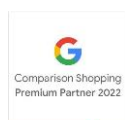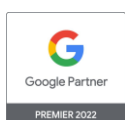# Programmatic Advertising

Gain know-how on a channel that elevates and diversifies your advertising strategy

What programmatic is and how it fits into your marketing strategy

Programmatic advertising refers to the automated buying and selling of digital media.
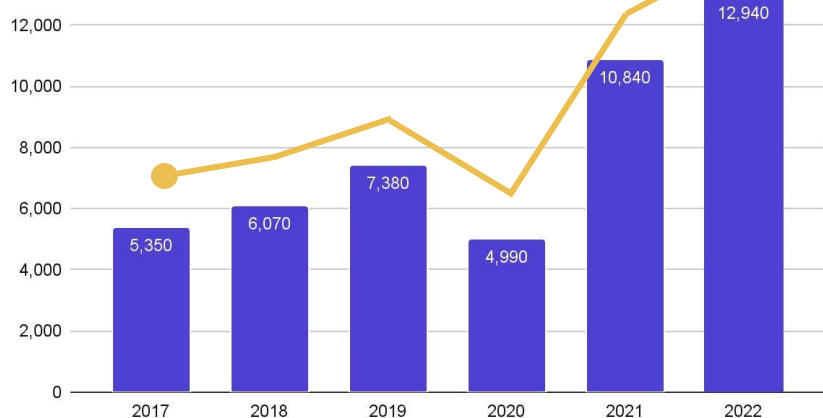
In this ebook,
you will learn:

1. What programmatic advertising is and which advantages it brings

2. What dynamic creatives are and how you can benefit from them

3. How a major sports retailer achieved a 47% increase in conversions using programmatic ads

4. How to generate more visibility for top performing items using automation
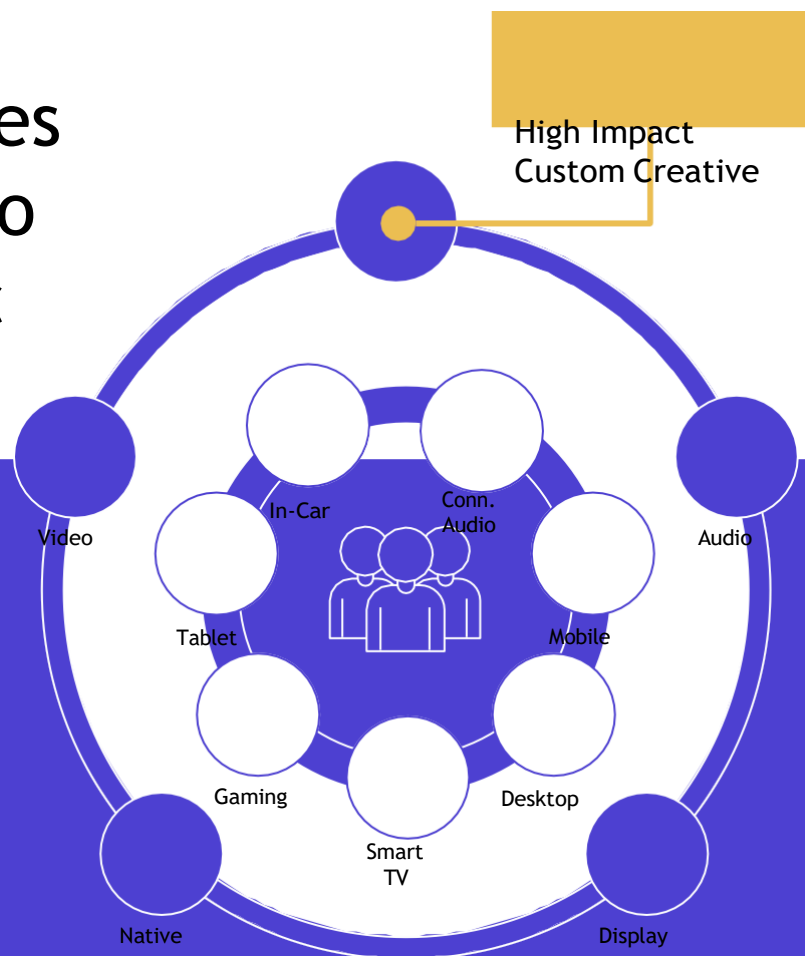
Source: Statista & IAB Europe

With programmatic ads and granular targeting, you can reach your desired target audience effectively, showcasing your brand and inventory through excellent display, video or audio- creatives.

Investments in programmatic ads are on the rise: 60% from 2020 to 2022. Not only is it growing now, it is likely to keep improving. Advances in AI will make automated decision making more and more effective. It allows advertisers to streamline their campaigns across multiple media and platforms for maximum reach. Consequently, programmatic ads compliment your Shopping and Search campaigns perfectly.

Programmatic Ad Spend in Europe (€m)

Year	Spend
2017	5,350
2018	6,070
2019	7,380
2020	4,990
2021	10,840
2022	12,940

The advantages of switching to programmatic advertising

High Impact Custom Creative

Video

In-Car

Conn. Audio

Audio

Tablet

Mobile

Gaming

Smart TV

Desktop

Native

Display

A new kind of efficiency and effectiveness for digital advertising:

Performance via automation:

Instead of purely focusing on traditional metrics like CPM, programmatic advertising helps you reach any KPIs or goals that you would like to achieve e.g. website traffic or conversions.

Use of data & targeting:

Programmatic advertising offers you the possibility to make use of various data points to target specific audiences – from Google data to 1st party data and even 3rd party data.

High value inventory:

Compared to the Google Display Network, it covers more ad exchanges for greater reach. You can even negotiate deals with publishers to show your ads on specific pages, apps or platforms
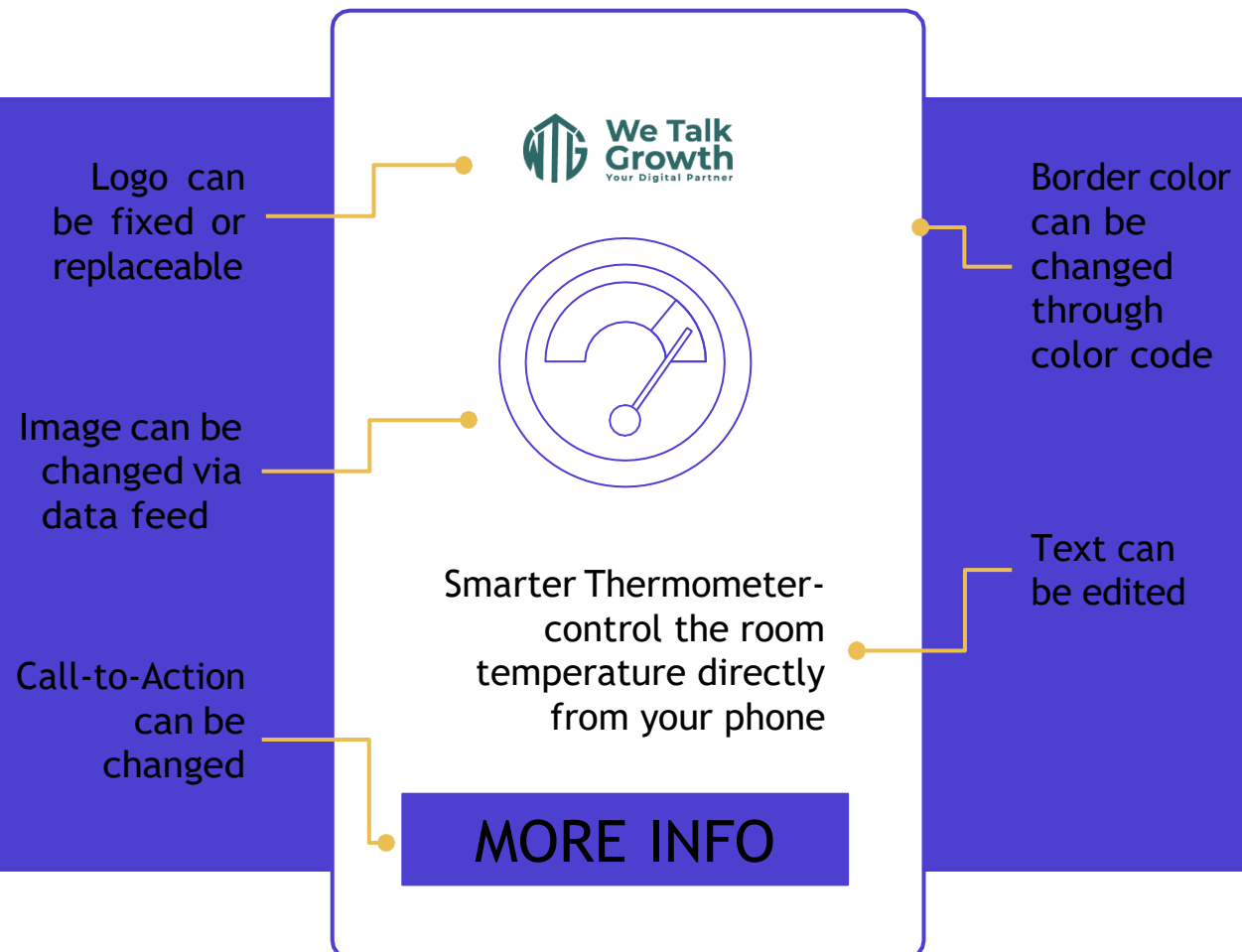
One-stop shop solution:

With programmatic advertising, you can plan, execute & report digital display, video and audio campaigns in one system.

Dynamic Creatives | What they are and how you can benefit

Dynamic creatives enable serving relevant ad content to viewers on every single impression.

Dynamic creatives are an integral part of what programmatic advertising is all about: reaching the right audience with the right ad at the right time.

They allow you to customise the ad content for users based on a variety of criteria in real time. Every element in a dynamic creative is interchangeable - from 'Call-To-Action buttons' to 'Exit URLs' to 'Images'. Creative content can be exchanged either manually or programmatically via a feed and a set of content rules.

We Talk Growth
Your Digital Partner

Logo can be fixed or replaceable

Image can be changed via data feed

Call-to-Action can be changed

Border color can be changed through color code

Text can be edited

Smarter Thermometer- control the room temperature directly from your phone

MORE INFO

www.intersport.at

INTERSPORT

In a competitive ecommerce market, it is increasingly difficult for retailers to reach a pole position online.

Competition in sports retail:
# A marathon instead of sprint

INTERSPORT, Austria's first choice for sportswear and equipment, has been working successfully with Wtg since 2018.

In order to meet the increase in demand online, Wtg and INTERSPORT intensified their cooperation and jointly developed an ambitious growth strategy.

INTERSPORT

Dynamic creatives are a great way to personalize and customise your ads with creatives that showcase your products, as INTERSPORT does.

As part of the full-funnel strategy that we implemented for INTERSPORT, we put into play two types of programmatic advertising – both of which make use of creative assets to attract potential customers and incentivise viewers to click.

Display campaigns

with embedded video
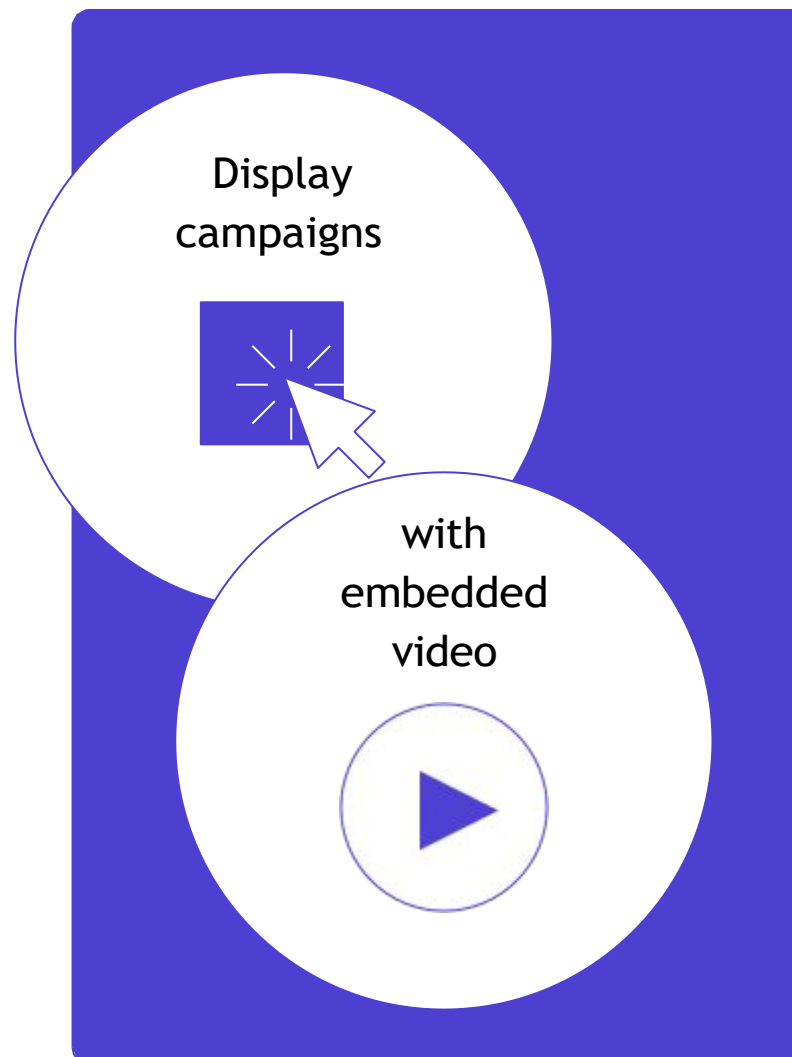
A customized full-funnel approach

INTERSPORT relies on programmatic ads that combine automation and customizability.

In order to promote INTERSPORT's products in a visually appealing and effective way, different approaches and layouts were tested and applied per funnel stage:

Upper- and Mid-Funnel:
- Text, logo, CTA customizable
- Image or video as background

This allows the banner design to be adapted easily and quickly to use them in different campaigns.

Lower-Funnel (see image below):
- First slide flexibly customizable
- Slide 2-5 completely automated

Users who have viewed products but have not purchased them are retargeted.

As shown in the example below: Slide 1 is customizable and adapted to reflect the most important categories of the shop.

On slide 2, a product that has already been viewed is shown. The category of this product is recognized and further products from this category are shown on slides 3-5.
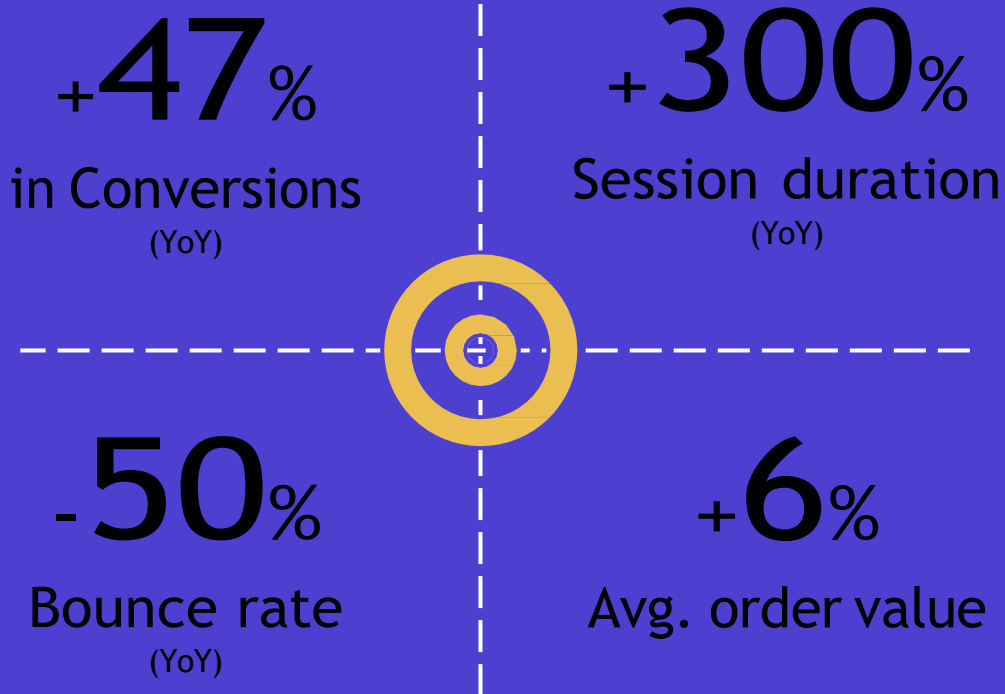

Slide 1:
text & background
customisable

Slide 2:
already viewed
product

Slides 3-5:
products from the
same category

Overview | Performance numbers that speak for themselves

+47%
in Conversions
(YoY)

+300%
Session duration
(YoY)

-50%
Bounce rate
(YoY)

+6%
Avg. order value

With the help of Programmatic, we tap into new target groups and generate more conversions. Particularly pleasant: the proactive communication at eye level.

Marcel Waser,
INTERSPORT

Assembled banner variations (template

populated with feed data)

Increase productivity with Programmatic Ad Automation

The advantages of full-scale automation beyond reducing the manual work:

- Fast, precise and efficient ad generation

- Ads are kept up-to-date automatically

- Proven (but standardized) layout of banner ads

- Ads are only created for items that fit your performance thresholds

- Certain (but limited) options to adjust the design (i.e. color)

Programmatic Ad Automation not only reduces a majority of the manual work but also provides additional opportunities that i.e. the Google Display Network cannot.

- Additional reach through programmatic delivery

- Active push of best performing products to potential customers

- Adaptable dynamic creatives with approved design

- Selection of products based on defined KPIs
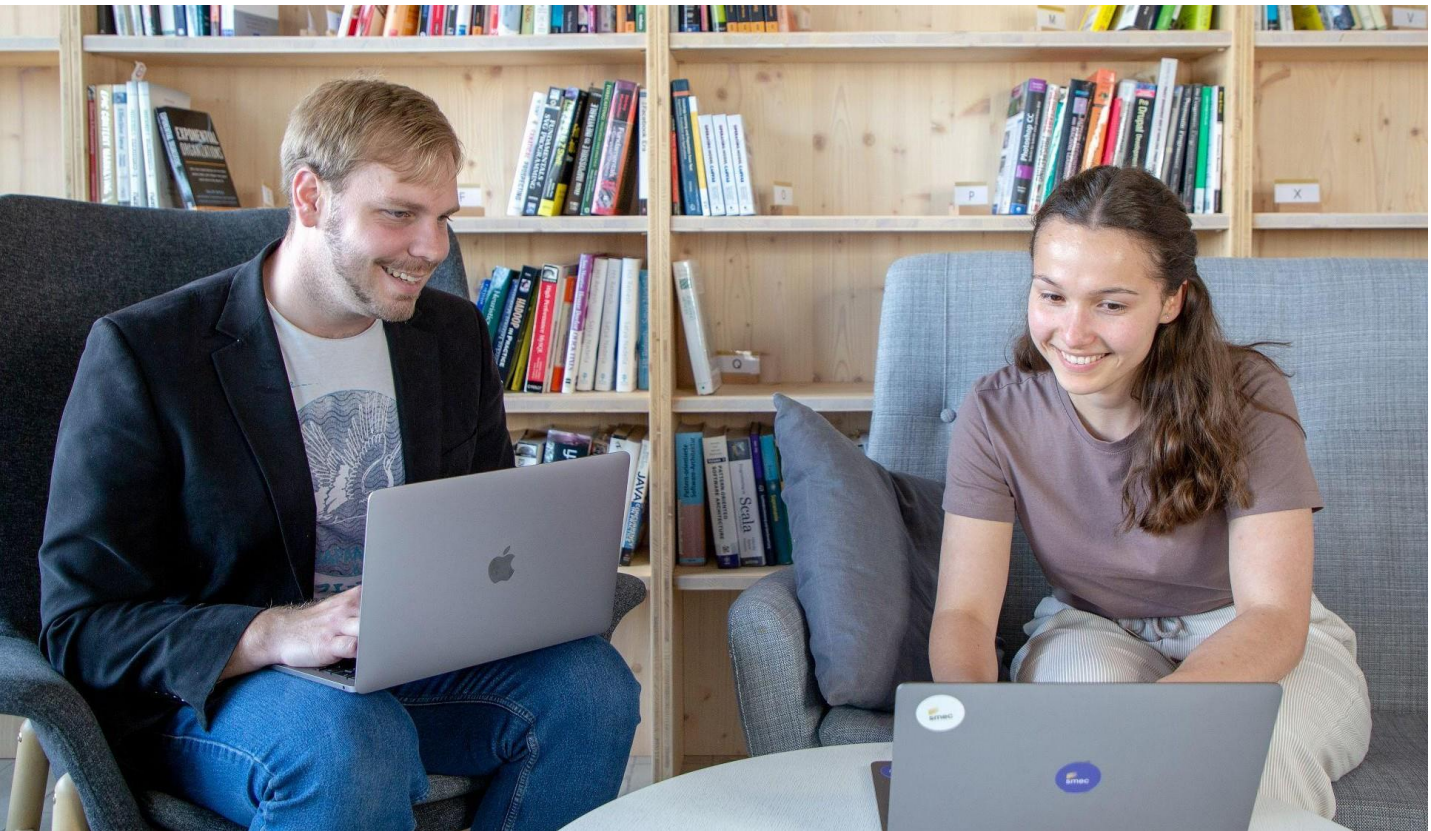
Right audience + Right products + Right time = The right moment

Recommendations for Programmatic Advertising

Key takeaways for your success

If you want to excel at display-, video- or audio- advertising, your first choice should be programmatic.

Depending on your resources, consider automating the creation of your creatives: you can either choose 'Dynamic Creatives' or full automation via 'Programmatic Ad Automation,' which can help you save even more time while pushing your top-sellers beyond Google Shopping.

A solid database and targeting strategy are the basis for success no matter how you approach programmatic. Only with sufficient data about your audiences, you can reach the most fitting users out there. If you need support with audiences or gathering user data, our Analytics team is there to support as well.

We Talk Growth
Your Digital Partner

wetalkgrowth.com