Verso un futuro 100% programmatic?

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A brand led organization, supported by global practices
Digital is pervasive and increases the occasions to get in touch with consumers

More things have happened in the last 20 years than in the last century

Technology enables the continuous relationship between people...

...and between people and connected devices

**TECHNOLOGY**

**DIGITAL ECONOMY**

**DIGITALIZATION OF MEDIA**
Data is being created all the time without us even noticing

Much of what we do every day now happens in the digital realm, leaving an ever-increasing digital trail that can be measured and analysed.
This fragmentation finds its synthesis in a consumer-centric vision.

All the touch points but treated in SILOS. Users are apparently different.

CONSUMER-CENTRIC

USER ID

DEVICE-CENTRIC

Data exit from SILOS and become interconnected. ONE user is now moving across the touch points.
Programmatic is the only tool that brings value to the consumer’s journey in order to achieve different goals.

The machine can track user to pinpoint her position in the consumer journey. Then it activates the most effective tool.
Programmatic
the only tool that achieves all different goals

IT IS THE USE OF TECHNOLOGY, RULES, DATA AND ALGORITHMS IN ORDER TO ALIGN COMMUNICATIONS TO OBJECTIVES

EFFECTIVENESS

IT BUILDS THE RIGHT DIALOGUE WITH CONSUMERS ACROSS MULTIPLE CHANNELS AND PLATFORMS
A pioneer approach
MERCEDES-BENZ
Mercedes-Benz vision: an innovative approach
Digital Strategy Approach: “Eventi AlwaysOn”

MAXIMISING PERFORMANCE

85% PROGRAMMATIC

- BRANDING: PMP & Open Market
- AUDIENCE BASED: Retargeting/Look-Alike
- NATIVE: Special formats

Blogger activation

ENGAGEMENT

search engine adv

ALWAYS ON
85% programmatic, 100% goal

- Audience Based: 20%
- Native: 35%
- Branding: 45%

Blogger activation
ENGAGEMENT

search engine adv
ALWAYS ON
We achieved remarkable results

CTR

CPL

GOAL

X1,5
Programmatic becomes the better way to maximize results

DATA, TECHNOLOGY AND CONTENT

TO REACH THE RIGHT TARGET, OPTIMIZE PERFORMANCE AND ACHIEVE 100% GOALS