The 7 Pillars of Digital Marketing Success

Introduction

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Digital advertising is the process of buying and selling media based on a set of rules applied by software and algorithms. Most digital advertising buy-side platforms (often called Demand Side Platforms or DSPs) employ a data layer that facilitates the targeting of individual profiles based on known parameters including demographics, geolocation, purchase behaviors, and brand affinities. The data enables advertisers to reach highly targeted audiences online, wherever they are spending their time.

The programmatic advertising model originally gained traction and scale in display advertising. The umbrella of programmatic advertising includes many automated media execution tactics, such as real-time bidding (RTB) auctions, Programmatic Private Marketplaces (PMPs), and Programmatic Direct deals that guarantee inventory and rates. But the term programmatic advertising has become synonymous with digital advertising and encompasses so much more.

The common thread of all digital advertising is that it is powered by technology-enabled workflow automation that streamlines the process (no insertion orders or spreadsheets) and reduces human error while increasing transparency and control.

Today, programmatic media buying makes up 89% of all digital display advertising, with spending projected to reach nearly $97 billion in 2021 (figure 1). Programmatic advertising growth is accelerating as marketers ramp up investments in data-driven campaigns to deliver highly relevant messages to their prospects and customers. But digital marketing technologies–including programmatic–continue to evolve at the speed of light. It's difficult to stay ahead of the curve, and sometimes even harder to explain to clients.

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US Programmatic Digital Display Ad Spending, 2019-2023
billions, % change, and % of digital display ad spending
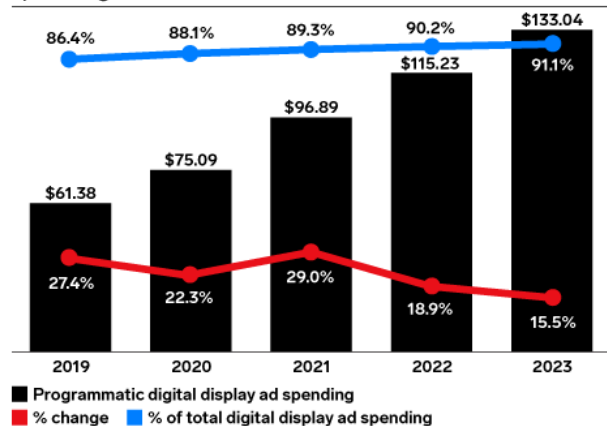
Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets, and other internet-connected devices
Source: eMarketer, May 1, 2021
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eMarketer | InsiderIntelligence.com

Figure 1

To help agency executives understand how to use programmatic advertising more effectively in client media plans, Choozle has identified seven pillars of programmatic success. Each pillar builds on the previous ones to create a strong foundation for implementing programmatic advertising campaigns that deliver high rates of return. If you are ready to learn how, click a pillar below to get started.

Available now:

1. **A Clearly Defined Media Mix Strategy:**
WHERE PROGRAMMATIC FITS INTO THE MEDIA MIX

Coming soon:

2. **Holistic Performance Metrics and Relevant KPIs:**
HOW TO PROVE YOUR PROGRAMMATIC CAMPAIGNS ARE WORKING

3. **A Well Defined and Validated Audience:**
HOW TO CREATE OR ADAPT PROVEN AUDIENCE TARGETING INTO A PROGRAMMATIC ENGINE

4. **An Extensible Content Foundation:**
HOW TO SET UP CREATIVE AND CONTENT SUCCESS IN NEW CHANNELS

5. **A Timeline that Drives Momentum:**
HOW TO BUILD TIMELINES THAT INCREASE THE RUNWAY FOR SUCCESS

6. **A Budget that Achieves Objectives:**
HOW TO "DO THE MATH" FOR PROGRAMMATIC PROGRAMS BY CHANNEL

7. **Resource Allocation for Effective Media Mix Strategies:**
HOW TO ASSIGN RESOURCES TO DEPLOY PROGRAMMATIC CAMPAIGNS EFFECTIVELY