

Programmatic: The Evolution of Media Buying

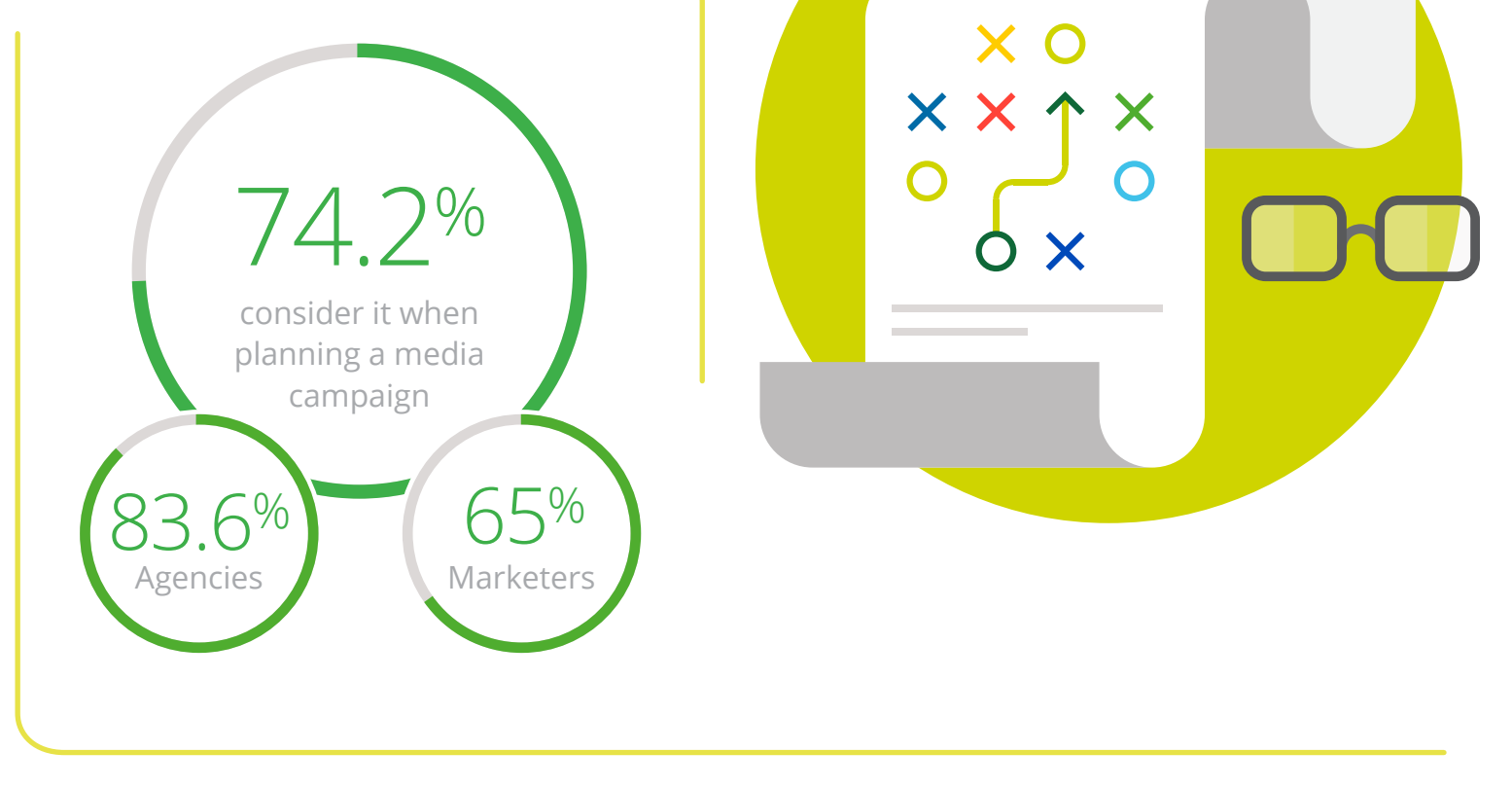
The way we buy and sell media has fundamentally changed. Programmatic buying has graduated from being an experimental technology to a must-have in marketers' and media publishers' toolkit.

To understand the evolution of programmatic and why it's a key strategy for buyers and sellers, we commissioned a study by Advertising Age earlier this year.

Here's what we found.

Buyers are quick to consider it

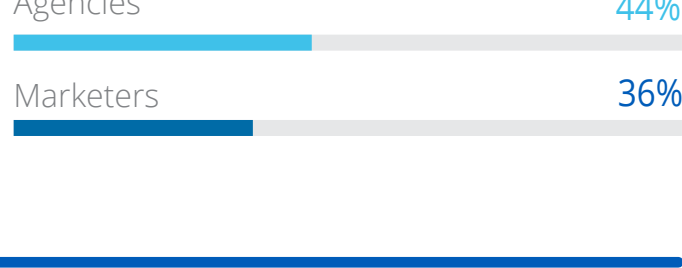
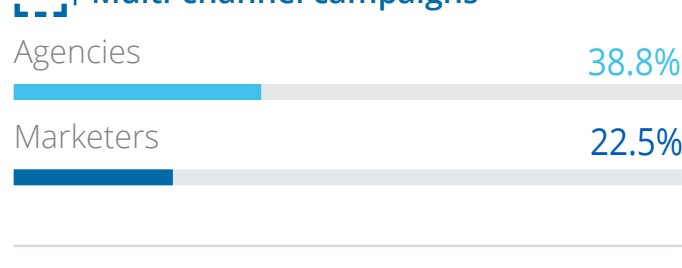
More agencies and marketers are considering programmatic earlier in their media buying cycle.



Programmatic has gone beyond display

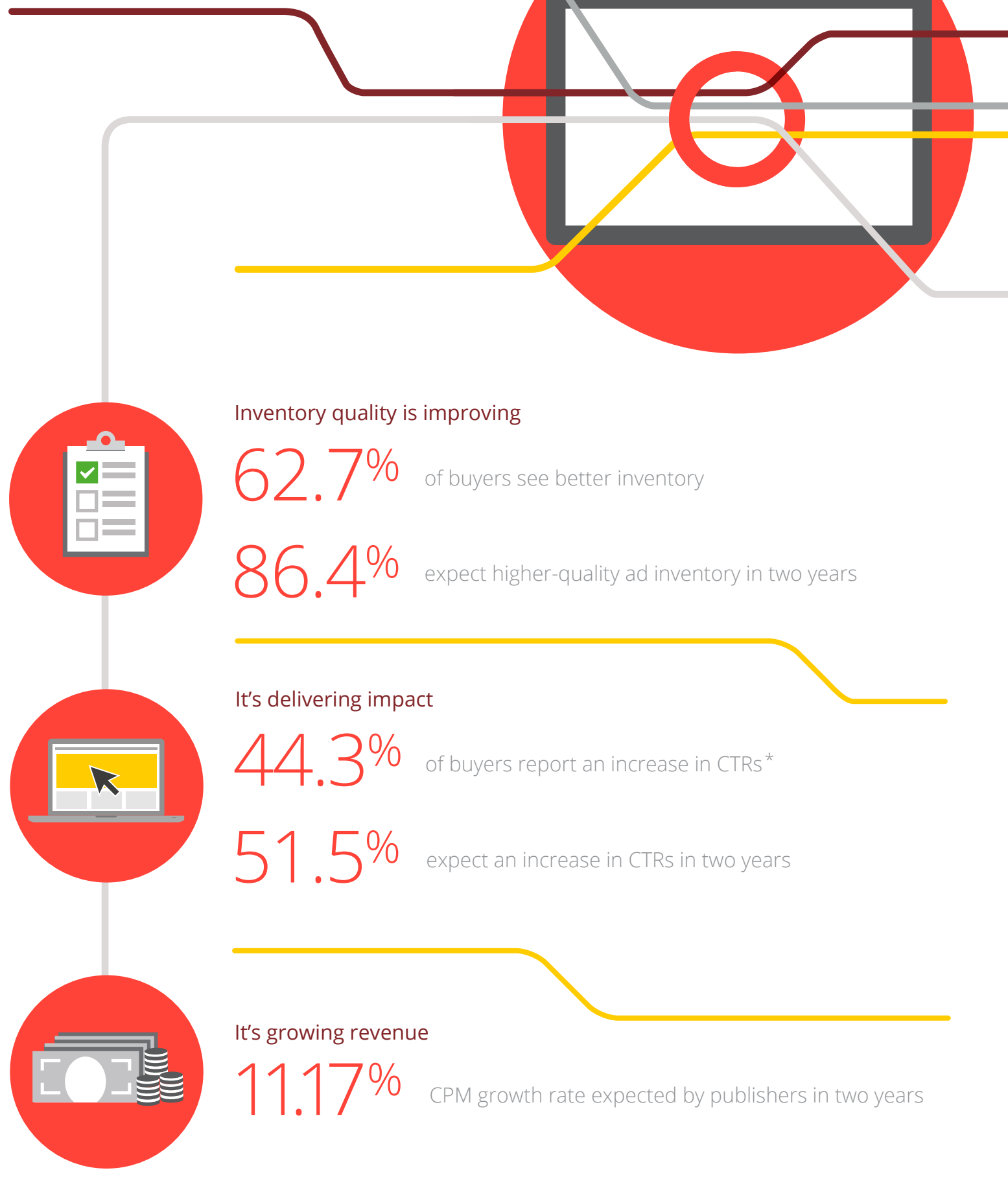
More programmatic buys are now happening across channels and ad formats.

Advertisers considering programmatic buys for multi-channel campaigns, digital video



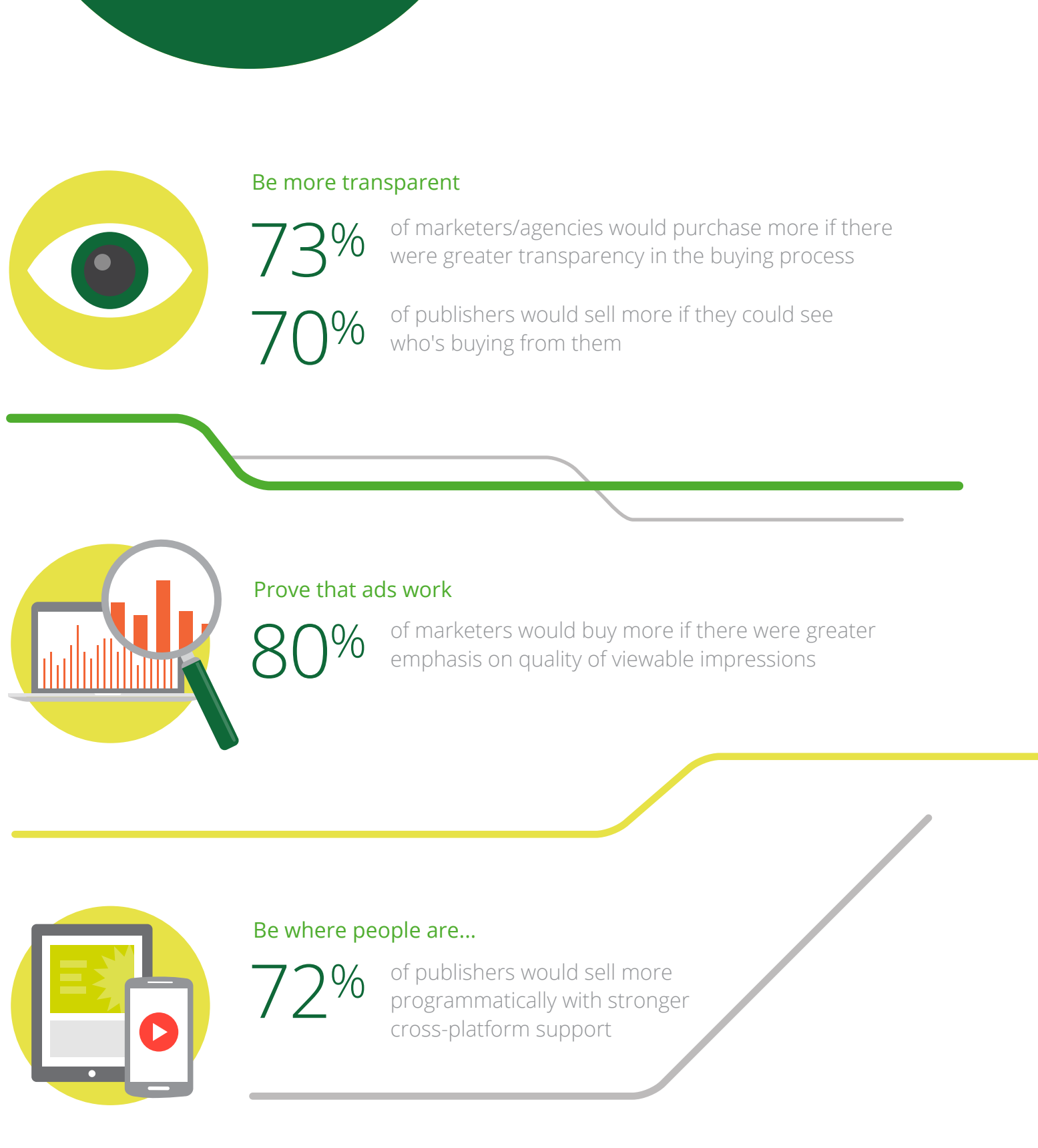
It's improving the ecosystem

Everybody's benefiting from programmatic, and its influence is expected to continue growing.



Growth is contingent on evolution

To truly realize the potential of programmatic, the industry will need to evolve.



We've all heard it before: Marketing is most effective when you've achieved the three R's—the right message, to the right person, at the right time. But doing that at scale, and in real time, can be challenging. Programmatic buying is changing that by delivering higher levels of targeting, relevance, efficiency and impact. As buyers and sellers of advertising grow their investment in this technology, programmatic is set to transform marketing.

Sources: *Programmatic Buying and Selling Survey Conducted by Advertising Age for DoubleClick, March 2014
* Compared to 2 years ago
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