



A webinar series by
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INSTITUTE



GAUGE YOUR PROGRAMMATIC READINESS

..... PRESENTER

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..... JULY 2018

Webinar Series brought to you by

centro
INSTITUTE

CENTRO IN 2018

WE HAVE DELIVERED GREAT RESULTS FOR:

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

- ✓ National **Top 10** spender in digital media
- ✓ **\$500MM+** digital media spend last year
- ✓ **700+** Centrons in **41** North American offices
- ✓ **Innovators** in ad technology

WHAT WE'RE TALKING ABOUT

What and Why
Programmatic In-house

How to Prepare

Next Steps



**PROGRAMMATIC
IS BIG**

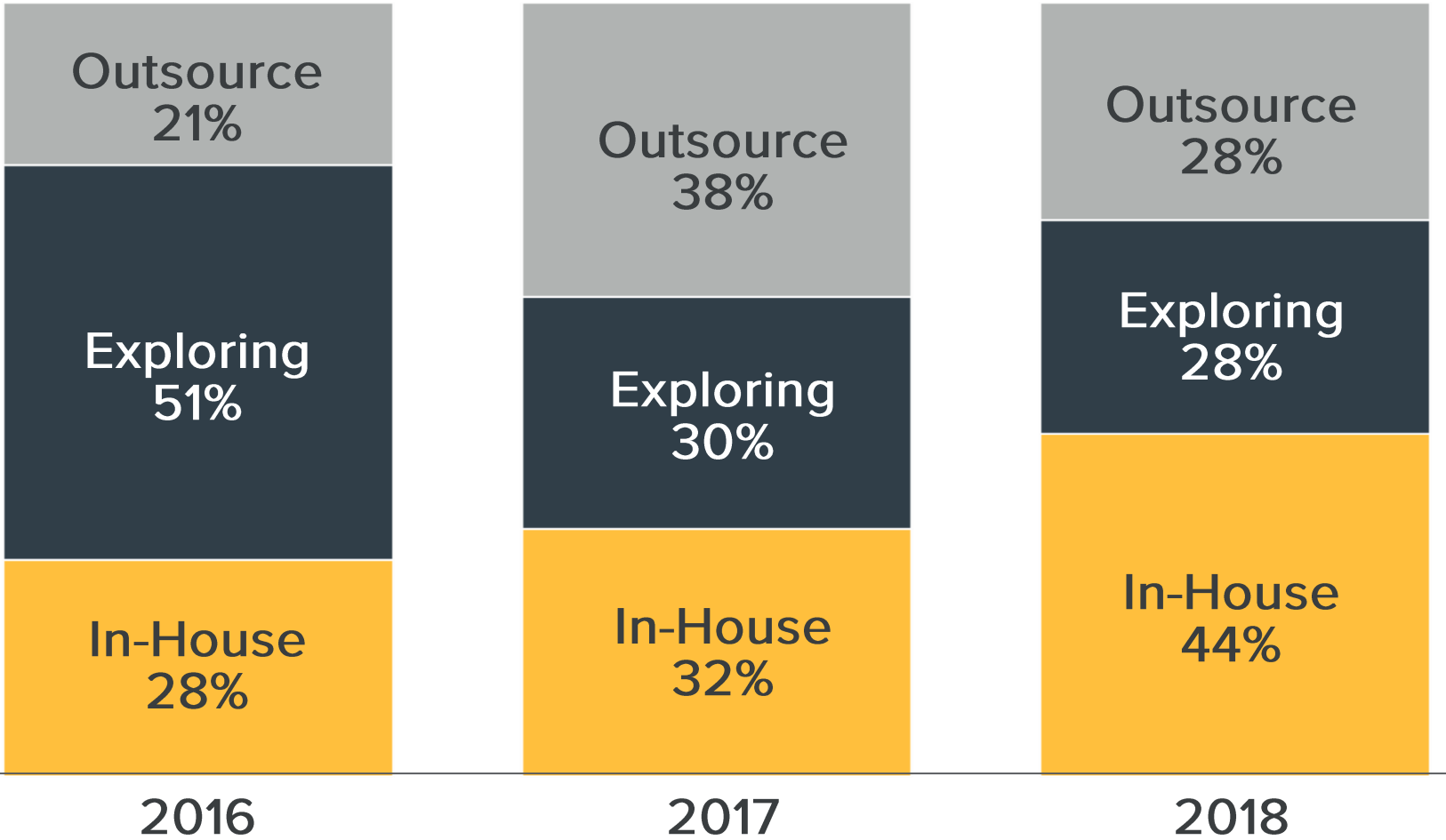
84.8%

of US digital display
ad dollars will transact
programmatically by 2019

**\$56.81
BILLION**

TRENDING TOWARDS IN-HOUSE

Commitment of Funds & Resources for Programmatic
(Percent of Marketers)



This year, **44%** of marketers are committed to programmatic in-house (up from 32% last year), while an additional 28% are exploring what it would take.

MEDIA PERFORMANCE

TOP ISSUES PROGRAMMATIC AD BUYING SOLVES

- Improved targeting capabilities - 39%
- More cost efficient than publisher direct - 36%
- Better control of data, audiences, and tactics - 35%
- Offers unique targeting data / opportunities - 35%
- Broader reach - 33%

TEAM PERFORMANCE

More control and productivity (ability to pull your own levers; do it more quickly)

84%
marketers want increased control over their programmatic efforts

17%
agencies converged direct + programmatic teams

BUSINESS PERFORMANCE

Cost savings /
bottom line

Greater transparency of
media costs and fees

Help to future-proof
your organization

A hand is shown interacting with a tablet. The tablet screen displays several large, overlapping circles in various colors (red, orange, yellow, green). The background is blurred, showing more of these colorful circles. The overall aesthetic is modern and digital.

WHO ELSE IS DOING IT? (AND DOING IT WELL)

Agencies and Brands

- Netflix, Target, P&G
- Independent agencies

WHAT DOES IT MEAN TO GO “IN-HOUSE”?

It will look different
for everyone.

Only 33% of marketers say
“in-house” is internal team
buys / manages campaigns
via enterprise software

Source: Advertiser Perceptions

HOW TO PREPARE

- 1 Business
- 2 People
- 3 Process
- 4 Technology
- 5 Future

IN-HOUSE PREP: BUSINESS READINESS



Examine business goals to identify current needs and areas of improvement.

- Win new business—55% of marketers claim more time for strategic planning
- Drive employee retention
- Expand offerings
- Improve effective CPM

IN-HOUSE PREP: PEOPLE READINESS

Invest in your talent.

EXISTING

- Training to grow
- Education to learn
- Vision to help retain

NEW

- Attract to fill in current and future gaps [ad operations, analysts, data scientists]
- 40% of agencies feel they lack the people with skills to execute





OUTCOME-BASED CURRICULUM

DESIRED OUTCOMES

- ★ Better media performance
- ★ Knowledge sharing across teams and roles
- ★ Instilled focus on metrics

TOPIC CATEGORIES

- Programmatic 101
- Universal Campaign Planning
- Data Driven Campaigns
- Using PMP's
- Programmatic Native
- Pixel Strategy
- Campaign Management for optimal performance
- Platform Training

IN-HOUSE PREP: PROCESS READINESS



- Adoption and adaptability
- Develop a plan, and identify ‘internal champions’ to overcome resistance to change

IN-HOUSE PREP: TECHNOLOGY READINESS

Evaluate the programmatic supply chain

- Which parts would you like to bring beyond the DSP?
 - Data - logfiles to DMP
 - Ad Servers, analytics, measuring tools, etc.
- What implications (if any) are there with existing contracts?
- Do you have the buy-in and/or support from IT?





DIGITAL MEDIA EXECUTION REQUIRES TECHNOLOGY

There's the age-old axiom that out of better, faster, cheaper, you can only have two. Those days are over. The new model, in the next few years, will be to create great work at the speed of the marketplace at an efficient cost. To do so, marketers will adopt more technology.

AdvertisingAge

IN-HOUSE PREP: FUTURE READINESS



What makes a good partner?

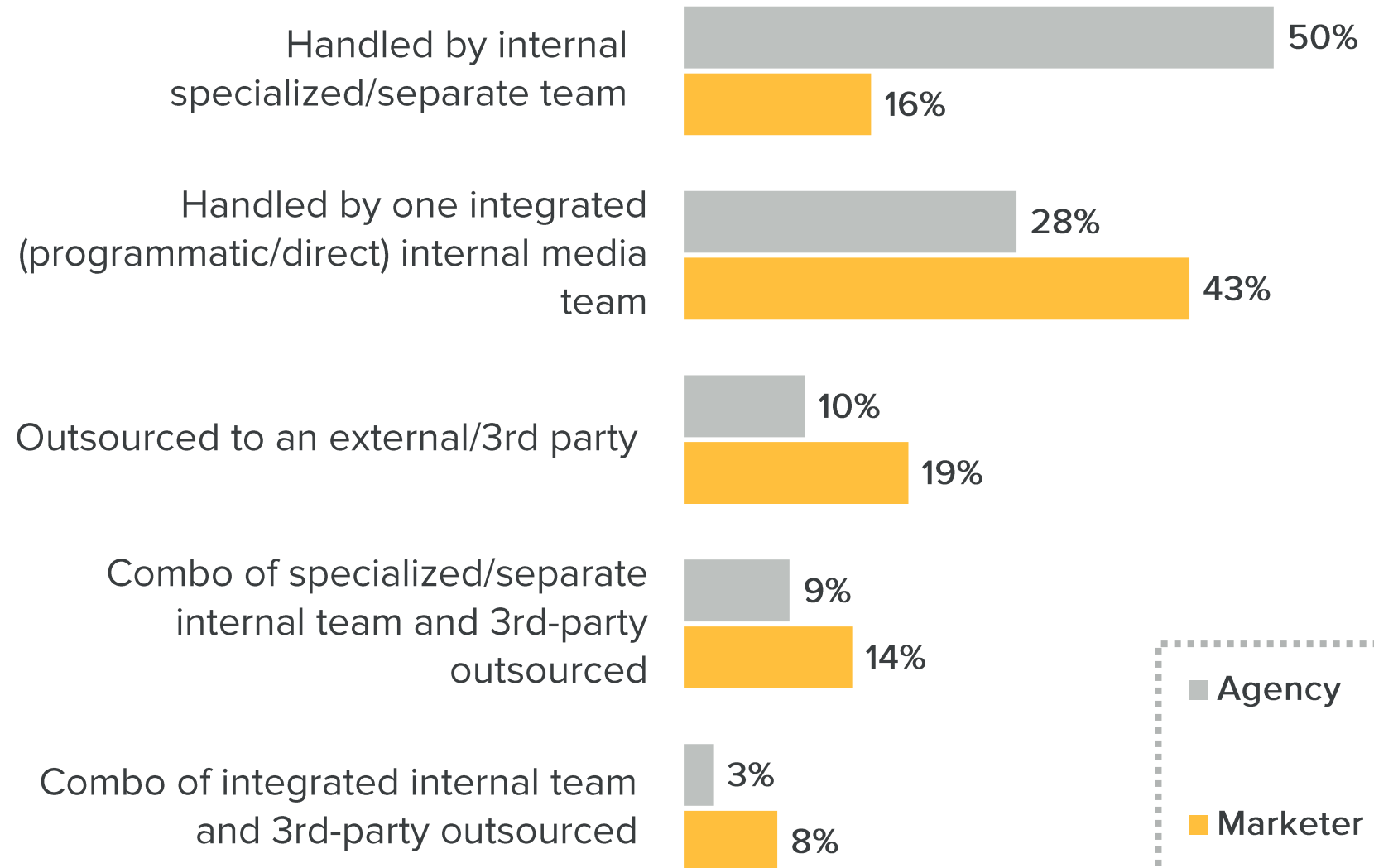
- Onboarding help
- Overflow work assistance
- Ongoing education, training programs, and other resources
- Agile technology
 - Innovative roadmap
 - Robust reporting features
 - Friendly, intuitive UI
 - Audience scale / reach
 - Advanced audience targeting
 - Powerful integrations
 - Multi-channel platform

GETTING STARTED

THREE WAYS FORWARD

- 1** Hybrid
Path to self-service; usually 90 days
- 2** Ready-to-run / Self-service
- 3** Managed Service
Not ready now—further down the road

FUTURE PROGRAMMATIC ADVERTISING MANAGEMENT





KEY TAKEAWAYS

- ① Find the right partner
- ① Choose the right path forward
- ① Assess Readiness:
 - Business
 - People
 - Process
 - Technology

**THANK
YOU.**

QUESTIONS?

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