Программатик: сложное это просто

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Average Time Spent per Day with Major Media by US Adults, 2012-2018

hrs:mins

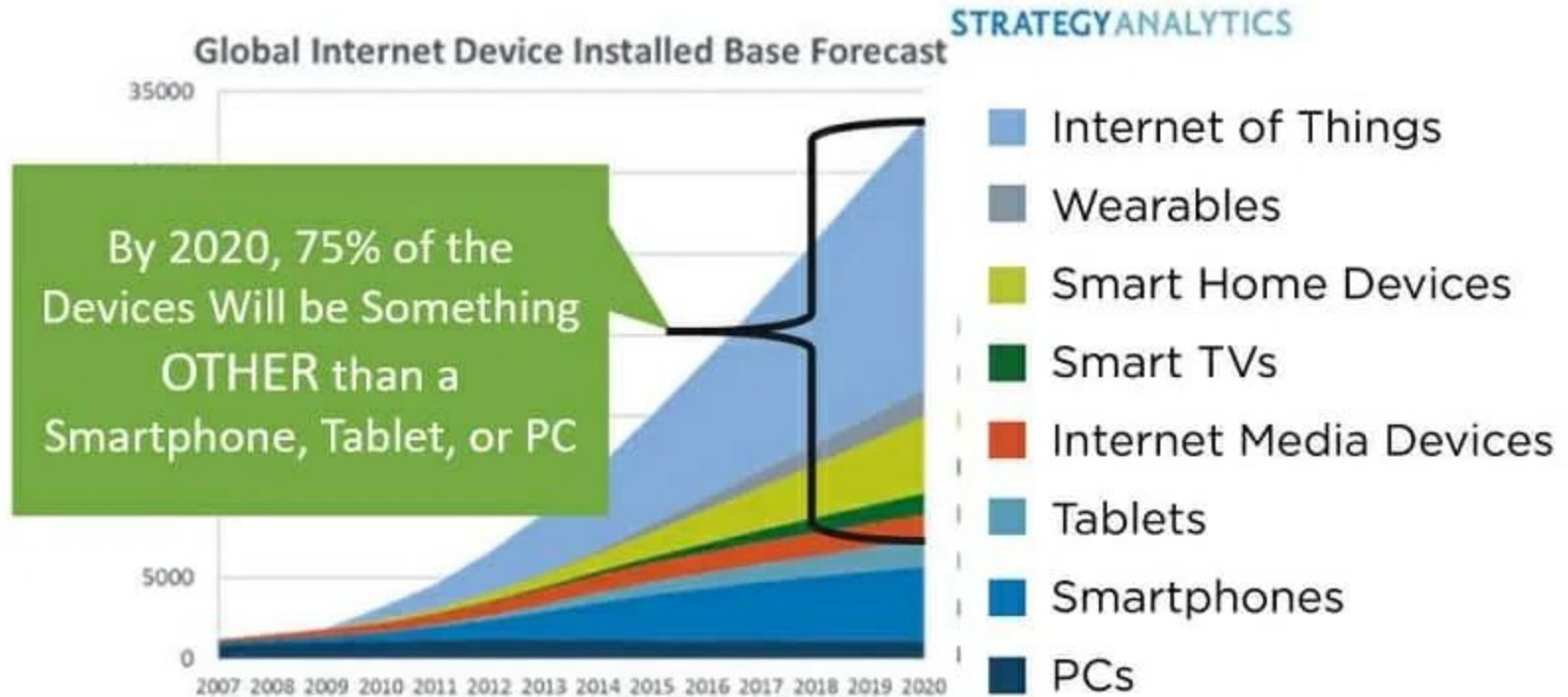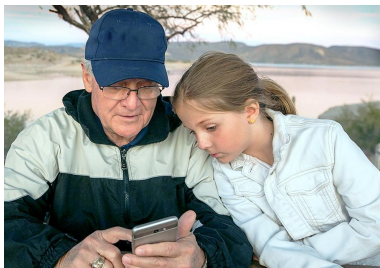|	2012	2013	2014	2015	2016	2017	2018
Digital	4:10	4:48	5:09	5:28	5:43	5:53	6:01
—Mobile (nonvoice)	1:28	2:15	2:37	2:53	3:06	3:15	3:23
——Radio	0:26	0:32	0:39	0:44	0:47	0:50	0:52
——Social networks	0:09	0:18	0:23	0:26	0:29	0:32	0:34
——Video	0:09	0:17	0:22	0:26	0:29	0:31	0:34
——Other	0:44	1:08	1:14	1:16	1:20	1:22	1:24
—Desktop/laptop*	2:24	2:16	2:14	2:12	2:11	2:10	2:08
——Video	0:20	0:22	0:23	0:24	0:25	0:25	0:24
——Social networks	0:22	0:17	0:16	0:15	0:14	0:13	0:13
——Radio	0:07	0:06	0:06	0:06	0:06	0:06	0:05
——Other	1:35	1:31	1:28	1:27	1:26	1:26	1:26
—Other connected devices	0:18	0:17	0:19	0:23	0:26	0:28	0:30
TV**	4:38	4:31	4:22	4:11	4:05	4:00	3:55
Radio**	1:32	1:30	1:28	1:27	1:27	1:26	1:25
Print**	0:40	0:35	0:32	0:30	0:28	0:27	0:26
—Newspapers	0:24	0:20	0:18	0:17	0:16	0:15	0:15
—Magazines	0:17	0:15	0:13	0:13	0:12	0:11	0:11
Other**	0:38	0:31	0:26	0:24	0:22	0:21	0:20
Total	**11:39**	**11:55**	**11:57**	**12:00**	**12:05**	**12:07**	**12:08**

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *includes all internet activities on desktop and laptop computers; **excludes digital
*Source: eMarketer, April 2016*

207855 www.**eMarketer**.com

Google

Global Internet Device Installed Base Forecast

STRATEGYANALYTICS

35000

By 2020, 75% of the Devices Will be Something OTHER than a Smartphone, Tablet, or PC

5000

0

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Source: Strategy Analytics, October 2014

Legend:
- Internet of Things
- Wearables
- Smart Home Devices
- Smart TVs
- Internet Media Devices
- Tablets
- Smartphones
- PCs

Consumers expect to get exactly what they want, instantly and effortlessly
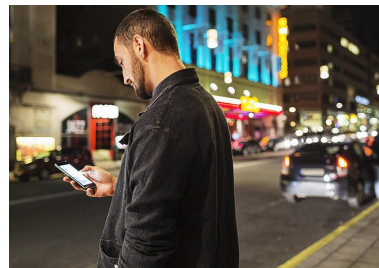

Curious

Expecting to get useful advice and answers about the big stuff and the small stuff.
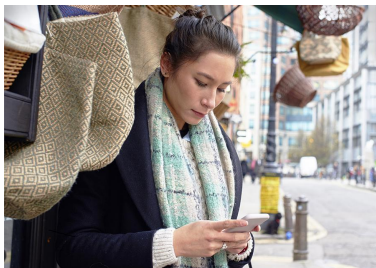
Demanding

Expecting personal relevance, even with less effort on our part.

Impatient

Expecting the ability to act right now, and get right now.

BCG
The Boston Consulting Group

Google

But many businesses aren't there when customers need and want them

Boston Consulting Group and Google collaborated to analyse the current state of digital marketing, the value of improving capabilities and the roadmap to best practice and found...

Only 2% of businesses make the most of digital opportunities

They use insights and technology to create useful, relevant experiences at multiple moments across the purchase journey.

And it gives them a clear, sustainable competitive advantage

Companies leading the way in multi-moment marketing see 30% cost efficiency savings and a 20% increase in revenue.
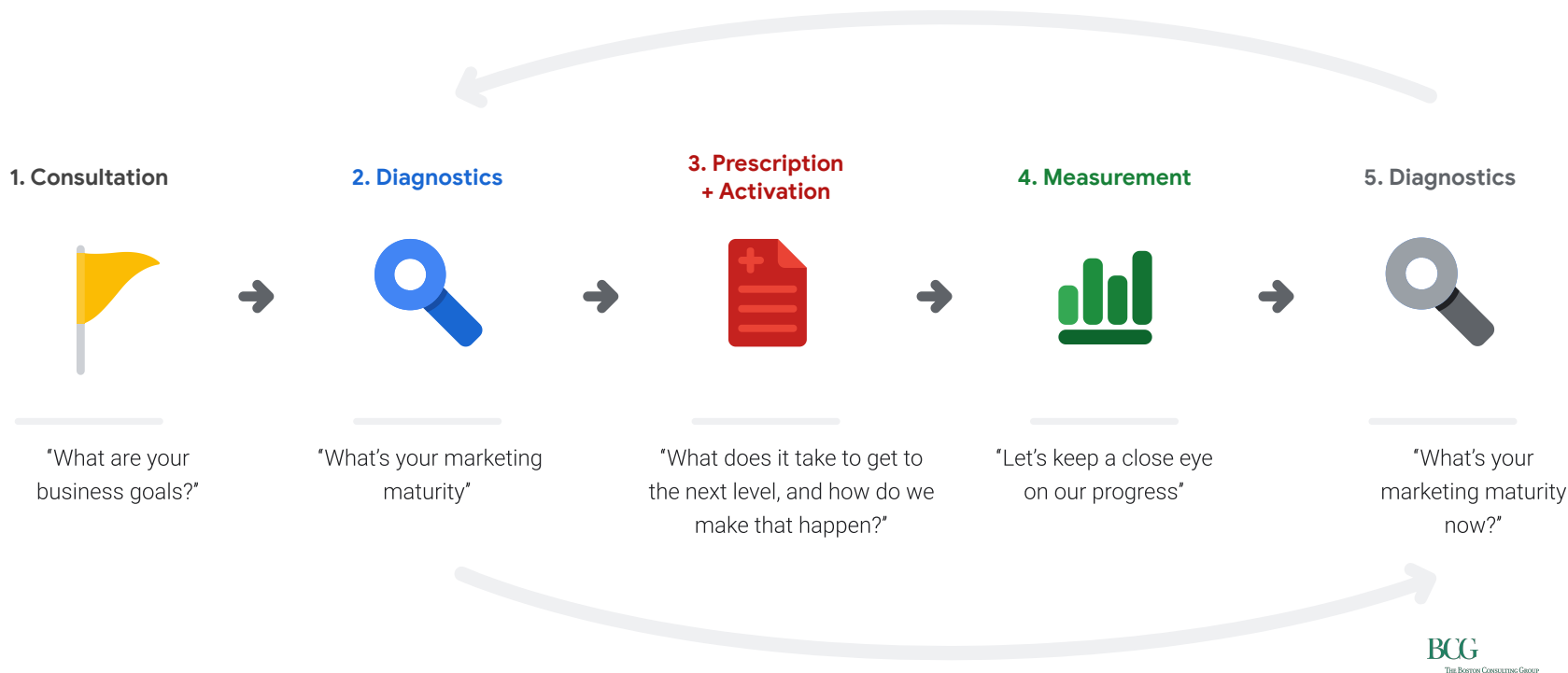
So, how can you make sure you don't miss a single moment?

Based on our findings, we have developed a comprehensive diagnostic tool that enables businesses to advance their marketing maturity.
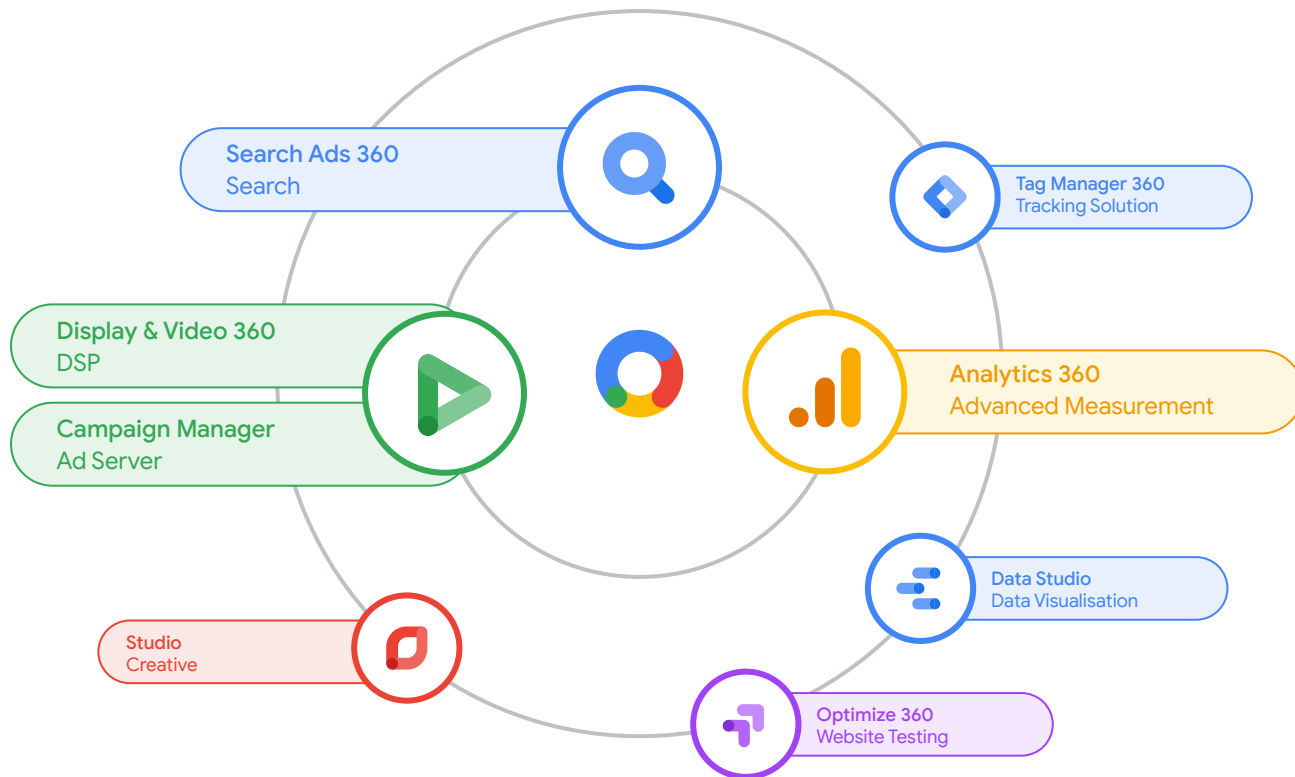
! Read more on our research and download the full report.

BCG
THE BOSTON CONSULTING GROUP

Google

Your roadmap to digital marketing maturity

An end-to-end journey that helps you progress on data-driven marketing, through a single maturity model that allows for alignment on a transformation plan for 2019. Based on a detailed assessment, we'll help you level up.

1. Consultation

2. Diagnostics

3. Prescription + Activation

4. Measurement

5. Diagnostics

"What are your business goals?"

"What's your marketing maturity"

"What does it take to get to the next level, and how do we make that happen?"

"Let's keep a close eye on our progress"

"What's your marketing maturity now?"

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Google marketing platform - a unified ecosystem

Search Ads 360
Search

Tag Manager 360
Tracking Solution

Display & Video 360
DSP

Campaign Manager
Ad Server

Analytics 360
Advanced Measurement

Data Studio
Data Visualisation

Studio
Creative

Optimize 360
Website Testing

Google Marketing Platform

Display & Video 360 enables you to...

Access high value inventory

Easily find and discover high-quality inventory. Negotiate deals directly and execute buys quickly and efficiently.

Reach your audience

Access the best range of audience data from across Google platforms, your 1st party data & 3rd party segments

Drive performance through automation

Use Google's machine learning technology to drive high performance from your media buys

Campaign Manager enables advertisers to...

Centralise measurement

Measure and report on all media in one centralised platform

Access advanced tools

Advanced measurement, data driven attribution and reporting tools

Host & serve creative

Host and serve multiple engaging ad formats across all channels

Advanced measurement

Viewability
How much of my ad was seen did it have visibility / audibility

Unique Reach
Measure Unique Reach holistically across entire digital buy

Cross Device
Track and report on activity across all devices

Audience & GPRs
Were my ads seen by my target audience?

Monitor Fraud
Was my ad seen by a human and not bot traffic?

Verification
Was my ad seen in the right context
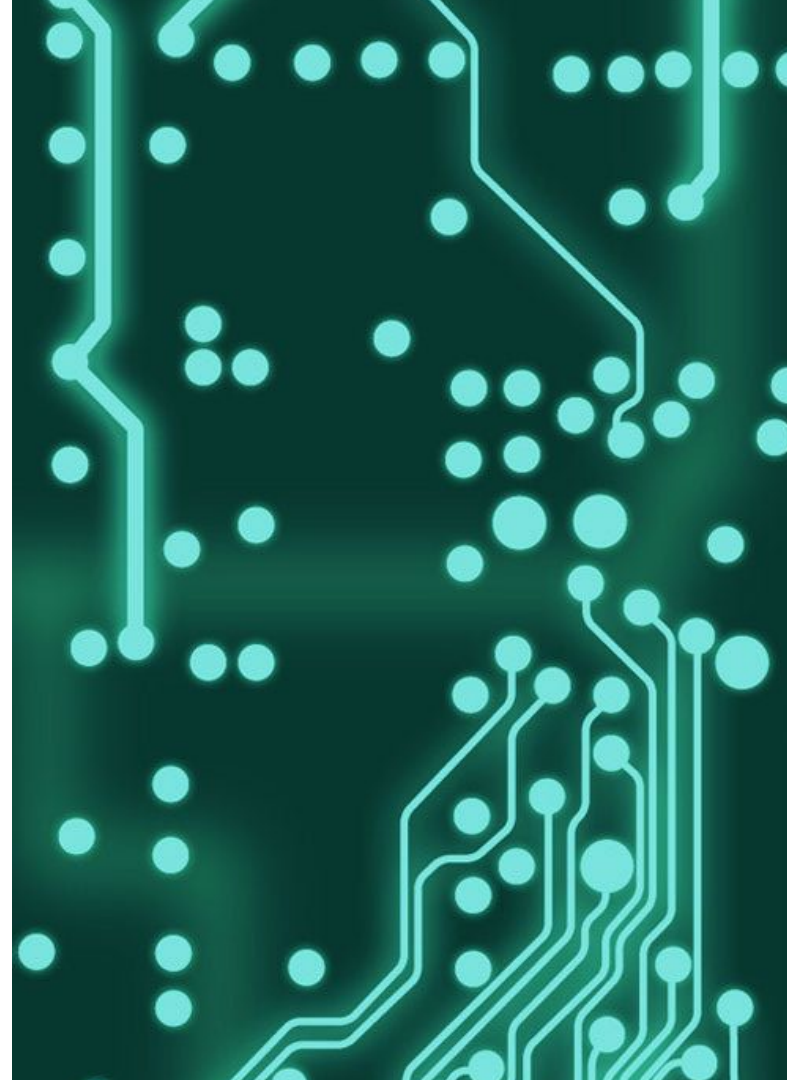
Studio enables advertisers to...

Host an Asset Library

Hosting of creative assets in one place

Develop Dynamic Creative

Complete control & flexibility over dynamic creative

Quality Control

QA and debugging completed post creative build

Search Ads 360 enables advertisers to...

Automate Campaign Management

Set up, optimise, manage, and tweak and edit your search campaigns across all of your search engines in one place, and at scale.

Use Advanced Optimisation Tools

Automate bidding, budget management, structural changes, event triggered changes and more in a single platform.

Access Reporting & Insight at Speed

Get access to search data and site conversion data in near real time, and report on performance at scale or in granular detail.

Analytics 360 enables advertisers to...

Aggregate Data

Integrating data from your website, media sources, CRM systems and offline data in one easy to use interface.

Analyze Data at Scale

Better evaluate performance of content, products and campaigns with 4 hour data freshness.
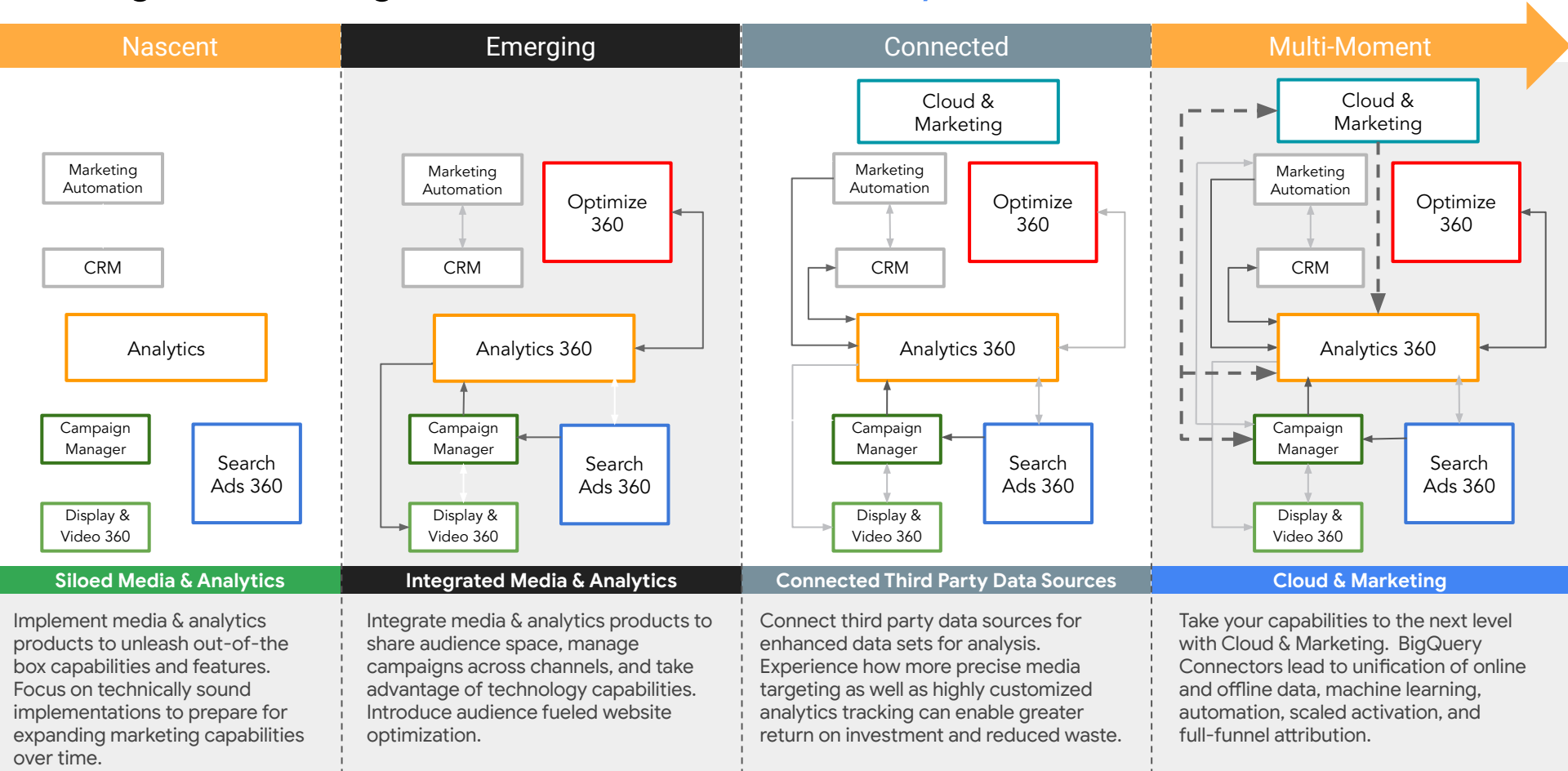
Take Action from Insight

Execute faster, make smarter decisions and optimize content across all channels.

Google Marketing Platform - Product Maturity

Legend:
- → New connection for maturity phase
- → Existing connection for previous maturity phase
- ⇢ BigQuery connector

Nascent	Emerging	Connected	Multi-Moment

Nascent: Marketing Automation, CRM, Analytics, Campaign Manager, Display & Video 360, Search Ads 360

Emerging: Marketing Automation, CRM, Optimize 360, Analytics 360, Campaign Manager, Display & Video 360, Search Ads 360

Connected: Cloud & Marketing, Marketing Automation, CRM, Optimize 360, Analytics 360, Campaign Manager, Display & Video 360, Search Ads 360

Multi-Moment: Cloud & Marketing, Marketing Automation, CRM, Optimize 360, Analytics 360, Campaign Manager, Display & Video 360, Search Ads 360

Siloed Media & Analytics

Implement media & analytics products to unleash out-of-the box capabilities and features. Focus on technically sound implementations to prepare for expanding marketing capabilities over time.

Integrated Media & Analytics

Integrate media & analytics products to share audience space, manage campaigns across channels, and take advantage of technology capabilities. Introduce audience fueled website optimization.

Connected Third Party Data Sources

Connect third party data sources for enhanced data sets for analysis. Experience how more precise media targeting as well as highly customized analytics tracking can enable greater return on investment and reduced waste.

Cloud & Marketing

Take your capabilities to the next level with Cloud & Marketing. BigQuery Connectors lead to unification of online and offline data, machine learning, automation, scaled activation, and full-funnel attribution.

Programmatic in simple questions

Google

If you see "Programmatic" - what should you ask...

Does the solution get direct access to the right inventory?

What data and audience segments are available?

What bidding models and optimization strategies supported?

What Makes Video in DV360 Unique from other DSPs?

	DV360	Google Ads	Other DSPs
YouTube: DV360 is the only DSP with programmatic access to YouTube	✅	✅	
Google Audiences: Advanced audiences offered at no additional cost	✅	✅	
Machine learning & Bid Optimizations: Use sophisticated machine learning to optimize to KPIs defined by the individual agency or brand	✅	✅	
Media Consolidation including Youtube & TV: With Programmatic Guaranteed and integrated planning & media tools, buyers can achieve efficiencies across reservation and auction and make their buys go further. And they can expand buys across premium media and exchanges.	✅		
Expansion to TV (including Linear!): DV360 can help buyers think fluidly across TV budgets and TV screens	✅		✅

Google

If you see "Programmatic" - what should you ask...

Understand how your partner combats fraud?

What certifications does this solution have?

How does it protect your brand?

https://liftoff.io/blog/10-tips-choosing-mobile-demand-side-platform/

MRC Accredited Metrics

Accredited metrics include various aspects of our clicks, served impressions, viewable impressions, and invalid traffic detection and filtration.

Metrics	Adriver	Weborama	Sizmek	Campaign Manager
Impressions	No	No	✔	✔
Clicks	No	No	✔	✔
Viewability Desktop	No	No	✔	✔
Viewability Mobile Web + In App	No	No	No	✔
SIVT	No	No	No	✔
Rich media	No	No	No	✔

http://www.mediaratingcouncil.org/Accredited%20Services.htm

Google