Brand Management & Media Planning

LM in Marketing & Digital Communication

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Digital Advertising

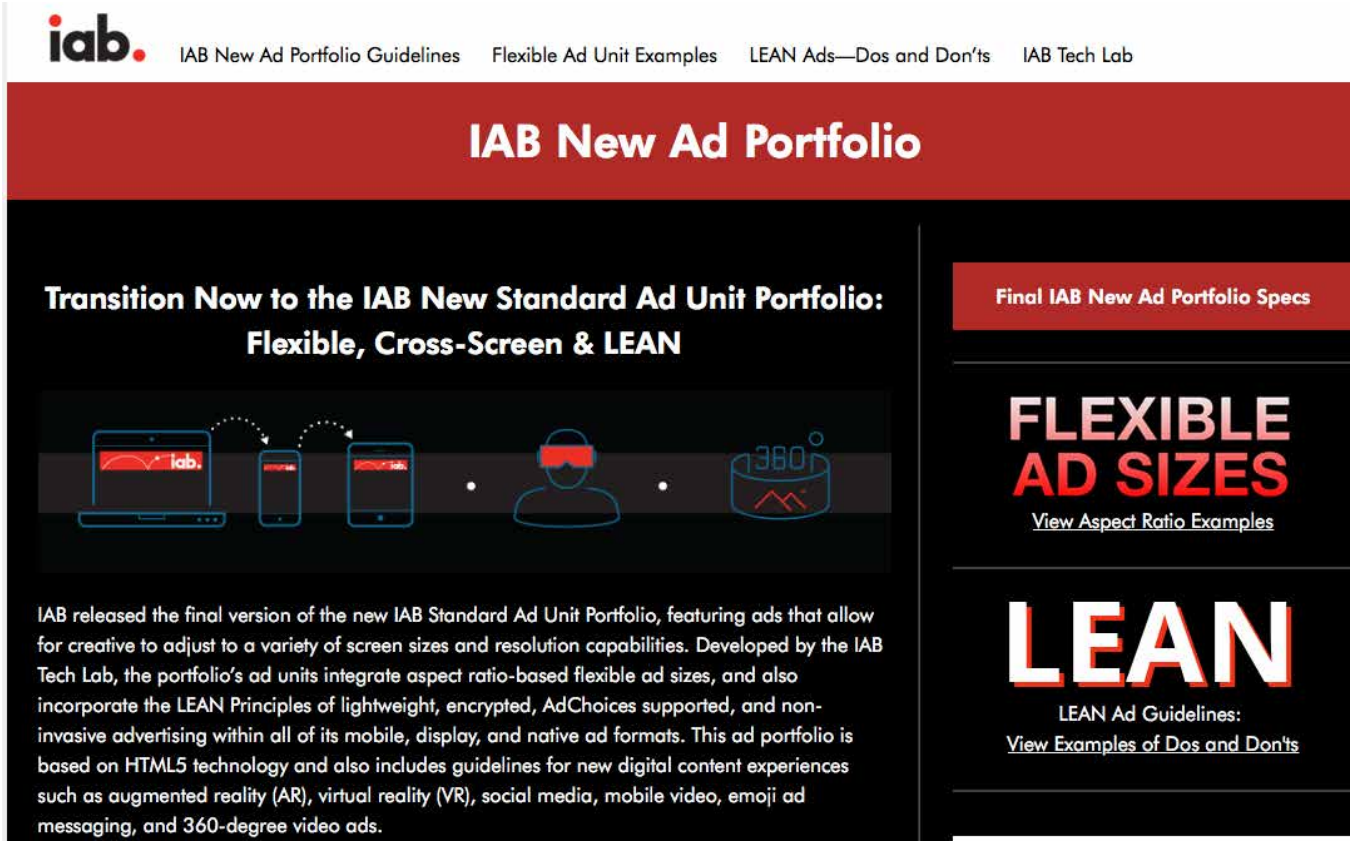
Lesson 5 part. 1

Thursday November, 2

Let’s see how we can advertise on internet

We can buy spaces on internet websites and blogs, apps, etc.

In July 2017 **IAB (Internet Advertising Bureau)** defined the new standards for the advertising online



The IAB New Standard Ad Unit Portfolio

The **IAB New Standard Ad Unit Portfolio** ("IAB New Ad Portfolio") includes:

1. **Display ads**
2. **Native ads**
3. **New content experiences** like:
   a. Emoji ads
   b. 360-degree image and video ads
   c. Virtual reality ads
   d. Augmented reality ads

Display advertising

These are the most commonly used display ad sizes

Vertical rectangle: 240 x 400

Mobile leaderboard: 320 x 50

Banner: 468 x 60

Leaderboard: 728 x 90

Square: 250 x 250

Small square: 200 x 200

Large rectangle: 336 x 280

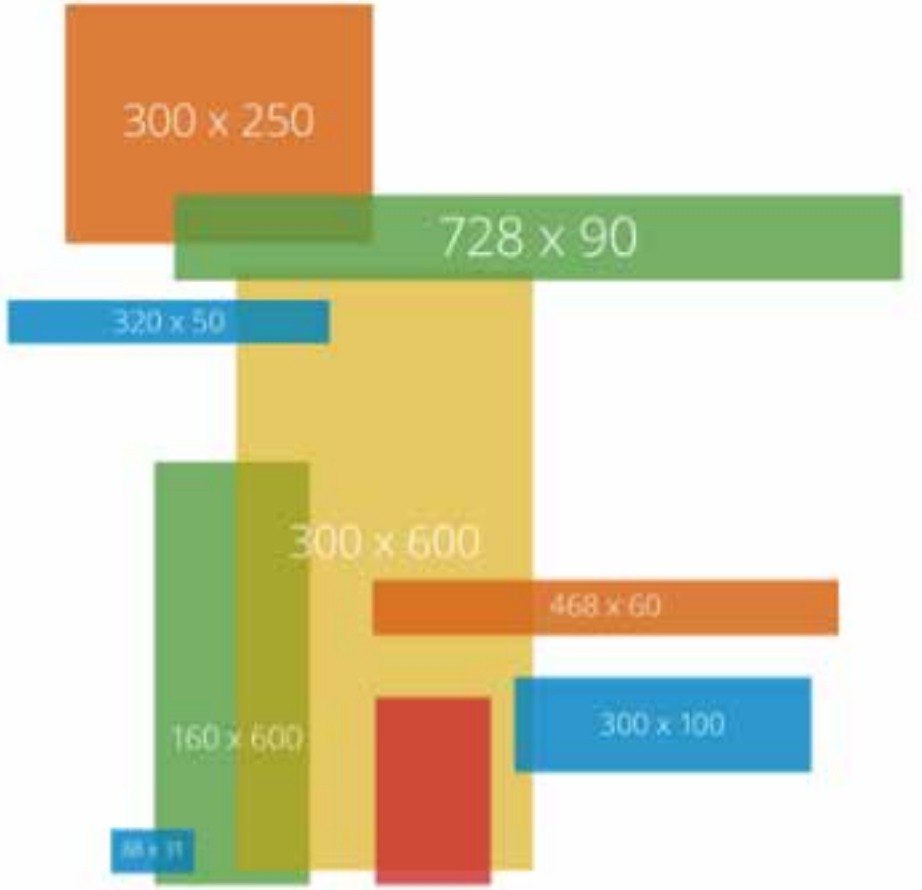
Inline rectangle: 300 x 250

Skyscraper: 120 x 600

Wide skyscraper: 160 x 600

Half-page: 300 x 600

Etc.



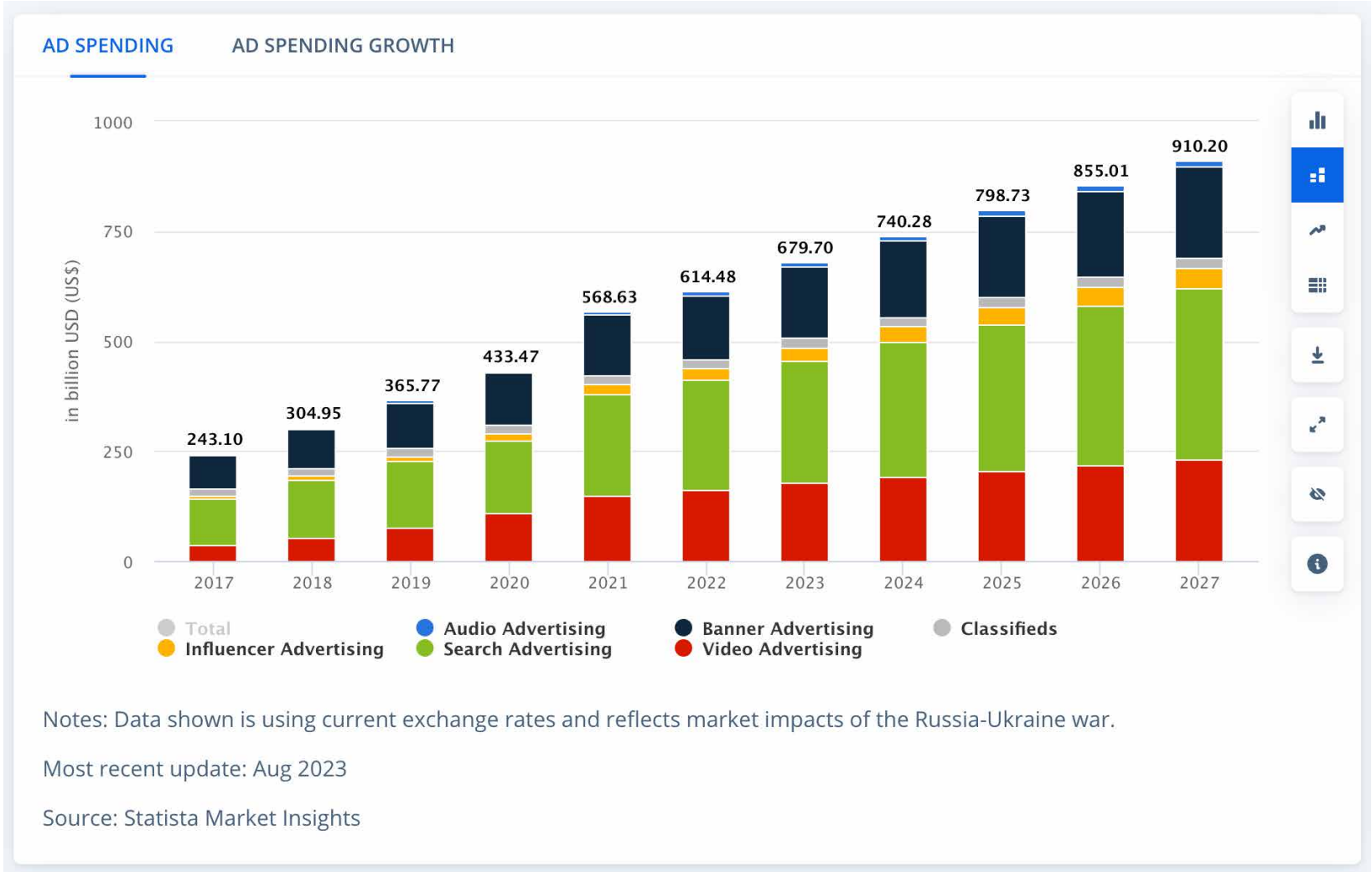
https://instapage.com/blog/display-advertising

Today all digital ads have to be responsive
www.iab.com/newadportfolio

Flexible Size Ad Specifications

Ad Type	Ad unit Name	Transition Fixed Size Ad unit (px)*	Aspect Ratio (width:height)	Ad Size**	Size Range		Max. K-Weight (kB)		Static Image Size (dp)
					Min. Size Width x height (dp***)	Max. Size Width x height (dp***)	Initial Load	Subload	
Horizontal	**2x1**	Half Page	2:1	X Large	900x450	1800x900	**250**	**500**	1800x900
	2x1	N/A	2:1	Small	300x150	450x225	**100**	**200**	
	4x1	Billboard **970x250**	4:1	X Large	900x225	1800x450	**250**	**500**	1800x450
	6x1	Smartphone Banner **300x50, 320x50**	6:1	X Small	300x50	450x75	**50**	**100**	450x75
	8x1	Leaderboard **728x90**	8:1	Medium	600x75	1200x150	**150**	**300**	1200x150
	10x1	Super Leaderboard/ Pushdown **970x90**	10:1	Large	900x90	1800x180	**200**	**400**	1800x180

After Search Advertising, video and banner advertising are the most used format worldwide



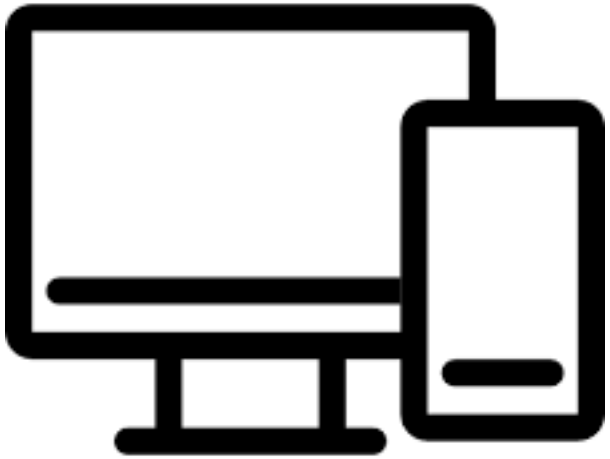
https://www.statista.com/outlook/dmo/digital-advertising/worldwide#ad-spending

Let’s see how to plan display ads

Display campaign

1. We select the **websites that reach our target audience**, following Audiweb data, contextual or behavioural targeting methodologies …and common sense
2. Than we identify the **media sellers** of these websites, and gather information about their **advertising options**
3. We call the sell representatives, compare their proposals, **negotiate** and **buy impressions** or **clicks**
4. We **send** the ad files
5. Go onair
6. And **check the results** of the campaign (impressions, clicks, CTR, …)

Let’s make an example



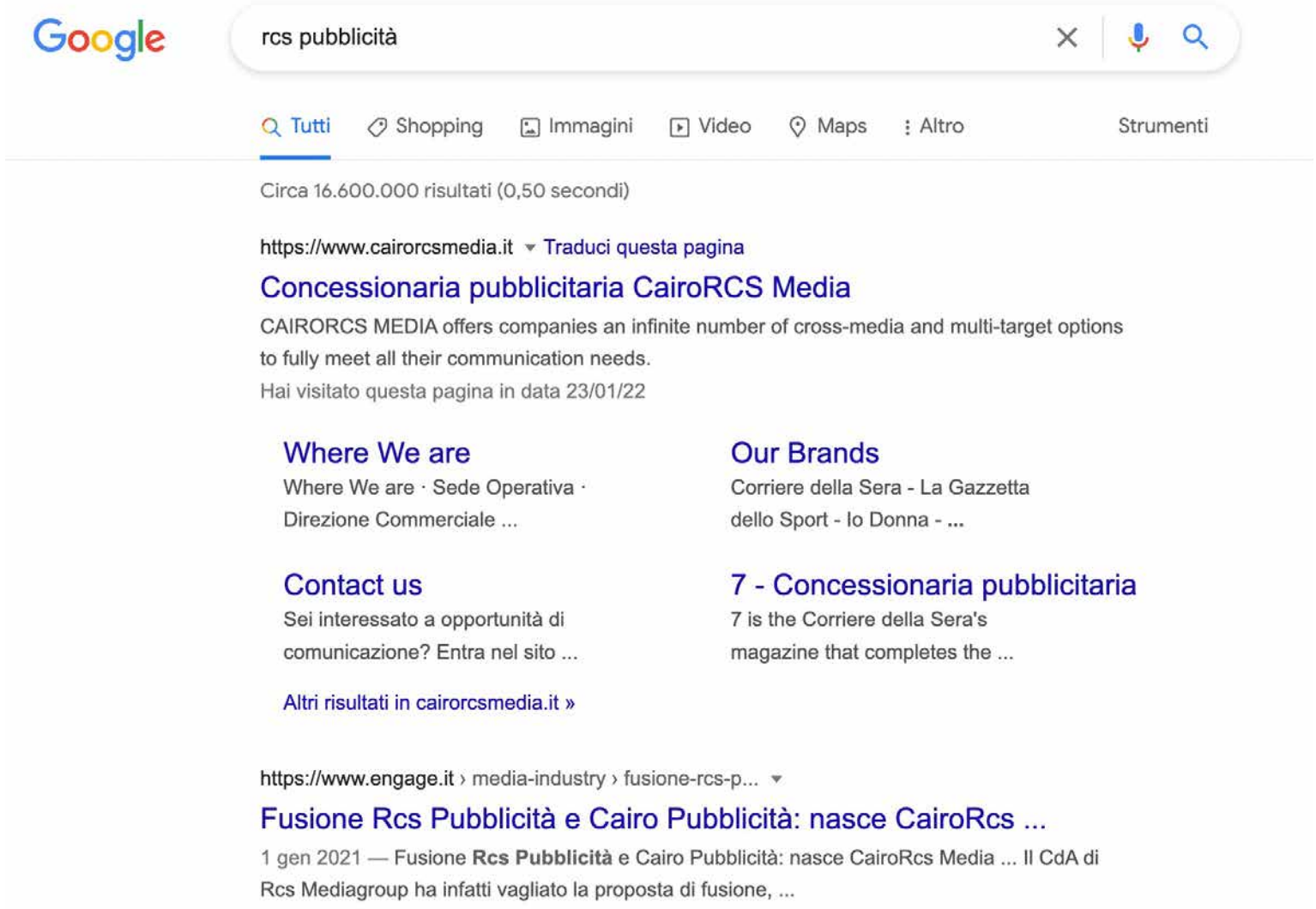
Corriere della Sera is sold by RCS Pubblicità (Custom Property)

Total Digital Audience LUGLIO 2022 - DATI SITO & MOBILE APP

Base dati Total Digital Audience: Individui 2+ da Computer; Individui 18-74 anni da Mobile (Smartphone e Tablet)
Fonte: Audiweb powered by Nielsen

DATI SITO & MOBILE APP			T.D.A. GIORNO MEDIO		
Custom Property	Parent	Brand	UTENTI UNICI	PAGINE VISTE (.000)	TEMPO SPESO PER PERSONA (mm:ss)
RCS Pubblicità			5.624.895	22.600	03:59
	Cairo Communication	LA7	113.341	316	18:35
	Domenico Sanfilippo Editore	LaSicilia.it	88.236	161	01:50
	RCS MediaGroup		5.278.625	21.462	03:41
		Corriere della Sera	3.491.687	10.651	03:05
		La Gazzetta dello Sport	2.221.346	10.796	03:53
		Leitv	8.388	15	01:39
	Scripta Manent servizi editoriali		72.331	101	02:19
		DDay.it	69.963	96	02:18
		DMove.it	3.819	5	01:36

So… we look for RCS Pubblicità on Google



E.g. CAIRORCSpubblicità.it

CAIRORCS MEDIA

NEWS I NOSTRI BRAND BRAND SOLUTIONS

Home / I nostri brand / Corriere della Sera / Formati Pubblicitari

Scheda del Brand

Corriere della Sera

Offerta Display

Chiudi

Giant masthead

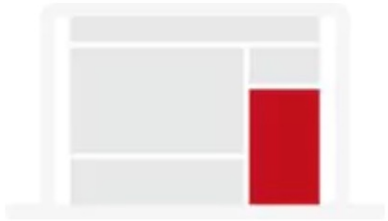
jpeg, gif
100 KB
940 x 529 px

Dettagli

Giant Pushbar

jpeg, gif
40 KB
940 x 90 px

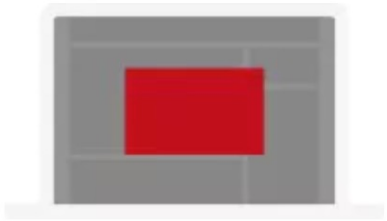
Dettagli



Half Page

jpeg, gif
40 KB
300 x 600 px

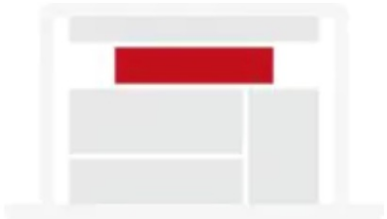
Dettagli

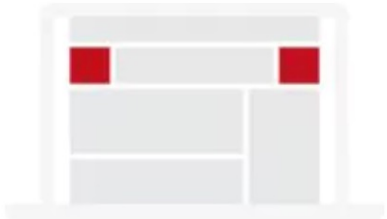


Intropage/Interstitial

jpeg
50 KB

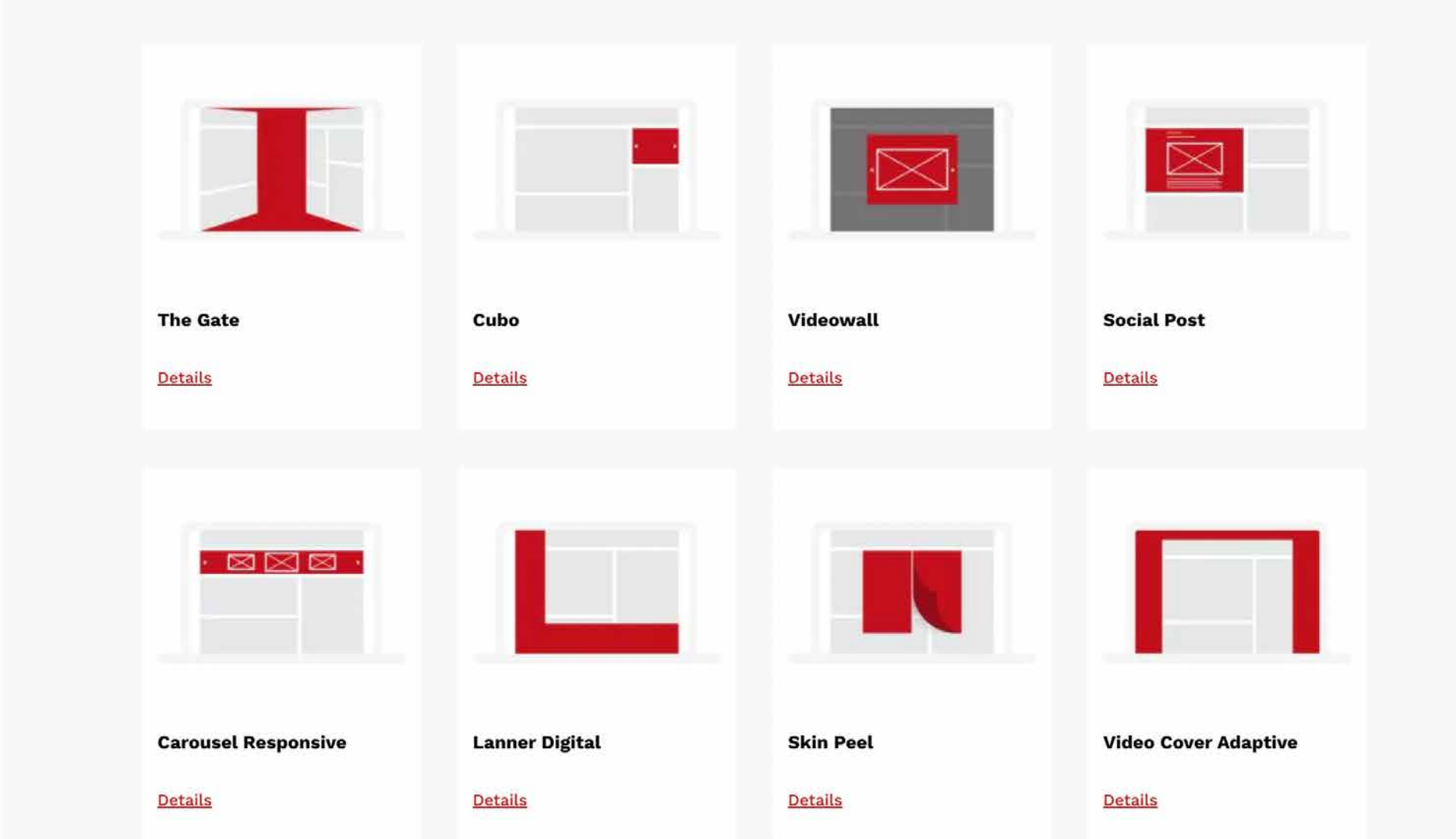
Dettagli





We choose the ad format

Reach media


The Gate
Details
Cubo
Details
Videowall
Details
Social Post
Details
Carousel Responsive
Details
Lanner Digital
Details
Skin Peel
Details
Video Cover Adaptive
Details

Technical specifications for each format

Caratteristiche tecniche

DIMENSIONI TOTALI FORMATO	940×529 px
PESO	100 KB
FORMATO FILE	Jpeg, Gif
HTML5	Le creatività in formato HTML5 devono essere realizzate tenendo conto di queste indicazioni. È possibile validare la correttezza degli asset creati con questo tool. Peso massimo del pacchetto: 150KB
AD-SERVING	Served by Mediaowner or Third Party
HTTPS	Tutti i pixel di tracciamento e i tag in total redirect dovranno essere consegnati con protocollo **https://**
CONSEGNA MATERIALI	5 GG. Lavorativi Prima della Partenza della Campagna Tutti i Materiali DEVONO Essere Inviati a traffico@rcs.it

Prices depend on audience and ad format and positioning

We usually buy **display ads** at **CPM** (e.g. Manzoni price list)

Format	Average CPM
preroll	30 €
intro	21 €
take over cross-device	3,50 €
skin	12 €
masthead cross-device	16 €
MPU cross-device	12 €
superbanner cross-device	8 €
leaderboard cross-device	4,50 €

ALL RATES ARE NET OF DISCOUNTS AND GROSS OF 15% AGENCY COMMISSION

E.g. TIM digital media plan report

CPM

Campagna Istituzionea 14 gennaio - 7 febbraio 2016
Reportaggiornamento : 7 Febbraio
Summary
Sizmek

Site Name	Section Name	Formato	Ordered Impressions	* Served Impressions	Delivery rate	* Clicks	* CTR	Interactions	Interaction Rate	Total Media Cost	CPM
Cairo Communication Spa IT	ROS - Programmi Top	Overlayer floor video	1.200.000	1.216.151	101,35%	12.116	1,00%	43.826	3,60%	8.299,34	6,82
Cairo Communication Spa IT	ROS - Programmi Top	Pre-Roll	900.000	831.833	92,43%	25.626	3,08%	1	0,00%	5.746,52	6,91
Cairo Communication Spa IT	ROS - Programmi Top	Videobox	2.500.000	2.360.633	94,43%	1.811	0,08%	457.332	19,37%	11.197,50	4,74
Class Editore IT	HP RoS	Masthead Standard	740.000	8.502.672	1.149,01%	12.451	0,15%	13.667	0,16%	7.780,00	0,92
Downloadadv IT	HP RoS (Desktop & M-site)	Pre-Roll	54.000	31.175	57,73%	1.274	4,09%	3.687	11,83%	156,11	5,01
Downloadadv IT	HP RoS (Desktop & M-site)	Videobox	1.260.000	1.087.758	86,33%	918	0,08%	148.521	13,65%	5.421,46	4,98
GoodMove TV IT	RON	Inread/Native	180.000	171.755	95,42%	1.484	0,86%	75.236	43,80%	1.040,20	6,06
GoodMove TV IT	RON	Interstitial	1.330.672	1.252.342	94,11%	63.678	5,08%	406.716	32,48%	7.592,85	6,06
GoodMove TV IT	RON	Videobox	170.000	159.778	93,99%	139	0,09%	64.150	40,15%	967,09	6,05
Manzoni IT	Repubblica Tablet	Box	400.000	520.116	130,03%	51	0,01%	51	0,01%	1.274,65	2,45
Manzoni IT	Repubblica Tablet	Half Page	400.000	524.878	131,22%	2.306	0,44%	2.306	0,44%	1.286,29	2,45
Manzoni IT	Repubblica Tablet	manchette	400.000	1.063.090	265,77%	578	0,05%	578	0,05%	2.605,43	2,45
Manzoni IT	Repubblica Tablet	Ovarlay	400.000	200.646	50,16%	7.448	3,71%	7.448	3,71%	498,69	2,49
Manzoni IT	Repubblica Tablet	Strip	400.000	531.340	132,84%	3.361	0,63%	3.361	0,63%	1.302,21	2,45
Manzoni IT	ROS	Masthead Standard	8.605.882	8.859.292	102,94%	6.427	0,07%	6.751	0,08%	98.823,68	11,15
Mediamond IT	hp	Masthead Rich Media	2.600.000	2.416.407	92,94%	2.336	0,10%	1.242.854	51,43%	11.950,67	4,95
Mediamond IT	hp	Skin	2.500.000	2.318.005	92,72%	12.080	0,52%	12.080	0,52%	8.074,93	3,48
Mediamond IT	ROS	Masthead Rich Media	1.140.000	1.033.641	90,67%	1.657	0,16%	415.704	40,22%	5.041,07	4,88
Mediamond IT	ROS	Pre-Roll	4.620.000	4.542.214	98,32%	42.411	0,93%	53.690	1,18%	31.370,45	6,91
Piemme spa IT	HP+ROS	Intro Full Screen	400.000	474.470	118,62%	15.166	3,20%	15.166	3,20%	2.911,48	6,14
Piemme spa IT	HP+ROS	Masthead Rich Media	6.300.000	5.860.273	93,02%	8.908	0,15%	9.591	0,16%	30.622,06	5,23
Piemme spa IT	Network Video	Pre-Roll	1.000.000	999.185	99,92%	8.224	0,82%	16.662	1,67%	6.961,46	6,97

Average CPM cost = 4,6€

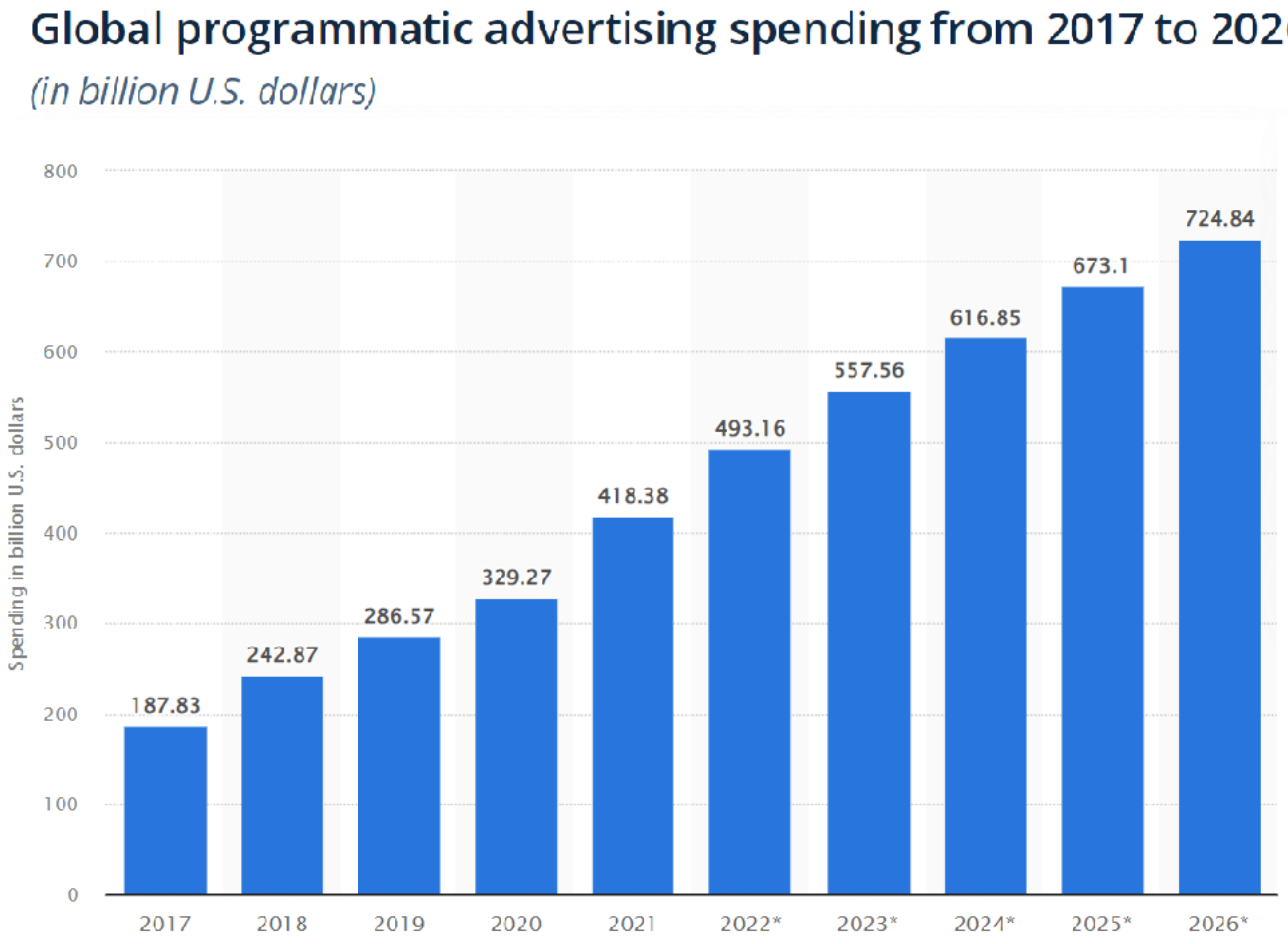
but this process is becoming automated…

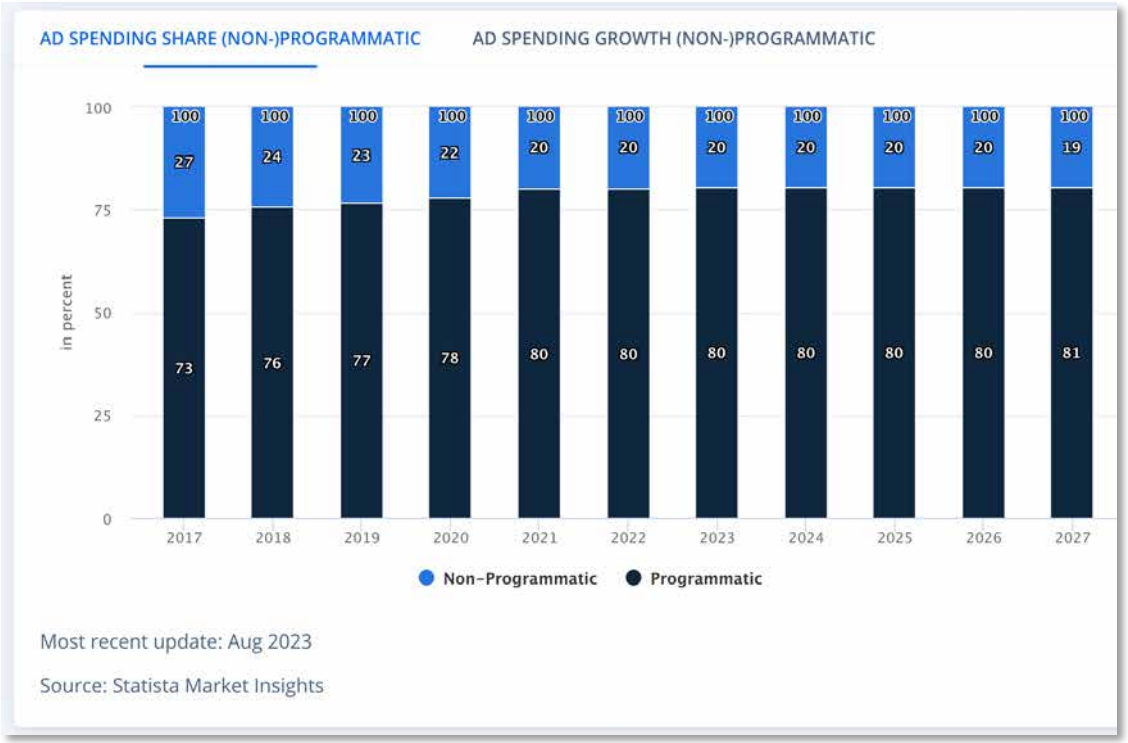
Programmatic Advertising

What is Programmatic Media Buying?

- One writer defined it as the «**automation of the buying and selling of advertising inventory** supported by the Open **Real Time Bidding** (RTB) ecosystem»
- Or more simply «**the automated buying and selling of digital media**»

83% of the ad spending online is already automated





https://smart-hub.io/blog/how-to-start-working-in-the-programmatic-advertising-industry/

Evolution of the digital planning

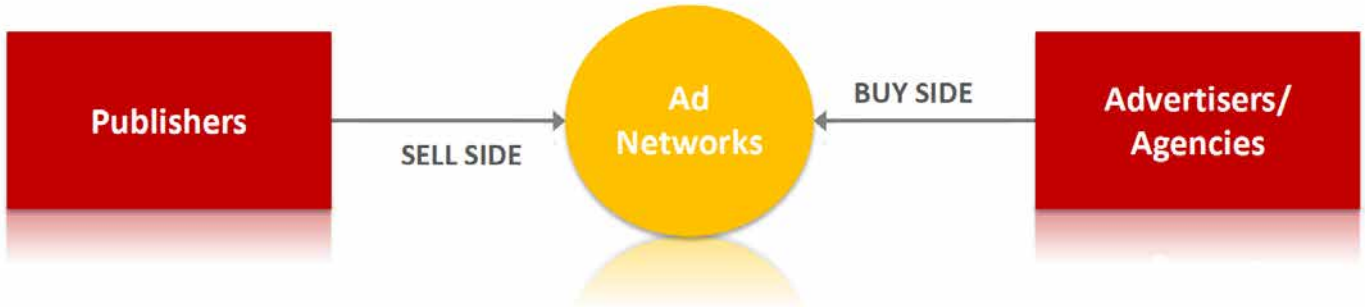
3’36”

In the beginning there were only publishers and advertising agencies

1995

AD Networks were born in 2000, they represent more publishers and sell their unsold inventories (CPM)

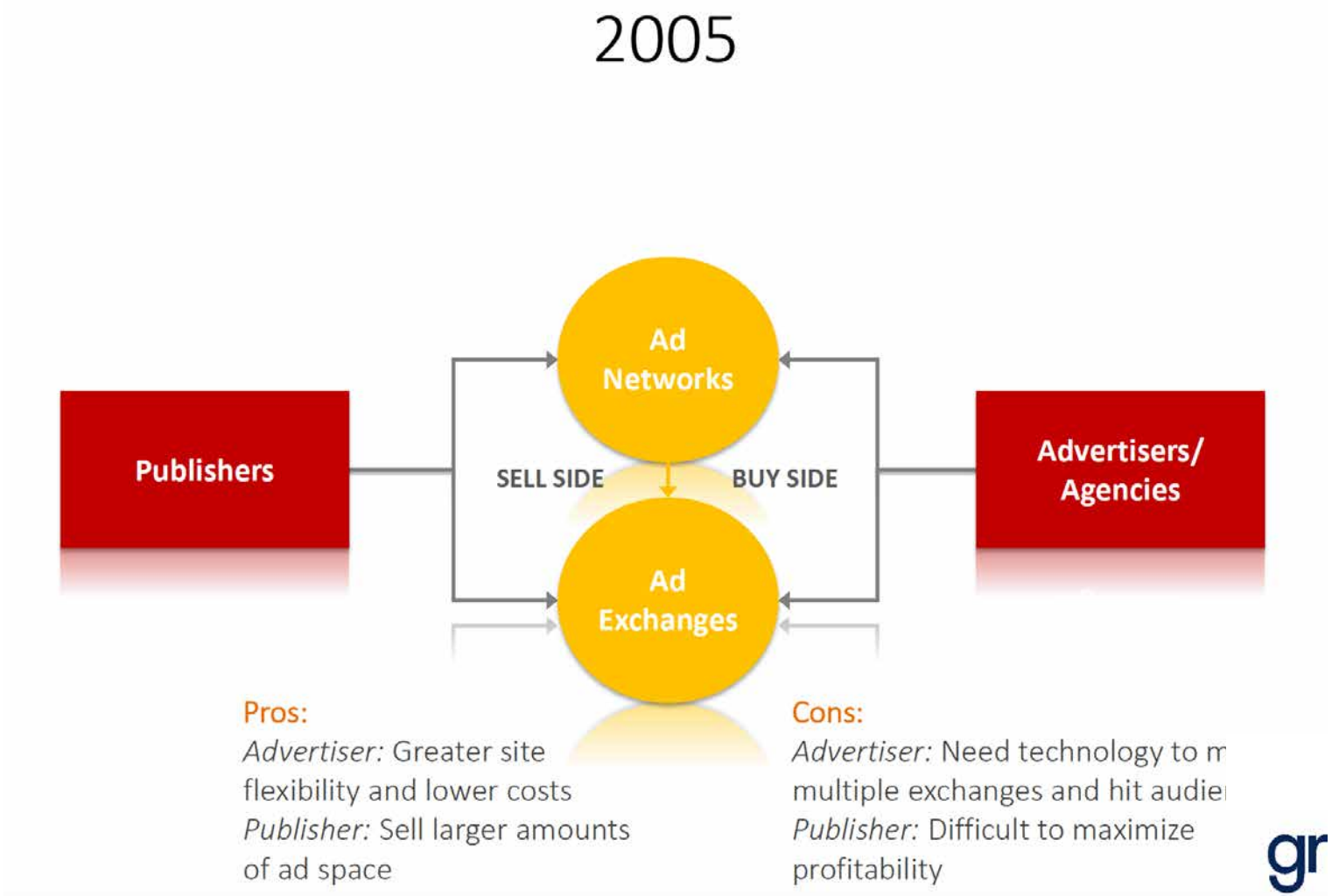
2000



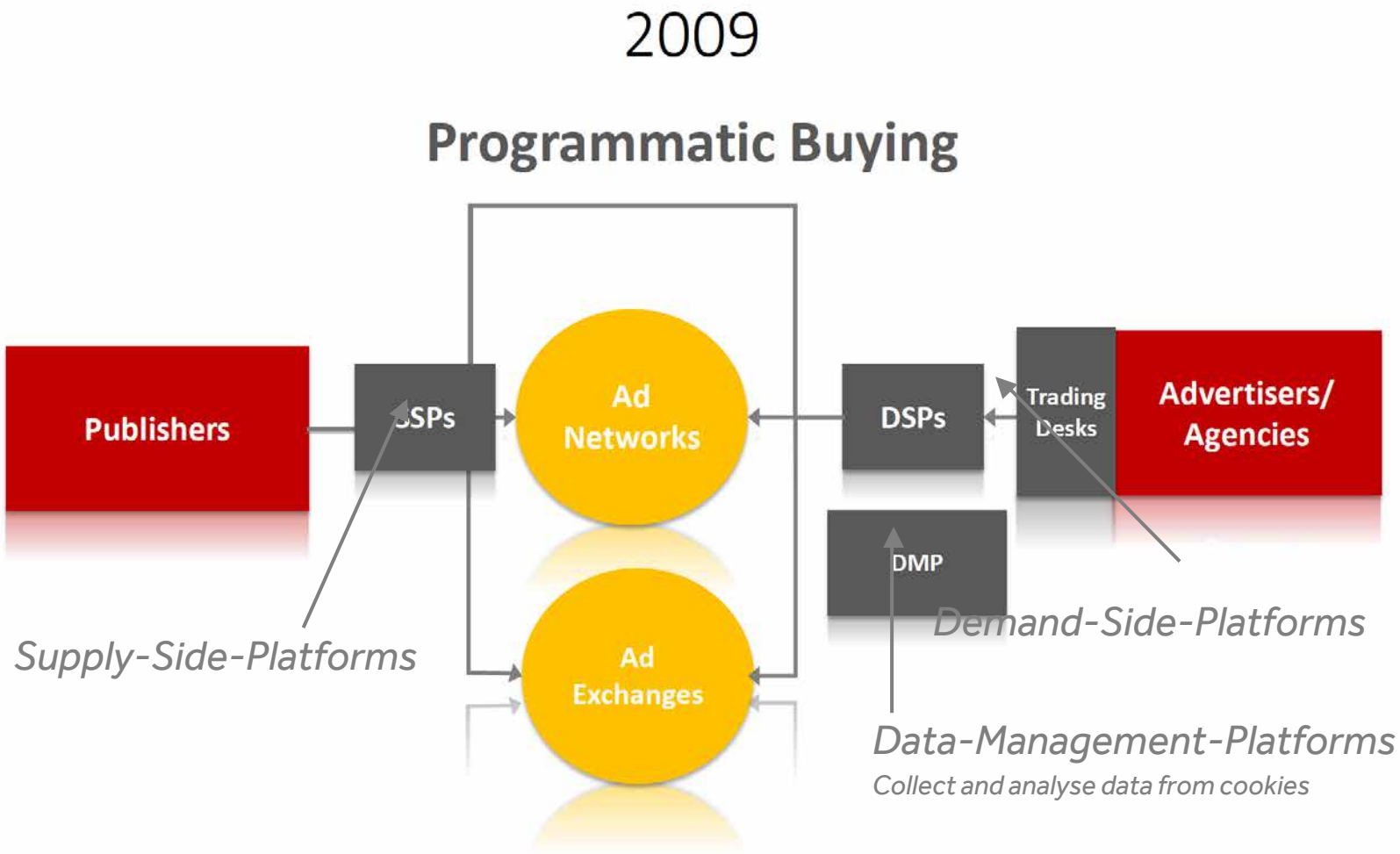
Pros:
Advertisers: Centralized buy; lower cost
Publishers: Helped sell inventory at scale

Cons:
Advertisers: less transparency and precision with pubs and audience
Publishers: Still a large amount of unsold inventory

Ad Exchanges were born in 2005. They are marketplace for buying and selling digital media impressions



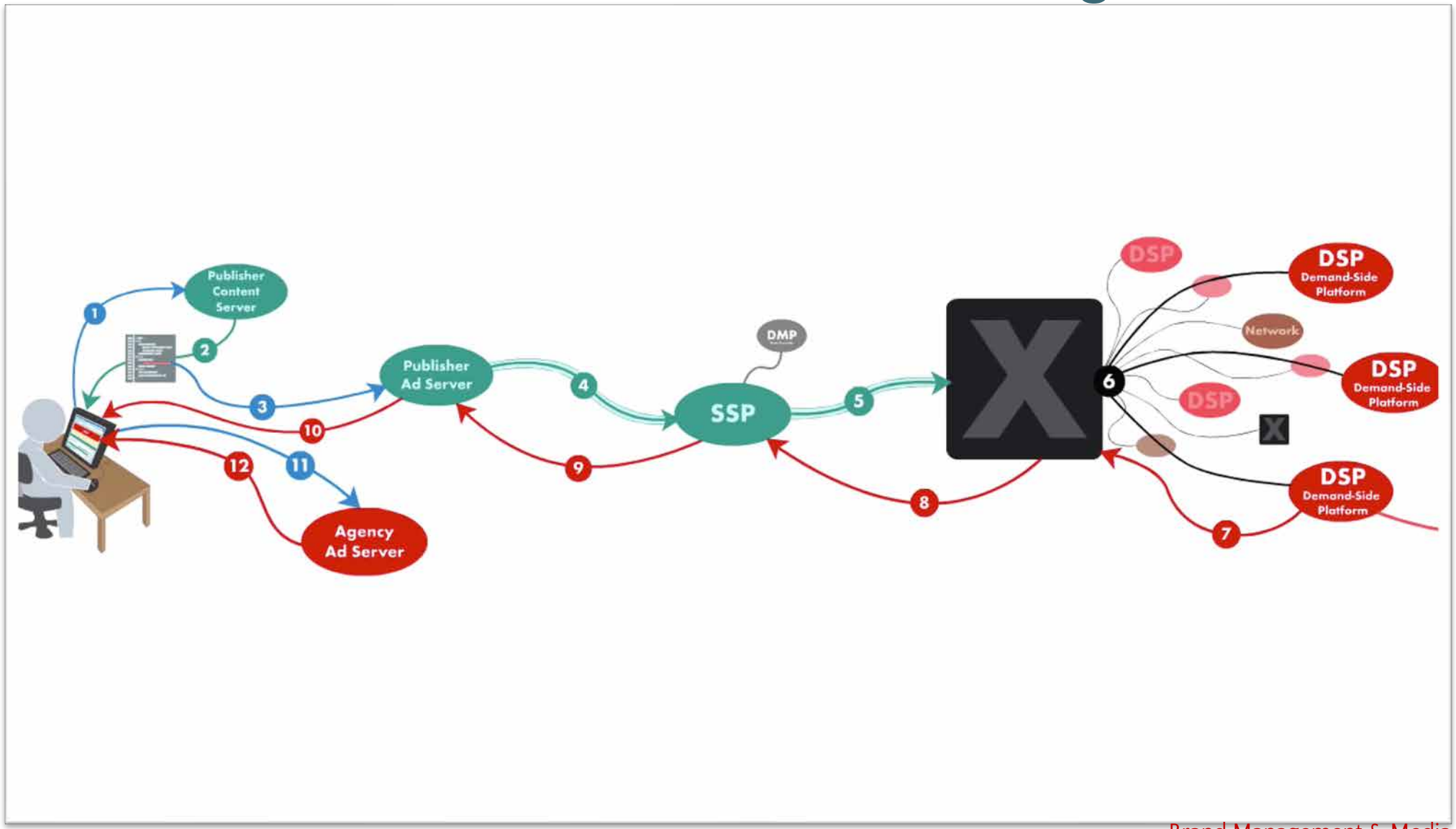
Programmatic was born in 2009



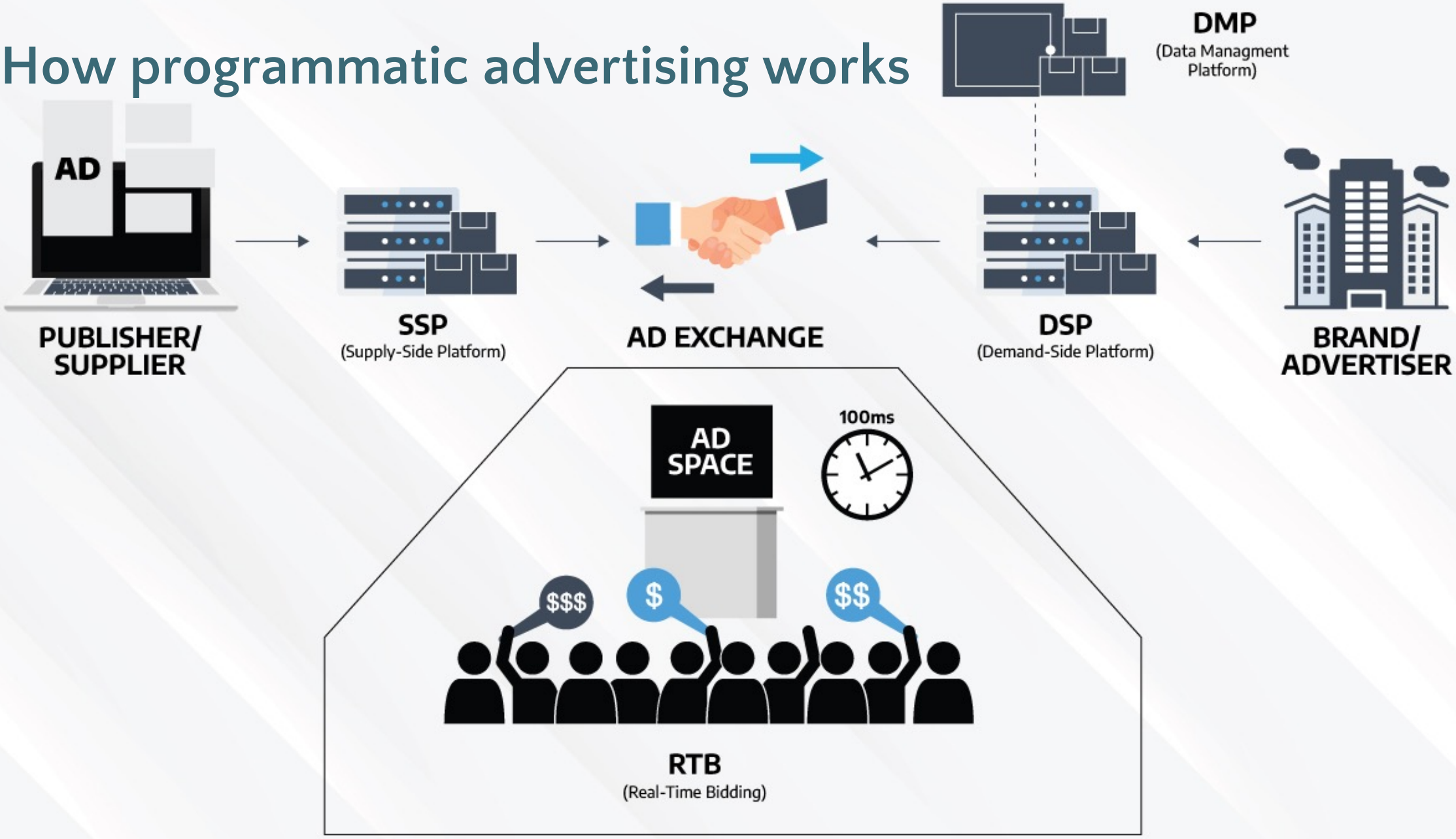
How Programmatic works

How an ad is served with Real Time Bidding

5'26''



How programmatic advertising works



Programmatic Arena

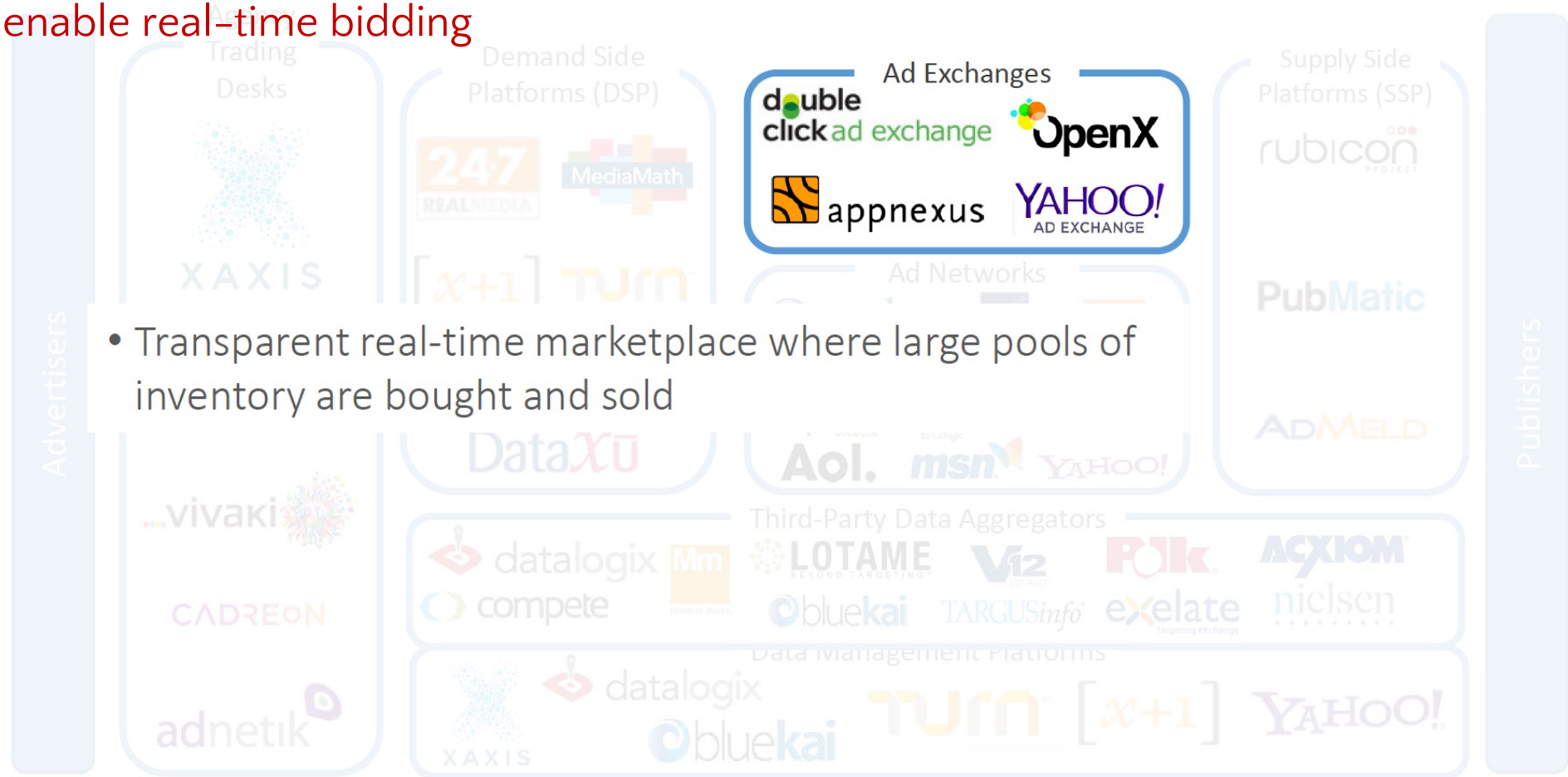
Ad Networks

An **Ad Network** is a company specializing in **aggregating online ad inventory** from different publishers and selling on their behalf. It acts as a broker for the space

- Ad networks aggregated inventory and sold it to advertisers.
- They helped publishers by selling inventory they could not sell themselves.

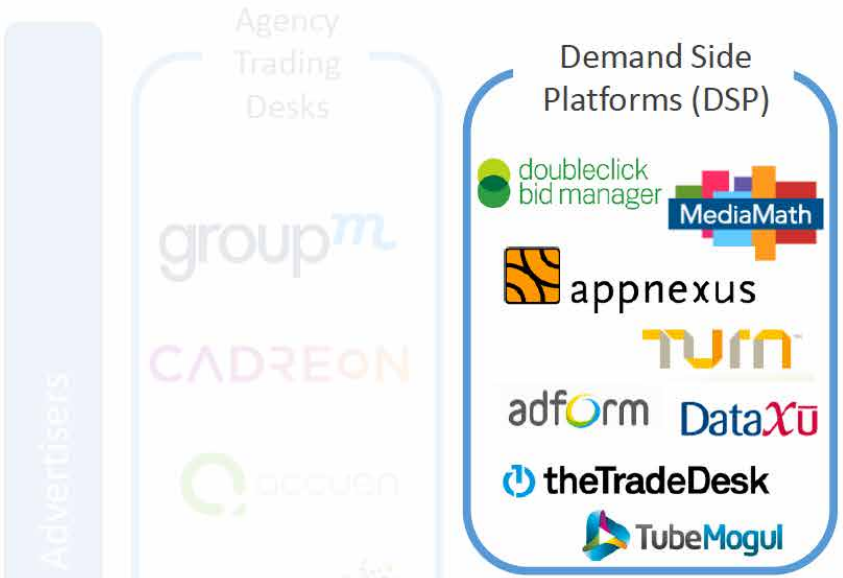
Ad Exchanges

Ad Exchanges represent a **general marketplace for buying and selling media** impressions based on automated auction technology.
Exchanges enable real-time bidding



Demand Side Platform (DSP)

Advertisers and agencies typically connect and buy through what is called **Demand Side Platform (DSP)**



Tool for trading desk (advertiser)

- A piece of software used by traders (advertisers) to buy advertising placements with real-time bids
- Benefit of DSP for Advertisers
  - Central access to publishers, networks, exchanges, SSPs
  - Targeting/control options
  - Robust reporting
  - Automated optimizers (targeting/ads)
  - Brand protection (white list, content, viewability)

Supply-Side Platforms (SSP)

A **SSP** is intended to make it possible **to sell publishers' ad inventory** programmatically.

Tool for publishers

- A piece of software used by publishers to sell advertising in an automated fashion
- Benefits of SSP for Publisher
  - Access to advertisers, networks, ad exchanges, DSPs
  - Automated yield management
  - Robust reporting
  - Block advertisers
  - Price floors

Agency Trading Desk

Agency trading desks are specialized **programmatic media buying organizations**, which handle programmatic buying duties for their agency clients

Data Management Platforms

A **Data Management Platform** collects and analyses **data from a variety of sources**, such as websites, outside data suppliers, client CRM data and more.

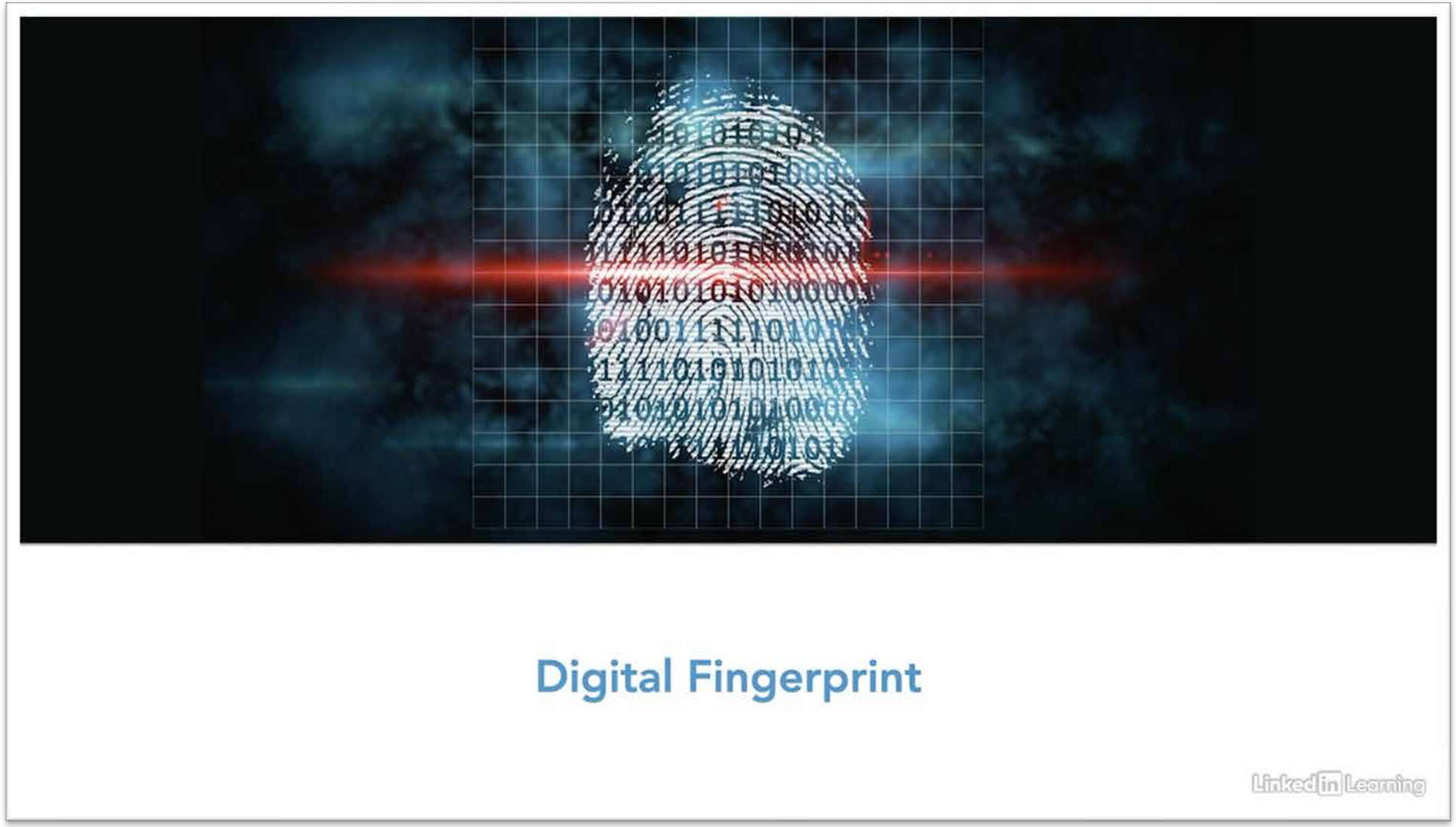
Data for both advertisers and publishers

- A data warehouse that houses information and spits it out in a way that's useful for marketers and publishers
- Benefit of DMP for Advertisers
  - Data to develop and target specific targets
  - Target specifications applied across large source

IT'S ALL ABOUT DATA!

Where do data come from?

4'02''



Programmatic Advertising Foundations – Matt Bailey – Linkedin Learning

Programmatic Advertising pros & cons

- The goals of programmatic buying are to **help buyers** buy media **more efficiently (lower CPM)**

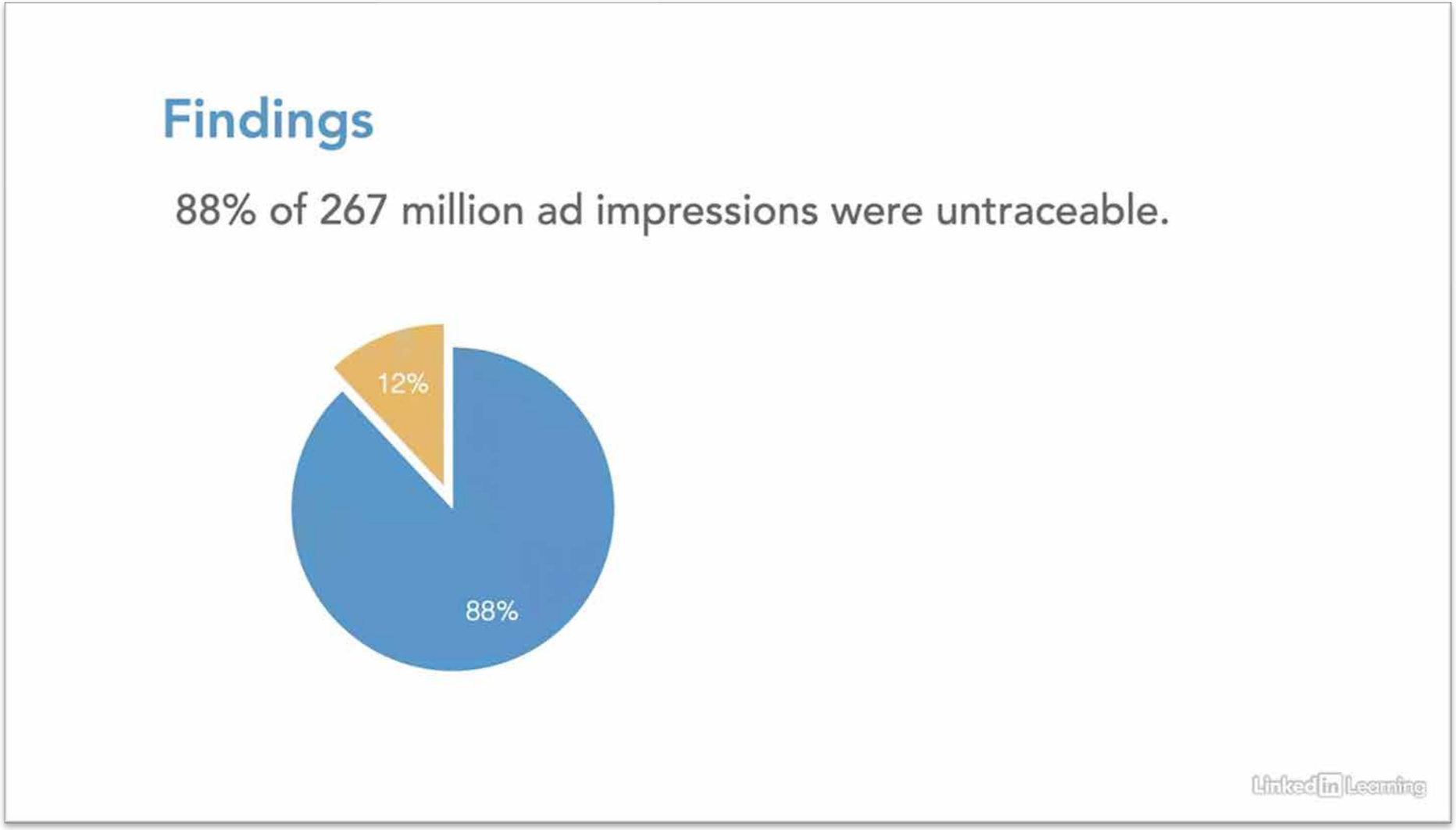
  And to **help publishers** (website owners**) sell ALL their inventory** at the highest possible price (via bidding)

- With programmatic we can **better target our advertising,** thanks to the **Data Management Platforms**

- **But the buying process is less clear…**

The big risk is fraud

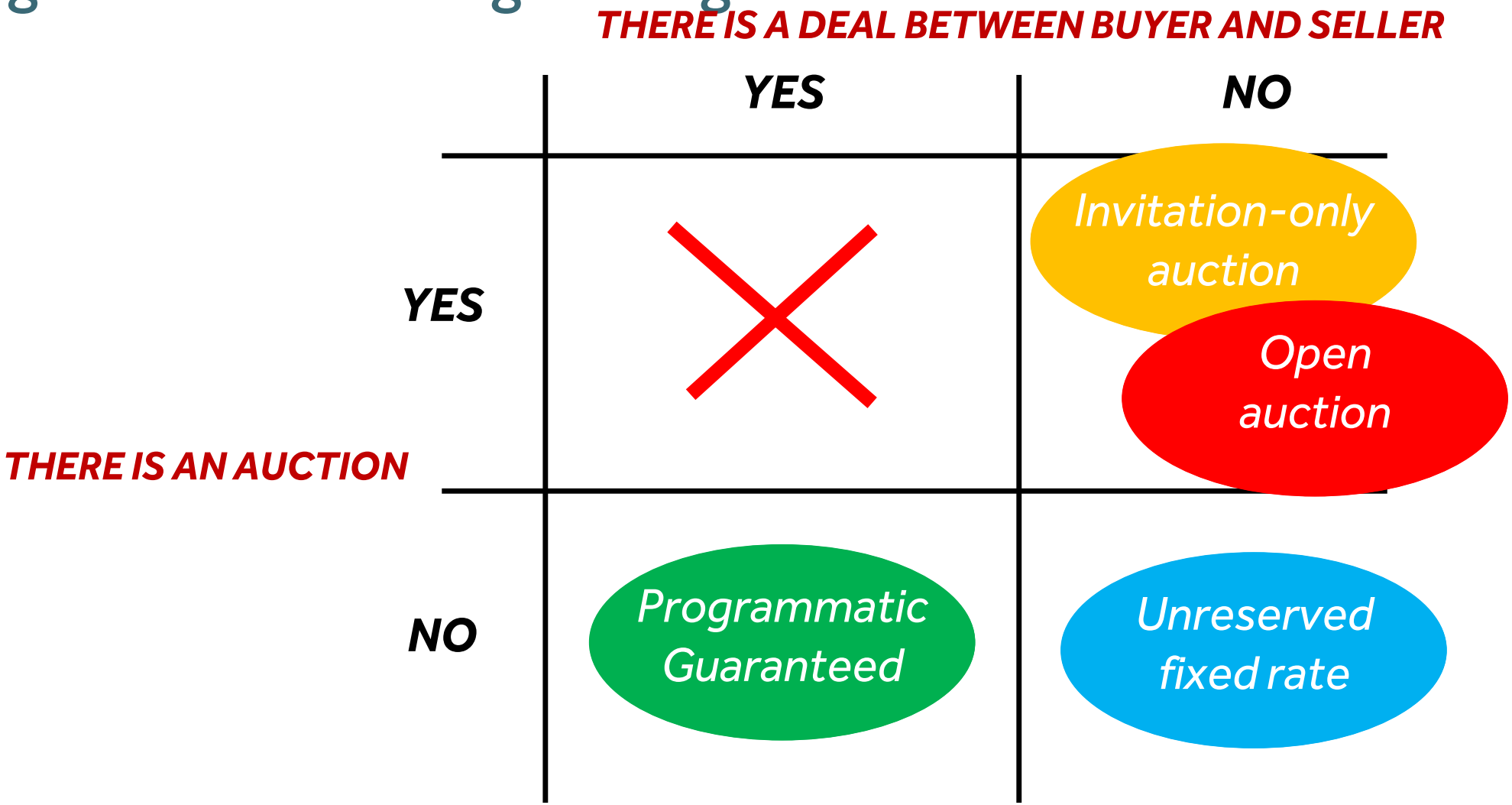
4’45’’



Programmatic Advertising Foundations – Matt Bailey – Linkedin Learning

Programmatic trading strategies

Programmatic trading strategies



Programmatic trading strategies

There are **4 trading strategies** to execute a **programmatic buy**:

1. **Programmatic Garanteed** (or Automated Guaranteed)
2. **Preffered deal** (or Unreserved Fixed Rate)
3. **Private Market Place** (or Invitation-Only Auction)
4. **Open RTB** (or Open Auction)

Programmitic trading strategies

	Type of Inventory (Reserved[1], Unreserved)	Pricing (Fixed[2], Auction)	Participation (One Seller-One Buyer, One Seller-Few Buyers, One Seller-All Buyers)	Other Terms Used in Market	Other Considerations
Automated Guaranteed	Reserved	Fixed	One-One	Programmatic guaranteed Programmatic premium Programmatic direct Programmatic reserved	• Prioritization in the ad server • Deal ID • Data usage • Transparency to buyer • Price floors
Unreserved Fixed Rate	Unreserved	Fixed	One-One	Preferred deals Private access First right of refusal	
Invitation-Only Auction	Unreserved	Auction	One-Few	Private marketplace Private auction Closed auction Private access	
Open Auction	Unreserved	Auction	One-All	Real-time bidding (RTB) Open exchange Open marketplace	

Source: Interactive Advertising Bureau 2013

Programmatic is growing fast

Cool!

All the advertising inventory is sold...

THE new 5 TOURING
NUOVA BMW SERIE 5 520d TOURING MILD HYBRID.
GUIDALA SENZA ACQUISTARLA DA 350 EURO AL MESE CON IL NUOVO LEASING OPERATIVO BMW WHY-BUY EVO.
WHY BUY
Sport Industry
Temi Caldi In edicola col Sole Fiume di denaro: le inchieste Mappa contagi Ecobonus
24+ ABBONATI Accedi
Pubblicità
iShares by BlackRock
Sostenibilità, semplificata.
Scegli la chiarezza per costruire un portafoglio più sostenibile.
Scopri di più >
Capitale a rischio
> Informazione importante
Investi in qualcosa di più grande.
ITALIA 'Ndrangheta, dal resort al sommergibile: maxi-sequestro di beni
ITALIA Arriva la stretta anti-contagi: dalle mascherine all'aperto alle feste a numero chiuso
ITALIA Coronavirus, le nuove regole dalla mascherina allo smart working
INCLUSI:
BOLLO
MANUTENZIONE
RCA
FIBRA ULTRAVELOCE
FINO A 1 GIGABIT/s
A 29,95€ AL MESE
PROVA LA TRASPARENZA E LA LIBERTÀ, ANCHE DI CAMBIARE IDEA
FASTWEB
SCOPRI DI PIÙ

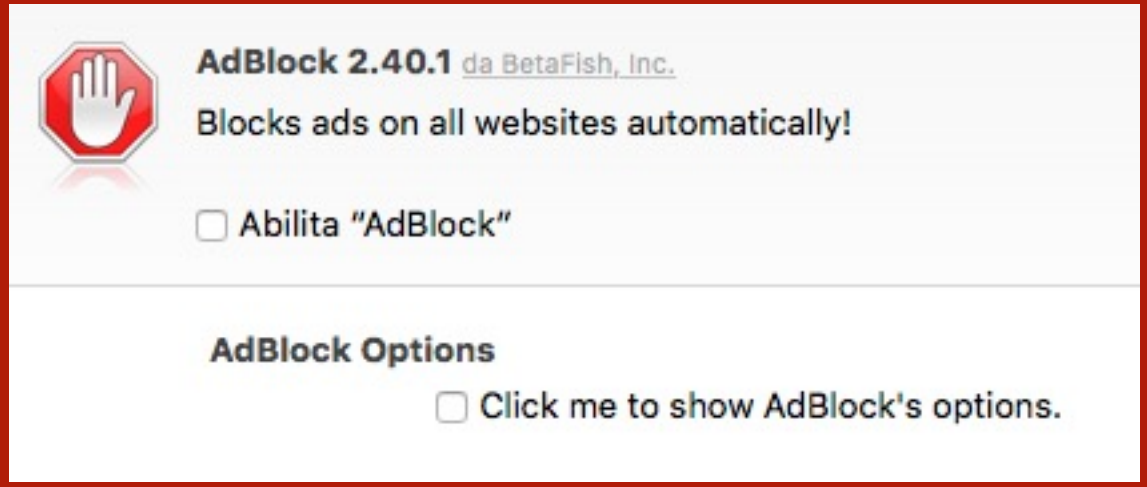
BUT…

91% of internet users says that **advertising** is more **intrusive** compared to **2 years ago**

Fonte Rockel Fuel 2017 – Programmatic Italia

And something is happening

AD BLOCK


AdBlock 2.40.1 da BetaFish, Inc.
Blocks ads on all websites automatically!
Abilita "AdBlock"
AdBlock Options
Click me to show AdBlock's options.

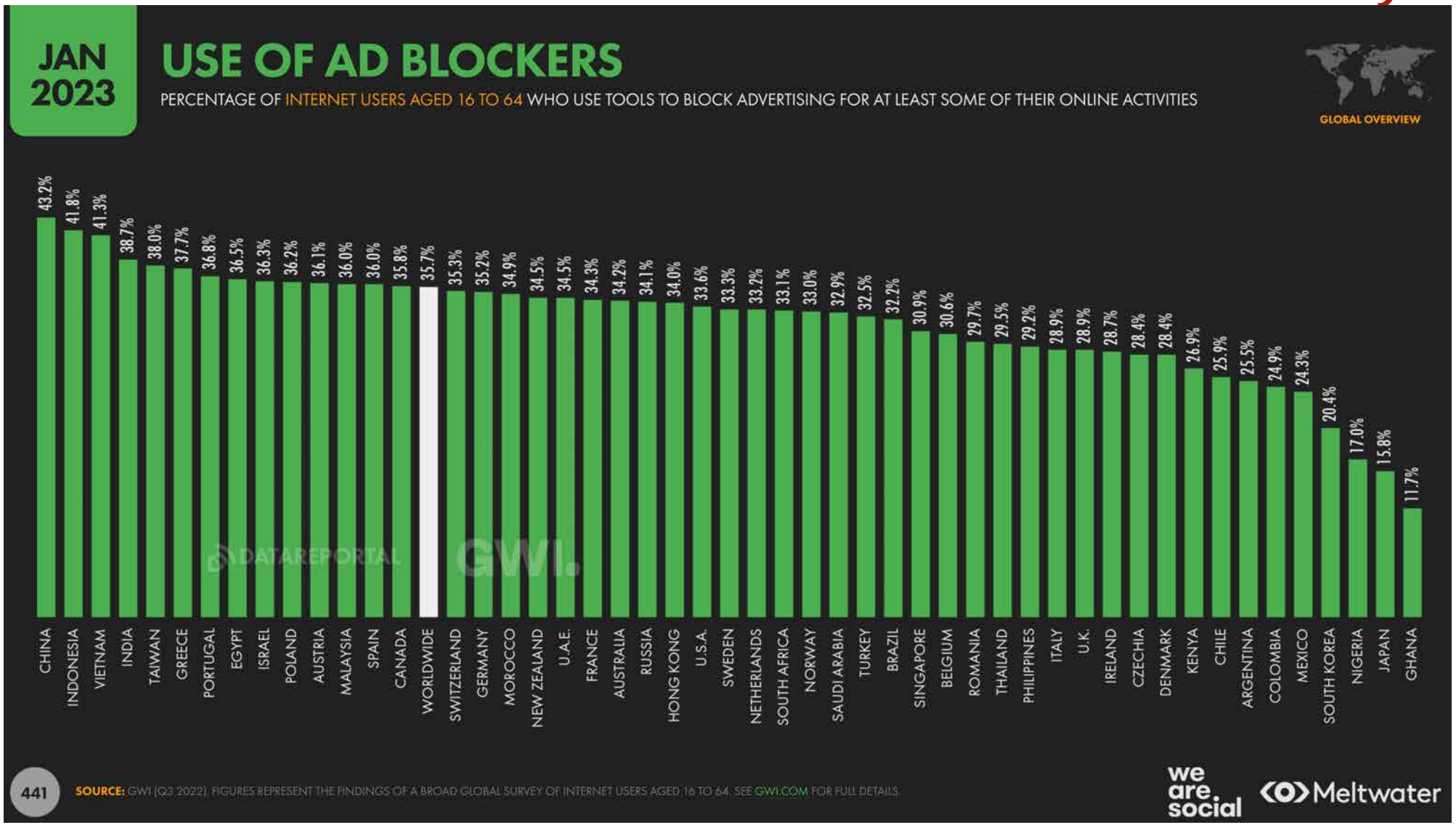
AdBlock

Adblock is a **browser extension** for the Google Chrome, Apple Safari (desktop and mobile) Firefox, Opera, and Microsoft Edge web browsers.

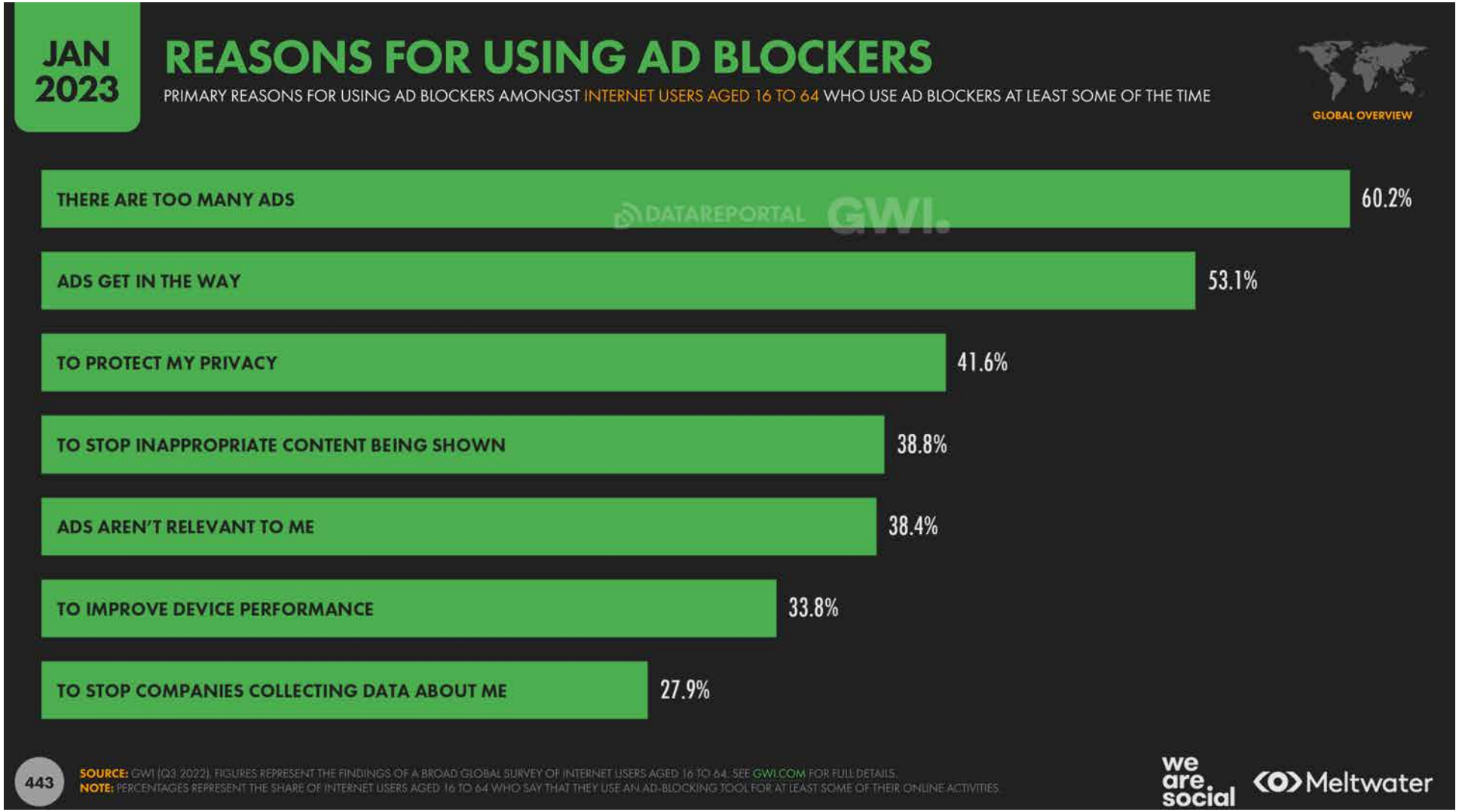
AdBlock allows users to **prevent page elements**, such as advertisements, **from being displayed**.

Wikipedia

36% of internet users worldwide block ads. 29% in Italy



Because people are annoyed by ads



But there are other less intrusive forms of online advertising

Sources

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