

PROGRAMMATIC MATTERS

THE B2B MARKETERS GUIDE TO THE WORLD OF PROGRAMMATIC ADVERTISING

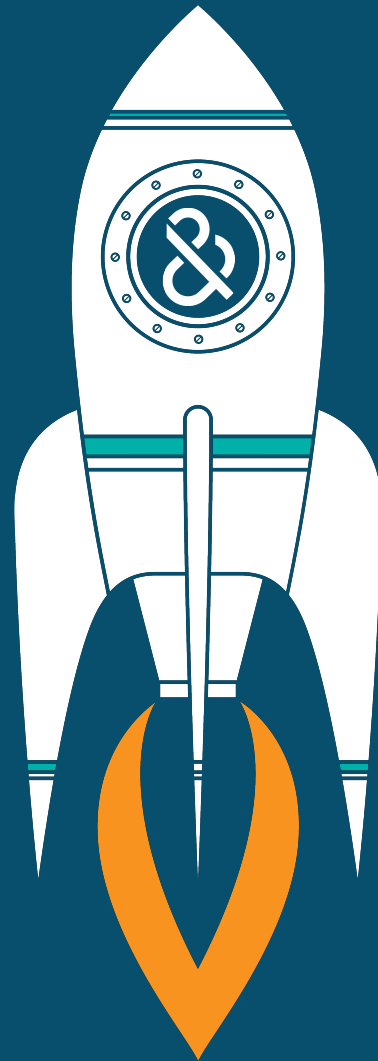


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By: [Michael Goldberg](#)

INTRODUCTION

THE FUTURE IS NOW

The future is now; the digital advertising future, that is. Sorry, no flying cars just yet. But for marketers looking to leverage real-time data and insights to help them identify and reach their most receptive customers at the right time and place, that future is programmatic advertising. And it's changing the face of digital advertising.

The marketing community has been abuzz about programmatic the past few years. Perhaps you've seen or heard the headlines claiming that more than half of digital ad sales would be programmatic by 2018. Or maybe you've heard some of the world's leading marketing executives tout the benefits of programmatic on stage at an industry event. That's all well and good for the B2C community, but what does it mean for you, the B2B marketer? How is programmatic shaping your future?

While some in the B2B world are quickly jumping on the programmatic advertising bandwagon, many more don't know the first thing about it or what the benefits are. That's probably why you're checking out this nifty little guide right now. Whether you're a beginner with a basic curiosity about programmatic, or you have already executed a programmatic ad buy but want to learn more, you've come to the right place. After skimming through the pages of this book, you'll learn exactly what programmatic is, why you need it, how it works, and why there's no looking back when planning your next great ad campaign. You'll discover exactly why [Programmatic Matters](#).

Programmatic ad spend **TOPPED \$10B** in 2014 and is set to **DOUBLE** by 2016.

– eMarketer, 2/15

65% of B2B marketers are set to spend more money on programmatic in 2016.

– 2015 State of B2B Programmatic, Dun & Bradstreet, 9/15



PROGRAMMATIC DEFINED

THE WHO, WHAT & WHY (WITHOUT THE FANCY JARGON)

Programmatic advertising refers to the use of automated technology to buy and sell digital media across millions of websites, as opposed to relying on human interactions to manually secure digital ad placements. In other words, anytime a machine is used to purchase and deliver a digital ad, it's considered programmatic.

While it may sound like something from the distant future where cyborgs rule the world, it's a serious reality for most marketers these days. According to eMarketer, by 2017, 83% of all ad buys will be programmatic. And it's not just happening in digital. Television, radio and even print will slowly but surely adopt the programmatic advertising model.

So why are we seeing this massive shift to programmatic? In essence, programmatic intends to make media buying simpler, more cost-effective, and most importantly, highly targeted. It is intended to solve the inefficiencies of digital advertising by leveraging customer data and insights to target the right user at the right time in the right environment. It's for these reasons marketers are going all-in on programmatic.

While programmatic has been embraced by the B2C community, it affords B2B marketers the same opportunities. In fact, 66% of B2B marketers believe it is just as valuable for them as it is for their B2C counterparts.



PROGRAMMATIC

2014 Marketing Word of The Year

– As voted on by members of the
Association of National Advertisers

5

REASONS WHY PROGRAMMATIC MATTERS FOR B2B

1. It's Highly Targeted

As a seasoned B2B marketer, you know the companies that make the perfect prospects. But knowing who the right people at those companies are and getting in front of them make all the difference. According to research, one-third of B2B purchase decisions involve 6-10 people. Doing a one-off media buy on a website you think a prospect may read is not an efficient use of your media budget. Instead, programmatic buying offers you and your team the opportunity to tailor messages to specific individuals across the Web on different devices, in real time. Essentially, you can hone in on specific customer targets based on your data.

2. It Can Ingest Firmographic Data

Marketers are obsessed with identifying customer demographics and psychographics, but for the B2B world specifically, firmographics trump all of that data. Firmographics are business-related criteria that can help you narrow down your audience to focus in on those organizations most likely to represent potential clients or customers. The data sets can include everything from a company's geography and employee size to the organization's annual revenue and total assets. These insights can help you understand where to spend time and money prospecting and upselling. And best of all, this data can be layered on your media buy in a programmatic environment.

3. It Opens Up Your Business to New Environments

If you're selling shiny widgets, you are justified in assuming you can reach that customer on a website that focuses on talking about the shiny widget industry. But that buyer has other interests and can be found across the Web. Programmatic takes the focus off site buying and puts it on audience buying, allowing you to effectively find prospects in environments beyond the standard industry sites most marketers would expect. This opens the door for your brand to engage your audience across the Web.

4. It's Not Just for Display

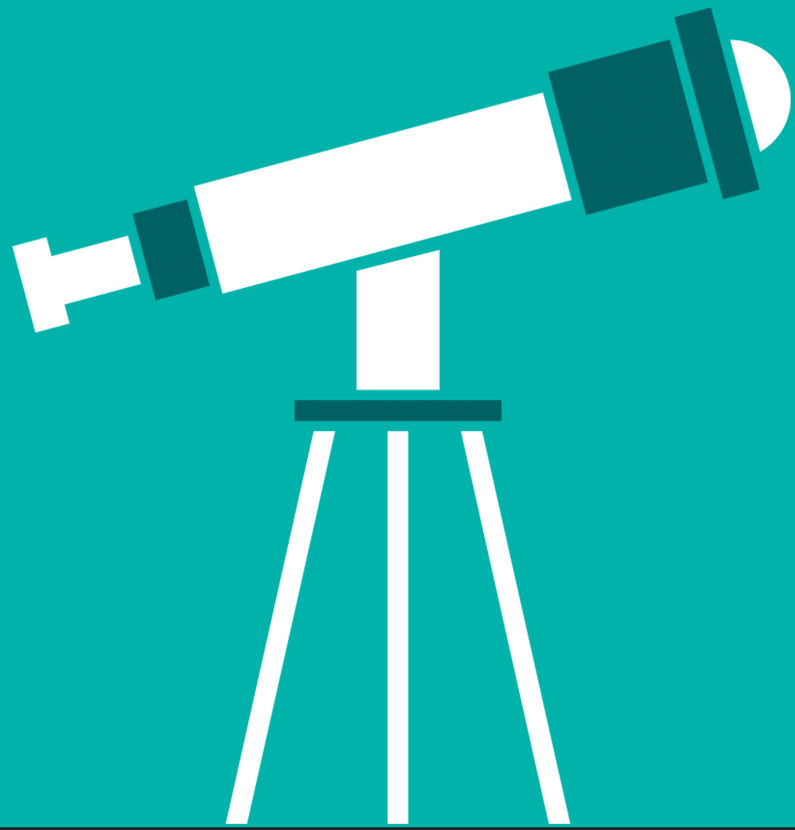
Your brand message should not be constrained to a 250 X 300 box on the right rail of a website. Don't get me wrong; display ads can serve their purpose, but there are a variety of digital marketing strategies you can employ in the programmatic environment. Costly channels like mobile, video and native can be integrated with your data to drive highly targeted campaigns. While they are still pricier than traditional display ads, programmatic's ability to target specific users will reduce wasted media spend that typically comes with a "spray-and-pray" strategy.

5. It's Cost-Efficient

It's every B2B marketer's favorite word: efficiency. We said it before, but it's worth repeating. Because programmatic advertising leverages first- and third-party data to target down a specific employee at a company, there's no need to pay exorbitant CPMs for impressions that aren't optimally targeted. What's more, programmatic provides the ability to adjust the price or "bid" for specific media placements based on return on ad spend and real-time data, rather than arbitrary pricing. At the end of the day, when you can show your team that you found the right buyers and saved some budget along the way, you'll come out looking like the champion of your organization.

NAVIGATING

The Programmatic Ecosystem



53% of B2B marketers are familiar with the method of programmatic media buying.

-2015 State of B2B Programmatic, Dun & Bradstreet, 9/15

NAVIGATING THE PROGRAMMATIC ECOSYSTEM

ADVERTISING THE OLD FASHIONED WAY

Digital advertising used to be so simple. If you wanted to reach a specific audience to promote your product or service, there wasn't any complex programmatic ecosystem to navigate. You'd simply identify a website that catered to that audience and you'd purchase inventory to run your ad for a specific amount of time in hopes it would capture the attention of said audience. There was even the chance of scoring free tickets to sporting events or receiving exclusive invites to lavish parties hosted by the publisher as its digital ad sales team tried to subtly persuade you to spend a majority of your ad budget with them, all while showering you with free alcohol. As Edith Bunker famously wailed, "Those were the days."

BUYING MEDIA DIRECT



THE RISE OF THE MACHINES

Sure, life was simpler back in the early 2000's, a time when Britney Spears was still an innocent, pimple-faced kid and MySpace was the innovative leader of the emerging social media movement. Simple, yes. But effective? Not so much.

Today there is so much more onus on delivering digital advertising that is not just seen, but advertising that delivers on a number of stringent KPIs like clicks, interactions, conversions, brand recall, etc. The advancement of new technologies has opened the door to hundreds of companies that are trying to make digital advertising more targeted and effective. Not surprisingly, this has made the advertising ecosystem a very complex space. Perhaps you've seen the LUMAScape, a chart that painstakingly compiles hundreds of companies across key sectors of the digital marketing and ad technology landscape in areas like display, search, mobile, social, etc. to try and help make sense of it all. Good luck.

The simplicity of buying online advertising is slowly becoming a thing of the past. On the bright side, digital advertising is becoming a lot more effective and cost-efficient, thanks to the explosion of programmatic media buying, and that is really the one area of ad tech you really need to understand.

Are you ready to embrace the change?

"The secret of change is to focus all of our energy, not on the fighting of old, but the building of new."

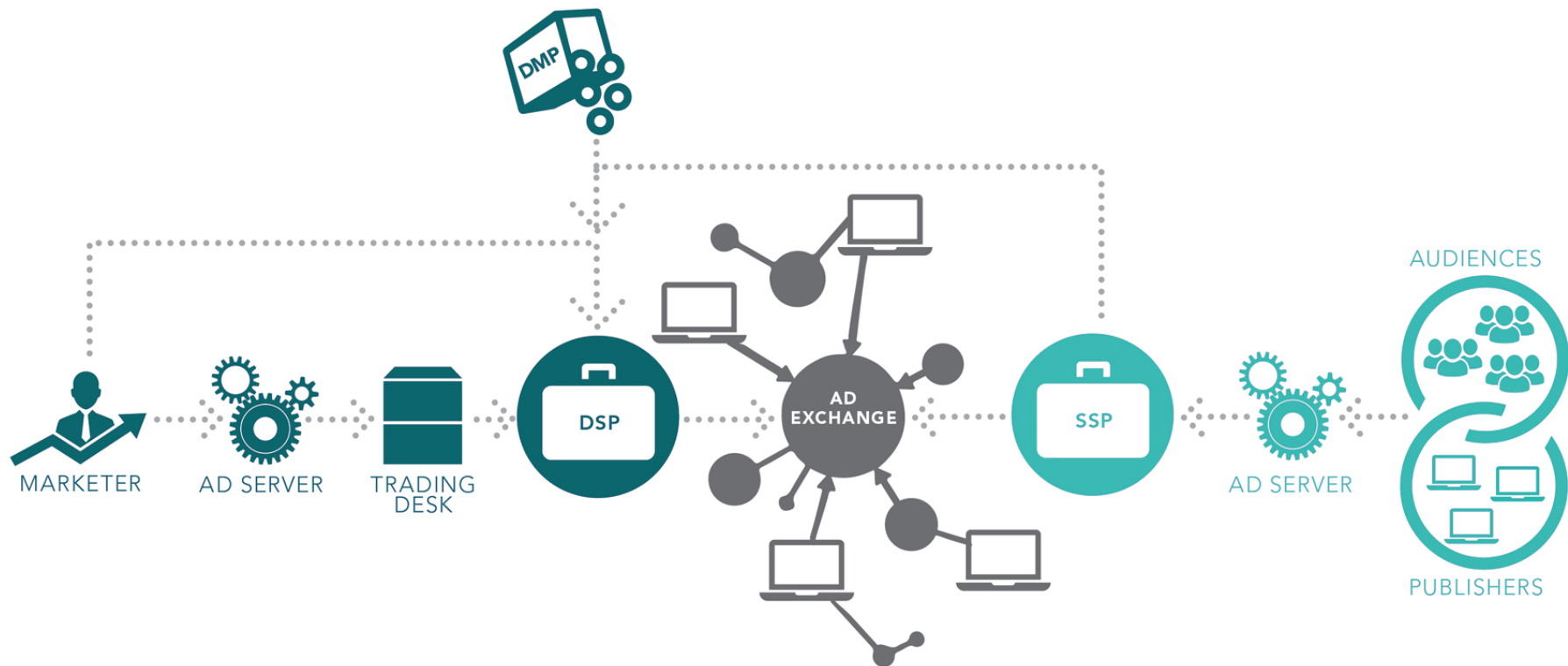
– Socrates



THE LAY OF THE (AD-TECH) LAND

Let's take a deeper look at the programmatic ecosystem and where you fit in. If you get confused, don't worry; you're not alone. (Hell, even some of the people heavily involved in it don't quite get it. But you didn't hear that from me.) My goal is to strip away some of the jargon and refrain from using excessively complex flowcharts and try and make this simple. It's easy to feel overwhelmed, but as they say, "knowledge is power" and just being able to identify the key players involved in programmatic will give you the confidence needed to excel in this growing area of digital advertising.

BUYING MEDIA PROGRAMMATICALLY



Let's now dive down into looking at how each of these players in the programmatic space impact you. Here we go...

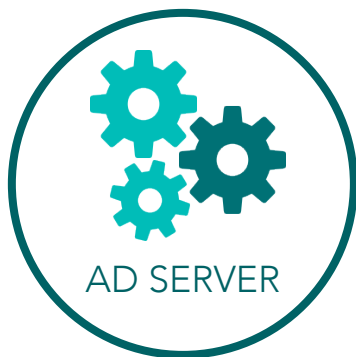
UNDERSTANDING THE PROGRAMMATIC ECOSYSTEM

IDENTIFYING THE KEY PLAYERS



The B2B Marketer

First, let's start with you, the B2B marketer. If you want to engage the most appropriate customers across the Web, you'll want to execute your media buy programmatically. By doing so you'll achieve far greater scale and more control over pricing than you would when working directly with a single publisher. In some instances, depending on the scope of the campaign, you may use an agency for help with creative development, media planning and media buying. These agencies have become more adept at programmatic and have even set up departments especially designed to execute programmatic deals. More on that shortly.



Ad Servers

Also referred to as "Campaign Management Platforms" or "Ad Tracking Systems," ad servers are the conduits that store and deliver digital ads to hundreds of publishers using a simple line of code. This makes it simple to display your ad across any number of websites while also keeping track of performance so you'll have access to robust campaign reporting.

IDENTIFYING THE KEY PLAYERS



Trading Desks

Let's come back to the agencies. Surely, they were not about to be left out of the programmatic revolution. Therefore, many of the large agency holding companies developed their own agency trade desks or ATDs. The trade desks help clients execute programmatic media buys and increase the efficiency and scale in buying digital advertising. Rather than having hundreds of individual client campaigns to execute, the ad buying is done through a single trading system on your behalf. Some notable ATDs include Xaxis, Accuen, Cadreon and Vivaki.



Demand-Side Platforms (DSP)

Before the rise of DSPs, advertising was bought and sold by human beings. The introduction of demand-side platforms gave rise to the machines. Don't worry; this story ends better than The Terminator. DSPs are tools used to purchase digital advertising and are designed to make the process cheaper and more efficient.

Advertisers and agencies rely on DSPs to purchase millions of ad impressions across the Web, but targeted to specific users based on a variety of data points like behavior and psychographic data. Again, these tools help determine where and how much it will cost to run your ad. Some notable DSPs include MediaMath, Turn, AppNexus and DoubleClick Bid Manager.

IDENTIFYING THE KEY PLAYERS



Data Management Platform (DMP)

DMPs are essentially the data warehouses for advertising. This is the step in the programmatic path where your ads become smart; think Bradley Cooper in that movie Limitless. Without the addition of data, your ads are clueless; think Bradley Cooper in that movie The Hangover.

Advertisers and agencies use DMPs to collect, store and utilize their first-party audience data – when they have it. These platforms also aggregate and provide access to third-party data that can be used for new audience acquisition or to augment first-party data. As an example, Dun & Bradstreet data is often utilized within these DMPs by advertisers and agencies to hone in on the right audiences for B2B advertising campaigns. Because we are able to combine both contact-centric and firmographic intelligence, our data sets enable highly targeted programs through programmatic advertising.

Some notable DMPs with access to third-party data include BlueKai, Nielsen, Adobe Audience Manager and Lotame.



Ad Exchanges

This is where the rubber meets the road, so to say. Ad exchanges are fundamentally the marketplaces where advertisers and publishers come together to buy and sell ad space. Publisher inventory is released here for advertisers to be able to access and purchase it, often in real-time. All of the media buying tools we mentioned above help make the right decisions on behalf of the marketer about the inventory found in the exchange. There are countless exchanges for all types of media and inventory.

IDENTIFYING THE KEY PLAYERS



Supply-Side Platforms (SSP)

As a marketer, you don't have to be too concerned with this, as it is a tool for publishers. Just as marketers leverage DSPs to help buy inventory, the SSPs help publishers sell their inventory in the ad exchanges.

Some notable SSPs include PubMatic, Admeld and Rubicon.



Demand-Side Platforms (DSP)

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NAVIGATING

The Programmatic Ecosystem



74% of B2B marketers leverage data to inform their digital advertising strategy.

- 2015 State of B2B Programmatic, Dun & Bradstreet, 9/15

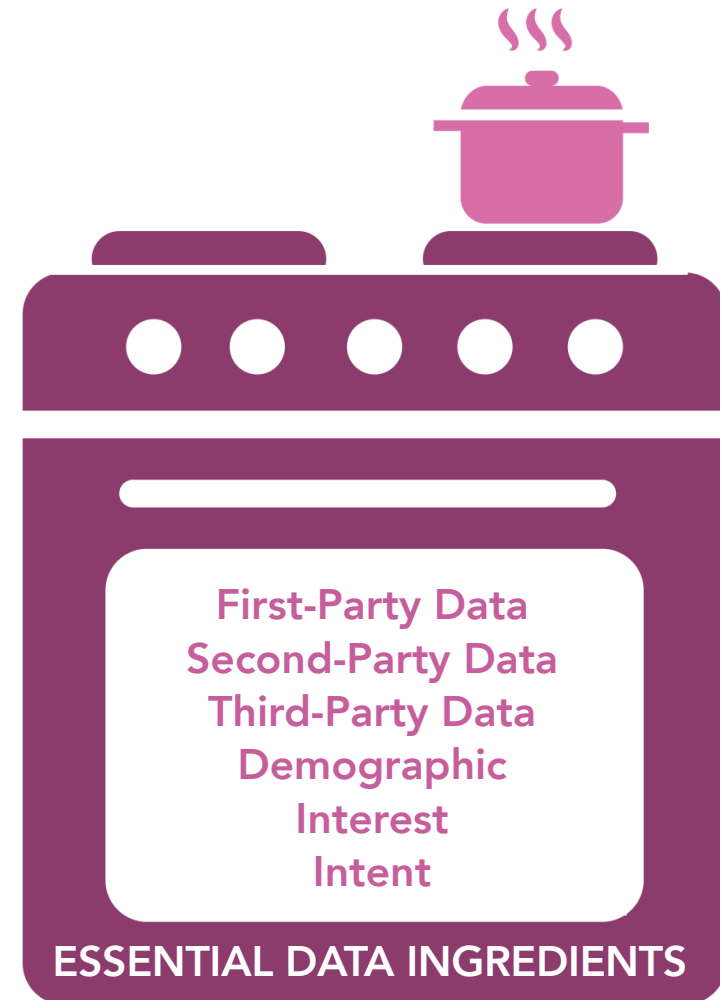
DATA: THE KEY INGREDIENT OF PROGRAMMATIC

HOW DATA VARIETY MAKES PROGRAMMATIC MORE EFFECTIVE

Advertising without data is like cooking without using the proper ingredients. Sure, the finished product may be edible, but it won't necessarily taste good. Just like a delectable home-cooked meal, an effective advertising strategy requires the use of a diverse assortment of elements to make it a success.

When it comes to programmatic, data is the essential ingredient that makes it so effective. It helps marketers hone in on their ideal customers, no matter where they are across the Web. The more high-quality data a business can harness, the better their results will be. Sure, you can still deliver an ad programmatically, but without baking in data-driven insights, the results would be pretty rotten.

According to eMarketer, digital marketers have a "love affair with data" and are planning to increase spending and usage in data-driven marketing strategies. But like the ingredients in your kitchen cabinet, data comes in many flavors, and marketers need to understand how and when to leverage all of the unique varieties. Despite what my three-year-old son may think, just because you love chocolate chips doesn't mean you should use them in every meal. The same goes for data. You have to mix it up.



DATA TYPES BASED ON COLLECTION, METHODOLOGY & SOURCE

First-Party Data

This is information marketers and publishers create, collect and own. It is comprised of data collected through website behaviors. It's also information users explicitly provide, such as their name, address, demographics, etc. This tends to be more accurate than other forms of data — and cheaper, because there is no cost in obtaining it. Doing a one-off media buy on a website you think a prospect may read is not an efficient use of your media budget. Instead, programmatic buying offers you and your team the opportunity to tailor messages to specific individuals across the Web on different devices, in real time. Essentially, you can hone in on specific customer targets based on your data.

Second-Party Data

While the least talked about, an example of second-party data is when Amazon uses your browsing activity to infer something about you. You didn't know you were giving it to them, but by clicking on the site, Amazon collected data and inferred you had certain types of interests. The owner of this type of data often makes it available for others to use.

Third-Party Data

The most common source of data and a constant in the programmatic world, third-party data is just that: anonymized data that's been bought or collected from a third party such as a data broker. Again, using Amazon as the example, this data is collected by an entity the user is not aware of. On Amazon pages, there is a tag from another data company. As a user, you cannot openly see the tag but when you click through the site, this data company collects information about you and builds it into its audience data assets. As far as you are concerned, you were interacting with Amazon.

No matter where you source your data, it comes in different forms that range from factual to extrapolative in nature. It can often be broken down into three distinct types:

Demographic

Often collected from a combination of online and offline registration sources, demographic data identifies users by key traits including age and gender.

Interest

Typically based on user-generated online actions, this data captures a consumer's affinity for a particular topic or hobby.

Intent

This type of data is based on actions like web behavior and helps paint a picture of customers who may be in the market to make a purchase decision.



DATA: THE KEY INGREDIENT OF PROGRAMMATIC (CONT.)

PROBABLISTIC VS. DETERMINISTIC

Knowing what type of data to rely on can often be complicated. What's accurate? What can you trust? Many marketers face this challenge, especially with a "probabilistic" approach to data generation. They use proxy models to define targetable prospects that they then feed into their marketing engines.

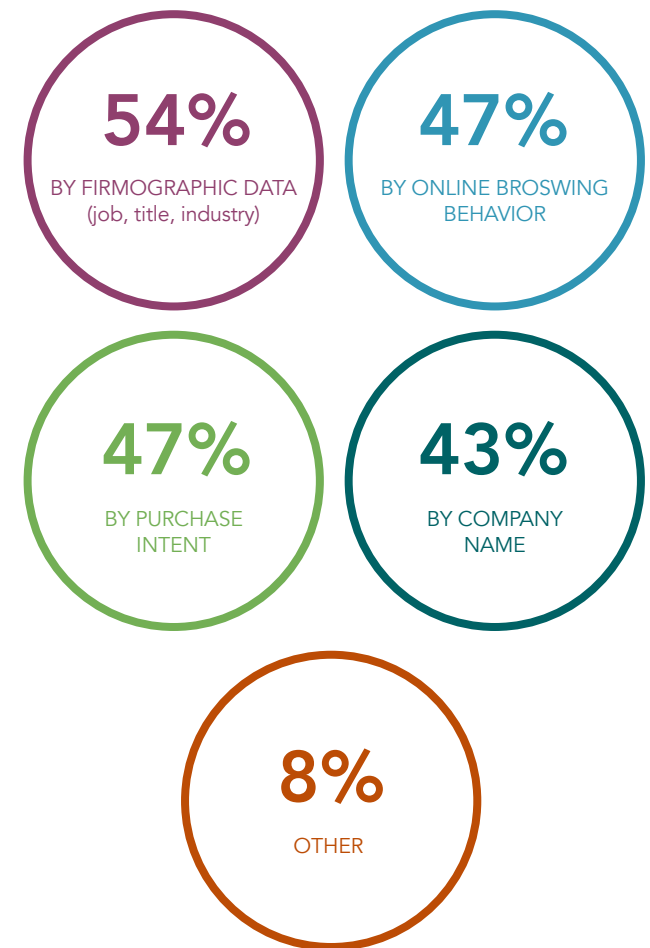
Unfortunately, probabilistic can be problematic if proxies are based on incorrect assumptions. Conversely, there's "deterministic" data like demographics — data gathered from verified sources and vetted for quality. It's not derived using models and assumptions; it is real user information sourced from real people, collected, aggregated, edited and verified.

A good example of deterministic data is firmographic-level data. This particularly helps B2B marketers who need to reach a specific prospect within an organization. Firmographics are business-related criteria that can help you narrow down your audience to focus in on those organizations most likely to represent potential clients or customers. The data sets can include everything from a company's geography and employee size to the organization's annual revenue and total assets. These insights can help you understand where to spend time and money prospecting and upselling. And best of all, this data can be layered on your media buy in a programmatic environment.

B2B MARKETERS STAND FIRM ON FIRMOGRAPHICS

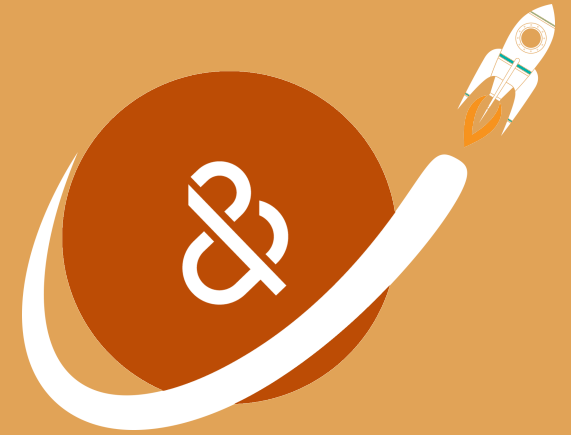
FIGURE 14: MOST USEFUL TYPES OF TARGETING FOR DIGITAL ADVERTISING (% OF RESPONDENTS)

- 2015 State of B2B Programmatic, Dun & Bradstreet, 9/15



TARGETING

Right Audience. Right Message. Right Time.



68% of B2B marketers believe audience targeting is more valuable than contextual targeting.

- 2015 State of B2B Programmatic, Dun & Bradstreet, 9/15

TARGETING: RIGHT MESSAGE. RIGHT AUDIENCE. RIGHT TIME

METHODS OF MANY COLORS

The ability to reach the right audience with the right message at the right time may sound cliché, but it exemplifies the true promise of programmatic. Unlike traditional forms of advertising, programmatic advertising is delivered on an individual level. It enables marketers to find and target users based on individual characteristics, behaviors and affinities no matter where they are on the Web. This is all made possible by data — the insights that help you make the most informed targeting decisions. Without data, targeting would be like trying to find a needle in a hoarder's house (because who really has haystacks anymore?).

When it comes to programmatic, there are several types of targeting strategies you can choose to employ. While each method varies slightly based on your desired goals, they all have one thing in common: They are focused on the customer and not the context.

Before the advent of programmatic, advertising was more focused on the “where” versus the “who.” Just ask Don Draper. The critically acclaimed drama *Mad Men* romanticized advertising's golden age, but it seemed to be all about the creative, not the placement. Not much attention was paid to ensuring that those elaborate, alcohol-infused creative ideas actually reached the right audience. Sure, they had primitive research panels to get a better understanding of their target audience, but at the end of the day, media buys were made based on the most likely places where ad executives thought they could reach those ideal customers. Ads for cars were placed in the pages of men's magazines, while adverts for laundry machines were typically featured in women's publications. Hey, I do laundry too, Mr. 1960's ad exec!



METHODS OF MANY COLORS (CONT.)

Strangely, things did not change much with the introduction of the Internet and the rise of display advertising. While creative went from being high-gloss, full-page spreads to clickable squares and rectangles, media buyers still used Mad Men-era tactics, choosing to run their ads on websites they thought reached their desired audience. This method is still quite possible, even through programmatic channels, though it is best to buy these ads directly through the publisher if you are hung up on having your brand message appear on a particular site; you can probably negotiate better placements. But that's becoming less prevalent, thanks to the ability to measure and optimize campaigns based on user data and real-time results.

If data can paint a picture of what your ideal customer looks like, and lets you spend less money to reach them on a site you know they visit, why wouldn't you do just that? And the more data you have, the better chances you have at honing in on the right audience. Data increases in value at an exponential rate when you are able to add additional, related data sets to the user profile. This is when targeting becomes truly powerful and what makes programmatic so valuable.

TARGETING METHODS BASED ON INDIVIDUAL TRAITS, BEHAVIORS AND VARIABLES

Audience

Audience: One of the most popular techniques currently being used by digital advertisers, audience targeting involves buying and serving ads to a specific audience segment, whether it's gender, household income, age group, education level, relationship status or hundreds of other specific demographic attributes. The information is typically derived from a combination of both first-party and third-party data, and can easily be selected when deciding how much to bid on available media inventory.

Behavioral

Where audience targeting takes into account what a person looks like, behavioral targeting focuses on what a person does. This is the process of selecting prospects based on their online activities and specific actions they've taken a website. Most commonly, these are measurable Web events like what pages a person has visited, what products they've viewed or what conversion events they've attempted.

Audience and behavioral targeting are essentially people-based methods of targeting, but they also come into play in other targeting approaches. Using these attributes, marketers can go even deeper to find users based on how and where they are browsing the Web.

Retargeting

Retargeting has earned a less-than-stellar reputation as most people associate it with those ads that follow you across the Web. You know the ones. You looked at a pair of sneakers for a few seconds and now every site you see has ads for those exact same pair of kicks. But in spite of its negative association, retargeting happens to be very effective. In fact, 90% of marketers say it's as effective as search. With programmatic, you can evaluate and bid on individual users who have already visited your site, letting you effectively buy audiences at scale by matching behavioral cookie data with it.

Geotargeting

Just what its name implies, geotargeting is the method of delivering highly specialized and highly targeted messages that are customized based on identity and behavioral profiles layered onto a specific geographic area, down to the zip code level. It also often enables targeting by IP address.

Cross-Device

Cross-device targeting is the ability to serve targeted advertising to prospects across multiple digital devices based on an understanding of how and when they may be using a specific device. Essentially, it's another flavor of retargeting because it enables you to retarget an ad on one device, knowing buyers have seen an ad or visited your site on another device. Naturally, there are more complexities involved in this form of targeting.

Contextual:

Similar to the traditional method of buying advertising based on editorial relevance, contextual targeting looks at the category or keywords of a website page a customer is viewing and then serves them ads that are highly relevant to that content. The difference is marketers can bid on specific keywords and topics across the Web and have their ad served next to related articles.

Determining which targeting tactic is right for you comes down to defining what your campaign goals are and what your budget is. Each of these methods offers the opportunity to deliver messages at scale without blowing through your ad budget.

BUYING

MEDIA PROGRAMMATICALLY



54% of B2B marketers are currently buying advertising programmatically.

- 2015 State of B2B Programmatic, Dun & Bradstreet, 9/15

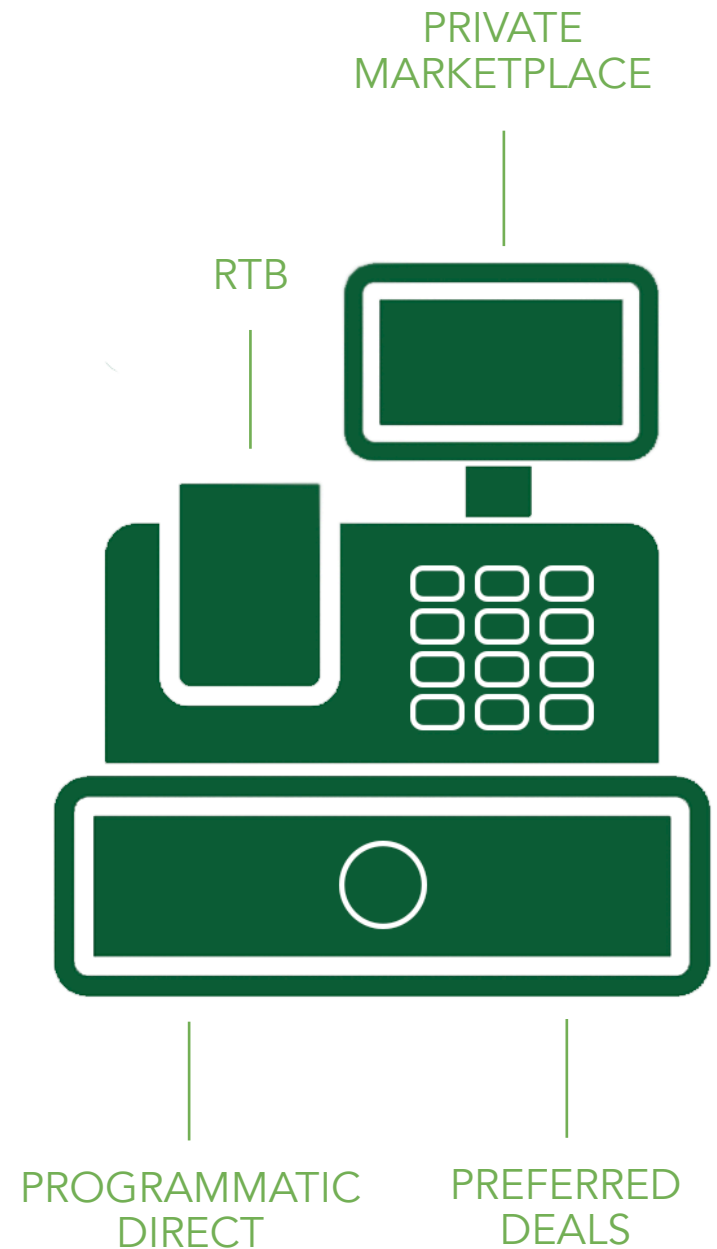
BUYING MEDIA PROGRAMMATICALLY

PROBABLISTIC VS. DETERMINISTIC

Congratulations, you've made it pretty far through this guide, assuming you didn't skip to this section. If not, you should have a better understanding of the world of programmatic advertising. But I have to warn you, this next part can get a little confusing. Please bear with me, as I will now try to clarify and distinguish the many different types of programmatic ad buying strategies in the simplest way possible.

Real-time bidding (RTB) - the trading of on line media in an auction-based environment — has always been closely associated with programmatic advertising. In fact, many are still guilty of using these terms interchangeably. However, RTB is simply another feature of programmatic; it's one of many different ways to execute programmatic and not the crux of programmatic itself. While there are certainly benefits to the RTB model — namely providing buyers with the opportunity to pay for inventory they deem valuable, in real-time at scale - it also has some negative connotations. Some have even come with their own pseudo-acronym for RTB — “race-to-the-bottom.” In other words, many view RTB as a way to get cheap inventory that no one else seems to care about.

While that is not exactly true, it is important for marketers to understand that there are many different ways to execute programmatic advertising that can fulfill almost any marketing goal.



REAL-TIME BIDDING (RTB)



Let's look at RTB a little more closely, as it is the easiest form of programmatic advertising to comprehend. As simple as it is, it often gets confused with being another name for programmatic, as stated above, and it goes by many other names, including Open Auction, Open Marketplace and Open Exchange. Regardless of what you call it, it really is a simple process, I swear.

RTB refers to advertising inventory that is made available through an open marketplace where anyone can bid on it. It's essentially an auction-based model where unreserved ad space is sold to the advertiser willing to pay the highest price to display their ad for any set amount of time. In 2014, 88% of programmatic was executed via RTB, though that number is projected to dwindle as new methods of programmatic emerge.

While RTB is a cost-efficient way to generate revenue for a particular ad campaign, it is not the most ideal mechanism for the publisher because there is almost no control on who shows the ad (quality) and how much they will pay (value). This has led publishers to develop new methods of programmatic that actually benefits both parties.

To assert some control over the quality of the ads showing up on their sites, publishers can choose to engage in what are known as Private Marketplace deals. These too go by several names, including Closed Auctions or Invite-Only Auctions. In this scenario, a publisher engages with a select set of advertisers that fit their predetermined criteria (thus controlling quality) and opens up inventory for this select group of advertisers. The publisher gets the value depending on who bids the highest but still has no control over exactly how much the advertiser will pay (still open on value).

Advertisers also come out for the better in this scenario because they have more knowledge of where their ads will run. They already know the sites they are bidding on and do not have to worry about their ads popping up on less than reputable sites even if it is the right audience on those sites. Private Marketplaces are quickly becoming the most popular forms of programmatic.



PREFERRED DEALS



To help gain some control over the value generated through the inventory, a publisher can engage in a one-to-one relationship with an advertiser in what are called Preferred Deals. In this scenario, the advertiser agrees to pay a fixed price for the inventory and the publisher gives the advertiser the first right of refusal before they make their inventory available to anyone else. The publisher now controls the quality and has more control over the value because they know exactly with whom they have engaged and how much they will pay.

However, the advertiser still has the right of refusal, so they may choose not to pay at all (at which time the publisher will route the inventory into a Private Marketplace or an Open Exchange and try to generate some value from it).

Think of it as the “friends and family” offer.

The best quality and value combination is gained through engaging in what is known as Programmatic Direct, also referred to as Programmatic Guaranteed, or sometimes Automated Guaranteed. (The ad-tech world loves using a variety of names just to keep us on our toes.) The publisher engages one-to-one with an advertiser and agrees to carve off a section of their inventory for them. The advertiser agrees to buy all of the inventory at a fixed price. No auction takes place and both parties agree that a transaction will take place at a given price. The “programmatic” aspect here is simply the automation of the buying and the selling process. Otherwise it is just the same as the “guaranteed” selling we’ve done for years but with machines instead of faxed insertion orders.

Programmatic Direct is more of an upfront relationship model where both the advertiser and the publisher agree in advance as to what exactly the deal is going to look like and may include reserved inventory space that is open for a set amount of time. This tends to favor both parties, especially the advertiser because they now can execute a sophisticated, premium buy but in an automated fashion.



READY TO LAUNCH YOUR DATA-INSPIRED PROGRAMMATIC AD STRATEGY?

Congratulations, we've reached the end of our journey through the programmatic space. Assuming you did not skip to the end, you can now consider yourself an (un)official programmatic expert that's ready to launch your killer programmatic ad campaign. Of course, if you forgot everything you just read, you can always revisit this eBook when you need a refresher on being able to show off your programmatic prowess. That, or maybe we can help. Let us know:



DNB.com



customerinquiries@dnb.com



@DnBUS



@NetProspex

About Michael Goldberg

Michael Goldberg has a wealth of experience in the rapidly evolving technology, marketing and advertising space, understanding the crucial role data plays in all of these areas. As Dun & Bradstreet's Global Director of Content Marketing, Michael develops engaging and educational content on a variety of topics. He leverages his insight and expertise to share his thoughts at industry conferences and has written for a variety of publications and is often quoted online and in print on technology, advertising, and the latest media trends.

When he's not tackling business issues, he enjoys spending time with his son, hopelessly rooting for the New York Mets and playing blistering heavy metal on guitar.

Design: Julie Saldarriaga

About Dun & Bradstreet

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We help marketers develop and manage their B2B data. Our multi-faceted data quality processes — backed by the world's largest commercial database and seamless integration into your marketing systems — enables you to identify the best opportunities, build stronger relationships and accelerate growth for your company.

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