

PROGRAMMATIC MEDIA & MARKETING IMPORTANT TLAs (THREE-LETTER ACRONYMS) FOR MAXIMIZING RETURN ON DIGITAL AD SPENDING

PART 3 OF A 4-PART SERIES FOR CPG BRANDS & RETAILERS

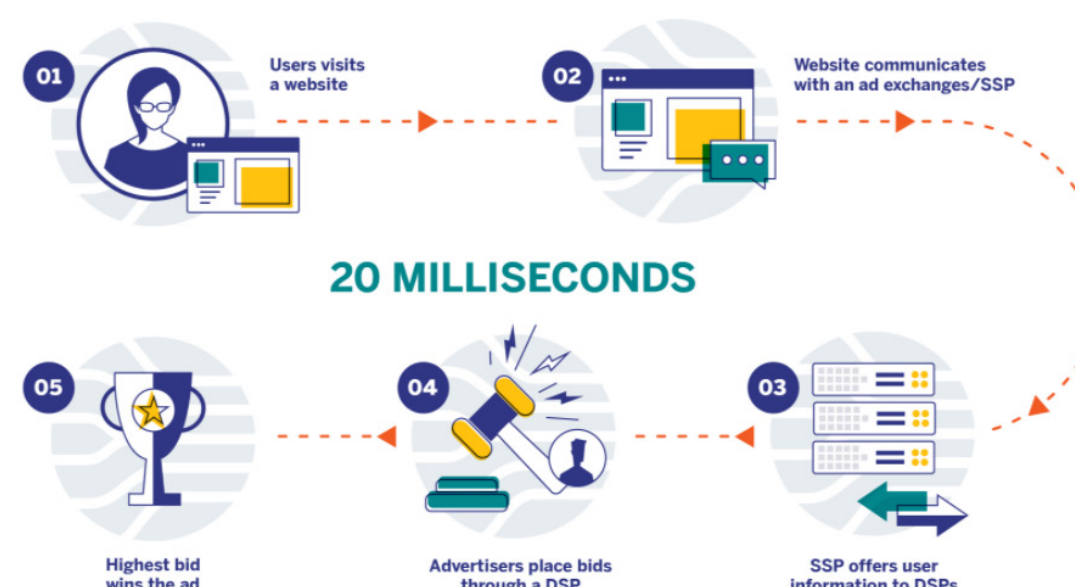


Programmatic media and marketing delivers significant returns, but understanding how it works requires honing-up on 4 new TLAs (three-letter acronyms)

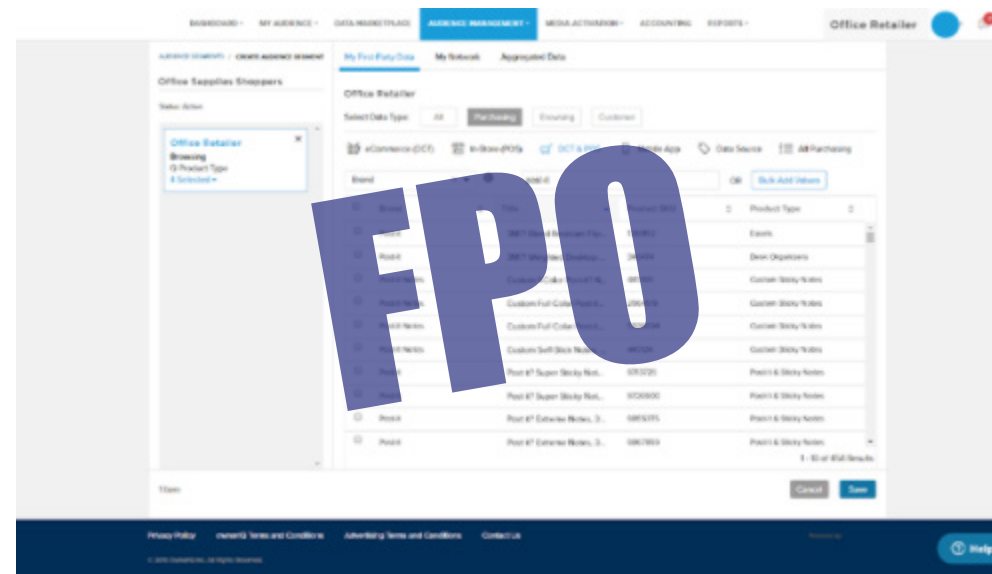
Programmatic advertising (or marketing) is an intelligent, automated method for buying digital advertising space. This intelligence-based approach to media buying uses behavioral data, transactional data and predictive analytics to drive specificity. In other words, programmatic media presents specific ads to specific people, at specific times and specific places, for specific prices. Despite using the word “specific” five times in the previous sentence, programmatic media is quite fluid. But understanding how it works requires knowledge of the following TLAs:

- **RTB** (Real-Time Bidding) is an auction-based method for purchasing available digital ad space.
- **PMP** (Private Marketplace) is also an auction-based method for purchasing available ad space; however, access to the auction is limited to select subscribers or offered through invitations from the publisher.
- **SSP** (Sell-Side Platform) is software that allows publishers to automate the selling of media space to potential buyers in real-time and typically includes ad exchanges and ad networks.
- **DSP** (Demand-Side Platform) is an automated buying platform where advertisers, media houses and ad-tech firms can buy available digital ad space across different platforms such as banner ads on websites, in-stream videos and mobile apps. DSPs also work with ad exchanges and ad networks.

HOW PROGRAMMATIC MEDIA WORKS



[Inmar's DSP Media Manager](#), is the first ad stack to address the specific programmatic needs of retailers, grocers and brands. Additionally, Media Manager features direct integration with [ShopperSync™](#), which enables ecommerce and in-store transaction data to be easily segmented.



Media Planner's simple UI provides full-service options for advertisers to launch campaigns, access real-time sales reports, and set auto-optimization against in-store sales targets. Inmar's DSP Media Manager also:

- Supports Retail Media Networks
- Provides Real-time Sales Attribution and Optimization
- Enables Store-Level Targeting
- Provides Enhanced Security & Brand Safety Measures
- Facilitates Shopper Engagement
- Delivers Greater ROAS

[CLICK HERE TO LEARN MORE ABOUT INMAR INTELLIGENCE'S PROGRAMMATIC MEDIA](#)

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As the 2020 holiday season swiftly approaches, all indications are that consumers are more-than-eager to deck the halls and serve up celebrations with family and friends that will satisfy their hunger for good times and good food.

THREE WAYS TO BETTER CONNECT WITH CONSUMERS THROUGH MESSAGING

Let's face it - customers expect personalization when they communicate with brands and retailers. In fact, 72% of consumers say they only engage with personalized messaging. Messaging channels like SMS, Facebook Messenger, and Twitter offer brands and retailers the perfect means to communicate and foster brand loyalty with their shoppers.



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