platforms, and data into a central, modern technology infrastructure makes it easy to set up campaigns, add new tools, onboard partners—or even implement new workflows or buying strategies. It will also facilitate the complex integration of any type of data without rekeying or manually uploading across buying, reconciling, and reporting points in the workflow. The best part: with the right enterprise media platform, you can continue to spend time working in the tools you want to use, without worrying about manually translating data across screens or parts of the workflow.

Streamline and automate workflows with a modern tech foundation

Eliminate unnecessary manual data entry for a slew of typically tedious tasks, from ingesting vendor costs and performance data to uploading and updating budgets and goals directly within a single pre-buy worksheet.

Automate repetitive calculations—including billable cost fields and customized margin calculations—to view and utilize integrated data.



Enable the two-way push & pull of campaign data. Initiate and edit campaigns wherever you prefer, and see changes made in one location reflected across platforms.

Automate tedious, low impact workflows. Achieve automated actualization of DSP or bulk invoice data, using auto-actualization to calculate new costs.

"Now—more than ever—data integrity and the ability to surface it across the workflow are essential to planning, executing, and measuring an effective and efficient digital buying strategy."

Ensure client and campaign data infrastructure supports shifting strategies with speed, ease and accountability.

Now—more than ever—data integrity and the ability to surface it across the workflow are essential to planning, executing, and measuring an effective and efficient digital buying strategy. In practical terms, this is achieved through a standardized, custom taxonomy—a common language that ties data together across all steps of a digital marketing workflow.

A sophisticated taxonomy foundation is what allows digital teams to plan, order, bill, and pay with accuracy and ease. This functionality also makes it much easier to quickly and effectively pivot or change strategy, enabling teams to create more fluid and flexible campaigns.

| Line Name (?) | Buyline Status | Sub-Media Type (?) | Vendor (?) | Additional Unit Dimensions | Ad Serving Format | Targeting Strategy | Audience Targeting | Date Provider | KPI | Package |
|---------------|----------------|--------------------|-------------------|----------------------------|-------------------|------------------------|--------------------|---------------|--------------|---------|
| Line 1 | Planning | Display | DigitalDirectTest | 1x1 | Site Served | contextual | 4029-54 | Multiple | Site Traffic | Package |
| Line 5 | Planning | Display | DigitalDirectTest | 1x1 | Site Served | contextual-day-parting | 4029-54 | Multiple | Site Traffic | Package |
| Line 2 | Planning | Display | DigitalDirectTest | 1x1 | Site Served | contextual-demographic | 4029-25 | Multiple | Site Traffic | Package |
| Line 4 | Planning | Display | DigitalDirectTest | 1x1 | Site Served | contextual-geographic | 4029-54 | Multiple | Site Traffic | Package |

Suppose, for instance, your planning team decides to start introducing more demographically-targeted ads to reduce the overall percentage of programmatic, cookie-dependent buys. Buyers can create targeting strategy taxonomy that will then be viewable categories across custom-configured worksheets in pre-buy and live-buy, translating each line into new, actionable, accessible, and clean data points across planning, buying, and reconciliation stages of a workflow.

| Targeting Strategy |
|------------------------|
| contextual |
| contextual |
| contextual-day-parting |
| contextual-demographic |
| contextual-geographic |

Section 2

Try, implement, and track new strategies with ease.

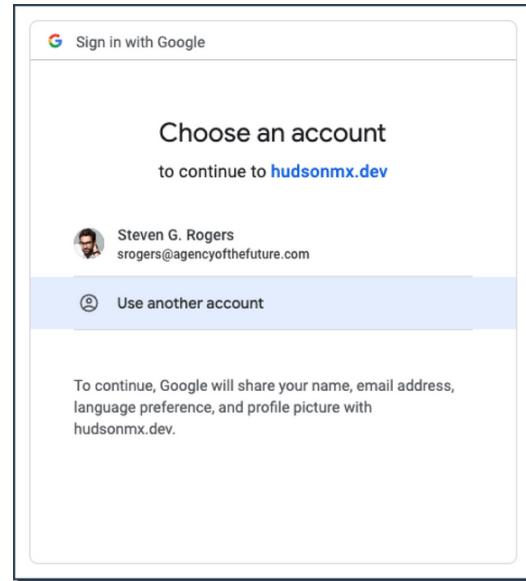
Every digital media buying team is looking for ways to improve performance. In such a quickly evolving space, being able to try new ad types, data partners, content sources or other strategies is extremely important. Once digital buying teams streamline their workflows, third-party apps, and data within a central enterprise media buying system, it becomes much easier to execute new and existing strategies with confidence.

"What might have previously required weeks of work, IT teams, special tokens, and weeks of emails can now be achieved in a matter of clicks."

Streamline and integrate your tech stack for greater flexibility and efficiency.

Let's turn now to some opportunities made possible once the right foundation is in place.

Adding a new component—such as a new type of ad platform or data provider—to your tech stack is an unavoidable part of maintaining a cutting-edge digital ad strategy. However, each new change can add unnecessary complexity and extra work to the buying workflow, often making opportunities to innovate more like a burden than an opportunity. But with the right foundation, this does not have to be the case.



For example, suppose that a media buying team needs to view all campaigns for a brand's advertising suppliers during live buy, including a new advertising platform that the team has just added to the mix. Via an ad server integration, what might have previously required weeks of work, IT teams, special tokens, and weeks of emails can now be achieved in a matter of clicks. Teams can pull in configurable and relevant data directly from the integrated platform—without the need to verify through a third-party verification partner.

| Share URL | Revoke | HDX ID | Platform | Agency Name(s) | Authorized By | Date Authorized | Status |
|---------------------------|--------|--------|-----------------------------|---------------------------|---------------|-----------------|------------------------|
| Share URL | | 143 | Google Display & Video 360 | SmokeTestAgency | | | Requires Authorization |
| Share URL | | 152 | Facebook Marketing Platform | SmokeTestAgency, Agency 1 | | | Pending |
| Share URL | | 173 | Fleathaking | SmokeTestAgency | | | Requires Authorization |
| Share URL | | 174 | Fleathaking | SmokeTestAgency | | | Requires Authorization |
| Share URL | | 175 | Facebook Marketing Platform | SmokeTestAgency | | | Requires Authorization |
| Share URL | | 211 | Google Ads | SmokeTestAgency | | | Pending |
| Share URL | | 176 | Google Display & Video 360 | SmokeTestAgency | | | Requires Authorization |
| Share URL | | 195 | Facebook Marketing Platform | SmokeTestAgency | | | Requires Authorization |

"Managing data and pulling actuals from multiple integrated sources allows buyers to save time, allows for optimal flexibility, and can be managed in one place and pull in actuals from multiple integrated sources to auto-actualize."

Simplify buying across your digital ad mix, with single-view worksheets.

A critical element of optimizing digital marketing strategies is managing and enabling auto-actualization of digital campaigns—without rekeying data across screens. This is cumbersome as a manual process, even if a team might be working with their typical data, buying platforms, or strategies. As media types become more converged, the ability to build a mix of digital buying strategies—including programmatic, digital, search, and social—from one worksheet view, and across multiple suppliers, becomes central to creating better efficiency for digital media buying teams across pre-buy campaigns and live buy. Managing data and pulling actuals from multiple integrated sources allows buyers to save time, allows for optimal flexibility, and can be managed in one place and pull in actuals from multiple integrated sources to auto-actualize.

The screenshot shows the MX Blueprints Worksheet interface. At the top, it displays a campaign summary: Campaign ID: 44823, Buyer: HMX Buyer, Campaign Name: AL-04222204-2204-0102-01c2-8BD49-N7L-HD-AMR-44823, Campaign Status: PLANNING, Budget: \$100,000.00, Flight start date... end date: 10/01/2022 - 12/31/2022, Media Type: Digital Direct, Distribution Period: Monthly, Agency: Smoke/JetCity. Below this, there's a toolbar with buttons for 'Worksheet', 'Advertiser', 'Campaign Audit Log', 'Send RFP', 'Send To LiveBuy', 'Save', and 'Print'. The main area is titled 'Worksheet' and shows a table of placements. The columns include Line Number, Order ID, Advertiser, Brand, Sub-Media Type, Placement Name, Placement Start, Placement End, Phases, API, Cost Method, Rate, Unit Type, and Phases. There are 12 rows of data, each representing a different placement entry.

Introduce new cost methods or measurement sources for new buying methods and better performance.

Once a new partner or vendor is integrated into the system, introducing other new components to a strategy, like how your team measures cost and performance, also becomes a much simpler process. While digital buying teams may be interested in unlocking new ways of buying and measuring campaign performance, this is often a cumbersome process that requires manual changes—and more risk of error—across multiple documents and platforms.

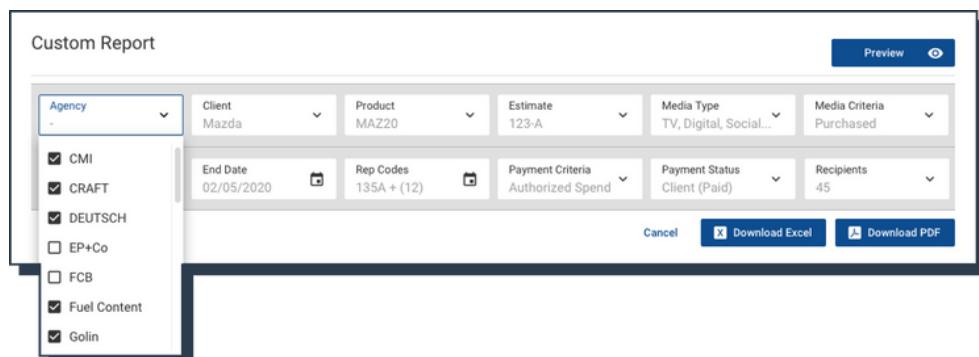
The screenshot shows two overlapping windows. The top window is titled 'Add Data Provider' and has a 'Name *' input field. The bottom window is titled 'Add Cost Method' and has 'Code *' (input), 'Name *' (input), and 'Calculation *' (input) fields. Both windows have 'CANCEL' and 'SUBMIT' buttons at the bottom right. The background shows parts of the MX Blueprints interface, including a 'Customer Engagement' section.

"Today's digital buying teams also must be able to forecast, view and track data seamlessly—without extensive workarounds like extra coding or free-form fields that lack structure and standardization."

However, setting up new cost methods and measurement sources can be accomplished in a matter of clicks, with your tech stack integrated across your enterprise media platform. For example, you may decide to try shifting measurement from cost per acquisition to a custom cost per video interaction calculation or you may want to add a new measurement partner for "viewable impressions" to pay off of, rather than having to execute this in a slew of manual steps, in just a few tabs, automated to translate in each step of a workflow.

Unlock next-level reporting to track, measure, and forecast your campaigns.

Whichever cost or measurement methods a team might decide to use, today's digital buying teams also must be able to forecast, view and track data seamlessly—with extensive workarounds like extra coding or free-form fields that lack structure and standardization.



A sophisticated data taxonomy, clean and mapped language across a single platform, and the ability to harness data across all media types and third parties enable the data integrity required for reliable and straightforward in-platform forecasting and visibility. So, as digital buying teams expand ad spend to include new strategies and mediums, they can also use custom reporting tools that import data directly within the MX Platform—forecasting new buying strategies that rely not only on programmatic methodology but on delivered data as well.

An eye on the digital advertising frontier

From Web3 to TikTok to the latest DSPs—brands expect digital advertisers to have a constant pulse on what's "next"—while also expecting their campaigns to get in front of the right audiences at the lowest possible cost. That is why it is especially critical for digital advertising teams to be able to not only build efficient and effective campaigns, but also activate new strategies and harness the right tools, data and tech in order to continually

deliver the best possible results. Creating a centralized, sophisticated tech infrastructure allows teams to streamline their workflows and leverage automation, integration, and a sophisticated data taxonomy to ultimately reduce time waste and errors, create more efficient campaigns, and stay on the cutting edge of what lays just ahead, on the digital advertising frontier.





ABOUT HUDSON MX

Hudson MX helps forward-thinking agencies unlock business value through technology. Founded in 2016 by industry veterans who envisioned a fundamentally different, more strategic role for technology in the modern media agency, Hudson MX pioneered the first-ever enterprise media platform , the MX Platform™ .

The MX Platform™ enables streamlined and effective omnichannel media activation at global scale, with the unparalleled ease, speed, flexibility, and connectivity afforded by a fully cloud-based, API-first SaaS solution. Initially proven in the local broadcast ecosystem, the solution now enables unified media buying and accounting workflows for all media types—across planning, buying, billing, paying, administration and reporting. A robust and rapidly expanding AgencyCloud™, a suite of flexible APIs and data exchange options, guarantees agencies can connect in meaningful ways with clients, sellers, and vendors and easily activate any data and tools necessary to drive their unique value initiatives.

MX BLUEPRINTS

Subscribe to MX Insights
at hudsonmx.com/subscribe



**Questions?
Contact us.**

www.hudsonmx.com
sales@hudsonmx.com

 @HudsonMXInc

 www.linkedin.com/company/hudson-mx/