

**IPG** **MEDIABRANDS**

 **CADREON**



**CADREON**

**OUR AD TECH HUB**

*Programmatic Ad Tech hub served 13 countries from Budapest*

# CEE COMPETENCE CENTER IN BUDAPEST SERVING 13 MARKETS

Over 900 campaigns in 2016



CADREON

Developed algorithmic attribution model ( Hungary)

Launched Digital OOH (Austria)

Ongoing DSP bake-offs (CEE)

Launching Automated guaranteed (Czech)

Working on Advanced TV product (Hungary)

Poland

Czech Republic

Slovakia

Austria

Hungary

Slovenia

Croatia

Serbia

Romania

Bulgaria

Greece

Turkey

Portugal

Coca-Cola

TESCO



otpbank



Unilever



amazon

Austrian



L'ORÉAL

invitel

POLISH AIRLINES



HutchisonTelecom

Johnson & Johnson

**IPG** MEDIABRANDS

# A PROGRAMMATIC A MINŐSÉGI TARTALMAT SZERETI

*May10, 2017*

*Classified private & confidential © 2017*



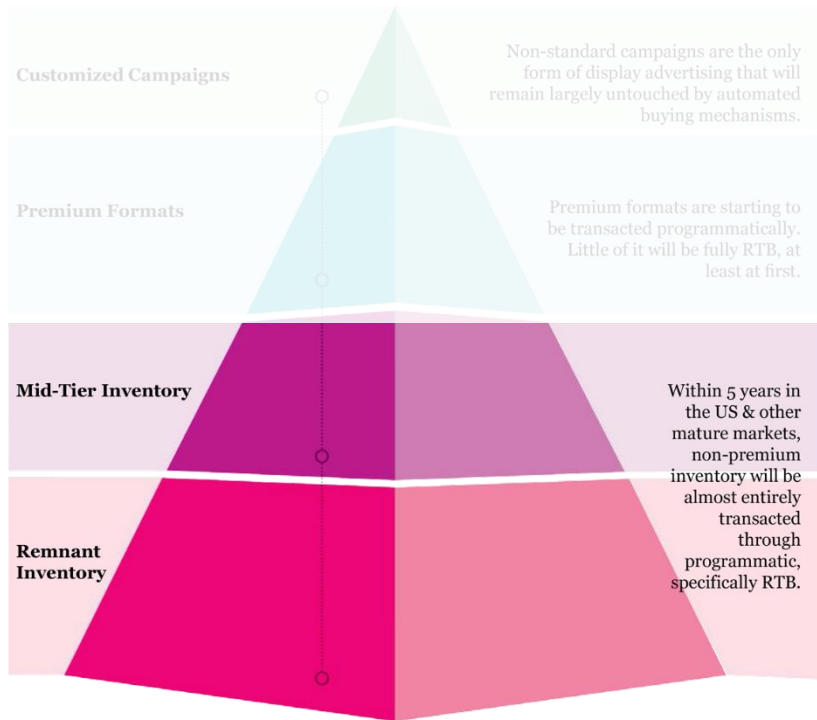


# **HIPOTÉZIS:**

**MINŐSÉGI TARTALMI  
KÖRNYEZETBEN**

**ÉRTÉKESEBB A KONTAKTUS,  
JOBB A BEFOGADÓI SZITUÁCIÓ**

# A PROGRAMMATIC NEM CSAK A MARADÉK INVENTORYN FUT?



Nehezen automatizálható felületek

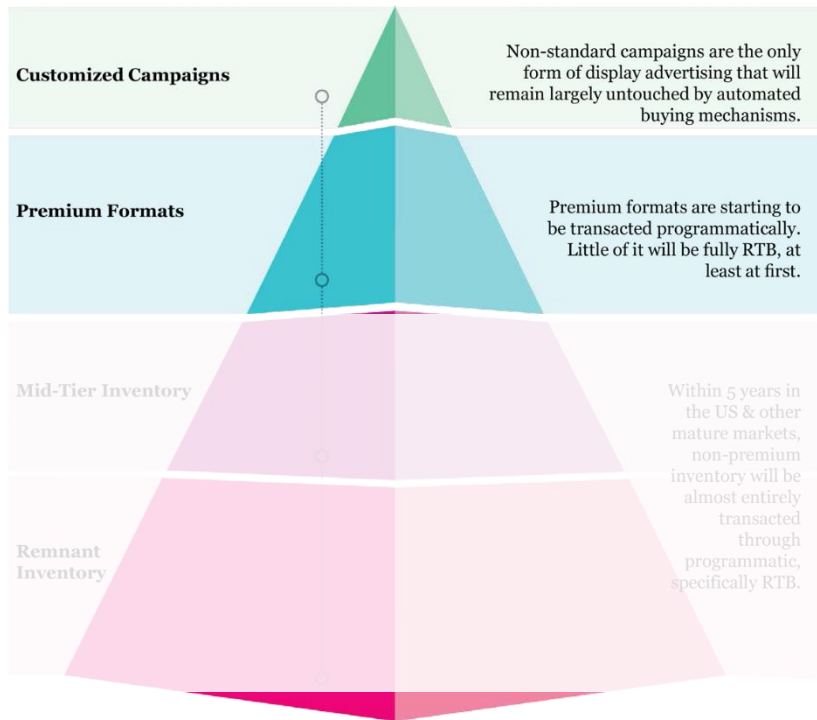
Prémium felületek / formátumok

Nem a legértékesebb pl. MPU-k

„maradék”, lap alja

Forrás: MAGNA Global – Programmatic 2015 – The Path Forward (May 2015)

# MINOSÉGI, PRÉMIUM FELÜLETEK IS ELERHETŐEK



Nehezen automatizálható felületek

Prémium felületek / formátumok

Nem a legértékesebb pl. MPU-k

„maradék”, lap alja

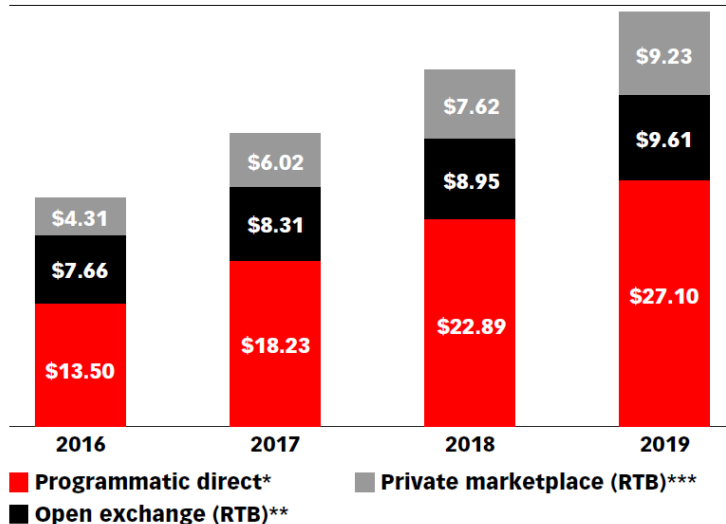
Forrás: MAGNA Global – Programmatic 2015 – The Path Forward (May 2015)



# A PRIVÁT DEAL-EK ELORETÖRÉSE (AZ USA-BAN)

## US Programmatic Digital Display Ad Spending, by Transaction Method, 2016-2019

billions

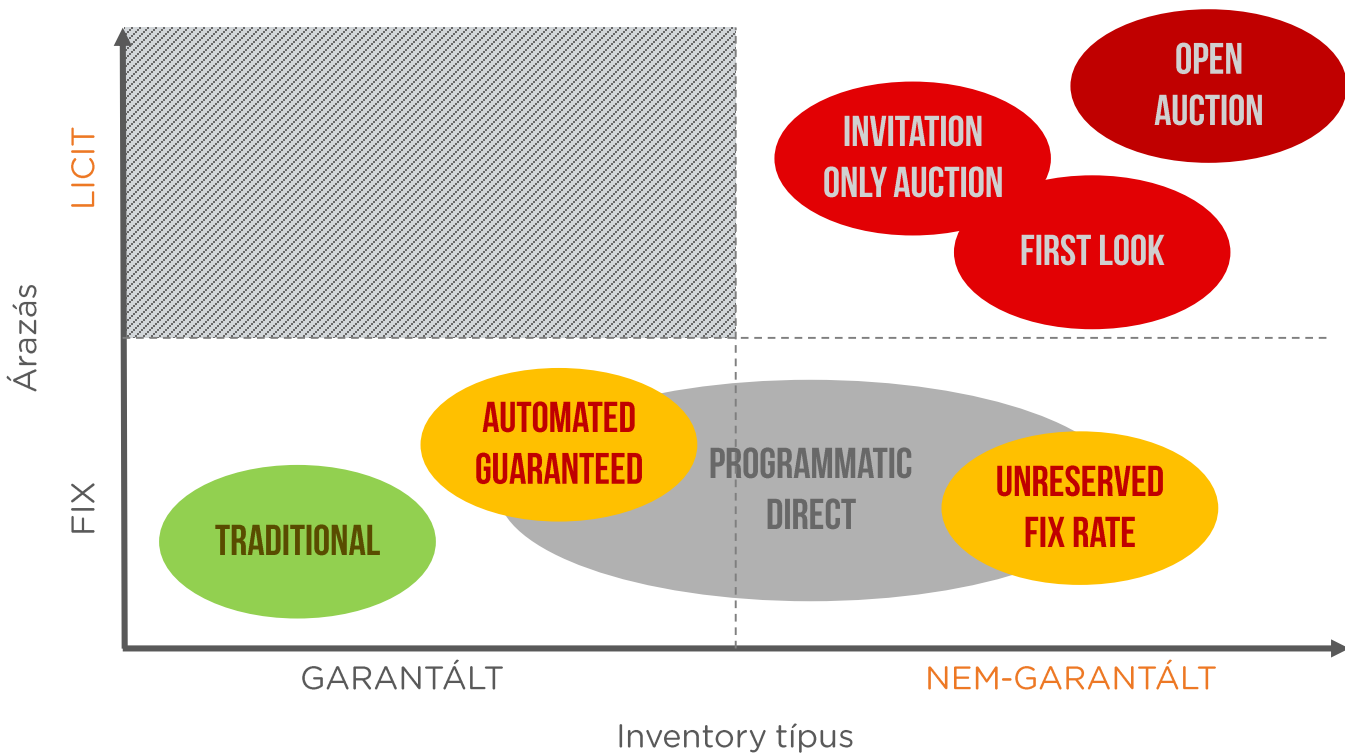


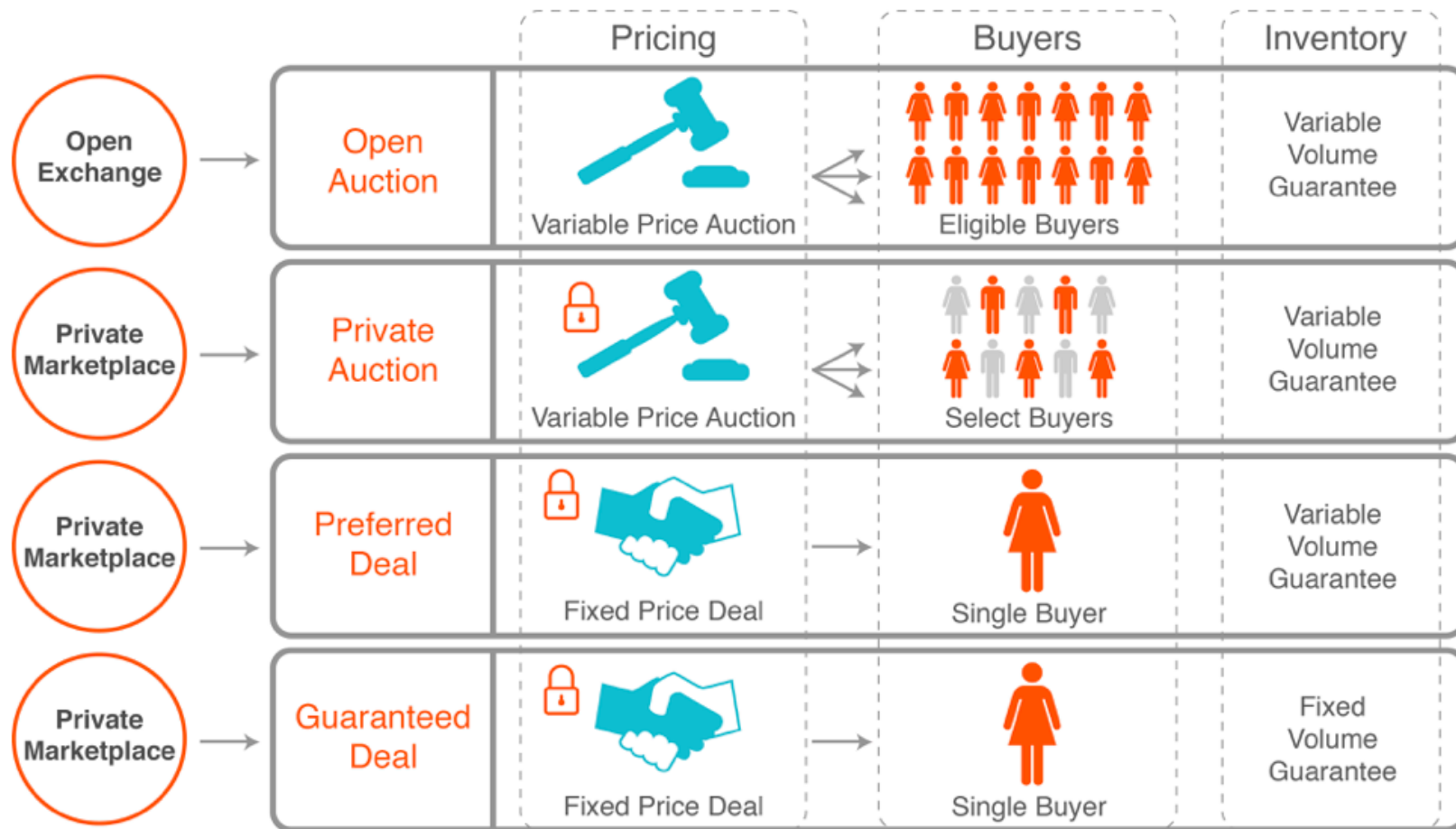
*Note: includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; \*includes all programmatic ads that are transacted as blocks of inventory using a non-auction-based approach via an API; \*\*includes ads transacted through a public RTB auction in which any buyer or seller can participate, also known as open auction or open marketplace; \*\*\*includes ads transacted through an invitation-only RTB auction where one publisher or a select group of publishers invite a select number of buyers to bid on its inventory*  
Source: eMarketer, April 2017

225354

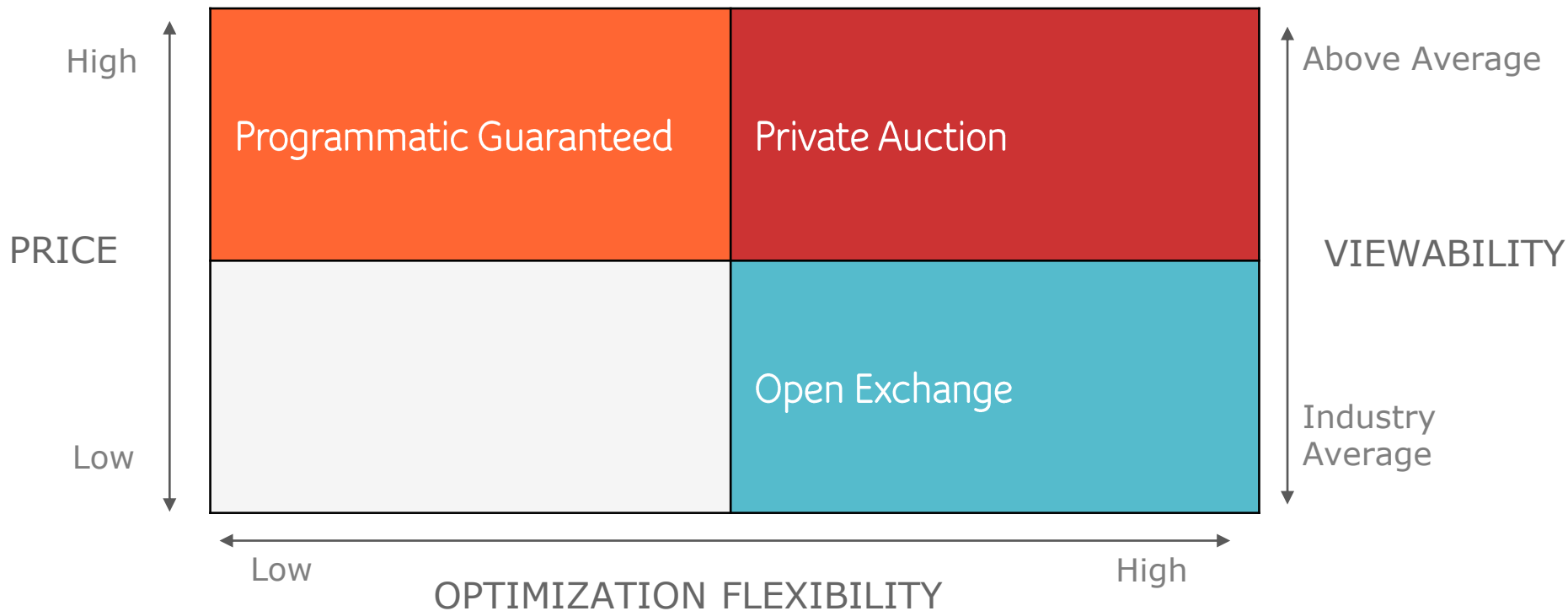
[www.eMarketer.com](http://www.eMarketer.com)

# MI AZ A NYÍLT VAGY PRIVÁT?

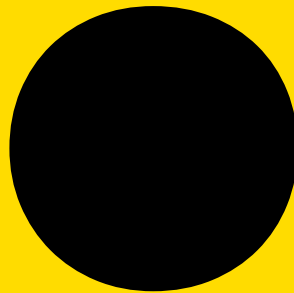




# INVENTORY MENEEDZMENT

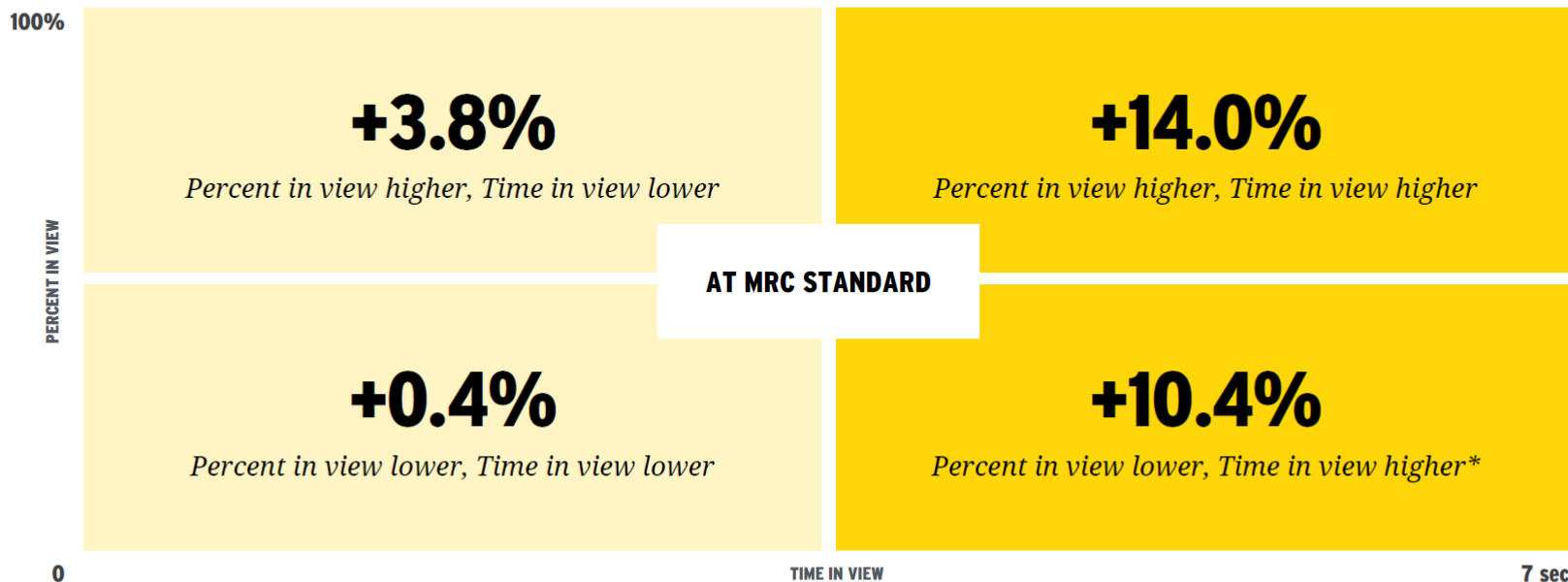


**A LÁTHATÓSÁG SZÁMÍT  
ÉS HOGY MENNYI IDEIG NÉZTE**



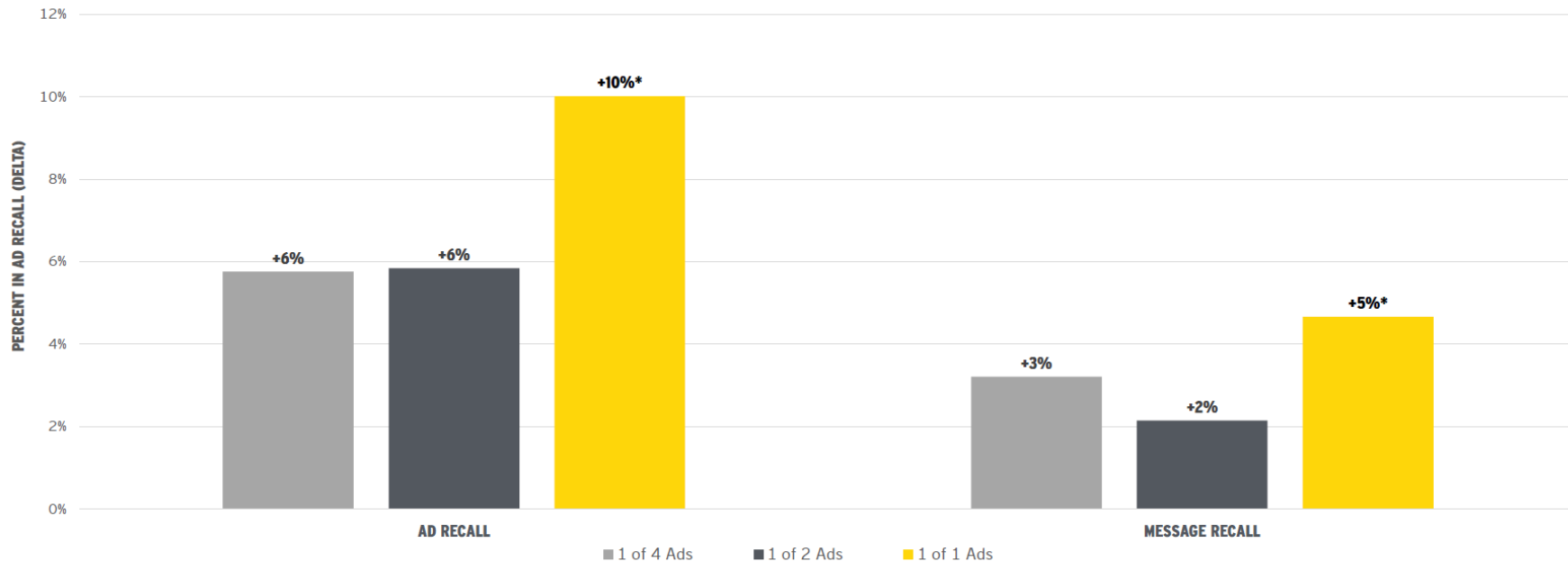
# "TIME IN VIEW" IS KING

EFFECT OF PERCENT AND TIME IN VIEW ON AD RECALL (DELTAS)



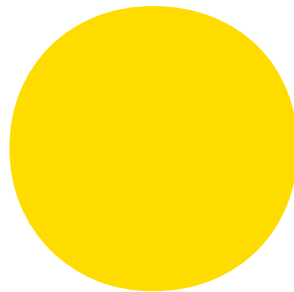
# A LESS CLUTTERED PAGE HELPS INCREASE BOTH AD AND MESSAGE RECALL

EFFECT OF SHARE OF VIEW ON AD RECALL (DELTA)



\* = Statistically significant difference between control and test at  $\geq 90\%$  confidence  
N= 2,603  
Results for standard banner ads

**MI A HELYZET  
A BRAND SAFETY-VEL**





## **MINOSEGI TARTALOM ÉS A BRAND SAFETY**



**Monitoring  
brand safety**



**Blocking brand  
risk display**

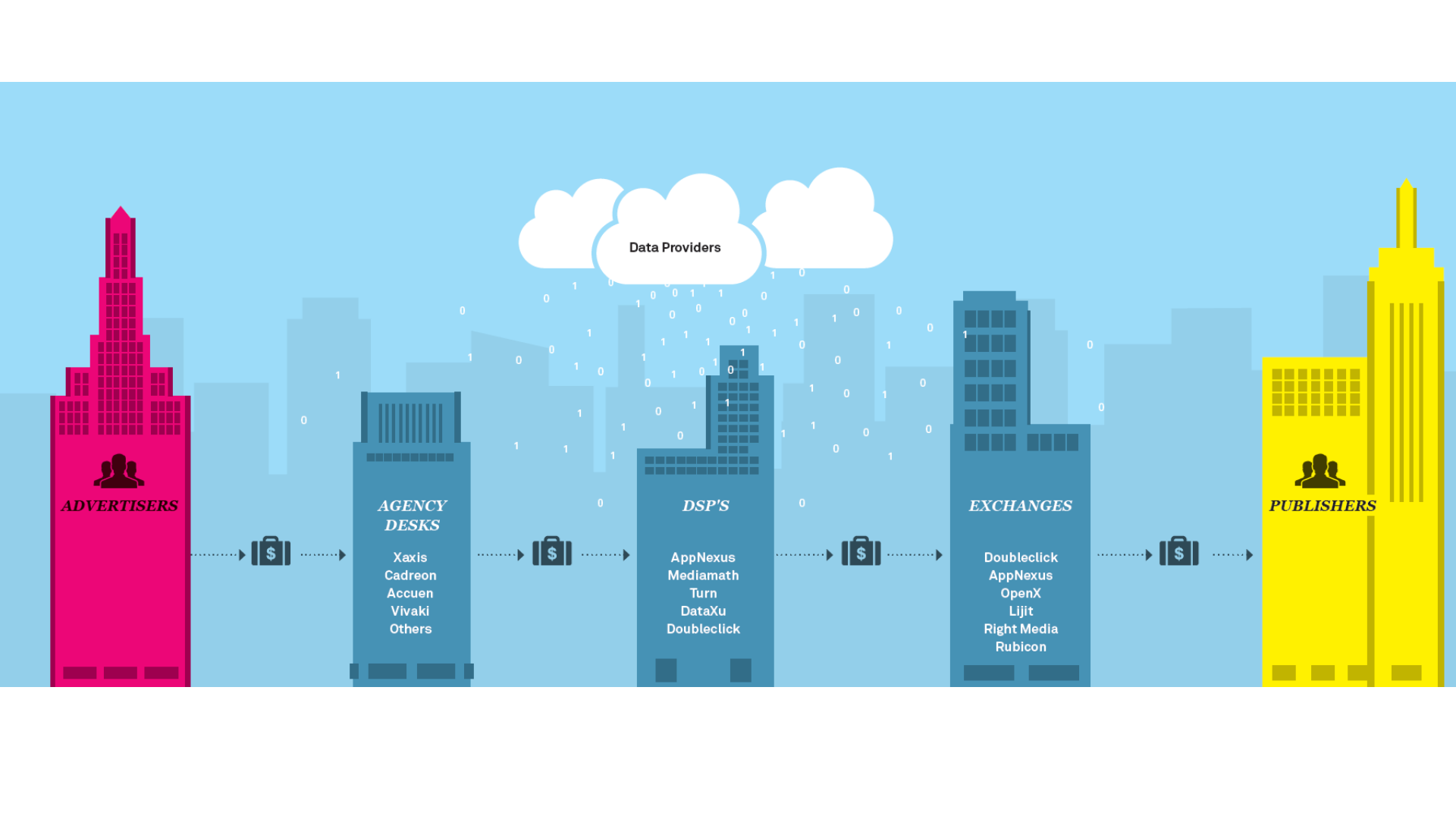
**A PRÉMIUM PROGRAMMATIC  
FELÜLETEK TEKINTETÉBEN  
HOL TART A HAZAI PIAC?**

**ÁLTALÁNOSSÁGBAN;  
EGÉSZ JÓL ÁLLUNK.**

Project  Agora  
Laissez Faire Advertising

 **HOPPex**  
Hungarian OmniPublisher Programmatic Exchange

**MIT TEHETNEK MÉG A MINŐSÉGI  
INVENTORY TULAJDONOSOK?**

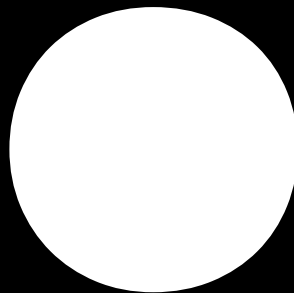


**Betclíc**

**SÁNDOR, ÖN  
MINDENHEZ ÉRT?**

**MINDENHEZ  
IS!**

**MIHEZ HASZNÁLHATÓ  
A PROGRAMMATIC**



**MINDENHEZ**

**IS!**





A woman with long brown hair, seen from behind, is wearing a blue backless dress with a white beaded necklace. She is holding a small blue object in her right hand. She is surrounded by a crowd of photographers and cameramen on a city street, all pointing their cameras at her. The background features tall buildings and various signs, including "CENTRAL INSURANCE 中環保險", "Standard Chartered 渣打銀行", and "FORTRESS".

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