

WHITEPAPER:

How do you successfully implement *programmatic* mobile display advertising?

HOW DO YOU SUCCESSFULLY IMPLEMENT PROGRAMMATIC MOBILE DISPLAY ADVERTISING?

The marketing discipline of Mobile Display is going through an unpredictable growth. The available volume is still growing every day (e.g. everyone is on his / her mobile device all day long). Besides this, more and more advertisers understand the many benefits. Consider the pricing, the targeting possibilities and the powerful moment of contact and interaction with the end user. In an industry where providers all claim to be the best, how do you successfully implement programmatic Mobile Display Advertising?

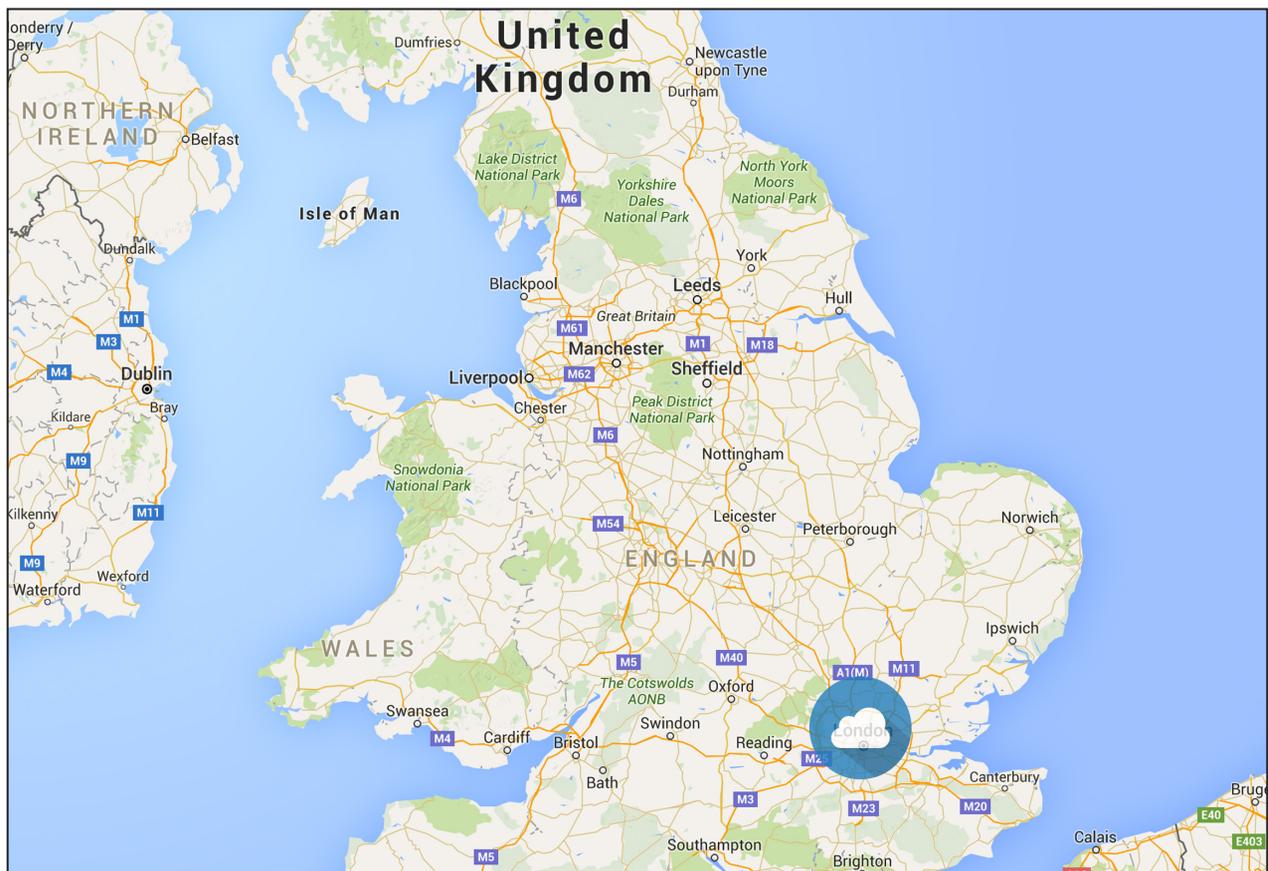
1. ELIMINATE THE MIDDLEMEN

Adnetworks and agencies are just a few definitions that you will encounter once you enter the Mobile Display Advertising market. The source is a Demand and Supply Platform, also known as DSP. With a Mobile DSP you will have direct access (without the intervention of third parties) to all relevant mobile inventory. This makes Real-Time Bidding significantly more transparent.



2. CHOOSE A DSP WITH LOCAL ROOTS

A Demand Supply Platform (DSP) is a tool that allows programmatic (based on Real-Time-Bidding, RTB) advertising space to be purchased on numerous apps and mobile websites. Due to the bidding mechanism, you will never pay more than the inventory, or advertising space of its worth at that specific moment. DSP's naturally have most control in the country of origin. Additionally, direct connections with local inventory sources are favourable for pricing and therefore it is beneficial to choose for a local player in the industry.



3. CHOOSE A DSP WITH AS MANY CONNECTED INVENTORY SOURCES POSSIBLE.

A DSP is connected to adexchanges and adnetworks. These sources have, in their turn, hundreds to thousands of publishers (apps and mobile websites) connected to their platform. It is desirable to have a DSP connected to as many sources possible. But why?

1. There is plenty of data known with regards to the user of the device (although protected by privacy laws) that can be targeted on. The quantity of inventory from which additional data is known is strongly dependent of the amount of adexchanges that enables a DSP to be available. The more adexchanges the more quantity you have left for targeting.
2. Location based campaigns (which almost all mobile display campaigns are), have the advantage of getting as many possible inventory sources. For example, when they have to be served within the immediate vicinity of a store, a DSP may so to speak deliver less quantity with 10 connected inventory sources than for instance with 20 connected inventory sources.

AdIQuity

doubleclick
by Google

FLURRY



MADS

mopub

NEXAGE

OpenX

rubicon
PROJECT

TAPSENSE

PubMatic

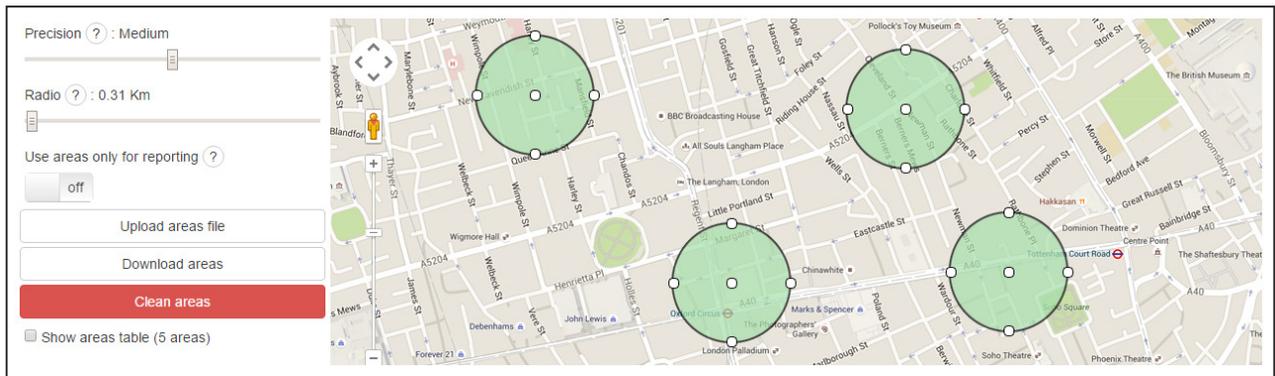
millennialmedia

MobFox



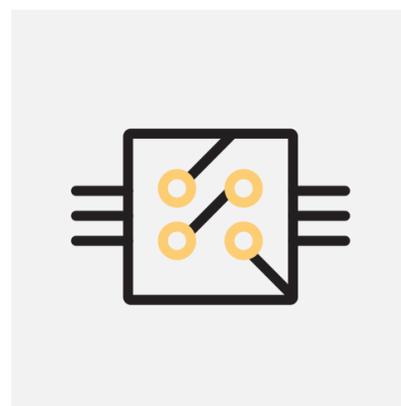
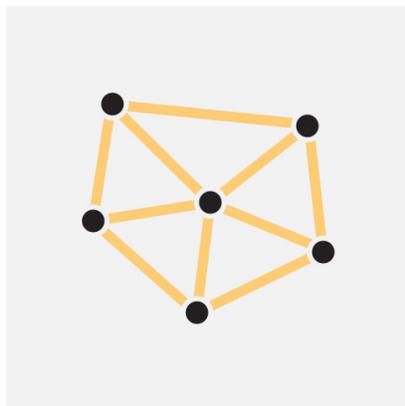
4. CHOOSE A DSP WITH AS MANY TARGETING VARIABLES POSSIBLE.

Many targeting variables allows you as an advertiser to reach your target audience. When a DSP has plenty of targeting variables, it is more likely your target audience will actually notice you. At the same time it is desirable to have these targeting options that can be easily invited.



5. CHOOSE A DSP THAT OFFERS THE POSSIBILITY OF BUILDING YOUR OWN DATABASE

“Data is gold”. This is a nice statement, but how can advertisers or agencies build data? The answer to this question is by using a DSP that provides you with the possibility of building your own database. Simply use the data rendered from campaigns in the past, and redeploy them at new campaigns.





TARGETOO UK

9 Devonshire Square
EC2M 4YD London
+44 2037372988

contact@targetoo.co.uk

TARGETOO NL

Danzigerkade 221
1013 AP Amsterdam
+31 20 229 4294

contact@targetoo.nl