Brand Management & Media Planning

LM in Marketing & Digital Communication

LUMSA
UNIVERSITÀ
1939 8OTTANTESIMO 2019

Online metrics and display advertising

Lesson 4 part. 2

Thursday November, 7

We have talked about impressions, net contacts, reach, Frequency, GRP's... and now what happens when we plan our online advertising?

The logic is still the same, but online we have something else to consider…

IMPRESSIONS

We find «impressions» also on the web

Internet **impressions** represent people *potentially* exposed to our ad or sponsored link on a web page.

Web impressions

We count an **impression** when a **web page is uploaded by a browser**

- Nobody can assure us that there is a person and not a bot
- Nobody can say if the message is really seen by that person

When do we consider an ad seen?

Ad Viewability

3'45''

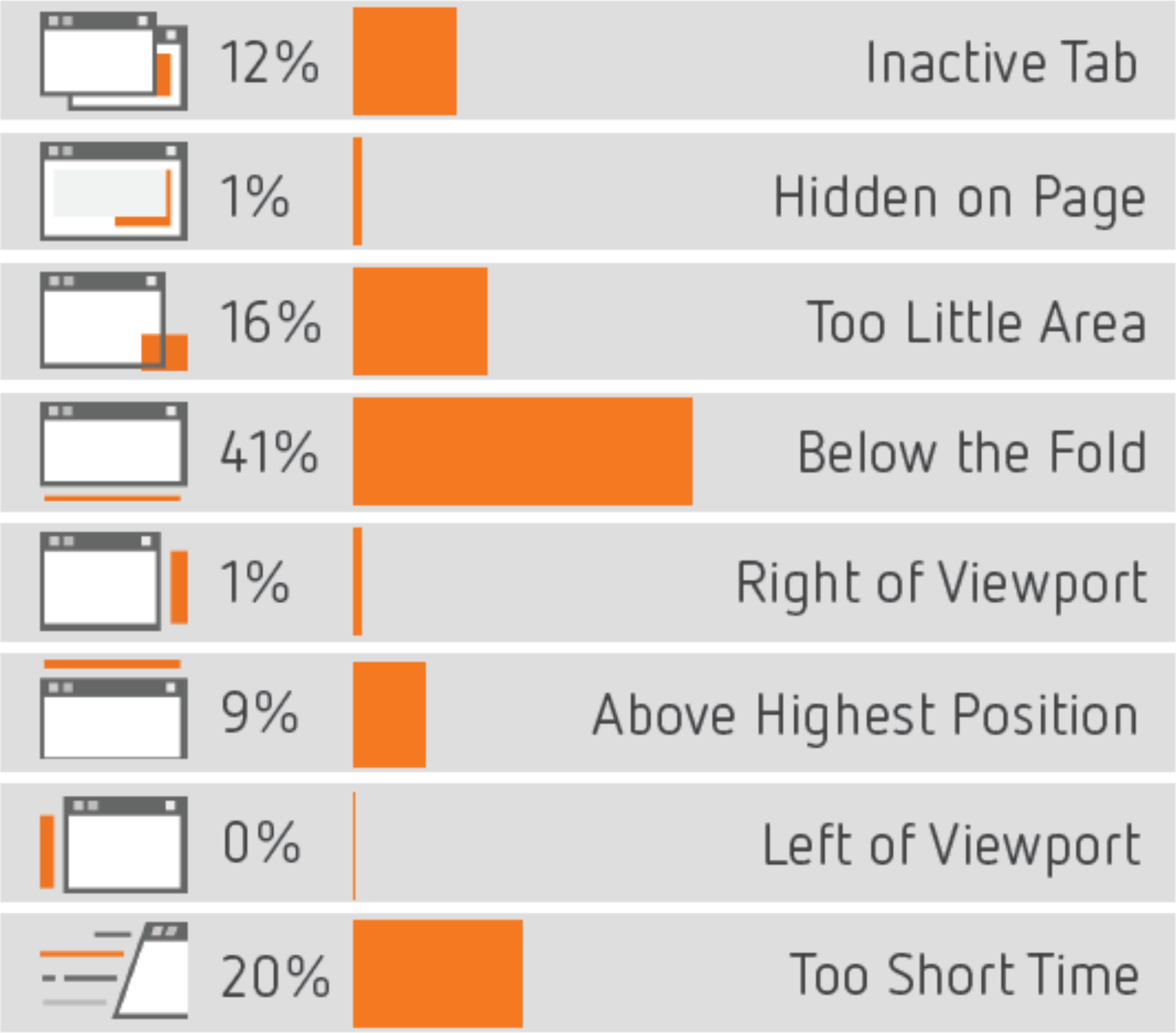
https://youtu.be/D1bKg7HDsqQ

Viewability

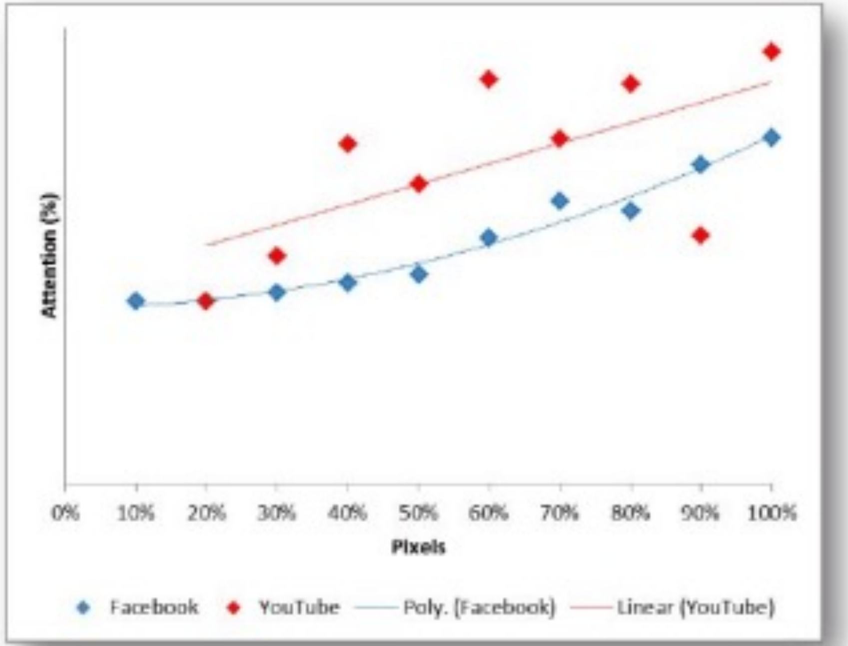
The **Internet Advertising Bureau** (IAB), defines a **«viewable» impression** for **display ads** as the one that is visible for at least **50% of pixels and** at least **1 second**

- For **desktop video** the standard is to be **50% visible** for at least **2 second**
- For **Large Display**: **30% of the pixels** for at least **1second**.

Reasons for Non-Viewability (Display)



The dimension of the ad is more important than the time of exposure



Attention increases with pixels (like coverage).

So anything below 100% means diminished attention (and sales).

https://www.adnews.com.au/news/is-the-mrc-viewability-standard-short-changing-brands

VISITOR

Visitors

VISITORS refer to the **total number of internet users** who arrive at a website, some of whom **may have visited the site more than once**.

- **UNIQUE VISITORS** (or **UNIQUE AUDIENCE**) are who visit the web site **counting each person (device) only once** during the reporting period.

- Visitors behaviour on a site varies: some stay only very briefly, while others may navigate around the site examining its content, so it's **important to consider** the «**TIME PER PERSON**»

Avilable data depends on the media research

In Italy we have Audiweb.it

audiweb Il sistema per la rilevazione dei dati delle audience digitali distribuiti da Audicom

TOTAL DIGITAL AUDIENCE LUGLIO 2024

DATI GIORNO MEDIO (browser + App)	TOTAL DIGITAL AUDIENCE 2+ anni	COMPUTER 2+ anni	MOBILE 18-74 anni
Utenti unici giorno medio (.000)	37.035	10.009	35.091
Pop. di riferimento giorno medio (%)	63,4	17,1	82,3
Tempo per persona giorno medio (hh:mm:ss)	2:49	1:11	2:38
DATI MESE (browser + App)	**TOTAL DIGITAL AUDIENCE 2+ anni**	**COMPUTER 2+ anni**	**MOBILE 18-74 anni**
Utenti unici mese (.000)	43.838	25.981	40.320
Pop. di riferimento mese (%)	75,1	44,5	94,5
Tempo per persona mese (hh:mm:ss)	73:51	14:06	71:12

Fonte: Total Digital Audience LUGLIO 2024, – Audicom, sistema Audiweb powered by Nielsen
Base: Individui 2+ anni per TDA e Computer; individui 18-74 anni per MOBILE.(Smartphone e/o Tablet)

Audicom

CONSULTA I DATI DI SCENARIO ⟶

You can download some data by subscribing (for free)

Audicom

Total Digital Audience LUGLIO 2024 - DATI SITO & MOBILE APP			
Base dati Total Digital Audience: individui 2+ da Computer; individui 18-74 anni da Mobile (Smartphone e Tablet) Fonte: Audicom - sistema Audiweb powered by Nielsen			
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Pop. di riferimento giorno medio (%)	**63,4**	17,1	82,3
Tempo per persona giorno medio (hh:mm:ss)	**2:49:11**	1:10:50	2:38:21
DATI MESE (browser + App)	**TOTAL DIGITAL AUDIENCE 2+ anni**	**COMPUTER 2+ anni**	**MOBILE 18-74 anni**
Utenti unici mese (.000)	**43.838**	25.981	40.320
Pop. di riferimento mese (%)	**75,1**	44,5	94,5
Tempo per persona mese (hh:mm:ss)	**73:50:49**	14:05:56	71:12:20

In Italy Audiweb gives these data:

- **Unique audience – UNIQUE VISITORS (net contacts)**
- **Total digital audience - VISITORS (gross impressions)**
- **Total page view**
- **Time per person**

Some data regarding daily audience

Audicom

Total Digital Audience LUGLIO 2024 - DATI SITO & MOBILE A

B... Audience: individui 2+ da Computer; individui 18-74 anni da Mobile (Smartpho

F... ema Audiweb powered by Nielsen

The media seller

The publisher

The media vehicle

Total page views per day

Time spent per day

Unique audience per day

Custom Property	Parent	Brand	T.D.A. GIORN... UTENTI UNICI	PAGINE VISTE (.000)	TEMPO SPESO PER PERSONA (mm:ss)	T.D.A. MESE UTENTI UNICI	PAGINE VISTE (.000)	TEMPO SPESO PER PERSONA (mm:ss)
Manzoni Advertising			8.468.781	29.378	03:13	34.534.516	910.706	24:26
	GEDI Gruppo Editoriale		4.898.647	17.506	03:59	30.044.190	542.701	20:09
		Enti e Tribunali	4.607	12	01:20	92.733	362	02:04
		Greenandblue.it	702	1	00:08	20.995	25	00:08
		Huffington Post Italia	226.995	399	01:33	3.727.858	12.359	02:55
		Ilgusto.it	450	0	00:04	13.953	14	00:04
		Ilmiolibro.it	3.125	6	01:43	80.526	178	02:04
		La Repubblica	3.426.678	12.513	04:08	27.959.683	387.893	15:42
		La Stampa.it	1.164.992	2.976	02:39	12.159.869	92.262	07:52
		Lazampa	5.132	5	00:10	159.101	162	00:10
		Le Scienze	13.450	20	01:13	296.813	618	01:42
		Limes	[illegible]	18	02:36	198.962	544	03:31
		M2o	[illegible]	26	11:10	124.761	791	35:32
		Moda.it	[illegible]	0	00:10	14.021	14	00:10

But the distinctive feature of internet is interactivity

CLICKS and CTR

Click: a measure of interest

A **click on an advertisement** takes the user to a page on the website (landing page), and the user becomes a **VISITOR**.

CTR (**clicks-through-rate**) = is the ratio between

$$\text{CTR} = \frac{\text{CLICKS}}{\text{IMPRESSIONS}} \times 100$$

It's a **measure** of our ad's ability to **provoke interest**

CTR: an example

My **ad** got **1.000.000 impressions** and **5.000 clicks**

What's the CTR?

CTR: an example

My **ad** got **1.000.000 impressions** and **5.000 clicks**

Click-Through-Rate= 5.000 / 1.000.000 x 100 = 0,5%

What's the CTR?

My **ad** got **100.000 impressions** and **1.000 clicks**

What's the CTR?

CTR: an example

My **ad** got **100.000 impressions** and **1.000 clicks**

Click-Through-Rate= 1.000 / 100.000 = 0,01 x 100 = 1%

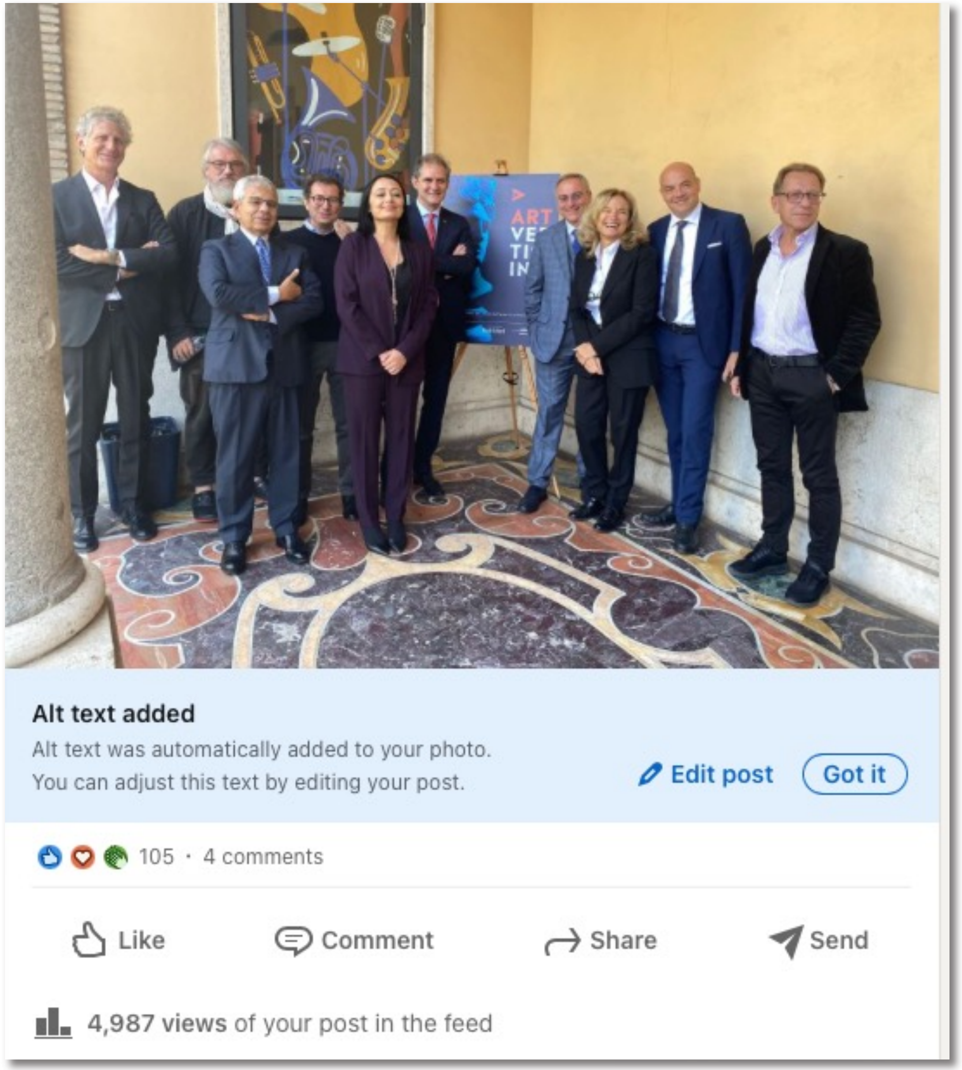
ENGAGEMENT RATE

Engagement rate

Engagement rate = is the ratio between

Engagement Rate = $$\frac{\text{COMMENTS/LIKES}}{\text{VIEWS (IMPRESSIONS)}} \times 100$$

Engagement rate: an example



My post got **4.987 views** (impressions) with **105 likes** + **4 comments**.

Engagement rate= (105 + 4) / 4.987 x 100

2,18%

What’s the **Engagement Rate?**

My **post** got **10.000 views, 20 comments and 80 likes**

What’s the Engagement Rate?

Engagement rate: an example

My **post** got **10.000 views, 20 comments and 80 likes**

Engagement Rate = 20 + 80 = 100 / 10.000 = 0,01 x 100 = **1%**

CONVERSION RATE

Conversion rate: measure of success

Conversion rate = is the ratio between

$$\text{Conversion Rate} = \frac{\text{ACTIONS}}{\text{VISITORS}} \times 100$$

(NO. OF CLICKS)

What’s the Conversion Rate?

My **ad** got **1.000.000 impressions, 100.000 clicks and 100 products sold**

What’s the Conversion Rate?

Engagement rate: an example

My **ad** got **1.000.000 impressions, 100.000 clicks and 100 products sold**

CTR = 100.000 / 1.000.000 = 0,1 x 100 = **10%**

Conversion Rate = 100 / 100.000 = 0,001 x 100 = **0,1%**

Conversion rate: an example

My ad got **5.000 clicks (visitors on my website)** and **500 bought a product**

What's the Conversion Rate?

Conversion rate: an example

My ad got **5.000 clicks (visitors on my website)** and **500 bought a product**

Conversion Rate= 500 / 5.000 x 100 = 10%

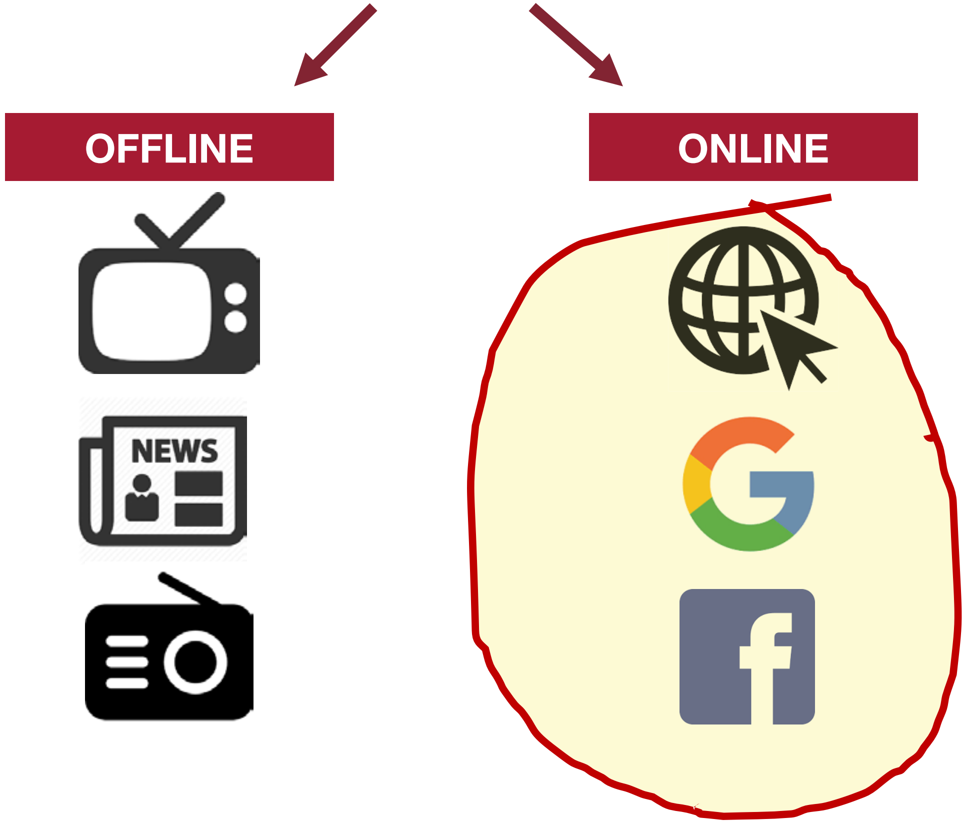
REMEMBER!

Any «**rate**» is expressed in **%**

How do we buy media online?

Biddable media

With **Google Ads, Social Networks and Programmatic advertising**, we buy by bidding in an **auction**. There are **not fixed prices** or discount

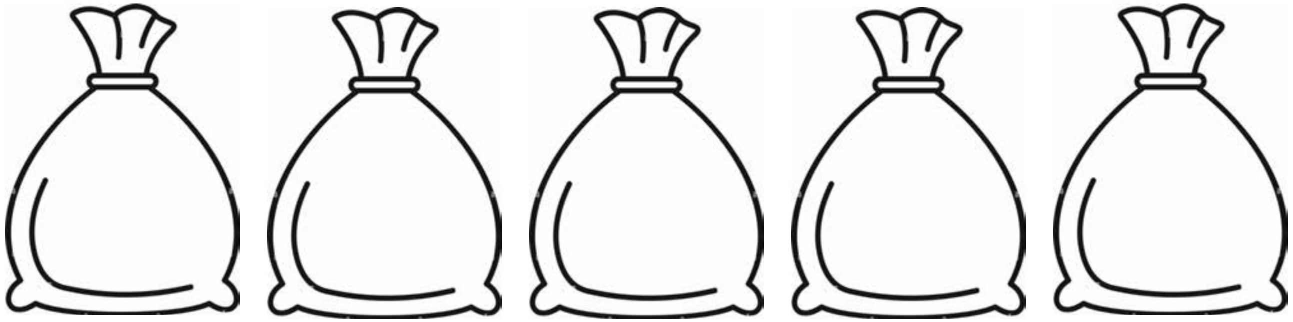


How do we buy internet advertising

- **CPM**
  - cost per **thousand** impressions
- **CPC o PPC**
  - Cost per Click (o Pay Per Click)
- **CPA**
  - Cost per acquisition
- **CPV**
  - Cost per view (video)

CPM

CPM = **Cost x Thousand Impressions**



We have to DIVIDE the impression / 1.000 = to calculates the "thousands" and then apply the price

CPM: an example

I buy **1.000.000 impressions with a CPM of 5€**

Total cost= 1.000.000 / 1.000 x 5€ = **5.000€**

What's the Cost of my media plan?

I want to buy **200.000 impressions** for my digital advertising campaign, that I pay **8 euro at CPM**

CPM: an example

I want to buy **200.000 impressions** for my digital advertising campaign, that I pay **8 euro at CPM**

200.000 impressions / 1.000 = 200 thousand impressions

200 thousand impressions x 8€ CPM = 1.600 euro

CPC: an example

I buy **1.000 clicks with a CPC of 8€**

Total cost= 1.000 x 8€ = **8.000€**

What's the Cost of my media plan?

I want to buy **200.000 clicks** for my Google Search campaign, that I pay **2 euro at CPC**

CPC: an example

I want to buy **200.000 clicks** for my Google Search campaign, that I pay **2 euro at CPC**

200.000 clicks x 2€ CPC = 400.000 euro

CPM

CPM stands for cost per thousand Impressions (the M is the Roman numeral abbreviation for 1,000.) CPM is one of the most common ways of buying digital media. You essentially pay for every time your ad loads on a page or in an app. It's a simple way to buy, but is coming under increasing scrutiny because the client is charged for the impression whether or not a consumer actually sees it. If, for example, the ad appears below the browser window and the user never scrolls down, the advertiser still pays.

CPC

CPC stands for cost per click advertising. Here the advertiser pays when a click is made on an ad. Some advertisers prefer to buy CPC versus CPM because they believe they only pay when someone is interested enough in the message to want more info. Some CPC programs are very effective, but there is a potential for fraud if a company deliberately uses bots or some other technique to drive clicks not initiated by a real person.

CPL

CPL is short for cost per lead, meaning that the advertiser pays when a lead form is completed and submitted. CPL is common in B2B marketing, where it is unlikely that someone will make a purchase immediately. It can be a very effective way to buy, though there is some risk of fraud if bots are programmed to fill in leads automatically.

CPA or CPS

Cost per acquisition or cost per sale. Here the advertiser pays only if a purchase is made. This is relatively low-risk way to buy media because the advertiser only pays when revenue is driven. But many media companies won't sell media this way because they must assume all of the risk in the ad buy. If no one buys, they make no money.

CPI

In mobile app marketing, CPI refers to media programs where the advertiser pays for every installed app. Lots of app marketing is purchased CPI, because it is a fast way to drive installs. But the quality of installs driven varies by media vendor. Some CPI vendors are extremely reputable, and work hard to find users that will likely use an app. Others use incentives like giving a user free "gold" for a game in exchange for their downloading an app. These "incentivized installs" tend to be of low quality. In addition, there are also very disreputable companies that drive installs with bots.

Digital Advertising

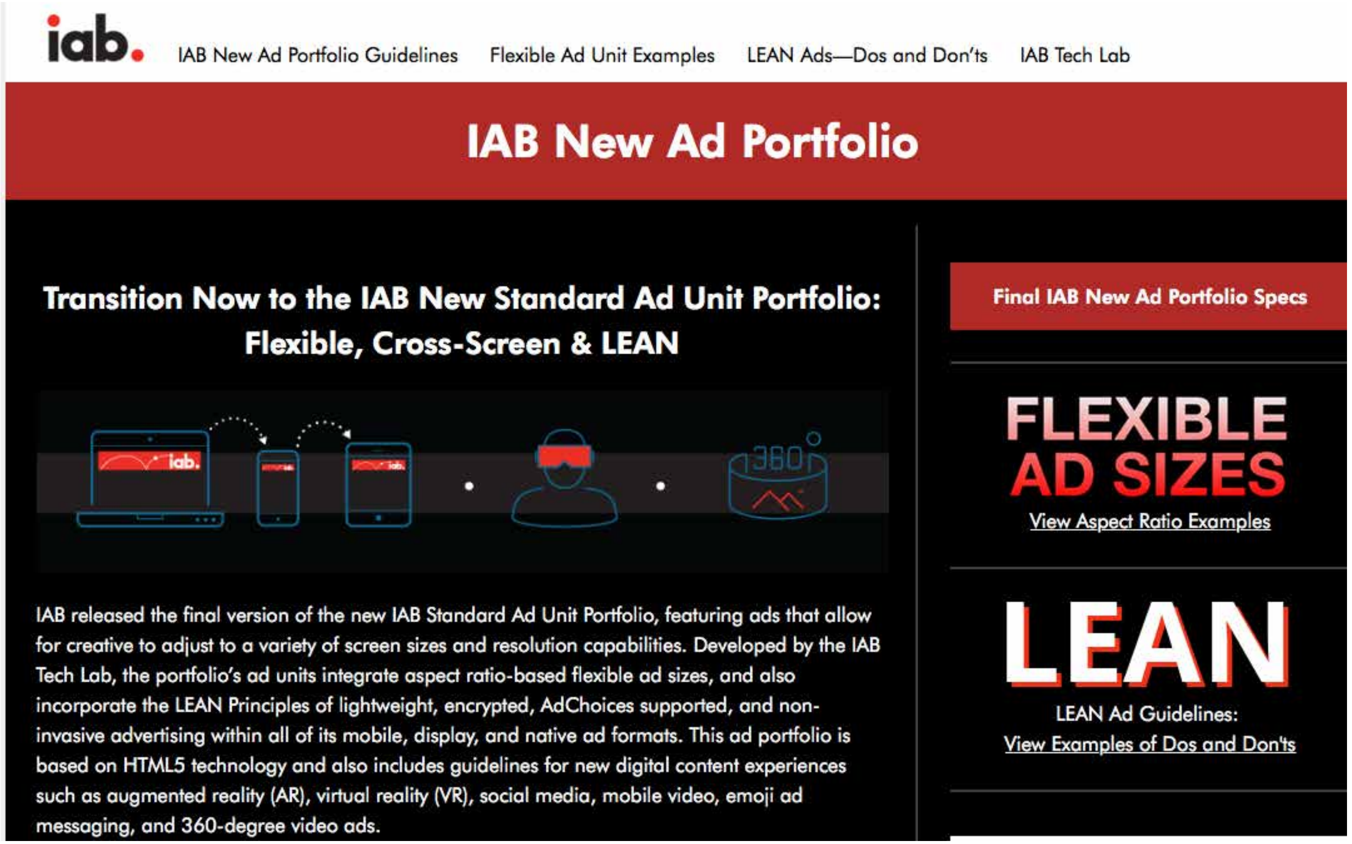
Lesson 5 part. 1

Thursday November, 2

Let’s see how we can advertise on internet

We can buy spaces on internet websites and blogs, apps, etc.

In July 2017 **IAB (Internet Advertising Bureau)** defined the new standards for the advertising online



The IAB New Standard Ad Unit Portfolio

The **IAB New Standard Ad Unit Portfolio** (“IAB New Ad Portfolio”) includes:

1. **Display ads**
2. **Native ads**
3. **New content experiences** like:
   a. Emoji ads
   b. 360-degree image and video ads
   c. Virtual reality ads
   d. Augmented reality ads

Display advertising

These are the most commonly used display ad sizes

Vertical rectangle: 240 x 400

Mobile leaderboard: 320 x 50

Banner: 468 x 60

Leaderboard: 728 x 90

Square: 250 x 250

Small square: 200 x 200

Large rectangle: 336 x 280

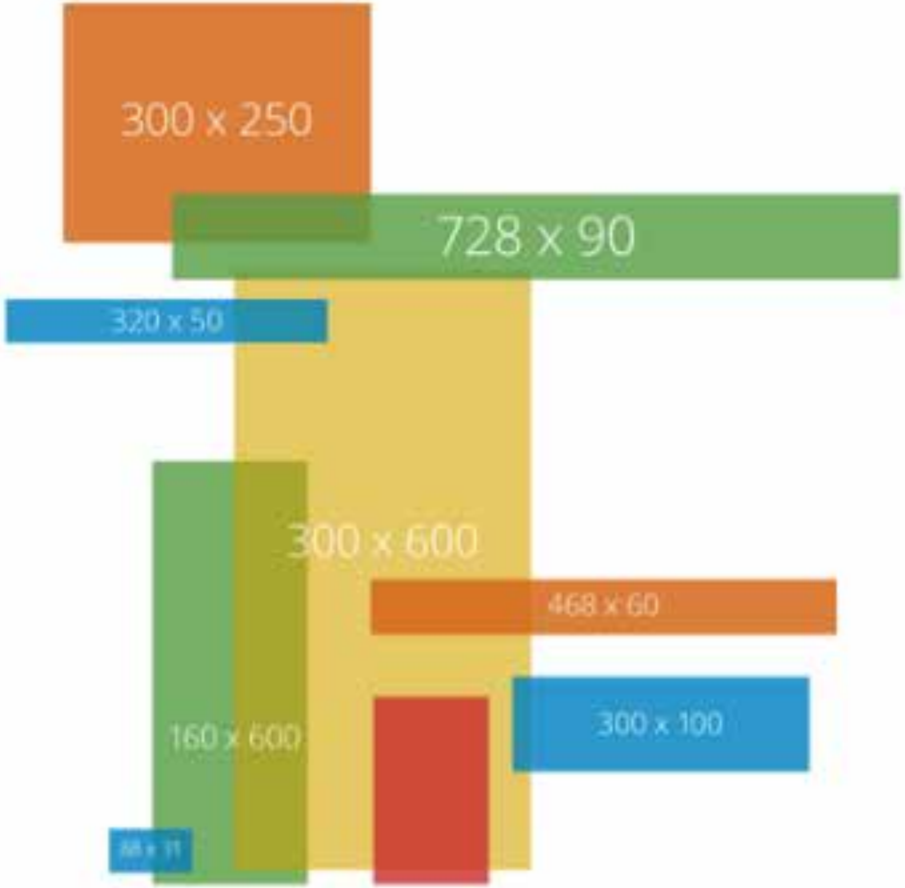
Inline rectangle: 300 x 250

Skyscraper: 120 x 600

Wide skyscraper: 160 x 600

Half-page: 300 x 600

Etc.



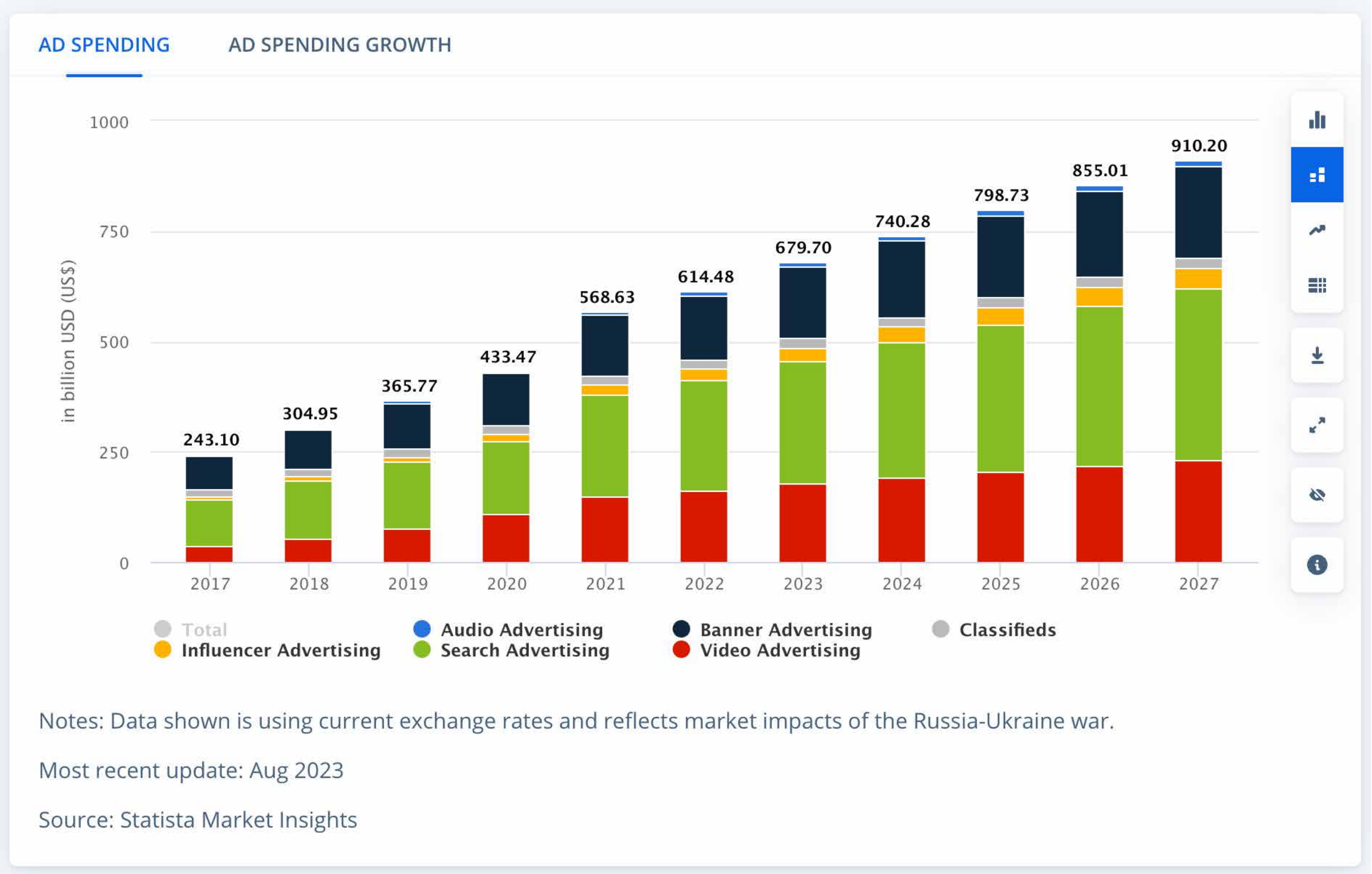
https://instapage.com/blog/display-advertising

Today all digital ads have to be responsive
www.iab.com/newadportfolio

Flexible Size Ad Specifications

Ad Type	Ad unit Name	Transition Fixed Size Ad unit (px)*	Aspect Ratio (width:height)	Ad Size**	Size Range		Max. K-Weight (kB)		Static Image Size (dp)
					Min. Size Width x height (dp***)	Max. Size Width x height (dp***)	Initial Load	Subload	
Horizontal	**2x1**	Half Page	2:1	X Large	900x450	1800x900	**250**	**500**	1800x900
	2x1	N/A	2:1	Small	300x150	450x225	**100**	**200**	
	4x1	Billboard **970x250**	4:1	X Large	900x225	1800x450	**250**	**500**	1800x450
	6x1	Smartphone Banner **300x50, 320x50**	6:1	X Small	300x50	450x75	**50**	**100**	450x75
	8x1	Leaderboard **728x90**	8:1	Medium	600x75	1200x150	**150**	**300**	1200x150
	10x1	Super Leaderboard/ Pushdown **970x90**	10:1	Large	900x90	1800x180	**200**	**400**	1800x180

After Search Advertising, video and banner advertising are the most used format worldwide



https://www.statista.com/outlook/dmo/digital-advertising/worldwide#ad-spending

Let’s see how to plan display ads

Display campaign

1. We select the **websites that reach our target audience**, following Audiweb data, contextual or behavioural targeting methodologies …and common sense

Display campaign

1. We select the **websites that reach our target audience**, following Audiweb data, contextual or behavioural targeting methodologies …and common sense
2. Than we identify the **media sellers** of these websites, and gather information about their **advertising options**

Looking for the media seller (Audiweb Custom Property or Parent)

SELL REPRESENTATIVE

Custom Property	Parent	Brand	UTENTI UNICI
	Fater	Pampers.it	81.972
	Gruppo Adnkronos	Adnkronos	555.554
	IL FOGLIO	IL FOGLIO	58.552
ANSA	ANSA		1.323.179
		ANSA	1.323.179
ATHESIA MEDIA	ATHESIA Group		283.431
		Alto Adige	42.121
		Giornale Trentino	12.060
		L'Adige	80.395
		Second-hand.it	3.825
		SportNews.bz	29.529
		Stol.it	107.355
		SuedTirol News	60.003
		Telmi.it	376

Audiweb report August 2024

Display campaign

1. We select the **websites that reach our target audience**, following Audiweb data, contextual or behavioural targeting methodologies …and common sense
2. Than we identify the **media sellers** of these websites, and gather information about their **advertising options**
3. We call the sell representatives, compare their proposals, **negotiate** and **buy** **impressions** or **clicks**

Display campaign

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4. We **send** the ad files

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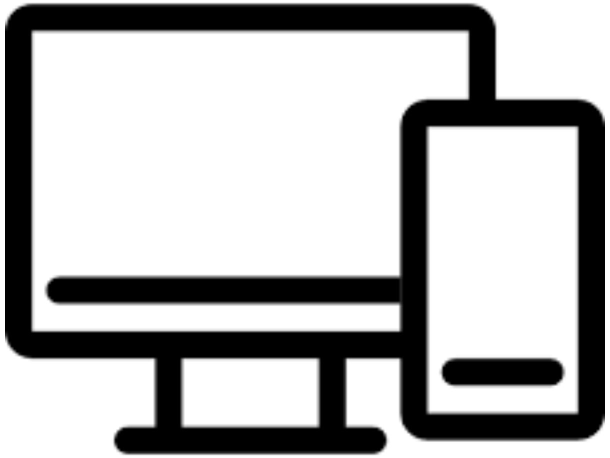
3. We call the sell representatives, compare their proposals, **negotiate** and **buy impressions** or **clicks**
4. We **send** the ad files
5. Go onair
6. And **check the results** of the campaign (impressions, clicks, CTR, …)

Let's make an example



We are interested in Corriere della Sera website.
3.6 million unique users per day (net contacs)

Total Digital Audience AGOSTO 2024 - DATI SITO & MOBILE APP				
Base dati Total Digital Audience: individui 2+ da Computer; individui 18-74 anni da Mobile (Smartphone e Tablet)				
Fonte: Audicom - sistema Audiweb powered by Nielsen				
DATI SITO & MOBILE APP			T.D.A. GIORNO MEDIO	
Custom Property	Parent	Brand	UTENTI UNICI	PAGINE VISTE (.000)
RCS Pubblicita'			6.235.774	24.693
	Cairo Communication	LA7	157.337	459
	Domenico Sanfilippo Editore	LaSicilia.it	104.073	204
	G.O.L. Impresa Sociale	Open.online	931.833	1.761
	RCS MediaGroup		5.215.305	21.540
		Corriere della Sera	3.664.485	11.410
		La Gazzetta dello Sport	2.021.240	10.120
		Leitv	5.033	11

Corriere della Sera is sold by RCS Pubblicità (Custom Property)

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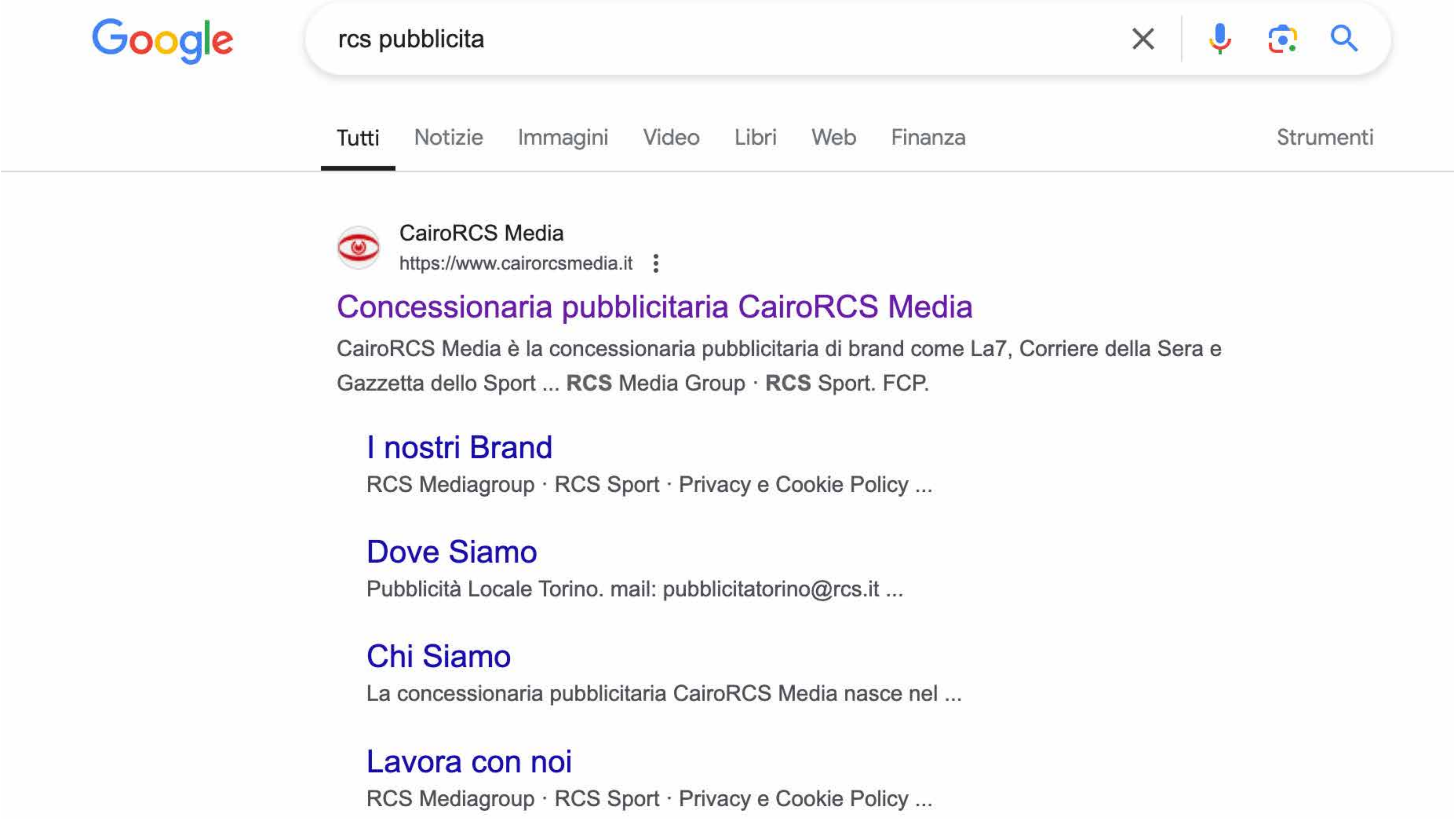
		La Gazzetta dello Sport	2.021.240	10.120
		Leitv	5.033	11

So… we look for RCS Pubblicità on Google



E.g. CAIRORCSpubblicità.it

Offerta Display

Chiudi ^

Giant masthead

jpeg, gif
100 KB
940 x 529 px

Dettagli

Giant Pushbar

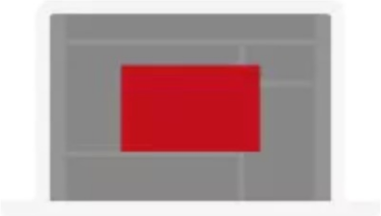
jpeg, gif
40 KB
940 x 90 px

Dettagli

Half Page

jpeg, gif
40 KB
300 x 600 px

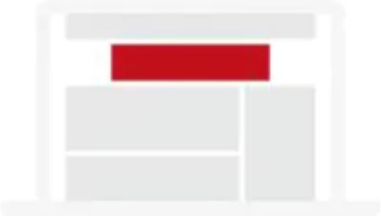
Dettagli

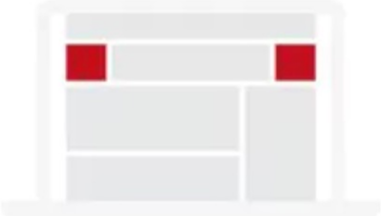


Intropage/Interstitial

jpeg
50 KB

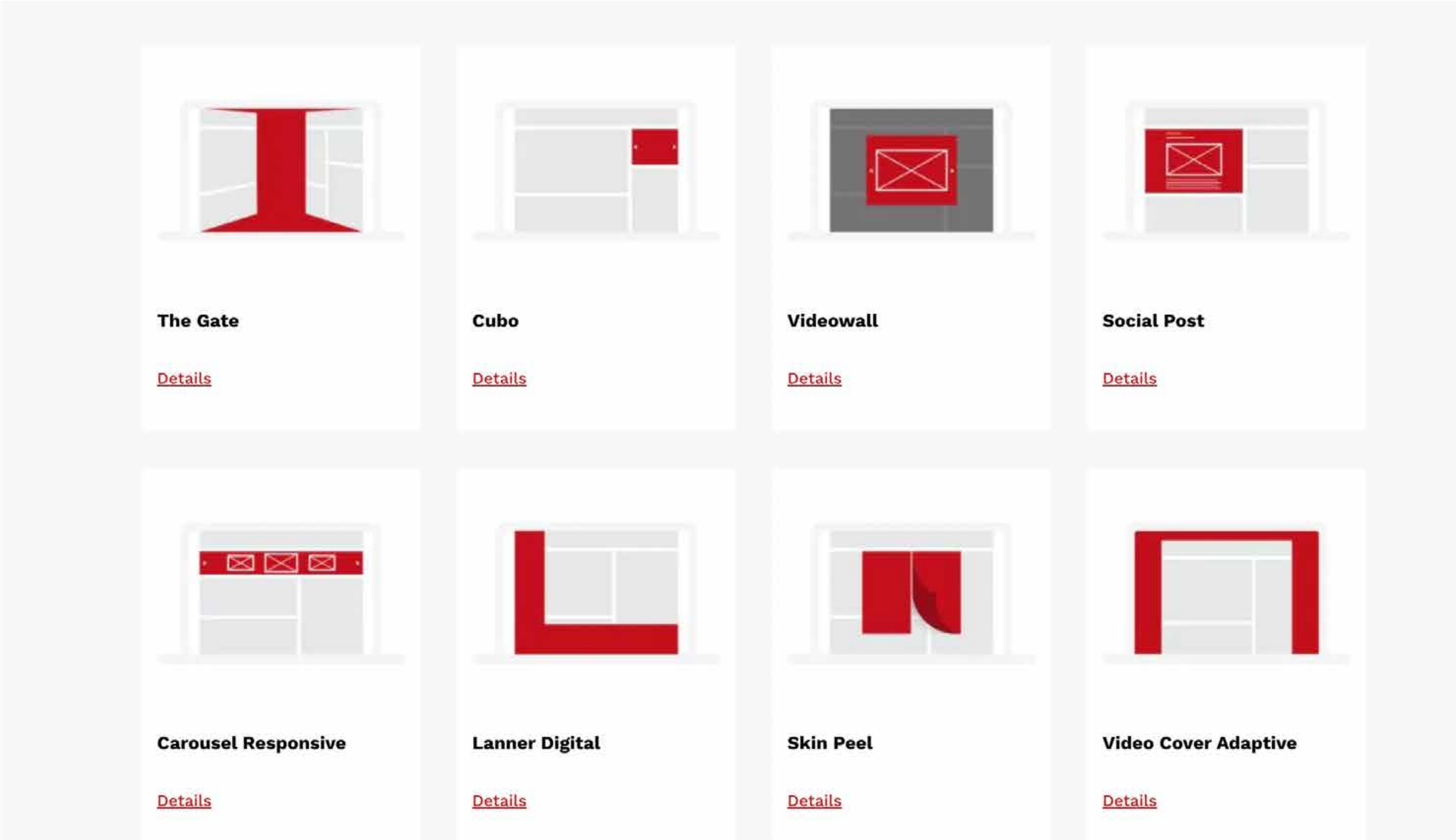
Dettagli



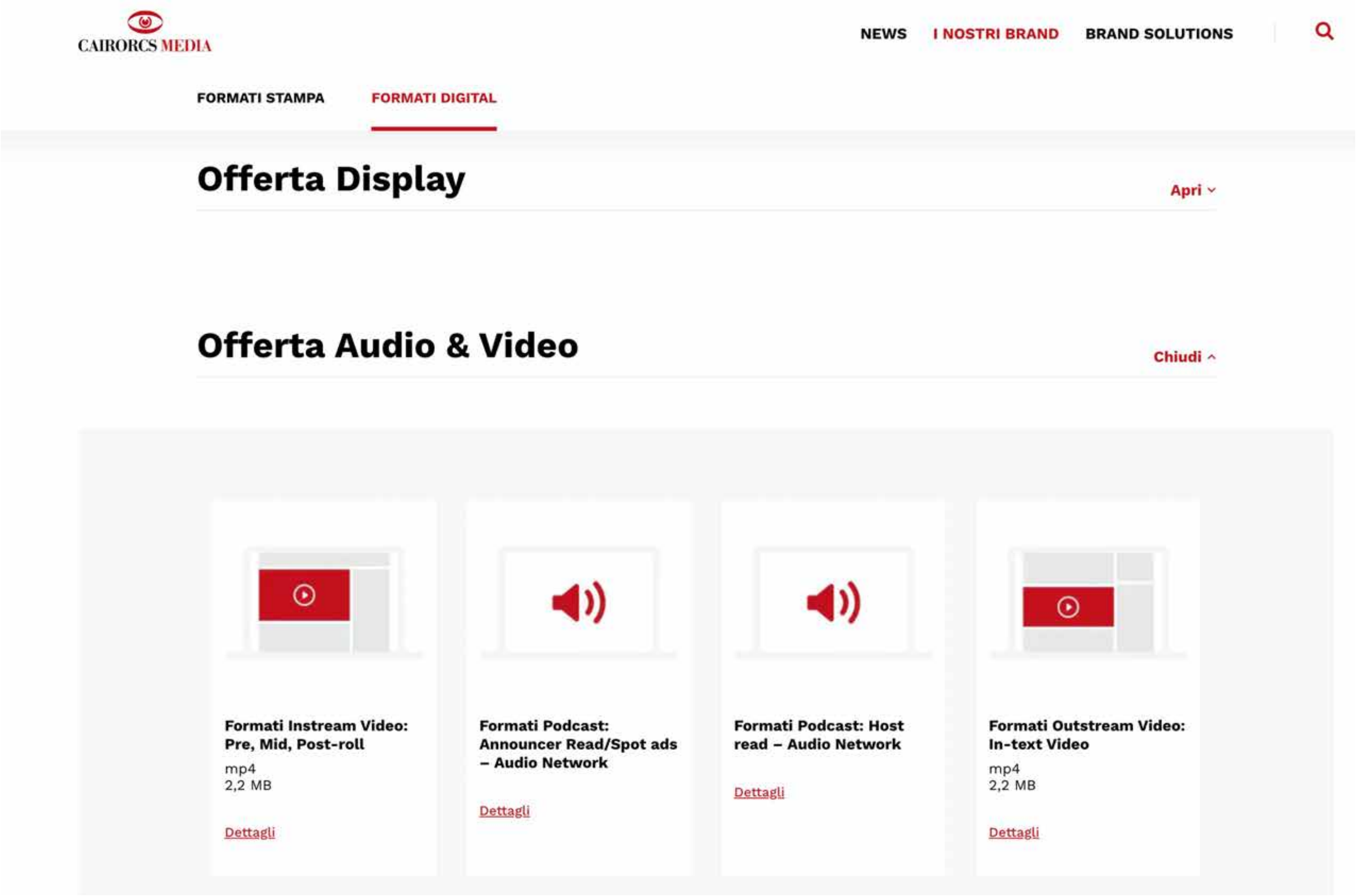


We choose the ad format

Reach media


The Gate
Details
Cubo
Details
Videowall
Details
Social Post
Details
Carousel Responsive
Details
Lanner Digital
Details
Skin Peel
Details
Video Cover Adaptive
Details

Audio and video formats



Technical specifications for each format

Caratteristiche tecniche

DIMENSIONI TOTALI FORMATO	940×529 px
PESO	100 KB
FORMATO FILE	Jpeg, Gif
HTML5	Le creatività in formato HTML5 devono essere realizzate tenendo conto di queste indicazioni. È possibile validare la correttezza degli asset creati con questo tool. Peso massimo del pacchetto: 150KB
AD-SERVING	Served by Mediaowner or Third Party
HTTPS	Tutti i pixel di tracciamento e i tag in total redirect dovranno essere consegnati con protocollo **https://**
CONSEGNA MATERIALI	5 GG. Lavorativi Prima della Partenza della Campagna Tutti i Materiali DEVONO Essere Inviati a traffico@rcs.it

Prices depend on audience and ad format and positioning

We usually buy **display ads** at **CPM** (e.g. Manzoni price list)

Format	Average CPM
preroll	30 €
intro	21 €
take over cross-device	3,50 €
skin	12 €
masthead cross-device	16 €
MPU cross-device	12 €
superbanner cross-device	8 €
leaderboard cross-device	4,50 €

ALL RATES ARE NET OF DISCOUNTS AND GROSS OF 15% AGENCY COMMISSION

E.g. TIM digital media plan report

CPM

Campagna Istituzionea 14 gennaio - 7 febbraio 2016
Reportaggiornamento : 7 Febbraio
Summary
Sizmek

Site Name	Section Name	Formato	Ordered Impressions	* Served Impressions	Delivery rate	* Clicks	* CTR	Interactions	Interaction Rate	Total Media Cost	CPM
Cairo Communication Spa IT	ROS - Programmi Top	Overlayer floor video	1.200.000	1.216.151	101,35%	12.116	1,00%	43.826	3,60%	8.299,34	6,82
Cairo Communication Spa IT	ROS - Programmi Top	Pre-Roll	900.000	831.833	92,43%	25.626	3,08%	1	0,00%	5.746,52	6,91
Cairo Communication Spa IT	ROS - Programmi Top	Videobox	2.500.000	2.360.633	94,43%	1.811	0,08%	457.332	19,37%	11.197,50	4,74
Class Editore IT	HP RoS	Masthead Standard	740.000	8.502.672	1.149,01%	12.451	0,15%	13.667	0,16%	7.780,00	0,92
Downloadadv IT	HP RoS (Desktop & M-site)	Pre-Roll	54.000	31.175	57,73%	1.274	4,09%	3.687	11,83%	156,11	5,01
Downloadadv IT	HP RoS (Desktop & M-site)	Videobox	1.260.000	1.087.758	86,33%	918	0,08%	148.521	13,65%	5.421,46	4,98
GoodMove TV IT	RON	Inread/Native	180.000	171.755	95,42%	1.484	0,86%	75.236	43,80%	1.040,20	6,06
GoodMove TV IT	RON	Interstitial	1.330.672	1.252.342	94,11%	63.678	5,08%	406.716	32,48%	7.592,85	6,06
GoodMove TV IT	RON	Videobox	170.000	159.778	93,99%	139	0,09%	64.150	40,15%	967,09	6,05
Manzoni IT	Repubblica Tablet	Box	400.000	520.116	130,03%	51	0,01%	51	0,01%	1.274,65	2,45
Manzoni IT	Repubblica Tablet	Half Page	400.000	524.878	131,22%	2.306	0,44%	2.306	0,44%	1.286,29	2,45
Manzoni IT	Repubblica Tablet	manchette	400.000	1.063.090	265,77%	578	0,05%	578	0,05%	2.605,43	2,45
Manzoni IT	Repubblica Tablet	Ovarlay	400.000	200.646	50,16%	7.448	3,71%	7.448	3,71%	498,69	2,49
Manzoni IT	Repubblica Tablet	Strip	400.000	531.340	132,84%	3.361	0,63%	3.361	0,63%	1.302,21	2,45
Manzoni IT	ROS	Masthead Standard	8.605.882	8.859.292	102,94%	6.427	0,07%	6.751	0,08%	98.823,68	11,15
Mediamond IT	hp	Masthead Rich Media	2.600.000	2.416.407	92,94%	2.336	0,10%	1.242.854	51,43%	11.950,67	4,95
Mediamond IT	hp	Skin	2.500.000	2.318.005	92,72%	12.080	0,52%	12.080	0,52%	8.074,93	3,48
Mediamond IT	ROS	Masthead Rich Media	1.140.000	1.033.641	90,67%	1.657	0,16%	415.704	40,22%	5.041,07	4,88
Mediamond IT	ROS	Pre-Roll	4.620.000	4.542.214	98,32%	42.411	0,93%	53.690	1,18%	31.370,45	6,91
Piemme spa IT	HP+ROS	Intro Full Screen	400.000	474.470	118,62%	15.166	3,20%	15.166	3,20%	2.911,48	6,14
Piemme spa IT	HP+ROS	Masthead Rich Media	6.300.000	5.860.273	93,02%	8.908	0,15%	9.591	0,16%	30.622,06	5,23
Piemme spa IT	Network Video	Pre-Roll	1.000.000	999.185	99,92%	8.224	0,82%	16.662	1,67%	6.961,46	6,97

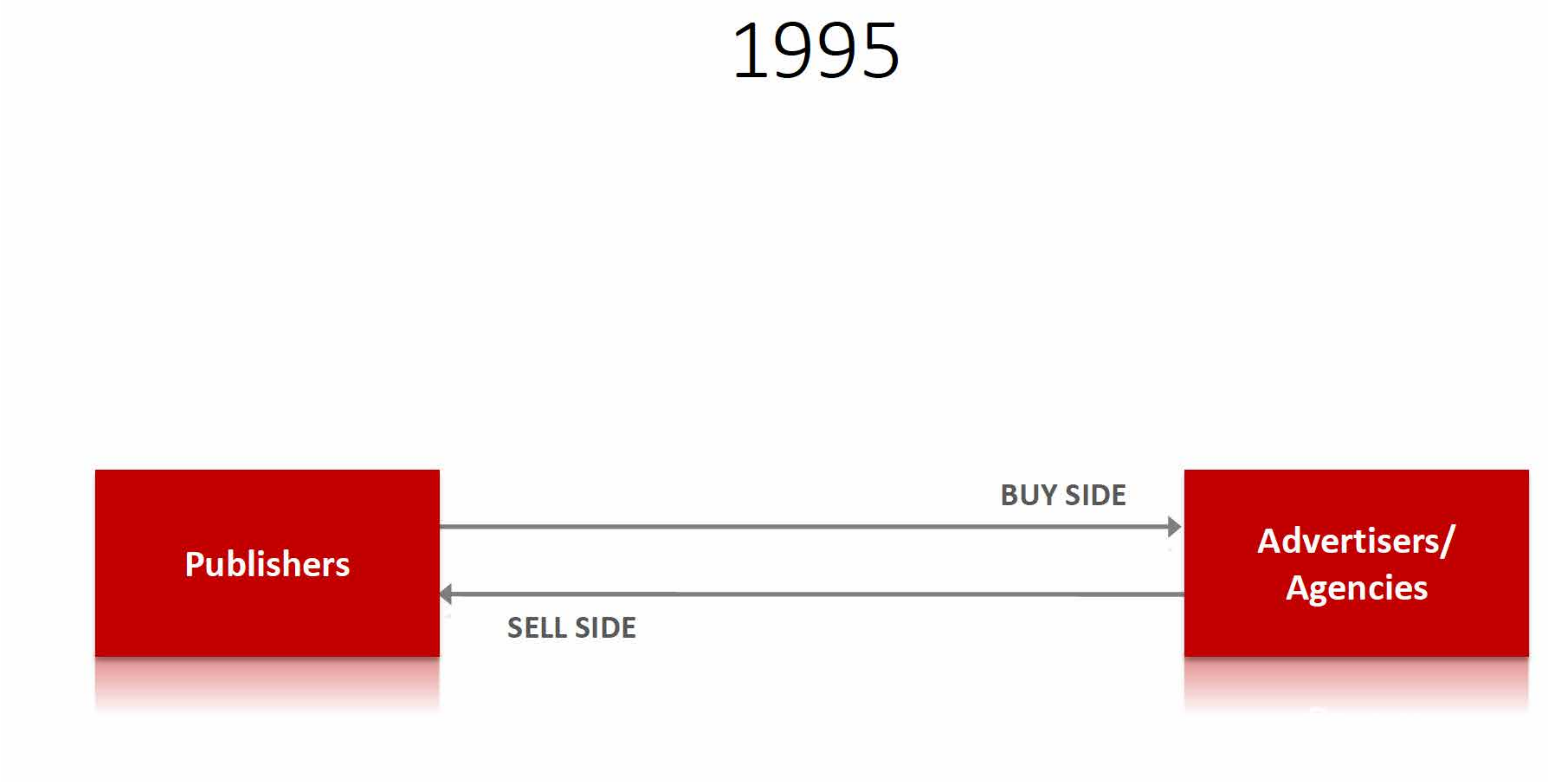
Average CPM cost = 4,6€

but this process is becoming automated...

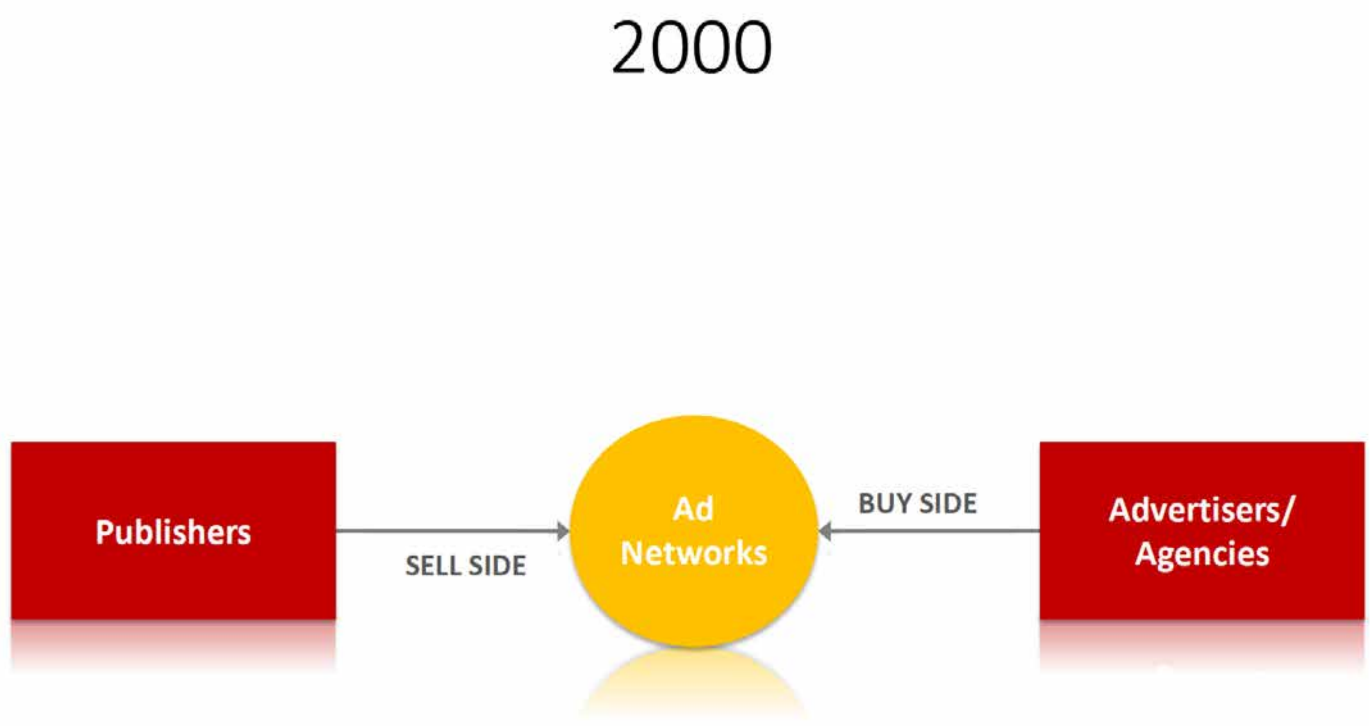
Evolution of the digital planning

3'36''

In the beginning there were only publishers and advertising agencies



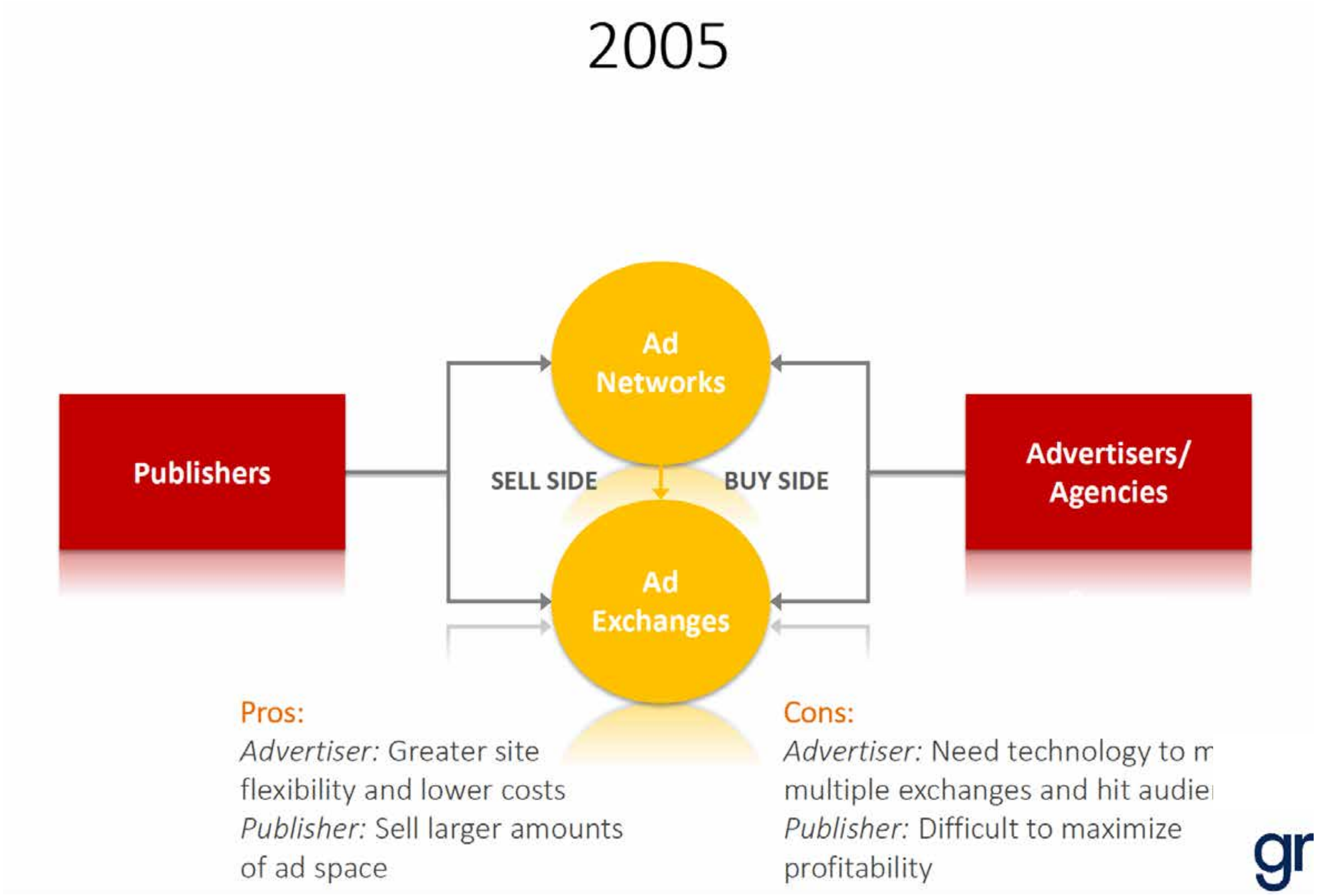
AD Networks were born in 2000, they represent more publishers and sell their unsold inventories (CPM)



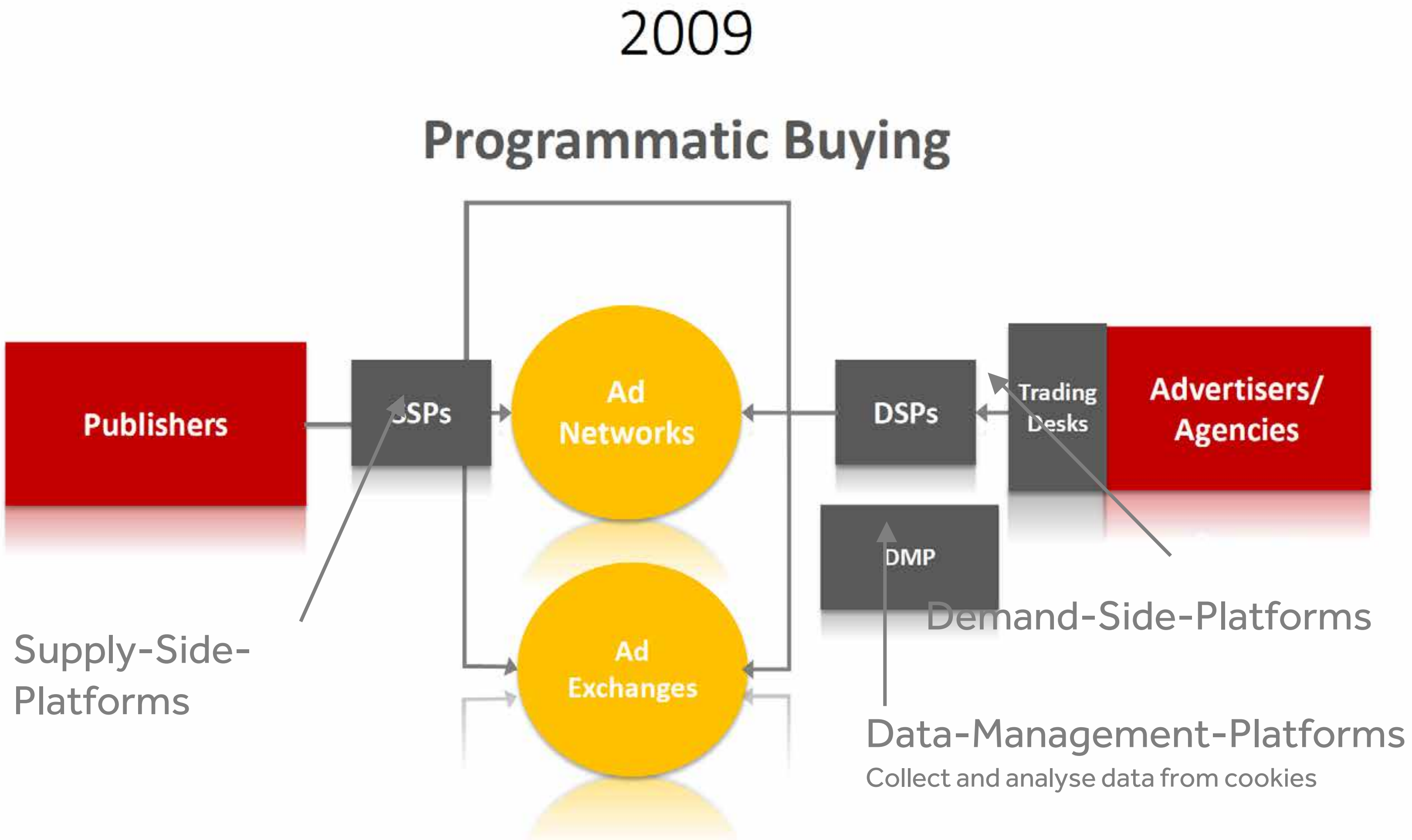
Pros:
Advertisers: Centralized buy; lower cost
Publishers: Helped sell inventory at scale

Cons:
Advertisers: less transparency and precision with pubs and audience
Publishers: Still a large amount of unsold inventory

Ad Exchanges were born in 2005. They are marketplace for buying and selling digital media impressions



Programmatic was born in 2009

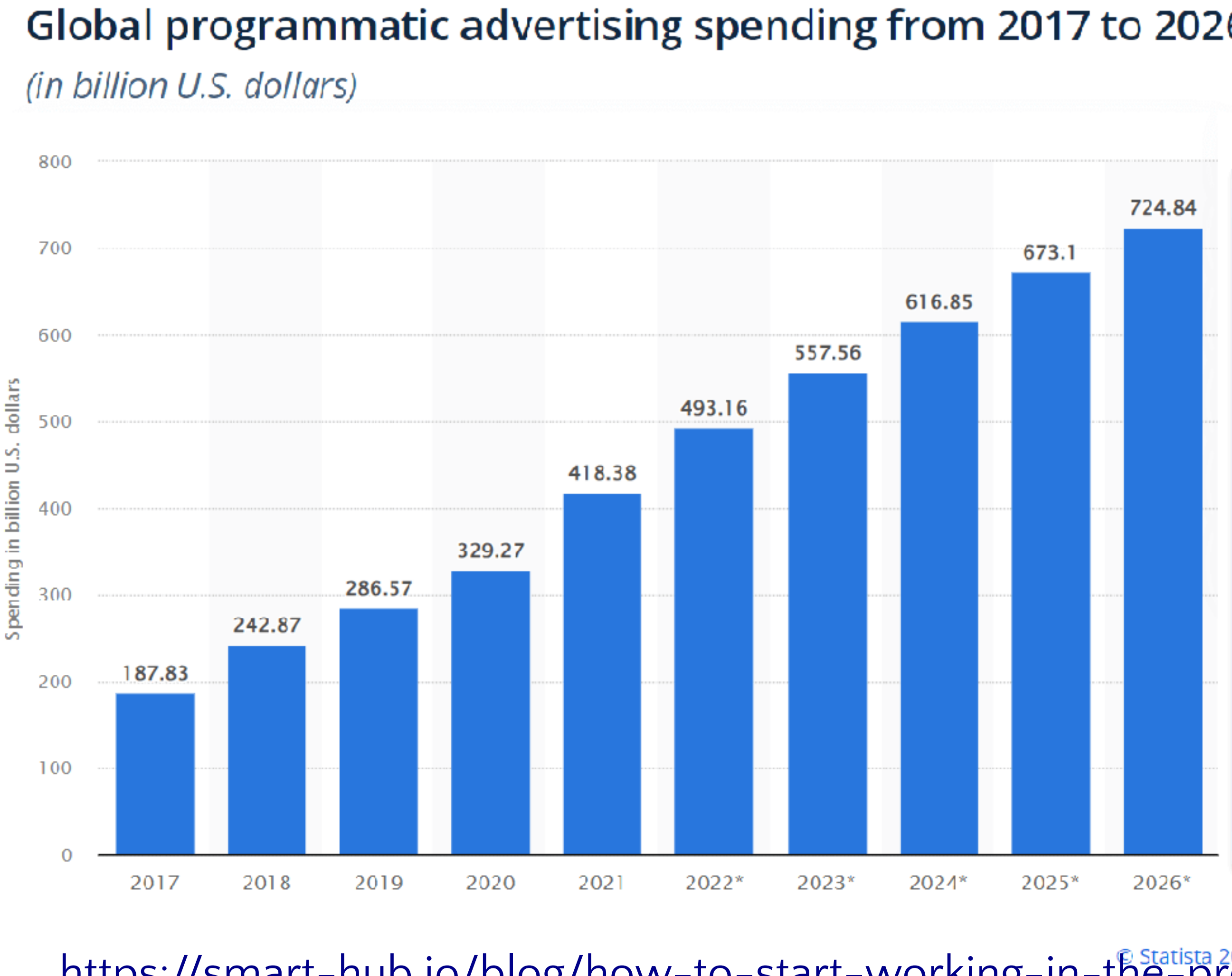


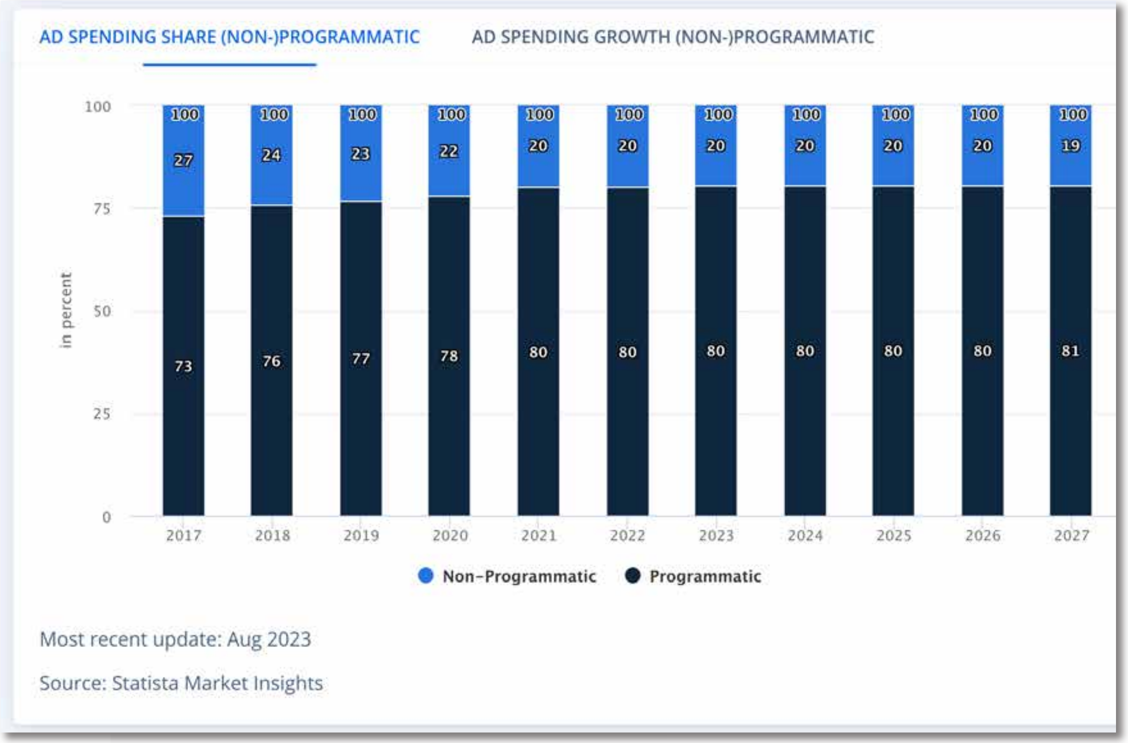
Programmatic Advertising

What is Programmatic Media Buying?

- One writer defined it as the «**automation of the buying and selling of advertising inventory** supported by the Open **Real Time Bidding** (RTB) ecosystem»
- Or more simply «**the automated buying and selling of digital media**»

83% of the ad spending online is already automated



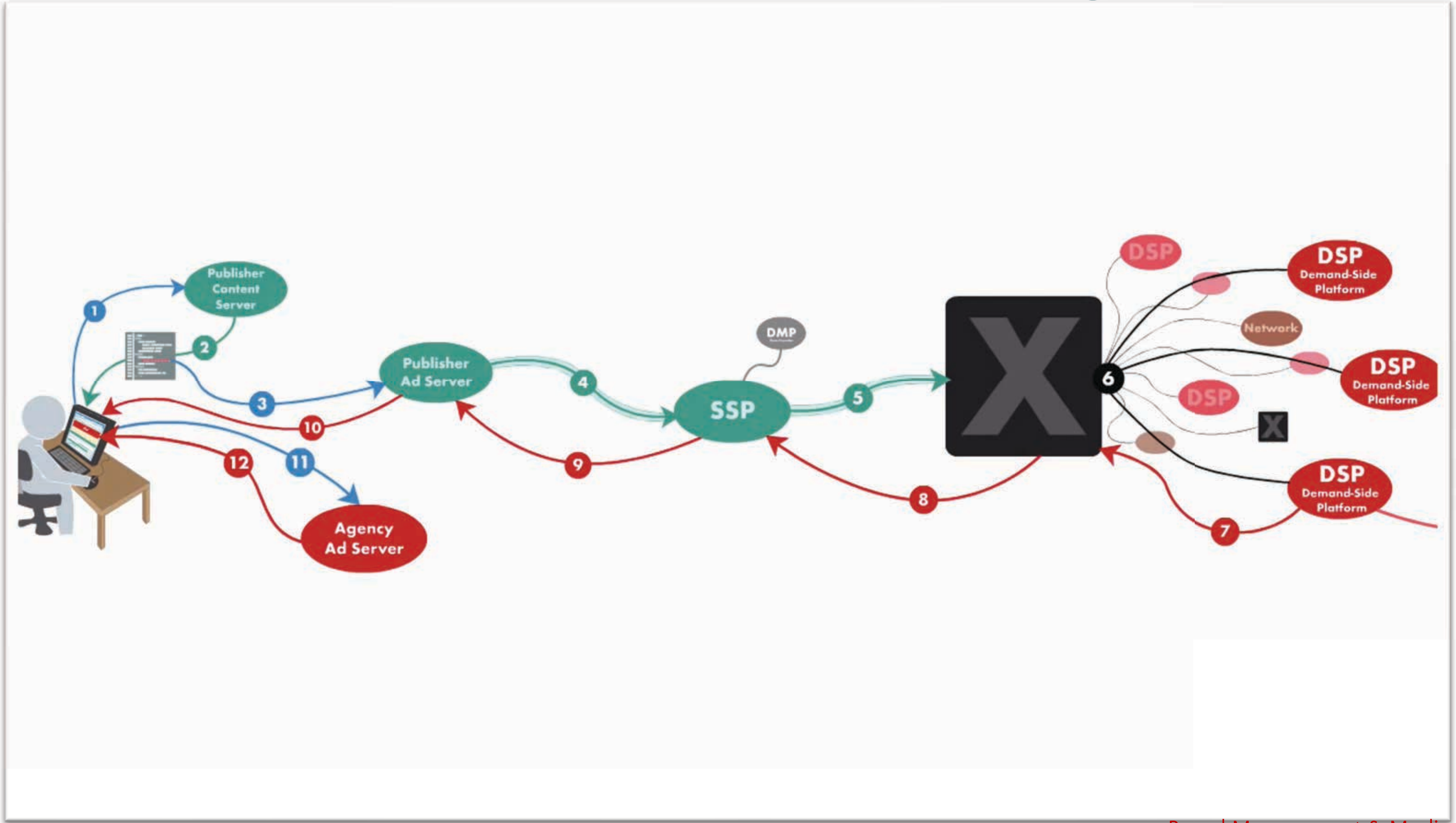


https://smart-hub.io/blog/how-to-start-working-in-the-programmatic-advertising-industry/

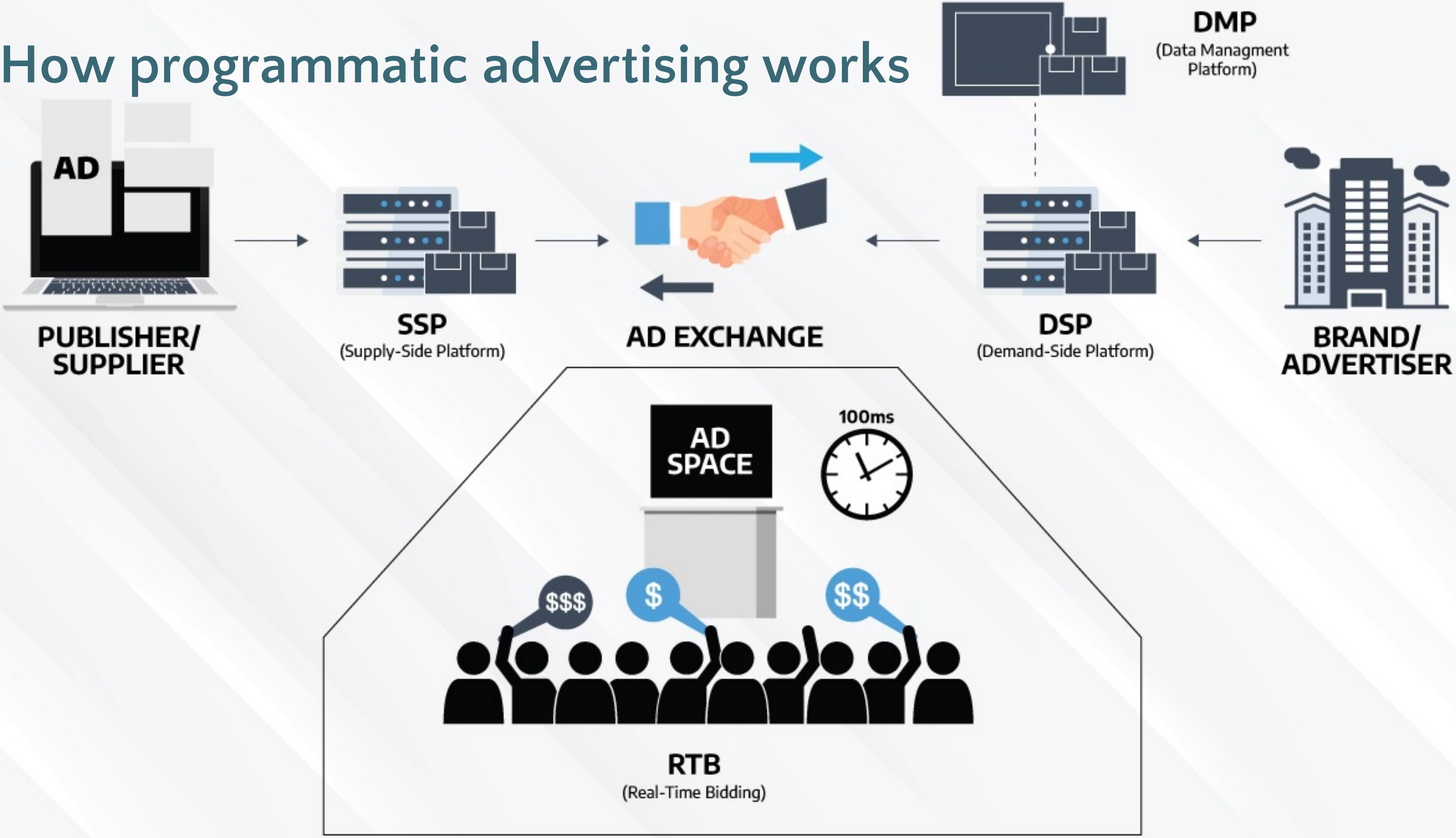
How Programmatic works

How an ad is served with Real Time Bidding

5'26''



How programmatic advertising works



Programmatic Arena

Ad Networks

An **Ad Network** is a company specializing in **aggregating online ad inventory** from different publishers and selling on their behalf. It acts as a broker for the space

- Ad networks aggregated inventory and sold it to advertisers.
- They helped publishers by selling inventory they could not sell themselves.

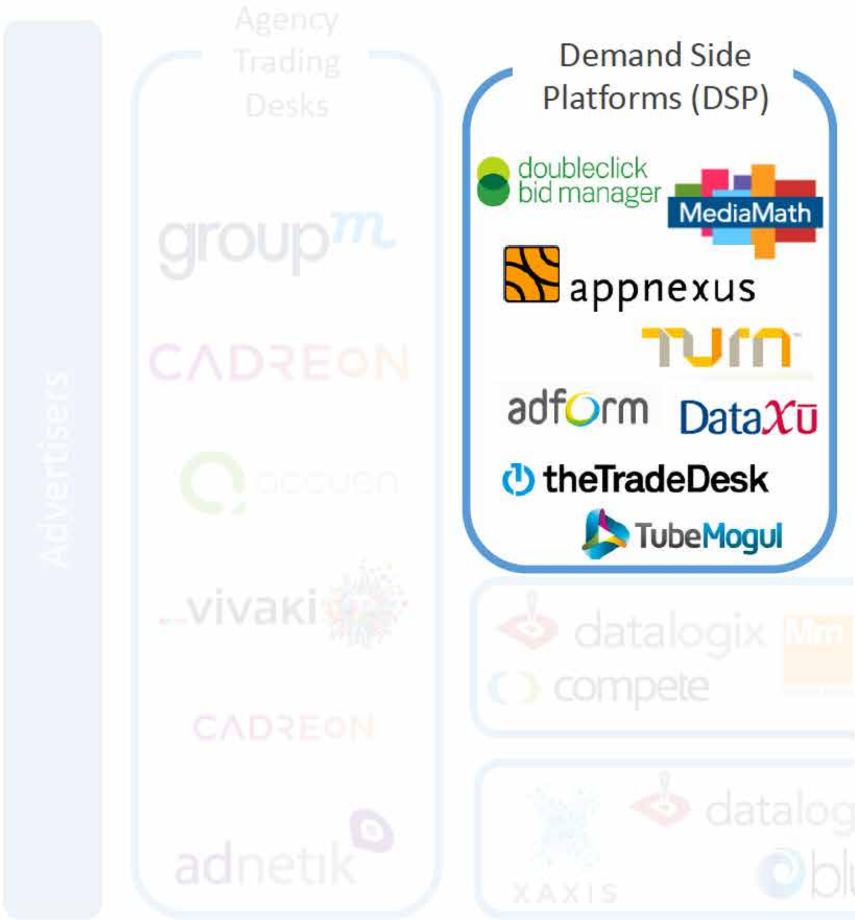
Ad Exchanges

Ad Exchanges represent a **general marketplace for buying and selling media** impressions based on automated auction technology.
Exchanges enable real-time bidding

- Transparent real-time marketplace where large pools of inventory are bought and sold

Demand Side Platform (DSP)

Advertisers and agencies typically connect and buy through what is called **Demand Side Platform (DSP)**



Tool for trading desk (advertiser)

- A piece of software used by traders (advertisers) to buy advertising placements with real-time bids
- Benefit of DSP for Advertisers
  - Central access to publishers, networks, exchanges, SSPs
  - Targeting/control options
  - Robust reporting
  - Automated optimizers (targeting/ads)
  - Brand protection (white list, content, viewability)

Supply-Side Platforms (SSP)

A **SSP** is intended to make it possible **to sell publishers’ ad inventory** programmatically.

Tool for publishers

- A piece of software used by publishers to sell advertising in an automated fashion
- Benefits of SSP for Publisher
  - Access to advertisers, networks, ad exchanges, DSPs
  - Automated yield management
  - Robust reporting
  - Block advertisers
  - Price floors

Agency Trading Desk

Agency trading desks are specialized **programmatic media buying organizations**, which handle programmatic buying duties for their agency clients

Holding company-created division to execute audience buying strategies, both direct and programmatic.
The organization usually manages programmatic media typically using DSPs and other audience buying technologies

- Place ads based on target audience
- Manage bids, placements, and targets

Data Management Platforms

A **Data Management Platform** collects and analyses **data from a variety of sources**, such as websites, outside data suppliers, client CRM data and more.

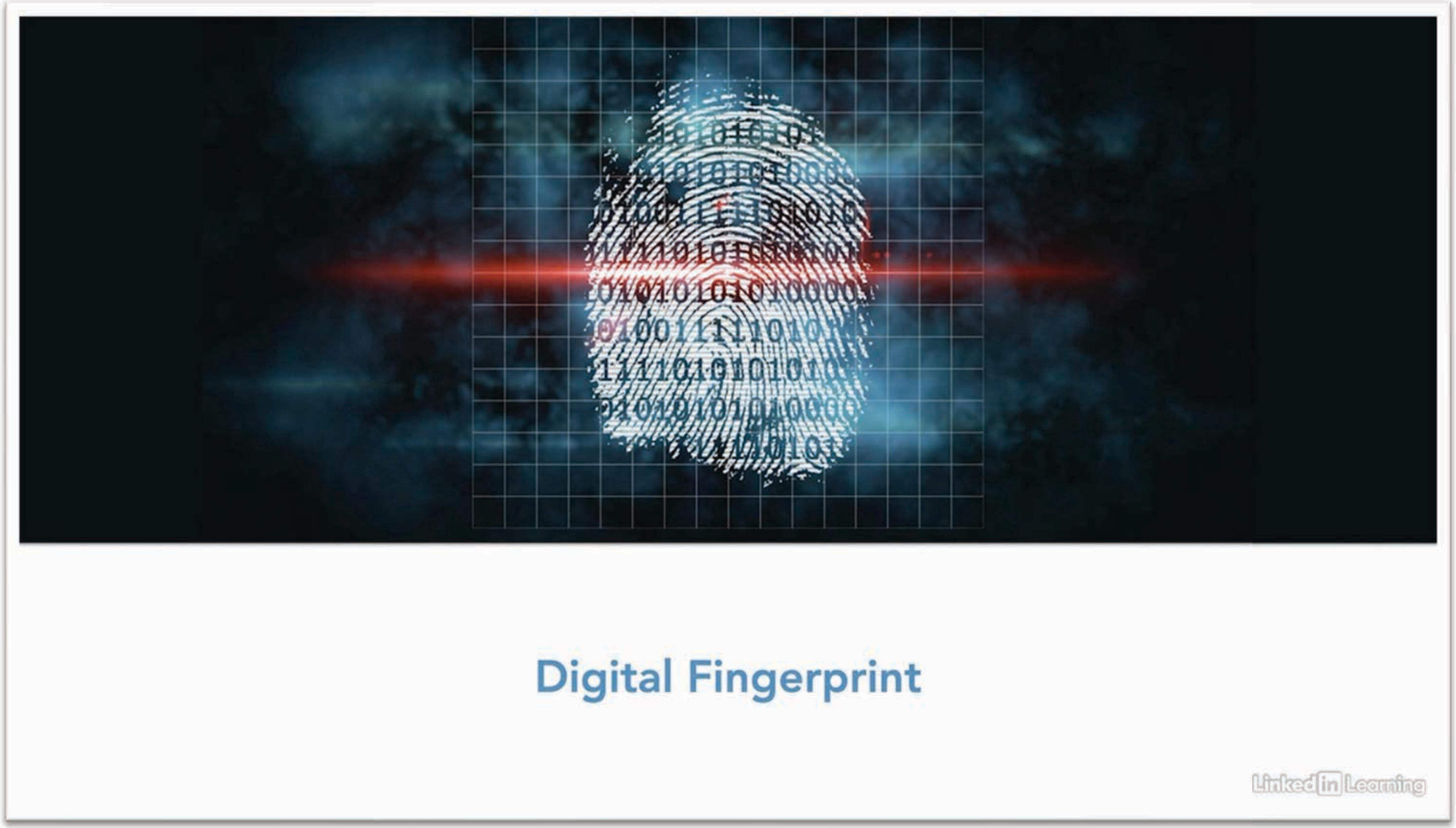
Data for both advertisers and publishers

- A data warehouse that houses information and spits it out in a way that's useful for marketers and publishers
- Benefit of DMP for Advertisers
    - Data to develop and target specific targets
    - Target specifications applied across large source

IT'S ALL ABOUT DATA!

Where do data come from?

4’02’’



Programmatic Advertising Foundations – Matt Bailey – Linkedin Learning

Programmatic Advertising pros & cons

- The goals of programmatic buying are to **help buyers** buy media **more efficiently (lower CPM)**

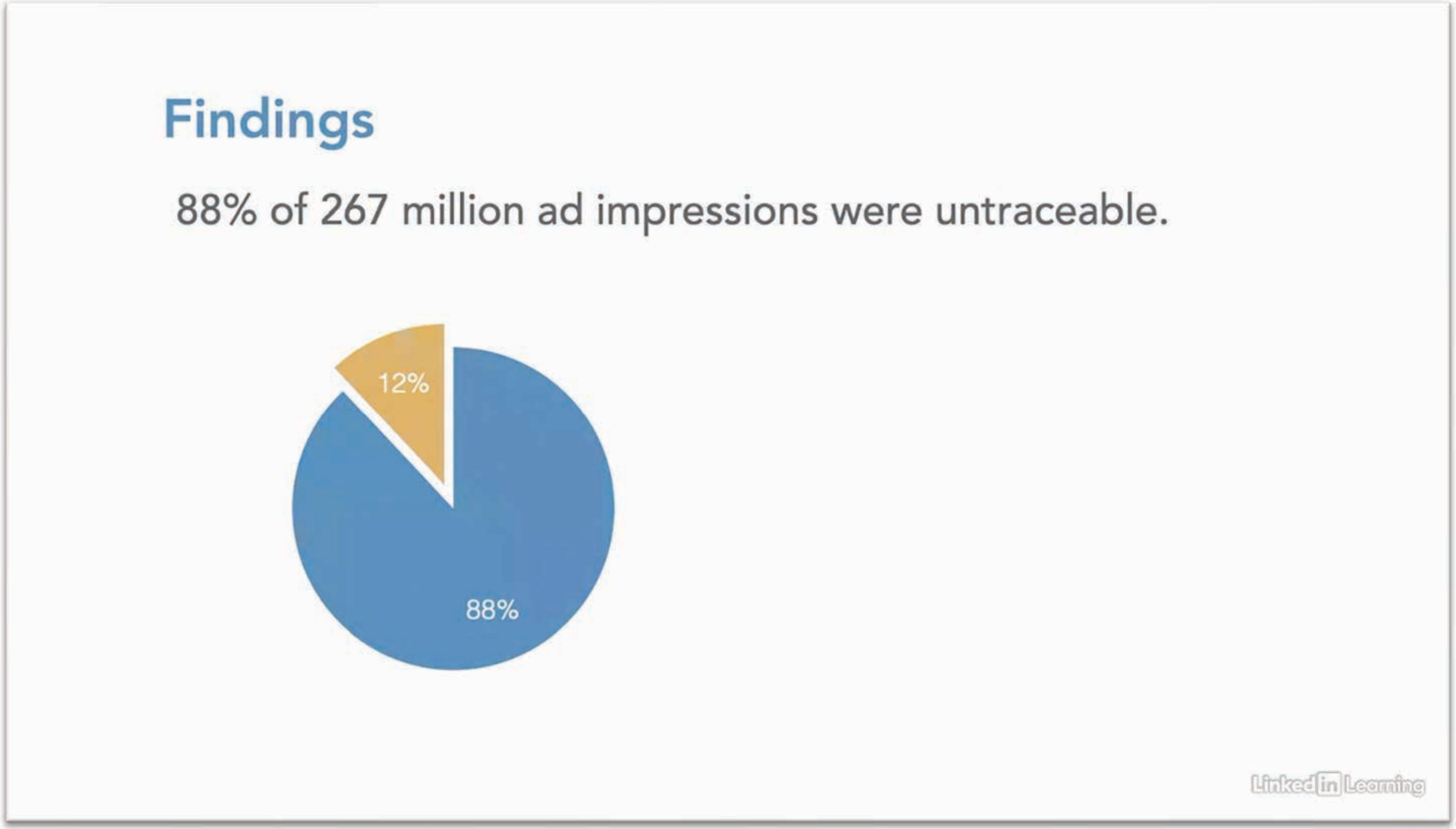
  And to **help publishers** (website owners**) sell ALL their inventory** at the highest possible price (via bidding)

- With programmatic we can **better target our advertising,** thanks to the **Data Management Platforms**

- **But the buying process is less clear…**

The big risk is fraud

4’45’’



Programmatic Advertising Foundations – Matt Bailey – Linkedin Learning

Programmatic trading strategies

Programmatic trading strategies

		THERE IS A DEAL BETWEEN BUYER AND SELLER	
		YES	**NO**
THERE IS AN AUCTION	**YES**		Invitation-only auction Open auction
	NO	Programmatic Guaranteed	Unreserved fixed rate

Programmatic trading strategies

There are **4 trading strategies** to execute a **programmatic buy**:

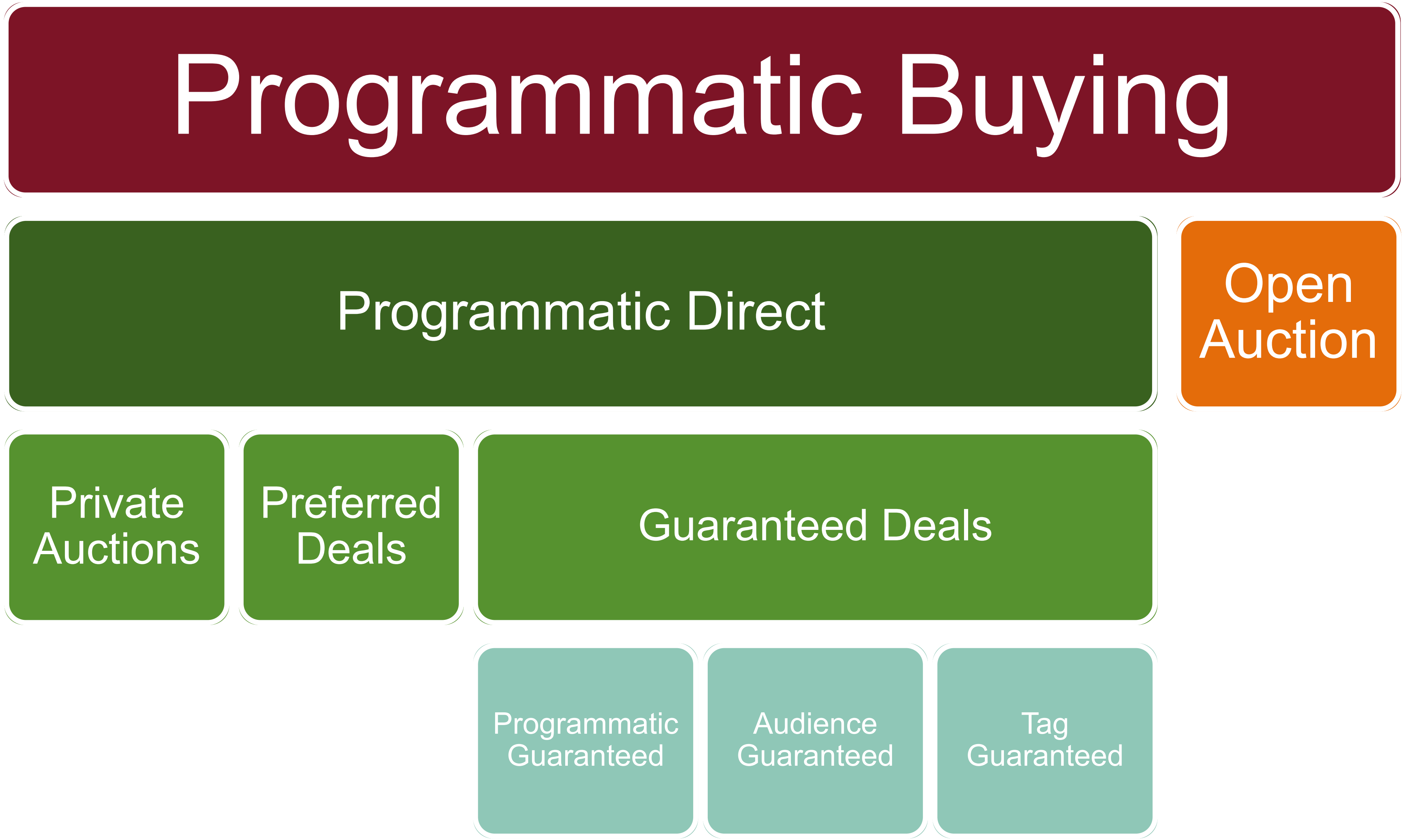
1. **Programmatic Garanteed** (or Automated Guaranteed)
2. **Preffered deal** (or Unreserved Fixed Rate)
3. **Private Market Place** (or Invitation-Only Auction)
4. **Open RTB** (or Open Auction)

Programmitic trading strategies

	Type of Inventory (Reserved[1], Unreserved)	Pricing (Fixed[2], Auction)	Participation (One Seller-One Buyer, One Seller-Few Buyers, One Seller-All Buyers)	Other Terms Used in Market	Other Considerations
Automated Guaranteed	Reserved	Fixed	One-One	Programmatic guaranteed Programmatic premium Programmatic direct Programmatic reserved	• Prioritization in the ad server • Deal ID • Data usage • Transparency to buyer • Price floors
Unreserved Fixed Rate	Unreserved	Fixed	One-One	Preferred deals Private access First right of refusal	
Invitation-Only Auction	Unreserved	Auction	One-Few	Private marketplace Private auction Closed auction Private access	
Open Auction	Unreserved	Auction	One-All	Real-time bidding (RTB) Open exchange Open marketplace	

Source: Interactive Advertising Bureau 2013

Programmatic buying models



Programmatic is growing fast

Cool!

All the advertising inventory is sold…


THE new 5 TOURING
NUOVA BMW SERIE 5 520d TOURING MILD HYBRID.
GUIDALA SENZA ACQUISTARLA DA 350 EURO AL MESE CON IL NUOVO LEASING OPERATIVO BMW WHY-BUY EVO.
WHY:BUY
Sport Industry
Temi Caldi In edicola col Sole Fiume di denaro: le inchieste Mappa contagi Ecobonus
24+ ABBONATI Accedi
Pubblicità
iShares by BlackRock
Sostenibilità, semplificata.
Scegli la chiarezza per costruire un portafoglio più sostenibile.
Scopri di più >
Capitale a rischio
Investi in qualcosa di più grande.
> Informazione importante
ITALIA 'Ndrangheta, dal resort al sommergibile: maxi-sequestro di beni
ITALIA Arriva la stretta anti-contagi: dalle mascherine all'aperto alle feste a numero chiuso
ITALIA Coronavirus, le nuove regole dalla mascherina allo smart working
INCLUSI:
BOLLO
MANUTENZIONE
RCA
FIBRA ULTRAVELOCE FINO A 1 GIGABIT/s
A 29,95€ AL MESE
PROVA LA TRASPARENZA E LA LIBERTÀ, ANCHE DI CAMBIARE IDEA
FASTWEB
ITALIA
SCOPRI DI PIÙ

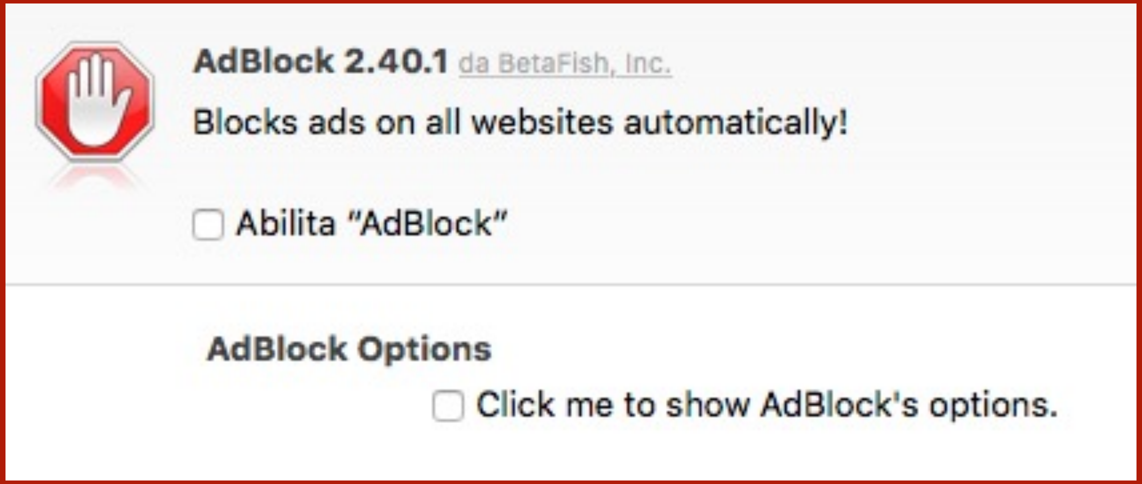
BUT…

91% of internet users says that **advertising** is more **intrusive** compared to **2 years ago**

Fonte Rockel Fuel 2017 – Programmatic Italia

And something is happening

AD BLOCK


AdBlock 2.40.1 da BetaFish, Inc.
Blocks ads on all websites automatically!
Abilita "AdBlock"
AdBlock Options
Click me to show AdBlock's options.

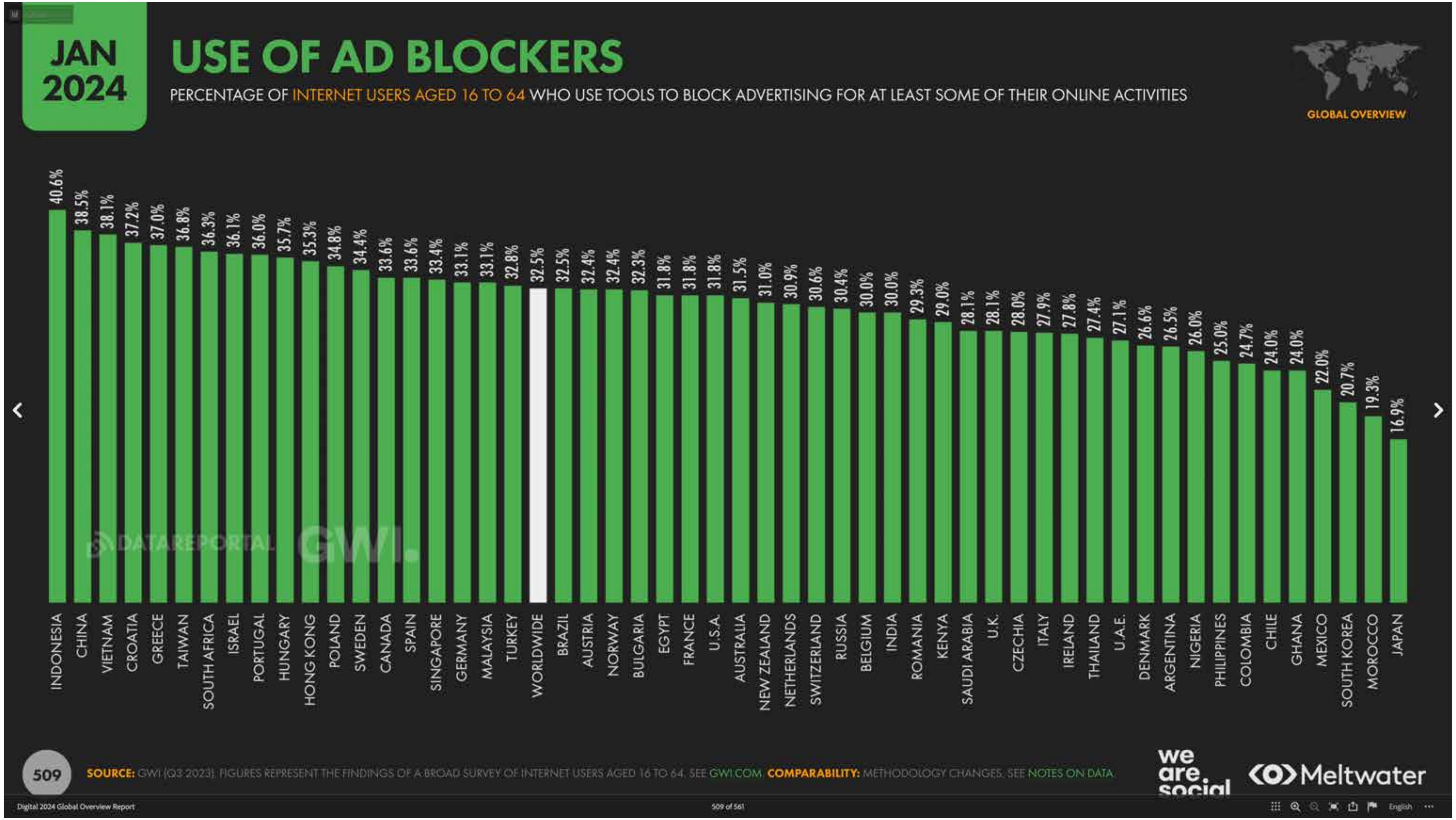
AdBlock

Adblock is a **browser extension** for the Google Chrome, Apple Safari (desktop and mobile) Firefox, Opera, and Microsoft Edge web browsers.

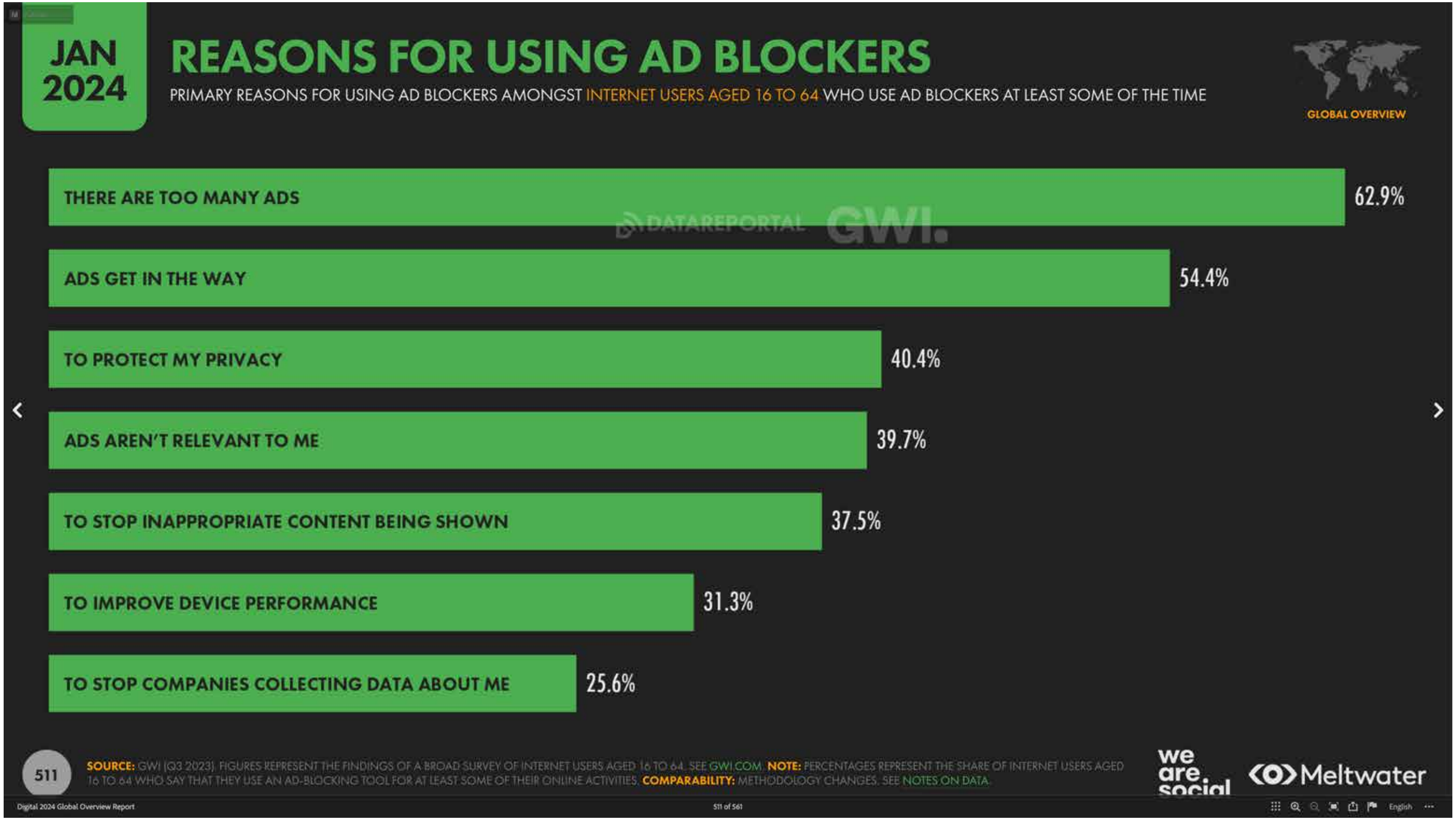
AdBlock allows users to **prevent page elements**, such as advertisements, **from being displayed**.

Wikipedia

32,5% of internet users worldwide block ads. 28% in Italy

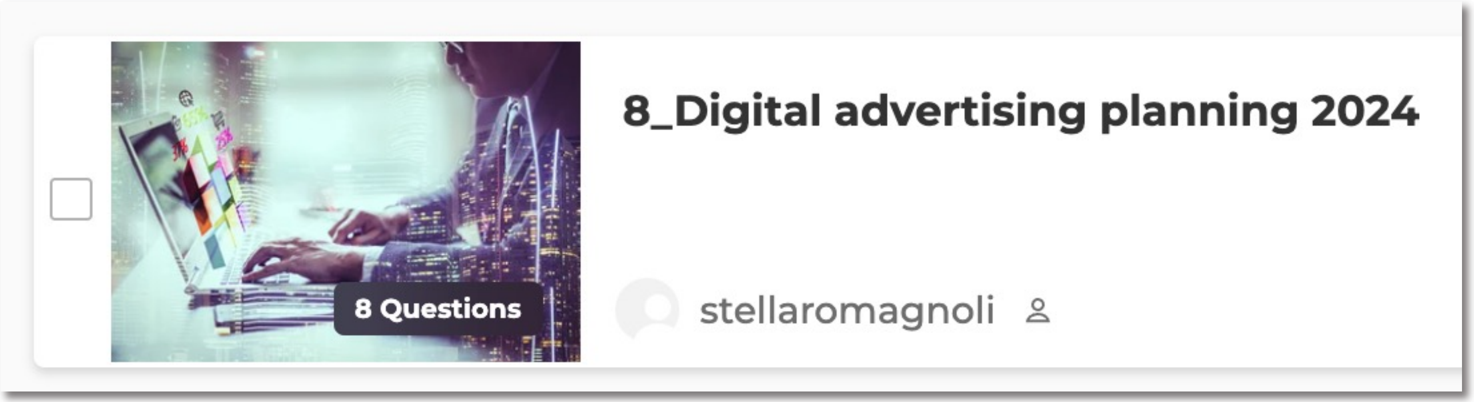


Because people are annoyed by ads



But there are other less intrusive forms of online advertising

Ready to play?



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- Omnicom Media Group
- Hootsuite – We Are Social
- GroupM
- IAB