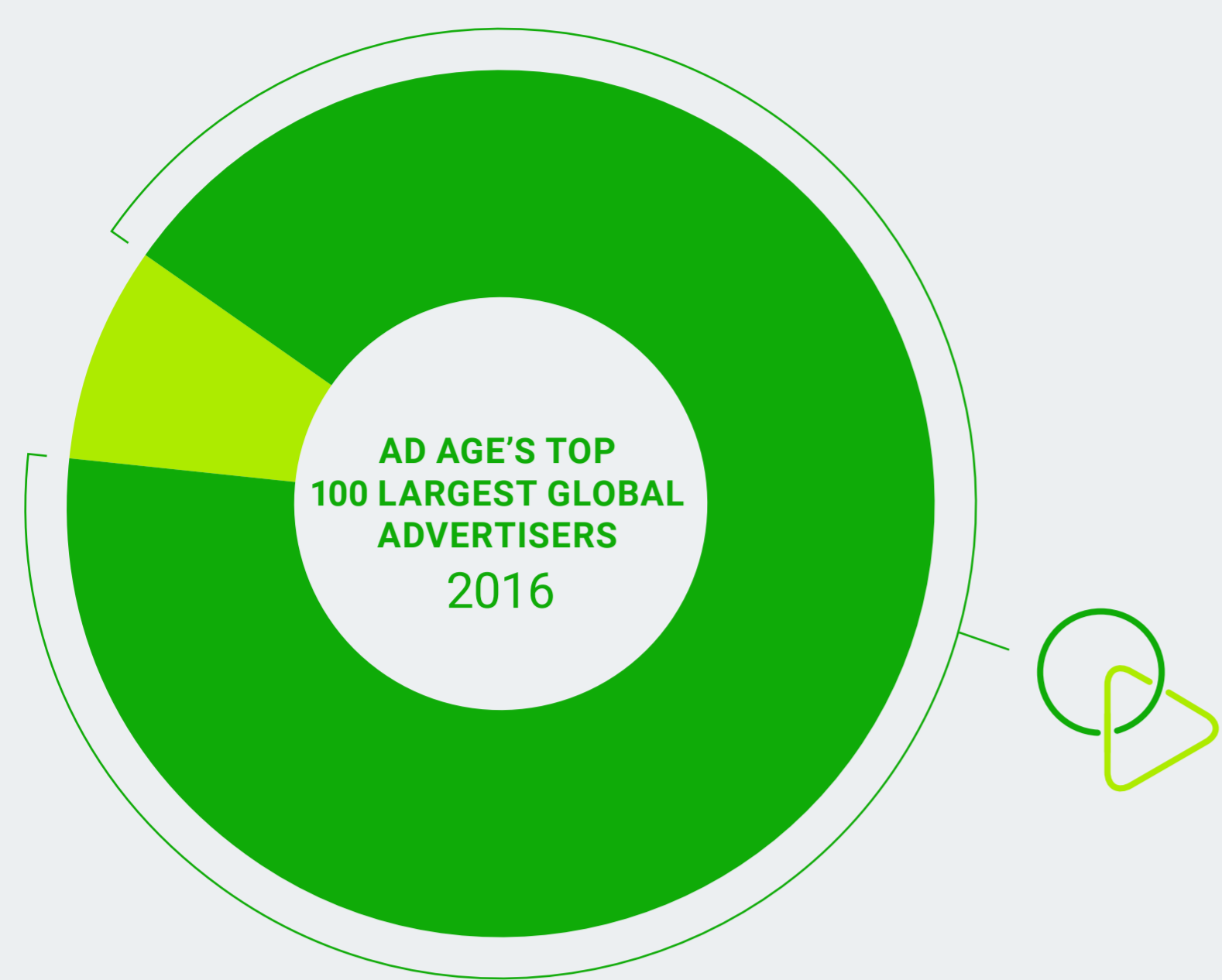


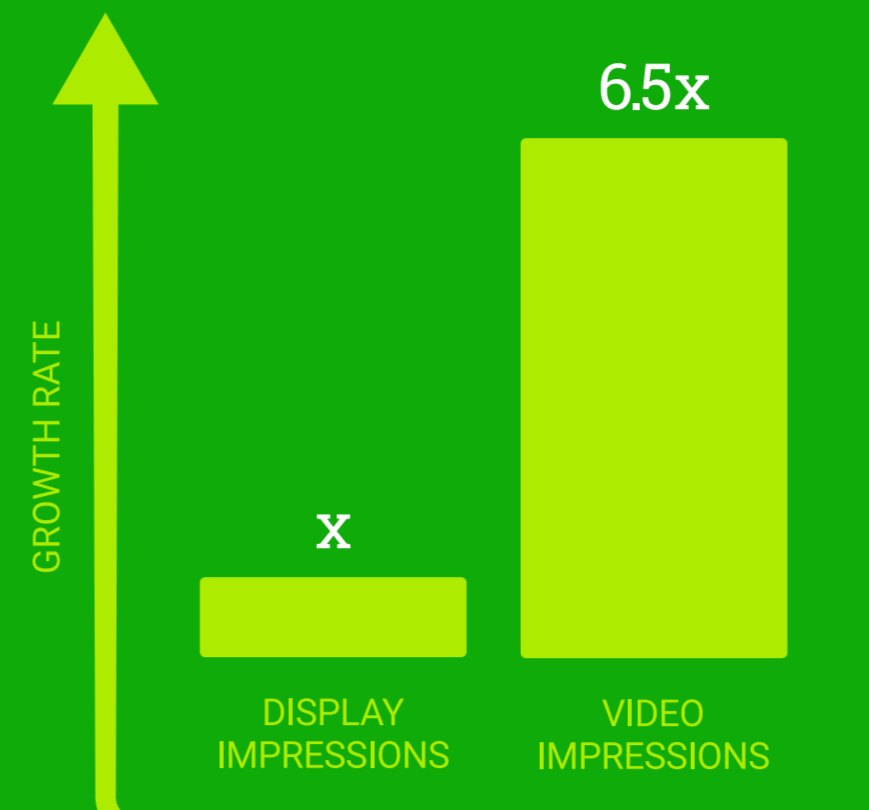
# State of Play: Harnessing Programmatic Direct

Learn how Programmatic Direct in DoubleClick can streamline your video advertising.



# 90+

brands in Ad Age's Top 100 Largest Global Advertisers list made Programmatic Direct deals in 2016<sup>1</sup>

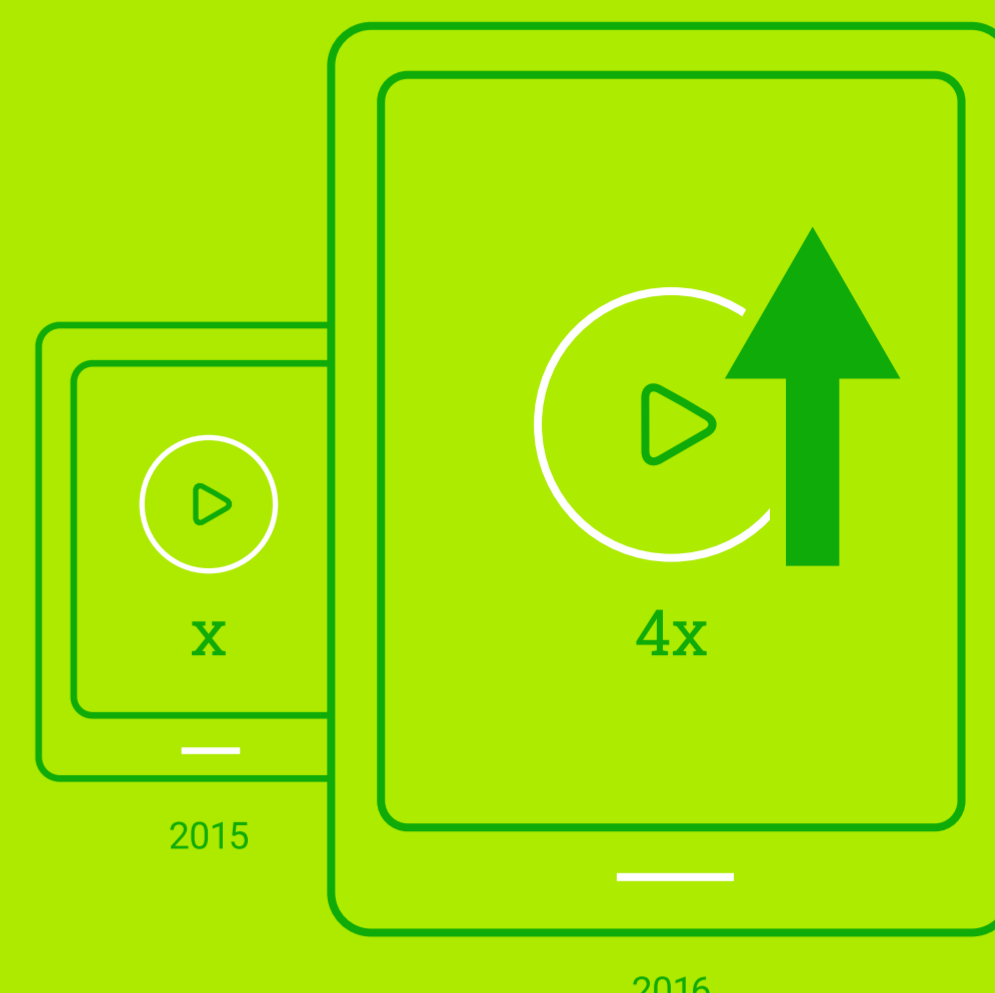


# 6.5x

faster growth rate for Programmatic Direct video impressions in DoubleClick than for display impressions in 2016<sup>2</sup>

# 4x

more video impressions purchased via Programmatic Direct on DoubleClick in 2016 vs. 2015<sup>2</sup>



## How can Programmatic Direct in DoubleClick help you get ahead of your planning season?

As multiple markets across Asia enter the second quarter of the new fiscal year and Australian markets get ready for the hottest spending season, advertisers and publishers are scrambling for premium video inventory. Programmatic Direct in DoubleClick, including Programmatic Guaranteed, can help you manage deals across multiple platforms, so you can navigate the yearly planning season with efficiency.

Programmatic Direct is being used more than ever before — more than 90 brands in Ad Age's Top 100 Largest Global Advertisers

list made Programmatic Direct deals in DoubleClick in 2016. Programmatic Direct also works at scale, with more than 4 times as many video impressions purchased on DoubleClick in 2016 than there were in 2015.

Programmatic Direct encompasses a variety of programmatically-enhanced deal types for buyers and sellers. These offer a wider range of buying and selling options compared to traditional reservations.

You can choose from multiple deal types in **Programmatic Direct** to make the most of your inventory:

**Programmatic Guaranteed** lets advertisers and publishers manage reservation deals programmatically in DoubleClick Bid Manager and DoubleClick For Publishers\*. You can execute your reservations with programmatic efficiency and unify your audience insights. Plus you can still directly negotiate deals.

**Preferred Deals** allow advertisers and publishers to negotiate 1:1 deals with a fixed price, but a non-guaranteed impression volume.

**Private Auctions** are invitation-only auctions with negotiated price floors and non-guaranteed volume.

**Traditional tag-based reservations** by comparison, are managed manually through a video ad server. This means these campaigns don't benefit from unified insights or reporting, and each deal has to be executed individually.

\* In addition to Programmatic Guaranteed, advertisers can also use Tag Guaranteed in DoubleClick Bid Manager to transact guaranteed reservations directly with publishers, while still getting the data and automation of programmatic technology.

## Programmatic Direct in DoubleClick is growing all over the world

Programmatic Direct can help you reach your desired audience on a global scale with premium partners. Video impressions in programmatic deals grew in every region in 2016.

You can also use DoubleClick Bid Manager and DoubleClick for Publishers to manage your programmatic video campaigns in one consolidated location, with monitoring tools that support your long-term goals.



From 2015 to 2016, Programmatic Direct video impressions on DoubleClick grew year-over-year by:

**300+%** in the Americas,

**200+%** in Europe, the Middle East and Africa<sup>2</sup>.



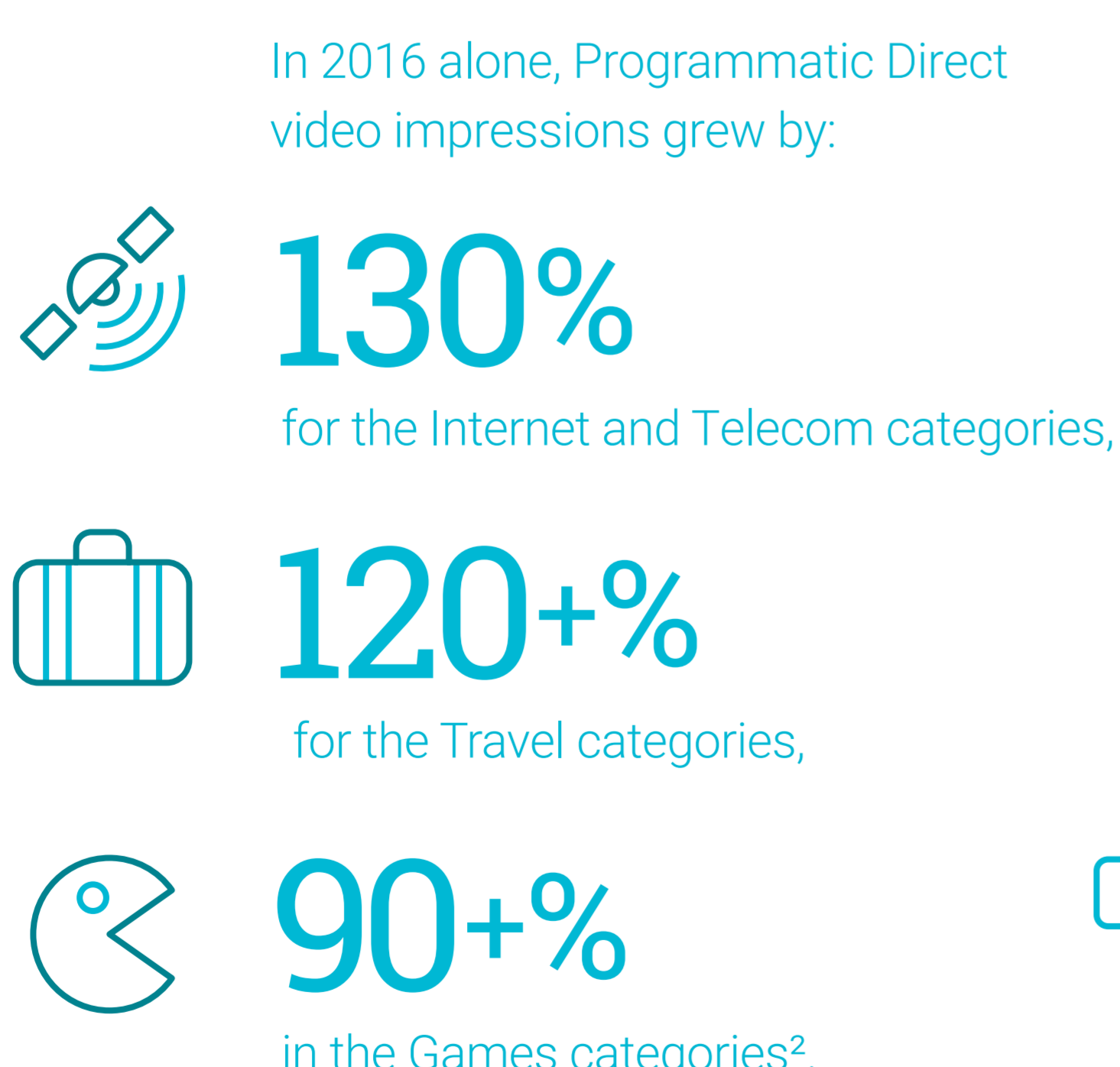
**45+%** of all Programmatic Direct video impressions in 2016 were on mobile in the Asia-Pacific region<sup>2</sup>.

## Programmatic Direct can help you make good impressions in 2017

The true potential of Programmatic Direct for brand advertising is becoming apparent by the growing investment in video ads served through programmatic deals: Programmatic Direct video impressions on DoubleClick grew **6.5 times faster** than display impressions in 2016<sup>2</sup>. In 2016 alone, Programmatic Direct video impressions for the Internet and Telecom category grew by **130+%**, impressions for the Travel category jumped by **120+%**, and impressions in the Games category grew by **90+%**<sup>2</sup>. **Additionally, more than 20% of new total impressions were generated by Arts and Entertainment publisher category<sup>2</sup>.**

Streamlining your campaign with Programmatic Direct in DoubleClick Bid Manager or DoubleClick for Publishers can help you make more efficient deals with fewer errors and lost insights. By maximizing the efficiency of your deals now, you'll be in place to take the most of your big viewing audiences in the fall and for the rest of the year.

See more trends for video advertising in our report, **"The State of Programmatic Direct:"** [g.co/programmaticdirect](http://g.co/programmaticdirect)



Discover how Programmatic Direct and DoubleClick can help you **make the most of the fiscal new year and beyond.**

<sup>1</sup> DoubleClick Ad Exchange data, Jan 2016-Dec 2016, cross-referenced with Advertising Age's World's Largest Advertisers 2016 List, December 2016

<sup>2</sup> DoubleClick Ad Exchange data, Jan 2015-Dec 2016