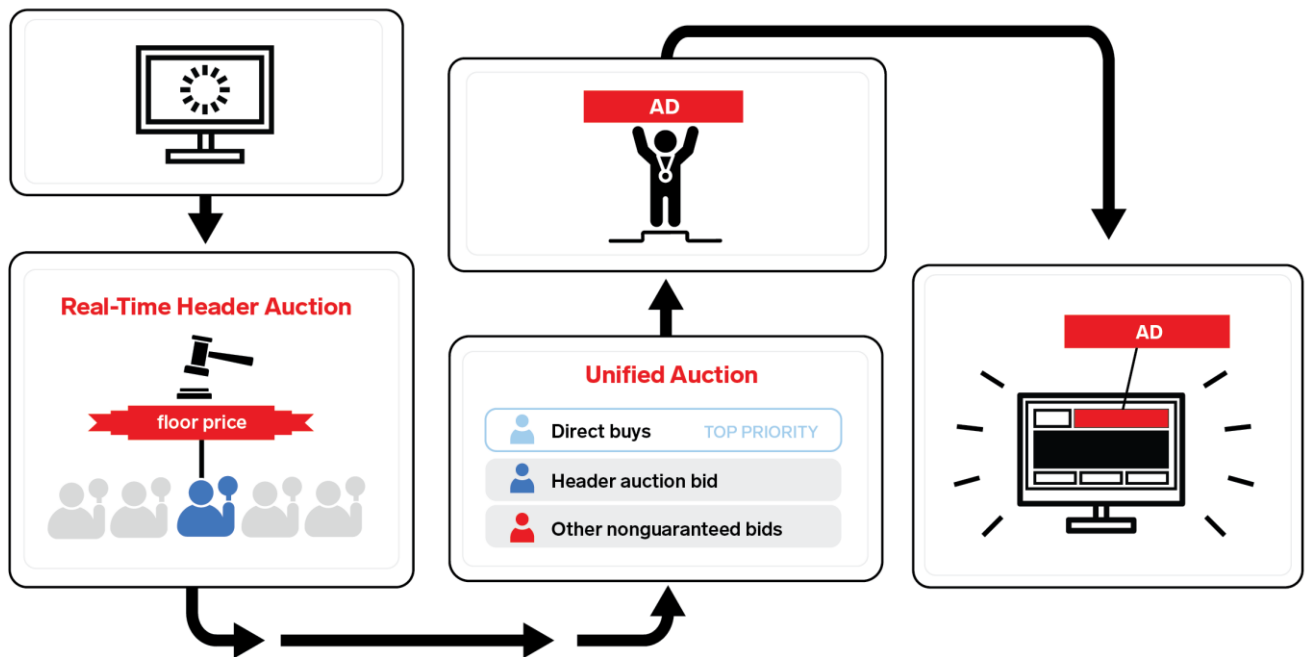




Programmatic Digital Advertising

Programmatic advertising, on the other hand, is considered the “behind-the-scenes” expert. It’s the technology-driven process behind the ads that decides which display ads you see, based on a whole host of factors such as:

How Programmatic Advertising Works



Source: Insider Intelligence, 2022
g276589

INSIDER INTELLIGENCE | eMarketer

- Interests.
- Behaviors.
- Demographics.
- Time of day.
- And more.

The second biggest difference between display and programmatic is the ability to buy ads across platforms.



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Display ads are more commonly referred to when placing ads within one specific ad network, such as the Google Display Network. Programmatic advertising, on the other hand, takes display media to the next level.

Multiple platforms exist for programmatic, such as sell-side platforms (SSPs) and demand-side platforms (DSPs), allowing advertisers to buy ad inventory across an open network of platforms.

With both programmatic and display, advertisers typically have control over the following:

- Audience.
- Bidding strategy.
- Budget.
- Creative and assets.
- Placements.

Read more: [How To Develop Your PPC Strategy](#)

Programmatic Advertising Platforms

Automated technology has made significant strides throughout the years.

In the early days, programmatic platforms offered basic automation and targeting capabilities using simple data points.

As the digital landscape grew, so did the complexity and capabilities of these platforms.

These days, programmatic platforms are mostly powered by advanced algorithms, artificial intelligence, and machine learning.



To go even further, there are many types of programmatic platforms available today.

The three main types of platforms are:

- Sell-side platform. Also known as a “supply-side platform,” this platform allows publishers to sell their ad impressions to advertisers in real-time. This platform encompasses both DSPs and ad exchanges. They’re equipped with technology that allows publishers to set minimum prices for their inventory, choose which ads appear on their site, and block ads from certain advertisers – if needed.
- Demand-side platform. This platform allows advertisers to purchase ad inventory across multiple platforms at once. This is where most advertisers fit into this landscape. DSPs enable advertisers to manage their ad inventory bidding and target specific audiences using sophisticated data sources.