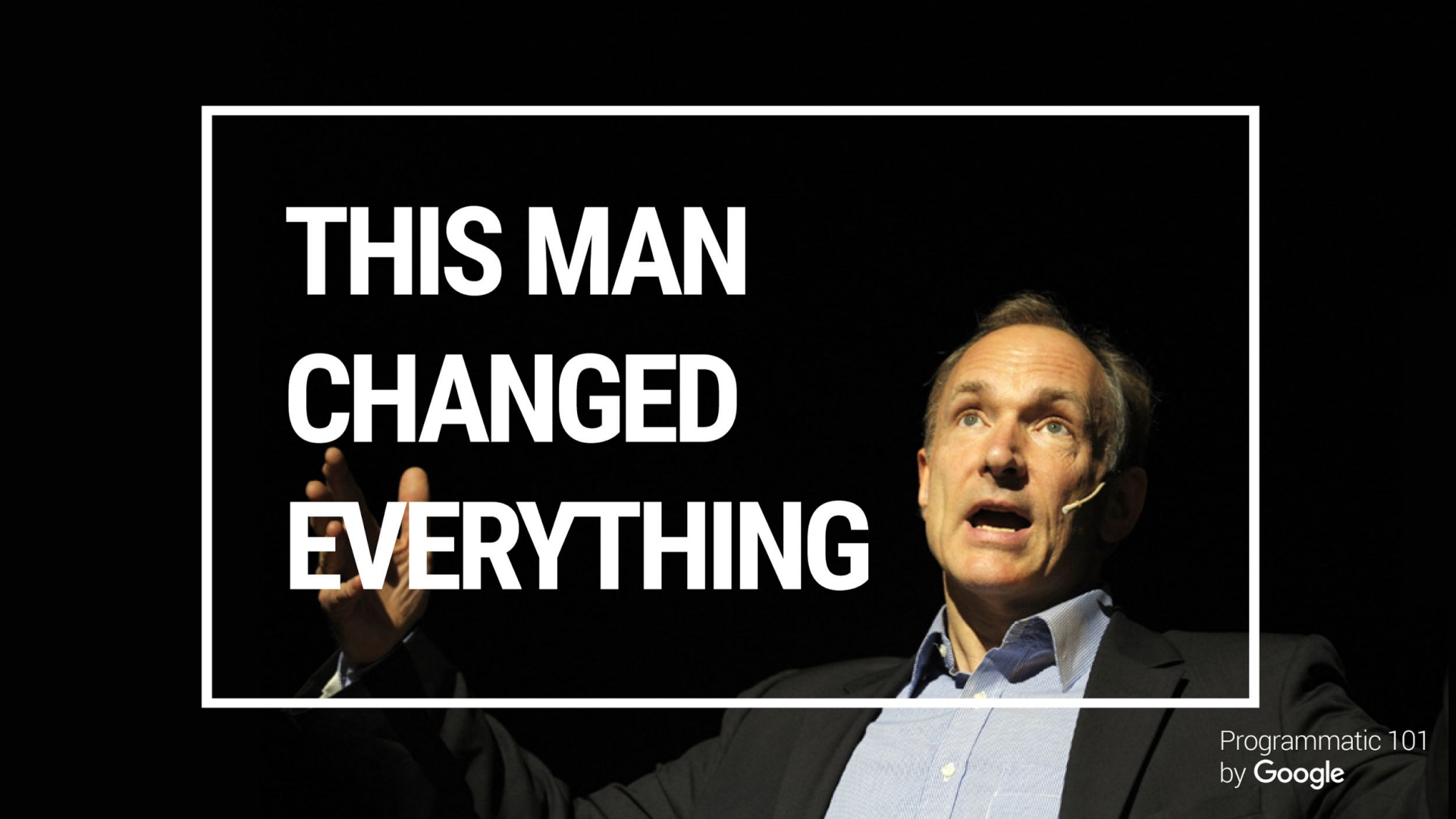
FINDING YOUR AUDIENCES

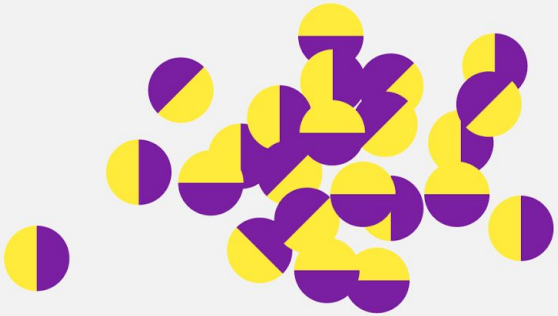
New opportunities for marketers through data and technology

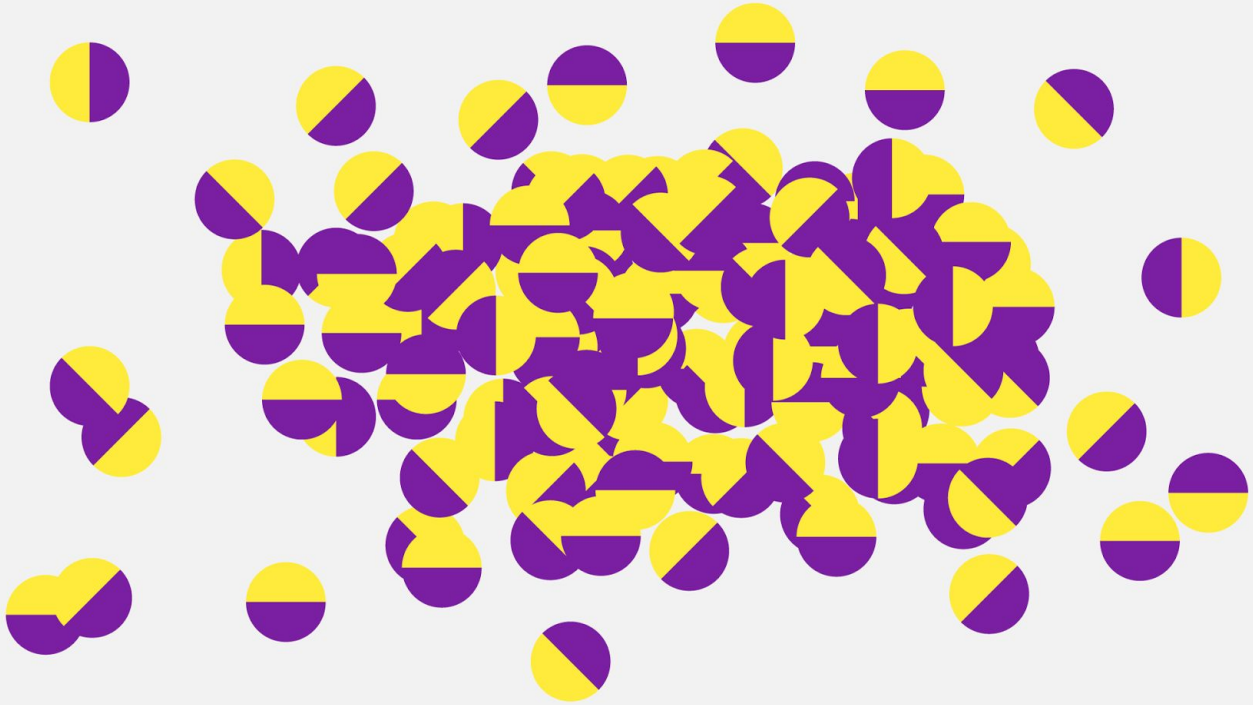
DoubleClick by Google

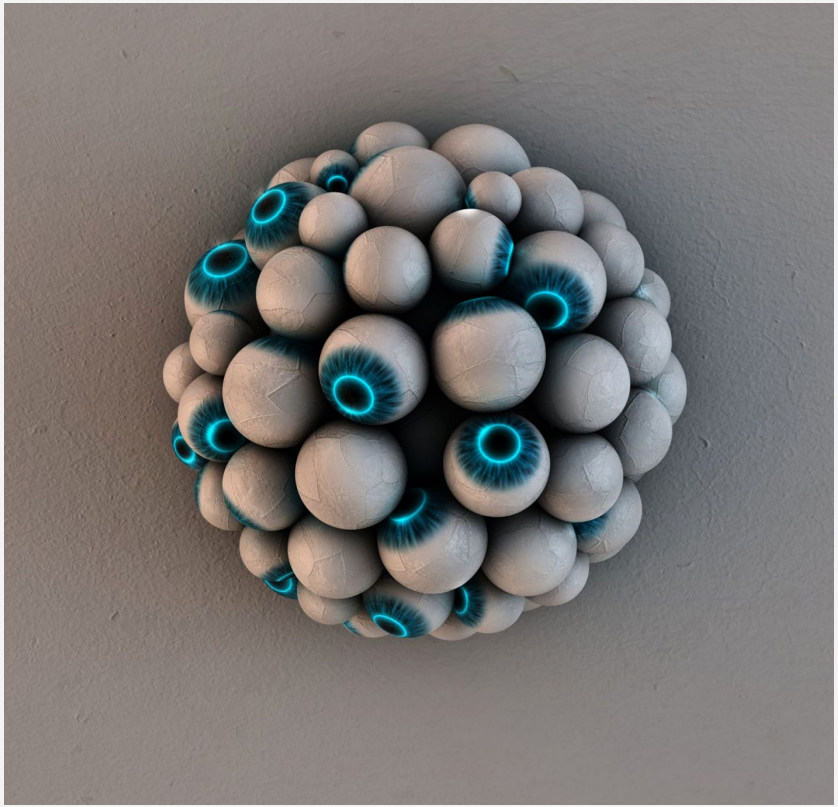
THIS MAN CHANGED EVERYTHING



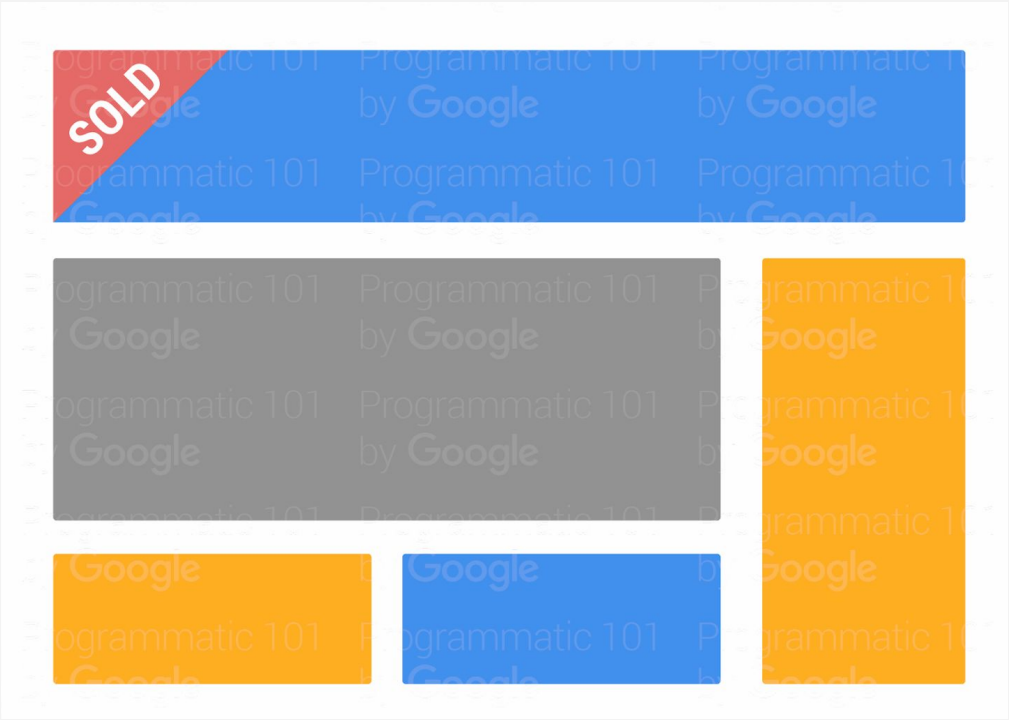
Programmatic 101
by Google



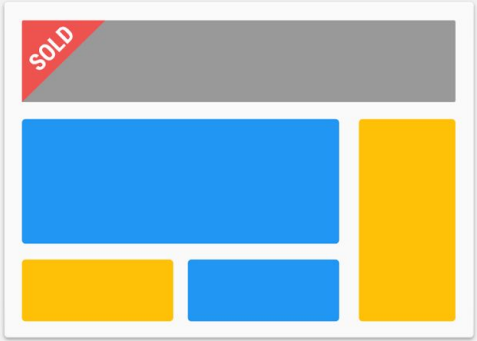




The proliferation of digital eyeballs



Developments affected buyers and sellers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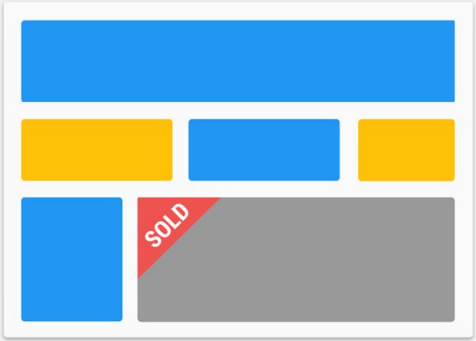
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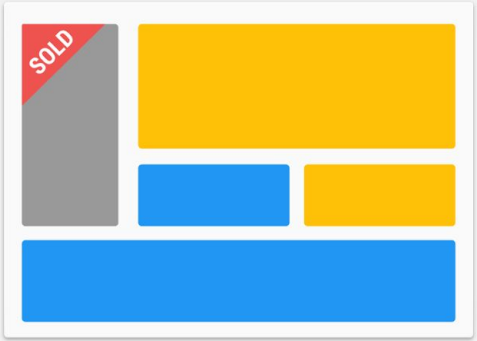
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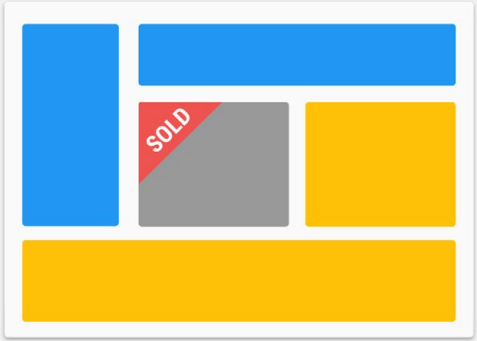
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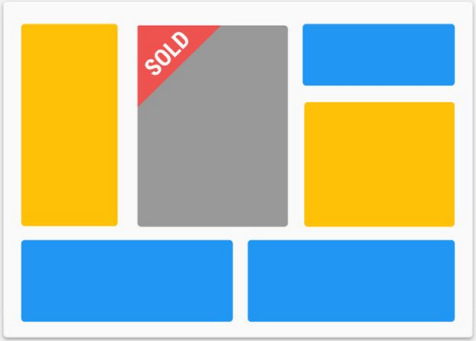
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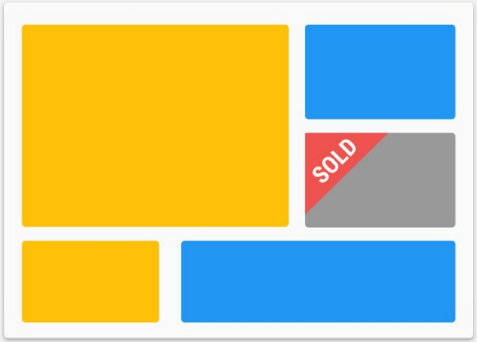
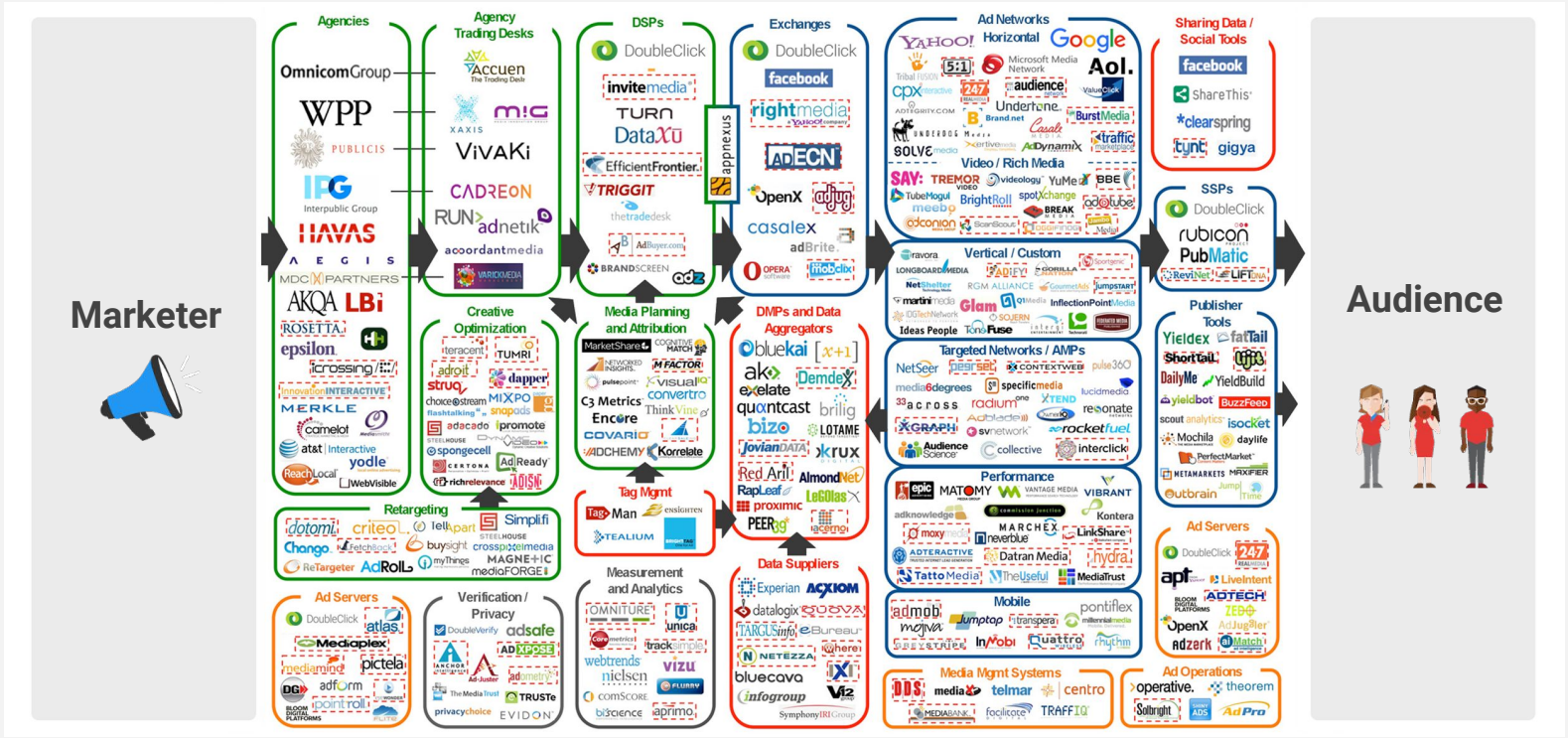

SOLD

Technology facilitated real-time buying

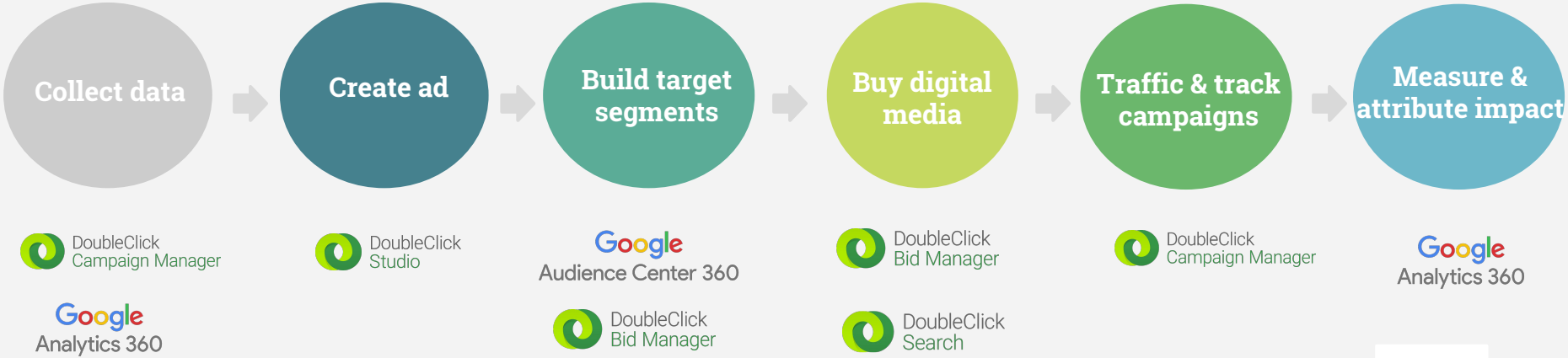
A Complex Landscape



Key Ad Tech Components - We are here to help!

Ad Serving	Search Management	Demand Side Platforms	Rich Media	Data Management
Measure digital media efforts right	**Measure search media efforts**	**Action measurement data via precision marketing**	**Action measurement data via precision marketing**	**Measure all digital properties correctly**
A technology solution that allows you to traffic, serve and report all digital campaigns within a centralised hub, using data to inform optimisation and insights	Using the Search Engine Management Tool to manage Paid Search across engine accounts.	A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface	Rich media refers to visually engaging (and often interactive) display ads on websites. Rich media creatives can expand to allow users to interact with them and can include elements, such as social media, video, and gaming.	Collect consumers' data across all digital campaigns and websites interactions, get transparency on performance & cost, enable seamless data strategy execution and enhanced customer knowledge

One Single Point of Access Along the Full Campaign Lifecycle



Floodlight Tag: Single identifier that gives one view of the customer path, allowing for cross-channel optimization

Technology allows us to re-evaluate the value of a user by listening to audience signals

WHAT DO WE MEAN BY AUDIENCE SIGNALS?

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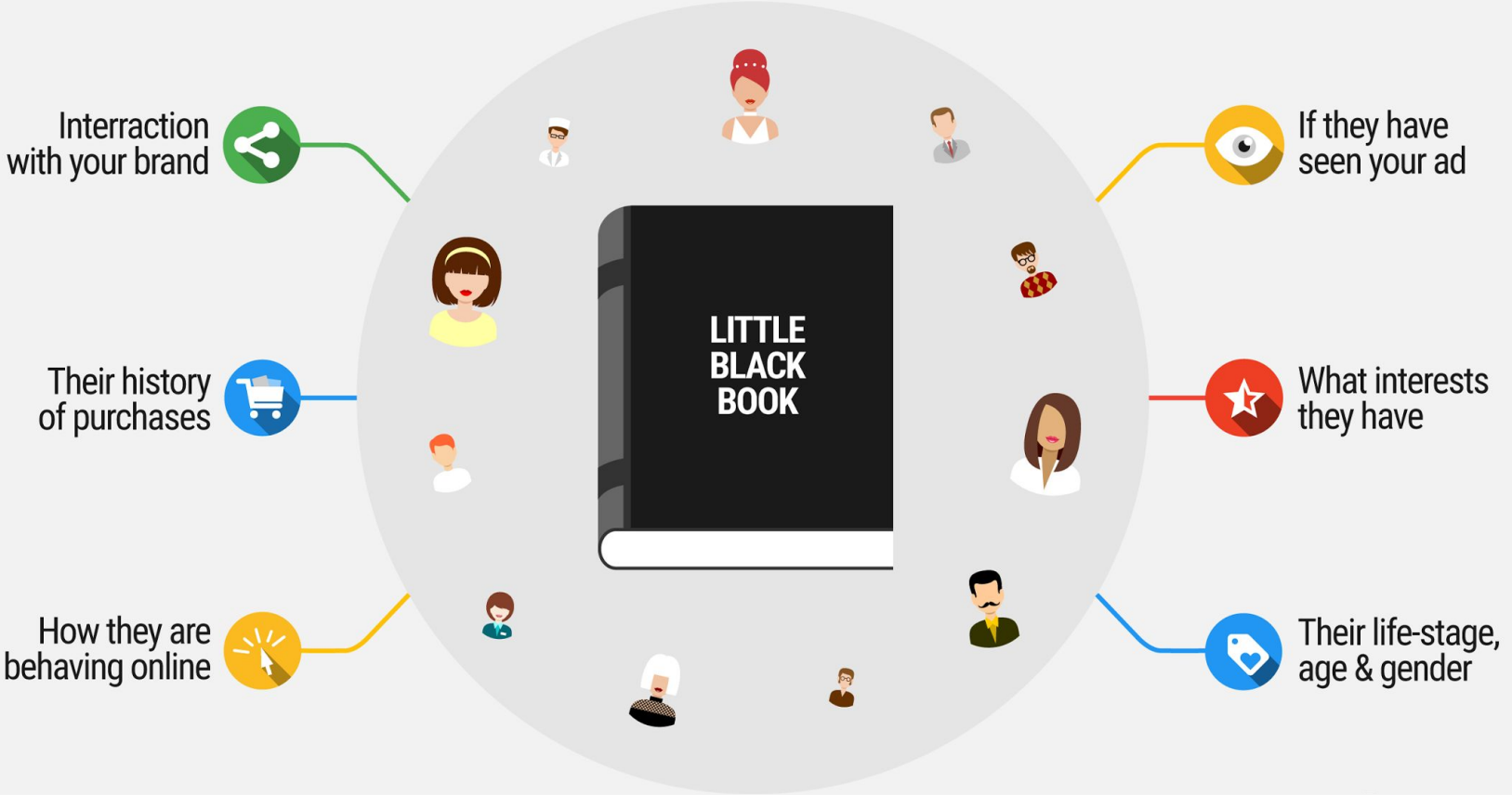
MOBILE
DESKTOP

IN STORE
SEARCH
SOCIAL
DISPLAY

PRODUCT A
PRODUCT B


Interraction with your brand
Their history of purchases
How they are behaving online
LITTLE BLACK BOOK
If they have seen your ad
What interests they have
Their life-stage, age & gender

USE **SIGNALS** TO UNDERSTAND YOUR AUDIENCE

USE **TECHNOLOGY** TO REACH YOUR AUDIENCES

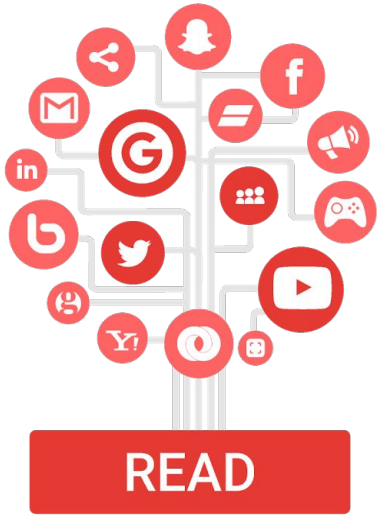
REACHING YOUR AUDIENCES

New opportunities for marketers
through data and technology

DoubleClick
by Google

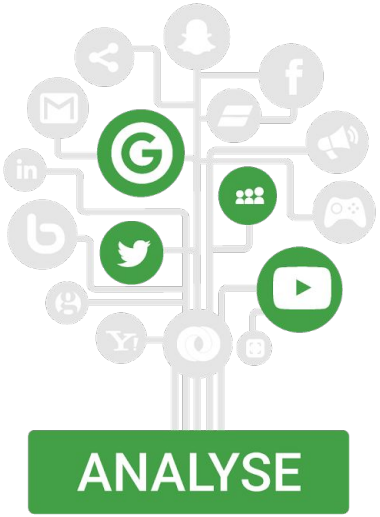
RIGHT PERSON, RIGHT MESSAGE, RIGHT TIME

We do this with a demand side platform



Find all of the available advertising opportunities

(76+ exchanges & other media opportunities)



Sort through inventory to find the best fit for advertiser

(Matches the criteria)

RTB or Pre-Agreed Deals to secure the ad space

(For example a deal could be programmatic guaranteed)

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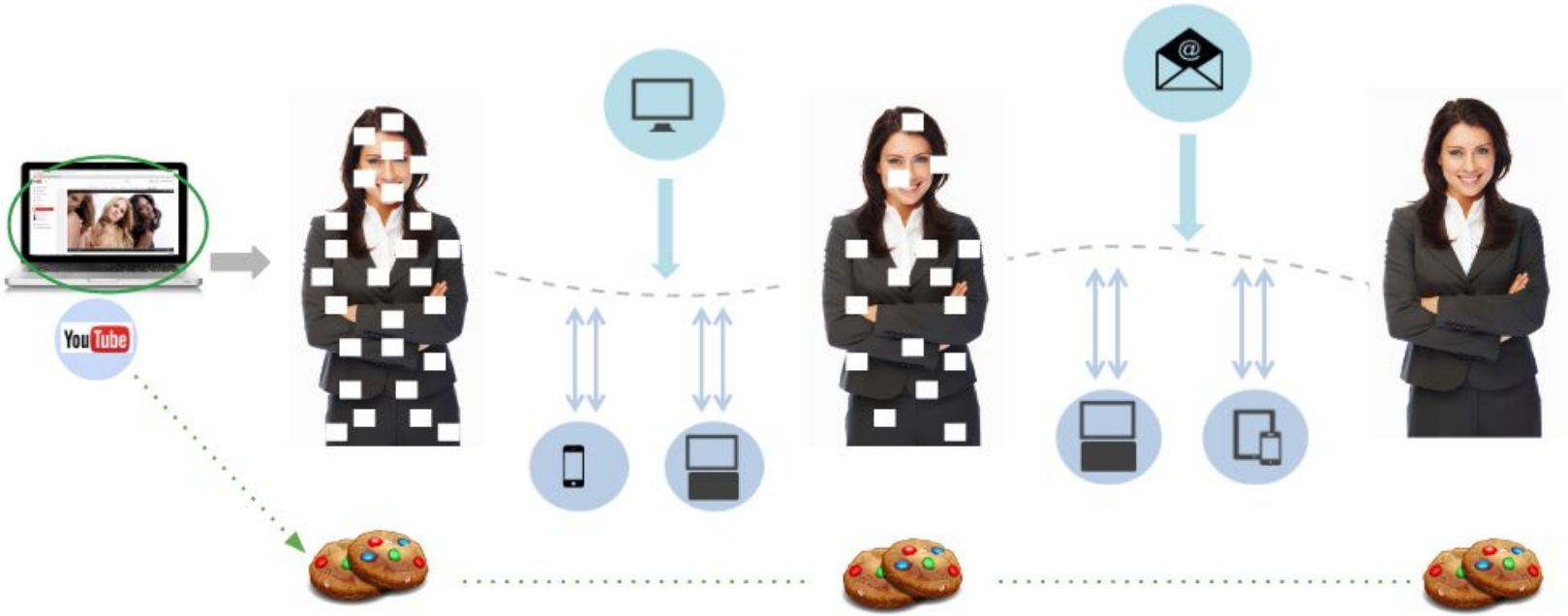
CUSTOMER KNOWLEDGE: Learn from Each User Interaction



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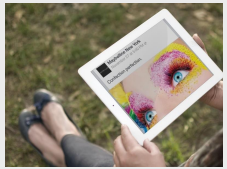
CREATIVE RELEVANCE, THE NEW NORMAL

MASS-COMMUNICATION

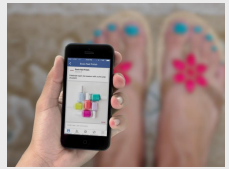
MASS-TARGETING

Office

Weekends



Vacation



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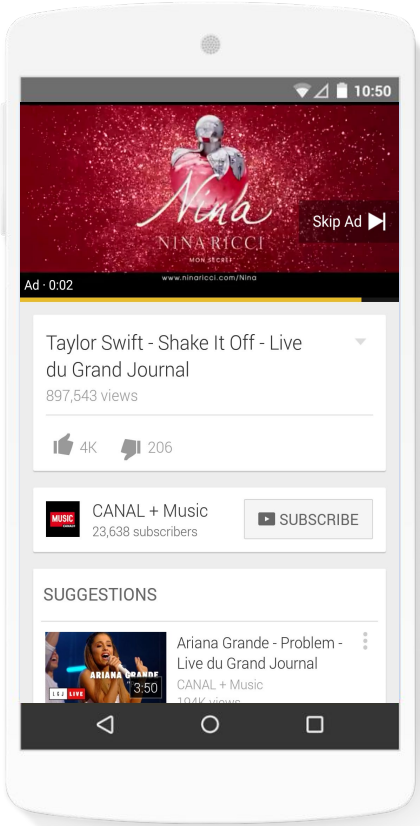
YouTube TrueView in DBM

Inventory Access



Features of TrueView

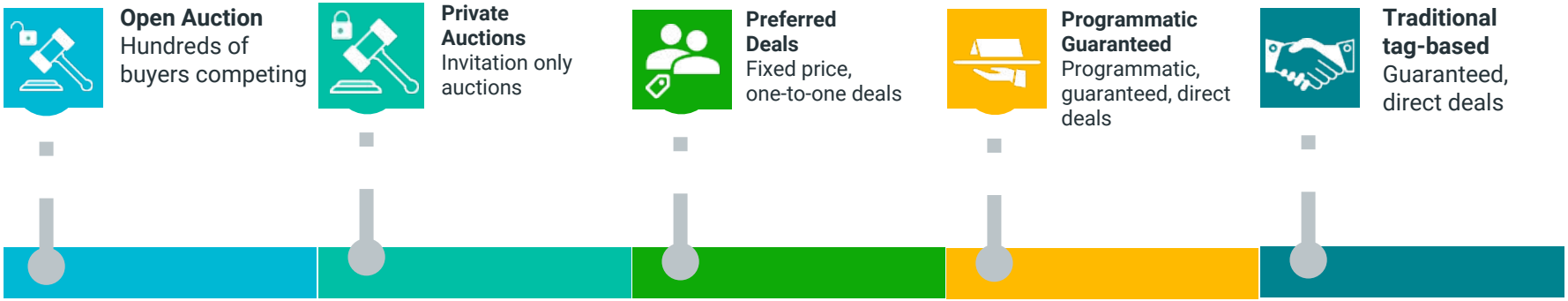
- Cost per View pricing
- Every engaged view increments your public view count on YouTube
- No restriction on video length
- Build remarketing lists for re-messaging or excluding users
- Run Brand Lift Surveys to measure impact

Preferred Deals

Inventory Access

Open & Liquid

Exclusive & Negotiated



Open Auction
Hundreds of buyers competing

Private Auctions
Invitation only auctions

Preferred Deals
Fixed price, one-to-one deals

Programmatic Guaranteed
Programmatic, guaranteed, direct deals

Traditional tag-based
Guaranteed, direct deals

Consolidates media buying to **one platform**

programmatic with **reserved premium** inventory

Transparency into deal settings

Offers a more **efficient** workflow

1P data is critical to linking any consumer journey

- Consumers are creating a **myriad of signals** for marketers through their online and offline behavior
- Advertisers have long used first-party (1P) data, but applying this deep understanding of what their consumers are doing **offline to online** campaigns is **still relatively new**
- With **constantly connected consumers**, it becomes essential for marketers to develop campaigns that center around a **single view of the customer**

Google's Varied and Rich Data

Audience

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Cross Device: Amazing Coverage

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Content verification ad blocking

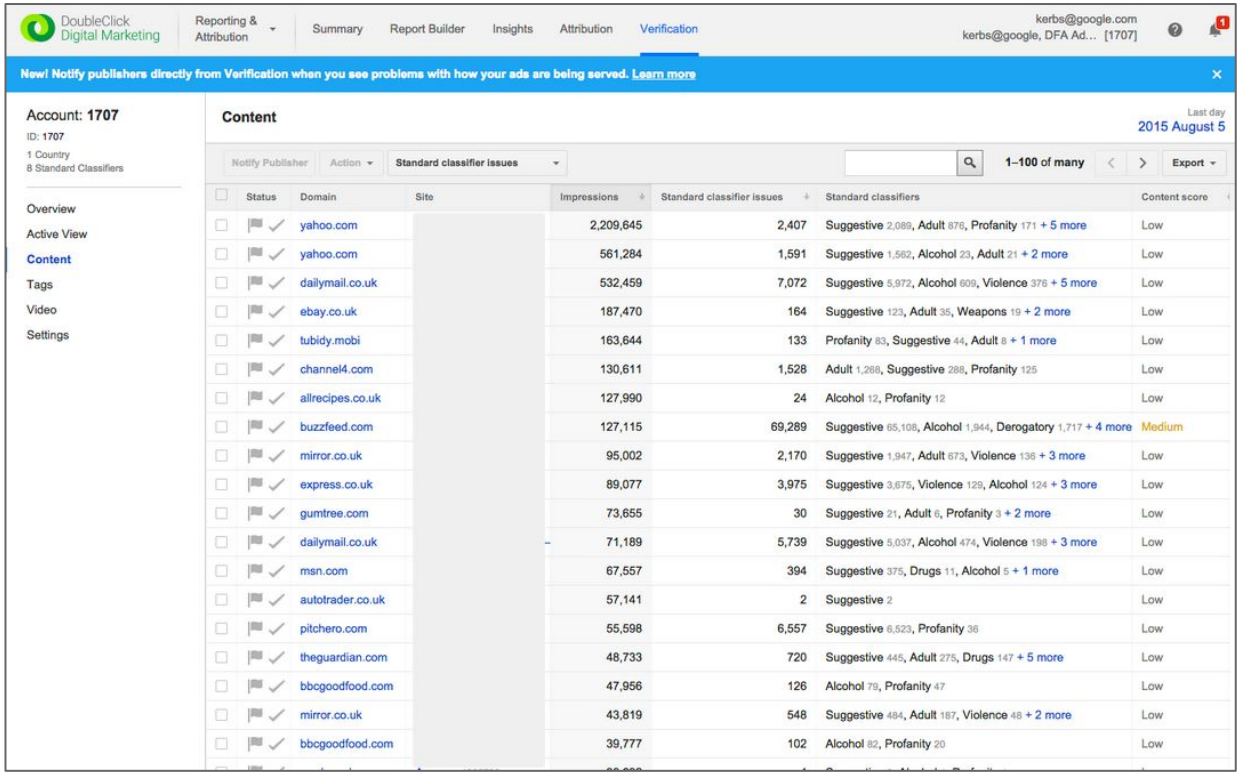
Campaign Measurement

Proactively stop ads from serving altogether on content you deem inappropriate

No added tagging or cost

Block in real time based on blacklists or content classifiers

Available for both display and video



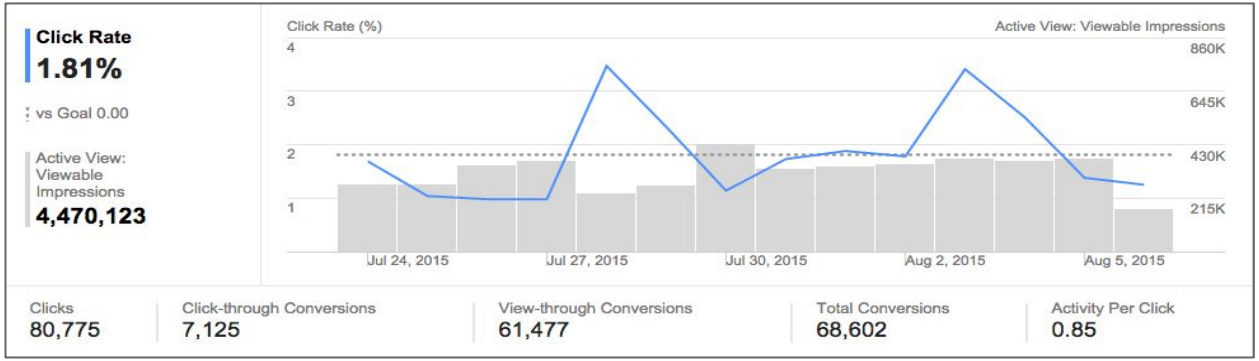
Viewability

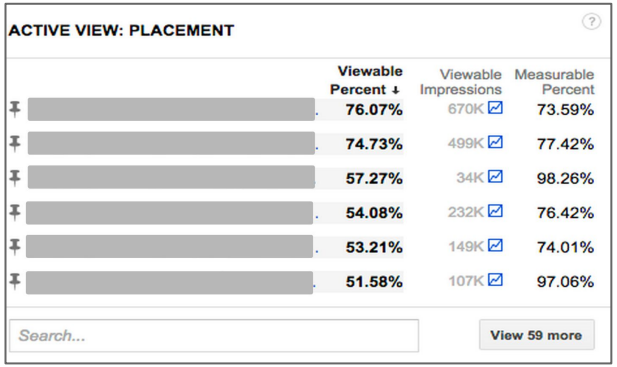
Measure, target and automatically optimise towards viewability

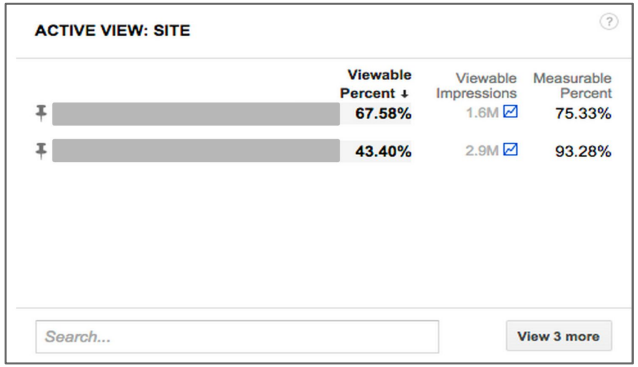
No added tagging or cost and accredited by the MRC

Available for both display and video

Extensive eligible impression coverage







Fraud detection and removal

Campaign Measurement

Filter, detect and remove fraudulent clicks and impressions

Tackling key areas such as:

- Non human (bot traffic)
- Hidden ads
- Misrepresented inventory
- Ad injections

Based on Google and Spider.IO technology

Works seamlessly in the background with no additional costs or tagging

Turn data to insights

Seamlessly aggregate and analyze your data in one place

Connect creative to insights

Leverage insights to build big brand moments with programmatic efficiency

Leverage tech to scale

Be there across channels and devices to scale against all moments

Measure and optimize fast

Optimize based on awareness and consideration metrics in near real-time

Google | DoubleClick

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