



## **THEME - Programmatic: The coming of age.**

Few could deny that Programmatic has been problematic. All the promise in the world but with too many pitfalls along a rocky path. Theoretically it's a no brainer. The automation of customer data to better target, drive repeat purchase and increase advertising yields.

The same principles of advertising that have always been – building brands, driving action, creating big ideas, delivering outstanding customer experiences – but with speed and accuracy.

What of the pitfalls? The cowboys of the industry abusing it. Results not living up to the promise. Effective metrics not established. Blanket thinking instead of pinpoint targeting. Out and out fraud. All of these add up to massive misuse.

But now, after a difficult puberty, Programmatic has come of age. The cowboys have been pushed to one side, transparency is hygiene, correct standards have been established, and yields are increasing. We know that because reporting has also come of age.

And everyone benefits:

- **Media owners** – accelerating and simplifying access to inventory to ensure customer success, repeat purchase, better sell through and yields.
- **Agencies** – automating 'donkey work', building IP to create stickiness with clients, driving a strategic competitive advantage and informing briefs through a more accurate portrait of our audiences.
- **Clients** – powering up with customer data and connecting the technology pipes to out flank the competition.

This year's MMS Programmatic is an exciting one. Coming at a time when the industry is coming of age. It's a time to discuss the standards, the benchmarks that are being created and the results achieved through smart thinking.

It's not the automation that gets it right, it's the humans behind the automation, asking the right questions and setting the right goals.