Google

Webinar
Life of a Video Deal

June 19th

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Google

Agenda

Introduction
Focus sur l'achat programmatique (stratégie, KPIS, formats, brand safety…)
Life of a video deal
Q&A

Google

Direct programmatic

Optimize your sales strategy by better understanding the buy side perspective

Camille Yemsi

Programmatic Video specialist

What buyers are looking for

Google

What advertisers are looking for when centralizing video buying in DV360 ?

More Efficient
Reach

Capture **user attention**
In an evolving ecosystem

Centralized
Measurement

What advertisers are looking for when centralizing video buying in DV360 ?
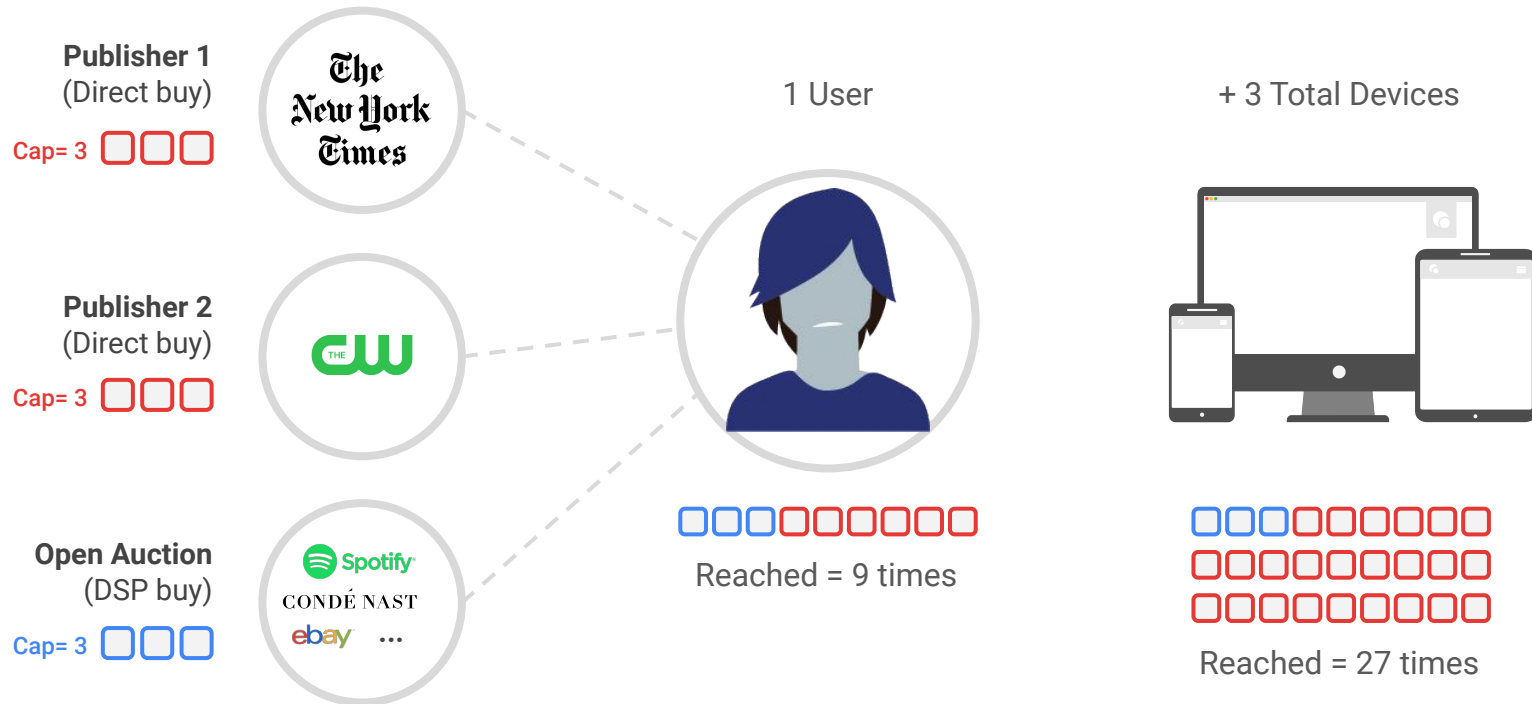
More Efficient
Reach

Capture **user attention**
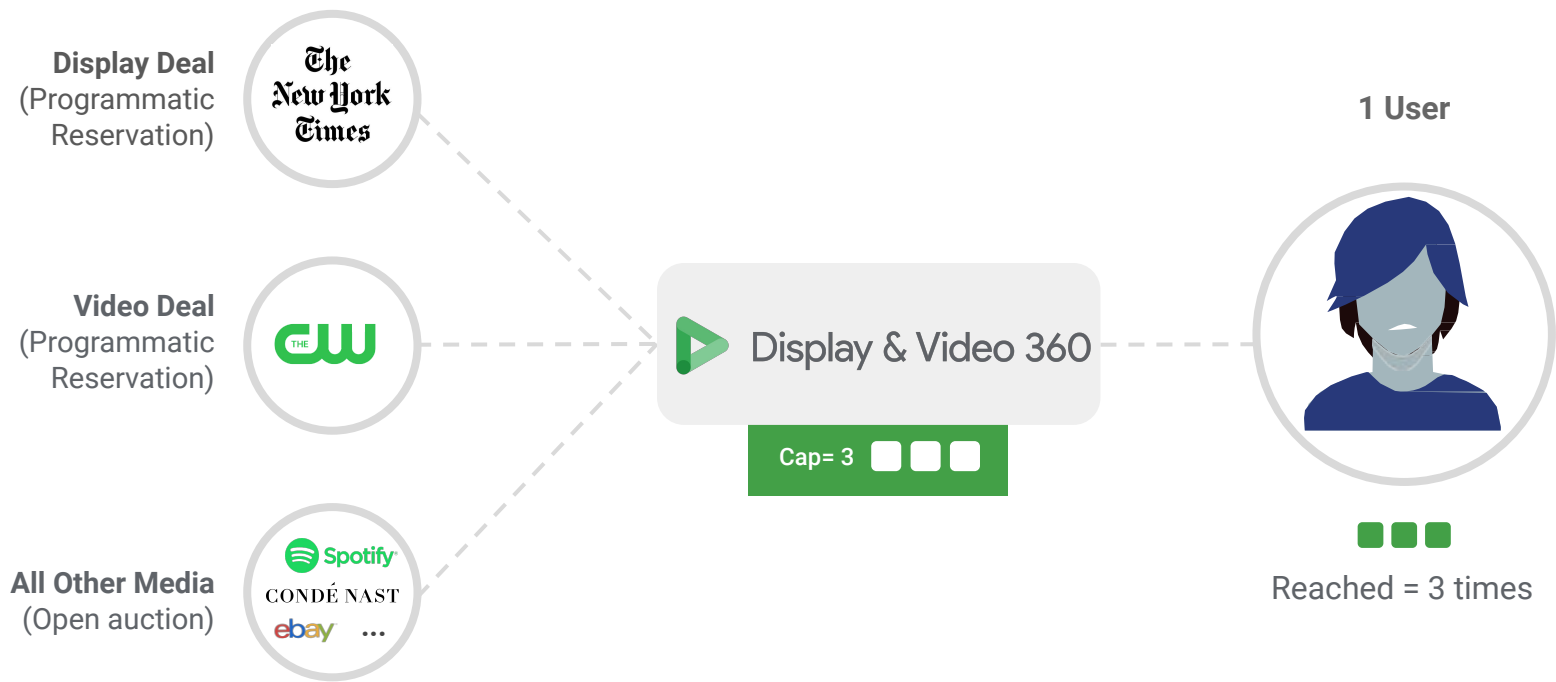In an evolving ecosystem

Centralized
Measurement

Unconnected digital buys can't manage frequency and this results in overexposing some users.
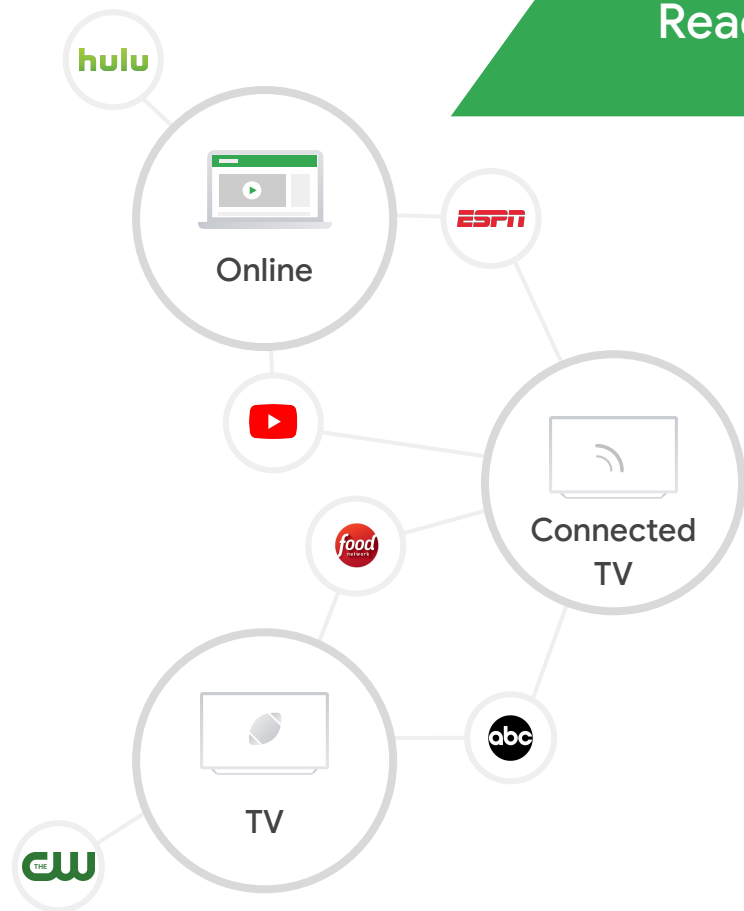
Publisher 1
(Direct buy)

Cap= 3

The New York Times

Publisher 2
(Direct buy)

Cap= 3

THE CW

Open Auction
(DSP buy)

Cap= 3

Spotify
CONDÉ NAST
ebay
...

1 User

Reached = 9 times

+ 3 Total Devices

Reached = 27 times

...and not to mention if the advertiser is using multiple DSPs!

Google

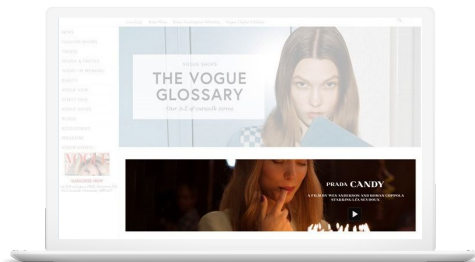Centralised buying enables you to have more control via Cross Campaign Optimisation

Reach

Display Deal
(Programmatic Reservation)

The New York Times

Video Deal
(Programmatic Reservation)

THE CW

All Other Media
(Open auction)

Spotify
CONDÉ NAST
ebay ...
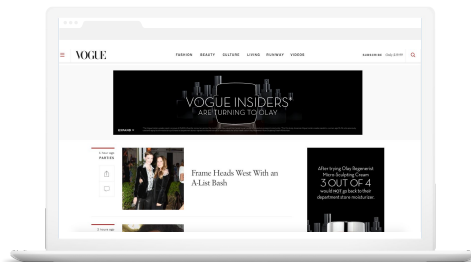
Display & Video 360

Cap= 3

1 User

Reached = 3 times

Google

Alongside accessing multiple formats...
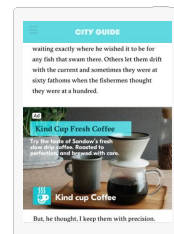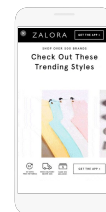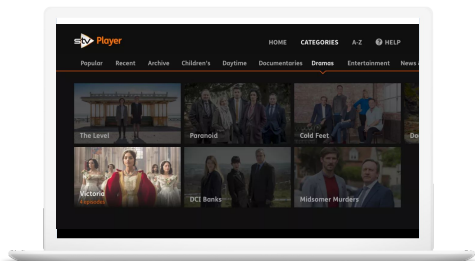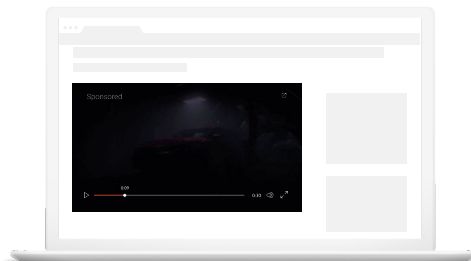
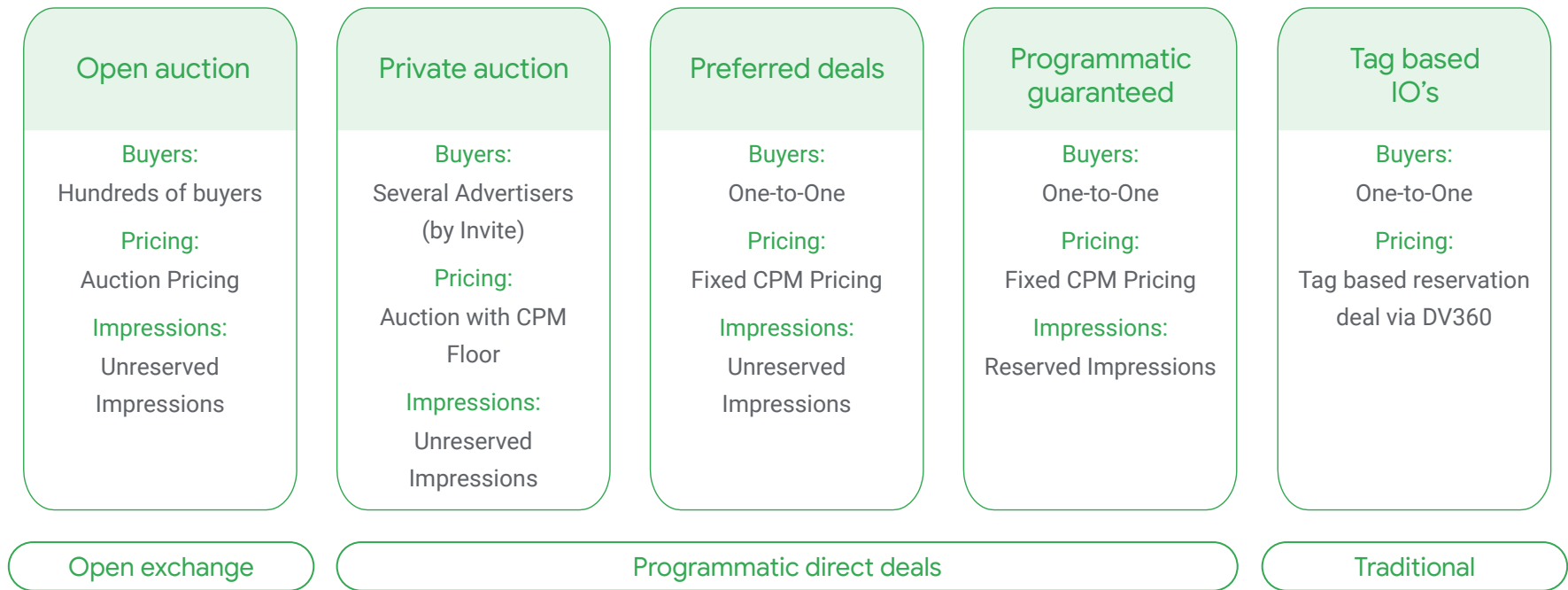High Impact Display

Display

Native

In-App Ads

TV

Video

Gmail ads

Audio

Google

...And multiple buying types to meet the buyer's needs

Open auction

Buyers:
Hundreds of buyers

Pricing:
Auction Pricing

Impressions:
Unreserved Impressions

Private auction

Buyers:
Several Advertisers (by Invite)

Pricing:
Auction with CPM Floor

Impressions:
Unreserved Impressions

Preferred deals

Buyers:
One-to-One

Pricing:
Fixed CPM Pricing

Impressions:
Unreserved Impressions

Programmatic guaranteed

Buyers:
One-to-One

Pricing:
Fixed CPM Pricing

Impressions:
Reserved Impressions

Tag based IO's

Buyers:
One-to-One

Pricing:
Tag based reservation deal via DV360

Open exchange | Programmatic direct deals | Traditional

Google

Products and Features that make Media Consolidation possible **and better**

Parity with Reservations

→ PG Sponsorships

→ PG + Custom Creatives
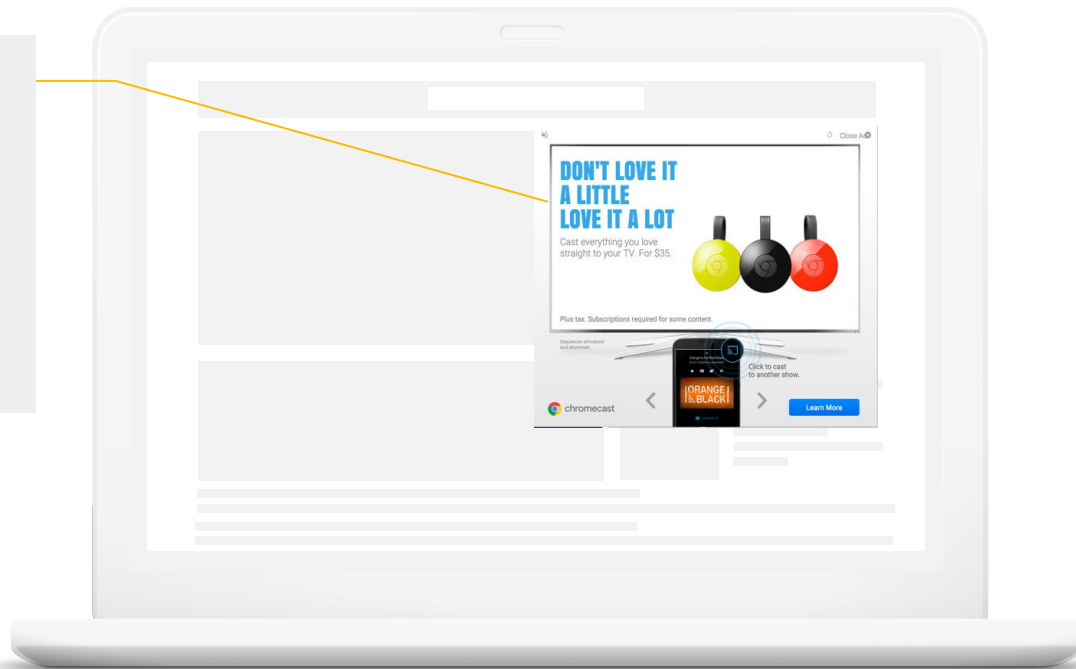
→ PG + 3P Exchanges

Improving Reservations

→ Cross Campaign Optimization

→ PG + Frequency Management

→ PG + Audience Lists

Google

Programmatic Guaranteed with Custom Creatives

Enables Publishers to serve **High Impact Rich Media** & **Customized Creatives** not supported in **Buying Platforms** by **hosting them in Ad Manager.**

Offerings vary by publisher, but commonly used formats include:
- Skins
- Native Units
- Custom Creatives
- Third Party Creatives
- Ad Manager Creative templates

Google

PG + Audience Lists

At any point in a proposal negotiation, buyers can attach one or more audience lists to the PG RFP.
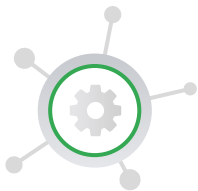
Leveraging a unique connection between DV360 and Google Ad Manager, a publisher can forecast against a user's audience list and reserve only those impressions for the buyer.

The actual buyer list is never exposed to the publisher.

- 1P Audience Lists
- 3P Audience Lists

Google

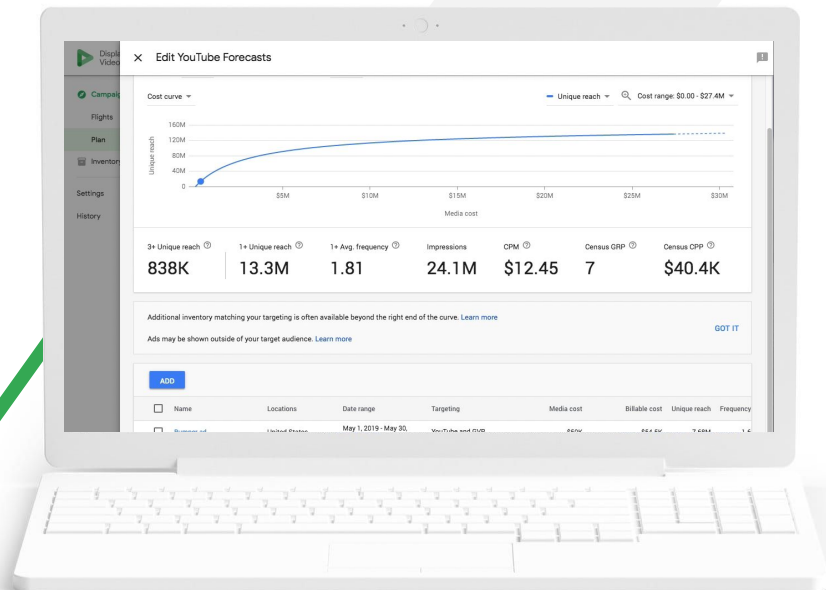# Understand and control your reach and frequency across Google and partner media

Reach Planning

Understand how many **unique people** you can expect to reach across your entire campaign with **de-duplicated reach forecasting**.

Frequency Management

Manage **cross-device frequency** of your entire campaign on YouTube, Gmail, and Google Partner Inventory.

The **benefits** of reach planning in Display & Video 360

Understand the **reach** of your campaigns

Accurately forecast the reach of your YouTube and open auction campaigns bought **programmatically**.

Explore **audience** combinations

Explore how combinations of Google, 1P and 3P **audiences** impact the reach of your campaigns.

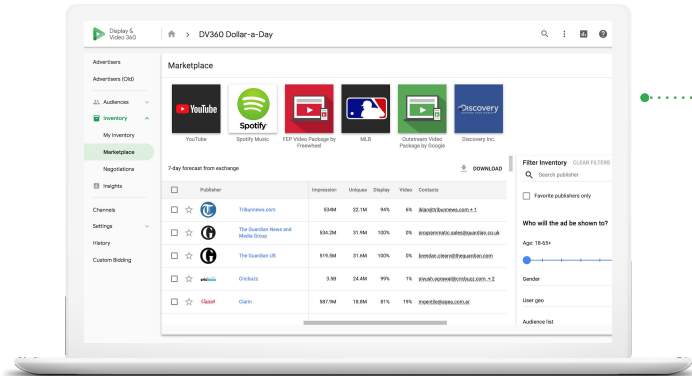### Available **globally,** directly in the UI

Self-service, fast outputs, and available directly in the UI in all markets where Unique Reach is available (50+ markets).
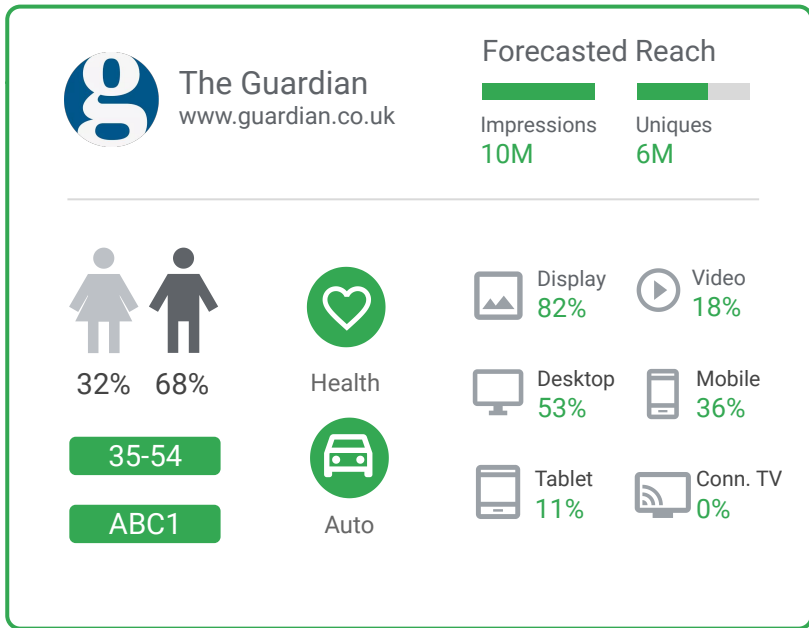
Display & Video 360

Value of DV360 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

The Guardian
www.guardian.co.uk

Forecasted Reach

Impressions
10M

Uniques
6M

32%   68%

Health

35-54

ABC1

Auto

Display
82%

Video
18%

Desktop
53%

Mobile
36%

Tablet
11%

Conn. TV
0%

Google

What advertisers are looking for when centralizing video buying in DV360 ?

More Efficient
Reach

Capture **user attention**
In an evolving ecosystem

Centralized
Measurement

Engage with potential customers to drive results

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

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

Ensure your ads are seen and heard

Viewability and audibility drives brand lift

What is classed as viewable?
(IAB 2017)

▶ **Display**

50% of ad in view for at least **1 second**

▶ **Video**

50% of ad in view for at least **2 seconds**

▶ **Google solution: ActiveView**

Measure the amount of ads viewable, as a percentage of the total ads

Open Exchange Video Inventory

Leverage best-in-class automated bidding solutions to drive viewability and audibility across open exchange video inventory.

Complete In-View & Audible (CIVA)

Time On Screen 10sec (TOS10)

Active View Optimisation

Display & Video 360

Engage users with high impact formats

Delight users with engaging, immersive ads

Made for mobile, user-first formats: designed to delight users, not distract or annoy

Built to scale: Available across Google Ad Manager publishers

Easy to build: Utilize our easy-to-use, visual creation tools that enable collaboration with your Creative teams
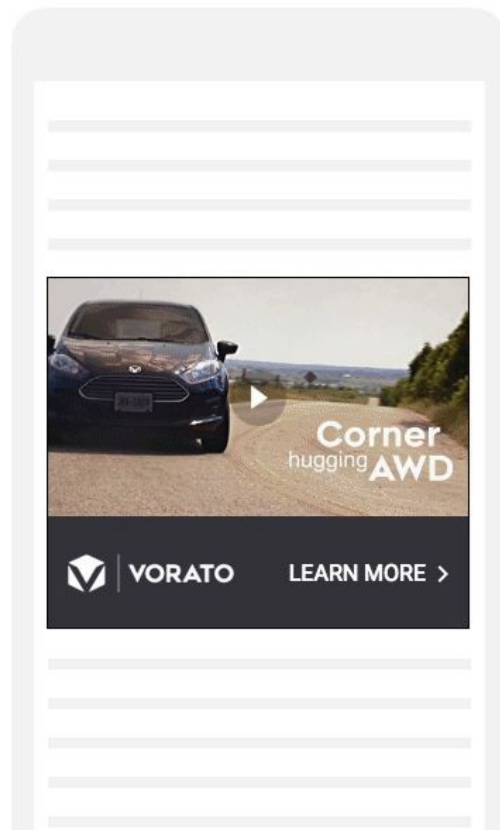
Google

Example of high impact format: Flipbook

Flipbook is an out-stream video format that plays only when the ad is visible and the user is scrolling, not when the user is reading content.

It piques the user's interest by pairing the video play with how the user scrolls, teasing a sight and motion experience in both forward and backward directions.

Google

Use Case: how Maybelline tested the full value of programmatic marketing?

MAYBELLINE

Google

1: Create awareness with a first video campaign

Google

2: Viewers segmentation and personalized message

FUNCTIONAL USER

TREND USER

MAKE-UP USER

Google

3: Content creation inspired by Search queries

4: Promotional offer adapted to the content previously viewed

MASTER SHAPE

BROW DRAMA

BROW SHAPE

5, 6, 7 : Clients retention

5. COLLECT PURCHASE DATA

6. RETARGET WITH HOW-TO VIDEO

7. PROMPT USERS TO REVIEW

Google

What advertisers are looking for when centralizing video buying in DV360 ?

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Capture **user attention**
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Centralized
Measurement

Understand the impact

Leverage **measurement solutions** directly in the platform to understand the **impact** of your media

Display & Video 360

Measure the marketing impact of their campaign across media

Awareness

Unique reach across devices
On-target reach
Viewability

Consideration

Website visit
Consideration Lift, Brand interest
Completion rate
Interaction time

Purchase

Purchase intention Lift
Online conversions (view-thru /
click-thru)
Offline conversions

Advocacy

Frequency of website visits
Newsletter subscription
YouTube channel engagement
Repeat Purchase

Google

You can work with **your preferred** measurement partners directly in the platform

Campaign Manager

Analytics 360

DoubleVerify

IAS Integral Ad Science

MOAT

Display & Video 360

Leverage Google's free solutions to **measure the impact** to your brand awareness

Unique **Reach**
Did my campaign reach my desired audiences?

Understand how many people your campaigns reached and how many times, across devices and formats.

Accredited by the Media Rating Council®

Brand **Lift**
Did my campaign capture attention?

Measure the metrics that matter with results you can trust, to improve campaign effectiveness mid-flight.

BENEFIT
Measure holistic reach and frequency of <u>all</u> campaigns across inventory, devices and formats!

BENEFIT
Measure impact to brand perception for <u>all</u> campaigns across inventory, devices and formats!

Display & Video 360

Ask the right question based on your objective

Align your **brand lift** metric with your creative asset, ad format, audience strategy and overall campaign goal.

Campaign goal	Brand Lift Metrics	When to use
● Awareness	Ad Recall	For any eligible campaign
	Brand Awareness	Following a Brand / Product launch
● Consideration	Consideration	When the creatives have a clear call to action to drive consideration
	Favorability	When the goal is to building brand equity
● Action	Purchase Intent	When the creatives have a clear call to action to drive purchase / action

Ad Serving with Campaign Manager: Centralisation for online marketing

Measure all media, all channels, all devices

Search

Reservation Media

Video

Affiliates (emails, calls etc.)

Social

Programmatic Display

De-duplification

Frequency Management

Media Optimisation

Path to Conversion

One platform to centralise, analyse, and act on a single view of the customer

Attribution in Campaign Manager across all online touchpoints

10% Conversion Rate

Video   Search   Display   Website   Social

6.5% Conversion Rate

Large impact on conversion rate

Attribution Modelling Tool

Enables you to compare the different models of assigning credit to your marketing channels

• Last Interaction

• First Interaction

• Linear

• Time Decay

• Data Driven Attribution

Google

Life of a video deal

Samuel Loirat & Erwan Ortolland

Q&A

Google

Toutes les réponses à vos questions 1/2

Est-ce possible de combiner une stratégie Open Auction avec un deal PG ?

Quels sont les KPIs les plus regardés ?

Quels sont les KPIS et leur pondération dans la décision d'achat?

Les agences communiquent toujours avec l'ID de siège, valeur que l'on trouve aisément en programmatique direct (PD etc) mais pas dans les PA, il est dommage d'être obligé d'aller dans la partie PD, chercher l'ID, noter le nom, retourner dans la partie PA, rechercher par nom...il serait judicieux d'ajouter les ID dans la partie PA SVP
Une requête a été faite et communiquée aux équipes produits

Les deals vidéos ont-ils besoin d'un ad unit ou d'un tag spécifique ?
Le tag vidéo est nativement intégré dans l'outil, et est disponible au moment de la génération de l'ad unit

Y-a-t-il des éléments à prévoir pour les deals PG sur des emplacements outstream type in-article ?
Lors de la mise en place du targeting de votre line item, il faudrait préciser "display" dans le choix de l'inventaire, et s'assurer que l'expérience "video" est bien activée dans votre interface "Protections"

Google

Toutes les réponses à vos questions 2/2

Optimisation de la visibilité et du taux de complétion (70%-70% minimum) sur les formats instream et outstream
Nous vous transmettront les éléments, articles, relatifs à l'optimisation de ces formats

Nous avons des KPIs assez catastrophiques avec votre template native outstream (25% de complétion) - Comment l'optimiser ?
Plusieurs éléments peuvent l'expliquer l'emplacement, le taux de rebond... Contactez votre account manager pour une investigation plus poussée

Quelles sont les modifications qu'un acheteur peut faire de son côté sans mettre en pause le deal ou sans demander validation à la SSP (exemple: changement budgétaire, capping)
A l'exception de la créative, et des métriques de suivi, tous les autres éléments (contractuels, ciblage, période d'exécution du deal, capping) sont uniquement modifiables côté éditeur.
DV360 => nécessité d'utilisation de DCM, et de créer un site lié au publisher et activer le le tag spotlight

Spécificités à considérer selon la taille des players
Aucune. En OA, les buyers peuvent choisir la taille (petit / moyen / grand), les acheteurs auraient davantage tendance à choisir la taille la plus grande. La taille physique des players est ajoutée par défaut dans les bid requests

Thank You!

Google