

# Display

Programmatic



# Programmatic Display

## The Essentials of Digital Marketing:

- › Branding
- › Client Acquisition
- › Client Retention
- › Media Relations
- › Business Intelligence

## Branding & Awareness – Display Advertising

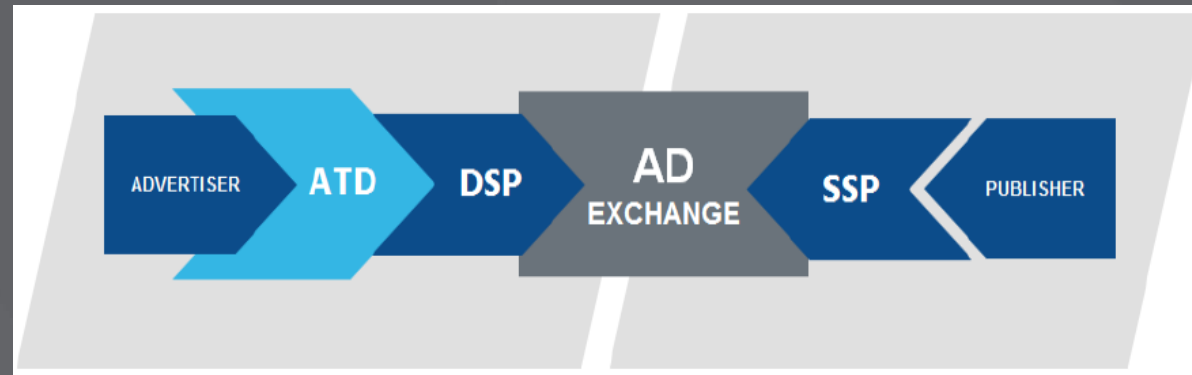
Unlike contextual based targeting, programmatic allows you to take display ads one step further by adding behavioural targeting criteria.

The results – according to Yahoo!, display is responsible for approximately 150% lift in search interest.





# Agency Trading Desk (ATD)



## ATD (Managed Services)

- Low Commitment
- No Set Up Fees
- No Ad Serving Fees
- Managed Service
- Qualified Traders w/ Experience
- Dedicated Campaign Manager

VS

## DSP (MediaMath, Adroll, Turn)

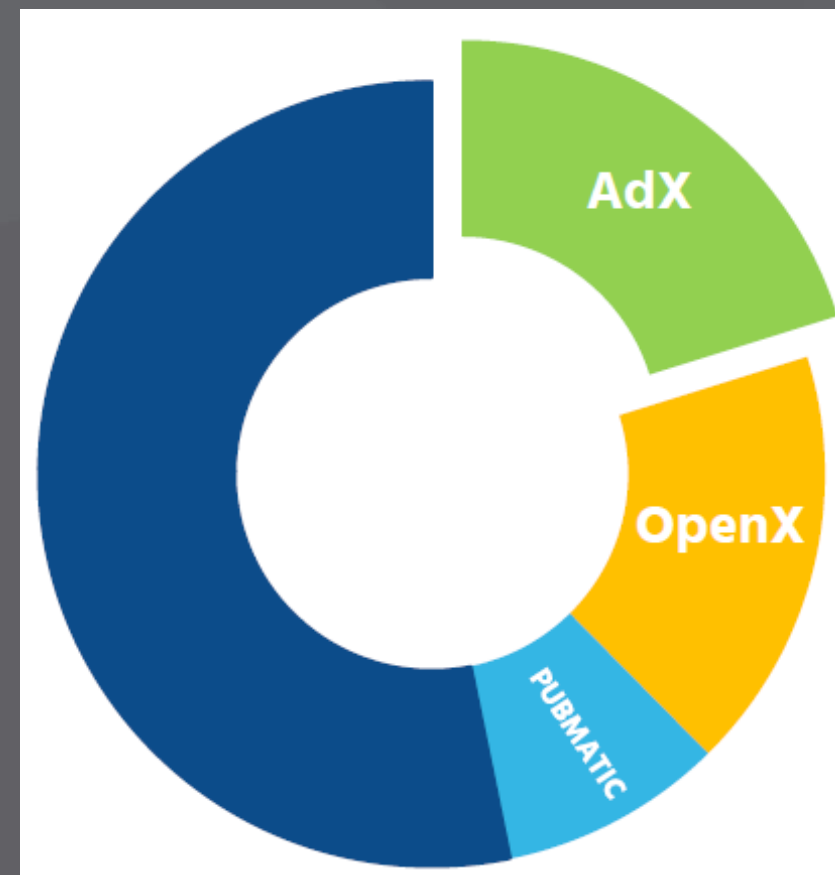
- High Commitment (annual)
- High Set Up Fees
- High Campaign Minimums (\$20K+)
- Self Serve
- Extra Fees \$\$\$ - Ad Serving, Pixel Generation, etc...

# Display – Inventory Partners

## Inventory Partners

We are connected to over **50 Ad Exchanges / Networks** with access to over **150+ countries**.

Don't limit your reach by only running on DoubleClick or GDN.





# Display – Inventory Partners

## DISPLAY

ADMETA	LiveIntent
adscale	Microsoft Ad
Adskom	Exchange
AOL One	OpenX
AppNexus	PubMatic
Beanstock	PulsePoint
BidSwitch	Rubicon
Brightroll Display	RhythmOne
Centro	Sonobi
DoubleClick AdX	Sovrn
Floor 6	Switch Concepts
Fyber	Technorati
Gamut Media	Yieldlab
GumGum	
Improve Digital	ZEDO
Index Exchange	

## AUDIO

Adswizz  
Spotify  
Triton

## NATIVE

DoubleClick AdX  
ShareThrough  
TripleLift  
YieldMo

## MOBILE

AerServ	MoPub
BidSwitch	OpenX
Centro	Opera Mediaworks
DoubleClick AdX	PubMatic
Index Exchange	Rubicon
InMobi	RhythmOne
Kargo	Sharethrough
LKQD	SpotX
Millennial Media	xAd

## VIDEO

adRise	Smartclip
AOL One/ Adap.TV	SMARTSTREAM.TV
BrightRoll Video	SpotX
DoubleClick AdX	StickyADS.tv
Improve Digital	Teads
Index Exchange	Tremor Video
OpenX	Undertone
Optimatic	Unruly
PubMatic	Vdopia
RhythmOne	Yume

# Display – Data Partners

## Third Party Data Partners

Our Data Management Platform is integrated with over 60 data partners and target users with confidence and precision.



We are proud to announce a first in the industry to have partnered with the cybersecurity firm White Ops, a leader in fighting automated non-human traffic, to block fraudulent impressions before they're purchased.





# Display – Data Partners

## DESKTOP

Axiom	Evite	Nielsen Catalina
AddThis	eXelate	Omnibus
Adobe	Experian	Profound Networks
Affinity Answers	Eyeota	Roy Morgan
ALC	FinancialAudiences	Semasio
Alliant	Forbes	Semcasting
Amerilink (KBM Zipline)	Gfk MRI	ShareThis
AnalyticsIQ	Hivewire	TARGUSinfo AdAdvisor
Arcametrics	I-Behavior (KBM Zipline)	The ADEX
Are You a Human	iCumulus	Tivo Research
BlueKai	Infogroup	TransUnion
Bombora	Intimate Merger	TruSignal
Cardlytics	IPSOS AU	V12 Group
comScore	IRI	VisualDNA
Connexity	IXI	Webbula
Cross Pixel	Kantar Shopcom (KBM Zipline)	Wego
Data Alliance	Krux	Rentrak
Datacratic	L2	SambaTV
Dataium	Lotame	
Dataline	MasterCard Smart	
Datalogix	Audiences	
Datamyx	Neustar	
DataXpand	Nielsen	
Dun & Bradstreet		
Edmunds		

## MOBILE

Axiom	Dun & Bradstreet	mParticle
ALC	Evite	Neustar
Amerilink (KBM Zipline)	Experian	Nielsen Catalina
Beintoo/Cuebiq	Factual	NinthDecimal
BlueKai	I-Behavior (KBM Zipline)	PushSpring
Cardlytics	Kantar Shopcom (KBM Zipline)	The ADEX
Connexity	Krux	V12 Group
Dataline	Lotame	VisualDNA
Datalogix	Mobilewalla	
DataXpand		

## CROSS-DEVICE

Adbrain  
Crosswise  
Drawbridge  
Tapad

## LOCATION

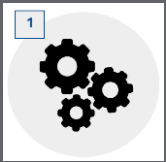
AdSquare  
Factual

## PRE-BID & MEASUREMENT

DoubleVerify  
Grapeshot  
Integral  
Moat  
Peer39 / Sizmek

# Pre-Bid Solutions

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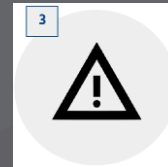
## Brand Safety

Limits any Adult, Alcohol, Drug, Hate Speech, Illegal Download or Offensive Language Content to come into contact with your brand.



## Viewability

Make your impressions count by targeting the top 10-75% of impressions that are most likely to be viewed for the longest time.



## Suspicious Activity

Blocks very high risk sites above and beyond our daily updated block lists which are already in place.



## Cyber Security

When a non-human impression, known as “Sophisticated Invalid Traffic (SIVT)” is identified, we will block that impression from serving.



# Mobile: Common Ad Dimensions

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**300  
x  
250**

**200  
x  
200**

**250  
x  
250**

**320 x 50**

**320 x 100**

# Computer: Common Ad Dimensions

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970 x 90

200  
x  
200

250  
x  
250

300  
x  
250

336  
x  
280

1  
6  
0  
x  
6  
0  
0

300  
x  
600

468 x 60

728 x 90