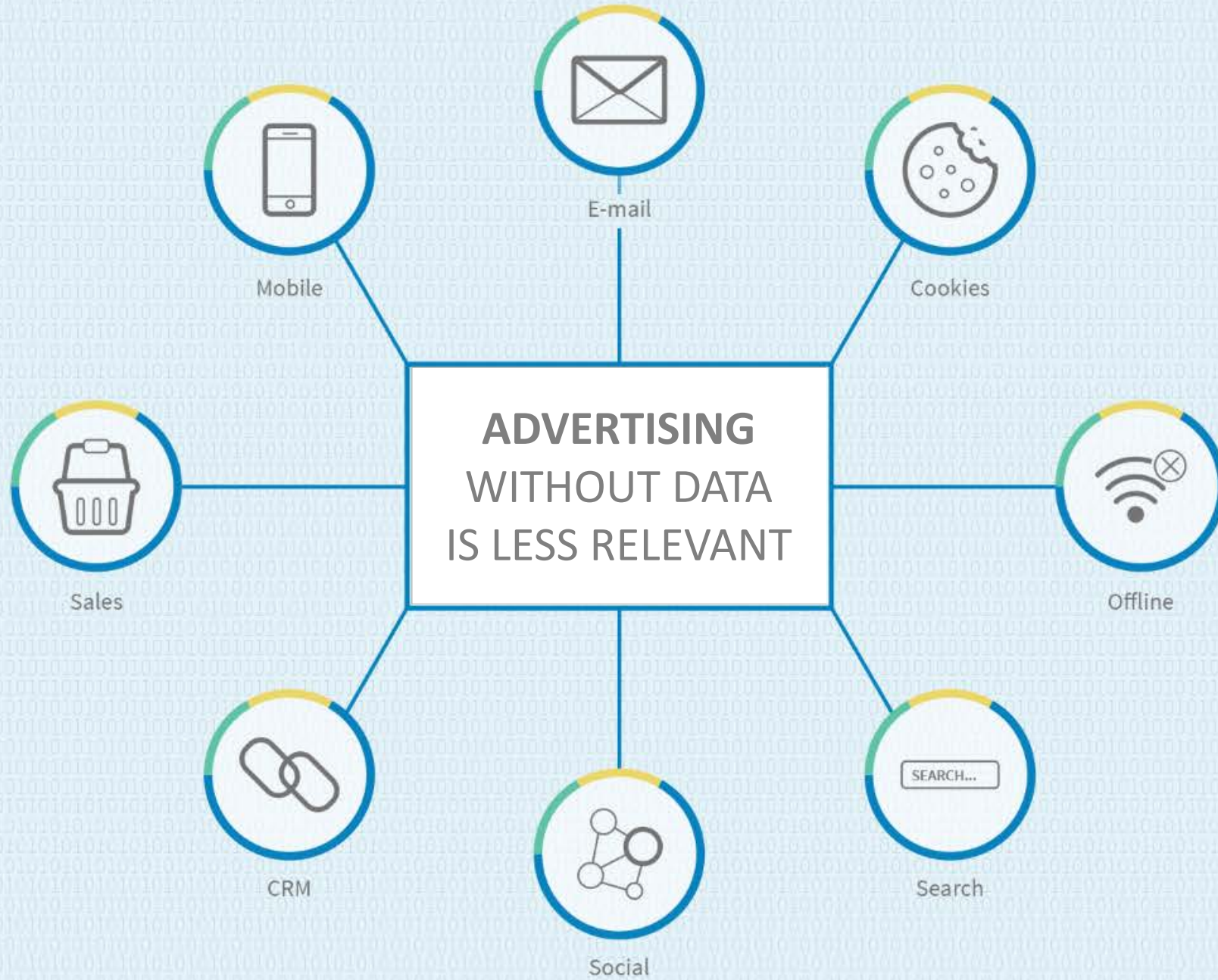




THE ROLE OF DATA IN PROGRAMMATIC – HAVE YOU ACTIVATED YOUR DATA?

Stefan Sommer, Director Global Solutions

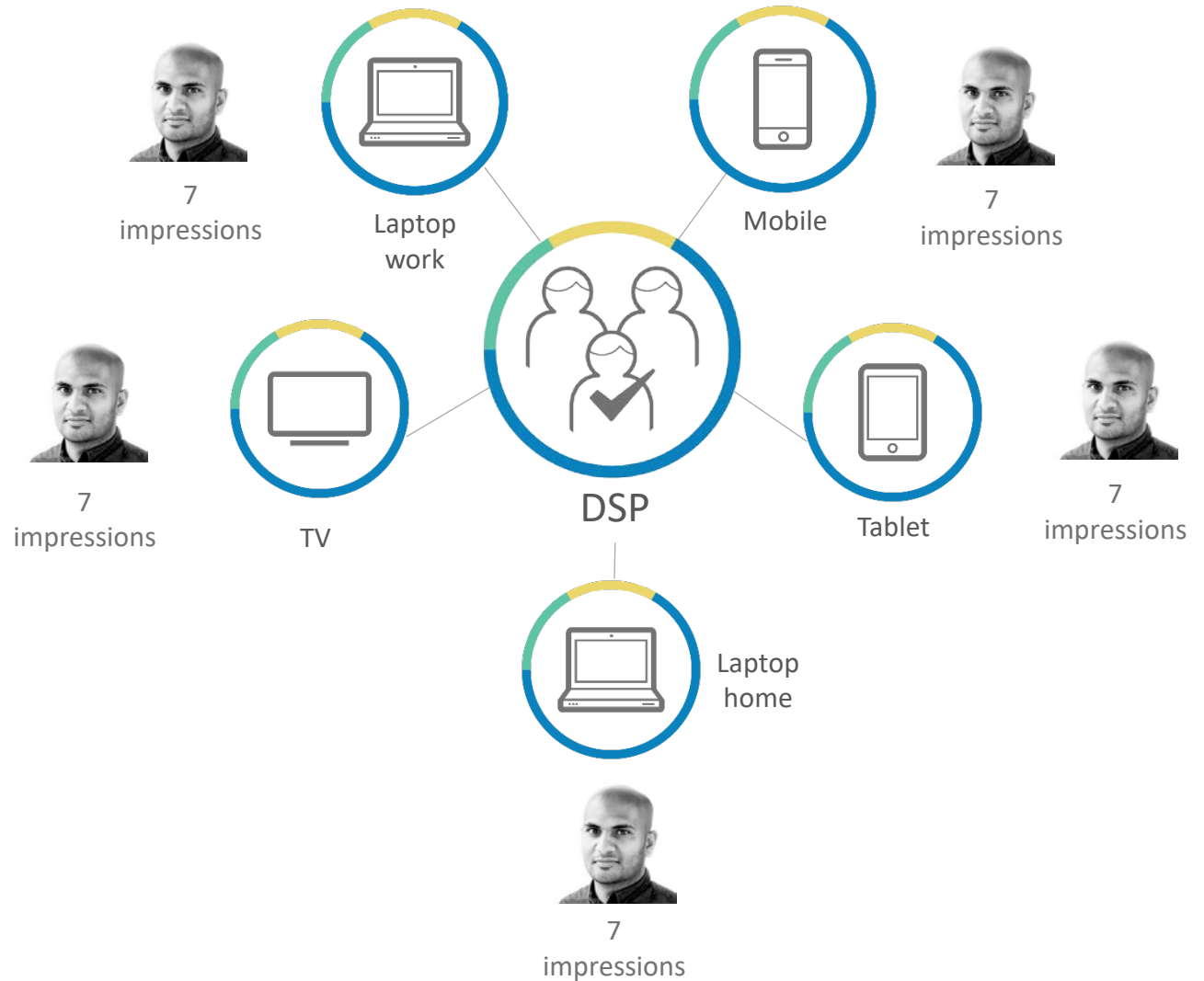
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7

“The Rule of Seven”

You have to state your brand’s message seven times to stand out and be remembered.



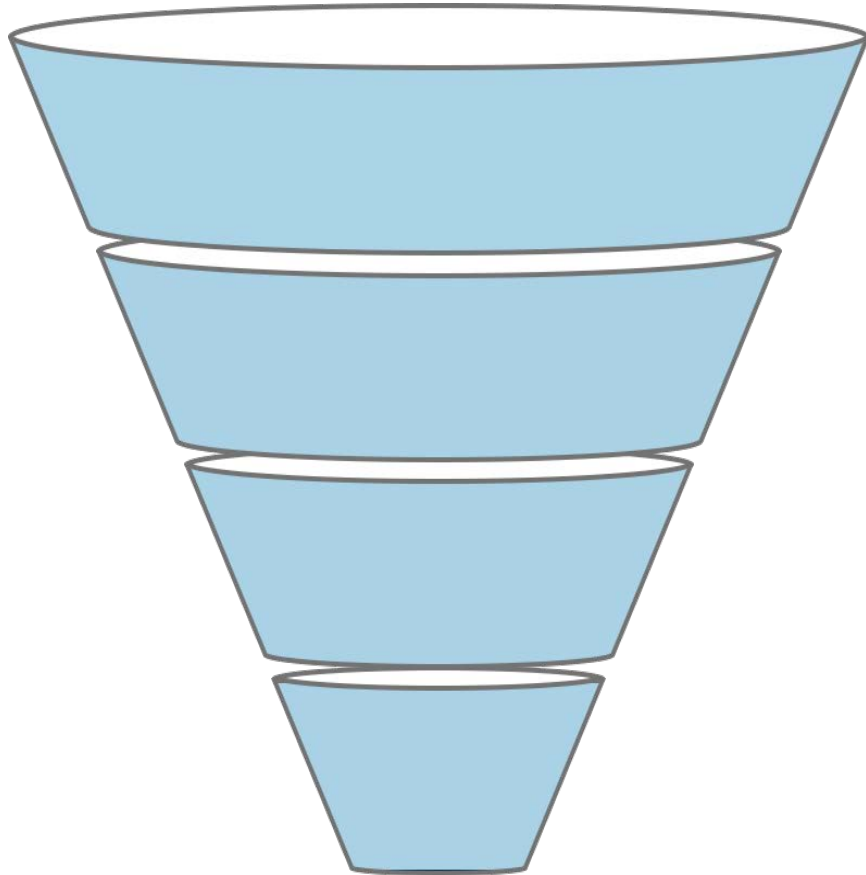
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Cross Device

Reaching consumers instead of devices and reducing media waste.

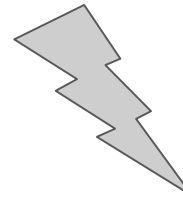


BRIDGING THE GAP BETWEEN BRANDING AND PERFORMANCE BY USING DATA



Branding/ Awareness

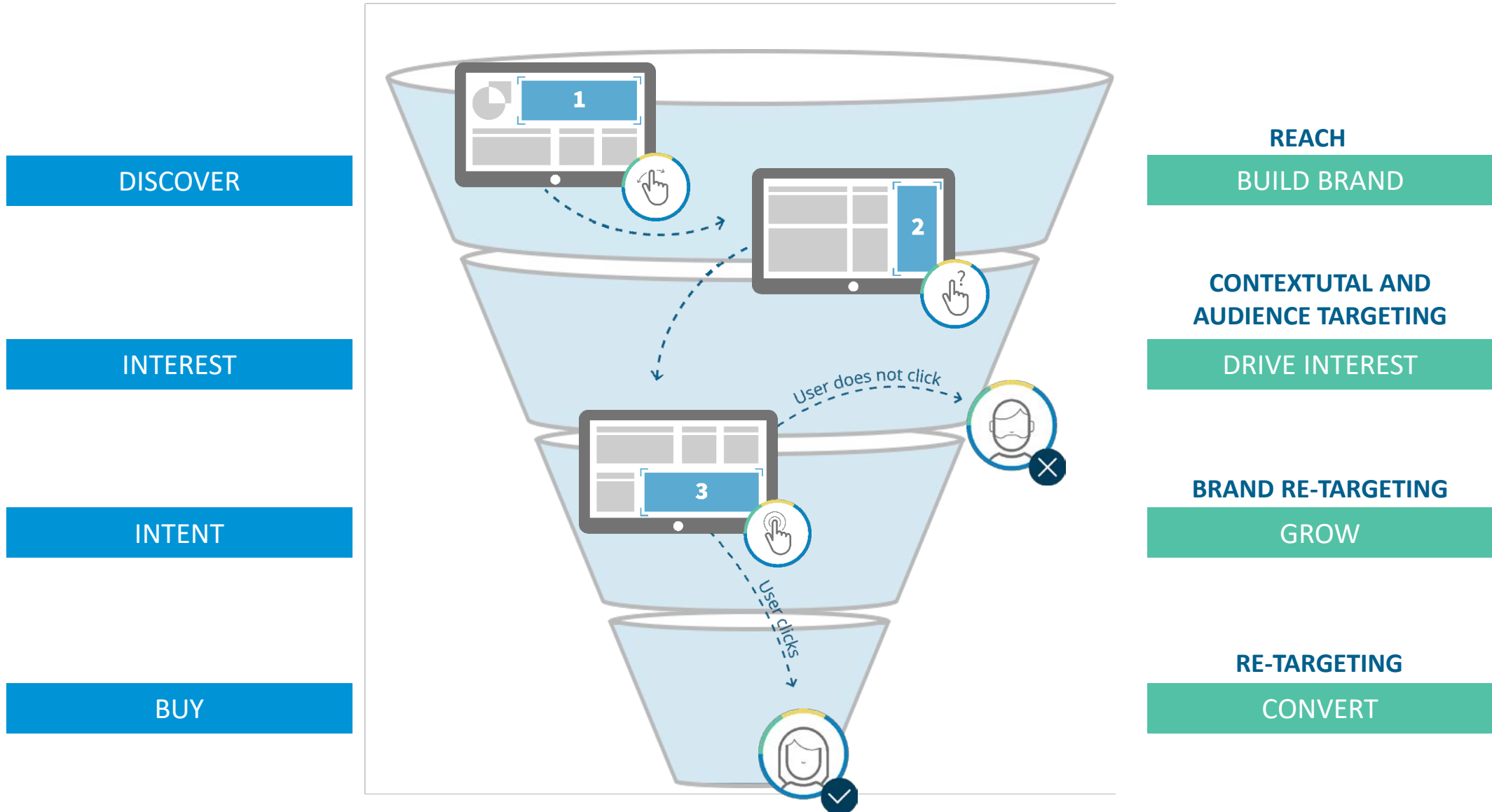
“ We need premium inventory and optimize on impression delivery. Visibility is very important! ”



Performance

“ Our goal CPO is 50€. That is what we optimize against. We tried deals with publishers, but prices to high. ”

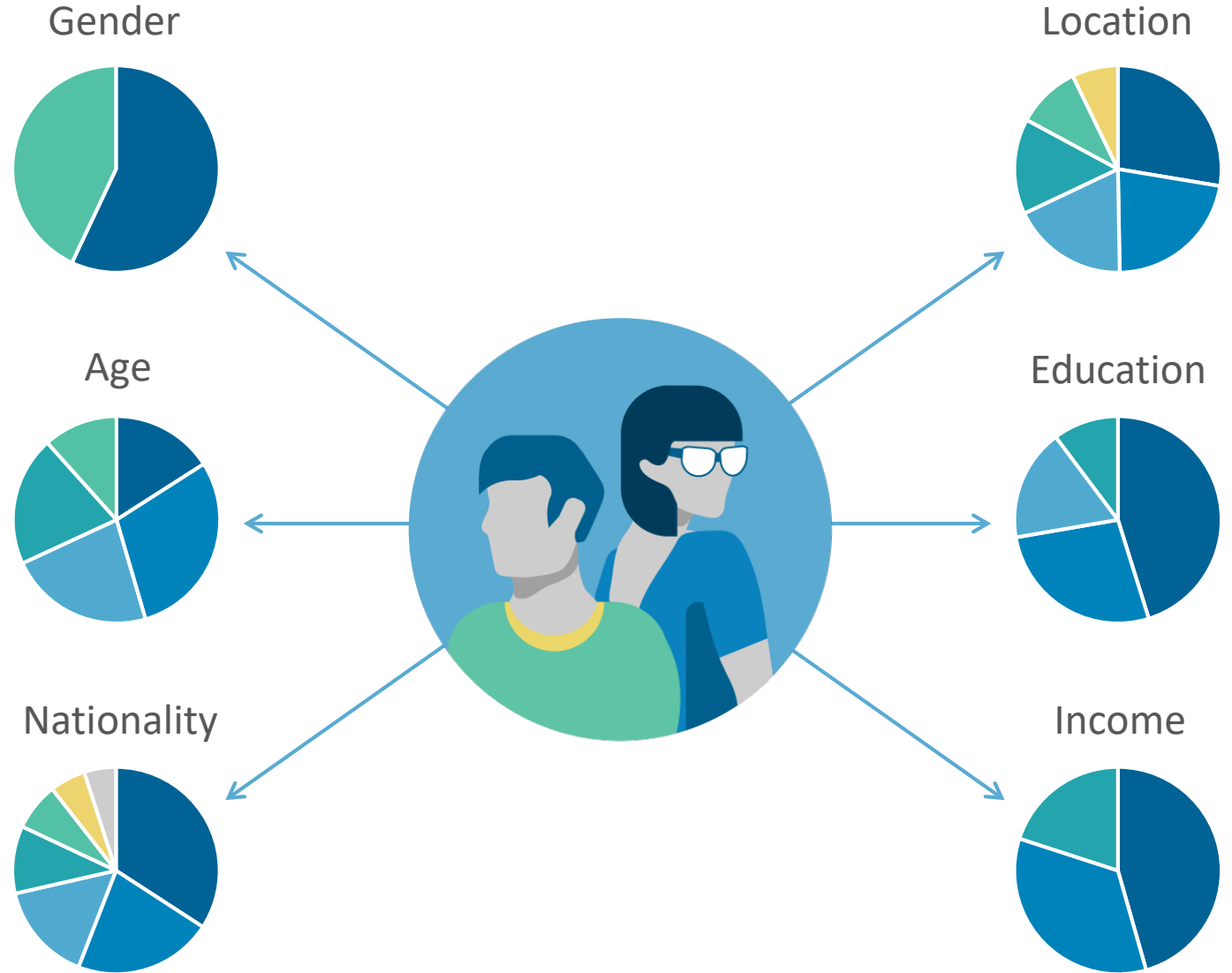
USE THE ADVERTISING DATA TO BUILD A FULL-FUNNEL APPROACH AND BRIDGE THE GAPS



Understand & Discover

Gain an enhanced understanding of your customers and prospects in order to improve campaign messages and efficiency.

Use 3rd party data providers to gain insights in your audience (e.g. website visitors) and optimize your campaign strategies.



Know Your Audience

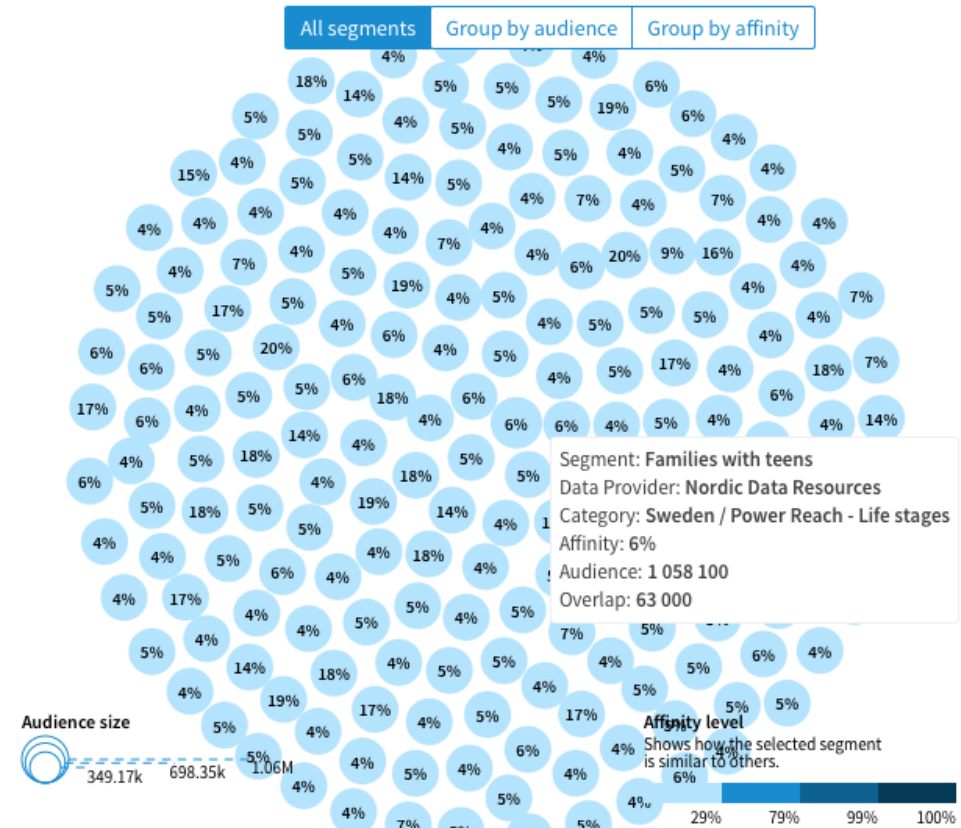
Gain insights into your audience composition, life cycle and usage across buying platforms.

Sort: Creation Date Status: Active TTL: 1 - 7 Audience: 0 - 20k Fee: 0 - 0.99

	ID	Reference Id	Name	TTL	Fee (EUR)	Frequency	Extended	Cross-Device
<input type="checkbox"/>	ACTIVE 512746	4304	Purchased - 250 to 500 PND in 2016	120	0.50	1	No	No
<input type="checkbox"/>	ACTIVE 512745	4303	Purchased - adizero	120	0.50	1	No	No
<input type="checkbox"/>	ACTIVE 512710	4302	Visit - adizero	120	0.50	1	No	No
<input type="checkbox"/>	ACTIVE 512709	4301	Search - adizero	120	0.50	1	No	No
<input type="checkbox"/>	ACTIVE 512708	4300	Search - Running / Adidas	120	0.50	1	No	No

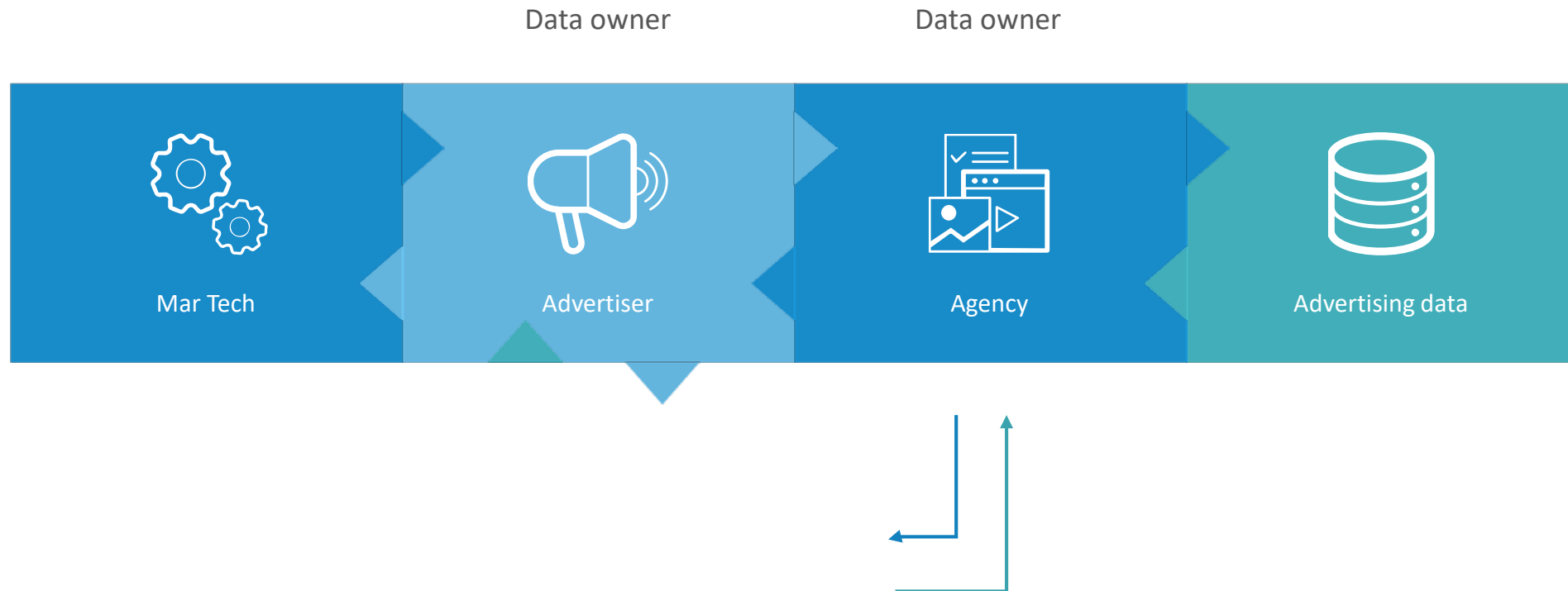


Data Provider: Reverse segment affinity comparison



DATA IS KING, ESPECIALLY IN PROGRAMMATIC

BUT THERE IS A SHIFT OF DATA OWNERSHIP



WHAT ARE THE IMPLICATIONS?



Advertiser concentrate on data strategies and agencies on campaign management aspects.



Budget allocation and channel orchestration will be influenced by data-driven decisions (attribution and media mix modelling).



Transparent market models will increase and black-box or arbitrage will decrease.

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Questions?

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