

WEBINAR

# SMARTER ADS: HOW AI IS HELPING DRIVE PROGRAMMATIC ADVERTISING FURTHER



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# What we'll be covering today

1

Where Programmatic started

2

Where AI is evolving in Programmatic activations

3

How these advancements have helped our clients drive results

4

How AI is making impact media more accessible

5

Our Key-takeaways

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When it comes to AI,  
Programmatic has been  
ahead of the game for  
quite some time...

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# What does Programmatic actually mean?



Programmatic ad buying is the use of automation 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"

Digital Marketing Institute, 2021



The use of automation in buying and selling of media"

Marketing Week, 2022



Programmatic advertising differs from more traditional media buying methods in its use of automation. It analyzes many user signals to ensure that ads serve the right person, in the right place, at the right time"

SEJ, 2022

# What types of media can be bought programmatically?

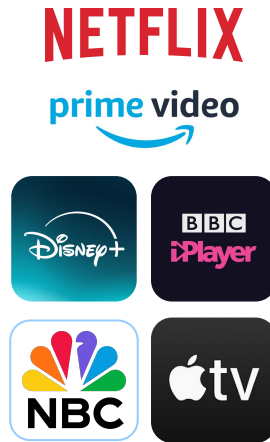
## Websites & Apps



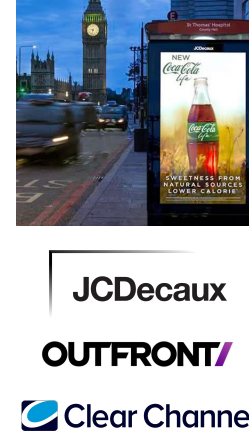
## Audio platforms



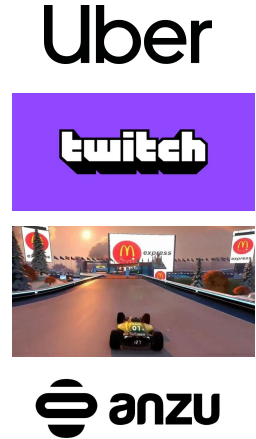
## CTV



## Digital Out of Home



## And beyond...



# How has Programmatic advertising evolved so far

## 90's and Early 2000s

- Negotiating directly with publishers
- Lengthier processes
- Minimal targeting and reporting

## 2007 - 2013

- Early days of Real Time bidding
- \*DSP's began to emerge
- 3rd party data targeting introduced

## 2014- 2021

- Cross-device targeting available
- \*DSPs adopted machine learning
- The Decline of third-party cookies led to AI-driven audiences

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\*Demand Side Platform/Programmatic Buying Platform

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# And beyond...

## The new age of automated and highly precise programmatic media buying



More precise,  
automated bidding  
strategies +  
Algorithms to drive  
performance without  
manual work



Advanced 3rd party  
audiences + predictive  
lookalike and  
behavioural segments  
to reach audiences  
more effectively



Our own in-house,  
advanced AI driven  
optimisations, alerts,  
and attribution models  
for reporting

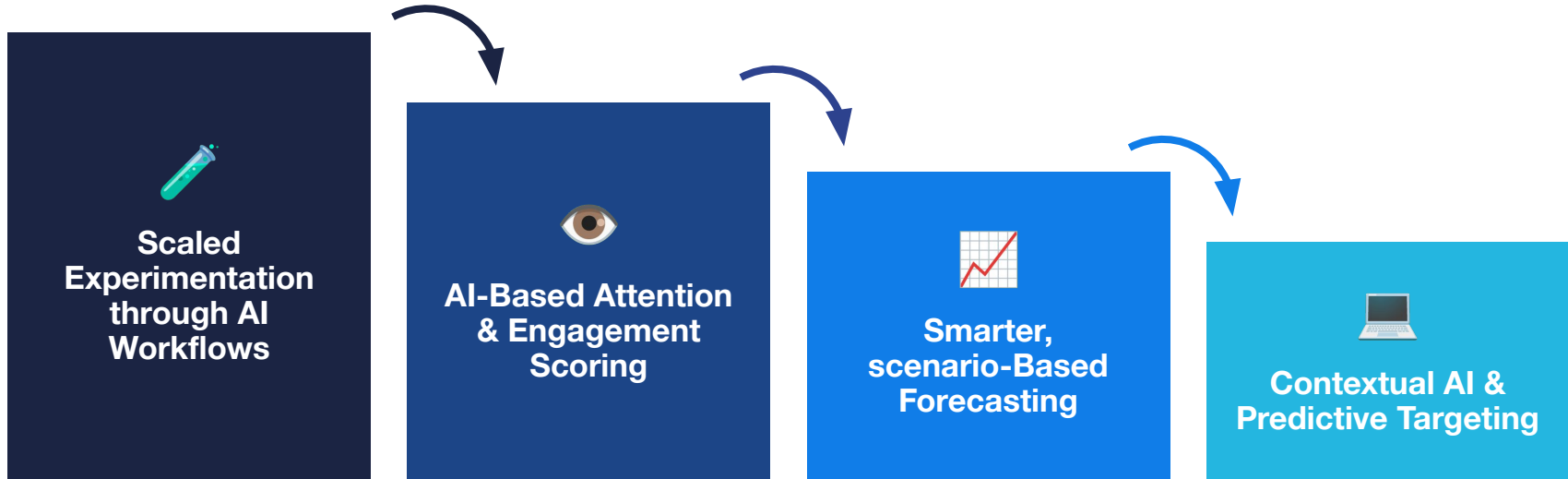
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# How is AI changing the Programmatic ecosystem?

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# AI can help us Plan more confidently, experiment more frequently, and optimize more intelligently



# These advancements have helped our clients deliver better results through our use of in-house tools:

**Our Real time,  
automated bidding  
strategies +  
Algorithms**



**Up to 180%**

**Increase in Clicks across  
our campaigns using AI  
powered bidding.**

**Advanced 3rd party  
audiences + predictive  
lookalike segments**



**50% +**

**Increase in relevant  
audiences reached using  
AI powered, predictive  
audiences**

**Our Advanced AI  
driven models for  
optimisation  
/reporting**



**20 hours**

**Saved on reporting each  
month (roughly) allowing  
more time for things that  
really matter**

**Dips in Performance  
identified faster  
through Alexis**



**Daily Alerts**

**Our Alexis tool alerts us  
daily on any performance  
dips that take longer to be  
noticed manually**

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# How AI is making impact media more accessible

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# What types of media can be bought programmatically?

## Websites & Apps



## Audio platforms



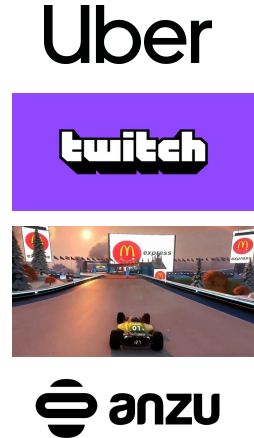
## CTV



## Digital Out of Home



## And beyond...



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# Some of these formats used to be difficult to access.

**Creative was difficult to produce, Planning was a lengthy process**

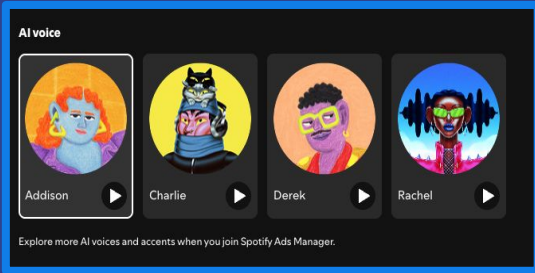
**And lack of visibility through managed service campaigns made these activations harder to keep track of.**

**... But AI is changing this**

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## AI Generated audio Ads:



Spotify has begun to roll-out AI generated audio ads, helping advertisers produce scripts, and generate audio tailored to the brands tone of voice and needs.

## Increased brand safety through AI IVT tracking models:



AI-powered IVT tracking models make brand safety stronger by using machine learning to detect and block fake traffic and unsafe ad placements, ensuring that a brand's ads only appear in legitimate, brand-safe environments.

## Advancements in CTV creative and targeting:



Similar to Spotify, we now have access to AI tools that can help simplify the Creative production process. AI has also made CTV campaigns more targeted, personalized and measurable.

# Key-Takeaways...



AI can be used as a co-pilot to drive even better results through your Programmatic advertising, making Targeting, placement and creative more precise.



Both AI and automation used in-house has helped us save time on previously timely tasks like reporting, meaning we can invest more time back to our clients where it really matters



We can now access High Impact media like Audio, CTV and beyond, in much simpler and cost efficient ways



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# Thank you

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