



digital ad_ops

Closing Keynote Programmatic Guaranteed



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#IABAdOps



Guaranteed: Programmatic Advertising that works for everyone

Rhys Williams, Nadia Espley

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**Focus on the user and
everything else follows**

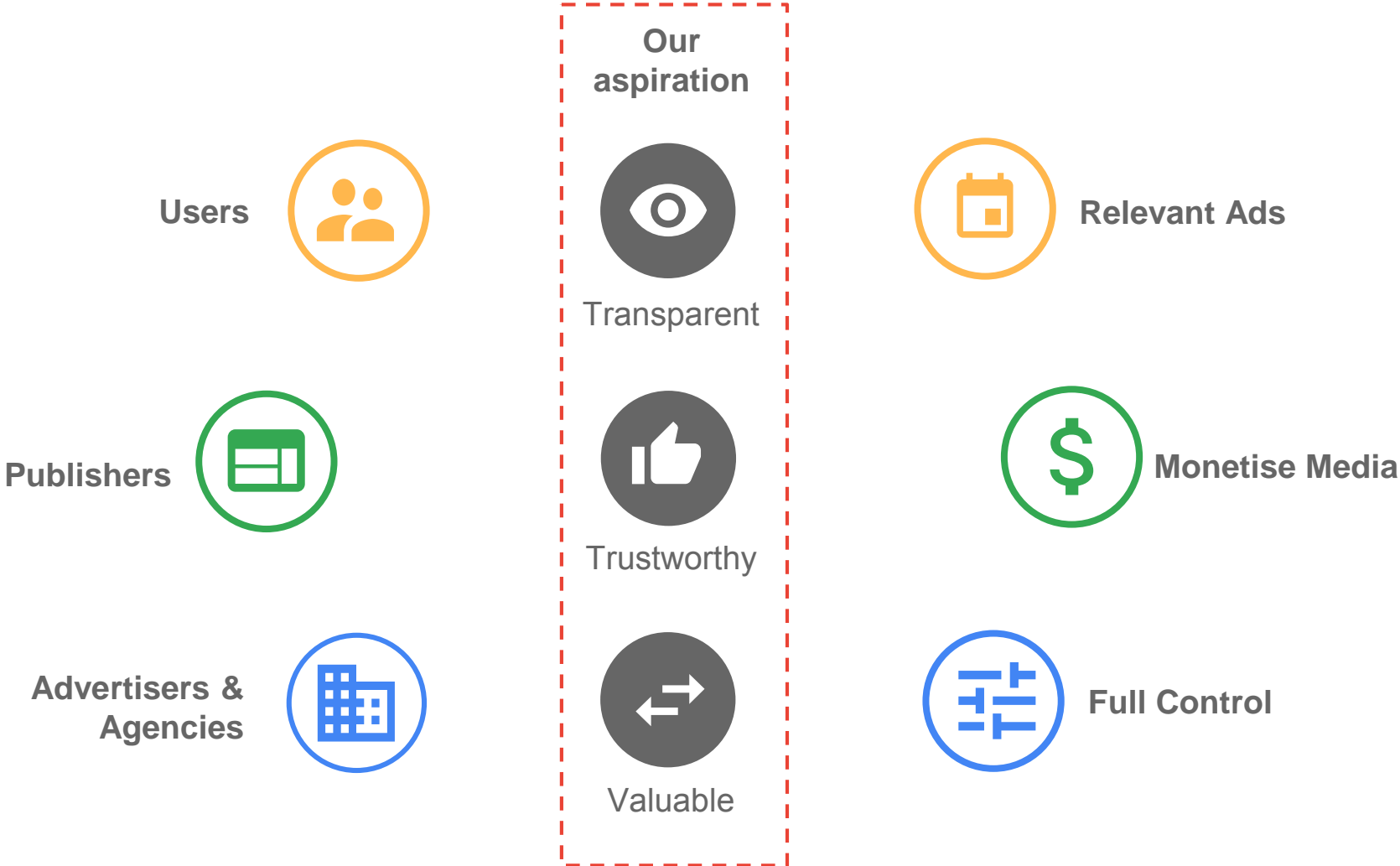
What does the ecosystem think of ads?

Consumers are increasingly frustrated with slow experiences laden with annoying, disruptive and deceptive ads

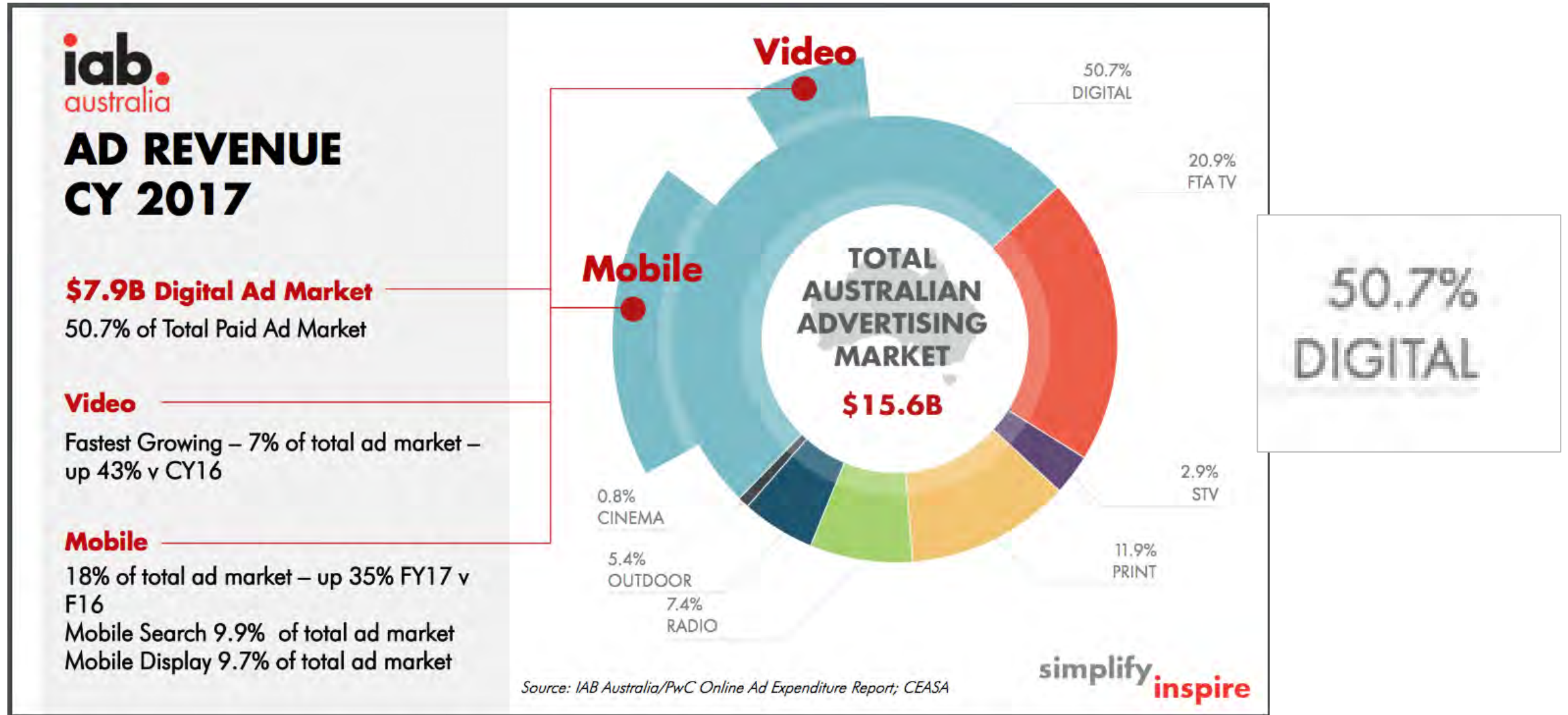
Publishers are struggling to balance quality content and consumer experiences with the need for financial viability

Advertisers increasingly mistrust an ecosystem that is complex, opaque, and at times, unsafe

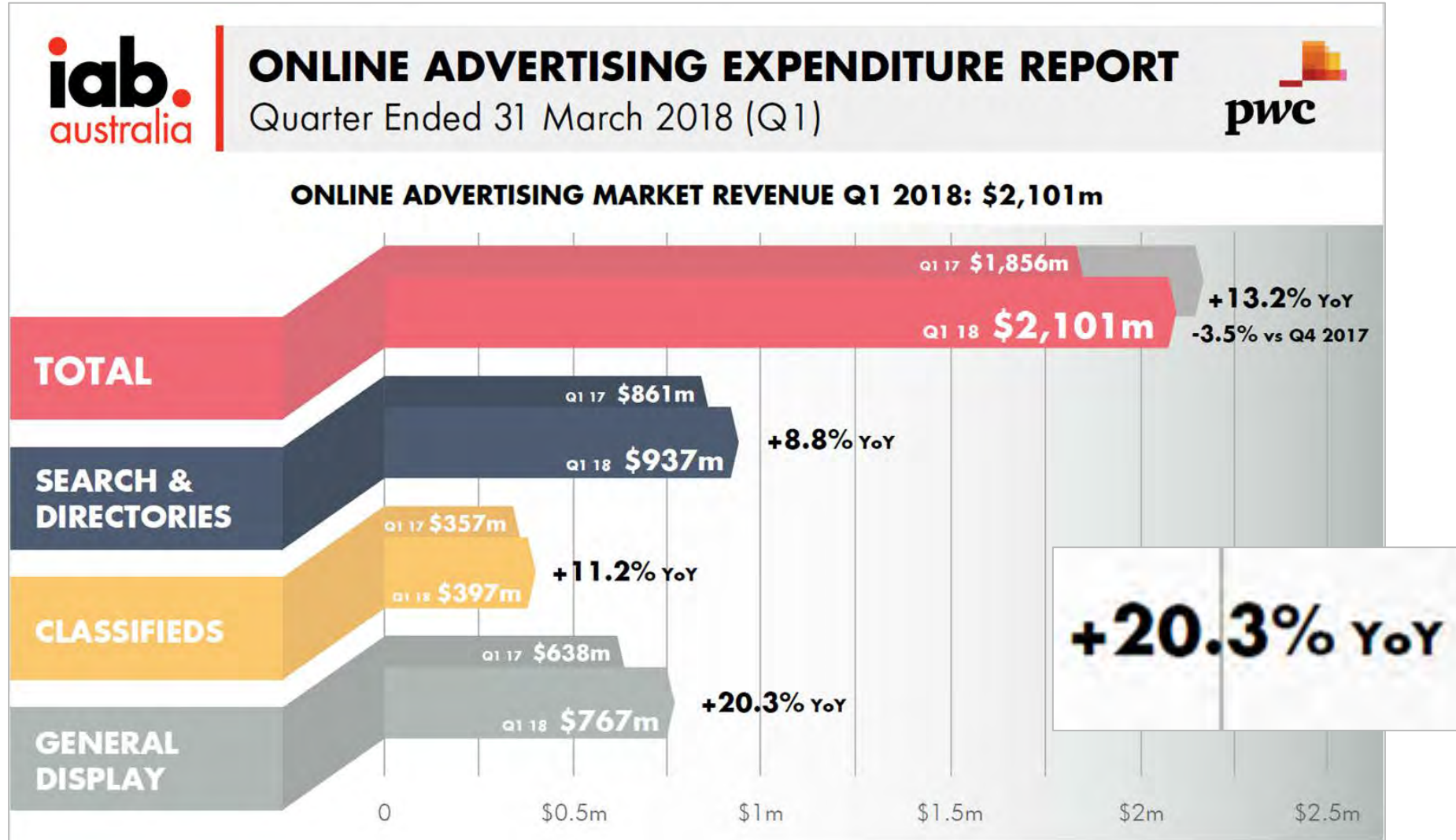
Advertising that works for everyone



Digital is the largest advertising channel in Australia at 50%



Display makes up ~35%, and growing at ~20% YoY in Q1 2018



Programmatic forecast to make up ~50% of digital display

Programmatic Ad Spending for Select Countries in Asia-Pacific, 2015-2019

millions and % of digital display ad spending

	2015	2016	2017	2018	2019
China	\$1,848	\$3,297	\$5,336	\$7,902	\$10,773
—% of digital display ad spending	14.4%	21.3%	28.6%	35.6%	41.3%
Australia	\$339	\$520	\$801	\$1,271	\$1,639
—% of digital display ad spending	21.3%	25.9%	34.9%	48.3%	55.1%
India	\$26	\$55	\$85	\$121	\$191
—% of digital display ad spending	8.1%	13.5%	16.0%	19.0%	25.0%
Taiwan	\$19	\$35	\$82	\$165	\$231
—% of digital display ad spending	4.7%	8.4%	17.3%	30.3%	37.9%
New Zealand	\$5	\$21	\$63	\$78	\$95
—% of digital display ad spending	4.0%	15.0%	40.0%	45.0%	50.0%
Malaysia	\$38	\$48	\$61	\$78	\$102
—% of digital display ad spending	30.0%	31.0%	29.0%	29.0%	29.0%

Source: Zenith, "Programmatic Marketing Forecasts 2017," Nov 20, 2017

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www.eMarketer.com

2018	2019
\$1,271	\$1,639
48.3%	55.1%

The programmatic world is evolving

• Programmatic for performance campaigns



2009

• Programmatic for brand campaigns



2014

• Programmatic for all media planning & buying



2018

Different programmatic buying types

Open & Liquid

Exclusive & Negotiated



Open Auction
Hundreds of buyers competing



Private Auctions
Invitation only auctions



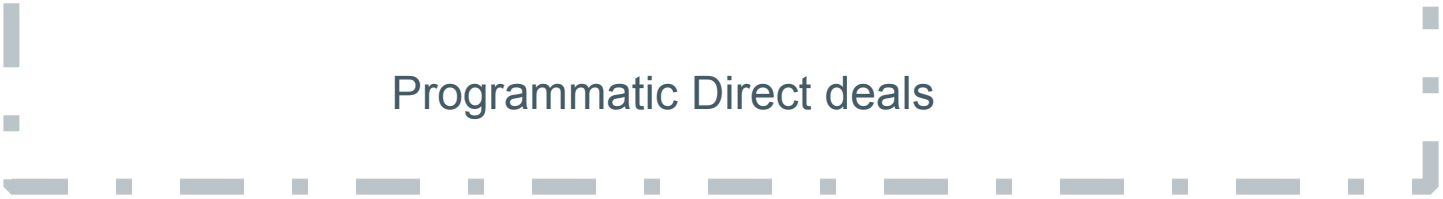
Preferred Deals
Fixed price, one-to-one deals



Programmatic Guaranteed
Programmatic, guaranteed, direct deals



Traditional tag-based
Guaranteed, direct deals



Programmatic Guaranteed provides for buyers;
**More control, smarter buying and
faster transactions**



Workflow
Efficiencies

Inventory Discovery &
Negotiation

Tagless Execution

Centralised Billing



Single View of
Media and User

Universal Frequency Cap

Unified Measurement



Advanced Targeting
& Campaign
Optimisation

Audience List Targeting

Cross Campaign & Advertiser
Optimisation

Transparency into sellside

Programmatic Guaranteed with DoubleClick for Publishers



**Increase
efficiency**

Execute quickly on the new deals you strike with enhanced workflows that eliminate manual work



**Improve
performance &
value creation**

Create incremental value by leveraging your audience data and customized rich media assets



**Connect with
new demand**

Connects with more buyers through the DoubleClick marketplace and a simplified RFP workflow



**Sell with
confidence**

Guaranteed in-full and on-time payments with full financial support for billing and reconciliation

Quantifying the benefits, research studies

Measure Efficiency

- Partnered with Boston Consulting Group (BCG) to conduct independent research study on workflows
- Compared Programmatic Guaranteed vs direct, tag based reservations
- Recruited 40+ advertiser, agency and publisher partners (nine in AU only) to participate in the research

The logo for Boston Consulting Group (BCG), featuring the letters 'BCG' in a large, green, serif font.

Measure Performance

- Partnered with Nielsen to measure campaign performance
- Used Nielsen DAR as the single source of truth for reach/frequency
- Compared Programmatic Guaranteed vs direct, tag based reservations
- Recruited 10 advertisers, including 2 from AU, to participate in the research

The logo for Nielsen, featuring the word 'nielsen' in a lowercase, blue, serif font, with a series of seven dots below it.

BCG Study Design

BCG used the lean-management method of value stream mapping to visualize and measure the transaction processes with 9 AU companies.



LARGE SAMPLE

- 9 workshops: advertisers, agencies, publishers

COVERAGE

- Agencies, Trading Desks, Direct Marketers, Channels Partners and Publishers

END TO END PROCESS

- From Request For Proposal (RFP) to billing









Programmatic Guaranteed took a 40+ step process...








Negotiation and booking





Traffic




Measurement and Optimization

Billing

-  Phone
-  Fax
-  Email
-  Wait for Response ...
-  Reach Agreement
-  Sign IO






-  Build Creatives & Generate Tags Manually
-  Select Targeting Manually
-  Traffic Tags Manually
-  Confirm Placements Running
-  Wait for Response ...
-  Discover Issue
-  Re-traffic ...

-  Request Reports
-  Discover Issue ...
-  Optimise Manually
-  Re-traffic new tags
- ... and repeat

-  Discover Media Waste
-  Ask for a Make-Good
-  Billing








...and simplified it

Negotiation and booking

-  Phone
-  Email
-  Wait for response ...
-  Reach agreement
-  Sign IO







Trafficking

-  Build creatives
-  Select targeting manually
-  Traffic tags manually
-  Confirm placements running
-  Wait for response ...
-  Discover issue
-  Re-traffic ...






Measurement and optimization

-  Request reports
-  Discover issue ...
-  Optimise manually
-  Re-traffic new tags

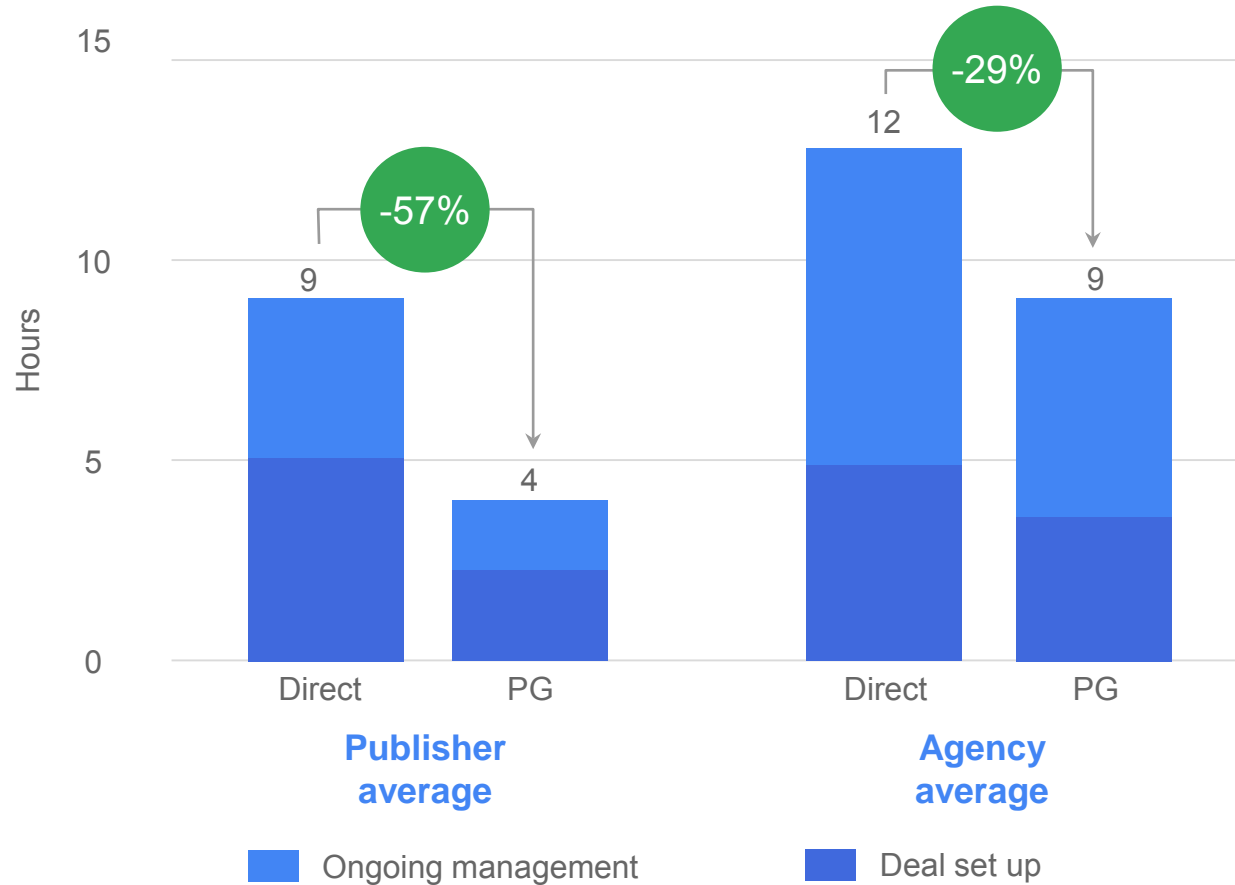


Billing

-  Discover media waste
-  Ask for a make-good
-  Billing

Helping to minimise errors that require extra re-work as well as reducing handover delays and painful billing reconciliation.

The results



“The fact that I see everything live means it's much easier to figure out what's going wrong when there's an issue”

Buyer Quote

“With programmatic guaranteed, we are able to provide advertisers with guaranteed access to high-quality inventory, as well as benefit from extensive time savings and efficiencies across the entire digital campaign process.

Hayley Cameron, Digital Commercial Manager SBS - AUNZ

In Australia, agencies & publishers using Programmatic Guaranteed saw a joint **30% reduction in time spent** in campaign set up and execution.

BCG

Additional benefits reported by BCG for advertisers

Proprietary + Confidential



Cross campaign optimization

“With Programmatic Guaranteed, we can control frequency across direct and indirect programmatic buys, reducing wasted impressions on over-saturated audiences”

-Agency



Audience matching

“We saw a 67% increase in click-through rates and a 20% rise in view-through rates—compared with direct—when using Programmatic Guaranteed and layering in first-party advertiser data”

-Agency



Guaranteed premium inventory

“We’re using Programmatic guaranteed to guarantee access to publishers with a small pool of premium inventory that is nearly always sold out”

-Agency



Tracking and measurement capabilities

“Programmatic Guaranteed gives a lot more transparency to the buyer, which makes the setup, reporting, and billing process run more smoothly”

-Publisher

Nielsen study design



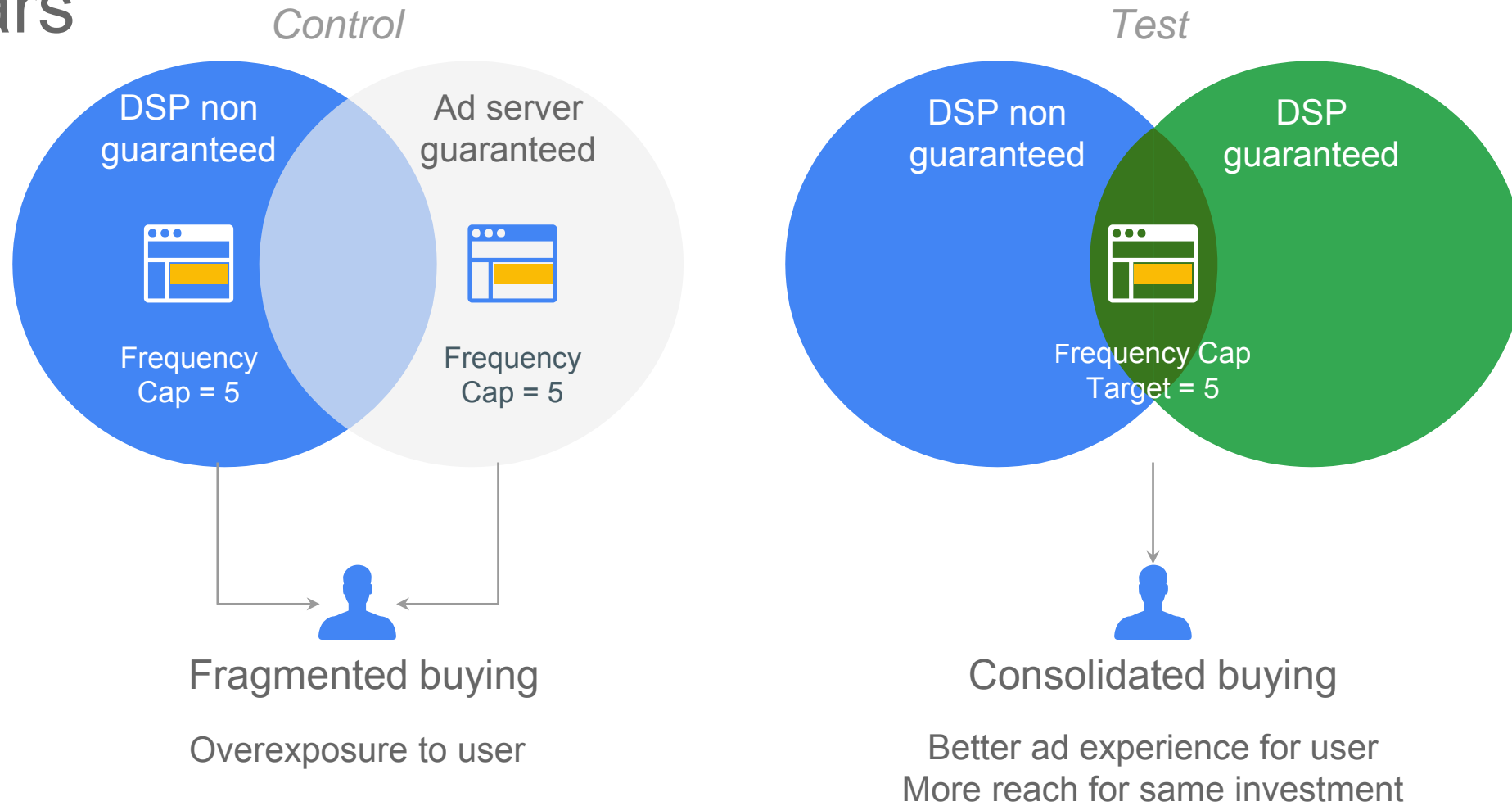
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For each market and campaign, there was a control and test placement:

- Control: DirectTag Reservation and Programmatic Exchange Buying - siloed
- Test: Programmatic Guaranteed and Programmatic Exchange Buying - consolidated

GLOBAL COVERAG E	<ul style="list-style-type: none">• 3 APAC (2 in AU)• 2 AMER• 5 EMEA
CROSS VERTICAL	<ul style="list-style-type: none">• retail, travel, tech, media, auto
IMPRESSIO N VOLUME	<ul style="list-style-type: none">• 160 million
REACH	<ul style="list-style-type: none">• 56 million unique users

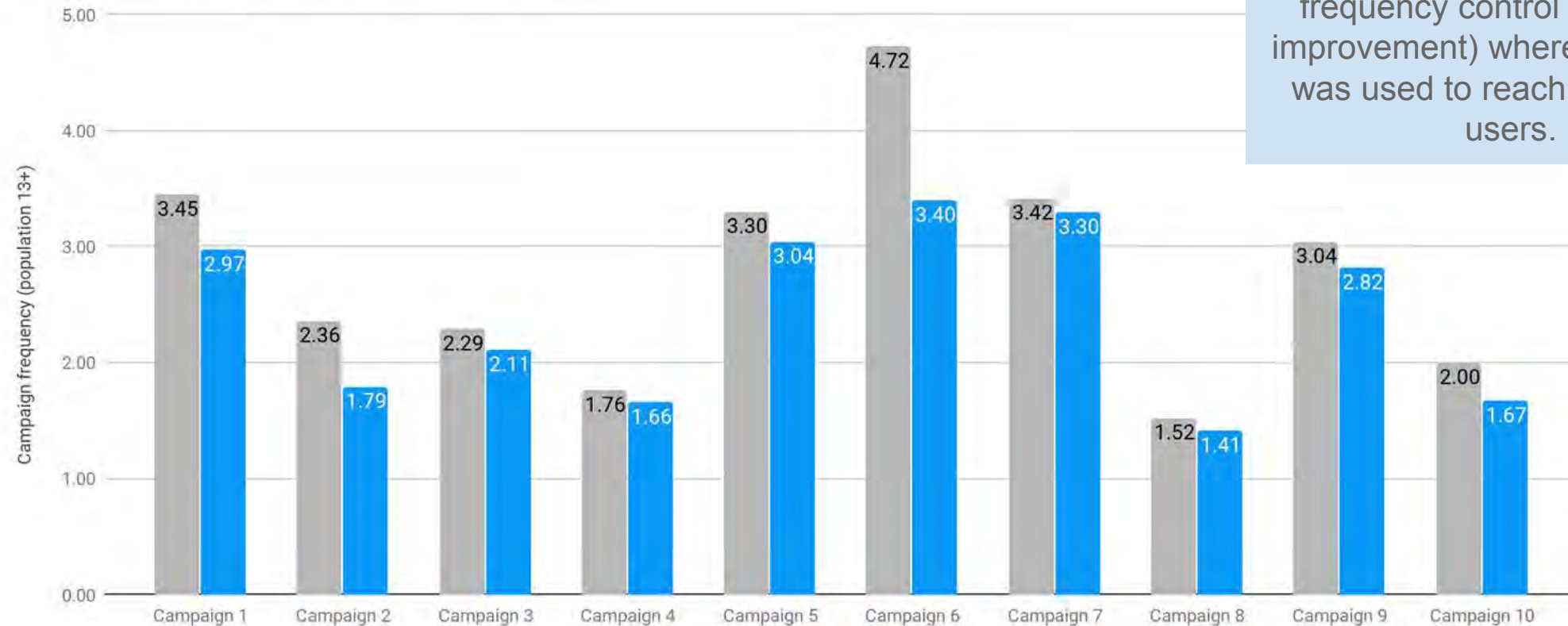
Managing frequency by using cross campaign optimisation, will give you a higher reach for your ad dollars



Results: Decreased over exposure increases reach efficiency

Proprietary + Confidential

Campaign frequency (population aged 13+)



On average we saw tighter frequency control (avg. 10% improvement) where the budget was used to reach 11% more users.

*Results based on a Google-commissioned Nielsen study, EMEA (Italy, France, U.K.), APAC (Hong Kong, Australia), Americas (U.S.), May-Dec 2017. Campaigns in the siloed media buying portion of the study reached an average of 322,575 unique consumers for each million impressions purchased compared to campaigns in the consolidated media portion of the study which reached an average of 359,617 unique consumers for each million impressions purchased, as measured by Nielsen Digital Ad Ratings.

The results

Proprietary + Confidential



11%
more reach for the
same investment

Case Study: Data Driven Creative for an airline using Programmatic Guaranteed on Australian news websites

Creative 1:

Los Angeles

Graduates & Young
Professionals

Creative 2:

San Francisco

Families & Affluent
Travellers

Generic Creative:

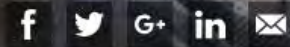
USA

Anyone not recognised within
1st party audiences

Lead to significantly increased
engagement and conversions

How Flight Centre grew leads, and Trade Me grew off site revenue

Case Study



The Goals

- Flight Centre: Increase year-over-year travel inquiries by 20% and travel bookings by 10%
- Trade Me: Grow revenue by using proprietary audience data

The Approach

- Flight Centre: Delivered customized banners in real-time to the most relevant audience
- Trade Me: Used first-party data to create precise audience segments, and the DoubleClick stack to consolidate available ad inventory and make audience segments accessible programmatically

The Results

- 137% increase in new revenue stream on Trade Me
- 68% year-over-year increase in travel inquiries on the Flight Centre website
- 28% year-over-year increase in bookings on the Flight Centre website

Research summary

Programmatic Guaranteed improves the performance of campaigns and drives efficiency for advertisers, agencies and publishers



Brands consolidating their campaigns using Programmatic Guaranteed experienced an **11%** increase in reach efficiency



Agencies and Publishers in Australia using Programmatic Guaranteed see a **30%** reduction in time spent in campaign setup and execution

We will continue to invest in advertising that works for everyone

