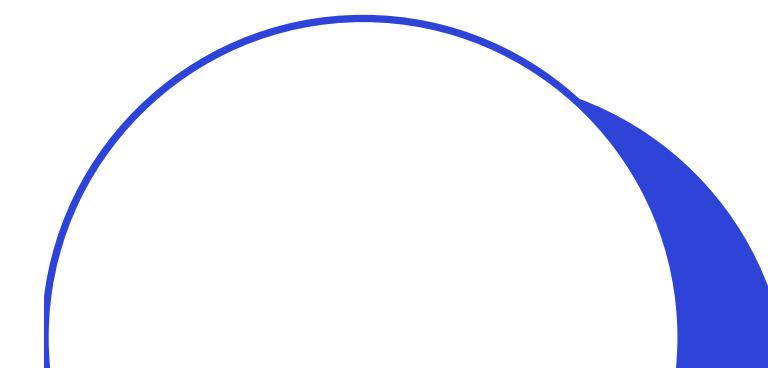
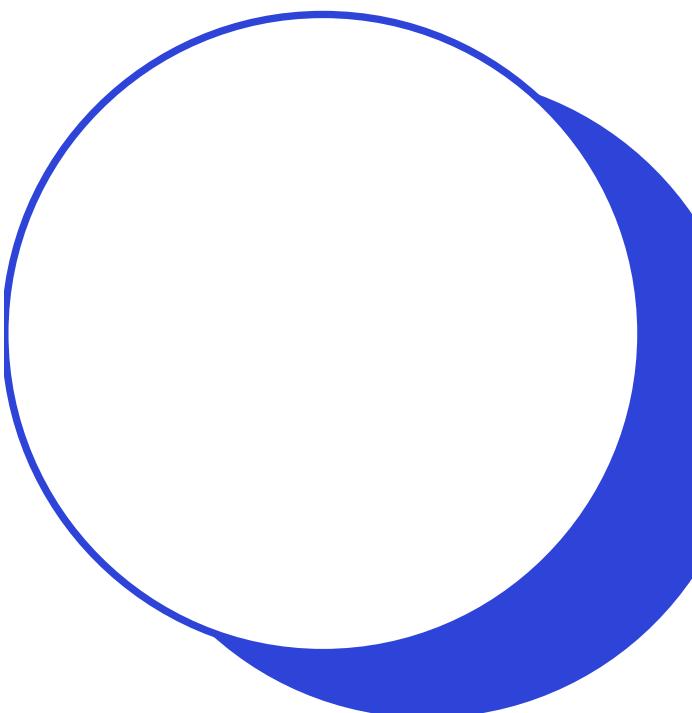


ALL YOU NEED TO KNOW ABOUT PROGRAMMATIC ADVERTISING



WHAT IS PROGRAMMATIC ADVERTISING?

In simple terms, programmatic advertising employs technology to automate previously time-consuming and inefficient manual tasks in the advertising industry.



HOW DOES PROGRAMMATIC ADVERTISING WORK?



GOOGLE

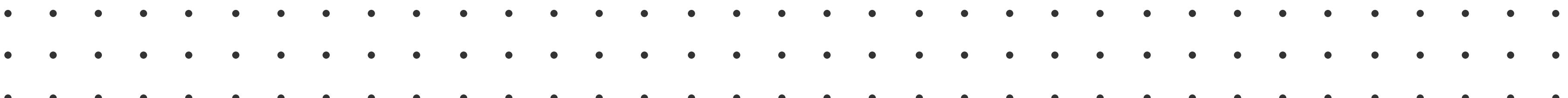
FOR THE PROMOTION OF ITS GOOGLE SEARCH APP, GOOGLE USED A PROGRAMMATIC ADVERTISING STRATEGY. THE END RESULT WAS A HUGE SUCCESS, WITH A 50% INCREASE IN BRAND AWARENESS.

KELLOGG'S

IN COMPARISON TO OTHER TRADITIONAL STRATEGIES, THIS RESULTED IN A 70-80% INCREASE IN VIEWABILITY RATES AND THREE TIMES BETTER TARGETING.

AIR ASIA

THE AIRLINE LAUNCHED A SERIES OF DISPLAY AND VIDEO ADS USING PROGRAMMATIC ADVERTISING, AFTER ONE OF ITS PLANE CRASHED IN 2014, AND THIS AUTOMATED AD CAMPAIGN RESULTED IN A 30X RETURN ON AD SPEND.





STEP-WIDE GUIDE TO PROGRAMMATIC ADVERTISING

1

PREPARE AND DEFINE
OBJECTIVES

2

CHOOSE YOUR DSP (DEMAND-
SIDE PLATFORM)

3

SETTING YOUR CAMPAIGN
PARAMETERS

4

MAKE YOUR STRATEGY DATA-
DRIVEN



STEP-WIDE GUIDE TO PROGRAMMATIC ADVERTISING

5

DEFINE THE OPTIONS FOR
TARGETING

6

GEAR UP FOR THE LAUNCH

7

OPTIMIZE AND REFINE YOUR
CAMPAIGN



Programmatic advertising is a journey that can be mastered with continuous research, practice and persistence. If you are still struggling with this strategy, you can get started by reaching out to experts from a good digital marketing agency in Thane.



Contact Us

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