

Programmatic. Advertising.

A short explanation

Programmatic Advertising.



Programmatic advertising is suitable for both performance and branding campaigns. Advertisers benefit not only from its efficient user targeting, but also from the great reach of the linked networks and the different, even dynamically adapting, creatives. All these assets make programmatic advertising as flexible as nearly no other online marketing measure.

Would you like to add programmatic advertising to your online marketing mix or do you require help with managing and optimizing existing programmatic campaigns? Our qualified display team ensures a smooth, automated run of your programmatic advertising campaigns for you.

Advertising that adapts.

Simply put, programmatic advertising is the use of software to buy digital ads on publishers' websites by using AI-driven algorithms to determine how your budget is spent on a highly targeted campaign. Compared to traditional speculative advertising, this leads to extremely efficient and effective targeting as well as deeper insights into user behavior.

Unlike in traditional display marketing, impressions are no longer selected solely on the basis of context and bought in fixed-price packages. User-centric targeting is defined instead, and so each impression is evaluated and (if necessary) auctioned off. To ensure the highest possible relevance, targeting for the desired audience is enriched with additional data, e.g., the user's individual characteristics, education, occupational field, affinities, or shopping, online, and consumer behavior.

