

The buyer's guide to Programmatic Direct





Programmatic Direct is one of the fastest-growing areas of digital advertising. In the US alone, one in every two dollars spent programmatically now runs through a direct deal. Both buyers and sellers have embraced this new approach because it offers the control of traditional reservations, with the efficiency, targeting, and reach of programmatic buying.

Despite the widespread adoption of direct deals, we often still hear questions from buyers about how to most effectively use Programmatic Direct for their campaigns — including which deal type is appropriate for different scenarios.

This guide was designed to clearly define Programmatic Direct and explain the underlying deal types so you have confidence in choosing the best approach for your campaigns.

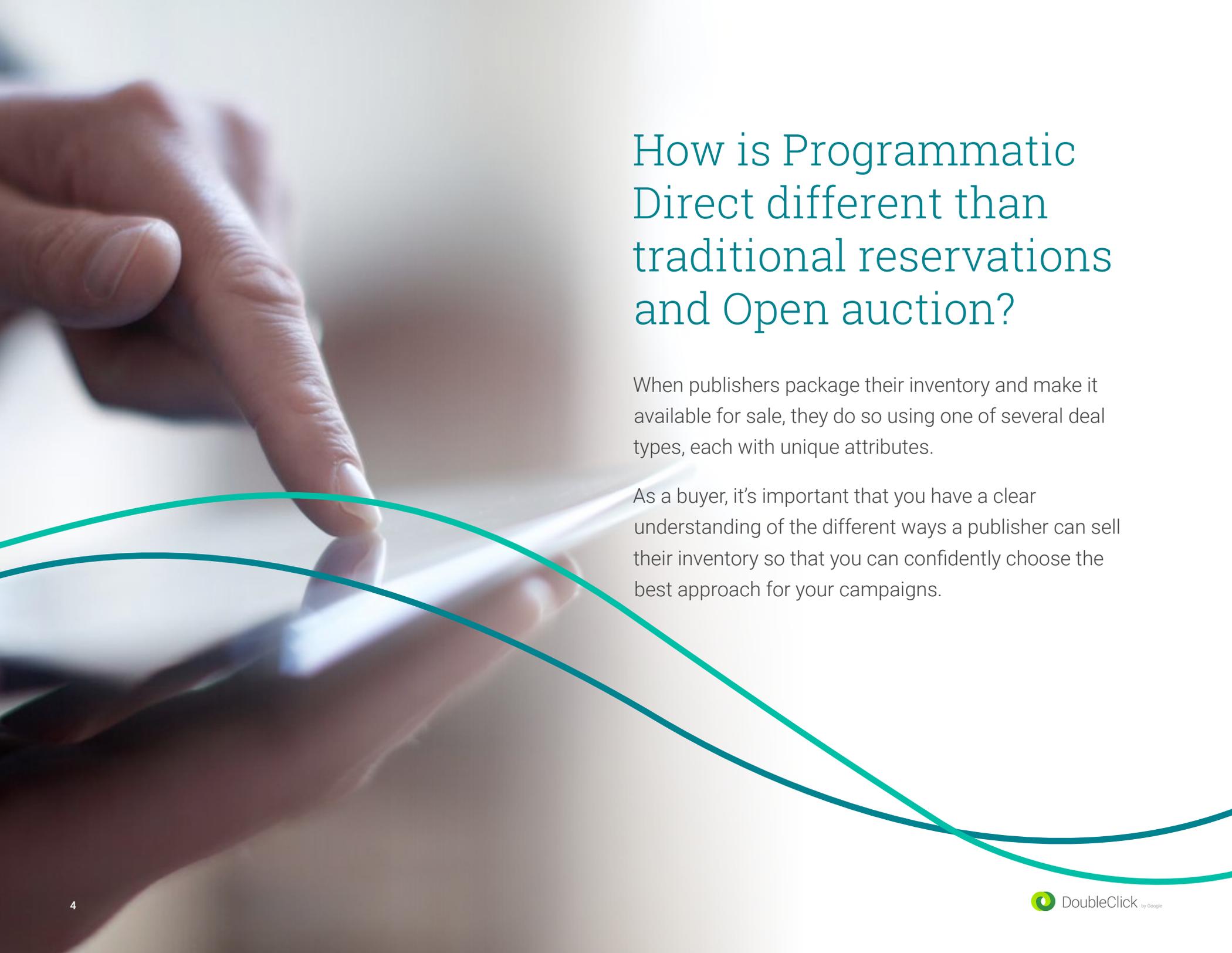
¹ eMarketer, Oct 2015

What is Programmatic Direct?

Programmatic Direct helps connect buyers and sellers of digital advertising. For publishers, Programmatic Direct allows them to package together specific inventory on their sites or apps (such as unique formats, verticals, audiences and subsites), and make it available to a global community of marketers to buy programmatically.

For marketers, Programmatic Direct enables them to reach their target audience by purchasing premium inventory directly from publishers using a demand-side platform (DSP) such as DoubleClick Bid Manager.

For example, a fitness publisher might package together the yoga sections of its site to sell to buyers who are interested in reaching yoga enthusiasts. And a nutrition advertiser seeking to reach yoga enthusiasts may be interested in buying ads on these sections. But if the advertiser's product is geared to women and the campaign is only meant to run in Canada – Programmatic Direct is necessary in order to provide the targeting and controls to reach the audience.

A hand is pointing at a tablet screen. The background is a soft-focus image of a hand interacting with a device. Overlaid on the image are several decorative teal-colored curved lines that sweep across the bottom and right side of the page.

How is Programmatic Direct different than traditional reservations and Open auction?

When publishers package their inventory and make it available for sale, they do so using one of several deal types, each with unique attributes.

As a buyer, it's important that you have a clear understanding of the different ways a publisher can sell their inventory so that you can confidently choose the best approach for your campaigns.

Digital Advertising Buying Deal Types



Open Auction

Hundreds of buyers competing.

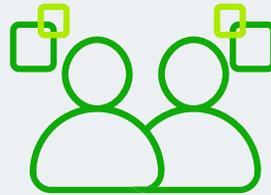


Private Auctions

Negotiated minimum price.

Invitation only auctions.

Non-guaranteed volumes.



Preferred Deals

Fixed price.

One-to-one deals.

Non-guaranteed volumes.



Guaranteed Deals

Fixed price.

One-to-one deals.

Guaranteed volumes.



Traditional Tag Based

Traditional Reservations.

PROGRAMMATIC DIRECT





Publishers typically use different selling strategies for the different types of inventory. For extremely exclusive inventory, such as a publisher's homepage, where a publisher wants full control over the ads that appear alongside their most valuable content, a publisher will typically sell this inventory directly to buyers for an agreed upon number of impressions, date-range, and price.

On the other end of the spectrum, publishers may have inventory that has gone unsold. For this inventory, publishers may be willing to forego some level of control over the ads that appear in order to sell the inventory. In situations like this, publishers would make this inventory available for sale in an open auction using a sell-side platform (SSP) such as DoubleClick Ad Exchange for thousands of advertisers to bid on.

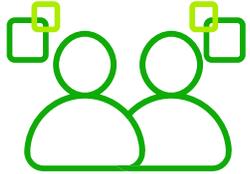
Sitting between traditional reservations and open auction is Programmatic Direct, which is comprised of three underlying deal types.

What are the different Programmatic Direct deal types?



Guaranteed Deals

Similar to a traditional reservation, Guaranteed Deals allow you to reserve a fixed number of impressions at a fixed price. However, Guaranteed Deals provide the added benefit of being able to consolidate all of your media in DoubleClick Bid Manager, allowing you to segment, target, and customize creatives across both your reservation and programmatic buys. In addition, they provide unique access to advanced frequency management between your programmatic and reservation campaigns. Marketers can execute Guaranteed Deals via Programmatic Guaranteed if the publisher uses DoubleClick for Publishers, while in all other cases they can execute using tags.



Preferred Deals

Preferred Deals help you to make better decisions by using your audience data to determine whether to bid on, and buy, an ad impression at a negotiated price. Impressions are not guaranteed using Preferred Deals, but you get priority and exclusive access to inventory without any commitment to purchase.



Private Auctions

Private Auctions are most similar to open auction, but instead of competing with thousands of buyers for impressions, Private Auctions are often restricted to a select group of buyers at a publisher's discretion. Private Auctions can have higher priority than open auction, giving you access to inventory before it becomes widely available.

Why should I use Programmatic Direct?

You should consider using a Programmatic Direct deal if you're looking to combine the control of traditional reservations, with the efficiency, targeting, and reach of programmatic buying.

Unlike traditional reservations buys, where a buyer must manually transact, share tags, and optimize a campaign with their publisher partners, Programmatic Direct takes care of these steps for buyers automatically. For you, this means:

Efficiency

Streamlined trafficking, quicker execution, less manual work, increased transparency and better troubleshooting tools – the whole campaign process is simplified.

Performance

Reach and frequency can be managed by consolidating media buys in one tool, optimizing campaign ROIs.

Precision

Customize your campaigns with audience, geo, time, language, frequency and pacing controls.

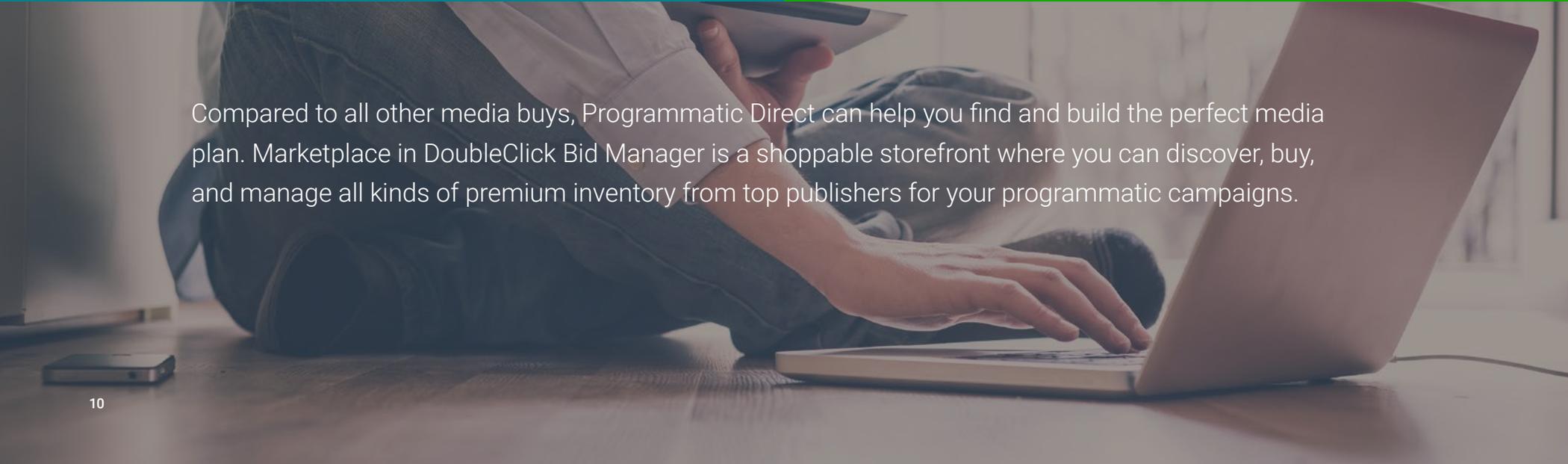
When compared to traditional programmatic buying across an open auction, Programmatic Direct offers additional:

Quality

Buyers get priority access to unique inventory while maintaining the targeting and efficiency benefits of programmatic.

Control

Unlike traditional programmatic advertising, where a marketer's ads can appear across a vast network of publisher inventory, Programmatic Direct allows buyers to choose where their media will run during the campaign planning process.



Compared to all other media buys, Programmatic Direct can help you find and build the perfect media plan. Marketplace in DoubleClick Bid Manager is a shoppable storefront where you can discover, buy, and manage all kinds of premium inventory from top publishers for your programmatic campaigns.

Which deal type should I use and when?



Guaranteed Deals

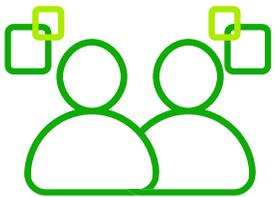
Guaranteed Deals provide you with access to a publisher's most exclusive inventory, and the comfort of knowing that your campaign will be shown.



Choose this deal type if you want to secure a publisher's top inventory, during a specific date-range, for an agreed upon budget.

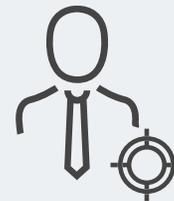
Example: Global Media - The media agency

Global Media represents a sporting goods client who wants to be associated with the upcoming Olympic games. To help their client build an association with the Olympics, Global Media targets a popular sports website for its client's campaign. During the course of the Olympics, Global Media wants to deliver 25 million impressions on all Olympic related content. Programmatic Guaranteed allows Global Media to get access to this highly valuable inventory, and guarantee that their client will be front-and-center on all Olympic content.



Preferred Deals

If your campaign does not have fixed impression needs, Preferred Deals provides you with the flexibility to only purchase inventory that meets your requirements with no upfront commitment.



Choose this deal type if your campaign has flexibility and impressions do not need to be guaranteed, but want to ensure that your campaign only reaches its target audience.

Example: Insure Co. - The insurance company

Insure Co. wants to grow signups from males aged 35-44 in large cities, and creates a campaign specifically designed to reach this demographic. As Insure Co. begins the media planning process, they want to ensure their target audience is reached, and is willing to spend their media across one or many sites to do so. Insure Co. identifies a popular automotive website that complements their campaign, but unfortunately only a small fraction of its audience is within Insure Co's target range. Insure Co. turns to Preferred Deals for the flexibility to only buy impressions that reach its target audience on the automotive site, and will use the remaining budget of its media plan to reach its target audience on other destinations.



Private Auctions

Private Auctions provide you with exclusive access to premium packages of inventory often before it becomes widely available.



Choose this deal type for access to priority packages of inventory, or before publishers make inventory available to all buyers on the Open Auction.

Example: eData - The IT company

eData, a large IT company wants to reach potential enterprise customers with its new video campaign, but only has a limited media budget to work with. Knowing that eData is a highly reputable IT company, a popular news site has invited eData to participate in a Private Auction to give eData the opportunity to bid on its premium video content before making it widely available. eData jumps at this opportunity since the news site's video content is a great fit for their campaign, and they want to get an opportunity to purchase it before the masses do. eData bids on the inventory using prices that fit within the means of their budget.

How do I get started?

You can get started with a Programmatic Direct deal in three simple steps:

1.

Browse the Marketplace in DoubleClick Bid Manager.

Discover great premium inventory with Marketplace in DoubleClick Bid Manager. Marketplace lets you search for deals by publisher, format, geography, audience, vertical and much more. You can find all Programmatic Direct deals including Programmatic Guaranteed, Preferred Deals, and Private Auctions.

2.

Review your media needs and select the right deal type.

Depending on your marketing objectives, you may want to purchase guaranteed impressions or only purchase inventory that meets your targeting requirements. Use this guide to help you determine what type of Programmatic Direct deal for your campaign.

3.

Complete your media buy.

After you've identified the right inventory and deal type for your campaign, the final step is to agree to terms with your publisher partner. Marketplace keeps track of all deal negotiations, so your communications are organized and easily accessible. Once you've reached an agreement, your new deal is automatically added to your Marketplace inventory library, giving you a single view of all your deals transacted in Bid Manager.

