PROGRAMMATIC

THE AMNET APPROACH TO PROGRAMMATIC
Who am I?
THE VISION OF PROGRAMMATIC
PROGRAMMATIC
AUTOMATED-
DATA-DRIVEN-
MEDIABUYING
Let's get the definitions right
RTB and programmatic aren't the same thing
WHAT IS AMNET?

THE DENTSU AEGIS NETWORK TRADING DESK

1. Technology agnostic
2. More than 200 dedicated specialists
3. Global presence with over 35 markets
4. An integrated part of the Dentsu Aegis Network
PROGRAMMATIC MUST PRODUCE BETTER RESULTS
SITES AS A PROXY FOR USERS

Male

35-44

Lives in London

Site Engagement
NYTimes, Tripadvisor, Guardian
A BAD PROXY

MALES 35-44
AFFINITY 170

SHARE OF AUDIENCE: 25%

WASTE: 75%

VIND GAVEKORT TIL SHELL PÅ 1.000 KR

Endnu et F1-hold lukker kørerspekulation
Sergio Perez har forlænget kontrakten med Force India for 2016

At: Thor Carskov
NOW WE GET THE FULL PICTURE

USERS IN THE PROGRAMMATIC VIEW

- 35-44
- Male
- Lives in London
- Technology Enthusiast
- Early Adopter
- Music Enthusiast, Live Concerts
- Gym Membership, Plays Tennis
- Lives in London
- Site Engagement NYTimes, Tripadvisor, Guardian
- Lives in London, US Ex-Pat
- Works in Digital Advertising
THE IMPACT

EACH AD-IMPRESSION IS SERVED TO THE MOST RELEVANT USER

1. In the given context
   - Male
   - 35-44
   - Technology Enthusiast

2. At the specific time
   - Early Adopter
   - Music Enthusiast, Live Concerts
   - Gym Membership, Plays Tennis
   - Lives in London

3. On the specific device
   - Ex-Pat
   - Guardian
   - US Ex-Pat
   - Works in Digital Advertising

4. Based on the specific behavior

THE IMPACT

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   - Ex-Pat
   - Guardian
   - US Ex-Pat
   - Works in Digital Advertising

4. Based on the specific behavior
IS IT PERFECT?

NO

90-95% ACCURATE

WASTE: 5-10%
DATA

DATA IS THE NEW CURRENCY – ARE YOU READY?
## TYPES OF DATA

<table>
<thead>
<tr>
<th>1st PARTY</th>
<th>Data collected by the advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Behavior on your own website</td>
</tr>
<tr>
<td></td>
<td>Social Media</td>
</tr>
<tr>
<td></td>
<td>E-mail database</td>
</tr>
<tr>
<td></td>
<td>CRM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd PARTY</th>
<th>A partners 1st party data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Supplier</td>
</tr>
<tr>
<td></td>
<td>Media</td>
</tr>
<tr>
<td></td>
<td>Partner</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd PARTY</th>
<th>Data sold by a data provider</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interests</td>
</tr>
<tr>
<td></td>
<td>Demography</td>
</tr>
<tr>
<td></td>
<td>Purchase intentions</td>
</tr>
<tr>
<td></td>
<td>Weather</td>
</tr>
</tbody>
</table>
FINDING MORE OF YOUR MOST VALUABLE CUSTOMERS

CREATING DATA LOOK-A-LIKES

EXPANDING REACH

SELLING MORE
IT ALL STARTS WITH A SMALL STEP
DATA MANAGEMENT PLATFORMS

MAKING DATA ACTIONABLE
STORING
ORGANIZING
ANALYZING
<table>
<thead>
<tr>
<th></th>
<th>KPI: NUMBER OF IMPRESSIONS IS NEVER THE END GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHY NOT MEASURE THE REAL DEAL?</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Audience buying</td>
</tr>
<tr>
<td>2</td>
<td>Traffic to site</td>
</tr>
<tr>
<td>3</td>
<td>Actions on site</td>
</tr>
<tr>
<td>4</td>
<td>Online sales</td>
</tr>
<tr>
<td>5</td>
<td>Sign-ups</td>
</tr>
<tr>
<td>6</td>
<td>Offline traffic</td>
</tr>
</tbody>
</table>
CREATE A CULTURE WHERE FAILING IS ACCEPTABLE
### PROGRAMMATIC BENEFITS EVERYONE

#### CLIENTS
- Higher ROI
- More targeting possibilities
- Less wasted impressions
- Better insights

#### MEDIA OWNERS
- Better performance
- Higher price per sold impression
- Better utilization of inventory
- Fewer manual processes

#### CONSUMERS
- More relevant ads
- Fewer ad-impressions
PLATFORMS AVAILABLE TODAY

DIGITAL DISPLAY
- Classic banner ads
- HTML5 the preferred format
- Standard or rich media placements

MOBILE
- Most IAB approved mobile formats
- Static image or HTML5

VIDEO
- True-view
- Pre-rolls
- Play-on-click

SOCIAL
- Facebook
- LinkedIn
- Twitter
- Instagram (Beta)
THE GROWTH CONTINUES IN MORE MATURE MARKETS
**PRICES ARE GOING UP, NOT DOWN**

WORLDWIDE DATA BY EMARKETER / TURN

<table>
<thead>
<tr>
<th>Change in Effective CPM (eCPM) for Programmatic Ads Worldwide, by Channel, Jan 2014-April 2014</th>
<th>% change vs. same period of prior year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>64%</td>
</tr>
<tr>
<td>Display</td>
<td>21%</td>
</tr>
<tr>
<td>Mobile</td>
<td>8%</td>
</tr>
<tr>
<td>-1%</td>
<td>Video</td>
</tr>
</tbody>
</table>

*Note: represents activity on Turn’s platform, broader industry metrics may vary. Source: Turn, "Advertising Intelligence Index," May 29, 2014*

<table>
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<tr>
<th>Change in Effective CPM (eCPM) for Programmatic Ads Worldwide, by Format, April 2014-March 2015</th>
<th>% change vs. same period of prior year</th>
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</thead>
<tbody>
<tr>
<td>Social</td>
<td>141%</td>
</tr>
<tr>
<td>Display</td>
<td>31%</td>
</tr>
<tr>
<td>5%</td>
<td>Video</td>
</tr>
<tr>
<td>-11%</td>
<td>Mobile</td>
</tr>
</tbody>
</table>

*Note: represents activity on Turn’s platform, broader industry metrics may vary. Source: Turn, "Advertising Intelligence Report," May 6, 2015*
CURRENT INVENTORY IN LATVIA

NUMBER OF IMPRESSIONS AVAILABLE PER MONTH

1,5 BIL.

Source: AMNET
CHALLENGES

WHAT WE NEED TO OVERCOME
FRAUD

BIG TEMPTATION
HIDDEN PAGES
FAKE URL’S
VIEWABILITY
After Chris Christie’s Performance
By THE EDITORIAL BOARD
If the governor wants to regain any credibility, he will have to admit that he set a tone of vindictiveness.

Op-Ed: The Shroud Over Rwanda’s Nightmare

Not So Entertaining
By RICHARD AREGOOD
New Jersey likes its politicians funny. Christie isn’t.

Op-Ed Columnists
- Brooks: Movement on the Right
- Krugman: The War Over Poverty

MARKETS

<p>| | | | |</p>
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<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Britain</td>
<td>Germany</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>FTSE 100</td>
<td>DAX</td>
<td>CAC 40</td>
<td></td>
</tr>
<tr>
<td>6,746.18</td>
<td>9,476.18</td>
<td>4,249.92</td>
<td></td>
</tr>
<tr>
<td>+54.84</td>
<td>+54.57</td>
<td>+24.78</td>
<td></td>
</tr>
<tr>
<td>+0.82%</td>
<td>+0.58%</td>
<td>+0.59%</td>
<td></td>
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</tbody>
</table>

Data delayed at least 15 minutes

Get Quotes | My Portfolios

Fashion and Tech Industries Co-Invent the Future of Wearables

By Intel
SELECTING THE RIGHT SITES FOR BRAND SAFETY

ALIGNING EXPECTATIONS

BLACK LIST
Buying impressions on all sites except the ones on this list.
Biggest risk of brand exposure in an unwanted environment.
Highest ROI.

WHITE LIST
Buying impressions only on the sites specified on the list.
Medium risk of brand exposure in an unwanted environment.
Lower ROI.

PRIVATE MARKETPLACES
Only buying impressions through direct deals with selected publishers.
Very low risk of brand exposure in an unwanted environment.
Lowest ROI.

DATA PROTECTION
CONTENT VERIFICATION
VIEWABILITY
PRIVATE MARKETPLACES

BRAND SAFETY = CONSUMER TRUST
CASE STUDIES

RESULTS CREATED USING AMNET
GOAL:
To improve quality of audience and overall campaign performance of brand’s seasonal line through targeting women shoppers.

WHAT WE DID:
Amnet used a combination of preemptive verification service to increase the quality of sites, created a white list to increase delivery on higher performing sites and used more aggressive bidding against top performing audience segments that resulted in higher performance.

RESULTS:
CPA decreased by 27%
CPC decreased by more than 70%
Total conversions increased by 37%
GOAL:
The agency team had a history of working with DSPs through managed service offerings and wanted to compare self service capabilities that were being offered by the newly created Amnet group.

WHAT WE DID:
By leveraging the expertise of the trading desk team, Amnet was able to quickly identify areas of opportunity and implemented tactics that resulted in immediate improvements.

RESULTS:
Q4 CPA reduced by 14%
CPA reduced an additional 51% Q1-Q4
Spend was able to be doubled
# HOW DO WE GET STARTED?

## DRIVING PROGRAMMATIC IS EVERYONE’S RESPONSIBILITY

<table>
<thead>
<tr>
<th>AGENCIES</th>
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<tbody>
<tr>
<td>Challenge both clients and media to experiment with programmatic buying</td>
</tr>
<tr>
<td>Identify relevant data sources</td>
</tr>
<tr>
<td>Challenge client briefs</td>
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<table>
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<tr>
<th>CLIENTS</th>
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<tbody>
<tr>
<td>Allocate 20-25% of budgets to digital experiments</td>
</tr>
<tr>
<td>Provide access to relevant data</td>
</tr>
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<td>Create a culture where failing is acceptable</td>
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<table>
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<tr>
<th>MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make premium inventory available</td>
</tr>
<tr>
<td>Test new methods of trading</td>
</tr>
<tr>
<td>Hire people who understand programmatic</td>
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</table>
ALL MEDIA WILL BECOME PROGRAMMATIC
MANAGING THE RIGHT BALANCE

DON’T GO 100% PROGRAMMATIC JUST YET
WHEN THE WINDS OF CHANGE BLOW, SOME PEOPLE BUILD WALLS WHILE OTHERS BUILD WINDMILLS
CHINESE PROVERB