thinkbrand with Google



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

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DoubleClick Russia Sales Team



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

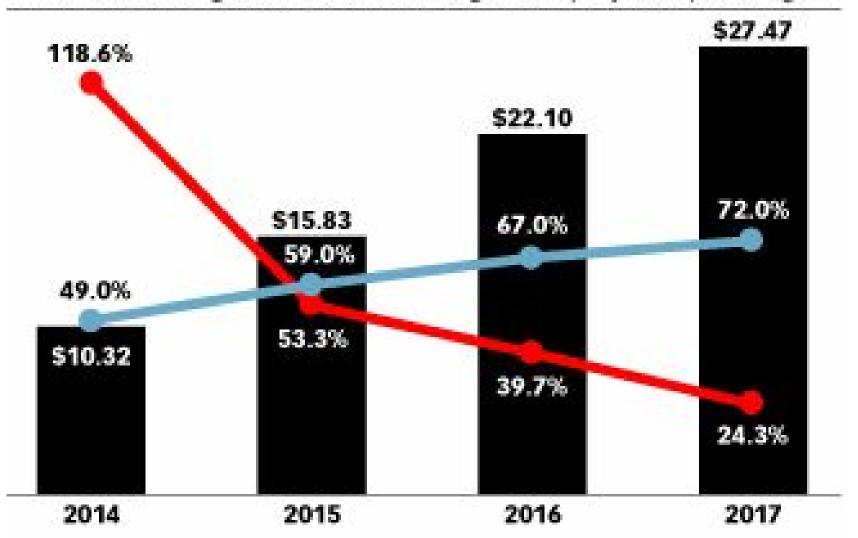


Глобальные тренды - насыщение

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

US Programmatic Digital Display Ad Spending, 2014-2017

billions, % change and % of total digital display ad spending*



Programmatic digital display ad spending

% change % of total digital display ad spending*

Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; *includes banners, rich media, sponsorship, video and other Source: eMarketer, April 2016

207037 www.eMarketer.com

Глобальные тренды - консолидация

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

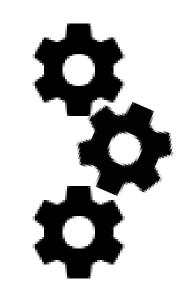


О чем мы <u>не будем</u> говорить сегодня



О чем мы <u>будем</u> говорить сегодня

Наиболее качественный рекламный контакт



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

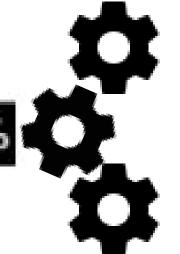
77%

23%

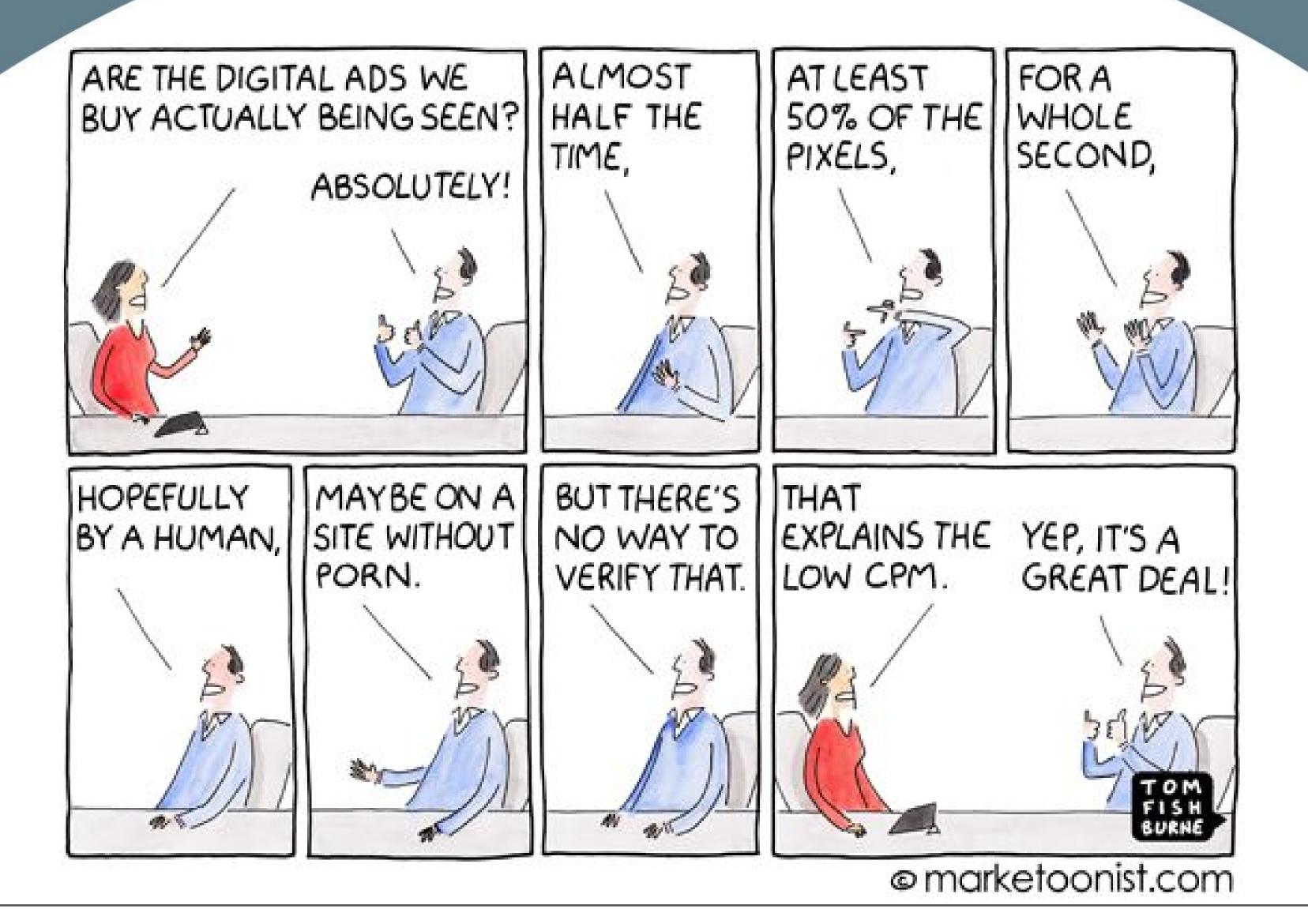
Data providers or data management platforms (DMPs)

74%

26%



С наиболее подходящей целевой аудиторией





Verification



"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."

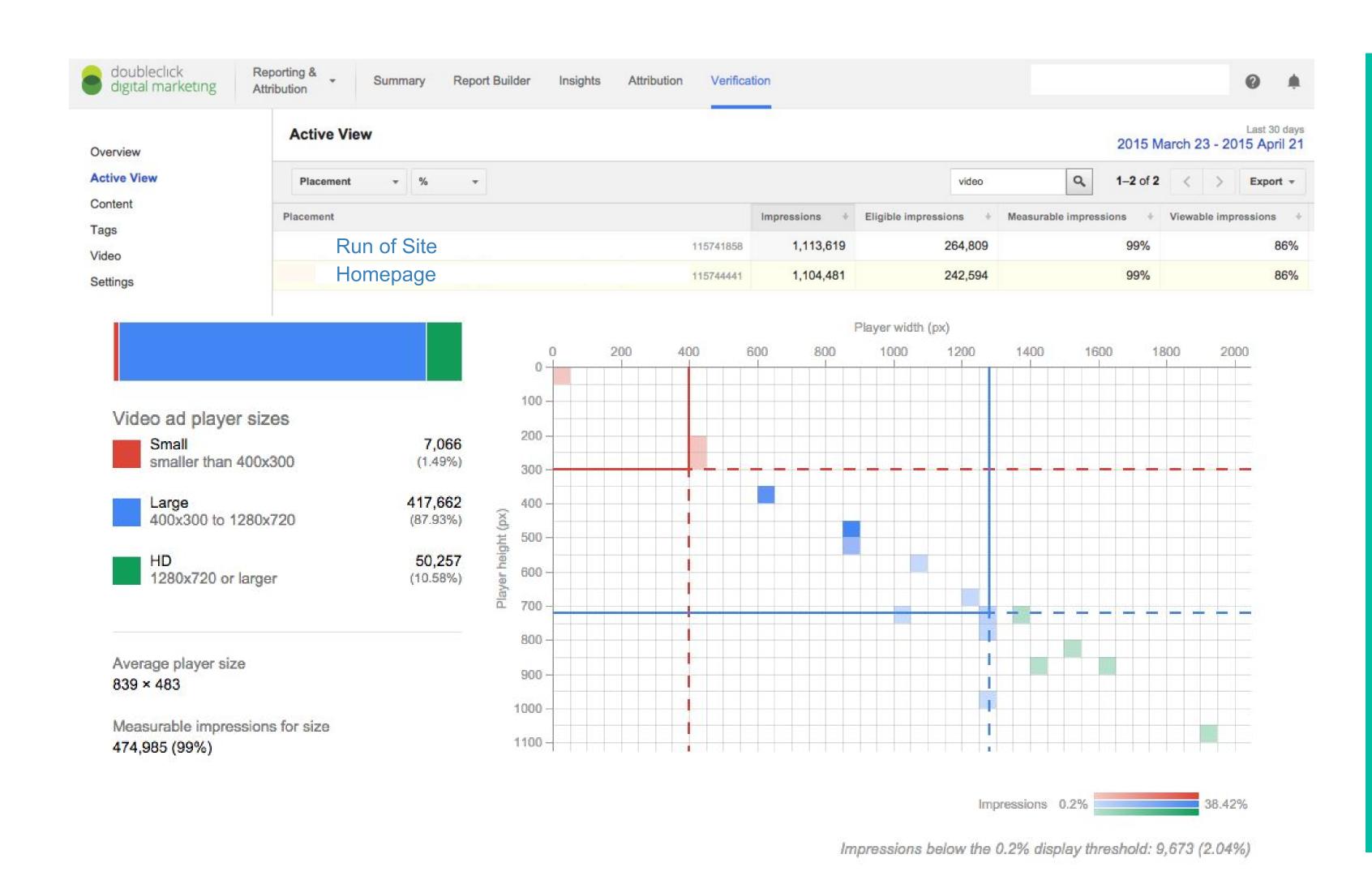
Publicis note to clients

Source: <u>WSJ.COM 22/09/2016</u>





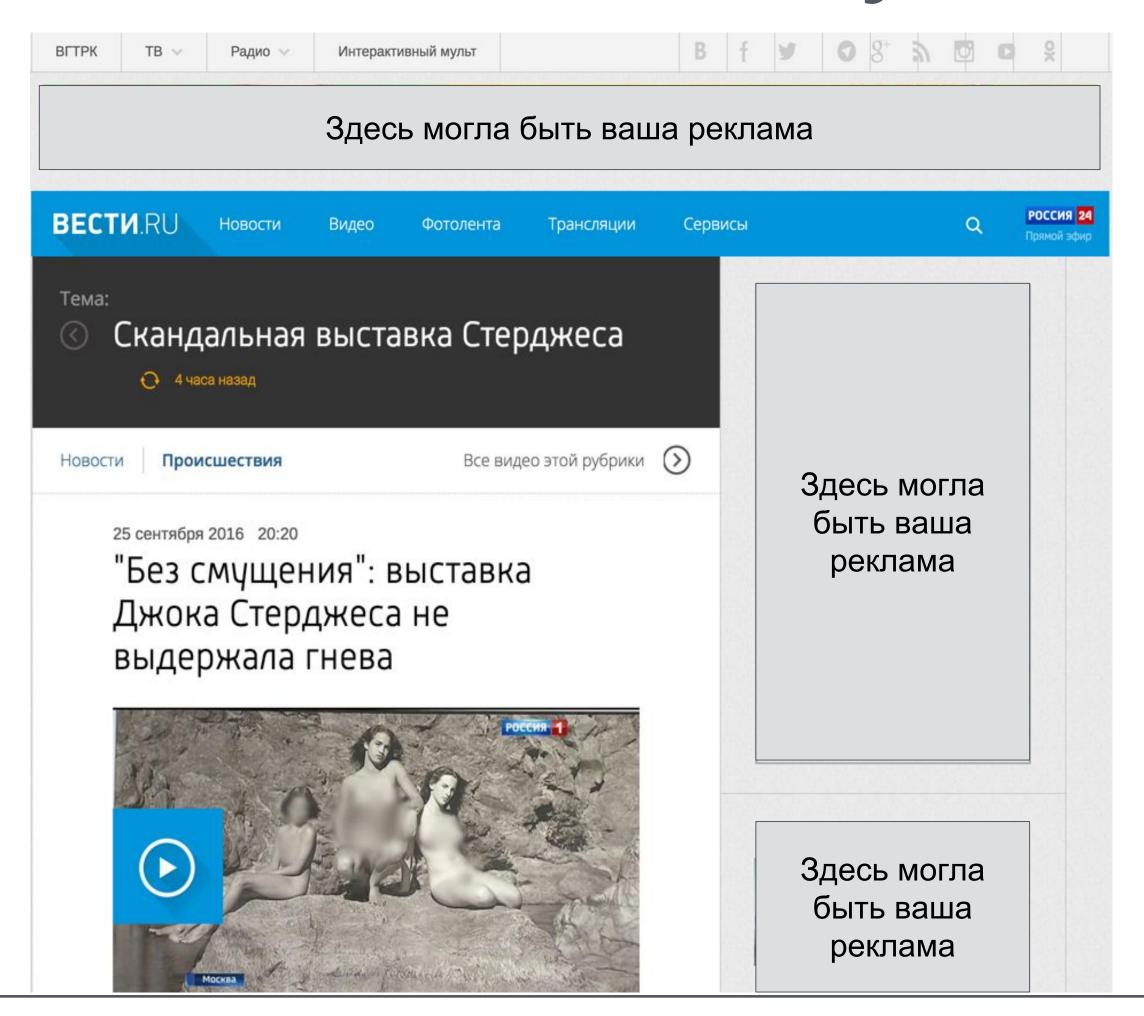
Video Verification metrics alongside Viewability



- 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

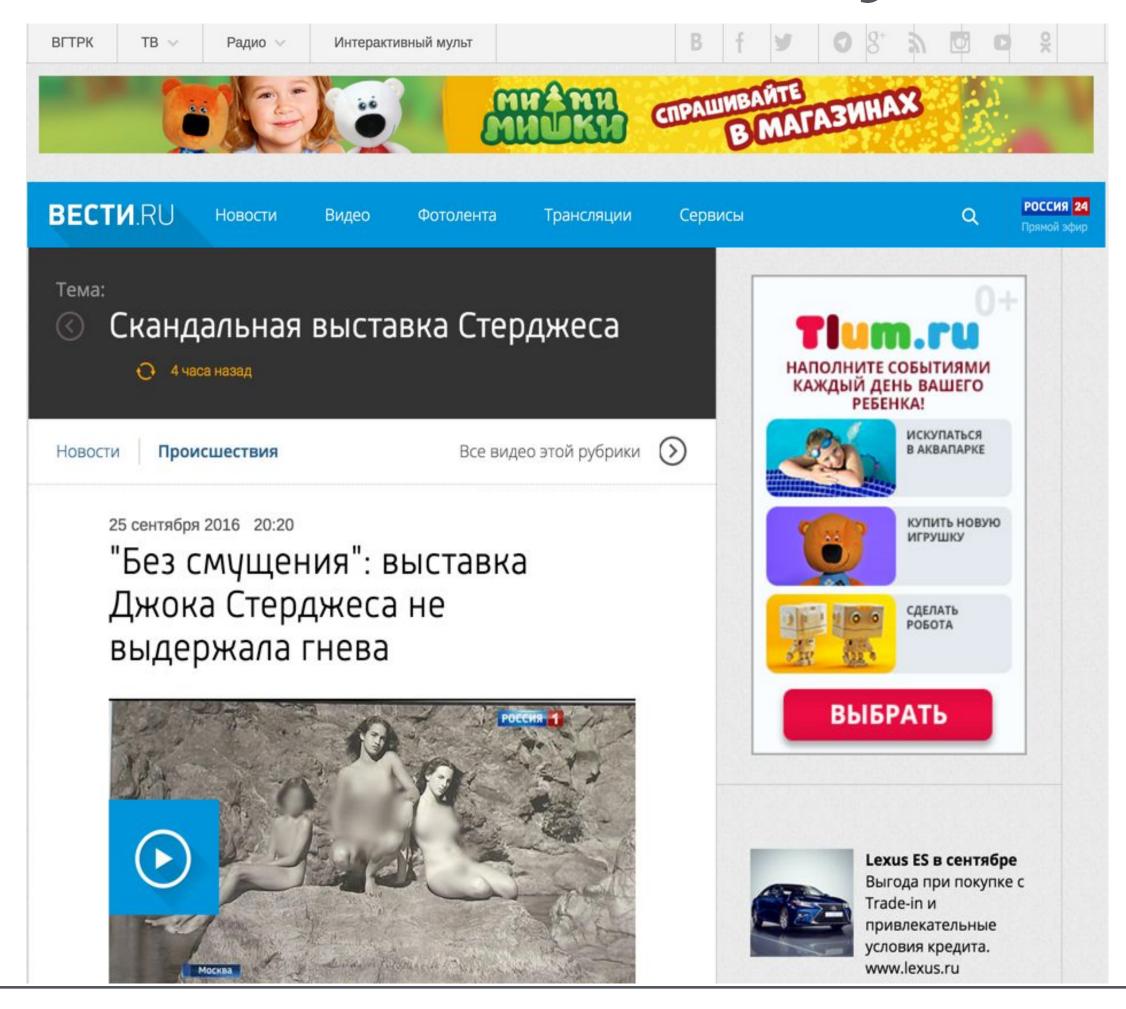


Brand safety





Brand safety





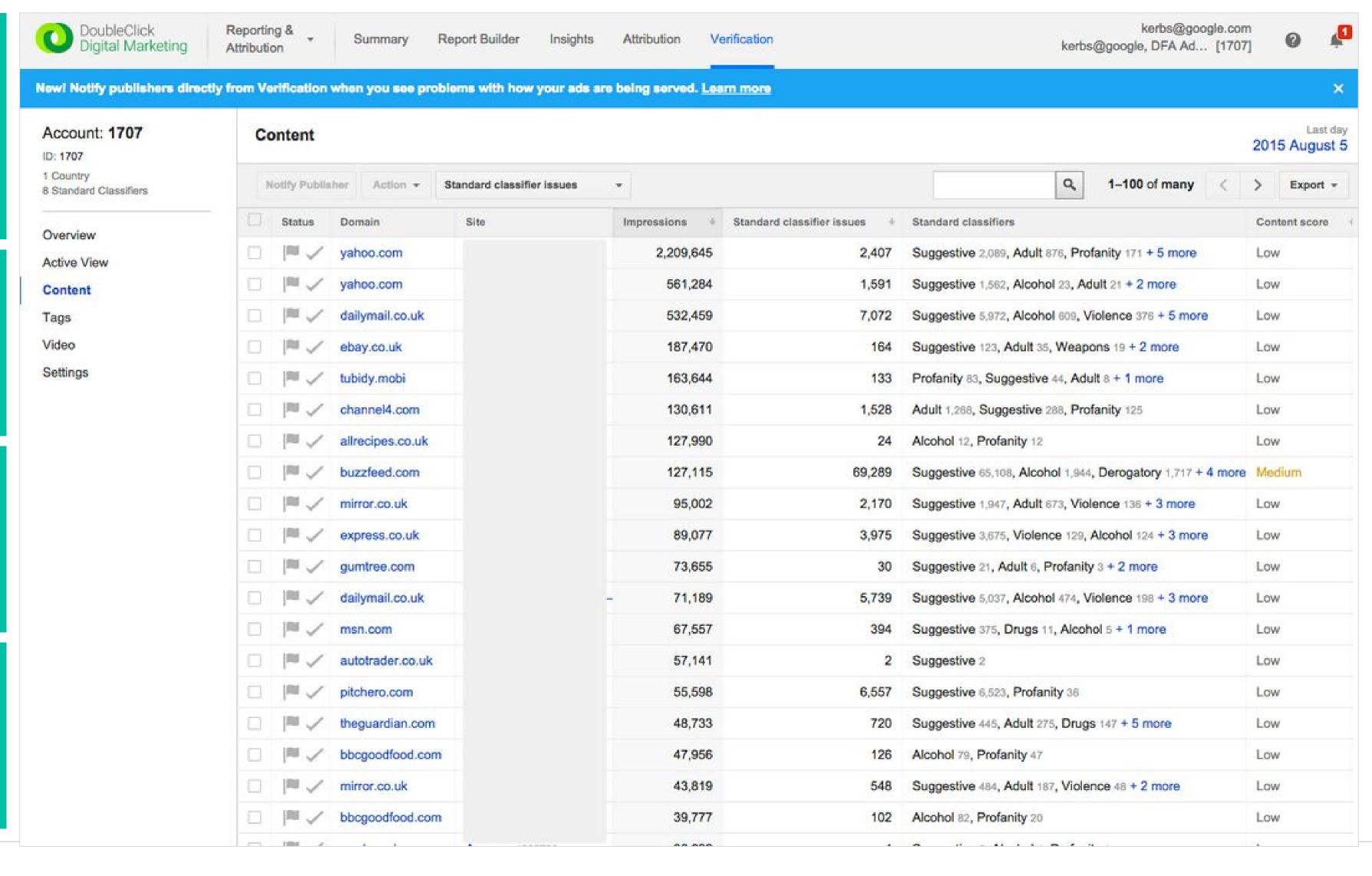
Content verification and ad-blocking

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





Viewability



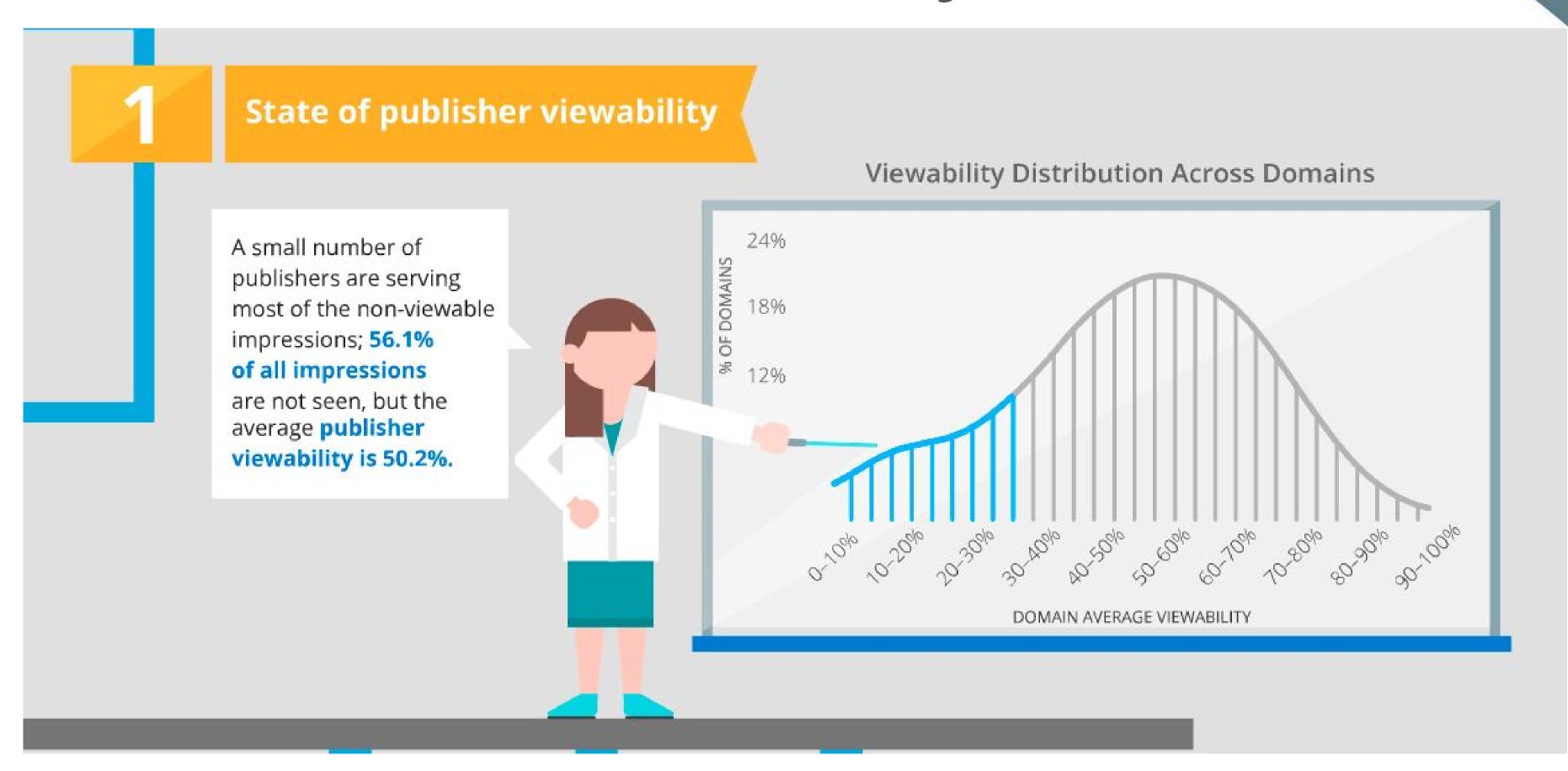
"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

- John Wanamaker,

father of modern advertising and a "pioneer in marketing."



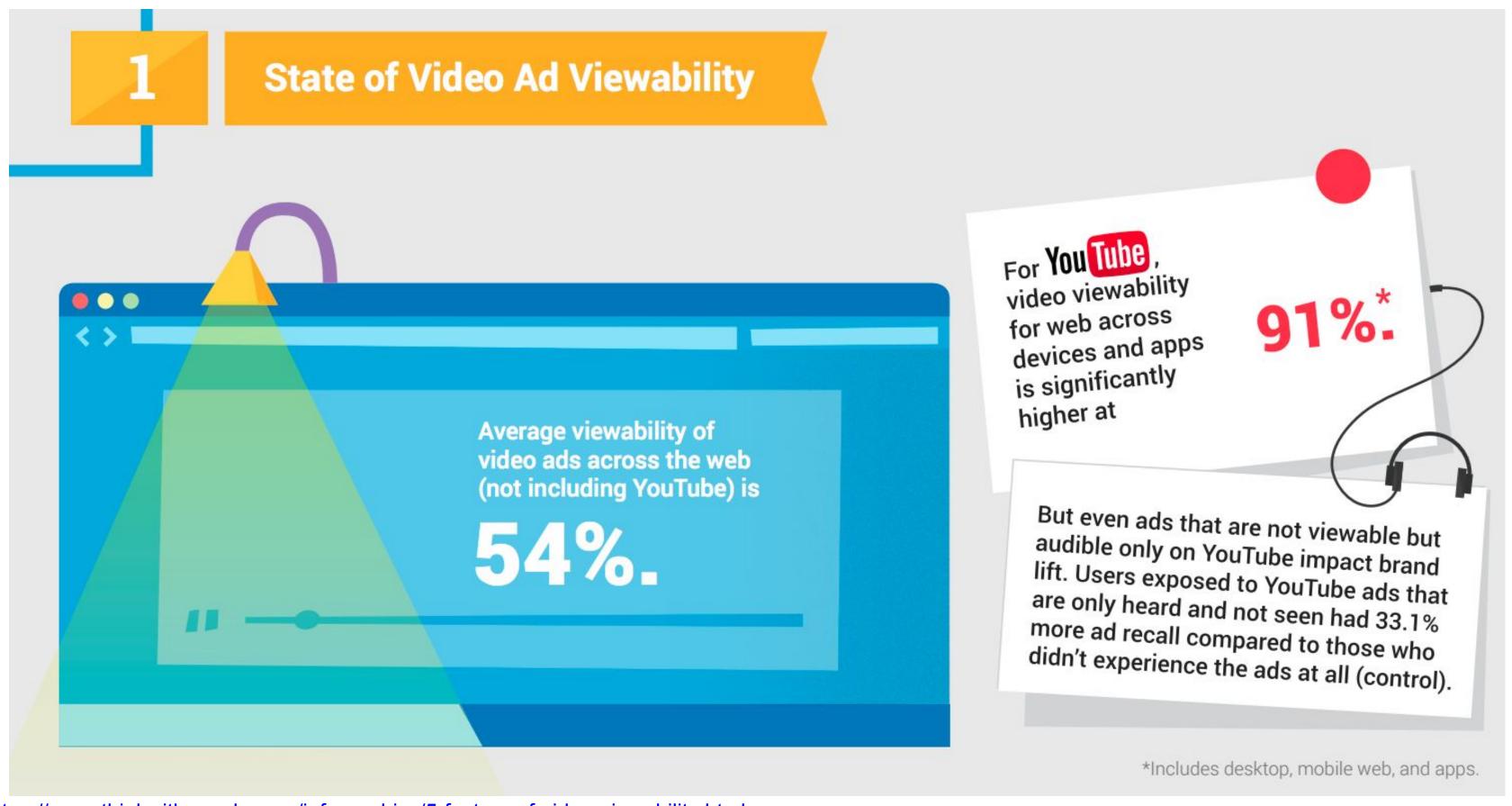
Viewability



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



Viewability



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



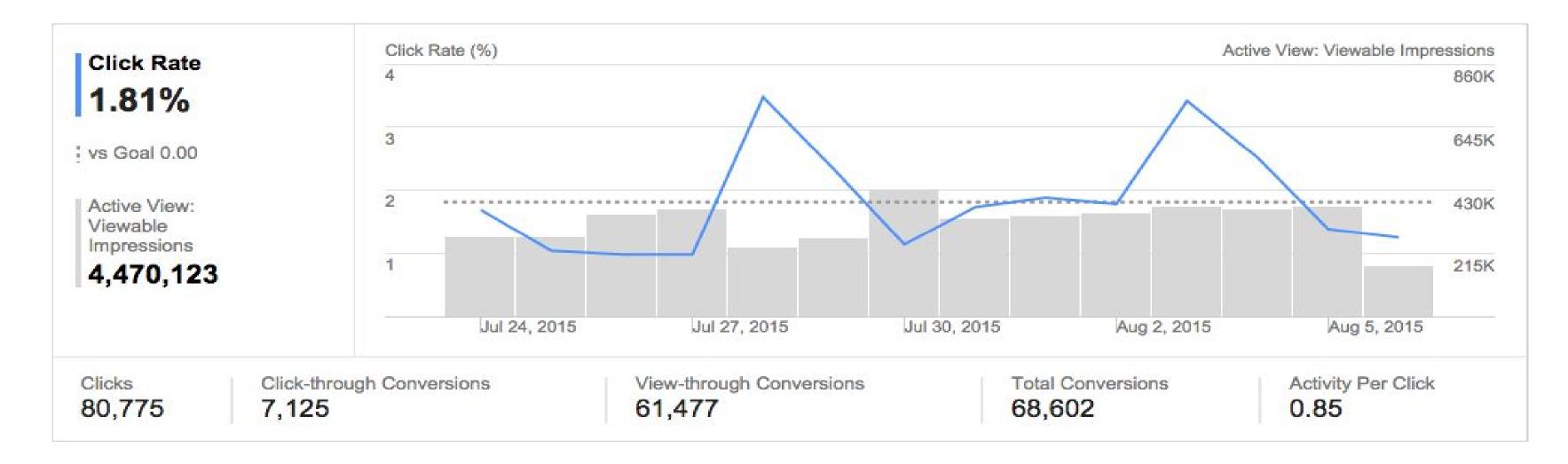
Active View to measure Viewability

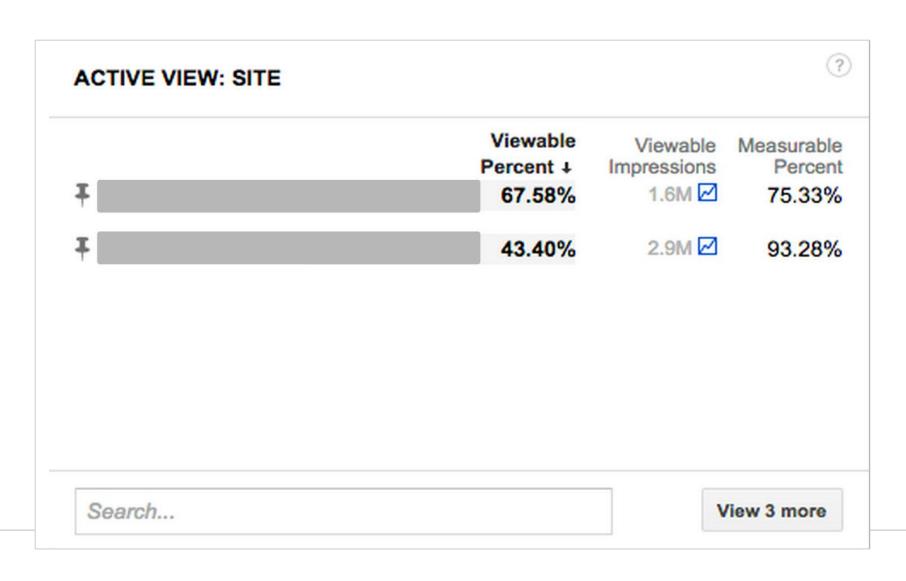
Measure, target and optimise towards viewability

No added tagging or cost and accredited by the MRC

Available for both <u>display</u> (including mobile) and <u>video</u>

Extensive eligible impression coverage









Fraud

MARTECH CMO SOCIAL SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MORE SUBSCRIBE







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 (trasparently 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

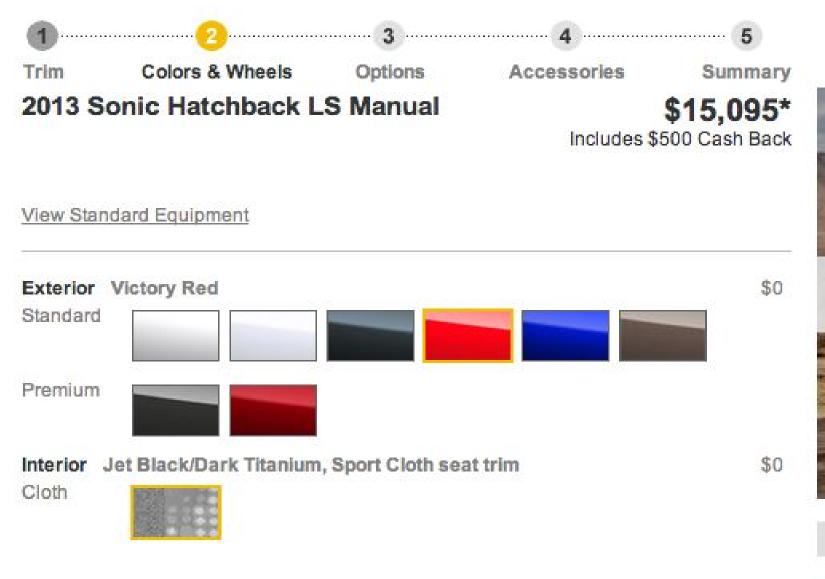


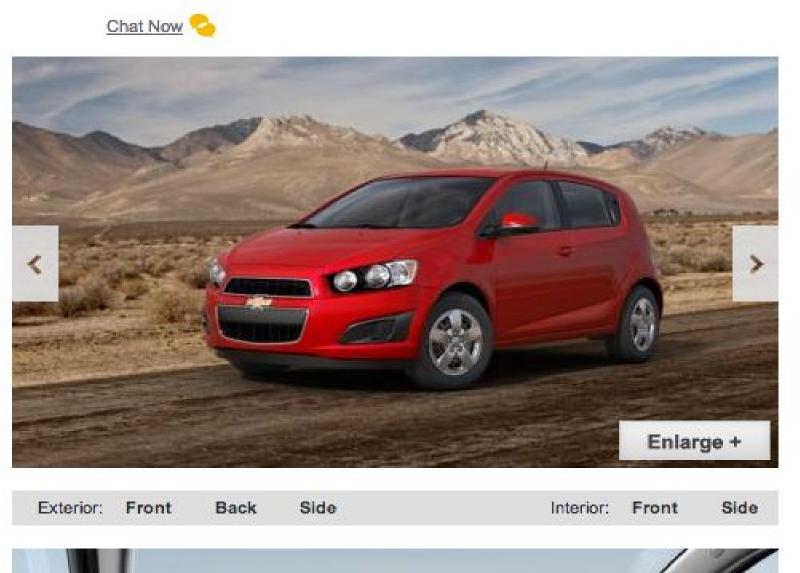
Динамические креативы **Google Flights Search Feed** Только с наличием мест Пункт Отправления Пункт Назначения Актуальная цена Валюта страны Текстовые элементы Язык текста изменяется по настройкам фида Текст может быть отредактирован мнгновенно в фиде Кастомное сообщение Меняется в заивисмости от пункта направления или таргетинга Фотография Направления Меняется в заивисмости от пункта направления

Динамические креативы



Build Your 2013 Sonic Hatchback

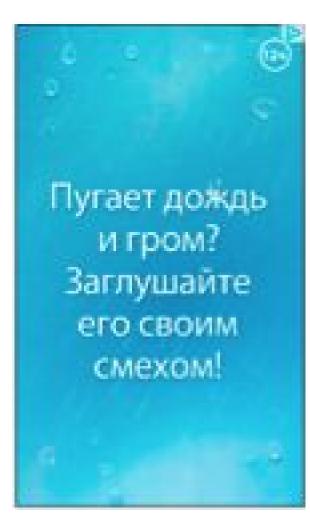








Динамические креативы



Дождливо



Холодно



Солнечно и тепло



Солнечно и холодно

Финальный креатив



3 сигнала:

- температура
- погодные условия
- локация пользователя



Данные





Данные Зх сторон





Данные Google

Your topics

- Banking
- Books & Literature
- Computers & Electronics
- Fitness
- Home & Garden
- Law & Government
- Movies
- Pop Music

- Basketball
- Celebrities & Entertainment News
- Cooking & Recipes
- Folk & Traditional Music
- Jazz
- Mobile & Wireless
- Performing Arts
- Reggaeton

- Classical Music
- Dance & Electronic Music
- Hockey
- Latin American Music
- Mobile Apps & Add-Ons
- Politics
- 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



Активные пользователи

Аттрибуционное моделирование

Время на странице



Google Analytics

Лояльность пользователей

Источники трафика

Конверсионная воронка

Глубина посещения страницы

Новые пользователи

Эксперименты с контентом



Где и когда был показан креатив Был ли виден показанный креатив?

Путь к конверсии

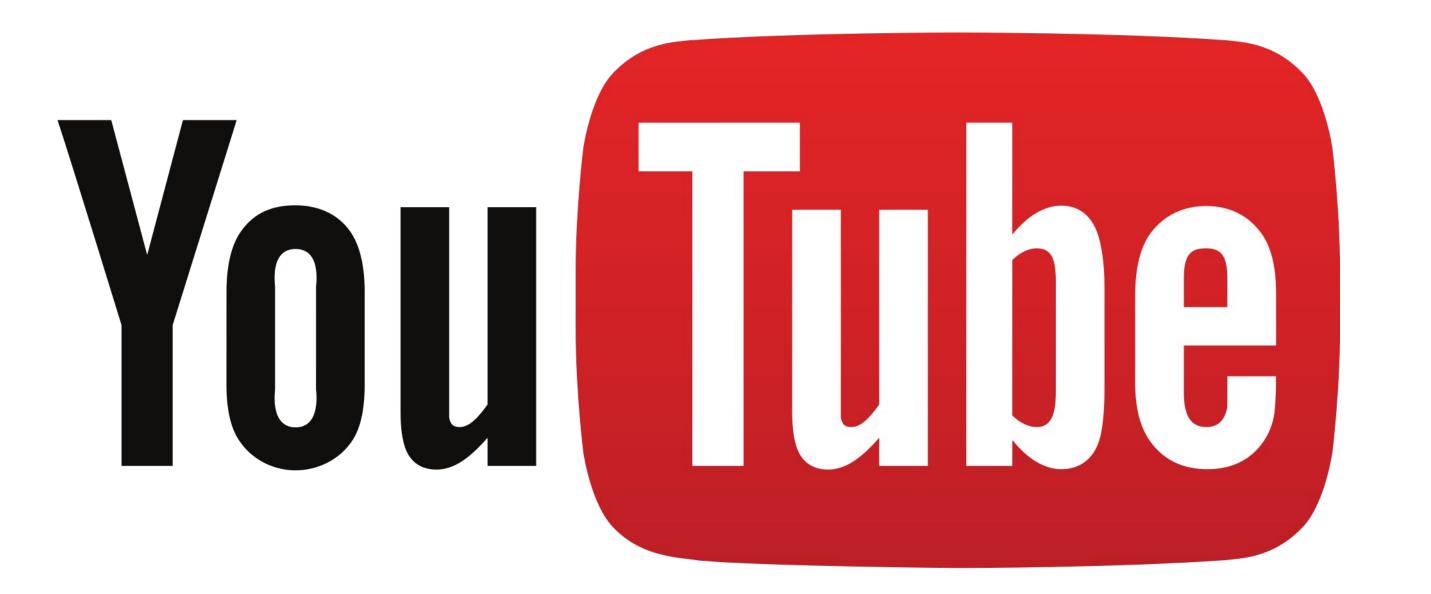
Переход по показу

Охват кампании по каналам и по устройствам



DoubleClick Campaign Manager





Посмотрели видео

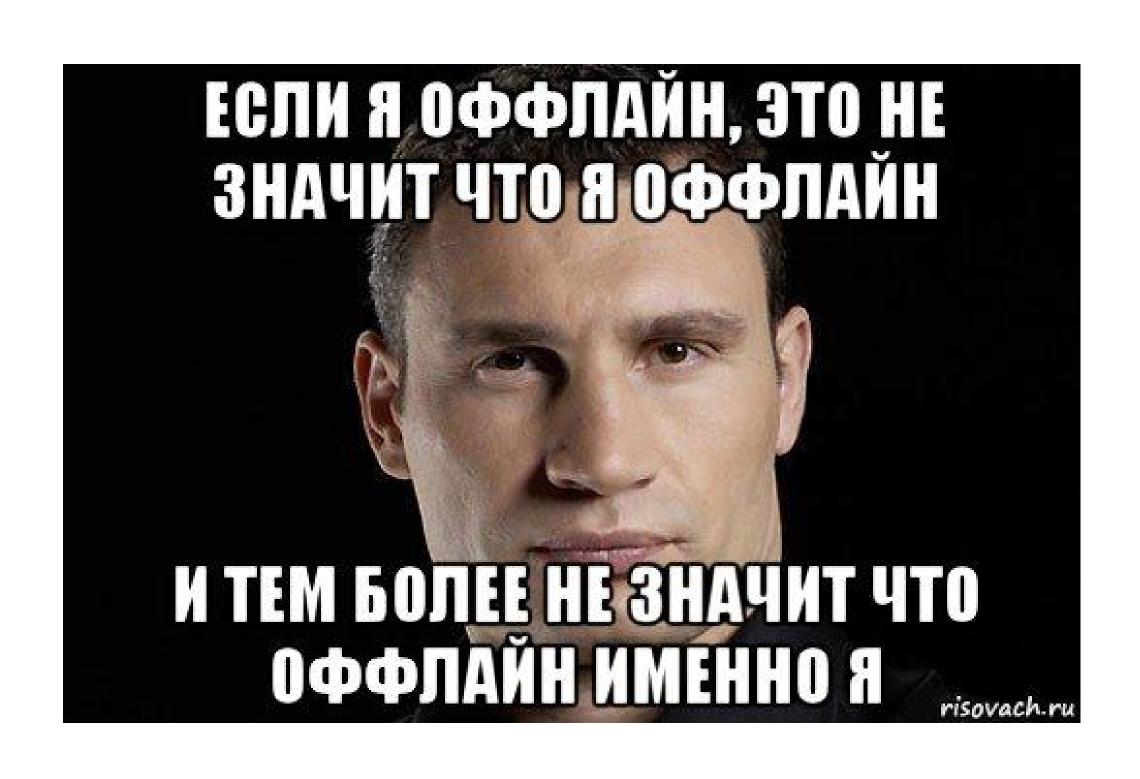
Подписались на канал

Прокомментировали видео

Masthead



Участники программы лояльности



Используемые продукты и сервисы

Заполнение регистрационных форм











DoubleClick Campaign Manager



Где и как применять данные

Динамические креативы

Оптимизация страницы

Персонализация контента страницы

Закупка аудиторий

Оптимизация рекламных кампаний











