The Performance Marketing Guide to Programmatic Advertising

IN ASSOCIATION WITH

admedo®
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Introduction

Programmatic advertising has taken on an important role in performance marketing and has seen exponential growth as a result. Last year, programmatic ad spend surpassed £3bn according to eMarketer, making up 79% of all UK digital display ad spend and is expected to reach 84.5% in 2019. As a performance channel, programmatic has the ability to reach audiences at scale where other channels can’t because of cost implications and competition.

Thanks to attribution, the efficacy of programmatic can be proven and optimised. It works particularly well with other marketing channels, including offline such as TV, Out of Home and Direct Mail, enhancing the effectiveness of holistic marketing efforts.

Impact on performance marketing

The crux of programmatic advertising is to target the most relevant consumers, in the right place, at the right time and with the right message, in real time. The channel drives efficiencies whilst reaching consumers at scale, delivering performance for marketers according to the KPIs they set.

The machine learning element built into a Demand Side Platform (DSP), the system which enables advertisers to buy digital advertising inventory, is incredibly powerful. Cutting-edge machine learning technology uses algorithms and predictive modelling to make data-driven decisions in milliseconds, far faster than any human could. The “machine” drives performance which can result in a sale, lead, click or sign-up. There are various tactics advertisers can apply in order to reach the consumer at the relevant stage in their customer journey to help them complete the desired action.

As well as this, it is vital to realise that it’s not only how people are choosing to shop during peak season that is changing, but also when and where.
Going the distance

Geo-targeting or geo-fencing is a unique and powerful way to reach consumers. Whether brands are building targeted audiences within a specified area, driving consumers to their brick and mortar storefronts, or reaching consumers who have visited their competitors’ physical locations, contextual geo-targeting can be a key performance driver to engage the right consumers at the most opportune moment.

For example, a restaurant chain may have a goal to increase footfall to its struggling restaurants across different regions. They are able to run targeted promotional campaigns for those catchment areas alone, therefore minimising cost but maximising audience targeting to deliver a strong ROI.

Driving performance with relevancy

Contextual targeting is a technique whereby advertisers use programmatic to place their ads on websites that are related or relevant to the website content. By aligning content with relevant ads, performance is dramatically increased.

For example, a website talking about mountain bike routes and trails in Europe would provide the right environment for a cycling retailer to display their ads because we know the audience will already be engaged in the product.

Data powers performance

Advertisers can adopt data-driven strategies to identify target audiences and increase the efficiency of their programmatic campaigns by using third-party data. Data can represent geography, behaviour, interest, socio-demographic and more.

Third-party data can be layered over an advertiser’s own first-party data to enrich datasets through extending reach and optimising programmatic campaigns. This can be achieved by using practices such as Look-alike Modelling that identify audience attributes and behaviours to locate new profiles most likely to perform the desired campaign KPI.
The personal touch

The ability to orchestrate one-to-one personalisation at scale is one of the most powerful tools a marketer can have in his or her toolkit. 77% of consumers have chosen, recommended, or paid more for a brand that provides a personalised service or experience according to Forrester.

Dynamic Creative Optimisation (DCO) is a programmatic technology that enables advertisers to optimise ad creative performance. With DCO, ad creative self-assembles on the fly serving only the most relevant message and creative to consumers. As a result, improved performance through better engagement, conversion and ROI is achieved. Average engagement and post engagement stats increase between five and ten times according to a report carried out by Cablato, data-driven personalisation company.

Setting yourself up for programmatic success

Whilst implementing the right programmatic tactics into your marketing strategy is all well and good, performance will only be delivered if you have the foundations in place. Programmatic plays a role throughout the entirety of the customer journey, from awareness, acquisition, conversion to retention. However, each stage requires its own KPIs and therefore it is paramount to have realistic goals in place and agreed on KPIs beforehand, so that success can effectively be determined.
Consumers hop from device to device and channel to channel expecting to receive seamless brand experiences. Whilst consumers are channel agnostic, marketers must look at marketing holistically and therefore outside of programmatic metrics alone to enhance performance. If an advertiser is running a large branding campaign with TV adverts, ensuring programmatic is running in parallel to capture online audiences to maximise exposure and thus performance is essential.

**Test & learn**

Programmatic technology enables marketers to do more than any human could do on their own; the technology facilitates creativity. The combination of good creative and accurate data is key to impactful programmatic targeting. It is unlocked by adopting test and learn approaches to achieving campaigns that perform. The beauty of programmatic is you can make continuous improvements through running trials to optimise campaigns in real-time. You can test ad creative and formats, messaging and call-to-actions, dayparting and targeting parameters such as specific audiences or territories. Initial testing can be incredibly valuable not just for optimising campaigns once they have been activated but for providing a benchmark for a campaign before rolling it out.

For performance to truly be maximised, teams both internal and external such as agency or technology partners mustn’t be siloed from the decisioning team. The client and technology provider should work closely together with open lines of communication throughout to ensure optimisations can be made in a timely manner and goals remain aligned.

It doesn’t stop there either, with the right teams marketers need to have the right consumer experience in place from customer facing messaging, site performance and landing page experiences to ensure end-to-end programmatic conversion. If programmatic is sending users to a website which in turn has multiple steps between landing and converting then performance is clearly going to suffer.

**What’s next?**

2017 saw issues around transparency come to the fore, from advertisers not being able to demystify the path of the digital dollar to having little visibility over where ads appeared on the internet. Lack of transparency is no longer just a pain point, but a prominent concern on every marketers’ agenda for 2018. We are going to see a consolidation within the ad tech ecosystem.
A supply and demand end-to-end platform will be formed where just one fee applies, offering total financial transparency. With publishers working more closely with advertisers the vendors in the middle of the supply chain will be reduced, and as a result, we will see more performance from the channel.

Last year we saw digital ad spend overtake TV and this year digital is predicted to grow further. Digital Out-of-Home Advertising (DOOH) in particular will grow by 15% on last year to reach 5 billion dollars according to findings from Magna Global.

Technology is advancing at an extraordinary pace with the harvesting of data, integration of social media, development of location-based networking and audience measurement capabilities which are fueling the adoption. We will continue to see a shift towards programmatic buying of DOOH media as the ability for brands to buy ad spots in real-time using targeting parameters on audience, weather patterns and demographics becomes an all too attractive proposition to miss.

How we do it

At Admedo, we deliver programmatic performance for advertisers thanks to our unparalleled machine learning technology. The Admedo Marketing Platform provides a unified yet flexible marketing stack with transparency at its core, equipping marketers with all the tools they need in one interface, fully customisable to their needs. The technology empowers marketers because they can now buy the media inventory they require for the price they determine through our intuitive platform seeing exactly where their programmatic dollars are being spent. Just because the ecosystem has become complex, it doesn’t mean programmatic should be.

Advertisers can create sophisticated programmatic campaigns within minutes, using powerful in-built tools such as the contextual geographic feature, upload creative quickly using the drag and drop creative functionality, access the best inventory, slice and dice the data with real-time detailed reporting and even build out and segment audiences with our Audience Management tool. As a result, marketers’ time spent setting up and reporting campaigns drastically reduces and the team’s output increases.
Case study

British Jeweller: Delivering Diamond Returns

Overview

A family-owned British jeweller with over 70 stores across the UK, has built up a stellar reputation for exceptional quality and sharing their passion for fine jewellery.

The jeweller wanted to launch their new campaign, which presented an opportunity for Admedo to develop a bespoke digital marketing plan for the campaign with a specific focus on engagement rings.

Objectives

1. Drive brand awareness and reach new customers in the market for an engagement ring, who were new to the brand
2. Drive appointment bookings to new customers for those who had shown an interest in engagement rings

Strategy

Admedo proposed to implement a cross-device display and video strategy with a 70:30 budget split to effectively meet the client’s objectives. Using previous campaign insights, we found that video was particularly effective in conveying the brand message as a first touch influence in the consumer journey. To ensure only the right audience was being reached and budget wastage was minimised, strict video prospecting targeting parameters were put in place targeting a male demographic by age. To scale the activity, and capture relevant consumers at the most opportune moment, cross-device geo-targeting was layered into the campaign focusing on areas of the UK with exposure to their 72 stores using the Admedo programmatic platform’s proprietary technology.

The retargeting campaign re-engaged both male and female audiences who were most receptive to the brand, based on their first-party data. The goal was to drive users back to the website to book an appointment by optimising towards ad interaction and using engaging creative and messaging with a clear call to action. Thanks to the Admedo machine learning technology, which identifies buying patterns and behaviours, campaign targeting was optimised to most optimal days, time of day, device and creative size.
Results

Display campaign
- Together prospecting and retargeting generated a strong CPA at £17.88 with mobile driving performance with 84% of all conversions coming from a mobile device.
- Engagement with the ads has been strong throughout the campaign, with an impressive CTR of 0.44% being achieved

Video campaign
- Optimised towards completed views, the campaign exceeded benchmark Cost per Completed View with a low £0.019
- Video engagement was also strong with a CTR of 0.29%
- Desktop drove highest Video Completion Rate and accounted for 88% of the completed views.
- 2018 outperformed 2017 across key metrics due to the new SSP optimisation strategy, achieving a 218% reduction in CPCs

Our experienced team at Admedo are always happy to discuss ideas and advise on programmatic strategies that can add value to your digital marketing activity.

Please don’t hesitate to get in touch with us by telephone on 020 3603 8610, email: sales@admedo.com or via our website admedo.com.
DELIVER TRUE PROGRAMMATIC PERFORMANCE with

THE ONLY FULLY TRANSPARENT PROGRAMMATIC MARKETING PLATFORM ON THE MARKET

HERE’S WHAT OUR CLIENTS SAY...

MONSTER

“I was impressed by the excellent customer service the Admedo team has provided us. Their ability to adapt to the needs of our business coupled with their dedication have been key in delivering our programmatic strategy.”

Cédric Gerard, Director GTM Marketing Europe at Monster

MOTODIRECT

“Admedo has given us the ability to retake control of ours and on their behalf, our clients’ media budgets. Unlike before, we now have total access into where our programmatic media spend actually goes. We have campaign visibility into performance insights such as best performing websites, creative, ad sizes and optimisation recommendations which has enabled us to deliver increased levels of performance to our clients, optimise campaigns on an ongoing basis and expand into new markets cost effectively.”

Chris Day, Digital Director at MotoDirect

UNIVERSITY OF DERBY

“Admedo’s programmatic advertising technology has helped us to achieve our marketing goals, with full insight into our spend. I expect this channel to become an ever more important part of our digital marketing mix, and we’re looking forward to executing even more successful campaigns with Admedo.”

Laura-Jane Gould, Head of Brand at University of Derby

LET’S TALK

Our experienced team are always happy to discuss ideas and advise on strategies that can add value to your digital marketing activity.

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