Programmatic Media Buying for Dummies

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Tempest
Programmatic Ad Buying is the Future
Magna Global Advertising Forecast

More Than Half Of All Display Advertising In The US Bought Through Programmatic Buying Platforms

US: Programmatic Share (% of Display-Related* Media Transactions)

<table>
<thead>
<tr>
<th>Year</th>
<th>RTB Programmatic</th>
<th>Non - RTB Programmatic</th>
<th>Non - Programmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>11%</td>
<td>18%</td>
<td>76%</td>
</tr>
<tr>
<td>2012</td>
<td>19%</td>
<td>25%</td>
<td>62%</td>
</tr>
<tr>
<td>2013</td>
<td>28%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>2014</td>
<td>34%</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>2015</td>
<td>41%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>2016</td>
<td>47%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>2017</td>
<td>52%</td>
<td>31%</td>
<td>17%</td>
</tr>
</tbody>
</table>

(*) Display-Related formats include, banners, social and video, on desktop or mobile devices
What is it?
Programmatic is the use of **automation technology** and **data** to connect advertisers and publishers.
Benefits

Reach

Performance

Targeting

Efficiency

Transparency
Technology
Programmatic technology ecosystem

ADVERTISERS

TD

DSPs

AD NET

WORKS

AD EXCHANGES

SSP’s

PUBLISHERS

BUY SIDE

SELL SIDE
Advertisers

ADVERTISERS

BUY SIDE
SELL SIDE

TD
DSPs
AD NET WORKS
AD EXCHANGES
SSP’s
PUBLISHERS
Trading Desks

ADVERTISERS

AD NET  WORKS

DSPs  AD EXCHANGES

SSP’s

PUBLISHERS

BUY SIDE
SELL SIDE

Trading Desks
Demand Side Platform

ADVERTISERS

AD NET

WORKS

DSPs

AD EXCHANGES

SSP’s

PUBLISHERS

TD

BUY SIDE

SELL SIDE
Ad Networks

ADVERTISERS

TD

DSPs

AD NET

WORKS

AD EXCHANGES

SSP's

PUBLISHERS

BUY SIDE

SELL SIDE
Ad Exchanges

ADVERTISERS

BUY SIDE
SELL SIDE

TD

DSPs

AD NET

WORKS

AD EXCHANGES

SSP's

PUBLISHERS
Supply Side Platform

ADVERTISERS

TD  DSPs

AD NET  WORKS  AD EXCHANGES

SSP’s

PUBLISHERS

BUY SIDE
SELL SIDE
Publishers

- ADVERTISERS
  - TD
  - DSPs
  - AD NET
  - WORKS
  - AD EXCHANGES

- SSP’s

- PUBLISHERS
Open Auctions

Multiple Publishers  Auction  Open Market
Private Auctions

One Publisher → Auction With Pricing Floors → Select Buyers
Preferred Deals

One Publisher → Fixed Price → One Buyer
Data
First party data

Your data
Second party data

Someone else's first party data
Third Party Data

Data from a third party
Questions?

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