

# GAMNED!



## THE STATE OF PROGRAMMATIC IN BELGIUM

The very first programmatic barometer in Belgium.  
Built with Belgian Advertisers, Agencies & Publishers who helped us measure the importance and the evolution of programmatic in the market.

HERE ARE THE CORE ELEMENTS TO REMEMBER:

### PROGRAMMATIC IS A POPULAR CHANNEL

**95%**  
of respondents  
**KNOW**  
programmatic

**74%**  
of agencies & publishers  
**ARE USING**  
programmatic

**79%**  
of advertisers  
**ARE USING**  
programmatic

### THE SHARE OF PROGRAMMATIC IN DIGITAL BUDGETS IS GROWING

TODAY

**37%**  
of digital budgets

TOMORROW

**78%** of companies consider increasing their programmatic budget next year

### TOP 3 PROGRAMMATIC UPSIDES

REAL TIME OPTIMIZATION

**91%**

TARGETING POSSIBILITIES

**78%**

STORYTELLING USING SCENARIOS

**76%**

### DIGITAL PROFESSIONALS EXPECT: CLARITY AND RELEVANCY TO MAXIMIZE ENGAGEMENT

**60%**  
WOULD LIKE  
CLEARER  
MEASURING TOOLS

**89%**  
WOULD LIKE  
MORE TRANSPARENCY ON  
IMPLEMENTED STRATEGIES

**64%**  
WOULD LIKE  
MORE PERSONALISED  
MESSAGES

**52%**  
WOULD LIKE  
MORE INTERACTIVE  
FORMATS

#### RESPONDANT'S QUALIFICATION

**122**  
respondants

**69%**  
advertisers

**31%**  
agencies  
& publishers

Regions:  
57% BRUSSELS  
34% FLANDERS  
9% WALLONIA

ONLINE ADMINISTRATION - MARCH/APRIL 2019



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