

LEVERAGING BEHAVIOURAL SCIENCE IN PROGRAMMATIC ADVERTISING.



UNLEASH YOUR DIGITAL PERFORMANCE >>



WHAT IS PROGRAMMATIC MEDIA BUYING?



Is the use of
automated
technology for
buying media
inventory.



Display
Video
DOOH
In Game
Native
Connected TV
Audio

WHAT PROBLEMS CAN PROGRAMMATIC HELP SOLVE FOR YOUR BUSINESS.



DIGITAL STRATEGY WITH IMPACT.

Struggling with increasing market share.

You need to drive greater brand awareness to increase demand & engagement.

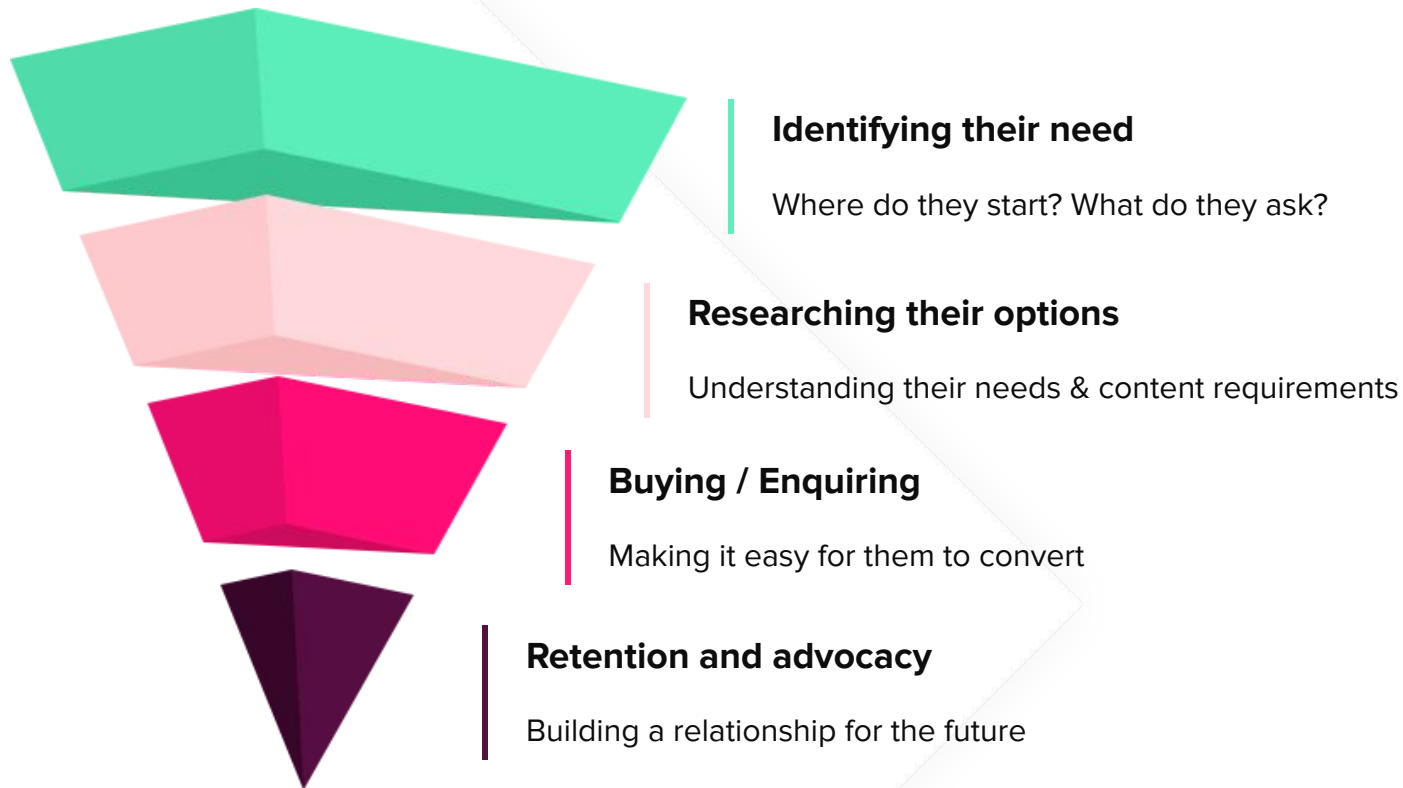
You don't see the cut through upper funnel channels.

You want to reduce the risk of wasted spend through poor quality audience targeting.

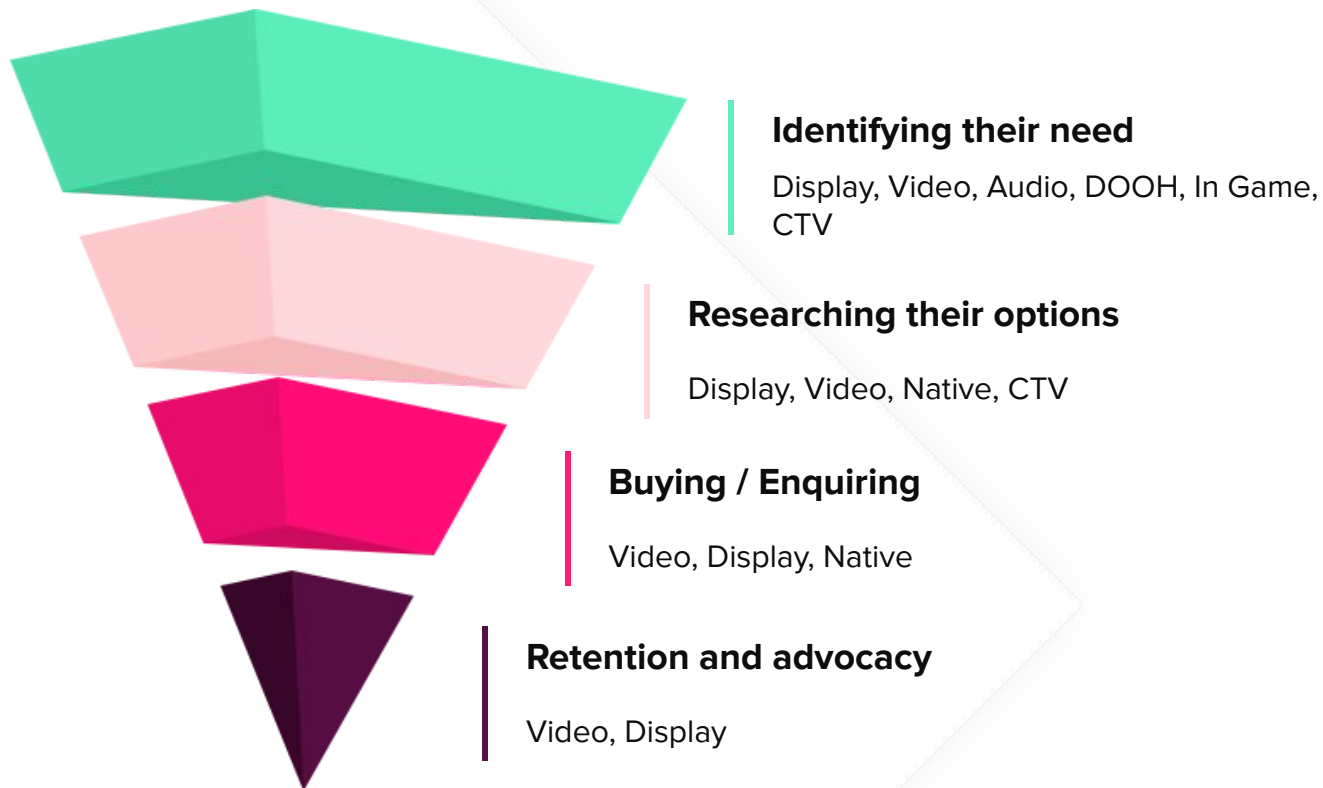
The leads you do receive are poor quality.

You need to deliver better quality leads through better targeting.

PROGRAMMATIC IN THE CUSTOMER JOURNEY.



PROGRAMMATIC IN THE CUSTOMER JOURNEY.



HOW DOES PROGRAMMATIC BUYING WORK?



THE ADVERTISERS WILL DEVELOP THE MEDIA PLAN AND BUDGETS.



ADVERTISER



AS ADVERTISERS WE USE DSPS TO ACCESS AD INVENTORY.



ADVERTISER

DEMAND SIDE
PLATFORM (DSP)



 StackAdapt

 Display & Video 360

 Adobe®

 AdRoll

 amazon
DSP

 theTradeDesk®

Allows the buying of ad space via ad exchanges

AD EXCHANGES FACILITATE AD SPACE BUYING.



ADVERTISER

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Google Ad Exchange (AdX).

 PubMatic

 Teads

 OpenX

Facilitates buying & selling of ad space

SSPs PROVIDE ACCESS TO PUBLISHER INVENTORY.



ADVERTISER

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PLATFORM (DSP)

AD EXCHANGE

SUPPLY SIDE
PLATFORM (SSP)



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OpenX

Facilitates buying & selling of ad space

Google Ad Manager

PubMatic

Teads

OpenX

Manages publisher inventory.
Connects publishers to ad exchanges.

WHICH IS FED BY THE PUBLISHERS THEMSELVES.



ADVERTISER

DEMAND SIDE PLATFORM (DSP)

AD EXCHANGE

SUPPLY SIDE PLATFORM (SSP)

PUBLISHERS



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Teads
OpenX

Manages publisher inventory. Connects publishers to ad exchanges.

Spotify®
Disney+
TimeOut
adsmart
The New York Times from sky

Where the ads will show

TO PROVIDE ACCESS TO THEIR AUDIENCES.



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AD EXCHANGE

SUPPLY SIDE PLATFORM (SSP)

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Disney+

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adsmart

The New York Times from sky

Where the ads will show



THIS WAY OF BUYING MEDIA ALLOWS FOR A GREATER OPTIMISATION AND REACH.



In Google Ads,
Video only means
YouTube.

Through a DSP this
means a wider
range of video
placements.



In Google Ads,
audiences are within
Google only + 1st party
audiences.

Through a DSP you
can use 3rd party
audiences with more
data.



In Google Ads, reach is
only within Google Ad
Exchange.

Through a DSP you can
access tens of ad
exchanges, so a wider
network of publishers.

**AS WELL AS THE WHERE, IT
IS ALL ABOUT THE WHO.**



BUILDING BEHAVIORAL SCIENCE INTO OUR PLANNING PROCESS.



How we feel about a brand can be made up of a variety of signals delivered in different ways.



79%

Recognise brands from their **sound**.

AUDIO



91%

Are more likely to buy when text is accompanied by video or images.

VIDEO & DISPLAY



80%

Consumers say they have made a purchase after seeing an OOH ad.

DOOH

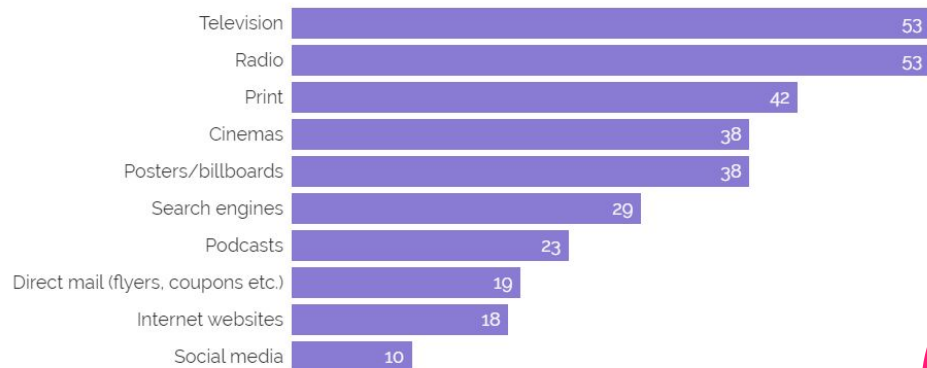
¹Mindcog
²Powerreviews
³Business wire

CONSIDERING WHERE CONSUMERS DEVELOP TRUST.



Roughly half of Brits trust television and radio advertising

How trustworthy, if at all, do you consider advertising to be in each of the following types of media? (% of UK adults who say somewhat trustworthy or very trustworthy)



YouGov

January 2022

Trust is such an impactful part of the relationship between a brand and consumers.

Understanding where that **trust** is built through different forms of media can also be used to influence **media planning** and **buying** to reach consumers.

80%

state that **trust** is a factor in their brand decision.

IDENTIFYING WHAT TO SAY AND HOW TO SPEAK TO CONSUMERS.



captify®


Meltwater

GWI.

Google Trends



- We need to understand **where** customers go to or get information
- **Why** they go there
- **When** they go there
- What are their **expectations**

This insight allows us to **tailor our creative** to speak to their motivations and expectations

AUDIENCE OPPORTUNITIES.



**CONTENT
CONTEXT**



LOOKALIKES



1ST PARTY



KEYWORD



BROWSING



3RD PARTY



LOCATION



RETARGET

AUDIENCE OPPORTUNITIES.



**CONTENT
CONTEXT**



LOOKALIKES



1ST PARTY



KEYWORD



BROWSING



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LOCATION



RETARGET

WHAT IS THE FUTURE OF 3RD PARTY TARGETING FOR PROGRAMMATIC?



Deprecation of 3rd Party Cookies - Which is a user privacy exercise to protect users data of people using Google. This follows on from the existing cookie blocking in FireFox, Safari and iOS apps.

What does that mean for programmatic 3rd party audiences?



Use alternative IDs to match users to create targetable audiences.



Uses clean room environments to match data in a privacy safe way..



Use Panorama ID™ connects device identifiers, associated individual behaviors and email to create audiences.

THE DSP PROCESSES AUDIENCE DATA FOR TARGETING.



ADVERTISER

DEMAND SIDE
PLATFORM (DSP)



Allows the buying of ad
space via ad exchanges

INCLUDING 1ST PARTY AUDIENCE DATA VIA CDPs.



ADVERTISER

DEMAND SIDE
PLATFORM (DSP)

1ST PARTY DATA
DATA PLATFORMS



Allows the buying of ad space via ad exchanges

AND COOKIELESS, 3RD PARTY AUDIENCE PLATFORMS.



ADVERTISER

DEMAND SIDE
PLATFORM (DSP)

1ST PARTY DATA
DATA PLATFORMS



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Adobe®

AdRoll

amazon
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snowflake

HubSpot

salesforce

TEALIUM™

bloomreach

AUDIENCE TARGETING

LOTAME™

Quantcast

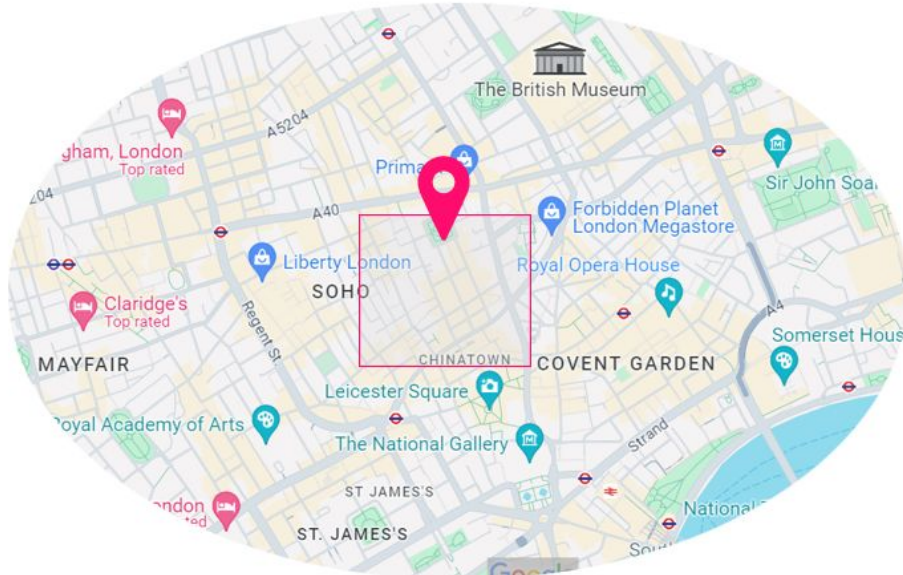
ACXION

exelate

ORACLE

captify®

USING GEO-FENCING TO ENHANCE TARGETING.

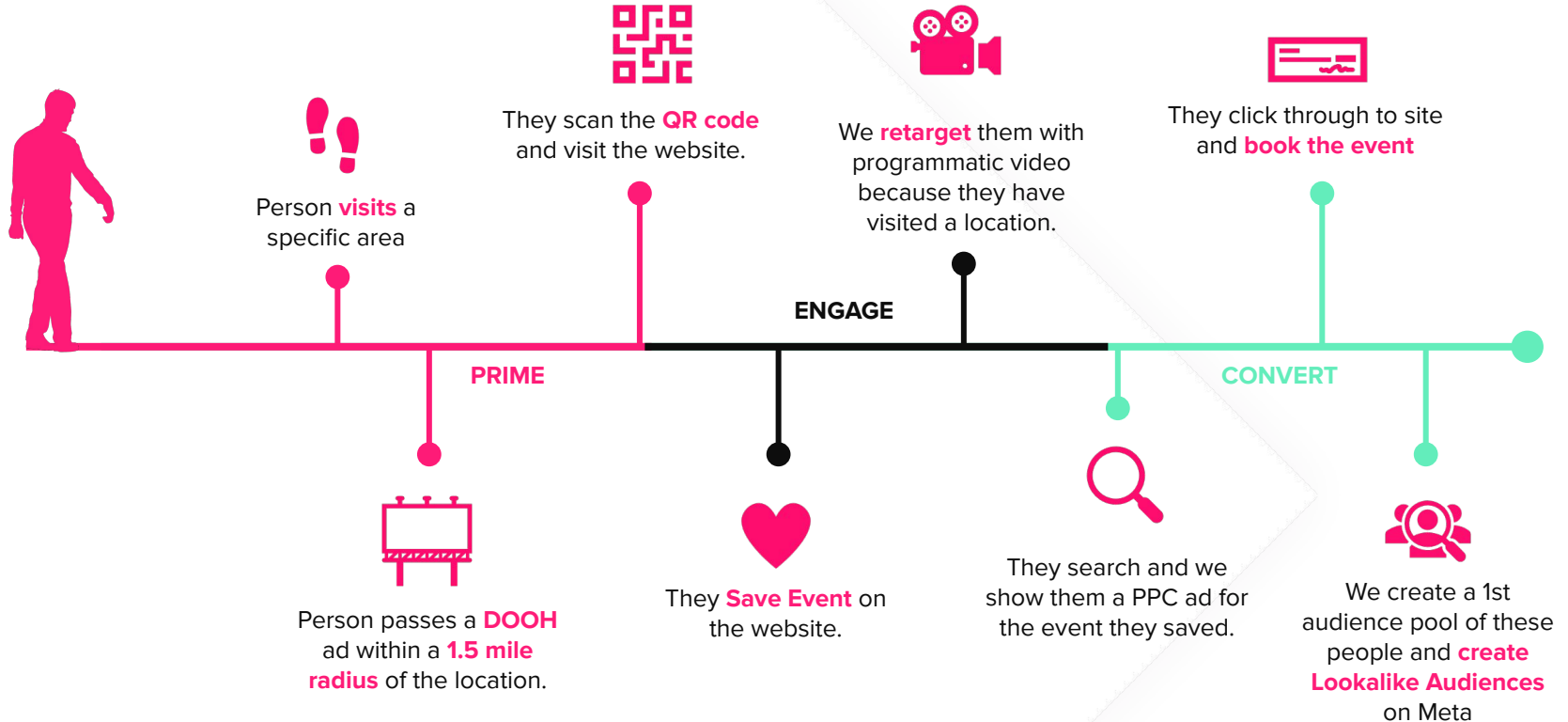


Geo Fencing Increases our targeting opportunities through using a mobile devices, GPS plus WIFI, with location services enabled platforms can

Target based on occurrence of behaviors of devices
Browsing behaviour
Occurrence of audiences

Target based on device location
Retarget to people who have visit specific locations

CUSTOMER CONSIDERING THE WHOLE CUSTOMER JOURNEY.



**BUT ANYONE CAN TARGET
THESE AUDIENCES....**

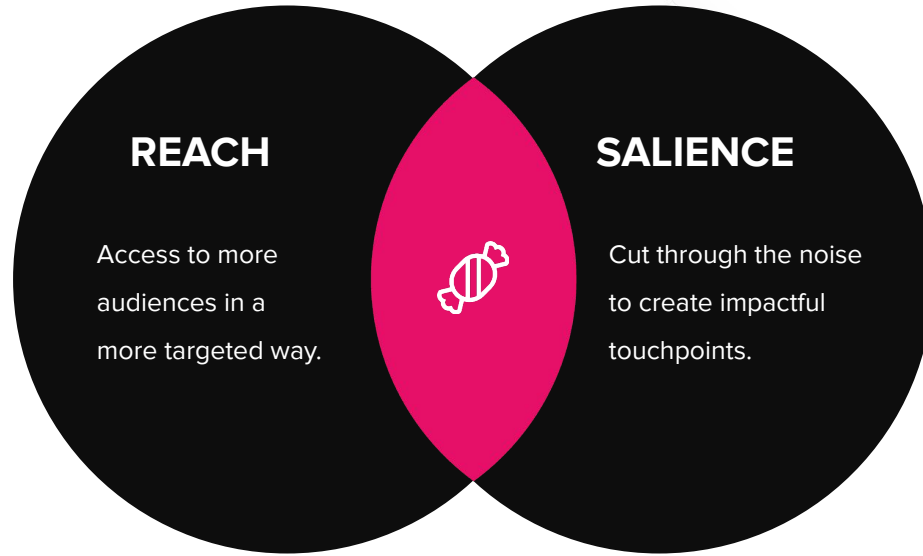


A woman with blonde hair is smiling and looking down at a desk in an office. The background shows a blurred office environment with framed pictures on the wall. A large black diagonal shape is overlaid on the left side of the image, containing the text.

IT'S WHAT WE **SAY** WHICH
IS THE DIFFERENTIATOR.



WHICH IS WHERE BEHAVIOURAL SCIENCE FITS IN.



WE USE THE COM-B FRAMEWORK AS A BASIS.

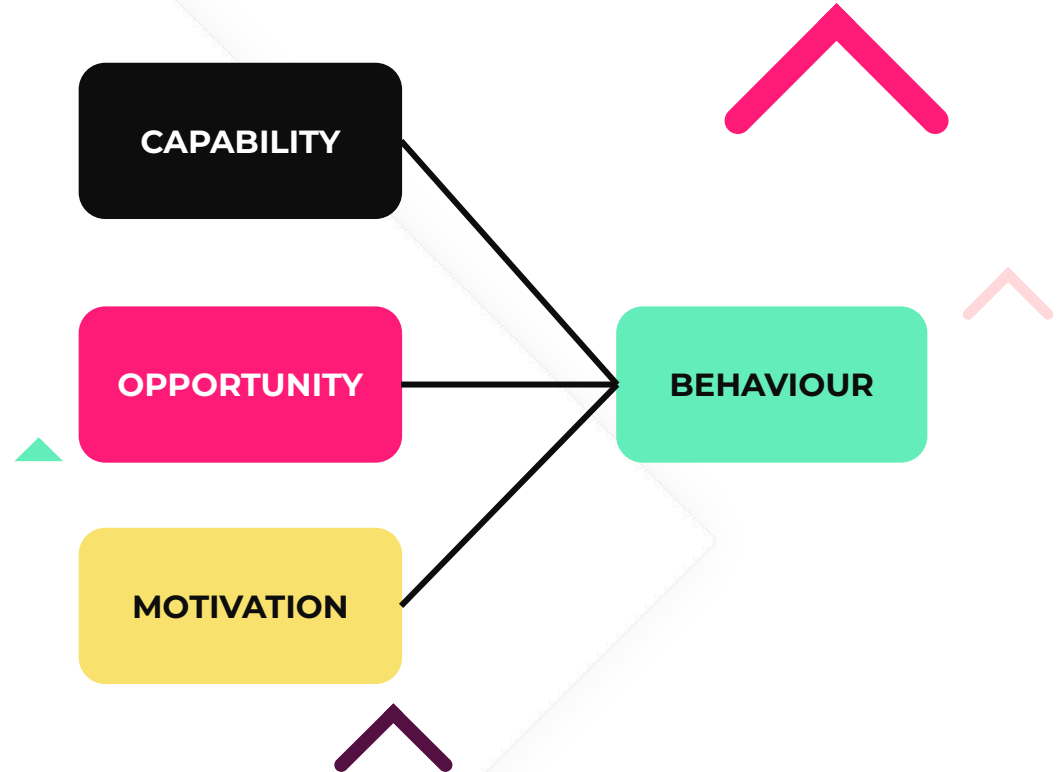


A comprehensive framework to understand the drivers of human behaviour.

A synthesis of 33 psychological theories of behaviour change.

Allows us to:

- Identify types of barriers to specific actions/behaviours.
- Tailor messaging to the underlying reasons and motivations for customer behaviour
- Design better incentives that target the underlying motivations and needs

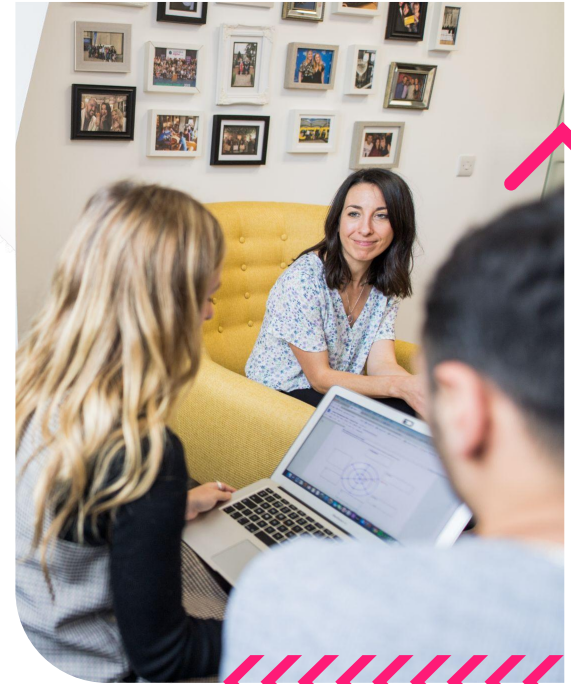


OVERLAYING TECHNIQUES.



We combine the audience insights that we develop/ you share with us, combined with our knowledge of behavioural science to elevate your campaigns and drive ROI through nudges and techniques such as:

- **Personalisation;** Tailoring content that align with a users interests and needs can feel more relevant and compelling, prompting quicker action.
- **Social Proof;** Incorporate social proof, such as testimonials, reviews, and social media endorsements. Users are more likely to follow the actions of others, especially when they perceive them as similar or credible.
- **Loss Aversion;** Emphasizing potential losses or missed opportunities rather than just highlighting gains. Messages framed around avoiding losses can be more persuasive in motivating action.
- **Driving a sense of urgency;** Setting or reminding of deadlines or time limits can create a sense of urgency. By anchoring consumer decisions to a specific timeframe, we can motivate quicker reactions.



INTEGRATING BEHAVIOURAL SCIENCE ENHANCES OUR CREATIVE & MESSAGING.



Our decision to buy from a brand, or not to buy is deep rooted in a variety of factors which tap into our emotions.



79%

will buy from a brand with a **strong personality.**

MEMORABLE



91%

of people expect a brand to **understand their needs.**

MOTIVATION



80%

state that **trust** is a factor in their brand decision.

BARRIERS

INTEGRATING DYNAMIC ELEMENTS TO YOUR ADS.



Tap into other data signals to make your ads **more relevant** and speak to relevant **influencing factors**.

- Location
- Time of day
- Day of week
- Countdown
- Weather

Dynamic Elements

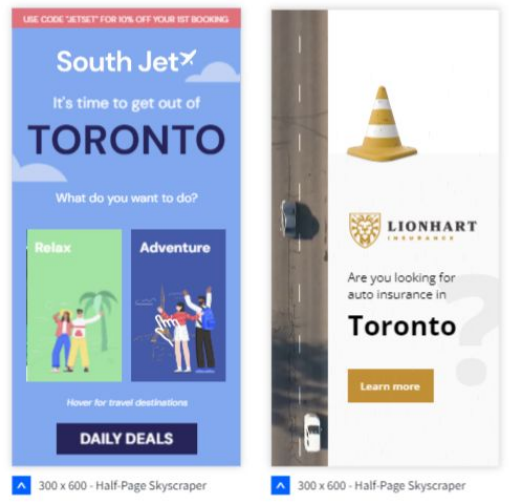
Add an extra layer of personalization to your creatives with dynamic time and location elements.

Provide a customized experience to the audience, and show products or solutions that meet their localized needs.

What you need to know:

Choose from the following elements for customization:

- City name or state.
- Current time or counting down to a specific time of day.
- Day of the week or month of the year.



INTEGRATING SOCIAL PROOF IN PROGRAMMATIC.



There are also creative specialists who can bring the worlds of **social ads** and **programmatic** together.

This has two main benefits

- **Repurposes** social creative to save on the effort of creating multiple assets
- Allows you to bring in the **social proof** element of your social ads in the form of **number of likes, comments etc** to appear in your display format ads

**GO FURTHER WITH
GAMIFICATION.**



GENERATE ENGAGEMENT BY ASKING YOUR AUDIENCE QUESTIONS.

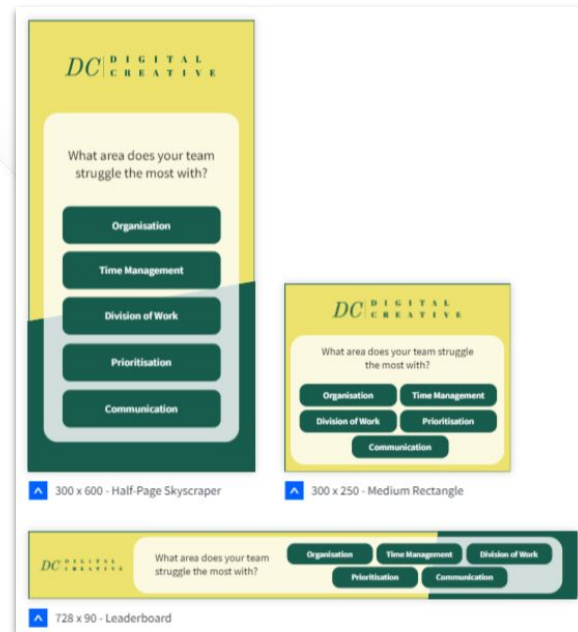
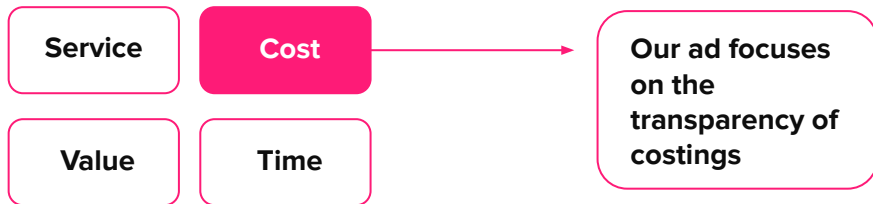


Ads on webpages can be easy to overlook or ignore.

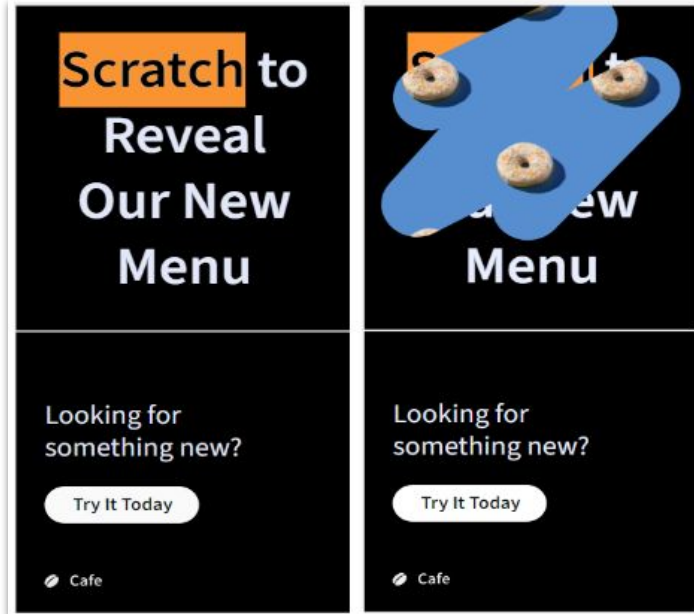
Using ads which encourage **engagement** allows us to create more of a connection with the audience.

Engagement formats means we can **ask questions**, providing us with additional data and insights, which we can use to tailor their customer journey.

We ask a B2B audiences what is the biggest factor in decision making for them?



MAKE YOUR ADS PLAYABLE.



There are other formats which can also be **tested** to understand what **type of engagement** works best for the brand and/or the audience.

- **Scratch formats**, where the person observing the ad need to scratch the surface to reveal the message
- **Hover formats**, where you hover your mouse over the ad to reveal the additional information

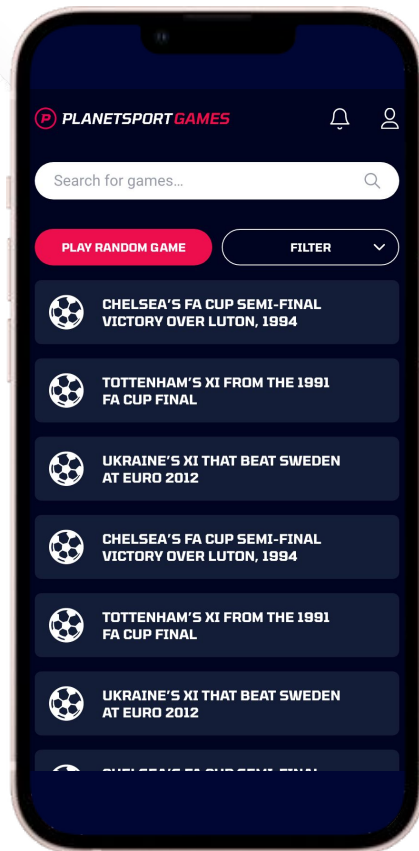
PLANET SPORT.



ENGAGE. ENTERTAIN. RETAIN. REPEAT.

We developed a series of quizzes and gamified content to engage with Planet Sport audiences (Planet Football, Planet Rugby, Planet F1 and Team Talk). Using our Prompt Technology™, customers are able to willingly share their views and opinions about specific topics created by Planet Sport

They collect consistent zero-party data to improve audience insight and segmentation. Our games are fully integrated with their data ecosystem.



66%

increase
in page views

58%

increase
time spent on
the site

49%

increase
in registrations



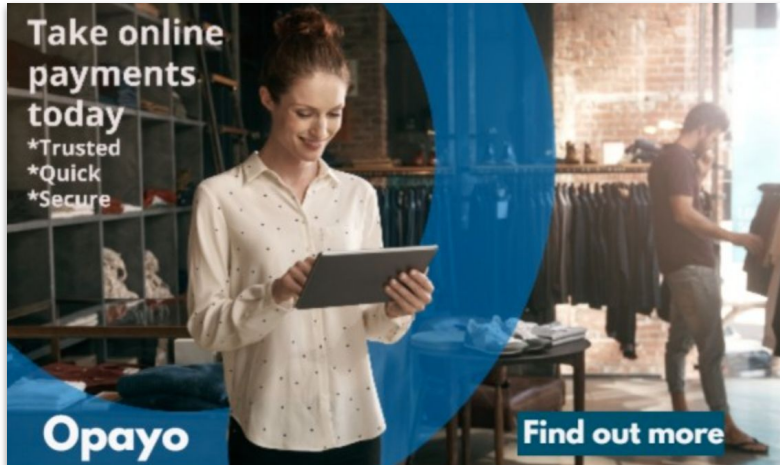
PROGRAMMATIC IN ACTION.



CREATIVE (FOR ALL CHANNELS) NEEDS TO GRAB ATTENTION.



The original ad creative



This creative is functional

The ad is **generic**, it isn't tailored to the audience
It speaks to the **function** of the product, it is very literal
It is **dark** in tone, it doesn't stand out
Small sub text is **difficult** to read

CREATIVE DESIGNED AROUND MOTIVATION IS IMPACTFUL.



Behavioural led creative



Design

It is **bright** in tone

The ad is **fun** and **engaging**

Text is **easy** to comprehend quickly

Behavioural element

It speaks to the **motivation** behind the **need** for the product

CREATIVE DESIGNED AROUND MOTIVATION IS IMPACTFUL.



Behavioural led creative



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It speaks to the **motivation** behind the **need** for the product

Improved click
through rate by

364.6%

Users that saw
our adverts were

3x

more likely to
enquire



I LOVE THE USE OF AUDIENCE DATA WITH DOOH.



Targeting

Using device browsing data

Using device location data

This enabled the brand to deliver **audience targeted DOOH**, increasing the chance of their ad being seen by relevant audiences.

Behavioural elements

Using **signals** relating to typically human interests, to infer animal interests.

Measurement

They used brand lift study to quantify

- Brand awareness
- Brand consideration



INNOVATIVE USE OF QR CODES AND NOVELTY.



Approach

Combine ordering with a click of a button

Personalisation - 'Their foot long'

They provided a 3D personal shopping moment through **QR code engagement**, with billboards in high footfall areas for their target audience.

Behavioral element

- Speaking to GenZ interests

Measurement

- Measuring brand buzz



ABM APPROACH TO PROGRAMMATIC ACTIVATION.



Take advantage of enhanced audience targeting.

Providing the DSP with specific account lists to target to increase the specificity of the targeting.

Measurement

Focusing on CTR as a metric to assess how the ads were resonating with the target audience



StackAdapt ABM Targeting and Measurement

Leveraging this unique technology from StackAdapt, Realtime Agency set out to tailor their campaign to specific account lists for more personalized and effective outreach.



Optimization for Clicks

Focus on driving engagement by refining the campaign for click-throughs, ensuring the message resonates with the audience.



Audience Activation

Leverage quick turnaround time for audience population with StackAdapt so campaigns could be launched promptly, seizing timely opportunities.

MEASURING FOR SUCCESS.



HOW DO MEASURE OUR SUCCESS?



STAGE 1 - DESCRIBE	STAGE 2 - DEFINE	STAGE 3 - DETAIL	STAGE 4 - DESIGNATE
<p>Describe what the purpose of the ad is.</p> <p>What are you trying to achieve with the ad?</p> <p>Examples</p> <ul style="list-style-type: none">- Recall the ad- Be aware of the brand- Be aware of the product	<p>Define what you expect someone to do after the have been shown an ad.</p> <p>What does the ad deliver?</p> <p>Examples</p> <ul style="list-style-type: none">- 'See' the ad- Click the ad- Search after seeing an ad	<p>Detail out the KPIs you are going to use to measure</p> <p>How do you know they have done what you want?</p> <p>Examples</p> <ul style="list-style-type: none">- Clicks- Impressions- VTR- Footfall- Engagement- Search uplift- Scan a QR code	<p>How will you measure these KPIs?</p> <p>What tools/ platforms do you need to be able to quantify the KPIs you have selected?</p> <p>Examples</p> <ul style="list-style-type: none">- GA4- Platform data- Brand lift study- Causal impact analysis- MMM- MTA

DIFFERENCE BETWEEN IMPRESSION, VIEWABLE AND ATTENTION.



Impression

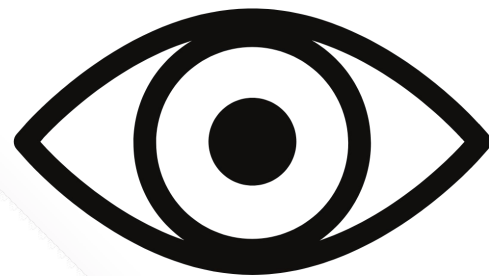
A measurement of **responses from an ad delivery system** to an ad request from the user's browser.

Viewable Impression

50% of the ad's pixels are **visible** in the browser window for a continuous 1 second. For larger ads (those greater than 242,000 pixels), 30% of the ad's pixels are visible in the browser window.

Attention

Attention is a consumer **actively looking** at or **listening** to an ad at the time they were exposed to it. A typical base measure for attention is time, and attention measures can be used in different media contexts such as video or audio.



CONSIDER ATTENTION NOT JUST VIEWABILITY.



Understanding **attention** ensures that we understand the impact our ad has had, not just whether it was viewable on a page.

Attention metrics can be used to



Understand how much attention an ad requires to deliver brand recall



Ensure that we are showing ads in the right places, to obtain the right level of attention



Evaluate the attention given to our ads when they have been served





**THERE IS SO MUCH
OPPORTUNITY.**



WHAT CAN YOU DO TODAY?



Answer

What is the blocker to you using programmatic advertising in your media strategy?

How

Do you get the buy in for the programmatic, what data and insights do you need?

Detail

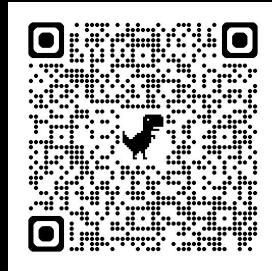
What do you need to do to get a test budget for programmatic advertising?



THANK YOU.



Download the slides:



UNLEASH YOUR DIGITAL PERFORMANCE >>