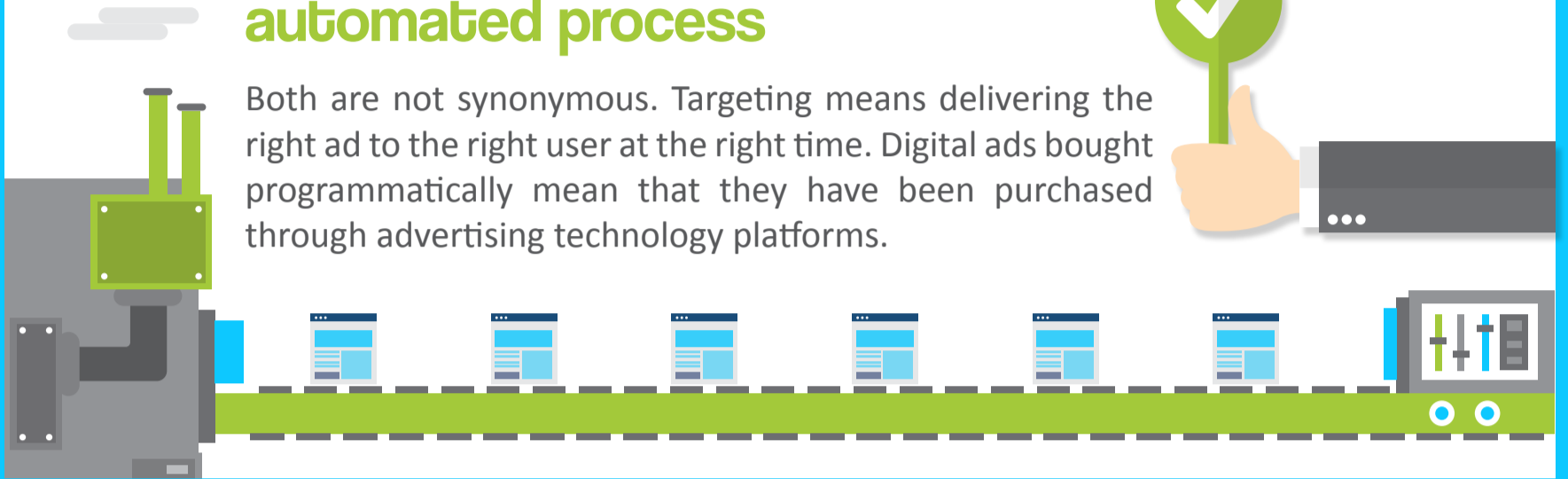


3 TOP MYTHS ABOUT PROGRAMMATIC

Myth 1: Programmatic Means Targeting

Programmatic simply means an automated process

Both are not synonymous. Targeting means delivering the right ad to the right user at the right time. Digital ads bought programmatically mean that they have been purchased through advertising technology platforms.



Myth 2: It's All About Robots. Programmatic Replaces Sales Teams & Media Buyers

The human touch is still needed in the programmatic world

Programmatic simply automates the process, which enables sales teams to focus on building better relationships with their customers.



Myth 3: Programmatic Is More Important Than Creative

Without outstanding creative work, an ad will not keep your target audience engaged

A recent AppNexus study showed what clients think will be one of the most important capabilities that agencies need to possess in five years' time.



While programmatic knowledge is important, compelling creative work is still needed to create engaging ads to reach your target audiences.

About Eyeota

Eyeota is the global leader for local audience data with over 1.8 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, Düsseldorf, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyota.com

