



Display & Video 360

Demand Side Platform (DSP)

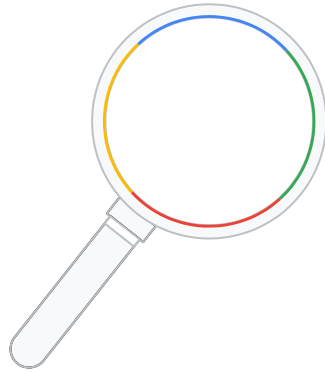
/dɪ'mɑːnd/ saɪd /plɑːfm/

noun

Technology that combines audience buying and smart bidding to enable the automated buying of ad space at scale.

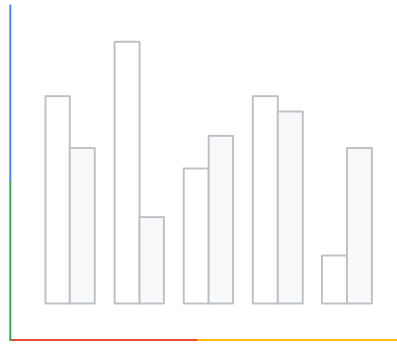


How does a DSP work?



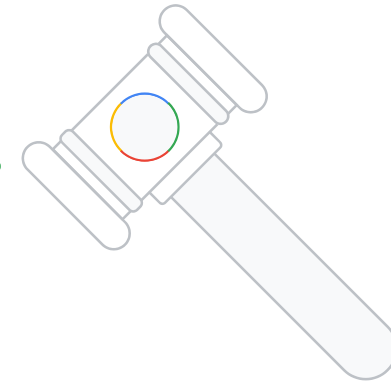
Read

Find all of the available advertising opportunities
(76+ exchanges & other media opportunities)



Analyse:

Sort through inventory to find the best fit for advertisers
(Matches the criteria set by the trading desk)

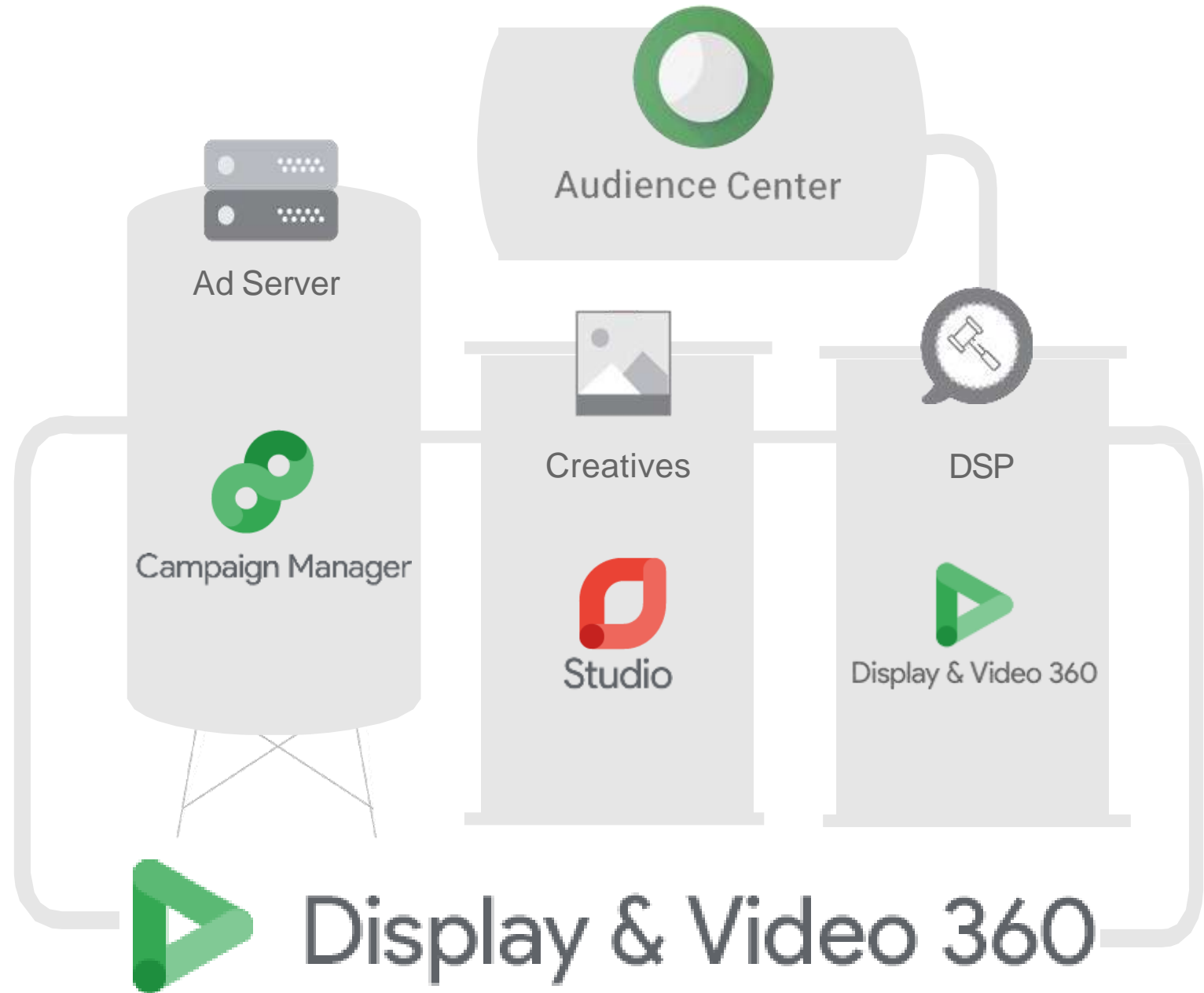


Buy:

RTB or Pre-Agreed Deals to secure the ad space
(For example a deal could be programmatic guaranteed)



At launch, we're bringing select capabilities from:

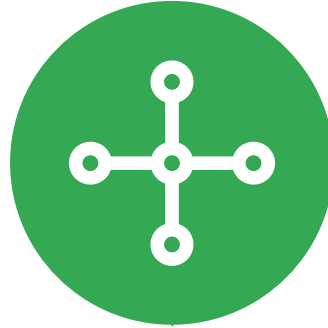


Display & Video 360 enables you to...



Access high value inventory

Easily find and discover high-quality inventory. Negotiate deals directly and execute buys quickly and efficiently.



Reach your audience

Access the best range of audience data from across Google platforms, your 1st party data & 3rd party segments



Drive performance through automation

Use Google's machine learning technology to drive high performance from your media buys



Access high value
inventory

Display & Video 360 can access all major exchanges and SSPs

Including exclusive access to YouTube and GDN inventory via Google Ad Manager

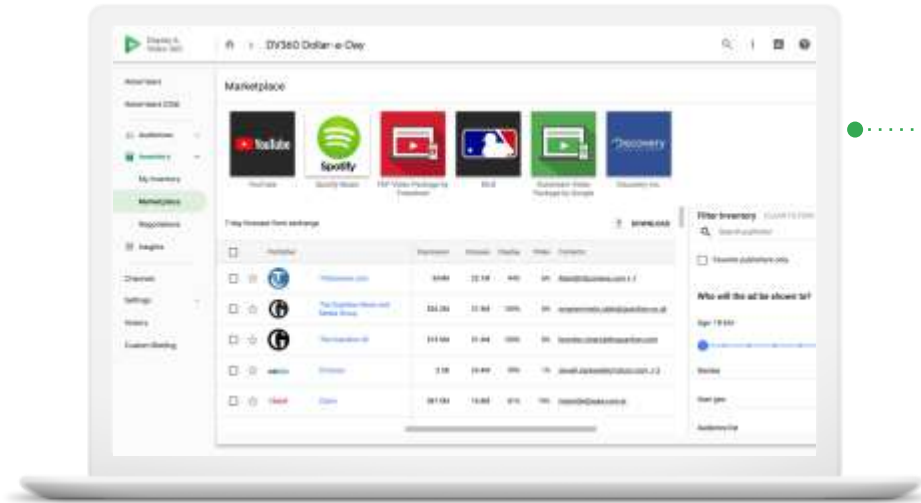


Display & Video 360
can access



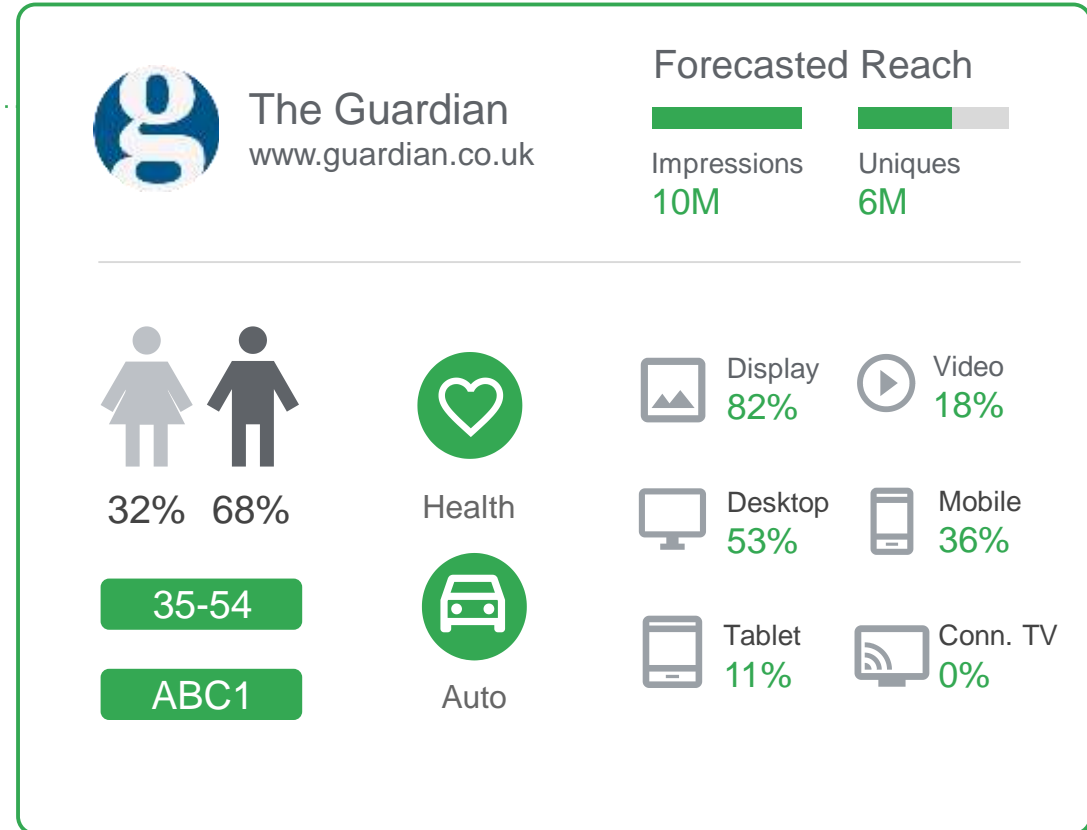
Display & Video 360 marketplace

Use data to gain rich insights on publishers and forecast your reach against specific target audiences



Marketplace infuses a data driven approach to find publishers that meet your criteria & target audience

[Demo Link](#)



Private auction (PMPs)

A deal where one publisher opens up inventory to multiple preferred advertisers

Premium inventory from select publishers that can be accessed on a first-look or exclusive basis before being offered via open exchange:

- Get an **exclusive first look** on inventory
- Connect with audiences on **brand-focused inventory**
- Overlay **DV360 brand control** measures on inventory

Examples of relevant publishers:



Pro Tips:

Minimum CPM prices ('floors') are negotiated for each bidder & the inventory goes to the highest bid from among the private buyers, provided it is above the floor.

If none of the private auction buyers wins or bids on the inventory, it can then become available in a regular, "open" auction.



Programmatic guaranteed

Reservation buying with Display & Video 360

Reserve direct publisher buys in Programmatic:

- Consolidated frequency management
- Data driven approach to sourcing inventory
- Ensure you deliver on your chosen publishers
- Reach any publisher that accepts a third party tag

Nielsen evaluated “Consolidated buying of reservations in DV360 vs fragmented buying with separate buying tools.”

10% avg

Better Control of frequency

11% avg

Incremental Reach

Via Ad Exchanges

(Adx, Smart Adserver, Rubicon & Freewheel)

Via Tags

For any publisher accepting 3rd party tags



Access is available over multiple formats, including



High Impact Display



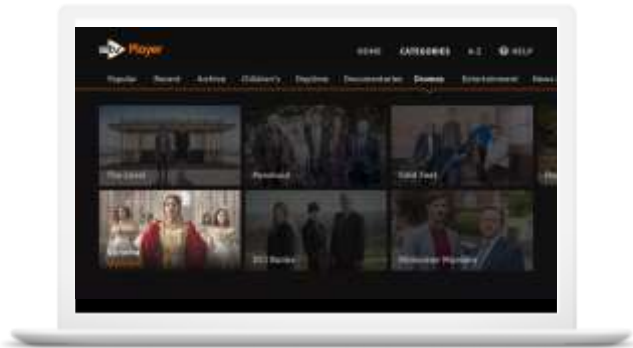
Display



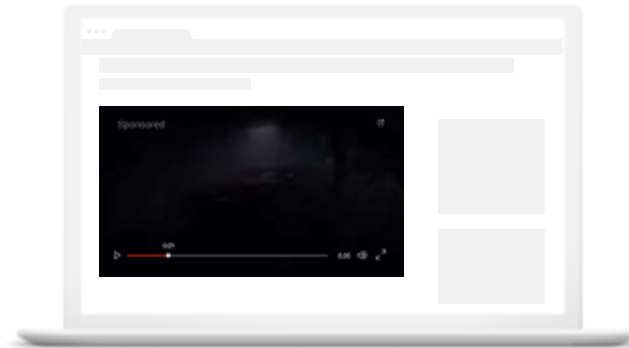
Native



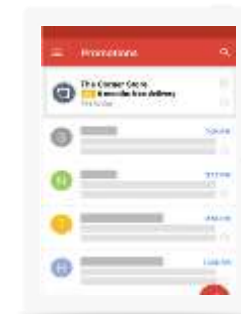
In-App Ads



TV



Video



Gmail ads



Audio



Reach your audience



A wide range of audience targeting

Available through Display & Video 360

Use what you know about your customers to reach them with the right message and exclude current customers to only reach new customers.



Google
audiences



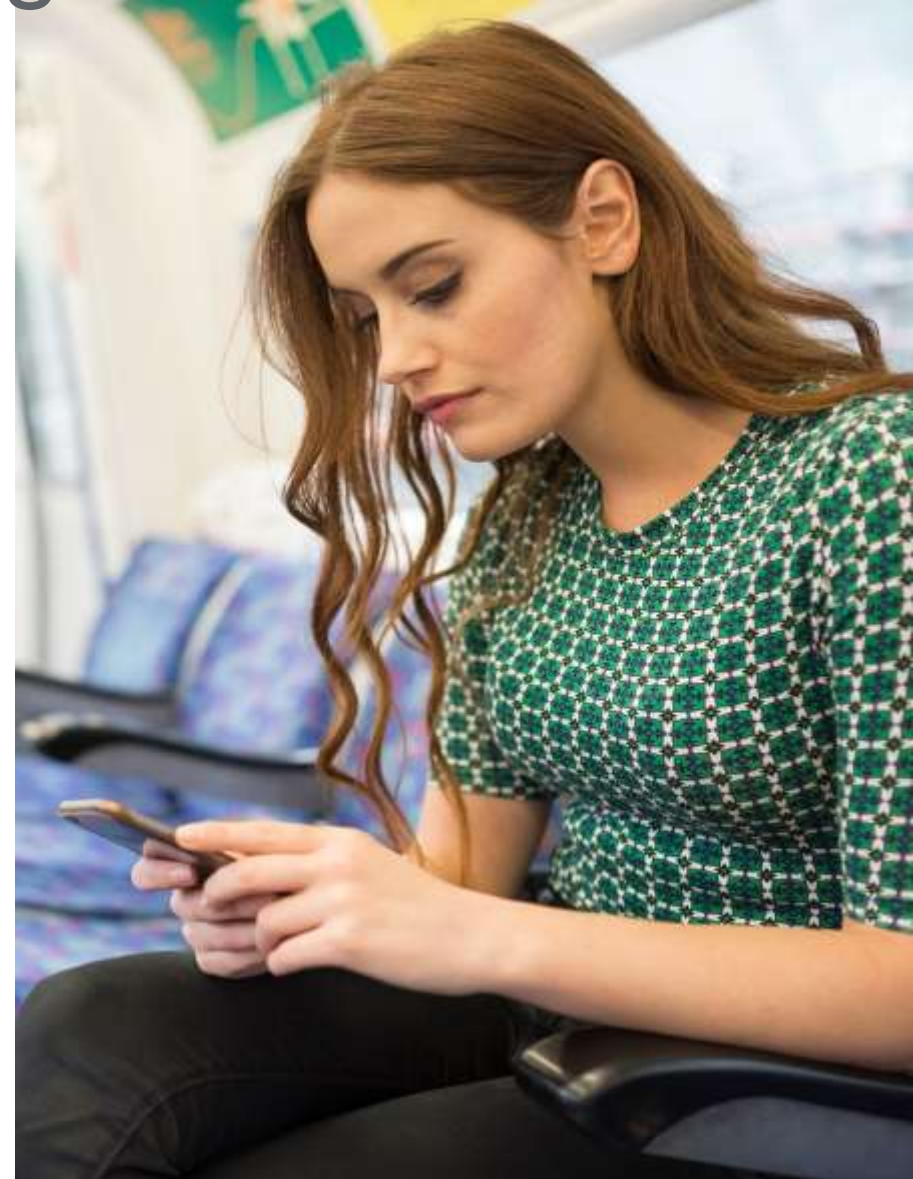
Analytics 360

Floodlight
Tag
remarketing

DMP
audiences

Campaign
Based
Audiences

3rd Party
audiences



Google data: an overview

Google Affinity, In-Market and demographic data takes a holistic view of user behavior



Google affinity

Reach people based on their specific interests as they browse the web



Google in-market

Reach users based on their intent to purchase specific categories online



Demographics

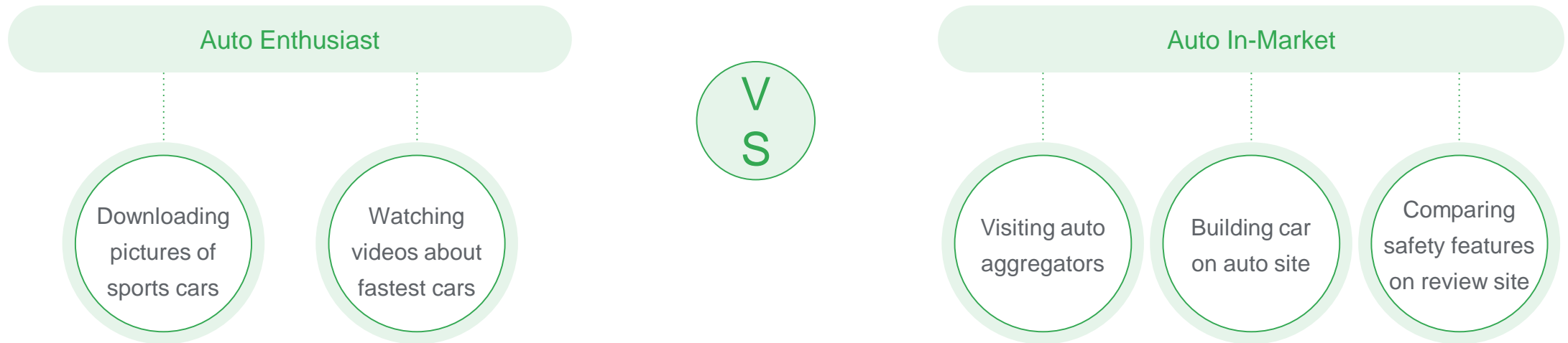
Reach people based on their individual demographic identity



Google: in-market segments

Find users based on their intent to purchase online

The active intent of users is updated in real time, based on behaviour across the Google owned properties.



Leading auto insurance company

-51%

CPA

+15%

Brand Consideration

Example Segments:

In market for:

Automotive // Flights //
Car insurance // Mortgages



1st party: integrate your 3rd party DMP with Display & Video 360

Integrated with 25+ DMPs

 Display & Video 360



Adobe [x+1] ak a Neustar Service krux
weborama eyeota TURN LOTAME
LiveRamp EULERIAN TECHNOLOGIES datalogix TEALIUM
bluekai



3rd party: overview

Target with a wide variety of rich third party data

VisualDNA™

Marks & Spencer Shoppers

2.2m

Nike Brand enthusiasts

1.1m

Mortgage Holders

342k

exelate

High Net Worths

35k

Construction & Trade

14k

Luxury Auto Buyers

14k

bluekai

Children's Clothing

5.5m

Male Luxury Shoppers

36k

Business Class Flyers

4k

—

These are some of our top 3rd party providers, but we are connected with 100's of providers.

Use third party data to target specific user segments that you might not be able to find already.

—



Audience module

Offers advertisers the ability to manage, build and analyse, all their audiences from all sources, so they can plan and implement their audience strategies and immediately activate them

➤ Combined Audience Builder

Create custom combinations between your 1st party, Google data and/or 3rd party lists that you'll be able to save and easily reuse across campaigns

➤ Campaign Activity Audience Builder:

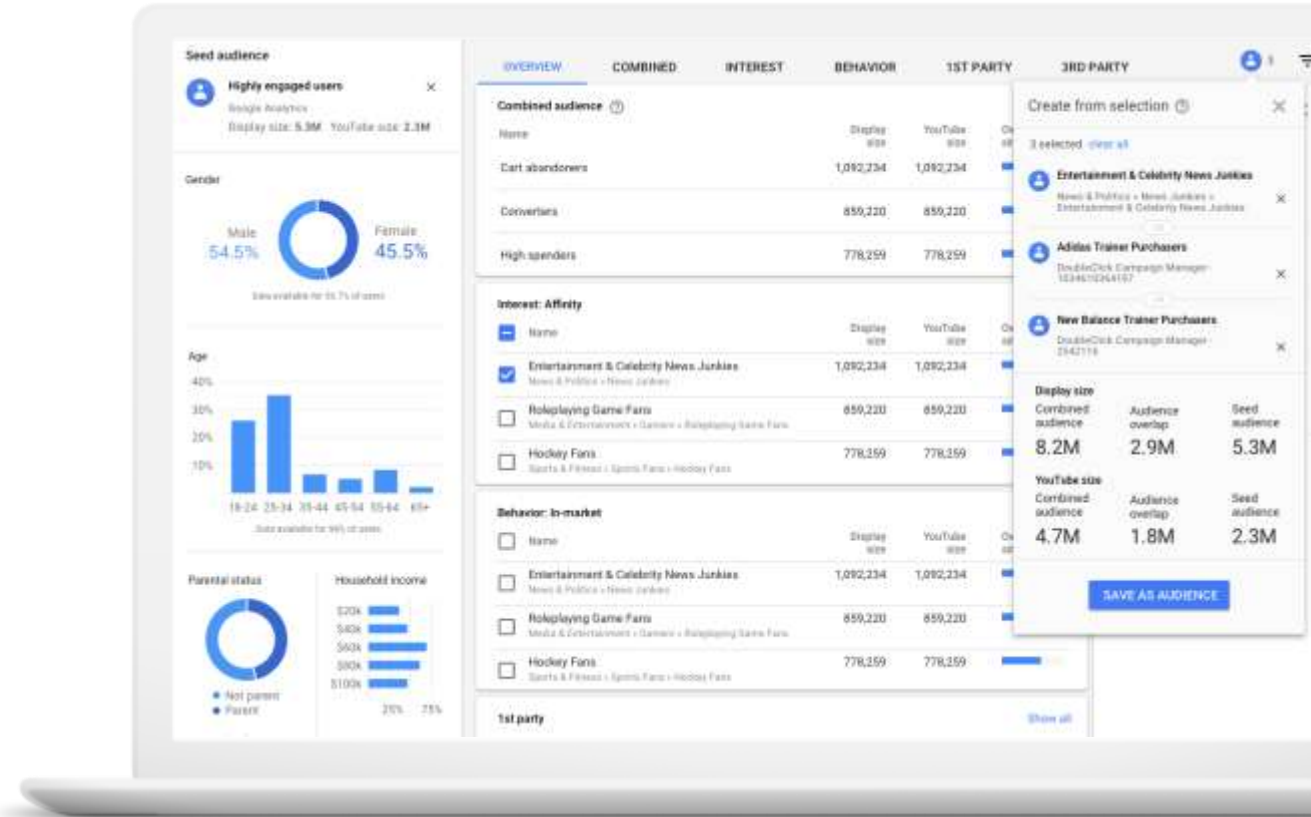
Easily reach users who engaged with advertising campaigns by creating audience lists using dimensions that have never been available for audience creation before

➤ Audience Profile Analysis

Understand what your 1st party audience behavior and/or interests are, based on all datasets available

➤ Audience Frequency Cap

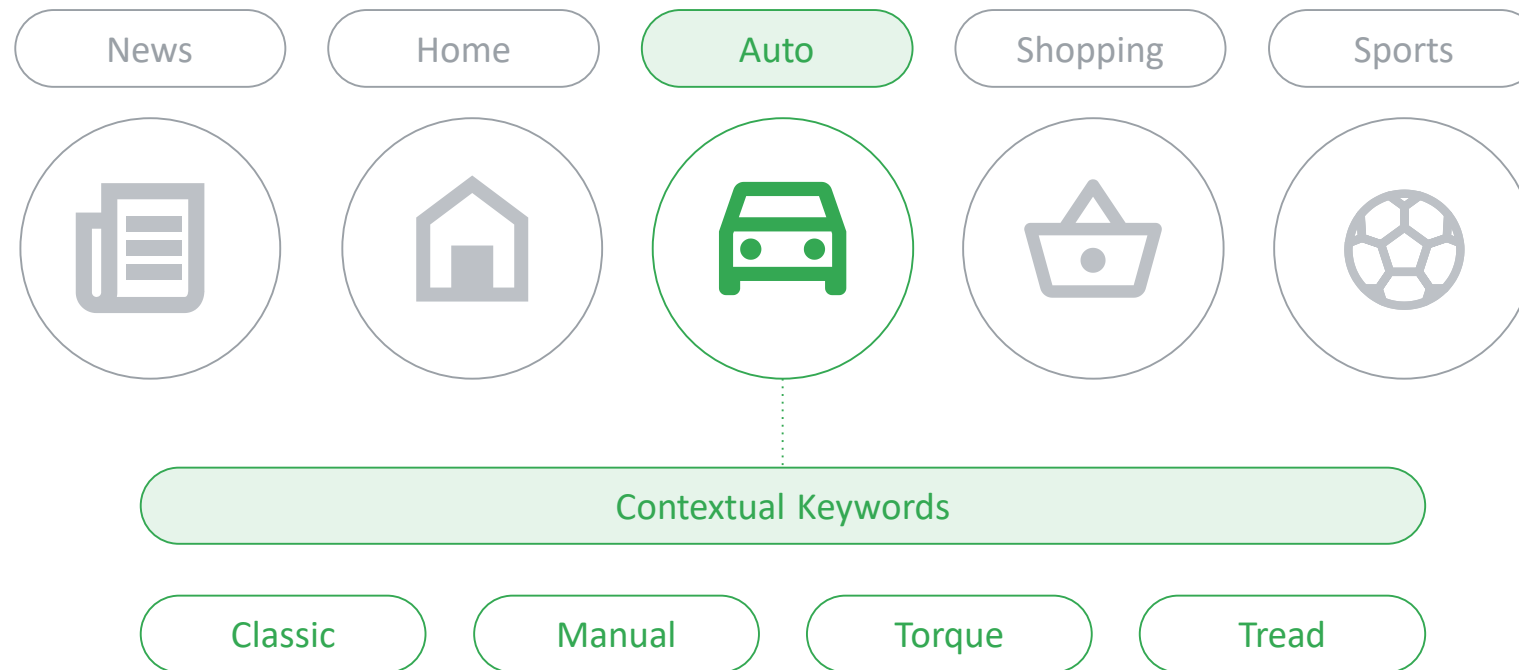
Easily control the frequency of exposure for a given user, across campaigns, deal and inventory types



Category targeting

Use category targeting to target your ads based on market verticals, and the content of webpages

Categories are more general than contextual keywords...



Pro Tip: Apps

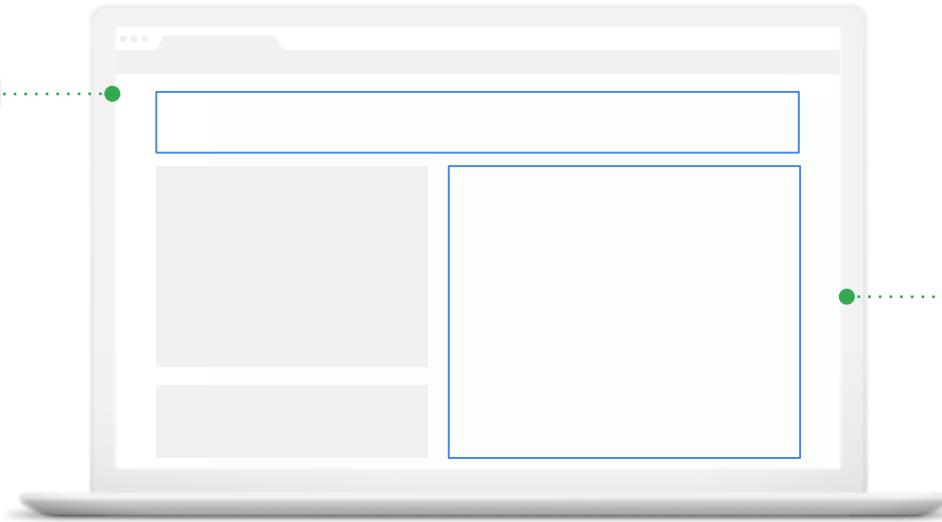
Category targeting is based on web page content, and doesn't apply to apps. To target Apps, or groups of apps, use Apps & URLs targeting.



Keyword contextual targeting

Deliver ads on websites that are contextually relevant to your content

Target websites that are contextually relevant



Serve engaging ads with dynamic creative

+22%
Conversions

-88%
CPA

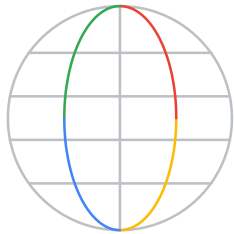
-84%
CPC



Technology targeting

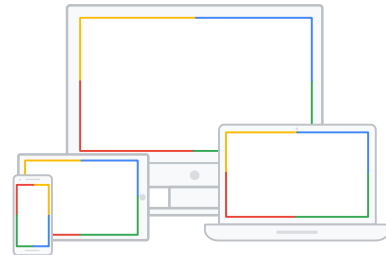
Target: Browser, Device, Connection Speed, Carrier & ISP targeting

You can target a large majority of software and hardware in Display & Video 360 across:



Browsers

Android Webkit
Chrome
Firefox
Internet Explorer, versions 5–11
Microsoft Edge
Opera
Safari, versions 1–6
+ Others



Device Type

Mobile
Tablet
Desktop
Smart TV
Game Console
+ Others



Specific Device

e.g. Google Pixel



Operating System

(e.g. Windows 8 / iOS 10)



Geographic targeting (proximity and regional)

Target potential buyers that are near to dealerships or stores

Proximity

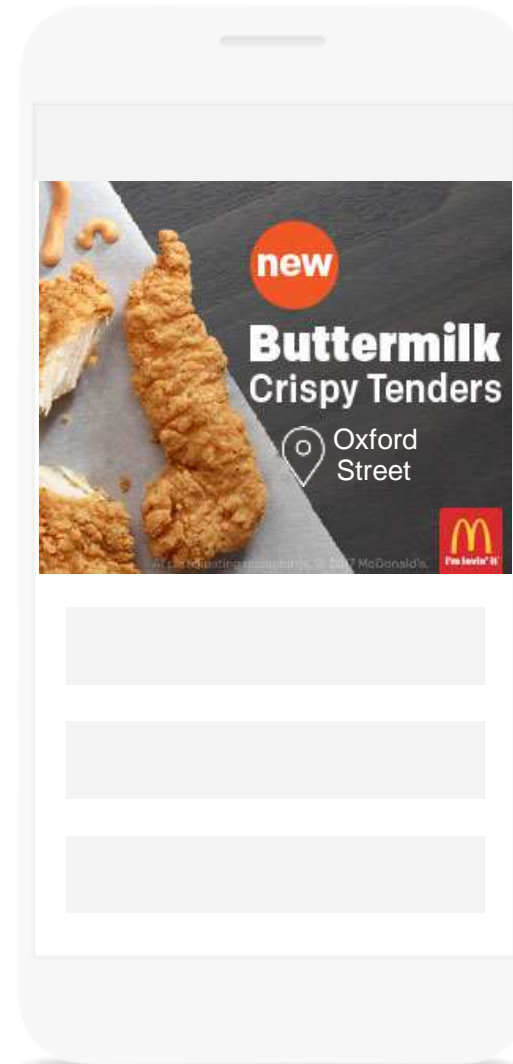


Target 1km within store locations

Regional



Tailor ads by region or geographic area



Use geolocation data with targeting to:

- Target users near to a store
- Change creative elements to be more relevant to the users location
- Deliver offers to those near a store to encourage offline purchase



Drive performance
through automation

Real-time optimization at scale



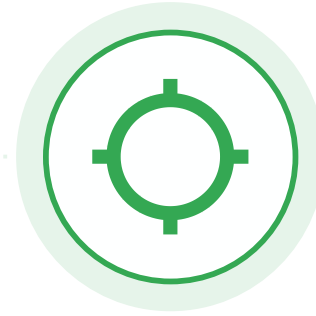
Real Time Bidding

Display & Video 360 sets a bid for every auction based on a user's likelihood to take the action of interest (click, convert, install, view etc.)



Over 40 signals

Display & Video 360 considers over 40 signals when determining the bid - both individually and the intersection of those signals!



Precision at Scale

Scale globally, across all devices and millions of publishers while achieving your business goals



Efficiency

Drive more conversions for your business at the same or better ROI and save time on manual optimization





Display & Video 360
Available Algorithms



Clicks

Optimize for clicks:
Website traffic (CPC)



Conversions

Optimize for conversions:
Online sales (CPA)
App installs (CPI)



Maximize Video
Quality

Optimize for video views:
Complete In View & Audible (CIVA)
Time on screen 10 sec (TOS 10)



Viewable
Impressions

Active View - CPM:
Viewable Cost Per Impression (AVCPM)

Maximize quality impressions:
Viewable





Google Ads

vs



Display & Video 360





Google Ads (only display)

vs



Display & Video 360

- | | |
|---|--|
| <input type="checkbox"/> Standard bidding algorithm | <input type="checkbox"/> Advanced bidding algorithm (faster exit to the auction and the purchase of inventory) |
| <input type="checkbox"/> Access only to the Google Ads Manager exchange | <input type="checkbox"/> Access to Google Ads Manager and 76+ 3-party exchanges |
| <input type="checkbox"/> CPM and CPC buy models | <input type="checkbox"/> CPM buy models and CTC (Click Through Conversion) |
| <input type="checkbox"/> Google Audience Data and 1-st party | <input type="checkbox"/> Google Audience Data, 1-st party and 3-rd party Audiences |
| <input type="checkbox"/> Prepayment | <input type="checkbox"/> Post-pay (30 days) |
| <input type="checkbox"/> General Brand Safety | <input type="checkbox"/> Managed Brand Safety settings and integrated third-party verifiers (IAS, Adloox, DoubleVerify) |
| <input type="checkbox"/> Standard planning tool | <input type="checkbox"/> Advanced planning tool in Reports |
| <input type="checkbox"/> Display text ads | <input type="checkbox"/> Not display text ads |
| <input type="checkbox"/> Video inventory only Youtube | <input type="checkbox"/> Available Youtube video inventory and additional video inventory (non-YouTube video players) |
| <input type="checkbox"/> Cannot set a common frequency between campaigns of different formats: display, video-YouTube | <input type="checkbox"/> Can set a common frequency between campaigns of different formats: display, video, video YouTube, Gmail |
| <input type="checkbox"/> Import data from Google Analytics | <input type="checkbox"/> Import data from Google Analytics 360 |
| <input type="checkbox"/> No connection with Campaign Manager | <input type="checkbox"/> Connected with Campaign Manager to enhance capabilities such as tracking Youtube view/impressions |
| <input type="checkbox"/> There is no way to independently specify commissions in the platform | <input type="checkbox"/> Can set commissions in the platform: Media fee, Markup |





Google Ads

(only display)

vs



Display & Video 360

- No tool for managing direct deals with publishers
- Default audience settings
- No additional level
- No Viewability targeting
- Standard ad formats
- Budget is indicated only in monetary value
- You cannot add a third-party database (CRM)
- Brand Lift 2.0 on YouTube Campaigns. BL setup only between TrV and Display (GDN) formats

- There is a tool for managing direct deals with publishers – Marketplace
- Added advanced audience setting (combined, by frequency, activity and others)
- Additional structural level Campaign - helps to track marketing goals and structure campaigns in detail
- Viewability targeting - impressions in the visible (top) part of the site page
- Standard and Non-standard ad formats: DDC, Panorama, Cuecard, Blank slate, 3D Swirl and others
- Budget not only in cash, but also in impressions
- It is possible to integrate the customer database (CRM) directly (ADH) and through third-party suppliers (3PAS)
- Brand Lift 2.0 on YouTube Campaigns. Setting up a shared Brand Lift study between different formats: TrueView, Video (Display in development)





Product cases

Targeting narrow hard to find audience

Advertiser: Winner/ Porsche, Jaguar, Land Rover, Volvo

WINNER
Віннер Автомобілів



Goal:

- Reach Luxury car owners with proposition of new luxury SUVs delivering 2 exposures per week
- Increase traffic on web-site in comparison to conventional banner campaign
- Gather custom audience lists for further activities
- Find audience insights

Approach:

- Using third party DMPs target audience with high income who are interested and owning luxury cars
- Using different targeting within third party DMPs
- Usage of social platforms with native formats
- SA360 to boost search campaign effectiveness at the expense of advanced algorithms
- CM for tracking and managing all digital efforts , floodlights, audience lists, building attribution

Results:

- Third party data cost 2 times higher comparing to conventional banner CPM, but allowed CTR to grow in 10 times comparing to planned figures
- Social formats gave good recall and allowed to target premium audience within necessary frequency
- During optimization the new audience lists were created which brought 20% growth in CTR



Multi-Country Campaign

Advertiser: International Ukrainian Airlines



Goal:

- Deliver autumn promo proposal targeted on certain list of countries
- Maximize weekly cover, target certain interests, deliver 3 exposures per week and optimize CPM
- At second stage of the campaign to maximize amount of clicks and traffic on site

Inputs:

- Specific interests (traveling, tickets, etc.)
- TA (gender, 17 countries, age, cities)
- Black-list

Approach:

- Use DV360 to purchase inventory in set list of countries
- Provide optimization steps: browsers, cities within the countries, mobile application and sites which don't bring clicks or with low CTR
- Raise viewability to ensure quality of contact
- Exclusion of kids, youngsters and elder people

Results:

- Built cover and delivered promo proposal in 17 countries using one point of access
- Management of audience segments helped to raise CTR by 400%



Build new product awareness and conversions

Advertiser: MacPaw / Setapp (software for Mac devices)



Goal:

- Build awareness of new software
- Provide Mac users traffic on site
- Drive conversions – fill in registration form on site

Inputs:

- Mac users only
- Several countries
- Several video commercials for the awareness part of campaign
- Banners for conversion and remarketing part of campaign

Approach:

- Build Awareness by providing video campaigns targeted on Mac users and other appropriate audiences using 3rd party data
- Track awareness uplift using Brand Lift survey
- Focus on targeting options and inventory unavailable via Google Ads
- Optimize CPA and return through automated performance tools in DV360

Results:

- Product ad recall lift – 74,3%; Product awareness lift – 65,9%
- Vast cover of Mac users at the expense of 76+ AdExchanges in DV360
- Increased ROI at the expense of remarketing and similar audience
- Brought new users and conversions unavailable via Google Ads



L'Oreal Ukraine bring a younger audience to the hair colour category

L'ORÉAL
PARIS

Global leading beauty and cosmetics brand
Ukraine • loreal-paris.ua



**over a 4 week period in Nov 2018

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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The challenge:

- Casting Launch Renovation to recruit again young audience becoming their first hair color and to refresh brand image to regain core audience interest
- Build awareness of CCG as best solution in first coloring experience among non-users
- Switch TA back to CCG making non-loyal core ta try renewed brand
- Deliver new product image to CCG' loyalists

The approach:

- Segmented campaigns by region, URL's, category, additionally
- Implementation of DV360 Bid Multipliers to optimize campaigns with a target KPI and increase outcome from campaigns with necessary audiences
- Run complete in-view and audible automated bid strategy

Partnering with Zenith agency

L'Oreal Ukraine has worked together with Zenith for many years. Together they have implemented numerous large projects with ambitious business goals. Admixer, as a technical partner of Google Marketing Platform in Central and Eastern Europe offering optimization and support for Display & Video 360, partnered with Zenith to find the right strategy with suitable audiences for product activation.

Together, Admixer and Zenith developed a campaign optimization strategy for the DV360 to achieve planned KPIs. This solution was fundamental to success to engage a brand new audience

The results:

This approach helped L'Oreal make the most of their investment and better manage their monthly budgets. In the first month the cost per view decreased by 180% and the view rate increased by 145%. The Completed view rate was 152% higher than L'Oreal's benchmark for this product category

“ We are really impressed with the campaign results – thanks to technical capabilities of DV360 we collected valuable insights about the target audience and their interest for the next activation ”

— Anna Bilogortseva, Group Brand Manager OAP & Garnier Coloration, L'Oreal CPD, Ukraine

110%	145%	180%
Growth in viewability vs market*	Increase in view rate vs category*	Decrease in cost per view*

Google Marketing Platform

Zenith
The ROI Agency

* ADMIXER