

AUTOMATION, INTEGRATION AND EFFECTIVENESS - PROGRAMMATIC BUYING AND ITS' FUTURE IN CEE

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THE STORY BEHIND PROGRAMMATIC

DISPLAY LUMAscape

MARKETER



PUBLISHER
CONSUMER

TOO
COMPLEX
TO
MANAGE
MANUALLY



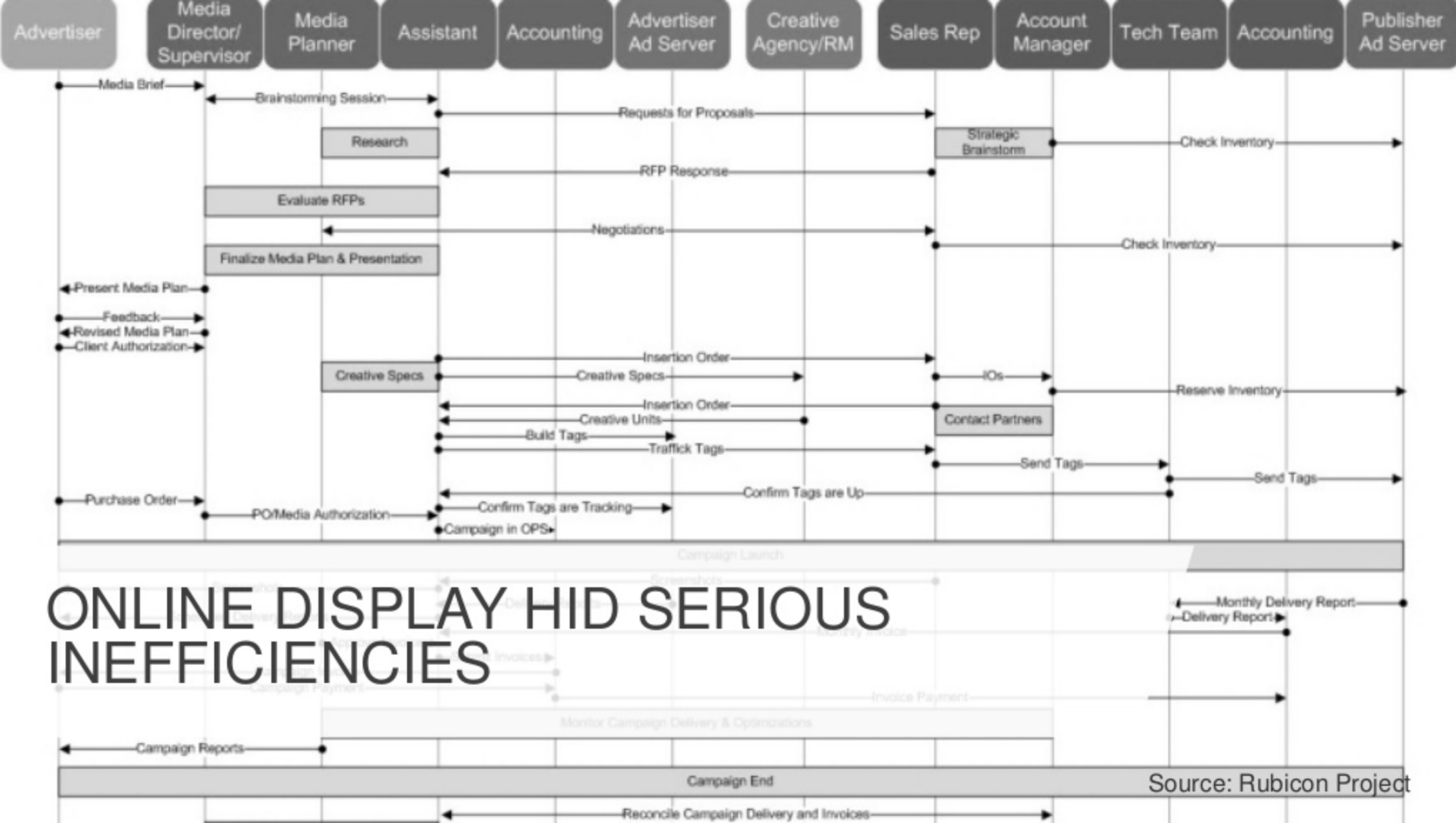
GLOBAL
DISPLAY
SPEND TO
INCREASE
70.4% BY 2015*

GLOBAL RTB
SPEND
TO INCREASE
266% BY
2015**

DATA & RTB HAVE SAVED DIGITAL
ADVERTISING

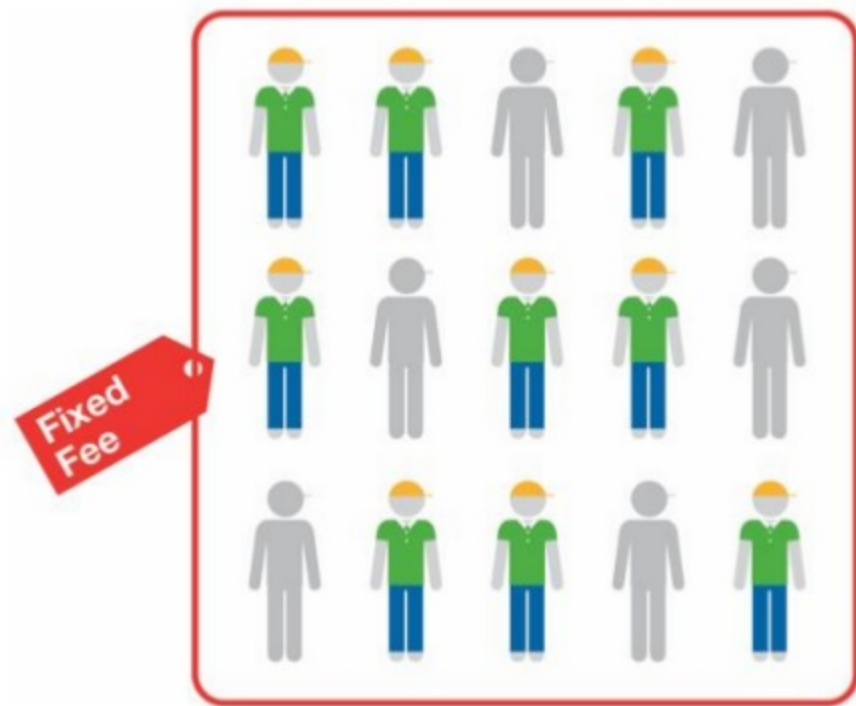
*Source: ZenithOptimedia

**Source: IDC



PUBLISHERS
HAVE ALLOWED
DISPLAY TO
BECOME
COMMODITISED

Real time bidding (RTB) brings back the productivity



Bulk buying inventory
Old world (pre AOD)

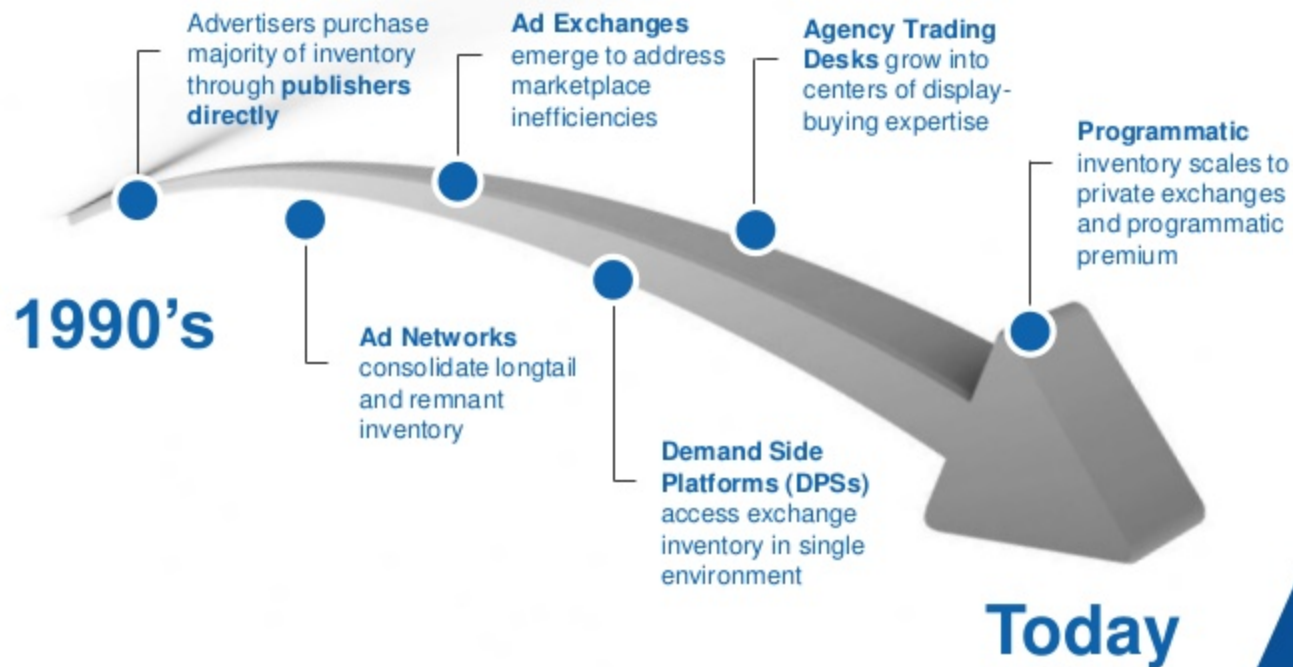


Real-time bidding
New world (since AOD)

But programmatic is more than just RTB

Buy type	Reservation type	Pricing	Participation	Terminology
Automated guaranteed	Reserved	Fixed	One buyer	Programmatic guaranteed Programmatic premium Programmatic direct Programmatic reserved
Unreserved fixed rate	Unreserved	Fixed	One buyer	Private marketplace Preferred deals Private access First look
Invitation only auction	Unreserved	RTB	Select buyers	Private marketplace Private auction Closed auction Private access
Open auction	Unreserved	RTB	All buyers	Open exchange Open marketplace

Each display market goes through an evolution



AUDIENCE ON DEMAND

Considerable global expertise



Key points of differentiation

Transparency



Full publisher list/bid
price/remarketing strategy
visibility

Programmatic

100%

All ads bought
programmatically, specifically
for each individual advertiser

Scale, reach and quality

130k

Sites available, private
marketplaces, VivaKi Verified

Technology



Proprietary analytics, licenced
leading bid management tools

Data policy



No data is shared between
clients under any
circumstances

Security in VivaKi Verified



VivaKi Verified is a certification process developed by AOD in June 2010 indicating a partner has been thoroughly vetted and meets AOD's standards of performance and transparency



Data

Data providers are put through a legal & technical vetting process to ensure capabilities, brand safety and OBA compliance



Media

Websites undergo human and technology inspections to confirm adherence to industry safety standards.

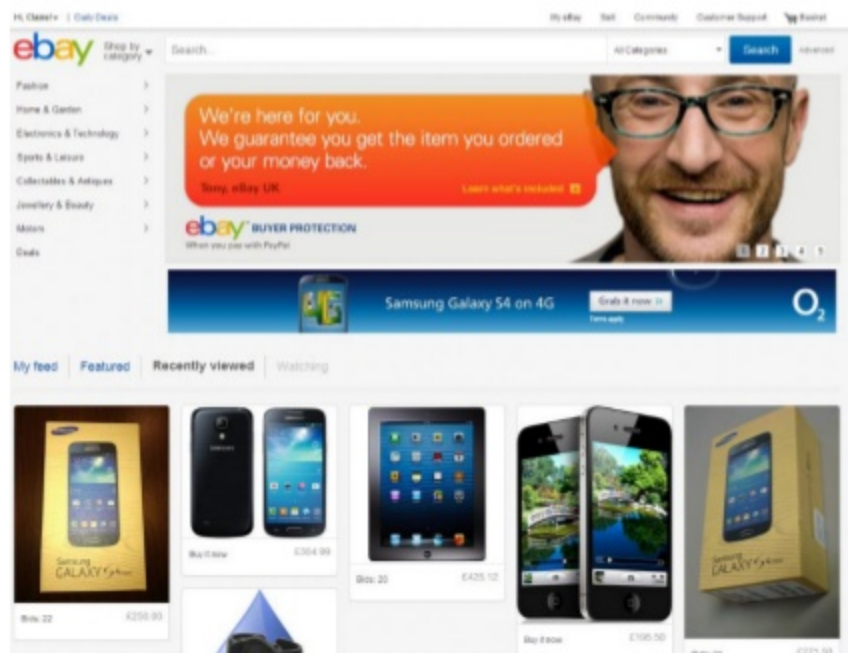


Technology

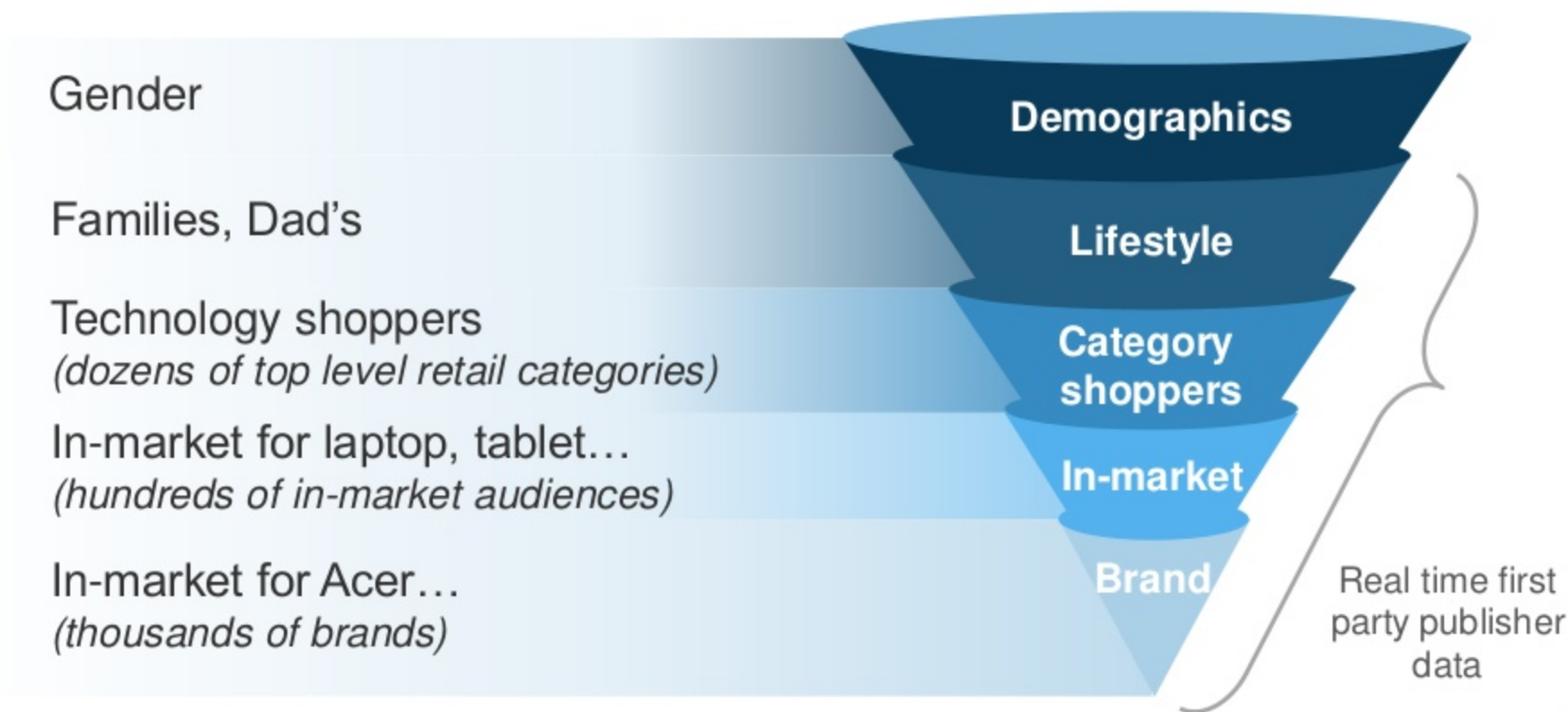
Technology providers go through a 300+ point inspection process and pilot testing to validate existence of mission-critical criteria and platform functionality

Pioneering in the area of Private Marketplaces

- First look access
- Lower floor prices
- High impact creative sizes
- Restricted auctions
- Specific placements on a site
- Coupled with publisher data



Pairing inventory with publisher data



AOD works across both



BRAND



DIRECT
RESPONSE

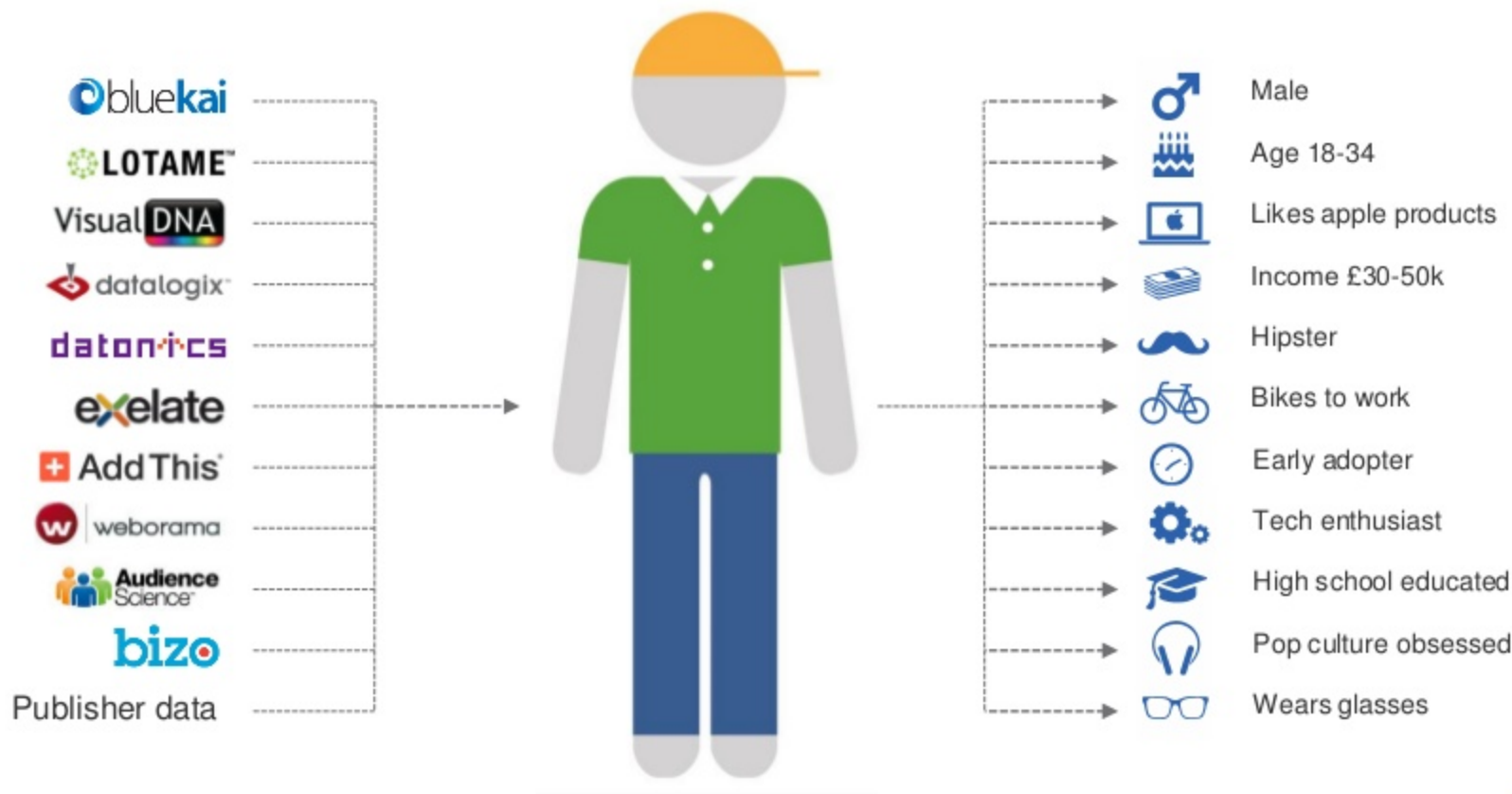
Ideally use programmatic throughout the funnel



Brand blasts
High impact formats
Native advertising
Video and mobile awareness
Keyword contextual targeting
3rd party audience buying
Lookalike modelling
Retargeting
Retention targeting
Social engagement



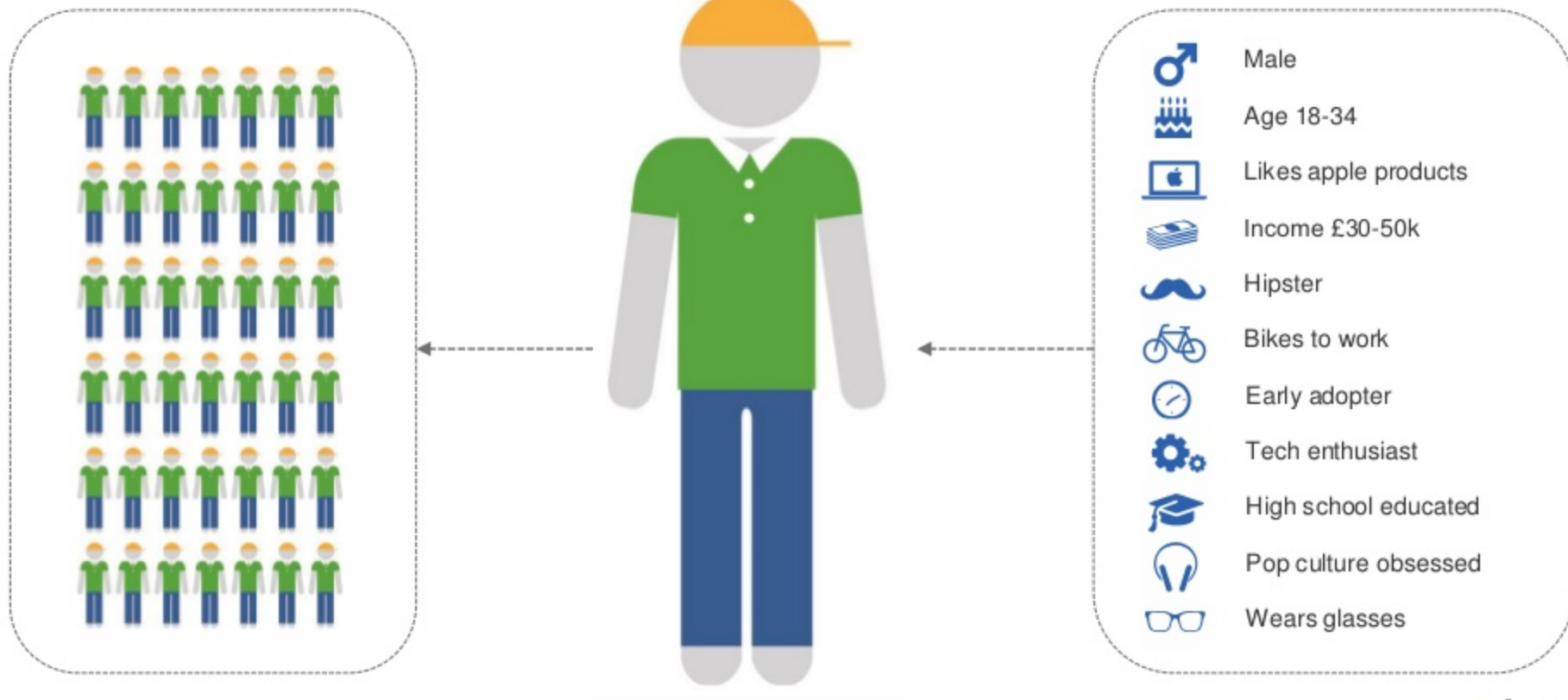
Building audiences through 3rd party data



Scaling through audience lookalike modeling



Algorithmic profiling



Retargeting using programmatic

