Programmatic Advertising

How to book premium B2B environments programmatically

Stand: 08/2020
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.
Programmatic Advertising at businessAD

Inventory and deal forms

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

- Private Deals + Programmatic Guaranteed
- Private Deal
- Automated Guaranteed
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

Private Deals

Client DMP

Guaranteed

businessAD

3rd party & offline data

Publisher
Premium
Inventory
Programmatic Advertising at businessAD

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
Programmatic Advertising at businessAD
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 Google’s 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)
Programmatic Advertising at businessAD

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