



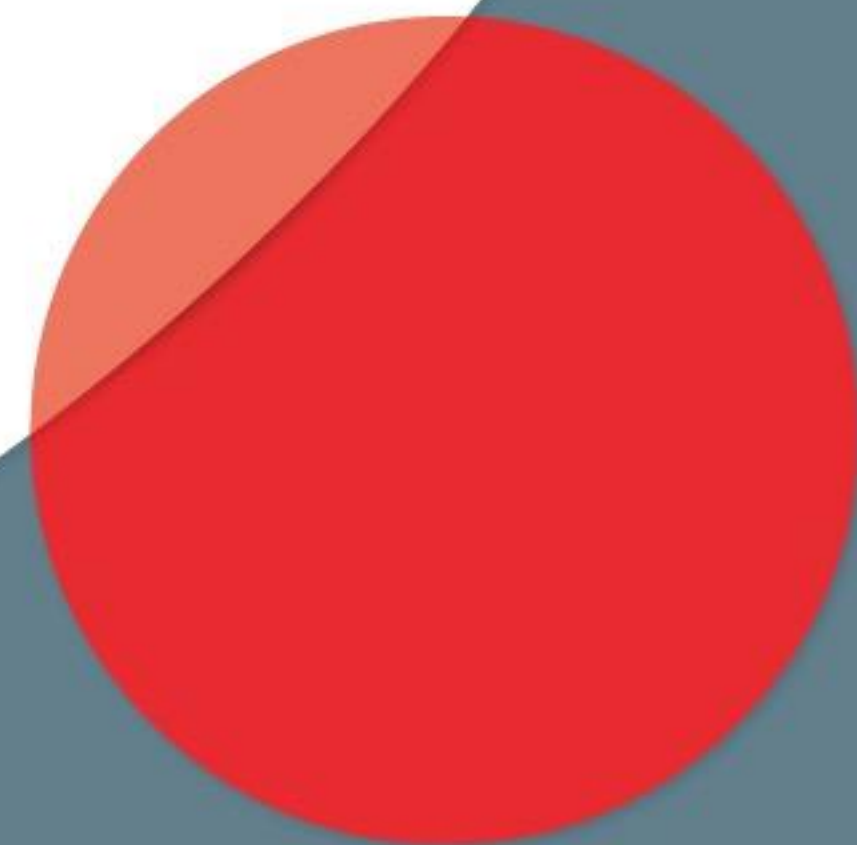
thinkbrand
with Google™

The image features the text "thinkbrand" in a sans-serif font, with "think" in grey and "brand" in red. Below it, the word "with" is in grey, followed by the Google logo in its multi-colored font. The text is centered within a large white circle. The background is a dark blue-grey color with several overlapping circles of varying shades of blue and one red circle in the bottom right corner.

Технологии Programmatic для брендов. Возможности управления данными и аудиториями в едином "центре управления полетом"

Николай Антонов
Майк Дорфман

DoubleClick Russia Sales Team

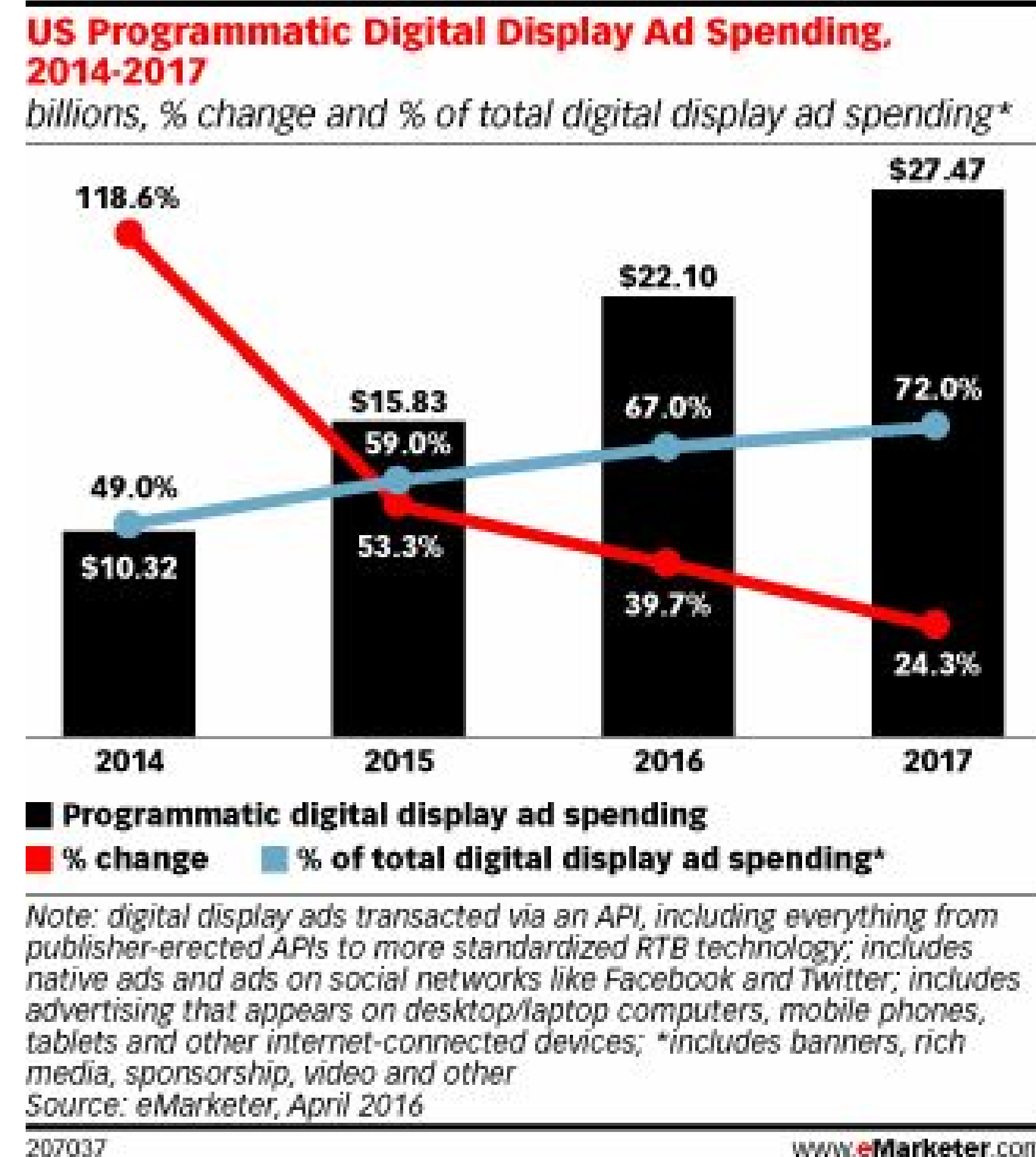




Ad·tech·o·pho·bia \ad-tek-ō-fō-bēə \ *n.*
a fear of too many companies in one ecosystem

Глобальные тренды - насыщение

- Более 2/3 бюджетов на онлайн медиа рекламу в US размещается через программатик
- Темп роста рынка программатик закупок замедляется



Глобальные тренды - консолидация

- Сокращение числа поставщиков технологий покупки/продажи медиа
- Увеличение кол-ва поставщиков технологий контроля за качеством и персонализацией рекламы и управления данными

Digital Marketers Worldwide Who Expect the Number of Programmatic Technologies Companies to Increase vs. Decrease, by Type, June 2016

% of respondents

Third-party specialist vendors (analytics, contextual, fraud, viewability, etc.)

77%

23%

Data providers or data management platforms (DMPs)

74%

26%

Trading desks

56%

44%

Demand-side platforms (DSPs)

43%

57%

Exchanges

43%

57%

Supply-side platforms (SSPs)

41%

59%

Ad networks

15%

85%

■ Increase ■ Decrease

Note: in the next 3 years

Source: ExchangeWire Research, "Fragmentation vs. Consolidation in the Programmatic Ecosystem" in association with BidSwitch, Aug 2016

216086

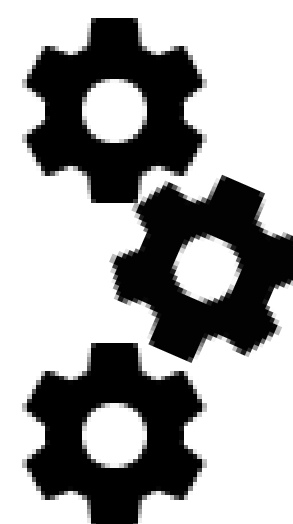
www.eMarketer.com

О чем мы не будем говорить сегодня



О чем мы будем говорить сегодня

Наиболее
качественный
рекламный
контакт



Third-party specialist vendors (analytics, contextual, fraud, viewability, etc.)

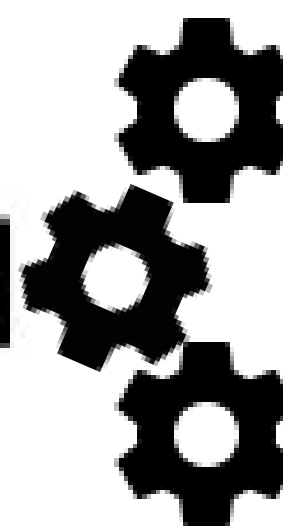
77%

23%

Data providers or data management platforms (DMPs)

74%

26%



С наиболее
подходящей
целевой
аудиторией



© marketoonist.com

Verification

THE WALL STREET JOURNAL. [Subscribe Now](#) | [Sign In](#)

[Home](#) [World](#) [U.S.](#) [Politics](#) [Economy](#) **[Business](#)** [Tech](#) [Markets](#) [Opinion](#) [Arts](#) [Life](#) [Real Estate](#) [Search](#)

CMO TODAY

 Facebook Overestimated Key Video Metric for Two Years

 Branded Emojis Coming to Messaging Apps

 Japan's Dentsu Apologizes for Ad Overcharges

 JP Morgan Chase

[BUSINESS](#) | [MEDIA & MARKETING](#) | [CMO](#)

Facebook Overestimated Key Video Metric for Two Years

Social network miscalculated the average time users spent watching videos on its platform



Most Popular Videos

1. The First Presidential Debate: What to Watch 
- Police Release Video 

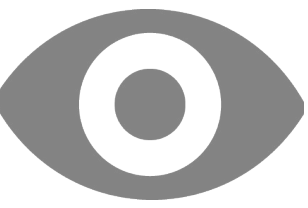
“Tech companies that don’t let third parties measure their platforms is **equivalent to “letting them mark their own homework.”**

Keith Weed, CMO of Unilever

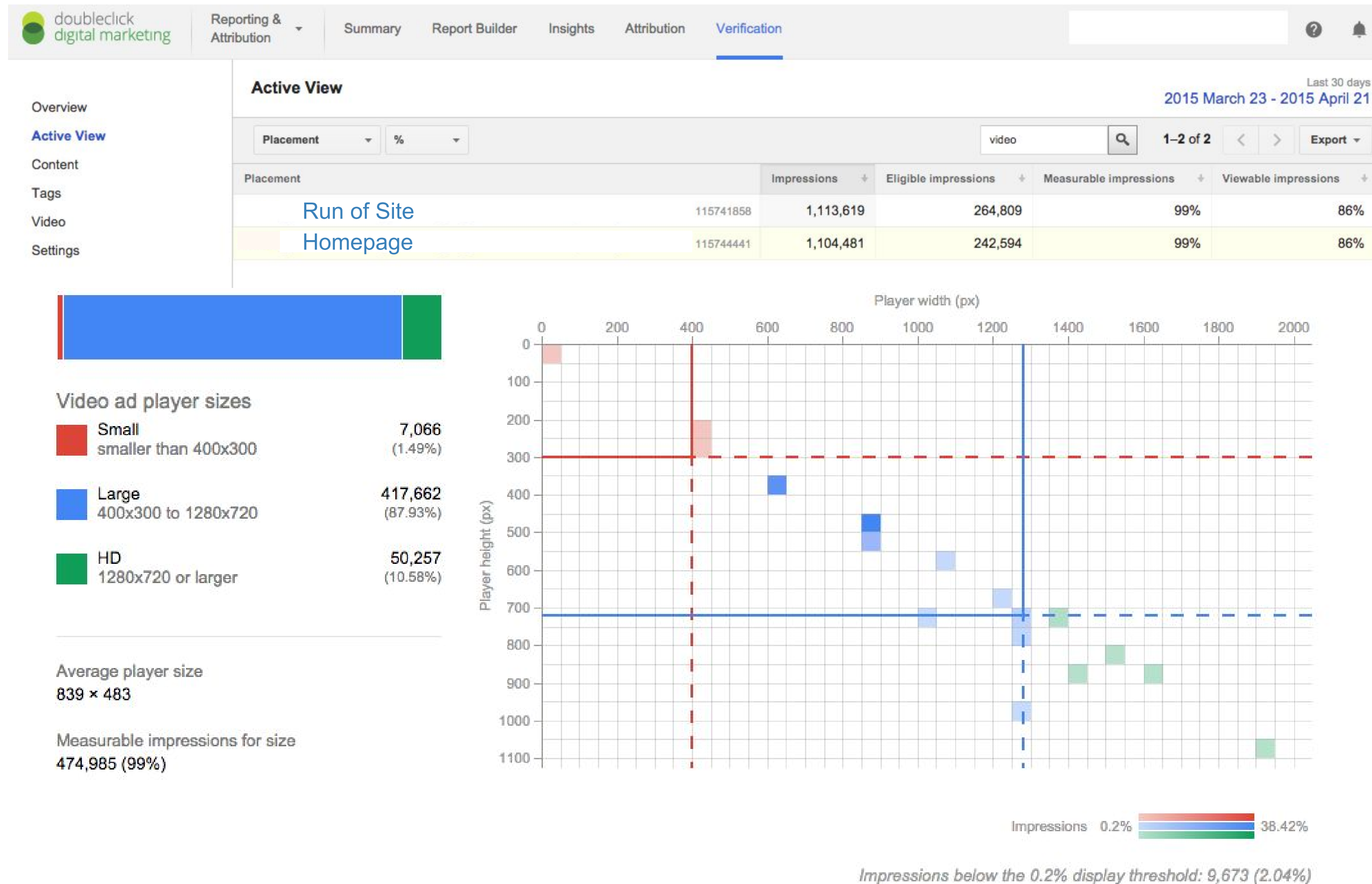
“This once again illuminates the **absolute need to have 3rd party tagging and verification** on Facebook’s platform. Two years of reporting inflated performance numbers is unacceptable.”

Publicis note to clients

Source: [WSJ.COM 22/09/2016](https://www.wsj.com/2016/09/22/facebook-overestimated-key-video-metric-for-two-years/)

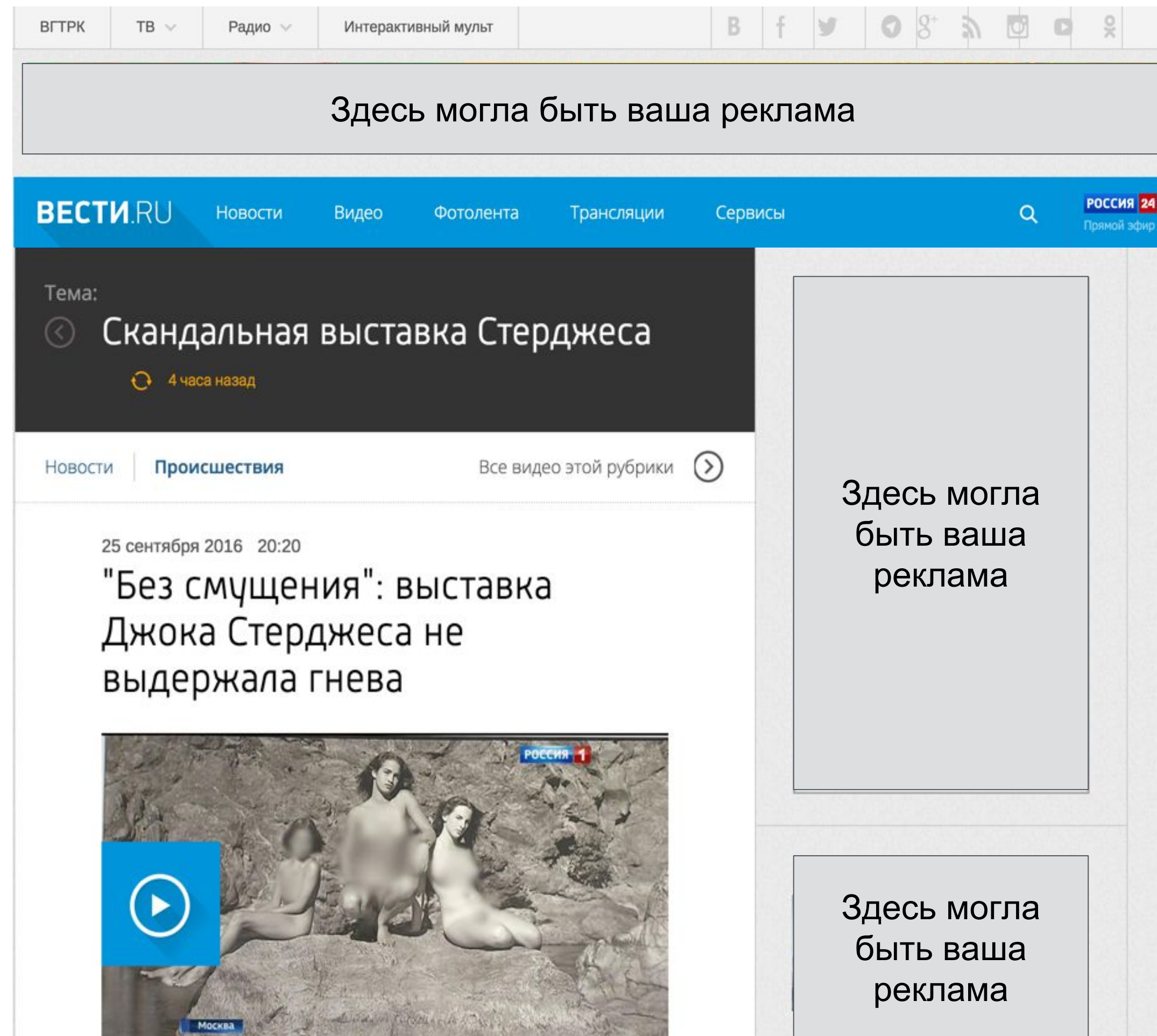


Video Verification metrics alongside Viewability



- Understand the Viewability of different campaigns and placements
- See the distribution of Video Player Sizes as a measure of impression quality
- Assess the Prominence, Audibility, and Player Size across your media plan

Brand safety



Brand safety

ВГТРК ТВ Радио Интерактивный мульт В f t g+ RSS Instagram YouTube X

МИШКИ СПРАШИВАЙТЕ В МАГАЗИНАХ

ВЕСТИ.RU Новости Видео Фотолента Трансляции Сервисы **РОССИЯ 24** Прямой эфир

Тема: **Скандальная выставка Стерджеса**
4 часа назад

Новости | **Происшествия** | Все видео этой рубрики

25 сентября 2016 20:20
"Без смущения": выставка Джона Стерджеса не выдержала гнева



tlum.ru 0+
НАПОЛНИТЕ СОБЫТИЯМИ
КАЖДЫЙ ДЕНЬ ВАШЕГО
РЕБЕНКА!

-  ИСКУПАТЬСЯ В АКВАПАРКЕ
-  КУПИТЬ НОВУЮ ИГРУШКУ
-  СДЕЛАТЬ РОБОТА

ВЫБРАТЬ

 **Lexus ES в сентябре**
Выгода при покупке с Trade-in и привлекательные условия кредита.
www.lexus.ru

Content verification and ad-blocking

Show potential content issues based on Google's site classification (18 classifiers + custom)

Flag inappropriate sites and automatically prevent them from being bought again

Block in real time based on blacklists or content classifiers

Available for both display and video

DoubleClick
Digital Marketing

Reporting & Attribution

Summary

Report Builder

Insights

Attribution

Verification

kerbs@google.com

kerbs@google, DFA Ad... [1707]

New! Notify publishers directly from Verification when you see problems with how your ads are being served. [Learn more](#)

Account: 1707
ID: 1707
1 Country
8 Standard Classifiers

Overview

Active View

Content

Tags

Video

Settings

Content

Notify Publisher

Action

Standard classifier issues

1-100 of many

Export

	Status	Domain	Site	Impressions	Standard classifier issues	Standard classifiers	Content score
☐		yahoo.com		2,209,645	2,407	Suggestive 2,089, Adult 876, Profanity 171 + 5 more	Low
☐		yahoo.com		561,284	1,591	Suggestive 1,562, Alcohol 23, Adult 21 + 2 more	Low
☐		dailymail.co.uk		532,459	7,072	Suggestive 5,972, Alcohol 609, Violence 376 + 5 more	Low
☐		ebay.co.uk		187,470	164	Suggestive 123, Adult 35, Weapons 19 + 2 more	Low
☐		tubidy.mobi		163,644	133	Profanity 83, Suggestive 44, Adult 6 + 1 more	Low
☐		channel4.com		130,611	1,528	Adult 1,288, Suggestive 288, Profanity 125	Low
☐		allrecipes.co.uk		127,990	24	Alcohol 12, Profanity 12	Low
☐		buzzfeed.com		127,115	69,289	Suggestive 65,108, Alcohol 1,944, Derogatory 1,717 + 4 more	Medium
☐		mirror.co.uk		95,002	2,170	Suggestive 1,947, Adult 673, Violence 136 + 3 more	Low
☐		express.co.uk		89,077	3,975	Suggestive 3,675, Violence 129, Alcohol 124 + 3 more	Low
☐		gumtree.com		73,655	30	Suggestive 21, Adult 6, Profanity 3 + 2 more	Low
☐		dailymail.co.uk		71,189	5,739	Suggestive 5,037, Alcohol 474, Violence 198 + 3 more	Low
☐		msn.com		67,557	394	Suggestive 375, Drugs 11, Alcohol 5 + 1 more	Low
☐		autotrader.co.uk		57,141	2	Suggestive 2	Low
☐		pitchero.com		55,598	6,557	Suggestive 6,523, Profanity 36	Low
☐		theguardian.com		48,733	720	Suggestive 445, Adult 275, Drugs 147 + 5 more	Low
☐		bbcgoodfood.com		47,956	126	Alcohol 79, Profanity 47	Low
☐		mirror.co.uk		43,819	548	Suggestive 484, Adult 187, Violence 48 + 2 more	Low
☐		bbcgoodfood.com		39,777	102	Alcohol 82, Profanity 20	Low

Viewability



*“Half the money I
spend on advertising is
wasted; the trouble is I
don't know which half.”*

- John Wanamaker,

*father of modern advertising and a
“pioneer in marketing.”*

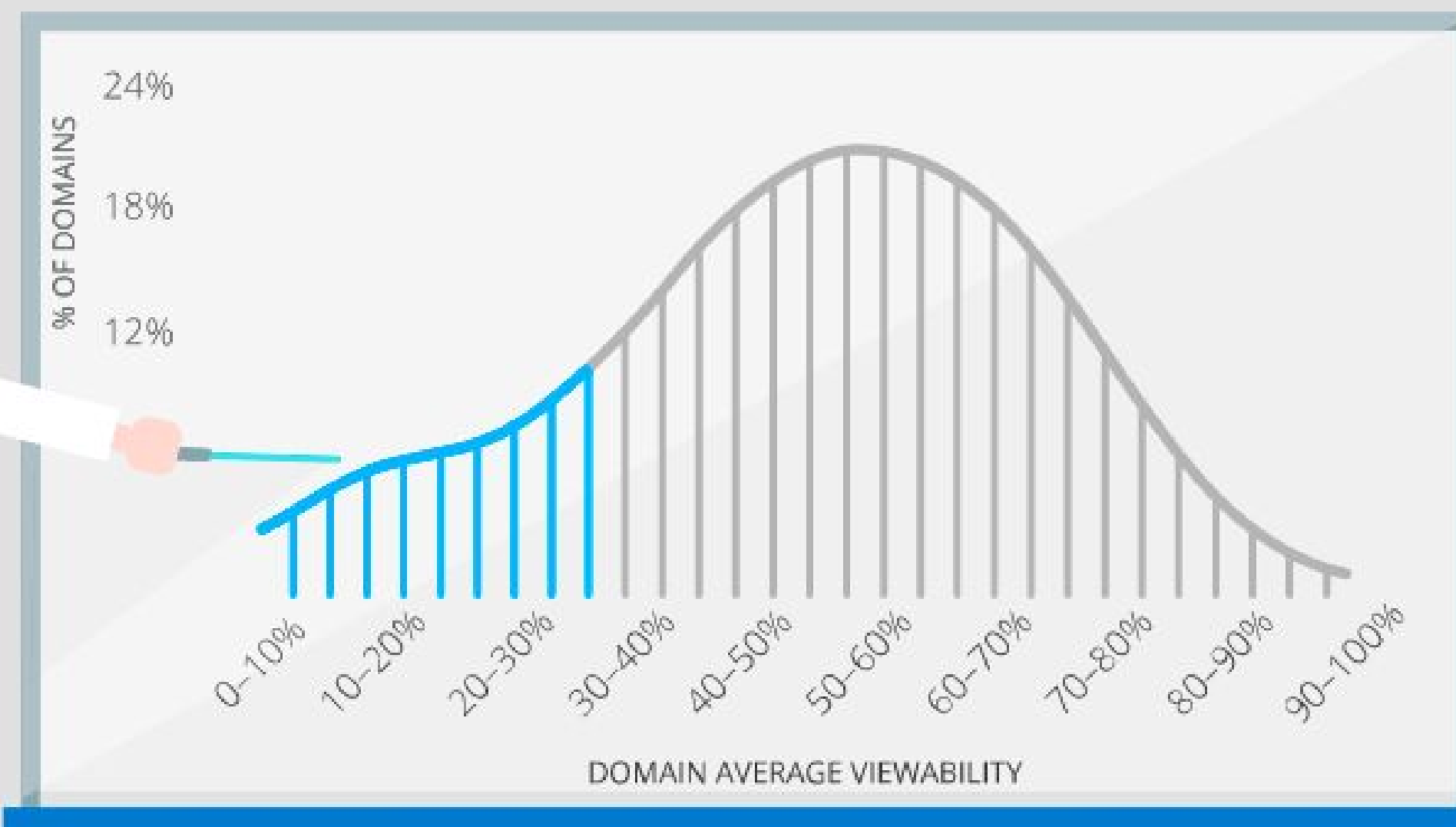
Viewability

1

State of publisher viewability

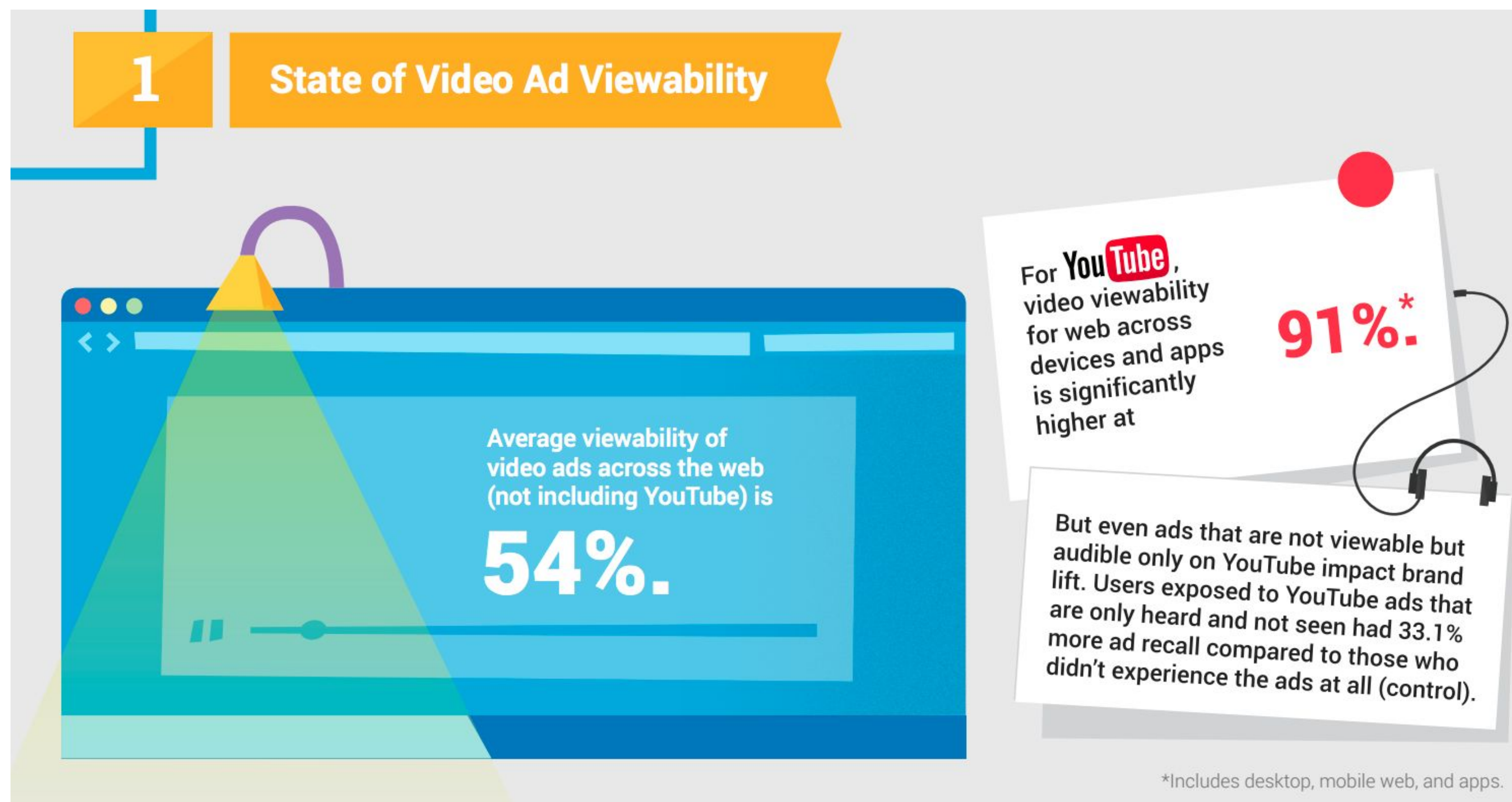
A small number of publishers are serving most of the non-viewable impressions; **56.1% of all impressions** are not seen, but the average **publisher viewability is 50.2%.**

Viewability Distribution Across Domains



Источник: <https://www.thinkwithgoogle.com/infographics/5-factors-of-viewability.html>

Viewability



Источник: <https://www.thinkwithgoogle.com/infographics/5-factors-of-video-viewability.html>

Active View to measure Viewability

Measure, target and optimise towards viewability

No added tagging or cost and accredited by the MRC

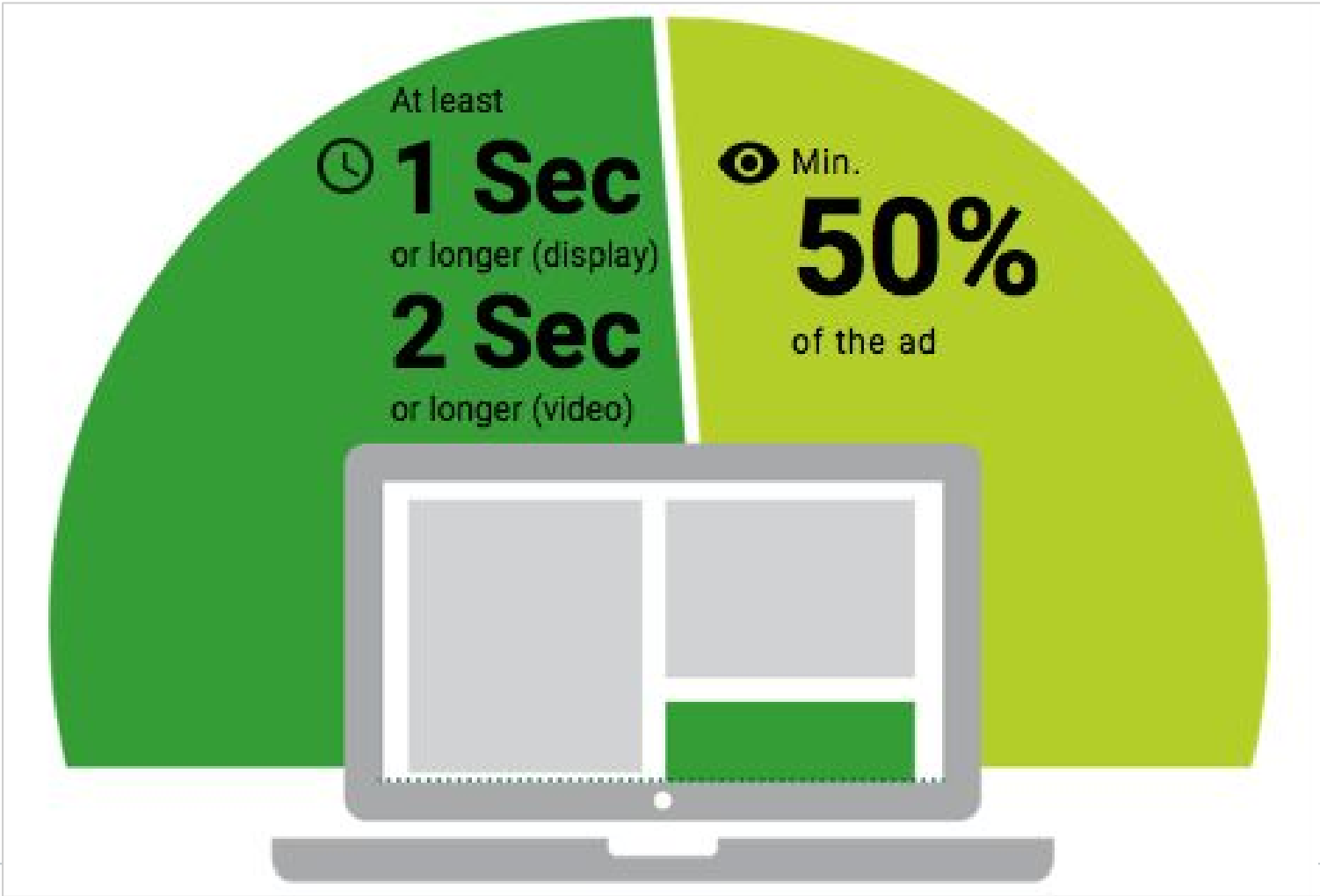
Available for both display (including mobile) and video

Extensive eligible impression coverage



ACTIVE VIEW: SITE			
	Viewable Percent ↓	Viewable Impressions	Measurable Percent
↑	67.58%	1.6M ☒	75.33%
↑	43.40%	2.9M ☒	93.28%

View 3 more



Fraud

MARTECH CMO SOCIAL SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MORE SUBSCRIBE

Marketing Land



NEWS FROM SMX
Google launches free
version of Optimize
360 & more



Cookie-Stuffing Could Land eBay's Top Two Affiliates In Jail

Matt McGee on May 3, 2013 at 3:11 pm

Business Insider has an interesting and [in-depth article](#) about the ongoing legal cases that could land eBay's two biggest affiliates in jail soon on charges of wire fraud.



If you've been in the online marketing industry for a while, you may recognize the names Shawn Hogan and Brian Dunning. They're the two affiliates that eBay and the FBI started pursuing in 2006 after suspecting that they were earning millions while violating eBay's affiliate terms of service.

According to court documents, Hogan made an astounding \$28 million in affiliate commissions from

“...According to court documents, Hogan made an astounding **\$28 million in affiliate commissions** from eBay, and Dunning made \$7 million. One way they did it, according to the FBI, was **by using widgets that stuffed eBay tracking cookies in Web browsers.**”

“...The obvious problem was that neither widget did anything to encourage people to buy stuff on eBay. Hogan and Dunning got paid by coincidence. So many random users were carrying their cookies that some of them inevitably ended up on eBay

Источник: <http://marketingland.com/cookie-stuffing-could-land-ebays-top-two-affiliates-in-jail-42336>

Automated fraud detection and removal

Filter, detect and remove fraudulent clicks and impressions (transparently exposed)

Tackling key areas such as:

- Non human (bot traffic)
- Hidden ads
- Misrepresented inventory
- Ad injections

Based on Google Adspam & Spider.IO technology

Works seamlessly in the background with no additional costs or tagging



DoubleClick - ваша полная страховка от всех рисков в медиабаинге



Возможности управления
данными и аудиториями в
едином "центре управления
полетом"

Данные и аудитории



“...businesses that integrate multiple sources of customer and marketing data significantly outperform other companies in terms of sales, profits, and margin. They also had dramatically higher total shareholder returns.”

—From a study by Harvard Business Review, 2016

TalkTalk

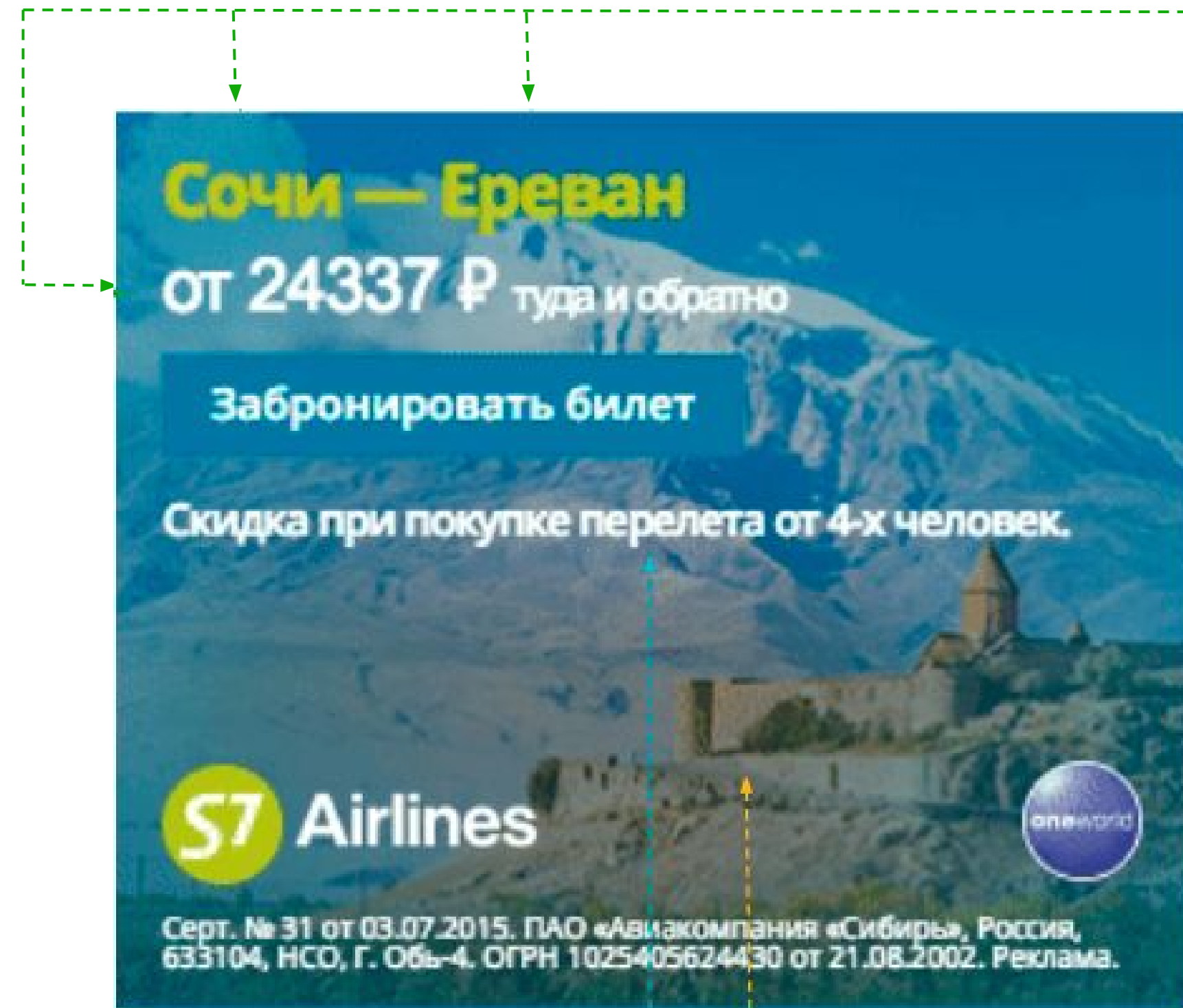
CRM → Google Analytics Premium

GAP → DoubleClick Bid Manager

GAP → AdWords

+63% CTR -77% CPA +219% конверсий

Динамические креативы



Google Flights Search Feed

- Только с наличием мест
- Пункт Отправления
- Пункт Назначения
- Актуальная цена
- Валюта страны

Текстовые элементы

- Язык текста изменяется по настройкам фида
- Текст может быть отредактирован мгновенно в фиде

Кастомное сообщение

- Меняется в зависимости от пункта направления или таргетинга

Фотография Направления

- Меняется в зависимости от пункта направления



Динамические креативы



CARS / CROSOVERS & SUVS / TRUCKS & VANS / ALL

Shopping Tools

Locate A Store

Ownership

Chevy Culture



2013 Sonic Hatchback | 2012 Sonic Hatchback

Model Overview

Photos & Videos

Models & Specs

Compare

Build Your Own

Search Inventory

Build Your 2013 Sonic Hatchback

1

Trim

2

Colors & Wheels

3

Options

4

Accessories

5

Summary

2013 Sonic Hatchback LS Manual

\$15,095*

Includes \$500 Cash Back

[View Standard Equipment](#)

Exterior Victory Red

Standard



\$0

Premium



Interior Jet Black/Dark Titanium, Sport Cloth seat trim

Cloth



\$0

[Chat Now](#)



Enlarge +

Exterior: Front Back Side

Interior: Front Side

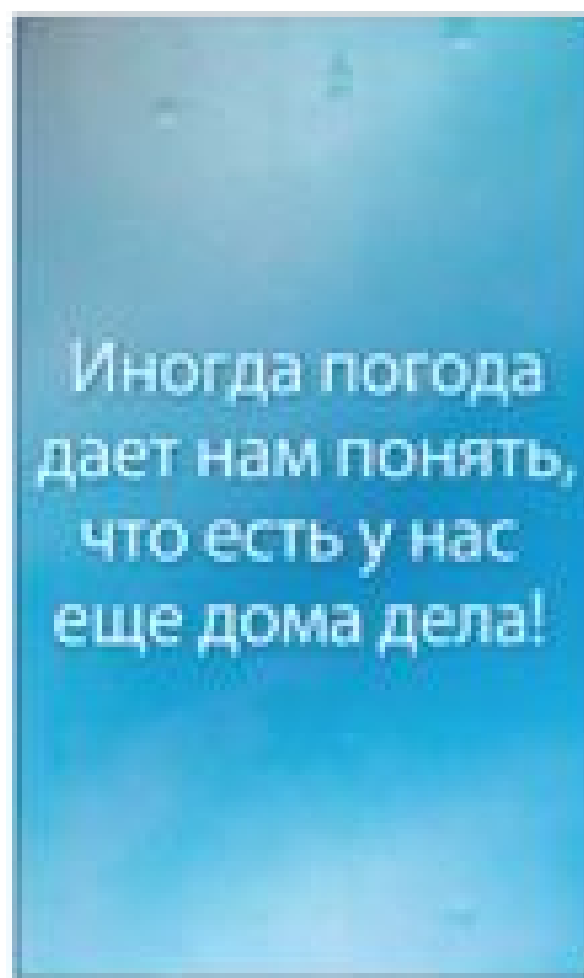


thinkbrand
with Google

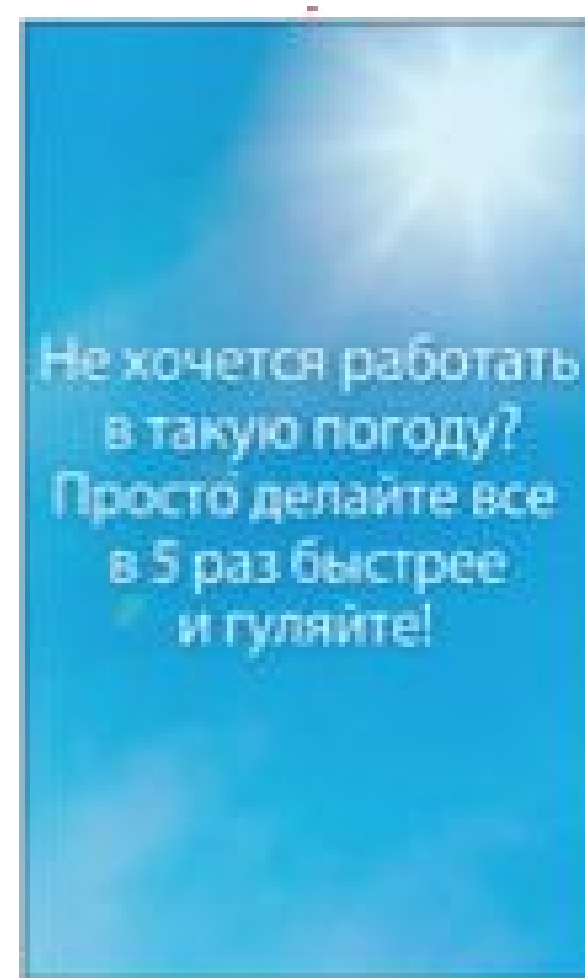
Динамические креативы



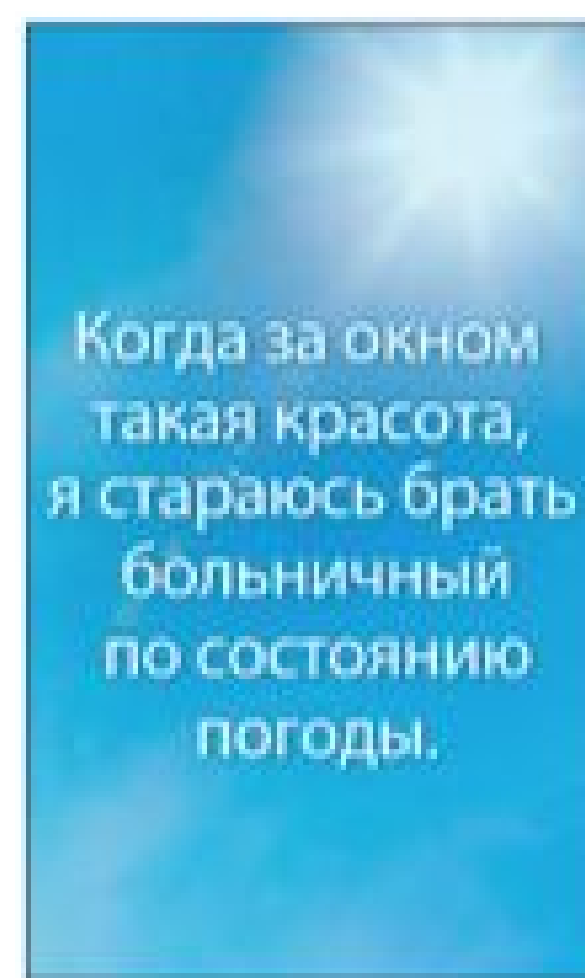
Дождливо



Холодно

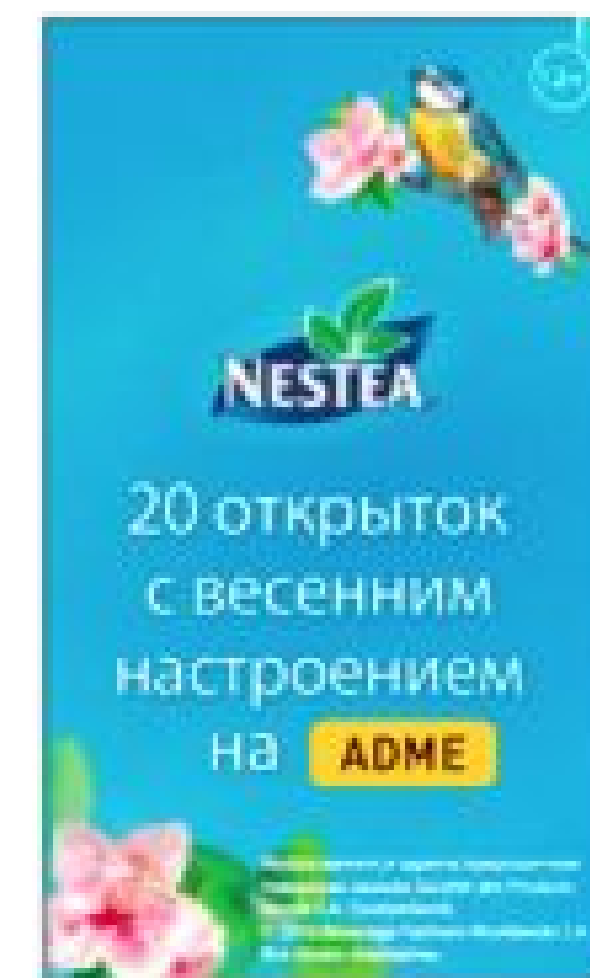


Солнечно и тепло



Солнечно и холодно

Финальный креатив



3 сигнала:

- температура
- погодные условия
- локация пользователя

Данные



Данные 3х сторон



Данные Google

Your topics

- | | | |
|---|--|--|
| ☒ Banking | ☒ Basketball | ☒ Blues |
| ☒ Books & Literature | ☒ Celebrities & Entertainment News | ☒ Classical Music |
| ☒ Computers & Electronics | ☒ Cooking & Recipes | ☒ Dance & Electronic Music |
| ☒ Fitness | ☒ Folk & Traditional Music | ☒ Hockey |
| ☒ Home & Garden | ☒ Jazz | ☒ Latin American Music |
| ☒ Law & Government | ☒ Mobile & Wireless | ☒ Mobile Apps & Add-Ons |
| ☒ Movies | ☒ Performing Arts | ☒ Politics |
| ☒ Pop Music | ☒ Reggaeton | ☒ Rock Music |

[+ NEW TOPIC](#)[VIEW 8 MORE INTERESTS](#)[WHERE DID THESE COME FROM?](#)

Your profile

This information comes from your Google Account. If you edit it, your changes will apply across your Google Account. Depending on the settings you've chosen, this information might be used to show you ads.

Gender: Male 

Age: 25-34 

Собственные данные

Активные
пользователи

Аттрибуционное моделирование

Время на странице



Google Analytics

Лояльность
пользователей

Источники трафика

Конверсионная
воронка

Глубина посещения страницы

Новые пользователи

Эксперименты с
контентом

Собственные данные

Где и когда был
показан креатив

Был ли виден
показанный креатив?

Путь к конверсии

Переход по показу

Охват кампании по каналам и по устройствам



DoubleClick Campaign Manager

Собственные данные



Посмотрели видео

Подписались на канал

Прокомментировали видео

Masthead

Собственные данные

Участники программы лояльности



Используемые
продукты и сервисы

Заполнение регистрационных
форм

Собственные данные



Google Analytics



DoubleClick
Campaign Manager

Где и как применять данные

Динамические креативы



Оптимизация страницы



Персонализация контента страницы



Закупка аудиторий



Оптимизация рекламных кампаний

Спасибо!

doubleclick-russia@google.com