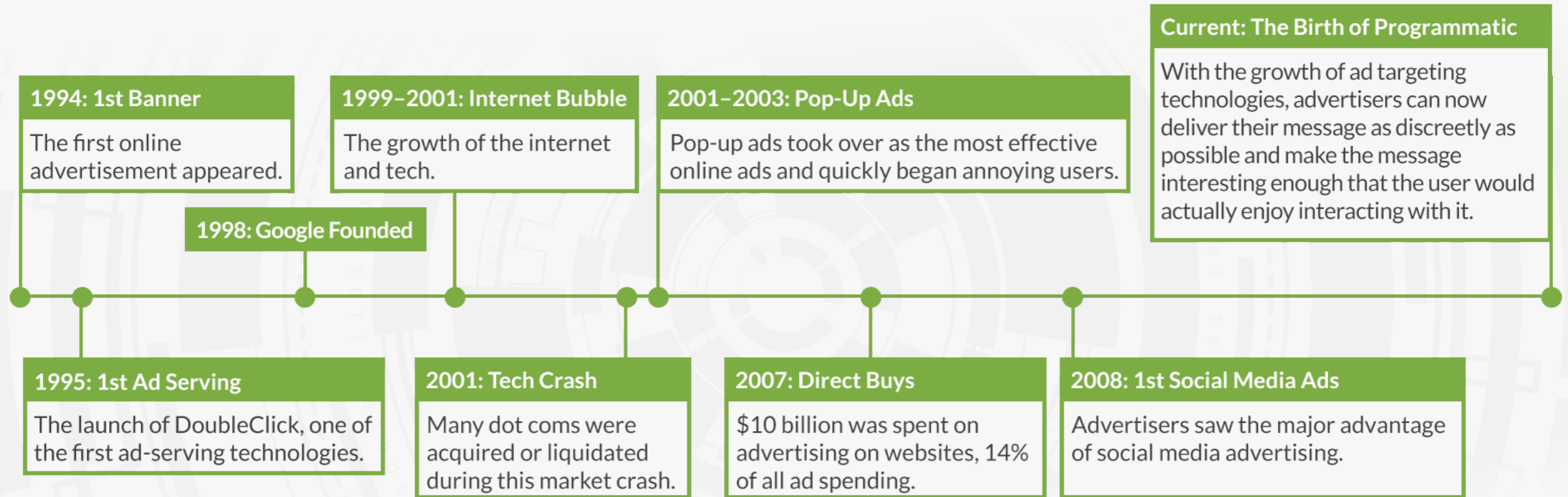


The Online Advertising & Programmatic Media Buying Ecosystem



\$10 billion

was spent with programmatic media in 2014, and projected to be \$20 billion by 2016.

87%

of buyers to grow programmatic >50% in the next six months

72%

of brands primarily value transparency in increasing programmatic spend

2M+ impressions

are accessible in 145+ countries and across 1M+ publishers every second





Programmatic buying is the process of buying media in an automated fashion through digital platforms. This method replaces the traditional use of RFPs, negotiations, and insertion orders to purchase digital media.

Real Time Bidding (RTB) is the ‘stock market’ of selling and buying media in real-time; one ad impression at a time. RTB allows every online ad impression to be evaluated, bought, and sold—individually and instantaneously.

1

Efficiency: streamlines the buying and selling process, reducing media costs.

2

Targeting: use of 1st and 3rd-party data to accurately reach your target audience with scale.

3

Transparency: allows for real-time viewability of placement, results, and spend.

4

Real-Time Optimization: enables campaign creation and optimization on-the-fly.

5

Control: manage and own execution including the real-time optimization of campaigns.



RTB: Real-time bidding (RTB) refers to the means by which ad inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets.

DSP: A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

DMP: A data management platform (DMP) is a system that collects and stores both 1st-party and 3rd-party data that could be used to purchase digital advertising inventory.

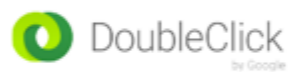
Ad Exchange: Win rate measures the number of impressions won out of those bid on. It differs by campaign and targeting type, but in general, you should see win rates averaging around 10-20% to be able to compare the effectiveness of certain ad groups within a campaign.

3rd-Party Data: Third-party data, as the name implies, is data that a marketer acquires from a multitude of outside sources. Normally used to help create consumer segments for targeting ads and marketing messages, third-party data often refers to information gathered from online and offline interactions. Data-management firms aggregate information from sites across the web that show interests in particular topics based on behavior, and that third-party data is used to categorize people into groups such as travelers or sports enthusiasts.



Digital Marketers

Demand Side Platforms



Data Management Platform



Media Planning



Creative Optimization



Retargeting



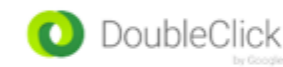
Analytics



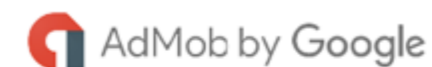
Ad Networks



Ad Exchanges



Campaign Reporting



Performance



Audience



User visits webpage



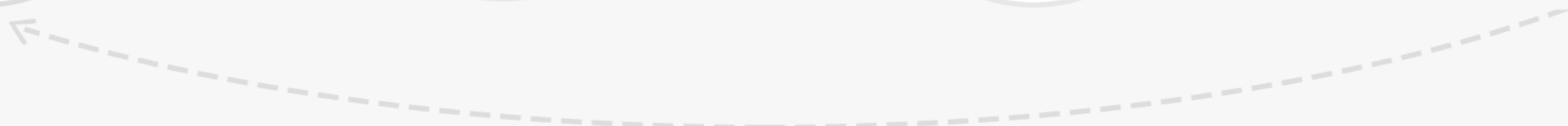
Ad Exchange announces available bid to bid manager



Bid manager evaluates advertiser's targeting and bids if it matches; auction takes place for the open ad inventory



Winning exchange serves ad



 All of this takes place in 100 milliseconds

THEN

Digital advertising used to be bought and sold manually. Ad networks bought ad impressions ahead of time from a lot of different sites and apps and repackaged them to be sold to advertisers with no transparency. This process involved salespeople, RFPs, and a whole bunch of human error. This process was inefficient and unreliable.

NOW

With programmatic advertising, digital ad buying is faster, more efficient, and less expensive. Also, advertisers now have more granularity into their advertising campaigns by paying for impressions individually and using a dashboard to strategically manage and target their ad campaigns.



Reach your target audience WHEREVER they are online

DISPLAY

- Access to every major ad exchange
- IAB standard ad formats



SOCIAL

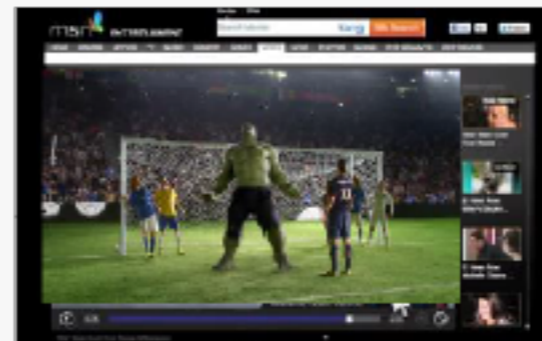
- Facebook Exchange
- Right Rail ads
- News Feed ads



Play in the now
Nike.com
Highly Responsive, High-Powered Speed Machine

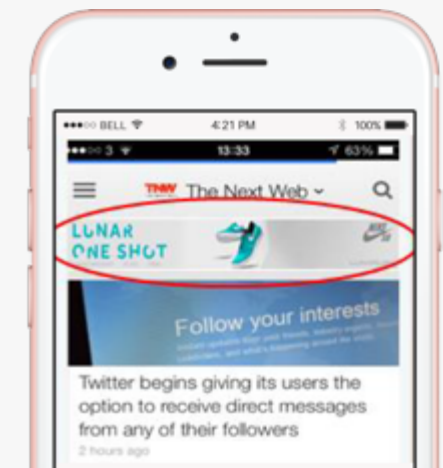
VIDEO

- Every major exchange and SSP
- 15, 30, and 60 second inventory
- Pre, Mid & Post Roll



MOBILE

- Access to in-app and mobile-optimized web inventory





choozle

Digital Advertising Made Easy™

Learn more at choozle.com