WHAT is PROGRAMMATIC?

The application of artificial intelligence, algorithms & big data to:

Bid on an advertising inventory source
Through an advertising exchange (DMP/DSP)
In real time

For the opportunity to:
Show one specific ad
To one anonymous consumer
In one context
On one device

What Is Programmatic?
Why Is It so Popular?
Where Does the Data for Mobile Programmatic Come from?
NinthDecimal Understands Physical World Behavior
How Does It Work?
4 Great Myths of Mobile Programmatic
A Full Mobile Programmatic Solution
NinthDecimal Audiences Sample
WHY is it so POPULAR?

Programmatic has revolutionized how we think about data and media buying. Its popularity continues to grow due to several factors:

- Programmatic buying separates media from data
- Agencies and Advertisers don’t have to go through a lengthy IO or contract process
- No spend or volume commitments
- Better efficiency & speed
- Multiple reporting options
- Agencies can optimize without back & forth between networks and vendors

"In 2015 mobile programmatic eclipsed desktop/laptop programmatic for the first time, and in 2016 is expected to account for over 69% of programmatic ad spend."

eMARKETER

Total programmatic ad spend growth

* CMO.com

$20 billion

$15 billion

2015

2016 *

* CMO.com
WHERE DOES the DATA for MOBILE PROGRAMMATIC come FROM?

The data used in programmatic (including mobile programmatic) can come from a wide variety of sources.

Audiences can be based on:
- behavioral (online/cookie-based) data
- offline data
- purchase data
- survey or self-reported psychographic data
- physical world (location) data

The quality of these audiences varies greatly depending on the sources of the data and how it is vetted.

The foundation of NinthDecimal audiences is physical world data.

“Marketers are following consumers’ mobile behaviors to do the basic function that programmatic marketing must fulfill: deliver messages in an automated fashion where the target audiences are."

JIM NAIL, FORRESTER
The foundation of NinthDecimal’s programmatic audiences is high-quality data. We base our audiences off of physical world data by seeing where people go in their day-to-day life.

We continually test and refine the audiences on our own platform before making them available on other platforms.

By using where people go as the best indicator of who they are, we have built a sophisticated understanding at a device-level of lifestyle, demographic, and enthusiast audiences.

Privacy and data quality are paramount to our process, which is why we have rigorous filters and verifications in place to ensure only the best data is used in forming our audiences.
HOW does it WORK?

NinthDecimal Curates Audience Profiles

Profiles Are Available Via Our Programmatic Partners

Advertiser Selects Audiences

Determines Budgets And Places Bid

Ad Placements Optimized Based On Audience Segments

Targeted NinthDecimal Audience

NinthDecimal Programmatic Partners

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4 GREAT MYTHS of MOBILE PROGRAMMATIC

1. **“There’s a lack of precision and 1:1 targeting in programmatic”**

   Precision is possible when Device IDs and location data are used as the basis of user profiles and audiences, instead of modeling based on panels or approximate tiles or geo-fences.

2. **“The inventory in programmatic is not quality”**

   The inventory that is available programmatically is the same inventory that is available directly.

3. **“Measurement beyond CTR doesn’t exist in programmatic”**

   It’s possible to measure real world impact of programmatic campaigns by looking at the incremental foot traffic that was driven to a location as a result of ad exposure.

4. **“Real audience targeting on mobile programmatically doesn’t exist yet”**

   Programmatic audiences are no longer restricted to being based on a single data point such as “HH income of 100k” or “big box shopper”, but can be as multi-dimensional as your target consumer.
NINTHDECIMAL
Programmatic SOLUTIONS

The Industry’s Most Advanced Programmatic Solution Suite

HIGH-QUALITY DATA FORMS THE BEST SEGMENTS
- Hundreds of physical world based standard segments ready to activate on the partners you already use
- Custom segments are easy to create and deploy

YOUR CRM DATA: EFFICIENT & AVAILABLE
- We can make your customer file available through your DSP of choice for targeting programmatically

THE INDUSTRY STANDARD FOR MEASUREMENT
- Don’t judge performance of a campaign off CTR
- Measure real world impact by using LCI™, the industry’s leading foot traffic measurement metric
- Understand the incremental lift a programmatic campaign drove to a location

Activate the same segments across Mobile and Desktop programmatically

Then measure the real world change in visitation
NINTHDECADEAL
AUDIENCES Sample

FOOD & BEVERAGE
• Starbucks
• McDonald’s
• Denny’s
• TGIF
• Taco Bell

ENTHUSIAST PROFILES
• Fashionistas
• Green Consumers
• D.I.Y. (Do-It-Your-Selfers)
• Golf Enthusiasts

LIFESTYLE PROFILES
• College Student
• Healthy Living
• Traveler
• Pet Owners

SHOPPER
• Big Box Retailers
• Target
• Williams-Sonoma
• Gap
• IKEA
• Avis

IN-MARKET PROFILES
• Auto Intenders
• New/Expectant Parents

DEMOGRAPHIC PROFILES
• Parents of School Age Children
• Household Income

CUSTOM PROFILES
• Walmart shopper who hasn’t shopped at Target in 30 days
• Regular gym goer who does not shop organically
• New moms who frequent buybuyBaby or Bed Bath & Beyond