

Digital Media Trends + Innovations

March 3, 2016

AGENDA

- *Retargeting*
- *Programmatic Buying*
- *Native*
- *The Next Big Thing(s)*
- *Q & A*

Retargeting

RETARGETING - WHAT?

- Also referred to as “Remarketing”
- A form of display advertising that can help you keep your brand in front of customers after they leave your website
- Cookie-based technology that uses simple code to anonymously “follow” your audience all over the web

HOW RETARGETING WORKS



RETARGETING - BENEFITS

- Convert window-shoppers into buyers
- Stronger brand recall
- Focuses advertising spend

RETARGETING BEST PRACTICES

- Segment your visitors and tailor the retargeting ads shown to each group
- Make sure the retargeting creative has a clear call-to-action
- Set a limit
- Be mindful of retargeting time frames

Programmatic

PROGRAMMATIC - WHAT?

- Also referred to as “Automated Buying”
- The automation of the decision-making process of media buying by targeting specific audiences and demographics across millions of websites
- Programmatic ads are placed using artificial intelligence and real-time bidding for online display, paid social, mobile and video campaigns.
 - Now have access to some traditional TV inventory

1

Web user begins to load a webpage with an ad spot



2

Advertisers submit bids to have their ad displayed

BIDDING



WINNING AD

3

Webpage loads with winner's ad displayed



PROGRAMMATIC - BENEFITS

- Efficient
- Cost effective
- Highly targeted
- Increased viewability of ads

WHERE BRANDS & AGENCIES SAY THEY WILL INCREASE PROGRAMMATIC SPENDING
IN THE NEXT SIX MONTHS



DISPLAY



MOBILE



VIDEO



SOCIAL



SEARCH



TV

Native

NATIVE - WHAT?

- Also referred to as “Sponsored Content”
- A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed
- It is still an ad - aimed to convince rather than inform the audience

LATEST NEWS



What Are The Most Talked-About Body Parts in Hollywood?

BY PATRICK GOMEZ · NEWS · 05:00PM EST



Get to Know 6 Couples You're Likely to See on the Oscars Red Carpet

BY DANA ROSE FALCONE · NEWS · 04:45PM EST



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TOP VIDEO



The *Portlandia* Stars Go (Hilariously) Head-to-Head in Trivia

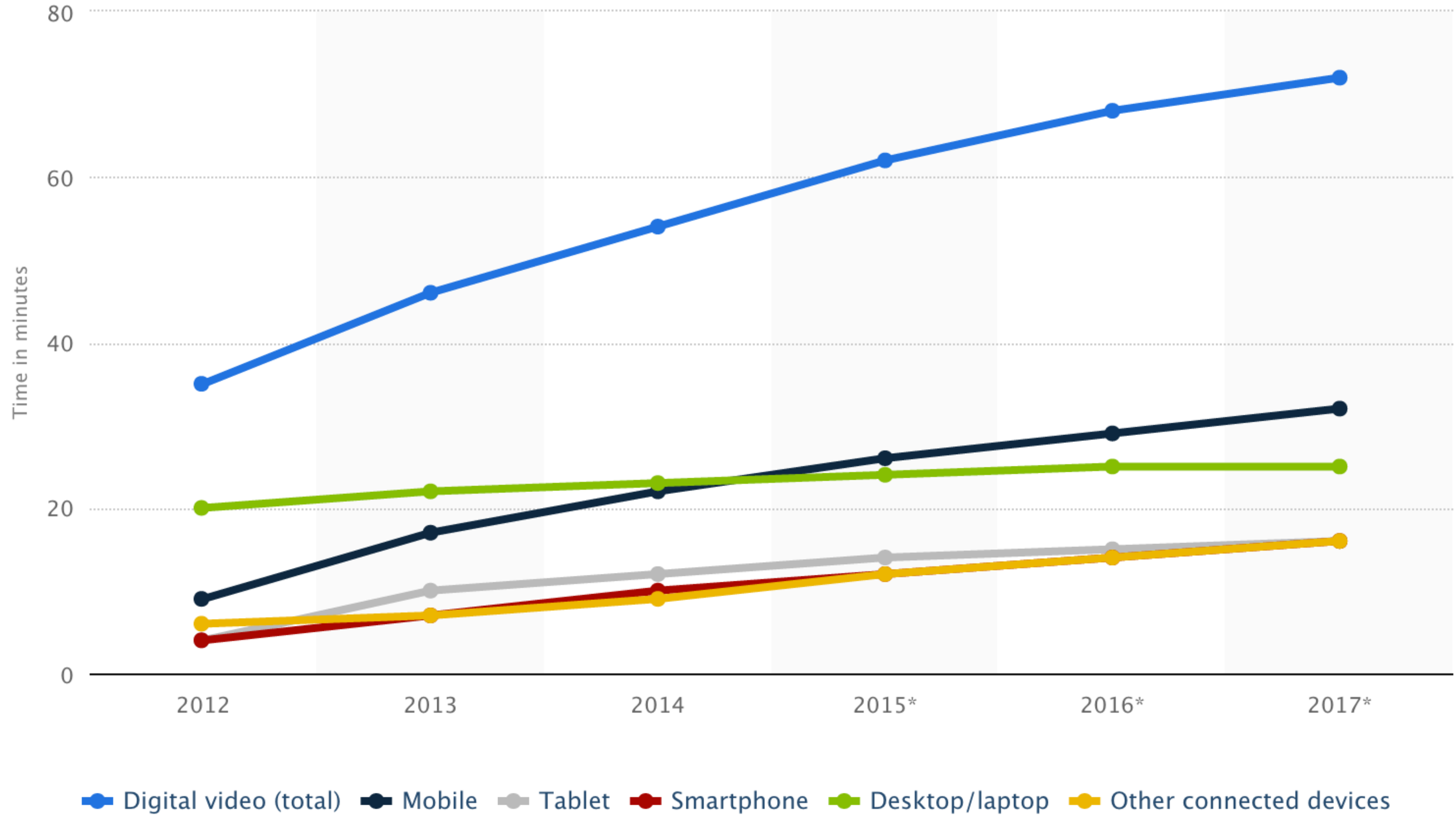
NATIVE - BENEFITS

- Increase brand lift
- Capture consumer attention
- Shareable

The Next Big Thing(s)

VIDEO

- Video ads are nothing new, but they will dominate in the year ahead
- Platforms such as Facebook and Bing have started offering video advertising options
- Google will soon include video content in its search algorithm



Source: [statista.com](http://www.statista.com)

VIRTUAL REALITY

- “VR is going to be the most social platform.” - Mark Zuckerberg
- The ability of VR to put the viewer at the center of an experience opens up new territory for brands
- Estimates predict that there will be more than 12MM VR headset sales by the end of the year



Source: theguardian.com

Q & A