TRADITIONAL VS PROGRAMMATIC MEDIA BUYING

OVERVIEW

Traditional:
Digital ads are bought and sold manually by ad buyers and publishers

Programmatic:
Digital ads are bought and sold in an automated manner through designated software

WHAT’S INVOLVED

Traditional:
A manual process that involved buying directly from salespeople, RFPs, and constant trading of change orders

Programmatic:
An automated process where data, technology, and software consolidate data into a single dashboard that can be used in-house

PROS

Traditional:
Media buyer negotiates, purchases, and monitors advertising through publishers, who supply web/search content and place advertising among inventory

Programmatic:
Most programmatic media buying uses a pricing mechanism called real-time bidding (RTB), where advertising inventory is bought and sold on a per-impression basis in real time

REPORTING

Traditional:
Tracking results is difficult because data is scattered, so people have to manually take info from various sources and combine them into understandable data

Programmatic:
Single dashboard allows for automated reporting at any given time in campaign flight, and can be narrowed down via filtered options

OPTIMIZATION

Traditional:
Typically optimization happens after a campaign has run its full course. An agreement is based on a contract between the buyer and publisher

Programmatic:
Because real-time data can be seen, optimization can happen mid-campaign. Targeting can be narrowed down based on reporting, to ensure you are paying for more effective ads

EFFICIENCY

Traditional:
Slow and tedious
Room for human error
More expensive
Limitations on targeting and granularity
Less transparency in knowing where your money is going

Programmatic:
Automated and fast
Reduction of human labor reduces overall cost
Allows advertisers more granularity
More transparency in knowing where your money is going

WHY PEOPLE ARE TURNING TO PROGRAMMATIC?

With programmatic media buying becomes more efficient and essentially more effective when the right strategic planning and targeting is applied. Advertisers are able to view campaigns in real time and optimize campaigns midway through to ensure their budget is being used as effectively as possible.