

The Essentials of Programmatic

Programmatic

Programmatic is an audience-first approach to advertising that uses data and automation to reach the right people across digital media

Open Internet

All publishers, content, and media outside of walled gardens that are readily available and accessible across buying platforms, regardless of ownership.

Omnichannel

Internet-connected digital channels that marketers can access programmatically via RTB. This includes Connected Television (CTV), streaming audio, digital out-of-home (DOOH), display banners, native display & video, and online video.

Impression

A single opportunity to deliver an advertisement to a consumer.

Frequency

The number of times a person is exposed to an advertisement during a campaign

Path-to-Conversion

A view of the customer journey that shows the sequence of ad exposures and interactions that happened before a conversion occurred.

Attribution

The process of understanding which advertising exposures and channels contributed to a desired business outcome

Audience Targeting

Using data and insights to identify and reach people who are most likely to be interested in your product or service

First-Party Data

Customer information collected directly by a business through its own channels, such as website activity, CRM records, purchases or loyalty programs

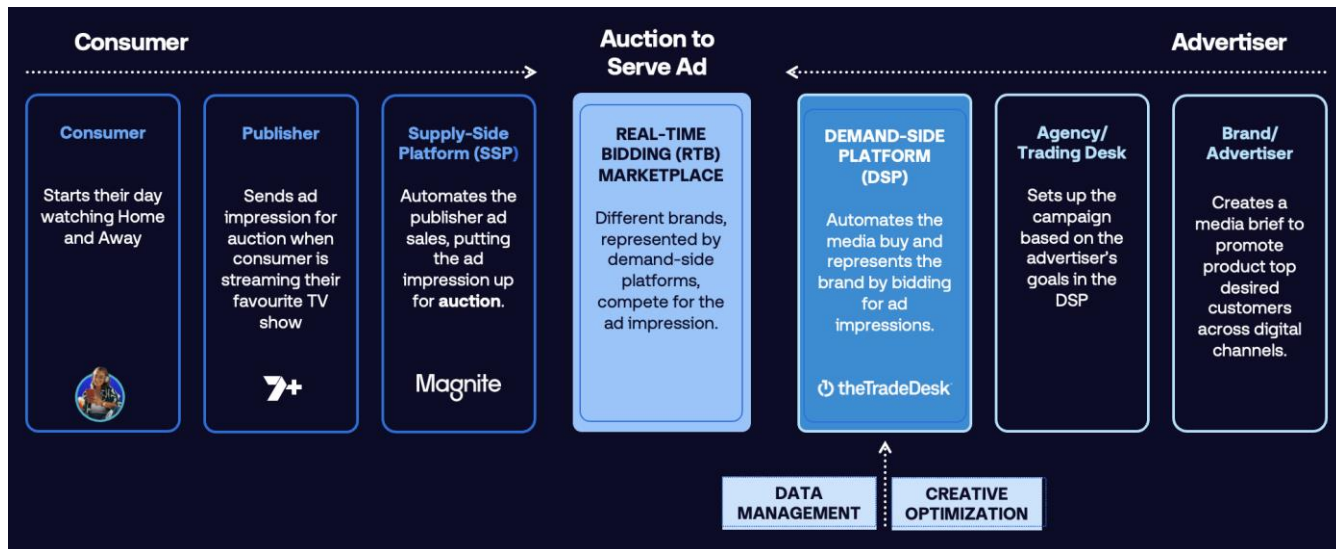
Universal Pixel

A JavaScript code that is added to the universally shared section of the Advertiser's website that helps advertisers understand what actions people take after being exposed to advertising

Questions worth asking

- How can I reach my customers across the channels they're on?
- How is frequency being managed across channels?
- What data is being used to build my audience?
- How will I know what's really driving results?

The Mechanics of Programmatic



The Players Behind The Scenes

DSP – Demand Side Platform

A DSP (Demand Side Platform) provides a single access point for media buyers to execute programmatic buys across all channels (display, video, BVOD, DOOH, etc.) and publishers. “Buy-side” technology. TTD is a DSP!

Real Time Bidding

An automated auction that evaluates and purchases individual advertising opportunities in real time before an ad is shown.

SSP – Supply Side Platform

An SSP (Supply Side Platform) or exchange is a platform that enables publishers to sell their inventory programmatically to buyers using DSPs. SSPs, exchanges, and publishers make up the “sell-side.”

Bid Request

The collection of information that is sent from the SSP to the DSP that explains the context of the impression opportunity. DSPs use this information to decide whether or not a campaign should bid.

Data Management Platform

A central place where audience data is collected and organised, helping advertisers understand who their customers are and how to reach them more effectively

Ad Exchange

The marketplace where advertisers and publishers connect to buy and sell advertising opportunities through automated auctions