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THE MARKETER'S VIEWPOINT



JUZER TAMBAWALLA

Head of Marketing, Franklin Templeton India

We first used programmatic a year-and-a-half back for one of our campaigns, and saw very good results in terms of cost-effectiveness and reach. In future, we plan to increase our programmatic spends because anything that makes the marketing dollar run longer makes sense for brands. However, we need education about this domain, and the onus of that lies with the platforms.



SAAHIL GOEL

CEO & Founder, Kraftly

Currently, we invest 5% of our total digital spends on programmatic and strive to increase it further. While programmatic advertising is revolutionizing targeted marketing and multiplying the impacts of a campaign, the practice also has some risks involved like the risk of lack of company data, fake/fraud traffic at times and lots of unanswered questions like 'Are ad impressions brand-safe, viewable and delivered to human traffic?'



JNANESWAR SEN

Sr VP, Marketing and Sales, Honda Cars India Ltd.

One of the inherent benefits of programmatic buying is that it allows for a unified view of the TG. However, some publishers have still not opened up their inventories on programmatic. This creates a gap, because in spite of wanting to buy everything via programmatic, we still have to make individual deals with those publishers. Use of programmatic is only going to increase for us in a high purchase intent driven industry like Auto.



HARNEET SINGH

Head, Marketing, ShopClues

Most of ShopClues' display buy is programmatic. This helps us in getting higher efficiency for our investments on display by making the audience targeting sharper and focused. However, the most efficient media strategy is a mix of programmatic, networks and direct deals. We will continue to invest in this optimal mix, with natural performance bias towards programmatic, depending on the business objectives and the display ecosystem evolution



SUNIL KATARIA

Business Head-India and SAARC, Godrej Consumer Products Limited (GCPL)

We are investing double digits percentage in programmatic of our overall digital investments, and if you add Google and FB, it would have the lion's share. We plan to keep increasing significant investments through this approach. The investments on programmatic have gone up in the last one year and it will grow from here at a faster pace. As an industry, experts need to share more knowledge about it. Deeper the understanding of the platform, higher will be the adoption rate.



GAURAV MEHTA

CMO, Gimmarsoft

We aren't currently buying, but assessing programmatic. The reason we will look at programmatic very interestedly is because car buying is a high involvement purchase and educating the consumer is the key to a good sale. Programmatic, through audience identification and contextual targeting, helps us educate the consumer sequentially and help them take the right decision.



JOSHUA GRACE

Regional Marketing Officer, India & South East Asia, Abbott

More than half of our digital spends are on programmatic and we would consider increasing its use but the environment should catch up to the programmatic requirements. We piloted our first programmatic campaign in 2016. Since then, we have created a community of engaged users that has allowed us to deliver the right message to the right audience segment and re-engage them year-on-year. This has helped us drive up our brand metrics significantly, optimize our channel strategy; leading to cost efficiencies and deeper engagement.



RAVI VIRMANI

Founder & Managing Director, Credhealth

We have recently started with programmatic buying and have got good response in the last six months. Programmatic buying gives quick results and also clarity in terms of reach to the target audience. As of now, we are spending around 10% of our marketing budget on programmatic ads for content re-marketing. We are using it primarily for re-targeting the one-session users with relevant content. Seeing positive response from different websites, we are in discussion stage of growing on other platforms for better results.



RITU GUPTA

Director-Marketing, Consumer and Small Business, Dell India

Programmatic is clearly the way forward in terms of digital advertising. Any brand investing in digital cannot afford to not invest in programmatic. We are spending between 15-20% on programmatic currently and it will only increase. We are probably one of the brands leading the programmatic discussion in the country. The challenges lie in terms of the systems and processes, the understanding, people and tools available to help take the right decisions. You also need to make sure that you are looking at genuine clicks.



VIKAS KATOCH

Founder & CEO, Adomantra

Programmatic advertising has been a key route for brands due to its cost effectiveness and focused target audience reach. Large brands across industries like FMCG, IT, BFSI, Government will be the key buyers for programmatic advertising. It's optimizing campaign performance by dynamically selecting the creative components which drive consumer engagement. In the last 1.5 years, Indian has opened itself to video ads in a big way and the trend is here to stay for a while as brands see value in them.

THE EVOLVING

The traditional digital media was I could either buy a impressions. Traditionally doing the buying in behalf of advertisers working on increase a Supply-Side Platform to help publishers. At the same time, Demand-Side Platform to help advertisers world has tons of only keeps on increasing in digital penetration creation of ad exchange through SSP, content and advertisers, then on ad exchanges. The of the programmatic shift has been from buying audiences. The first party (inform brand's CRM, web mobile app, in-store communications, e available about one player) and third party (an independent or relationship with a Currently, some of party data providers Lotame, IOTA and

THE MEDIA P OF THE FUTURE

The program gone up to close to In India, it still has many saying it will While experts say the fastest growth in the question that is data, automation raises is, will the significantly reduce in the near future? looking at it from a Shama ddin ji is quick to point out that programmatic "We need to upgrade already have, and Regular, mundane will be the first that will simply need to audience they want Programmatic and be a combination o because the regula at the same time, it gain more knowled Project Based Chief Product Off that the biggest ad programmatic is th of middlemen. "Di name in the advert presence of not-so in both the supply With the proliferat

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