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Introduction To Programmatic Advertising

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Chapter one outlines the basic technologies enabling programmatic advertising – such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks, and the most important industry bodies.

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Programmatic advertising is an automated method of purchasing and selling ads used in digital marketing campaigns. Programmatic ads are sold using an automated bidding system in real-time. In the process, companies can instantly buy ads to display on apps, websites, or other platforms.

~~An Introduction to Programmatic Advertising~~

Programmatic advertising is comprised of targeted digital ads (such as display ads, social ads, in-app ads, pre-roll video, connected TV

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and radio) on a variety of channels. As compared to traditional methods that blanket a wide audience (where many consumers may not be “ in-market ”), programmatic marketing offers the ability to show a specific ad to a specific consumer in a specific context.

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Programmatic advertising is becoming an increasingly important part of the digital advertising ecosystem and, as a marketer or an advertiser, it is imperative that you fully understand how it works. It ' s an in-demand skill that will help you take your career to the next level and this course will help you accomplish that!

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In a nutshell, programmatic advertising automates the decision-making process of where ads are placed, using artificial intelligence (AI) and real-time bidding (RTB) for online display, mobile and...

~~An Introduction to Programmatic Advertising~~

Probably a counter-intuitive name for the advertising concept, programmatic advertising is about letting an AI decide how, where

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and when are your ads to be displayed. The aim is to draw in converting viewers by automatically buying appropriate ad spaces for your campaigns.

~~An Introduction to Programmatic Advertising – Wisdek Corp.~~

Programmatic display advertising involves automated bidding on display advertising inventory in real-time, for the opportunity to show an ad to a specific customer type, in a specific context. It doesn't include paid search bidding. Often it involves header bidding to facilitate the real-time bidding process.

~~What is Programmatic Marketing? | Smart Insights~~

Our next webinar, Introduction to Programmatic Advertising, is just what you need! Join Kelly Wiethuchter, one of

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AUDIENCEx ' s programmatic experts, as she guides you through the complex world of programmatic advertising. She will cover what programmatic advertising is, how it has evolved over time, and some targeting tactics and strategies you can use for successful programmatic campaigns.

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Programmatic advertising does not randomly place ads. Instead, it uses contextual reasoning to place ads in the most rational ad space. Native advertising is a perfect example of this type of marketing. Native advertising is about putting ads within the content to appear as though the publisher intended to place it there.

~~Quick Introduction to Programmatic Advertising - DigitalAdBlog~~

Chapter one outlines the basic technologies enabling programmatic advertising – such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks, and the most important industry bodies.

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Programmatic advertising is the most exciting thing that happened in marketing in a long time – perhaps since the advent of mass advertising itself. This book offers the first comprehensive introduction to the world of programmatic advertising. If you are new to this revolutionary technology, it will help you get quickly up to speed.

~~Introduction to Programmatic Advertising by Dominik Kosorin~~

This is an absolutely fantastic introduction to the insanely confusing world of programmatic and real time bidding. I think you get more out of this book if you read it along with "Targeted: How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumer" by Mike Smith.

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~~Introduction to Programmatic Advertising | Digital Market News~~
NYSBA Digital Leadership Academy Programmatic advertising has become the “ go to ” approach for advertising. This session will teach you the basics.

~~Introduction to Programmatic Advertising – 2020 NAB Show ...~~

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Details included are company description, major business, company total revenue and the sales, revenue generated in Programmatic Advertising Platform business, the date to enter into the Programmatic Advertising Platform market, Programmatic Advertising Platform product introduction, recent developments, etc.

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