



DoubleClick Digital Marketing Suite

02. März 2017

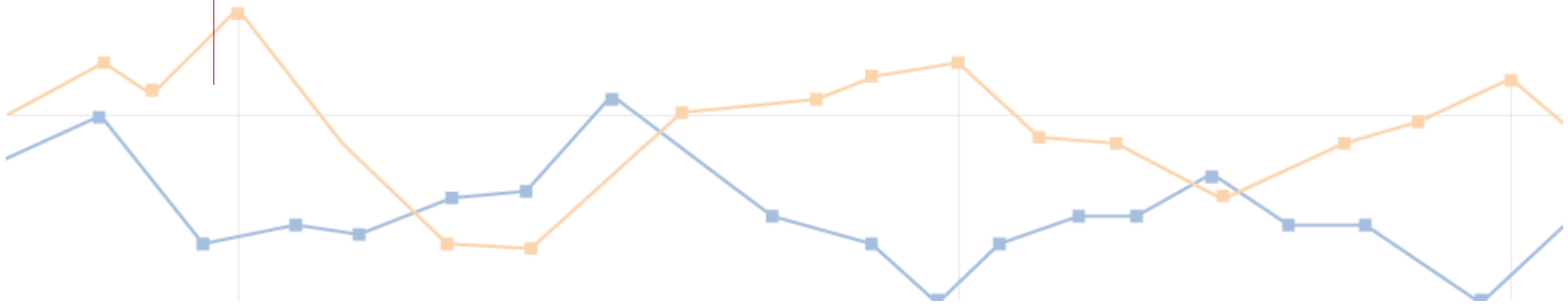
*Meinolf Meyer, DoubleClick Hamburg
Lennart Paulsen, GF Trakken*

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



P&G

Plant 70% via
Programmatic
zu kaufen



Plant 100% via
Programmatic
zu kaufen

Telstra

Plant 80% via
Programmatic
zu kaufen

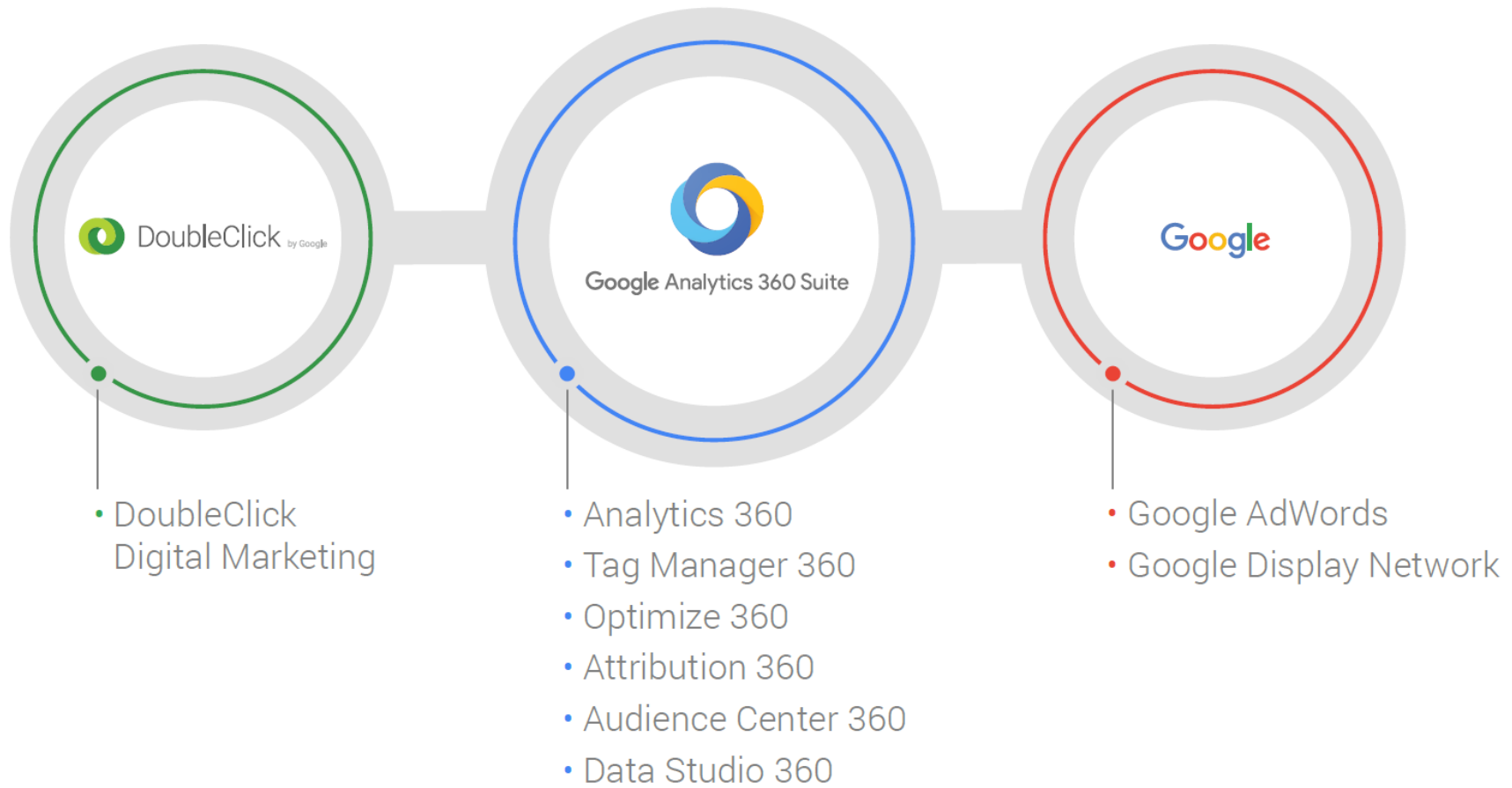


In-house
Programmatic
Team

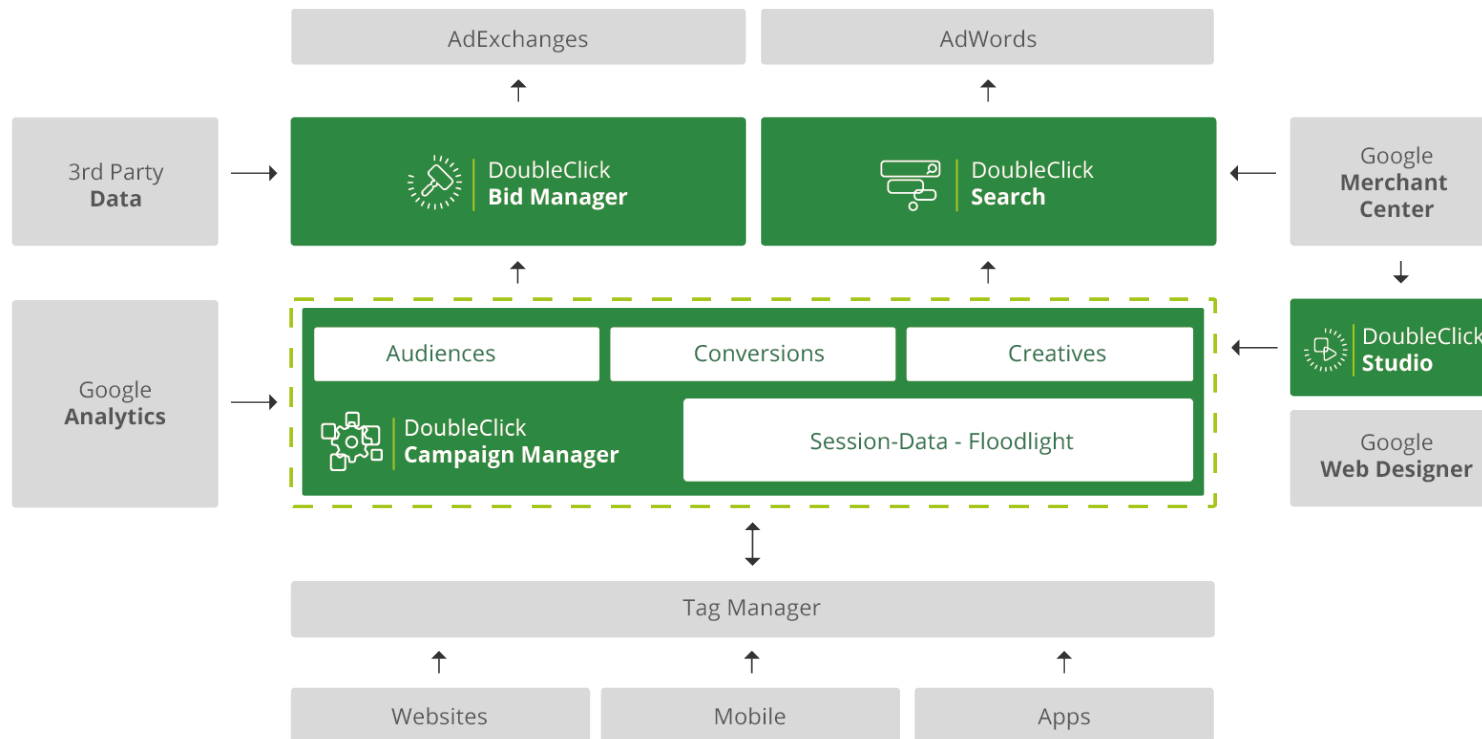
The background of the slide is a solid red color with a subtle, low-poly geometric pattern of various shades of red and maroon, creating a textured, crystalline effect.

02

DoubleClick Digital Marketing



DoubleClick Digital Marketing Plattform



The background of the slide is a solid red color with a subtle, low-poly geometric pattern of various shades of red and maroon, creating a textured, crystalline effect.

03

DoubleClick Campaign Manager

DoubleClick Campaign Manager - Übersicht



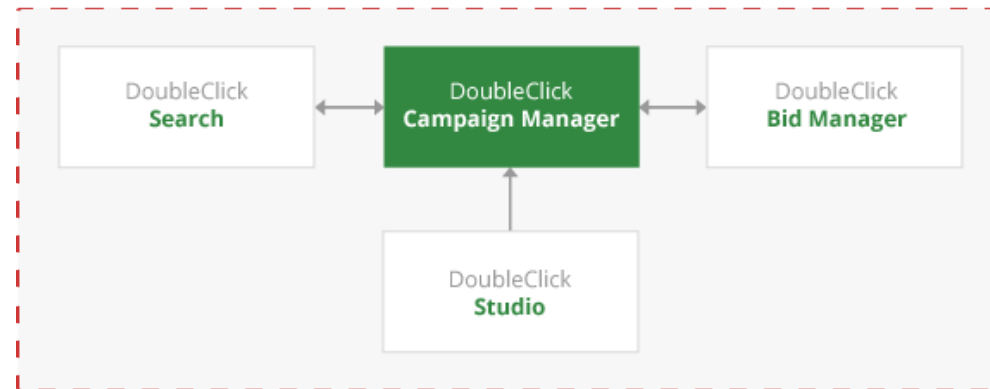
DoubleClick Campaign Manager ist der zentrale Ad Server für das Media Management und ermöglicht ein geräteübergreifendes Ausliefern von Werbemitteln mit einem umfangreichen Reporting zur Analyse der Kampagneneffizienz.

- ✓ Skalierbare Technologie
- ✓ Geräteübergreifendes Targeting
- ✓ Umfangreiches Reporting
- ✓ Fraud Protection



DCM: the Core of DoubleClick

- Floodlight Management
- Audience-Listen verwalten
- Creative Trafficking
- Ad Serving Tags
- Cross-channel reporting



DCM
(DoubleClick Campaign
Manager)

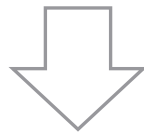
= AdServer + core of DoubleClick

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

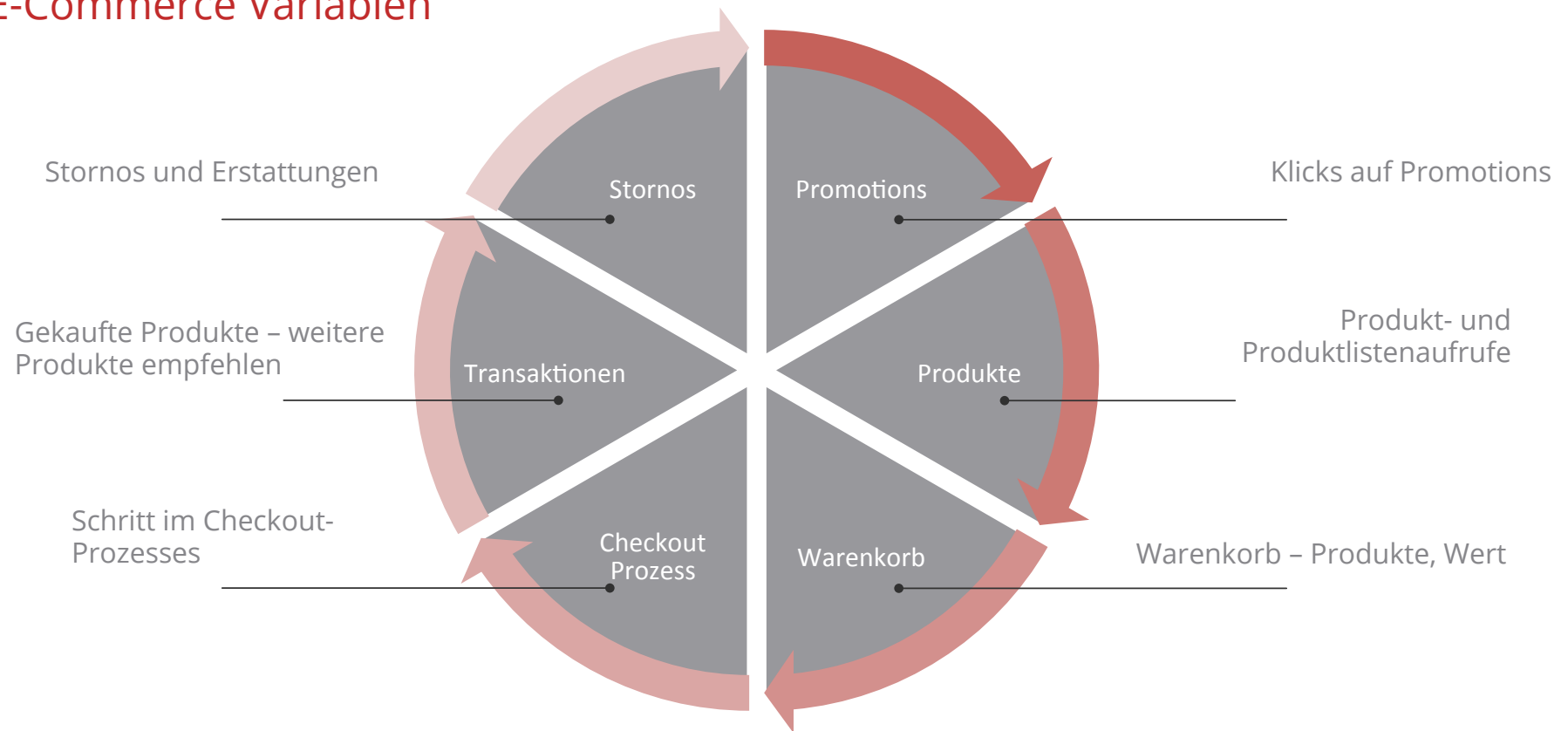
- Flexibler Einsatz der Tracking-Lösung mit variablen Werten
- 100 u-Variablen möglich
- Datenerfassung in Echtzeit
- Nutzung der u-Variablen für Audiences
- Nutzung der Daten für Auslieferung von dynamischen Werbemitteln



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

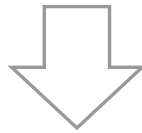


E-Commerce Variablen



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

DoubleClick Digital Marketing

Trafficking ▾ Campaigns Advertisers Admin

ID: Status: Active Run dates: - Advertiser: Properties

NEW ▾ Copy Status ▾ Assignments ▾ Edit multiple Views: Placements ▾ Tour views

⚠ There is 1 alert in this campaign.

All Selected (0) Status

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

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



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

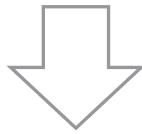


Hohe Reichweite durch Integration in 81 Exchanges

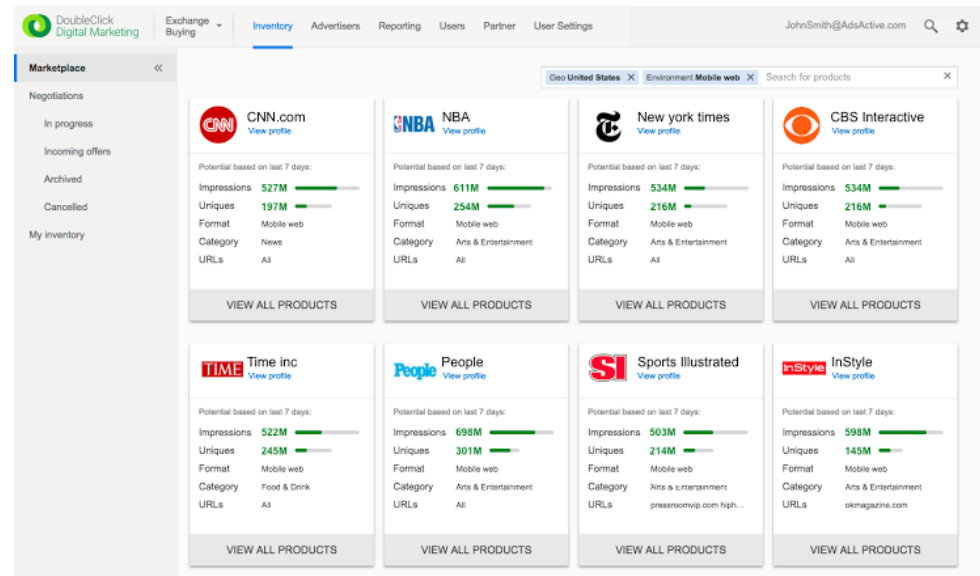


Premium Inventory – Direkt buchen

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

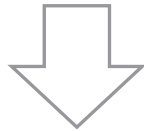


Hohe Qualität für
Markenunternehmen durch Buchung
von **Premium-Inventory**



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
Settings

Potential reach [?](#)
Based on a flight of 30 days

Cookies 154M

Impressions 131B

Unknown Male 11% Female 8%

18-24 25-34 65+ --

Mobile 31% Desktop 68%

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

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 [edit](#)

Selected (0)

Pixel Name

Select the pixel that

☐ While spending full budget,

☐ Meet or beat goal of

Maximize performance if the full budget can be spent. Maximize spend at the goal CPA if the full budget cannot be spent.

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

☐ 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 displays the Trakken audience targeting interface. On the left, a sidebar lists predefined categories under the 'Affinity & In Market' tab. On the right, a detailed view shows the selected audience settings and a list of specific audiences with their prices and selection status.

Left Sidebar Categories:

- Holiday & Seasonal Items**
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 to Asia-Pacific » Trips to Hong Kong
Bid Manager Audiences - ID 4573249
- 30 Minute Chefs**
Bid Manager Audiences » Affinity Categories » Cooking Enthusiasts
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 & Peripherals

Right Panel Details:

Similar audience settings
Only target first-party lists

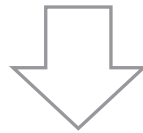
Search by keyword or ID:

Filter: All types | holiday

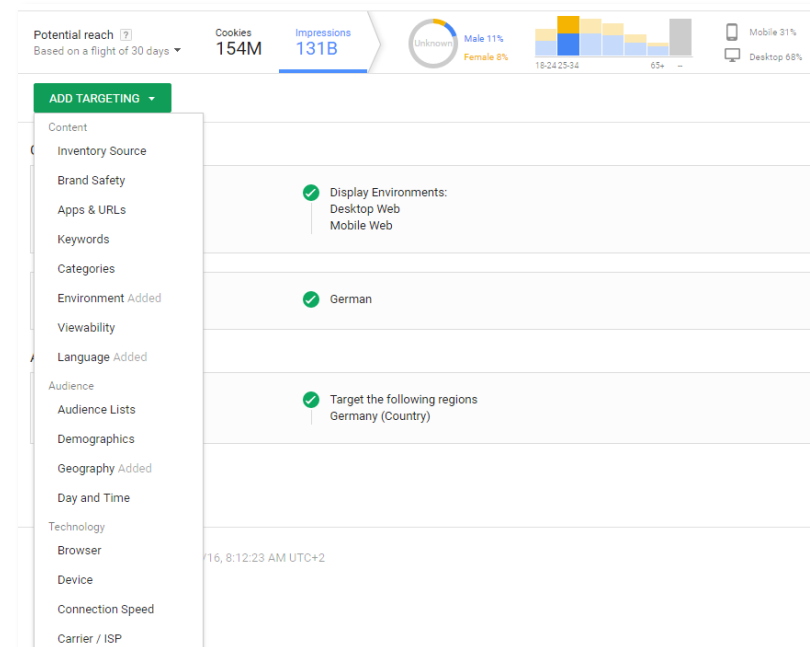
Name	Price	Selection
Holiday Traveler - San Francisco BlueKai » Branded Data » MasterCard » Top Tier Spender » Seasonal » Holiday Travelers » Holiday Traveler - San Francisco BlueKai - ID 13810083	~€1.56	<input checked="" type="checkbox"/> <input type="checkbox"/>
Europe (excl Med/UK) KBM Group » UK » CACI Limited Holiday Holiday Destination CACI » Holiday » Europe (excl Med/UK) I-Behavior - ID 392477671	~€1.79	<input checked="" type="checkbox"/> <input type="checkbox"/>
Holiday Shoppers BlueKai » Branded Data » 33Across AudienceID » Seasonal » Holiday Shoppers BlueKai - ID 164222763	~€0.67	<input checked="" type="checkbox"/> <input type="checkbox"/>
Holiday Presents eXelate » Interest » Purchase Behaviors » Shopping » Holiday Presents eXelate - ID 1118716	~€0.76	<input checked="" type="checkbox"/> <input type="checkbox"/>
Holiday Traveler - Las Vegas BlueKai » Branded Data » MasterCard » Top Tier Spender » Seasonal » Holiday Travelers » Holiday Traveler - Las Vegas	~€1.56	<input checked="" type="checkbox"/> <input type="checkbox"/>

Targeting Kriterien

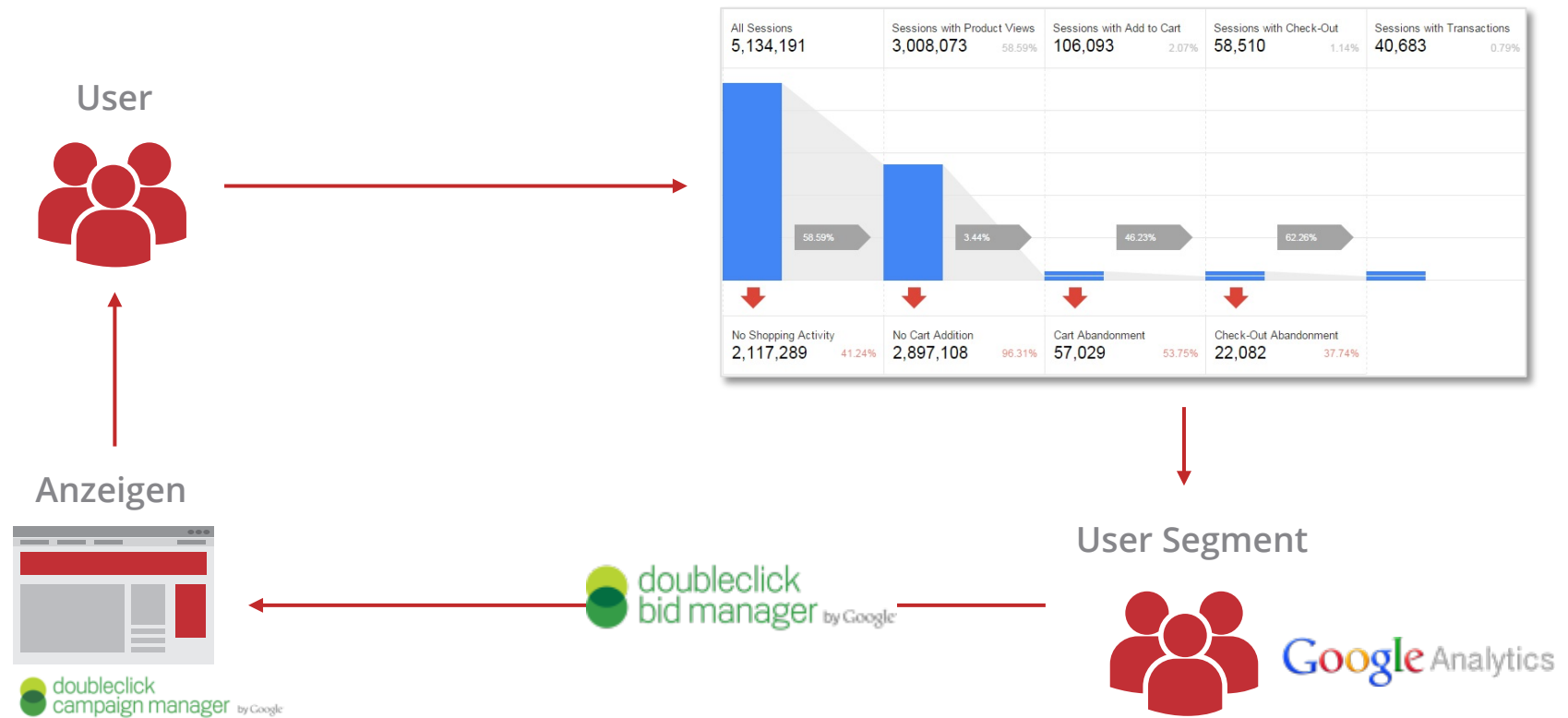
- Flexible Targeting-Möglichkeiten
- Nutzung von 1st und 3rd Party Audiences
- Brand Safety und Sichtbarkeit für Qualitätssicherung der Kampagnen
- Sprache, Ort und Zeit
- Demographische Merkmale: Alter, Geschlecht
- Technisches Targeting: Gerät, Browser, etc.



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



Use Case: Retargeting mit Google Analytics & DoubleClick



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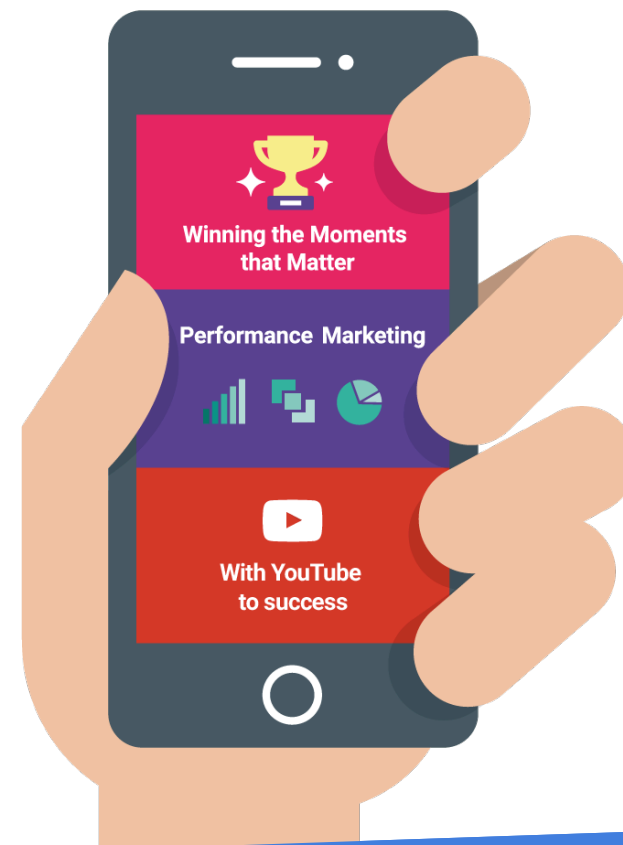


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