



custom

programmatic
is the future



the shifting landscape

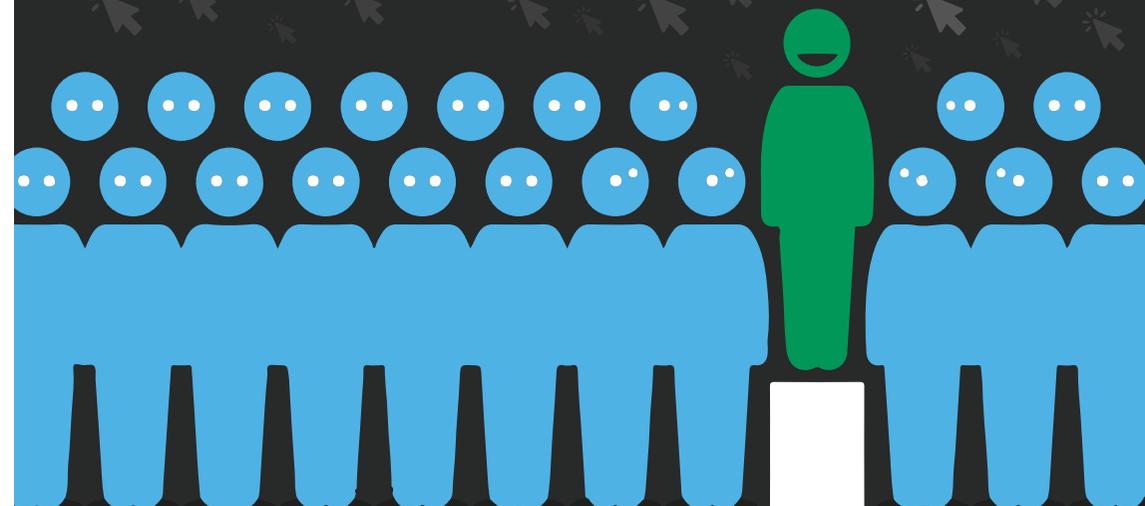
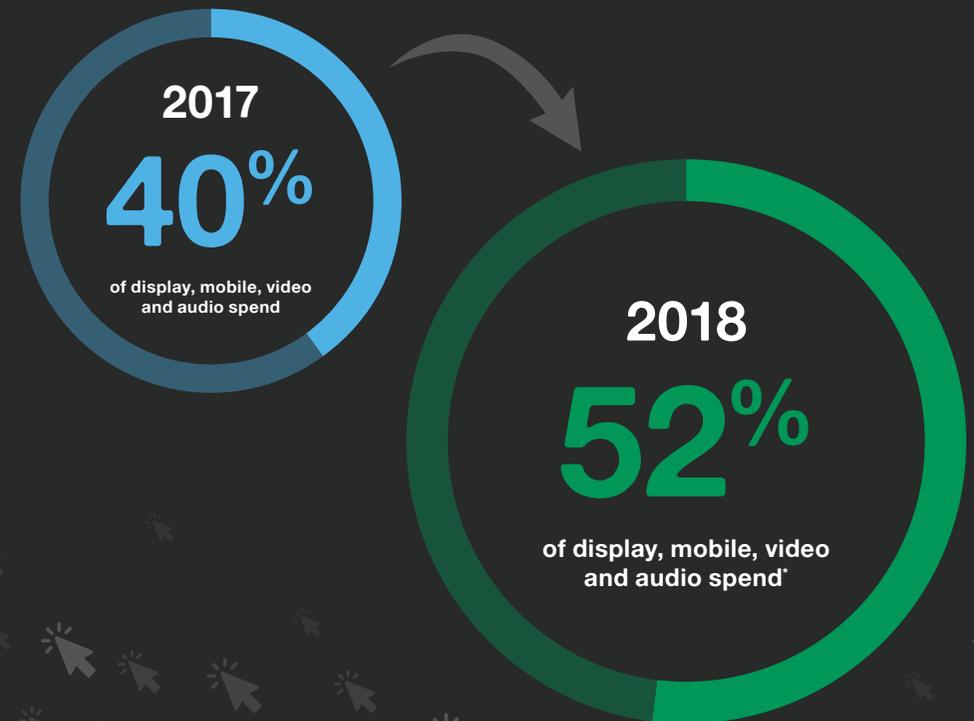
Over the past 7 years, programmatic advertising in NZ has enjoyed phenomenal growth, evolving along a relatively compressed timeline. Boosted by mobile, programmatic advertising in 2017 represented more than 40% of display, mobile, video and audio ad spend, and is expected to reach 52% in 2018.*

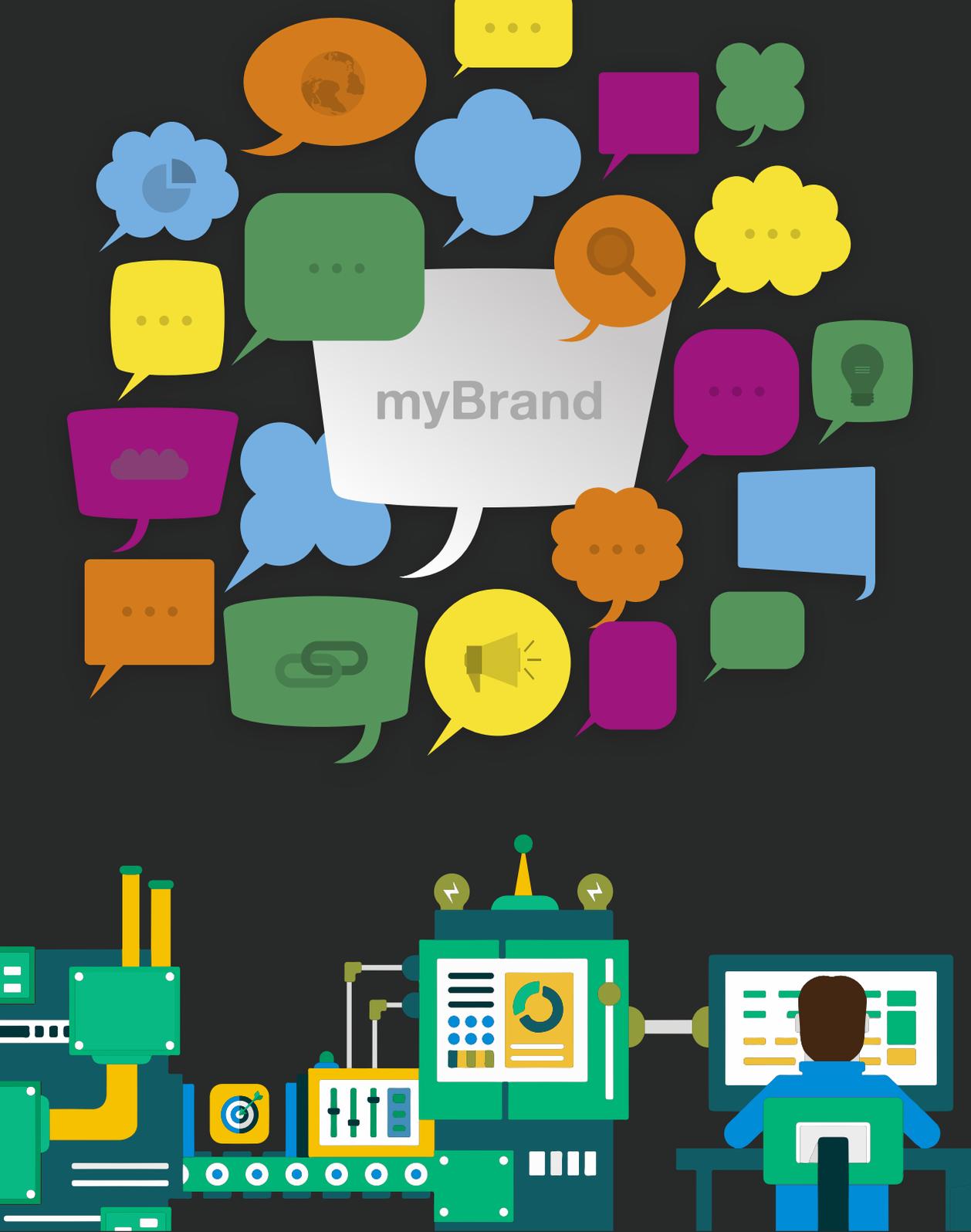
Unfortunately, this exhilarating and unchecked growth does come at a price. The ad-tech space is a tangled and overgrown landscape. There is an ever-increasing number of providers offering the same or similar and all vying to deliver performance at scale. There is massive ad:tech consolidation currently happening. Sizmek just brought Rocketfuel and Oracle purchased Moat and Grapeshot.

With so many providers competing for the marketer's dollar, we have seen for the first time, low-cost providers and publishers entering the market with off-the-shelf solutions and cheap clicks to entice marketers into a 'one size fits all' solution. Whilst this partly fills a need in the market, the savviest of marketers have already advanced beyond this philosophy in their own marketing – to personalisation and customisation.

* IABNZ figures for 2017 and Acquire's estimate for programmatic ad spend in 2018.

the growth of programmatic





throw away the **template**

The future of marketing is responsiveness and establishing a meaningful dialogue between a brand and individual customers.

Programmatic needs to take the same evolutionary leap of customisation and to be aligned with a brand's overarching goals. Not a stand-alone medium but part of omni-channel relevance.

In fact, a 'cookie-cutter approach' doesn't reflect the full capability or unleash the full targeting potential of programmatic.

Through audience segmentation, customisation of the sales funnel, dynamic creative, attribution modelling, cross-channel messaging, better use of data and harnessing new targeting technology, programmatic advertising can be tailored for every brand to reach the right person, at the right time, in the right context, with the right message at the right cost.



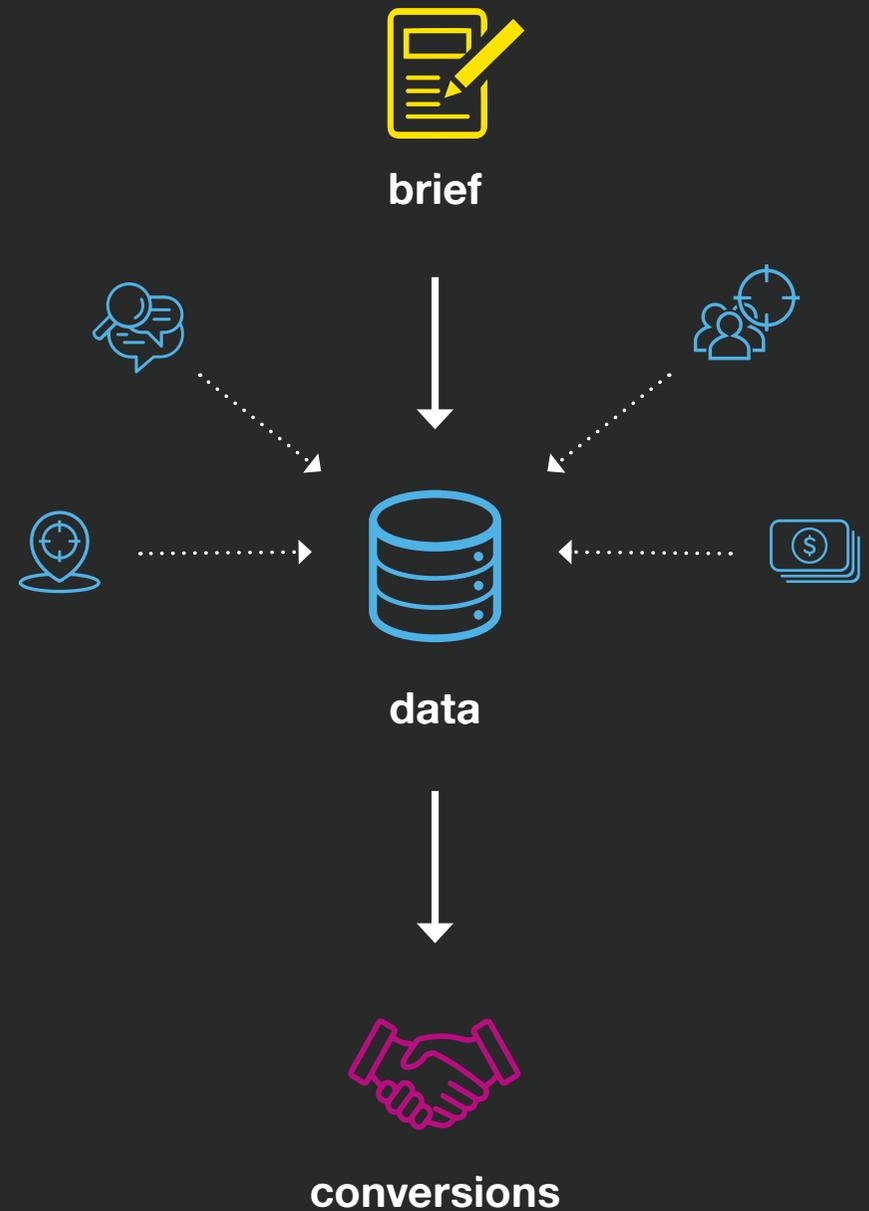
custom audiences

In order for programmatic advertising to be effective, a number of factors come into play like the DSP's algorithm, the campaign setup, the auction type, tailored buying strategies, creative messaging and real time optimisation.

Custom programmatic starts with the brief. The more audience data that can be provided and a better understanding of first party or existing customer buying behavior, the more customised the sales funnel.

It means that all stages of the customer journey can be effective in moving customers from one stage to the next and ultimately to an outcome, whether its an enquiry, booking, purchase or new contact acquisition.

In addition, better segmentation and attribution modelling can be used to identify high value customers to tailor buying strategies and help improve performance and marketing ROI.





what does **custom** programmatic look like?



Customised Goals	Bespoke Targeting	Creative Relevance & Personalisation	Tailored Services & Resources	Customised Performance
<ul style="list-style-type: none">• Strategic insights and programmatic planning• Brand goal alignment and integration with other marketing	<ul style="list-style-type: none">• Data analysis and insights• DMP integration• Audience segmentation• Audience profiling• Custom bidding strategies• Customised sales funnels	<ul style="list-style-type: none">• Omni-channel relevance• Cross-channel messaging• Dynamic creative• Brand safety & ad verification	<ul style="list-style-type: none">• Real-time campaign management• A/B testing• Tag management and audience analysis• Transparency	<ul style="list-style-type: none">• Hand-crafted performance• Attribution modelling• Customised KPIs• Custom dashboards



it's a **customised** future

Shifting consumer attitudes and behaviours will continue to cause disruption for all business in 2019, with mobile technology and internet accessibility playing a key role in shaping these changes.

The consumer desire for uniqueness, authenticity and unique experiences will continue to fuel marketing personalisation and customisation.

Expect more sophisticated segmentation of audiences, granular targeting and better understanding of consumer attitudes and behaviours.

The digitalisation of marketing has been a revolution.

The customization of programmatic is the future.



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