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Il programmatic advertising è

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un modo di comprare e vendere spazi pubblicitari in maniera automatizzata mediante l'utilizzo di piattaforme in cloud come DSP, SSP e DMP, che processano dati in tempo reale per erogare annunci

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**mirati e rilevanti per gli utenti
diminuendo la dispersione di
budget. Non o...**

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Programmatic display

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advertising involves automated bidding on display advertising inventory in real-time, for the opportunity to show an ad to a specific customer type, in a specific context. It doesn't include paid search bidding. Often it

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involves header bidding to facilitate the real-time bidding process.

**What is Programmatic Marketing? | Smart Insights
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could tolerate even more
concerning this life,**

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**Harry Marcus, managing
director at Group M's**

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**programmatic agency Xaxis,
defines programmatic
advertising as a media buy
via technology rather than a
manual process.**

**“Programmatic boils down to
the use of data and
technology enabling**

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marketers to make decisions in real time about the advert they want to deliver to the consumer,” he explains.

What is programmatic advertising? A beginner's guide

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In an advertising context, programmatic simply means 'automated.' If someone refers to programmatic in marketing, they're speaking about the nature of buying, selling and placing advertising using automation

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- or software - to do it. It may be a redundant phrase in the near future, as all advertising becomes programmatic.

What Is Programmatic Advertising? » War Room Inc
This type of advertising

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allows businesses to create very targeted ad campaigns and make great use of their marketing budgets to reach as many people as possible that are going to be interested in ...

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The Basics of Programmatic Advertising - PR News

Generally speaking, programmatic advertising refers to the buying and selling of advertising media usually via an automated auction. Being digital,

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programmatic advertising offers incredible flexibility and control over audience targeting, budget and the choice of advertising media.

A Guide To Understanding Programmatic Advertising |

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The ...

**Author “Programmatic
Advertising per Marketing
People” Ideator of the GAMS,
Global Advertising &
Marketing Simulator
Simplifying the complexity of
digital marketing and**

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**advertising I solve problems
of digitalization and data.**

**Riccardo Guggiola - Digital
Media, Programmatic and
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PEOPLE ...

9 Programmatic Advertising Examples Worth Your Attention. In the world of pay-per-click (PPC) advertising, programmatic ads are quickly becoming a star strategy. Already, businesses spend

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almost \$60 million on these ads each year.

9 Programmatic Advertising Examples You Gotta See
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**maniera automatizzata
mediante l'utilizzo di
piattaforme in cloud come
DSP, SSP e DMP, che
processano dati in tempo ...**

**Scaricare Programmatic
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PEOPLE ...

Programmatic Advertising is the practice of using computers to buy digital ad space automatically, using data to decide which ads to buy to reach your target customer, while bidding in

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real-time so that you pay less for the advertising. Since computers can analyze millions of data points in seconds, they're able to bid on ad space that makes the most sense for your business, immediately when the space

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is available, allowing the technology to serve millions of ad impressions to qualified users.

What is Programmatic Advertising?

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**Scarica il libro Programmatic
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...

**Anyone working within
programmatic advertising is
likely to hear the phrase
'curated marketplace' a lot in
2021 - but what does**

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'curation' really mean in this context and why should it ...

Programmatic: Why building a curated marketplace should be ...

Programmatic advertising is a system that automates the

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**processes and transaction
involved in purchasing and
placing the ads on websites
or apps. The deals are made
through various websites with
...**

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Platform Market is Booming

...

Programmatic advertising is the process of automating the purchase and sale of ad inventory in real-time through an automated bidding system. Generally used by

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**brands or agencies,
programmatic advertising
allows buyers to purchase ad
impressions on publisher sites
or from apps through a
streamlined ecosystem.**

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Digital Marketing Services

USA

Statista Digital Advertising Report of 2020 shows that in 2019, 79% of digital ads were obtained through programmatic advertising and this number is likely to grow

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up to 83% by 2024.

**Programmatic advertising in
Africa - a friend or foe?**

**Why Programmatic
Advertising Won't Work On TV
- 02/27/2020 ... but their cost
per reach point will decline.**

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**... For one thing the buyers
don't talk to the real
client---the brand marketing
people ...**

**Why Programmatic
Advertising Won't Work On TV
02/27/2020**

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Talking about the differences between Google Display Network (GDN) and Programmatic advertising, many people still think they are similar to each other. GDN is done through Google Ads or known as Google Adwords

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which most people are familiar with. While programmatic advertising is implemented through Display and Video 360 a or known as Double Click including other Demand Side Platforms (DSPs

...

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