

Erős Attila (IPG-Mediabrands, MAGNA Global, Fastbridge, Cadreon CEE)

PERFORMANCE VS. PROGRAMMATIC

STRATÉGIA VS. TAKTIKA

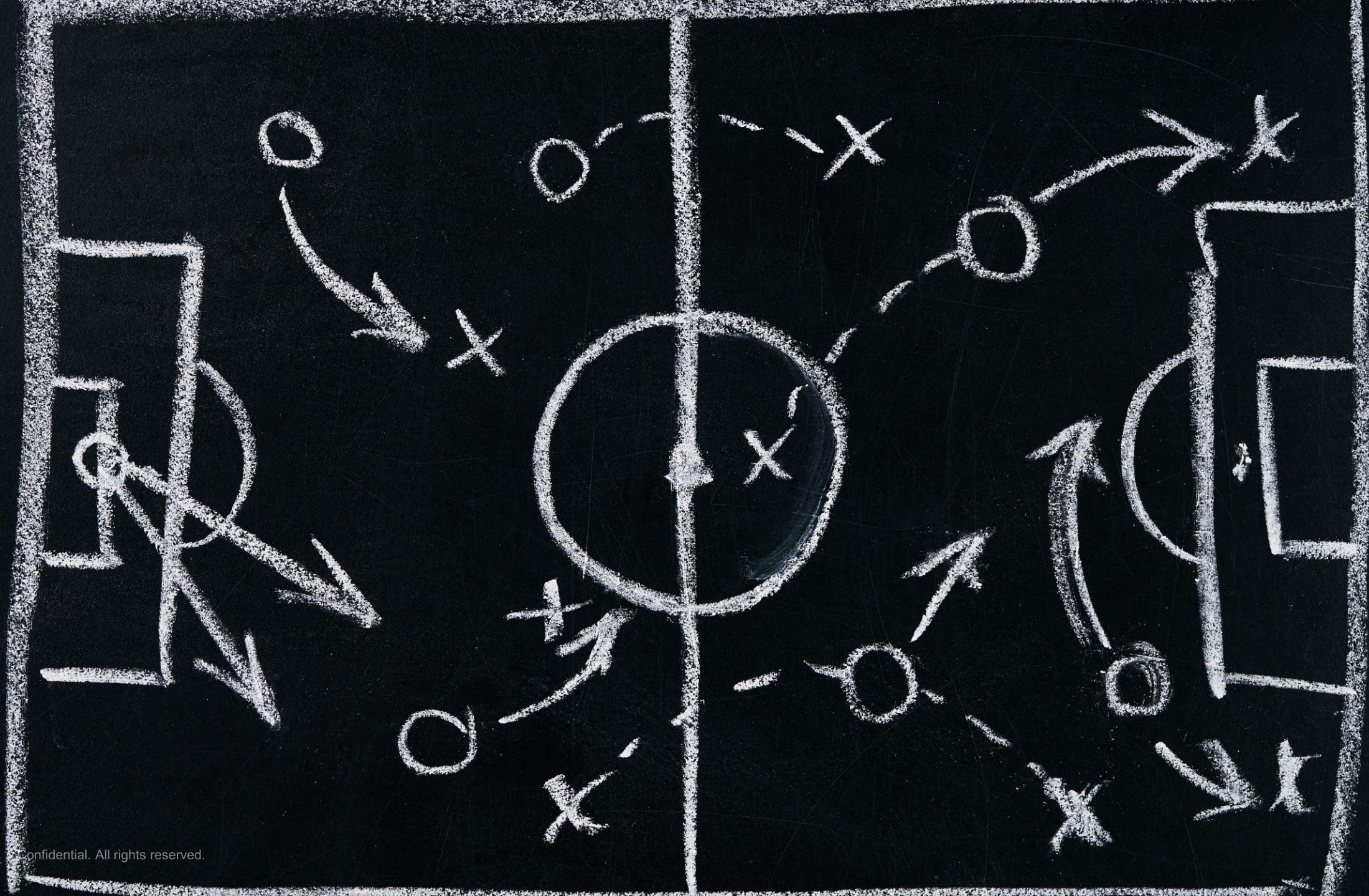
2017.március 1.

MAGNA



GLOBAL

SZAVAZZUNK











PROGRAMMATIC TAKTIKÁK



Programmatic taktikák

Performance (CPA, ROI, stb.)	Image/ Branding (CPM, Reach, view%)
■ Prospecting ■ Contextual ■ Retargeting ■ Whitelist ■ Similar audience	■ Audience/Behavioral targeting ■ PMP ■ Whitelist ■ Similar audience ■ Contextual



Mi kell ahhoz, hogy megtaláljuk a megfelelő taktikát?

Mi a célja a kampánynak?

Ki a célcsoport?

Milyen adat áll rendelkezésre?



Válaszd a megfelelő KPI-t

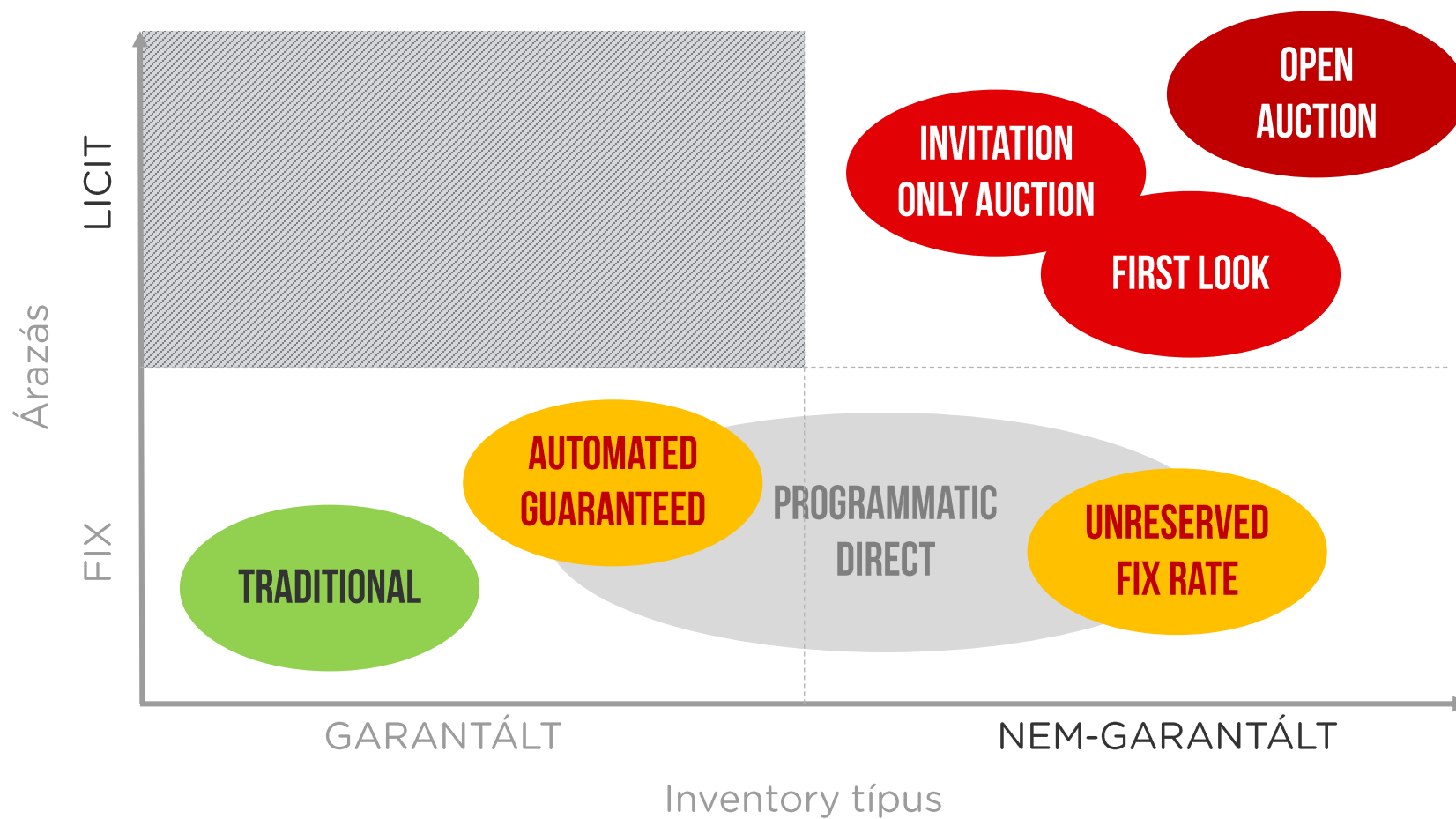
Performance	Image
■ CPA ■ ROI ■ Conversation rate ■ CPC ■ CTR	■ Unique reach ■ Viewability % ■ Viewable time ■ Brand awareness

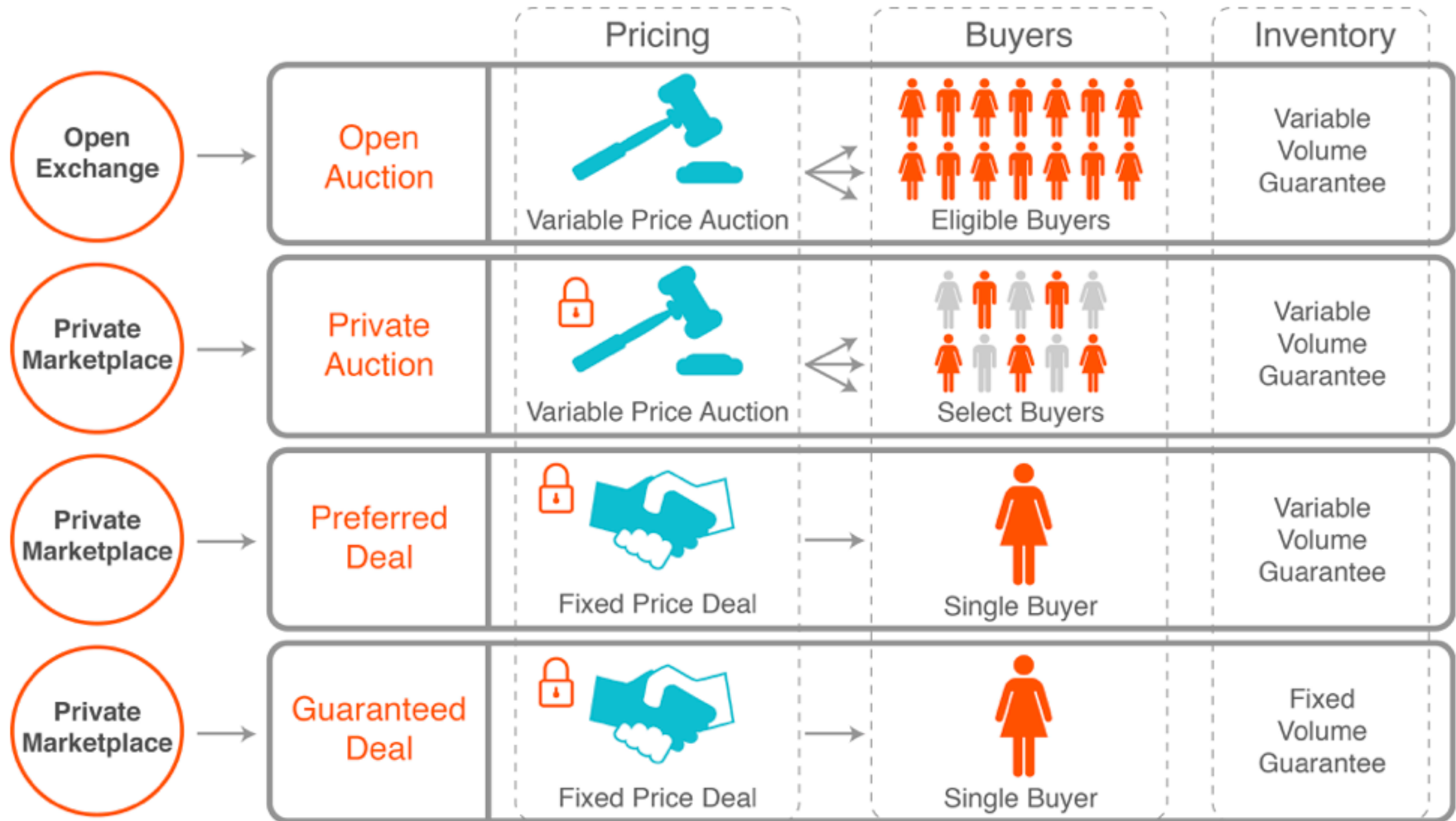


TRANZAKCIÓS TÍPUSOK

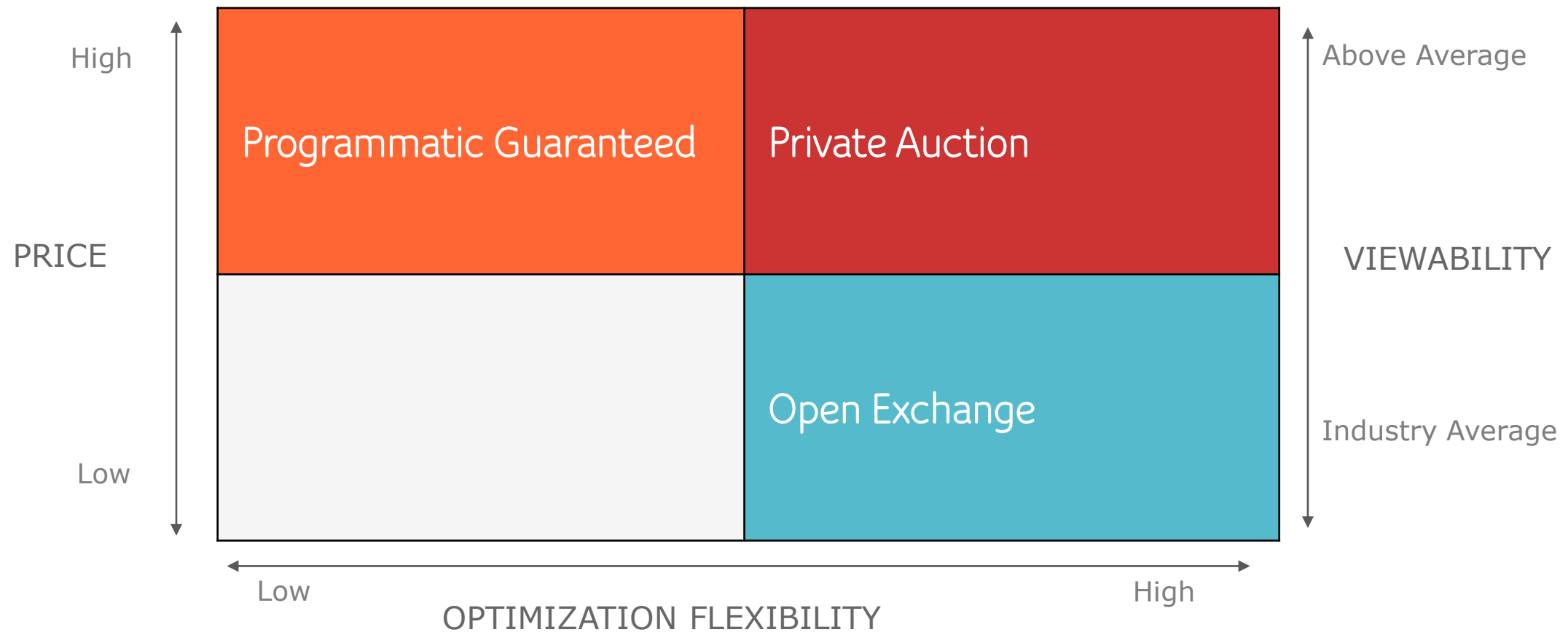
The image features six hands of various skin tones raised against a white background. The hands are positioned in a way that suggests a group decision or a vote. Overlaid on the hands is the text 'TRANZAKCIÓS TÍPUSOK' in a large, black, sans-serif font. The hands are arranged with some overlapping, creating a sense of collective action.

Tranzakciós típusok





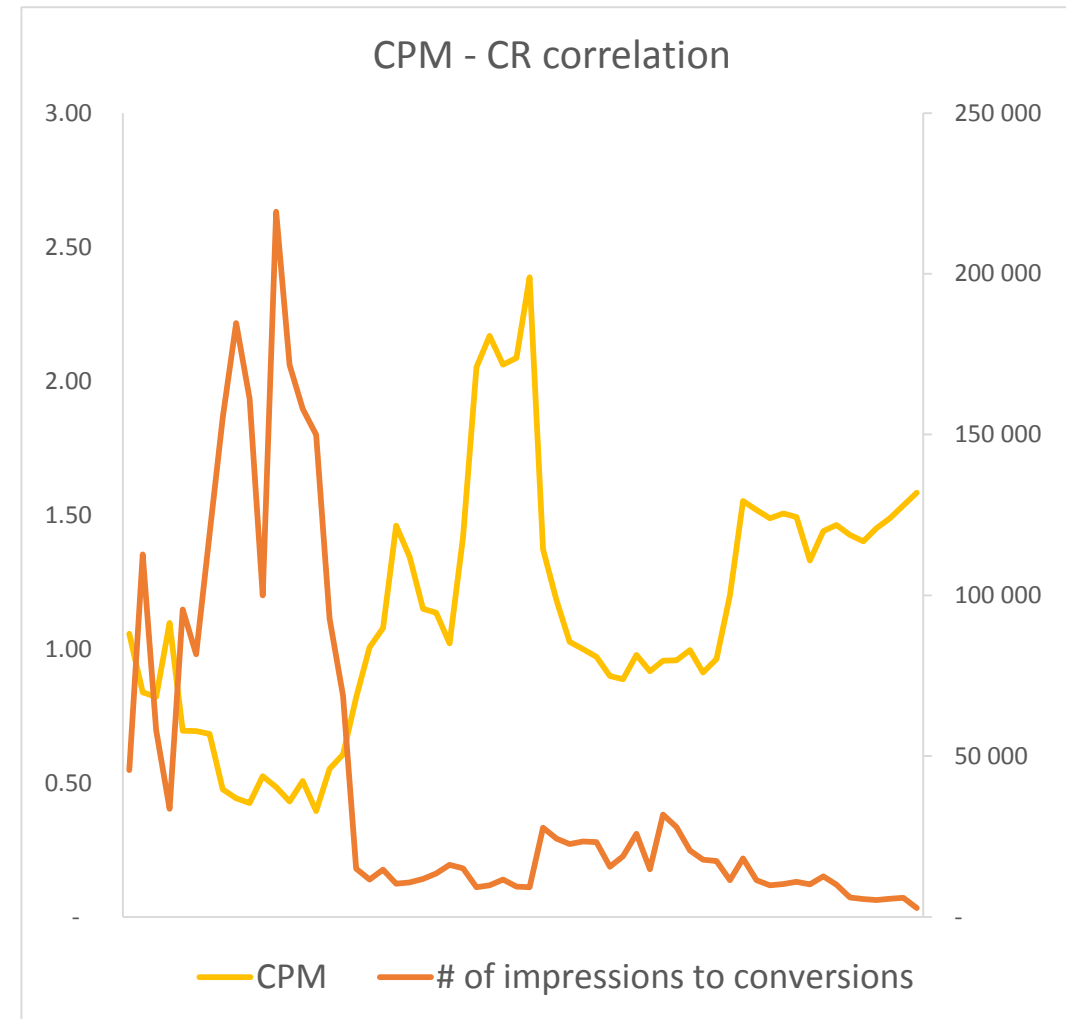
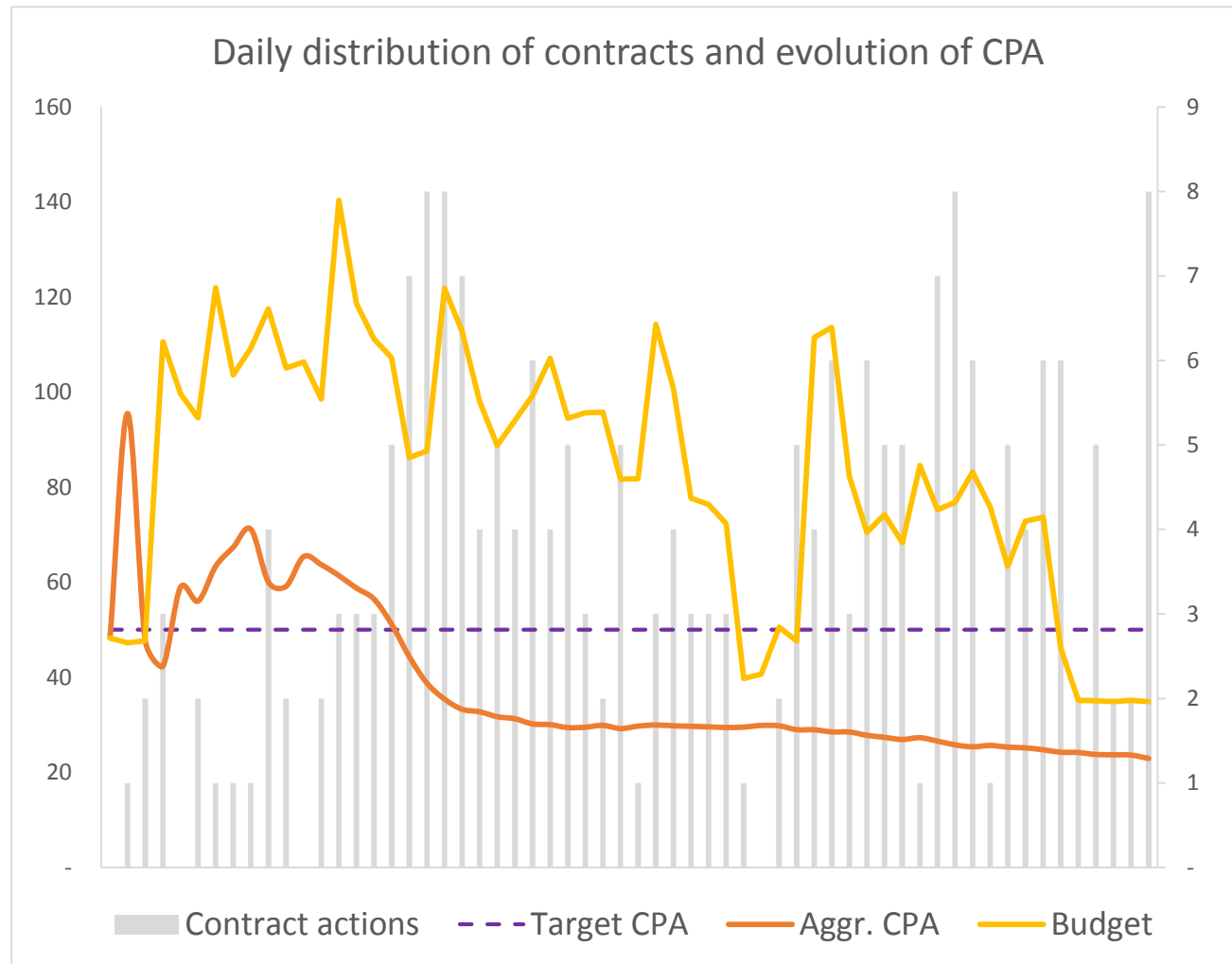
Inventory management



ESETTANULMÁNY

A large crowd of people is seen from behind, with their arms raised in the air. In the center of the crowd, several pairs of hands are joined together to form a heart shape. The background is filled with bright, hazy light, suggesting a stage or a large indoor arena.

Esettanulmány – Programmatic tanulási görbe



Esettanulmány – Konszolidált online video vásárlás

Benchmark setup	Inventory		 CADREON <i>Programmatic video whitelist</i>	Premium Publisher
	Buying operator		 CADREON	MAGNA  GLOBAL
	Buying tool		 TubeMogul	N/A (Reserved buys)
Consolidated setup	Buying operator	 CADREON		
	Buying tool	 DoubleClick Bid Manager by Google		

- Catch-up TV megjelenéseket kezdetben közvetlenül, míg később programozott módon vásárolták
- DoubleClick Bid Manager lehetővé tette a konszolidált vásárlást a különböző csatornák között



Esettanulmány – Javuló hatékonyság a konszolidált Programmatic vásárlásnak köszönhetően

Network / Inventory	June 2016 campaign	August 2016 campaign	June 2016 campaign	August 2016 campaign
	Final Unique CPVV		Frequency	
 CADREON	0,021€	0,020€	1,64	1,10
 YouTube	0,030€	0,030€	1,17	
Premium publisher	0,014€	0,016€	1,73	
Total consolidated  CADREON	0,028€	0,022€		1,10

-21% Unique CPVV

Cross-campaign frequency capping

	Complete-viewer reach	
Total consolidated  CADREON	2 814 286	3 336 364

+18.6% users viewing the video completely

- cross-campaign frequency capping a DBM-ben
- Cadreon PMP stack csökkentette a CPM árakat
- Ezáltal jelentősen csökkenthető volt a unique CPVV.



Köszönöm a figyelmet!

Performance vs. Programmatic

Contact:

Erős Attila

+36 70 395 30 48

attila.eros@fastbridge.hu

Vajdahunyad utca 33-43.

Budapest, 1082

www.cadreon.hu

www.cadreon.com

www.fastbridge.hu

