



Digital Ad Strategies explained Programmatic & Native

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Ad strategies explained

The challenges

The opportunities


The problems

The solutions

The examples



Publishers' Headaches



Publishers' headaches The commodity trap

Increasing competition causes fast decreasing ad unit prices.

Importance of media brands decreases for advertisers as they shift towards data-driven advertising models.

Publishers' headaches The platform dilemma

The mobile screen is users' first choice, but it displays less banner positions than the desktop. Therefore the ad inventory shrinks.

Publishers' headaches

The data gap

As users rarely log in, or buy content, publishers can only offer little data to advertisers.

Even worse, most publishers are unable to attribute additional third-party data.

The opportunities



The Opportunities Media Usage is higher than ever

Micro Moments:
Technology drives
media usage,
regardless of time
or location.

Media usage is now
at to 10 hours per day.

People look for
music, games, news,
video, messaging.



The Opportunities Advertising will not disappear

13.000 ads
per day – the number
is still rising!

The Opportunities Storytelling is successful and a home game

People follow stories from their personal reference group rather than products or brands.

Content is publishers home play and delivers the most valuable marketing tools in a time of information overload, including:

- Social marketing
- Search marketing
- Direct marketing

The Opportunities Advertisers need user engagement & data



Problems with data & programmatic

The idea of programmatic



Automation makes advertising easier:

Buyers (client) find right place and right audience at the right price

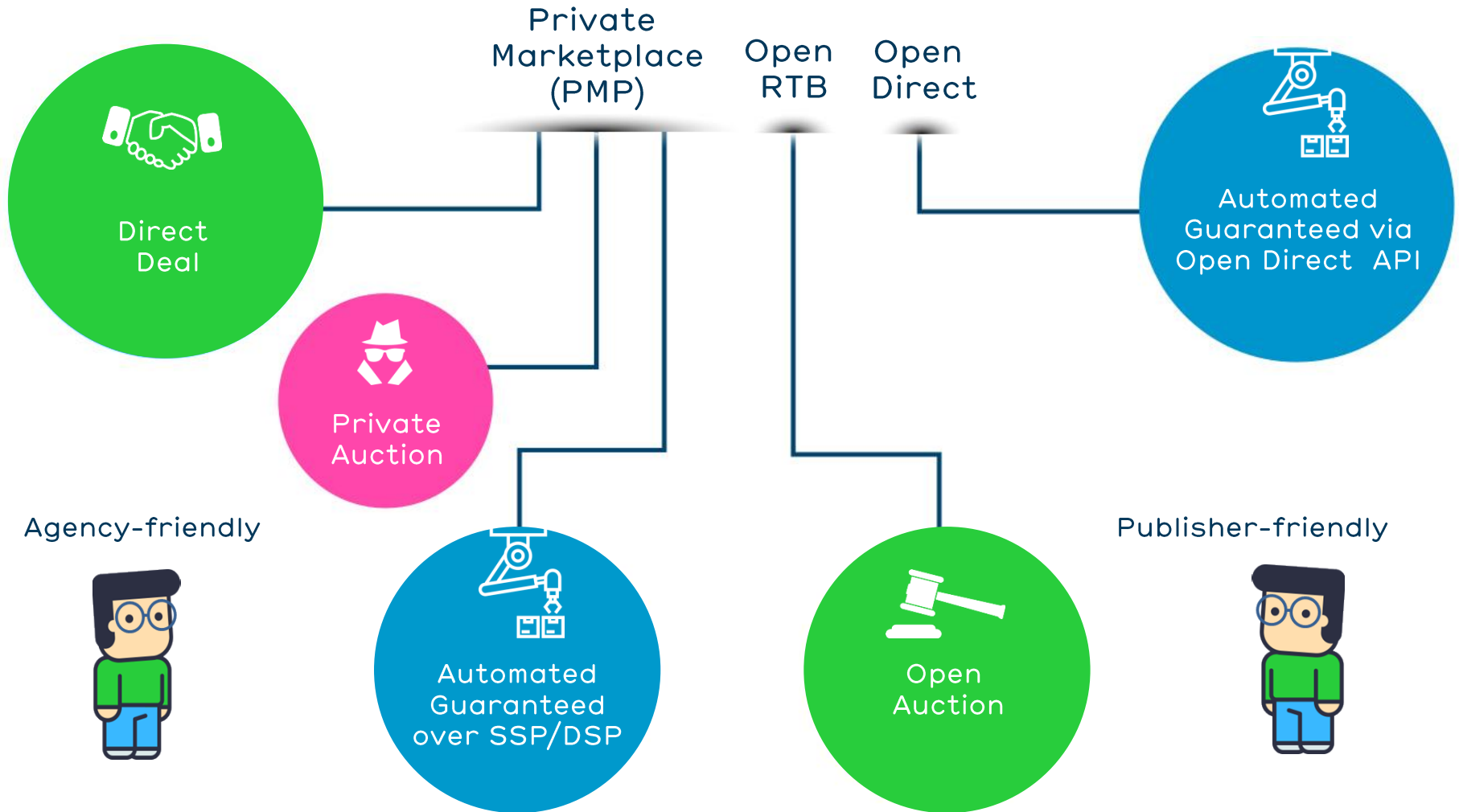
Buyers define their audience and willingness to pay

Sellers (publisher) deliver maximum possible information and minimum acceptable willingness to sell (price)

Perfect market: available inventory and general demand match in realtime, pricing reflects perfect market value

As price and product match in milliseconds automatically, both sides have efficiency gains

Programmatic Advertising: the basic setup



Reality of programmatic I



Interest of buyer and seller are not corresponding

Publishers intent to package the audience in bigger pieces, as this increases average revenue per ad flight.

Advertisers want to take a closer look at an audience beforehand, in order not to buy weak ad units

Reality of programmatic II

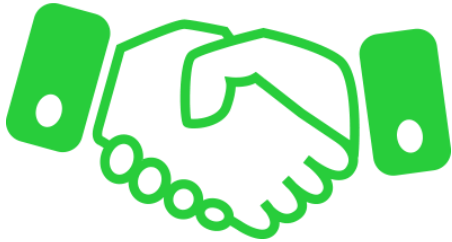


Technologies are hardly corresponding: Big ad networks (Google, Xaxis, Facebook) are building walled gardens and take few efforts to integrate other systems

Too many intermediates make the cake smaller for everyone

There is an ongoing need for strategic adaption, a kind of prisoner's dilemma as advertisers interact to that

Private Marketplace (PMP)



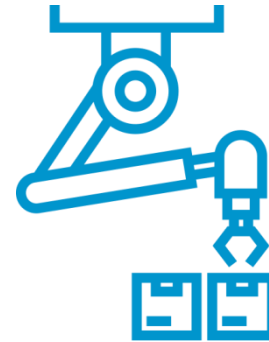
Direct Deal

- Deal between client and publisher
- Client takes a 1st Look
- Client and Buyer know each other
- CPM is negotiated and fixed – no bidding
- No guaranteed volume



Private Auction

- Publisher invites a selected group of clients
- 2nd Price Auction via Floorprice
- No guaranteed volume



Automated Guaranteed

- Publisher delivers a certain number of Impressions (capped)
- client can take them, but has no obligations
- No guaranteed volume

Client friendly: Client has no commitment– picks ad impressions that fits to the campaign

Open RTB



Open Auction

- Publisher can create blacklists
- CPM is negotiated and fixed – no bidding
- No guaranteed volume

Client-friendly:

No commitment, clients picks the ads he needs

Open Direct



Automated Guaranteed

- Adserver Open Direct API - no bidding
- Publisher sells packages and places them in „storefronts“
- Fixed numbers of impressions
 - Client has to buy them
 - Volume is guaranteed

Publisher-friendly:

Client has to pick the ads on offer

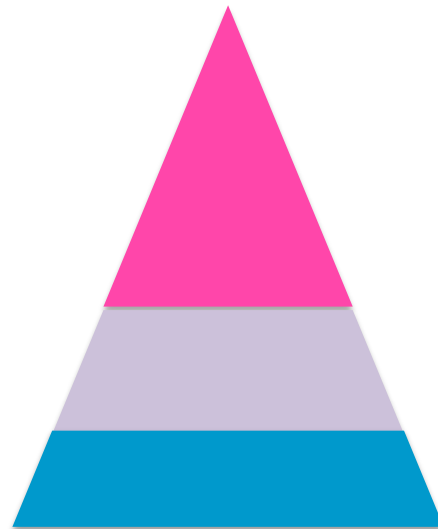
Programmatic: Key lessons for publishers

- 1.) Understand your advertising partner's technology and terminology – there are 1.900 ad-technology providers
- 2.) Clear price strategy: do you want to optimize revenues short- or longterm? How deep is relation to advertisers?
- 3.) Do not underestimate human effort: if you want to maximize monetization, you might even increase staff
- 4.) Train your team: it's all about information & technology, expertise will make huge difference in terms of revenues
- 5.) Close all holes: outsourcing sounds good, but as soon as you do, revenue drivers & sales competence slips away

SSP und Adserver 2 Systems: Sequential Adserving

First all direct sold campaigns are served, RTB follows
For a network like styria digital one, this is very complex

Sequential Adserving



Ad inventory



direct



SSP

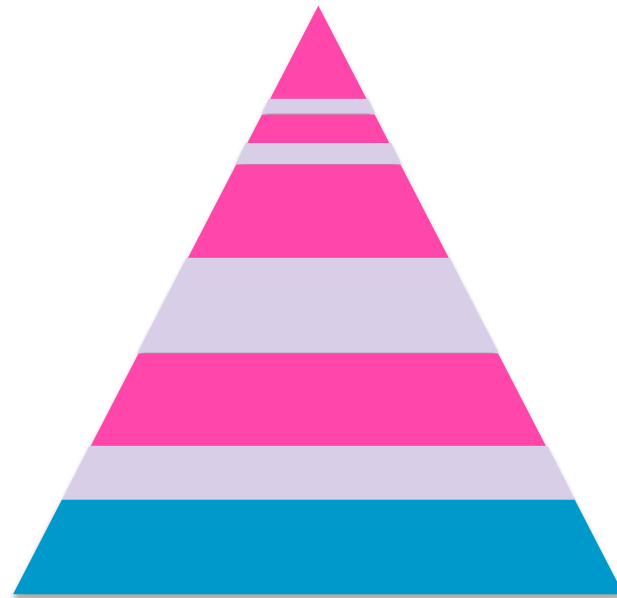


unsold

SSP & Adserver integrated: Holistic Adserving

Decision on the individual ad impression, if needed for RTB or if it will be directly sold. Better optimization of revenues.

Holistic Adserving



Ad inventory



direct



SSP



unsold

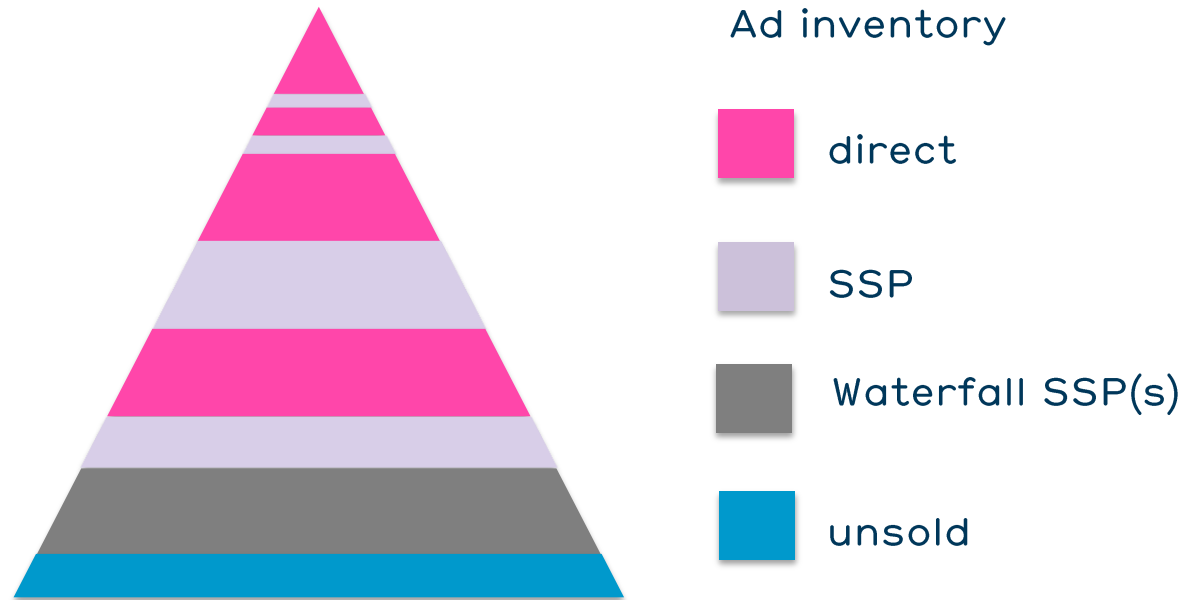
RTB
Impressions
used in 1st tier



SSP & Adserver integrated: Holistic Adserving + waterfall

Additional SSPs are added, to reduce the unsold inventory

Holistic Adserving + waterfall



Learnings for styria digital one

- 1.) Go „fullstack“, meaning that the marketplace is integrated part of adserver, otherwise you pay much and loose inventory
- 2.) Everyone is learning, everyone makes mistakes
- 3.) You can't be successfull in programmatic if you do it on the fly – it needs your full attention - much will go wrong
- 4.) Make sure you have a stable basic demand for your inventory to lift prices in the auctions
- 5.) Don't believe all the promises of technology providers – it won't work automatically, you need time to fix bugs
- 6.) Keep setup simple, it's better than being a front-runner

Challenges with native advertising

Basic idea of native advertising

Native Advertising is about distributing high-end, engaging content, that is sponsored by advertisers, clearly labeled and integrated into the editorial content from a visual and storytelling perspective.

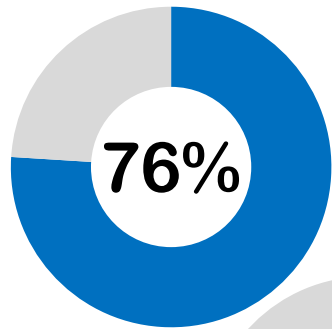
What you do: Adapt the advertising content to the storytelling techniques and language of the publisher and its target groups.

Be aware: the advertising has to create clear benefits for the users.

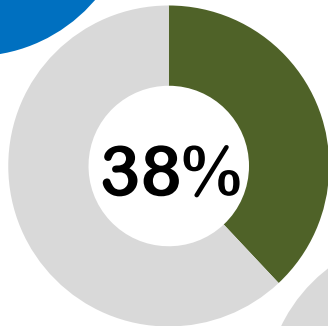
What you need: native advertising units that work as teasers and lead to the native ad content

Our chance:
Advertisers are
a bit lost

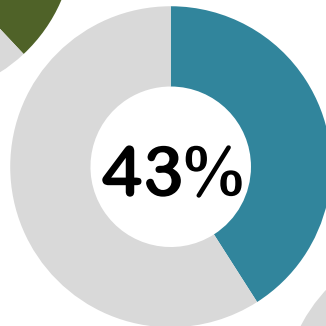
Everybody does content marketing, but only few advertisers have a strategy



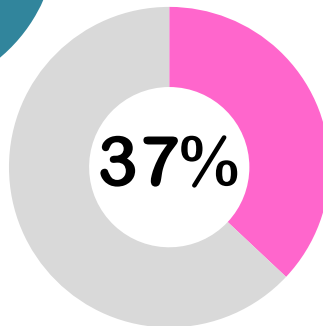
use content marketing as part of their communication



have content marketing effectively implemented in their organisation

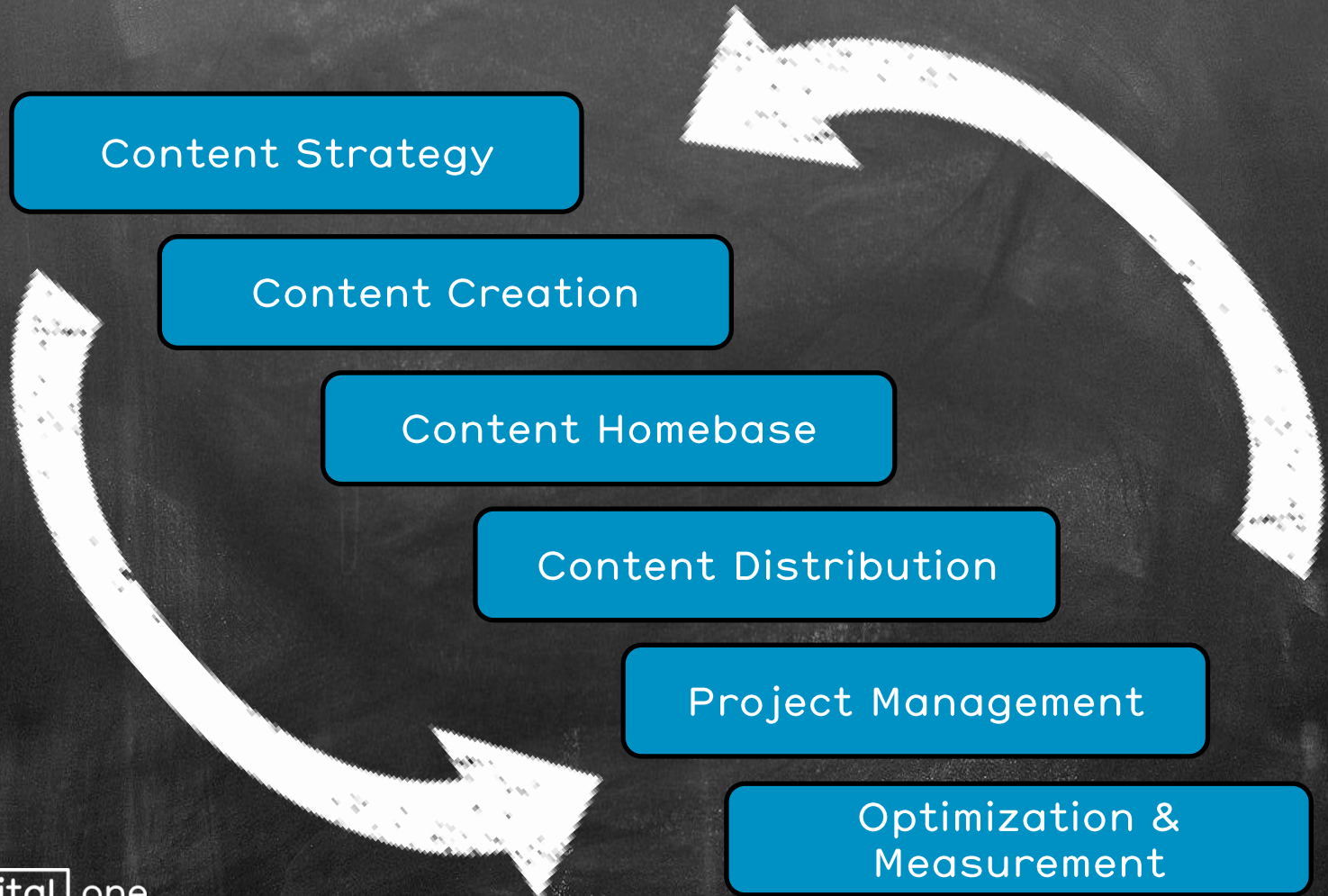


know what an efficient content marketing strategy looks like



have a documented content marketing strategy

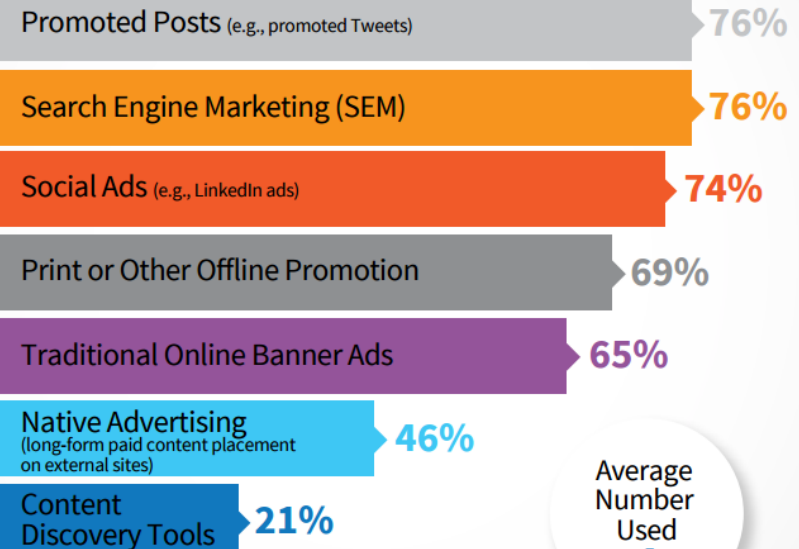
Native Advertising needs Project Management



What clients want vs. need

Branded Content
Storytelling
Sponsored Content
Native Ad Unit
Scrollytelling
Content Marketing
Buyer Personas
Curated Content
Sponsored Stories
Content-driven Advertising
Native Advertising
Native Content Marketing

B2C Paid Advertising Usage



2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Success factors – you need to measure!

1.

Reach:
How many
users?



2.

Costs:
Costs of
creation?



3.



Opinion: What is the
impact of user
conversations
regarding your
content in social
networks?

4.

Engagement:
How deeply are users connected
to your content?



5.

Output:
How many
leads?



Native Advertising: Key lessons for publishers

1. „Put your client on a pedestal“ – advertisers need 360 degree solutions, being overwhelmed by new ad formats
2. As native advertising brings increasing production costs, make sure the added value is visible to the client and can be charged additionally to the media budget
3. Google & Facebook could be part of the solution
4. A broad variety of ad products can make the difference – Native Advertising is the new premium advertising.
5. Your digital news room knows what works – make sure you build knowledge bridges to your native teams.

How to act as an ad agency without being one

Focus on: excellent consulting, conception & project management, build a network of internal & external experts that you can partner with



BAUER
works

axel springer
corporate solutions

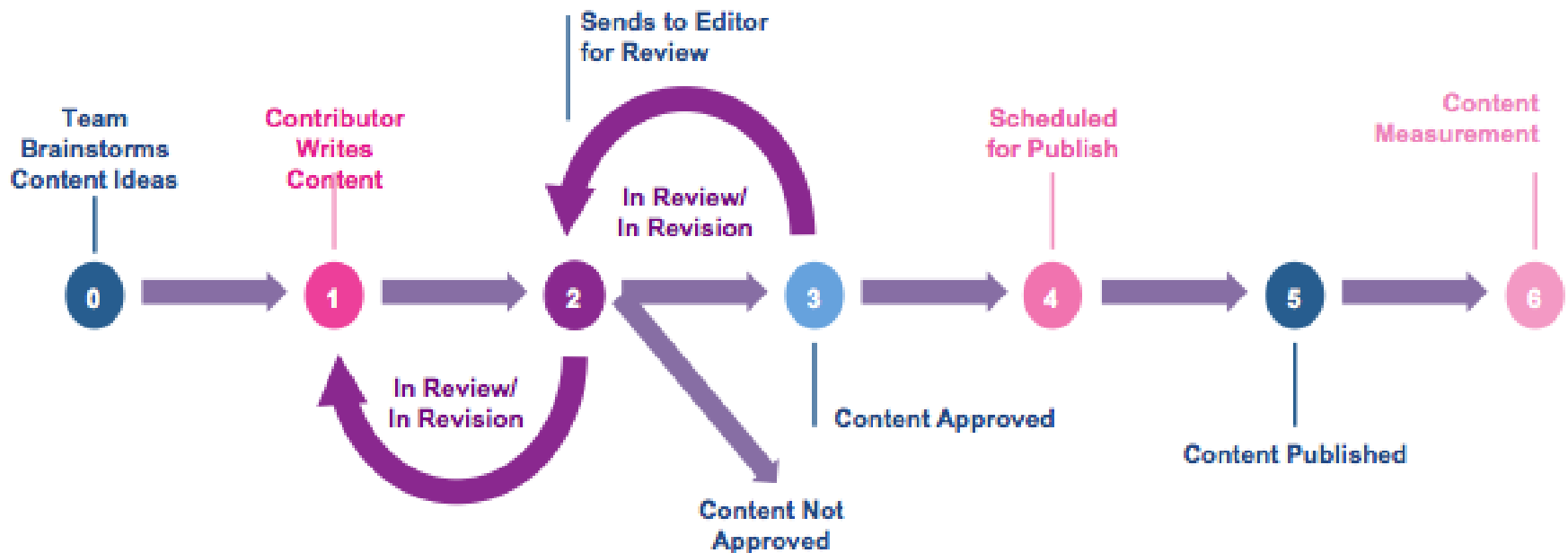
BrandStudio

theguardianlabs



styria digital one

You want be able to achieve scaling effects



styria digital one



This might be your „standard“ native portfolio

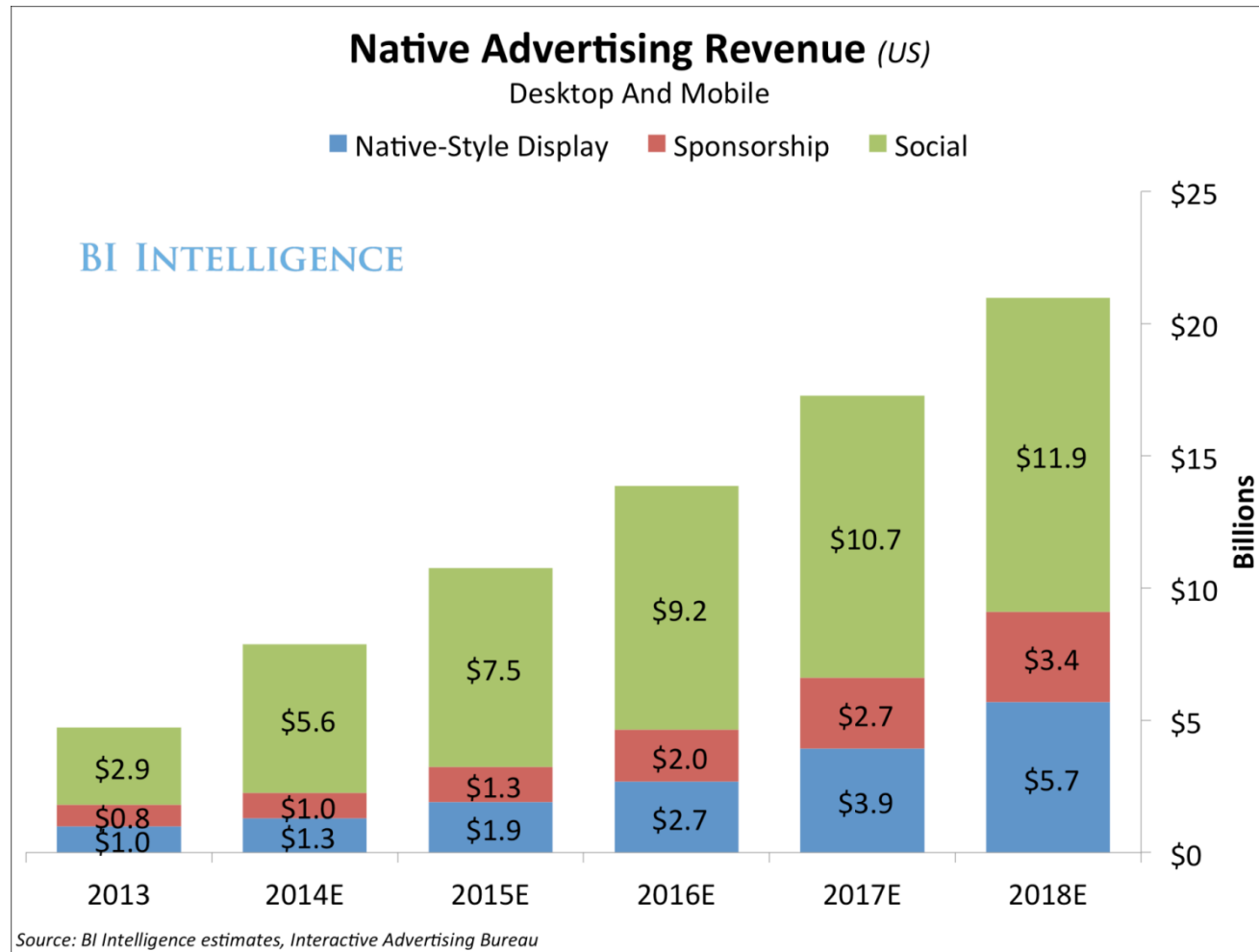


- Content Hubs
- How-to's
- „Snowfalls“ (Scrollytelling)
- Videos
- FAQs
- Guides
- E-Books
- Webinars
- Infographics
- E-Mails
- Vlogs
- Blogs
- Podcasts
- Photo blogs
- White Papers
- Surveys
- Quizzes
- Interviews
- Memes
- Content Curation
- Case Studies
- Illustrations
- Slideshares
- Quotes
- Market research

Native Advertsing: styria digital one's key lessons

1. Act like an agency and provide the full solution to the client. This is the competitive advantage over the big tech players
2. Partner with your editorial teams: You share the brand, the engagement and the audience and break former borders
3. Train the people – make a shift from sales to consulting

It's all about the money





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case study
#woimmerdubist
#whereeveryouare

DEFINITION OF THE missTARGETGROUP



The **targetgroup** of our brand **miss**
are **young women**
between 16 and 35.
The **Household Decision-Makers**
of the future



SMARTPHONE IS THE FIRST SCREEN FOR THE missTARGETGROUP



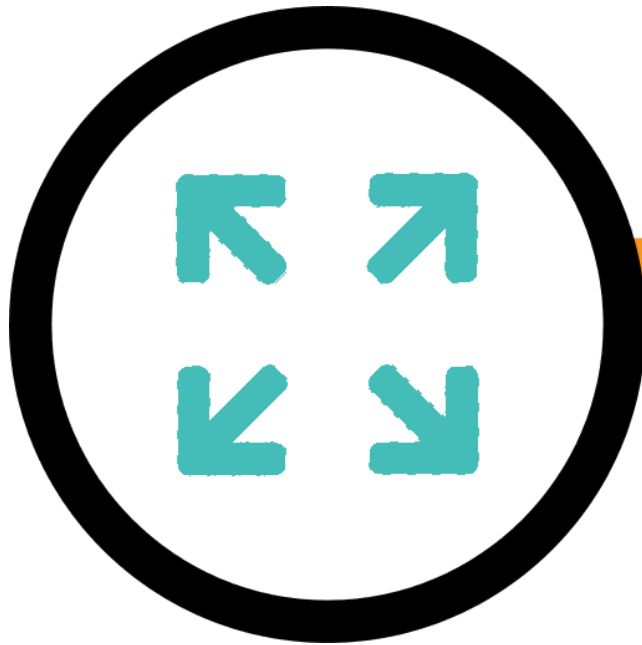
The **smartphone** is at the center of the **targetgroup-mediausage**, as a tool for entertainment, interaction and information

SOCIAL MEDIA IS THE NEW FOCUS



The **missTEAM** represents the **missTARGETGROUP**:
In the editorial unit, the targetgroup is writing for the targetgroup!





Maximizing the reach when it comes to the targetgroup of young women



Maximizing the engagement (=closeness to the users)

INCREASE ON FACEBOOK IN 2015



+211%

IN 2015 miss POSTS HAD:



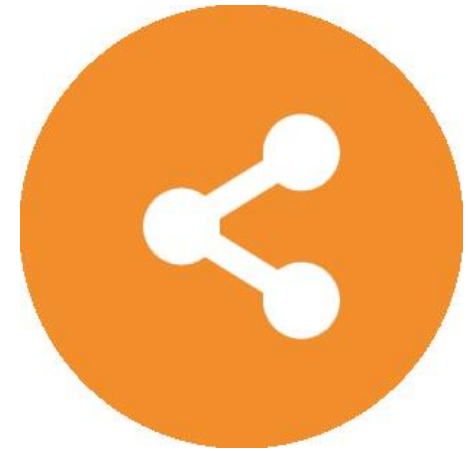
3.702.536

LIKES



520.823

COMMENTS



431.574

SHARES

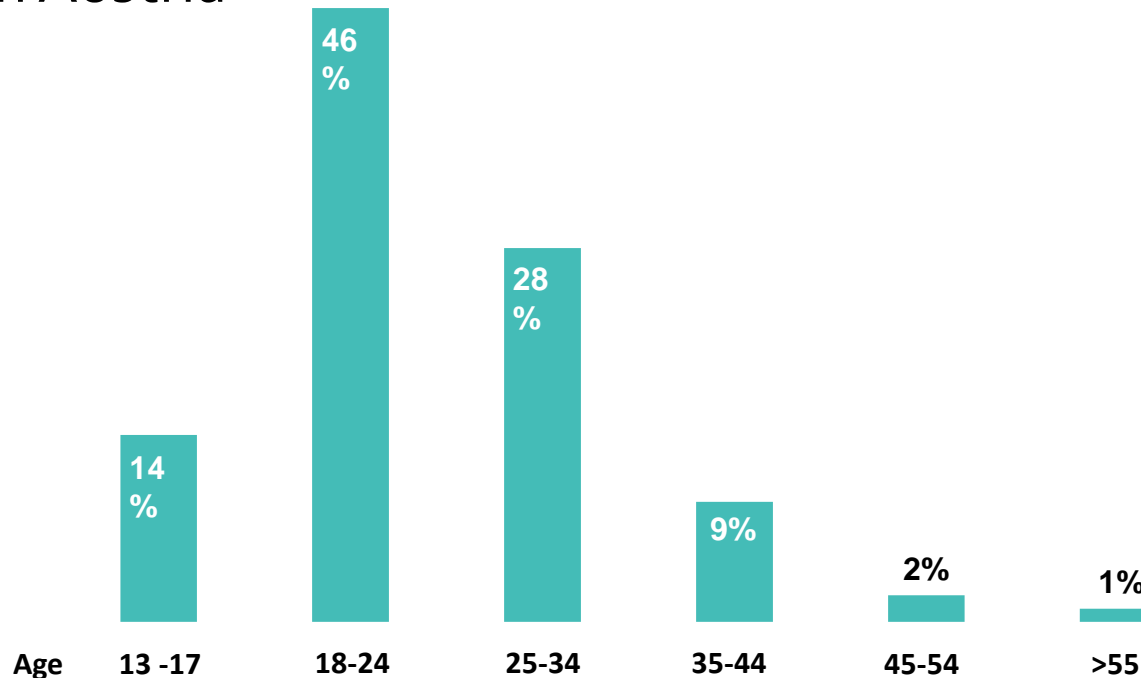
IN TOTAL miss POSTS HAVE BEEN SEEN...



711.615.934

TIMES

With **295.000 Facebook-fans**, miss is the most successful Social Media Platform for women in Austria



95% of the miss-fans are women!



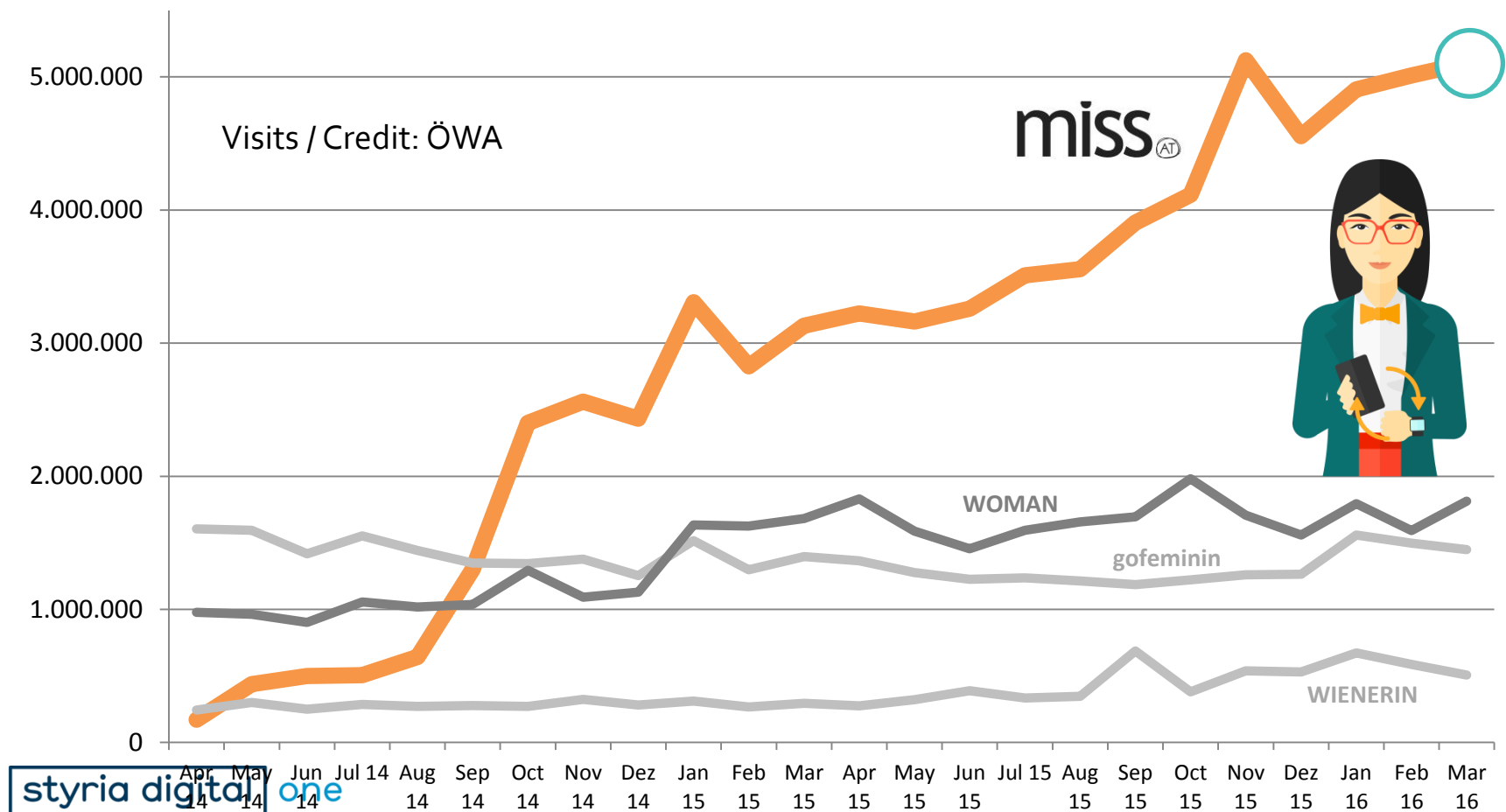
miss-FACEBOOK: HIGHEST ENGAGEMENT IN DISTRIBUTED CONTENT-MODEL



Page	Fans	Engagement/day	Interactions/week
miss	293.949	10,24%	826.839
Bright Side	9.152.730	7,05%	16.200.227
Elite Daily	2.903.638	3,54%	2.806.469
BuzzFeed	7.126.588	3,18%	6.205.647
Broadly	80.954	2,28%	49.893
BuzzFeed Germany	283.640	2,05%	158.744
VICE Alps	60.129	1,39%	22.608
Refinery29	3.326.065	1,3%	1.196.187
VICE	5.127.601	0,34%	483.632

last 28 days; source: fanpage karma

miss.at (incl. missAPP): 5,1 Million Visits in March 2016
Traffic-Sources: **95% via Smartphones** / **93% via Facebook**





February 2015:
the missAPP launch!

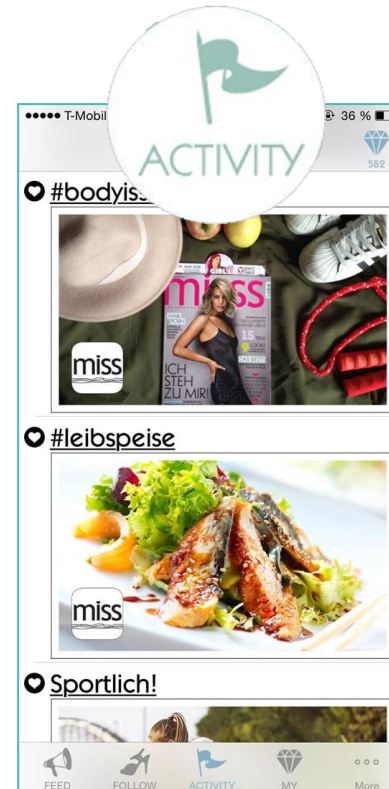
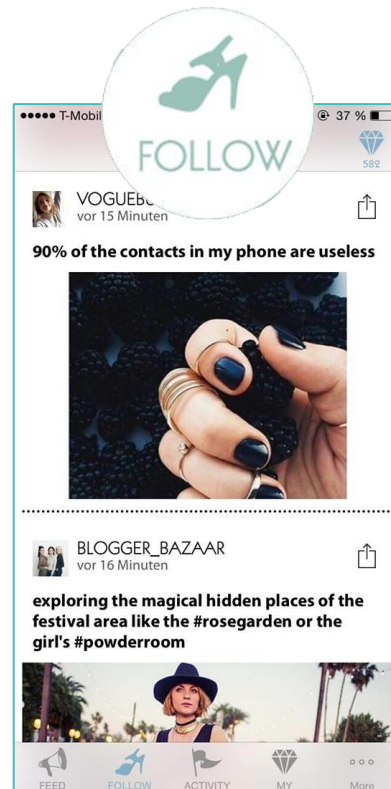
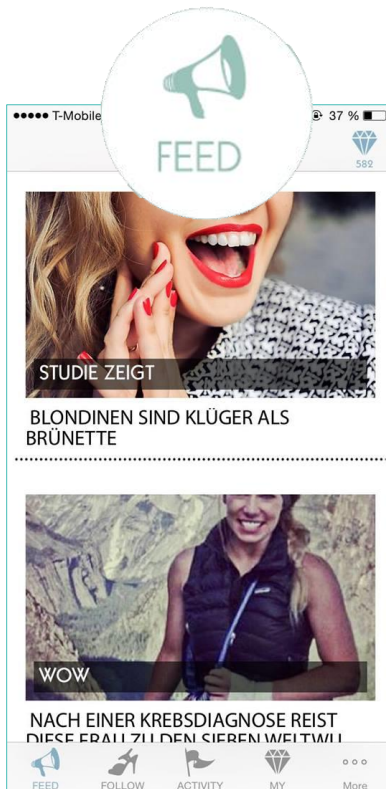


The **missAPP** is an **interactive tool**
for the target group,
which **maximizes**
engagement and loyalty!

HOW TO USE THE missAPP – 4 CHANNELS



65.000 downloads – 30.000 fully registered users



Usetime/visit: 7 minutes

More than 7 million collected diamonds

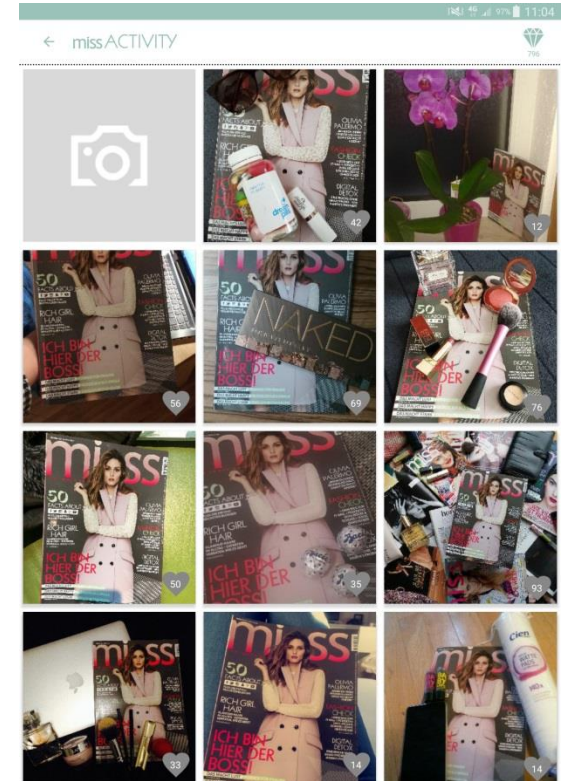
missMAGAZINE: THE GOLDEN SOCIAL MEDIA CIRCL



Trial
subscriptions



Paid subscriptions



missMIND IS THE MISSING LINK



Editorial
stuff



Sales
team





missMIND is responsible for presenting all brands and products in a way that resonates with the miss targetgroup mindset :
360° – digital, mobile and printed

