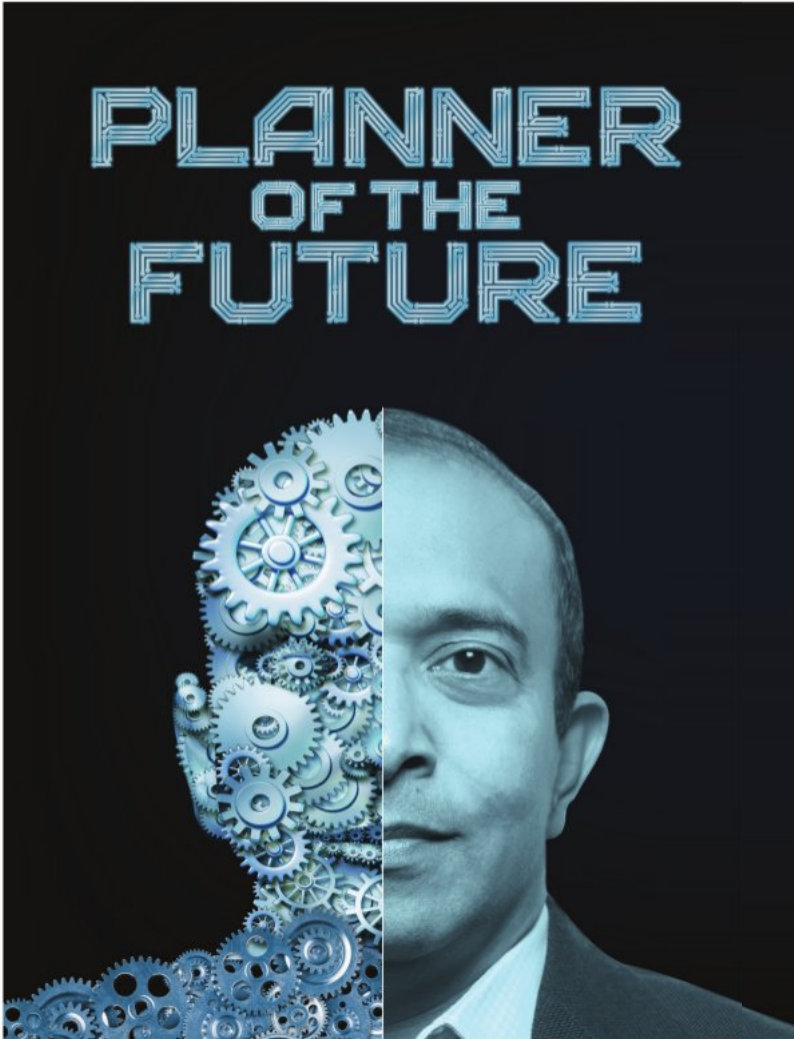


(http://digital.impactonnet.com/)



There is automation and artificial intelligence in the industry, but the future is not about Man vs Machine programmatic advertising entirely taking over the planner's job. It is more about the planner evolving time and making best use of the algorithms and AI to campaigns smarter and more efficient

BY SAMARPITA BANERJEE

Automation and artificial intelligence are slowly taking over many functions in our lives that, until a few years back, required human effort and skills. In the advertising industry too, the influence of automation and technology are clearly evident, with programmatic media buying and selling gaining ground.

While programmatic media buying and selling is largely seen in the Digital domain today, it is projected to enter other platforms like Television, Radio and OOH in due time.

According to the report 'Digital: The New Normal of Marketing' released by KPMG India and Confederation of Indian Industry (CII) earlier this year, in India, despite the share of digital advertising spends remaining low at 12.7% in 2016, it is one of the fastest growing mediums at an expected compound annual growth rate of 33.8% (2015-2020) that is expected to cross Rs 255 billion in 2020.

Within Digital advertising, programmatic has been slowly taking shape as one of the most efficient ways of targeting audiences. With more and more automation coming in and the inflow of data that helps target advertising better in real-time, more and more marketers are slowly opening up to investing more on programmatic advertising. The same report claims that programmatic is the future of Digital advertising, and will soon command a big share in the advertising pie.

In such a scenario, what is the future of the media

planning business? Will the need for human making go down drastically in the near future what will it take to make programmatic more marketers?

EFFECTIVE USE OF PROGRAM

Platforms such as Google and Facebook have programmatic buying effectively for quite so. Meanwhile, Amazon recently expanded its offering. The e-commerce giant is opening its Media Group as a self-service platform to age the process very similar to programmatic ex with allowing sellers to buy its high-value he ads as long as they are brand owners.

Closer home, earlier this year, digital media provider Saavn added programmatic audio to its portfolio of advertising technology offerings which launched its in-app advertising service gone completely programmatic. A lot of big market starting from HUL, Coca-Cola, Godd e-commerce players like ShopClues and Amz steadily increasing their spends on program

While the overall ecosystem in the count nascent stage, experts believe that program steady acceptance across the market, with all agencies setting up programmatic sections.

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BENEFITS OF PROGRAMMATIC BUYING

(SOURCE: IAB)



CHALLENGES



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