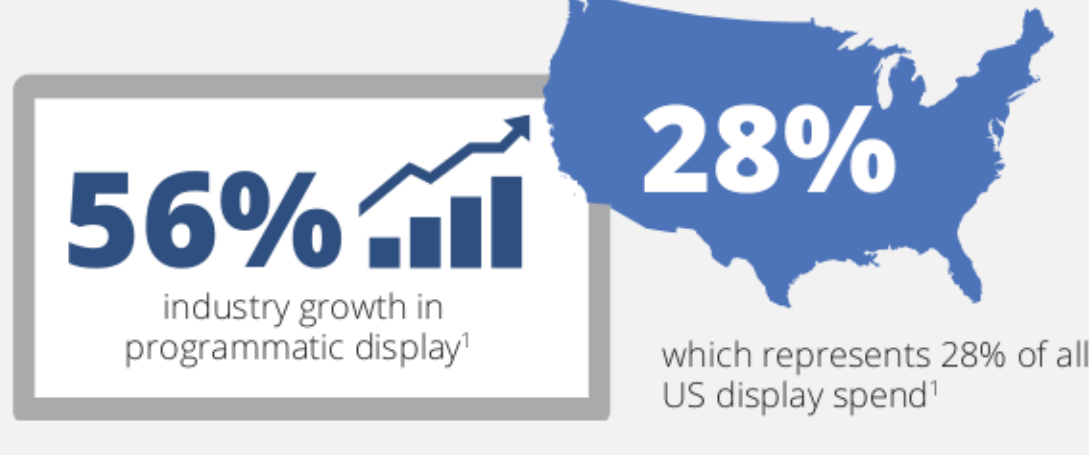


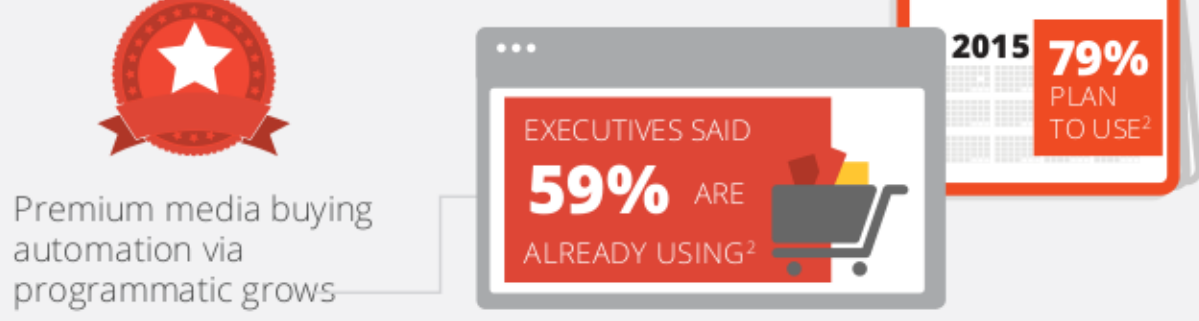
PROGRAMMATIC: THE BRAND ERA

Programmatic has transformed media buying and is now a must for successful digital brand marketing

2013 saw programmatic growth explode



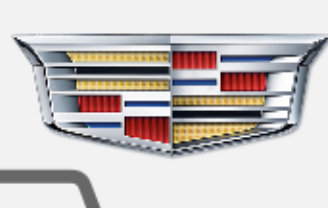
Premium inventory and programmatic converge, bringing brand safety to efficient buying



BRAND SPOTLIGHT

GENERAL MOTORS

grows 2014 investment in programmatic through **preferred deals** after initial tests with **Cadillac**



4 WAYS BRANDS WIN WITH PROGRAMMATIC



CONNECT 1:1 WITH AUDIENCES

By design, programmatic is able to deliver **personalized messages, at scale**, in real time



EMBRACE CROSS SCREEN

Programmatic is aiding marketers in their rapid shift to cross-screen advertising



ENGAGE WITH VIDEO

Nothing connects like video, and **programmatic can make it more powerful**



MEASURE WHAT MATTERS

Programmatic buying is a **leap forward to integrated marketing and measurement**



Measuring what matters for brands is **finally possible with new tools**



Programmatic helps address **media fragmentation** through integrated marketing



HOW MARKETERS ARE DOING IT



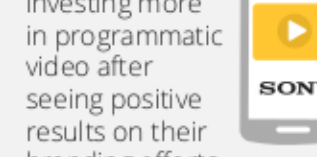
SOUTHWEST AIRLINES uses programmatic to reach new customers, spread awareness for new flight routes and drive sales. In a recent campaign, they used custom first party data to reach millions of target customers in top performing regional markets, with their agency Camelot Communications

HOW MARKETERS ARE DOING IT

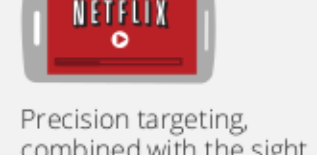


TalkTalk used HTML5 to increase reach across screens while reducing eCPA by **12%**

HOW MARKETERS ARE DOING IT



Sony Mobile is investing more in programmatic video after seeing positive results on their branding efforts for the launch of the new Sony Mobile Xperia Z1s



Precision targeting, combined with the sight, sound, and motion the format offers, makes programmatic video integral to **Netflix's** content marketing efforts

HOW MARKETERS ARE DOING IT



centralized technology and data on DoubleClick across channels

Gained Insight: Better performance and cross-channel insights across search and display

30% increase in conversions



uses viewability as a metric to understand who saw their ad

Gained Insight: higher viewability with programmatic

Learn more about Google's **programmatic solutions**

www.doubleclick.com/bidmanager



Sources:

- ¹ Programmatic Advertising: Forecast and Future Growth Trends, eMarketer, Nov 2013
- ² Programmatic Everywhere: Data, Technology and the Future of Audience Engagement, IAB and the Winterberry Group, Nov 2013
- ³ RTB Gives Digital Video an Extra Boost, eMarketer, Aug 2013
- ⁴ Google Internal Data, 2014
- ⁵ Worldwide and U.S. Real-time Bidding Forecast, IDC, Nov 2013
- ⁶ Ad Forecasts- Programmatic buying reaching a tipping point, MAGNA GLOBAL, October 2013
- ^{7,8,9} Google Internal data, 2014
- ¹⁰ DoubleClick by Google survey, 2014