

# PROGRAMMATIC DIGITAL ADVERTISING

- Programmatic ad buying is the **use of software to buy digital advertising**. While the **traditional method includes requests for proposals, tenders, quotes, and negotiation**, programmatic buying uses algorithmic software to buy and sell online display space.
- it is successful because it's efficient, targeted, and scalable.
- Programmatic buying signifies the **shift from content targeting to audience targeting**.
- Assume you as car brand. – content advertising means advertising on car portal like Autocar India
- Instead target audience who have visited car portal atleast once in last month.- this is audience targeting.

# Cont...

- Programmatic buying reaches the (Key inputs)

**right audience**

**right time**

**right place**

**right price**

**right message**

To optimize the campaign and deliver higher ROI

**Best ROI is for every \$1 spent you have to gain \$5.**