



# HOW TO ADVERTISE USING PROGRAMMATIC MARKETING BY BELGIAN ASSOCIATION OF MARKETING

**This guide was made possible with help from:**



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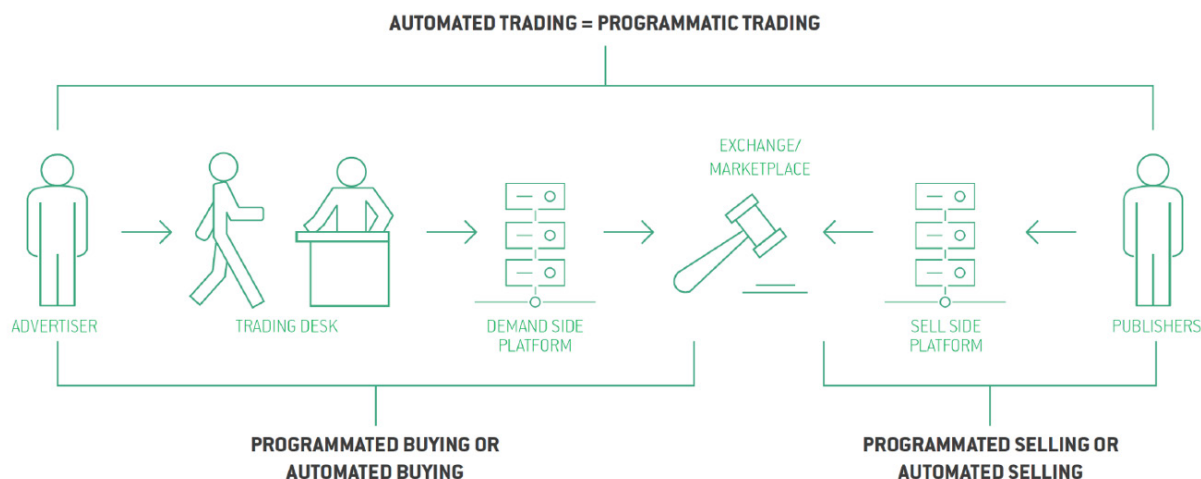
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The Belgian Association of Marketing is proud to present the *BAM How to Advertise guide on programmatic marketing*, the first guide for buyers to help unravel the mystery of programmatic marketing for the Belgian market. Since the explosion of programmatic and innovation since the year 2000, it's been increasingly difficult for advertisers, agencies, publishers, consultancy firms and technology players to indicate if a vendor is compliant to the Belgian market. With this How to Advertise-Guide, BAM would like to make a tangible document that anyone in Belgium can use to make sure they select the correct partners to work with. Below we are providing a list of stakeholders and companies for you to be able to contact.

## Stakeholders



To start we indicated different stakeholders in the entire programmatic ecosystem. Generally speaking, there are the following stakeholders in the automated trading process:

### > Advertisers & Brands

Advertisers are stakeholders who would like to setup digital marketing campaigns based on a certain goals or KPIs for brands they represent.

### > Agencies & Trading Desks

Agencies are stakeholders who represent the buy-side of the process, making it that they help out Advertisers & Brands to do their digital marketing campaigns successfully and distribute ad campaigns.

### > DSPs, SSPs & other adtech providers

Technology is becoming more vital within the programmatic ecosystem allowing them to create an environment where advertisers and publishers can trade in an equal way. Although discussions can be held about the objectivity and honesty of certain ad tech vendors certainly when they own both DSP- & SSP-technology, within the automated trading process they allow to enable the functionality of creating an ad exchange and an environment where the right audience is bought at the right price and the right time. Within this area, you also have technologies representing the buy- & sell-side of the business making the functionality available to buy inventory and data programmatically.

### > Sales houses & publishers

Sales houses and publishers are stakeholders representing the 'sell side' of the business, which consists of website owners, publishers who wish to sell their ad inventory directly or with an independent media sales house.

## > Data aggregators & DMP's

On top of DSP- & SSP-connections it is possible via cookie syncing to apply data to make sure users get more relevant ads depending on the behavior they perform on different websites. So called 1st party data, it is possible to target people based on data you own from behavior of websites you owned. So called 3rd party data is data you don't own as a client which get aggregated by DMP players from different sources and which you can use as a buyer to target a specific audience. 2nd party data also implies data you don't own, but due to transparency and the knowledge of the source, you know much better where your audience is coming from.

## Players

Below we are listing the vendors who BAM knows to be active on the Belgian marketing categorized by stakeholders:

### Agency Trading Desks

- > Dentsu Aegis Network – Amnet
- > GroupM – Mindshare – Maxus – Wavemaker – Xaxis
- > Havas – Affiperf
- > IPG Mediabrands – Cadreon
- > OMD – PHD Media – Semetis
- > Space
- > ZENITH – Performics

### Independent Trading Desks

- > AdExpert
- > AdSomeNoise
- > Programmads
- > Gammed
- > Grava
- > Knowledge
- > MediaDonuts
- > The Reference – Emakina
- > We Are Digital

### Publisher Trading Desks

- > DPG Media
- > IP Belgium
- > Pebble Media
- > Rossel
- > Mediahuis
- > Roularta

### Media owned DSPs

- > Xandr – AppNexus (Microsoft)
- > Google Marketing Platform (Google)
- > OATH (AOL)

### Independent DSPs

- > Adform
- > Adobe
- > Amobee
- > MediaMath
- > The Trade Desk

### Media owned SSPs

- > Xandr – AppNexus (Microsoft)
- > Google Marketing Platform (Google)
- > FreeWheel (Comcast)
- > Mopub (Twitter)
- > OATH (AOL)
- > SpotXchange (RTL)

### Independent SSPs

- > Rubicon – InMobi
- > Improve Digital
- > PubMatic
- > Adform
- > Sharethrough

### Local inventory sources & ad exchanges

- > 2dehands / 2iememain
- > Mediahuis
- > Rossel
- > IPadex
- > IPM
- > Pebble Media
- > DPG Media
- > Produpress
- > Proximus Skynet
- > Roularta

### Adservers

- > AdHese
- > Adform
- > Google Marketing Platform
- > Sizmek (Amazon)
- > Flashtalking

### International inventory sources & ad exchanges

- > Sellbranch (Azerion)
- > Verizon Media – BrightRoll (Yahoo!)
- > BroadSign – LED-AD & DOAA – Clear Channel
- > Doubleclick Ad Exchange (Google)
- > VIOOH by JC Decaux
- > Just Premium
- > Outbrain – Ligatus
- > LinkedIn
- > Microsoft Ad Exchange
- > Taboola
- > Teads
- > TargetSpot (Radionomy, Soundcloud)
- > Spotify
- > Sublime Skinz
- > TMG (Telegraaf Media Groep)
- > Tumblr

### DMPs

- > Oracle
- > Adobe
- > CXense
- > Lotame
- > Salesforce
- > MediaMath
- > Adform
- > Amobee
- > Semasio

## Pre-Campaign Checklist for a buyer

Now that we know the stakeholders and have chosen various players to work with, you can start the real work. Before a programmatic or any digital marketing campaign can go live, it's the responsibility of the buyer to deliver the necessities to start up a campaign. Below we are describing a pre-campaign checklist you can keep in mind before a digital campaign can go live. It's divided in 3 key components: *Briefing*, *Tracking and Measurement* & *Creatives*. In general, you can count about a month of preparation before a campaign can go live depending on the complexity.

### **Briefing**

A briefing should explain the basics of the campaign which is the goal of the campaign, the defined KPIs for this campaign, the time when the campaign will run, the budget to be spend on this digital campaign & the target audience for the campaign.

## 1. Campaign Goals

- > Awareness / Branding
- > Activation / Web visits
- > Performance (Leads / Sales / Conversions)

## 2. Campaign KPI's

- > Cost Metrics: CPM (Cost per 1.000 impressions) / CPC (Cost per Click) / CPL (Cost per Lead) / CPA (Cost per Acquisition)
- > Revenue Metrics: ROI (return on investment), ROAS (return on ad spend), AOV (average order value), ...
- > Delivery Metrics: Impressions & Clicks
- > Engagement Metrics: Video views, Video completes, CTR (clickthrough rate), ...

## 3. Campaign Timing

- > Always-On
- > One quarter
- > One month
- > One week
- > Selected days

## 4. Campaign Budget

## 5. Campaign Target Audience

- > Unknown vs. Known
- > Specific placements
- > Specific audiences
- > ...

### Tracking and measurability

During campaign setup it's important in digital marketing activities that a **clear tracking plan** based on the campaign goals and KPI's is implemented. For this you need various ad technology partners to be installed going from an adserver & web analytics tool to a DSP, viewability measurement partner and so on.

- > Which adserver are we using?
- > Which web analytics tool are we using?
- > Which platform are we using to buy?

In case of retargeting strategies, it's preferred to implement this tracking plan 2 to 4 weeks before campaign launch is planned depending on the visitor volume. Keep in mind that implementation of various tools can take a few weeks until months depending on the complexity of the project.

### Creatives

The last and vital step is to receive creatives from the creative agency or banner builders. Always keep in mind:

- > Which channels are you running (Display, Video, Audio, Native,...)?
- > Is the creative material up to spec to all publisher requirements?
- > Are there different creatives needed for different campaign goals?
- > Don't forget to have a clear brand identity, message and CTA aligned with the campaign goal!
- > Do creative need to dynamically change depending on the behaviour of a visitor on the website?

Keep in mind that it's needed to verify if the material is compliant and that can take from 3 days up to 2 weeks.

## Strategies & optimisation

It's also advised to go over various strategies with the buyers to make sure you are aligned according to various campaign goals. Classical programmatic campaign setup consists of 3 general inventory types & strategies:

### 1. Premium: Premium news site BE and foreign with BE visitors

There are several benefits to buying premium inventory. This type of placement usually yields a better branding value because of their high traffic volumes. Premium news websites are more frequently visited by a broader audience which automatically gives you an extended reach compared to longtail niche publishers.

As this type of premium publishers often have dedicated delivery teams, they can assist you in setting up Private marketplaces. This way buyers can get better deals compared to buying in the open market.

Premium inventory also comes with additional targeting possibilities such as behavioural and contextual data or specific audience segments which are based on declared visitor data (subscribers, members, ...).

### 2. Contextual

Next to premium publishers, there is a much larger number of websites which provide content on very specific subjects. As they are categorized according to IAB standards, these sites can be used within campaigns based on their content. IAB published an overview of the IAB categories [online](#).

Companies such as Grapeshot and Admantx use their own algorithms to create segments of websites based on actual page content by analysing the websites on a keyword level. This allows for a much more granular approach when targeting specific subjects.

### 3. Data

Data strategies are more often being implemented as this allows for enhanced targeting within the existing inventories. The datasets that are used can be broken down into three types:

- > **1<sup>st</sup> party data:** All data you yourself have collected about your audience. This is most often cookie-based data, and it can include information gathered from website analytics platforms, CRM systems, and business analysis tools.
- > **2<sup>nd</sup> party data:** Essentially somebody else's first party data. Often obtained through data partnerships where others are willing to share their customer data with you.
- > **3<sup>rd</sup> party data:** This data is typically purchased on a large scale from publishers and can be obtained by competitors as well.

During the programmatic campaign, the campaign can be optimized. Programmatic campaign optimizations are carried out throughout the entire duration of the campaign. This is both a time-consuming and labour-intensive process which requires a clear and concise way of understanding your campaign metrics. A campaign focused on branding is optimized in a very different way that campaigns that have quality traffic building or conversion optimisation as main KPI. Below we will describe the most common ways to optimise your campaigns once they are up-and-running.

## **Budget**

- > Allocate budget where they perform the best. If a certain inventory doesn't deliver as expected, cut down on your budget.

## **Bidding Strategies**

- > Depends on your campaign KPI's. If you require traffic, consider bidding on a CPC basis. If branding/awareness is your goal, CPM or vCPM will be better. Recently other bidding strategies such as dCPM have been added which allow for a more fluid campaign approach without have to set a fix CPM price.

## **Domains**

- > Exclude domains that underperform in terms of CTR, CVR, ...
- > Set bid multipliers on domains that are showing promising results so they get more mediabudget.
- > ...

## **Geo**

- > Which geographical regions are performing best? This can be based on city, province, region, country level. Some DSP allow to work on GPS coordinates, but since GDPR is in place, this is mostly considered to be PII data.

## **Timing**

- > Make a distinction between workweek- and weekend days. Depending on your goals, one or the other is more likely to perform better. Make sure you don't waste budget during the night-time when people are less likely to convert.

## **Devices**

- > Set a different strategy for mobile, desktop (audio, voice, DOOH) devices. Depending on where someone is in the funnel or whether a website is mobile-friendly or not, you will need to set up different ways of media buying.

## **Creatives**

- > Classic banners vs. dynamic creative optimisation banners. Each type of client/campaign will require different creatives and ways to optimise them. Excluding certain ad sizes is a first and simple optimisation. More advanced techniques involve tweaking messaging within your banners by using product feeds.



## Data

- > Use 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> party data to enrich your current targeting strategies. Within Belgium there are more and more data-providers available such as Sirius Insights (Experian), Factual, AdSquare, Point-Blank, ...
- > 1<sup>st</sup> party data (own site analytics) is a very powerful asset within mediabuying as this allows you to identify specific behaviour on your site. This data can then be used to define retargeting flows which allow you to push your prospects down the conversion funnel and become clients.
- > Converter data can be used to create up/cross selling campaigns based on products/services that were bought.
- > Use DMP platforms to create similar audiences (also called lookalike audiences) based on key indicators such as converters, check-out data, RFM, ...



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