

Why RTB campaigns cannot be managed as an isololated channel

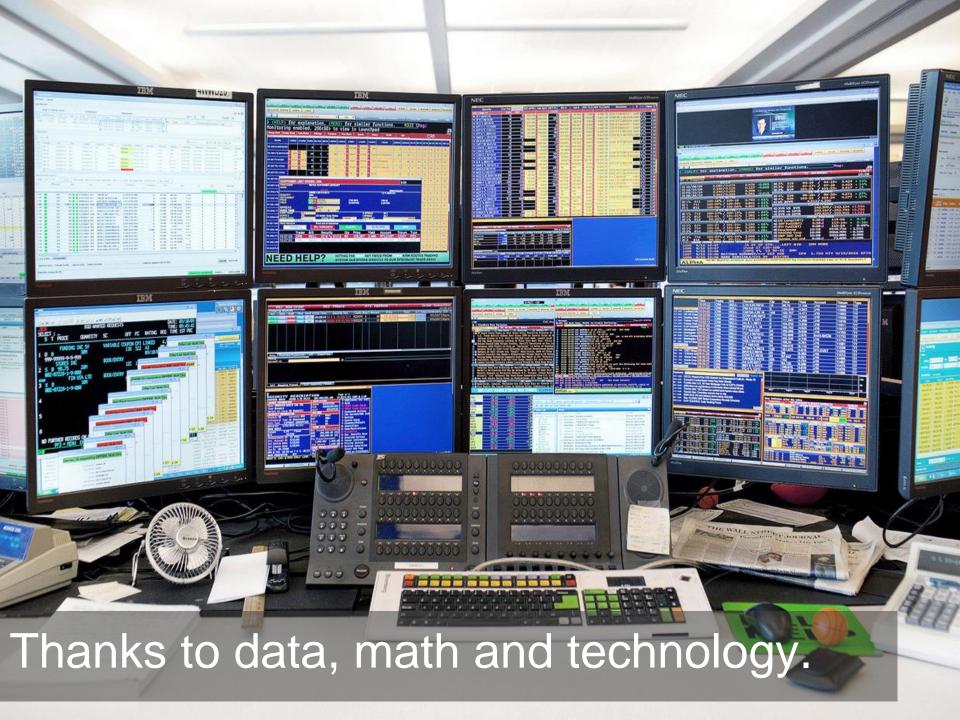
David Špinar, Google







But it has changed over the years ...



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... to something like this.





Programmatic ad buying gains momentum

By: Christopher Hosford on September 16, 2013

10/09/2013 @ 11:46AM 4,025 views

Mobile Ads Jump 145%, Driving 18% Rise In Internet Advertising

Search ad spending jumps

Published on October 12, 2011

Newspaper Giants Join Native Advertising Movement

CMO NETWORK 6/28/2012 @ 4.56PM 9,809 views

Social Media And The Big Data Explosion

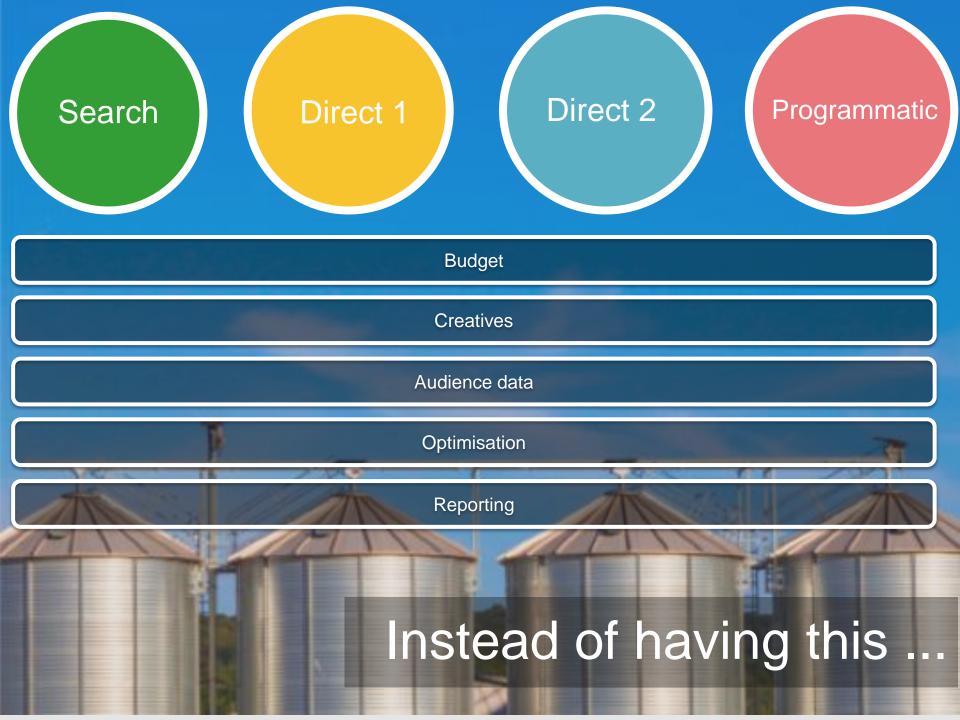
NATIVE ADVERTISING By Rebecca Caroe, Published March 24, 2014

Study: Mobile video engagement outpaces desktops

on October 22, 2013

But in reality ...









The challenge: marketers & agencies use an average of 4.9 platforms to execute a single campaign



Sources: Navigating the Road to the Consolidated Buying Platform, Forrester Consulting commissioned by Google, 2013; The Future of Digital Marketing, Illuminas, May 2013



Having RTB as an isolated line-item in your media plan?







You are probably missing many benefits.

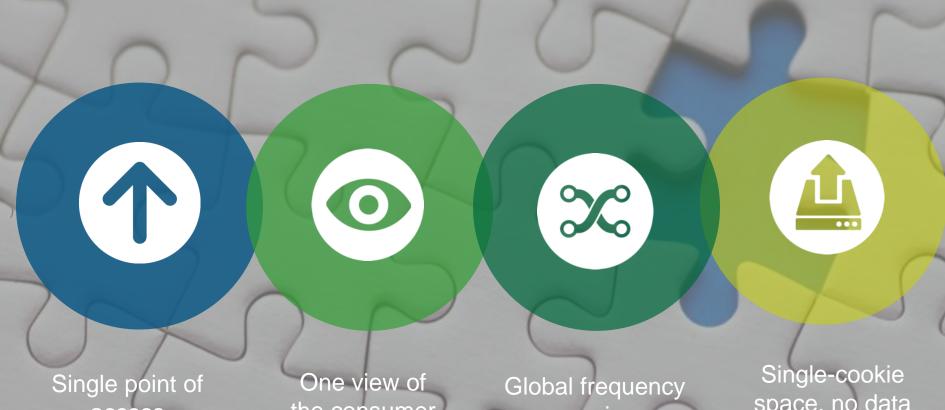
Advantages of having channels together





Better insights

Efficient campaign management



access

the consumer

capping

space, no data loss

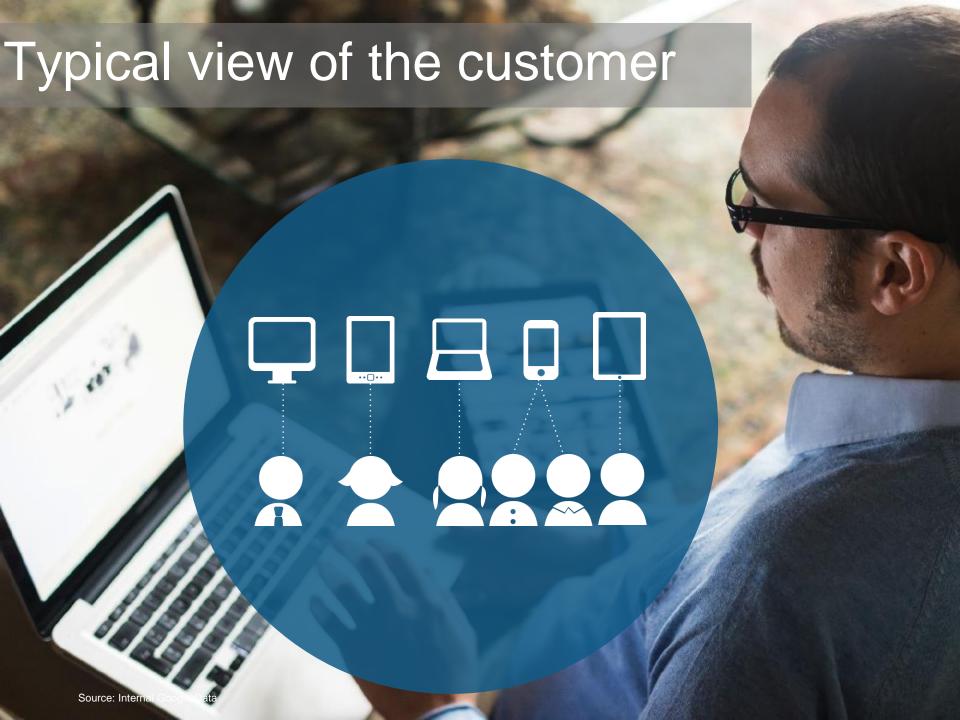
Joint audience data

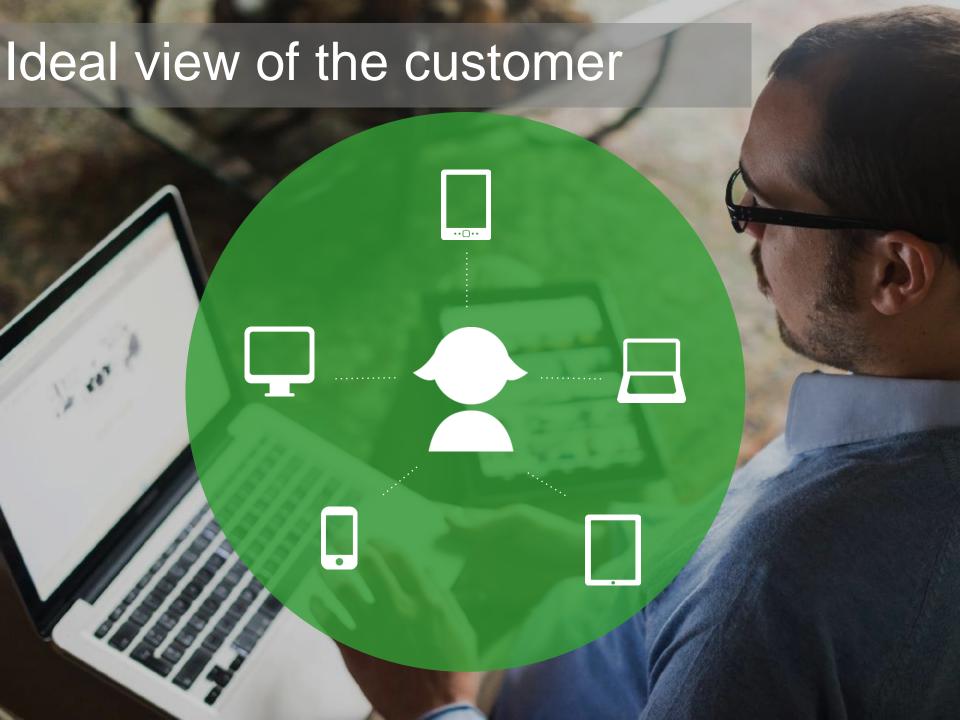


Large advertisers target the same customer as many as 200 times per day

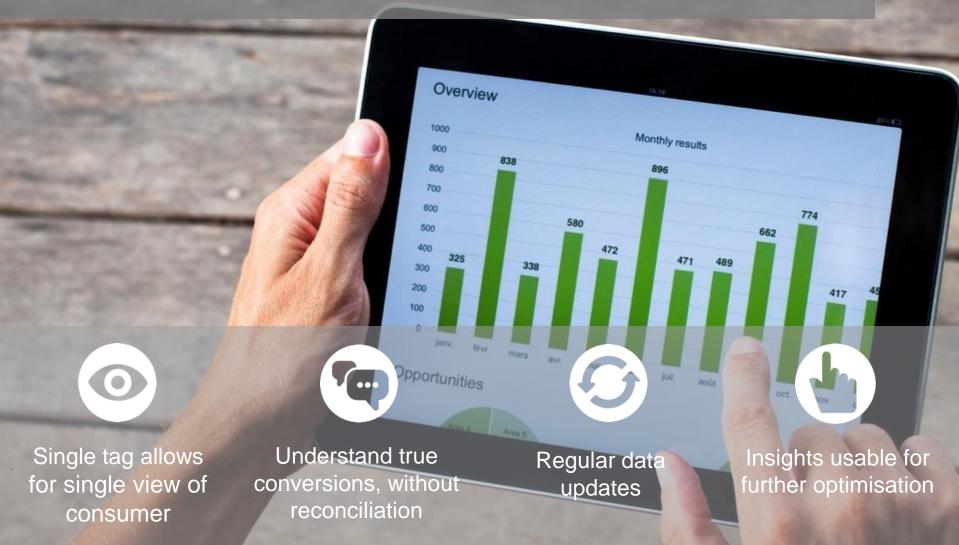


Source: Internal Google Data





De-duplicated reports across the board







Know your audience & delight them across screens and channels

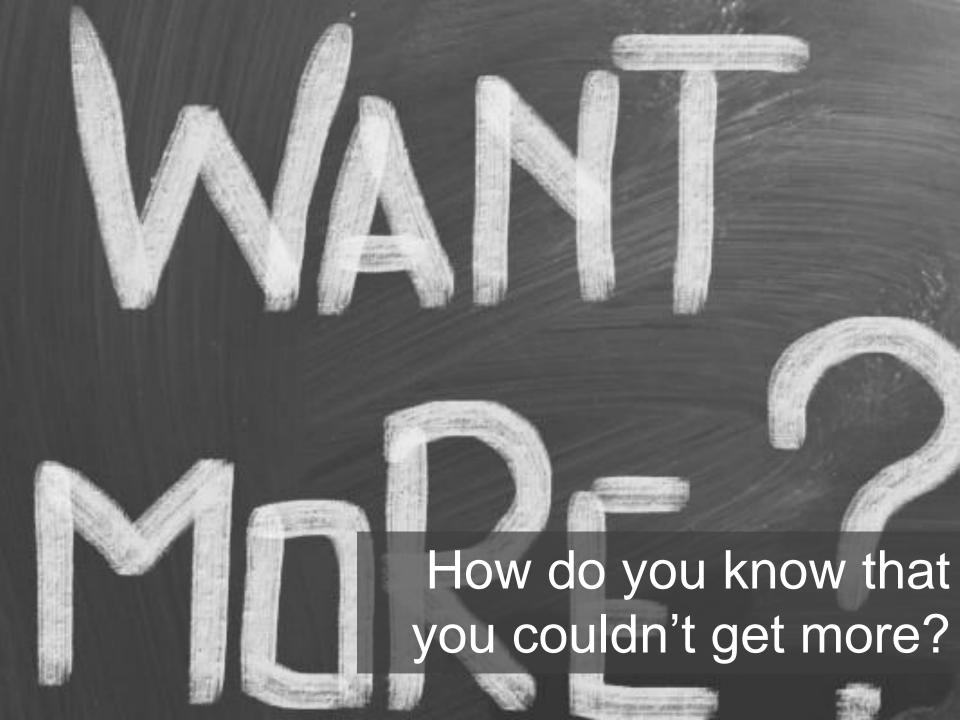
Make better decisions with unified insights & attribution

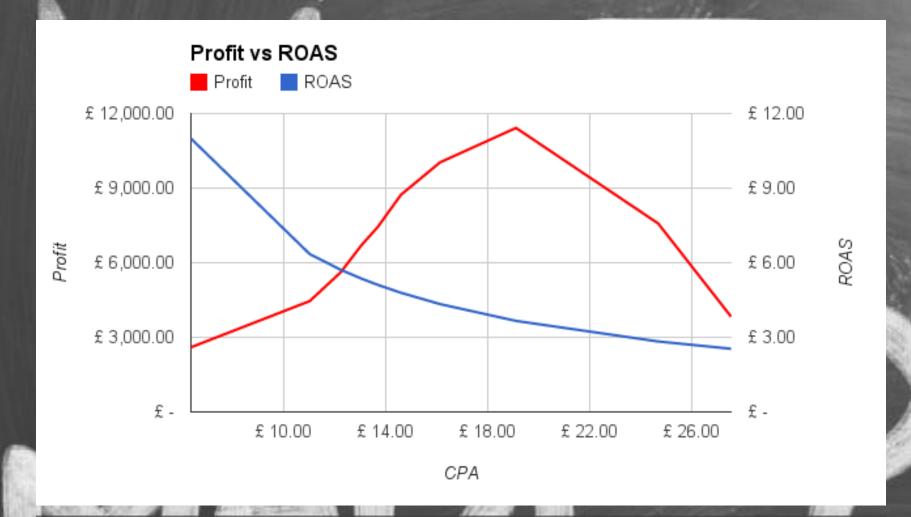
Make buying & executing easy and efficient











You can have worse CPA, worse ROAS but still have higher profit.



Do you really think your RTB channel is good just for retargeting?





Do you know what they do with the data you gave them (besides you cannot use them elsewhere)?







And something for my beloved agencies ..



Thank you

David Špinar

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