

DRIVING BRAND AWARENESS WITH PROGRAMMATIC TECHNOLOGY

While programmatic technology has historically been used for direct response and acquisition marketing, marketers are increasingly applying programmatic technology to digital brand awareness campaigns.

Why Are Marketers Running Programmatic Branding Campaigns?

To deliver relevant, brand-aware messaging to targeted audiences and measure performance against online and offline goals.



62% of marketers run programmatic campaigns specifically for branding objectives.

Marketers are moving more spend towards programmatic branding objectives. Out of total programmatic spend, marketers, on average, are allotting 40% of their spend on branding campaigns.

What are the top 3 cited benefits of programmatic branding campaigns?

64%



Increased efficiency

58%



Reduced overall advertising costs

56%



Ability to optimize and target the consumer in real-time

The Confluence of Programmatic Branding and Omni-Channel Marketing

The proliferation of digital media channels and devices has caused consumers to interact with brands through a myriad of touchpoints. Marketers must now have an omnichannel competency to be successful in programmatic brand advertising so they can deliver the right message at the right time and place.

Mobile

People rely on mobile devices to consume and share content on the go. Programmatic mobile advertising ensures that advertisers keep pace with consumers as they migrate to new screens.

50% of marketers agreed that they could create smartphone ad experiences that do justice to their brand, via programmatic ad campaigns.

Marketers must be able to execute campaigns on mobile in order to successfully create brand lift through programmatic tactics.

Video

Programmatic video is key for achieving programmatic branding at scale, because programmatic video:

1. Drives the highest levels of upper-funnel engagement
2. Represents the purest of native ad formats
3. Is the perfect format for mobile screens
4. Is growing in terms of online video and addressable (smart and cable) video offerings

Marketers must gain competency in accessing quality video inventory in programmatic channels and create video content specifically for online audiences.

How Are Marketers Measuring the Success of Programmatic Branding?

45%

of marketers measured success through "traffic to site"

28%

measured success using "brand uplift surveys"

43%

measured "viewability rate"

The Role of Data Management in Programmatic Branding

Data management and activation play a key role in programmatic branding; the use of first-party data allows marketers to capture activity at the user level, and model the path to purchase against the paid, owned and earned measurable media that the user encountered. Managing first-party data is critical. Consider the following:



Cross-device identity management
to discover the people behind the device; enable sequential messaging, universal frequency capping and cross-channel attribution.



Global frequency message management
to leverage historical data to provide message frequency guidelines.



Next level attribution modeling
to determine what drove sales, motivated the consumer to purchase, and insight on buyer composition.

What is Needed to Make Programmatic Branding a Reality?

Marketers see their investment in programmatic branding increasing by an average of 37% by 2017.

What can you do now?

Adopt a "people-first" orientation

Commit to understanding prospects at the individual level and match offline data with online user data to ensure that the basis of effort has validity.

Eliminate organizational silos

When your internal teams are unified, the ability to action against cross-channel data drives success far beyond marketing; insights gleaned from data can inform product and manufacturing, and shed light on business problems throughout the entire value chain.

Create a culture of knowledge sharing and data-driven decision-making

Sharing data internally is how the strategic, data-driven enterprise can optimize the delivery of marketing messages and influence marketing and budgeting models.

This infographic is based on data from the Econsultancy paper "Programmatic Branding: Driving Upper Funnel Engagement."

To learn more about enabling programmatic marketing, **contact us.**



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MediaMath

1440 Broadway, New York, NY
(646) 840-4200

www.mediamath.com/contact-us