

TRADITIONAL VS PROGRAMMATIC MEDIABUYING

TRADITIONAL



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

OVERVIEW

PROGRAMMATIC



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



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

WHAT IS INVOLVED



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



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

PRICING



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



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

REPORTING



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



Typically optimization happens after a campaign has ran its full course

An agreement is based on a contract between the buyer and publisher

OPTIMIZATION



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



Slow and tedious

Room for human error

More expensive

Limitations on targeting and granularity

Less transparency in knowing where your money is going

EFFICIENCY



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.