Programmatic Advertising

How to book premium B2B environments programmatically

Stand: 3/2020
Programmatic Advertising at businessAD
How to book premium environments programmatically

businessAD offers its entire portfolio programmatically

Your advantages

▪ **Data Driven** – Use your own data to (re)target your target group in the businessAD portfolio

▪ **Brand Safety** - Your advertisements will only be shown on top websites

▪ **Viewability** – We offer the same ad slots programmatically as in the I.O. business

▪ **Technology** – We manage Programmatic Advertising via Google Ad Manager and Ströer SSP and special formats via Adform
Our Channels at a Glance

businessAD B2B and B2C Channel can be booked programmatically

Coverage figures are average figures in million. Monthly figures from both AGOF and IVW may vary.
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Inventory and deal forms

businessAD offers its inventory via different marketplaces (SSPs) and deals

- Private Deals + Programmatic Guaranteed
- Private Deal
- Automated Guaranteed
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Targeting and Data Management

You choose the targeting, businessAD - SSPs enable the access to your target group

- Regional
- Browser
- Device
- Socio-demographics
- Consumer interest
- B2B Decision-makers
- Audience Building via DMP

Target group definition

Data processing and segmentation

Private Deals

Client DMP

Guaranteed

businessAD

3rd party & offline data

businessAD SSPs

Publisher

Premium

Inventory

Target group
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Banner formats

Which banner formats are available?

- for Automated Guaranteed ALL

- for Programmatic Guaranteed ONLY
  Universal Adpackage, Billboard, Halfpage Ad, High Impact Ad, MMA, Mobile Medium Rectangle, Outstream Video Ad

- for Private Deal ONLY Universal Adpackage, Billboard, Halfpage Ad, High Impact Ad, Skyscraper auch sticky oder dynamic, MMA, Mobile Medium Rectangle, Outstream Video Ad
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Brand safety and quality measurements

On top of our high-quality and transparent portfolio we increase quality and safety by:

- Automated blocking of Suspicious Traffic via Google Ad Manager AdServer
- Brandsafety via Googles Quality Team for Ad Manager (Domain and URL based)
- Manual checking of the total portfolio for Suspicious Traffic
- Direct reaction upon client feedback regarding irregularities and Suspicious Traffic monitored by client systems (counting differences, Integral, AdSafe Protect)
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FAQs

1. **Which SSPs do we use?**
   Google Ad Manager, Ströer SSP and Adform..

2. **How transparent is our inventory for DSPs?**
   Totally transparent, i.e. the entire URL is visible.

3. **How granular is our inventory offered?**
   RON, ROC – no website lists possible

4. **What is First Look and why is this not globally possible?**
   AI is offered to a DSP at a fixed price. In our tech-set-up First Look can not be granted to DSPs because Direct Sales / I.O. is prioritised.

5. **Prioritisation**
   Fixed placement > Direct-Sales -> Programmatic

6. **What is the price (platform costs)?**
   Basis businessAD rate card – everyone takes care of their own platform costs

7. **Which quality does the programmatic inventory have (viewability)?**
   Quality is no lesser than directly sold inventory