

**PROGRAMMATIC  
solutions from**

**Google**

23.05.17

# Online behaviour become more complicated

38%

users are exposed to ads from different sources



large brand target the same user  
up to

200  
times per day

up to 20%

of data is lost when switching  
between different systems



90%

of users have several devices

➔ How to use all the data for advertising?

➔ How to find target audience online?

➔ How to measure the efficiency of advertising channels?



# Programmatic: new approach to advertising

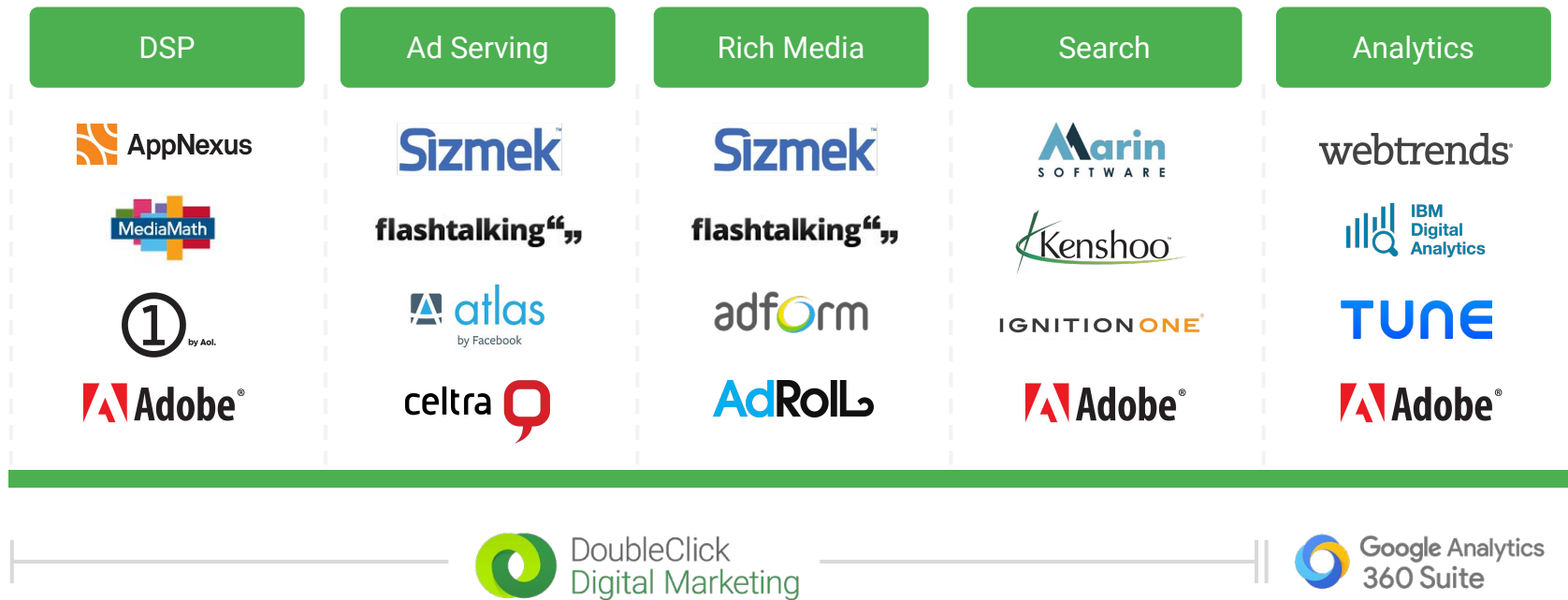


# THE PROGRAMMATIC LANDSCAPE

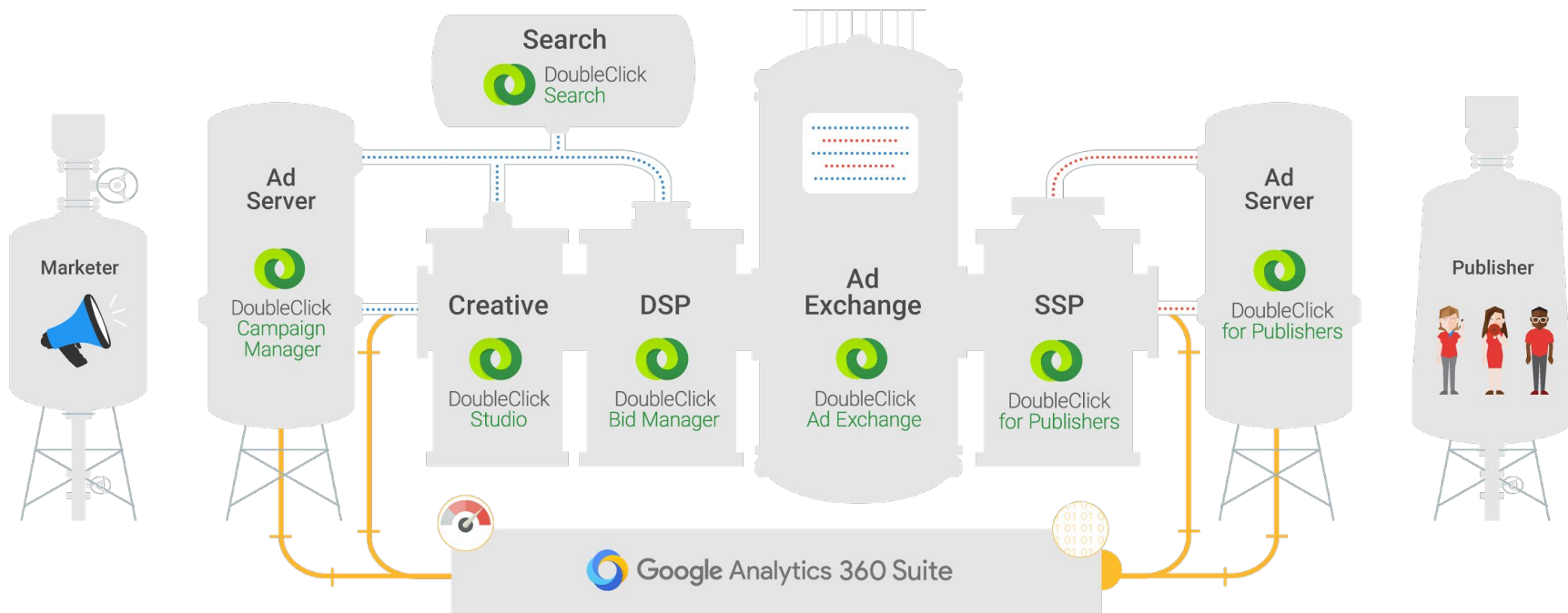
# The Programmatic Landscape is Complex



# A Fragmented AdTech Ecosystem



# The Unified DoubleClick EcoSystem





# DoubleClick has 5 Key Tools for Advertisers



DoubleClick  
Bid Manager

**Programmatic cross-screen buying for display and video**



DoubleClick  
Campaign Manager

**Core ad serving, reporting, attribution, and verification tool**



DoubleClick  
Studio

**Rich media and dynamic ad production tool**



DoubleClick  
Search

**Cross-engine search management and bid optimisation**



Google Analytics  
360 Suite

**Measure and prove your marketing is driving revenue**

# DoubleClick

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# FULL STACK

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# Why use the Full DoubleClick Stack?



## CENTRALISATION

Centralised marketing will make it easier to achieve and measure your goals



## DATA FIDELITY

Reduce data loss and increase accuracy between all of your online marketing platforms



## ADVANCED FEATURES

Make full use of each individual platform when connected as a stack

# Full Reporting of Customer Journeys

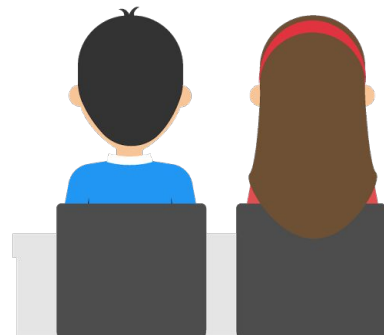


Centralisation

- **Comprehensive reporting** for analysis and optimisation
- One **centralised solution** for reporting on all your data
- See how display impressions and clicks **drive site traffic** (and engagement on site)
- Inclusion of impressions in the **path to conversion**
- GA Goals, GA Transactions and floodlight conversions **all included**



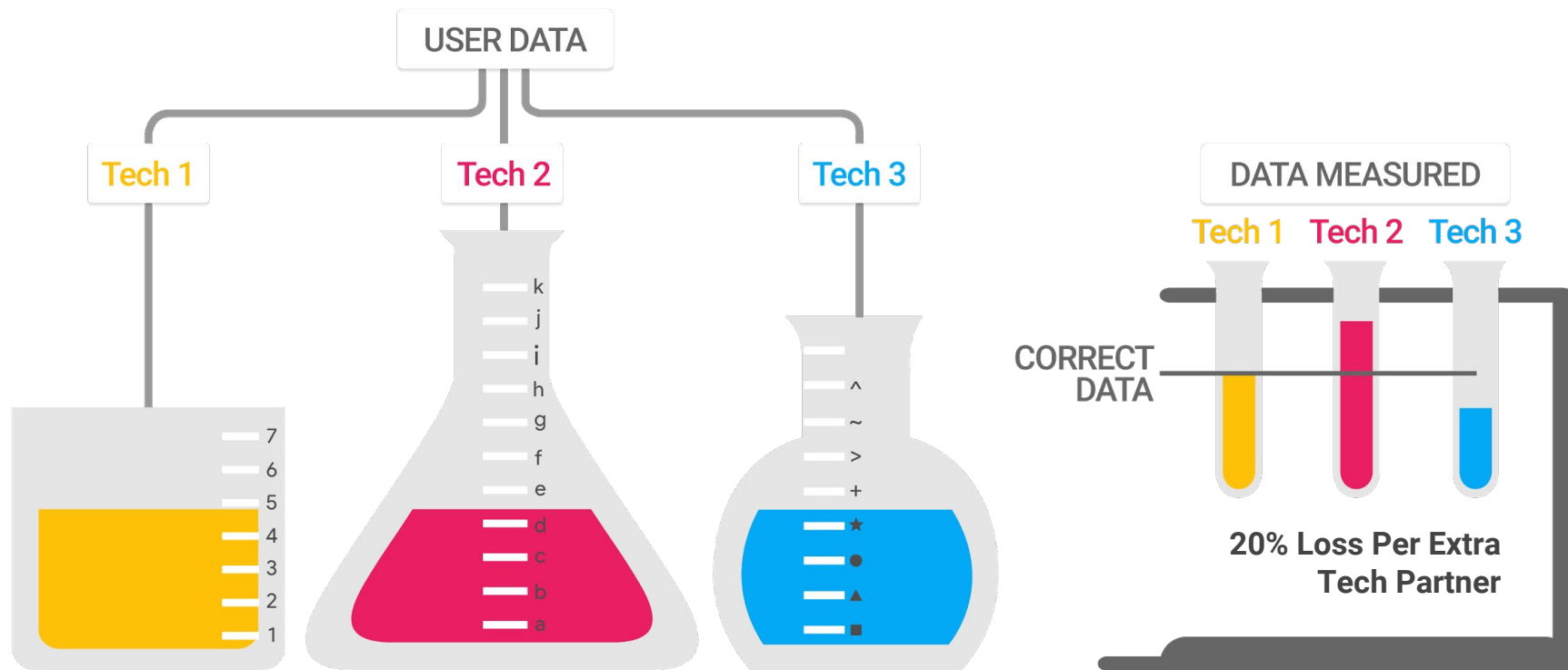
- **Across the whole customer journey**



# Minimising Data Loss through using one platform



Data Fidelity

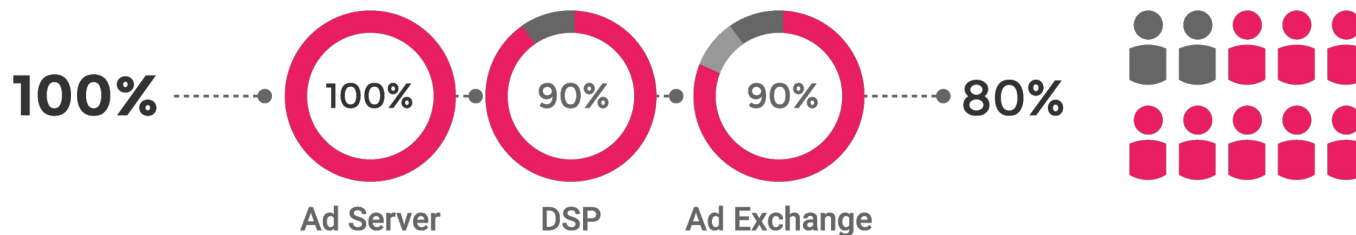


# Preserving Data Fidelity

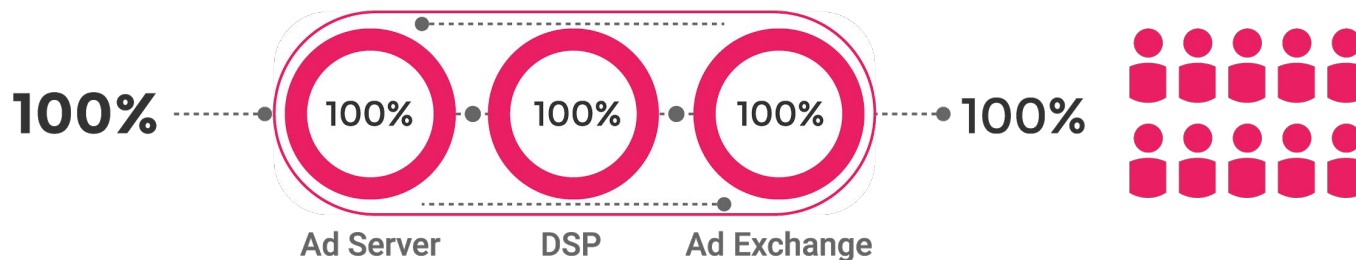


Data Fidelity

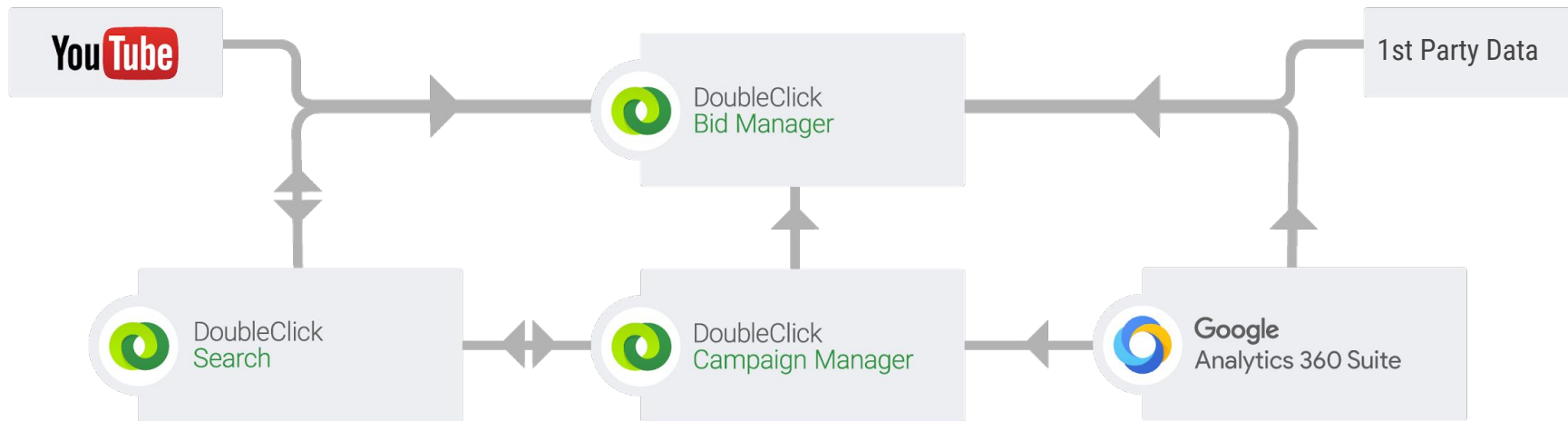
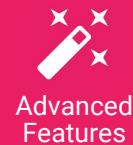
## MULTIPLE COOKIE SPACES



## SINGLE COOKIE SPACE

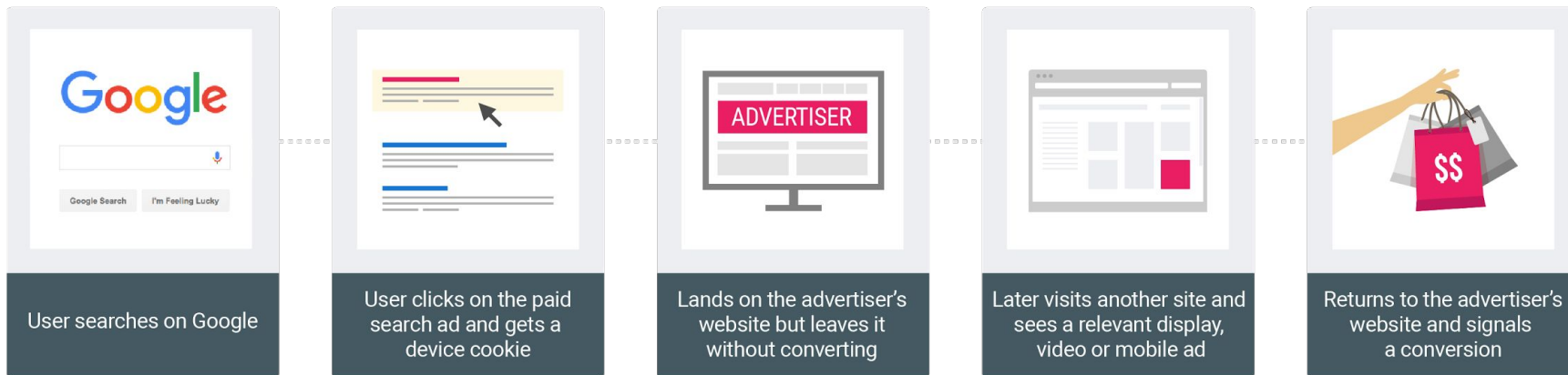


# Share Audience Lists seamlessly



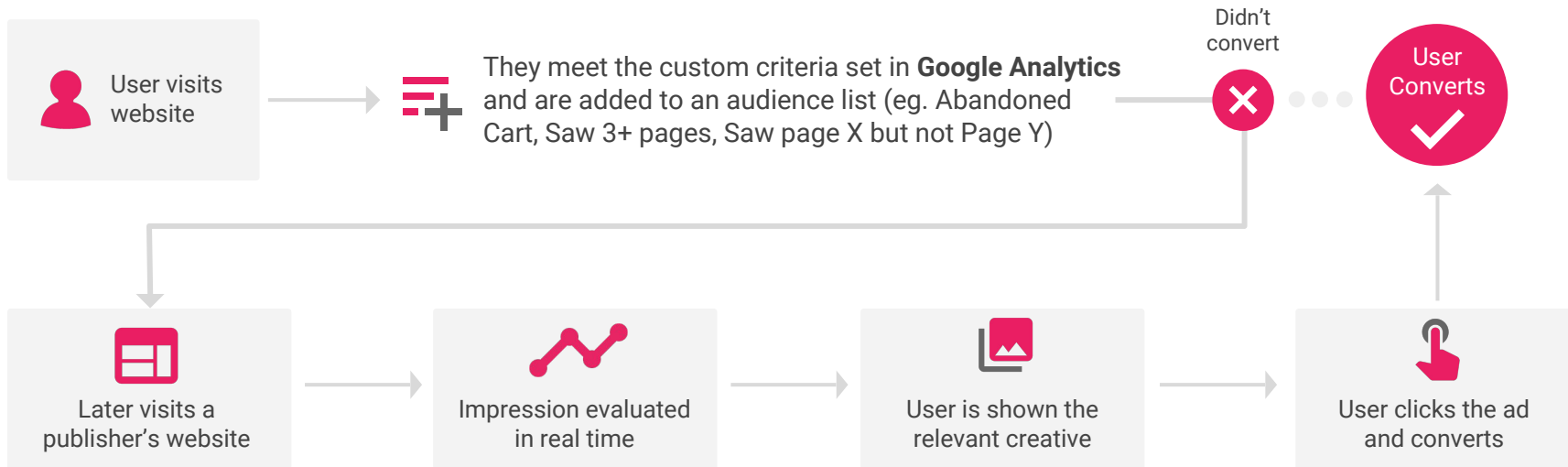
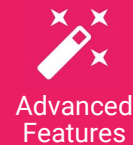
# Search Remarketing

Across display, video and mobile

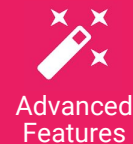




# Website Remarketing



# Data Driven Creative with DBM & DCM

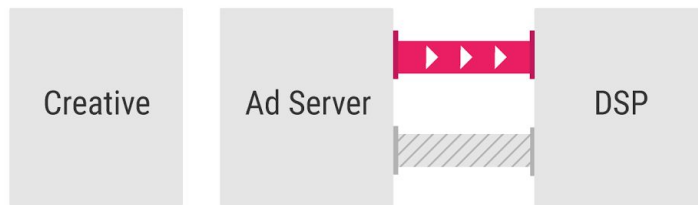


## Execution with Campaign Manager



Two way data flow between Campaign Manager and Bid Manager allows for audience & contextual signals to be passed back and forth and used to automatically change creative.

## Execution with other Ad Servers



Other Ad Tech



Inability to ingest audience or contextual signals from the DSP; this limits the number of signals which can be passed back and used in delivering the creative.

# Key Takeaways



## Bid Manager



Huge and varied reach



Rich audience data segments



Sophisticated technology

## Campaign Manager



Own your campaign data



Host and serve all formats



Single user view across devices



Attribute the online journey

## Creative Solutions



Storage of creative assets



Data driven dynamic creative



QA and creative debugging

## Search



Unified insights and reporting









Strategic bid optimisation



Native stack integration

# Why use a full stack approach to Programmatic?

-  **Best in class technology** at each stage of the programmatic ecosystem
-  One cookie space, means **no data loss** and **full path to conversion** across all digital media
-  **Advanced cross media reporting** enables precise optimisation & spend efficiencies
-  One system, means **more efficient media buying and time savings**
-  **Advanced audience targeting** through list sharing between platforms
-  Precise **audience driven creative** for best media performance

## The Goals

- Maximize number of visits and leads.
- Deliver personalized messaging to each prospect.
- Improve effectiveness of banners.



## The Approach

- Established dynamic ad creation strategies for acquisition and remarketing via DoubleClick Studio.
- Updated ad content daily to reflect current inventory.
- Ran A/B testing to compare performance and drive optimizations.

## The Results

- +35% increase in in site visit rate from acquisition campaigns.
- +65% improvement in site visit rate from remarketing campaigns.
- +47% growth in return on investment.

[www.doubleclickbygoogle.com](http://www.doubleclickbygoogle.com)

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# THANK YOU

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