

Programmatic Advertising



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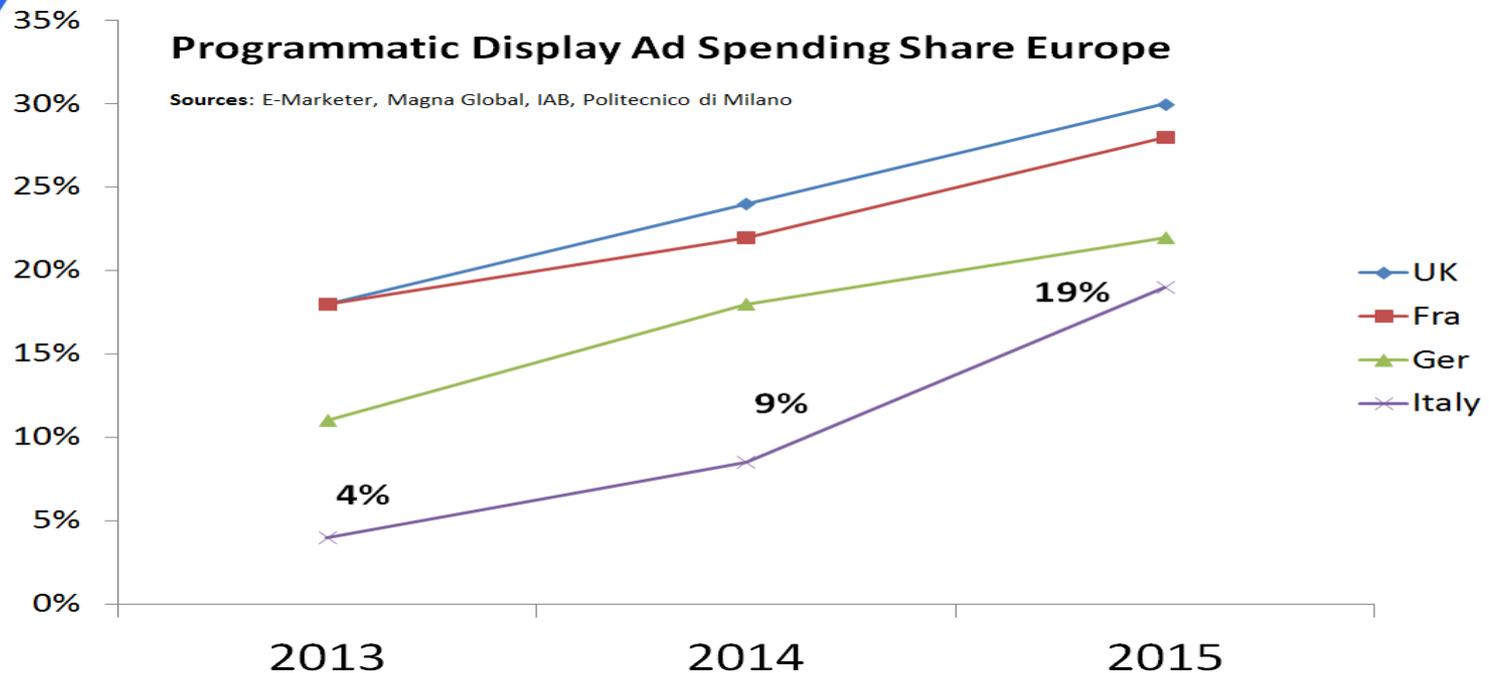
Programmatic advertising is the automated process of execution of the sales of advertising space that involves

- i. Technological Platforms that connect the demand-side (advertiser) to the sell-side (publisher)
- ii. Data, mathematics and algorithms optimize processes and qualify the target.



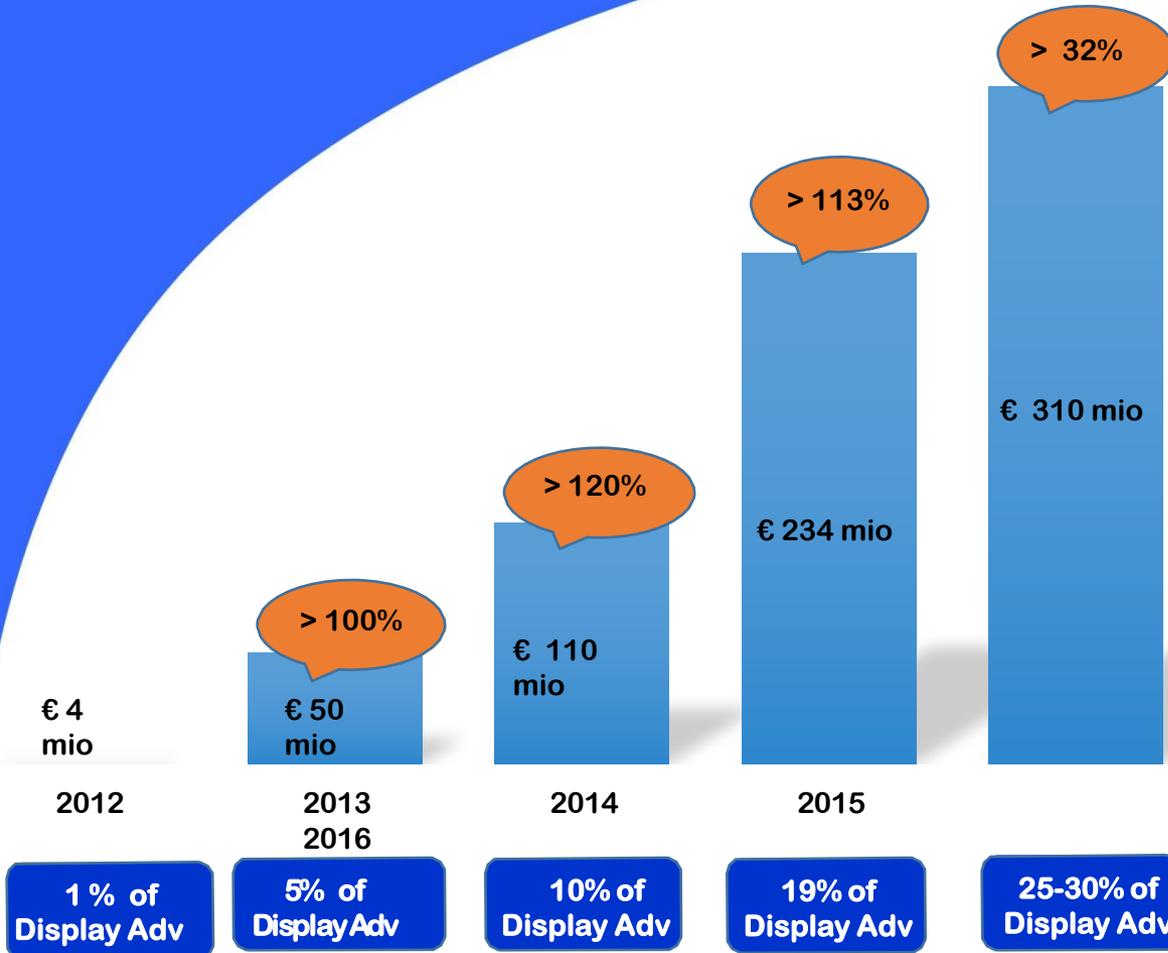
• It's not tomorrow, it's today !

In Europe (2 billion \$ spent on Programmatic last year) Italy is filling the gap compared to other main markets (UK, Fra, Ger) where the share of Programmatic compared to display advertising is already extremely significant



Sources: IDC «Real Time Bidding in the US and Worldwide» Sep 2014, IAB/PWC «Digital AdSpend Forecast» 2014, Comscore «Multicountry Key Measures Report» June 2014, Zenith Optimedia «Ad Spend Forecast 2014-2017» March 2015, Magna Global «Advertising Forecast» Dec 2014, Emarketer «Programmatic Advertising Forecast» Dec 2014, Oss. Politecnico 2015, IAB Italia 2015

It's not tomorrow, it's today !!



In Italy, Programmatic adv reached 234 million in 2015, and the latest estimates show a further increase of 32% in 2016 with 310 million €.

Sources: Joint monitoring Politecnico of Milan and IAB Italy 2015 – Data 2016 estimated

Yesterday I choose the media to “ maybe “ reach the target

With the classic mode planners were convinced to know were to find the users

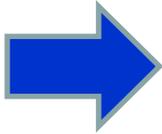


Today I purchase only the impressions that interest me

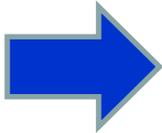
Thanks to this new buying mode, which uses the data usage, it is possible to buy impressions on different formats (Display and Video), starting from the target.



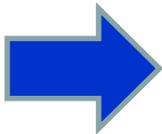
Target Profiling



Thanks to the content of the web sites visited by users, we achieve their interests and lifestyle through cookies.



Through the data providers (specialized companies that provide the profiles of users), we are able to accurately identify information such as gender, age, socio-economic and class, city of residence



We offer the advertiser the winning asset for an effective planning

Branding: skins and impact formats only planned on your target audience

Dozens of Rich Media solutions, Skins
format, Expandable and Video, for a
high-impact planning

The image shows a screenshot of the STYLIST.co.uk website. The layout includes a top navigation bar with the site name and a search bar. Below the navigation, there are several content blocks: a featured article titled 'NYFW: FRONT ROW & PARTIES' with a carousel of images, a video player for 'DOWN TOWN Calvin Klein' featuring Rooney Mara, and a 'JUST IN' section with smaller images. The advertisement for 'DOWN TOWN Calvin Klein' is prominently displayed on the left and right sides of the page, featuring a close-up of Rooney Mara's face and a bottle of the fragrance.

Rooney Mara

STYLIST.co.UK

CLICK TO SEE THIS WEEK'S ISSUE

HOME FASHION FASHION WEEK BEAUTY PEOPLE LIFE BOOKS TRAVEL WEDDINGS WIN

SEARCH

Rooney Mara

Rooney Mara

DOWN TOWN Calvin Klein

featuring Rooney Mara

directed by David Fincher

CLICK TO PLAY

DOWN TOWN Calvin Klein

DOWN TOWN Calvin Klein

JUST IN

THE BACKSTAGE BEAUTY BLOG

CLICK HERE

There is no dispersion with the frequency control of exposure to the web site

YouTube

YAHOO!

Microsoft

f

LIBERO.

VIRGILIO



2 expositions
on web site A



2 expositions
on web site B



1 exposition
on web site C



**5 expositions per
user**

Avoid over-exposure of users and dispersion of the message.

Example: a maximum threshold of 5 exposure is set for each user.

The sum of the exposures of the user on all the sites will be 5 (and not 5 for each web site as in traditional buying).

Consumers do not hate advertising, but they want to receive it as they like !

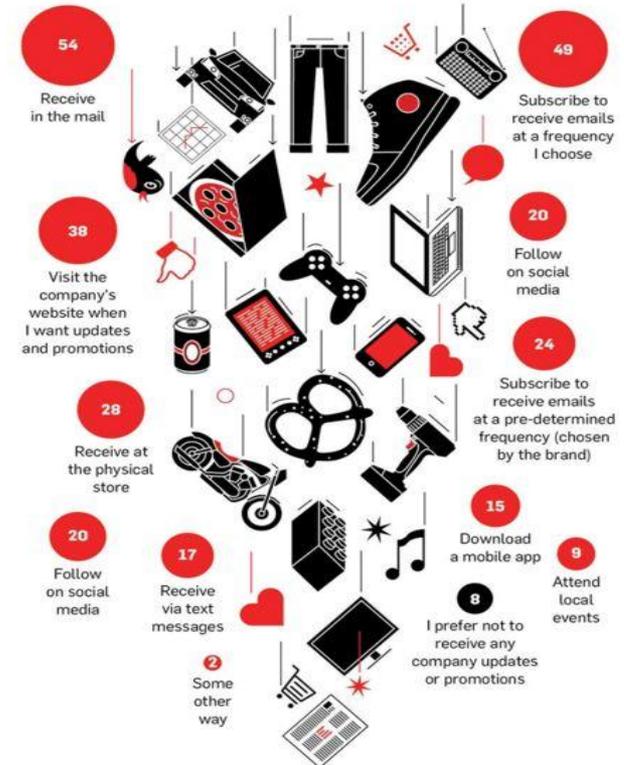
A common belief is that people hate advertising wherever they go.

This is the conclusion of a research conducted by MarketingSherpa and reported by Socialmediatoday, which asked consumers how they prefer to receive advertising today.

Surprisingly, only 8% said they don't want to receive any type of advertising.

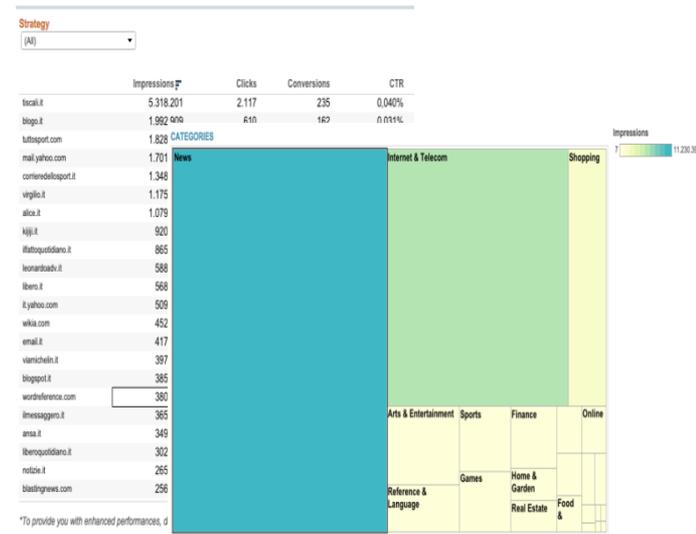
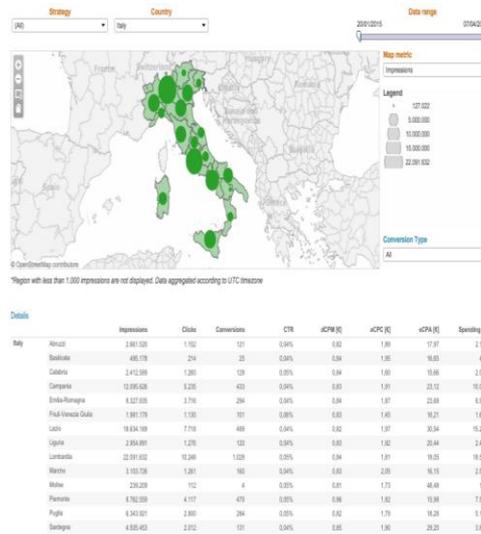
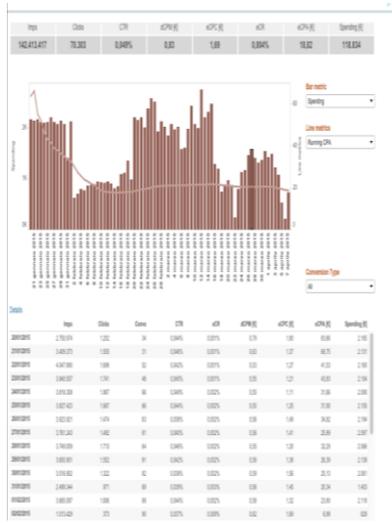
What came out from the research is that each user would prefer to receive it in a personalized way.

Preferred Ways of Receiving Updates and Promotions %



Transparency and Quality

- We offer our customers direct access to data via dashboards
- Real-time monitoring of campaigns, costs, results
- Detail of single domain or URL



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