

Programmatic Marketing: Reaching Consumers at Scale



The Programmatic Opportunity

Brands have begun to embrace programmatic digital advertising as it allows them to reach consumers at scale with contextually relevant and personal messaging. Programmatic ad buying presents a unique opportunity to engage more personally and earn consumer love, trust and loyalty. The challenge for brands is how best to use these tools to make a real connection with consumers.



“The core of programmatic is relevance and immediacy that have a real impact on revenue and profitability.”

Andy Milahop, Head of Network Agencies, DoubleClick.



Confidence is Building

Advertisers are feeling more reassured about automated ad buying. They understand that they can protect their proprietary data and that the industry is serious about tackling fraud and viewability issues.



Personalisation is a Winner

The ability to personalise messages on a one-to-one basis leads to the consumer willing to accept retargeted ads across different channels if they are relevant and engaging.

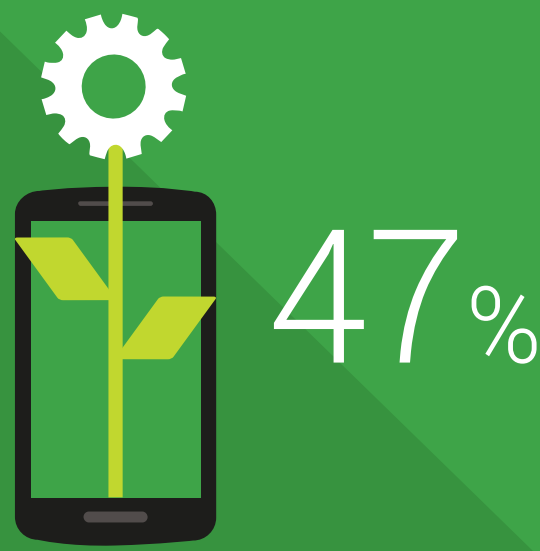


The Future is Predictive

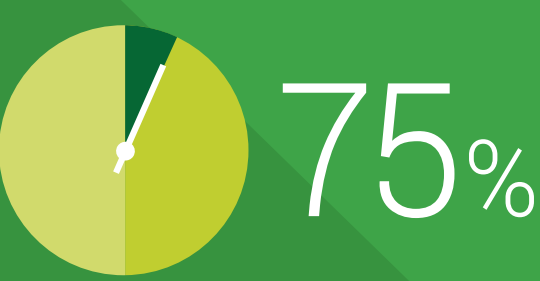
When mobile 5G has full coverage, real time predictive analytics will be successfully implemented. Ads will be served based on predicted consumer behaviour in milliseconds.

“How mobile interfaces with traditional media in real time is going to have big implications for programmatic.”

Mark Strecke, CEO, Amobee.



Display advertising that was traded programmatically in 2014 in the UK.¹



Programmatic will account for 75% of UK digital display ads served by 2017.²



The predicted value of the global programmatic market by 2018, based on a year-on-year growth of 27%.³

Sources

- 1: IAB UK, 2014
- 2: IAB UK, 2014
- 3: Magna Global, 2014