

Programmatic Media Buying

FOR
DUMMIES[®]

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Tempest



PROGRAMMATIC AD BUYING
IS THE FUTURE

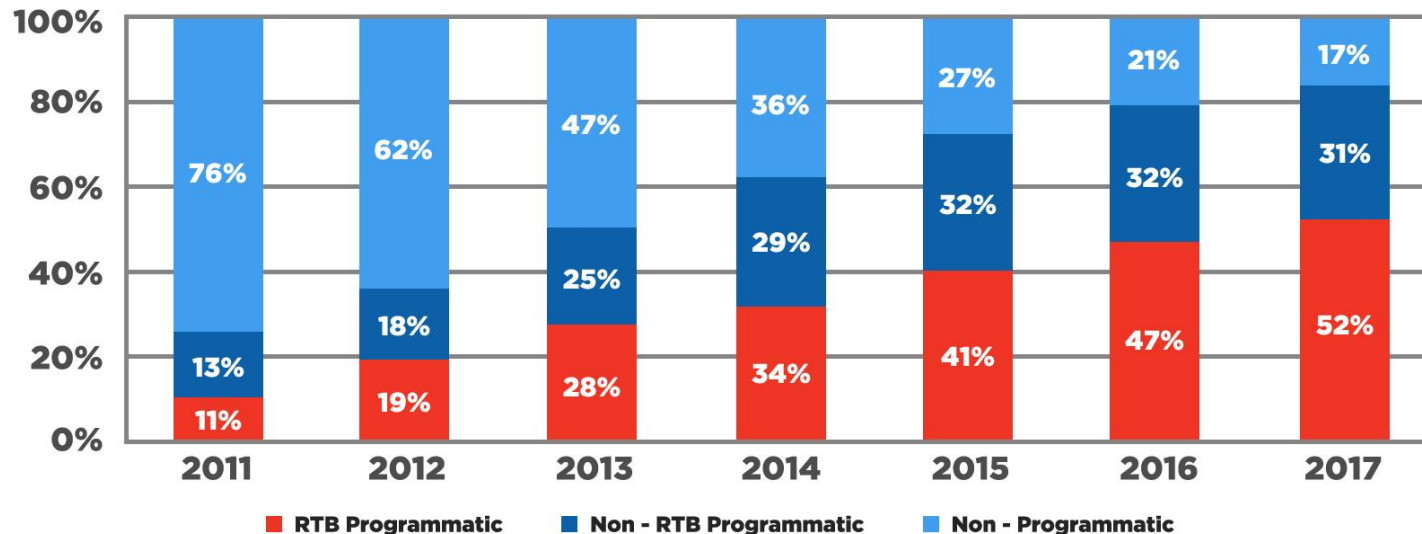
THE

FUTURE



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

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



(*) 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



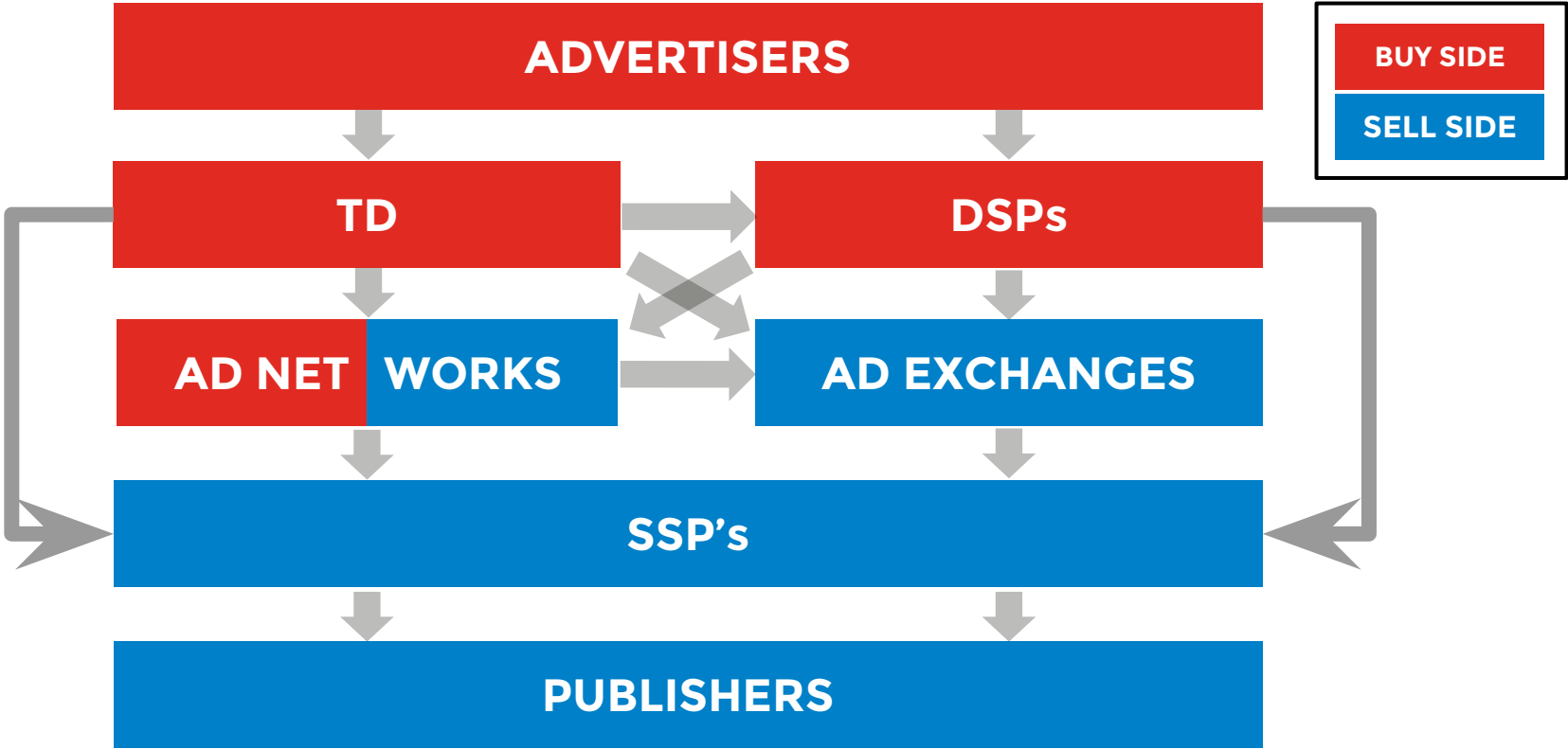
Efficiency



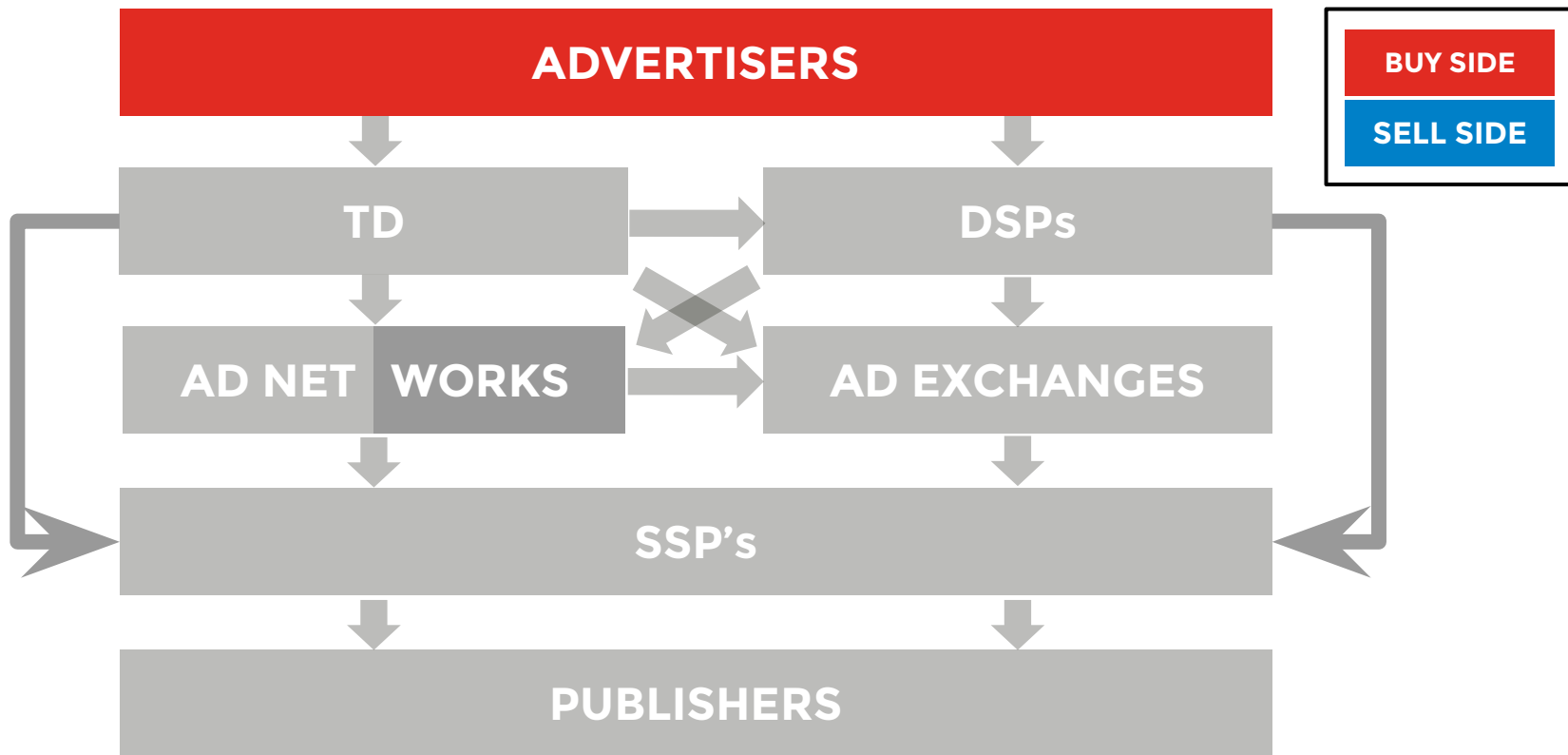
Transparency

Technology

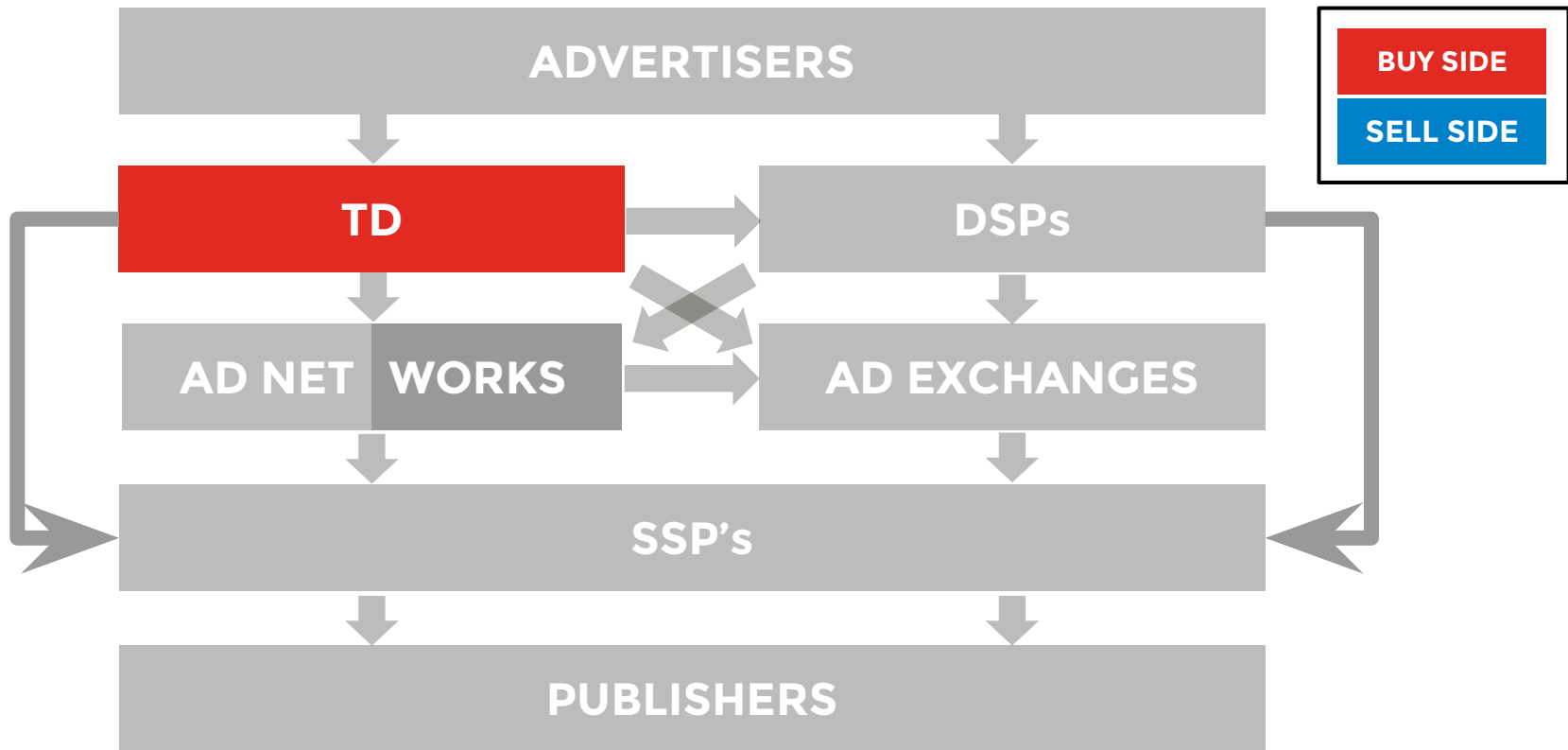
Programmatic technology ecosystem



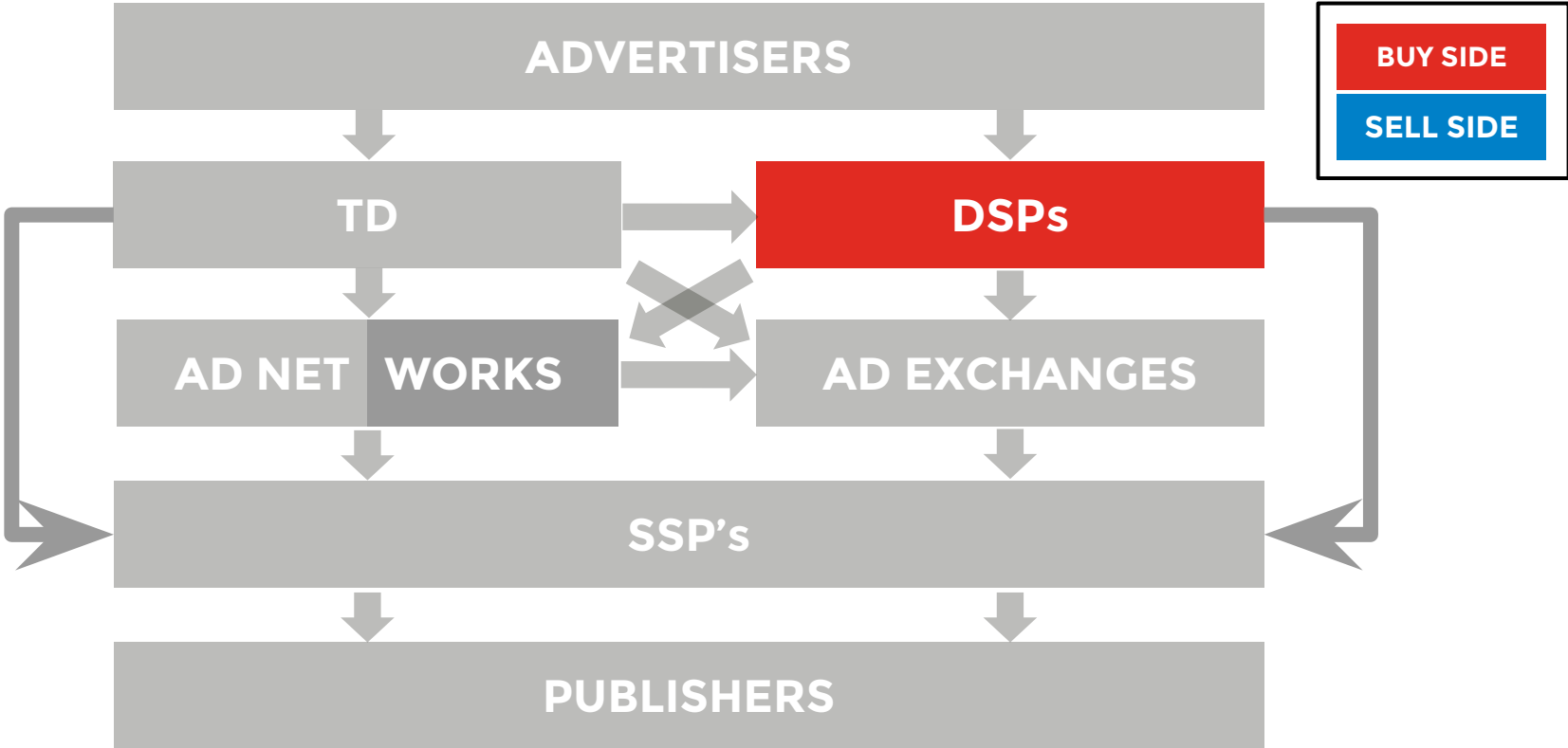
Advertisers



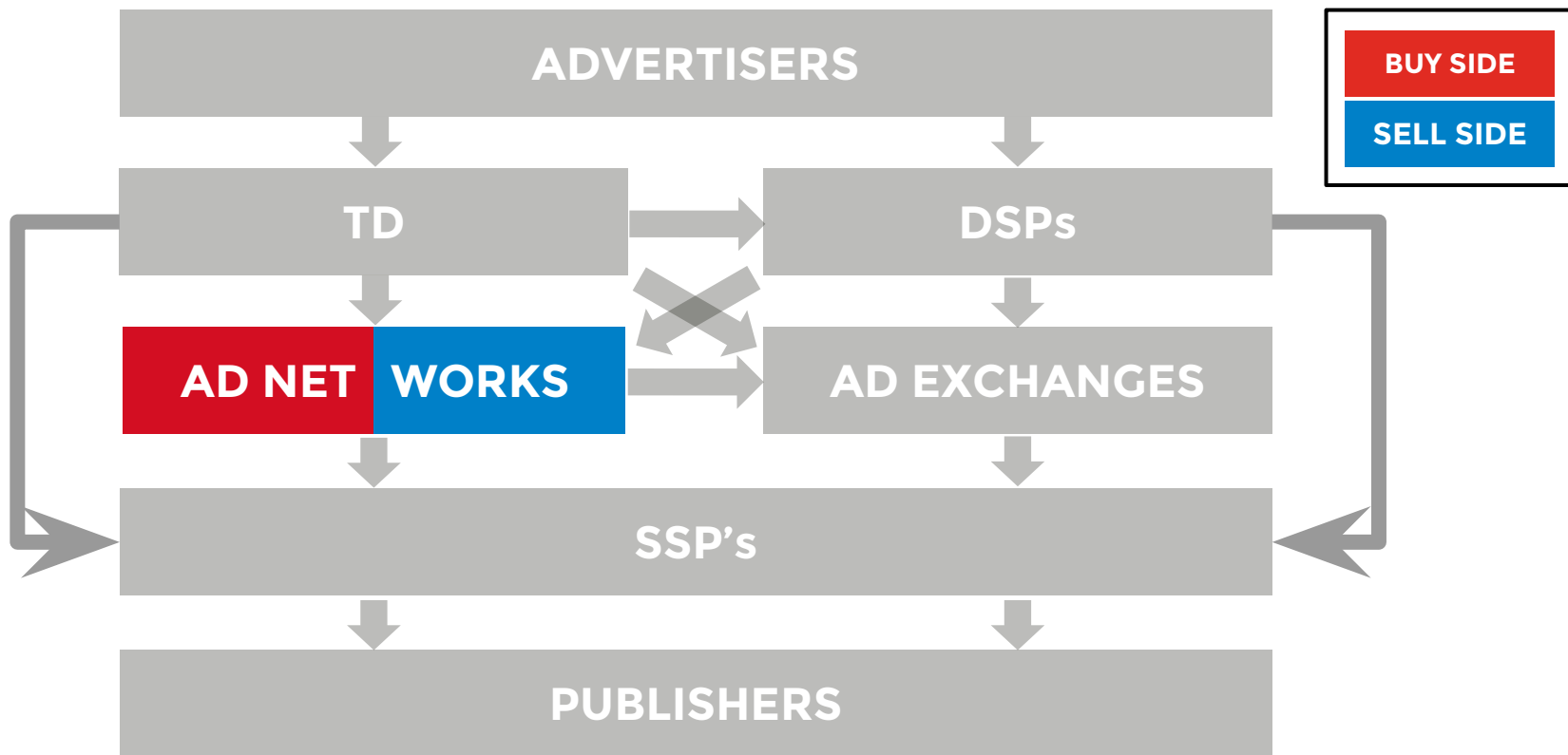
Trading Desks



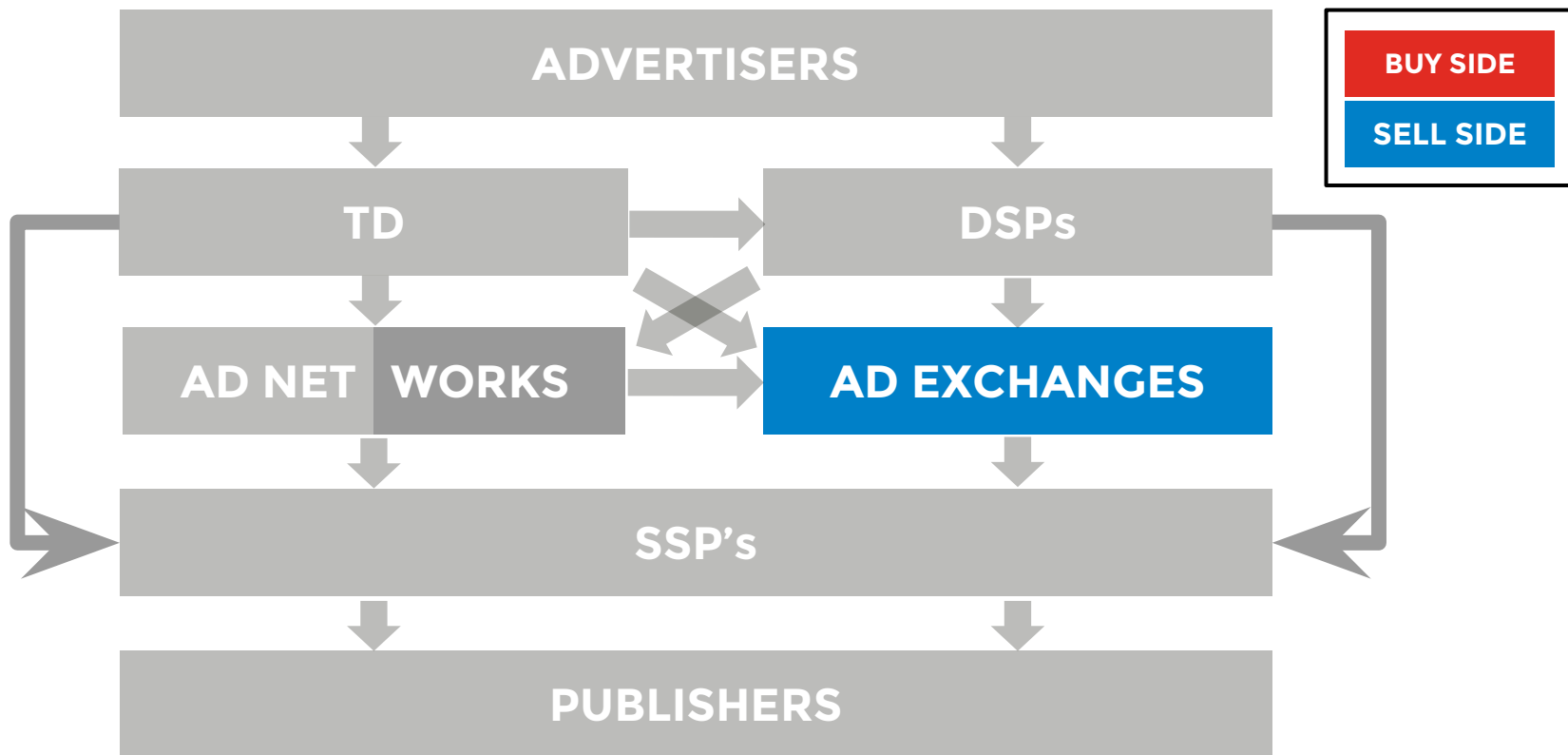
Demand Side Platform



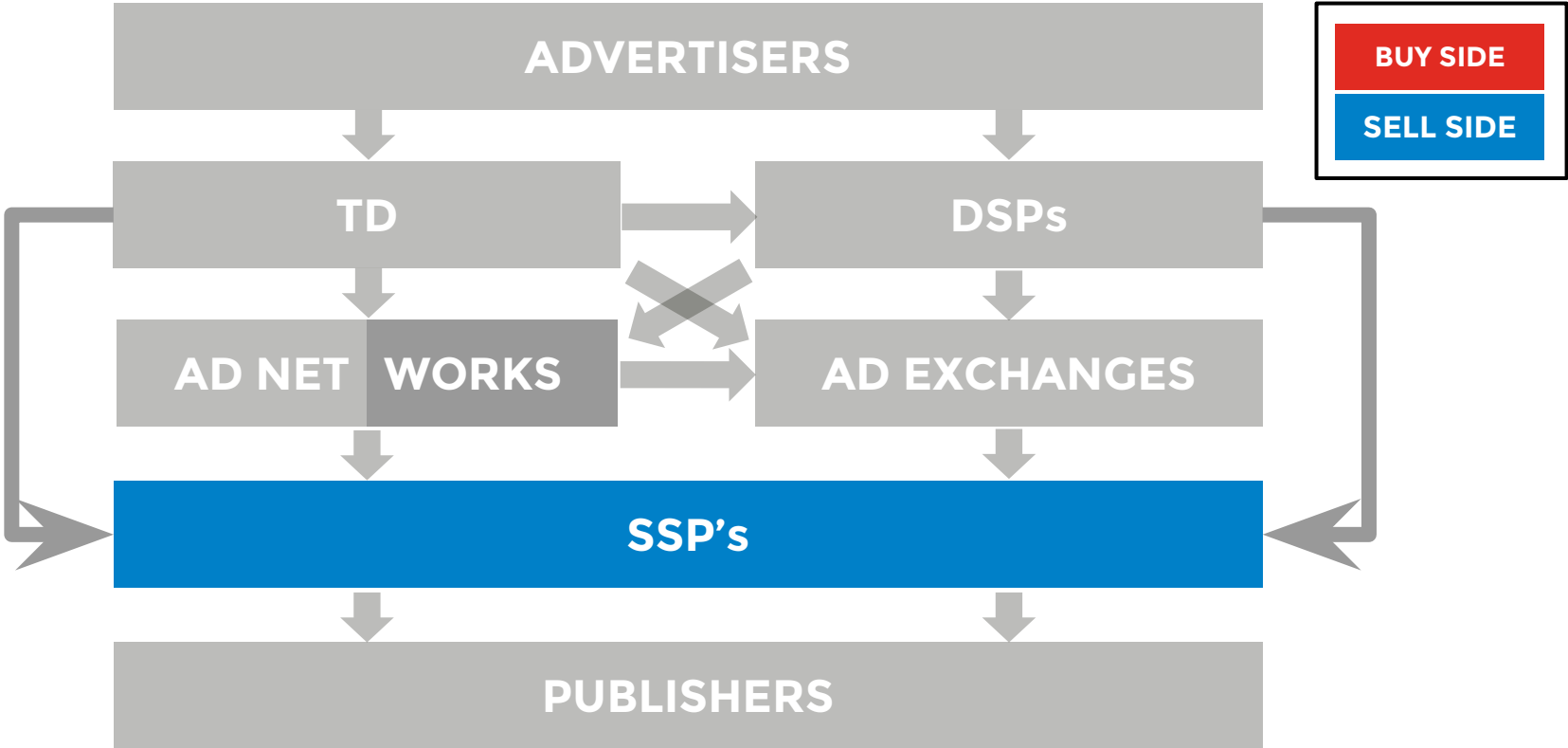
Ad Networks



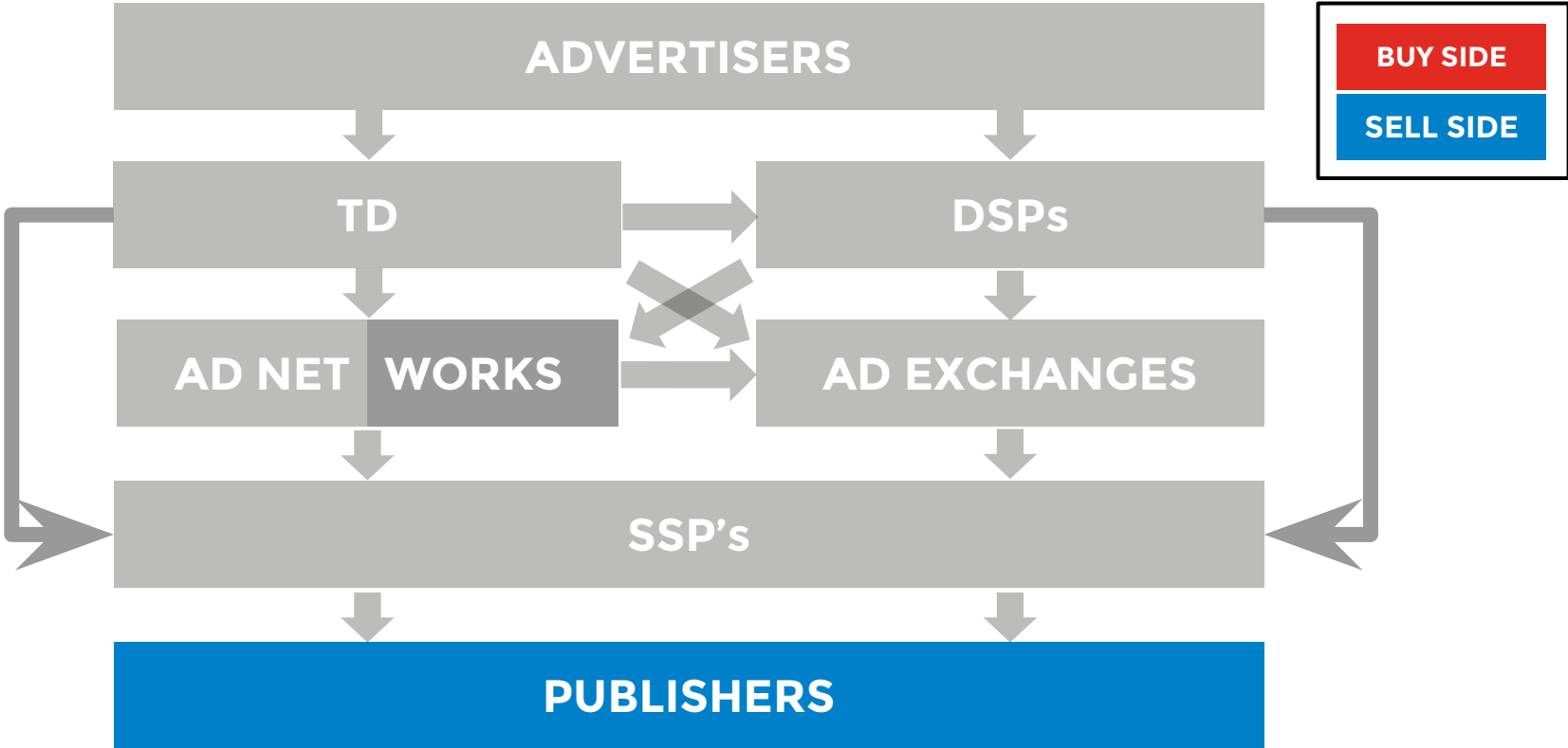
Ad Exchanges



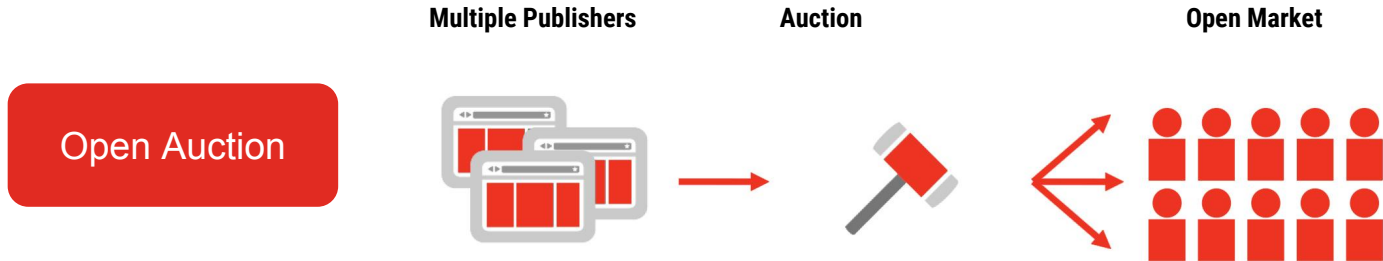
Supply Side Platform



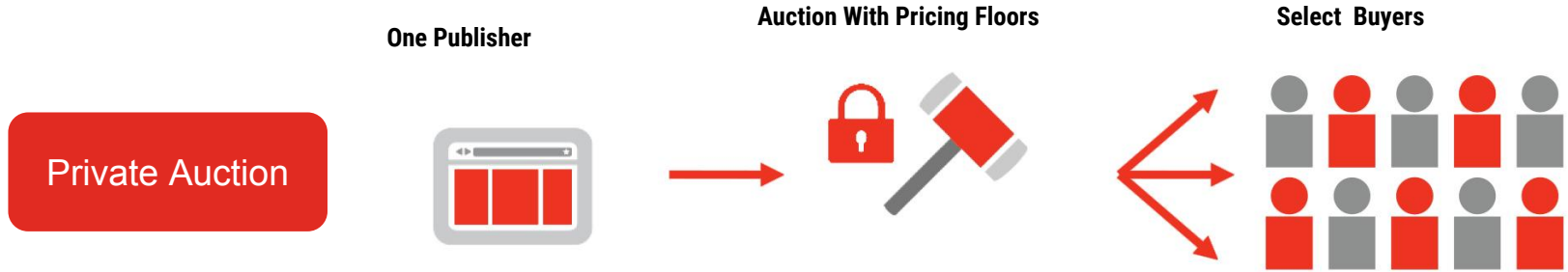
Publishers



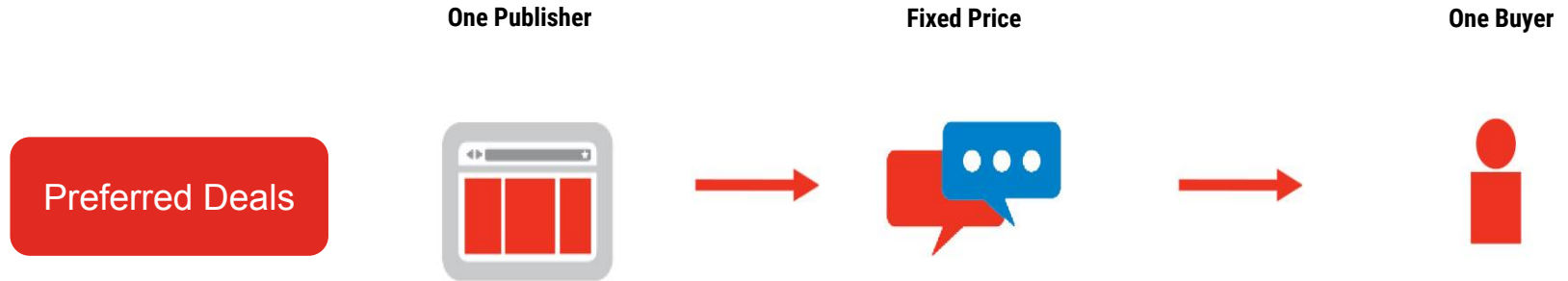
Open Auctions



Private Auctions



Preferred Deals



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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