

KEO Marketing MARKETER'S GUIDE



6 KEYS TO SUCCESS IN DISPLAY AND PROGRAMMATIC ADVERTISING IN 2019



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6 KEYS TO SUCCESS IN DISPLAY AND PROGRAMMATIC ADVERTISING IN 2019

In 2017, digital ad spending surpassed TV for the first time marking a major milestone in advertising trends, according to eMarketer's newest quarterly ad spending forecast. As digital ad spending tops \$77.37 billion, marketers search for new ways to improve the results of their campaigns while reducing the overall costs of advertising. Because of this, programmatic advertising is rapidly growing in popularity.

Programmatic ad buying uses computer programs to purchase digital advertising space rather than the traditional process that involves human negotiations and manual insertion orders. Essentially, it's using computers to buy ads. In addition, programmatic advertising utilizes data to present those ads to tightlytargeted audiences, track the results, and present those results in real time. Companies who use programmatic advertising have seen double and triple-digit improvements in their return-on-marketing-investment. Because of this, it's not surprising that Magna Global research showed that programmatic transactions in the U.S. represented 82 percent of display-related spend in 2018.

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But what is programmatic and why is it important?

Programmatic uses data and technology to automate the display buying process. The very definition of programmatic – automated buying and selling of ad inventory – reveals the first key to its importance: efficiency. Basing ad-buying decisions on real-time data improves efficiency. Programmatic buying can be optimized across channels and devices, meeting the demand for buyers expecting increased levels of personalized targeting.

The second reason programmatic is important for today's digital ad campaigns is relevancy. With programmatic advertising, marketers can use optimized data to create highly targeted and relevant ads. When used together, efficiency and relevancy can result in impactful results.

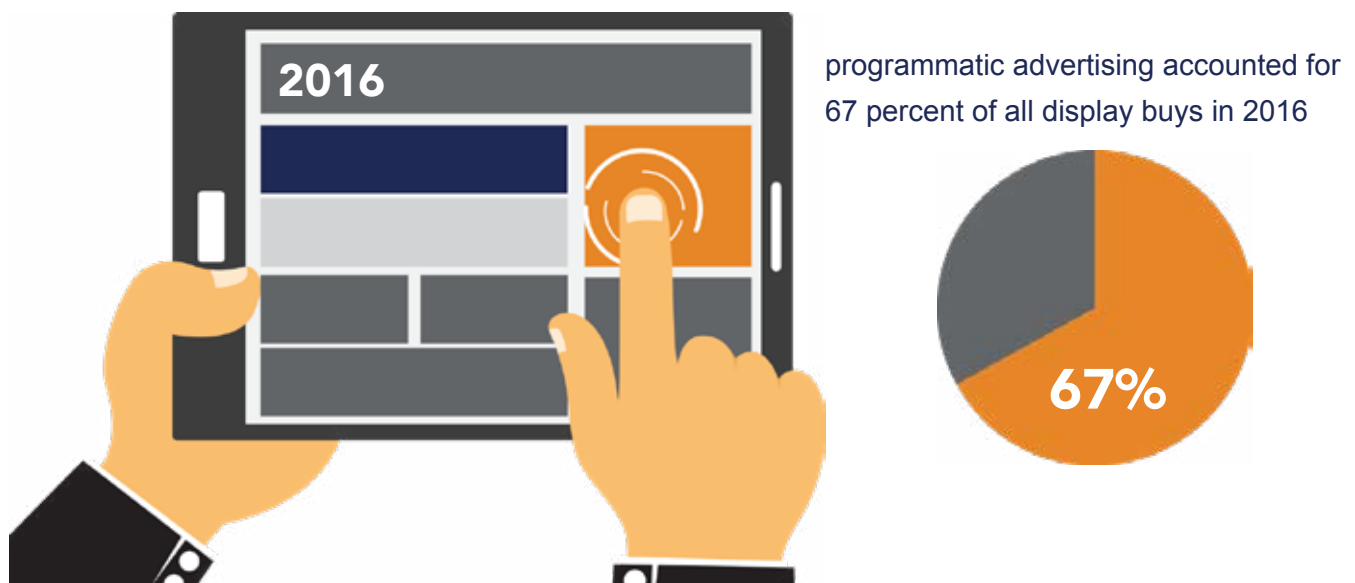
For example, Vodafone, a multinational telecommunications company, recently ran a programmatic ad campaign designed to boost the sales of wholesale roaming packages to medium and large businesses. They used a combination of IP data, GPS targeting, and industry information to target specific businesses most likely to buy. As a result, conversion rates improved 198%.

Overall, programmatic gives marketers quality targeted traffic, more efficient media spending, greater control in ad buying and real time optimization. It will soon become a standard part of every digital ad campaign.

To help your brand grow your business and remain on the cutting edge of digital advertising, we have compiled six keys to success for display and programmatic advertising in 2019.

1. MASTER THE AUDIENCE TARGETING

Programmatic advertising gives marketers a way to target the right audience at the right moment. Since eMarketer has stated programmatic advertising accounted for 67 percent of all display buys in 2016, marketers need to further identify ways to master audience targeting.



First, consider the different customer attributes that affect ad display:

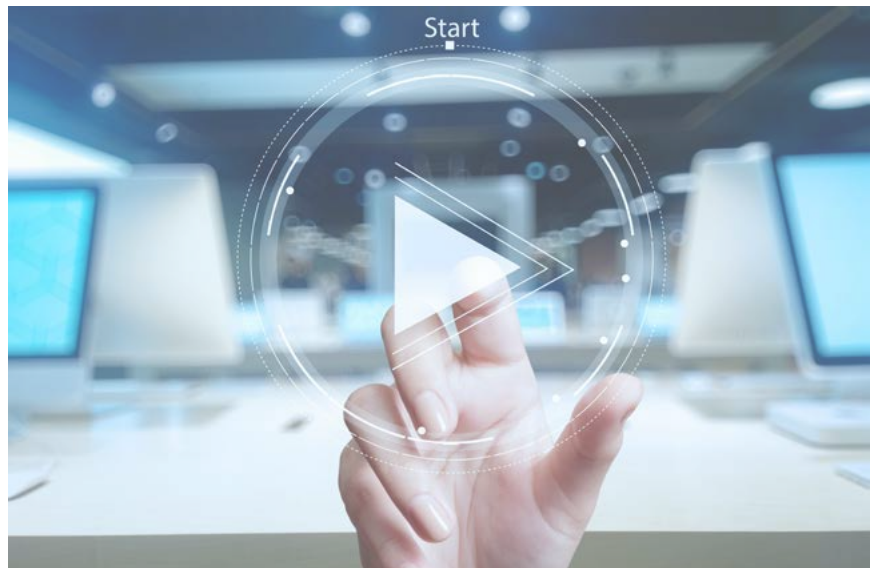
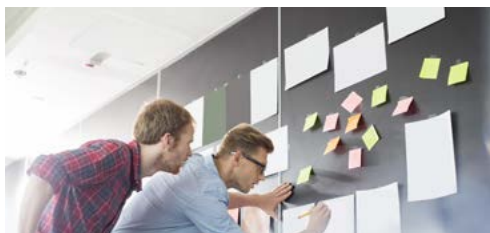
- Behavior
- Demographics
- Interests
- Actions taken on your site
- Past purchase activity

Programmatic gives you a way to target your advertising so that it coincides with the attribute the customer is displaying. For example, if a user has never been to your site but is displaying interest in your services, you can use interest-based targeting to acquire potential new customers. Or use remarketing to re-engage past site visitors with relevant ads. If certain audiences are performing well and you'd like to acquire more similar customers, you can use "lookalike" targeting.

B2B marketing companies should optimize all forms of audience data to create the best possible user experience that keeps them coming back to your site.

2. UPDATE ADVERTISING CREATIVE FASTER

Ad buying and creative production will need to work together in order to keep up with the demand for creative programmatic advertising. Even with more creative inventory available, advertisers will want an easier and faster platform that works well with programmatic buying. As a result, production will need to create ways for advertisers to personalize messages to their audience, change campaigns quickly to coincide with the touch points in the buyer journey and build new formats easily. Digital advertising is moving away from static banner campaigns and toward video and rich media banner ads that perform better. Therefore, we'll see innovative programs that are more interactive in nature for programmatic advertising in 2019.



New software will soon be on the market that will allow advertisers to optimized ad creative quickly. Both creative management platforms (CMPs) and dynamic creative optimization (DCOs) will give advertisers the ability to create multiple versions of an ad customized for demographics, behaviors, times, locations, etc. Having the option for increase personalization will hopefully result in greater relevance for consumers and better conversion rates.



3. FOCUS ON EFFECTIVE AD SPACE AND VIEWABILITY

Advertisers recognize the value of viewability as a useful measurement to gauge the effectiveness of their inventory. Ad space and viewability are part of a trend likely to grow in relevance with the rise in programmatic advertising.

Viewability is used to measure impressions that are visible on the screens of a user. These are called viewed impressions. The benefits to ad viewability are three-fold:

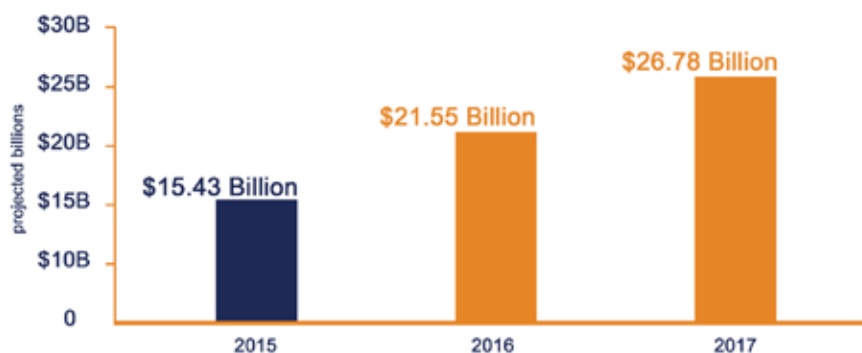
- Gives them access to data that tells them which ads are appearing. Optimization becomes easier for both ad placement and ad size.
- Allows them to only charge for viewable impressions, which keeps costs low.
- Knowing the types of impressions with high viewability rates means they can charge a premium for those ads or stop selling ones with low viewability rates.

Although programmatic advertising is sometimes inaccurately labeled as non-viewable and fraudulent, allowing buyers to purchase ads that are more viewable is a good thing. For example, buyers can spotlight the top 10 percent of ads that were viewed the longest and make decisions based on detailed information. Because of this, some brands have revealed plans for moving all of their display ad spending to programmatic.

4. PROGRAMMATIC EVERYWHERE, IN EVERY CHANNEL

The days of targeting to only one device are over, and 2019 is poised to be the year that cross-device programmatic advertising takes a giant step forward. As eMarketer has predicted, programmatic digital display ad spending in the U.S. totaled \$15.43 billion in 2015, and grew to \$21.55 billion in 2016, then \$26.78 billion in 2017. We will see increased advertising budgeting for crosschannel programmatic campaigns in 2019.

programmatic digital display ad spending in the U.S.



With that being said, most marketers don't feel they are maximizing cross channel marketing opportunities. A recent survey by marketing firm Signal found:

- Only 6 percent have a single view of their customers.
- Less than 40 percent are able to collect and integrate their mobile app data, and half are able to connect their CRM Data.
- Nearly two thirds of brands still cannot measure the impact of ad impressions in the customer's journey.

Without a single view of the customer, effective marketing measurement and personalization across channels are inefficient. And because we are in a customer-driven business era where buyers demand an unparalleled level of personalized customer targeting, brands need to run campaigns that reach consumers on every one of their screens.

Smart B2B marketers will need to retarget viewers across all devices – mobile, tablet, TV/video and PC. Brands continue to see higher conversion rates as a result, compared to if they targeted users on a single screen only.



5. MOVE TOWARD ROI, AWAY FROM AWARENESS

One of the primary benefits of programmatic advertising is increased return on investment (ROI). In fact, the AdExchanger Report, “The State of Programmatic Media Q2 2014” listed improved audience targeting and increased ROI as the top two benefits of programmatic advertising.

Successful B2B marketers aim to deliver the right message to the right target audience at the right time and in the right context. This hyper-relevant targeting translates to a conversion at the lowest possible price. To achieve this, they must move away from awareness as a focus, and instead rely on available data to learn more about the customer journey. For example, by knowing what stage of the buying cycle the customer is in, they can deliver personalized messages across channels and devices.

If all available data was optimized to its full potential in real time when it comes to audience, creative and locations, advertisers would see greater ROI, and buyers would be exposed to more relevant advertising.

Programmatic advertising is the only method that can deliver these experiences at scale. The data is key to effective programmatic advertising so marketers will need to increase transparency in their campaigns and pay attention to the analytics whenever possible.

6. MOMENT MARKETING

Today, consumers break up their days with thousands of micro-moments that reveal their preferences and intent when it comes to making a purchase.

With programmatic advertising, advertisers can buy ad inventory on a moment by moment basis. As a result, targeted campaigns reach the right people, in the right moment. This is why moment marketing will be one of the keys to programmatic advertising success in 2019, and why programmatic advertising spend is projected to grow by more than 77 percent this year.



As the attention of a consumer jumps from different screens and channels, moments of reaching the exact audience you're looking for can happen at any time. This gives brands the opportunity to capture viewers' attention with a targeted message while the moment unfolds. B2B companies can use programmatic to piece together the moments that make up a consumer's day resulting in a detailed portrait of their intent to purchase. And this level of detail can extend to consumers everywhere, regardless of interest, budgets or locations.

Relying on programmatic to identify the important moments with creative tailored to that specific moment can result in a greater impact with consumers – and increase conversions for companies. It gives advertisers a way to connect with users in preferred brand channels, with the additional benefit of data and automation to measure the effectiveness of campaigns.



SUMMARY

As more advertisers move to digital ads, the convenient and automated functionality of programmatic advertising appeals to marketing managers who make sure that every dollar within the marketing budget is well spent. With consumers shopping online at an increasing rate, programmatic ad buying will continue to increase for advertisers that want to reach those buyers.

Learn how you can reach more targeted consumers and improve your return on investment through programmatic advertising. Contact KEO Marketing now for a [complimentary advertising analysis](#).

ABOUT KEO MARKETING

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit keomarketing.com



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