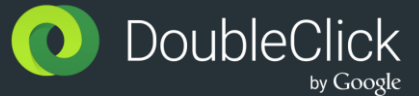


Programmatic is not just for performance, it rocks for branding as well

Damian Huba

DoubleClick



Challenge: marketers use on average **5** different technologies to run a single campaign



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

Bring everything together in real time with relevant data

Creating



Buying



Managing



Measuring



3 main reasons why programmatic buying can save money

**Optimized visibility
and better control**

**100% targeted
to the right audience**

**One joint reach
and frequency**

Use powerful tools to watch over your media buys

Visibility

Makes sure ads are actually viewed
(1 sec for display, 2 sec for video)

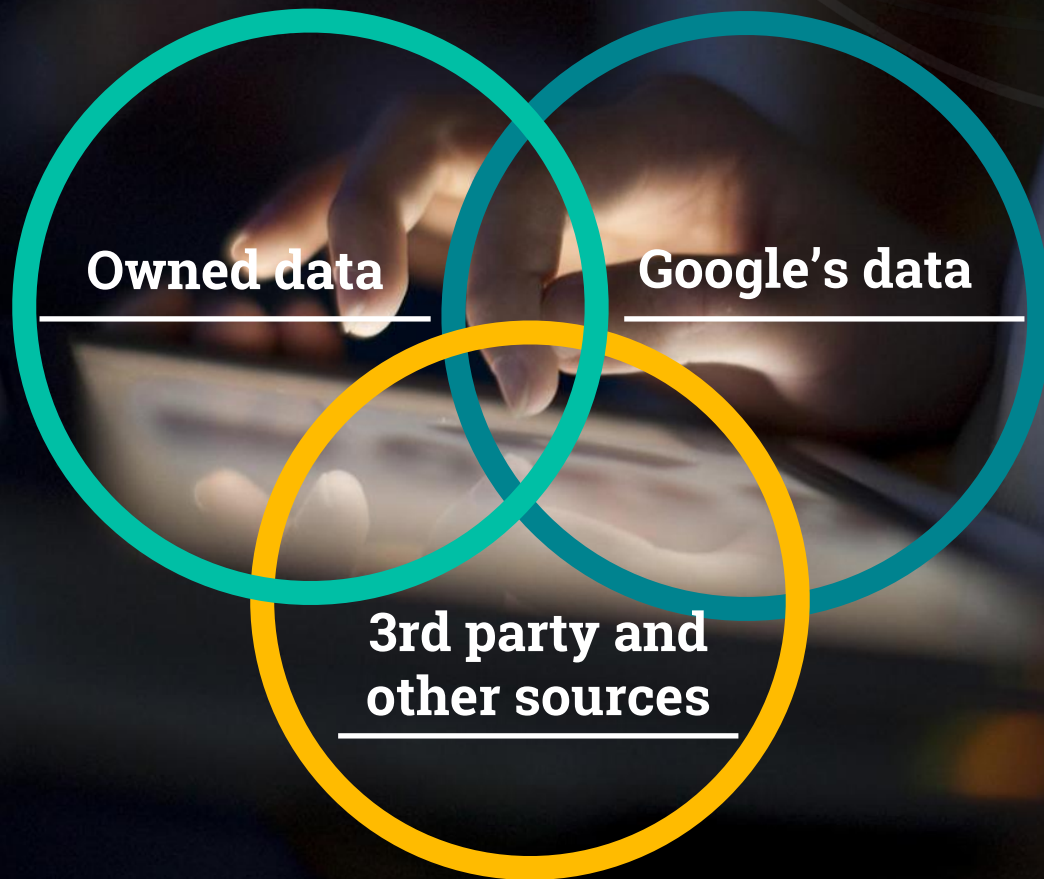
Brand safety

Blocks all not safe
content from buying

Anti Fraud

Automatic fraud
detection, impressions
and clicks filtering

Creative using various external signals



Joint reach and frequency



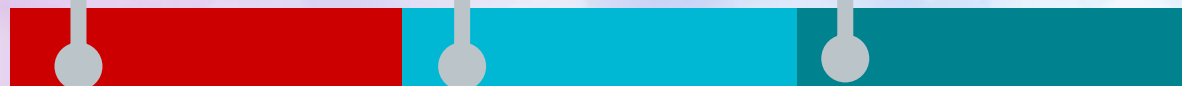
**TrueView
on YouTube**



**Real-Time bidding
Display & Video**



**Premium
inventory**



Google play

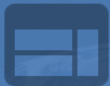
SEZNAM.CZ

facebook cpeX

czech
publisher
exchange

New possibilities within Creative and Video

Native
advertising



High impact
formats



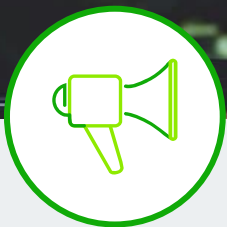
Universal
ads



Video



Programmatic rocks for branding



Reach
and
premium
inventory



Targeting
precision



Visible
and safe
advertising



Creativity
with
no limits

Thank you!

Damian Huba

DoubleClick

