

RTB TRENDS IN EUROPE

FROM

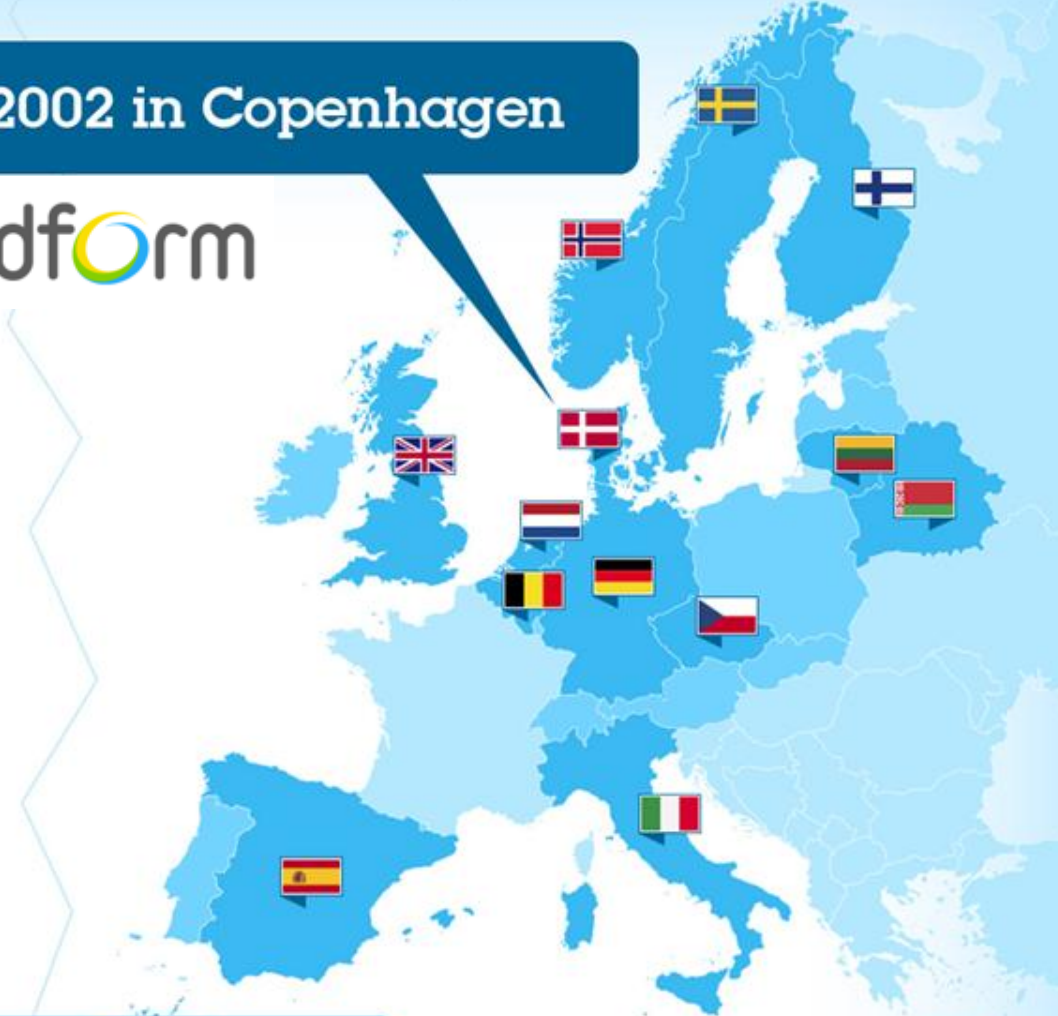
RETARGETING & RICH MEDIA

THROUGH TO

PRIVATE MARKETPLACES & EMERGING CHANNELS

Established 2002 in Copenhagen

adform



302 Employees

14 Countries

+3000 Advertisers

+450 Agencies

+100 Publishers

SYNERGISTICALLY SERVING ALL THE PLAYERS

ADVERTISER OFFERING

- reporting
- widgets
- data integrations

PUBLISHER OFFERING

- premium formats
- private marketplace
- publisher console
- public ratecard
- data integrations

adform

AGENCY OFFERING

- open platform
- DSP
- local inventory
- local data
- ad serving

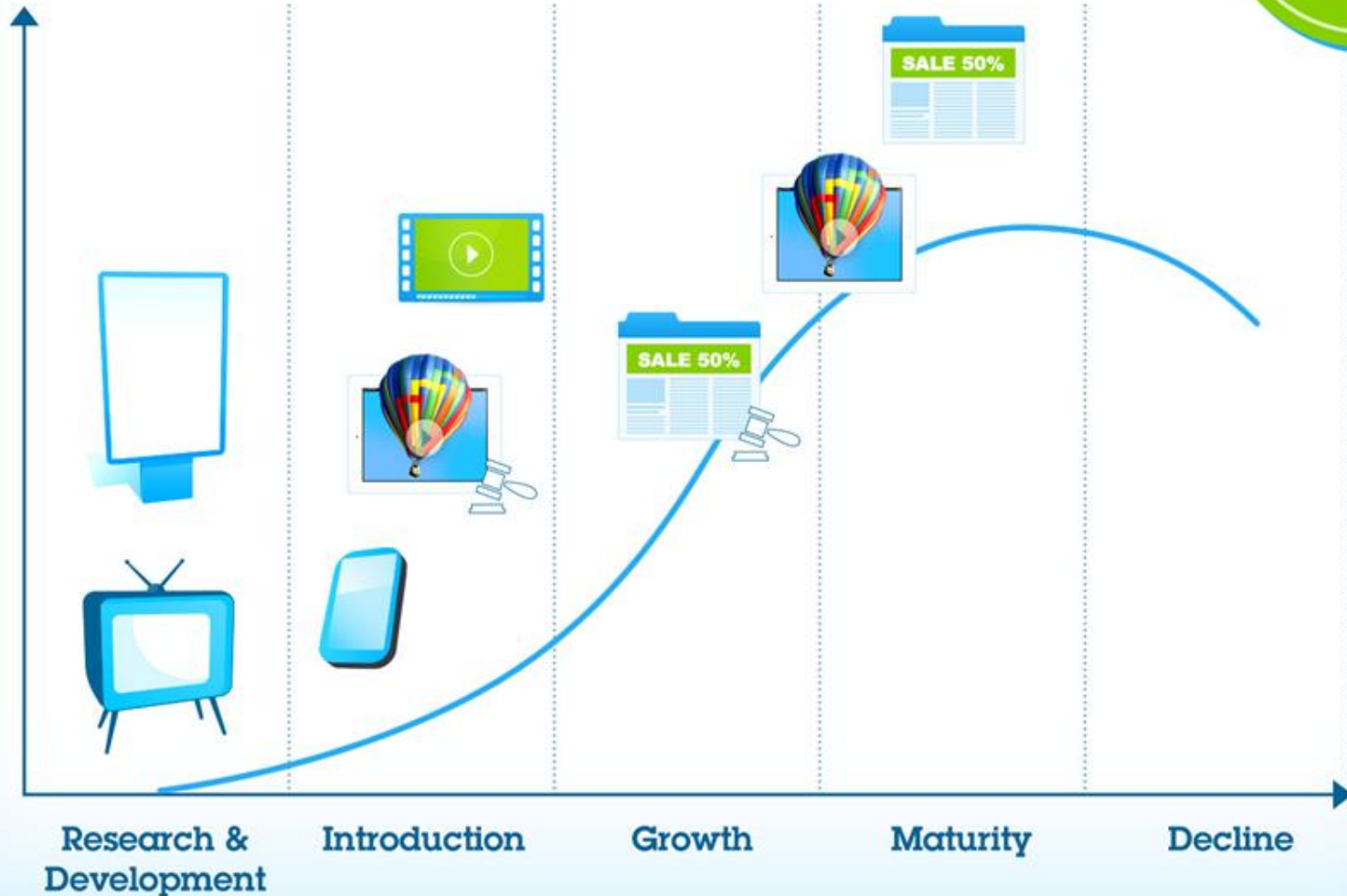
CREATIVE AGENCY OFFERING

- creative toolkit
- strong work flow
- Rich Media templates

DISPLAY AD TECH TODAY

2013

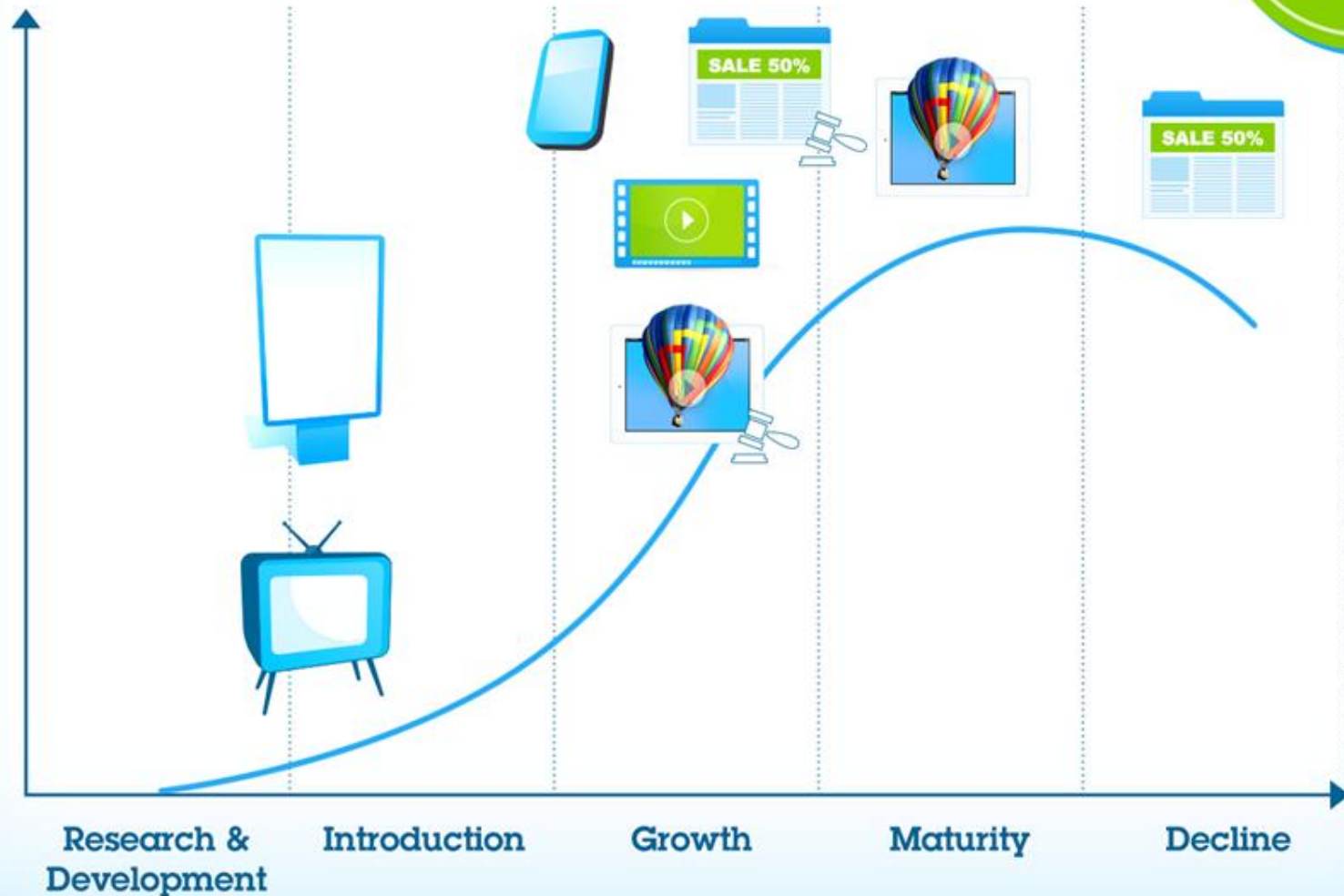
Product Life Cycle & Adoption



DISPLAY AD TECH IN

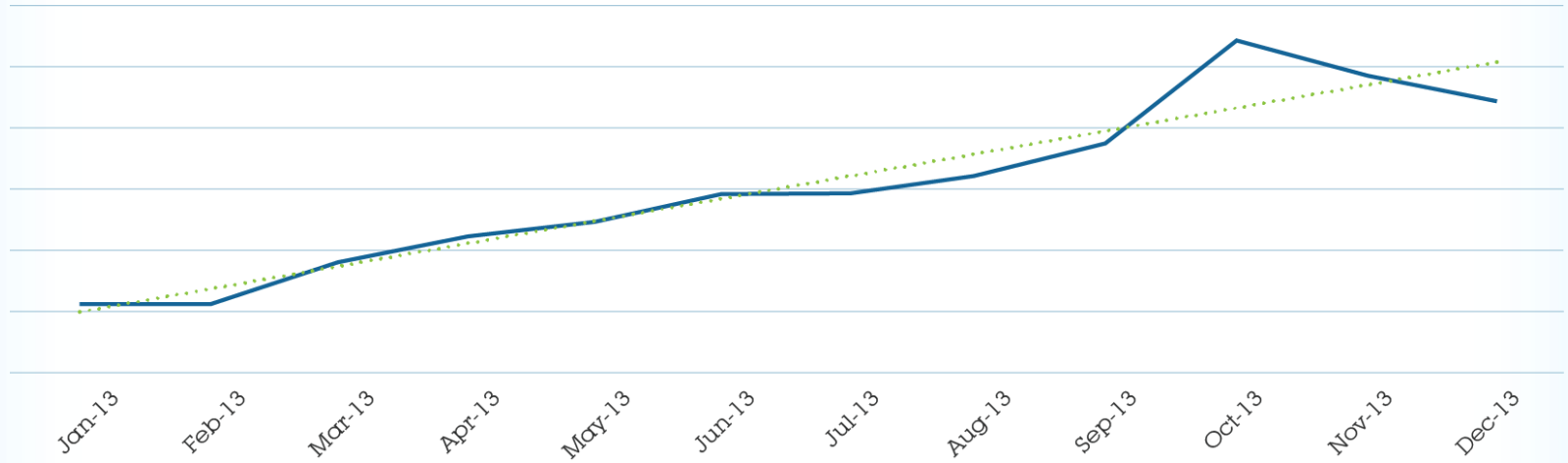
2015

Product Life Cycle & Adoption

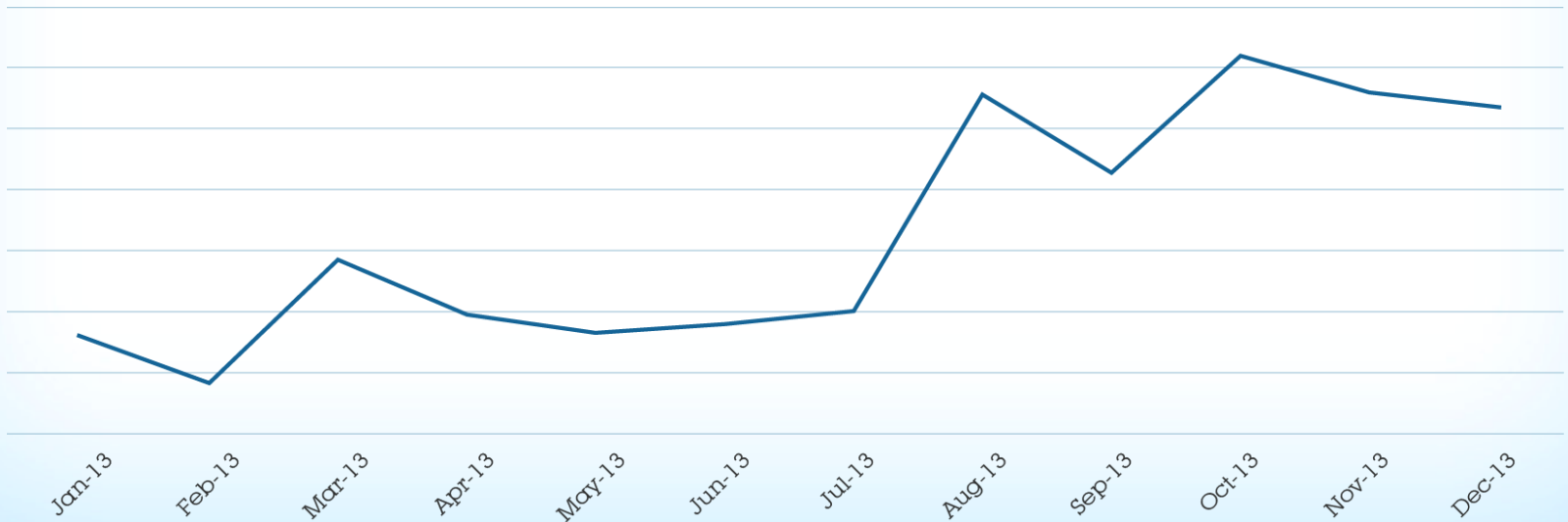


PROGRAMMATIC SPEND 2013

Europe

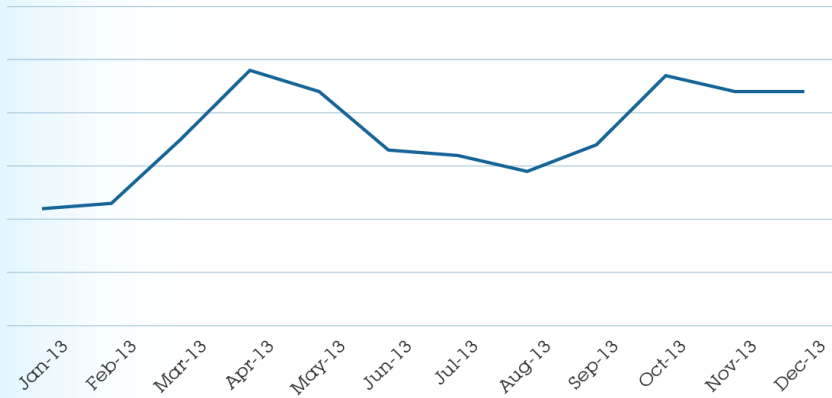


Czech Republic

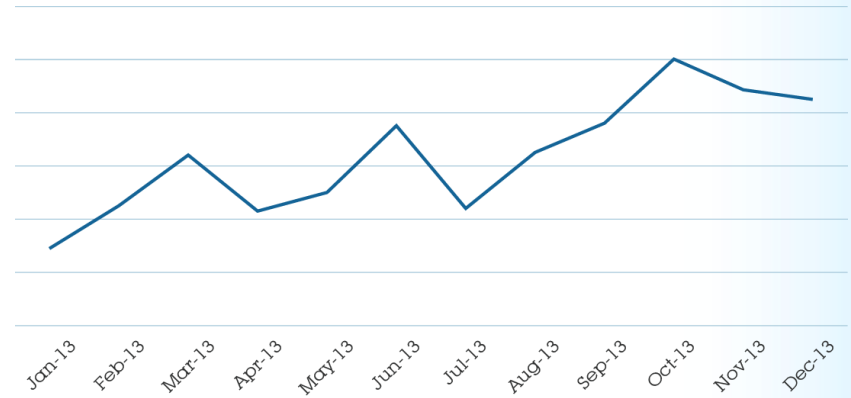


TRENDS IN CZECH REPUBLIC 2013

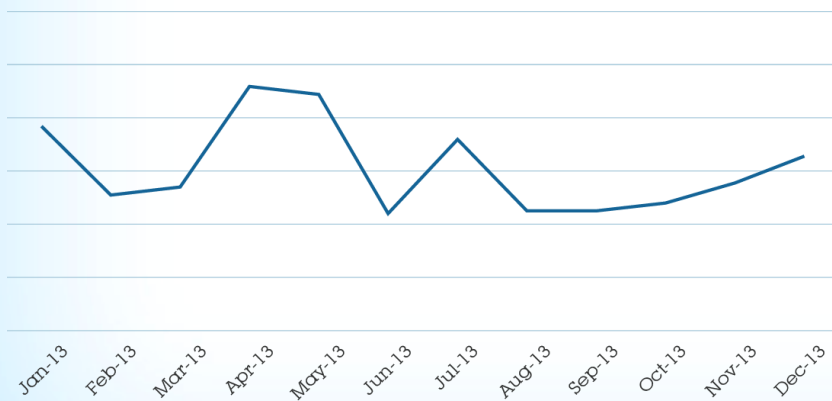
CPM



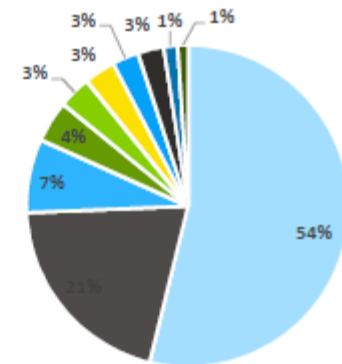
CTR



CPC



TOP 8 AD EXCHANGES



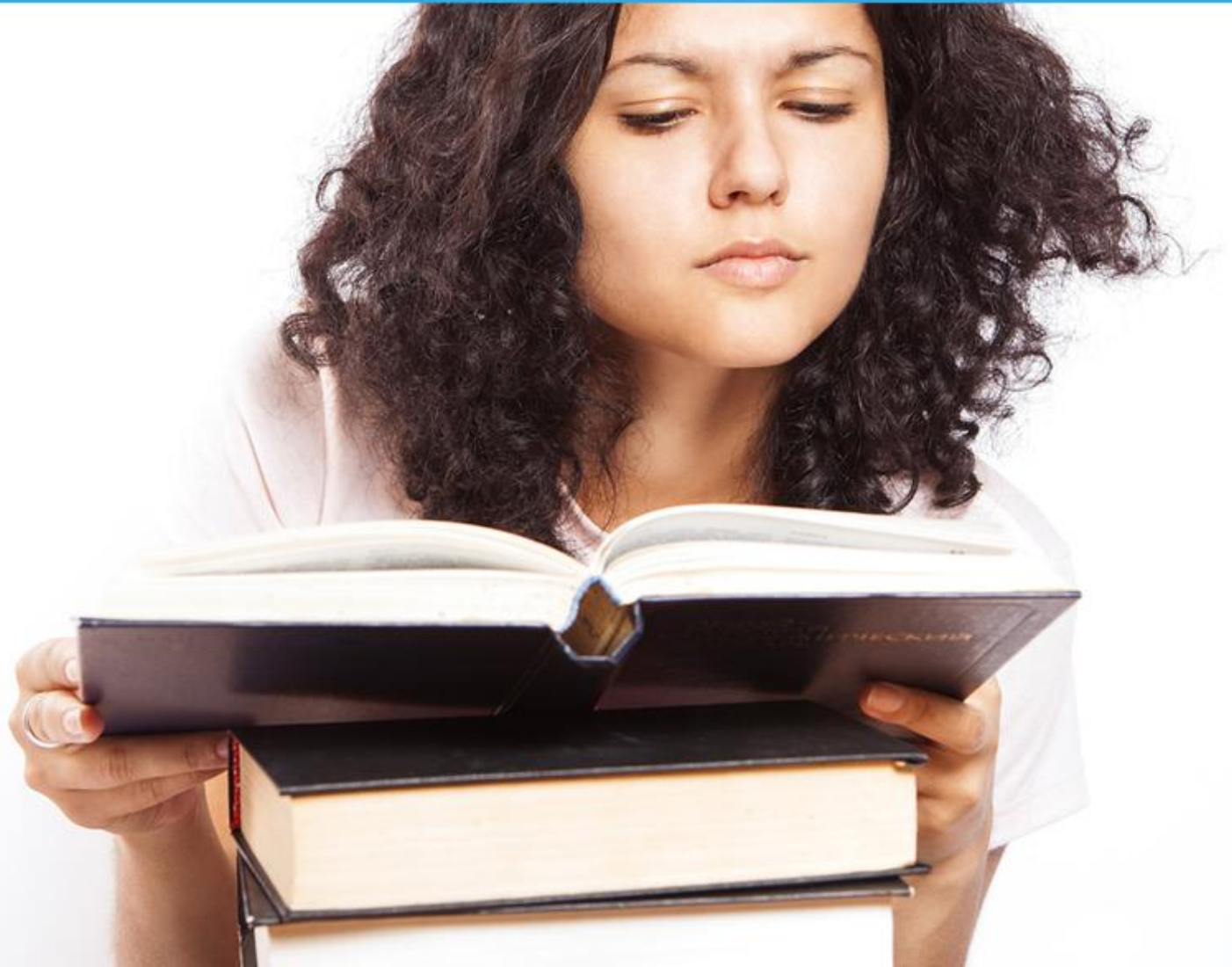
- DoubleClick
- Rubicon
- bRealTime
- Pubmatic
- Admeta
- seznam.cz
- Marimedia
- Facebook Exchange



HOT TRENDS ON THE EU SCENE

1

RETARGETING/PERFORMANCE





Facebook
Exchange

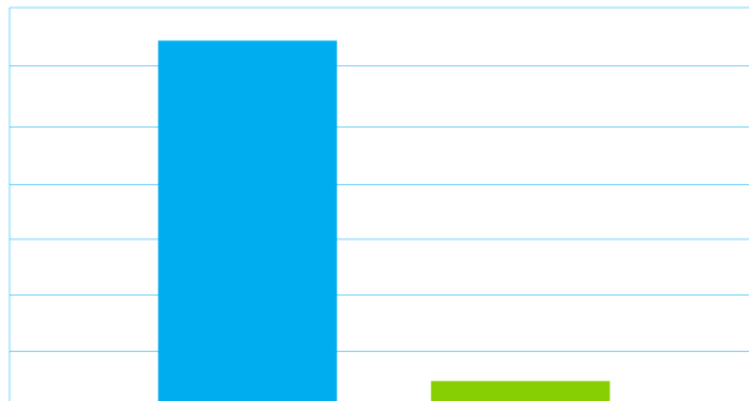
CASE STUDY

Early Bird



Performics

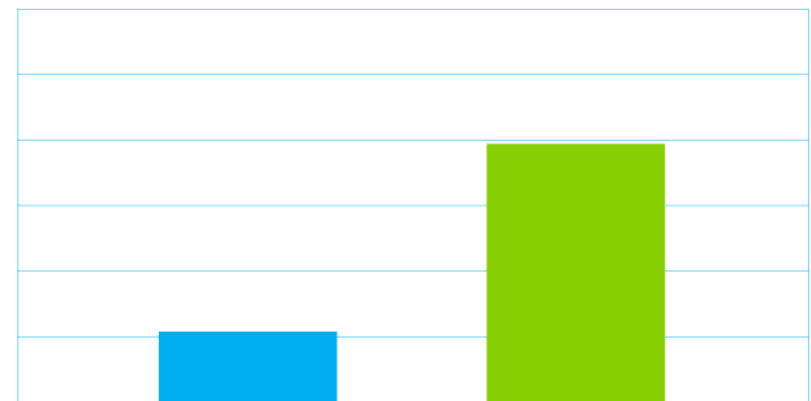
CPL



Facebook
(traditional)

Facebook Exchange
(retargeting)

CONVERSION RATE %



Display campaigns
(IAB average)

Early Bird
(Retargeting on Facebook)

29X ↓

The CPL was 29 times lower than their traditional Facebook campaign

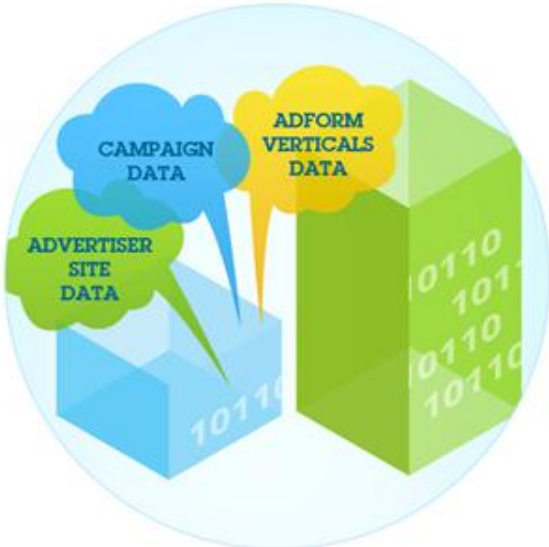
19,81% ↑

The conversion rate soared to 19,81%

DATA IS THE KEY



LOCAL PUBLISHER DATA



ADFORM/ ADVERTISER DATA



3RD PARTY DATA



PROGRAMMATIC RICH MEDIA





PROGRAMMATIC RICH MEDIA VISION



1

Create awareness & drive engagement

2

Premium inventory & local data

3

Brand metrics that make sense in the board room

4

Key benefits of programmatic buying

We decided to solve the problem!

BIKBOK


RICH MEDIA INVENTORY AT SCALE

OPEN, PRIVATE & DIRECT

rubicon
PROJECT

 Microsoft Advertising

 doubleclick
by Google

 appnexus

 IMPROVE DIGITAL

 YL+ Yieldlab

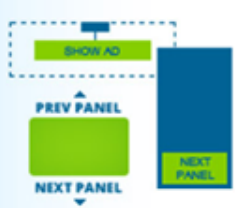
 ADMETA
THE PRIVATE AD EXCHANGE

 Facebook
Exchange

+ more

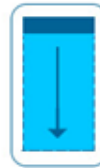


PROGRAMMATIC RICH MEDIA SUPPORT



iab.
**BRANDING
UNITS**

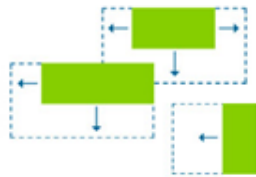
iab.
MOBILE



**DISPLAY
UNITS**



EXPANDABLE



IN-STREAM ADS



FLOATING

ADPAGES



TAKEOVERS





PRIVATE MARKETPLACES



SELLING SCENARIOS



1 to many

**Open
auction**



1 to few selected

**Private
auction**

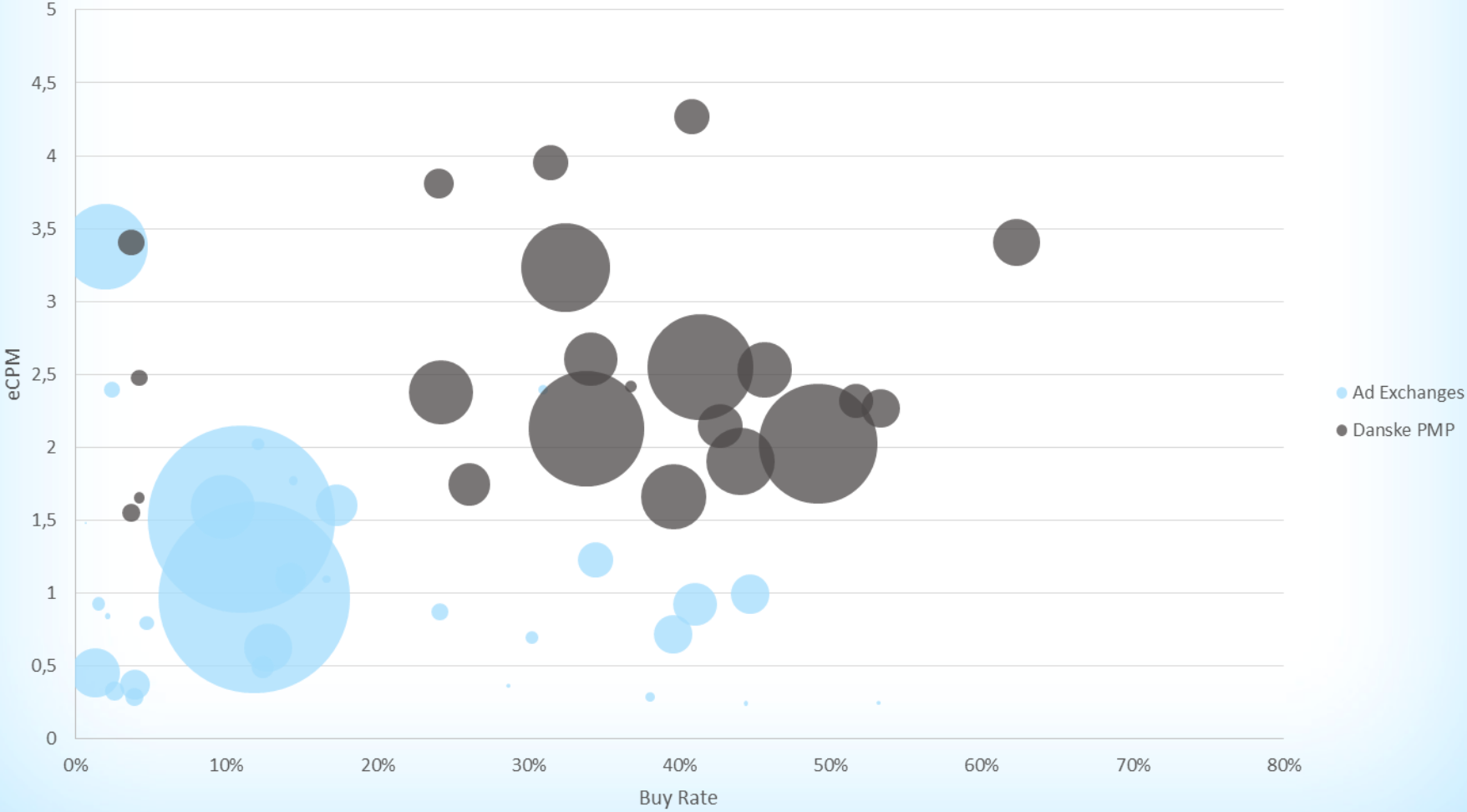


1 to 1
fixed direct deal

**Fixed
price**

CPM COMPARISON SSP VS. PMP

Ad Exchanges & PMP



WHY IT MAKE SENSE



New demand = New Revenue



Inventory transparency = Higher eCPM



Publisher Branding = Higher buy rate



New Formats = New Revenue



Data = New Revenue



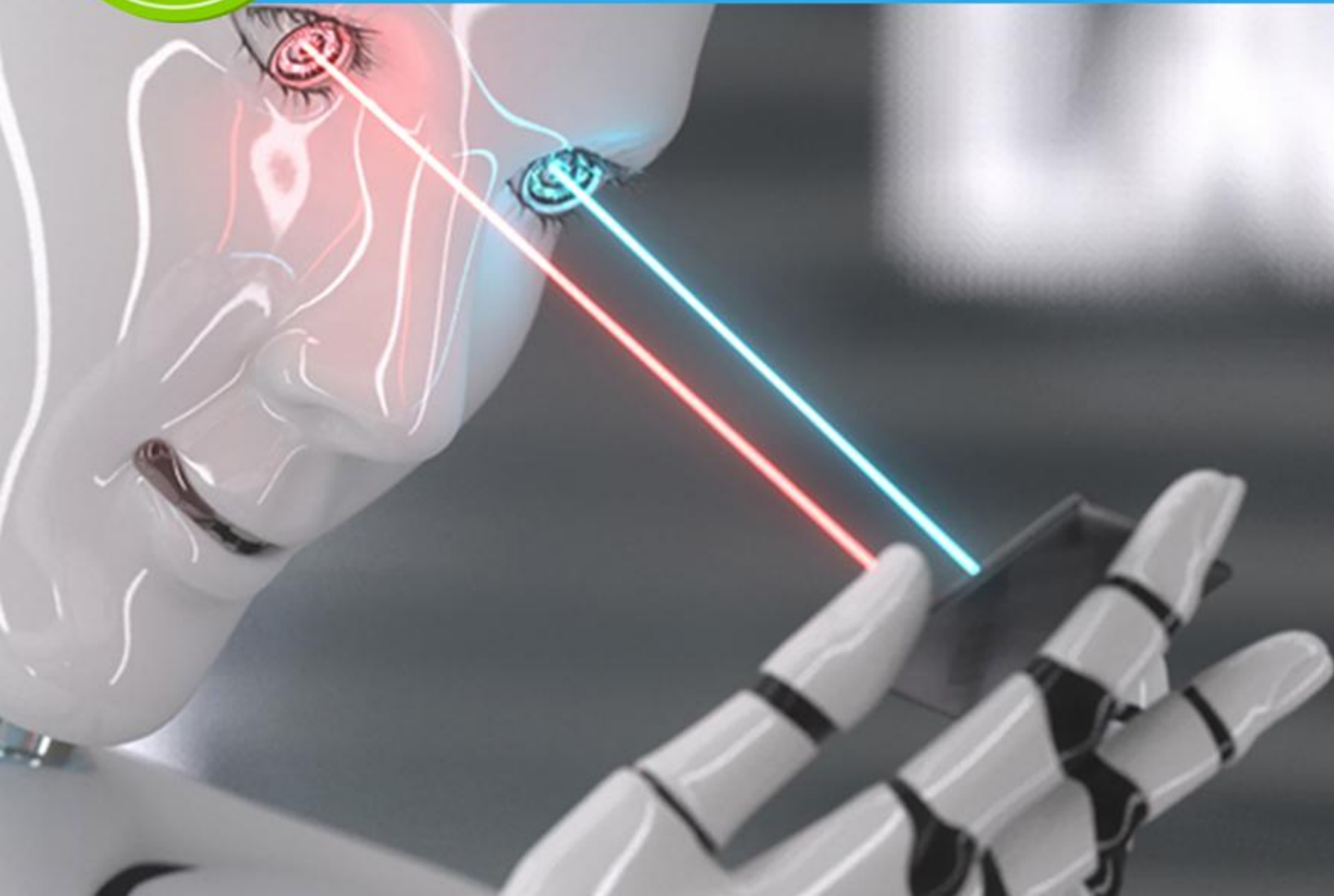
Brand safety = Higher eCPM



No click fraud = Higher eCPM

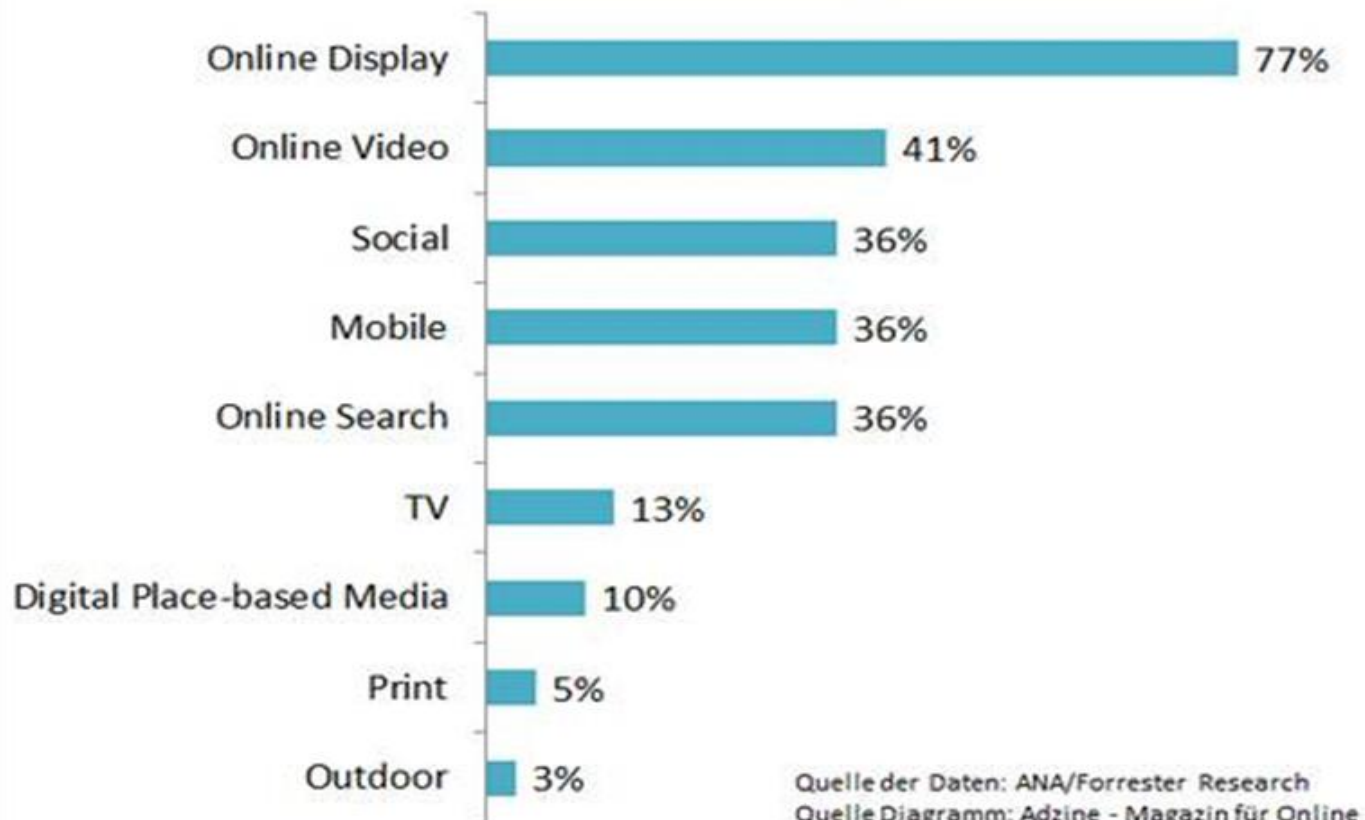
4

EMERGING CHANNELS



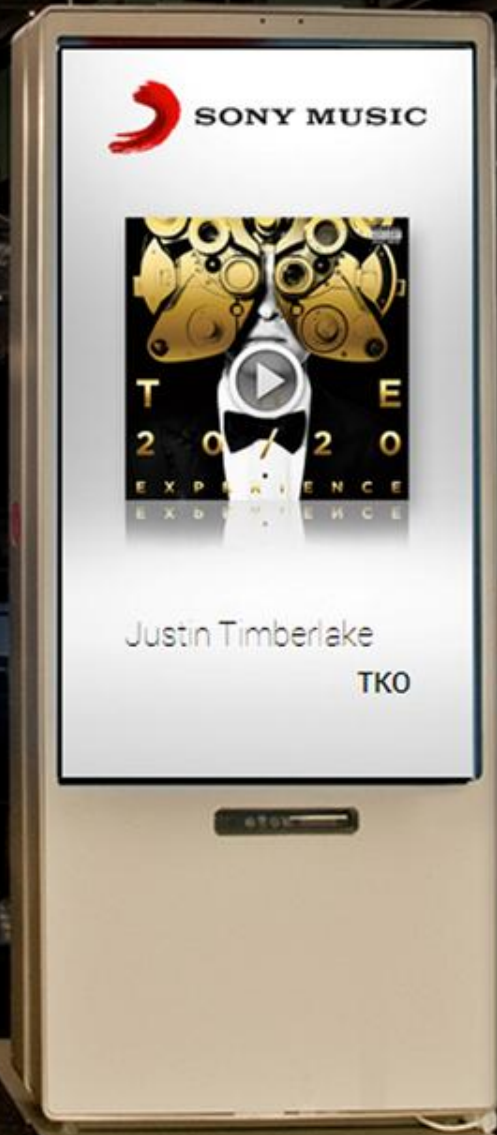
OUT OF HOME

In what media have you done programmatic buying in the past year?



CONNECTED, INTERACTIVE & DYNAMIC OUTDOOR

ADFORM, FLUXLOOP, SONY MUSIC



[Link to demo](#)

PERFORMANCE FLUXLOOP

- CTR 31%
- 3.8 Video plays per engagement
- OneDirection takes the lead with 31% of all plays, Justin only gets 20%
- 317.000 people engaged with the ad
- 57% Men, 43% Women
- Conversion rate 12.1%

CONNECTED & DYNAMIC OUTDOOR

ADFORM, NORWEGIAN, JC DECAUX

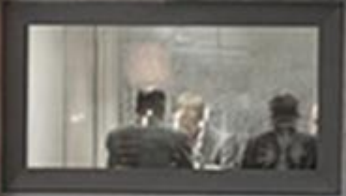
NAVN: ANDRIUS ZUBKEVICIUS

CALCULATING PIGMENT LEVEL

VINTERGUSTENHET
0%
SCANNING 51%

JCDecaux

[Link to video](#)

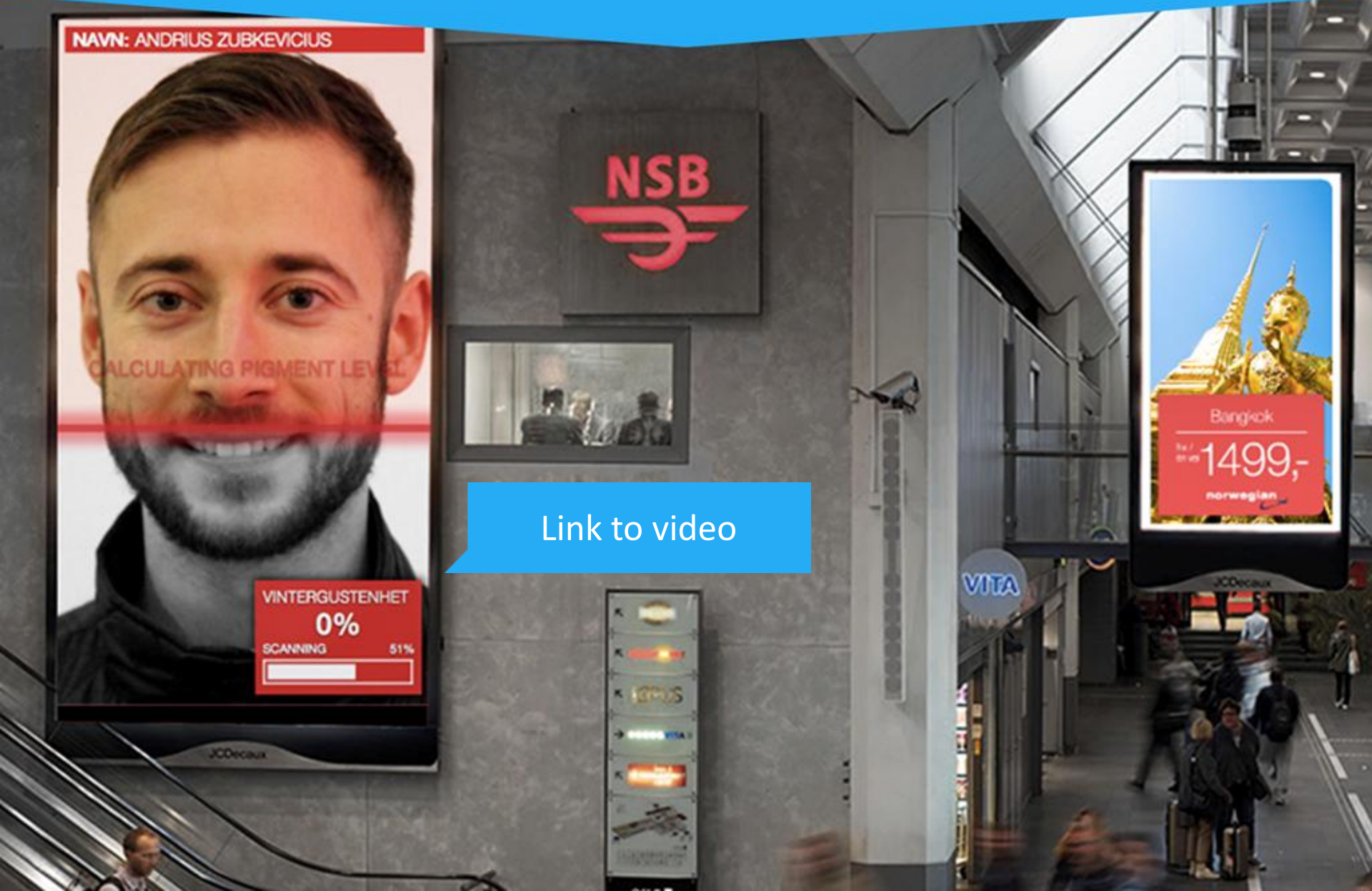


Bangkok

1499,-

norwegian

JCDecaux



adform

Thank You!

:)

 @adforminsider