



DoubleClick
Digital Marketing by Google

DoubleClick Digital Marketing Suite

02. März 2017

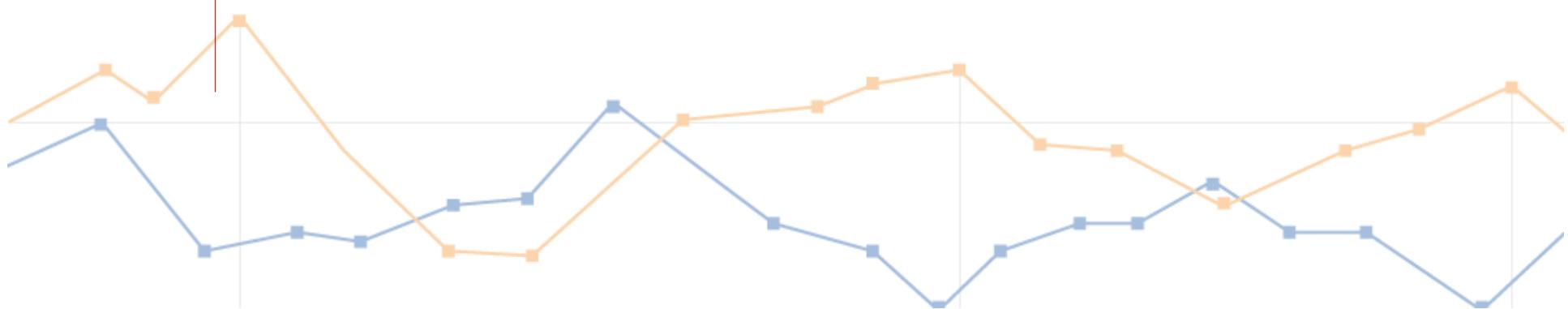
*Meinolf Meyer, DoubleClick Hamburg
Lennart Paulsen, GF Trakken*

Trakken ■
{web services}

Agenda

Themen

- 1 Vorstellung Trakken
- 2 DoubleClick Digital Marketing Suite
- 3 DoubleClick Campaign Manager
- 4 DoubleClick Bid Manager



83% aller Mediakampagnen werden Ende 2017 Programmatic sein



Plant 70% via
Programmatic
zu kaufen



Plant 100% via
Programmatic
zu kaufen



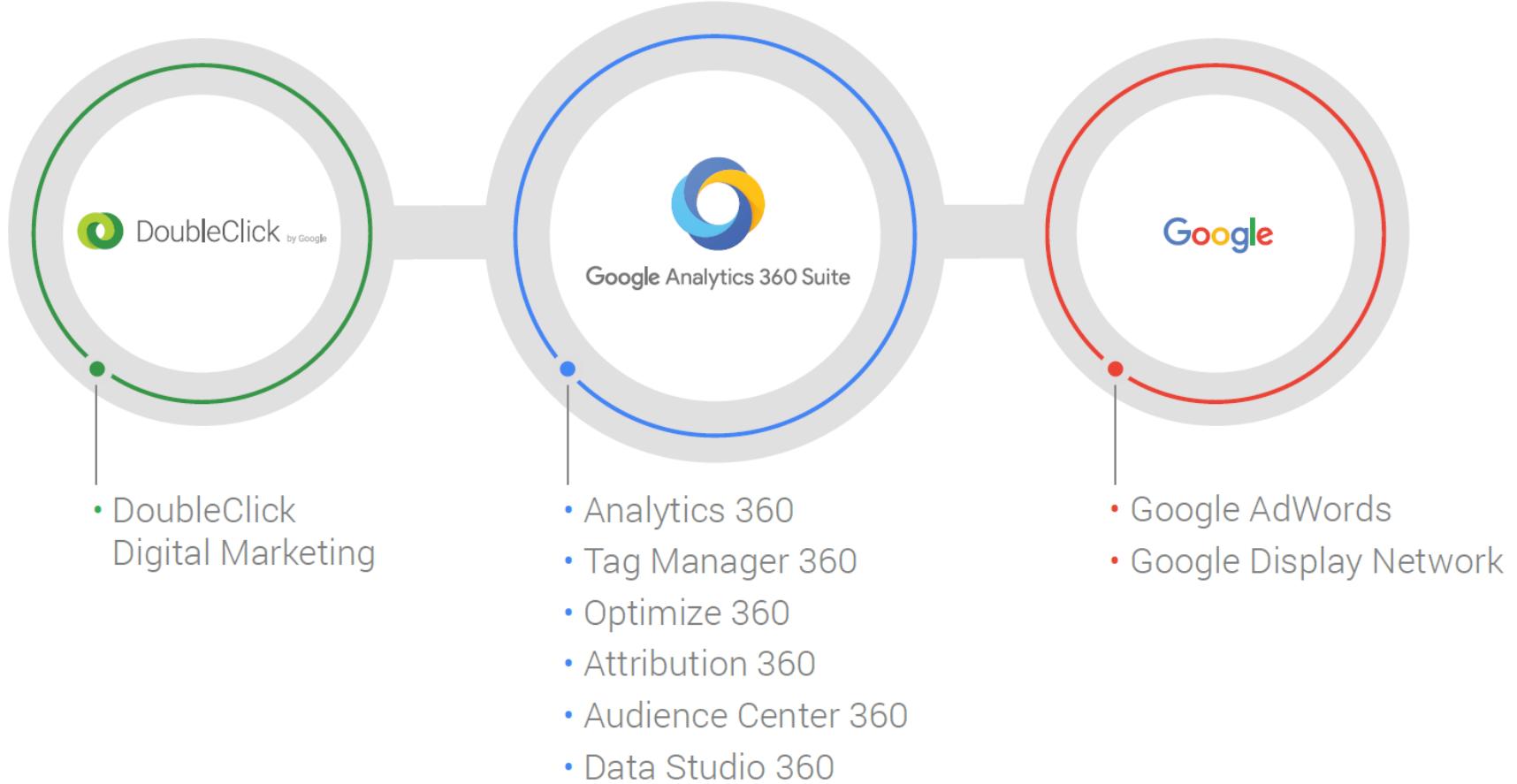
Plant 80% via
Programmatic
zu kaufen



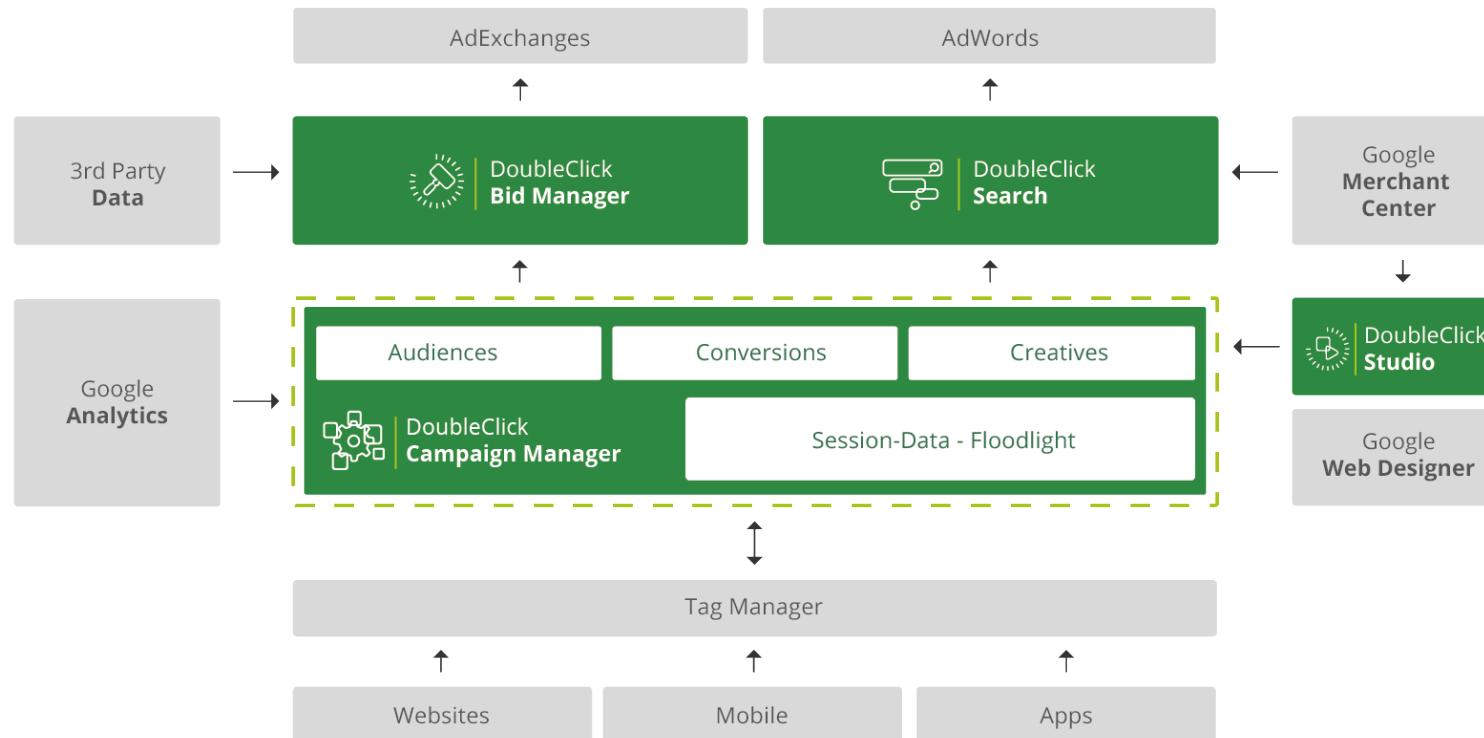
In-house
Programmatic
Team

02

DoubleClick Digital Marketing



DoubleClick Digital Marketing Platform



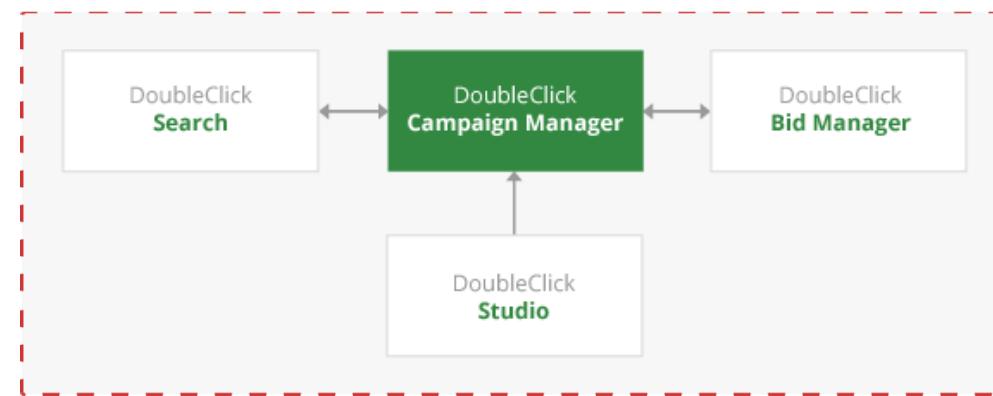
03

DoubleClick Campaign Manager

DoubleClick Campaign Manager - Übersicht



DCM: the Core of DoubleClick



DCM
(DoubleClick Campaign Manager)

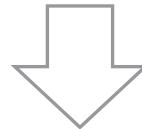
= AdServer + core of DoubleClick

Grundlagen DoubleClick – Floodlight Tracking

- Einheitliches Trackingkonzept über alle DoubleClick-Tools
- Integration mit Google Tag Manager
- Zählung von Aufrufen (Counter-Tags)
- Zählung von Transaktionen mit Wert

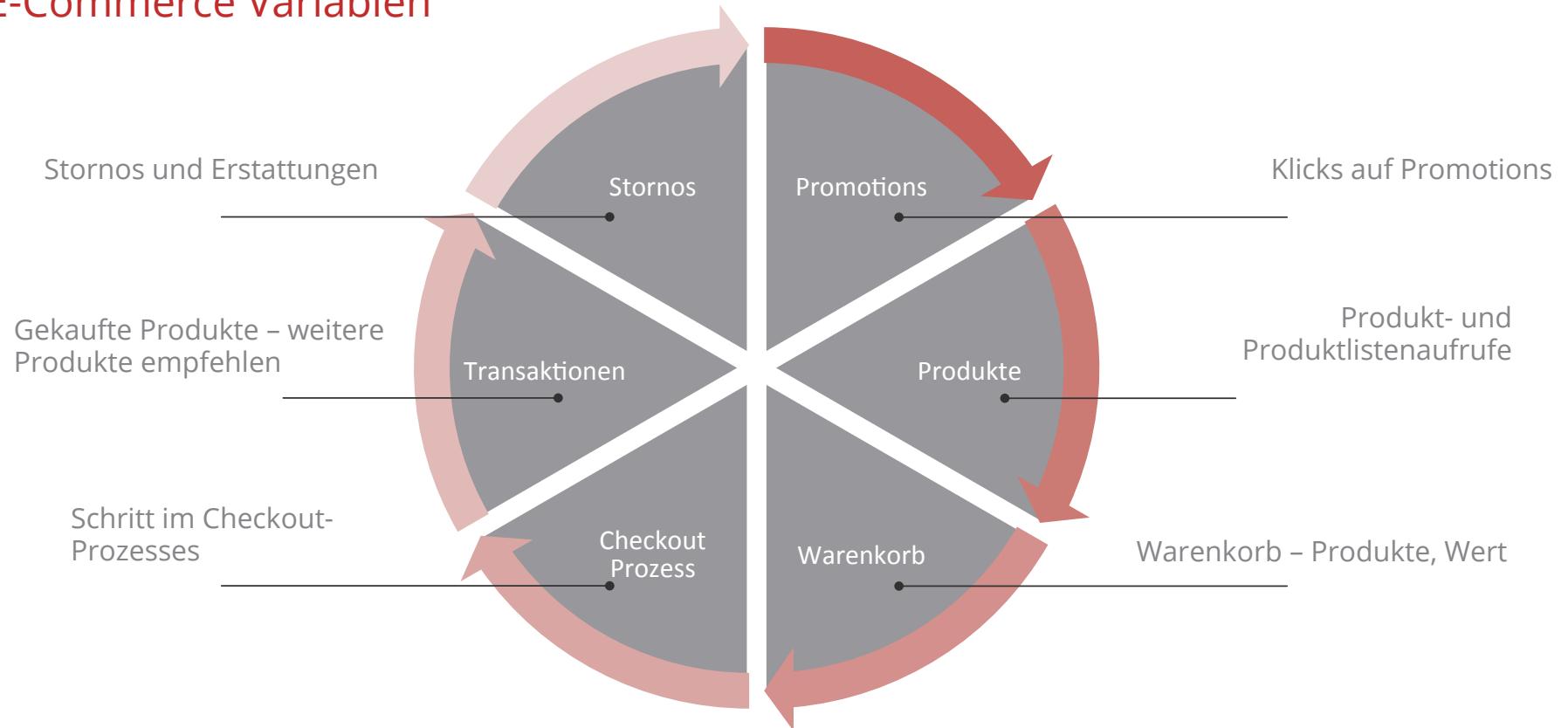
U-Variablen

- Flexibler Einsatz der Tracking-Lösung mit variablen Werten
- 100 u-Variablen möglich
- Datenerfassung in Echtzeit
- Nutzung der u-Variablen für Audiences
- Nutzung der Daten für Auslieferung von dynamischen Werbemitteln



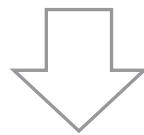
DoubleClick als **Datenpool** für Session-Daten nutzen

E-Commerce Variablen



Grundlagen DoubleClick – Audiences

- Erstellung von Audiences anhand von Regeln und Daten
- U-Variablen und Conversions sind Attribute
- Automatische Erfassung der Daten in Echtzeit
- Integration von Audiences aus Google Analytics 360, Youtube oder DoubleClick Search und DoubleClick Bid Manager



Nutzung von Audiences, genaues
Targeting und **Bid Management**



DCM - The Core of DoubleClick

The screenshot shows the DoubleClick Digital Marketing interface. The top navigation bar includes the logo, 'DoubleClick Digital Marketing', and tabs for 'Campaigns' (which is selected), 'Advertisers', and 'Admin'. Below the navigation is a search bar with placeholder text 'ID: Status: Active Run dates: - Advertiser:' and a star icon. A green 'NEW' button is visible. The main content area displays a table of campaigns:

<input type="checkbox"/>	Name	Status	Assignments	Start date	End date	Type
<input type="checkbox"/>	Bild.de 2898105	Active	0	08/09/2016	09/09/2016	Pla
<input type="checkbox"/>	Bild.de Standard 136524762	Active	0	08/09/2016	09/09/2016	Pla
<input type="checkbox"/>	Twitter - Official 2900700	Active	1	08/09/2016	09/09/2016	Pla
<input type="checkbox"/>	Twitter 136524588	Active	1	08/09/2016	09/09/2016	Pla

A message at the top of the table area states, '⚠ There is 1 alert in this campaign.'

04

DoubleClick Bid Manager

DoubleClick Bid Manager - Übersicht



DoubleClick Bid Manager ist die Demand-Side-Plattform von Google – Kauf von Werbeinventar über viele AdExchanges mit flexiblen Möglichkeiten für das Targeting

DoubleClick Bid Manager - Übersicht



**DoubleClick
Bid Manager**

Programmatic Advertising mit DoubleClick für effizientes Display-Marketing. Durch detailliertes Targeting von Zielgruppen lassen sich Display- und Video-Kampagnen geräteübergreifend in Echtzeit aussteuern.

- ✓ Professionelles Targeting
- ✓ Geräteübergreifende Aussteuerung
- ✓ Verknüpfung mit Google Analytics 360 Suite
- ✓ Skalierbare Technologie

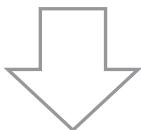


Hohe Reichweite durch Integration in 81 Exchanges

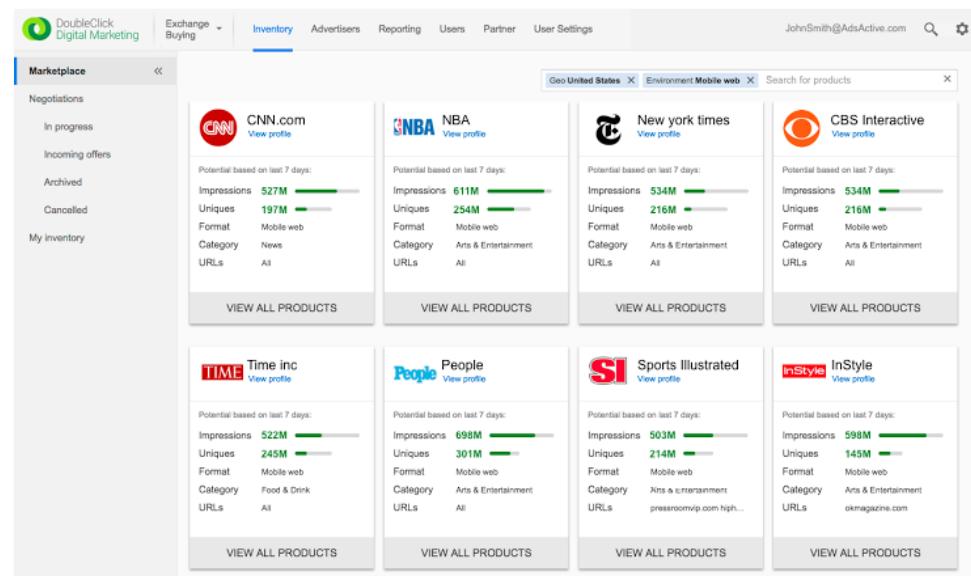


Premium Inventory – Direkt buchen

- Direkte Verfügbarkeit von Premium Inventory über den Marketplace
- Direkte Buchung als Inventory Source
- Anzeige der möglichen Reichweite
- Buchung über Programmatic

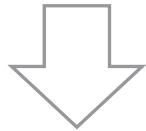


Hohe Qualität für
Markenunternehmen durch Buchung
von **Premium-Inventory**



Hohe Reichweite & Bid Management

- Bid Management pro Line Item
- Ziele definieren: CPC, CPM, CPA
- Kalkulation der potenziellen Reichweite
- Frequency Capping



Maximale Performance durch höchste
Reichweite, genaues **Targeting**
und **Bid Management**

Trakken Display

Potential reach Based on a flight of 30 days Cookies 154M Impressions 131B

Dates Same as insertion order edit 9 Aug 2016 to 9 Sep 2016 Line item will run while insertion order is in flight

Budget 1000.00 EUR Unlimited

Pacing Flight ASAP

Frequency Cap Limit frequency to 10 exposures per Lifetime

Bid strategy Optimize for €1.00 viewable CPM bid edit

Partner revenue model Total Media Cost Markup

Total Media Cost Markup 0 %

Conversion counting Count only post-click conversions

Selected (0)

Pixel Name

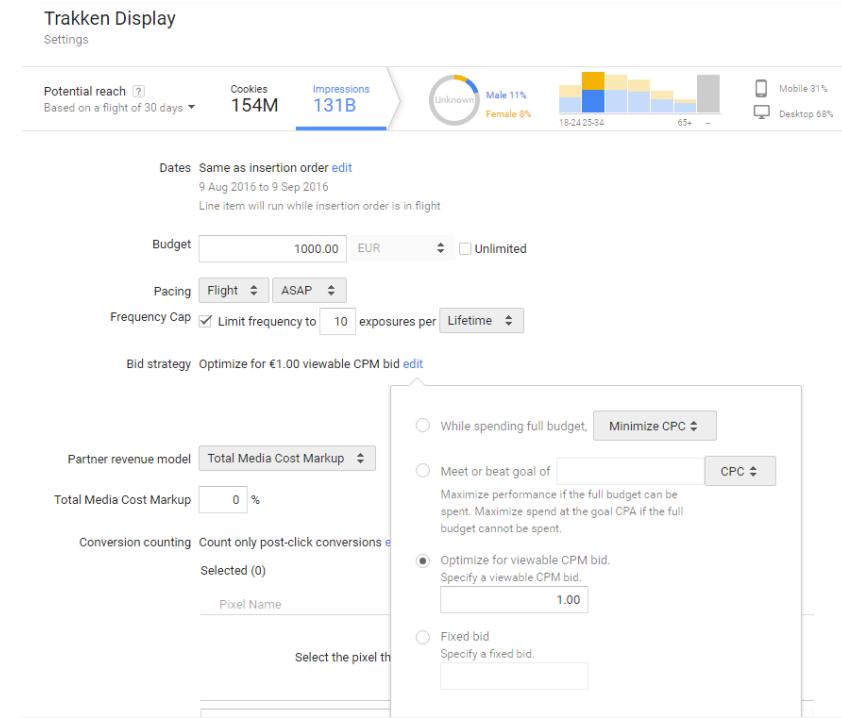
Select the pixel th

While spending full budget, Minimize CPC

Meet or beat goal of CPC

Optimize for viewable CPM bid. Specify a viewable CPM bid. 1.00

Fixed bid Specify a fixed bid.

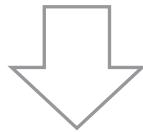


55 Datenpartner – Integration externer Daten fürs Targeting

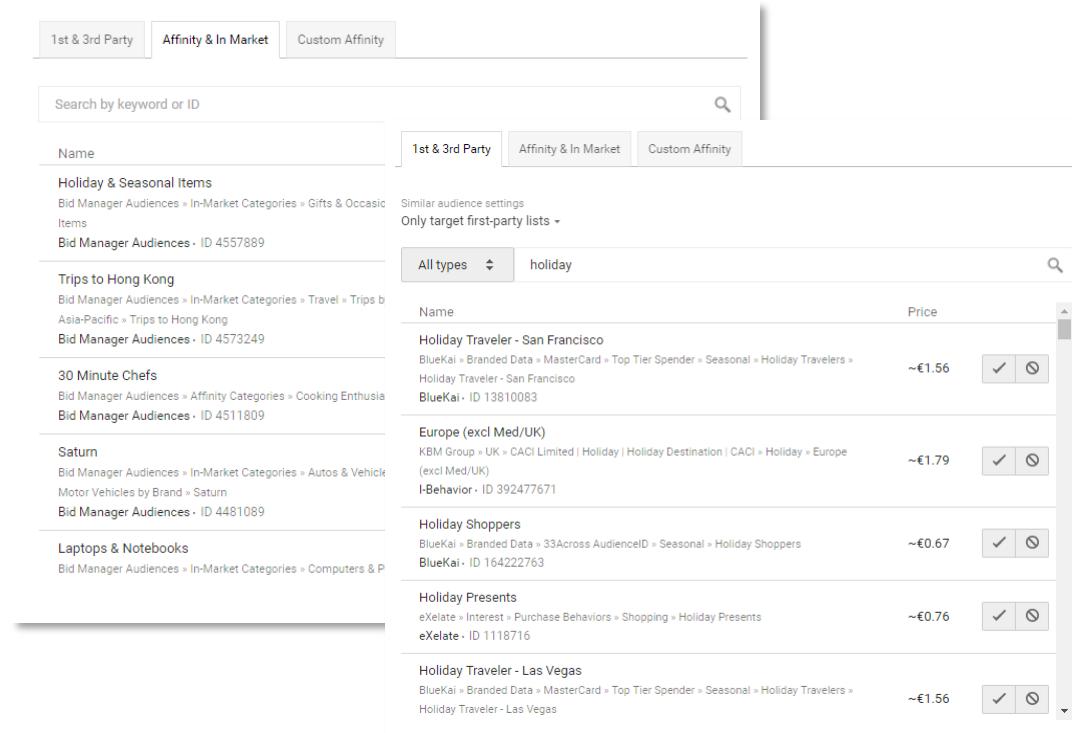


55 Datenpartner – Integration externer Daten fürs Targeting

- Kauf von 3rd Party Daten
- Vordefinierte Kategorien
- Abrechnung über TKP
- 55 Datenpartner



Nutzung von **Daten** zur Ansprache
relevanter Audiences

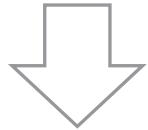


The screenshot shows a user interface for managing audiences. At the top, there are three tabs: "1st & 3rd Party", "Affinity & In Market" (which is selected), and "Custom Affinity". Below the tabs is a search bar labeled "Search by keyword or ID" with a magnifying glass icon. A second search bar below it also has a magnifying glass icon. The main area displays a list of audience categories and specific audience profiles, each with a checkbox for selection.

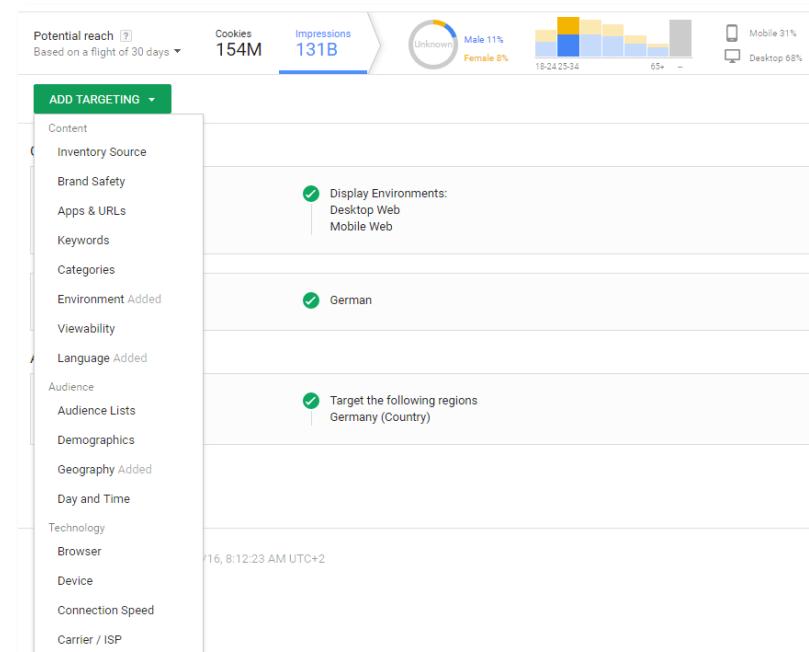
Name	Type	Price	Select
Holiday & Seasonal Items	All types	holiday	<input checked="" type="checkbox"/> <input type="checkbox"/>
Bid Manager Audiences » In-Market Categories » Gifts & Occasion Items			
Bid Manager Audiences - ID 4557889			
Trips to Hong Kong			
Bid Manager Audiences » In-Market Categories » Travel » Trips b Asia-Pacific » Trips to Hong Kong			
Bid Manager Audiences - ID 4573249			
30 Minute Chefs			
Bid Manager Audiences » Affinity Categories » Cooking Enthusia Bid Manager Audiences - ID 4511809			
Saturn			
Bid Manager Audiences » In-Market Categories » Autos & Vehicles Motor Vehicles by Brand » Saturn			
Bid Manager Audiences - ID 4481089			
Laptops & Notebooks			
Bid Manager Audiences » In-Market Categories » Computers & P			
Holiday Traveler - San Francisco		~€1.56	<input checked="" type="checkbox"/> <input type="checkbox"/>
BlueKai - Branded Data » MasterCard » Top Tier Spender » Seasonal » Holiday Travelers » Holiday Traveler - San Francisco			
BlueKai - ID 13810083			
Europe (excl Med/UK)			
KBM Group » UK » CACI Limited Holiday Holiday Destination CACI » Holiday » Europe (excl Med/UK)		~€1.79	<input checked="" type="checkbox"/> <input type="checkbox"/>
I-Behavior - ID 392477671			
Holiday Shoppers			
BlueKai - Branded Data » 33Across AudienceID » Seasonal » Holiday Shoppers		~€0.67	<input checked="" type="checkbox"/> <input type="checkbox"/>
BlueKai - ID 164222763			
Holiday Presents			
eXelate » Interest » Purchase Behaviors » Shopping » Holiday Presents		~€0.76	<input checked="" type="checkbox"/> <input type="checkbox"/>
eXelate - ID 1118716			
Holiday Traveler - Las Vegas		~€1.56	<input checked="" type="checkbox"/> <input type="checkbox"/>
BlueKai - Branded Data » MasterCard » Top Tier Spender » Seasonal » Holiday Travelers » Holiday Traveler - Las Vegas			

Targeting Kriterien

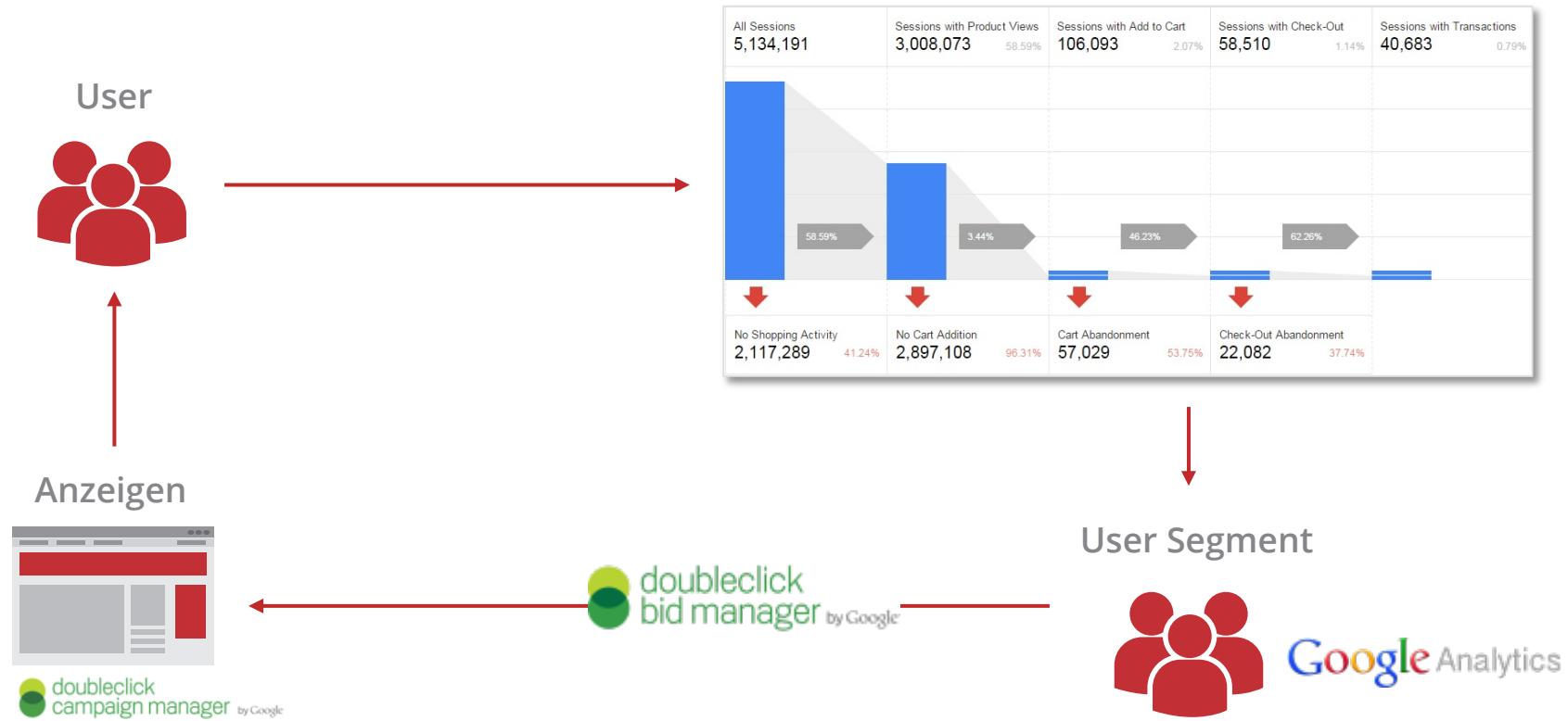
- Flexible Targeting-Möglichkeiten
- Nutzung von 1st und 3rd Party Audiences
- Brand Safety und Sichtbarkeit für Qualitätssicherung der Kampagnen
- Sprache, Ort und Zeit
- Demographische Merkmale: Alter, Geschlecht
- Technisches Targeting: Gerät, Browser, etc.



Detaillierte Targeting-Möglichkeiten,
um **Zielgruppen** anzusprechen



Use Case: Retargeting mit Google Analytics & DoubleClick



Are you up for more digital knowledge?

Get the full picture with our strategic Digital Marketing and Leadership program

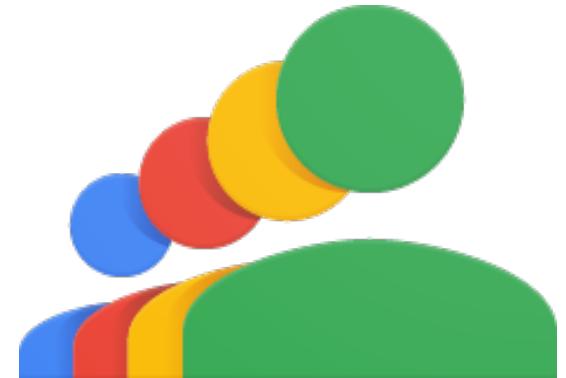


Find out more at our booth or at:
weareSquared.de



If you want to do a marketing skills
health check for free, become part
of

The talent revolution.

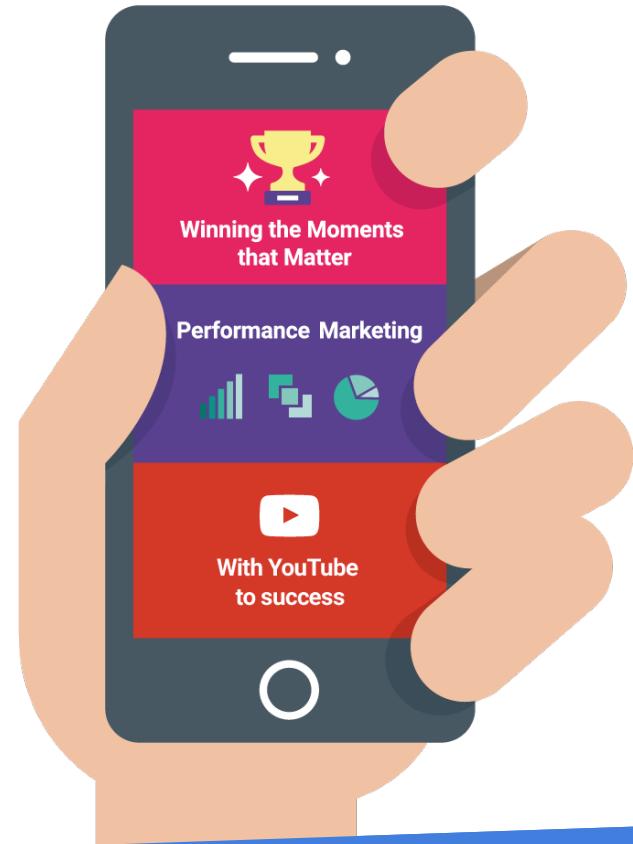


Find out more at our booth or at:
talentrevolution.bcg.com

We're happy to provide you with
all presentations via our
Think with Google newsletter.

Simply sign up at our booth or at:

thinkwithGoogle.de





Trakken Web Services GmbH
Zirkusweg 1
20359 Hamburg

Lennart Paulsen
lennart@trakken.de
+49 (0) 40 284 53 6702

Licensed Partner



DoubleClick | Certified
Marketing
Partner



optimizely
SOLUTIONS PARTNER
★★★