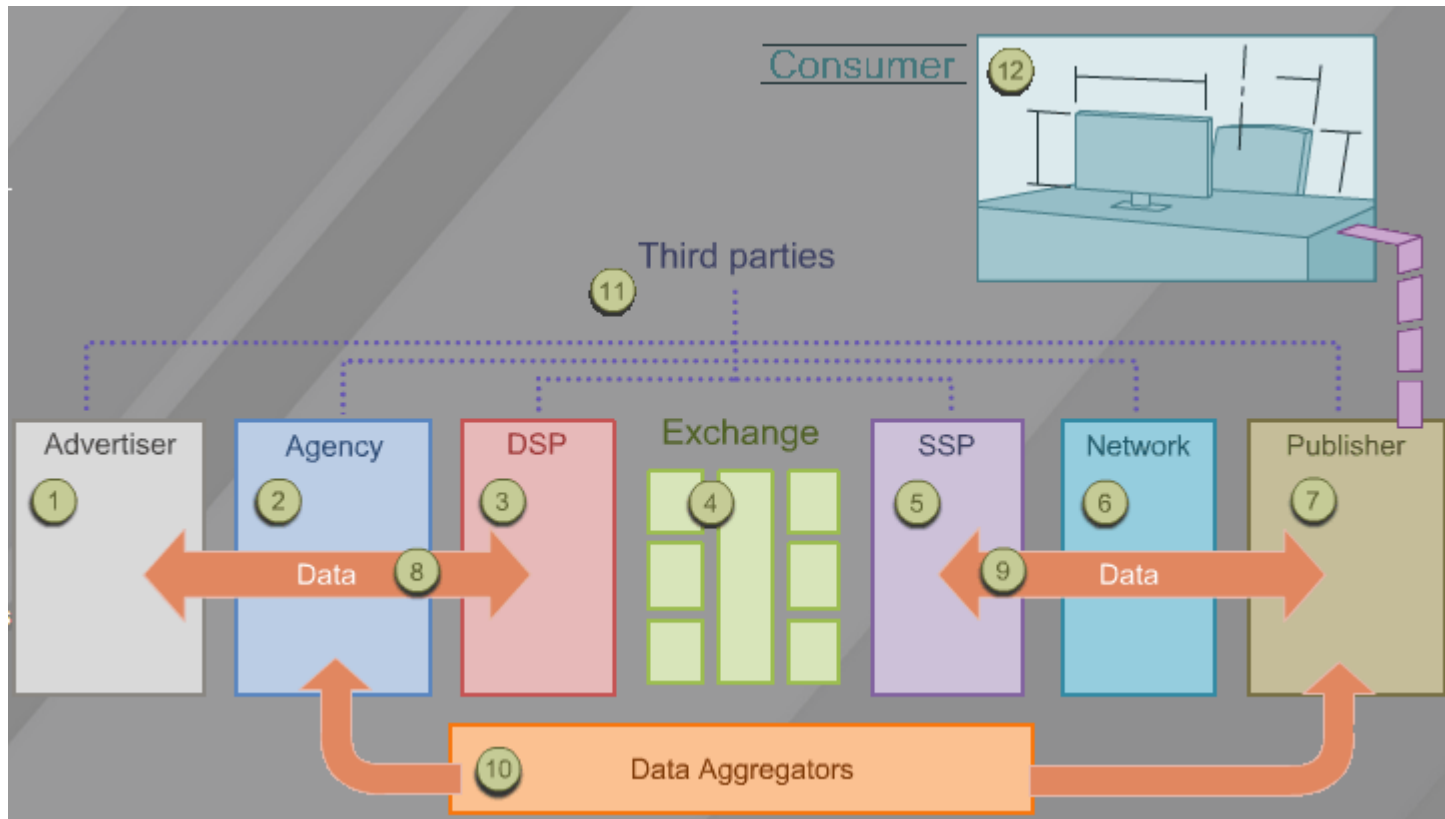# Advertising Ecosystem

In this session…

- Entities in advertising ecosystem

- The digital advertising value chain

- Advertisers / Brands

- Agency

- Mobile advertising ecosystem
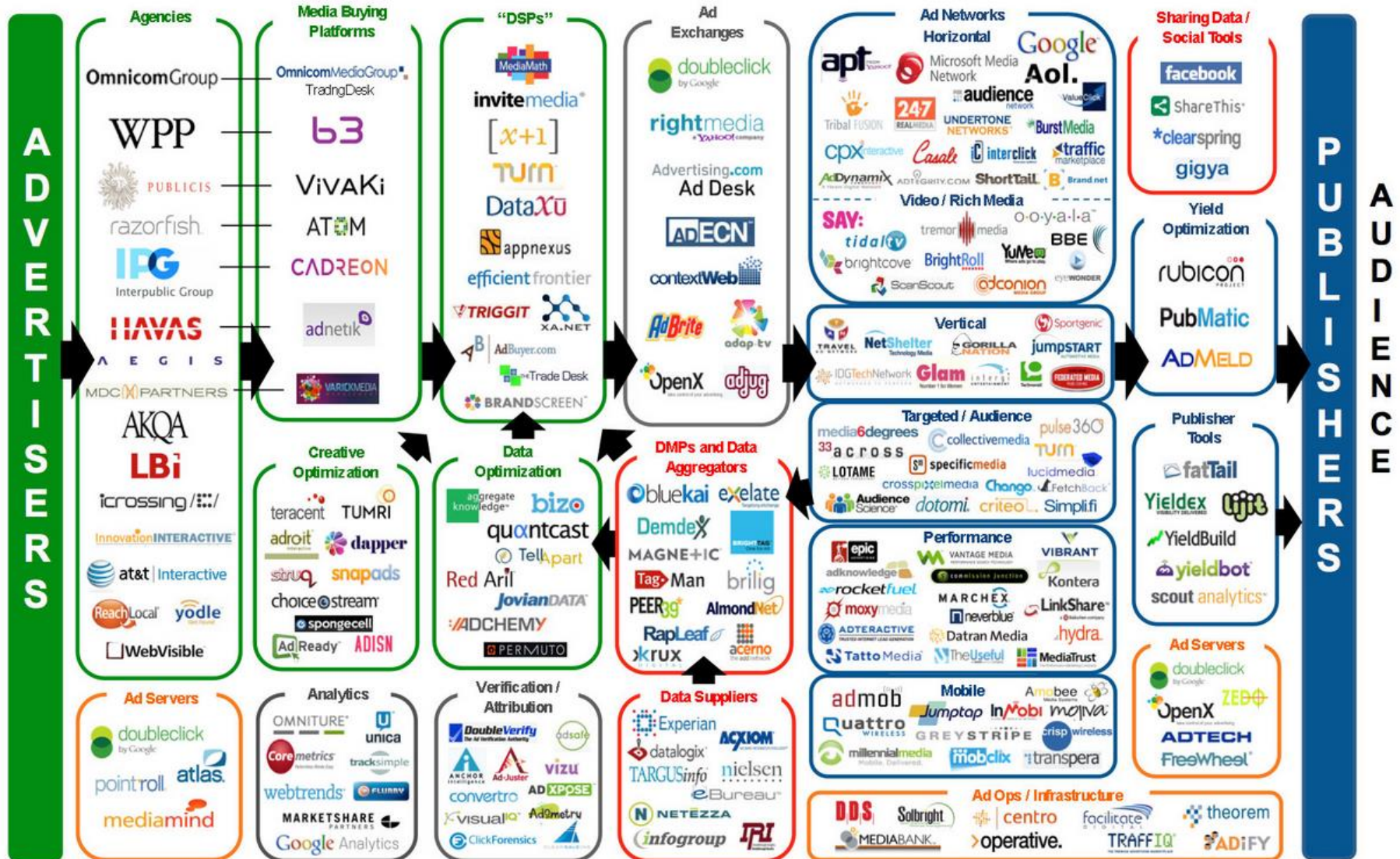
- Media Planning

- Campaign Management
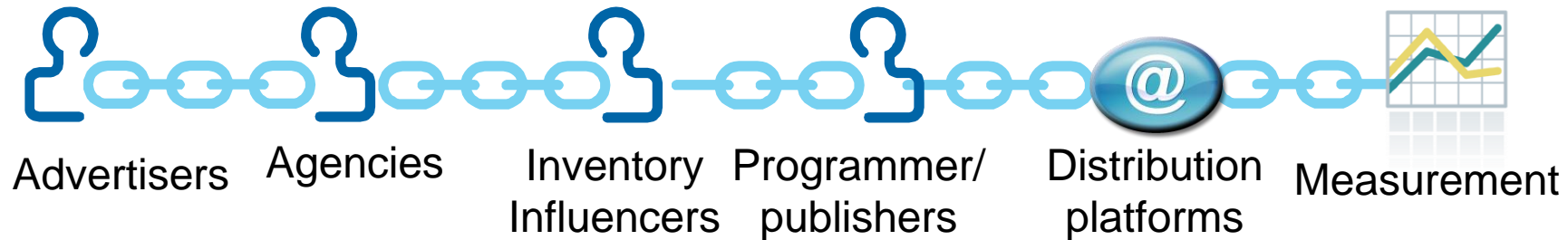
Advertising Ecosystem - Simplified

The digital environment that connects websites that live on the Internet together, and with people, is done with such precision that to map it out for people makes it looks like something bright, blinking and living, and straight out of a sci-fi movie.

Entities in Advertising Ecosystem

The digital advertising value chain

Advertisers Agencies Inventory Influencers Programmer/ publishers Distribution platforms Measurement

Expansion of advertising value chain

Advertisers | Agencies (creative/strategy) | Inventory Influencers | Programmer/ publishers | Distribution platforms | Measurement

Ad-vertisers | Agencies | Agency Support/ Buyers | Data Clearing-houses | Exchanges | Networks | Pub. Support | Prog./ Publishers
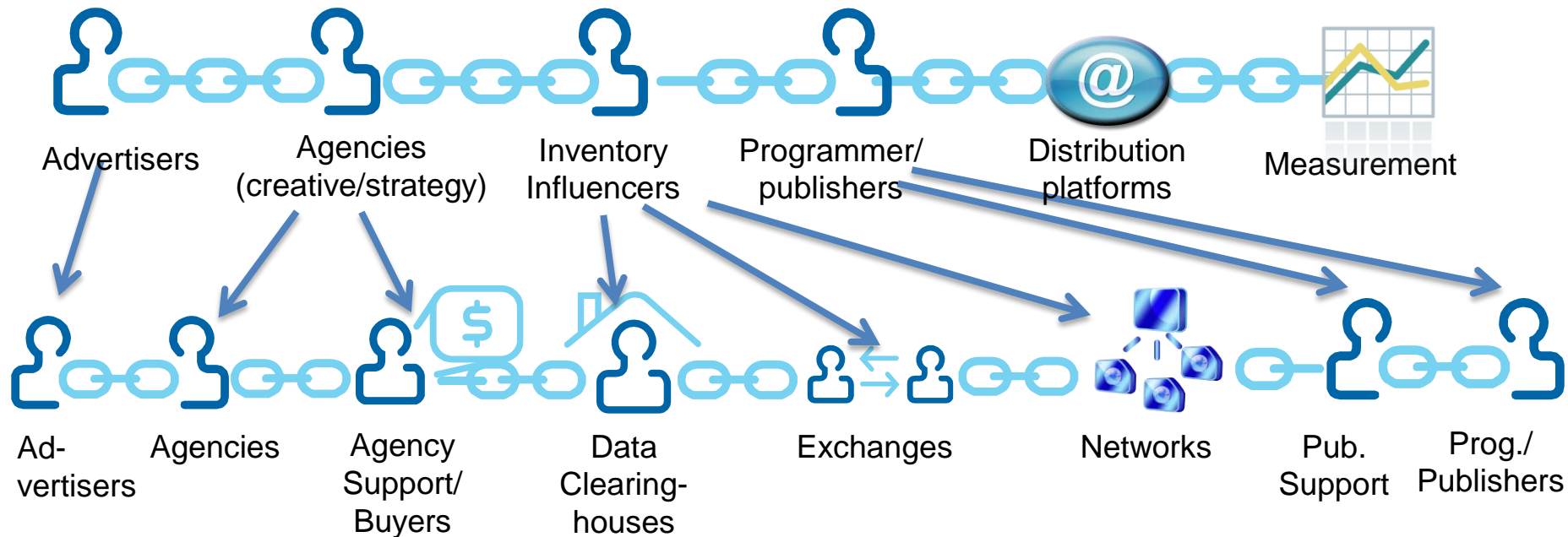
Representative players in value chain

Search Intent Driven Media

Advertiser	Agency	Agency Support / Buyer	Ad Networks	Publisher/ Content

- Advertisers
- Agencies (creative/strategy)
- Inventory Aggregators
- Programmer/ publishers
- Distribution platforms
- Measurement

Broad Scale Media

Advertiser	Agency	Agency Support / Buyer	Data Clearinghouses	Exchanges	Ad Networks	Publisher Support	Publisher/ Content
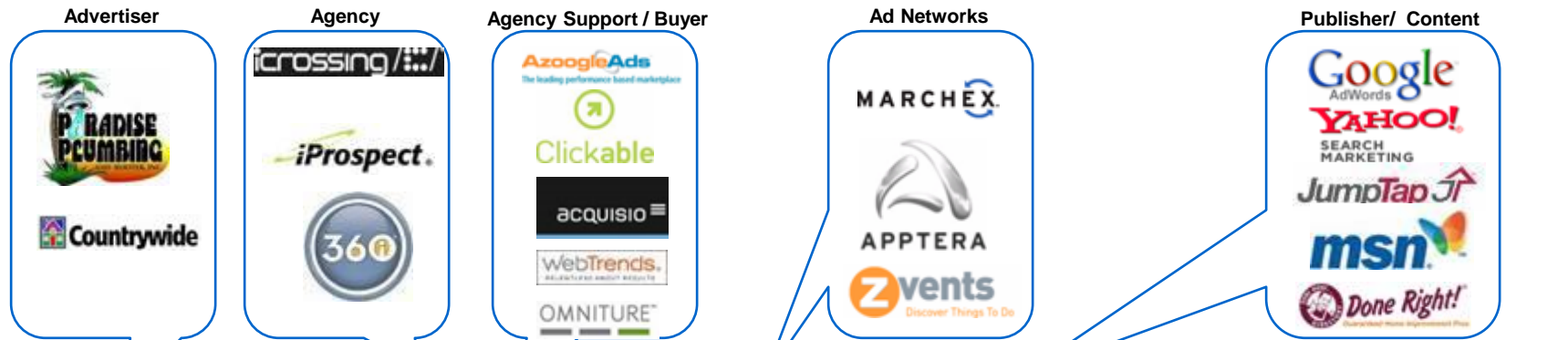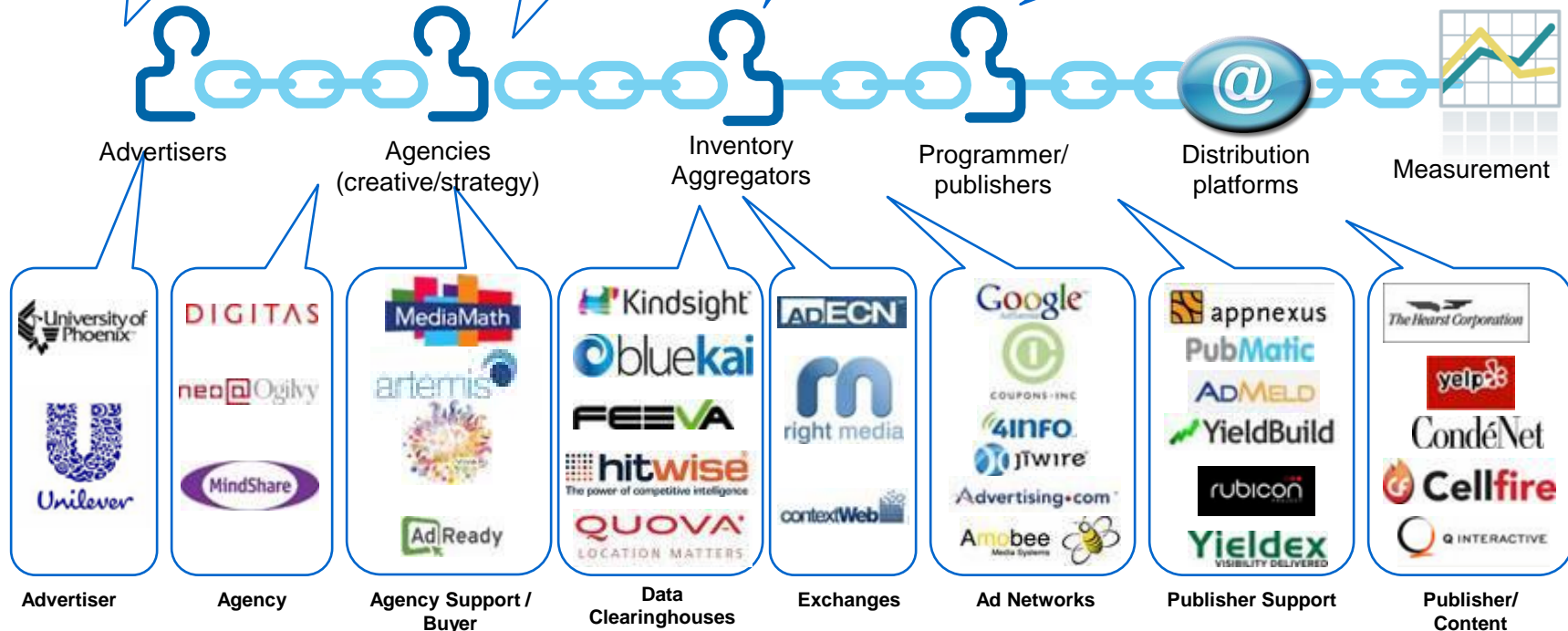
Media Planning

Media Planning
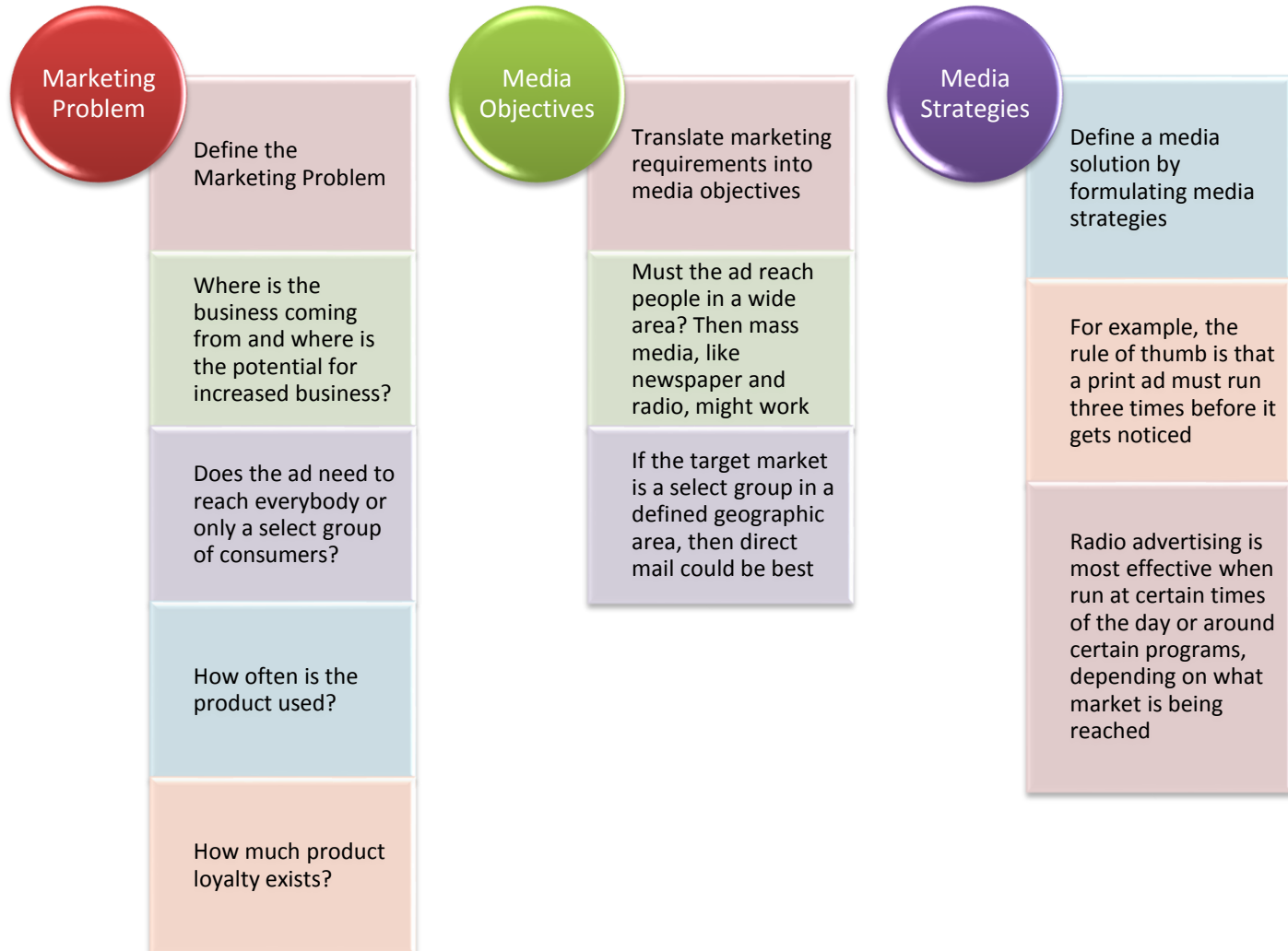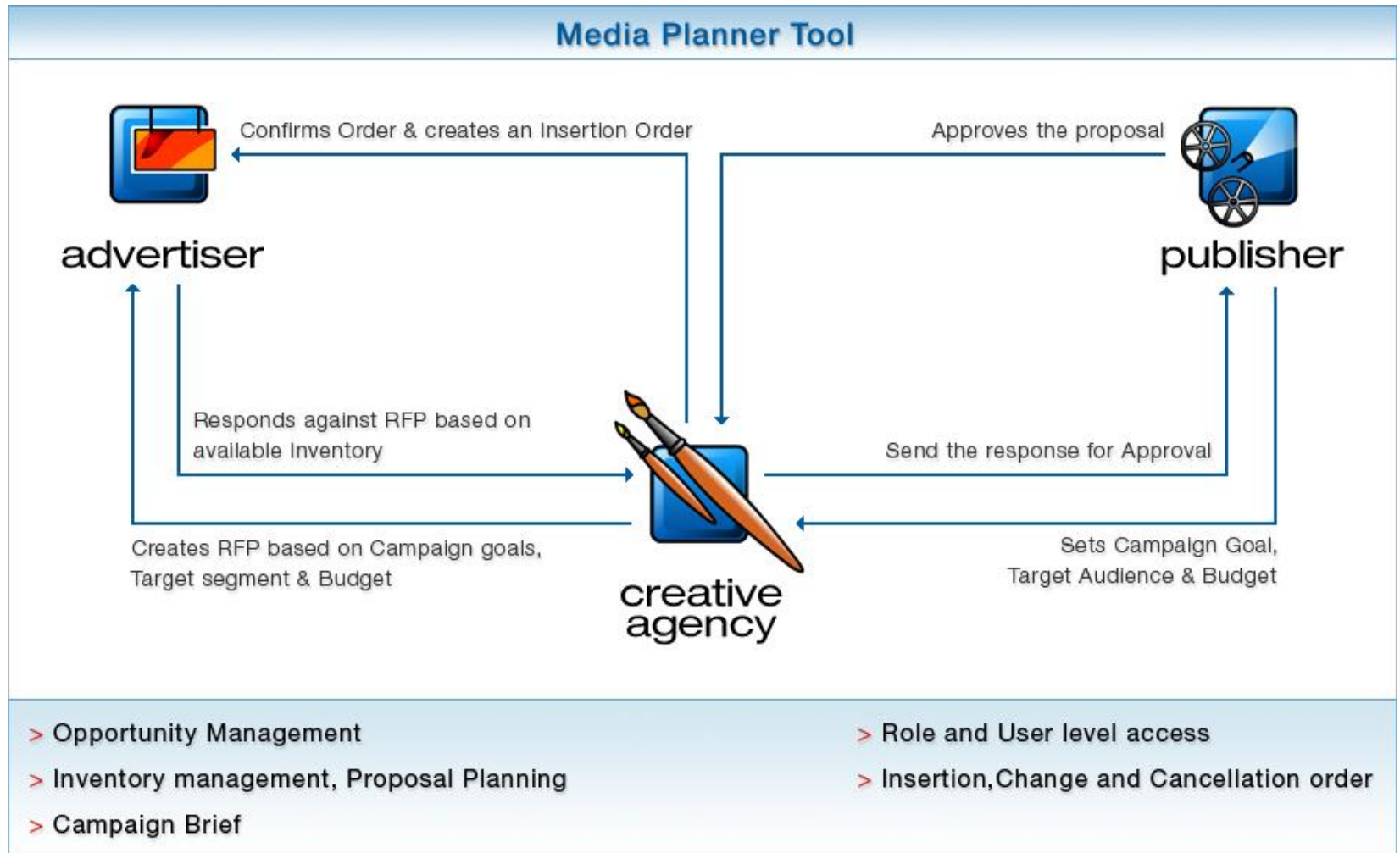
- Media planning is generally the task of media agency and entails finding media platforms for a client's brand or products.

- The job of media planning involves determining the best combination of media to achieve the marketing campaign objectives

- **In the process of planning the media planner needs to answer questions such as:**
    - How many of the audience can be reached through the various media?
    - On which media (and ad vehicles) should the ads be placed?
    - How frequent should the ads be placed?
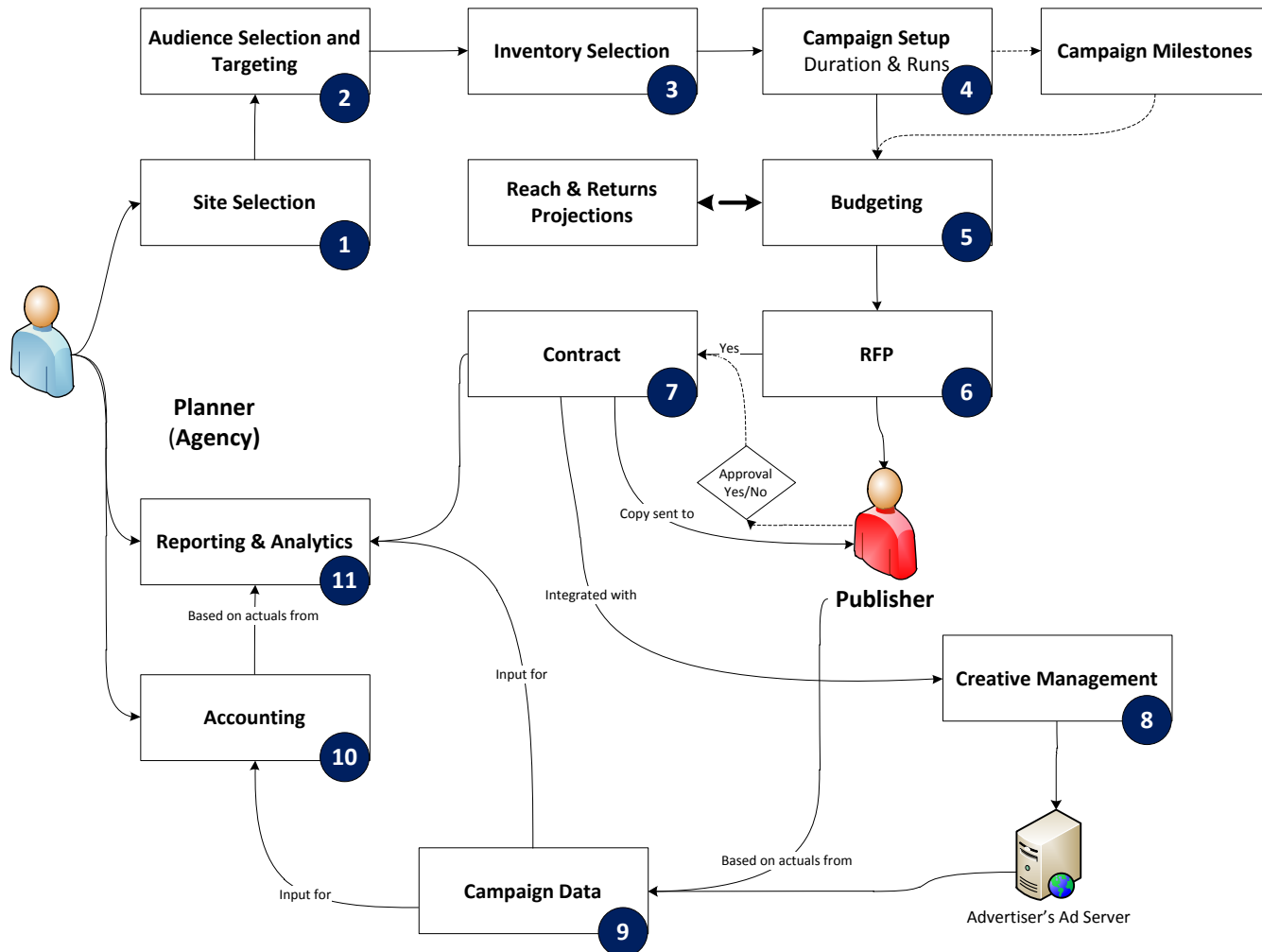   - How much money should be spent in each medium?

Components of a Media Plan

Marketing Problem

Define the Marketing Problem

Where is the business coming from and where is the potential for increased business?

Does the ad need to reach everybody or only a select group of consumers?

How often is the product used?

How much product loyalty exists?

Media Objectives

Translate marketing requirements into media objectives

Must the ad reach people in a wide area? Then mass media, like newspaper and radio, might work

If the target market is a select group in a defined geographic area, then direct mail could be best

Media Strategies

Define a media solution by formulating media strategies

For example, the rule of thumb is that a print ad must run three times before it gets noticed

Radio advertising is most effective when run at certain times of the day or around certain programs, depending on what market is being reached

Media Planning – Functional overview

Media Planner Tool

Confirms Order & creates an Insertion Order

Approves the proposal

advertiser

publisher

Responds against RFP based on available Inventory

Send the response for Approval

Creates RFP based on Campaign goals, Target segment & Budget

Sets Campaign Goal, Target Audience & Budget

creative agency

> Opportunity Management

> Role and User level access

> Inventory management, Proposal Planning

> Insertion,Change and Cancellation order

> Campaign Brief

Media planning workflow

Audience Selection and Targeting `2`

Inventory Selection `3`

Campaign Setup Duration & Runs `4`

Campaign Milestones

Site Selection `1`

Reach & Returns Projections

Budgeting `5`

Planner (Agency)

Contract `7`

Yes

RFP `6`

Approval Yes/No

Copy sent to

Publisher

Reporting & Analytics `11`

Integrated with

Based on actuals from

Creative Management `8`

Accounting `10`

Input for

Based on actuals from

Campaign Data `9`

Input for

Advertiser's Ad Server

12

Media planning workflow with RTB

Campaign Management

Campaign Management – High level

1

Select Media channel

View Media Plan

2

Create campaign

Campaign setup / update

View audience and reach

View available inventory

Set campaign target criteria and other parameters

3

Define Ad tech specifications

Creative status and validation

Execute Campaign

Campaign Data Workflow

Account

- The highest level in the hierarchy. An account is typically an advertising agency, but it can also be a direct advertiser

Advertiser

- The name of the advertisers an advertising agency account is holding or the name of the direct advertiser

IO

- The contractual document from the advertiser which provides the campaign details such as budgets and flight dates

Package

- A group of line items. The layer of a campaign which groups together line items relating to a targeting tactic

Line Item (LI)

- LIs contain all the details about the deployment such as bids, frequency caps, ads, beacons, and goals

Ad

- The specific ads to run in the campaign. This consists of the ad creative, click-through URL, and other related information

Ad Creative

- The artwork for the ad pricing types

Campaign Management – Advertiser Data

- Advertiser Meta Data – Static data that is unique to the advertiser (i.e., advertiser name, Sales Representative contact name, etc.)

- Advertiser Performance Data - Data and metrics regarding the campaign(s) running under the advertiser (i.e., number of impressions, clicks, etc.)

- Advertiser Accounting Data - Data and metrics that are specific to business accounting processes (i.e., billing, inventory cost, etc.) between the advertiser campaigns, your organization, and any third-party organization(s)

- Advertiser Engagement Data - Data and metrics that are unique to video-based campaigns

Campaign Management – IO Line Items

- Performance & Delivery

- Flight State

- Status

- Currency

- Targeting controls like -
  - Age, Gender, Browsers, URLs, Clickthrough URLs, Daypart, Pricing Terms, Frequency cap, Inventory types, Language, Geography, Sections

Campaign Management – Beacon / Floodlight Tags

- Beacon or Floodlight (as known for DoubleClick) is a feature that allows advertisers to capture and report on the actions of users who visit their website after viewing or clicking on one of the advertiser's ads.

- For the implementation of Floodlight, Floodlight tags must be placed on the advertiser's webpages.

- Advertisers use Floodlight to determine the effectiveness of their online campaigns in terms of both sales and user activity on their sites

- You can determine the monetary value of purchases that were a direct result of your campaign, or discover how many users purchased a product or completed an online form.

- The information recorded by the Floodlight tag depends on its configuration and its location on the advertiser's site.

- Using dynamic tags, advertisers can also include their own tracking tags, tracking tags from a publisher, or any other code that they want to serve in conjunction with the Floodlight conversion-tracking tag.

Campaign Targeting

- Audience Targeting - enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes.

- Contextual Targeting - Show ads on sites related to your content/keywords. Contextual Targeting delivers relevant messages to users based on the type of content they consume. You can connect with interested consumers at the exact moment they're actively engaged in highly relevant content.

- Placement Targeting - Show ads on specific websites that you choose. Lets you put your message on exactly those sites – and on videos, RSS feeds, and mobile sites, too. Choose a whole site or just the specific pages where you want your ad to appear.

- Geographic and Language Targeting - Show ads where your customers are located. Lets you deliver your ads by language, region, even postal code.

- Demographic Targeting - Show ads to users based on their age and gender.

Real-time Bidding (RTB)

What is RTB?

- **Real-time bidding** (**RTB**) is a method of selling and buying ads in real time one ad impression at a time.

- Component of a DSP, ad exchange or network that lets buyers use their own data and targeting options to bid for each ad impression.

- Gives marketers a controlled environment for buying ad inventory and optimizing costs.

- Fueled by a wealth of data, such as IP address, geo-location, current site user is viewing, ad unit size and format, time of day, user profile etc.

RTB in Advertising Ecosystem
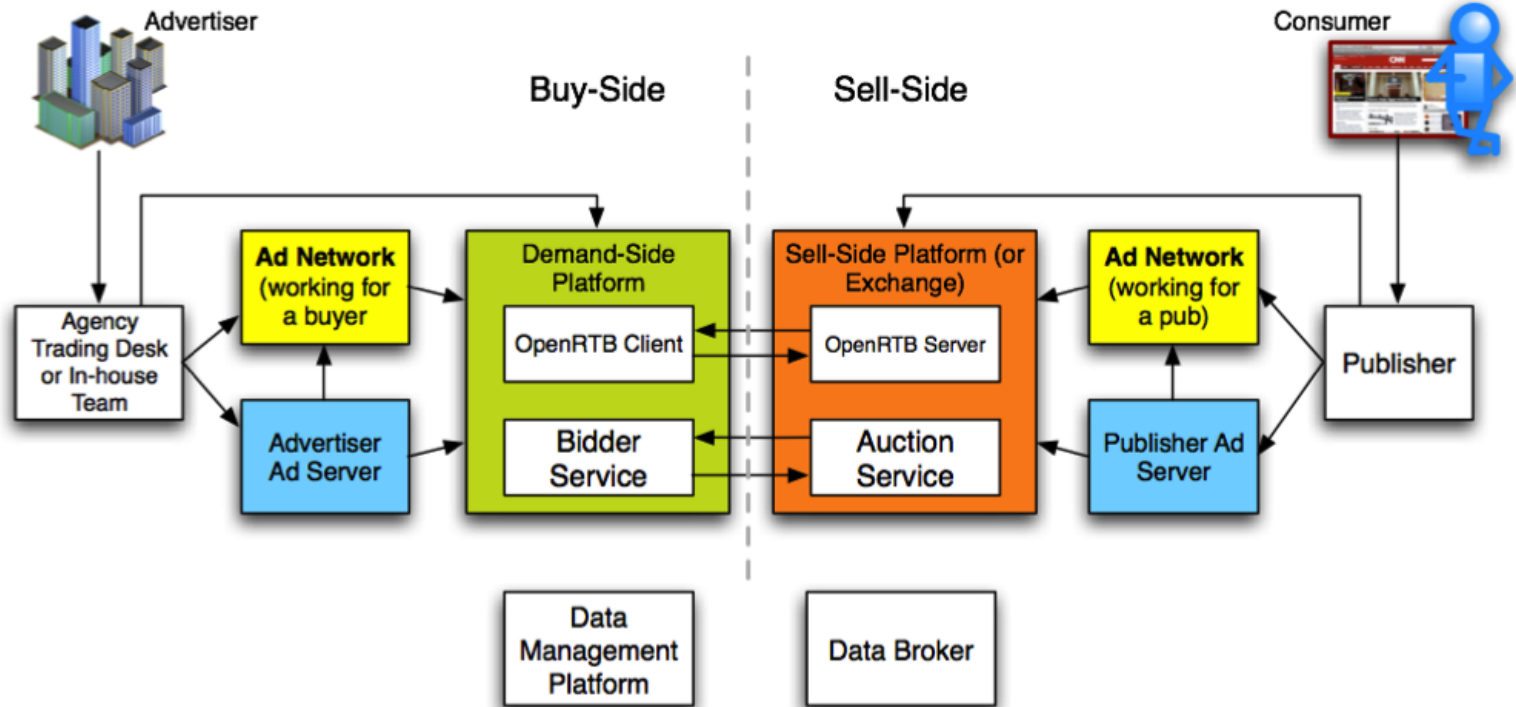
Demand Side Platforms (DSPs)

- Demand Side Platforms provide centralized (aggregated) media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of said sources.

- While there is some similarity between a DSP and an ad network, DSP's are differentiated from ad networks in that they do not provide standard campaign management services, publisher services nor direct publisher relationships.

- DSPs are unique because they incorporate many of the facets previously offered by advertising networks, such as wide access to inventory and vertical and lateral targeting, with the ability to serve ads, real-time bid on ads, track the ads, and optimize.

- The sophistication of the level of detail that can be tracked by DSPs is increasing, including frequency information, multiple forms of rich media ads, and some video metrics.

- Many third parties are integrating with DSPs to provide better tracking.

Sell Side Platforms (SSPs)

- Sell Side Platforms provide outsourced media selling and ad network management services for publishers.

- Sell-side platform and ad networks business models and practices are similar. Sell-side platforms are typically differentiated from ad networks in not providing services for advertisers.

- Demand Side Platforms (DSPs) and Ad Networks often buy from Sell Side Platforms (SSPs)
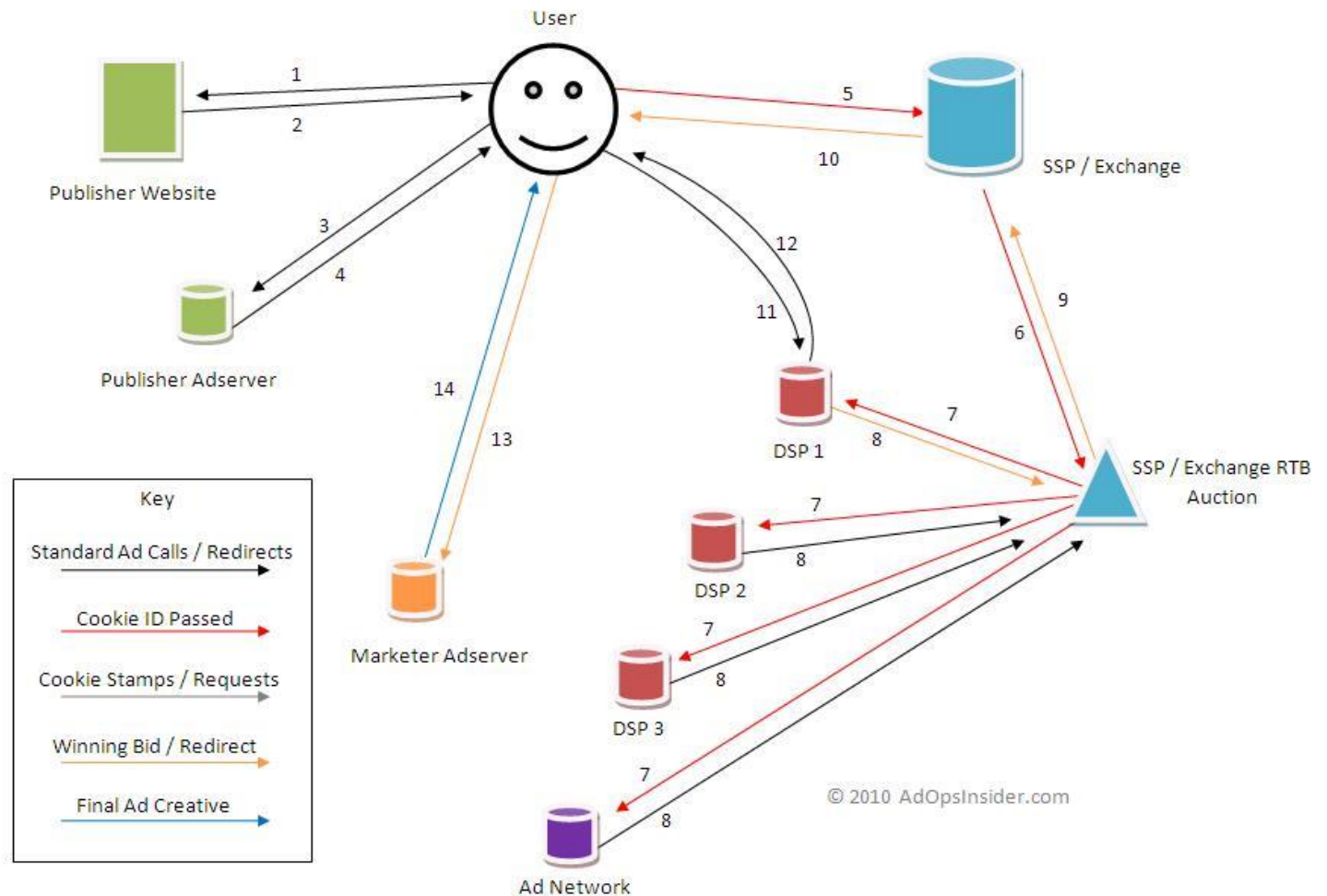
Demand Side | Supply Side
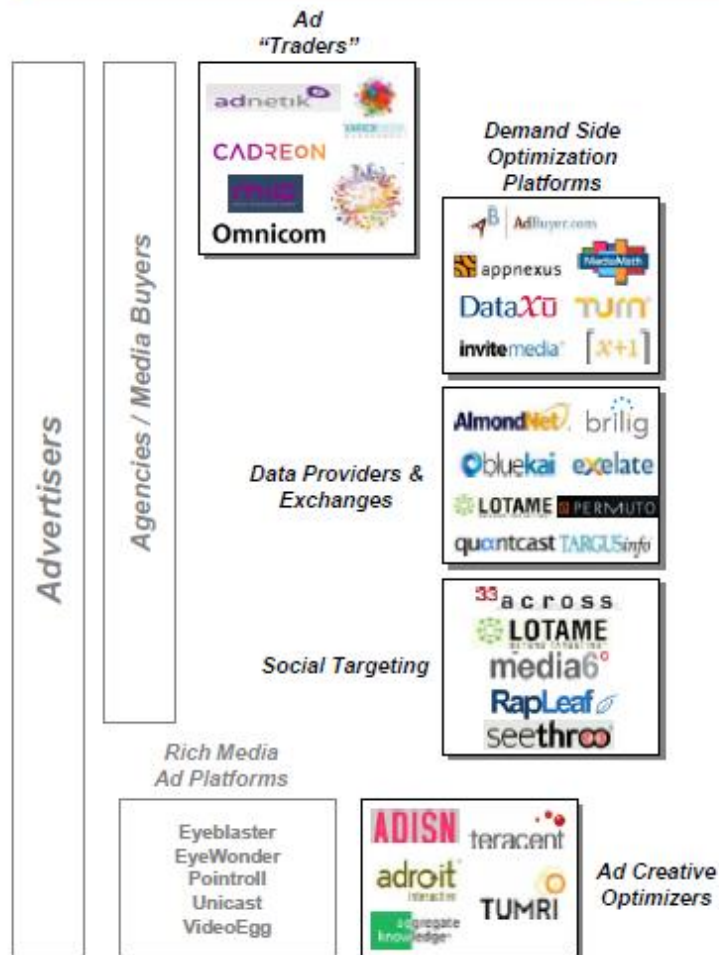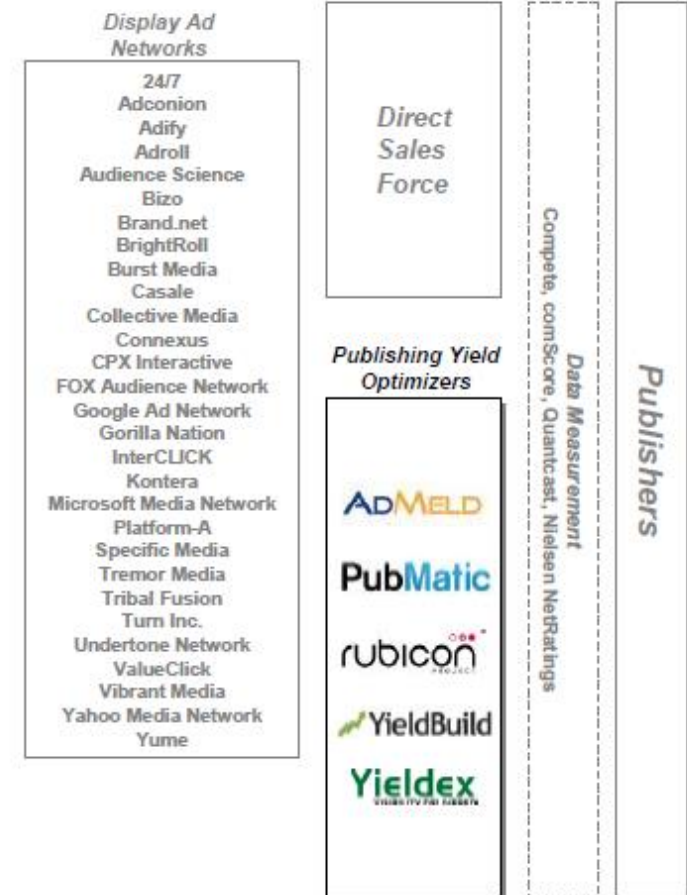
How DSPs, SSPs and Ad Exchanges Work

How DSPs, SSPs, and Ad Exchanges Work

Audience, DMP

In this session…

- Audience in context of campaign

- Audience segments

- DMP

- Audience targeting

Audience Targeting

- Audience Targeting is a method that enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes.

- With a more complete picture of your audience groups and a better understanding of their motivations, you can deliver the right messages to the right people.

- Audience data management helps tracking your audience's changing attributes, forecast your reach, allocate your budget, and continually refine your target segments accordingly.

Audience Segmentation

- Audience segmentation is a process of dividing audience data into more similar subgroups based upon defined criterion such as product usage, demographics, psychographics, communication behaviors and media use.

- With audience segmentation, advertisers can design and tailor products and services that satisfy the targeted groups.

- Audience segmentation makes campaign efforts more effective when messages are tailored to the distinct subgroups and more efficient when the target audience is selected based on their susceptibility and receptivity.

Data Management Platform (DMP)

- A DMP is a centralized data management platform that allows you to:
    - Create target audiences based on a combination of in-depth first-party and third-party audience data
    - Accurately target campaigns to these audiences across third-party ad networks and exchanges
    - Measure with accuracy which campaigns performed the best across segments and channels to refine media buys and ad creative over time.

- DMPs not only **help advertisers and agencies improve the overall efficiency and ROI of their online advertising programs**, but DMPs can also be used in specific cases to **deliver targeted results**.

What can a DMP do for you?

Retargeting – easily implement customized re-targeting campaigns based on specific activities and behaviors taken on or offline

Prospecting – seamlessly integrate with third-party audience data source to acquire anonymous data to achieve higher precision and scale with targeting campaigns

Site optimization – use first or third-party data to determine customized content for different consumers when they come to your website

Audience Intelligence – contrast your site audience against third-party data sources to learn more about specific audience attributes to target more likely converters

Better ROI – Use centralized media performance analytics to determine which audience performed and where to double down

33

DMP Features

Data Collection

- DMP allows you to easily collect your first-party audience data in one place
- This is usually done by placing a single tag on your site that brings all of your first-party data into the DMP
- Also allows you to import data from 3rd party data providers and other players in the online advertising ecosystem, so you can compare these data points against your own first-party data in one centralized place

Data Classification

- Allows you to quickly organize 1st party data into taxonomies.
- An e-commerce site might use a DMP to classify purchase data into descending taxonomies such as clothing, kids, boys, shoes, sneakers, etc.
- Classifying your site data into taxonomies like is the first step toward building distinct audience profiles

Data Analysis

- By analyzing data about visitors' past purchases, clicks, preferences, and propensity to respond to certain offers, you can begin to use these insights to create specific customer segments
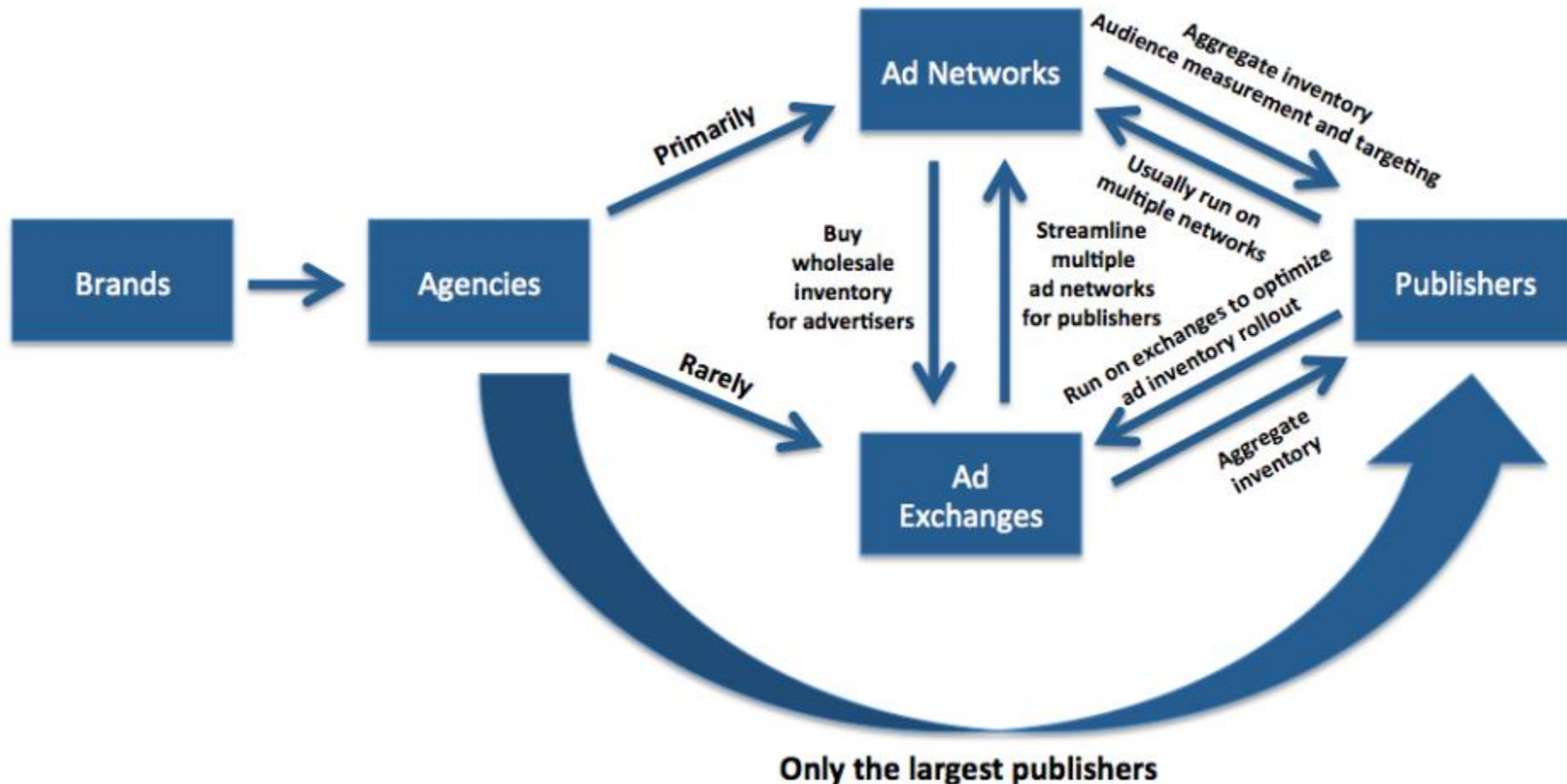
Data Transfer

- Leverage collected, classified and analyzed data by transferring it directly to the largest ad networks, exchanges, portals, DSPs, and trading desks to make accurate media buys targeting your pre-defined segments.

Scalability

- From audience data, CRM data, campaign data, third-party audience data and beyond, marketers and publishers have millions of data points at their disposal.
- DMP scales to millions of data points and analyze all of these simultaneously to deliver critical insights

The Mobile Advertising Ecosystem

Thank You !