

# Execute With Integrated Technology

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## Topics

Data & Measurement,  
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The big opportunity is in unified, cross-channel digital experiences, but that means little if campaigns aren't executed well. Part three of this five-part series on programmatic buying shows how an integrated technology platform can help ensure your campaign's effectiveness.

[Step 1](#) – **Organize** audience insights

[Step 2](#) – **Design** compelling creative

Step 3 – **Execute** with integrated technology [You are here]

[Step 4](#) – **Reach** audiences across screens

[Step 5](#) – **Measure** the impact

## Why it matters

Using one ad-technology platform rather than many gets brands closer to the holy grail of delivering seamless, cross-channel experiences to users. It leads to clearer audience insights, better brand results, and more efficient use of resources.

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When programmatic buying is done on an integrated technology platform, brand messaging can be delivered even more effectively. By helping brands evaluate, purchase, activate, and measure media on a global scale—and in real time—integrated technology makes audience insights more valuable and actionable.

Here are the opportunities, takeaways, and best practices from marketers who have found success by working with an integrated technology platform.

## The opportunity

Brands have an abundance of digital marketing solutions to choose from. However, the unfortunate byproduct of spreading efforts across multiple platforms is waste. In fact, marketers may not be fully utilizing the systems they already have.

Using integrated technology makes executing campaigns quicker and easier, providing a unified view of audiences and their engagement. Global brands can deploy a central integrated platform and operationalize it locally. This allows teams around the world to pick up on global trends and use consistent processes, while also empowering them to activate the right way for their market.

## How to succeed

Follow these steps to execute with integrated technology:

- **Identify a capable partner for programmatic buying**

Start by identifying a partner who can scale globally across all media channels and business units to provide a single source of truth. With programmatic buying, disparate and siloed platforms can fracture efforts and undermine the purpose of a unified marketing approach.

- **Integrate programmatic buying into broader marketing efforts**

An integrated platform will help you to execute your programmatic plan within a broader digital ecosystem that includes search, display, and video - across devices. Because the digital landscape is constantly evolving, use an open and flexible platform that enables the integration of other components.

- **Iterate through experimentation**

Try new ideas, gather feedback, and quickly act on results—treat audiences as if they're a global focus group. This way, you can test ideas on a small scale before going big. Use the real-time feedback loop to its maximum advantage.

### Case study

## Citibank unifies data to understand the customer and the true value of display

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DoubleClick Customer  
Stories: Citibank Australia



See how Citibank Australia [spends 30% less time](#) on administrative tasks using the DoubleClick platform.

"Since using DoubleClick Digital Marketing, we've seen fantastic results. We've created a 25% improvement in efficiency in our marketing spend. We've seen the CPA [Cost per Acquisition] for search ads to drive retail activity reduced by 27% and the overall search CPA reduce by 24%."

- Peter Nagy, VP of Digital Marketing and Analytics at Citibank Australia

Download the complete [Citibank Australia case study](#).

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