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INDUSTRY REVIEW 2022

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FOREWORD

Moving Away from Legacy Infrastructure



CIARAN O'KANE
President and CSO,
WireCorp

Our industry is in a state of flux. From regulatory oversight, to increased platform privacy functionality, to the proliferation of the walled garden, the entire ecosystem is still trying to get to grips with a rapidly changing media and marketing landscape.

For my review of the industry this year I am going to focus on six pillars that will concentrate minds. I believe these pillars represent the best opportunities, and will be the focus of most innovation and investment for the coming 12 months.

1. THE FATE OF THE OPEN WEB

The first - and probably most critical - is the fate of the open web. With third-party cookies and ID deprecation, can we find functional replacements for existing targeting and measurement? Can contextual, clean rooms, and a move to 'attention' measurement save the open web?

The realities of the 'shrinking' open web were brought home to me by a product lead recently, when he pointed out that a sizeable minority (30%-40%) of Chrome users are either browsing in 'incognito' mode or have the strongest DNT (do not track) settings in place. That means that over 40% of the addressable web has already gone.

We currently operate in an addressable marketplace that is becoming less addressable by the day. Thankfully, we are seeing offerings and strategies emerging that are tackling some of these underlying problems.

The open web will have a good future post third-party cookie. But it's going

to look a lot different from today. I believe the building blocks for a successful open web need to be built on a privacy-first approach - and that's why we will see a big focus on technologies evolving beyond ID hacking.

2. THE GROWTH OPPORTUNITY IN RETAIL MEDIA

Retail media is another big growth area. It is a ten-year-in-the-making ad market. It has taken the rise of e-commerce, shifting trade budgets, and the explosive growth of Amazon's ad business for online retailers, marketplaces, tech vendors and buyers to invest resources into the area.

We will see hundreds and thousands of online retailers and marketplaces building retail media businesses, trying to tap a new margin-heavy revenue source.

The multi-billion dollar/euro/pound channel emerging in retail media now seems to be on everyone's radar. Retail media accesses a whole new source of ad spend - namely traditional trade budget spend that sat with large retailers.

Buyers will be attracted by changing user behaviour and the tight attribution model offered by the channel. Ad tech will be necessary for aggregation, execution, segmentation, format innovation and addressability.

3. MAKING DATA-DRIVEN TV ADDRESSABLE TO BUYERS

The third pillar is data-driven TV. There is so much TV inventory locked in walled gardens outside the US. How do you make the BVOD, AVOD, FAST et al addressable to buyers?

The sheer number of siloed TV inventory sources makes it especially difficult to scale targeting and measurement. It will be interesting to see how data-driven focused buyers aggregate and optimise in this challenged environment.

Programmatic will be critical to enabling data-driven buying. But so too will new aggregator platforms, as marketers try to knit together disparate pockets of TV ad inventory.

Contextual will be the go-to for targeting, as buyers seek out greater granularity. Increased privacy



CONTEXTUAL WILL BE THE GO-TO FOR TARGETING, AS BUYERS SEEK OUT GREATER GRANULARITY. INCREASED PRIVACY CONCERNS AROUND THE USE OF IP WILL SEE A BIGGER ADOPTION OF 'EVOLVED' PANEL SOLUTIONS.



THE REALITIES OF THE 'SHRINKING' OPEN WEB WERE BROUGHT HOME TO ME BY A PRODUCT LEAD RECENTLY, WHEN HE POINTED OUT THAT A SIZEABLE MINORITY (30%–40%) OF CHROME USERS ARE EITHER BROWSING IN 'INCOGNITO' MODE OR HAVE THE STRONGEST DNT (DO NOT TRACK) SETTINGS IN PLACE.

concerns around the use of IP will see a bigger adoption of 'evolved' panel solutions.

Data-driven TV buying outside the US is very difficult; it is underpinned by legacy buying practices and slow tech adoption. But this evolving USD\$200bn ad market will offer huge opportunity.

4. **GROWING WALLED GARDENS**

The fourth pillar looks at the impact of walled garden growth. While some might bemoan this development, there will be huge upside for the service and tech layer — as buyers look to vendors for execution, optimisation and measurement capabilities.

Media is now a series of walled gardens. Simple tasks like frequency capping and basic optimisation will become more difficult. We need to re-imagine how we do marketing in the privacy-first era.

5. **THE EVOLUTION OF THE SERVICE LAYER**

The fifth and final pillar will focus on the evolution of the service layer. The service layer becomes even more important as the media landscape splinters. Buying scale no longer matters in a privacy-first world, littered with walled gardens.

Agency partners will instead be benchmarked on their planning expertise, data management and execution capabilities, and the ability to piece together disparate technology.

New service solutions will emerge to plug knowledge gaps around data management, technology selection and implementation, and channel expertise (Amazon, TikTok etc). The increased complexity means more specialism is required.

Ad networks will return to the fore to aggregate and optimise open web

audiences and emerging channels like retail media. Some will see this as a backward step, but it will be necessary with so many audience blind spots.

The industry review provides ExchangeWire's view of the market, and the emerging trends. We firmly believe we are about to enter an extended innovation cycle, moving away from legacy infrastructure that can no longer deliver for buyers and sellers.

The year 2022 will represent the beginning of that transition, opening up exciting opportunities for those vendors building truly innovative technology that has proper utility in a world where walled gardens and privacy underpin the new reality ■

PILLAR ONE

THE OPEN WEB

- ✓ **This will continue to attract most of independent ad tech**
- ✓ **Context will continue to lead the way in terms of targeting**
- ✓ **Measurement will shift to “attention” and panel-based solutions**
- ✓ **Clean rooms play a bigger role**
- ✓ **Cookie-less will play a big role here**

THE OPEN WEB

Moving Away from Legacy Infrastructure



RICHARD REEVES
Managing Director,
AOP

Agencies may want targeted advertising to continue in its current form once third-party cookies are gone, but publishers don't need a like-for-like replacement. With vast amounts of first-party data at their disposal, third-party cookie deprecation presents publishers with an opportunity to lead the way forward and take back control.

However, as the industry continues to explore alternative targeting methods

to third-party cookies, there is a rising number of ad tech intermediaries taking data from publishers to fuel their own solutions — without first asking permission to do so. Publishers' intellectual property is being used by third-party vendors for purposes outside of licensing agreements — which may be set to help verify brand-safe environments — and are instead being used to create contextual advertising segments that rival publishers' ad offerings. In this instance, activity is comparable to agreeing a deal to buy apples but using them to plant an orchard right next to the farm.

Now, more than ever, publishers need to protect their valuable assets. To do this, they should focus on applying tighter scrutiny and controls when entering relationships with intermediaries, as well as ensuring they have the means to effectively enforce the terms of their licensing agreements ■

THE OPEN WEB

Let the Cookie Crumble: an Opportunity for Digital Marketers.

The open web is a space made up of the weird and wonderful content we all enjoy every day. There are currently 1.93 billion websites on the internet and 4.95 billion global internet users. Most of these websites and users fall into the open internet category, which encompasses online destinations that are equally free and available to all, without requiring registration or payment. In fact, consumers spend 66% of their time on the open internet, with the remaining 34% spent in walled gardens.

Yet, the walled gardens receive 60% of advertising spend. There is a major disconnect between where consumers are and where ad budgets are being allocated. Traditionally, this has been driven by a perceived gap between the targeting capabilities of the walled gardens and the targeting capabilities (or lack thereof) of the open web. But that gap is narrowing — quickly.

Serving relevant advertising to audiences on the open web and measuring the success of these campaigns has never been simpler than it is today. Over the past few years, ad tech companies have streamlined and simplified advertising on the open web. Advertisers can now oversee the entire life cycle of a campaign using a unified platform for the open web, and advances in AI and machine learning are empowering scale and reach like never before. This has transformed the way media is bought and sold and marketers are now able to reach the audiences that

matter to them with precision, accuracy and efficiency.

However, as the industry evolves, technology must keep up to help advertisers and publishers navigate the deprecation of third-party cookies and other digital identifiers by 2023. The big question is what will these changes mean for the fate of the open web and what needs to happen to ensure its survival as a resource for consumers globally?

Well, with change comes opportunity, and so while third-party cookies have been a popular mechanism for measuring return on investment from advertising for a long time, they are far from perfect. In fact, they have been less and less prominent in the process of delivering online advertising for some time. So with their demise

looming, this is an ideal moment for our industry to create a more robust solution for the open web.

Today, much of the internet is already operating without third-party cookies, including browsers like Firefox and Safari, which deprecated third-party cookies years ago. Even now, an estimated 30-40% of Chrome users browse using incognito mode or with strong do not track signals. This points to the need for a cookieless solution to help marketers and publishers measure and optimise their investments now.

PRIVACY IS PIVOTAL IN THE SOLUTION

A privacy-first solution is crucial for any post-cookie strategy to

Quantcast



SOPHIE LEE
Sales Director, Quantcast



AS WE PREPARE FOR A FUTURE WITHOUT THIRD-PARTY COOKIES, QUANTCAST HAS EMERGED AS A STRATEGIC PARTNER, THANKS TO ITS CUTTING-EDGE APPROACH. THEIR SOLUTION HAS ALLOWED US TO FULLY SEIZE THE OPPORTUNITIES OF THE OPEN INTERNET AND EMBRACE THE FUTURE WITH GREATER CONFIDENCE.

FRANCESCA GRASSI MANTELLI
DIGITAL MARKETING CLUSTER LEAD, VODAFONE



succeed. This will require marketers to embrace the opportunities offered by first-party data, as well as cohorts, contextual, and more. Those who seize these solutions can reap the competitive advantage of access to new audiences, more inventory, and more scaled advertising results. This is an opportunity for the industry to rethink identity and make the process of collecting consent more transparent.

WHAT IS THE SOLUTION TO SAVING THE OPEN WEB?

Quantcast believes there is no one-size-fits-all solution to the post-third-party cookie conundrum. Savvy marketers will focus on more than a single approach to replace the third-party cookie, because the truth is that the best cookieless solutions will build on first-party data, cohorts, contextual, and more, using an AI-driven ensemble to understand audiences, value advertising, and measure results. The benefit to this approach is that every signal is additive in that it allows advertisers to build a more

complete picture of who the user might be, and highlights potential behaviours, interest, and intent. When it comes to probabilistic data, more information is always better, and so the Quantcast Platform takes into account a multitude of relevant signals when making decisions regarding audiences, targeting, measurement, and attribution.

FIRST-MOVER ADVANTAGE

The challenge of building a sustainable, free, open, and trusted internet that better protects consumer data privacy will not be solved overnight or by any one organisation. It will take a wide spectrum of companies from across the online publishing, advertising, and technology industries collaborating together to carve a path forward. Despite this daunting challenge, the future is bright for the companies that can successfully navigate this change. Embracing cookieless advertising now will give companies a first-mover advantage and will help them benefit from access to additional inventory,

less competition, and lower inventory costs, as well as time to establish measurement benchmarks and optimise resources and strategy. By casting a net across the open web, marketers have the opportunity to scale and reach more diverse audiences than they can within a walled garden. This unparalleled reach enables far greater effectiveness and efficiency ■

66%

Consumers spend 66% of their time on the open internet

4.95B

Global internet users

THE OPEN WEB

Media Buying AI Will Eliminate the Privacy Vs Performance Tradeoff

For the moment, we're being spared apocalyptic headlines about the embattled cookie and the outsized reliance on personally identifiable information (PII) in digital marketing, but don't get too comfortable. Regulators around the world remain emphatic, while big ad tech still plans big deprecation of cross-site, tracking-based ad technologies. A cookieless future for ad tech will be here before you know it, and that should be an exciting time for digital marketing.

The good news is that artificial intelligence (AI) is growing productivity and profitability opportunities across industries. It enables sophisticated, scaled media buying decisions for advertisers in digital marketing. The better news is that AI also brings both new optimisation methods that eschew PII and cross-site tracking while delivering superior marketing results. And the best news is that AI works from within your existing ad tech stack.

Few use cases present such an ideal environment for the deployment of novel machine learning as digital marketing; the scale of data points and media opportunities is global and growing, while data feedback for hungry algorithms is real-time. In addition, ad tech's primary source of fuel (online behavioural analysis) is about to run out, and with it the utility of a generation of optimisation methods that rely on it.

For the most effective results, it's necessary to use ad decisioning technology capable of flexibly ingesting more voluminous, non-user related data

while driving advertiser growth. While we're all mindful of the legal, regulatory, and consumer backlash, advertisers need to be ready to use big tech's evolving data regimes. These data sets pool users in groups rather than in individual cookies, data structures that simply weren't top-of-mind for those who engineered the algorithms of a decade ago.

The right AI flexibly ingests these new data and enables ad campaigns to thrive. Instead of over-targeting a specific and small group of cookies, modern AI is smart enough to ingest plentiful, non-user-specific metadata from web content across much larger pools of individuals. It then goes on to pair that data with specific advertiser goals and business rules, and finally generates buying algorithms that

produce superior performance across a range of business KPIs.

And like any good technology, the right AI doesn't ask its users to upend the way they work, nor to stop using the tech stacks they're used to. Instead, it makes those systems work harder and produce more.

With the right AI at their sides, advertisers like Dell, Nestle, Spotify, Square, and Charlotte Tilbury Beauty are embracing a privacy-aligned, highly performant future today.

There is yet much to do and use cases to solve. Upending reliance for cross-site tracking and behavioural targeting is an important step forward. Fortunately, we have the technology to leave burdensome, intrusive, legacy technology from another age behind.



JULIEN HIRTH
Co-founder and General Manager, Scibids



SCIBIDS' UNIQUE APPLICATION OF DISPLAY & VIDEO 360'S CUSTOM BIDDING SOLUTION ACROSS OUR CAMPAIGNS GENERATED A STEP CHANGE IN PERFORMANCE. WE ARE EXCITED TO LEVERAGE THIS PARTNERSHIP TO FURTHER SCALE OUR PROGRAMMATIC EFFORT.

ANDREW LEUNG, GLOBAL HEAD OF PERFORMANCE MARKETING
CHARLOTTE TILBURY BEAUTY

Scibids helps Charlotte Tilbury Beauty reduce cost per acquisition (CPA) by 29% with custom bidding

THE GOALS

- Increase purchases of luxury cosmetic products on the Charlotte Tilbury website.
- Maximize ad campaign's return on investment.

THE APPROACH

- Used Display & Video 360 to optimize bids.
- Worked with Scibids, a company developing custom algorithms to tailor the bidding strategy.
- Assessed performance impact using experiments & lift tool.

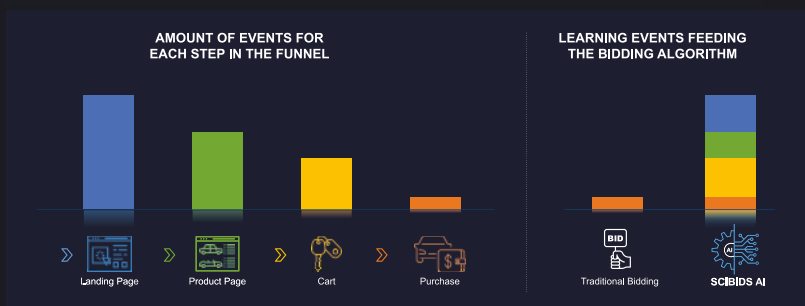
THE RESULTS

- Reduced customer acquisition costs by 29%.
- Increased conversion rate by 60%.
- Doubled viewable reach by optimizing frequency.

Scibids AI: Full Funnel Learning

Guarantees higher accuracy of predictions

Unlike traditional bidding engines, Scibids AI simultaneously leverages all available micro-conversions to optimize, finding the best trade-off between volume of learning events and proximity of the event that will convert.



Restoring confidence in the performance, quality, and scale opportunities of the open web is critical for the entire digital advertising ecosystem. Only independent, agnostic, and transparent AI providers will be able to handle the full scale of what is required for advertisers to succeed in the privacy-first era. With the walled gardens growing larger in a fraught media landscape, advertisers need assurance that their investments in the open web are paying off.

The following features highlight what AI-powered ad decisioning should provide media buyers:

Increased Data Science Capabilities

As advertisers take greater control of their holistic digital media operations, effective optimisation through proprietary, first-party data sets and signals is becoming a must-have. Scibids provides customers ramping up their use of first-party data with better results, even if they do not have deep engineering, data science, or media optimisation resources. More sophisticated advertisers looking to deploy their insights as proprietary custom algorithms in their DSPs can

enjoy rich customisation options to put their proprietary insights to work.

Further, agencies and ad tech partners are seeking to differentiate themselves by deploying intelligent, proprietary, cross-channel programmatic media activation strategies to distinguish themselves in a DSP landscape that is increasingly commoditised. In short, advertisers can no longer consider AI optional in their programmatic bidding strategy.

Dynamic Budget Allocation

Humans can't compete with a machine's ability to analyse large data sets in seconds. Every trader knows that some campaigns have the potential to scale in volume of KPIs produced, while others do not. This doesn't mean algorithms replace humans but rather frees them up to add the human touch when applicable and resolve them with more significant AI-enabled insights.

Scibids' dynamic budget allocation function allows traders to open up budget allocation at the IO level (not just the campaign level), ensuring that optimally allocating budgets to line items and strategies follow the value created in real time. This automation

simplifies campaign setup and ongoing adjustments to campaigns, which alleviates extra work that traders may seek to do.

Scaled & Automatic Usage of AI

Scibids created the Autoplug feature to instruct the AI to be automatically activated on campaigns meeting specific criteria. This helps traders scale the usage of Scibids AI on specific categories of campaigns. Other than time saving benefits, it helps traders optimise campaigns sooner and get quicker results on KPIs.

Scibids prides itself on being an agnostic partner that helps agencies, brands, and ecosystem partners do more with their media budgets using AI. The interoperability between proprietary first-party, CRM, and marketing cloud data, all the way to measurement and reporting data (such as attention metrics), to become actionable in the bidding process requires sophisticated AI. As a decisioning company, Scibids AI helps partners bring their differentiated assets to the ad decisioning process, creating differentiated results for long-term competitive advantages ■

THE OPEN WEB

Navigating the Fragmented World

The open web is facing its biggest existential crisis. The deprecation of IDs and third-party cookies are breaking the targeting and measurement framework that has underpinned digital advertising on the open web for the best part of two decades. The industry is desperate to preserve the status quo.

Initiatives like the TCF were introduced to enable data sharing among the thousands of vendors in the programmatic ecosystem. This was deemed illegal in February by the Belgian DPA — in a ruling that the IAB Europe is currently appealing.

These efforts are a little like “fiddling while Rome burns”. What actual data will be passed in the new-look TCF when third-party cookies are expunged from all browsers (including Chrome)?

There are four important factors working against these misguided attempts by LAT (legacy ad tech) to preserve the current model.

The first of these is the platforms. The privacy functionality being built by gatekeeper platforms like Google and Apple is making it more difficult to hack privacy.

Secondly is that those practices skating around the fringes of acceptability, such as fingerprinting, will come under increased scrutiny. Go-to work-arounds like hashed emails and IP targeting will be next on the hit list of the privacy engineers.

You also need to contend with global privacy legislation like GDPR, CCPA, et al, which are now being used to full effect. The recent fine (USD\$170m/£136m) imposed on



RICH ASHTON
Managing Partner,
FirstPartyCapital

Google by the French DPA “for deploying confusing language in cookie banners” is a prime example. Google has since introduced a “reject all” button across all its consent banners.

Thirdly, we have the changing user behaviour around privacy. The public is becoming more aware of data usage in ad tech. Privacy settings are getting tighter and clearer language on cookie banners will ultimately see an increase in “reject all” click rates. Anecdotal evidence from some European publishers is already verifying the latter.

And finally, we have the privacy zealots. They are an unknown quantity. Johnny Ryan and Max Schrems see GDPR as a bill of rights for humanity. And they continue to pick holes in ad tech’s flimsy “sticky plaster” data strategies.

You can be guaranteed that the cases will keep coming.

This is not to say that FirstPartyCapital is not optimistic about the future of the “open web”. We believe that this transition to a privacy-first environment will unleash a wave of innovation in ad tech.

We also see industry bodies playing a key role in helping architect this new future. The IAB Tech Lab, for instance, has done some fine work around the release of SDA (seller defined audience). We believe this will act as a framework for standardising publisher contextual data.

So, where does FirstPartyCapital see this open web innovation coming from? We see four key areas for the open web: clean rooms; attention-based measurement; privacy and first party data; and creative technology.



PRACTICES SKATING AROUND THE FRINGES OF ACCEPTABILITY, SUCH AS FINGERPRINTING, WILL COME UNDER INCREASED SCRUTINY. GO-TO WORK-AROUNDS LIKE HASHED EMAILS AND IP TARGETING WILL BE NEXT ON THE HIT LIST OF THE PRIVACY ENGINEERS

Early stage funding

Company profiles



Identity and privacy

Following GDPR, Europe has become the global leader for identity and privacy innovation. FirstPartyCapital invests in these new innovative privacy-first startups.



Emerging channels

We back companies which deliver automation and monetisation across emerging channels including DOOH, audio, gaming and VR. Europe and APAC presents a multi-market opportunity for innovation.



Infrastructure and automation

We invest in technology for the increasingly high-scale, distributed and data rich media ecosystem, including data enrichment, low-code automation, infrastructure optimisation and AI / ML.

Clean rooms: Clean room technology is arguably the hottest segment in ad tech right now. The ability to aggregate, manage, and activate marketer and publisher data will become a critical capability. The “clean room” is positioning itself as the privacy-first solution.

There has been some early grumblings about poor match-rates but this is very much the early stage of the “clean room” innovation cycle. We believe there will be multiple players in this space. For that reason, interoperability will have to be a requisite for the segment.

You are also going to see the emergence of the MCR (Meta Clean Room). Given the blockers against IDs (read above), activation will have to be on the supply-side. That will be a mess of connections that will need management. An appnexus-for-the-clean-room is probably getting funding right now.

Attention: Measurement is the biggest issue for brands as we enter this post-cookie/ID world. Attention is vying to

be the new metric for measurement on the open web. Attention does have a few problems: there is no standardisation; vendors are pushing a media and measurement hybrid, effectively marking their own media homework; and right now there are very few scaled independent solutions. Again, it’s early days for “attention”. Independent attention measurement tech offering buyers the necessary framework for measurement is definitely coming. Top-of-the-funnel won’t be sufficient: there will need to be investment in linking engagement with outcomes.

Privacy and supply-side data

activation: Data management (first-party and contextual) and activation will be critical for publisher audience monetisation on the open web. Understanding how all that data is used within organisations will also be front-of-mind on both the supply and demand side. With the focus of ad tech moving to enablement, expect to see a wave of interesting ad tech startups in this area.

Creative: For the past two decades there has been an obsession with one-to-one marketing — much to the detriment of the creative. Now that there will be less of a reliance on ID-based marketing, the creative is making a comeback. But there has been very little innovation — and you cannot count DCO. We see exciting opportunities in AI-based creative and chatbot solutions.

With the demise of third-party cookies and IDs, the open web now feels — for some — like a “busted flush”. The “Chicken Littlers” will tell you that the majority of open web budgets is going to Meta, Amazon, Google, and Amazon. The truth is always a little different. Premium supply will ultimately consolidate around the best publishers, and ad tech will evolve to help buyers and sellers navigate this new fragmented world.

FirstPartyCapital is excited to see what comes next and continues to invest in startups shaping the new open web ■

THE OPEN WEB

Resolving Publisher Challenges

Independent news publishers and marketplaces are no longer top-of-mind for agencies and advertisers — this is a massive threat to the local media buying process we know and to the advertising revenue of local media outlets.

The optimal performance of an online marketing campaign is vital, but what is equally important — and often overlooked — is delivering on the scheduled client investment: budget, clicks, leads, or conversions of some form. Simultaneously, obtaining optimal performance while delivering the booked volume is highly non-trivial in omnichannel settings.

Modern platforms such as Nexta's NeOO enable campaign spend to be formulated as a constraint, allowing a campaign to be tasked with delivering on a specific budget, either entirely, or not more, or not less. This feature gives the user full flexibility to guarantee presence on all channels, regardless of performance, and within a specific spend range. According to their respective performances, if a particular campaign cannot deliver its booked budget, the omnichannel layer dynamically re-allocates the budget to the client's other delivery campaigns. That ensures that the whole campaign set receives the necessary resources to deliver on the client's omnichannel target while maintaining optimal performance.

European publishers are facing similar challenges as local publishers in the US — traditional revenue (mainly print) is decreasing, and publishers are looking for new solutions to bridge the gap. One area is achieving better revenue performance among owned-and-operated inventory



MARTIN JENSEN
CCO and Founder, Nexta



FOR US, USING THE NEXTA PLATFORM IS THE KEY COMPONENT IN OUR STRATEGY OF CONVERTING PRINT ADVERTISING SMBS INTO DIGITAL ADVERTISING. THANKS TO THEIR DATA-ORIENTED APPROACH AND AUTOMATION, PURCHASING WITHIN PUBLISHING HAS NEVER BEEN SO EASY.

CHRISTIAN THU, VP OF AD SALES
AMEDIA

through increased local sell-through and by achieving a higher CPM as programmatic traffic remains at a much lower rate. Nexta is helping to automate and facilitate this through

our platform, always prioritising the publishers' owned inventory as much as possible while not compromising on the advertising clients' campaign performance.



EUROPEAN PUBLISHERS ARE FACING SIMILAR CHALLENGES AS LOCAL PUBLISHERS IN THE US — TRADITIONAL REVENUE (MAINLY PRINT) IS DECREASING, AND PUBLISHERS ARE LOOKING FOR NEW SOLUTIONS TO BRIDGE THE GAP

Nexta.io built the first AI-driven Sales and Media Activation Platform tailor-made for ambitious digital media and commerce companies.



It's no secret that advertisers and agencies prefer to allocate budgets to audience-driven advertising platforms delivering, performance, and scale with minimum operational cost, but what if you had a better offer?

Nexta.io is the first AI-driven sales and media activation platform tailor-made for online publishers. We enable you to increase value for your customers by unlocking new advertising demand with intelligent automation, completely eliminating manual campaign execution.

CONTINUING TO EXPAND ON THE VALUE PROPOSITION AND MONETISATION OF OWNED CONTENT WILL PROVE KEY FOR PUBLISHERS, AS THEY ARE INCLINED TO MAINTAIN PARTNERSHIPS WITH LESS PROFITABLE (ALBEIT POPULAR AMONG ADVERTISING CLIENTS) DIGITAL ADVERTISING CHANNELS, SUCH AS FACEBOOK, GOOGLE, AND AMAZON

Continuing to expand on the value proposition and monetisation of owned content will prove key for publishers, as they are inclined to maintain partnerships with less profitable (albeit popular among advertising clients) digital advertising channels, such as Facebook, Google, and Amazon.

Local SMBs are rapidly adapting to the remote and increasingly online post-COVID consumer environment, and will demand the same from their local advertising partners. Publishers will need to accelerate their digital revenue models and find more ways to continue to be SMBs' preferred local media and marketing partners, while still remaining focused on profitability through offering digital services which will continue to increase in demand among their clients ■

Other trends that have emerged amongst local publishers include the search for automation advantages through technological advancements and the proactive pursuit of ways to collect and monetise first-party

data. This has been fast-forwarded as we're entering a new era of audience targeting capabilities, privacy regulation, and advertiser demand for transparency and campaign performance and quality.

THE OPEN WEB

How Everyone Wins: Contextual Targeting and the Key to Building Better Relationships

Human relationships are vital to us all. Being able to communicate effectively with others — whether as friends or partners, to seek or offer advice, or for something else — is critical if we are to get what we need from life and make sure that those around us do too. Being understood is central to this, and those who are receptive to our desires and ideas are in a better position to provide the things we need than those who pay no attention. And often they, in turn, can benefit from this too.

As we move away from third-party cookies and into new digital territory, we should remember this. While most of our online experiences may not seem human in the same way that talking to a friend or colleague in person might, those whose goal is to capture and retain people's attention online should try to consider their audience as people with needs and preferences first, rather than as numbers and statistics.

Advertising served by behavioural tracking, aided by third-party cookies, was never designed on this principle. It was intended to exploit the footsteps left by our online activities, and to force us to reconsider things we may have expressed an interest in at some point. It's perfectly logical to show people advertisements that are known to be related to their interests, hobbies, and purchases, of course, but as data breaches started to become more common, and privacy concerns more frequently discussed, it was clear that people were becoming increasingly tired of having to accept this level of

invasiveness when going about daily business online.

Various privacy-focused regulations designed to address these issues, together with changes to browser functionality from the likes of Apple and Mozilla in response to these, has meant that the average online user is arguably better informed and better protected than ever. Third-party cookies are now blocked as standard by certain browsers, while fingerprinting is receiving the same treatment. What was once objectionable is now starting to become a thing of the past.

But as much as we ought to celebrate this victory for consumer privacy, it's easy to forget that this advertising existed for a reason. If we're to retain the internet that we're used to, we should remember that website operators must still be able to balance these issues with the commercial reality of running their sites. Removing intrusive advertising addresses one

issue, but it doesn't present a solution for the problem that remains — namely, what to serve in its place.

A logical approach to solving this asks us to examine what specifically people object to with cookie-based tracking and behavioural targeting. Advertising served as a result of this is deemed to be intrusive because it's based on previous user activity, activity that may no longer be relevant to the user. As most online users browse a variety of sites that can span all manner of subjects, there's no guarantee that it will bear any relation to content being displayed at the time it's viewed. It also reminds users that their activity is being monitored by an unknown third party, and that it's being used against them.

What website operator wishes their audience to have such an experience when visiting their site? No doubt very few. But it does lead us to an interesting proposition: what would the complete inverse of this situation look like? That

SMARTFRAME



GREGOR SMITH
Head of Global Advertising
Sales, SmartFrame
Technologies



THE DEMISE OF THE COOKIE PLACES CONTEXTUAL ADVERTISING FRONT AND CENTER OF THE ADTECH ECOSYSTEM. SMARTFRAME'S IMAGE-STREAMING TECHNOLOGY REPRESENTS A GREAT STEP FORWARD FOR CONTEXTUAL TARGETING.

THE IAB



is, advertising not based on previous activity, that is relevant to the here and now, and to the content being displayed around it, with respect for user privacy.

Contextual advertising is just that. Taking cues from the content on the page, the sentiment of copy, the subjects within images featured, and the topics under which such content is filed (among other things), contextual advertising finely tuned to these things is not only likely to resonate with the viewing audience, but it's also more likely to ensure the web page remains congruent.

Perhaps unsurprisingly, recent research suggests that this is exactly what most people would prefer.

According to a survey carried out by the Interactive Advertising Bureau (IAB), 81% of UK consumers prefer online ads to match the content they are viewing.

Consumer preference is not, of course, synonymous for efficacy. But a separate survey carried out by the IAB, which indicated that 70% of UK consumers claimed that ads are more likely to be remembered if they appear next to content that is relevant — together with an additional finding that 65% of UK consumers have a more favourable opinion of brands that serve contextually relevant ads — certainly paints contextual ad display as a system in which consumers and advertisers can be simultaneously benefitted.

The principle on which this works predates the internet, of course. The idea of placing an ad where an already engaged audience is more likely to see and respond to it is something we encounter every day in the physical world. But it's precisely these kinds of findings, and this kind of understanding of what people in today's online environments want and expect, that should inspire the systems we build for the future.

If brands, publishers and website operators can make it clear that their audience's needs are being considered, and can create more meaningful experiences for their audience, it follows that they stand to reap the rewards. Conversions are key, of course, but brand development and loyalty, social shares, and recommendations — online or through word of mouth — are the building blocks of successful brands.

By fostering trust, it becomes easier to gain more useful first-party data, which users are likely to volunteer if they can appreciate it being part of a fair value exchange. It shouldn't be the case that one party must sacrifice something for the other ■



REMOVING INTRUSIVE ADVERTISING ADDRESSES ONE ISSUE, BUT IT DOESN'T PRESENT A SOLUTION FOR THE PROBLEM THAT REMAINS — NAMELY, WHAT TO SERVE IN ITS PLACE.

THE OPEN WEB

Beyond the Cookie: New Signals in Digital Advertising

The eventual end of cookies and an addressable web will not mean an end to open web advertising but, instead, an opportunity to focus on other signals to deliver effective privacy-friendly ad campaigns. The two most scalable and promising solutions for maintaining and improving ad performance on the open web are in improved AI-driven contextual targeting and improvements in ad experiences to better fit modern consumption behaviours.

CONTEXTUAL TARGETING

Contextual targeting is already a tried-and-true privacy-complaint way to exponentially scale ad campaigns, while often delivering better performance for brands and advertisers through more relevant ads for users. Contextual targeting is and will continue to become even more sophisticated as artificial intelligence and machine learning technology improve and learn about the correct contextual signals to consider to further improve ad performance.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN CONTEXTUAL ADVERTISING

Current contextual data encompasses various signals like the article content, publications, time of day, trends and local weather and events. Machine learning can add to these existing signals to create a constant learning loop, whereby advertisers can determine which combinations of contextual data are driving

 **sharethrough**



RICHARD OTTOY
General Manager EMEA
Sharethrough

performance. The resulting datasets and optimisations can lead to similar or even better performance as advertisers experienced with third-party cookies, which AI can then use to create endless iterations of ads, tailored to each unique impression.

Using Natural Language Processing (NLP), AI can understand the main message of a site page rather than looking for simple keywords. More than that too, AI can instantly view all the images and videos on a page, thanks to advanced image recognition technology. With all its capabilities, AI will help create a more robust contextual targeting platform and, ironically, a more human ad experience for users.

AI can deliver the optimal custom ad experiences tailored to audiences by gathering contextual signals and using component parts to automatically generate endless variations.

BETTER AD EXPERIENCES

Consumers find most ad experiences to be annoying, obtrusive, and a large part of why third-party cookies are going away in the first-place. However, by applying the principles of human-centric design (HCD) to advertising: studying human behaviour and preferences then adapting ad experiences to better fit those behaviours, ad performance improves which can further counteract the loss of addressable audiences.

HCD is what we at Sharethrough have

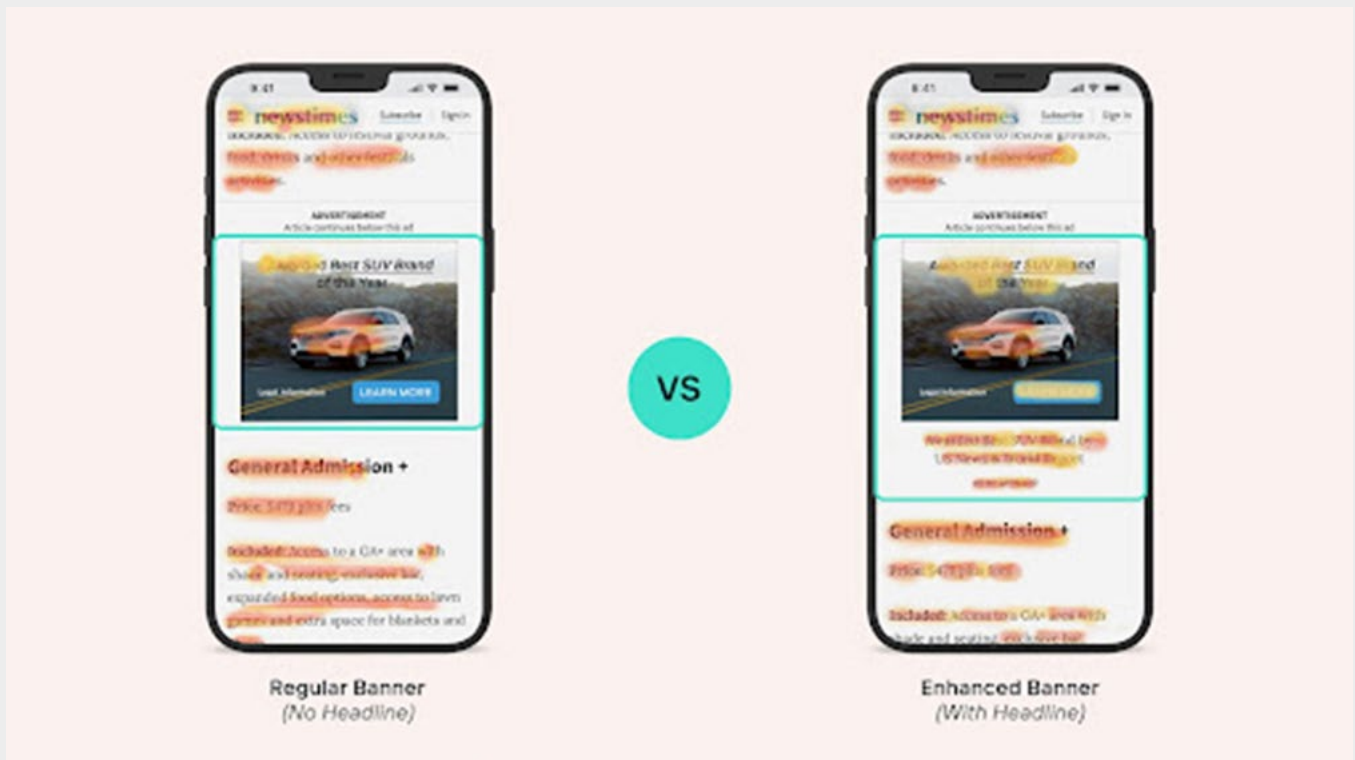
been focusing on even before the cookiepocalypse started. Our goal is not to reinvent ad formats, simply to meet human needs, behaviours, and expectations by improving existing ad types like CTV, video, and display.

SOLVING FOR BANNER BLINDNESS

Advertisers will spend an estimated 23% of all digital ad spend on banner ads in 2022 (eMarketer). Needless to say, banners are vital to the success of advertising on the open web. However, most eye-tracking studies confirm that consumers are blind to banners, which is why advertisers are not surprised to see CTR's continuing to fall below 0.10%.

Since those same eye-tracking studies showed people do look at headlines, we decided to test adding headlines under banners that fit the look and feel of each site. The results were incredible. People were 2.5x more likely to pay attention and comprehend the message of the banner ad when it was paired with a headline that used the same text as the banner.

So we launched a product called Enhanced Banners that automatically adds client-approved headlines to banners that target the Sharethrough exchange and, low and behold, CTR jumped by as much as 7x for banners with headlines compared to industry average. Such drastic performance increases are exactly what can counteract the decrease in addressable audiences.



IMPROVING VIDEO AD EXPERIENCES

Taking a similar human-centric approach to video ads, our research uncovered that 75% of people keep their devices on mute while watching video and prefer video to have captions. However, less than 10% of video ads on the open web have captions.

That led us to launch Dynamic Video Captions, which is a way to automatically add human-verified captions to advertiser videos that run on the Sharethrough exchange. We've since done six brand studies and all six have shown a significant increase in awareness and message comprehension compared to the same video without captions.

This seemingly small adaptation towards consumer behaviours went a long way in improving ad performance and could further improve the future of video ads on the open web.

People are 56% more likely to comprehend a video ad's message with Dynamic Captions.

SOLVING THE TV COMMERCIAL ATTENTION PROBLEM

Even with the growth of CTV, the actual ad experience on TV hasn't changed much. As a result most people don't pay attention during commercials and are instead on their mobile devices.

One potential solution to pull attention away from mobile and back to the TV is through QR codes on TV ads. We saw a 12% increase in people's attention to CTV ads when we added a QR code. Advertisers can now automatically add QR codes to CTV ads targeting Sharethrough but this is just one more example of how the industry as a whole can better adapt to consumer behaviours, thus improving ad performance enough to counteract the decrease in addressable audiences.

BETTER PERFORMANCE WILL SAVE THE OPEN WEB

Focusing on AI-driven contextual targeting and improving ad experiences will help the open web flourish past the end of cookies for two reasons: better ad performance and better consumer

experiences. If we can focus on solutions that build on those two areas, advertisers will have no choice but to continue to increase investment on open web advertising. This is needed to maintain access to an independent and free open web, which is a basic human right ■

7X

CTR jumped by as much as 7x for banners with headlines compared to industry average

12%

increase in people's attention to CTV ads when we added a QR code

THE OPEN WEB

The Pivot to Privacy: Aegrescit Medendo?

It is easy to feel the future of the open web is fraught. Government regulation; growing consumer demand to not be tracked, logged or resolved; and the weaponisation of privacy and consent as a marketing strategy seem to indicate the open web may not be long for this world.

What's at stake? At the risk of appearing hyperbolic, what is at stake is democracy itself. The cure for decades of marketing surveillance risks being worse than the disease — Aegrescit Medendo. There is an accelerating shift of spend into the big platforms. Identity resolution technology is attempting to recreate the one-to-one tracking the deprecation of third-party cookies was supposed to end. This means explicit consent in the form of PII is becoming the currency of access to information. Having to log in to get news is not optimal for democracy. We risk a world with a private web for the wealthy and a preponderance of platform panopticons for everyone else.

However, the competition between the titans is going to be fierce. Amazon's advertising revenue is growing exponentially. Apple's ad network — where it is giving preference to their own inventory and do not track for everyone else — is quietly growing quickly. The threat to Meta is clear by their investment in creating their metaverse. Whether it is FAANG, or it is MAAAM, or whatever... like the Godzilla meme says: Let Them Fight.

Apple's ATT and the deprecation of the cookie have also impacted the walled gardens' greatest strength — the ability to attribute ROAS. This is a significant opportunity for the open web.



SØREN H., DINESEN
CEO, Digiseg



DIGISEG DATA HELPED MAKE OUR LENOVO CAMPAIGN A REAL SUCCESS, DELIVERING VIEWABILITY AS MUCH AS 30% BETTER THAN COMPETING STRATEGIES AND AN IMPRESSIVE CLICK RATE.

SABINA SMOLKA, HEAD OF PROGRAMMATIC
INIS

Given just how large the walled gardens' share of advertising revenue is, even a small shift away can mean a considerable gain for the open web.

The cure is not worse than the disease. But the patient is not out of the woods yet. The paradigm needs to complete the shift in favour of the consumers and publishers.

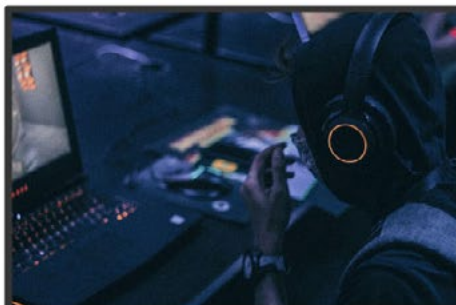
THE FUTURE OF THE OPEN WEB WILL LOOK A LOT LIKE THE MASS MEDIA PAST

If you are Gen X or (gasp!) a boomer, you remember a time when listening to the new hit song at home meant buying the whole album. Getting what you wanted required paying for a bunch of stuff you didn't: the other ten songs on the record. Enter Spotify. Queue up almost any track you want for free or a small fee. Get

what you want; skip the waste. Album sales have disintegrated. The Swedish streaming company transformed the music business. Another simple piece of technology — the humble browser cookie — transformed an entire industry almost as quickly as Spotify changed music. The cookie provided advertisers a level of insight they never had. By promising they could pay for exactly what they wanted (their target audience) and skip the waste, the cookie enabled billions of marketing dollars, euros, and pounds to move online. Whereas big brands once relied on PhDs to apply econometric wizardry, while mom-and-pop shops relied on instinct, the third-party cookie levelled the playing field, bringing the dream of truly measuring advertising effectiveness within reach for all.

Lenovo

**Contextual vs Household data
Reach gamers.
Not tech enthusiasts.**



94%
Viewability

40%
Lower CPC

THE COOKIE NEVER LIVED UP TO ITS PROMISE

The dream promised by cookies became a Wanamaker-ian nightmare — or at least a Wanamaker-ian mirage. Calculating ROAS required painstakingly counting and de-duping last clicks. The promise of laser-guided, one-to-one targeting never quite lived up to the hype. The cookie was supposed to reveal which 50% of advertising spend was being wasted. But its biggest contribution might be complicated dashboards.

DIGITAL AS MASS MEDIA: HOW THE OPEN WEB DOES NOT JUST SURVIVE, IT THRIVES.

The focus on “cookie-free” tracking, targeting and attribution frames the issue in the wrong way. This transition should not be, as Joanna O’Connell of Forrester puts it, “a find-replace moment.” We should not simply substitute one solution and paradigm for a new solution in service of the same paradigm. There is a demand for real privacy and meaningful anonymity — not just cookie redux. Targeting and measurement existed long before

digital and cookies. The first TV ad appeared in 1941. TV reigned for 53 years before the first banner ad hit desktops in 1994. TV remains the gold standard for targeted delivery because it combines context with reach, conceding a bit of precision by using content as a proxy for identity, but compensating with unmatched reach. This combination is the power of mass media, and this is where digital needs to shift as cookies disappear. We need to let go of our cookie-driven, deterministic dream and start imagining targeting without identity. It is possible. Here are two methods pointing us toward the mass media future right now:

1. Contextual targeting: This is the same basic model as TV. While the cookie reigned, it felt archaic and had limited adoption. But savvy thinkers are seeing context in a new light — a solid segmentation method that’s inherently anonymous, with reach challenges that can be solved.

2. Offline demographic data: Our TV ancestors used panels to approximate this method, but they could never achieve the precision of digital. More recently, this data has been clumsily

activated using zip codes — a less-than-ideal approach which has limited its appeal. But with modern modelling and methodology, entire countries can be segmented into neighbourhoods of as few as 100 households. It’s how TV would have done it if they’d had digital instead of broadcast. It is inherently anonymous, with the ideal blend of reach and precision.

WHAT’S OLD IS NEW AGAIN

In music, the album format had a good run until Spotify arrived and everyone started listening to singles. But what was the dominant format before the album came along? The single.

Likewise, the third-party cookie has had a good run. But despite feeling like a tectonic shift in the ad world, the reality is that the “cookieless future” may look a lot like the mass media model that dominated for more than half a century before digital. Don’t remember? Ask a boomer. They’ll tell you ■

PILLAR TWO

RETAIL MEDIA

- ✓ **Big budgets are heading to retail media**
- ✓ **Huge aggregation opportunity (SSPs)**
- ✓ **Huge ad infrastructure opportunity**
- ✓ **Measurement: layering in sales data, channel management will be crucial for attribution**
- ✓ **Clean rooms again will play an important role**
- ✓ **Buy-side players like DSPs could re-invent themselves in this new channel**
- ✓ **Creative ad tech and custom ad units will get good traction**

RETAIL MEDIA

Why Retail Media is One of the Strongest Trends Right Now

In 2022, the Retail Media Network (RMN) has become the latest boom and is one of the strongest trends in media right now. E-marketer goes as far as calling it the third wave of digital advertising, following two consecutive years of 50% growth in the United States; couple this with the growth of Amazon's ad business – USD\$31bn (£25bn) in 2021.

The appeal is understandable – incremental revenue for retailers at higher margins and an opportunity to grab a piece of the pie from Amazon, Facebook, or Google through offering compelling "custom audience" segments, based on transactional insights, and increasingly layering in real-time stock availability.

Retail media "networks" are not just about blending first-party datasets through a DSP and activating against those audiences. Propositions range from Criteo, which has diversified on sponsored products and off-site proposition through acquiring Mabaya; CitrusAds (which enables both sponsored products but also co-branded landing pages); first-party data being plugged in to Facebook; and the list goes on. As with the evolution of digital advertising itself, in the early days, search-like formats dominated in the beginning, but as time passed, more mid- and upper-funnel formats (such as display and video) arose on Amazon and other RMN platforms. In the US, Walmart now offers CTV through The Trade Desk, and Kroger has joined with Roku to do the same.

First-party data clearly plays a significant role in this equation



PAUL FRAMPTON
Global President, CvE

because it has the potential to provide the key to finely target people who have a genuine proclivity to buy your brand. What is less discussed is the complexity of going from millions of customer IDs, to a matched audience that can be physically targeted through scalable ad tech. Not only does this require a lot of smarts around clean rooms, privacy, data fusion, different browsers (etc.), but it is also a question of how to genuinely use a variety of different data sets (retailer and manufacturer data, but also second- and third-party) to both enrich and ultimately create scalable reach that means fine targeting is purposeful.

Consider these two facts (from Benedict Evans):

- 1) E-commerce sales in the UK have always surpassed that of the US as a percentage of all retail sales
- 2) During lockdown, the UK has

accelerated yet further, with one-third of all sales coming from online

There is an evident opportunity for mass retailers who can reach a large proportion of UK households. Boots, Asda, Tesco, and Ocado are all jumping into the space with an offering.

In the US, we've seen entrants from every category and, if anything, the challenge is now keeping up with the number of options and determining the real points of difference between each. Whilst it is still a nascent landscape even in the US, the challenge has not been for retailers to win test budgets but more to demonstrate genuine incremental value and get repeat business.

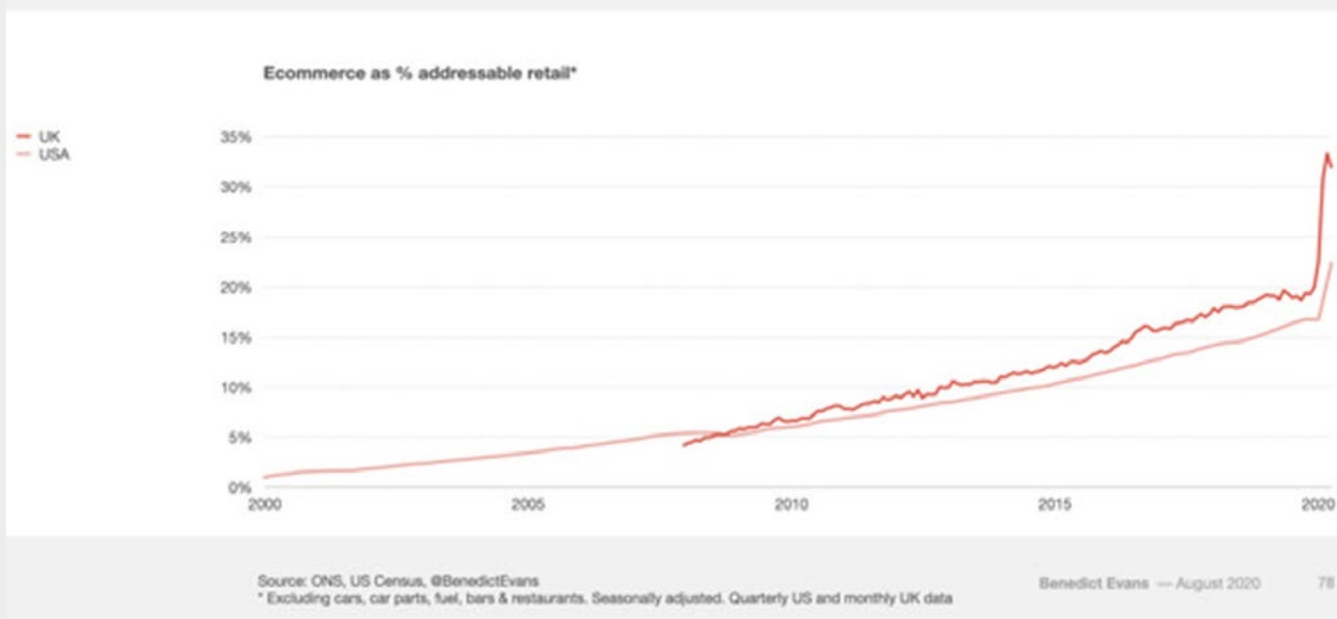
These signals are helpful to predict how things will play out in the UK. Retailers can generate significant incremental revenue here, but to build sustainable ad businesses (just



BRANDS DO NOT HAVE THE CAPACITY TO WORK WITH TOO MANY OF THESE RETAIL MEDIA NETWORKS, AND MORE WILL EMERGE LEVERAGING THEIR PROPRIETARY TRANSACTIONAL DATA INSIGHT TO BUILD MEDIA NETWORKS

Ecommerce in lockdown

Forced acceleration and forced experiment - unclear how much will stick



like Facebook or other publishers), early investment into measurement, insight, and attribution will be critical. Brands do not have the capacity to work with too many of these retail media networks, and more will emerge leveraging their proprietary transactional data insight to build media networks — two early contenders are Shopify and Uber, but the likes of Mastercard and Klarna are other alternatives. Manufacturers will want proof of incremental value versus their other shopper marketing lines and other digital marketing lines.

Some commentators believe unbundling or aggregating the data is the longer-term play (this has been said many times before but has not played out in broader digital publishing), or that a meta buying layer is needed that helps ensure that the same customer seen across multiple retail media networks can be identified and efficiencies found. These sound like safe bets, but will take time given we are still very much in the early days. In addition, expect to see technology enable better connectivity between in-store and digital retail

media — already we are seeing digital screens programmatically connected, but expect to also see more integrated buying platforms where targeted retail-first TV, DOOH, social, and display can all be managed and traded together. A growing ask will also be an integrated view of how techniques like instore activation and shopper marketing versus first-party data programmatic targeting work in harmony with each other and insight that informs how to best optimise the mix between each.

Retail, or perhaps more aptly named commerce media, offers a compelling advertising opportunity with proximity to transaction (both digital and physical sales) offering the promise of not only better targeting, but better performance and closed-loop measurement. It's also worth an opportunity that is not just for FMCGs but also other categories.

If you are a retailer or an FMCG, however, thoughtful experimentation is required. Whether retailer or FMCG, be sure you know how you will be measuring success before jumping in and planning for the fact that you will likely need to onboard a

variety of different expertise. Running a retail business and running a media business are very different propositions and to be successful in the latter, new skills will be essential, ranging from ad tech to digital trading to incrementality measurement through to technical strategy, data architects, and science. As with many decisions related to digital transformation, you can choose to work with a partner or explore how to best build a long-term, sustainable proposition by investing upfront in the design and ownership of a differentiated proposition with in-house control ■

£25B

Amazon's ad business in 2021

PILLAR THREE

DATA-DRIVEN TV

- ✓ **Outside the US there will be realisation that CTV will play a part in the overall TV market**
- ✓ **CTV will be part of data-driven TV, as the industry looks to make fragmented TV inventory addressable**
- ✓ **Measurement again because critical to success outside the US**
- ✓ **Targeting**
- ✓ **Clean rooms will play a key role in audience targeting and measurement**

DATA-DRIVEN TV

The CTV Advertising Revolution

What made linear TV advertising go out of fashion for advertisers? For one, a global pandemic and the rise of on-demand viewership. Secondly, the evolution of data-driven targeting. Despite the engagement and creativity that linear TV's big screens has provided advertisers for decades, it has now been roundly usurped by data-driven advertising with various forms of over-the-top (OTT) opportunities. The benefits of precise, privacy-friendly targeting to deliver relevant advertising on any screen are too large to ignore. With the emergence of connected TV (CTV) advertising, however, brands can get the best of both worlds.

CTV has opened up a new avenue for data-driven advertising. The yawning gap between TV's big screens and online advertising has collapsed with the emergence of internet-connected TVs. In Europe, more users are moving away from linear TV for the benefits of CTV, with 70% of internet-enabled TV households across the DACH region being reachable via CTV — that's 34.4 million households. In the UK alone, 44.5 million people will watch digital video via CTV in 2022.

A big part of what has made CTV advertising viable is the rise of AVOD (advertising-based video on-demand) services. Until recently, SVOD (subscription-based video on-demand) services such as Netflix were dominating the CTV landscape

SHOWHEROES



SARAH LEWIS
Global director, CTV
ShowHeroes

for the past few years, but now rising competition between suppliers is pushing a huge shift to advertising-supported CTV models. Growing subscription fatigue and the money-value AVOD provides coupled with programmatic advertising and privacy-friendly targeting are quickly evolving the CTV environment across all global markets.

FROM THEORY TO FACTS

CTV ad measurement and targeting has room for significant improvement compared to online advertising. That's partially because CTV is a shared viewing experience — unlike other forms of media, CTV is often experienced in groups, making measurement of individual users difficult and less relevant. Furthermore, unlike online advertising, viewability isn't the most valid metric as ads are typically unskippable on CTV. Compounding all of these factors is CTV's relatively recent blossoming, with the last several years being massive for CTV growth — in the US, two-thirds of the American population already watches CTV as of this year, a 14% increase over the last five years. In the UK, there is a projected growth of three million users over the next 4 years, bringing 69% of the UK population to CTV by 2026.

There have been various studies on CTV spend, growth, usage, and demographics; however, until now, there has been little concrete behavioral data regarding CTV advertising. We joined forces with

COG Research, an independent market research agency, to conduct a major and unprecedented behavioral study into CTV, *"Why CTV Reigns Supreme in the Attention Economy."*

Together we used state-of-the-art eye-tracking technology combined with electrodermal response measurement to reveal what viewers are looking at when watching CTV, for how long, and even how engaged their minds are while watching.

We're happy to share some exciting findings:

- The average attention rate for CTV is 82%, up against 42% for social video.
- Viewers have an average attention length of 12.2 seconds when watching CTV.
- Seventy-one of viewers' time is spent in the "engagement zone" during CTV ad breaks.

"This wide-ranging experiment is the first time we've seen exactly how user experience manifests itself: both as an emotional and attention-based response in front of the CTV screen, and within a wider mass sample of European viewers" says Sarah Lewis, Global Director of CTV at ShowHeroes. "Because of the high attention that users have in relation to CTV content, paired with high engagement levels, our research shows that connected TV really hits the sweet spot when it comes to delivering a positive ad experience."

Our full study comes with detailed explanations for our insights, diving

The three vital elements of attention



ELEMENT 1: IS IT VIEWABLE?

Users need the opportunity to see the advertising. CTV is the most viewable digital format at a global average of 93.2%*.



ELEMENT 2: IS THEIR ATTENTION ON SCREEN?

CTV is the most attentive platform, with user attention on screen 73% of the time and an average of 12.2 seconds before looking away.

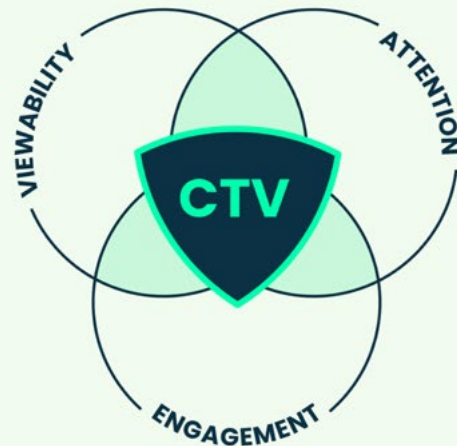


ELEMENT 3: ARE THEY ACTIVELY ENGAGED?

71% of viewers time when watching CTV advertising is spent in the 'engagement zone' when measuring their Electrodermal Responses.

* Source: IAS Media Quality Report, H1 2021

CTV HITS THE SWEET SPOT OF ATTENTION, VIEWABILITY AND ENGAGEMENT



into the science, comparisons with other channels, and regional market data and comparisons for the top seven European markets.

COOKIELESS CTV TARGETING

A range of new privacy measures on government- and company-levels from tightening GDPR laws to privacy-protecting Apple updates are throwing data-driven advertising into existential crises, forcing advertisers and publishers to adopt targeting alternatives. If targeting on CTV experiences similar challenges as other forms of online advertising, how are both demand and supply sides moving forward to ensure brand safety, optimal revenues and accurate targeting? Using optimized first-party data and cookieless solutions must transfer over to the big screen. ShowHeroes' cookieless and completely GDPR-compliant semantic targeting solution, SemanticHero for CTV, does just that.

SemanticHero for CTV uses powerful Artificial Intelligence to process a combination of sources, including video metadata and EPG data, to understand the full meaning of the CTV content being watched down to its concepts

and sentiment. It enables ad targeting that accurately matches the content being watched with relevant advertising.

The benefits are clear: when ads are contextually relevant, 42% of CTV users are likely or very likely to watch an ad to completion.

THE NEW ADVERTISING PARADIGM

CTV offers huge potential for advertisers. Its growing adoption worldwide cannot be understated, the medium is ideal for content and advertisement consumption, and new AI technology such as SemanticHero for CTV enables effective targeting even in the post-cookie era.

Ilhan Zengin, CEO of ShowHeroes Group: "With CTV content, viewers have high engagement and are in the ideal mental state for remembering messages. Users are in the overload stage considerably less on CTV, with the format providing a more relaxed, lean-back environment to reach viewers. With contextual advertising also emerging as a user preference in the survey, it should be top of mind for brands looking to craft a standout CTV experience."

Since millions of CTV users are engaging with CTV's lean-back environments, brands and advertisers worldwide must lean-in and truly understand how to leverage CTV. As adoption and advertising opportunities continue to grow, the CTV landscape is providing unparalleled user engagement at scale

42%

of CTV users are likely or very likely to watch an ad to completion when contextually relevant

70%

of internet-enabled TV households across the DACH region being reachable via CTV

PILLAR FOUR

GROWING WALLED GARDENS

- ✓ **Like it or not, we are in a walled garden world**
- ✓ **For buyers, they need to think about both measurement and targeting (how do you stitch this fractured world together)**
- ✓ **From a buy-side perspective, optimisation across walled-gardens**
- ✓ **How can pubs leverage their own data assets to compete**

GROWING WALLED GARDENS

The Rise of the Next Generation of Walled Gardens

The term “walled garden” in the programmatic advertising industry has typically been reserved for the tech giants of Google, Meta (formerly Facebook), and, more recently, Amazon.

These companies have built businesses around collecting vast amounts of detailed and valuable data about their users across different products and services. This data has not only allowed them to improve their own products and services to increase their bottom line, but has also enabled them to build multi-billion dollar ad businesses by allowing advertisers to target their audiences via their self-serve ad platforms.

But the ever-growing privacy changes are giving rise to a new type of walled garden.

THE RISE OF THE NEXT GENERATION OF WALLED GARDENS

The introduction of privacy laws and privacy changes, such as the EU’s GDPR, the end of third-party cookies in web browsers, and the changes to mobile IDs, is leading to a renewed focus on first-party data.

Even though third-party cookies likely won’t be phased out in Google Chrome until 2023, they’re already blocked in Apple’s Safari and Mozilla’s Firefox, meaning advertisers and ad agencies have already started to reduce their reliance on third-party cookies and third-party data.

In order to reach their target audiences, media buyers are turning to the audiences’ owners.

Publishers, telcos, retail media companies, and other types of companies that collect customer



CLEARCODE



PIOTR BANASZCZYK
CEO, Clearcode

and user data now have the opportunity to take their highly valued and sought-after first-party data and put it inside their own walled gardens.

But is having more walled gardens a good thing?

There’s a certain negative connotation attached to the term walled garden in the programmatic advertising industry. The negative view of walled gardens (i.e. Google, Facebook and Amazon) is typically associated with the fact that these companies offer little to no insights into their data accuracy.

These concerns are more than justified.

A clear example is Facebook’s series of data-related issues — from misreporting on video views to using incorrect data in its ad planning tool.

But if we exclude the tech giants from the walled garden topic for a moment, and instead look at what the term means for publishers and advertisers, then maybe the picture will look different.

The main advantages of building a walled garden is an increase in data quality, especially compared to third-party data, and direct access to rich and defined audiences.

But walled gardens aren’t without their challenges.

THE CHALLENGES THE NEXT GENERATION OF WALLED GARDENS FACE

Collecting and utilising quality data

It’s one thing to highlight the value of first-party data, but it’s another thing to collect and use it. Both publishers and advertisers will need to ensure they’re collecting the right types of first-party data, and more importantly, are able to activate those audiences (e.g. via self-serve ad platforms).

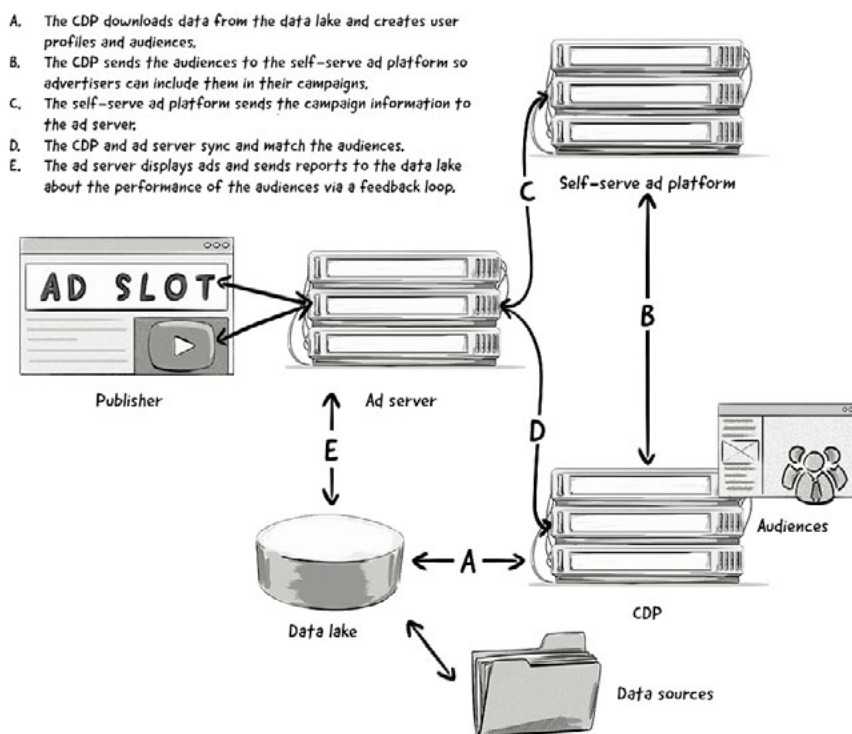
Identification across multiple platforms

One of the biggest challenges with the move towards first-party data is being able to identify audiences across multiple platforms (e.g. web, mobile and CTV). There are various ID solutions available on the market that can help tie all this data together, such as ID graphs and data clean rooms, but both publishers and advertisers can benefit from building a data lake and ID graph to collect all their first-party data in one place and then make it available to other systems, such as self-serve ad platforms and CDPs.

Open measurement

One of the biggest criticisms of the walled gardens of Google and Facebook is the lack of verification around measurement. How do companies really know if their campaigns received X number of clicks? In truth, they don’t. They essentially have to trust that whatever is being reported by Google and Facebook is true and accurate. Media buyers are not going to want more walled gardens that offer little or no verification of the metrics being reported, so it’s important that

An example of a walled garden AdTech stack for publishers



The diagram above illustrates the AdTech stack that Clearcode developed for one of its clients.

publishers focus on open measurement to enable media buyers to trust the numbers, but also verify them.

Having the right tech

While having a first-party data strategy will provide the plan, it's the tech that will execute it. For some publishers and brands, utilising existing tech will be sufficient. However, there are a number of benefits that can be gained from building the tech, with control over the tech, data, and product roadmap being the main ones.

So now the question is: how can publishers and media buyers succeed in this new, walled-garden world?

HOW CAN PUBLISHERS SUCCEED IN BUILDING THEIR OWN WALLED GARDENS?

For publishers, the success of their walled garden is going to come down to the tech, the quality of their

audiences, the availability of their data for ad targeting and measurement, and how well they can extract insights from their audiences.

Getting the tech right is crucial for executing a first-party data strategy, as it provides the mechanics to power data collection, identification, ad targeting, measurement, and audience insights.

The key ad tech platforms at the heart of a walled garden are data platforms like CDPs, an ID resolution service, an ad server, and a self-serve ad platform.

Many brands will want detailed insights into the publisher's audience, such as demographic data and how audience habits are changing over time, so it's important for publishers to extract these insights from their audiences and provide them to advertisers.

HOW CAN ADVERTISERS SUCCEED IN WORKING WITH DIFFERENT

WALLED GARDENS?

For advertisers, the main challenge with working with walled gardens is figuring out how to unify ad targeting, frequency capping, measurement, attribution, and reporting across all the different systems. Fragmentation was already present in the programmatic advertising ecosystem, but the introduction of more walled gardens has only made the situation worse.

To solve these challenges, advertisers can connect their first-party data with first-party data from publishers to power ad targeting, frequency capping, measurement, and attribution. They can do this in the same way as publishers by collecting and organising their data and making it accessible to their publisher partners. Utilising existing tech or building their own can make this happen ■

GROWING WALLED GARDENS

Walled Gardens: You Can Go Under Them, You Can Go Over Them, and You Can Go Through Them

There is immense opportunity to empower and make walled gardens work harder to improve the overall process of buying media and ultimately the outcomes generated. Walled gardens serve their particular purpose as we all know. They don't, however, serve every purpose all of the time. The limitations are sometimes significant and spread across the end-to-end process of media buying.

However, in a world where technology, automation, and human creativity coexist in harmony, opportunities can be created within the complexity of walled gardens. Turns out, you can go under them, over them, and through them.

1. GOING UNDER: ENRICHING WALLED GARDENS WITH THE THINGS THEY DO NOT HAVE.

Let's start with what goes into a walled garden; the act of programming them before any media is bought. Data is key at this early stage, and critical at the end (more on that later), as it contains insights to help brands achieve more. Walled gardens have a range of data available within them. At 59A, we call this theme of data "Performance". The Performance theme has many different data sets available across many different walled gardens – not just programmatic. PPC, social, and e-commerce are other data sets within the Performance theme.

There are an additional seven themes available. All of which do not exist within any walled garden, until they are programmed in; and all of which continuously provide immense

opportunity for every brand.

- 1. Customer** – non-identifiable data that provides rich insights into how customers interact with a brand.
- 2. Consumer** – a brand's target audience; yet to become a customer.
- 3. Competitor** – a deeper understanding of other brands in your market.
- 4. Location** – the analysis of a brand's geographical footprint and other relevant points or areas of interest.
- 5. Industry** – data related to a brand's specific industry that enriches the market view.
- 6. Seasonality** – events, schedules,

and temporal trends that can have an influence on a brand.

- 7. Macro** – understanding the impact of political, financial, environmental, and social factors on a business, be they national, local, or hyper-local.

These are the eight themes of data that can empower a walled garden to work harder and improve outcomes. All of them have zero reliance on cookies, making this an entirely future-proof methodology.

Once you have all of this data, you need to unlock the opportunity within it – and express that within not just one walled garden, but any number (or even all) of them. To accomplish this requires new ways of using walled gardens that

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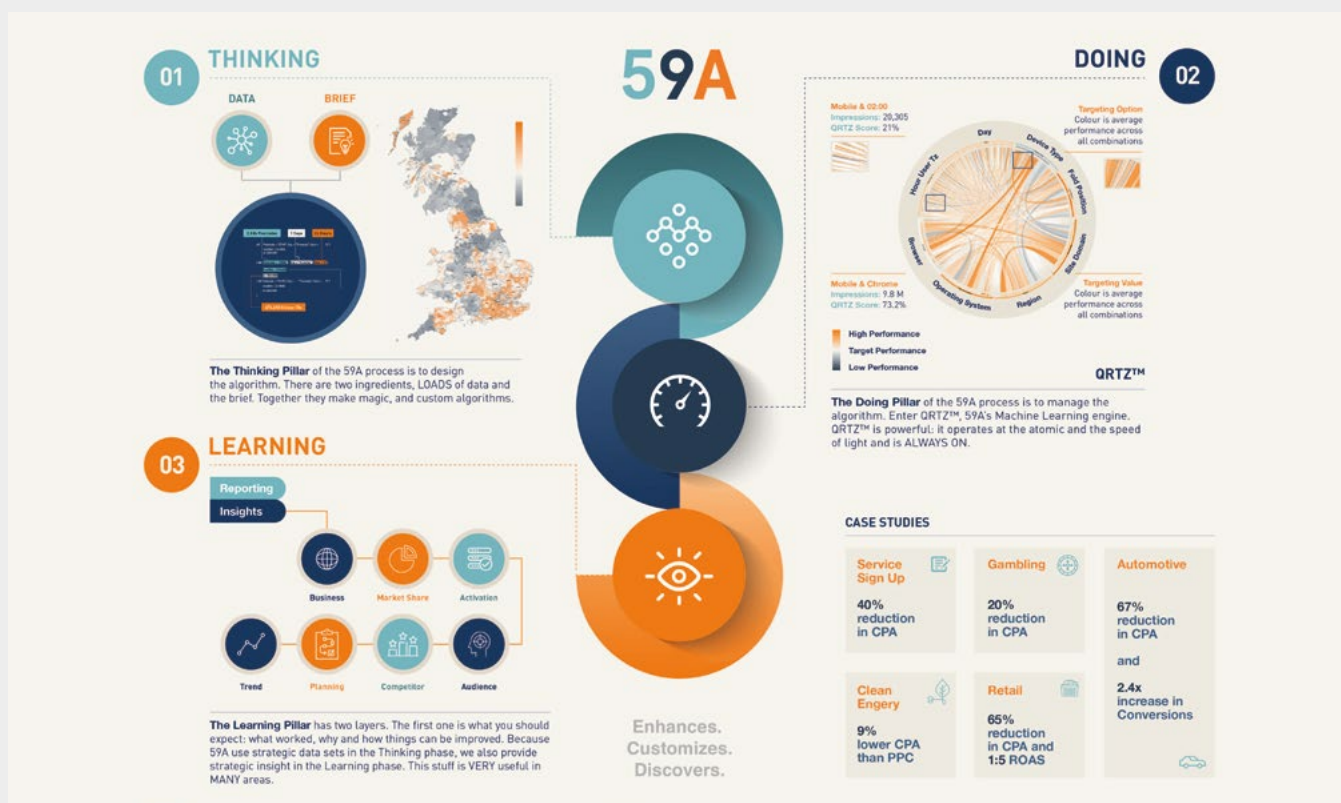


ADAM RAY
Founder and CEO,
59A



59A'S APPROACH IS REVOLUTIONARY. THEIR REFRESHING AND FUTURE-PROOFED THEMATIC APPROACH TO DATA IS VERY POWERFUL, PROGRAMMING THE WALLED GARDENS WITH THINGS THEY DON'T HAVE. THE OTHER KEY BENEFIT IS 59A'S PROPRIETARY QRTZ TECHNOLOGY DELIVERING THE BENEFITS OF MACHINE LEARNING DURING THE OPTIMISATION PHASE. COMBINED WITH REAL-WORLD INSIGHTS, SUPERCHARGING BOTH THE CAMPAIGN AND WIDER BUSINESS UNDERSTANDING.

WILLIAM HUGHES, HEAD OF DIGITAL MEDIA STRATEGY
IMA-HOME



go beyond what humans can achieve. It's why designing custom algorithms from the various themes of data discussed (which in turn program the walled gardens) is just as important as the optimisation that follows. Machine-to-machine is powerful and scalable. One hundred insights – no problem; 100,000 insights – no problem. Technology and technology alone is, by design, a scalable solution that facilitates this transformational process.

2. GOING OVER THE TOP: WORKING THE WALLED GARDENS HARDER.

At this point, campaign design and setup in the walled gardens have been programmed with the custom algorithms, and deployed at scale via automation across any platform. This removes complexity barriers forged by delivering one approach into multiple platforms with different technologies and UIs.

Walled gardens have incredibly complex algorithms that do a great job of optimising in-flight media. However, they only review and make decisions based upon what can be seen and

understood within each individual platform. At 59A, we have created a technology known as QRTZ™ to address this. QRTZ™ can work with, and also supersede, walled garden optimisation by understanding how media is being impacted by any one or combination of 59A's eight data themes – not just within the Performance theme, and not just within Programmatic.

3. GOING STRAIGHT THROUGH: GAINING RICHER INSIGHT FROM THE WALLED GARDENS.

Gaining richer insight into campaign effectiveness is critical to any business. Walled gardens have a vast array of reporting functions and tools which go into incredible depth, making digital the most accountable media out there when it comes to outcome-based, short term metric reporting. However, whilst this depth exists, there is also significant limitation, not just in what it really means for your business, but also in understanding what and which of your initial decisions are the ones that

are contributing to those changes. To get straight through to the heart of it all, technology must be used to gain the true business insight.

So, how do we get the critical business insight we really need from the platforms? The first step is to be set up for it in the first place, with a custom algorithmic campaign build specifically constructed using all relevant thematic data. As the campaign executes and optimises, the custom algorithm designs allow us to then return insight into which data themes and sources are contributing to greater or lesser performance.

As their prevalence within society and influence on the world continues, the walled gardens will continue to be a key component within media. Therefore, it is important for brands to play in this space. But with so many brands competing and complexity increasing, advantages need to be gained against the competition.

The only way to do that is by going under, over, and through the walled gardens ■

PILLAR FIVE

THE SERVICE LAYER

- ✓ **The service layer becomes even more important as the media landscape splinters.**
- ✓ **Buying scale no longer matters in a privacy-first world, littered with walled gardens.**
- ✓ **Agency partners will instead be benchmarked on their planning expertise, data management/execution capabilities and ability to piece together disparate technology.**
- ✓ **New service solutions will emerge to plug knowledge gaps around data management, technology selection/implementation and channel expertise (Amazon, TikTok etc). The increased complexity means more specialism is required.**

THE SERVICE LAYER

Creating End-to-End Relationships



NURIA GÍMENES

President of the Digital Committee, Asociación Española de Anunciantes (AEA) & Head of Digital (Mediterranean Region), The Coca-Cola Company

Now more than ever, digital advertising is at the intersection of several new technologies, which are enabling a whole new set of capabilities.

Alone, each is important and makes a difference in the new tech landscape. But together, their convergence is what is essential for the ground-breaking solutions to merge. It's a lens to understand the future and the possible impact of new evolution in our marketing understanding.

The third-party cookies and ID deprecation allow us to re-think our

digital marketing principles.

It is time to rethink the consumer framework, a holistic and unique perspective: the person approach. And, in doing so, try to move away from the infrastructure that has created so many technical dependencies.

It's time to recover consumer-centric strategies and find the best solutions to achieve end-to-end communication with the user. Undoubtedly, there are many handicaps; barriers; fragmentation; walled gardens; new legislation; or new taxes, that seem to prevent advertisers from having the ability to create these end-to-end relationships.

It's time for our vendors and partners to facilitate a synergic contact based on first-party data from the advertisers, and not from the publishers.

Only in this way, we will be able to give specific added value to our consumers and customers to build a long-term relationship. And yes, let's apply real data driven TV, DOOH,... but let's do it in an integrated manner, breaking down siloes and putting our first-party data at the heart ■

THE SERVICE LAYER

Embracing Change: the Future of the Service Layer

Every year that goes by, we read and write about an ever-changing (m)adtech landscape. And it's true; our industry is the city that doesn't sleep, as it continues to evolve to ensure we keep ahead of the challenges and opportunities presented along the way.

But this year there really is a seismic change taking place, and old ways of working are simply no longer applicable. Over the next 12 months, our business models are going to have to embrace this change in order to stay relevant, and those who fear that change run the risk of being left behind.

With global government regulations tightening, the increased focus on privacy, and the deprecation of the third-party cookie, it is fair to say we are entering a brand new era of marketing; one centred around first-party data and powered by tech. And with so many technology platforms and exciting new products to choose from, many business leaders are struggling to know where to begin. The good news is that you're not expected to do this alone. Expert service providers have been created to help marketers and content owners make sense of it all, providing that much-needed technical support and ongoing managed services to ensure both business efficiencies and business outcomes.

No matter what organisation type you are, there have been many common challenges faced by business leaders over the past few years (only to be accelerated with the global pandemic).

These include:

Audience behaviours: The ongoing shifts in audience behaviours and consumption habits.

Democratising data: Various stakeholders need to access broader data sets for better decision-making and opportunity recognition. To date, access to this data is somewhat fragmented.

It's not as simple as it once was: As stated by Ciaran O'Kane at ExchangeWire, we currently operate in an addressable marketplace that is becoming less addressable by the day.

Measurement: Measurement has long been a priority for many, but is often fragmented, difficult, and hard to obtain.

Application of technology: There's not a one-size fits all approach when it comes to technology to unlock the true value of data.

Limited internal resource:

Experts, skilled engineers, and data scientists are like gold dust, and many organisations don't have them in reach. This can create barriers to success.

By partnering with an expert services provider, organisations can overcome these challenges, plug that knowledge gap around the importance of data, and gain valuable skillsets surrounding the technology required to activate that data. Services such as Silverbullet become an extension of your team, embedding themselves into your goals, objectives, and corporate mission. It's not just consulting. It's not just implementation. It's everything combined to walk you through a data and digital transformation journey from the very beginning, helping you

 Silverbullet



FI TAYLOR

VP of Marketing, Global Silverbullet



CUSTOMER PRIVACY AND MARKETING IN A COOKIELESS WORLD ARE INDUSTRY RESHAPING DYNAMICS. SILVERBULLET'S UNIQUE AND CRITICAL EXPERT SERVICES HELP ORGANISATIONS UNLOCK THE DATA OPPORTUNITY THAT LIES AHEAD. WE ARE DELIGHTED TO BE A GLOBAL PARTNER WITH SILVERBULLET, EXTENDING THEIR PRIVACY-FIRST, POST-COOKIE ERA SOLUTIONS TO OUR NETWORK OF INDEPENDENT AGENCIES.



Silverbullet empowers Channel 4 to unlock the full potential of its data-driven future.

Bringing the data and technology together, Channel 4 is now able to understand their audiences better; their habits, behaviours, preferences and so much more.

Through its chosen expert partner Silverbullet, Channel 4 gained access to a network of data specialists to help them achieve their offering of the Advanced Data Suite.

Channel 4's Advanced Data Suite has achieved:



"With digital platforms constantly evolving, we truly found expertise and support from Silverbullet was second to none. They helped us to better identify and capitalise on business opportunities through the power of data. The Silverbullet team has - and continues to - work closely with us to uncover customer insights and maximise its returns on investment."

David Amodio, Head of Digital and Innovation at Channel 4

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piece together various data assets and signals, disparate technology, and next-generation products so that your business can stay ahead of the competition.

A big part of the service layer, and oftentimes the first phase of any data and digital transformation journey, is educating and inspiring internal teams, working with key stakeholders to cement a data culture throughout. There is no point in entering a new chapter if you don't have the full

support of the team. And change can be scary, especially on top of day-to-day pressures. A dedicated services partner can be extremely valuable in driving this initiative and creating a new culture throughout a business.

The next – and arguably the most important phase of a transformation project – is the strategy. You'd be surprised by the number of businesses who are so hungry to adopt change and embrace the data-driven opportunity that they skip the strategy

and fast-track to the tech. This seldom works, and many businesses are left seeing limited or no returns on their investment. Why? This is typically down to the wrong tech being selected, the tech not being implemented correctly, and the business not having the right skillset in place to drive the machine. An expert partner will help you deliver a tailor-made strategy and roadmap designed with your goals, objectives, and corporate mission in mind. They will support you in the technology and vendor selection process, identify specialist technologies that may be relevant to you, and undertake a gap analysis to showcase what is needed where, when, and how.

The next phase is where things get technical. Expert service providers will have in-depth knowledge on a variety of platforms, such as Customer Data Platforms, Marketing Automation Vendors, and Personalisation Tools. Not only will they implement the technology on your behalf, they will ensure the required technology is seamlessly integrated across the entire tech stack to remove any friction that may have existed before.

And, the final phase, and perhaps the most exciting, is when an expert service provider can get really creative in how they utilise and unlock the potential of data assets on behalf of their client. From the simple activation of the data through all key marketing channels, to marketing automation and personalisation.

To summarise, today's climate is not set up for a one-size fits all solution. And nor should it. Each marketer and content owner will have its own unique goal, local and global nuances, and an individual approach to data, digital, and media. But what is clear is that everyone needs to embrace change.

The future ahead of us is an exciting but not easy one. The most important thing to understand is you are not in this alone. The service layer has never been more prevalent, and so perhaps it's time to find the right partner for you ■

THE SERVICE LAYER

How the Service Layer is Evolving and What That Means for Advertisers and Agencies

In a privacy-first world littered with walled gardens, along with the increased complexity of omnichannel campaigns, agencies will be challenged for an evolution of the service layer. Even more so by brands that have been ramping up their digital expertise more than ever before, in this digital space that has become so strategic to them. Agencies have the opportunity to be the change agent of the service layer evolution, and they should seize this window of opportunity.

How? By evolving in a different way than simply being traders of media and consultants in media strategies. They need to become change agents, helping brands who want to be full-blown advertisers. This means that brands want to become autonomous in the media space and get more ownership paired with stronger governance. Therefore agencies need to be the change agent for brands to go in that direction.

That direction is coming together with innovation brought by technologies.

What does innovation mean for agencies? It means providing an evolution of the service layer through technology. To achieve this, agencies will want to look out for technologies that will help their clients to outperform in areas where they are currently lagging behind. Embracing a privacy-first world, through alternatives to audience-based campaigns, is of course a very important topic. Agencies have to ramp up quickly on the matter if they want to keep up. But the most

pressing imperative and innovation opportunity for agencies lies in their relationship with brands, in particular in terms of the process of media buying, including governance, transparency, and efficiency. Technology has the potential to drastically improve the governance of the process for the benefit of the advertisers, by optimising the costs involved in the media buying process, while eliminating error-prone manual tasks due to the increased complexity of omnichannel campaigns that brands need.

This is where agencies have a tremendous opportunity to support the evolution of their clients, bringing in technologies that help to streamline the relationship between them and their clients.

At the cutting edge of this evolution of the service layer stands process automation built for advertising, also known as advertising automation (AA). Advertising automation is the natural evolution of the service layer because

it allows brands to ramp up to a higher level of strategic thinking by freeing up time from human-intensive tasks.

With automation, the machine is capable of eliminating routine and mundane tasks. Automation saves time but also increases the efficiency of the process by drastically reducing human-generated mistakes. With the help of artificial intelligence (AI), and more specifically supervised machine learning (SML), the machine can optimise campaigns budget across all channels in a way no human could ever do.

With the combination of advertising automation and AI, brands and agencies not only benefit from zero-mistake and optimised campaigns, but, most importantly, they can reinvest the time and money saved into what matters the most: devising the best strategy for their next advertising campaign.

At MINT, we have identified seven

MINT

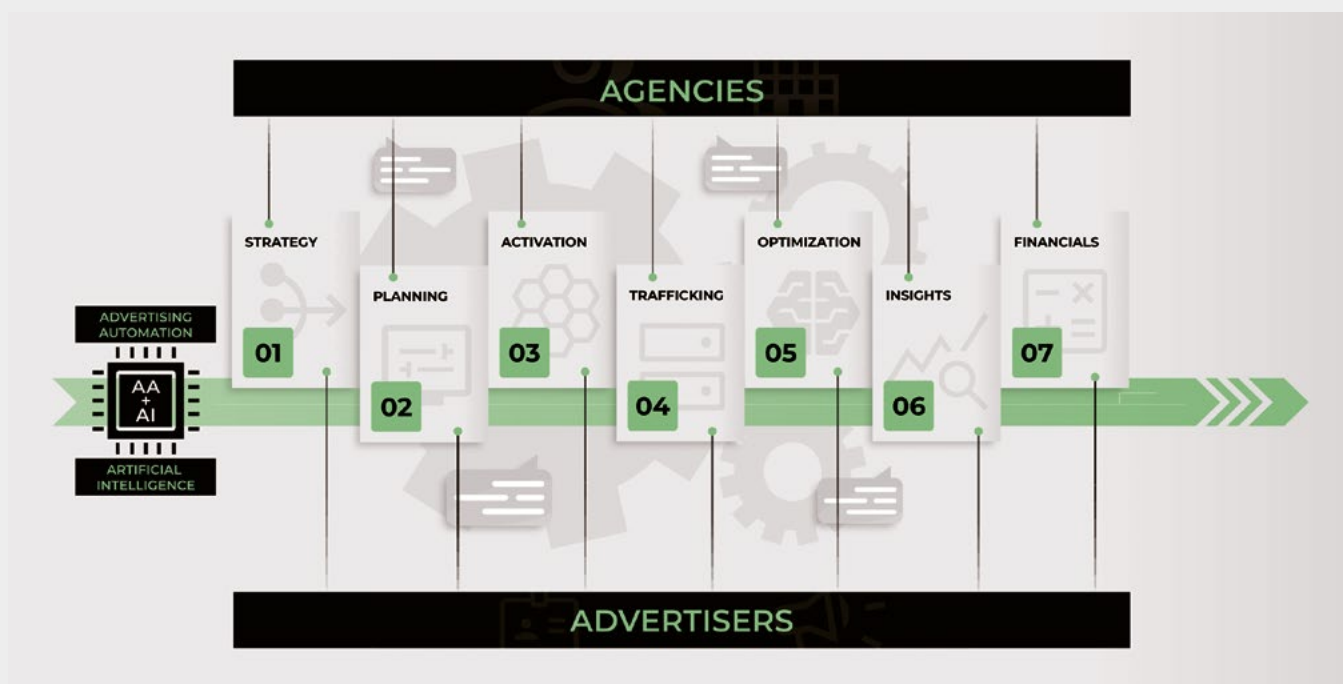


AURELIEN BLAHA
Global Marketing Director,
MINT



**YOU CAN'T HAVE ALL THE EXPERTISES INSIDE.
THANKS TO THE TEAMWORK WITH MINT, WE
HAVE BROUGHT BACK IN OUR COMPANY A
WHOLE RANGE OF DATA KNOWLEDGE.**

PIETRO LABRIOLA, CEO
TIM



steps in the media-buying process that can be streamlined thanks to advertising automation and AI, by breaking silos of media, of workflows, and of budget. These seven steps are strategy; planning; activation; trafficking; optimisation; insights; and financials.

Strategy

Strategy is the pillar on which the entire campaign will stand, and that's why it has to be the first step. With channel mix forecasting for the desired funnel strategy based on a mix of market and own data, it's easy to see what the best combination will be. Once the team is happy with the AI-based strategy and channel mix, moving to media planning is as easy as pushing a button.

Planning

Automation features will automatically fill the media plan with the selected channels, including elements like formula-based tech costs where needed, and the predictive planning functionality assigns the designated share of budget to each line of your plan. This helps brands move in the right direction of budget allocation and forecast the ROI based on their own historical data.

Activation

One of the perks of advertising automation is that it enables the gathering of different ad tech and media platform configurations within a centralised layer on top of them, so now advertisers can have a place where all activation platform settings are synchronised. This multi-channel activation phase is not only streamlined, but provides a shorter setup time and a unified source of truth to always have everything under control.

Trafficking

The most time-consuming, labour-intensive, and low added value step is trafficking. While essential, the application of UTM, taxonomy, and the push of trackers to ad servers is a task that requires a multitude of simple and small actions resulting in a significant effort. Automated trafficking takes care of these.

Optimisation

When campaigns go live, they need maintenance to perform better. Once again, AI-powered in-flight optimisation is achieved by putting all the different channels, not just the single line items, into correlation. By doing so, and with the calculation of each ad's

saturation point, the AI suggests how to reallocate budgets towards the best performing media row lines — but just until they reach their maximum efficiency. This reallocation can also be tailored to each advertiser's needs.

Insights

Insights are all about transparency on the actual return on ad spend (ROAS). Having a unifying solution powered by advertising automation ensures that all the data from all campaigns will immediately be available for data analysis, with the opportunity to build user-specific real-time dashboards with insights tailored to their specific needs. This is particularly important for specialists as well as managers who could have immediate access to not just one campaign, but consolidated information from all countries on a single page, always up-to-date.

Financials

A campaign's life doesn't end until its related invoices have been archived and financial reconciliation has been achieved. The use of visual recognition alongside advertising automation ensures that differences between money budgeted, spent, and invoiced will automatically be highlighted ■

INDUSTRY REVIEW 2022

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