



Programmatic Marketing with Gemius

We support knowledge-driven business decisions.[com](https://www.gemius.com)



www.gemius.com

A vibrant, low-angle photograph of a city street at night, likely Times Square in New York City. The scene is dominated by tall buildings with glowing windows and numerous large, illuminated billboards. Visible signs include "SQUAD CARS", "TOSHIBA", "BLU LIGHT", "YAHOO!", "Walgreens", "NEW YORK POLICE DEPT", and "at&t". A street lamp is visible in the foreground on the left. The overall atmosphere is one of a busy, brightly lit urban environment.

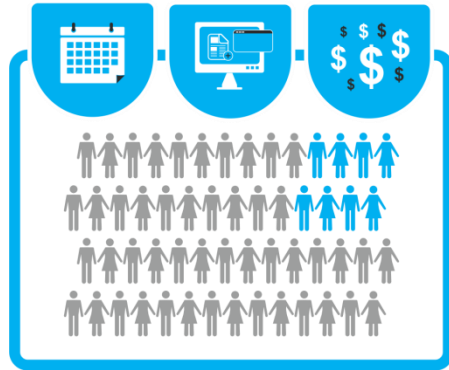
Advertising is all around us





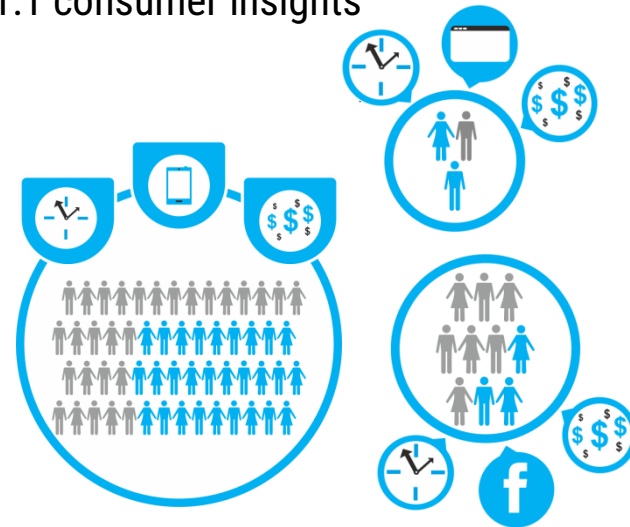
Traditional Execution

- Plan and revise quarterly
- Buy blocks of impressions
- Fixed price dynamics
- “Averaged” audience insights

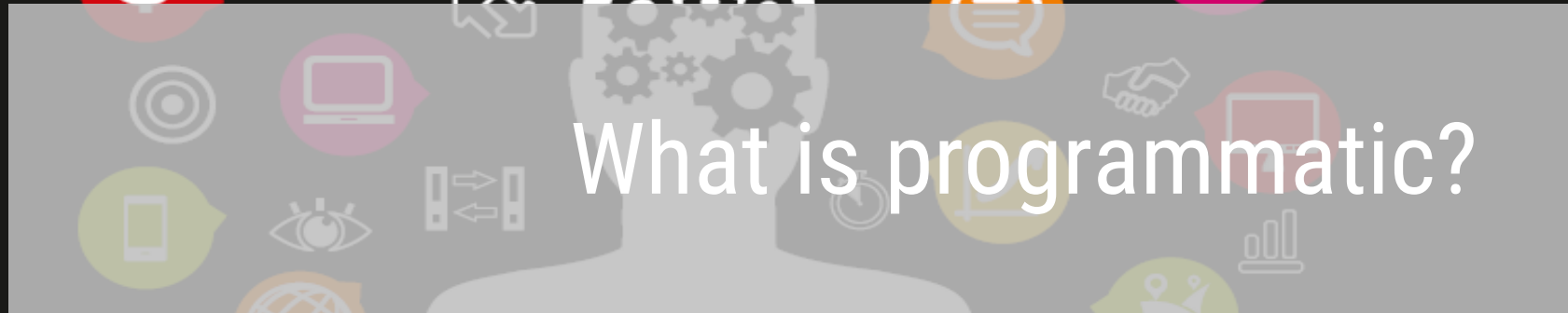


Programmatic Execution

- Execute and optimize in real time
- Buy individual impressions
- Dynamic pricing efficiencies
- 1:1 consumer insights



What is programmatic?

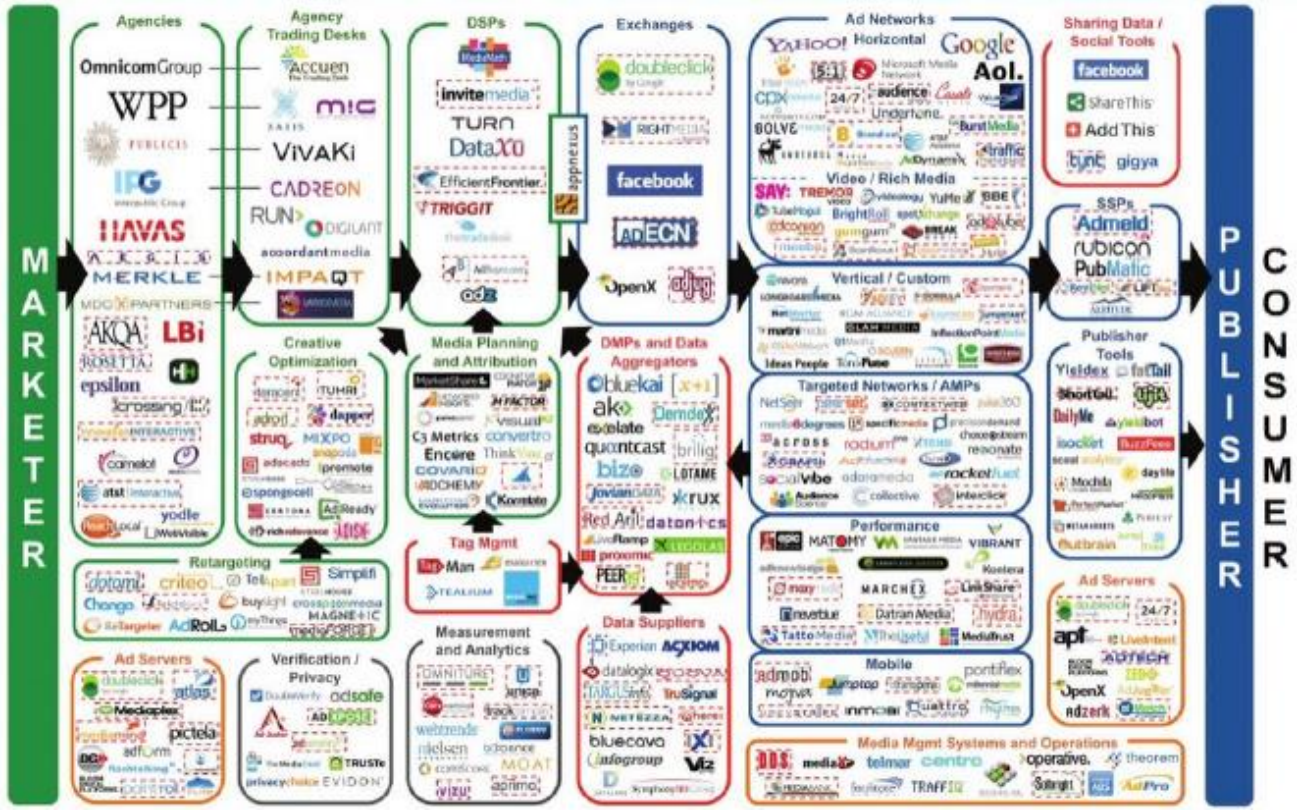




Programmatic is a fundamental shift, not just in how media is bought, but in how advertisers can engage with customers more effectively.



Programmatic ecosystem



Source: <http://www.lumapartners.com/lumascapes/display-ad-tech-lumacape/>

What is Programmatic Marketing?



Use of consumer data and business rules (i.e. algorithms)

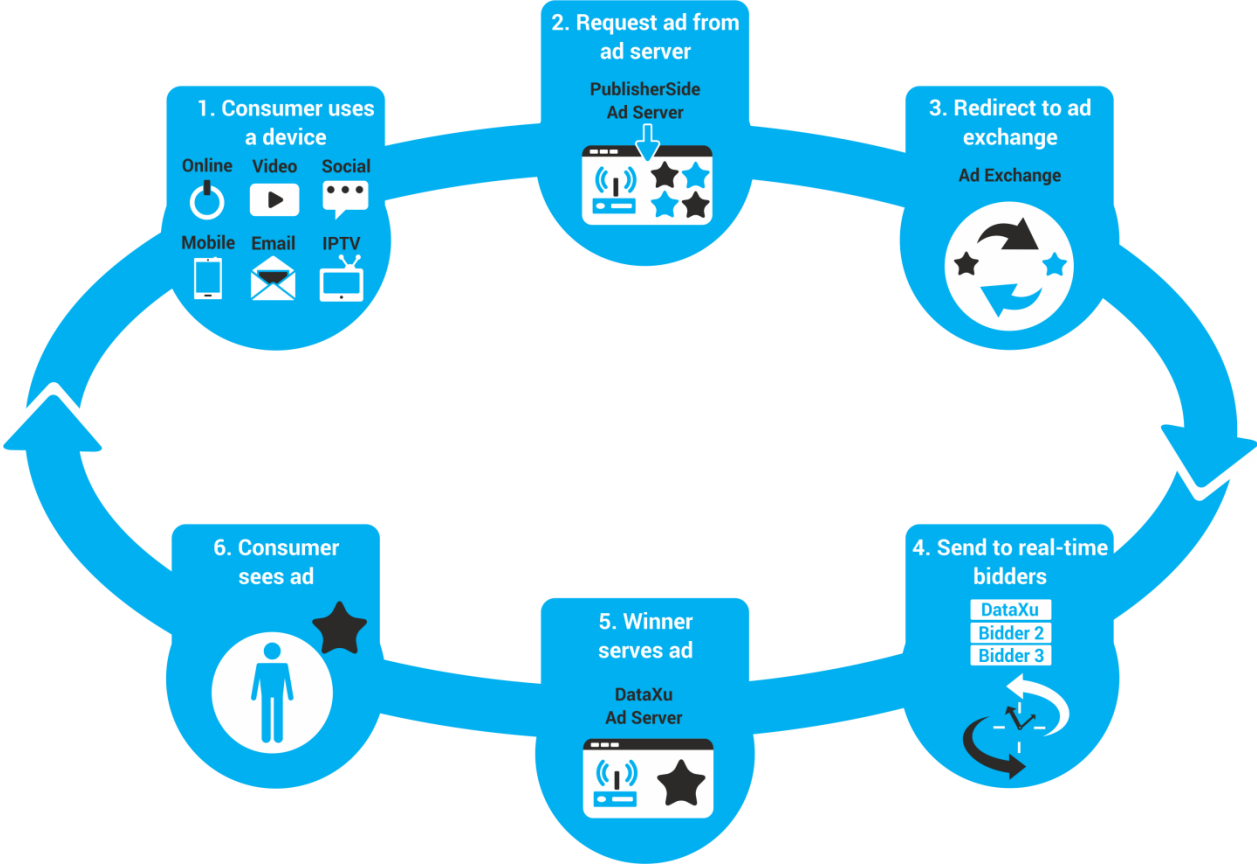
Adoption of a real-time decision-making platform

Measuring and tailoring every interaction with consumers, at the impression level

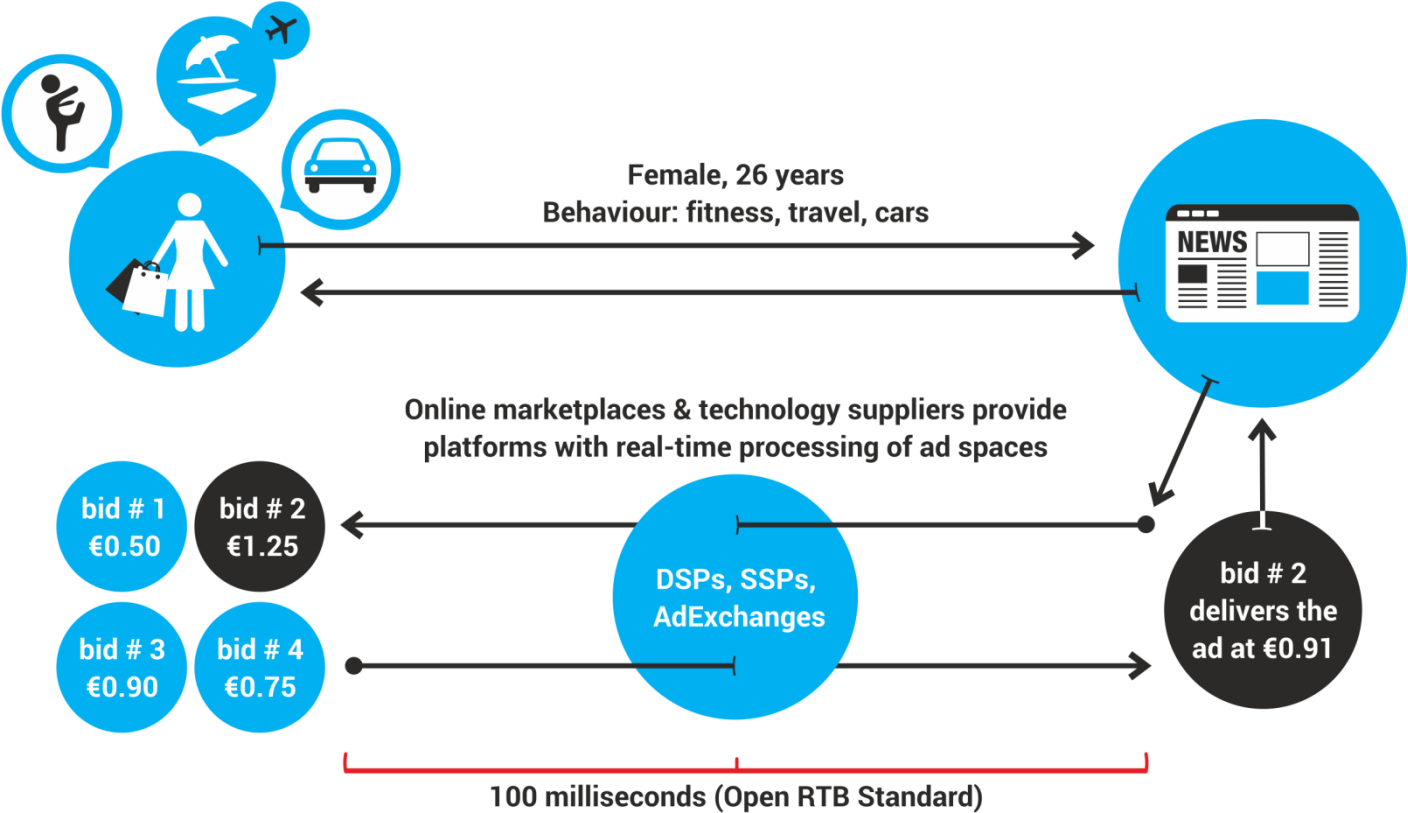
With programmatic marketing, you can buy concrete users in an automated way!



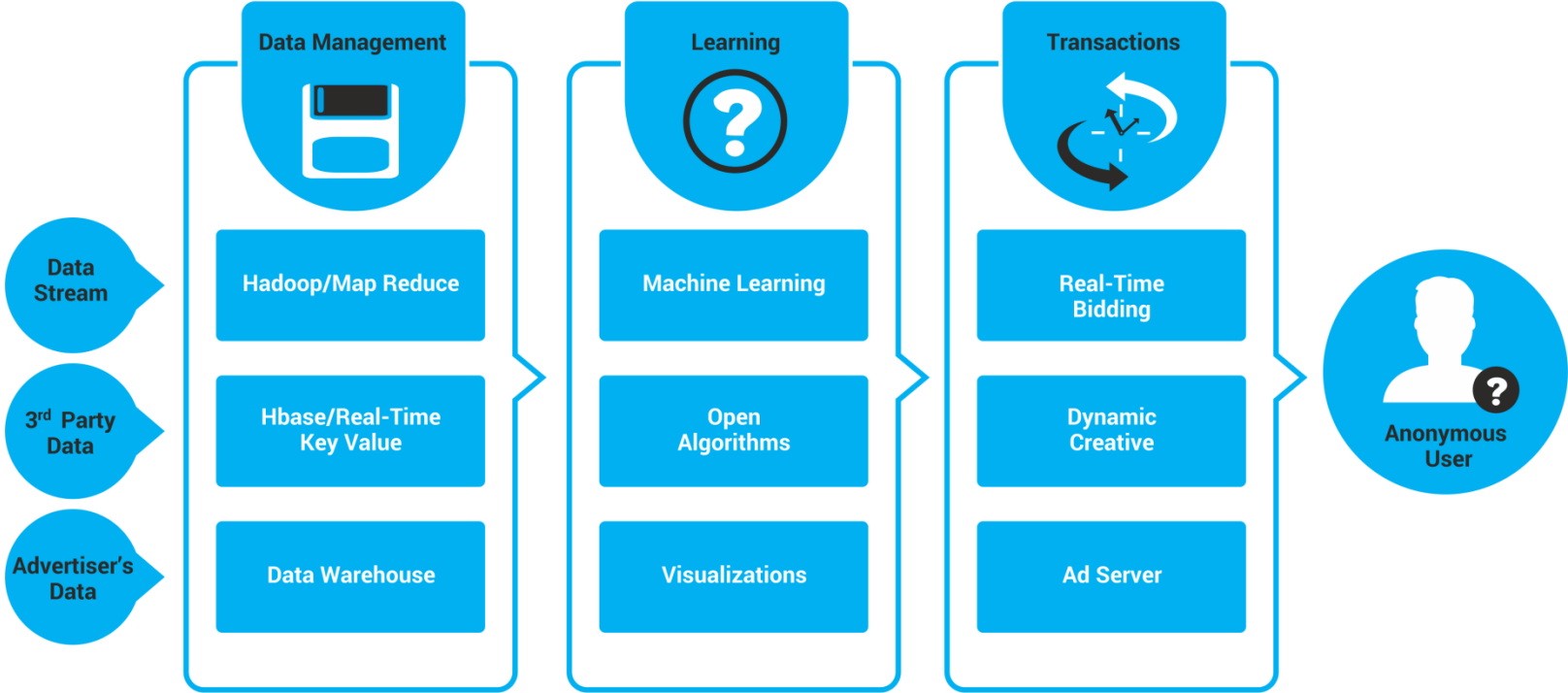
Real Time Bidding – How it works



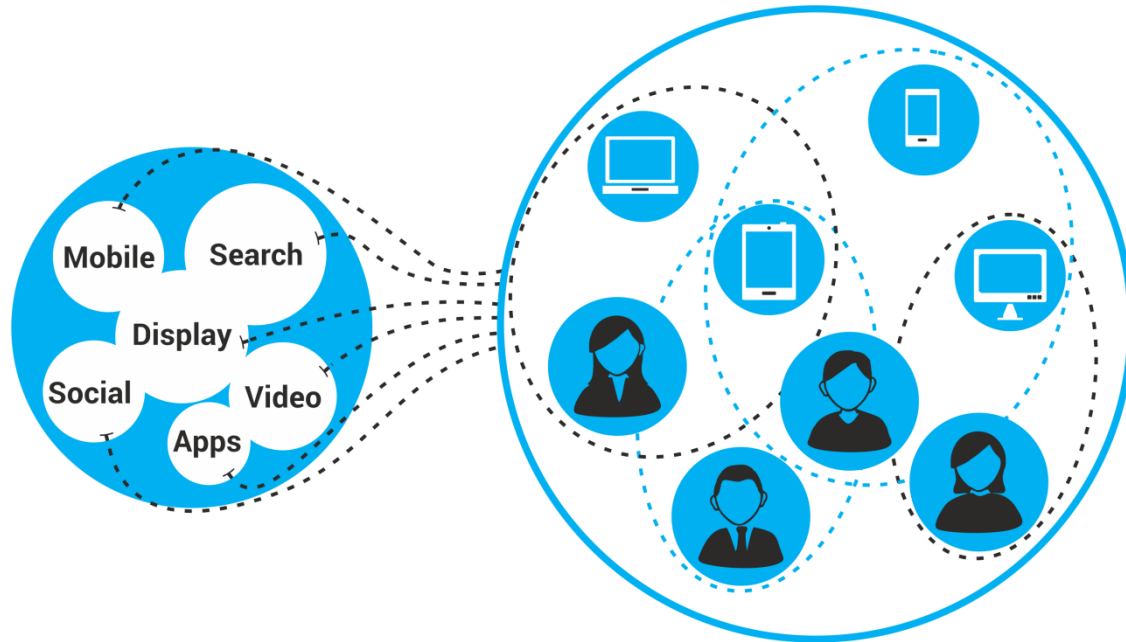
Programmatic Marketing: Schematic



Real Time Bidding – How it learns AI



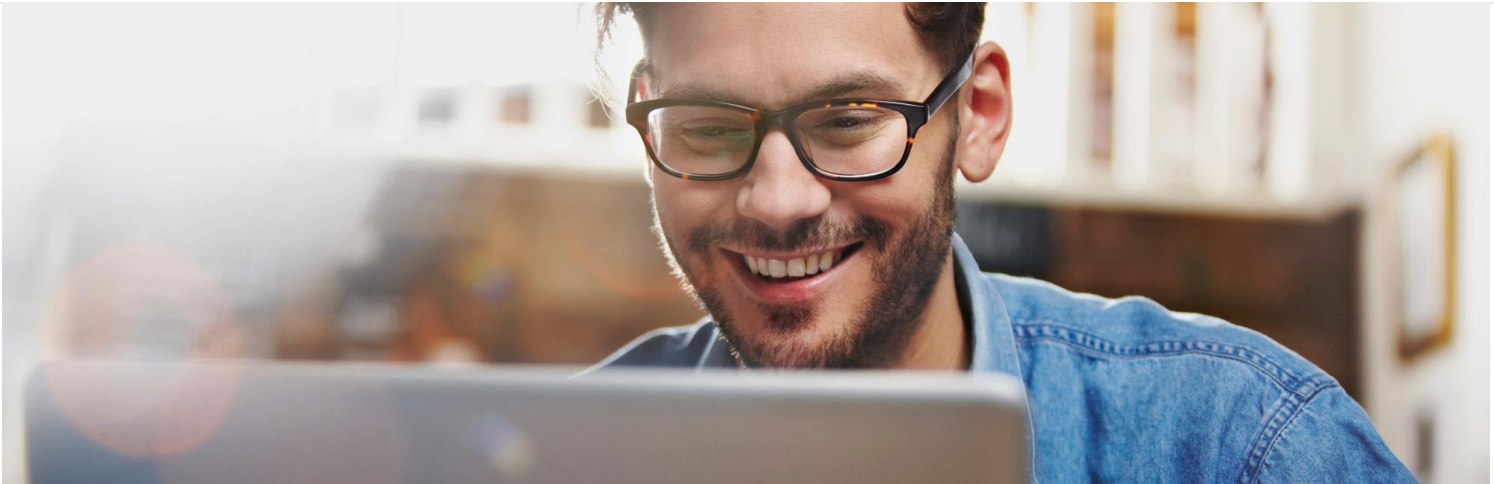
The right content, on the right device, at the right time



The changing digital landscape is contributing to changes in consumer behaviour



24 hours of the user - Context is critical



7:30 am
Reading news



10:00 am
Working



11:00 am
Directions to
a meeting



14.00 pm
Working



18.00 pm
Running at
the gym



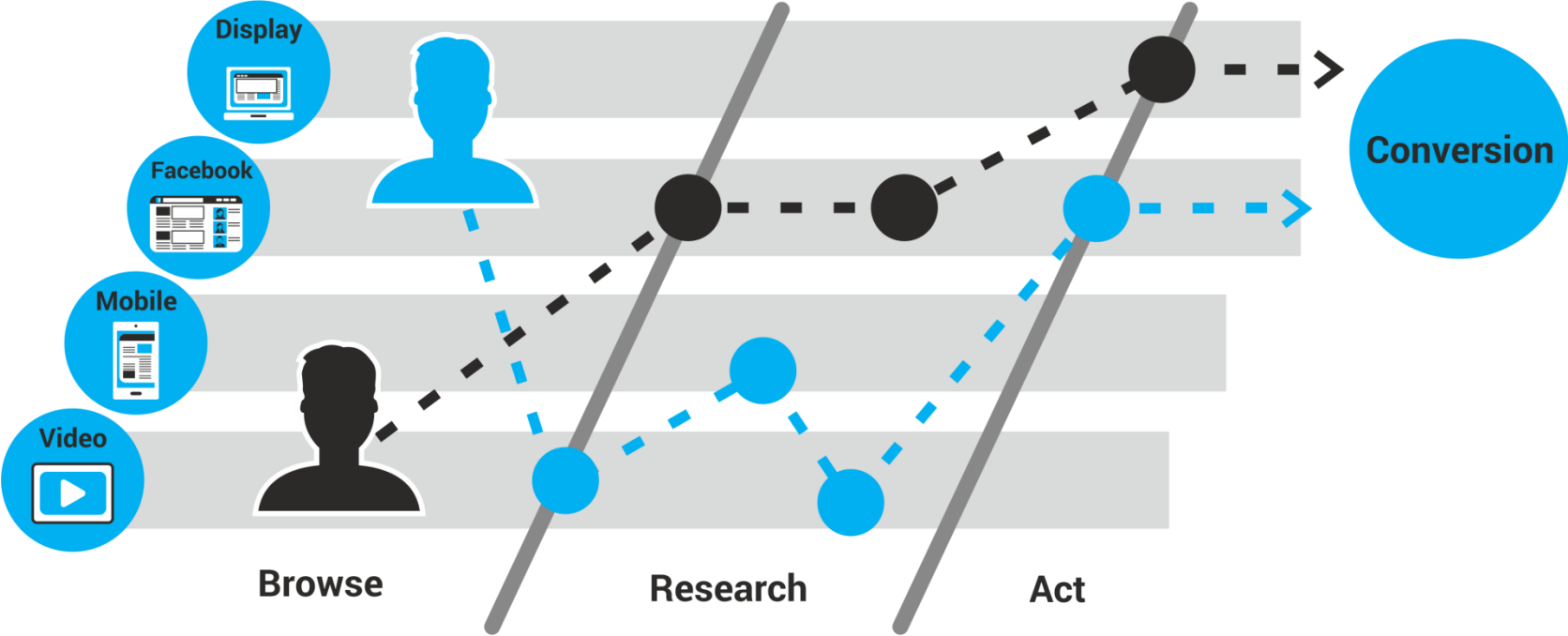
21.00 pm
Relax with
TV and tablet



22.30 pm
Checking e-mail
before going to
bed



How Can You Deliver A Consistent Experience Throughout Your Customer's Journey?





Programmatic marketing is data-driven, real-time and always learning



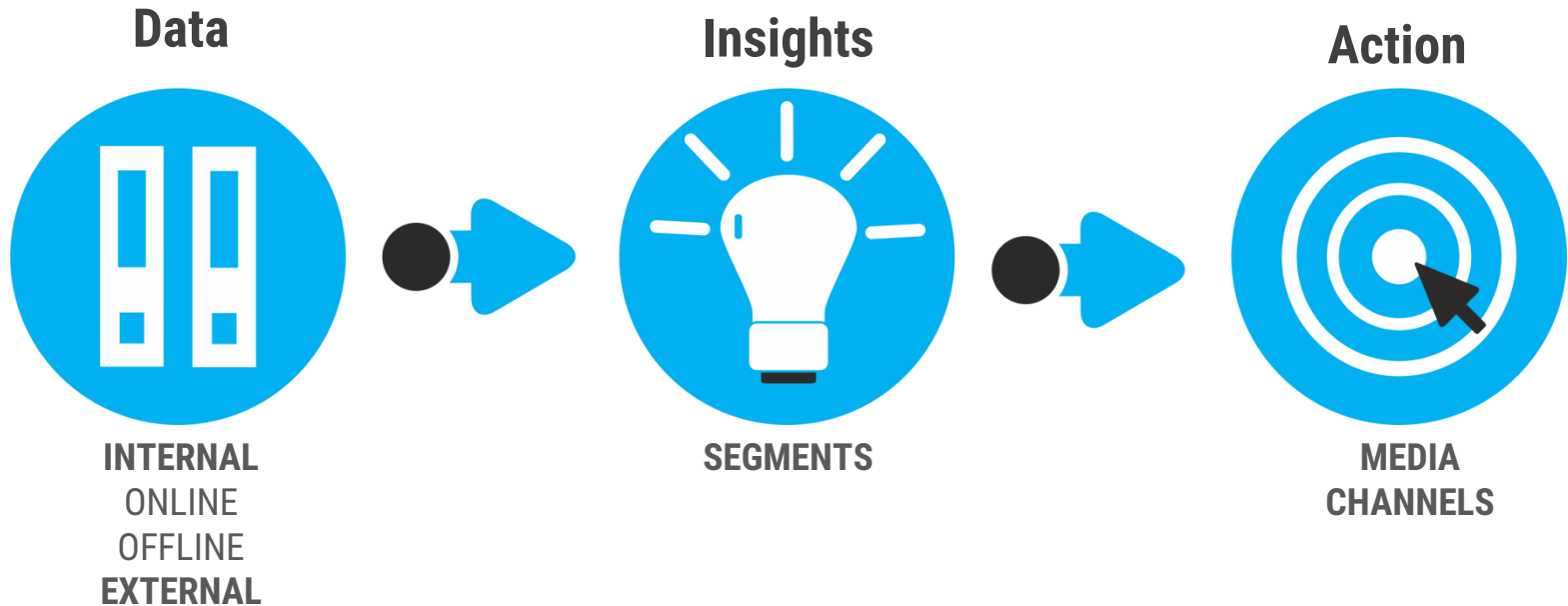
Turn Big Data noise ...

... into true customer intelligence ...

... and effective action



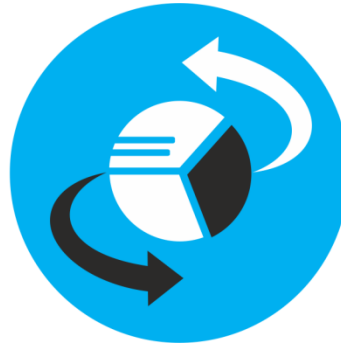
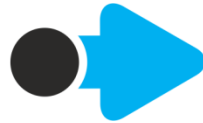
Building knowledge from data





1st PARTY

3rd PARTY



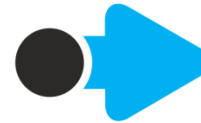
DMP

STORAGE / WAREHOUSE

NORMALIZATION

SELECTION / SEGMENTATION

ANALYTICS / DECISIONING

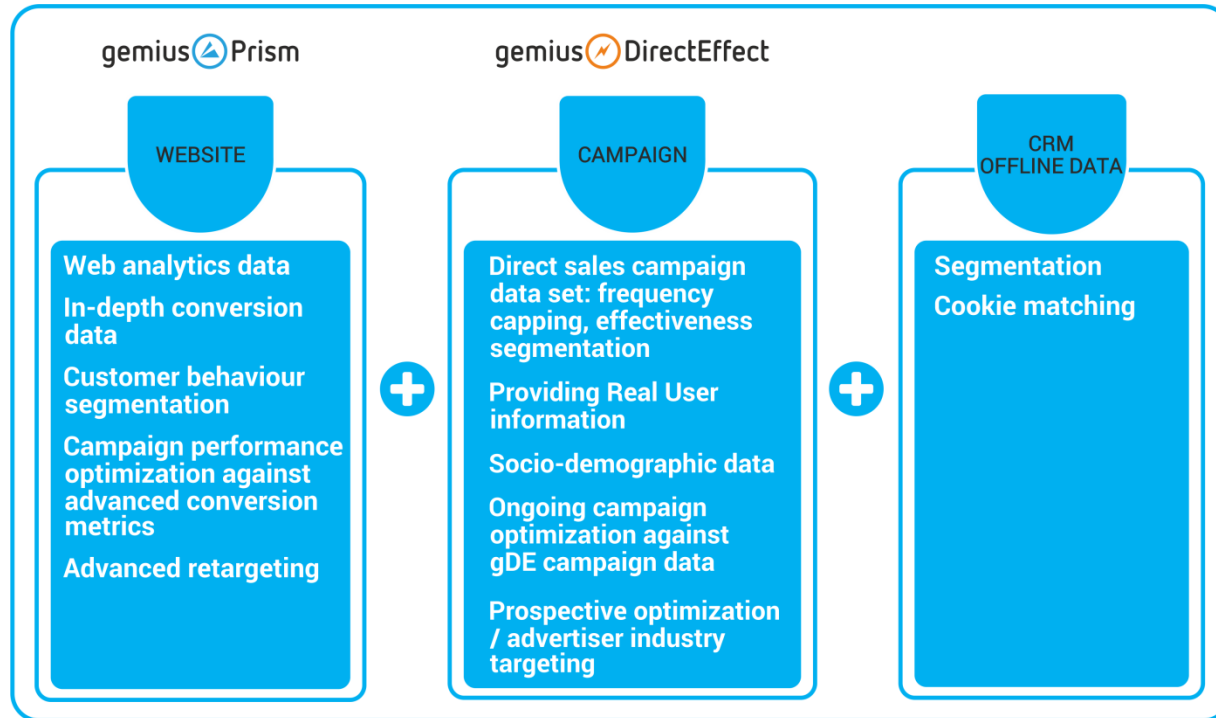


SEGMENTING

TARGETING



Data from different sources is put together in one place to reach customers through programmatic buying



A person in a dark suit and blue tie is holding a small, wrapped gift box. The gift is wrapped in black paper with a light blue ribbon tied in a bow. The background is a dark blue, textured wall.

Key benefits





EFFICIENCY

Eliminate waste
Automate manual work



EFFECTIVENESS

Personalized experience
Focus on highest value segments



CONSUMER INSIGHTS

Detailed behavioral data
Real-time



The background features a central white silhouette of a person's head and shoulders, with a laptop keyboard visible. The head area is filled with various white icons representing different aspects of business and technology, such as a shopping cart, a lightbulb, a magnifying glass, a speech bubble, a dollar sign, a globe, and a gear. The entire scene is set against a dark background with a subtle pattern of colorful circular icons in shades of red, yellow, green, and blue.

Programmatic Marketing with Gemius & DataXu



Gemius - operating in over 30 markets in the EMEA region



Belarus	Latvia	Romania
Belgium	Lithuania	Russia
Bosnia & Herzegovina	Luxembourg	Serbia
Bulgaria	Macedonia	Slovakia
Croatia	MENA	Slovenia
Czech Republic	Moldova	Turkey
Denmark	Montenegro	Ukraine
Estonia	Poland	
Hungary	Portugal	



We are offering you a global-local programmatic marketing partnership



The biggest CEE big data experts.

Local relevance, context, local experts.

CEE pioneers in campaign measurement -
15 years' experience.

Measuring over 3000 campaigns monthly.



DataXu home grown technology.

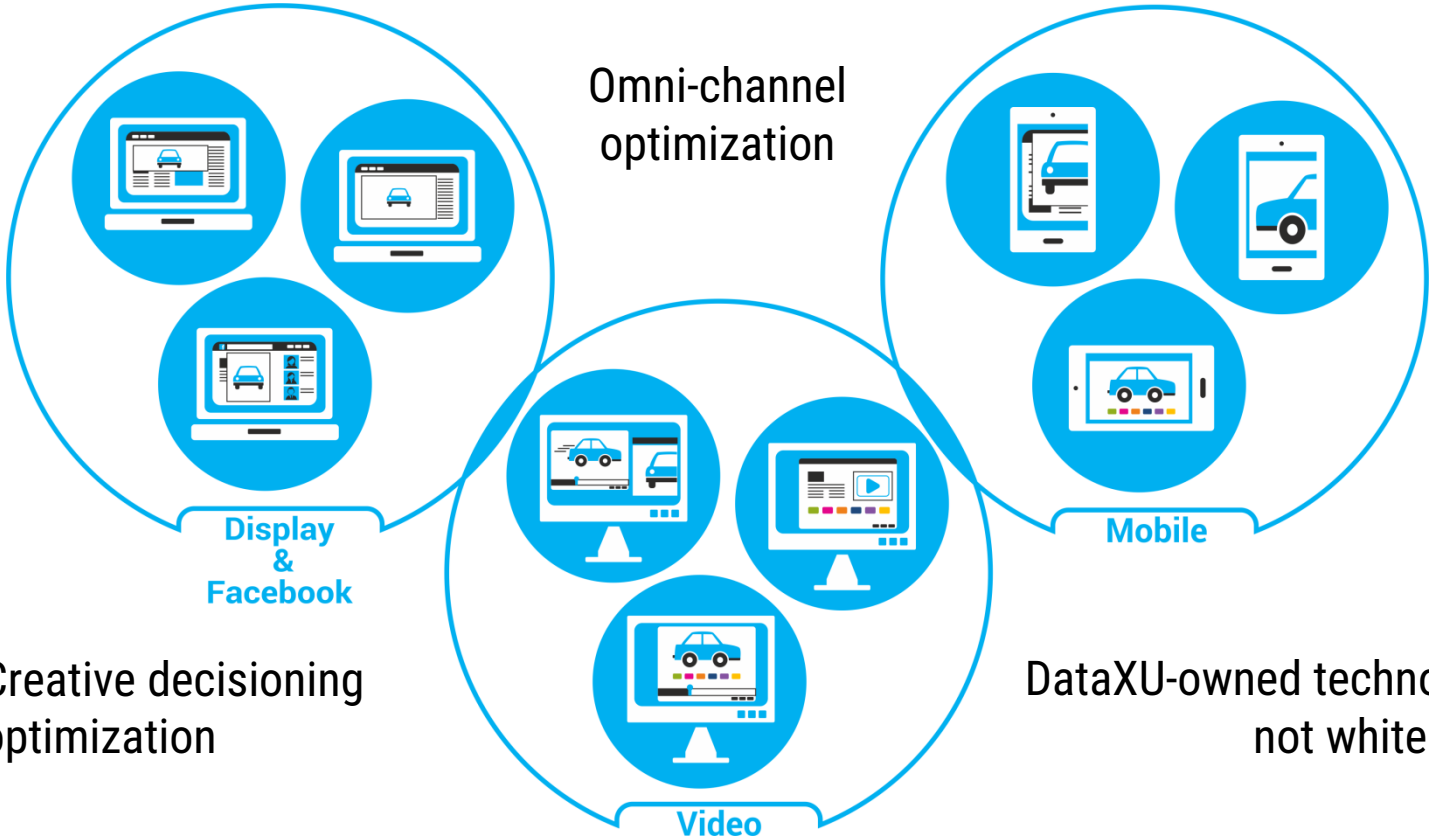
The only DSP also offering programmatic
for guaranteed campaigns.

The first DSP to expand to video and
mobile.

Perfect 5.0 algorithmic decision-making
(by Forrester).



A customer-centric platform with the richest creative palettes in the programmatic industry



Creative decisioning optimization

DataXU-owned technology, not white label

