



A display hirdetések (és az adserverek) reneszánsza

Evolution Konferencia 2015.



www.gemius.com

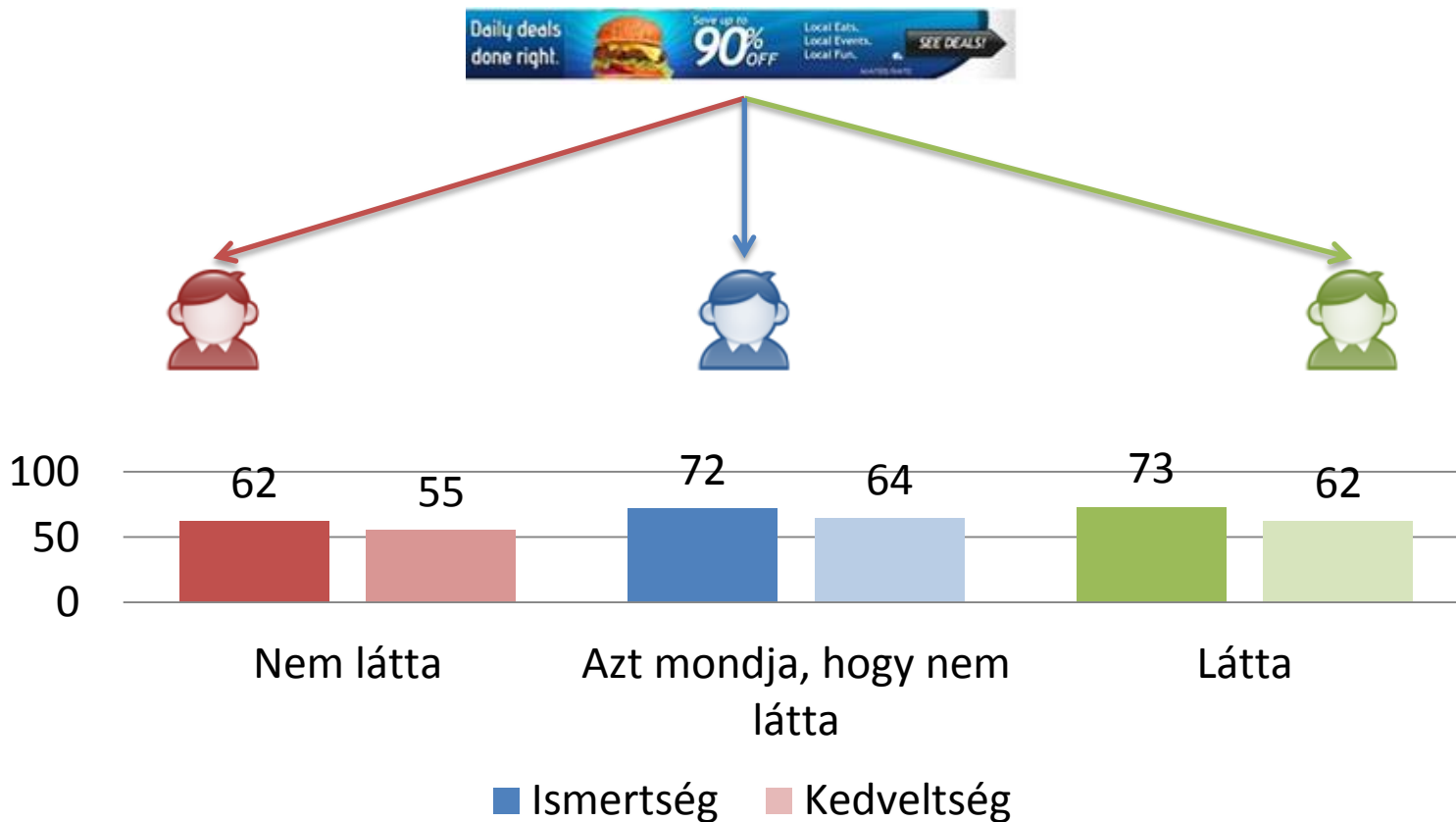
Egy kis történelem

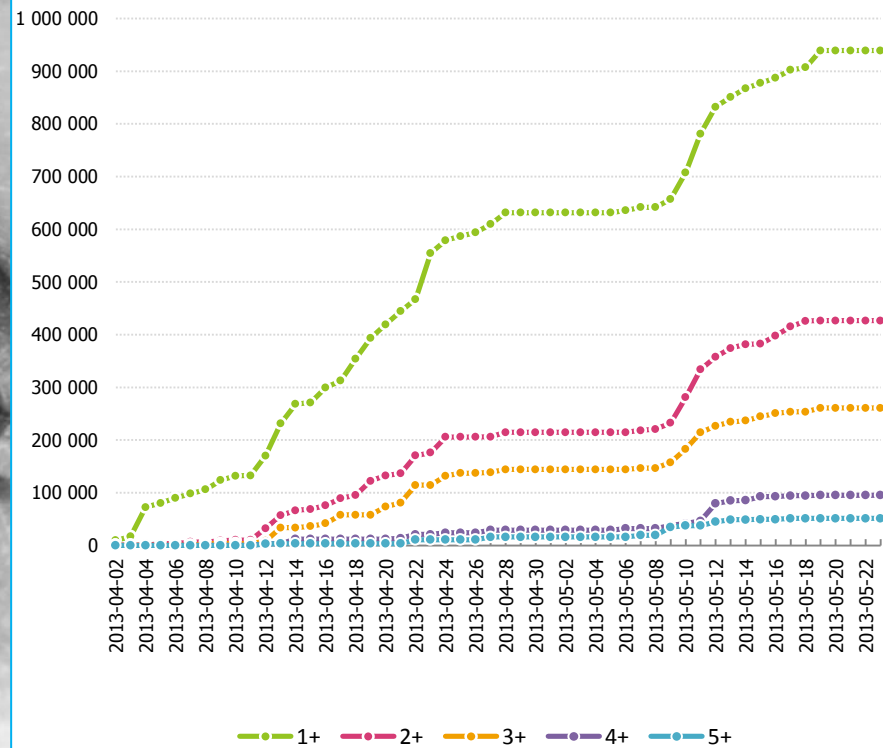




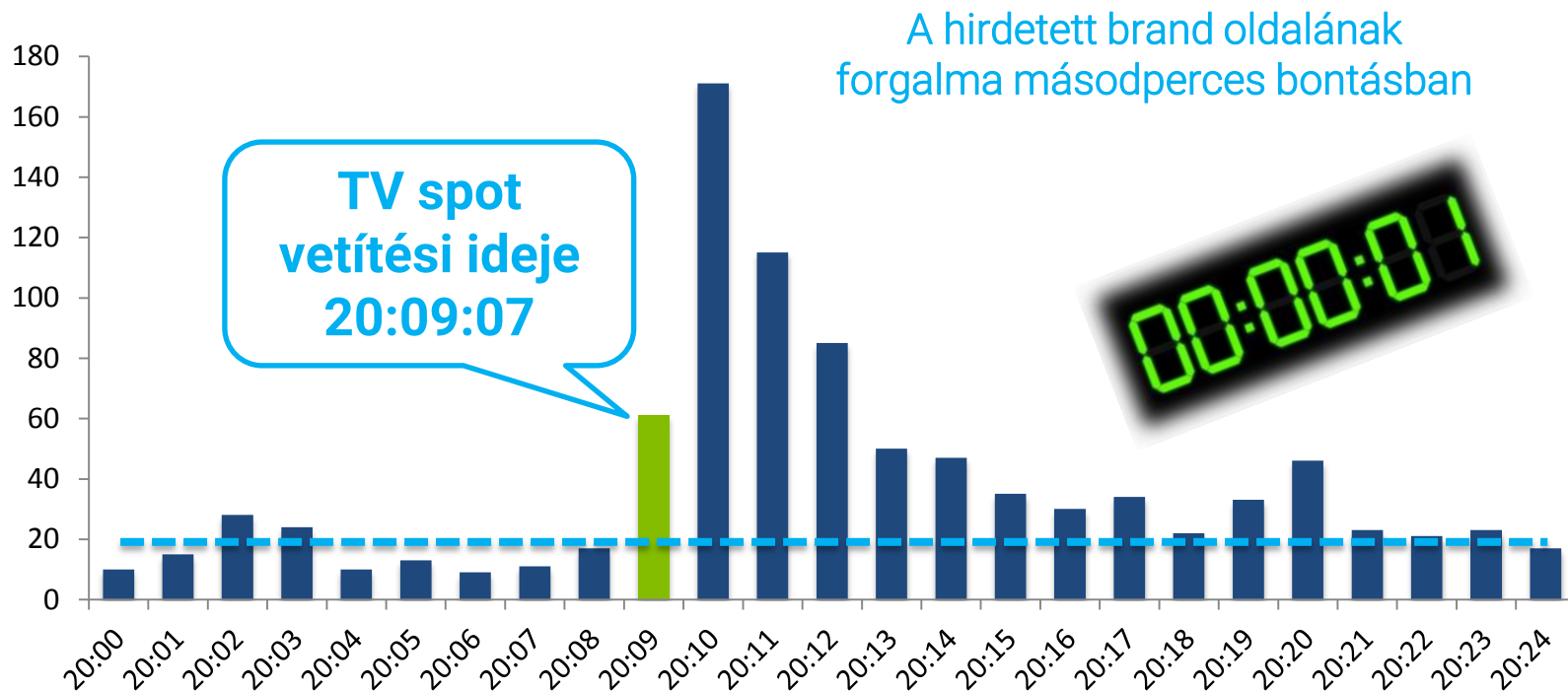
Brand hatások – control / exposed



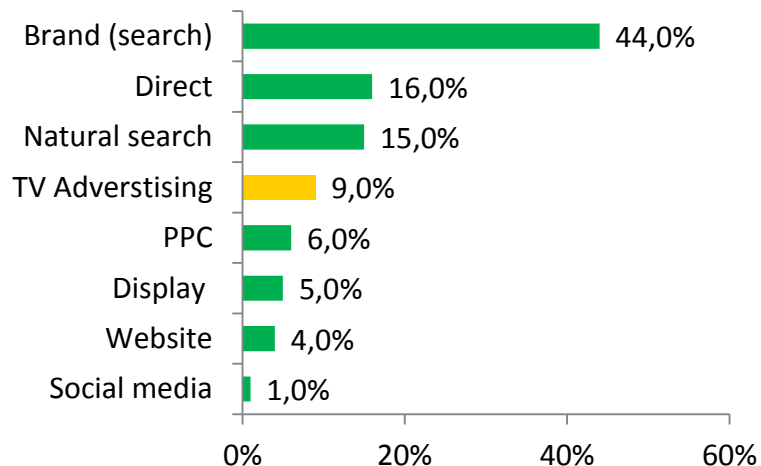








Conversions – last visit sources



Többcsatornás kampányok esetén a TV kampány közvetlen hatása is része lehet a konverziós modellnek!





P

SSP

AdX

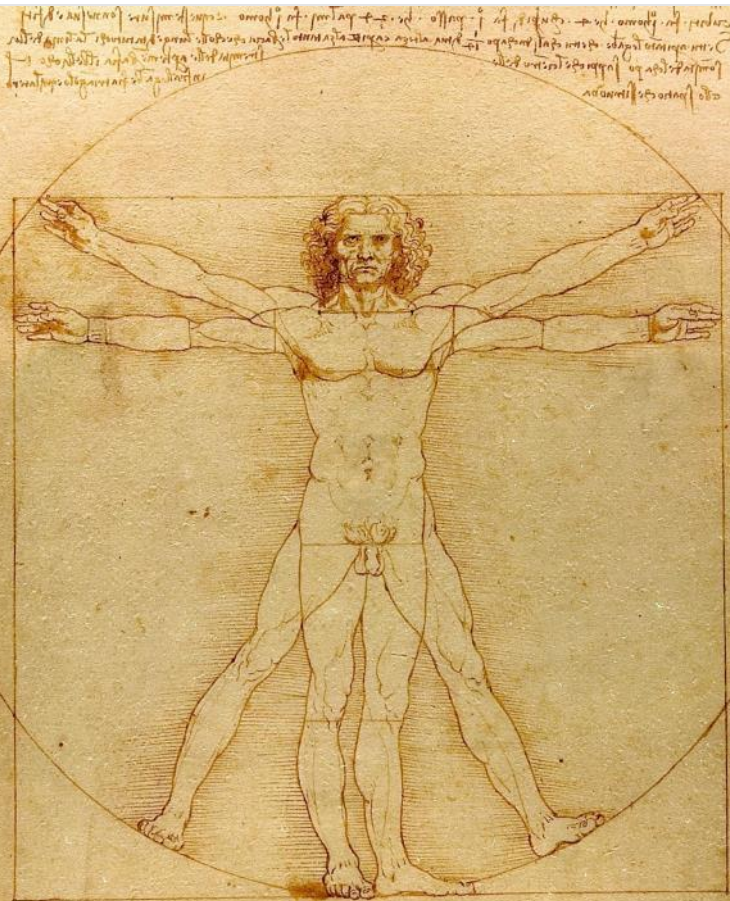
DSP

A

C

RTB

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AND
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