

PROGRAMMATIC STRATÉGIÁK

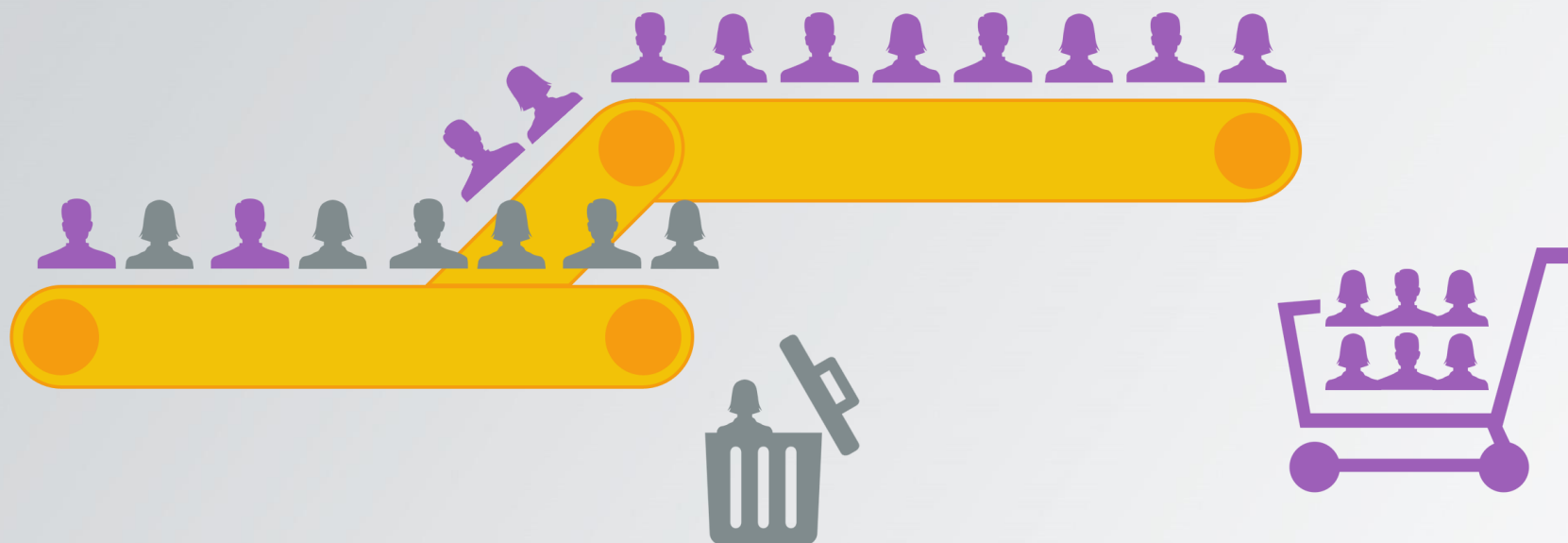
Private Deal, Programmatic Direct, RTB
és a többiek

Erős Attila, Fastbridge
EVOLUTION 2015

VISSZA AZ ALAPOKHOZ...



PROGRAMMATIC TRADING



REAL TIME BIDDING



PROGRAMMATIC DISPLAY

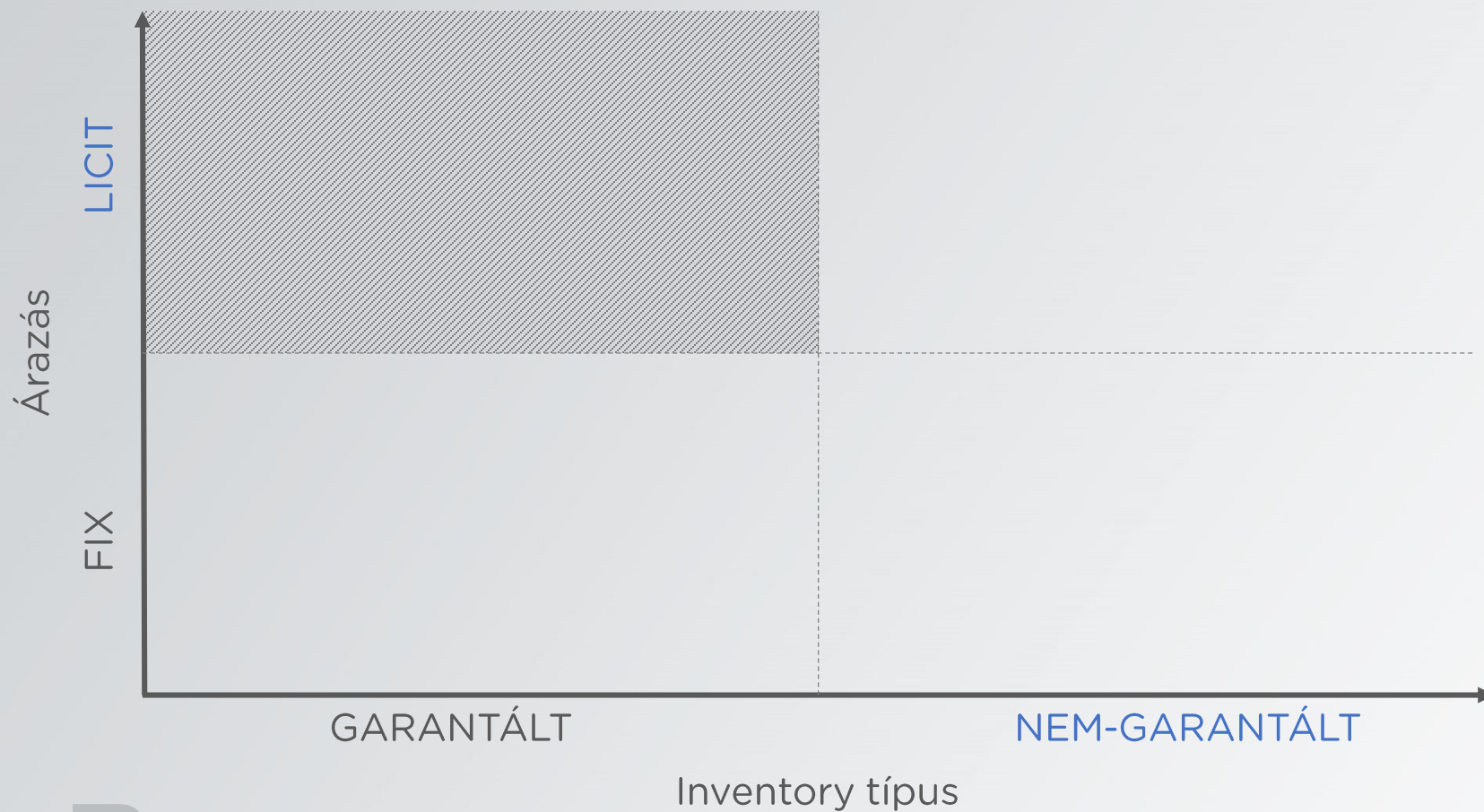
TRADICIONÁLIS **DISPLAY** -> RTB

**TRADITIONAL
DISPLAY**

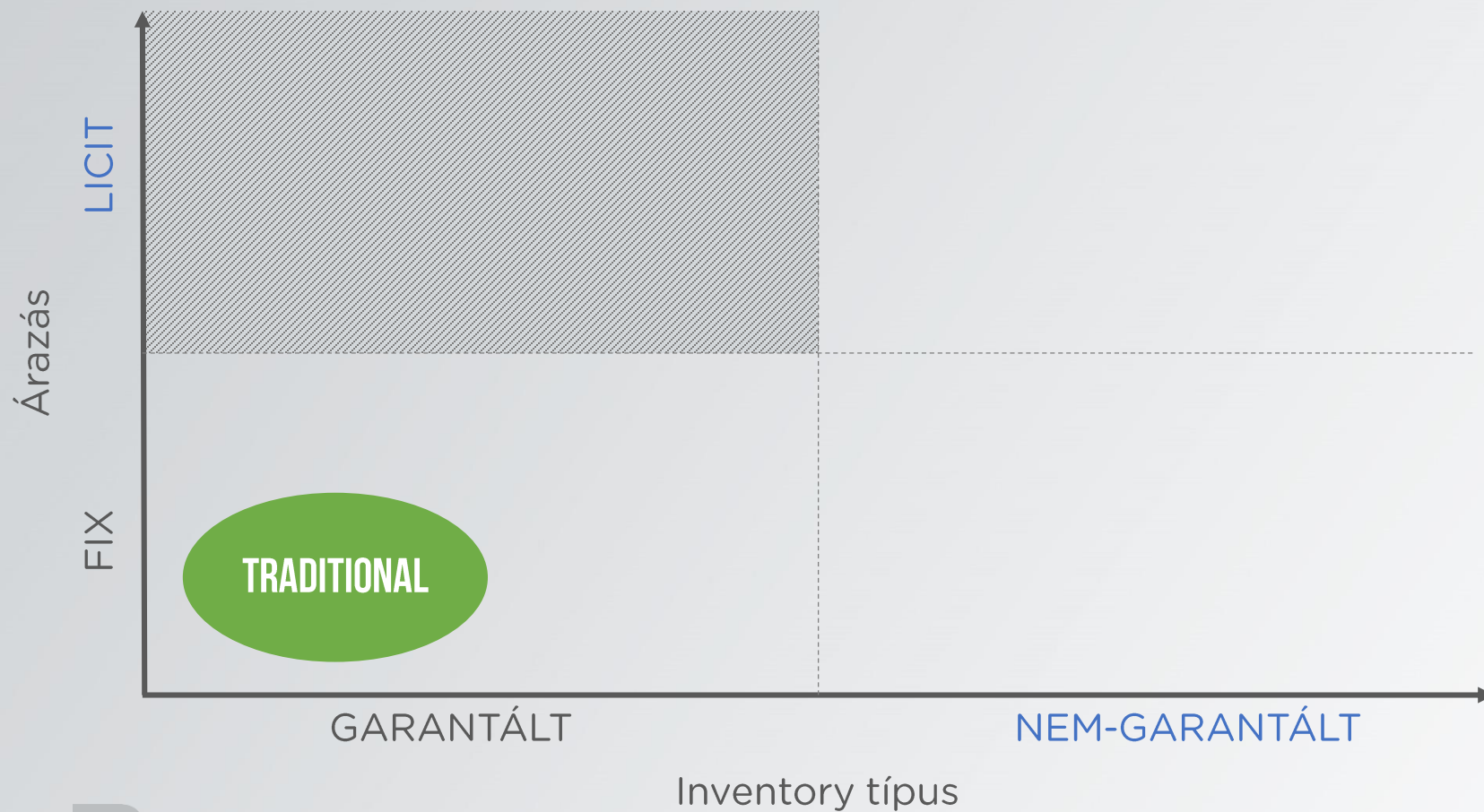
**PROGRAMMATIC
NON-RTB**

**PROGRAMMATIC
RTB**

PROGRAMMATIC „STRATÉGIÁK”

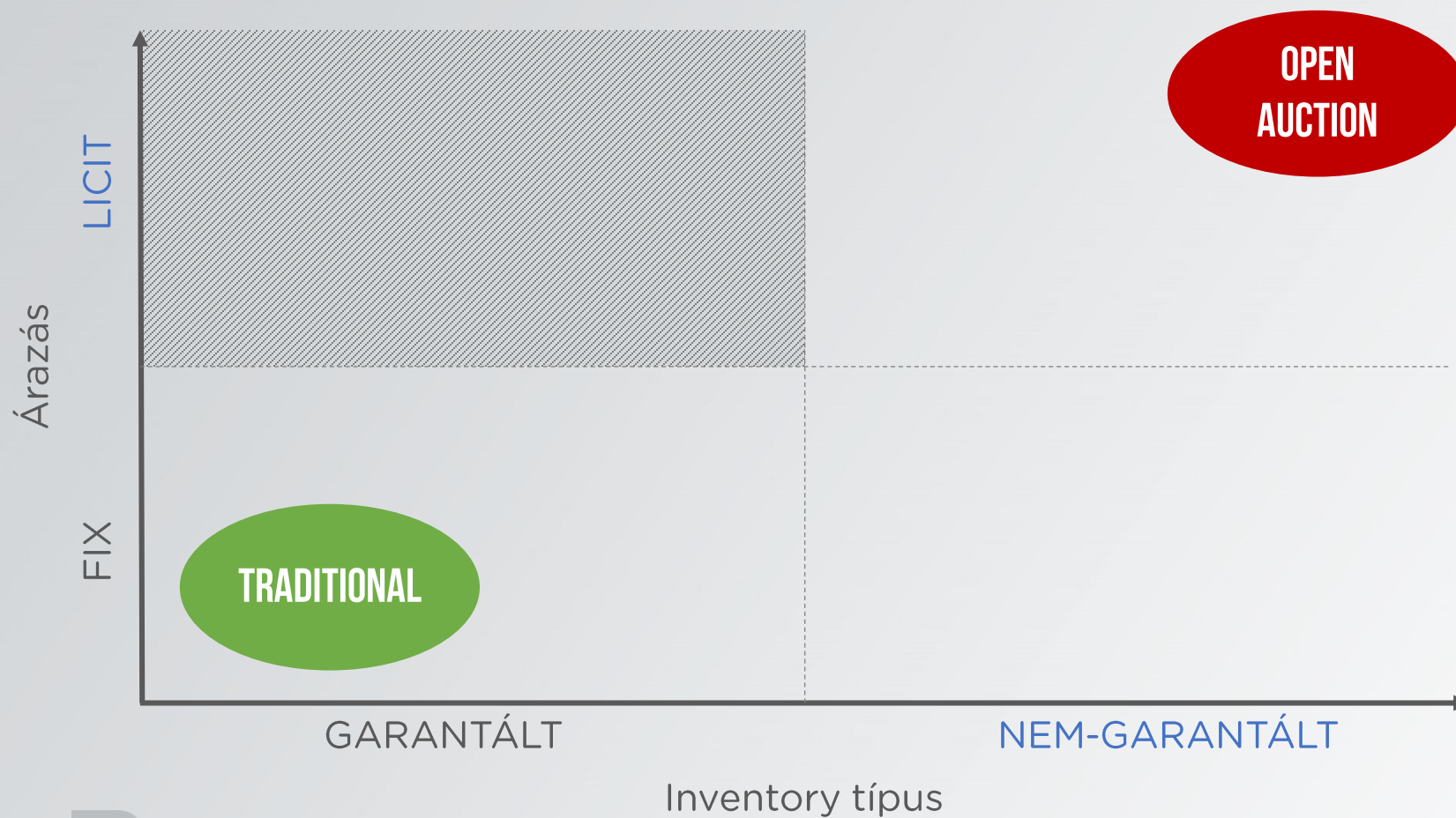


PROGRAMMATIC „STRATÉGIÁK”

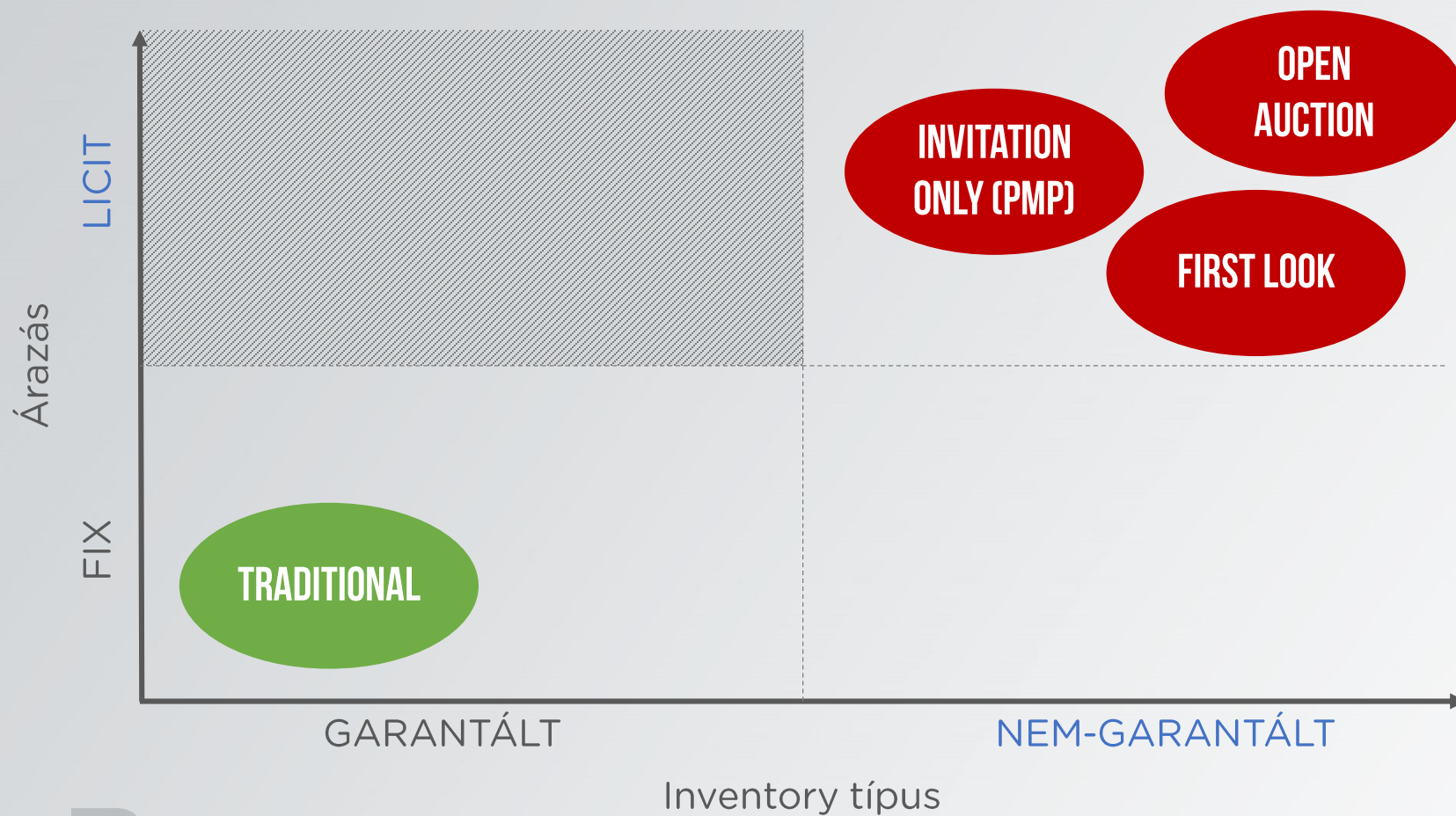


PROGRAMMATIC **RTB**

PROGRAMMATIC „STRATÉGIÁK”

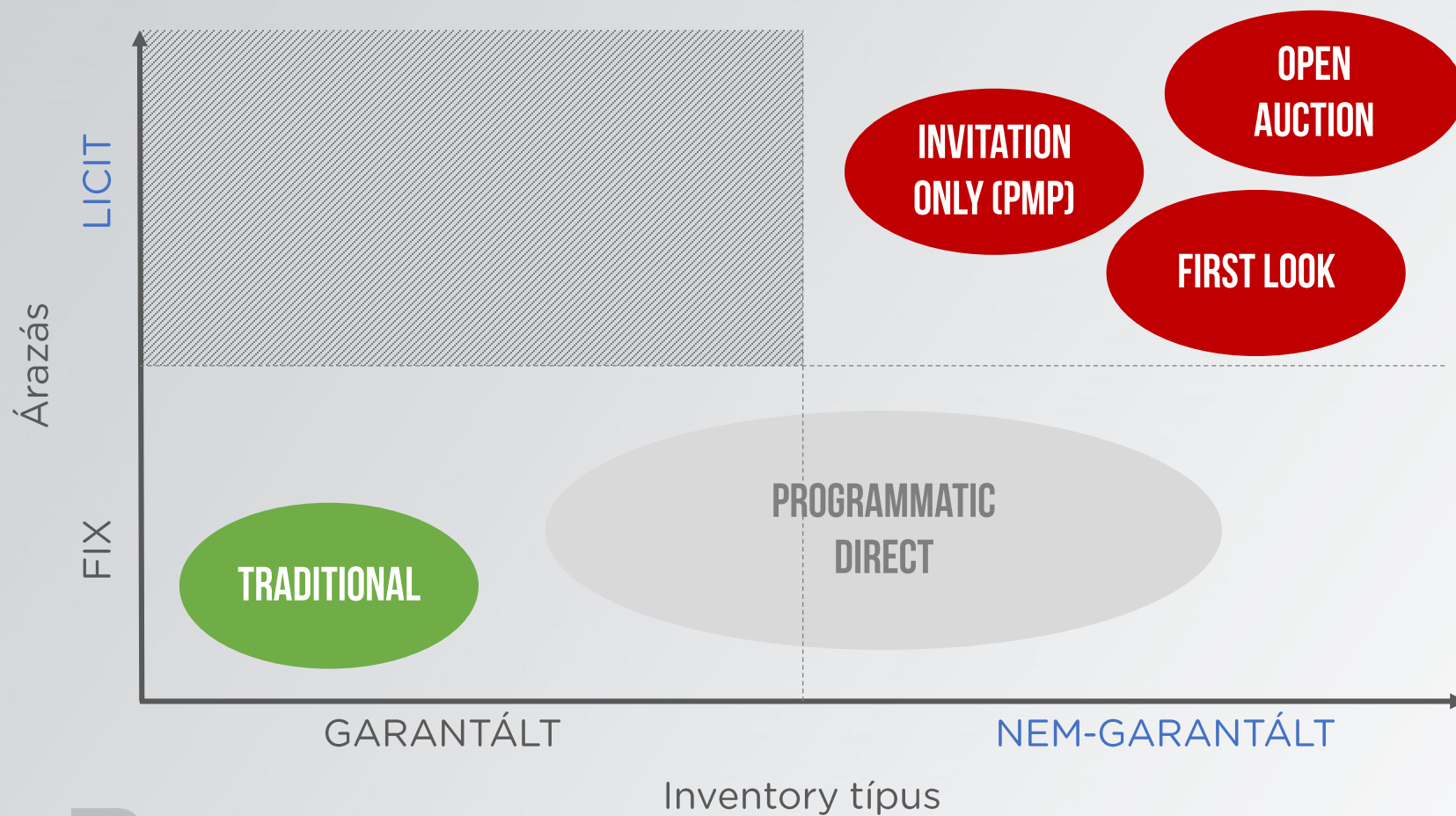


PROGRAMMATIC „STRATÉGIÁK”

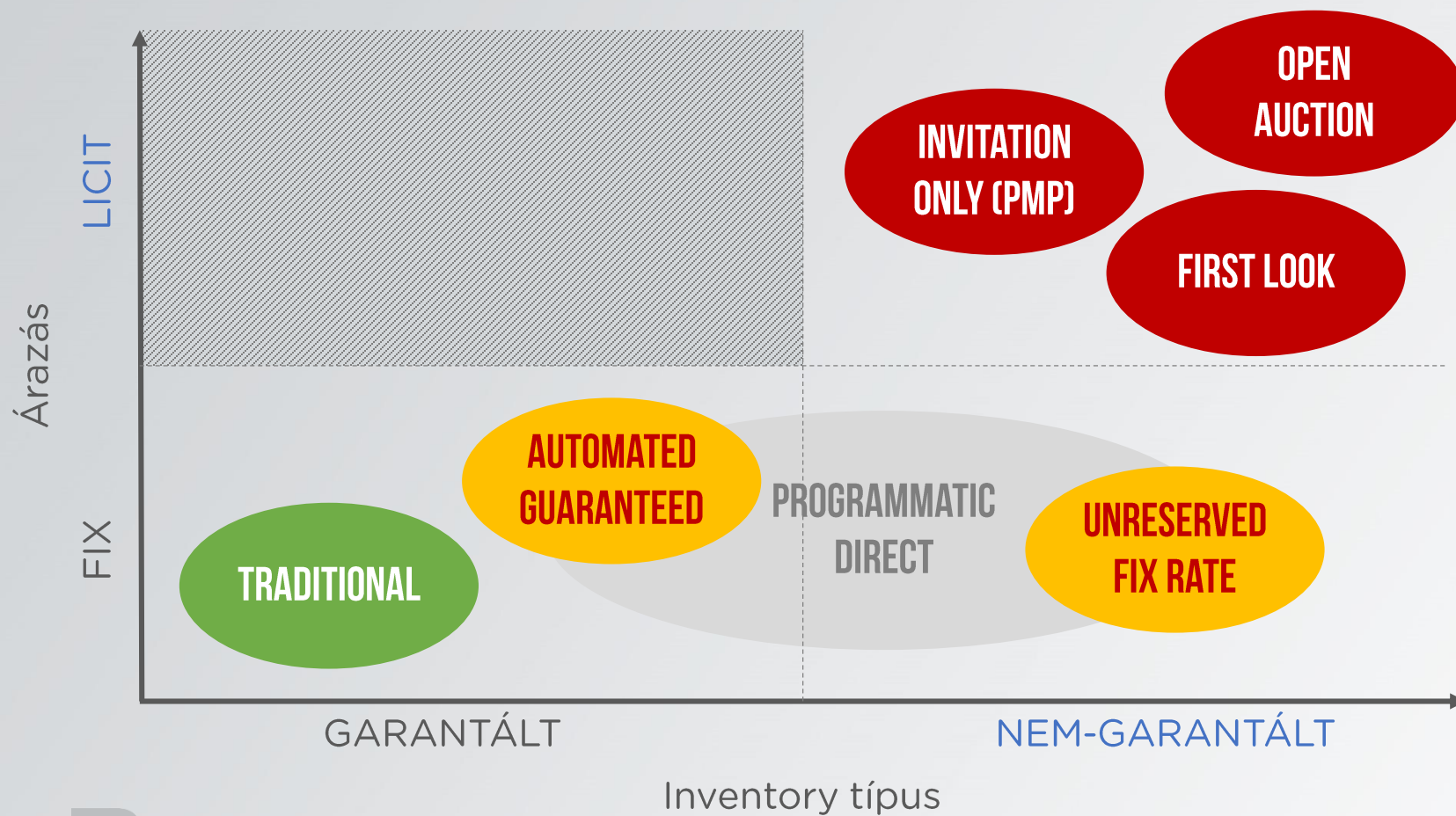


PROGRAMMATIC **NON-RTB**

PROGRAMMATIC „STRATÉGIÁK”



PROGRAMMATIC „STRATÉGIÁK”



KÉRDÉSEK?

Vannak-e kérdések? 😊

KÖSZÖNÖM A FIGYELMET!

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