

INTRODUCTION TO PROGRAMMATIC ADVERTISING

PROGRAMMATIC ADVERTISING INTRODUCTION TO PROGRAMMATIC ADVERTISING COMPLETE GUIDE TO PROGRAMMATIC ADVERTISING AD TECH & PROGRAMMATIC: MASTER THE ONLINE MEDIA TECH AND PROGRAMMATIC MEDIA EXPLAINED PROGRAMMATIC ADVERTISING PROGRAMMATIC ADVERTISING A COMPLETE GUIDE - 2020 EDITION THE POWER OF PROGRAMMATIC WTF IS PROGRAMMATIC? HANDS-ON PROGRAMMATIC IN-HOUSE DIGITAL ADVERTISING PROGRAMMATIC ADVERTISING PLATFORMS THE ULTIMATE STEP-BY-STEP GUIDE THE BASICS OF PROGRAMMATIC ADVERTISING PROGRAMMATIC ADVERTISING: AUTOMATING AD BUYING AND OPTIMIZATION PROGRAMMATIC ADVERTISING FOUNDATIONS PROGRAMMATIC ADVERTISING FOUNDATIONS THE INVISIBLE BRAND: MARKETING IN THE AGE OF AUTOMATION, BIG DATA, AND MACHINE LEARNING EFFECTIVENESS OF AUTOMATIC RETARGETING IN PROGRAMMATIC ADVERTISING THE STRUCTURE OF THE DIGITAL ADVERTISING INDUSTRY IN GERMANY. FACTORS THAT INFLUENCE DECISION MAKING AND THEIR IMPLICATIONS FOR VALUE CREATION CTV ADVERTISING. CAN TTD LEAD THE WAY WITH NEUROMARKETING? BIG DATA IN DIGITAL MEDIA BUYING AD SERVING TECHNOLOGY ALEX VASILEIADIS DOMINIK KOSORIN JOEY LOWERY JULIAN DELPHIKI OLIVER BUSCH GERARDUS BLOKDYK STEPHANIE DAVID SARGANT RAGHAVENDRA AGARWALA GERARDUS BLOKDYK RANDAL ZEHENDER MAYFAIR DIGITAL AGENCY MATT BAILEY WILLIAM AMMERMAN TEREZA SEMERÁDOVÁ ALEXANDER RITTER MARIA MILAGROS CLOTTER GREGORY CRISTAL

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DO YOU WANT TO BECOME AN EXPERT IN PROGRAMMATIC ADVERTISING IF SO THIS BOOK WILL HELP YOU GAIN 360 DEGREE KNOWLEDGE OF PROGRAMMATIC MEDIA BUYING AND SELLING INDEED BY THE END OF THIS BOOK YOU WILL HAVE LEARNT ALMOST EVERYTHING ABOUT HOW ADVERTISERS

AND PUBLISHERS CAN SUCCEED IN THE PROGRAMMATIC ADVERTISING LANDSCAPE AT THE BEGINNING OF THIS BOOK YOU WILL LEARN HOW ONLINE ADVERTISING HAS EVOLVED OVER THE YEARS MEANING WHAT APPROACHES WERE FOLLOWED IN THE PAST WHAT CHALLENGES EMERGED AND HOW THOSE GAVE RISE TO THE AD EXCHANGES DEMAND SIDE AND SUPPLY SIDE PLATFORMS NEXT I WILL INTRODUCE YOU TO PROGRAMMATIC ADVERTISING AND MORE SPECIFICALLY COVER WHAT PROGRAMMATIC ADVERTISING IS HOW MUCH THIS TECHNOLOGY HAS BEEN ADOPTED OVER THE YEARS WHAT THE BENEFITS FOR PUBLISHERS AND ADVERTISERS ARE AS WELL AS WHICH MARKETING OBJECTIVES ONE CAN ACHIEVE THROUGH PROGRAMMATIC ADVERTISING CAMPAIGNS FOLLOWING THAT YOU WILL LEARN WHICH ARE THE TWENTY MAIN PARTICIPANTS IN THE PROGRAMMATIC ADVERTISING ECOSYSTEM SUCH AS THE AD EXCHANGE DEMAND SIDE PLATFORM SUPPLY SIDE PLATFORM AD SERVER AND DATA MANAGEMENT PLATFORM HOW ALL THOSE PARTICIPANTS CAN WORK TOGETHER THE COSTS OF USING THEIR SERVICES AS WELL AS WHICH PLATFORM VENDORS ARE THE MOST POPULAR ONES NEXT I WILL TAKE YOU THROUGH THE DIFFERENT WAYS OF BUYING MEDIA PROGRAMMATICALLY SUCH AS REAL TIME BIDDING THROUGH OPEN AND PRIVATE AUCTIONS AS WELL AS PROGRAMMATIC DIRECT DEALS SUCH AS PREFERRED AND GUARANTEED DEALS YOU WILL LEARN HOW ALL THOSE METHODS WORK THROUGH THE USE OF ILLUSTRATED EXAMPLES THEIR BENEFITS AS WELL AS WHY SOME METHODS ARE BECOMING MORE POPULAR THAN OTHERS THEN YOU WILL LEARN ABOUT THE SIX PROGRAMMATIC ADVERTISING FORMATS SUCH AS THE DISPLAY VIDEO NATIVE TV AUDIO AND DIGITAL OUT OF HOME ADVERTISING FORMAT I WILL EXPLAIN IN GREAT DETAIL HOW EACH ADVERTISING FORMAT DIFFERENTIATES FROM THE REST IN TERMS OF AUDIENCE TARGETING AD SERVING AND CAMPAIGN PERFORMANCE MEASUREMENT AS WELL AS HIGHLIGHT THE BENEFITS THEY CAN BRING TO BOTH ADVERTISERS AND PUBLISHERS ONCE ALL THOSE ARE COVERED YOU WILL LEARN ALL THE PROSPECTING AND REMARKETING TACTICS FOLLOWED BY ADVERTISERS GET TO KNOW HOW TO CREATE A SUCCESSFUL MEDIA PLAN AS WELL AS HOW AN ADVERTISER'S MEDIA PLAN IS EXECUTED WITH THE HELP OF MEDIA PLANNERS MEDIA BUYERS CREATIVE DESIGNERS AND AD TRAFFICKERS NEXT YOU WILL LEARN ALL THE ESSENTIAL AND ADVANCED TACTICS FOLLOWED BY PUBLISHERS FOR MANAGING AD INVENTORY INCREASING AD VIEWABILITY AND OF COURSE AD REVENUES I WILL ALSO TAKE YOU THROUGH THE AD OPERATIONS FOLLOWED BY PUBLISHERS WHICH TYPICALLY CONSIST OF INVENTORY MANAGERS AD SELLERS AD TRAFFICKERS AND YIELD MANAGERS IN THE LAST PART OF THIS BOOK YOU WILL LEARN MORE ABOUT THE MAJOR CHALLENGES ADVERTISERS AND PUBLISHERS FACE IN THE PROGRAMMATIC ADVERTISING LANDSCAPE AS WELL AS THE NEW DEVELOPMENTS THAT WILL DEFINITELY SHAPE THE FUTURE OF PROGRAMMATIC ADVERTISING MORE SPECIFICALLY I WILL START BY COVERING CHALLENGES SUCH AS THE AD TECH TAX THE RISK OF PRICE INFLATIONS IN REAL TIME BIDDING AUCTIONS AD BLOCKERS AND EXPLAIN HOW ADVERTISERS AND PUBLISHER CAN SUCCEED IN THIS COMPLEX FIELD LASTLY YOU WILL LEARN HOW ARTIFICIAL INTELLIGENCE AUGMENTED AND VIRTUAL REALITY AND BLOCKCHAIN TECHNOLOGIES CAN SHAPE THE FUTURE OF PROGRAMMATIC ADVERTISING

INTRODUCTION TO PROGRAMMATIC ADVERTISING SECOND EDITION OFFERS A CLEAR AND CONCISE INTRODUCTION TO PROGRAMMATIC ADVERTISING FROM BASIC CONCEPTS TO CURRENT TRENDS YOU WILL LEARN HOW THE OPEN ADVERTISING ECOSYSTEM WORKS WHAT ARE DSPS SSPS CDPs OPENRTB PROTOCOL PREFERRED DEALS OR SUPPLY PATH OPTIMIZATION WHY DATA IS THE LIFELOOD OF PROGRAMMATIC HOW IS DATA COLLECTED AND USED BY PUBLISHERS AND ADVERTISERS TO DELIVER MAXIMUM ADVERTISING EFFICIENCY WHAT HAS CHANGED OVER THE RECENT YEARS FROM A SWITCH TO FIRST PRICE AUCTION TO THE EMERGENCE OF CONSENT MANAGEMENT PLATFORMS OR UNIVERSAL AUCTION ADOPTION BY PUBLISHERS WHY IS THE DEMISE OF THIRD PARTY COOKIES SUCH A BIG DEAL HOW WILL THE PROGRAMMATIC ADVERTISING ECOSYSTEM RESPOND TO UNPRECEDENTED IDENTITY AND PRIVACY CHANGES WHERE TO FOCUS NOW AND IN THE FUTURE WHY ARE THE BIGGEST INDUSTRY PLAYERS BETTING ON EMERGING CHANNELS LIKE CONNECTED TV OR RETAIL MEDIA JUST LIKE THE WELL RECEIVED FIRST EDITION THIS BOOK WAS WRITTEN PRIMARILY WITH PEOPLE WHO ARE NEW TO THE WORLD OF

PROGRAMMATIC ADVERTISING IN MIND THIS INCLUDES PEOPLE JUST ENTERING THE INDUSTRY STUDENTS ACADEMICS OR ANYONE WHO WOULD LIKE TO BETTER UNDERSTAND HOW PROGRAMMATIC WORKS SOME OF THE TOPICS COVERED IN THIS BOOK SUCH AS IDENTITY OR PRIVACY COULD BE ALSO USEFUL TO SEASONED PROFESSIONALS

PROGRAMMATIC ADVERTISING IS ONE OF THE MOST EXCITING AREAS OF DIGITAL ADVERTISING WHETHER YOU'RE A SMALL BUSINESS OR ADVERTISING AGENCY GO PROGRAMMATIC'S BOOK COMPLETE GUIDE TO PROGRAMMATIC ADVERTISING BREAKS DOWN THIS NEW OPPORTUNITY IN A EASY TO READ BOOK THIS NEW TECHNOLOGY OFFERS A UNIQUE OPPORTUNITY TO LEVERAGE MACHINE LEARNING AND AI TECHNOLOGY TO GET THE BEST RESULT FOR YOUR DIGITAL DOLLAR

A GUIDE THAT COVERS ALL THE TECHNOLOGIES INVOLVED IN THE NON STOPPING ONLINE MEDIA ECOSYSTEM FROM DMP DATA MANAGEMENT PLATFORMS TO AD EXCHANGES THE BOOK DESCRIBES THE ROLE OF EACH ADVERTISING TECHNOLOGY AND THEIR IMPORTANCE REGARDLESS THAT YOU ARE INVESTING A SMALL AMOUNT IN ONLINE MEDIA OR YOU ARE WORKING A RELATED DEPARTMENT THIS GUIDE WILL HELP YOU TO OPEN A LITTLE BLACK BOX IN ADVERTISING THE AD TECH WITHOUT OVERWHELMING TECH LANGUAGE THE AD TECH PROGRAMMATIC BOOK EXPLAINS PLAIN AND SIMPLE SOME CONCEPTS THAT ARE UNDERSTANDABLY HARD FOR A REGULAR NON TECH MANAGER THE BOOK WILL ALSO PROVIDE AN EXPLANATION ON HOW THE PROGRAMMATIC MEDIA CHANNEL WORKS DISPLAY ADVERTISING CHANGED DRAMATICALLY IN THE LAST YEARS INVOLVING NEW TECH METRICS AND ALSO MORE FRAUD IN THE ENVIRONMENT THE GUIDE COVERS ALL THESE ISSUES DIRECTLY AND GIVES THE WHOLE PICTURE IN PROGRAMMATIC MEDIA AND THE ROLE IN THE ONLINE MARKETING STRATEGY AD TECH PROGRAMMATIC MASTERING THE ONLINE MEDIA TECH AND PROGRAMMATIC MEDIA EXPLAINED IS A COMPREHENSIVE GUIDE THAT DELVES INTO THE INTRICACIES OF THE ONLINE ADVERTISING ECOSYSTEM AND ITS EVOLUTION IN THIS INSIGHTFUL SUMMARY WE EXPLORE THE KEY CONCEPTS AND TECHNOLOGIES BEHIND AD TECH PROGRAMMATIC MEDIA AND ONLINE MARKETING PLATFORMS THE WORLD OF DIGITAL ADVERTISING HAS WITNESSED A PARADIGM SHIFT IN RECENT YEARS TRANSITIONING FROM TRADITIONAL AD BUYING METHODS TO PROGRAMMATIC ADVERTISING TO NAVIGATE THIS RAPIDLY EVOLVING LANDSCAPE IT IS ESSENTIAL TO UNDERSTAND THE FUNDAMENTAL PRINCIPLES AND TECHNOLOGIES THAT UNDERPIN ONLINE MEDIA TECH AND PROGRAMMATIC ADVERTISING THE BOOK BEGINS BY DEMYSTIFYING AD TECH SHEDDING LIGHT ON THE TOOLS AND SYSTEMS THAT ENABLE THE DELIVERY OF TARGETED ADS TO SPECIFIC AUDIENCES IT EXPLORES THE ROLE OF AD EXCHANGES DEMAND SIDE PLATFORMS DSPS SUPPLY SIDE PLATFORMS SSPS AND DATA MANAGEMENT PLATFORMS DMPS IN FACILITATING THE BUYING AND SELLING OF ONLINE ADVERTISING INVENTORY THE CORE FOCUS THEN SHIFTS TO PROGRAMMATIC MEDIA WHICH REPRESENTS THE AUTOMATED BUYING AND SELLING OF DIGITAL ADVERTISING IN REAL TIME AUCTIONS THE BOOK OFFERS A COMPREHENSIVE EXPLANATION OF THE PROGRAMMATIC ECOSYSTEM DISCUSSING AD EXCHANGES REAL TIME BIDDING RTB AND THE USE OF ALGORITHMS AND ARTIFICIAL INTELLIGENCE AI TO OPTIMIZE AD PLACEMENTS MOREOVER THE BOOK EMPHASIZES THE IMPORTANCE OF DATA IN PROGRAMMATIC ADVERTISING IT EXPLAINS HOW AUDIENCE DATA SUCH AS DEMOGRAPHICS BROWSING BEHAVIOR AND CONTEXTUAL INFORMATION IS LEVERAGED TO DELIVER HIGHLY TARGETED AND PERSONALIZED ADS THE INTEGRATION OF DATA MANAGEMENT PLATFORMS DMPS AND CUSTOMER RELATIONSHIP MANAGEMENT CRM SYSTEMS IS EXPLORED AS A MEANS TO ENHANCE AUDIENCE SEGMENTATION AND CAMPAIGN EFFECTIVENESS FURTHERMORE THE BOOK PROVIDES INSIGHTS INTO ONLINE MARKETING PLATFORMS WHICH PLAY A CRUCIAL ROLE IN THE ONLINE ADVERTISING ECOSYSTEM IT EXAMINES THE VARIOUS PLATFORMS INCLUDING SOCIAL MEDIA ADVERTISING SEARCH ENGINE MARKETING DISPLAY ADVERTISING AND VIDEO ADVERTISING EACH PLATFORM IS DISSECTED HIGHLIGHTING ITS UNIQUE FEATURES TARGETING OPTIONS AND MEASUREMENT METRICS THROUGHOUT THE

BOOK THE READER GAINS A DEEP UNDERSTANDING OF THE EVOLUTION OF ONLINE ADVERTISING AND THE EMERGENCE OF PROGRAMMATIC MEDIA THE NARRATIVE EMPHASIZES THE IMPORTANCE OF STAYING ABREAST OF INDUSTRY TRENDS TECHNOLOGICAL ADVANCEMENTS AND BEST PRACTICES TO SUCCEED IN THE DIGITAL MARKETING LANDSCAPE AD TECH PROGRAMMATIC MASTERING THE ONLINE MEDIA TECH AND PROGRAMMATIC MEDIA EXPLAINED IS AN INVALUABLE RESOURCE FOR MARKETERS ADVERTISERS AND ANYONE INTERESTED IN COMPREHENDING THE COMPLEXITIES OF ONLINE ADVERTISING IT EQUIPS READERS WITH THE KNOWLEDGE AND INSIGHTS NEEDED TO NAVIGATE THE DYNAMIC WORLD OF AD TECH PROGRAMMATIC MEDIA AND ONLINE MARKETING PLATFORMS EMPOWERING THEM TO MAKE INFORMED DECISIONS AND DRIVE SUCCESSFUL ONLINE ADVERTISING CAMPAIGNS

THIS FUNDAMENTAL GUIDE ON PROGRAMMATIC ADVERTISING EXPLAINS IN DETAIL HOW AUTOMATED DATA DRIVEN ADVERTISING REALLY WORKS IN PRACTICE AND HOW THE RIGHT ADOPTION LEADS TO A COMPETITIVE ADVANTAGE FOR ADVERTISERS AGENCIES AND MEDIA THE NEW WAY OF PLANNING STEERING AND MEASURING MARKETING MAY STILL APPEAR COMPLEX AND THREATENING BUT PROMISING AT ONCE TO MOST DECISION MAKERS THIS COLLABORATIVE COMPENDIUM COMBINES PROVEN EXPERIENCE AND BEST PRACTICE IN 22 ARTICLES WRITTEN BY 45 RENOWNED EXPERTS FROM ALL AROUND THE GLOBE AMONG THEM DR FLORIAN HEINEMANN PROJECT A PETER W? RTENBERGER AXEL SPRINGER DEIRDRE MCGLASHAN MEDIACOM DR MARC GRETER XAXIS MICHAEL LAMB MEDIAMATH CAROLIN OWEN IPG STEFAN BARDEGA ZENITH ARUN KUMAR CADREON DR RALF STRAUSS MARKETINGVERBAND JONATHAN BECHER SAP AND MANY MORE GREAT MINDS

ARE YOU USING ANY TYPES OF TECHNOLOGY AS PART OF YOUR PROGRAMMATIC ADVERTISING HOW MANY AD OPERATIONS EMPLOYEES DO YOU HAVE DEDICATED TO PROGRAMMATIC ADVERTISING FULL TIME WHAT CONCERNs ARE RAISED ABOUT THE USE OF CONSUMER RELATED DATA AND THE PRACTICE OF AUTOMATED AD TARGETING WHICH PROGRAMMATIC ADVERTISING TACTICS DO YOUR LOCAL ADVERTISERS REQUEST WHAT IS MOBILE PROGRAMMATIC ADVERTISING DEFINING DESIGNING CREATING AND IMPLEMENTING A PROCESS TO SOLVE A CHALLENGE OR MEET AN OBJECTIVE IS THE MOST VALUABLE ROLE IN EVERY GROUP COMPANY ORGANIZATION AND DEPARTMENT UNLESS YOU ARE TALKING A ONE TIME SINGLE USE PROJECT THERE SHOULD BE A PROCESS WHETHER THAT PROCESS IS MANAGED AND IMPLEMENTED BY HUMANS AI OR A COMBINATION OF THE TWO IT NEEDS TO BE DESIGNED BY SOMEONE WITH A COMPLEX ENOUGH PERSPECTIVE TO ASK THE RIGHT QUESTIONS SOMEONE CAPABLE OF ASKING THE RIGHT QUESTIONS AND STEP BACK AND SAY WHAT ARE WE REALLY TRYING TO ACCOMPLISH HERE AND IS THERE A DIFFERENT WAY TO LOOK AT IT THIS SELF ASSESSMENT EMPOWERS PEOPLE TO DO JUST THAT WHETHER THEIR TITLE IS ENTREPRENEUR MANAGER CONSULTANT VICE PRESIDENT CXO ETC THEY ARE THE PEOPLE WHO RULE THE FUTURE THEY ARE THE PERSON WHO ASKS THE RIGHT QUESTIONS TO MAKE PROGRAMMATIC ADVERTISING INVESTMENTS WORK BETTER THIS PROGRAMMATIC ADVERTISING ALL INCLUSIVE SELF ASSESSMENT ENABLES YOU TO BE THAT PERSON ALL THE TOOLS YOU NEED TO AN IN DEPTH PROGRAMMATIC ADVERTISING SELF ASSESSMENT FEATURING 970 NEW AND UPDATED CASE BASED QUESTIONS ORGANIZED INTO SEVEN CORE AREAS OF PROCESS DESIGN THIS SELF ASSESSMENT WILL HELP YOU IDENTIFY AREAS IN WHICH PROGRAMMATIC ADVERTISING IMPROVEMENTS CAN BE MADE IN USING THE QUESTIONS YOU WILL BE BETTER ABLE TO DIAGNOSE PROGRAMMATIC ADVERTISING PROJECTS INITIATIVES ORGANIZATIONS BUSINESSES AND PROCESSES USING ACCEPTED DIAGNOSTIC STANDARDS AND PRACTICES IMPLEMENT EVIDENCE BASED BEST PRACTICE STRATEGIES ALIGNED WITH OVERALL GOALS INTEGRATE RECENT ADVANCES IN PROGRAMMATIC ADVERTISING AND PROCESS DESIGN STRATEGIES INTO PRACTICE ACCORDING TO BEST PRACTICE GUIDELINES USING A SELF ASSESSMENT TOOL KNOWN AS THE PROGRAMMATIC ADVERTISING SCORECARD YOU WILL DEVELOP A CLEAR PICTURE OF WHICH PROGRAMMATIC ADVERTISING AREAS NEED ATTENTION YOUR PURCHASE INCLUDES ACCESS DETAILS TO THE PROGRAMMATIC ADVERTISING SELF

ASSESSMENT DASHBOARD DOWNLOAD WHICH GIVES YOU YOUR DYNAMICALLY PRIORITIZED PROJECTS READY TOOL AND SHOWS YOUR ORGANIZATION EXACTLY WHAT TO DO NEXT YOU WILL RECEIVE THE FOLLOWING CONTENTS WITH NEW AND UPDATED SPECIFIC CRITERIA THE LATEST QUICK EDITION OF THE BOOK IN PDF THE LATEST COMPLETE EDITION OF THE BOOK IN PDF WHICH CRITERIA CORRESPOND TO THE CRITERIA IN THE SELF ASSESSMENT EXCEL DASHBOARD EXAMPLE PRE FILLED SELF ASSESSMENT EXCEL DASHBOARD TO GET FAMILIAR WITH RESULTS GENERATION IN DEPTH AND SPECIFIC PROGRAMMATIC ADVERTISING CHECKLISTS PROJECT MANAGEMENT CHECKLISTS AND TEMPLATES TO ASSIST WITH IMPLEMENTATION INCLUDES LIFETIME SELF ASSESSMENT UPDATES EVERY SELF ASSESSMENT COMES WITH LIFETIME UPDATES AND LIFETIME FREE UPDATED BOOKS LIFETIME UPDATES IS AN INDUSTRY FIRST FEATURE WHICH ALLOWS YOU TO RECEIVE VERIFIED SELF ASSESSMENT UPDATES ENSURING YOU ALWAYS HAVE THE MOST ACCURATE INFORMATION AT YOUR FINGERTIPS

WHAT IS PROGRAMMATIC ADVERTISING IN TODAY'S FAST PACED AND EVER EVOLVING WORLD OF ADVERTISING PROGRAMMATIC ADVERTISING HAS BECOME A BUZZWORD THAT IS FREQUENTLY TOSSED AROUND BUT WHAT EXACTLY DOES IT MEAN IN THIS SUBCHAPTER WE WILL DEMYSTIFY PROGRAMMATIC ADVERTISING AND EXPLORE ITS IMMENSE POTENTIAL IN REVOLUTIONIZING THE ADVERTISING INDUSTRY PROGRAMMATIC ADVERTISING REFERS TO THE USE OF AUTOMATED TECHNOLOGY AND ALGORITHMS TO BUY AND SELL ADVERTISING SPACE IN REAL TIME UNLIKE TRADITIONAL ADVERTISING WHICH INVOLVES MANUAL NEGOTIATIONS AND BUYING PROGRAMMATIC ADVERTISING ALLOWS FOR A MORE EFFICIENT AND DATA DRIVEN APPROACH TO REACHING AUDIENCES AT ITS CORE PROGRAMMATIC ADVERTISING RELIES ON DATA AND TECHNOLOGY TO STREAMLINE THE AD BUYING PROCESS IT ENABLES ADVERTISERS TO TARGET SPECIFIC AUDIENCES BASED ON VARIOUS PARAMETERS SUCH AS DEMOGRAPHICS INTERESTS AND ONLINE BEHAVIOR BY LEVERAGING VAST AMOUNTS OF DATA PROGRAMMATIC ADVERTISING ENSURES THAT THE RIGHT MESSAGE IS DELIVERED TO THE RIGHT PERSON AT THE RIGHT TIME MAXIMIZING THE CHANCES OF CONVERSION AND ENGAGEMENT ONE OF THE KEY ADVANTAGES OF PROGRAMMATIC ADVERTISING IS ITS ABILITY TO OPTIMIZE CAMPAIGNS IN REAL TIME THROUGH AUTOMATED ALGORITHMS ADVERTISERS CAN CONTINUOUSLY MONITOR AND ADJUST THEIR CAMPAIGNS BASED ON PERFORMANCE INDICATORS SUCH AS CLICK THROUGH RATES AND CONVERSIONS THIS DATA DRIVEN APPROACH ALLOWS FOR BETTER DECISION MAKING AND ULTIMATELY LEADS TO IMPROVED CAMPAIGN OUTCOMES FURTHERMORE PROGRAMMATIC ADVERTISING OFFERS UNPRECEDENTED TRANSPARENCY AND CONTROL TO BOTH ADVERTISERS AND PUBLISHERS ADVERTISERS HAVE ACCESS TO DETAILED INSIGHTS INTO THE PERFORMANCE OF THEIR CAMPAIGNS ALLOWING THEM TO MAKE DATA BACKED DECISIONS PUBLISHERS ON THE OTHER HAND CAN EFFICIENTLY MANAGE THEIR AD INVENTORY AND ENSURE THAT THEIR CONTENT IS MONETIZED EFFECTIVELY THE RISE OF PROGRAMMATIC ADVERTISING HAS ALSO BROUGHT FORTH NEW AD FORMATS AND CHANNELS FROM DISPLAY AND VIDEO ADS TO MOBILE AND CONNECTED TV PROGRAMMATIC ADVERTISING HAS EXPANDED BEYOND TRADITIONAL MEDIUMS ENABLING ADVERTISERS TO REACH THEIR AUDIENCES WHEREVER THEY ARE HOWEVER PROGRAMMATIC ADVERTISING IS NOT WITHOUT ITS CHALLENGES AD FRAUD BRAND SAFETY AND PRIVACY CONCERN ARE AMONG THE ISSUES THAT NEED TO BE ADDRESSED IN THE PROGRAMMATIC ECOSYSTEM IT REQUIRES ONGOING VIGILANCE AND COLLABORATION BETWEEN INDUSTRY STAKEHOLDERS TO ENSURE A SAFE AND ETHICAL ADVERTISING ENVIRONMENT

WTF IS PROGRAMMATIC ADVERTISING BY DAVID SARGANT THE ZERO BS GUIDE TO HOW PROGRAMMATIC ADVERTISING ACTUALLY WORKS IF YOU WORK IN MARKETING OR MEDIA YOU'VE PROBABLY NODDED THROUGH A MEETING ABOUT PROGRAMMATIC SMILING AT THE WORDS DATA LED OPTIMISATION WHILE QUIETLY GOOGLING WHAT IT ACTUALLY MEANS LATER WTF IS PROGRAMMATIC ADVERTISING IS THE BOOK THAT FINALLY EXPLAINS IT NOT IN

BUZZWORDS OR TECH JARGON BUT IN PLAIN ENGLISH WITH REAL WORLD STORIES SMART ANALOGIES AND A SENSE OF HUMOUR WHAT IT'S REALLY ABOUT THIS ISN'T A TEXTBOOK IT'S A TRANSLATION MANUAL FROM JARGON TO PLAIN ENGLISH FROM DASHBOARDS TO DECISIONS FROM CHAOS TO CLARITY IT TAKES YOU THROUGH THE SYSTEMS ACRONYMS AND ACTUAL PEOPLE BEHIND PROGRAMMATIC ADVERTISING SHOWING HOW DATA AUTOMATION AND CREATIVITY NOW SHAPE EVERY AD YOU SEE PROGRAMMATIC ADVERTISING ISN'T COMPLICATED IT'S JUST PIPES LOGIC AND PEOPLE ONCE YOU UNDERSTAND THE PLUMBING YOU CAN STOP NODDING ALONG AND START LEADING THE CONVERSATION WHO IT'S FOR THIS BOOK IS WRITTEN FOR THE PEOPLE WHO KEEP THE INDUSTRY MOVING AND THOSE WHO WANT TO JOIN THEM THE JUNIOR STARTING OUT TRYING TO MAKE SENSE OF DASHBOARDS JARGON AND JOB TITLES THE MANAGER BALANCING TEAMS CLIENTS AND KPI'S WHILE PRETENDING TO KNOW WHAT A DSP ACTUALLY DOES THE LEADER RESPONSIBLE FOR STRATEGY SPEND AND TRAINING IN A SYSTEM THAT KEEPS CHANGING ANYONE LOOKING TO BREAK INTO PROGRAMMATIC ADVERTISING OR TO ONBOARD AND TRAIN TEAMS FAST WITHOUT WASTING MONTHS ON JARGON FILLED DECKS EACH CHAPTER BUILDS THE UNDERSTANDING THAT MOST PEOPLE MISS HOW THE MONEY MOVES WHO'S INVOLVED AND WHERE VALUE IS CREATED OR LOST INSIDE YOU'LL DISCOVER WHAT PROGRAMMATIC ADVERTISING ACTUALLY IS AND WHY IT CHANGED EVERYTHING HOW THE ADTECH ECOSYSTEM REALLY WORKS DSP'S SSP'S DATA AND DEALS THE REAL FLOW OF MONEY AND WHY TRANSPARENCY STILL MATTERS HOW TO BRIEF BUY AND MEASURE MEDIA WITH CONFIDENCE WHAT PRIVACY COOKIES AND AUTOMATION REALLY MEAN FOR YOUR JOB HOW TO BUILD TEAMS WHO UNDERSTAND HOW THE MACHINE WORKS NOT JUST HOW TO PRESS THE BUTTONS PERFECT FOR MARKETERS MEDIA BUYERS STRATEGISTS BRAND MANAGERS STUDENTS AND JOB SEEKERS WHO WANT TO UNDERSTAND PROGRAMMATIC ADVERTISING WITHOUT THE BUZZWORDS ALSO IDEAL FOR AGENCIES AND MARKETING LEADERS WHO NEED TO ONBOARD AND UPSKILL TEAMS FAST WHETHER YOU'RE STARTING OUT MANAGING A TEAM OR LEADING A DEPARTMENT WTF IS PROGRAMMATIC ADVERTISING HELPS YOU SEE THE BIGGER PICTURE AND YOUR PLACE IN IT IF YOU'VE EVER THOUGHT WHAT THE FCK ARE WE ALL TALKING ABOUT THIS IS YOUR BOOK SMART FUNNY AND REFRESHINGLY HUMAN IT'S THE ULTIMATE FIELD GUIDE TO THE WORLD'S MOST MISUNDERSTOOD INDUSTRY WRITTEN FOR THE PEOPLE WHO ACTUALLY MAKE IT WORK DAVID SARGANT HAS SPENT NEARLY TWO DECADES IN THE MESSY BRILLIANT WORLD OF DIGITAL ADVERTISING RUNNING GLOBAL CAMPAIGNS LEADING TEAMS AND TURNING TECH JARGON INTO PLAIN ENGLISH AS A DIRECTOR OF ADVERTISING OPERATIONS HE LIVES WHAT HE TEACHES EVERY DAY THROUGH WTF IS MEDIA HE'S HELPING THE CURRENT AND FUTURE GENERATION OF MEDIA PROFESSIONALS MAKE SENSE OF MODERN MEDIA BY SHARING THE ZERO BS INSIGHTS HE WISHES HE'D HAD AT THE START

GUIDE TO MARKETING AUTOMATION AND ACCELERATED ROI ON ADVERTISING KEY FEATURES DEMONSTRATES HOW A DSP WORKS ITS BIDDING STRATEGIES IMPRESSION TRACKING AND CONFIGURATIONS EXEMPLIFIES HOW AI ML SIMPLIFIES BIDDING STRATEGIES ILLUSTRATES HOW SSP EXCHANGE AD SERVER AND HEADER BIDDING CLIENT AND SERVER SIDE WORK IN DETAIL DESCRIPTION THIS BOOK PROVIDES YOU WITH AN IN-DEPTH UNDERSTANDING OF PROGRAMMATIC ADVERTISING THIS KNOWLEDGE CAN BE APPLIED TO THE CHECKLIST FOR PROCURING THE APPROPRIATE STACK OPTIMIZING EXISTING PLATFORMS AND OR BUILDING THE SYSTEM FROM THE GROUND UP WITH COMPREHENSIVE TREATMENT OF PROGRAMMATIC ISSUES THIS BOOK ESTABLISHES A SOLID FOUNDATION WITH ID SYSTEMS DATA MANAGEMENT SYSTEMS AND DATA THINKING AMONG OTHER TOPICS IT EXPLORES THE DIFFERENT DATA SOURCES ATTRIBUTES AND THE REAL TIME BIDDING PROTOCOL IN DETAIL RTB STEAM IT MAKES ITS WAY EVEN FURTHER INTO THE LARGER SYSTEMS OF DSP AND SSP THIS BOOK WILL HELP ASSIST YOU IN ALL ASPECTS OF RUNNING AN AD TECH SYSTEM BY THE END OF THIS BOOK YOU WILL GAIN A VAST AMOUNT OF KNOWLEDGE ABOUT PROGRAMMATIC SYSTEMS YOU WILL BECOME AN INDEPENDENT EXPERT THAT WILL HELP YOU TO EVALUATE THE ADVERTISING TECHNIQUES FOR YOUR OWN BUSINESS WHAT YOU WILL LEARN LEARN ABOUT THE ID MECHANICS OF COOKIES AND GAID IDFA GAIN AN

INTUITIVE AND IN DEPTH UNDERSTANDING OF THE DATA'S ROLE IN AI ML LEARN ABOUT VARIOUS DATA CENTRIC STRATEGIES AROUND BUY AND SELL OF MEDIA LEARN ABOUT DSP BIDDER BIDDING STRATEGIES RTB PAID IMPRESSION AND VARIOUS SYNCs LEARN ABOUT SSP EXCHANGE AD SERVER HEADER BIDDING SYSTEMS AND AI LED FLOOR PRICE OPTIMIZATION WHO THIS BOOK IS FOR THE BOOK IS ESSENTIAL FOR THE ARCHITECTS SENIOR DEVELOPERS AND AD TECH OPERATIONS TO LEARN ABOUT PROGRAMMATIC IN HOUSING FROM A DESIGN PROCESS STRATEGIC THINKING AND OPERATIONAL STANDPOINT IT ALSO ATTRACTS BUSINESS PROFESSIONALS WHO WANT TO LEARN THE TRICKS OF THE TRADE FOR INCREASING REVENUES AND LEARN THE ART OF ASKING THE RIGHT QUESTIONS TABLE OF CONTENTS 1 COOKIES AND SYNC MECHANICS 2 DATA AND AI STRATEGIES 3 WORKING OF DMP AND CDP 4 EXCHANGES AD SERVERS AND HEADER BIDDING 5 BIDDERS AND META DSPs 6 DATA PRIVACY BY DESIGN 7 IN HOUSING THE WAY FORWARD

WHAT POTENTIAL ENVIRONMENTAL FACTORS IMPACT THE PROGRAMMATIC ADVERTISING PLATFORMS EFFORT ARE YOU ASSESSING PROGRAMMATIC ADVERTISING PLATFORMS AND RISK WHAT WOULD BE THE GOAL OR TARGET FOR A PROGRAMMATIC ADVERTISING PLATFORMS'S IMPROVEMENT TEAM WHAT BUSINESS BENEFITS WILL PROGRAMMATIC ADVERTISING PLATFORMS GOALS DELIVER IF ACHIEVED WHY IS PROGRAMMATIC ADVERTISING PLATFORMS IMPORTANT FOR YOU NOW DEFINING DESIGNING CREATING AND IMPLEMENTING A PROCESS TO SOLVE A CHALLENGE OR MEET AN OBJECTIVE IS THE MOST VALUABLE ROLE IN EVERY GROUP COMPANY ORGANIZATION AND DEPARTMENT UNLESS YOU ARE TALKING A ONE TIME SINGLE USE PROJECT THERE SHOULD BE A PROCESS WHETHER THAT PROCESS IS MANAGED AND IMPLEMENTED BY HUMANS AI OR A COMBINATION OF THE TWO IT NEEDS TO BE DESIGNED BY SOMEONE WITH A COMPLEX ENOUGH PERSPECTIVE TO ASK THE RIGHT QUESTIONS SOMEONE CAPABLE OF ASKING THE RIGHT QUESTIONS AND STEP BACK AND SAY WHAT ARE WE REALLY TRYING TO ACCOMPLISH HERE AND IS THERE A DIFFERENT WAY TO LOOK AT IT THIS SELF ASSESSMENT EMPOWERS PEOPLE TO DO JUST THAT WHETHER THEIR TITLE IS ENTREPRENEUR MANAGER CONSULTANT VICE PRESIDENT CXO ETC THEY ARE THE PEOPLE WHO RULE THE FUTURE THEY ARE THE PERSON WHO ASKS THE RIGHT QUESTIONS TO MAKE PROGRAMMATIC ADVERTISING PLATFORMS INVESTMENTS WORK BETTER THIS PROGRAMMATIC ADVERTISING PLATFORMS ALL INCLUSIVE SELF ASSESSMENT ENABLES YOU TO BE THAT PERSON ALL THE TOOLS YOU NEED TO AN IN DEPTH PROGRAMMATIC ADVERTISING PLATFORMS SELF ASSESSMENT FEATURING 668 NEW AND UPDATED CASE BASED QUESTIONS ORGANIZED INTO SEVEN CORE AREAS OF PROCESS DESIGN THIS SELF ASSESSMENT WILL HELP YOU IDENTIFY AREAS IN WHICH PROGRAMMATIC ADVERTISING PLATFORMS IMPROVEMENTS CAN BE MADE IN USING THE QUESTIONS YOU WILL BE BETTER ABLE TO DIAGNOSE PROGRAMMATIC ADVERTISING PLATFORMS PROJECTS INITIATIVES ORGANIZATIONS BUSINESSES AND PROCESSES USING ACCEPTED DIAGNOSTIC STANDARDS AND PRACTICES IMPLEMENT EVIDENCE BASED BEST PRACTICE STRATEGIES ALIGNED WITH OVERALL GOALS INTEGRATE RECENT ADVANCES IN PROGRAMMATIC ADVERTISING PLATFORMS AND PROCESS DESIGN STRATEGIES INTO PRACTICE ACCORDING TO BEST PRACTICE GUIDELINES USING A SELF ASSESSMENT TOOL KNOWN AS THE PROGRAMMATIC ADVERTISING PLATFORMS SCORECARD YOU WILL DEVELOP A CLEAR PICTURE OF WHICH PROGRAMMATIC ADVERTISING PLATFORMS AREAS NEED ATTENTION YOUR PURCHASE INCLUDES ACCESS DETAILS TO THE PROGRAMMATIC ADVERTISING PLATFORMS SELF ASSESSMENT DASHBOARD DOWNLOAD WHICH GIVES YOU YOUR DYNAMICALLY PRIORITIZED PROJECTS READY TOOL AND SHOWS YOUR ORGANIZATION EXACTLY WHAT TO DO NEXT YOU WILL RECEIVE THE FOLLOWING CONTENTS WITH NEW AND UPDATED SPECIFIC CRITERIA THE LATEST QUICK EDITION OF THE BOOK IN PDF THE LATEST COMPLETE EDITION OF THE BOOK IN PDF WHICH CRITERIA CORRESPOND TO THE CRITERIA IN THE SELF ASSESSMENT EXCEL DASHBOARD AND EXAMPLE PRE FILLED SELF ASSESSMENT EXCEL DASHBOARD TO GET FAMILIAR WITH RESULTS GENERATION PLUS AN EXTRA SPECIAL RESOURCE THAT HELPS YOU WITH PROJECT MANAGING INCLUDES LIFETIME SELF ASSESSMENT UPDATES EVERY SELF ASSESSMENT COMES WITH LIFETIME UPDATES AND LIFETIME FREE UPDATED BOOKS LIFETIME UPDATES IS AN INDUSTRY FIRST FEATURE WHICH ALLOWS YOU TO RECEIVE VERIFIED SELF ASSESSMENT

UPDATES ENSURING YOU ALWAYS HAVE THE MOST ACCURATE INFORMATION AT YOUR FINGERTIPS

THIS BOOK AIMS TO BREAK DOWN THE STRATEGIES THAT DRIVE PERFORMANCE IN PROGRAMMATIC TRADING EMPOWER THE READER TO MAKE BETTER BUYING DECISIONS AND INFORM THEMSELVES OF HOW PROGRAMMATIC BUYING CAN BE DONE IT PROVIDES INSIGHT ON ALL PERFORMANCE AREAS FOR PROGRAMMATIC TRADERS ADVERTISERS AND AGENCIES ON HOW TO RUN HIGH VALUE ONLINE ADVERTISING CAMPAIGNS USING STRATEGIES AND INSIGHTS INCLUDES KEY LEARNINGS ON BUYING STRATEGIES TO INCREASE PERFORMANCE AND HIT COST PER ACQUISITION CPA TARGETS ALL THE KEY VARIABLES IN PROGRAMMATIC TRADING HOW TO USE THE RIGHT AUDIENCE AND BID PRICE TO GET THE RIGHT USER AND PAY THE RIGHT PRICE

PROGRAMMATIC ADVERTISING AUTOMATING AD BUYING AND OPTIMIZATION IS AN INSIGHTFUL AND COMPREHENSIVE GUIDE THAT DELVES INTO THE REVOLUTIONARY WORLD OF DIGITAL ADVERTISING THIS BOOK EXPLORES THE CUTTING EDGE TECHNOLOGY AND STRATEGIES THAT HAVE TRANSFORMED THE WAY ADVERTISERS REACH THEIR TARGET AUDIENCES THROUGH AUTOMATION THE PROCESS OF AD BUYING AND OPTIMIZATION HAS BECOME MORE EFFICIENT AND DATA DRIVEN THAN EVER BEFORE READERS WILL GAIN A PROFOUND UNDERSTANDING OF REAL TIME BIDDING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING ALGORITHMS WHICH ARE AT THE HEART OF PROGRAMMATIC ADVERTISING MOREOVER THE BOOK HIGHLIGHTS THE ADVANTAGES OF PROGRAMMATIC ADVERTISING SUCH AS PRECISE TARGETING COST EFFECTIVENESS AND IMPROVED CAMPAIGN PERFORMANCE WHETHER YOU'RE A SEASONED MARKETER OR A CURIOUS NOVICE THIS BOOK OFFERS VALUABLE INSIGHTS AND PRACTICAL TIPS TO NAVIGATE AND SUCCEED IN THE DYNAMIC LANDSCAPE OF PROGRAMMATIC ADVERTISING

PROGRAMMATIC ADVERTISING AUTOMATES DIGITAL MEDIA BUYING BY USING SOFTWARE AND ALGORITHMS TO SELECT BUYS YOUR AD PLACEMENT BECOMES MORE NIMBLE AND EFFICIENT YOU CAN BE EXACTLY WHERE THE CUSTOMER IS INSTANTLY IN THIS COURSE YOU CAN LEARN THE FUNDAMENTALS OF PROGRAMMATIC ADVERTISING INSTRUCTOR MATT BAILEY SHOWS HOW ONLINE TRACKING WORKS EXPLAINS HOW TO TARGET AUDIENCES BY DIFFERENT CRITERIA AND REVIEWS THE ROLES ADVERTISERS AND PUBLISHERS PLAY IN THE DIGITAL ADVERTISING SPACE DISCOVER HOW TO USE FIRST AND THIRD PARTY DATA INCLUDING COOKIES AND TRACKERS IN YOUR CAMPAIGNS AND REACH THE RIGHT AUDIENCE AT THE RIGHT TIME ON THE RIGHT DEVICE LEARN HOW TO TARGET AUDIENCES BASED ON BEHAVIOR LOCATION CONTENT AND CONTEXT AND DISCOVER THE IMPACT OF THE GOOGLE DECISION TO ELIMINATE THIRD PARTY TRACKING MATT ALSO EXPLAINS HOW TO DETECT AND SCREEN OUT AD FRAUD USING CAMPAIGN REPORTS AND BLACKLISTS

FIND OUT HOW TO AUTOMATE DIGITAL MEDIA BUYING AND CREATE MORE EFFICIENT BETTER TARGETED CAMPAIGNS LEARN THE FUNDAMENTALS OF PROGRAMMATIC ADVERTISING

MARKETERS ARE HARNESSING THE ENORMOUS POWER OF AI TO DRIVE UNPRECEDENTED RESULTS THE WORLD OF MARKETING IS UNDERGOING MAJOR CHANGE SOPHISTICATED ALGORITHMS CAN TEST BILLIONS OF MARKETING MESSAGES AND MEASURE RESULTS AND SHIFT THE WEIGHT OF CAMPAIGNS ALL IN REAL TIME WHAT'S NEXT A COMPLETE TRANSFORMATION OF MARKETING AS WE KNOW IT WHERE MACHINES THEMSELVES DESIGN AND IMPLEMENT CUSTOMIZED ADVERTISING TACTICS AT VIRTUALLY EVERY POINT OF DIGITAL CONTACT THE INVISIBLE BRAND PROVIDES AN IN-DEPTH EXPLORATION OF THE RISKS AND

REWARDS OF THIS EPOCHAL SHIFT WHILE DELIVERING THE INFORMATION AND INSIGHT YOU NEED TO STAY AHEAD OF THE GAME RENOWNED TECHNOLOGIST WILLIAM AMMERMAN DRAWS FROM HIS DECADES OF EXPERIENCE AT THE FOREFRONT OF DIGITAL MARKETING TO PROVIDE A ROADMAP TO OUR DATA DRIVEN FUTURE YOU LL LEARN HOW DATA AND AI WILL FORGE A NEW LEVEL OF PERSUASIVENESS AND INFLUENCE FOR RESHAPING CONSUMERS BUYING DECISIONS YOU LL UNDERSTAND THE TECHNOLOGY BEHIND THESE CHANGES AND SEE HOW IT IS ALREADY AT WORK IN DIGITAL ASSISTANTS RECOMMENDATION ENGINES AND DIGITAL ADVERTISING AND YOU LL FIND UNMATCHED INSIGHT INTO HOW TO HARNESS THE POWER OF ARTIFICIAL INTELLIGENCE FOR MAXIMUM RESULTS AS WE ENTER THE AGE OF MASS CUSTOMIZATION OF MESSAGING POWER AND INFLUENCE WILL GO TO THOSE WHO KNOW THE CONSUMER BEST WHETHER YOU ARE A MARKETING EXECUTIVE OR CONCERNED CITIZEN THE INVISIBLE BRAND PROVIDES EVERYTHING YOU NEED TO UNDERSTAND HOW BRANDS ARE HARNESSING THE EXTRAORDINARY AMOUNTS OF DATA AT THEIR DISPOSAL AND CAPITALIZING ON IT WITH AI

ADVERTISING PLATFORMS SUCH AS FACEBOOK AND GOOGLE PROVIDE THE ADVERTISERS WITH TOOLS ALLOWING THEM TO BENEFIT FROM ADVANCED TARGETING AUTOMATED AD DELIVERY MECHANISMS AND BEHAVIORAL ALGORITHMS THESE ALGORITHMS ARE BASED ON MACHINE LEARNING AND CAN PREDICT WHETHER A USER WILL CLICK ON A PARTICULAR AD ALLOWING FOR OPTIMIZATION OF THEIR PLACEMENT ONLINE MARKETING IS TRANSITIONING TO AUTOMATIZED LEAD NURTURING STRATEGIES THAT FOLLOW THE CUSTOMER ALONG HIS JOURNEY WITH A SERIES OF PERSONALIZED AND AUTOMATED MESSAGES A SIGNIFICANT PART OF THIS PROCESS IS REPRESENTED BY DYNAMIC RETARGETING THE METHOD OF DYNAMIC RETARGETING IS USED IN ADVERTISING TO ADDRESS USERS THAT ALREADY INTERACTED WITH THE BRAND ONLINE AND OFFER THEM PERSONALIZED CONTENT TO MOTIVATE THEM TO PROCEED IN THE NEXT STAGE OF THE CUSTOMER PURCHASE JOURNEY WHILE AUTOMATION IS GENERALLY ASSOCIATED WITH THE INCREASED EFFECTIVENESS OF THE PROCESSES IT IS APPLIED TO THE HUMAN ASPECT OF MARKETING CREATES A DIFFERENT CONTEXT WITH UNEXPECTED RESPONSES A GROWING CORPUS OF STUDIES QUESTIONS THE EFFECTIVENESS OF TARGETED ONLINE ADVERTISEMENTS IN RELATION TO THE INCREASING NUMBER OF ADBLOCKER USERS AND DECREASING CLICK THROUGH RATES HOWEVER THESE STUDIES USUALLY DO NOT DISTINGUISH THE TYPE OF ADVERTISEMENTS OR THE PURCHASE STAGE DYNAMIC RETARGETING REPRESENTS AN ADVANCED TARGETING STRATEGY THAT USES A COMBINATION OF COOKIE AND PIXEL BASED USER TRACKING AND PERSONALIZED OFFERS USING E SHOP GENERATED PRODUCT FEEDS THIS ARTICLE TESTS THE EFFECTIVENESS OF 216 SETS OF DYNAMIC RETARGETING ADS BY COMPARING THEM WITH 216 NON DYNAMIC MANUALLY CREATED PRODUCT ADS BOTH IN FACEBOOK ADS MANAGER AND IN GOOGLE ADS

ESSAY FROM THE YEAR 2016 IN THE SUBJECT PHILOSOPHY THEORETICAL REALISATION SCIENCE LOGIC LANGUAGE GRADE 1 3 UNIVERSITY WITTEN HERDECKE WIRTSCHAFTSWISSENSCHAFT COURSE PHILOSOPHY OF SCIENCE AND EVIDENCE BASED MANAGEMENT LANGUAGE ENGLISH ABSTRACT THIS ESSAY AIMS TO ANALYZE DECISION MAKING IN THE FIELD OF DIGITAL ADVERTISING IN THE GERMAN MARKET IN ORDER TO DO THIS EFFECTIVELY THE STRUCTURE OF GERMANY S DIGITAL MEDIA INDUSTRY WILL BE ANALYZED WITH A PARTICULAR FOCUS ON THE RELATIONSHIP BETWEEN COMPANIES THEIR AGENCIES AND THIRD PARTY SERVICE PROVIDERS THE ROLE OF THESE ACTORS WITH REGARDS TO THE VALUE CHAINS OF COMPANIES MARKETING EFFORTS WILL BE ASSESSED MOREOVER THIS ESSAY AIMS TO ADDRESS THE COMMON FACTORS THAT LEAD TO INEFFICIENCIES IN DIGITAL MEDIA DECISION MAKING WHICH ARE OFTEN ROOTED IN THE STRUCTURAL RELATIONSHIP BETWEEN THE VARIOUS PLAYERS IN THE INDUSTRY E G ASYMMETRY OF INFORMATION THE MISMATCH BETWEEN MISSION STATEMENTS AND ACTUAL BUSINESS CONDUCT WITHIN AGENCIES AND SERVICE PROVIDERS THE AUTHOR WILL ASSESS THE POSSIBILITY OF BEST PRACTICES IN THE CONDUCT OF DIGITAL MEDIA DECISIONS AND USE EMPIRICAL EXAMPLES TO WHICH EXTENT THESE DECISIONS WERE

AIMED AT MAXIMIZING THE RETURN OF CLIENT INVESTMENT FINALLY THE AUTHOR WILL PROVIDE NORMATIVE SUGGESTIONS FOR COMPANIES THAT ENGAGE OR PLAN TO ENGAGE IN DIGITAL MEDIA AND MARKETING ACTIVITIES THAT AIM TO IMPROVE THE RETURN OF INVESTMENT

SEMINAR PAPER FROM THE YEAR 2022 IN THE SUBJECT COMMUNICATIONS PUBLIC RELATIONS ADVERTISING MARKETING SOCIAL MEDIA GRADE 10 HULT INTERNATIONAL BUSINESS SCHOOL LANGUAGE ENGLISH ABSTRACT THE TRADE DESK HEREINAFTER TTD IS A GLOBAL TECHNOLOGY FIRM WITH A FOCUS ON REAL TIME PROGRAMMATIC MARKETING AUTOMATION SOLUTIONS GOODS AND SERVICES TTD IDENTIFIES THE MAIN CHALLENGE ON HOW TTD SHOULD WORK WITH SIGNIFICANT TV PLATFORMS AND PROVIDERS TO HELP DRIVE THIS CULTURE CHANGE AMONG ADVERTISERS A POTENTIAL FOR MARKETERS HAS ARISEN AS A RESULT OF THE EMERGENCE OF CTV MORE INFLUENTIAL PLATFORMS INCLUDING NETFLIX DISNEY AND HBO MAX HAVE LATELY COMMITTED OFFERING DISCOUNTED SUBSCRIPTIONS IN RETURN FOR A FEW MINUTES OF ADS BETWEEN SERIES AND MOVIES THE PROMISE OF HIGHLY TARGETED DATA DRIVEN AD IMPRESSIONS FOR TV WHICH IS FREQUENTLY THE LARGEST CAMPAIGN COMPONENT HAS REPLACED THE CONVENTIONAL UPFRONT APPROACH WHERE MARKETERS COMMIT BILLIONS IN ADVANCE WITH NO CLEAR NOTION OF WHO WILL SEE THEIR ADS TO DELVE INTO THIS PROBLEM AND NARROW IT DOWN TO FINALLY COME UP WITH A MORE DETAILED RESEARCH QUESTION THE PEAL THE ONION APPROACHED WAS USED THE FUNNEL PROCESS WITHIN THE FRAMEWORK OF THIS RESEARCH ENTAILS CURRENT DATA AND ITS OUTLOOK OF THE ADS MARKET BOTH FOR TRADITIONAL AS WELL AS CTV ADS A BREAKDOWN OF BOTH ADVERTISEMENT METHODS ITS BIDDING ALLOCATION PROCESSES DIFFERENCES AS WELL AS ITS AD AND DISADVANTAGES ARE EXPLORED FURTHERMORE THE SIGNIFICANCE OF DATA COLLECTION OPPORTUNITY FOR CTV ADS AND PROBLEMS THAT MIGHT ARISE WITH IT ARE DISCUSSED ADDITIONALLY TO OPPORTUNITIES AND RISKS THAT COULD EMERGE WITH THIS NEW SHIFT TO CTV ADS BEFORE FINALLY ENDING IN THE RESEARCH QUESTION CAN TTD REVOLUTIONIZE CTV ADVERTISING THROUGH NEUROMARKETING AND ESTABLISH ITSELF AS THE LEADING SOFTWARE PLATFORM FOR CTV PLATFORMS BY DISPLAYING HIGHLY PERSONALIZED ADS TO EACH UNIQUE USER EVEN THOUGH THE CURRENT CTV ADVERTISING ALREADY PROVIDES PROMISING METRICS TO MEASURE THE SUCCESS RATE OF THE RESPECTIVE ADVERTISEMENTS ADS ARE ONLY DISTRIBUTED TO THE ACCORDING SERIES AND MOVIES RATHER TO THE USER HIM HERSELF THUS IF TTD WOULD ESTABLISH A SOLUTION TO BE ABLE TO SHOW SPECIFIC ADS TO SPECIFIC USERS THE VALUE BOTH QUANTITATIVE ROI AND QUALITATIVE VISITING THE WEBSITE SHOPPING THE PRODUCT WILL INCREASE SIGNIFICANTLY

UNDERSTAND THE MARKETING REVELATION THAT COMMERCIALIZED THE INTERNET AD SERVING PROVIDES A COMMERCIAL INFRASTRUCTURE TO THE INTERNET SPANNING ALL SITES AND TOUCHING ALL USERS ALL THE TIME AD SERVING GIVES MARKETERS THE ABILITY TO DELIVER AND MEASURE THEIR ADS FOR EXCEPTIONALLY LOW COST REVEALING THE TRUE VALUE OF THE AD SPACE THEY PAY FOR UTILIZING COOKIE AND PAGE LEVEL ANALYSIS MARKETERS CAN BUILD VAST POOLS OF PSEUDONYMOUS DATA ABOUT WEBSITES ADS AND THE USERS THAT ENCOUNTER THEM THIS DATA AND THE TRUSTED PUBLISHER INDEPENDENT METHODOLOGY FOR MEASUREMENT SECURES INVESTMENT FOR PUBLISHERS THE COUNTING TRACKING AND THE DELIVERY OF ADS TO ENABLE THIS DATA TAKES PLACE AT MASSIVE SCALE THE PROCESSES AND SYSTEMS BEHIND DATA COLLECTION ARE COMPLEX AND MARKETERS ARE EXPECTED TO LEARN HOW TO USE THEM AS THE INDUSTRY GROWS APPLYING THIS KNOWLEDGE TO THEIR NEW ROLES IN DIGITAL ADVERTISING MANY UNDERTAKE THIS CHALLENGE UNAWARE OF THE COMPLEXITY THAT LIES AHEAD THE LEARNING RESOURCES ARE FEW AND FAR BETWEEN THIS BOOK SATISFIES AN INTERMEDIATE LEVEL OF TUITION TO AD SERVING TECHNOLOGY ILLUSTRATING HOW AND WHY ADVERTISERS CONTINUE TO GROW THEIR AD SPEND IN THE PLANET'S FAVORITE NEW MEDIA CHANNEL TOPICS COVERED INCLUDES INTRODUCTION TO DIGITAL ADVERTISING INTRODUCTION TO AD SERVING TECHNOLOGIES CAMPAIGN SETUP IN THE AD SERVER BY CHANNEL STANDARD DISPLAY RICH MEDIA INSTREAM VIDEO SEO PAID SEARCH AFFILIATE

EMAIL AND SOCIAL THIS BOOK ALSO COVERS CONVERSIONS ATTRIBUTION RETARGETING OPTIMIZATION STRATEGIES ADSERVER REPORTING ADSERVER ANALYTICS PRIVACY TECHNOLOGY AND AN INTRODUCTION TO PROGRAMMATIC INCLUDING DSPS SSPS DMPS ATD S ITD S AND RTB

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MANY EBOOK PLATFORMS ALLOW YOU TO SYNC YOUR LIBRARY ACROSS MULTIPLE DEVICES, SO YOU CAN PICK UP RIGHT WHERE YOU LEFT OFF, NO MATTER WHICH DEVICE YOU'RE USING.

CHALLENGES AND LIMITATIONS

DESPITE THE BENEFITS, FREE EBOOK SITES COME WITH CHALLENGES AND LIMITATIONS.

QUALITY AND AVAILABILITY OF TITLES

NOT ALL BOOKS ARE AVAILABLE FOR FREE, AND SOMETIMES THE QUALITY OF THE DIGITAL COPY CAN BE POOR.

DIGITAL RIGHTS MANAGEMENT (DRM)

DRM CAN RESTRICT HOW YOU USE THE EBOOKS YOU DOWNLOAD, LIMITING SHARING AND TRANSFERRING BETWEEN DEVICES.

INTERNET DEPENDENCY

ACCESSING AND DOWNLOADING EBOOKS REQUIRES AN INTERNET CONNECTION, WHICH CAN BE A LIMITATION IN AREAS WITH POOR CONNECTIVITY.

FUTURE OF FREE EBOOK SITES

THE FUTURE LOOKS PROMISING FOR FREE EBOOK SITES AS TECHNOLOGY CONTINUES TO ADVANCE.

TECHNOLOGICAL ADVANCES

IMPROVEMENTS IN TECHNOLOGY WILL LIKELY MAKE ACCESSING AND READING EBOOKS EVEN MORE SEAMLESS AND ENJOYABLE.

EXPANDING ACCESS

EFFORTS TO EXPAND INTERNET ACCESS GLOBALLY WILL HELP MORE PEOPLE BENEFIT FROM FREE EBOOK SITES.

ROLE IN EDUCATION

AS EDUCATIONAL RESOURCES BECOME MORE DIGITIZED, FREE EBOOK SITES WILL PLAY AN INCREASINGLY VITAL ROLE IN LEARNING.

CONCLUSION

IN SUMMARY, FREE EBOOK SITES OFFER AN INCREDIBLE OPPORTUNITY TO ACCESS A WIDE RANGE OF BOOKS WITHOUT THE FINANCIAL BURDEN. THEY ARE INVALUABLE RESOURCES FOR READERS OF ALL AGES AND INTERESTS, PROVIDING EDUCATIONAL MATERIALS, ENTERTAINMENT, AND ACCESSIBILITY FEATURES. SO WHY NOT EXPLORE THESE SITES AND DISCOVER THE WEALTH OF KNOWLEDGE THEY OFFER?

FAQs

ARE FREE EBOOK SITES LEGAL? YES, MOST FREE EBOOK SITES ARE LEGAL. THEY TYPICALLY OFFER BOOKS THAT ARE IN THE PUBLIC DOMAIN OR HAVE THE RIGHTS TO DISTRIBUTE THEM. HOW DO I KNOW IF AN EBOOK SITE IS SAFE? STICK TO WELL-KNOWN AND REPUTABLE SITES LIKE PROJECT GUTENBERG, OPEN LIBRARY, AND GOOGLE BOOKS. CHECK REVIEWS AND ENSURE THE SITE HAS PROPER SECURITY MEASURES. CAN I DOWNLOAD EBOOKS TO ANY DEVICE? MOST FREE EBOOK SITES OFFER DOWNLOADS IN MULTIPLE FORMATS, MAKING THEM COMPATIBLE WITH VARIOUS DEVICES LIKE E-READERS, TABLETS, AND SMARTPHONES. DO FREE EBOOK SITES OFFER AUDIOBOOKS? MANY FREE EBOOK SITES OFFER AUDIOBOOKS, WHICH ARE PERFECT FOR THOSE WHO PREFER LISTENING TO THEIR BOOKS. HOW CAN I SUPPORT AUTHORS IF I USE FREE EBOOK SITES? YOU CAN SUPPORT AUTHORS BY PURCHASING THEIR BOOKS WHEN POSSIBLE, LEAVING REVIEWS, AND SHARING THEIR WORK WITH OTHERS.

