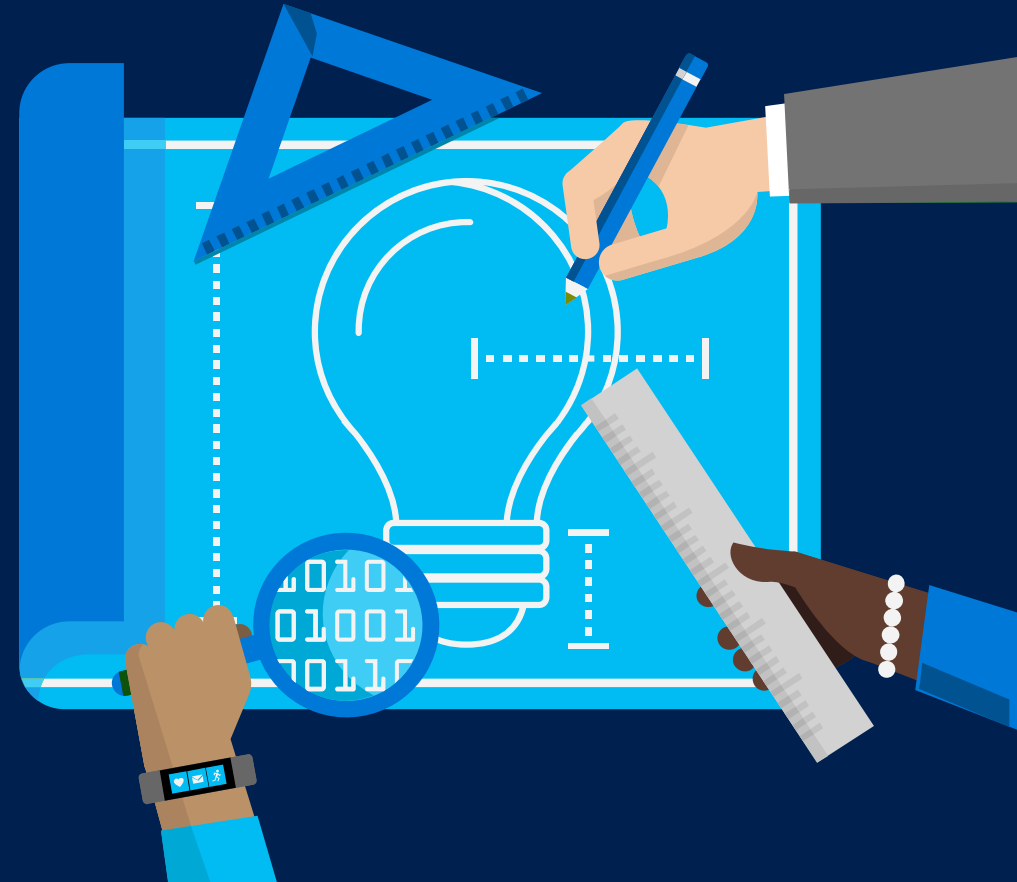


Miért jobb egy programmatic rendszer, mint a Google?

Már, ha jobb..

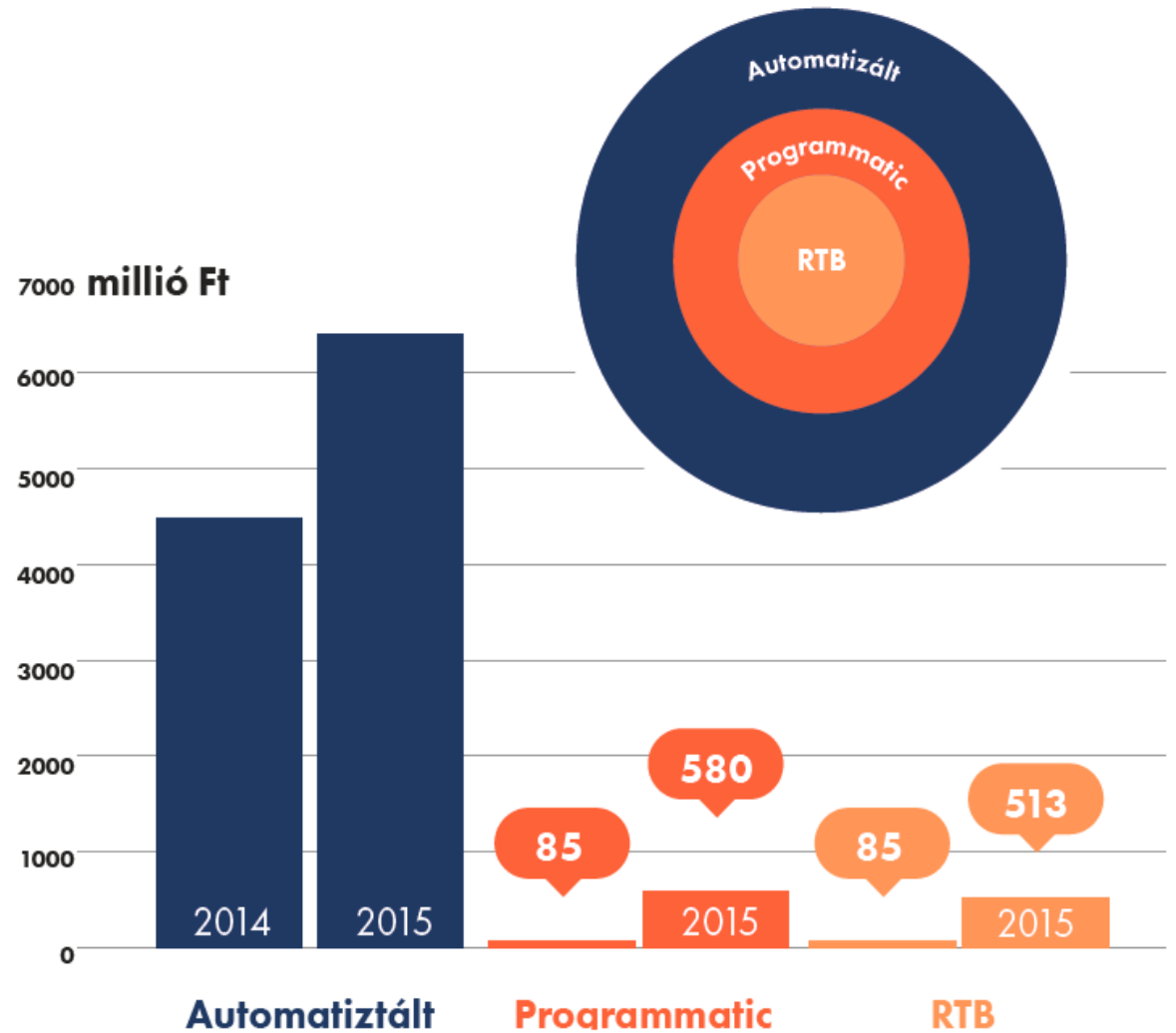
Szabó Edit, Digital Marketing Lead



Automatizált/ programmatic költségek

IAB Programmatic Kisokos
2017

A teljes automatizált piacból,
aminek része a **Google** is, már közel
10%-a a programmatic. Ennek nagy
része egyelőre **RTB**.



Programmatic = Automated

- Több millió oldalat tartalmazó Inventory és **Google DoubleClick** rendszeren keresztül **globálisan elérhető** automatizált opciók az egyik oldalon.

- Automatizált médiavásárlást biztosító rendszer, **Real-Time-Bidding** és **Private Deal** opciókkal egyaránt a másik oldalon. **Globális és Lokális** szolgáltatók variábilis célzási lehetőségekkel.

The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).A small grey icon of a document or folder.

PROGRAMMATIC
ADVERTISING

Google és Programmatic összehasonlítása

Targeting Options: Most options are available in both - target specific day parts, cap frequency, split into multiple campaign line items, target by devices, target by context etc. There is one big difference -

DSPs enable targeting by 3rd party data providers such as Nielsen's eXelate, Acxiom etc. that GDN doesn't have.

GDN on the other hand is known to use information gathered by Google Search to drive it's targeting.

Data Management Platform (DMP): A good DSP gives access to a DMP which allows the digital marketer to capture 1st party data, overlay it with available 3rd party data, use them in meaningful ways to optimise campaigns. GDN does not have this capability.

Scale: In May-2016, GDN had access to between 5-10 Billion ad impressions per month where as excess of 50 Billion (post quality filtered) ad impressions were accessible via DSP. Essentially, a DSP is connected with multiple Supply Side Platforms (SSPs) including Google's DoubleClick Ad Exchange, Rubicon Project, Pubmatic and many more. GDN, on the other hand is only connected to one inventory source i.e. Google's AdSense (which is also now available to DSPs as DoubleClick Ad Exchange).

Inventory: GDN has all the adsense/Adx inventory with exceptions of doing text ads while other DSP's have inventory from Adx + other exchanges (appnexus, rubicon, pubmatic tc), PMP partnerships & programmatic direct.

Data: GDN by default uses Google's data for targeting audiences while other dsp's can have data (1st, 2nd and 3rd party) coming via data exchanges, publishers, data partnerships.

Creative: GDN support standard banners and text ads while other DSP's have wider options in terms of ad sizes.

Technology Fee: GDN claims to be free while other DSP's may charge you some data and tech fee.

Based on the above -

A DSP based campaign is setup to deliver higher ROI because there is more access to more inventory in front of high performance audience e.g. re-targeted visitors or core 3rd party segment members. Thus, where performance is needed at scale use of a DSP is always preferred.

If the size of the campaign is small or the digital advertising program is at an early stage of maturity, using GDN only is fine as this reduces the complexity of digital marketing i.e. things like attribution can be simply managed.



A Programmatic rendszerek Inventory-ja nagyobb, ráadásul elérhető a DoubleClické is.

„Programmatic empowers marketers to buy the space rather than placement.”



A Programmatic rendszereken keresztül nemcsak 1st és 2nd party, hanem rengeteg 3rd party adatot is elérhetünk.

- A szegmensek egy része nem szabadon, hanem az egyik legnagyobb kiadás mellett a szegmenshez tartozó teljes egészében megfizetendő hirdetések 1st és 3rd party adatok segítségével.

BUSTED

A csökkenő reklámbevételekre a Programmatic a jó megoldás!

- A konverzió alapú fizetés helyett CPM alapú
- A targetálási lehetőségek egyelőre azonosak
- A mérés sokszor technikailag bonyolultabb és kevésbé átlátható



A Programmatic azonos áron és azonos módon elérhető, mint egy Google hirdetés.

- Belépési költségek
- Bonyolult technológiai rendszer
- Nehéz követni a költségek

BUSTED



A Programmatic jobb, mint a Google



"Programmatic - along with search -
is the key to winning these micro-
moments without sacrificing scale."

Joshua Spanier - Google

AUTOMATE



ALL THE THINGS!

