

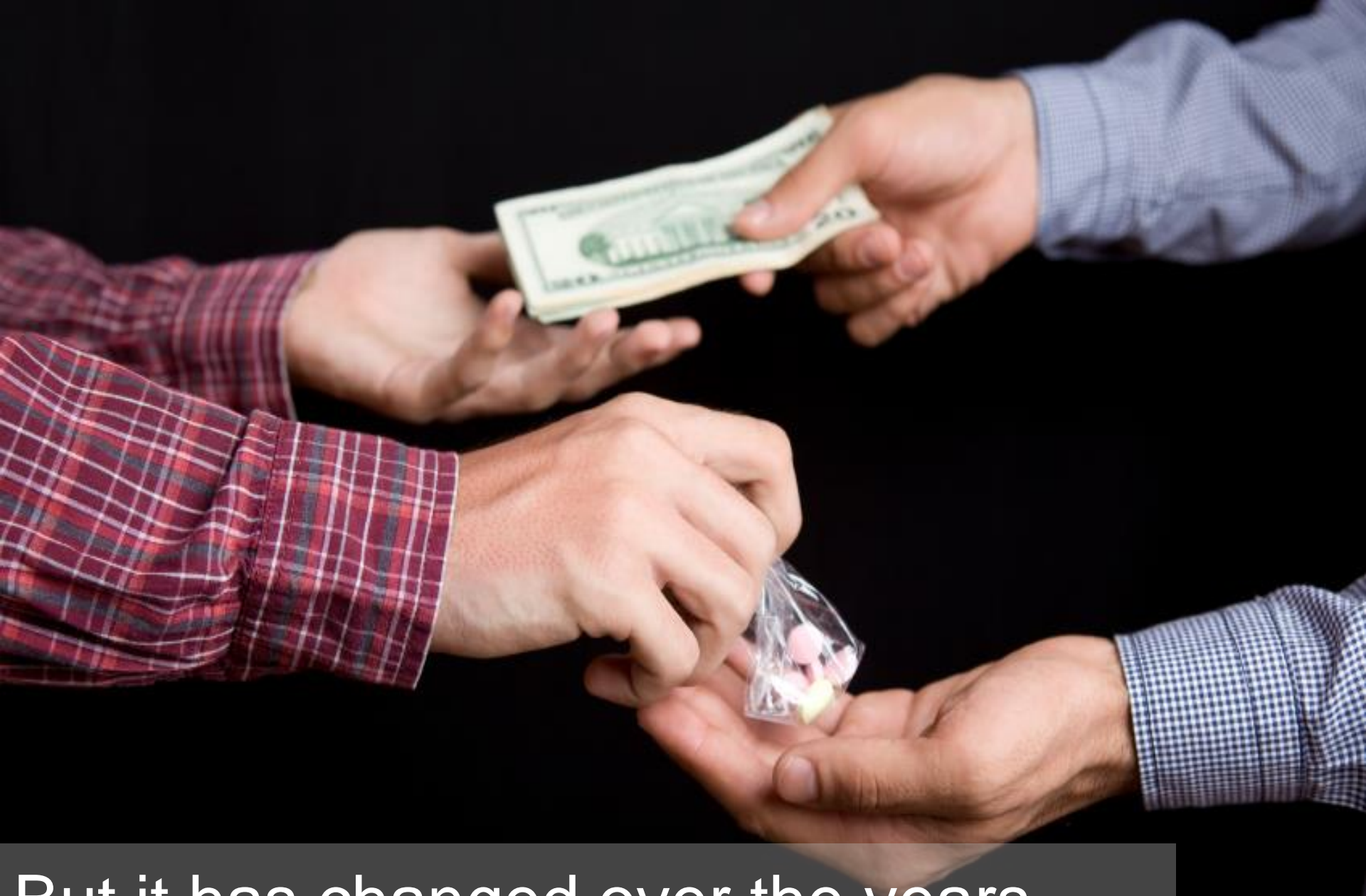


Holistic approach to RTB advertising


Why RTB campaigns cannot be
managed as an isolated channel

David Špinar, Google

[illegible]



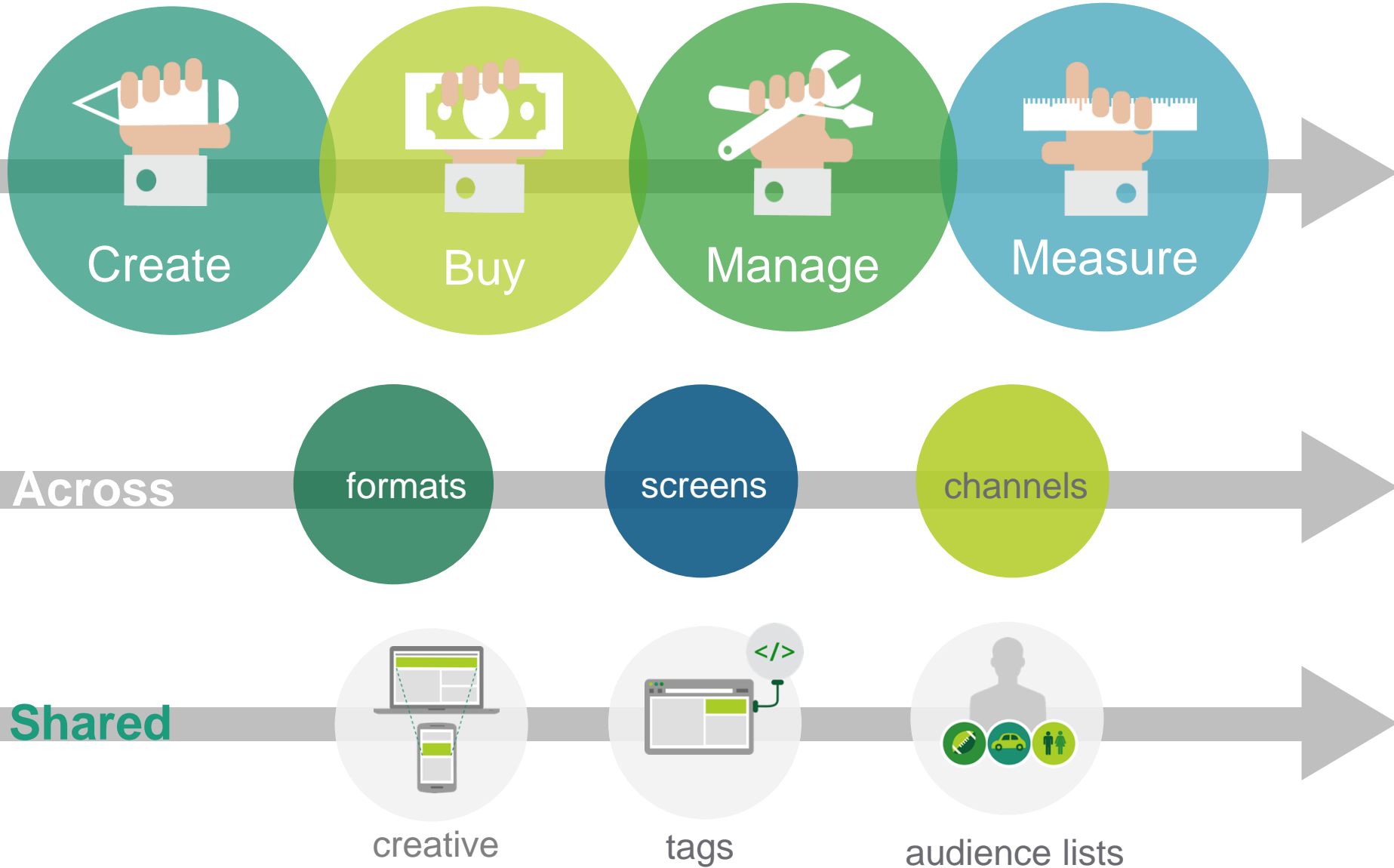
But it has changed over the years ...



The image shows a workspace with eight computer monitors. The top row has four monitors: the first two are IBM and show spreadsheets; the third is NEC and shows a complex data table; the fourth is NEC and shows a financial summary. The bottom row has four monitors: the first is IBM and shows a list of items with prices; the second is IBM and shows a data table; the third is IBM and shows a data table; the fourth is NEC and shows a financial summary. In front of the monitors are two large black office phones, a keyboard, a mouse on a green mousepad, a calculator, and a small white fan. A newspaper is also visible on the desk.

Thanks to data, math and technology.

... to something like this.



*“There’s a
platform
for that.”*

Programmatic ad buying gains momentum

By: [Christopher Hosford](#) on September 16, 2013

TECH 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

NATIVE ADVERTISING

By Rebecca Caroe, Published March 24, 2014

CMO NETWORK 6/28/2012 @ 4:56PM 9,809 views

Social Media And The Big Data Explosion

Study: Mobile video engagement outpaces desktops

on October 22, 2013

But in reality ...

Search

Direct 1

Direct 2

Programmatic

... the silos remain



Search

Direct 1

Direct 2

Programmatic

Budget

Creatives

Audience data

Optimisation

Reporting



Instead of having this ...



Search

Budget

Creatives

Audience data

Optimisation

Reporting



Direct 1

Budget

Creatives

Audience data

Optimisation

Reporting



Direct 2

Budget

Creatives

Audience data

Optimisation

Reporting



Programmatic

Budget

Creatives

Audience data

Optimisation

Reporting

... we have this.

Search

Budget

Creatives

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Direct 1

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Direct 2

Budget

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Optimisation

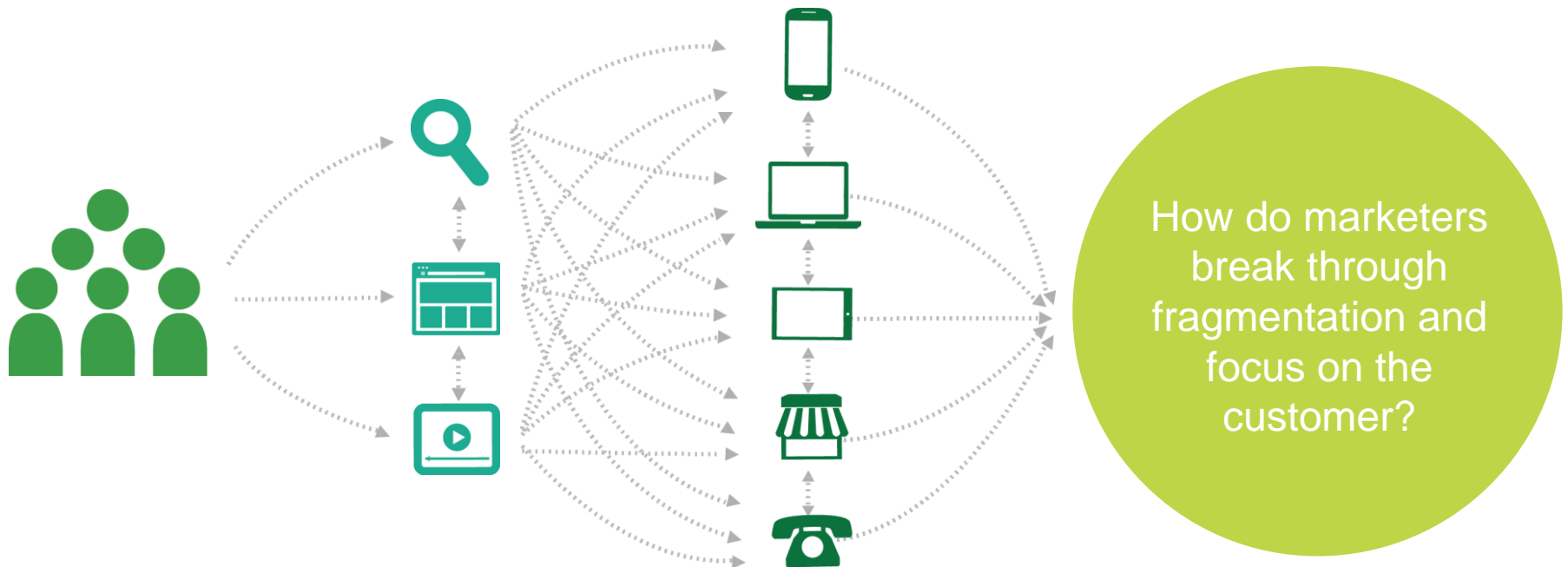
Reporting

Programmatic

Blackbox!

Or even this.

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

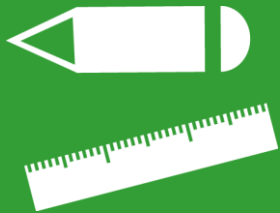
Having RTB as an isolated
line-item in your media plan?



Marketing
strategy



Data



Tools

You are probably missing
many benefits.

Advantages of having channels together



More
efficiency



Better
insights



Better
performance

Efficient campaign management



Single point of
access



One view of
the consumer

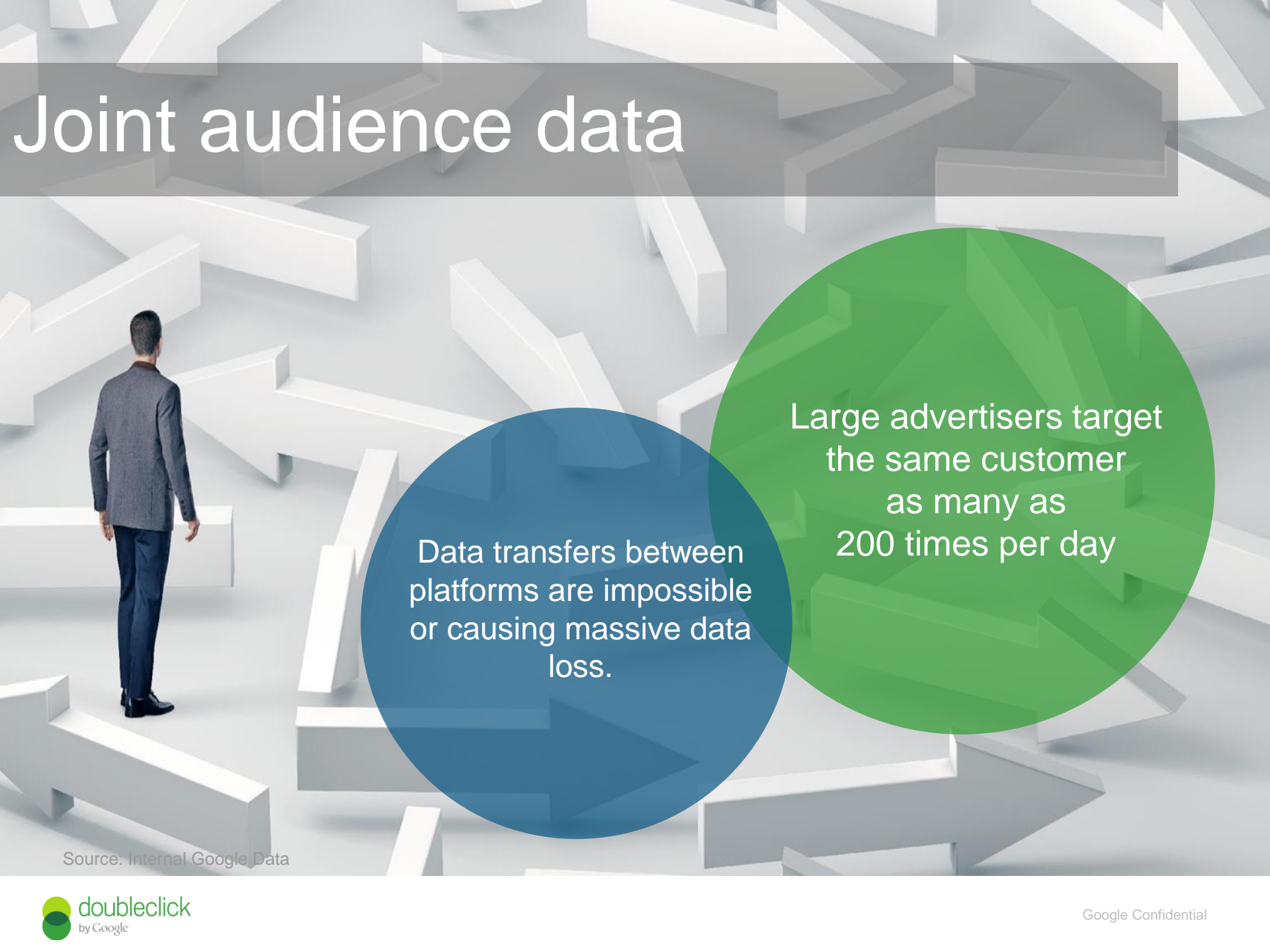


Global frequency
capping



Single-cookie
space, no data
loss

Joint audience data



Data transfers between platforms are impossible or causing massive data loss.

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

Source: Internal Google Data

Typical view of the customer



Ideal view of the customer



De-duplicated reports across the board



Single tag allows for single view of consumer



Understand true conversions, without reconciliation



Regular data updates



Insights usable for further optimisation



Make buying &
executing easy and
efficient



Know your audience &
delight them across
screens and channels



Make better decisions
with unified insights &
attribution



And what's specifically wrong
with the blackboxes?



Missing
transparency



Missing mid/upper
funnel



No control over
possible
outcome



Data misuse



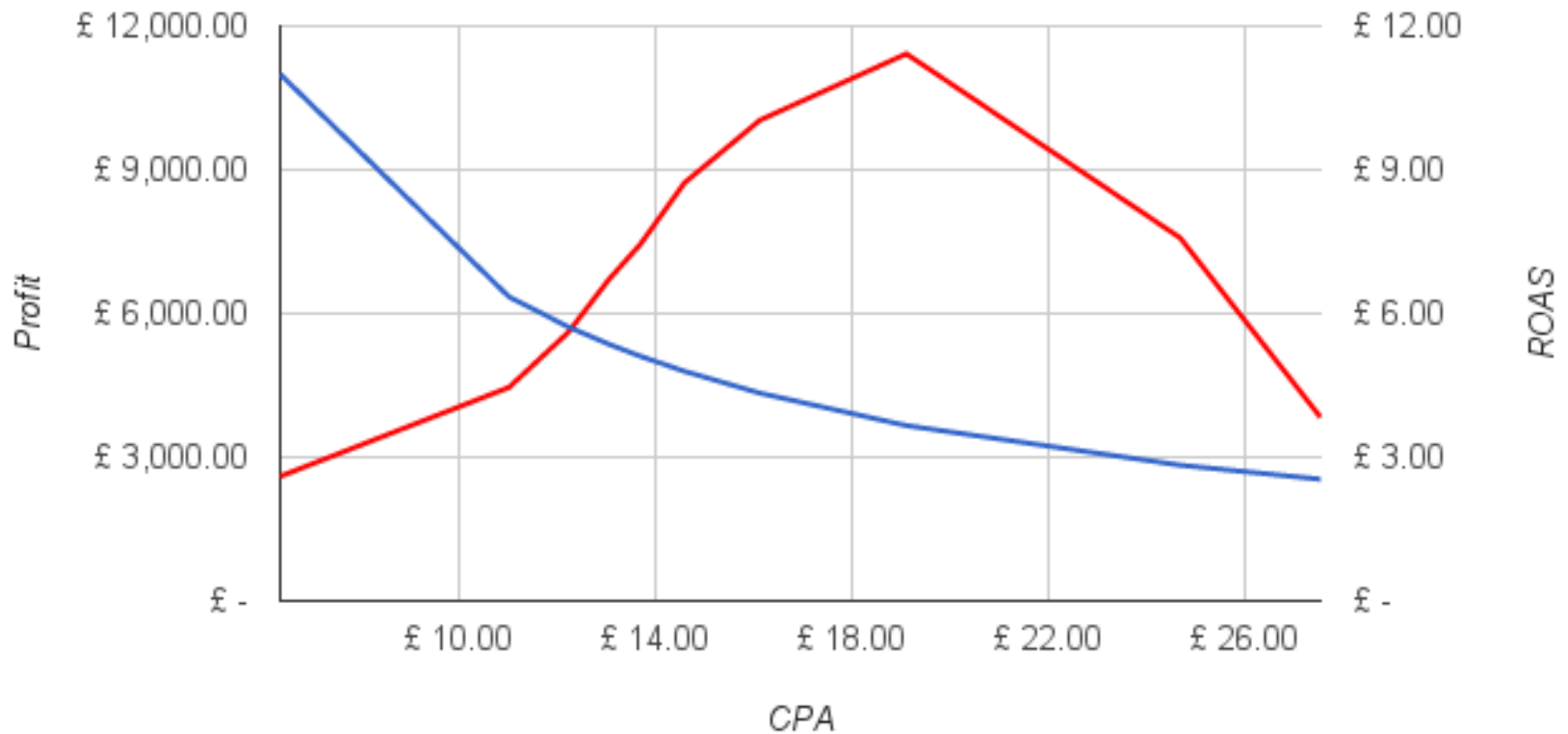
Missing transparency.
Did we learn nothing
from the history?

WANT
MORE?

How do you know that
you couldn't get more?

Profit vs ROAS

■ Profit ■ ROAS



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

RETARGETING



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



Where is your
upper or mid
funnel strategy?

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





And something for my beloved agencies ..



© Bev Webb 2012

It's the 'you' that adds to the value.

And something for my beloved agencies ..

Thank you

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