

introduction to programmatic advertising

Introduction to Programmatic Advertising: Unlocking the Future of Digital Marketing

introduction to programmatic advertising opens the door to an exciting and transformative way that brands connect with their audiences online. If you've ever wondered how ads seem to pop up just when you're searching for something or browsing your favorite websites, programmatic advertising is likely at work behind the scenes. It's a powerful, automated process that's reshaping how marketers buy and sell ad space, making campaigns more efficient, precise, and data-driven.

Understanding programmatic advertising is essential for anyone involved in digital marketing today. Whether you're a business owner looking to reach your target customers or a marketer aiming to optimize your ad spend, grasping the basics of this technology will give you a competitive edge. Let's dive into what programmatic advertising really means, how it functions, and why it's become such a game-changer in the advertising world.

What Is Programmatic Advertising?

At its core, programmatic advertising refers to the automated buying and selling of online ad space using software and algorithms. Unlike traditional advertising methods, which often involve manual negotiations and insertion orders, programmatic leverages real-time bidding (RTB) and data analytics to serve ads to the right people at the right time.

Imagine an auction happening in milliseconds every time you load a webpage. Advertisers bid on available ad impressions, and the highest bidder wins the spot to display their ad almost instantly. This automation eliminates much of the human effort in ad buying, making the process faster, more scalable, and often more cost-effective.

How Programmatic Advertising Works

The programmatic ecosystem includes several key players and technologies working seamlessly together:

- **Demand-Side Platforms (DSPs):** These are the tools advertisers use to purchase ad space programmatically. DSPs allow marketers to set targeting parameters, budgets, and bid strategies.
- **Supply-Side Platforms (SSPs):** SSPs help publishers sell their available ad inventory efficiently by connecting them to multiple demand sources.
- **Ad Exchanges:** Ad exchanges act as digital marketplaces where DSPs and SSPs meet

to buy and sell impressions through real-time auctions.

- **Data Management Platforms (DMPs):** DMPs collect and analyze audience data, enabling better targeting by segmenting users based on behavior, demographics, or interests.

When a user visits a website, an ad impression is generated and sent to the ad exchange, which triggers a real-time auction among advertisers via DSPs. The winning bid's ad is then instantly displayed on the page, all within milliseconds. This rapid process ensures ads are highly relevant and personalized.

The Benefits of an Introduction to Programmatic Advertising

Programmatic advertising isn't just a buzzword—it offers tangible advantages that make it indispensable for modern marketers.

Precision Targeting and Personalization

One of the standout benefits is the ability to target audiences with laser accuracy. Thanks to data integration from DMPs and other sources, advertisers can reach users based on factors like location, device type, browsing behavior, purchase intent, and even offline data. This level of precision ensures that ad budgets are spent reaching potential customers who are more likely to convert.

Efficiency and Real-Time Optimization

Traditional ad buying can be time-consuming and rigid. Programmatic's automation streamlines the entire process, freeing marketers from manual tasks. Moreover, campaigns can be adjusted in real time based on performance data, allowing advertisers to optimize bids, creatives, and targeting parameters continuously to improve ROI.

Scalability Across Channels and Formats

With programmatic advertising, marketers aren't limited to just one platform or ad format. It spans display ads, video ads, mobile, native advertising, and even digital out-of-home (DOOH) in some cases. This multi-channel reach enables brands to maintain consistent messaging and engage audiences wherever they spend time online.

Key Components and Types of Programmatic Advertising

To fully appreciate an introduction to programmatic advertising, it helps to understand the different methods and components involved.

Real-Time Bidding (RTB)

RTB is the most common form of programmatic buying. It operates as a live auction where ad impressions are sold to the highest bidder in real time. This method is highly efficient for buying media on open ad exchanges, offering flexibility and competitive pricing.

Programmatic Direct

Unlike RTB, programmatic direct involves purchasing guaranteed ad placements without an auction. Advertisers negotiate deals directly with publishers but still use automated platforms to streamline the process. This approach is ideal for brands seeking premium inventory and more control over where their ads appear.

Private Marketplaces (PMPs)

PMPs blend the benefits of RTB and programmatic direct. They are invite-only auctions where select advertisers can bid on premium inventory, often resulting in higher-quality placements and less competition than open exchanges.

Challenges and Considerations in Programmatic Advertising

While programmatic advertising offers numerous advantages, it's not without its challenges. Understanding these can help marketers navigate the landscape more effectively.

Ad Fraud and Brand Safety

Automated ad buying can sometimes expose advertisers to fraudulent activities such as fake impressions or bots, which waste budget without delivering real engagement. Additionally, ads may appear alongside inappropriate or harmful content if not properly managed. Utilizing brand safety tools and partnering with reputable platforms is essential to mitigate these risks.

Data Privacy and Compliance

With increasing regulations around user data, like GDPR and CCPA, advertisers must handle personal information responsibly. Programmatic campaigns need to incorporate consent management and privacy-compliant data strategies to avoid legal troubles and maintain consumer trust.

Complexity and Transparency

The programmatic ecosystem involves many intermediaries, which can make cost breakdowns and performance tracking complicated. Marketers should seek transparency from partners and use analytics tools to understand where their ad dollars are going and how effectively campaigns are performing.

Tips for Getting Started with Programmatic Advertising

If you're intrigued by an introduction to programmatic advertising and want to explore it for your brand, here are some practical tips to help you begin:

1. **Define Clear Goals:** Know what you want to achieve—whether it's brand awareness, lead generation, or e-commerce sales—to guide your targeting and bidding strategies.
2. **Choose the Right Platforms:** Select DSPs and partners that align with your budget, audience, and campaign objectives. Look for platforms with robust targeting and reporting capabilities.
3. **Leverage Data Wisely:** Use first-party data whenever possible and integrate third-party data carefully to enhance audience insights without compromising privacy.
4. **Test and Optimize:** Start with small campaigns to experiment with targeting, creatives, and bid strategies. Use analytics to refine your approach over time.
5. **Monitor Brand Safety:** Implement filters and work with trusted exchanges to ensure your ads appear in appropriate environments.

Embracing programmatic advertising can seem daunting at first, but with a strategic approach and ongoing learning, it becomes a powerful tool in your marketing arsenal.

The Future of Programmatic Advertising

The world of programmatic advertising continues to evolve rapidly. Emerging technologies like artificial intelligence (AI) and machine learning are making programmatic campaigns smarter and more efficient, enabling even deeper personalization and predictive targeting. Additionally, as privacy standards tighten, the industry is innovating new ways to balance data utility with user consent.

Connected TV (CTV) and audio streaming platforms are also opening fresh avenues for programmatic buying beyond traditional web and mobile formats, expanding the reach of advertisers into new digital territories.

Whether you're new to digital marketing or looking to stay ahead of the curve, understanding and leveraging programmatic advertising is becoming increasingly crucial. It's more than just a trend—it's the future of how brands and consumers interact in the digital space.

Frequently Asked Questions

What is programmatic advertising?

Programmatic advertising is the automated process of buying and selling digital ad space using software and algorithms, allowing advertisers to target specific audiences more efficiently.

How does programmatic advertising work?

Programmatic advertising uses real-time bidding (RTB) and data-driven algorithms to purchase ad impressions across various platforms, ensuring ads are shown to the right users at the right time.

What are the key benefits of programmatic advertising?

Key benefits include improved targeting accuracy, increased efficiency, real-time data analysis, cost-effectiveness, and the ability to reach large audiences across multiple channels.

What types of programmatic advertising are there?

The main types include real-time bidding (RTB), programmatic direct, private marketplaces (PMP), and preferred deals, each offering different levels of automation and control.

What role does data play in programmatic advertising?

Data is crucial as it enables precise audience segmentation and targeting by analyzing user behavior, demographics, and preferences to deliver personalized ads.

What platforms are commonly used for programmatic advertising?

Common platforms include Demand-Side Platforms (DSPs), Supply-Side Platforms (SSPs), Ad Exchanges, and Data Management Platforms (DMPs), which facilitate buying, selling, and managing ad inventory.

How is programmatic advertising different from traditional advertising?

Unlike traditional advertising, which often involves manual negotiations and fixed placements, programmatic advertising automates the process, uses real-time bidding, and leverages data for precise targeting.

What are some challenges faced in programmatic advertising?

Challenges include ad fraud, brand safety concerns, data privacy regulations, and the complexity of managing multiple platforms and data sources effectively.

Additional Resources

Introduction to Programmatic Advertising: A Professional Overview

introduction to programmatic advertising marks a pivotal shift in the way digital marketing campaigns are planned, executed, and optimized. As the advertising ecosystem evolves with increasing complexity and scale, programmatic advertising has emerged as a sophisticated solution that automates the buying, placement, and optimization of digital ad inventory through real-time bidding (RTB) technology. This approach leverages data-driven algorithms to connect advertisers with target audiences more efficiently than traditional media buying methods.

In the current digital landscape, where user attention is fragmented across multiple platforms and devices, programmatic advertising offers unprecedented precision and scalability. Marketers can now reach specific demographic groups, behavioral segments, or contextual environments with tailored messaging, maximizing return on investment (ROI) and minimizing wasted ad spend.

Dissecting the Fundamentals of Programmatic Advertising

Programmatic advertising fundamentally differs from conventional advertising techniques by automating the ad purchase process through software, rather than negotiating and buying ad space manually. The system relies on demand-side platforms (DSPs), supply-side platforms (SSPs), ad exchanges, and data management platforms (DMPs) interconnected to

facilitate instantaneous transactions and audience targeting.

At its core, programmatic advertising enables real-time bidding, where ad impressions are bought and sold in milliseconds as users load web pages or app content. This auction-based model optimizes for the highest bidder, but with sophisticated targeting criteria and budget constraints defined by advertisers. This automation reduces human error, increases campaign agility, and often results in cost efficiencies.

Key Components of Programmatic Ecosystem

- **Demand-Side Platforms (DSPs):** Tools that allow advertisers to purchase ad impressions across multiple publisher sites through a single interface, using data analytics to optimize bids.
- **Supply-Side Platforms (SSPs):** Platforms that enable publishers to manage and sell their ad inventory programmatically to the highest bidder.
- **Ad Exchanges:** Digital marketplaces where DSPs and SSPs interact and conduct real-time bidding for ad inventory.
- **Data Management Platforms (DMPs):** Systems that gather and analyze vast amounts of consumer data to inform targeting strategies and improve campaign performance.

Advantages and Challenges of Programmatic Advertising

While the benefits of programmatic advertising are widely recognized, it is essential to analyze both its strengths and potential pitfalls to understand its strategic implications fully.

Advantages

Programmatic advertising offers several compelling advantages:

1. **Precision Targeting:** By utilizing first-party and third-party data, advertisers can deliver highly relevant ads based on user behavior, demographics, location, and interests.
2. **Efficiency:** Automation streamlines campaign management, reducing manual intervention and accelerating the buying process.

3. **Real-Time Optimization:** Campaigns can be adjusted dynamically based on performance metrics, enabling continual improvement.
4. **Scalability:** Access to a vast range of publishers and ad formats allows campaigns to scale effectively across different channels.
5. **Cost-Effectiveness:** Real-time bidding fosters competitive pricing, often lowering cost per impression and cost per acquisition.

Challenges

Despite its advantages, programmatic advertising presents challenges that marketers must navigate:

- **Transparency Issues:** Complex supply chains and intermediaries can obscure where ads are shown and how budgets are allocated.
- **Ad Fraud and Brand Safety:** The automated nature of programmatic buying increases exposure to fraudulent traffic and unsuitable content placements.
- **Data Privacy Concerns:** Increasing regulations like GDPR and CCPA impose restrictions on data usage, affecting targeting capabilities.
- **Technical Complexity:** Mastery of the programmatic ecosystem requires specialized knowledge and technology investments.

Types of Programmatic Advertising

Understanding the different modalities within programmatic advertising is crucial for marketers to select the best fit for their campaigns.

Real-Time Bidding (RTB)

RTB is the most common form, involving an open auction where advertisers bid on individual impressions. This method offers flexibility and broad reach but may sacrifice some control over where ads appear.

Private Marketplaces (PMPs)

PMPs are invitation-only auctions where premium publishers offer their inventory to select advertisers. This model provides greater transparency, higher quality placements, and often better brand safety assurances.

Programmatic Direct

This approach bypasses auctions entirely by allowing advertisers to purchase fixed impressions directly from publishers through programmatic platforms. It combines automation benefits with guaranteed inventory and pricing.

Impact of Data and Technology on Programmatic Advertising

Data is the lifeblood of programmatic advertising, enabling granular audience segmentation and personalized messaging. First-party data collected directly from consumers offers the highest accuracy, while third-party data expands reach by integrating additional behavioral and demographic attributes.

Technological advancements such as artificial intelligence (AI) and machine learning (ML) have revolutionized programmatic by enhancing predictive analytics, optimizing bidding strategies, and automating creative personalization. These innovations enable advertisers to anticipate user intent and deliver more relevant ads at optimal moments.

Moreover, cross-device tracking capabilities allow advertisers to maintain consistent messaging across smartphones, tablets, desktops, and connected TVs, enriching the customer journey and improving attribution accuracy.

Future Trends in Programmatic Advertising

The programmatic advertising landscape continues to evolve rapidly, shaped by technological innovation and shifting consumer behaviors.

One emerging trend is the expansion of programmatic into new channels such as digital out-of-home (DOOH) advertising and connected TV (CTV), which combine traditional media's broad reach with digital precision targeting. These formats offer advertisers fresh opportunities to engage audiences in physical environments or during streaming content consumption.

Privacy regulations and the deprecation of third-party cookies are also prompting the industry to adopt privacy-centric solutions, including contextual targeting and first-party data strategies, to maintain effectiveness while respecting consumer rights.

Additionally, the integration of augmented reality (AR) and virtual reality (VR) into programmatic campaigns heralds the potential for immersive, interactive advertising experiences that could redefine engagement metrics.

As programmatic advertising matures, a balance between automation, transparency, and ethical data use will be critical to sustaining its growth and trustworthiness in the digital marketing ecosystem.

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introduction to programmatic advertising: Introduction to Digital Marketing 101 FigueroaA Cecilia, 2019-09-20 Skyrocket your business goals with this hands on guideKey Features Online advertising Online marketing campaigns Mail marketing Website marketing Opt-in email Mobile marketing Marketing data Digital strategy Consumer marketing DescriptionSocial media marketing has stemmed from people's communication habits. Nowadays, social networking platforms are essential in practice, even in marketing. To understand the changes and transformations the field of marketing has undergone until now, it is important to know its origin. This complete guide will help you start selling and marketing your business by teaching you both SEO/SEM and web usability. You will learn the analytical part of Google Analytics and online advertising through Google AdWords. This book will introduce you to Web 2.0, and at the end of it, you may also want to make a career change to digital marketing! Have you ever wondered how you can work smart with products that offer a range of essential applications for businesses? What are the prerequisites for a successful business? What will happen if your company does not use digital marketing for your business? Do you know what are the newest and best technologies, applications, web tools, and virtual customer relationship management products that your competitors are using right now to work smarter and more efficiently? What will you learn Design, organize, and monitor strategies. Optimize your website SEO. Create, manage, and evaluate Google Ads campaigns, and

display advertising and payment campaigns. Integrate mobile marketing and mail marketing campaigns. Use Google Analytics. Improve the accessibility and usability of a website and UX. Stand out on LinkedIn. Apply Big data and machine learning to digital marketing. Who this book is for Anyone who, for personal, academic, and/or professional reasons, wants to learn the basics of digital marketing. It is also a good start for marketers who would like to know their audiences and define strategies that best suit them. Table of contents 1. Define your audience: Marketing plan & value proposition. 2. Content strategy: Key process to improve content creation. 3. Use social media for your business. 4. Social ads: Make people think and talk. 5. SEO for beginners: Title, URL, & CTR. 6. Search engine marketing (SEM): Position your brand in the market (PPC & paid search). 7. Display advertising to target your audience: Facebook, target audience, keywords, & search terms. 8. Create a campaign with email marketing: Segmentation, email automatization, split test, A/B testing, & optimization. 9. Analyze what people do in your website: Google Analytics & Big data. 10. Launch your career in digital marketing: Digital Marketing jobs, LinkedIn, networking, Big data, machine learning, & elevator pitch About the author Cecilia Figueroa is an expert in digital marketing and specializes in tactical and strategic innovation to achieve maximum business success. With ten years of experience in the sales and business world, in 2016 she switched to digital marketing and has been designing marketing campaigns for American and European companies.

introduction to programmatic advertising: Introduction to Neal Mohan Gilad James, PhD, Neal Mohan is a highly successful Indian-American businessman and computer engineer who has developed some of the best-known digital media platforms in the world. Starting his career at Microsoft, Mohan rose through the ranks and eventually became the head of display advertising for Google, where he led the redesign of one of the company's flagship products, AdSense. After a brief stint at YouTube, he returned to Google to oversee all of the company's advertising products, as well as its core search and display businesses. In 2018, he became the Chief Product Officer of YouTube, where he has continued to drive innovation and growth. Mohan is widely regarded as one of the most influential figures in the digital advertising industry, and his contributions to the development of online marketing platforms have had a significant impact on the way we consume digital content. His expertise in engineering, product management, and marketing has enabled him to create products that are both incredibly effective and user-friendly. Throughout his career, he has demonstrated a strong commitment to using technology to improve people's lives and has been recognized for his contributions with several awards and accolades. In many ways, Mohan represents the future of digital media, and is poised to continue shaping the industry for years to come.

introduction to programmatic advertising: Hands-on Programmatic In-house Digital Advertising Raghavendra Agarwala, 2021-10-04 Guide to Marketing Automation and Accelerated ROI on Advertising KEY FEATURES ● Demonstrates how a DSP works, its bidding strategies, impression tracking, and configurations. ● Exemplifies how AI/ML simplifies bidding strategies. ● Illustrates how SSP, exchange, ad-server, and header-bidding (client and server-side) work in detail. DESCRIPTION This book provides you with an in-depth understanding of programmatic advertising. This knowledge can be applied to the checklist for procuring the appropriate stack, optimizing existing platforms, and/or building the system from the ground up. With comprehensive treatment of programmatic issues, this book establishes a solid foundation with ID systems, data management systems, and data thinking, among other topics. It explores the different data sources, attributes, and the real-time bidding protocol in detail (RTB steam). It makes its way even further into the larger systems of DSP and SSP. This book will help assist you in all aspects of running an ad-tech system. By the end of this book, you will gain a vast amount of knowledge about programmatic systems. You will become an independent expert that will help you to evaluate the advertising techniques for your own business. WHAT YOU WILL LEARN ● Learn about the ID mechanics of cookies and GAID/IDFA. ● Gain an intuitive and in-depth understanding of the data's role in AI/ML. ● Learn about various data-centric strategies around buy and sell of media. ● Learn about DSP, bidder, bidding strategies, RTB, paid impression, and various syncs. ● Learn about SSP, Exchange,

Ad-Server, header bidding systems, and AI-led floor price optimization. WHO THIS BOOK IS FOR
The book is essential for the architects, senior developers, and ad-tech operations to learn about programmatic in-housing from a design, process, strategic thinking, and operational standpoint. It also attracts business professionals who want to learn the tricks of the trade for increasing revenues and learn the art of asking the right questions. TABLE OF CONTENTS 1. Cookies, and Sync Mechanics 2. Data and AI Strategies 3. Working of DMP and CDP 4. Exchanges, Ad-Servers, and Header Bidding 5. Bidders and Meta DSPs 6. Data Privacy by Design 7. In-Housing - The Way Forward

introduction to programmatic advertising: Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions Khan, Muhammad Ibrahim, Amin Ul Haq, Mirza, 2025-01-21 Ad fraud undermines the integrity and effectiveness of the digital advertising industry, causing significant financial losses and eroding trust among advertisers, publishers, and consumers. As digital advertising continues to grow, combating fraudulent activities such as fake clicks, impressions, and conversions becomes crucial to ensuring transparency and fairness. Addressing this issue not only protects investments but also strengthens confidence in online advertising systems, fostering a more reliable and equitable digital economy. Solutions to ad fraud are essential for maintaining the credibility and sustainability of this vital marketing medium in a rapidly evolving digital landscape. Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions provides readers with a comprehensive understanding about digital marketing fraud. It illuminates the programmatic advertising ecosystem, how it operates, and how ad fraudsters make money. Covering topics such as artificial intelligence, business ethics, and programmatic advertising, this book is an excellent resource for academicians, graduate and postgraduate students, marketers, policymakers, business leaders, and more.

introduction to programmatic advertising: AI in Marketing: How Algorithms Are Shaping Advertising Strategies Ahmed Musa, 2025-01-14 AI in Marketing explores how artificial intelligence is transforming the world of advertising, from predictive analytics to personalized content and automated campaigns. This book dives into the powerful algorithms that are reshaping how businesses target and engage customers, offering insights into how AI-driven tools can improve efficiency, increase conversion rates, and enhance customer experiences. The book covers key topics such as data-driven marketing, machine learning, and natural language processing, explaining how these technologies allow brands to make smarter decisions and reach the right audience with precision. AI in Marketing is a must-read for marketers, entrepreneurs, and business leaders looking to harness the full potential of AI to elevate their advertising strategies and stay competitive in a fast-evolving market.

introduction to programmatic advertising: Emergent Research on Business and Society: An India-Centric Perspective Uday Salunkhe, V. Kumar, D. N. Murthy, Bharath Rajan, 2023-10-09 This book edited by Prof. Dr. Uday Salunkhe, Dr. V. Kumar, Prof. Dr. D.N. Murthy, and Bharath Rajan brings together critical and up to date analysis by more than 30 experts on business and management research in India. The editors offer a scoping review management research in the Indian context and reflect on ways in which this strand of research can help better understanding and solving business and societal challenges. Herein, twelve chapters presented in the volume collectively illustrate the emerging research insights for business and society as seen from the perspective of India. Along with some key insights identified, authors also explore possible avenues for future research in three key areas, namely, diversity and inclusion, employee engagement, and the implementation of sustainable practices. Contents: CHAPTER 1 MANAGEMENT RESEARCH IN INDIA: NEWER INSIGHTS. 13 Bharath Rajan and V. Kumar CHAPTER 2 THE CHANGING PROGRAMMATIC ADVERTISING ECOSYSTEM IN INDIA 25 D. Narasimha Murthy and Fathima Raj Kilimas CHAPTER 3 CAN ASSORTMENT AND CUSTOMER SERVICE BE DETERMINANTS OF CUSTOMER LOYALTY? AN EMPIRICAL STUDY OF THE ONLINE GROCERY INDUSTRY 49 Malabika Purkayastha and Chandra Sen Mazumdar CHAPTER 4 AN ANALYSIS OF GEN Z'S PERCEPTIONS OF TECHNOLOGY-BASED GIG JOBS 69 Asha Mathew, Ishani Chakraborty, and

Rajakumar Alagar CHAPTER 5 UNDERSTANDING CREATIVITY: A STUDY OF THE INDIVIDUAL TRAITS OF NOBEL LAUREATES AND THEIR ECOSYSTEMS AND THE IMPLICATIONS ON CORPORATE INNOVATION.. 87 Kaustubh Dhargalkar CHAPTER 6 COGNITIVE BIASES THAT INFLUENCE AND IMPACT THE DECISION-MAKING OF INVESTORS. 113 Arnita Sur , Joseph Durai Selvam , Nagendra BV, and Ganesh. L CHAPTER 7 EXPLORING THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING TOURIST MOTIVATION FOR RURAL TOURISM... 143 Mahalakshmi S and Bharath. H CHAPTER 8 IMPACT OF CHATGPT ON THE SERVICE SECTOR AND STUDENTS IN INDIA 159 Manushree NK Shah and Kamini Khanna CHAPTER 9 INFLUENCE OF TECHNOLOGICAL INNOVATIONS ON COMPANIES' MARKETING STRATEGIES. 171 Vijaya Kumar Bhima Rao, Dakshina Murthy, Kiran. G, and Madhava Murthy CHAPTER 10 STOCHASTIC FRONTIER PRODUCTION FUNCTION OF MINOR MILLETS FOR SUSTAINABLE AGRICULTURE IN MAHARASHTRA DISTRICTS. 197 Vandana Panwar, Sujitsinh Subhash Dubal, and Deepak Gajanan Deshmukh CHAPTER 11 CLUSTERING OF STATES AND UNION TERRITORIES IN INDIA BASED ON CYBERCRIMES 231 Manas Shrivastav, Muthulakshmi Subramanian, Tejaswi Harsh, Vanee Subramanian, Ankit Ajay, Rijan Gaha, Nagendra BV, Joseph Durai Selvam, and Ganesh. L CHAPTER 12 EXPLORING THE GENDER GAP IN VOTER TURNOUT IN THE 2022 GUJARAT ASSEMBLY ELECTION.. 263 Ashutosh Dutt, Ashima Mahto, and Aditya Basu CHAPTER 13 GREEN BANKING: INITIATIVES BY THE INDIAN BANKING SYSTEM TOWARDS A SUSTAINABLE FUTURE.. 283 Aniket Subhash Sakhare, Jinal Mukesh Soni, and Shubham Pradip Badgujar

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introduction to programmatic advertising: Programmatic Advertising Alex Vasileiadis, 2020-05-16 Do you want to become an expert in programmatic advertising? If so, this book will help you gain 360-degree knowledge of programmatic media buying and selling. Indeed, by the end of this book, you will have learnt almost everything about how advertisers and publishers can succeed in the programmatic advertising landscape. At the beginning of this book, you will learn how online advertising has evolved over the years, meaning what approaches were followed in the past, what challenges emerged and how those gave rise to the Ad Exchanges, Demand-Side and Supply-Side platforms. Next, I will introduce you to programmatic advertising and more specifically cover what programmatic advertising is, how much this technology has been adopted over the years, what the benefits for publishers and advertisers are as well as which marketing objectives one can achieve through programmatic advertising campaigns. Following that, you will learn which are the twenty main participants in the programmatic advertising ecosystem such as the Ad Exchange, Demand-Side Platform, Supply-Side Platform, Ad Server and Data-Management Platform. How all those participants can work together, the costs of using their services as well as which platform vendors are the most popular ones. Next, I will take you through the different ways of buying media programmatically such as real-time bidding through open and private auctions as well as programmatic direct deals such as preferred and guaranteed deals. You will learn how all those methods work through the use of illustrated examples, their benefits as well as why some methods are becoming more popular than others. Then, you will learn about the six programmatic advertising formats such as the Display, Video, Native, TV, Audio and Digital out-of-home advertising format. I will explain in great detail, how each advertising format differentiates from the rest in terms of audience targeting, ad serving and campaign performance measurement, as well as highlight the

benefits they can bring to both advertisers and publishers. Once all those are covered, you will learn all the prospecting and remarketing tactics followed by advertisers, get to know how to create a successful media plan, as well as how an advertiser's media plan is executed with the help of media planners, media buyers, creative designers and ad traffickers. Next, you will learn all the essential and advanced tactics followed by publishers for managing ad inventory, increasing ad viewability, and of course, ad revenues. I will also take you through the ad operations followed by publishers, which typically consist of inventory managers, ad sellers, ad traffickers and yield managers. In the last part of this book, you will learn more about the major challenges advertisers and publishers face in the programmatic advertising landscape, as well as the new developments that will definitely shape the future of programmatic advertising. More specifically, I will start by covering challenges such as the Ad Tech Tax, the risk of price inflations in real-time bidding auctions, ad blockers, and explain how advertisers and publisher can succeed in this complex field. Lastly, you will learn how artificial intelligence, augmented and virtual reality, and blockchain technologies can shape the future of programmatic advertising.

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Broughton Micova, Sabine Jacques, 2019-04-03 This report contributes to policy debates by providing evidence on the dynamics of markets for audiovisual advertising in which both audiovisual media services (AVMSs) and video sharing platforms (VSPs) are operating. It addresses the following questions: - To what extent are audiovisual media services and VSPs competing in the same markets as comparable services? - What conditions are shaping the levelness of the field on which they are competing? The investigation covered Belgium, France, Italy and the UK. Using a detailed literature review, 26 key informant interviews, and a comparative legal analysis, the research found evidence that: - Though TV advertising and online video advertising on VSPs and other services do not serve exactly the same function for advertisers, AVMSs and VSPs are certainly competing for the same budgets and building relationships with the same advertisers in largely the same way, with media agencies playing an important mediating role. - The playing field is not even. The main reasons that the playing field on which AVMSs and VSPs are competing for advertising budgets is not level are related to imbalances in the human and financial resources they can invest in building relationships and in their ownership of and ability to use data. Interchangeability The distribution of advertising budgets resembles concocting a recipe from a number of different ingredients all of which have different features. Agencies do not see it as competition between offline and online, but about finding the right mix of numerous options to reach certain objectives, and they engage in extensive research and complex modelling to do this. Nevertheless, budgets are not expanding currently and there is increased pressure to achieve efficiency and short-term effects, reported against key performance indicators (KPIs). Agencies and advertisers still view TV as crucial for advertising, especially for brand building and awareness, and often TV advertising is the flagship around which the rest of the campaign is designed. TV is trusted because its regulatory framework ensures it is a 'brand safe' environment and a good viewing experience, and because the audited measurement systems provide transparency in terms of where advertiser money is going and what it is getting. For agencies and advertisers, online video advertising is attractive for its efficiency in reaching target audiences, often with significant cost saving and in extreme detail, and for the ability to receive rapid feedback on the response to ads placed. They also value online options for small or experimental campaigns. Despite remaining suspicious of much of the data that is produced and concerned about brand safety, they often need to reach the audiences no longer watching TV and they get excited about the optimisation possibilities available. There are differences in the qualitative rules around advertising and agency respondents reported being able to do things online that they cannot do on TV. Some of these rules have been equalised with the 2018 update to the EU's Audiovisual Media Services Directive (AVMSD). Rules on misleading and comparative advertising are largely harmonised at the EU level and apply to all services, so this area of law was mostly the same in all four jurisdictions studied. A ban on political advertising on AVMSs was also common to all four, with no equivalent for VSPs. Efforts to address political advertising online are nascent, mainly focused on ensuring disclosure, and tied to efforts to combat disinformation. There is also a difference in product placement rules. The 2018 AVMSD includes user generated content (UGC) in the definition of product placement and allows it for the most part, but the exceptions, such as children's and consumer programmes, in which it is prohibited for AVMS providers do not apply to VSPs. RECOMMENDATIONS As they implement the AVMSD, Member states should devise co-regulatory mechanisms that will be effective in enforcing content and advertising standards on VSPs and adhere to the Directive's intention of levelling the playing field. The Commission's guidance as to what qualifies as a VSP and criteria for co-regulatory mechanisms should be designed to maximally even out conditions among advertising-dependent services. Though there is no need to regulate UGC producers such as vloggers and influencers, national regulators should provide disclosure guidelines similar to those for content on AVMSs, and the European Regulators Group (ERGA) should investigate whether there is a need for the AVMSD's product placement exceptions to be extended to VSPs. Industry bodies with support from national regulators should work towards standardisation of measurement within and across channels, including both agreement on a 'common currency' measurement for video and innovative ways in which the need to service KPIs

can be addressed by all players. Relationships AVMS providers and VSPs take similar approaches to building relationships with agencies and advertisers. Both nurture long-term relationships with agencies, with personal relationships still being crucial. They also engage directly with larger advertisers to understand their aims and make them aware of the options they provide, particularly when rolling out new ones, such as the 6 second un-skippable ads online or addressable TV options. Whereas the most popular VSPs are global companies able to use that status advantageously for tax purposes and draw on extensive financial and human resources, AVMS providers are often prohibited by national-level rules aimed at protecting media pluralism from collaborating or even combining resources within the same group in ways that might allow them work towards addressing these imbalances. Some AVMS providers are engaged in transnational collaborations. Rebates and discounts based on scale and duration are common practice in how prices are set both for online and offline inventory, except when they are determined by auction in the programmatic systems. These and other contract conditions are subject to negotiations that, for AVMS providers in some jurisdictions, are constrained by trading frameworks. RECOMMENDATIONS Member states should revisit media plurality measures, including cross-ownership rules, with a view to enabling AVMS providers to co-operate in some areas, in which greater scale or scope may be crucial to allowing them to compete against global VOD and VSP services, without reducing the pluralism of views and content available to citizens. Member states should adopt transparency requirements similar to the French Sapin law in fair trading policy and EU policy makers should consider harmonising EU-level rules. The European Commission should closely monitor the implementation of national-level taxes on the B2B revenues of platforms, such as Italy's 3% "web tax," to assess the effects on the wider ecosystem and other businesses, and consider roll out across the Union. Data Ownership and Use VSPs can leverage the consent that they gather from their vast user base for targeting purposes and for the kind of tracking of an individual's post-exposure journey needed to provide ROI results and make attribution claims. On the other hand, AVMS providers have only recently been requiring registration for users to access their AVOD and this is still giving them a rather limited type and amount of data on their users. The extent to which addressable TV gives AVMS providers useful data depends on the arrangements with the company providing the set top boxes to households. There is also an imbalance in access to online campaign-related data. The agreements that agencies and advertisers have with demand side platforms give them ownership of such data for their own campaigns. However the AVMS providers, or other publishers on the supply side, do not get such data for the campaigns run on their sites or around their content. A parallel might be if BARB, Auditel or Mediametri data was only available to agencies and advertisers. Our evidence indicates that data is an essential element of competition, and inventory holders such as AVMS providers and VSPs must be able to address the need for advertisers to demonstrate performance. Agencies and advertisers have concerns about dominance in the exploitation of data in this ecosystem that merit investigation. Respondents from various categories noted that GDPR appears to have further concentrated power in the hands of global platforms operating in the programmatic systems. Several mentioned the challenges of trying to compare across "walled gardens" of data maintained by those providing online advertising inventory and the lack of choice about what platforms they can use. RECOMMENDATION Competition authorities and data protection authorities should work together to assess possible concentration in the programmatic advertising system and in the wider market for video advertising.

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