

What is Programmatic advertising?

Is a way to target what types of audience you wish show your advertising to. Which can encompass segments across demographics such as age, gender, social standing, to geographic in certain areas of the country.

For example: if you are selling laptops, without programmatic advertising, your ads will show to all sorts of people, which is not a good return since not all people would want or in need of your product. With programmatic advertising, you can target people like ages 15-40 years old, country of United States only. This way you are able to target higher potential customers. There are variety of segments that you can choose from.

You can only notice this if you are a user, you will see advertising that relates to your history searches on the web, like if you've been looking for gadgets for a few hours, you will often see advertising that are related to gadgets.

With programmatic advertising, you can also limit how many times the ads will show in a day and frequency. This way you are only paying for highly effective ads, delivered to the right people at the right time. It's a change from traditional ad buying. No longer a buyer agrees to run a certain number of ads with a publisher and is locked in to the contract.

Programmatic media buying, marketing and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system. Automating the process means that it can be done in real time and doesn't rely on the human touch, manual insertions and manual trading.

Programmatic media buying allows the "owner/brand" to tailor a specific message and creative to the right person, at the right time in the right context – using audience insight from the brand (the customers you want to target) around the kind of audience they want to target.

Programmatic marketing is about driving efficiencies in spend and resource.

How Programmatic Advertising works

