



**SNS COLLEGE OF  
TECHNOLOGY  
(An Autonomous Institution)  
COIMBATORE- 641 035**



**Department of Computer Science and Engineering  
19CSO404 – Fundamentals of Digital Marketing**

**GEOGRAPHIC AND LANGUAGE TAGGING**

- ▶ Geographic refers to targeting people based on their geographic location. E.g. Countries , areas within a country, group of locations etc.
- ▶ Language tagging – targeting people based on language they will speak.
- ▶ Demographics- used to target people based on factors like age, gender, parental status, household income.
- ▶ A CRM (customer relationship management) database is a resource containing all client information collected, governed, transformed, and shared across an organization.

## **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.
- ▶ 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.**