un approccio (finalmente) unificato alla pubblicità digitale

Nereo Sciutto - Presidente Webranking
The rise of programmatic buying has finally created the potential to intelligently deliver the right ad to the right person at the right time.

By Steve Chester
Director of Data and Industry Programmes, IAB UK
Searchalization

della pianificazione display
death by silo.
Paid Search & SEO are not created equal
Woman
Age: 25-34
Household income: 42k €
THE CLOSER FUNNEL

THE INTRODUCER

INFLUENCERS

THE CLOSER

MULTI-ATTRIBUTION FUNNEL

THE INTRODUCER

INFLUENCERS

THE CLOSER
Measurement Entropy

Many KPIs from Many Tools
1st Party Data is Authentic, Safe & Fresh.
Transparency is The New Green.
Cookie Pools
Ownership
For Profit
For Everyone
1. Serve fiducia e un po’ di coraggio
2. Bisogna comprare trasparenza
3. Unificate la visione del digital
4. Luckily, ci sono margini enormi