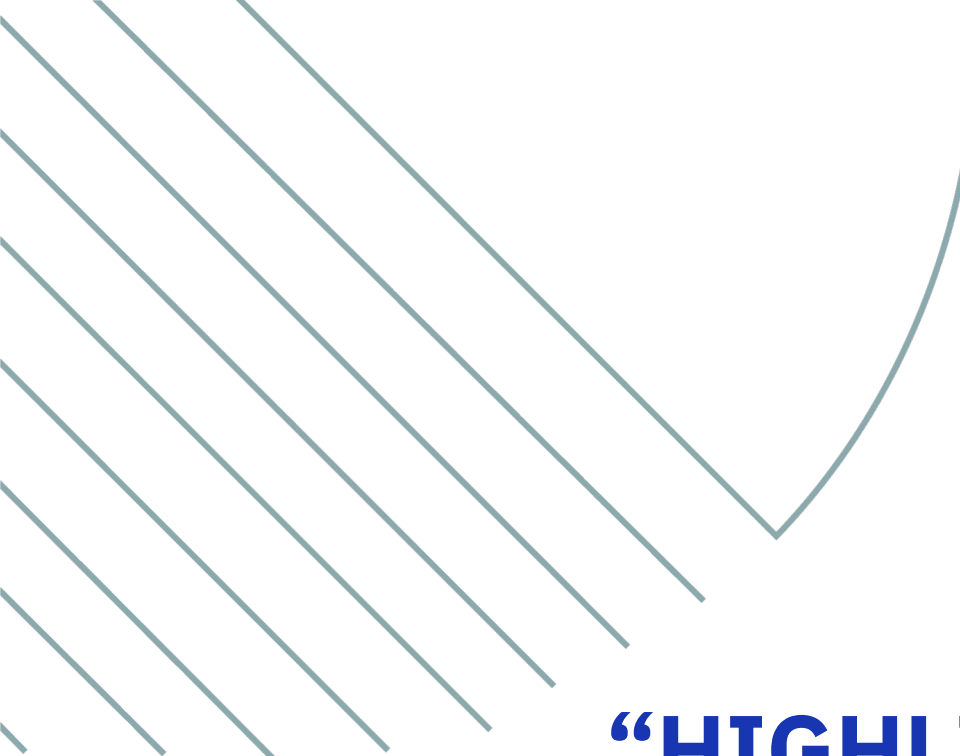




PROGRAMMATIC ADVERTISING 2025



“HIGHLIGHT THE POTENTIAL TO SEE A HIGH RETURN ON INVESTMENT (ROI) FROM PROGRAMMATIC ADVERTISING COMPARED TO TRADITIONAL ADVERTISING METHODS.”

Bid on ad placements in real-time and reach your target audience when they're most likely to engage with your ads.



WHY?

- The next big move
- Stay ahead of the competition
- Low cost per thousand Impressions

TO...

- Scale Efficiently
- Real time
- Optimizations Put data to use

USING...

- Audio
- Connected TV &
- Billboards Display ads & Video



GO BEYOND DISPLAY ADS

Reach & find potential buyers across the internet on mobile apps, websites, connected TV, online radio, YouTube. **Hyper target at scale**

PUT YOUR HISTORICAL DATA TO USE

Extract meaningful audience insights: Association with 3rd Party data providers, device usage, demographics etc. Leverage 1st & 3rd party data



PERSONALIZE CONTENT

Create dynamic & powerful creatives for your audiences with **“personalized content for your future prospects”** created using YOUR first party data

PARTNER WITH RELEVANT WEBSITES

Understand where your **audience resides & run exclusive** campaigns with negotiated costs

BE HEARD & BE VISIBLE

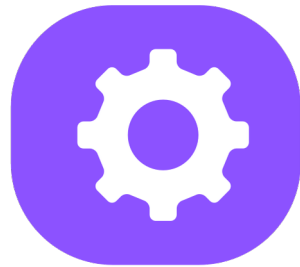
BENEFITS OF ENABLING PROGRAMMATICING



Paying per impression on millions of apps & websites, enables lower costs compared to traditional media buying.



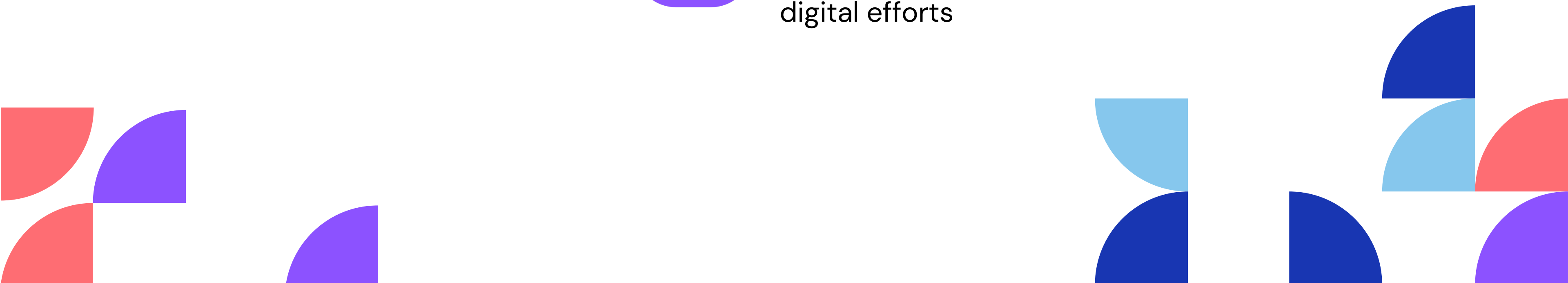
Create an impact by being available throughout the “buyer journey”



Enable frequency capping, build audience persona's, in a brand safe environment



Analyze & Optimize your performance in real time. Get meaningful insights to scale digital efforts



COST BENEFITS

1

"One platform" to manage your Traffic, Acquisition, Youtube*, Gmail*, Audio campaigns, Connected TV & interact with publishers from around the globe

2

Negotiate price & placements with Premium publishers (websites) with guaranteed impression delivery

3

Run ROI driven campaigns using "Outcome based buying" to only pay for clicks



PROGRAMMATIC FOR PERFORMANCE

AUDIENCE FIRST APPROACH

- Tailor marketing strategies according to your audience
- Create personalized content for your audience
- Put your historical data to use

CREATIVE CAPABILITIES

- Boosting engagement rates through HTML5 & Rich Media Creatives
- Data driven & personalized communication



ACCESS TO PREMIUM INVENTORY

- Access to websites and apps which can't be accessed using Google Adwords
- Know where your ads are getting served

DATA DRIVEN ATTRIBUTION

- Understand your customer's conversion journey
- Building an efficient marketing mix to tap & engage your audience

DIRECT MEDIA BUYING

“In a market where premium inventory are notoriously difficult to secure, Programmatic Direct allows us to guarantee high-quality display/video placements with the flexibility to choose the types of campaigns we want to run.”

BE VISIBLE WHERE YOUR BRAND IS RECOGNIZED THE MOST

EFFICIENCY

- Streamline trafficking
- Quicker Execution
- Less manual work
- Increased transparency
- Better troubleshooting tools

PERFORMANCE

- Manage Reach
- Manage Frequency
- Consolidation of multiple media buys
- Simplified optimization

PRECISION

Customize your campaigns using:

- Audience
- Geography
- Time
- Language
- Pacing controls

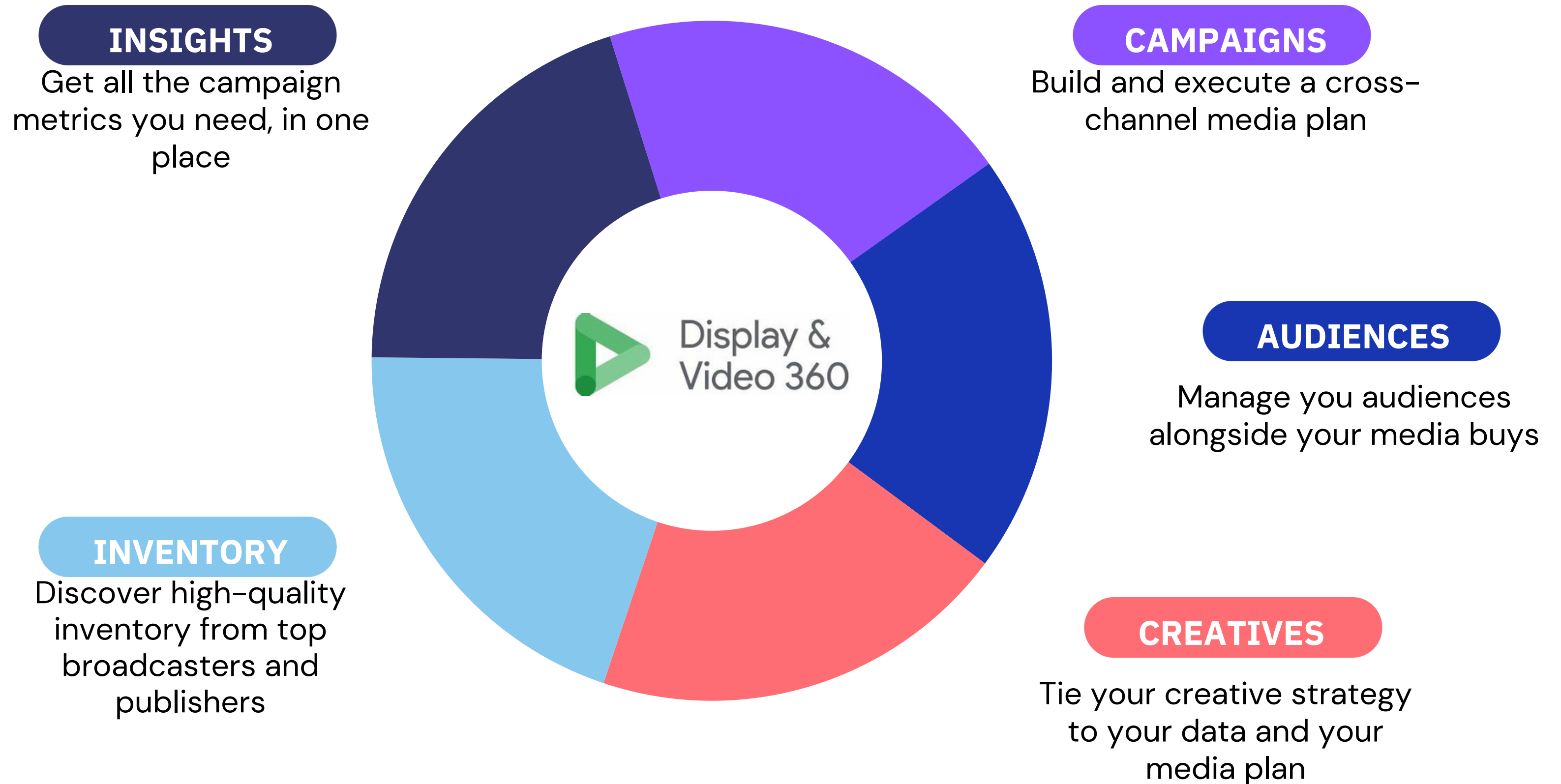
DEMAND SIDE PLATFORM (DSP)

A demand-side platform (DSP) is a software/tool that allows buyers of digital advertising inventory to manage multiple ad campaigns and ad types through one interface.



Display &
Video 360

DISPLAY & VIDEO 360



DV360 VS GOOGLE ADS



Reach	GDN	80+ Ad exchanges
Frequency Capping	By Day, Week, Month	By Minute, Hour, Lifetime
Dynamic Creatives	Unavailable (Static Banner, Video, HTML5)	Available (Rich Media, Audio, Connected TV)
Auction Deals	Not available	RTB, Preferred Deals, Guaranteed Deals

DIRECT MEDIA BUYING

Open Auction

***Many
Publishers***

*Access to millions of
websites Virtually
infinite volumes
Planned Spends*

Private Auction

***One
Publisher***

*Invitation Only Non-
guaranteed volumes
Minimum price
negotiated*

Preferred Deals

***One
Publisher***

*One to One deals
Volumes not fixed
Price is fixed*

Programmatic Guaranteed

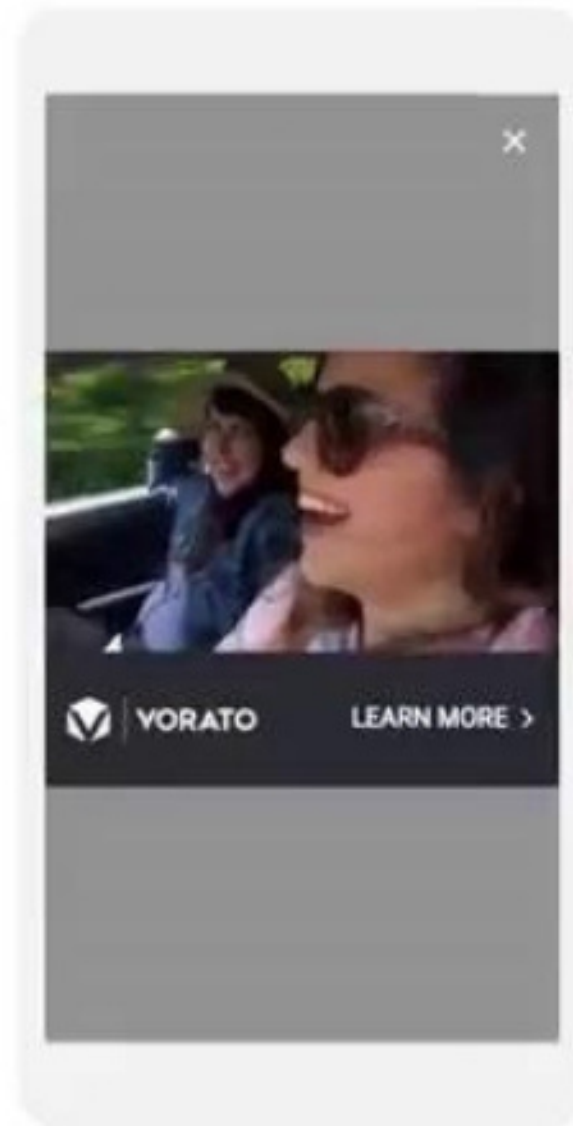
***One
Publisher***

*One to One deals
Volumes are
guaranteed Price is
fixed*

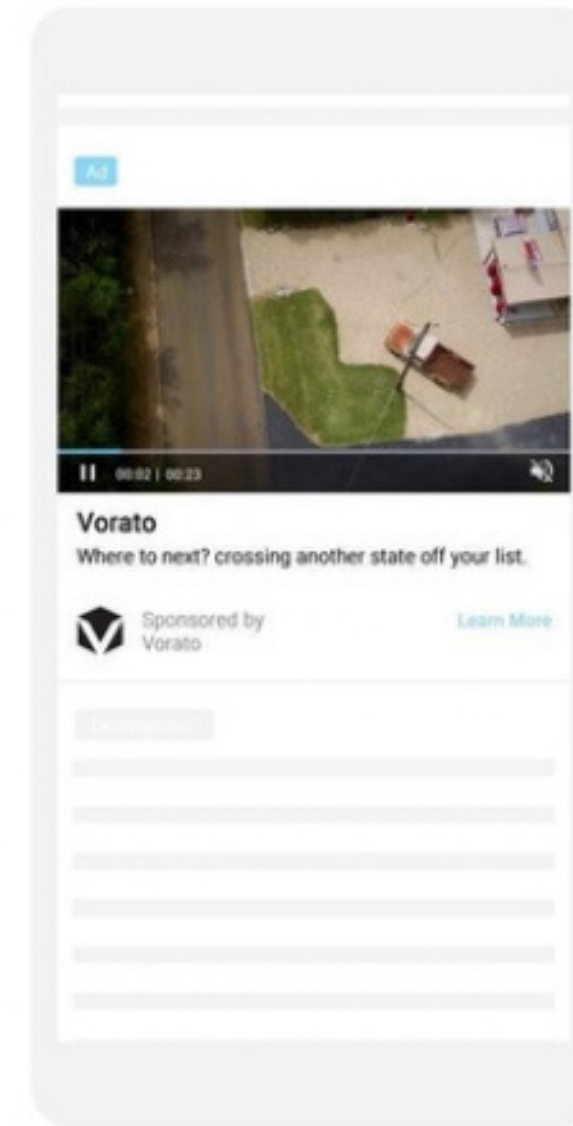
CREATIVE FORMATS



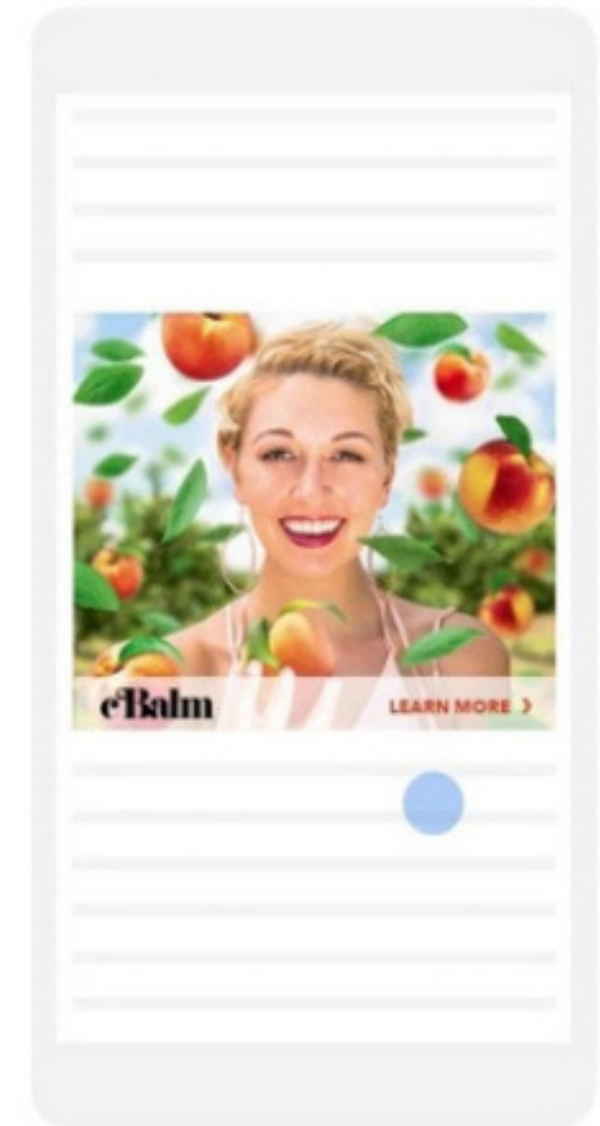
Swirl Ads



Flipbook

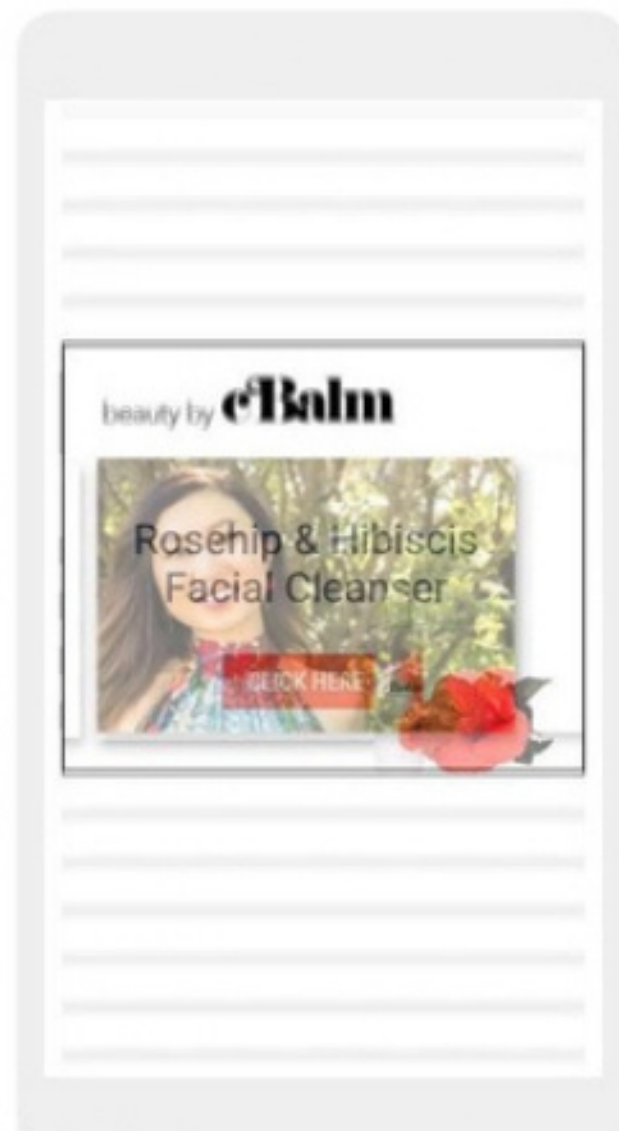


Native Video

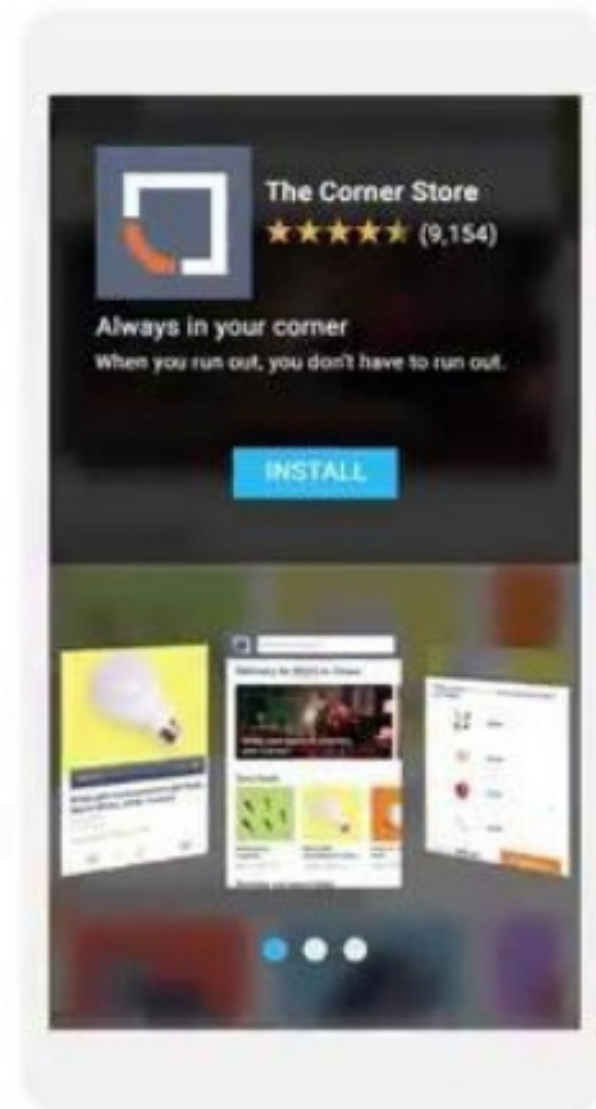


Parallax

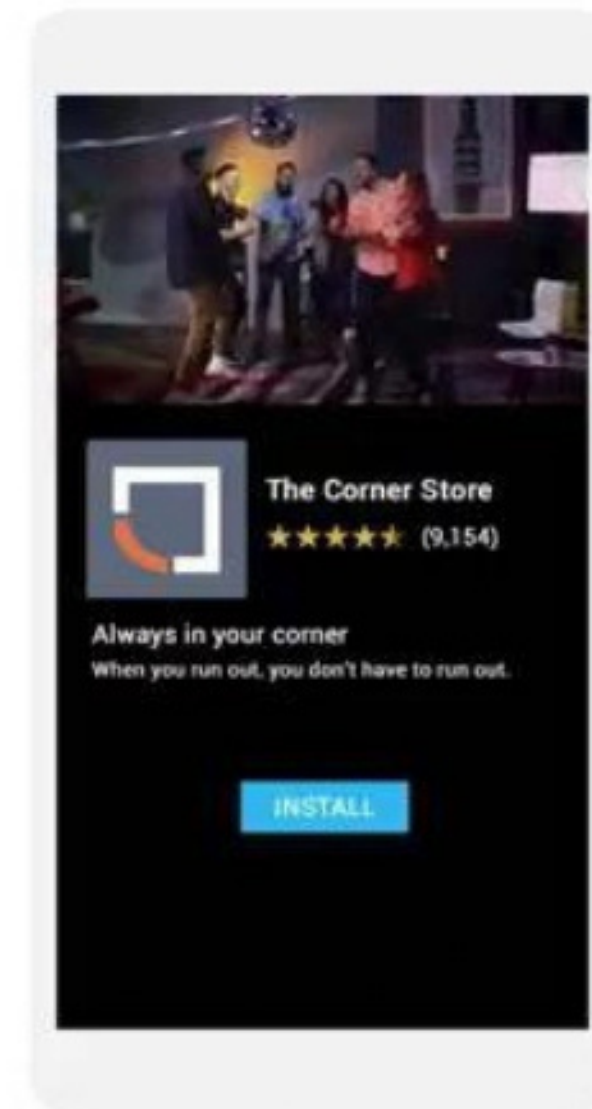
Via Programmatic Display you have access to a plethora of rich media creative formats that are highly interactive and engaging.



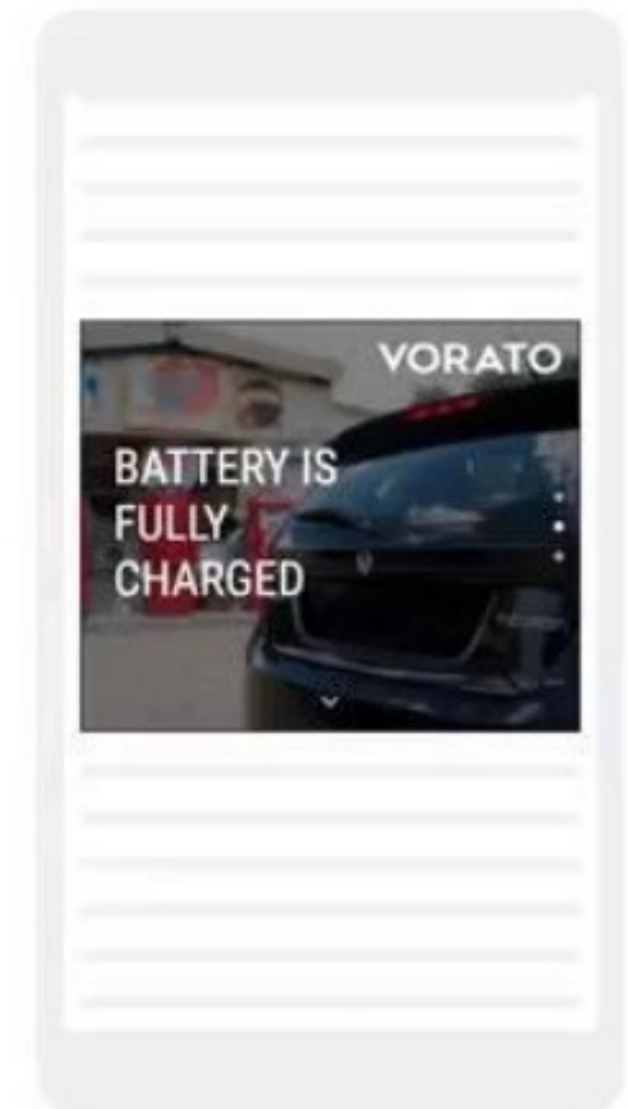
Panorama



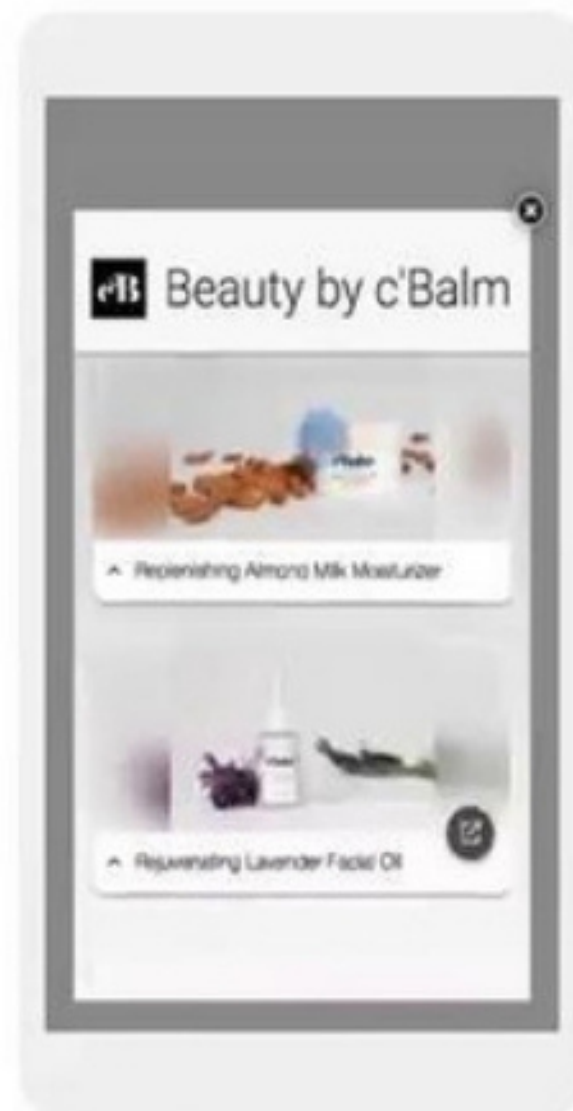
Interstitial



Interstitial Video



Cue Cards



Lightbox



Lightbox with Video



Native Ads



Native with Video

YOUTUBE ADS

Features

- Non-Skippable
- Optimized for mobile
- CPM Bidding

Assets

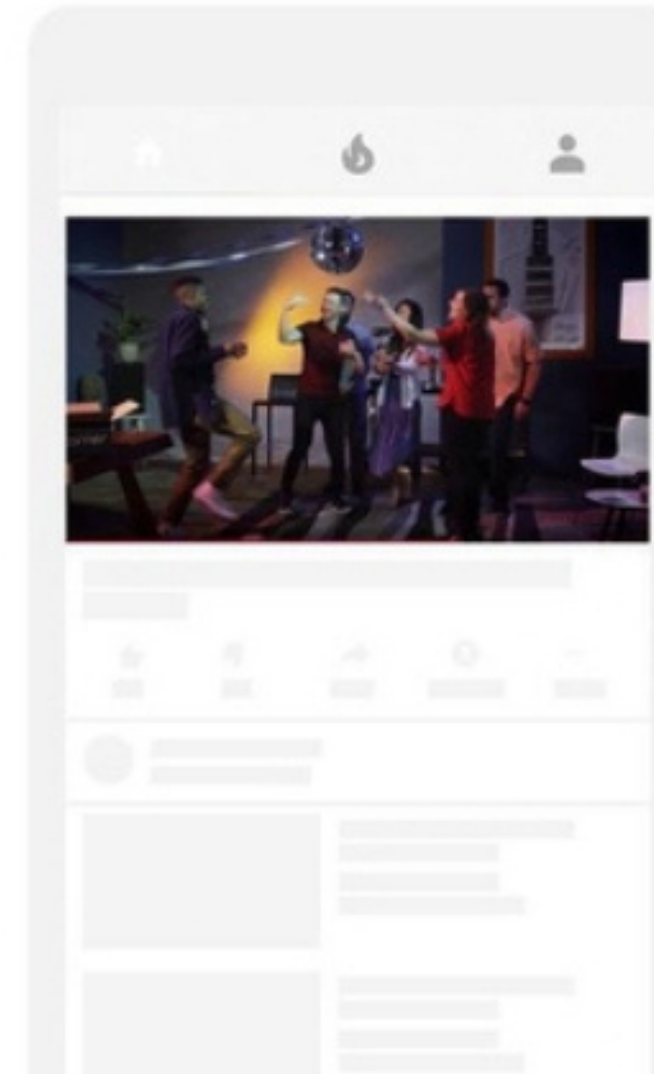
- Youtube Video (6 seconds or less)

Device Compatibility

- Desktop
- Mobile
- Tablet



Lightbox with Video



Native Ads

Features

- Pay per click
- 5X more clicks
- compared to instream

Assets

- Youtube Video
- Headline
- Description

Device Compatibility

- Desktop
- Mobile
- Tablet

YOUTUBE ADS (CONTD.)

Features

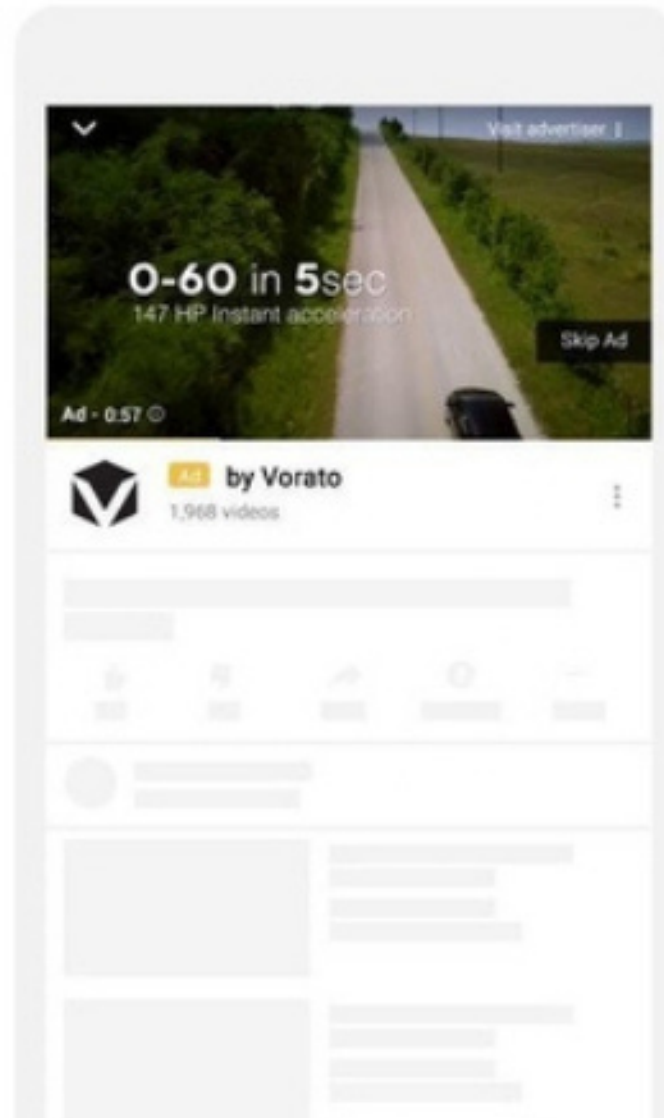
- Reach and only pay for consumers that have chosen to connect with your brand

Assets

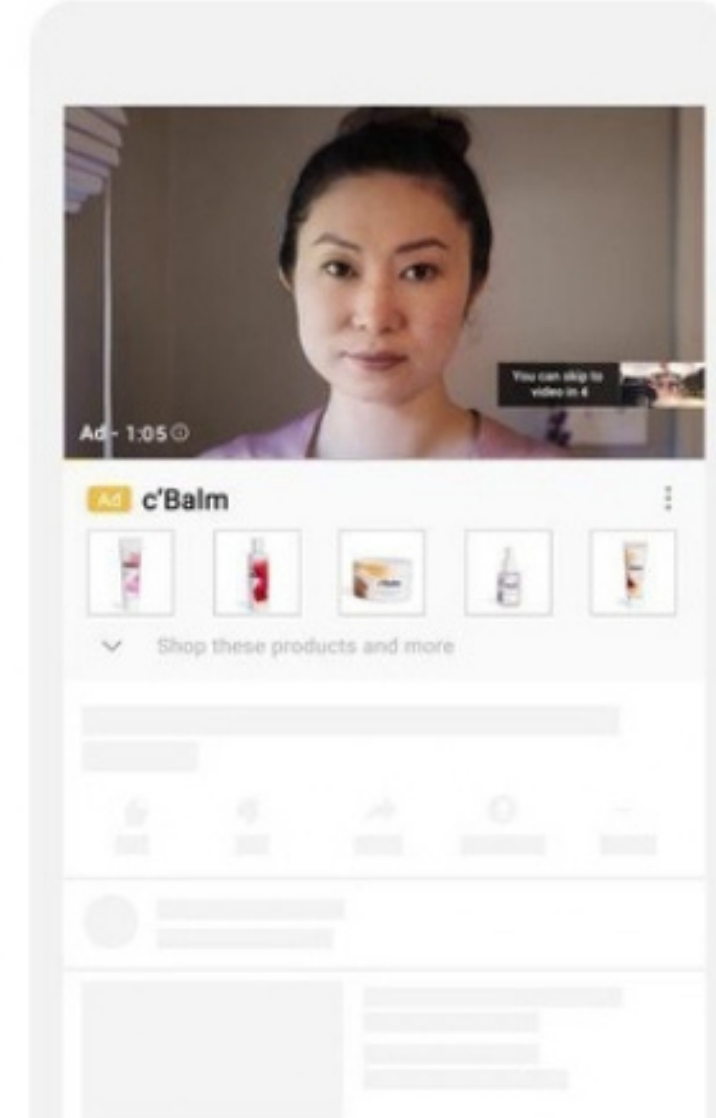
- Youtube Video

Device Compatibility

- Desktop
- Mobile
- Tablet



**Trueview Instream
Ads**



**Trueview for
Shopping**

Features

- Give consumers a quick way to buy products they see in your video

Assets

- Youtube Video
- GMC feed

Device Compatibility

- Desktop
- Mobile
- Tablet

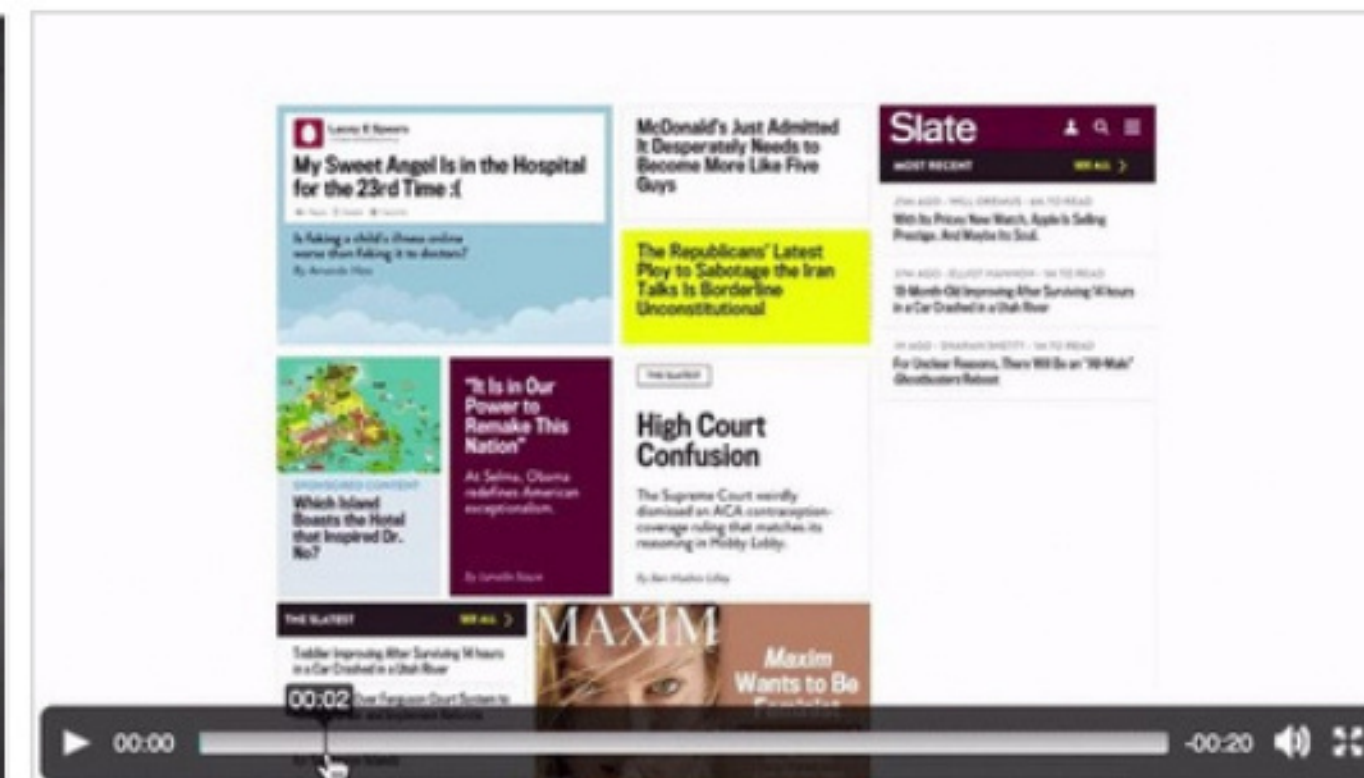
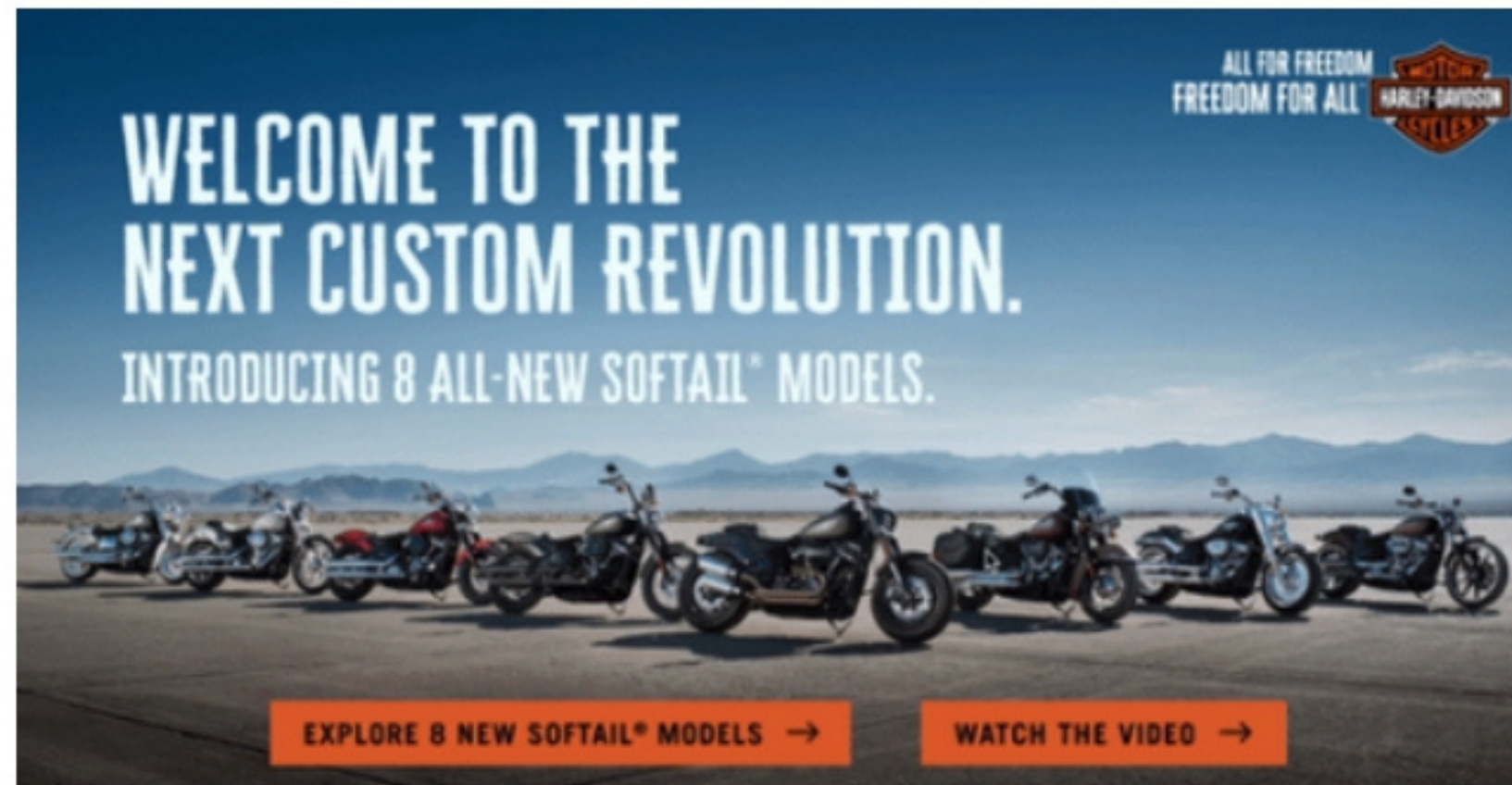
STORY ADS

Storytelling is when you show a sequence of creative messages to one person, one at a time. This could be a sequence of videos, display creatives, or a mix of both. A typical sequence starts with a video to drive awareness of your brand.

- Customers will see a continuous narrative no matter where they see your ads
- Clients will only spend on lower funnel ads once we know that the user has seen the upper funnel ad first
- Sequencing happens in real time



RICH MEDIA ADS



AUDIENCES

Affinity Audiences

Raise awareness & drive consideration among groups that have a strong interest in your brand

Custom Affinity Audiences

Using keywords, DV360 will intelligently define an audience without unnecessarily limiting the scale of your campaigns

In-market Audiences

Useful when looking to raise awareness & drive consideration among people who are "in-market" to purchase a good or service.

Installed Apps

Target mobile devices, based on the type of apps users have already installed.

Combined Audiences

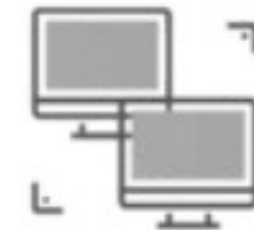
Combine various audience attributes, such as detailed demographics and affinities, to create "personas"

Custom Intent Audiences

Go beyond DV360's predefined In-Market categories and use your own keywords, URLs (websites), and apps



1ST PARTY DATA
Your Audience Data
Collected Directly From The
Source May Lack Scale



2ND PARTY DATA
Someone Else's 1st Party Data
Sold in a Private Data Marketplace
Purchased Directly from the Source



3RD PARTY DATA
Aggregated From Various
Sources Bought & Sold from
Data Exchange Most Scale

DIVERSE TARGETING OPTIONS



CONNECTION TYPE

Using keywords, DV360 will intelligently define an audience without unnecessarily limiting the scale of your campaigns



AUDIENCE

Target users based on their demographic, interests, and household income.



TIME

Target specific times of the day based on user behavior. Uncover the most valuable times and optimize.



PLATFORM

Useful when looking to raise awareness & drive consideration among people who are "in-market" to purchase a good or service.



GEOGRAPHY

Geo target your campaigns by country, city, state or postal code in over 180 countries



CONTEXT

Target any users who are interested in certain page contexts, such as Contact Center.

REPORTING ON DV360

Planning Reports

- Inventory Availability
- Audience
- Composition

Performance Reports

- *Site*
- *Exchange*
- *Creative*
- *Keyword*
- *Category*
- *Youtube*

Audience Performance

- *Audience*
- *3rd Party*
- *Provider Reach*



Display &
Video 360



- **Unique impressions** in 30 days
- **246 Mn unique impressions** match with the “Information and Technology” persona

Country	Unique Impressions
USA	198M
India	210M
Brazil	8M
Australia	8M
Canada	7M
Mexico	5M
Indonesia	3M
UK	2M
UAE	173K
China	133K
Saudi Arabia	84K
Russia	81K
Nigeria	67K
Qatar	63K
Venezuela	48K
Algeria	43K
Norway	40K
Kuwait	17K
Kazakhstan	12K
Iraq	9K
Libya	1K

B2B : CASE STUDY

CASE : OZONETEL

THE CHALLENGE

The customer journey in the Telecommunication industry was changing and the bet was to utilize Programmatic as a:

- Channel of awareness
- Lead generation
- New customer acquisition.

Ads budget of +15k USD per Month.

THE SOLUTION

Fix-the-Basics

- Started with Branding
- Targeting the right persona
- Adhere to best practices

Scale

- Data-driven daily optimizations
- Retarget users based on recency & frequency

Maintain & Iterate

- Scale conv & maintain
- performance MoM:
 - 1.CPM
 - 2.CPA

THE RESULTS

192%

Website traffic increase via paid ads

47%

CPC improved

53%

Cost per acquisition improved

CASE : STANDARD CHARTERED BANK

THE CHALLENGE

The customer journey in the Finance industry was challenging and the bet was to utilize Programmatic as a:

- Channel of awareness
- More engagements

Ads budget of 12L INR.

Running Ads on all platforms and paying high CPL for New Registration.

THE SOLUTION

Fix-the-Basics

- Running Brand Awareness
- Building Intent Company List
- Target Decision makers from ICL

Scale

- Data-driven daily optimizations
- Retarget users based on recency & frequency

Maintain & Iterate

- Scale clicks & build more ICL:
 - 1.CPL
 2. CTR

THE RESULTS

143%

Website traffic increase via paid ads

68%

CPC improved

76%

CTR Improved



THANK YOU

www.leadvantageglobal.com