

**The Fascinating  
World of OTT and  
Programmatic Media  
Buying:   
Everything IMC  
Marketers Need to  
Know**



# Meet Shane Stender



## Professional

- 20+ years of marketing + merchandising with auto finance, auto manufacturers, ad agency
- Partner in SilverBack Advertising since 2015.
- Certified Trade Desk Programmatic Media Buying

## Personal

- Constantly pushing mental and physical limits
- Ten 70.3 IronMan, Two Full IronMan, + USMS Nationals
- **Diving into stage seven of the 8 Bridges of Hudson, a 18.6 mile unassisted marathon swim in June 2023**
- Navigating parenthood with two teenagers - my biggest challenge to date

Senior Vice President  
Managing Partner

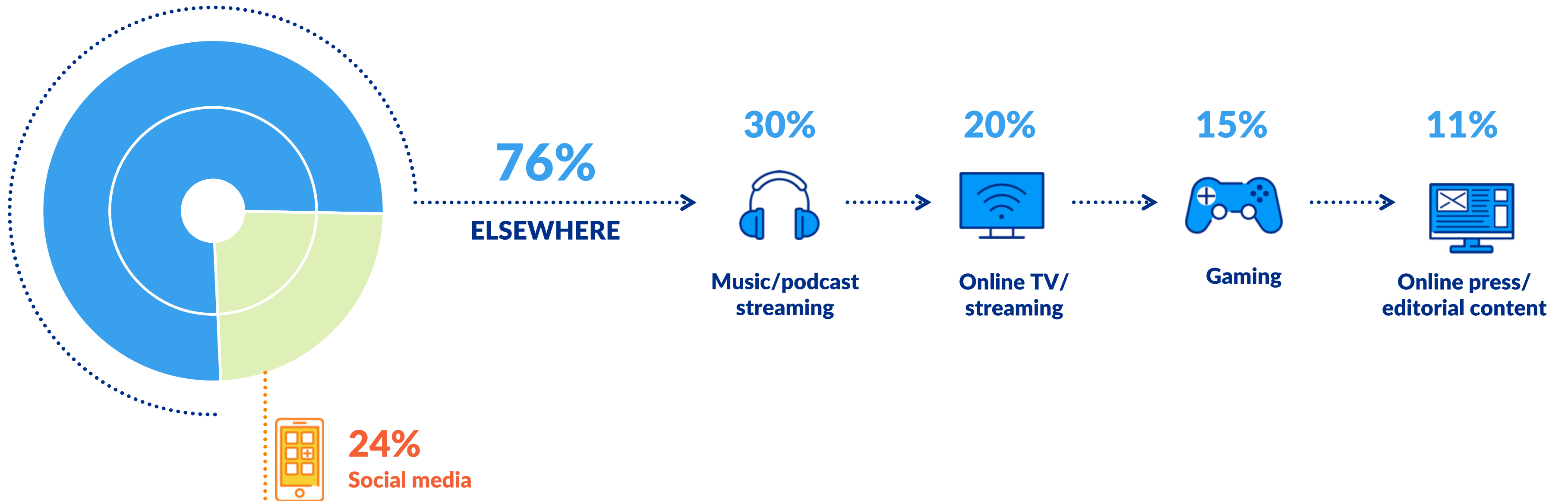




MARKETERS ARE EMBRACING DATA-DRIVEN STRATEGIES BECAUSE

# Consumer behavior is constantly being reshaped

**8:59** HOURS PER DAY WITH DIGITAL MEDIA

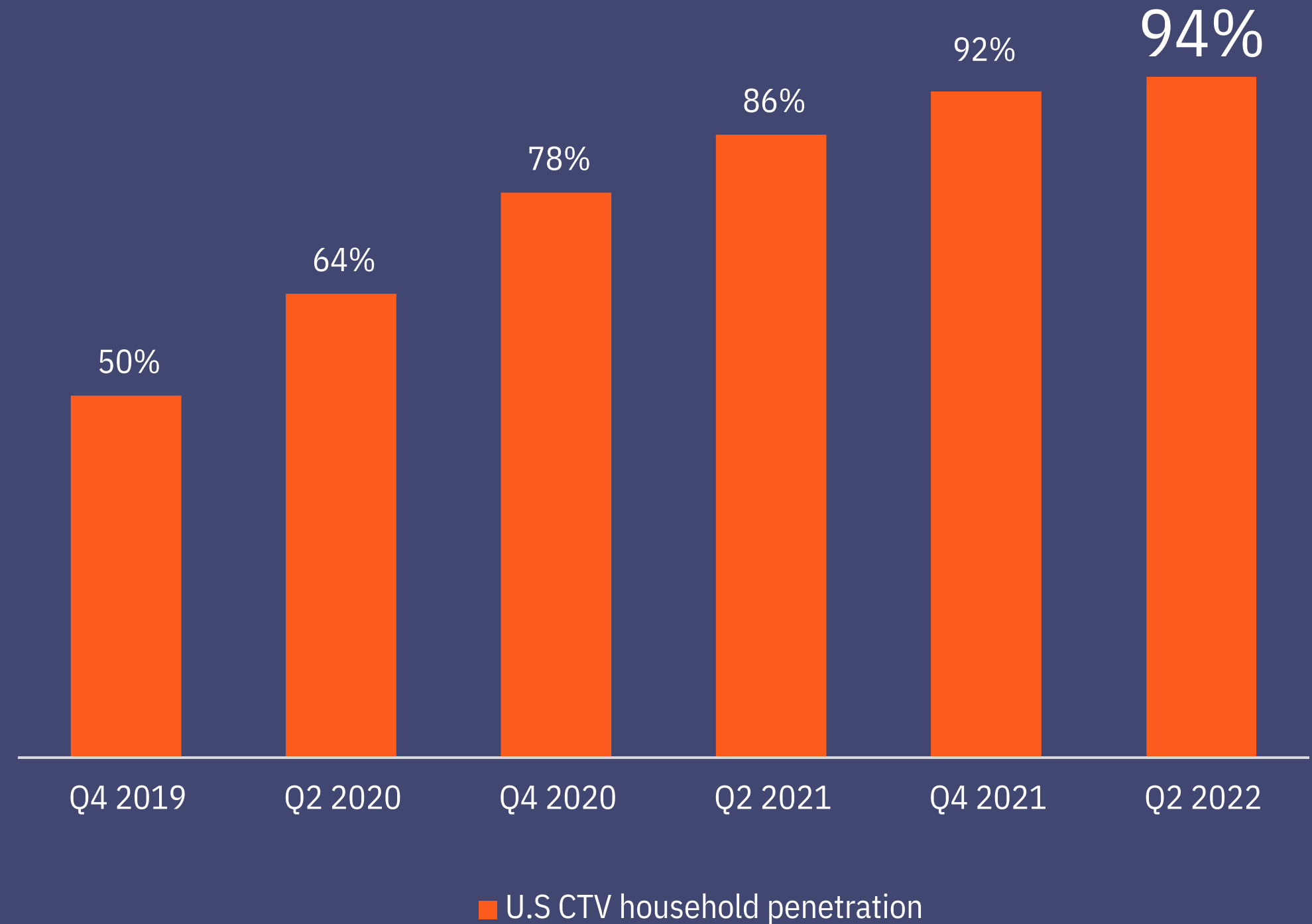


Source: GlobalWebIndex, 2021

VIDEO TRENDS

# US households reachable via programmatic Connected TV advertising in

2022



VIDEO TRENDS

# Activation is quickly shifting towards programmatic

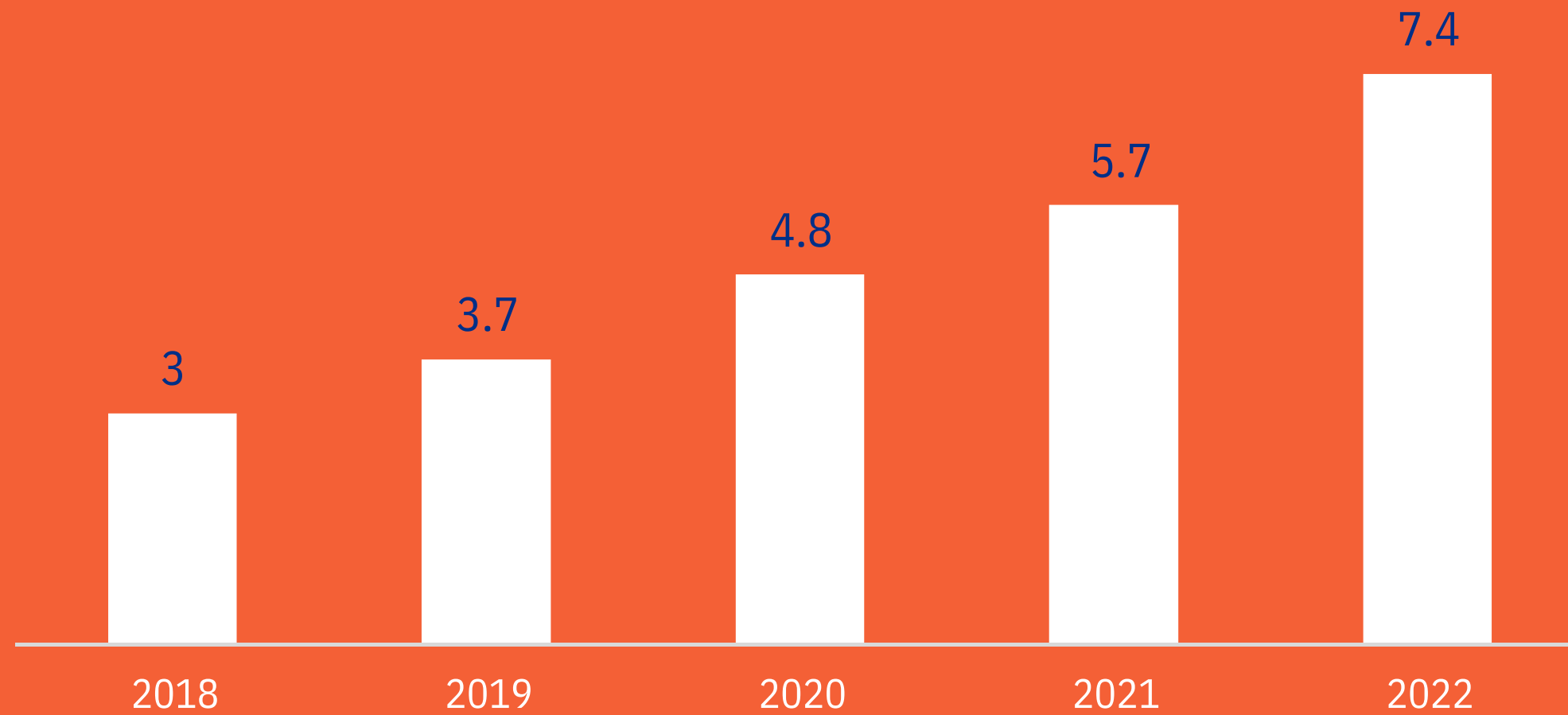
Since 2017, Programmatic has increased its CTV market share by **124%**

While direct buys have seen a decrease of **16%**

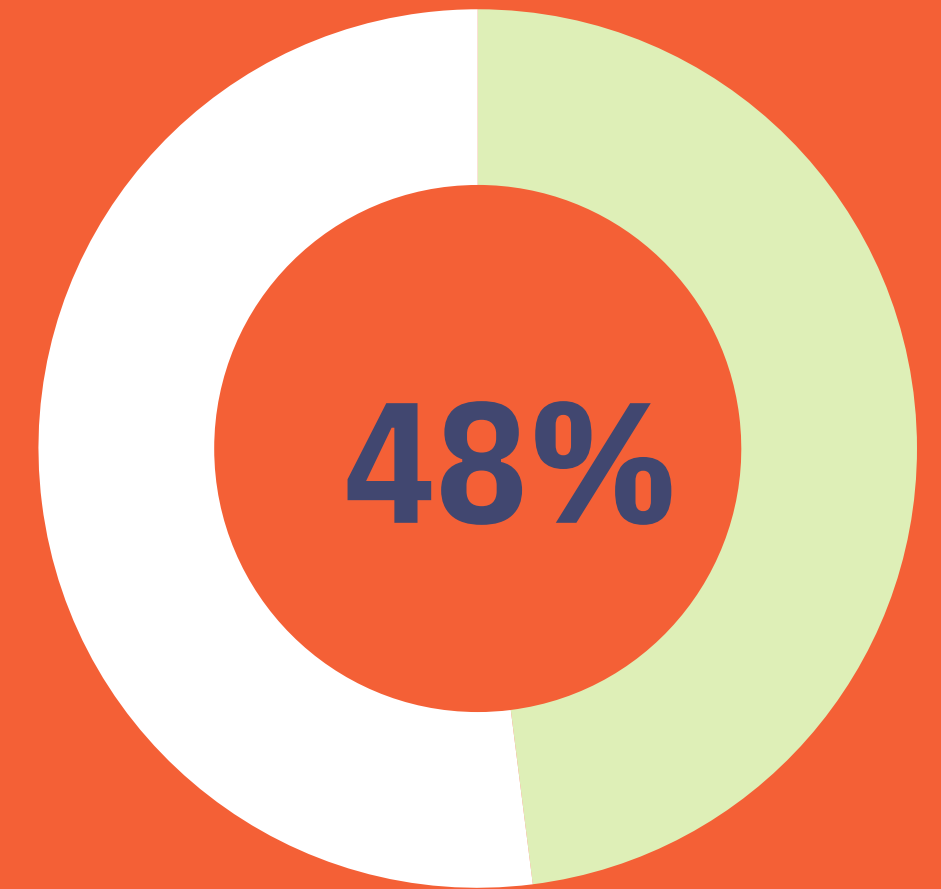
KEY CTV STATS

# Fragmentation

## CONSUMPTION ON CTV IS FRAGMENTED

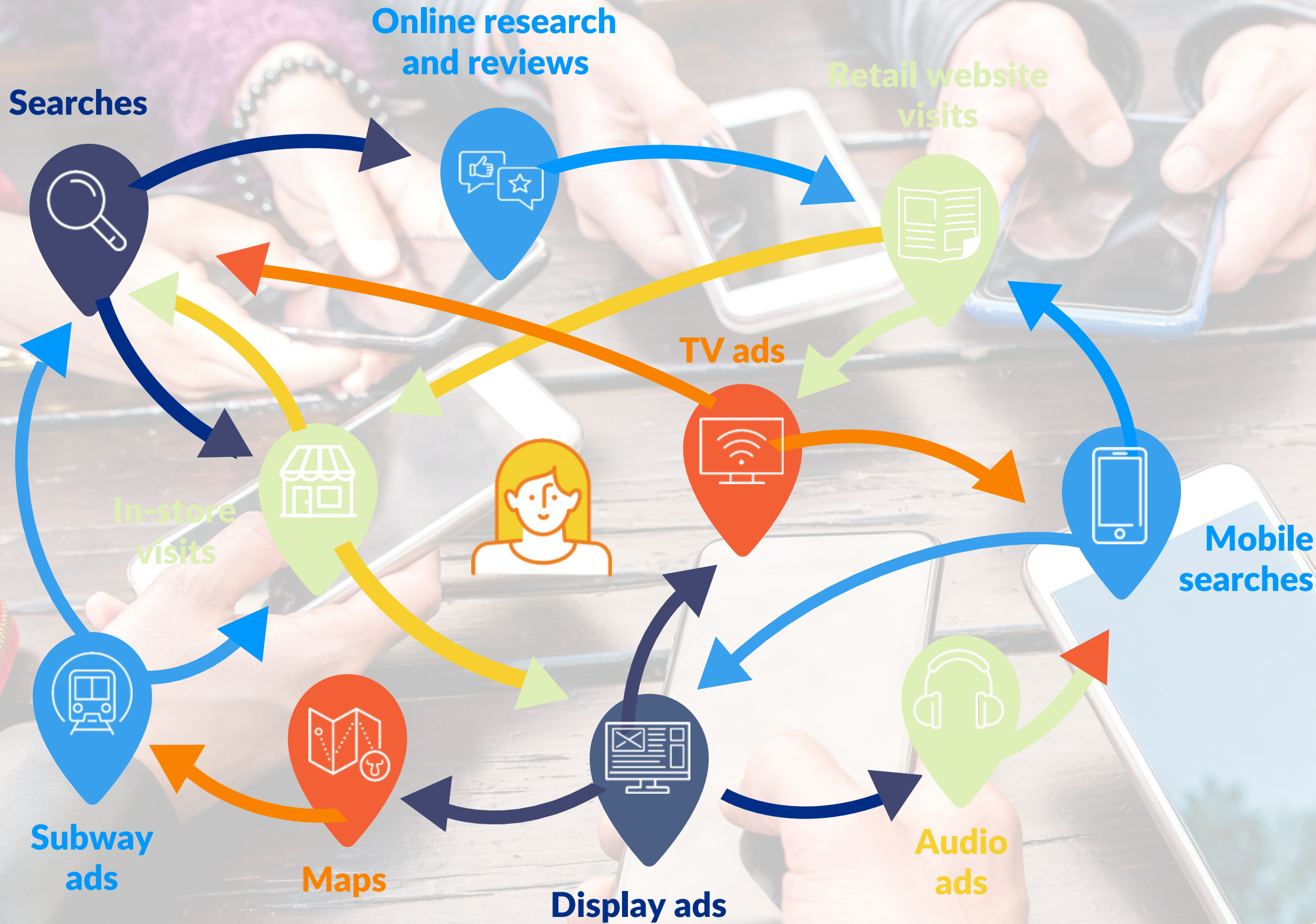


The average household now has over 7 TV sources.



of advertisers that are decreasing Linear TV upfront investments cited agility as their top driver.





FRAGMENTED LANDSCAPE

**With hundreds of touchpoints...how can we tell a cohesive story across a consumer's journey?**

**FOLLOW  
YOUR  
GUT**

Enter

# Using open data and decisioning to engage the right audience at the right time across all their connected devices in the household

Everything starts with **brand**

Understanding your desired **audience + data signals to reach her**



Auto enthusiasts

In-Market: Used Cars

Interests: Gaming

Age 18-34

**Programmatic technology platform** finds your target consumer...

...and leverages every data point available to purchase each impression based on its value relative to your short-and long-term business objectives



\$24.75  
CPM

Watching TV on  
mobile device

**hulu**



\$1.50  
CPM

Streaming  
music on

**Spotify**



\$3.00  
CPM

Streaming live  
sports binge on

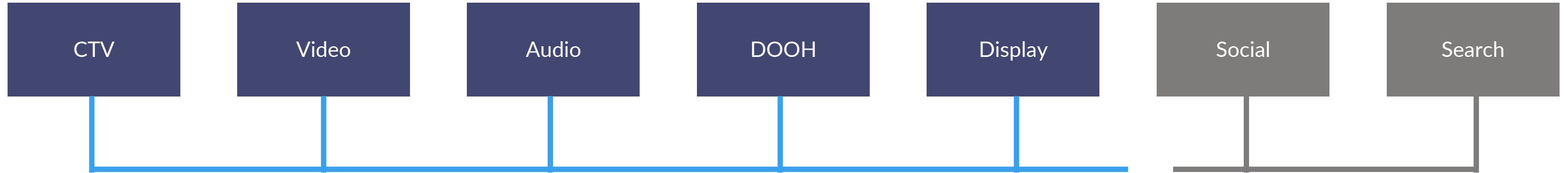
**ESPN**

# What is programmatic media buying?

Programmatic media buying is a data-driven, automated process of buying and selling online ads across screens through real time auctions one impression at a time.



# Programmatic Tactics



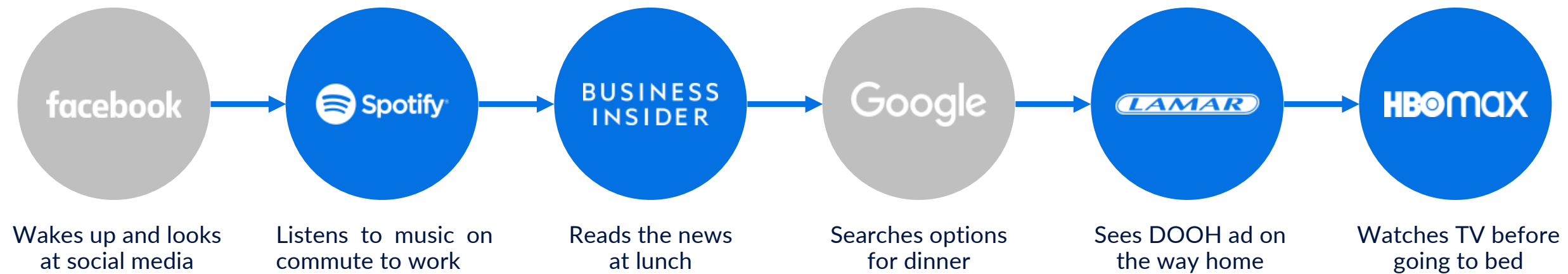
Disney   Bloomberg   Spotify   VISTAR MEDIA  
CONDÉ NAST   VIACOMCBS   SOUNDCLOUD   SONOS   hulu  
NATIONAL GEOGRAPHIC   discovery+   Broadsign   NBC   npr  
pandora®   PLACE EXCHANGE   The New York Times   USA TODAY.

Walled Gardens  
facebook  
Google  
YouTube  
Instagram   Snapchat   Twitter

# THE PIECES THAT COMPLETE A PUZZLE

## REACH & CHANNEL DIVERSIFICATION

Craft a holistic story while connecting with your audience cohesively across the most impactful channels.



**How does  
programmatic  
media work?**



# The players who make up these OTT/programmatic digital auctions

## Buy-Side (Advertiser)

BRAND

AGENCY

AD SERVER

DSP

AD EXCHANGE

## Sell-Side (Publisher)

SSP

PUBLISHER AD SERVER

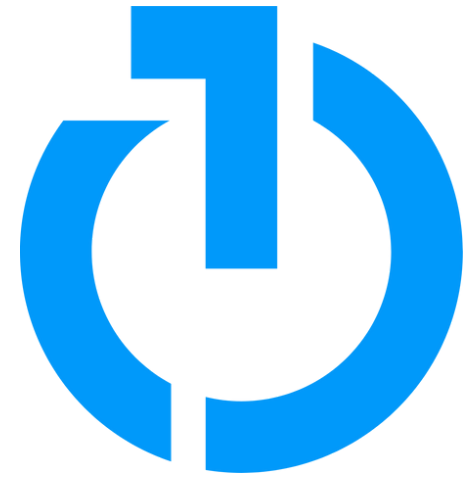
PUBLISHER



A server room with blue lighting and network equipment. The room is filled with server racks and network switches, with blue cables connecting them. The background shows a blurred view of a city at night with lights.

**A demand side platform (DSP) is a software platform that allows advertisers to buy digital advertising inventory in real time.**

**DSPs connect advertisers to a variety of ad exchanges and other sources of inventory, and allow them to automate the process of bidding on and buying ad impressions.**



amazon ads



DSP



Adelphic<sup>®</sup>  
THE VIANT DSP



# The DSP allows you to participate in and bring choice to the auction



Monica visits

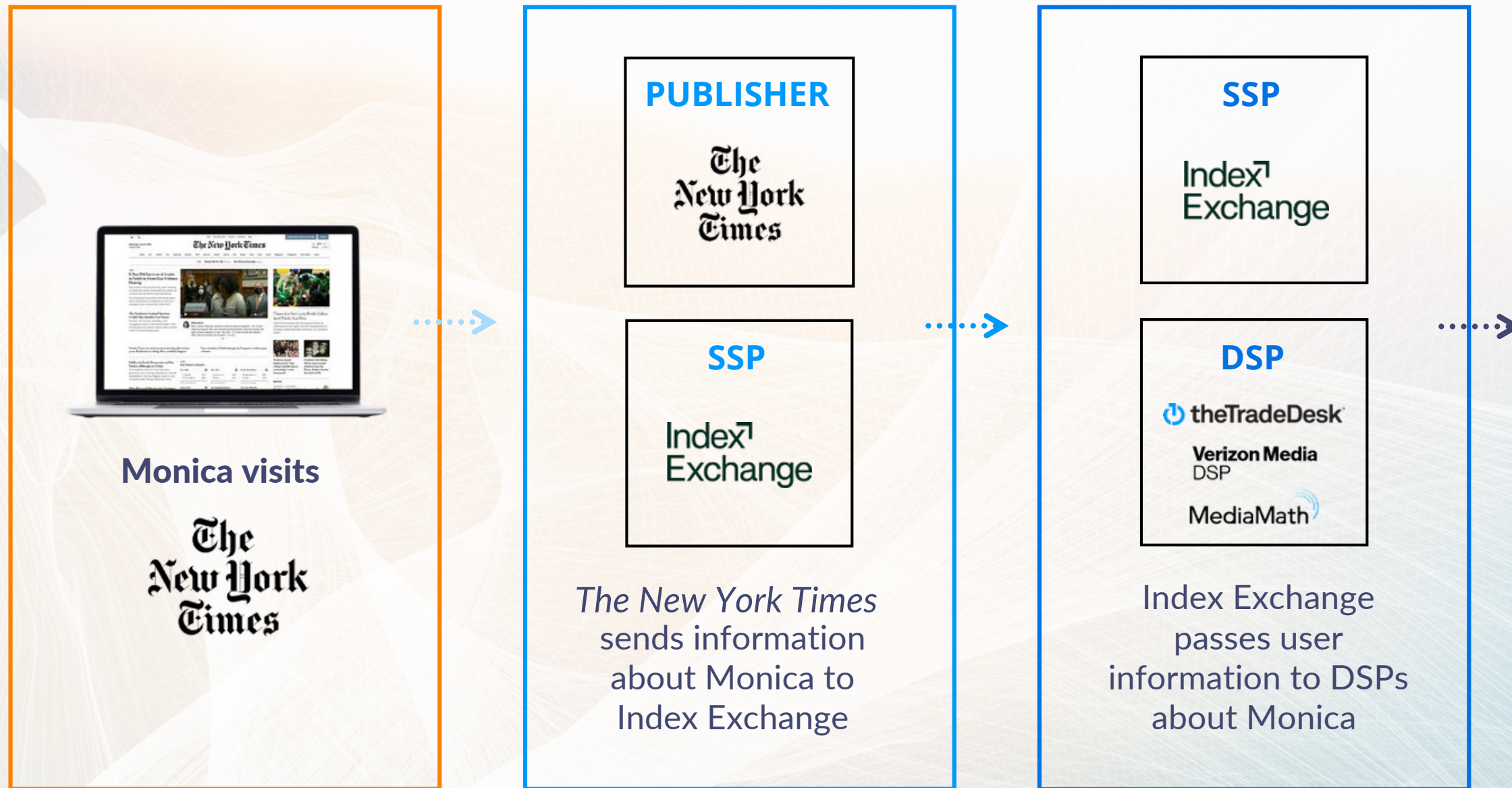
**The  
New York  
Times**



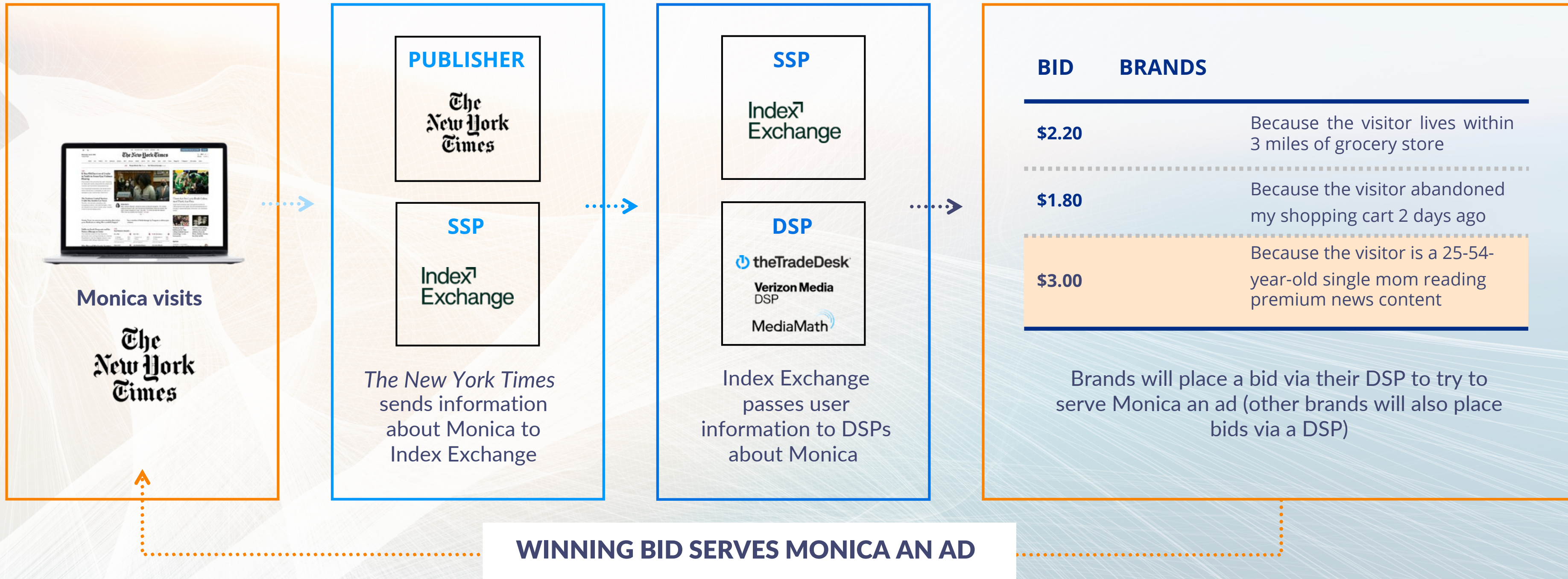
# The DSP allows you to participate in and bring choice to the auction



# The DSP allows you to participate in and bring choice to the auction



# The DSP allows you to participate in and bring choice to the auction





**Programmatic in its simplest form is about choice powered by data and decisioning**

A photograph of two people sitting at a table in a cafe. The person on the left is wearing a striped shirt and is using a laptop. The person on the right is wearing a dark shirt and is using a smartphone. On the table, there are two coffee cups, a notebook, and a pen. The background is bright and slightly blurred.

**PRICE**

**MOMENT**

**MESSAGE**

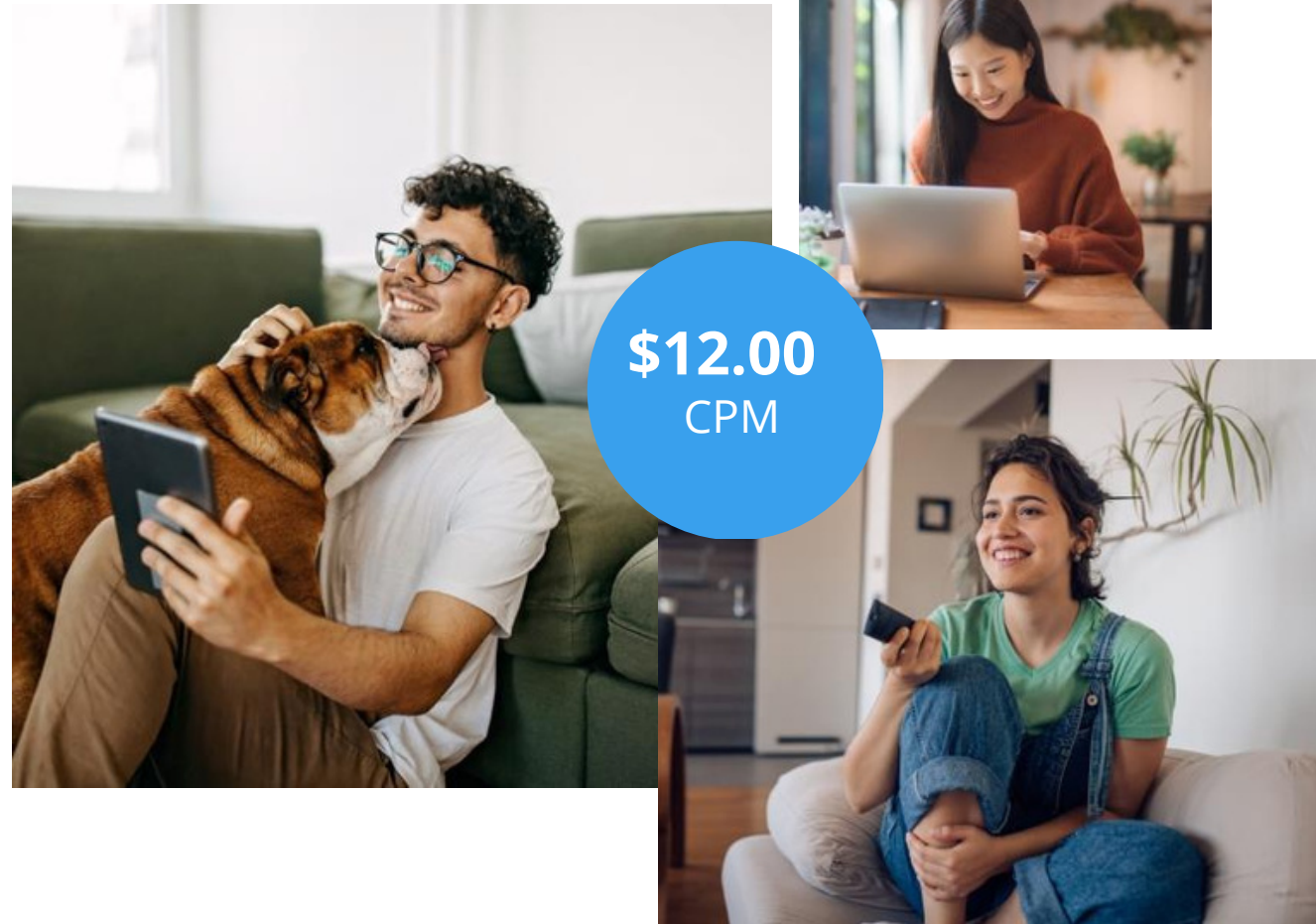


PRICE – PRECISE SIGNALS

# Pay the right price for the impressions that matter most

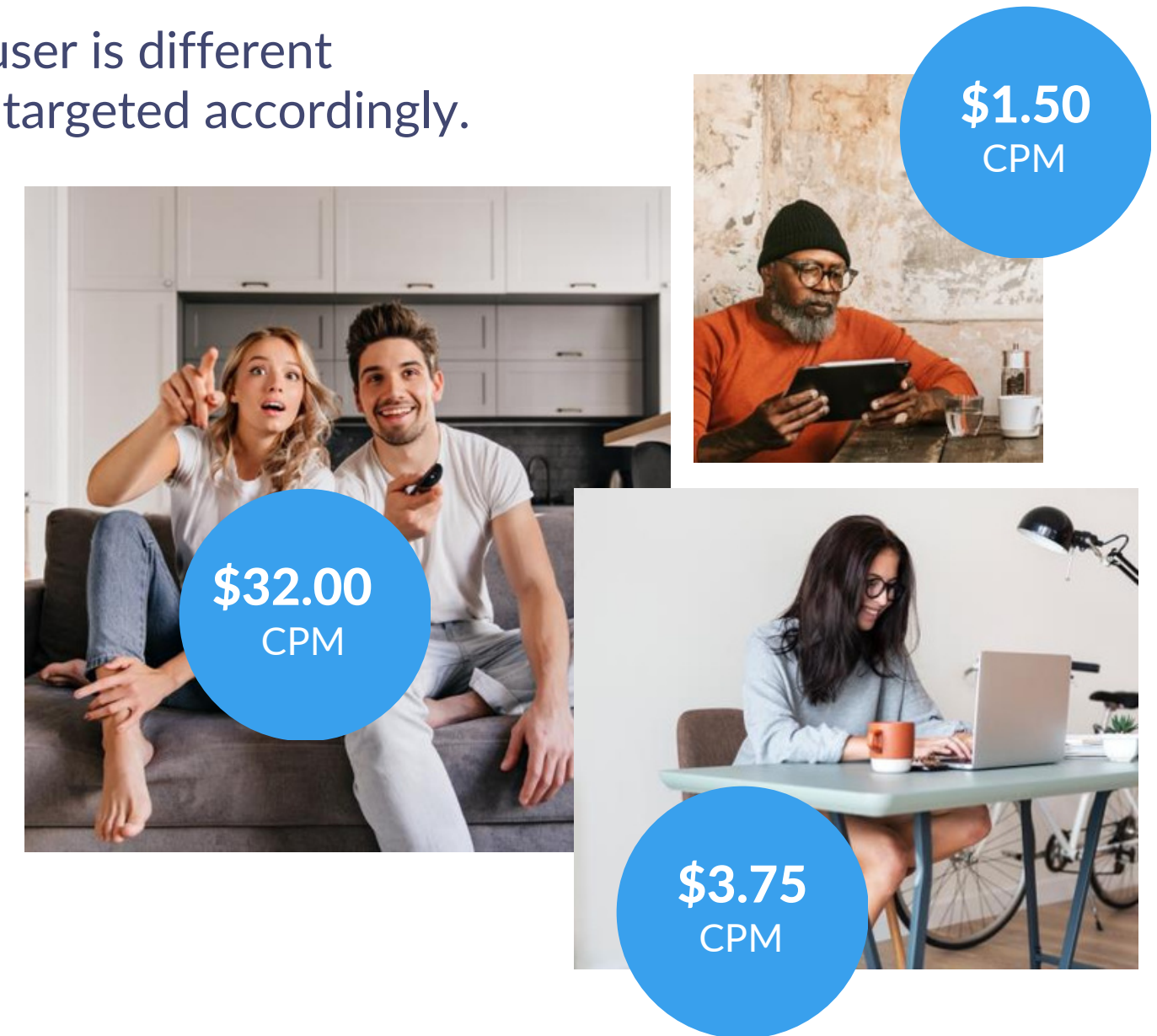
## TRADITIONAL TARGETING

Every user is viewed equally regardless of their online behavior.



## PROGRAMMATIC TARGETING

Where every user is different and should be targeted accordingly.



MOMENT - PREMIUM INVENTORY

# Create meaningful connections across every touchpoint

## CTV



NBCUniversal

VIACOMCBS

*Paramount*

## AUDIO



SONOS



pandora

## DOOH



CAPTIVATE



## DISPLAY

allrecipes

COSMOPOLITAN

The New York Times

## NATIVE

sharethrough

triplelift

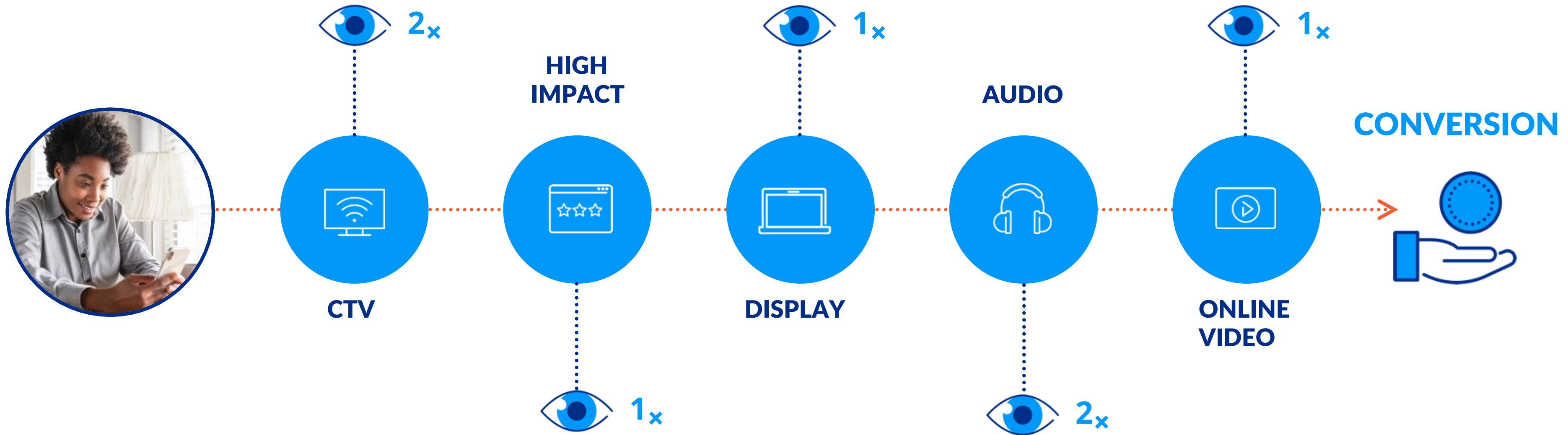
yieldmo

## VIDEO

BuzzFeed

The New York Times

# Control your brand message and drive results with advanced frequency capping capabilities of DSP's



# Benefits Of Frequency Caps

**38%**

**Average  
budget savings**

**24%**

**Increased  
household  
reach**

There are many advantages to using a DSP, including:

**Reach:**

DSPs give advertisers access to a wide range of ad inventory and inventory deals including open market, PMP, guaranteed deals and includes inventory from both large and small publishers.



There are many advantages to using a DSP, including:

**Reach:**

DSPs give advertisers access to a wide range of ad inventory and inventory deals including open market, PMP, guaranteed deals and includes inventory from both large and small publishers.

**Targeting:**

DSPs allow advertisers to target their ads to specific audiences based on demographics, interests, and other factors.



There are many advantages to using a DSP, including:

**Reach:**

DSPs give advertisers access to a wide range of ad inventory and inventory deals including open market, PMP, guaranteed deals and includes inventory from both large and small publishers.

**Targeting:**

DSPs allow advertisers to target their ads to specific audiences based on demographics, interests, and other factors.

**Reporting:**

DSPs provide detailed reports on ad performance, which can help advertisers to improve their campaigns. Measurement and attribution tools including closed loop attribution are a part of a strong DSP.



There are many advantages to using a DSP, including:

**Reach:**

DSPs give advertisers access to a wide range of ad inventory and inventory deals including open market, PMP, guaranteed deals and includes inventory from both large and small publishers.

**Targeting:**

DSPs allow advertisers to target their ads to specific audiences based on demographics, interests, and other factors.

**Reporting:**

DSPs provide detailed reports on ad performance, which can help advertisers to improve their campaigns. Measurement and attribution tools including closed loop attribution are a part of a strong DSP.

**Automation:**

DSPs automate the process of buying ad impressions with AI/Machine Learning and more to make data driven decisions save advertisers time and money.





# Understanding the audience in programmatic advertising

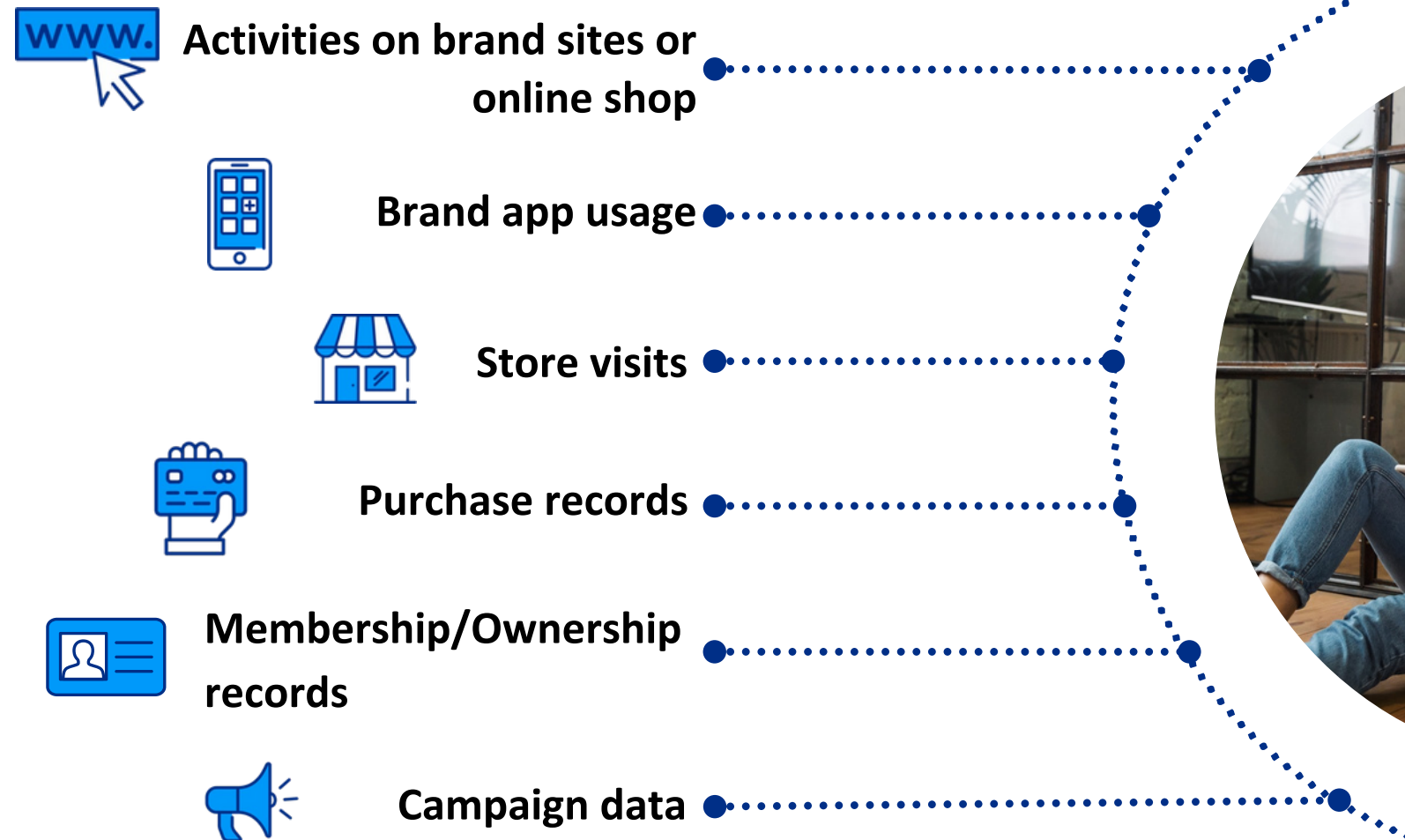
Programmatic advertising uses data to target specific audiences based on demographics, behavior, interests, and more.

## AUDIENCE TARGETING

# Create an all-rounded audience strategy with first- and third-party data

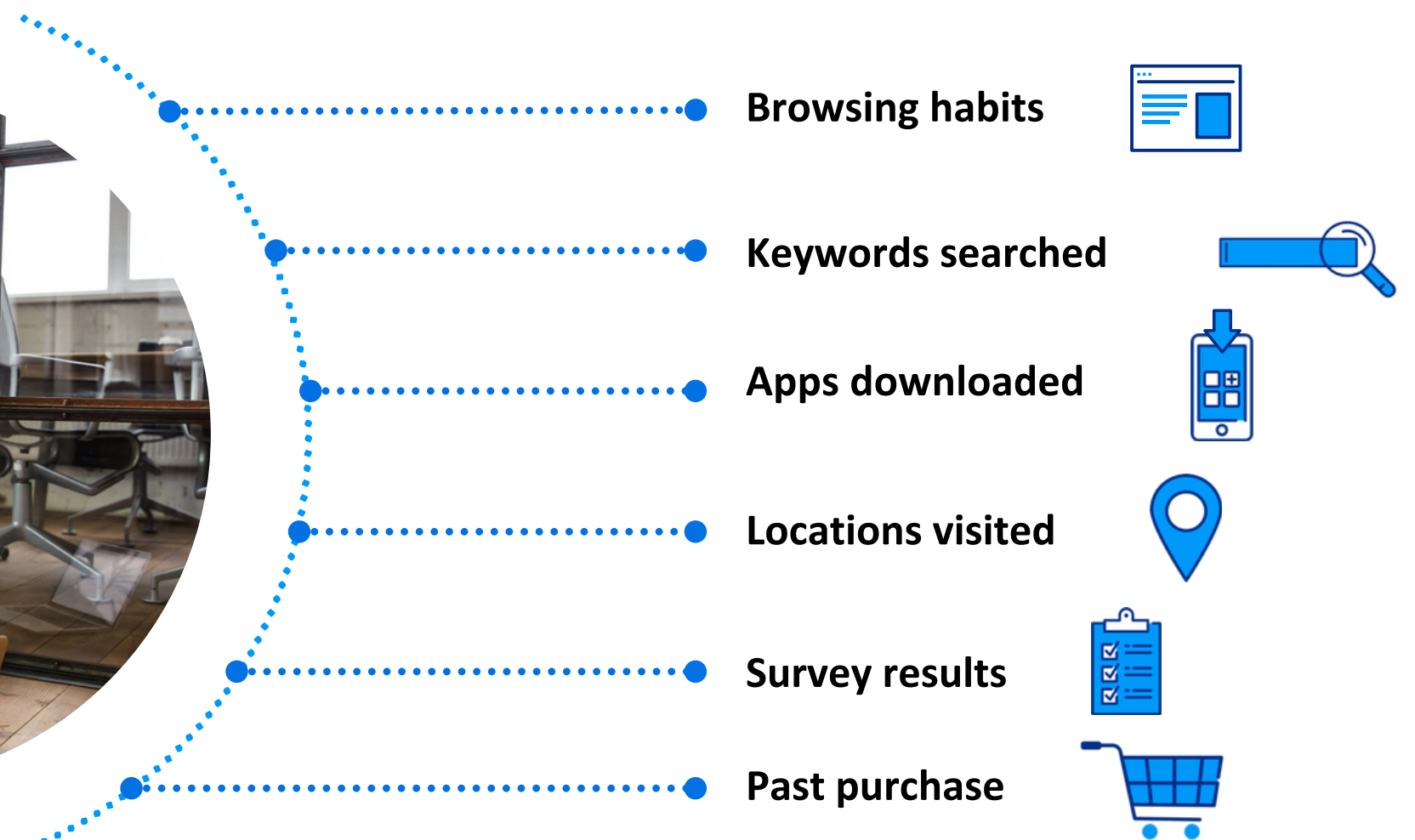
### FIRST-PARTY DATA

What you know about your customer via every touchpoints you have in previous encounters



### THIRD-PARTY DATA

Data collected and sold by data companies via own technologies and methodologies



# Third Party Audience Data

## First Party Audience Data

- 1P Pixel look alike
- Retargeting
  - Scored user retargeting
  - Sequential retargeting
  - Player Event Retargeting

## Retailer 1P Data

## Contextual

Demographic, Interest, audience predictor.... and more



### Keywords

Brand/product-specific; e.g., LED lights, commercial lighting, strip lights



### Site/app lists

Vertical-specific; e.g., men's lifestyle, home & décor, real estate



### Frequency

Frequent engagers browsed related content in the past month



### Geography

Interest-based activity from audiences within a specific geo



### Advertiser first-party data

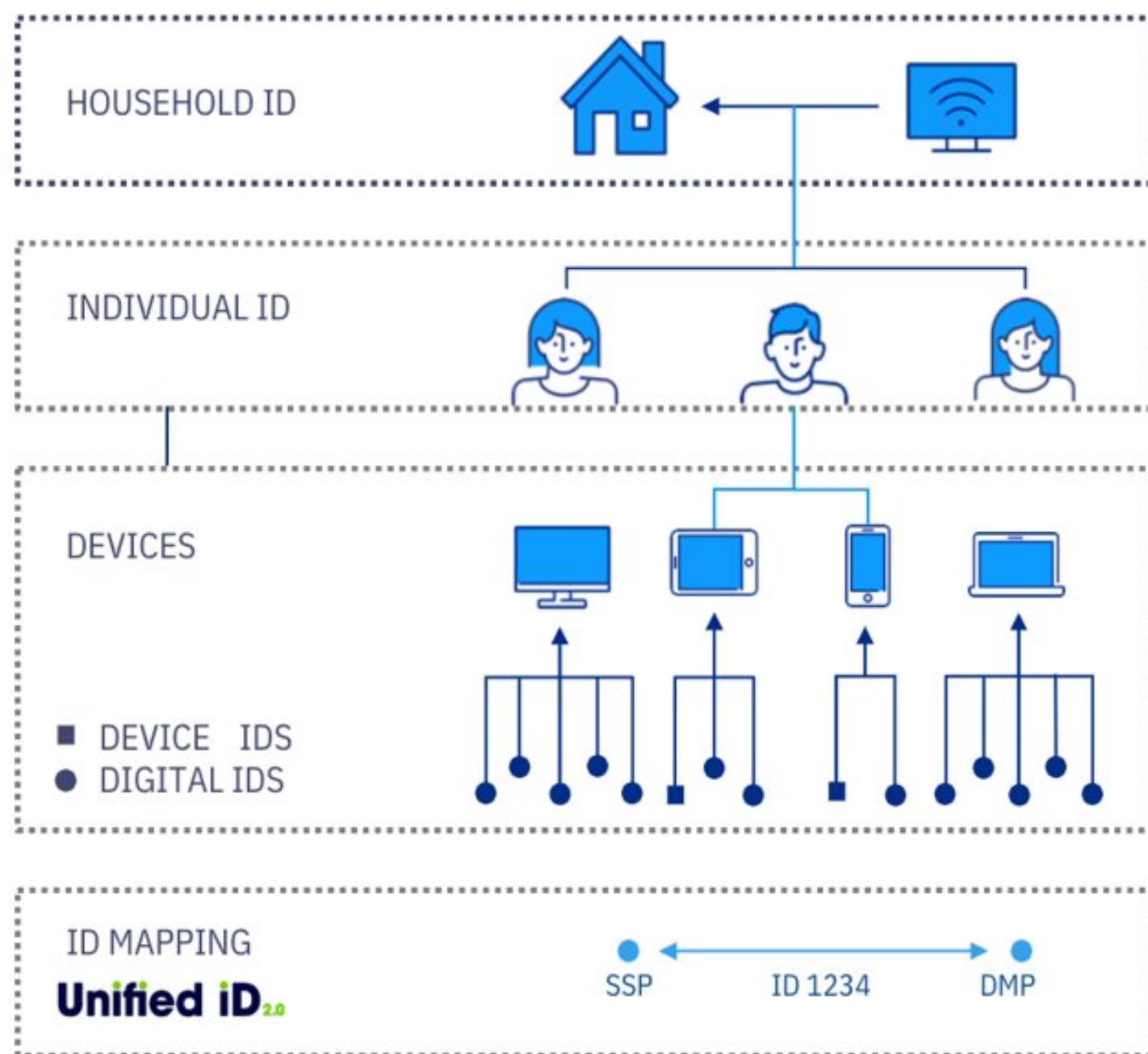
E.g., [brand] CRM data or [brand] site visitors brand tracking tags or first-party data segments



### High on-target percentage demo

Audiences captured across over 15,000 site indexes and tested against Nielsen DAR measurements

# Audience First Needs a Strong ID Resolution



Know how your provider creates their Identity Graphs for identity resolution.

Key for cross device targeting, post campaign measurement, and attribution.

# Programmatic For Business Outcome Driven Campaigns

Programmatic advertising uses machine learning to drive specified business outcomes specific to each advertiser.

“Leverage every data point available to purchase each impression based on its value relative to your short- and long-term business objectives.”

### Connect Campaigns to Business Outcomes

Prove results - from brand lift to **foot traffic** to sales - Leverage independent measurement partners

### Understand How You're Driving Sales

Go beyond proxy metrics to connect your digital campaigns to **retail sales, online and in-store events**, even for channels like connected TV

### Gain Deeper Insights With Granular Reporting

Uncover valuable insights about your customers with granular, **transparent reporting** to inform your media mix and creative strategies.

### Be More Data-Driven And Agile

Integrated measurement solutions enable you to understand what's working **mid flight**, and optimize campaigns to drive performance in **real time**.

# Tips For Using Business Objectives



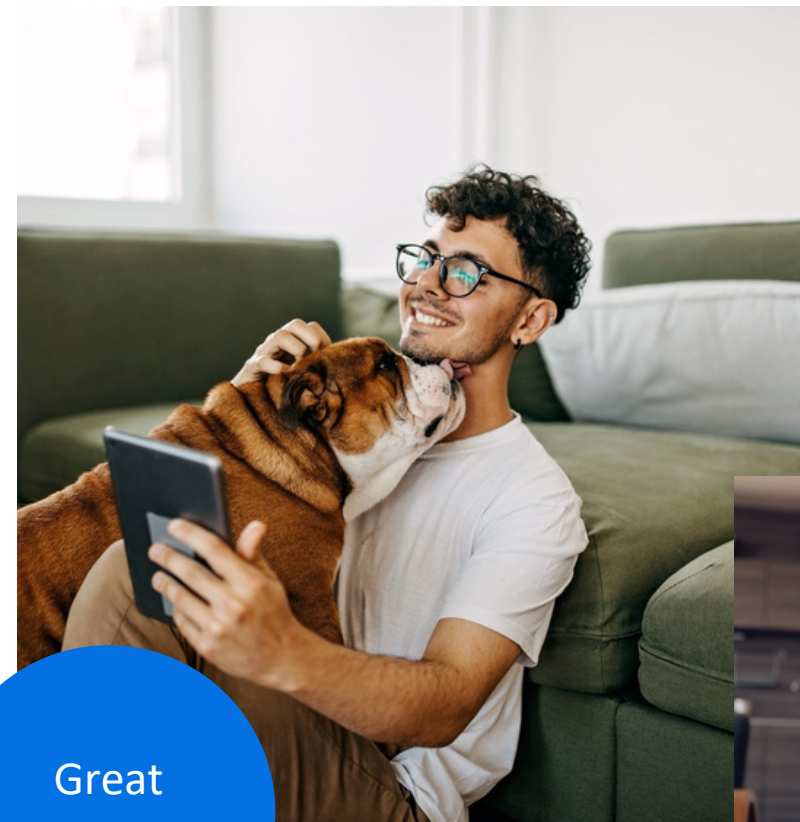
- Programmatic campaigns allow you to setup CPA goals for consideration and conversation.
- Setup weighted conversions for more efficient campaign delivery
- Programmatic buying details - "path to conversion in reporting"
- Use fluid budgets between ad groups to leverage AI



Objective	When To Use	Recommended KPI	Recommended Data
Awareness	Discover qualified leads to increase brand, generate interest, and reach a specific demographic or age.	CPCV Incremental Reach Nielsen OTP Reach vCPM	Third-party and first-party data
Consideration	Reach new customers with or without first-party data and influence them to learn more to become prospective customers.	Incremental Reach  CPA	Third-party and first-party data
Conversion	Maximize conversions by driving already interested (in market) prospective customers to take a specific action.	ROAS	First-party data



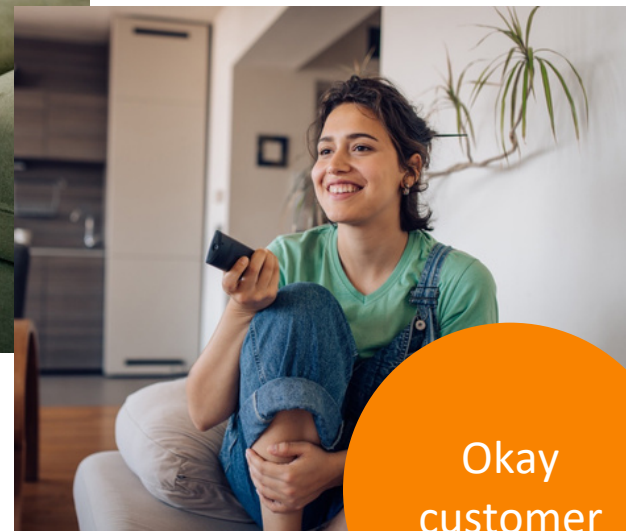
# Pro Suggestion: Score each user in your customer base with precision, without having to break out multiple ad groups



Great customer



Good customers



Okay customer



Accidental customers



Enhances your efforts by consolidating your retargeting strategy into one ad group



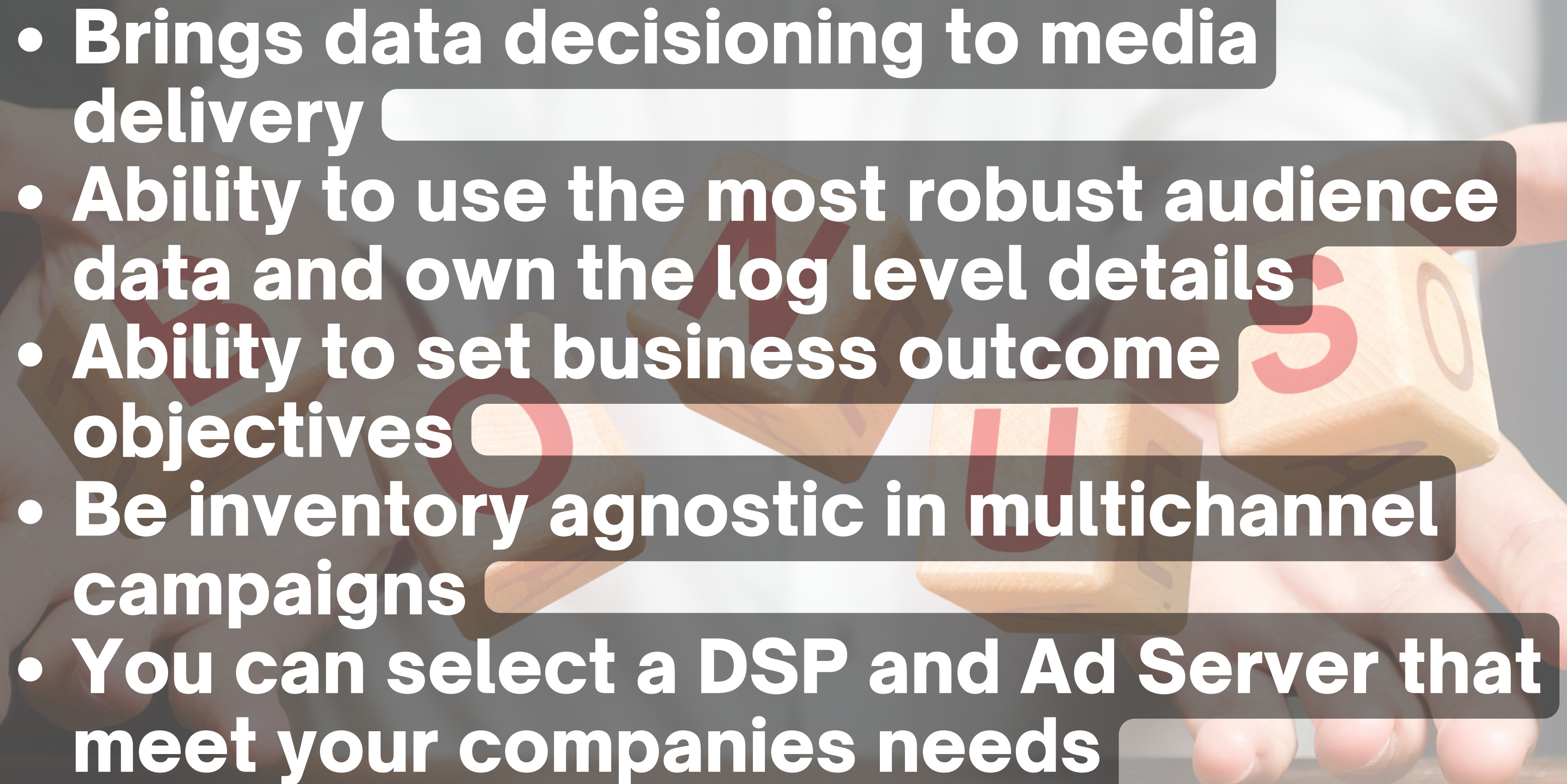
Scans and analyzes user attributes across geo, site history, and more






Automatically determines a unique bid for each user within a first-party audience



# The benefits of programmatic advertising

- 
- **Brings data decisioning to media delivery**
  - **Ability to use the most robust audience data and own the log level details**
  - **Ability to set business outcome objectives**
  - **Be inventory agnostic in multichannel campaigns**
  - **You can select a DSP and Ad Server that meet your companies needs**

# Grow a single-channel buy into an omnichannel buy

			CHANNELS	STRATEGIES	KPIs
UPPER FUNNEL		<b>AWARENESS</b> <b>GOAL:</b> Discovery Identifying relevant audiences to widen prospecting pool	Connected TV, DOOH, video, audio, high impact and rich media, native, display	Contextual, Grapeshot, audience (demo, interests), PMP deals	Viewability, Reach, OTP, Completion rates
MID FUNNEL		<b>CONSIDERATION</b> <b>GOAL:</b> Impact Measuring broad user engagement	Video, High impact and rich media, native, display	Audience (behavioural), location- based, KoaTMAudience Predictor, KoaTMAudience Excluder, IP	Broad CPA, CPL, CTR, CPC, VCR, Viewability
LOWER FUNNEL		<b>ACTION</b> <b>GOAL:</b> Direct response Measuring trackable events & actions taken by your audience	Display	Retargeting, Dynamic Parameters & DCO, Household Extension™, Office Extension™	Specific CPA, ROI, ROAS, Offline attribution

**Thank you for exploring  
the world of programmatic  
media and media buying  
with me!**

