

Programmatic

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What is programmatic?

Programmatic is software that enables computers to buy ad space automatically. When a webpage or app loads with a blank space waiting for an ad, advertisers' computers bid against each other for that one space in less than the blink of an eye. The smartest bid wins, and the ad shows up before the page has even finished loading. Think of programmatic as software that handles the repetitive process of buying online ad space, filters opportunities and attempts to buy only when the advertiser's rules are met.

What is a DSP?

DSP stands for demand-side platform. It is programmatic software that buys advertising space automatically. A DSP compares available impressions and selects the best fit. An agency sets the rules and controls the audience, placement, price and frequency of those impressions.

Is Diginus Ads a DSP?

No. Diginus Ads provides access to multiple programmatic platforms, audiences, data sources and inventory opportunities. Diginus Ads handles programmatic and audience activation. It also provides optimisation, reporting, insight and support. This means the approach can be selected around the client and campaign rather than forcing every brief through one technology.

Does programmatic replace the campaign?

No, programmatic does not replace the campaign. An agency still needs to manage its relationship with the client and examine the client's brief. The agency needs to decide whom it is trying to influence, where to reach the audience, how much the client is willing to pay and what the desired outcome is. Programmatic is the technical side of buying ad space, which Diginus Ads can handle. The software makes buying faster and more scalable. The agency still controls whom to target, where and when to advertise, and how much it will cost. The purchase of ad space becomes automated and targeted, not random. This frees the agency to focus on the client and provide a better response to the brief.
