Through the Trapdoor to Solve the Obstacles For the Sorcerer's Stone

LESSONS LEARNED FROM HARRY POTTER APPLIED TO DIGITAL MARKETING

Much like Lord Voldemort's attempt to rise to power with the help of Sorcerer's Stone in Harry Potter, marketers have been looking to programmatic advertising as a failsafe solution for digital marketing success (and their rise to power). Compare the obstacles that Harry, Ron, and Hermione overcame to the challenges marketers face with the adoption of programmatic advertising strategies.

GOING THROUGH THE TRAPDOOR OF PROGRAMMATIC

Embrace the powers given with programmatic advertising - pull a small budget out of an existing campaign and try using similar strategies that you would use in a traditional buy.

LIGHT THE DEVIL'S SNARE FOR INNOVATION

Spark innovation by testing new audiences and changing strategies based on new priorities.

DON'T GET LOST IN THE WINGED ACRONYMS

Fight through the programmatic advertising terminology and think back to your traditional ABC's - Audience, Budget, Creative.

PLAY THE GAME TO GET THE BENEFITS

Use the data available to create specific advertisements relevant to your audience and reap the benefits.
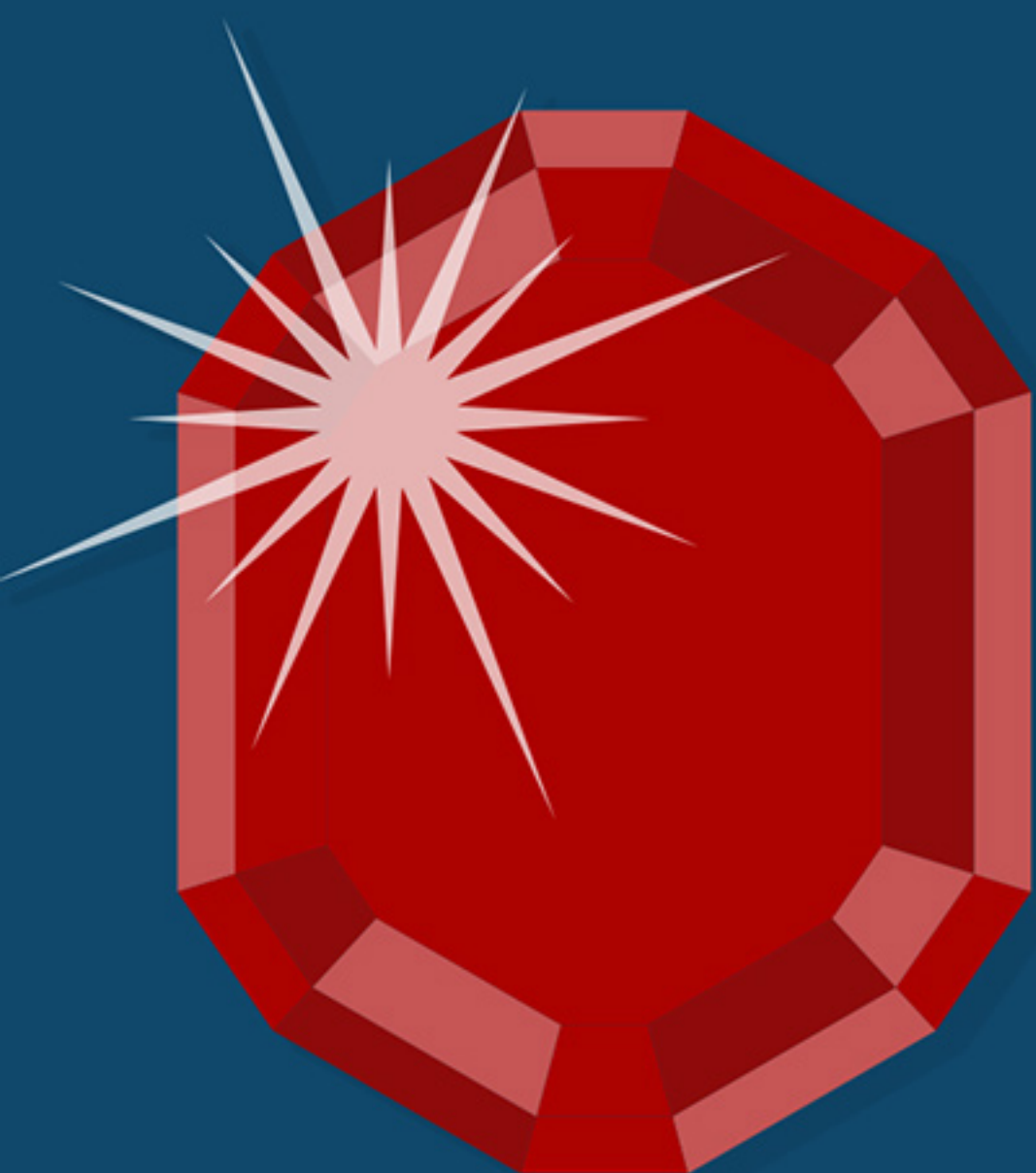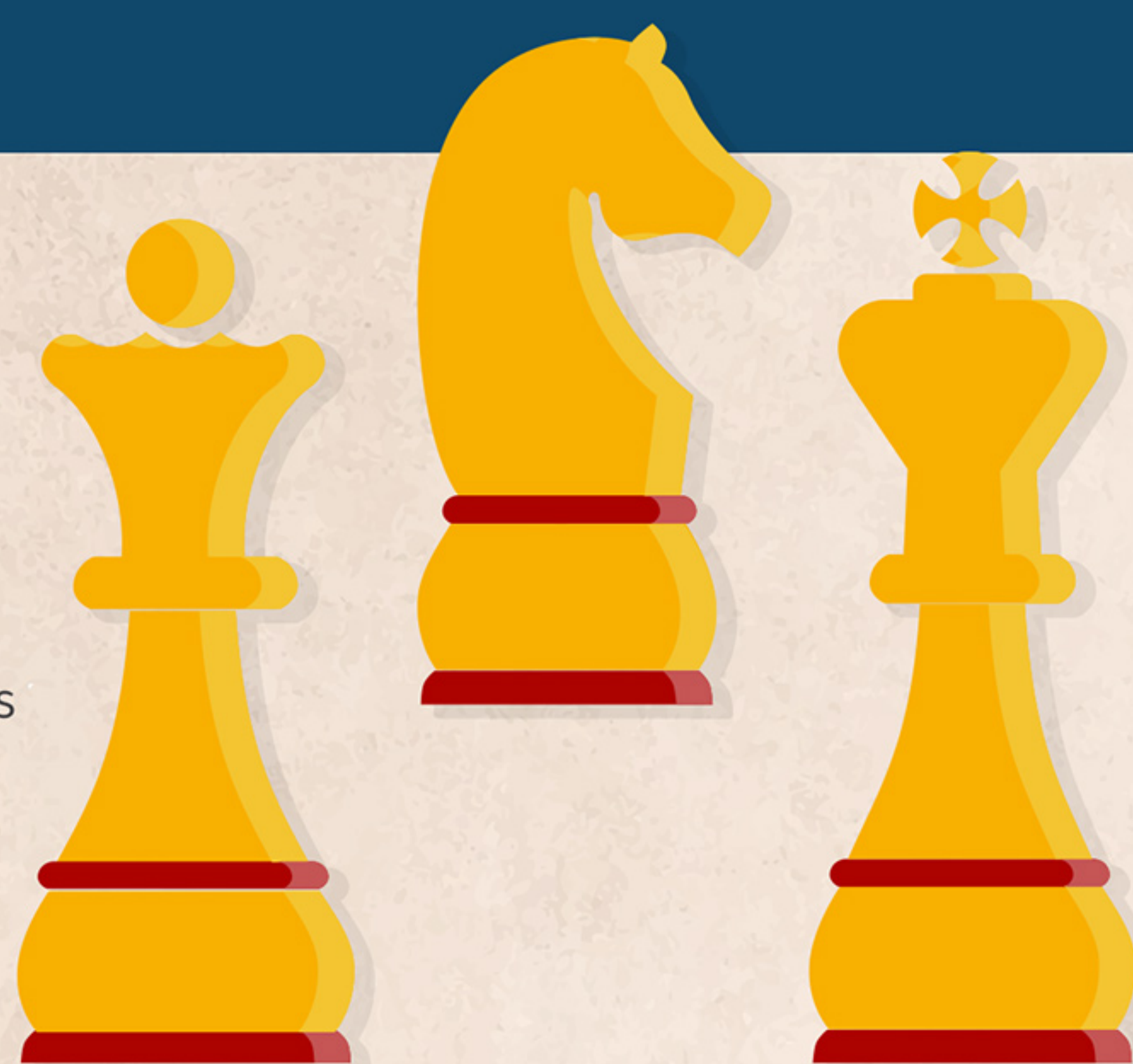
GET THE PHILOSOPHER'S STONE FOR DIGITAL MARKETING SUCCESS

The only way to obtain the stone was for an individual to look into the mirror and see themselves possessing the stone. So why not, give it a try?

RISE TO POWER (WITH PROGRAMMATIC)!