Under the Hood of Programmatic Advertising

Aidan Augustin

President and Co-Founder

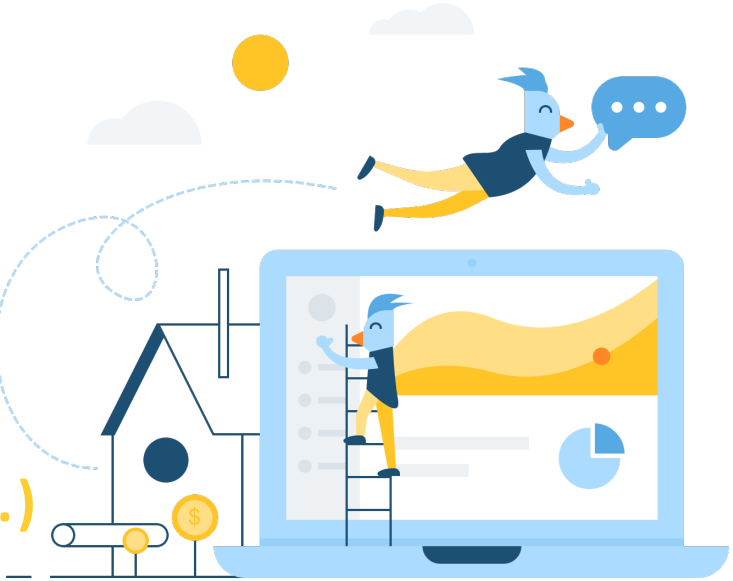
Feathr

pyladies

Feathr

Marketing tech/tools for you!

450 Associations (current)
2,500 Conferences/Shows (cum.)



Ads

Invites

Conversations

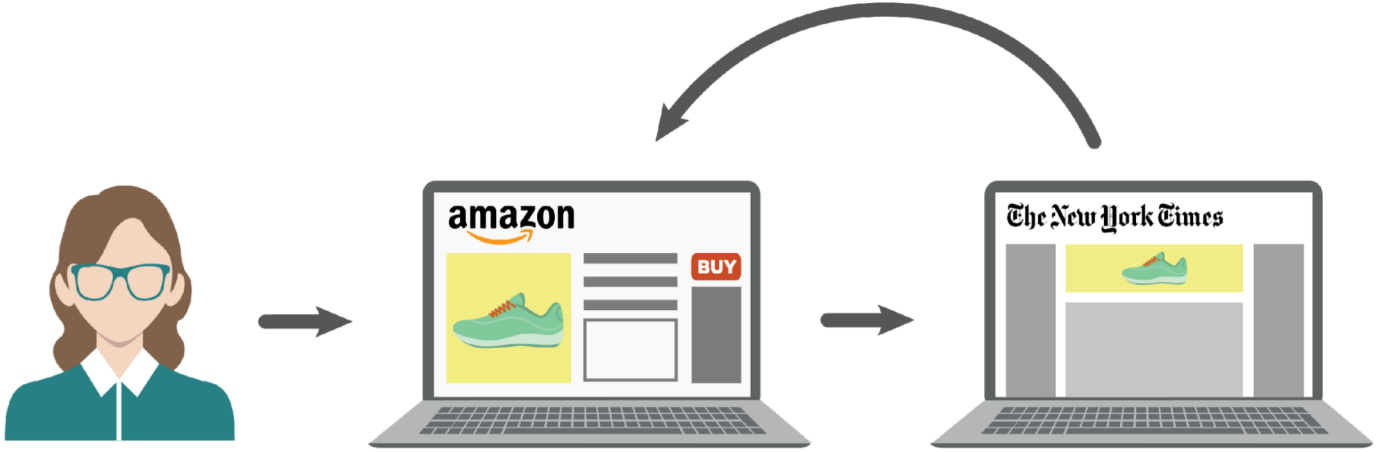
CRM

Retargeting 101

Step One: Someone visits your website

Step Two: They leave your site, then start seeing your ads on other sites they visit

Step Three: They come back to your site



Retargeting 101

- Tracks who has visited your website
- Reaches those specific people with ads on other websites
- Advantages:
  - Reaching a “warm” audience
  - Sustained, multi-touch exposure
  - You don’t need their email

Wait. How does the ad get there?

Real-Time Bidding (RTB). Driven by web analytics data like cookies, IP address, etc.

RTB. While the page loads, a split-second auction takes place

Highest bidder's ad will load. Who is willing to pay the most for your eyeballs?

RTB = Real Time Bidding

The split-second auction process that takes place while pages with ad inventory are loading, mediated by *ad exchanges*

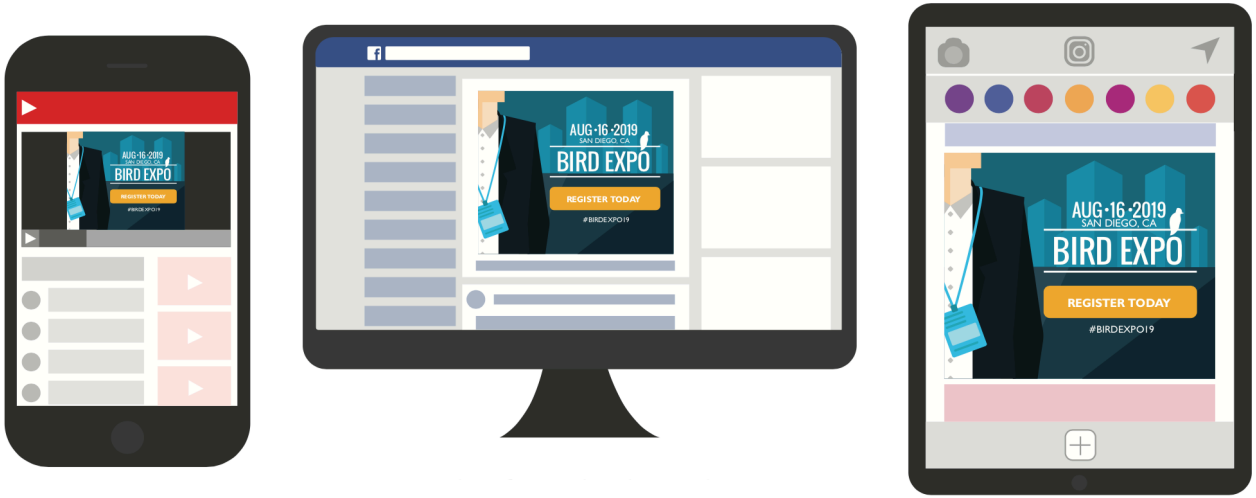
*"I'm looking for **X** and willing to pay **Y**!"*

Advertiser → Ad Exchange ← Site with Ad Space

*"**X** is loading my site and I have **Z** ad space available, who's willing to pay the most?"*

A More Relevant Example: Attendee Marketing

Beyond Banners. 85% of digital ads are transacted this way – including video, social, and mobile ads

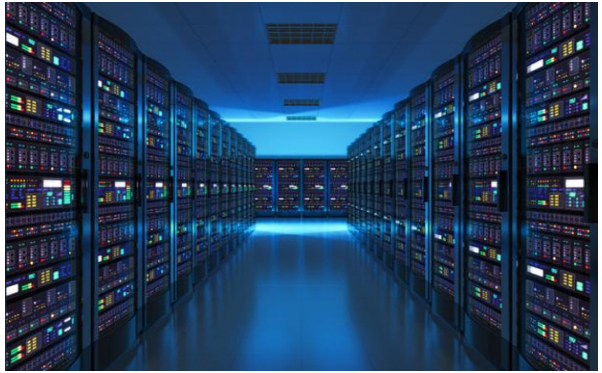


Programmatic Advertising

The *automated* process of purchasing digital ad inventory using RTB, based on audience targeting criteria set by the advertiser

Traditional Ad Sales

Programmatic Ad Buys



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Audiences

- “Visitors to my website this month”
- ”Female golf enthusiasts living in Alabama”
- “Subscribers to my email newsletter
- “People who exhibit similar characteristics to…”

First Party vs Third Party

- “Visitors to my website this month”
- ”Female golf enthusiasts living in Alabama”
- “Subscribers to my email newsletter
- “People who exhibit similar characteristics to…”

First-Party Audiences

Audiences from data that **YOU** own – for example, the email list of your members or the cookies of your website visitors

Third-Party Audiences

Paying someone else to use THEIR first-party data for your marketing campaigns – for example, “renting” an email list, or using Facebook Ads Manager

Retargeting Use Cases

1. Promote Events

In This Section

- Keynotes
- Executive Workshops
- All Sessions
- Gold Circle Awards
- CAE Credit

Education

#MMCCon is the only event that educates marketing, membership, and communications professionals specifically on operating within associations.

MMCC is here to help you answer your questions with strategies that work. Explore the latest trends in cutting-edge technology and best practices in marketing, membership, and communications. You'll learn from fellow association executives that are facing similar challenges and have found realistic solutions.

Quick Links

Learning Labs in Three Disciplines

EXPLORE YOUR AREA

STAY UP TO DATE

EXPLORE YOUR AREA

Register by
April 12 and save!
asae mm&c conference
marketing, membership & communications
JUNE 6-7, 2019
WASHINGTON, DC
REGISTER

STAY UP TO DATE

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ARE YOU READY FOR THE NEXT STORM?
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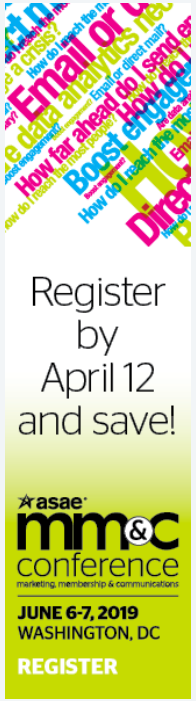
Retargeting Overview

- Re-engage your **recent site visitors** with ads that follow them onto other websites
- Uses cookies, IP addresses, and device IDs
- $3-$4 CPM = ads shown 1,000 times
- Retargeting can be done with display ads, pre-roll video, native social, or mobile-only

ASAE MMCC

- Early Bird



ASAE MMCC

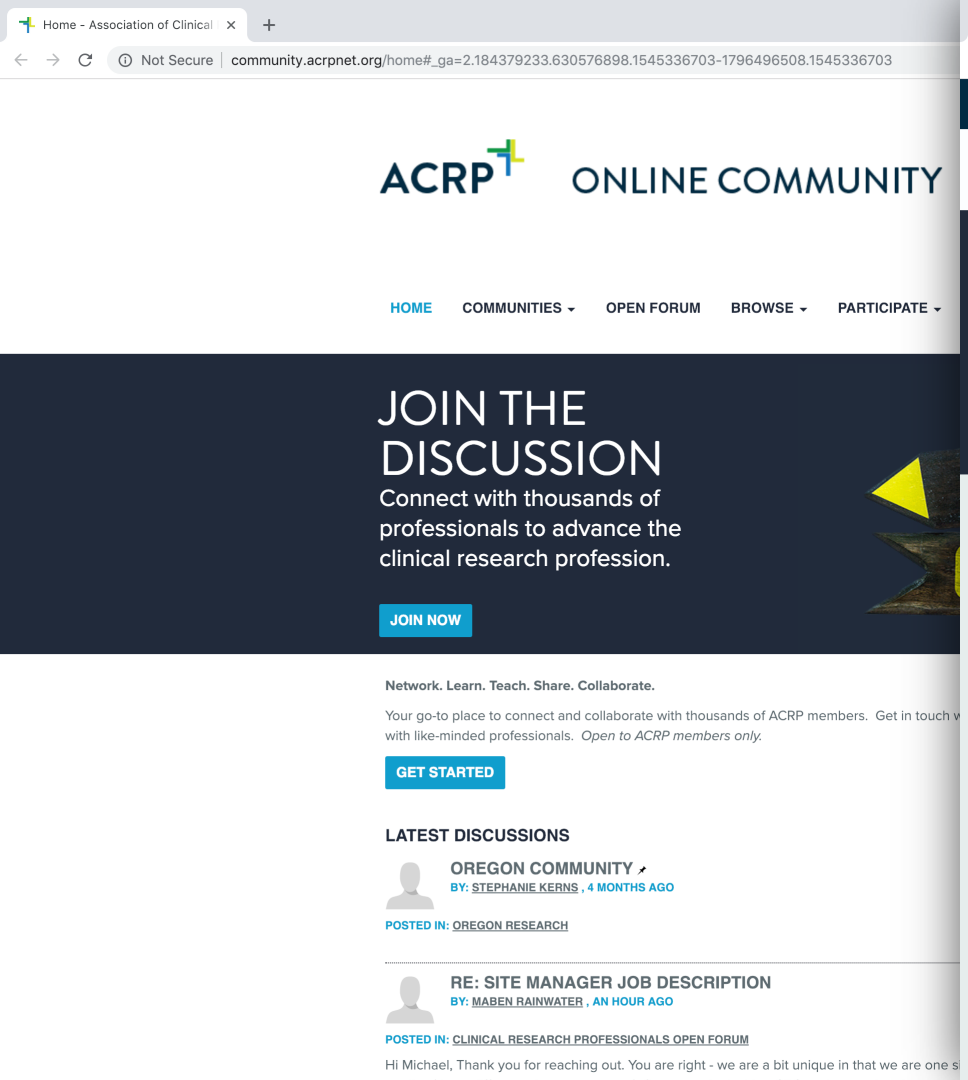
- Early Bird
- General Messaging

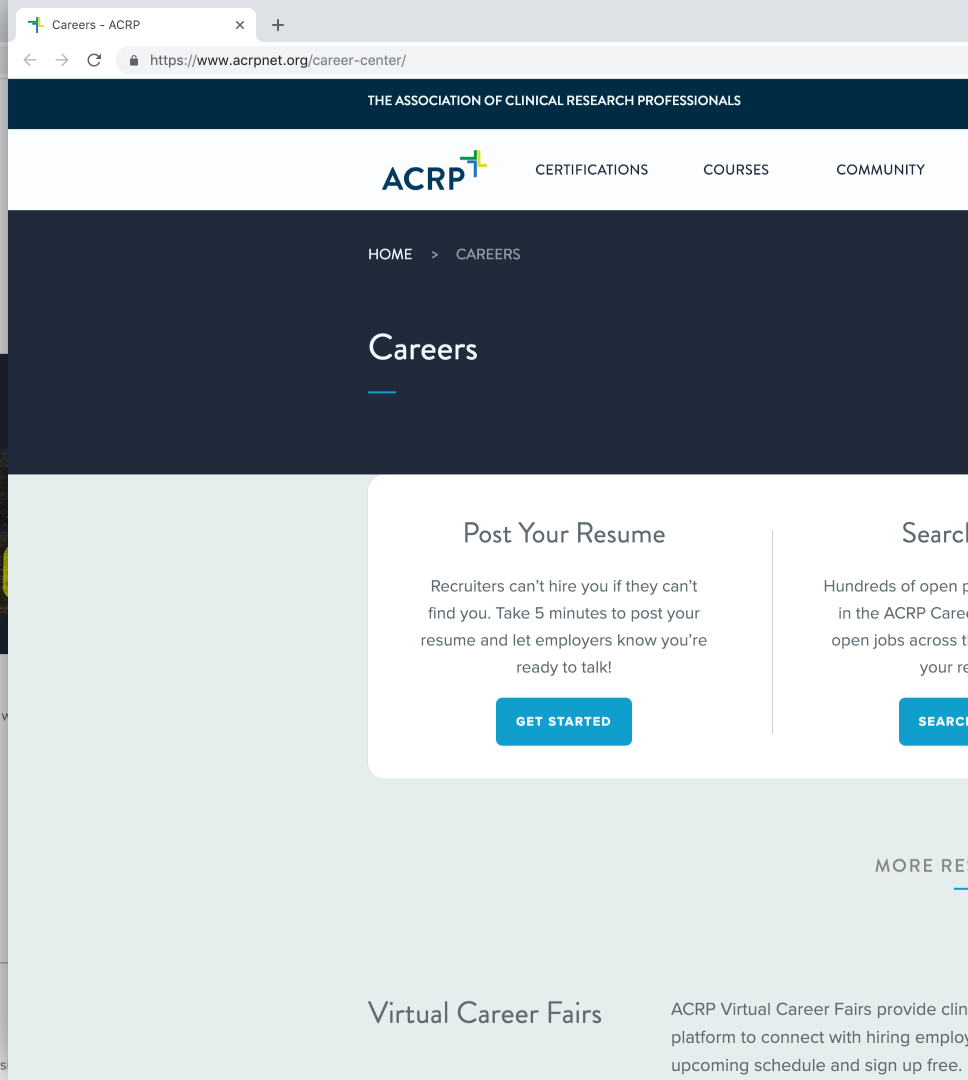
ASAE MMCC

- Early Bird
- General Messaging
- Keynote Announcement

Retargeting Use Cases

1. Promote Events
2. Promote Membership

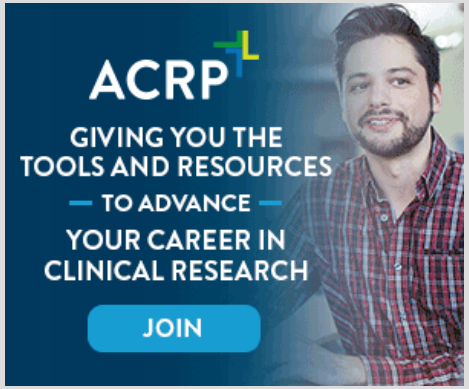

Home - Association of Clinical
Not Secure | community.acrpnet.org/home#_ga=2.184379233.630576898.1545336703-1796496508.1545336703
ACRP ONLINE COMMUNITY
HOME COMMUNITIES OPEN FORUM BROWSE PARTICIPATE
JOIN THE DISCUSSION
Connect with thousands of professionals to advance the clinical research profession.
JOIN NOW
Network. Learn. Teach. Share. Collaborate.
Your go-to place to connect and collaborate with thousands of ACRP members. Get in touch w
with like-minded professionals. Open to ACRP members only.
GET STARTED
LATEST DISCUSSIONS
OREGON COMMUNITY
BY: STEPHANIE KERNS , 4 MONTHS AGO
POSTED IN: OREGON RESEARCH
RE: SITE MANAGER JOB DESCRIPTION
BY: MABEN RAINWATER , AN HOUR AGO
POSTED IN: CLINICAL RESEARCH PROFESSIONALS OPEN FORUM
Hi Michael, Thank you for reaching out. You are right - we are a bit unique in that we are one s


Careers - ACRP
https://www.acrpnet.org/career-center/
THE ASSOCIATION OF CLINICAL RESEARCH PROFESSIONALS
ACRP CERTIFICATIONS COURSES COMMUNITY
HOME > CAREERS
Careers
Post Your Resume
Recruiters can't hire you if they can't find you. Take 5 minutes to post your resume and let employers know you're ready to talk!
GET STARTED
Search
Hundreds of open p
in the ACRP Caree
open jobs across t
your re
SEARC
MORE RE
Virtual Career Fairs
ACRP Virtual Career Fairs provide clin
platform to connect with hiring employ
upcoming schedule and sign up free.

EXPLORE YOUR AREA

STAY UP TO DATE

EXPLORE YOUR AREA



STAY UP TO DATE

Segmentation

- Segment your website traffic based on which **specific web pages they visited**
- Show **different ads to each audience segment**, tailored to their interests
- Which segments should be excluded?

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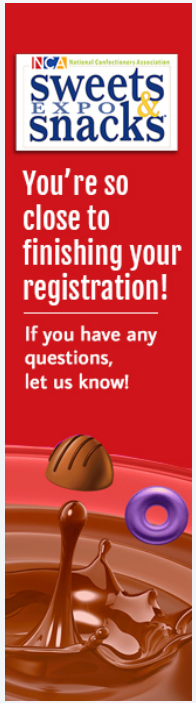
NCA Sweets & Snacks Expo

- Cart abandonment



NCA Sweets & Snacks Expo

- Cart abandonment
- Loyalists/Alumni

NCA Sweets & Snacks Expo

- Cart abandonment
- Loyalists/Alumni
- Interest-based segmentation

NCA Sweets & Snacks Expo

- Cart abandonment
- Loyalists/Alumni
- Interest-based segmentation
- Post-registration engagement

Retargeting Use Cases

1. Promote Events
2. Promote Membership
3. Promote Certification & CE

ACRP Certifications

Segment Ideas for Certification & CE

- Annual Meeting attendees
  - What did they fill out during registration?
  - Which tracks/sessions click?
- Publication/blog/research readership
  - Which content pieces have they visited?
- Online Community visitors
  - Which topics did they click?

Retargeting in the Marketing Mix

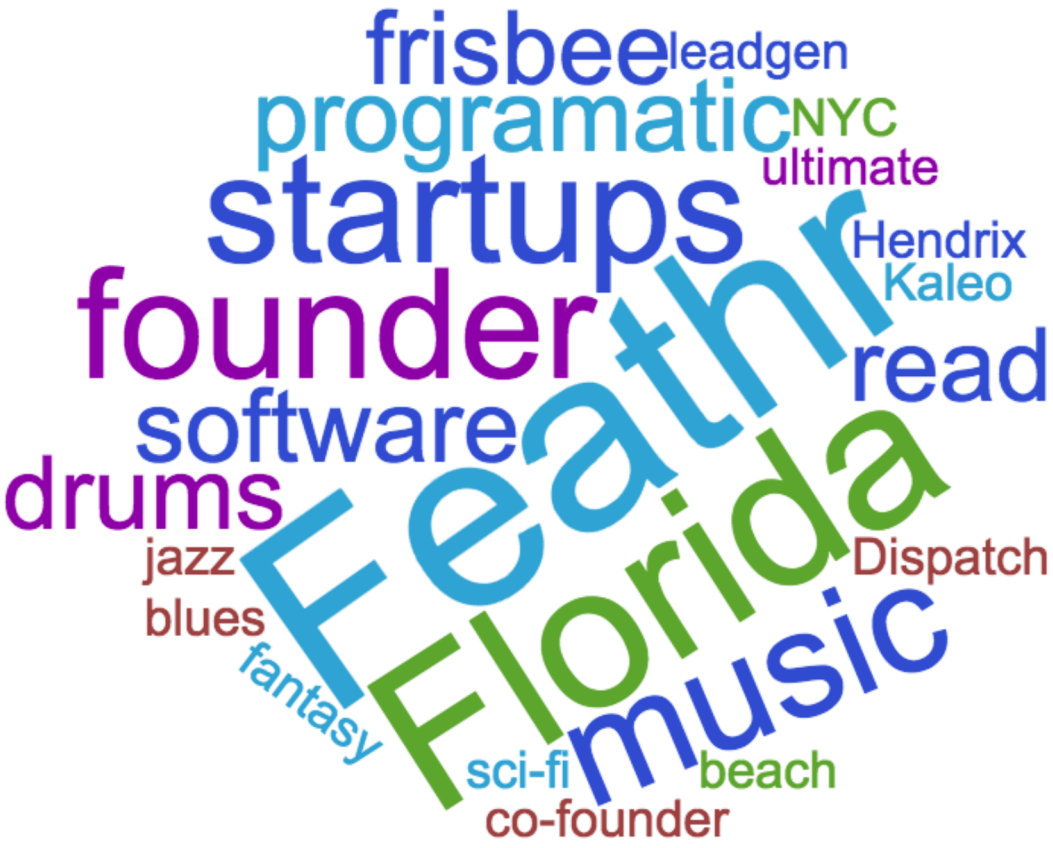
- Great for driving **mid-funnel** engagement and **bottom-of-funnel** conversion
- Great for **sustained, multi-touch** nurturing
- Great for **cross-promoting** multiple offerings to the same person

Third-Party Audiences

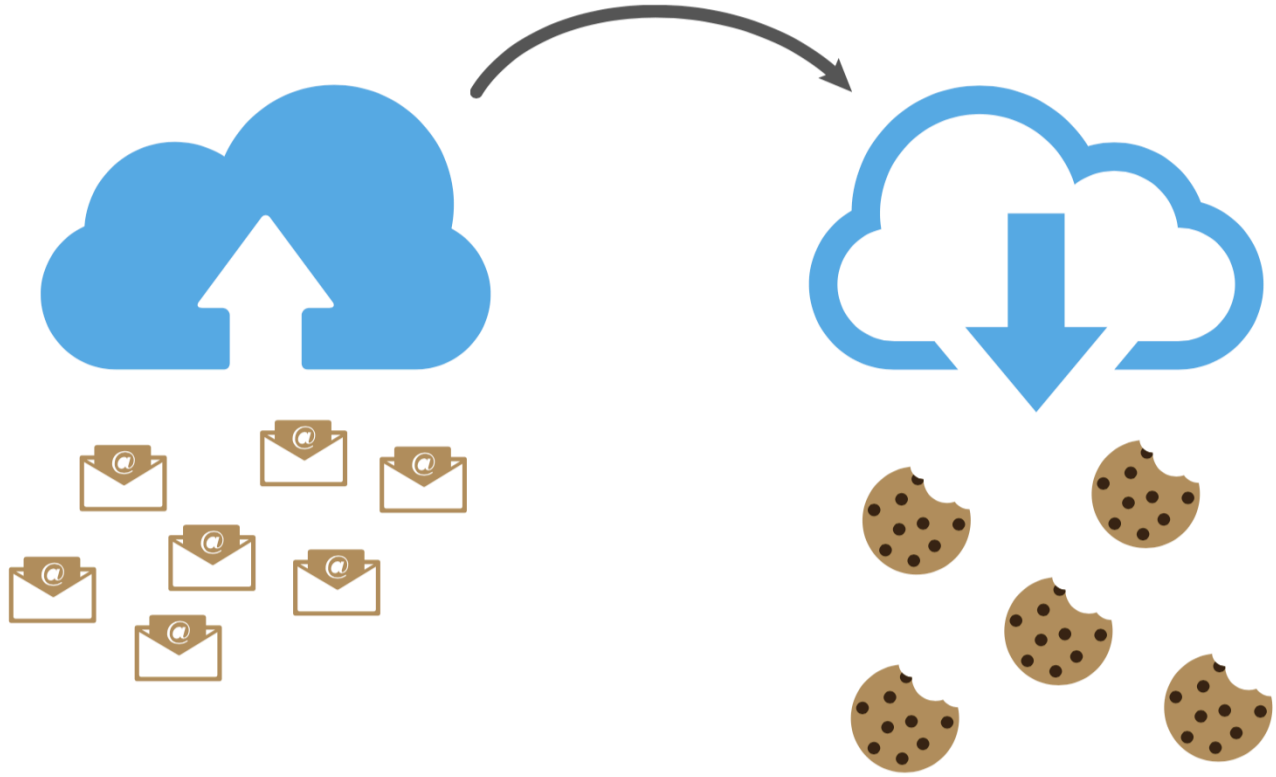
Audiences from someone else's first-party data – usually aggregated and resold by a data broker or data management platform (DMP)

Data Brokers/DMPs

Company offering their first-party (or aggregated third-party) audience data to marketers to either “rent” for a specific campaign or “own” for unlimited use.


frisbee
leadgen
programatic
NYC
ultimate
startups
Hendrix
Kaleo
founder
Feathr
read
software
Florida
drums
jazz
Dispatch
blues
music
fantasy
sci-fi
beach
co-founder

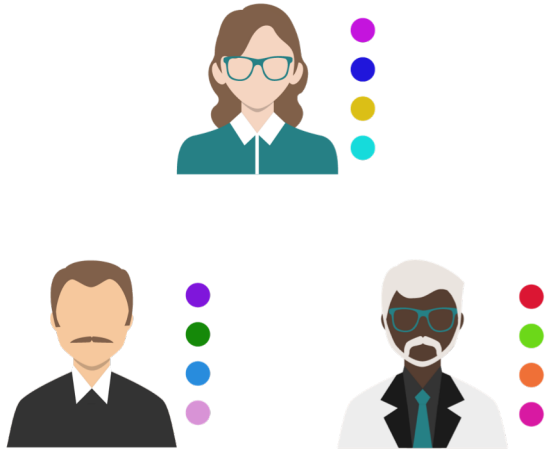
Email Mapping

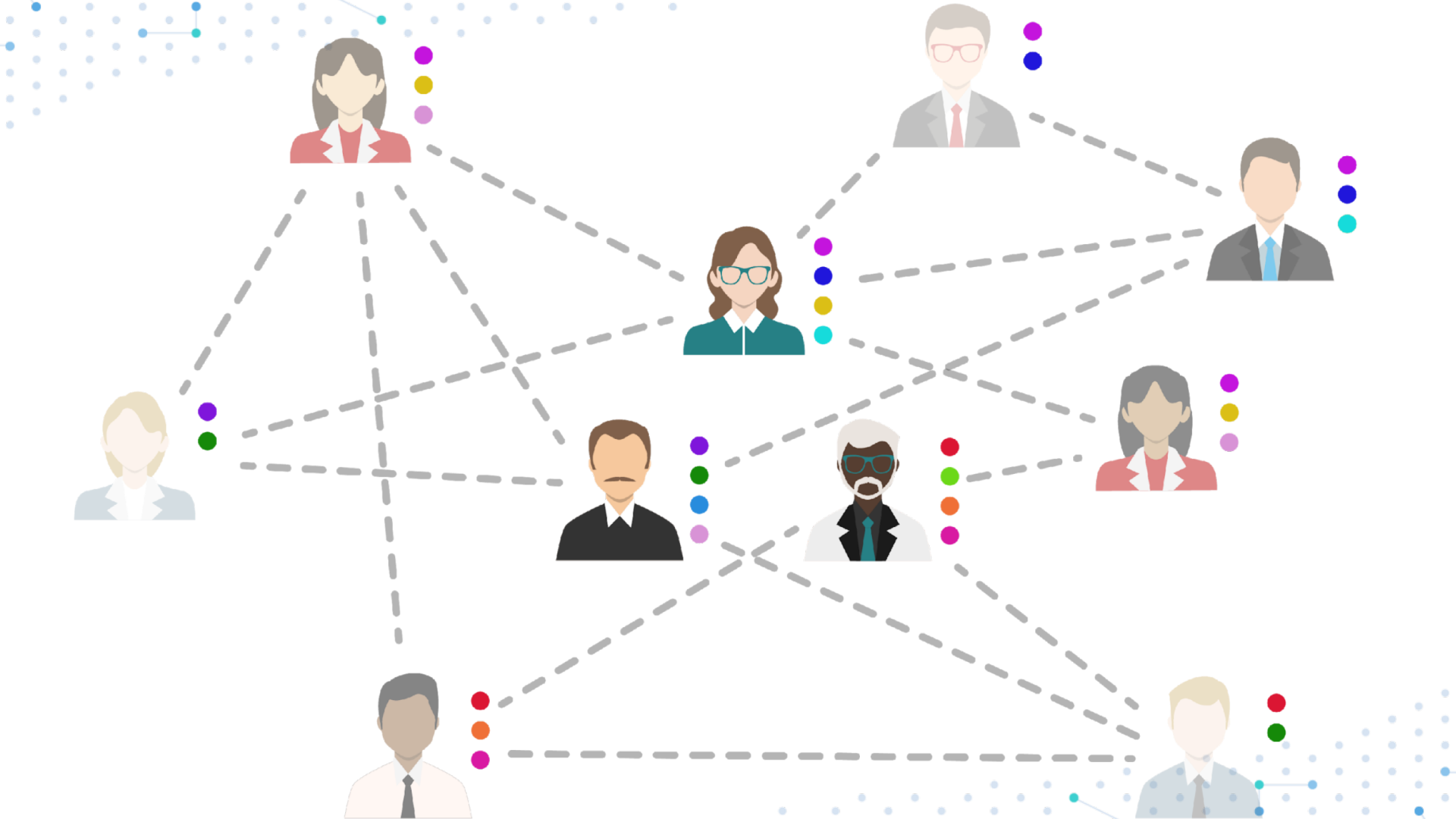


Email Mapping

- Data brokers pay websites (shopping, newsletters, etc) for their user login data (email + cookie)
- You upload your email list
- Data broker attempts to match your list to cookies associated with those same email addresses
- Now you can target them with ads!

Lookalike Modeling

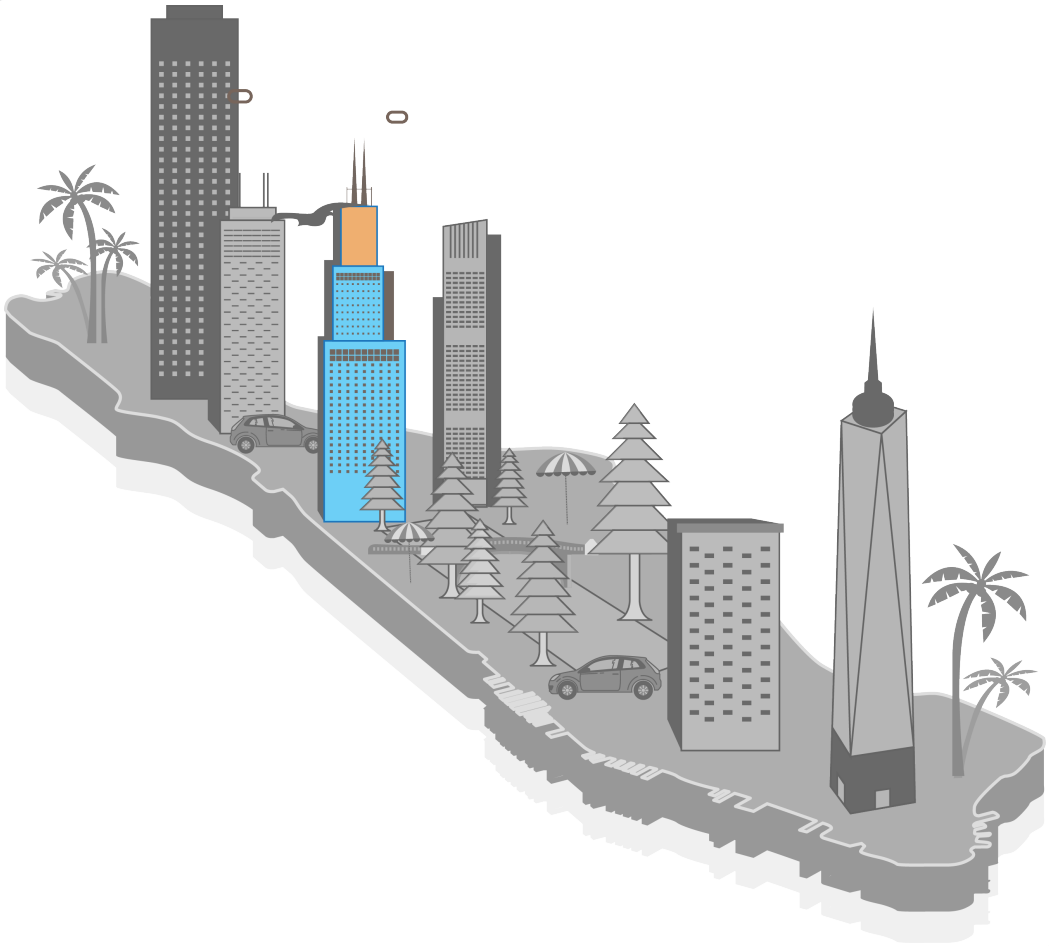


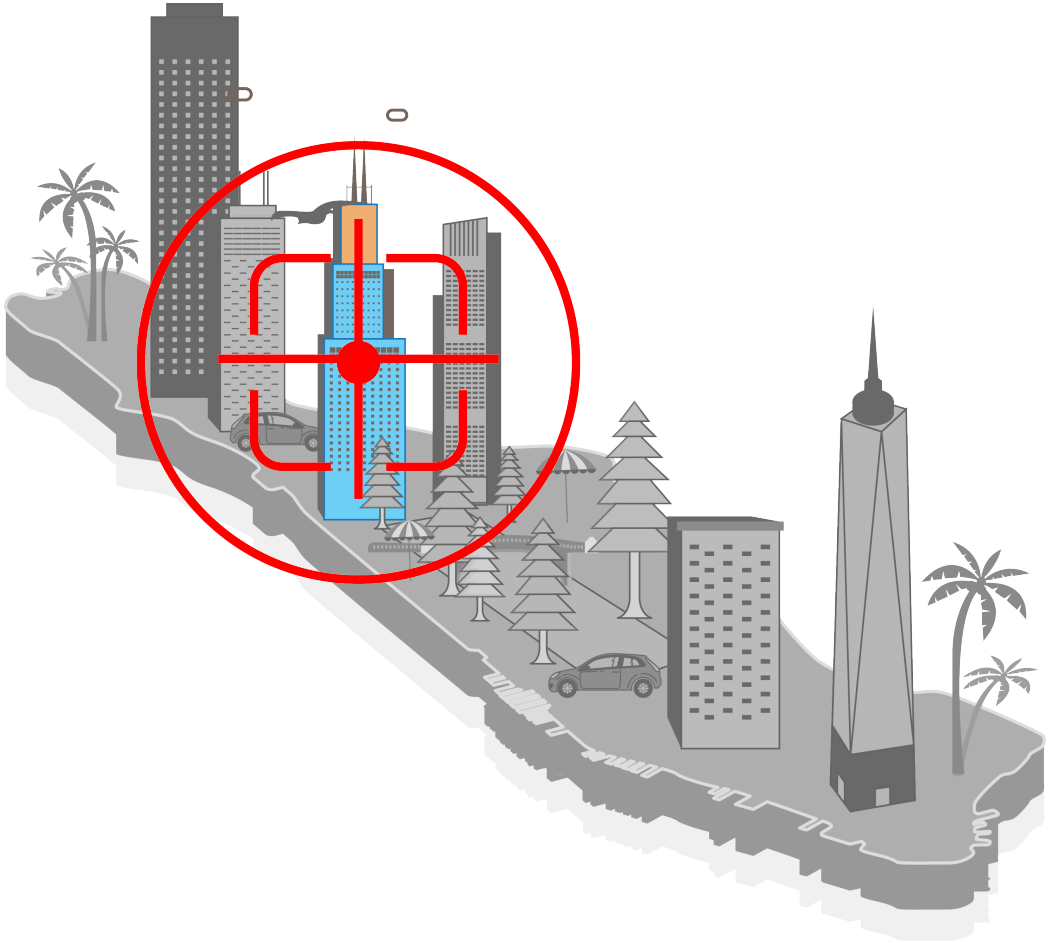


Lookalike Modeling

- Analyzes your existing audience (first-party data)
- Finds similar people around the web
- Leverages third-party data vendors to match:
  - Search + web browsing history
  - Emails ←→ cookies ←→ IP addresses
  - Social profiles/posts/likes

Geofencing





DESIGN NAME

Advertiser - Campaign

Save

You have unsaved changes

Submit Feedback

Tailored Location Segm

SET NAME

Set Name

TARGETING CODE

campaign_targeting

US

GEOFENCE SIZE

500

meters

Add Places

Add Filter

SET SUMMARY

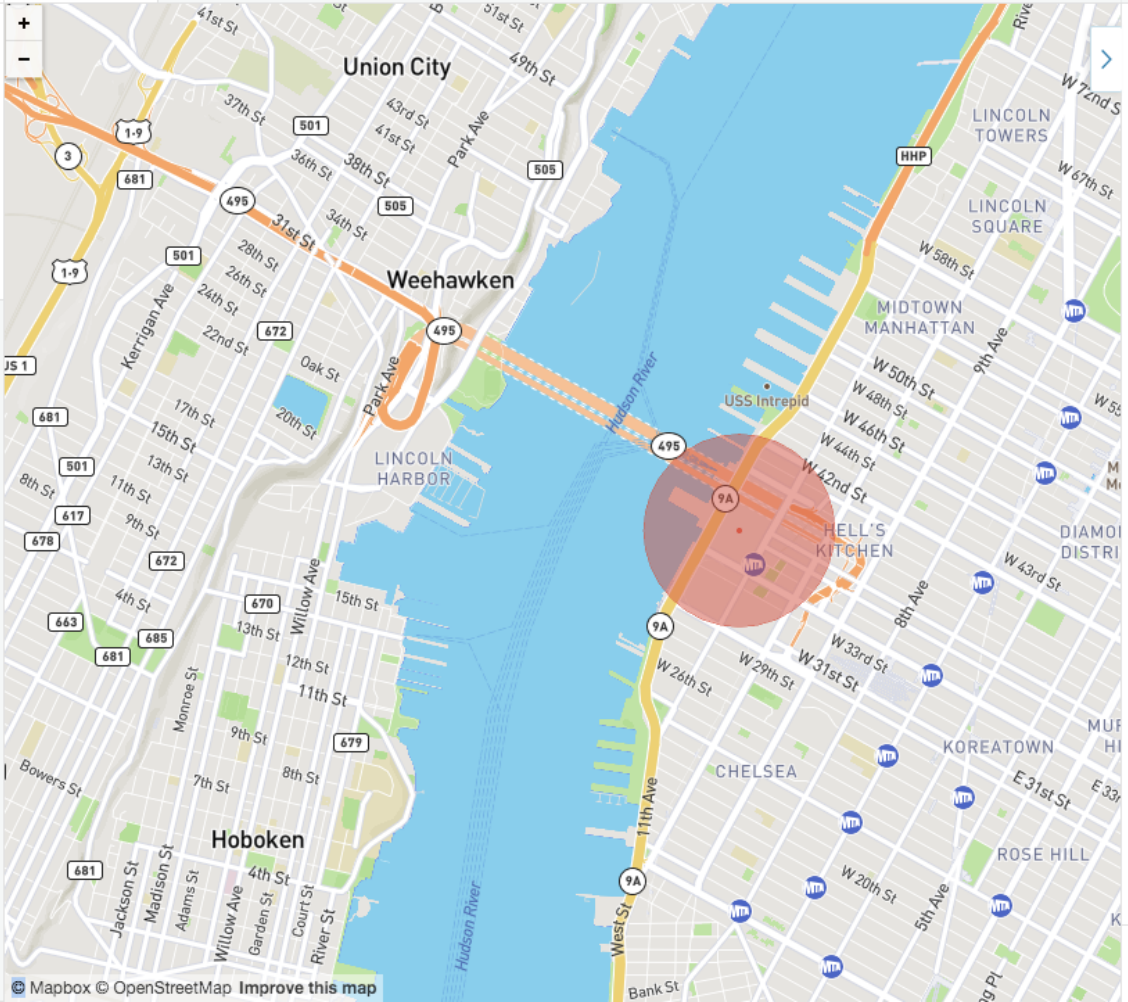
1 Places

PLACE SEARCH FOR

The Jacob K. Javits Convention Cente...

Finish Set

Cancel



1 PLACES

The Jacob K. Javits Convention Center

655 W 34th St
New York, NY 10001

Buildings and Structures

Calculate Reach

Geofencing

- Targets ads based on physical location
- Accurate to specific buildings or city blocks!
- Uses mix of WiFi, Bluetooth, GPS, IP address
- Will mostly reach people on mobile devices

Geofencing

Use cases

- Convention center during a competitor's event
- Corporate HQ of a large company in your industry
- University campus building for a specific degree program

Thank you :)

aidan@feathr.co