

SIMPLE STEPS TO MAKE THE SWITCH

Marriage expert Hellen Chen recently asserted that 85% of relationships end in a break up. Join the 85% and tell your traditional media buying, "It's not me, it's you...we're over". Programmatic advertising just has so much more to offer. Why wouldn't you want to begin that relationship for you digital advertising? Below are steps marketers and advertisers can take to start their new relationship with programmatic advertising.

1

FIND THE RIGHT PLATFORM

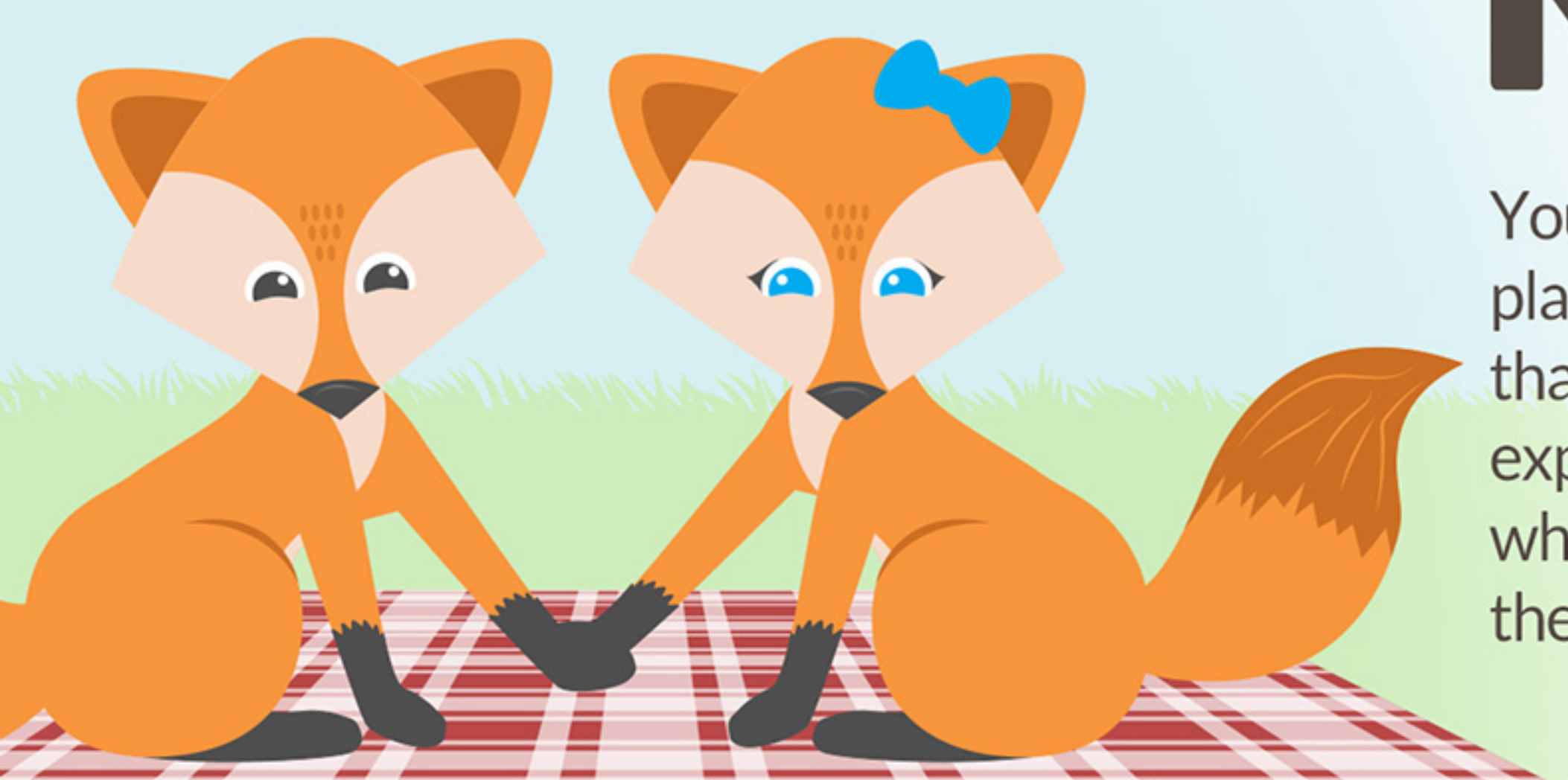
In order to ensure a successful relationship with programmatic, finding the right platform that matches the overall goals of the marketer or advertiser is the most important move. You should ask various questions before beginning a new relationship with a programmatic platform.



2

GET TO KNOW IT

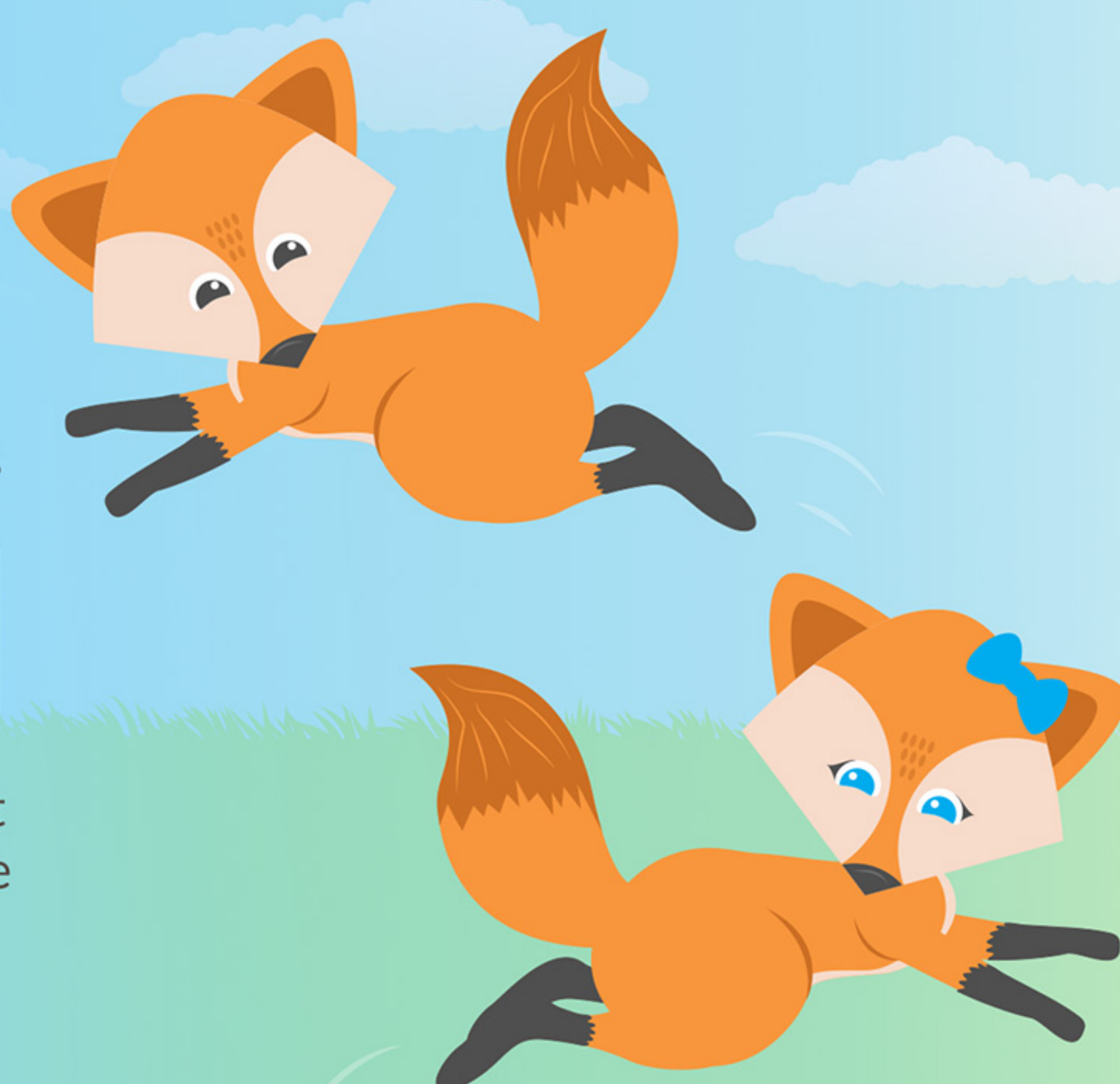
You should fully grasp the chosen programmatic platform before running a campaign on it, to ensure that the campaign goes smoothly and in the way expected. Understand how to launch a campaign, where they can find insights and other data from the campaign, how to gather reporting, and any



3

GIVE IT A TEST RUN

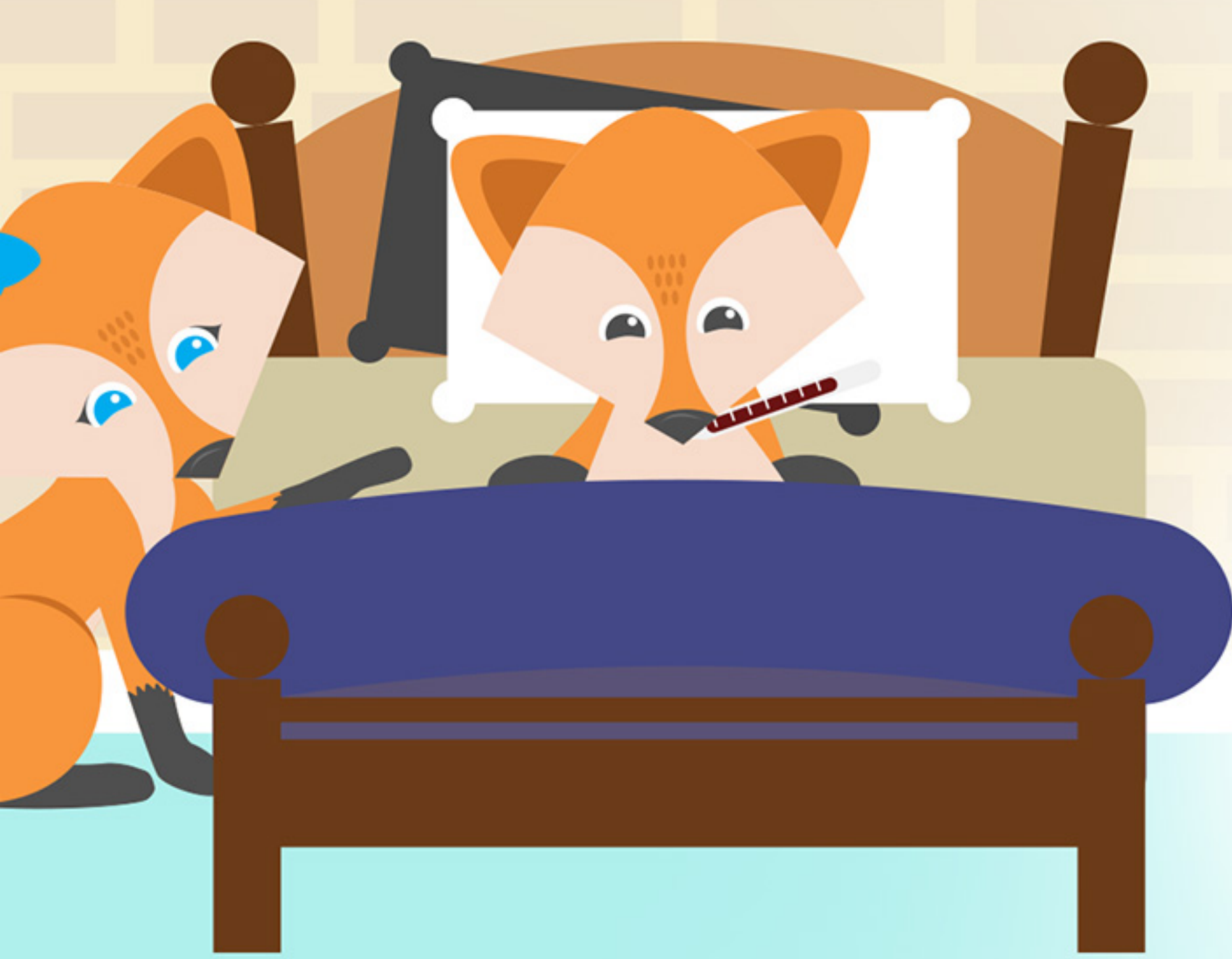
After getting to know the platform, it's time to test out a campaign. Through a test, you'll be able to see if the platform is able to everything you've thought, and if the results of the campaign meet the overall goal. This is the point where you'll be able to see whether the relationship is going to work or not.



4

REACH OUT FOR SUPPORT

Having a support center is an essential feature that you should have, so you can reach out to during the initial stages of the relationship and throughout the duration of campaigns if there are any problems or questions that arise. A strong support center will keep the advertiser happy by ensuring their campaign is running as efficiently as possible.



5

SETTLE IN

After running a test campaign and knowing that the relationship with the platform will work, it's important to settle in with that platform, get to know it better, and become an expert in the platform. Settling in allows the operator to become even more efficient in running programmatic advertising campaigns and really understand this new form of digital advertising.



Tired of all the meetings, delayed reporting times, and inefficiency of your relationship with traditional media buying?

**FOLLOW THE STEPS ABOVE AND START A NEW
RELATIONSHIP WITH PROGRAMMATIC ADVERTISING.**

IT'S A NO BRAINER.

