

Introduction to Programmatic Advertising

Place and date

iab•europe

Tutor Introduction



Today's Learning Outcomes



- Define programmatic advertising in the context of your business and market
- Understand key market drivers for programmatic advertising
- Understand and correctly use key programmatic terms (DSP, DMP, SSP etc)
- Identify some of the major programmatic providers and correctly position them within the industry **‘ecosystem’**
- Understand the various programmatic models that exist for your business
- Show awareness of current industry trends including future challenges and opportunities
- Explain to colleagues and stakeholders why (or why not) programmatic advertising is important to your business in the year ahead

Today's Agenda



9.00am	Introduction and exercise
9.30am	Setting the context: A brief history of digital marketing
10.15am	Why it matters: The rise and rise of programmatic
10.45am	Industry overview: What it is and how it works
12.00pm	LUNCH
12.45pm	Deeper Dive: What it is and how it works
1.30pm	How to get started: Business readiness and programmatic models
2.45pm	BREAK
3.00pm	Key industry themes for the year ahead
4.00pm	Exercise: Rocket science, algorithms and AI
4.45pm	Exercise feedback, course wrap-up and close
5.00pm	Finish

A brief history of digital marketing...



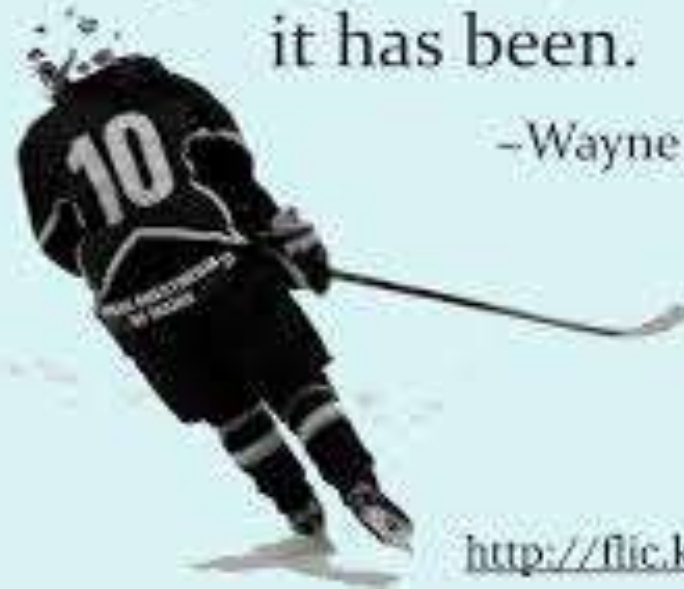
The future is digital...



- It's been said before, but it's worth repeating:
 - Consumers expect to engage digitally
 - Digital is increasingly mobile
 - Consumer expectations are shaped by Amazon, Apple, Facebook etc not you

You need to skate to where
the puck will be, not where
it has been.

–Wayne Gretzky



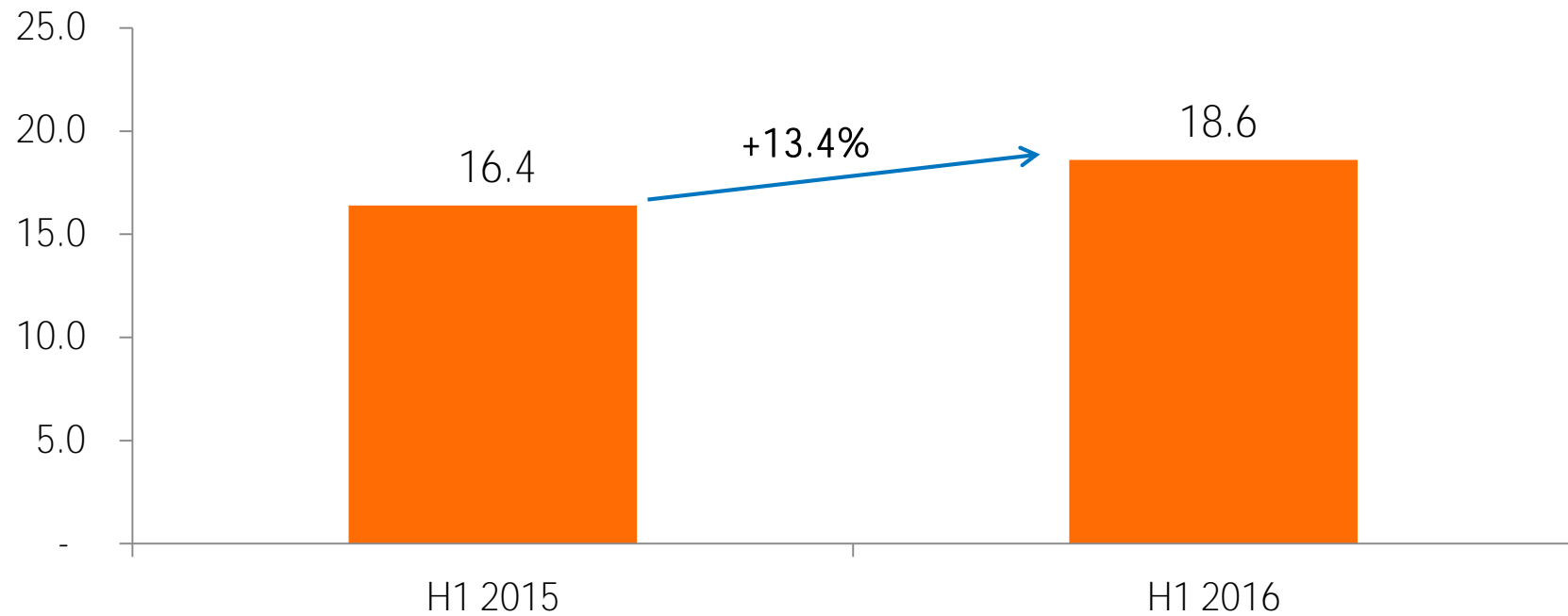
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Growth of online advertising



adex
Benchmark 2016

Online advertising spend in Europe (€bn)

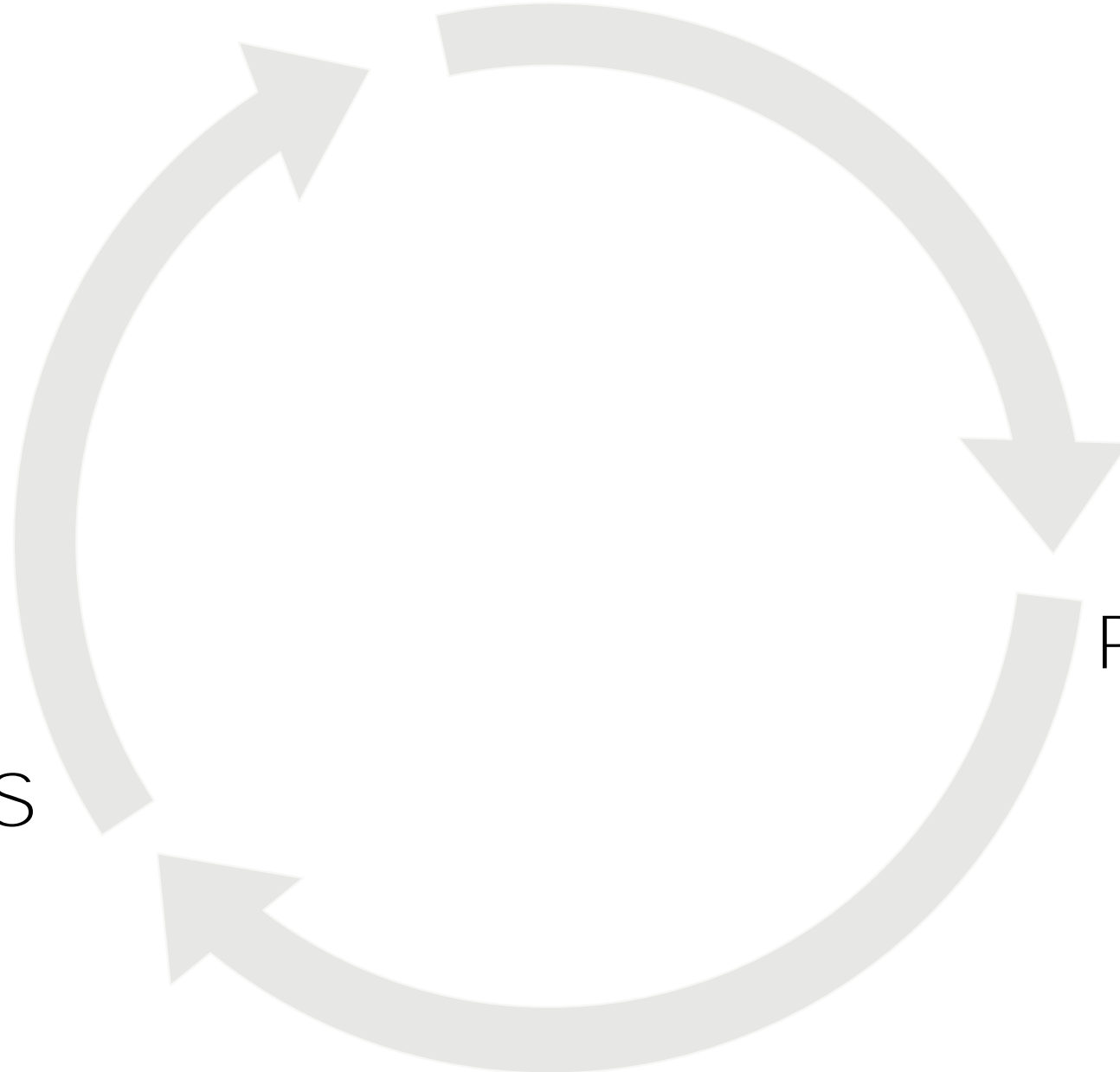


iab europe

ADVERTISERS

PUBLISHERS

CONSUMERS

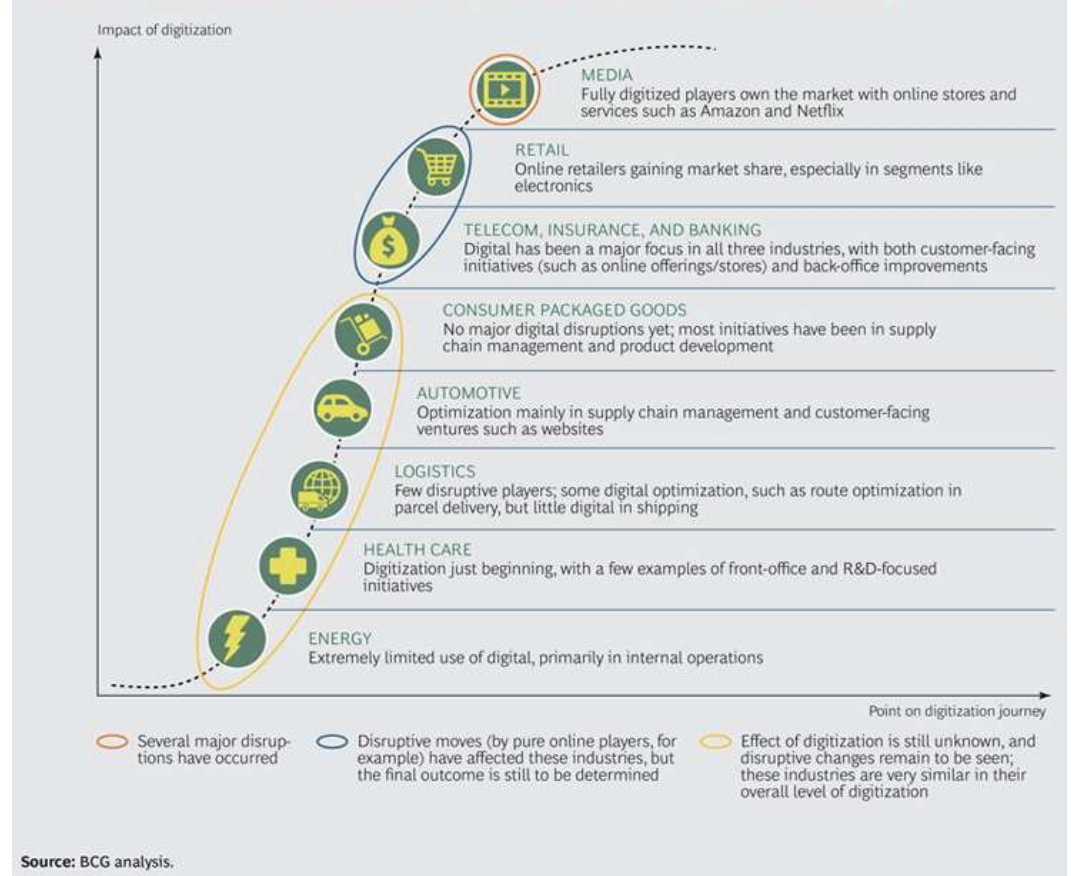


Digital Disruption



- Media is at the bleeding edge
- The main advertisers in most markets - Retail, Telecom, CPG and Automotive, are well on their way.

EXHIBIT 1 | Industries Are at Different Stages in the Adoption of Digital Technology



+22 SLIDES

What it is and how it works



WHITEBOARD SESSION – Online Advertising Ecosystem



+69 SLIDES

Wrap Up

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Contact information

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