

A young girl with braided hair, wearing a pink shirt and denim overalls, sits on a tiled roof reading an open book. A young boy in a blue and white striped shirt and denim shorts sits next to her, holding a flashlight that illuminates the book. The background is a dark, starry night sky.

# Digital Ad Strategies explained Programmatic & Native

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# Ad strategies explained

The challenges

The opportunities

The problems

The solutions

The examples



# Publishers' Headaches



# Publishers' headaches The commodity trap

Increasing competition causes fast decreasing ad unit prices.

Importance of media brands decreases for advertisers as they shift towards data-driven advertising models.

# Publishers' headaches The platform dilemma

The mobile screen is users' first choice, but it displays less banner positions than the desktop. Therefore the ad inventory shrinks.

# Publishers' headaches

## The data gap

As users rarely log in, or buy content, publishers can only offer little data to advertisers.

Even worse, most publishers are unable to attribute additional third-party data.

# The opportunities



# The Opportunities Media Usage is higher than ever

Micro Moments:  
Technology drives  
media usage,  
regardless of time  
or location.

Media usage is now  
at to 10 hours per day.

People look for  
music, games, news,  
video, messaging.



# The Opportunities Advertising will not disappear

13.000 ads  
per day – the number  
is still rising!

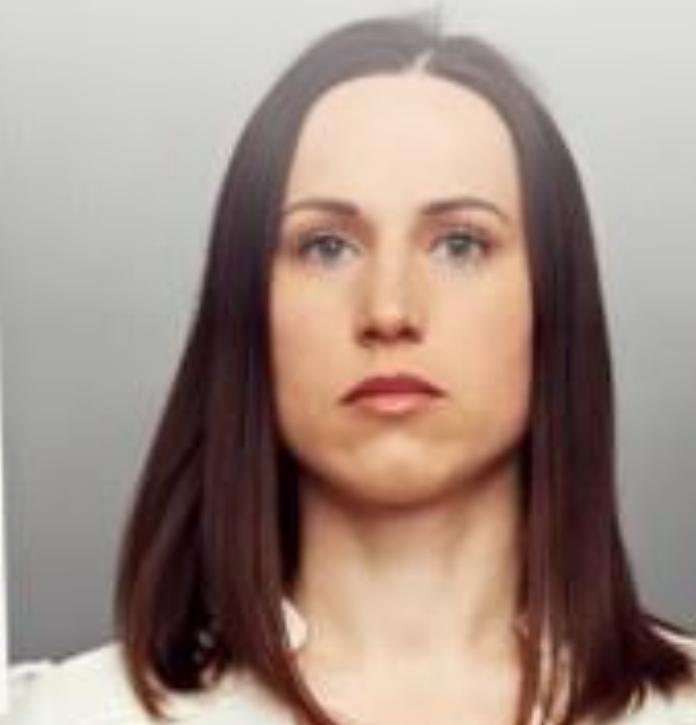
# The Opportunities Storytelling is successful and a home game

People follow stories from their personal reference group rather than products or brands.

Content is publishers home play and delivers the most valuable marketing tools in a time of information overload, including:

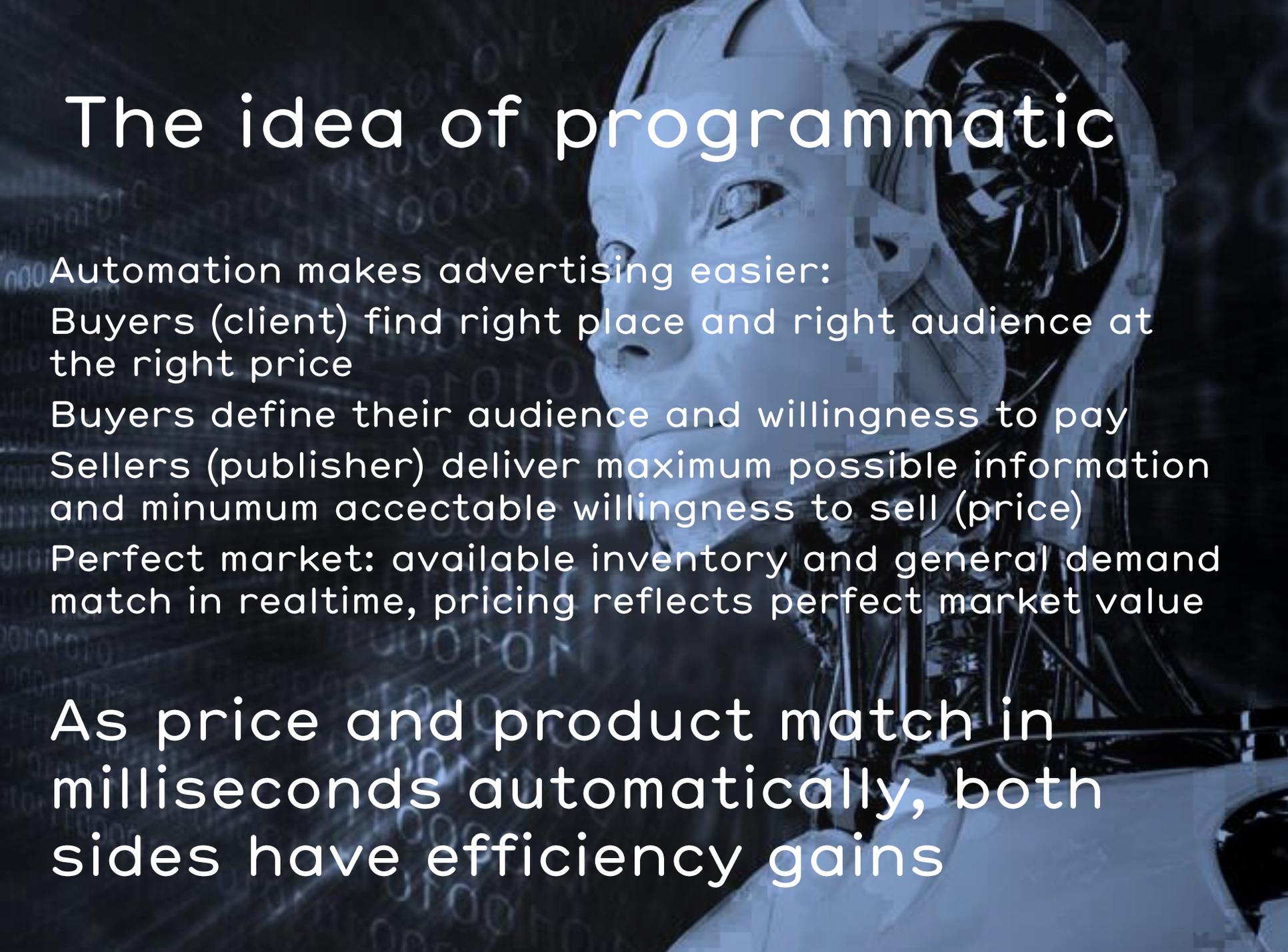
- Social marketing
- Search marketing
- Direct marketing

# The Opportunities Advertisers need user engagement & data



# Problems with data & programmatic

# The idea of programmatic



Automation makes advertising easier:

Buyers (client) find right place and right audience at the right price

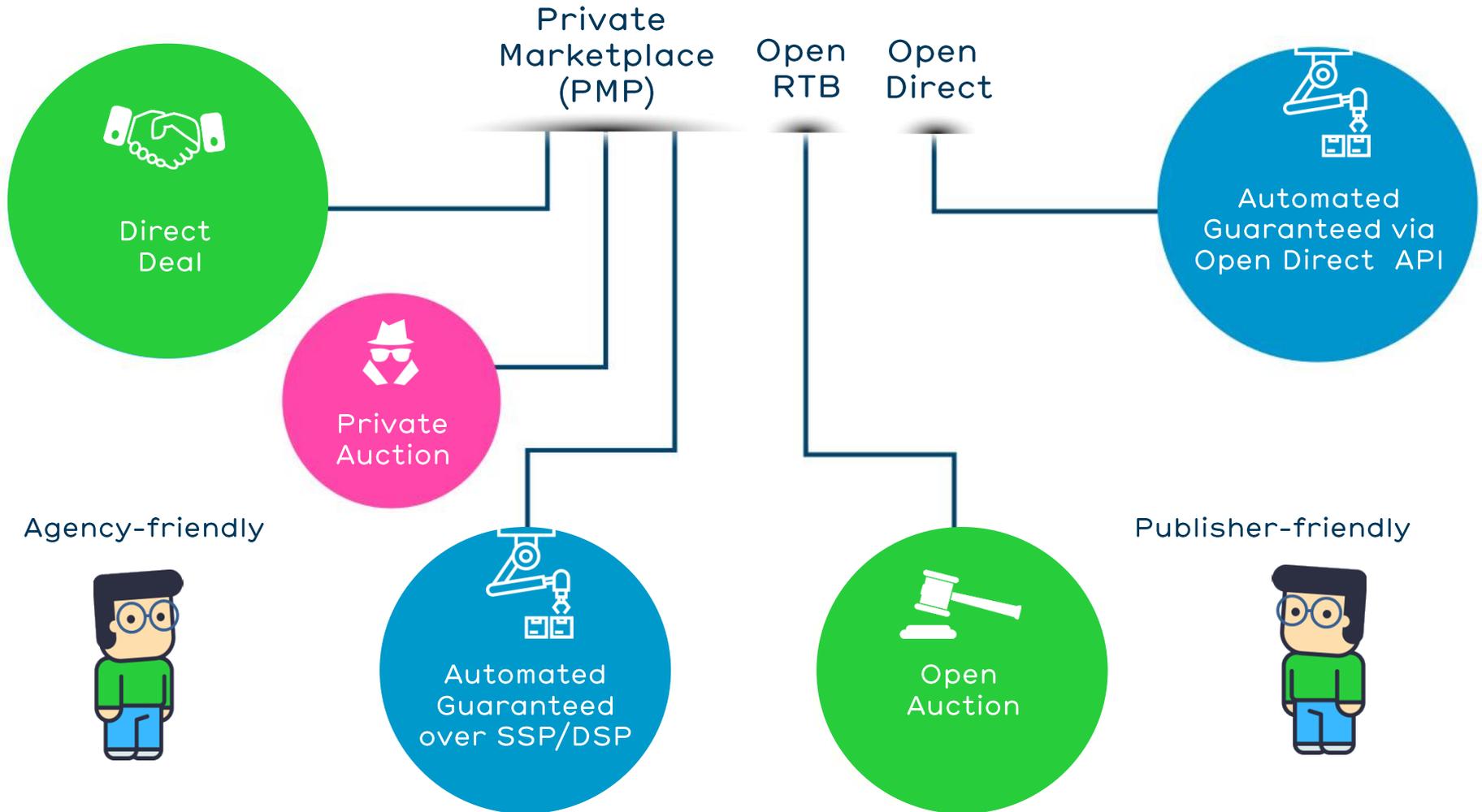
Buyers define their audience and willingness to pay

Sellers (publisher) deliver maximum possible information and minimum acceptable willingness to sell (price)

Perfect market: available inventory and general demand match in realtime, pricing reflects perfect market value

As price and product match in milliseconds automatically, both sides have efficiency gains

# Programmatic Advertising: the basic setup



# Reality of programmatics I



## Interest of buyer and seller are not corresponding

Publishers intent to package the audience in bigger pieces, as this increases average revenue per ad flight.

Advertisers want to take a closer look at an audience beforehand, in order not to buy weak ad units

# Reality of programmatic II

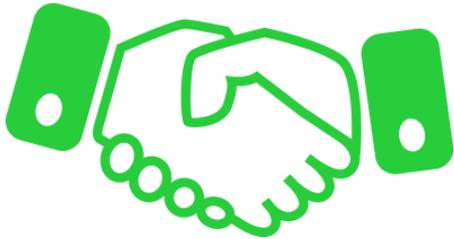


Technologies are hardly corresponding: Big ad networks (Google, Xaxis, Facebook) are building walled gardens and take few efforts to integrate other systems

Too many intermediates make the cake smaller for everyone

There is an ongoing need for strategic adaption, a kind of prisoner's dilemma as advertisers interact to that

# Private Marketplace (PMP)



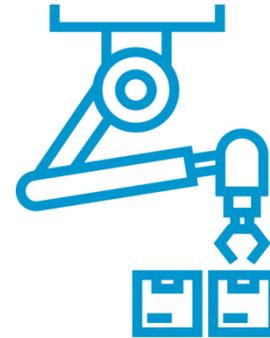
## Direct Deal

- Deal between client and publisher
- Client takes a 1st Look
- Client and Buyer know each other
- CPM is negotiated and fixed – no bidding
- No guaranteed volume



## Private Auction

- Publisher invites a selected group of clients
- 2nd Price Auction via Floorprice
- No guaranteed volume



## Automated Guaranteed

- Publisher delivers a certain number of Impressions (capped)
- client can take them, but has no obligations
- No guaranteed volume

Client friendly: Client has no commitment– picks ad impressions that fits to the campaign

# Open RTB



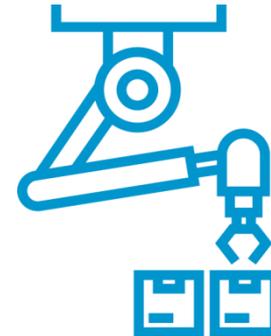
## Open Auction

- Publisher can create blacklists
- CPM is negotiated and fixed – no bidding
- No guaranteed volume

### Client-friendly:

No commitment, clients picks the ads he needs

# Open Direct



## Automated Guaranteed

- Adserver Open Direct API - no bidding
- Publisher sells packages and places them in „storefronts“
- Fixed numbers of impressions
  - Client has to buy them
  - Volume is guaranteed

### Publisher-friendly:

Client has to pick the ads on offer

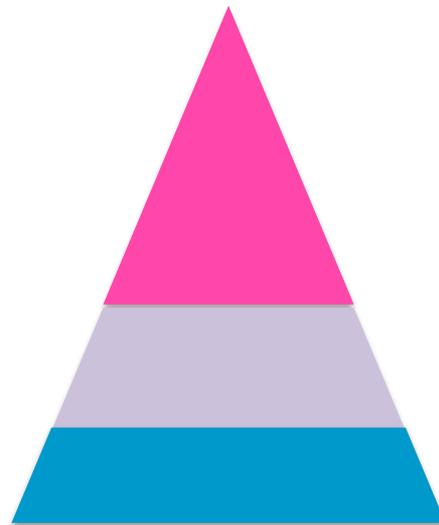
# Programmatic: Key lessons for publishers

- 1.) Understand your advertising partner's technology and terminology – there are 1.900 ad-technology providers
- 2.) Clear price strategy: do you want to optimize revenues short- or longterm? How deep is relation to advertisers?
- 3.) Do not underestimate human effort: if you want to maximize monetization, you might even increase staff
- 4.) Train your team: it's all about information & technology, expertise will make huge difference in terms of revenues
- 5.) Close all holes: outsourcing sounds good, but as soon as you do, revenue drivers & sales competence slips away

# SSP und Adserver 2 Systems: Sequential Adserving

First all direct sold campaigns are served, RTB follows  
For a network like styria digital one, this is very complex

Sequential Adserving



Ad inventory



direct



SSP

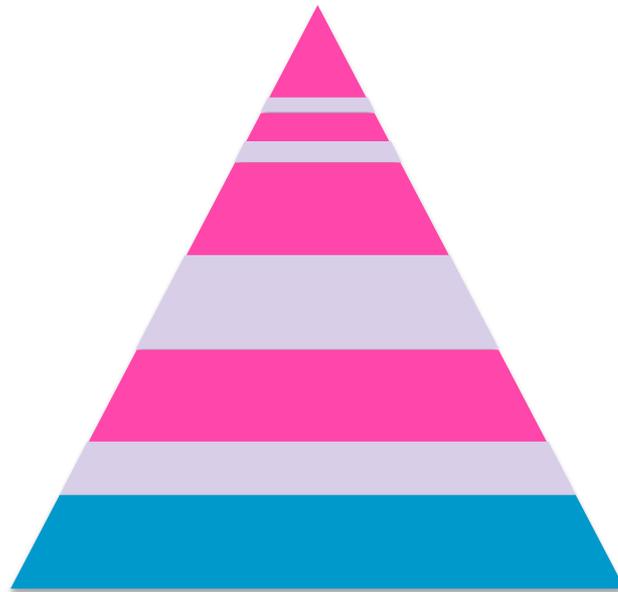


unsold

# SSP & Adserver integrated: Holistic Adserving

Decision on the individual ad impression, if needed for RTB or if it will be directly sold. Better optimization of revenues.

Holistic Adserving



Ad inventory

 direct

 SSP

 unsold

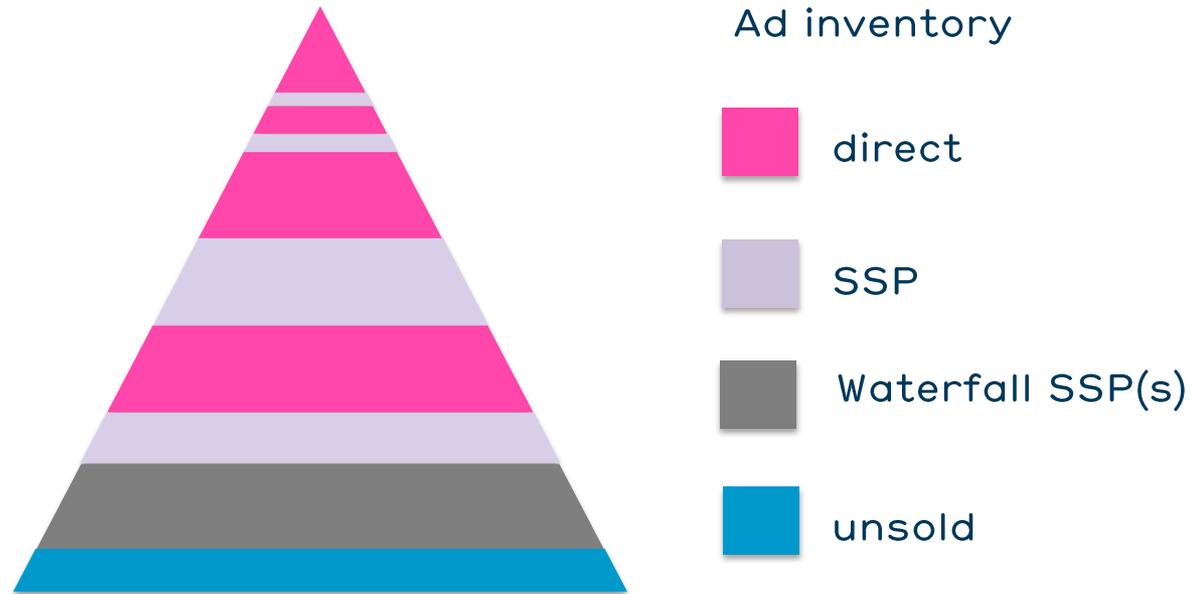
RTB  
Impressions  
used in 1<sup>st</sup> tier



# SSP & Adserver integrated: Holistic Adserving + waterfall

Additional SSPs are added, to reduce the unsold inventory

Holistic Adserving + waterfall



# Learnings for styria digital one

- 1.) Go „fullstack“, meaning that the marketplace is integrated part of adserver, otherwise you pay much and loose inventory
- 2.) Everyone is learning, everyone makes mistakes
- 3.) You can't be successfull in programmatic if you do it on the fly – it needs your full attention - much will go wrong
- 4.) Make sure you have a stable basic demand for your inventory to lift prices in the auctions
- 5.) Don't believe all the promises of technology providers – it won't work automatically, you need time to fix bugs
- 6.) Keep setup simple, it's better than being a front-runner

# Challenges with native advertising

# Basic idea of native advertising

Native Advertising is about distributing high-end, engaging content, that is sponsored by advertisers, clearly labeled and integrated into the editorial content from a visual and storytelling perspective.

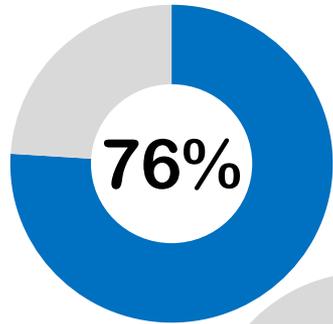
What you do: Adapt the advertising content to the storytelling techniques and language of the publisher and its target groups.

Be aware: the advertising has to create clear benefits for the users.

What you need: native advertising units that work as teasers and lead to the native ad content

# Our chance: Advertisers are a bit lost

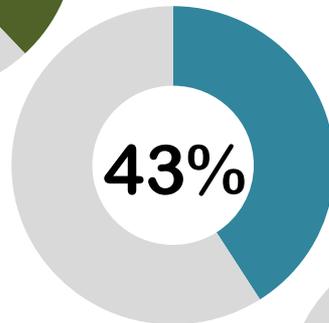
# Everybody does content marketing, but only few advertisers have a strategy



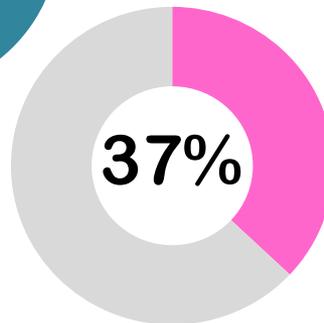
use content marketing as part of their communication



have content marketing effectively implemented in their organisation

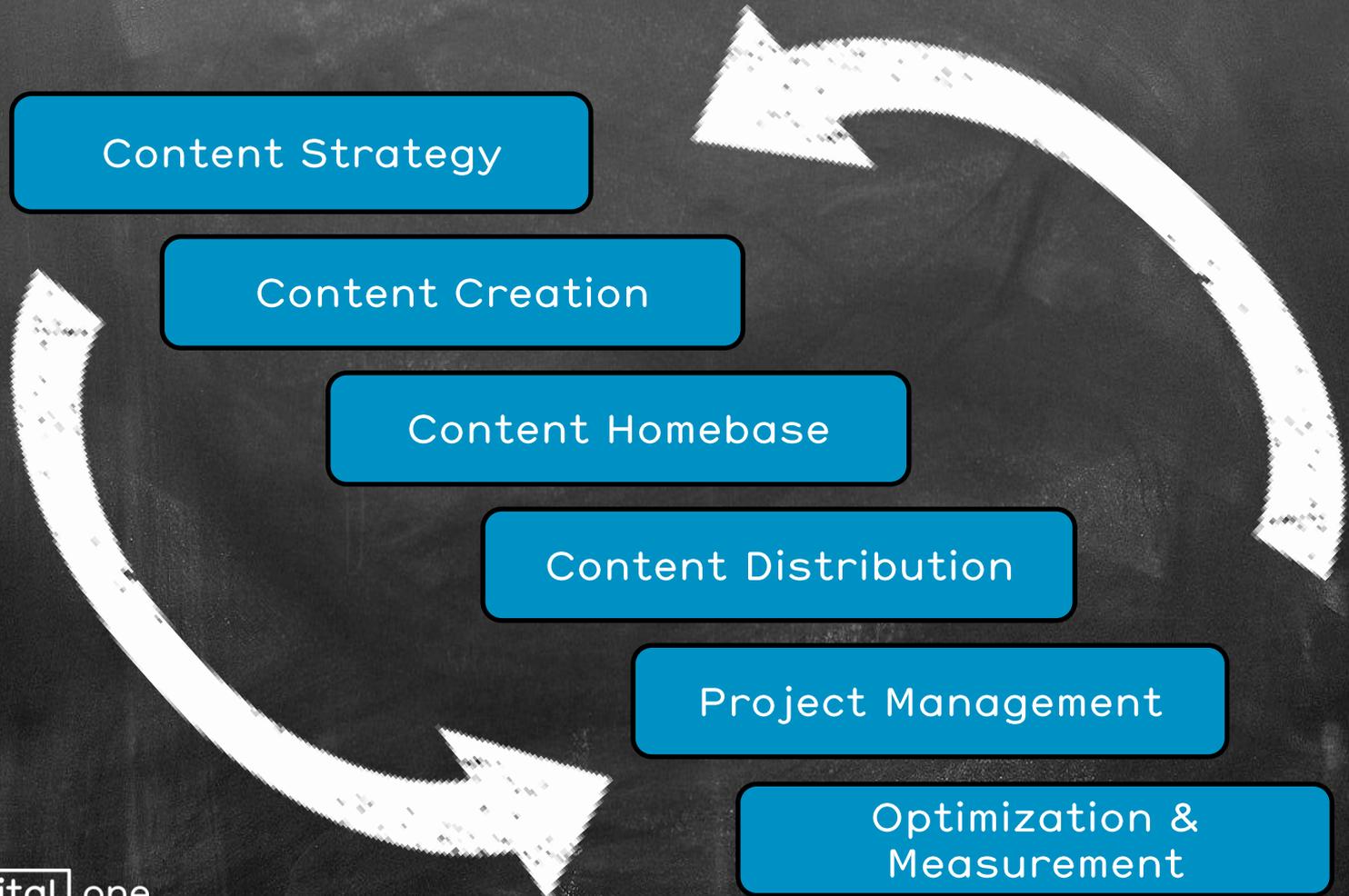


know what an efficient content marketing strategy looks like



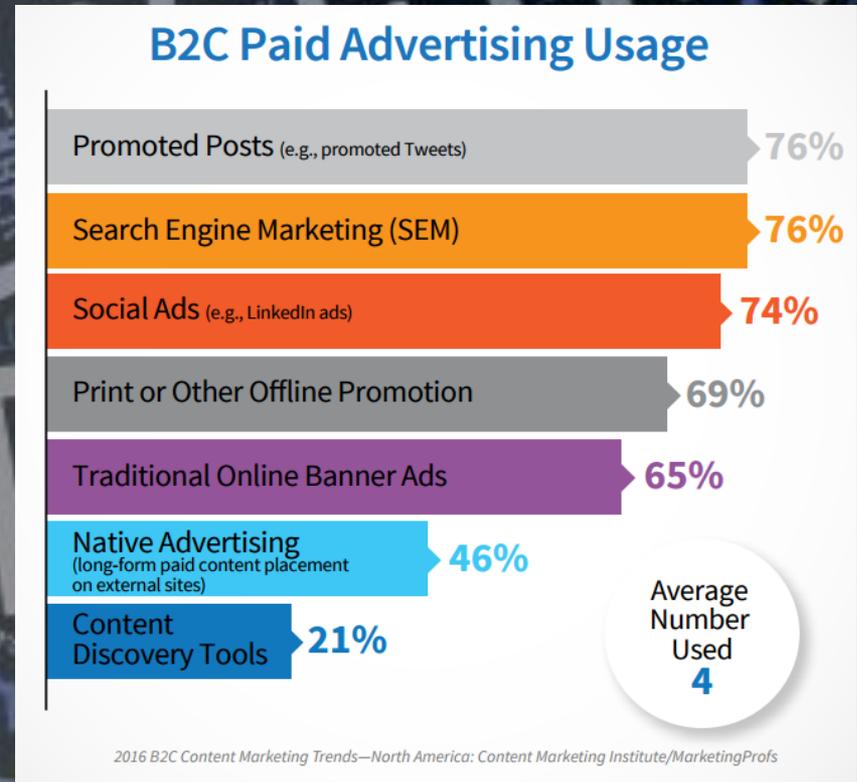
have a documented content marketing strategy

# Native Advertising needs Project Management



# What clients want vs. need

Branded Content  
Storytelling  
Sponsored Content  
Native Ad Unit  
Scrollytelling  
Content Marketing  
Buyer Personas  
Curated Content  
Sponsored Stories  
Content-driven Advertising  
Native Advertising  
Native Content Marketing



# Success factors – you need to measure!

1.

Reach:  
How many  
users?



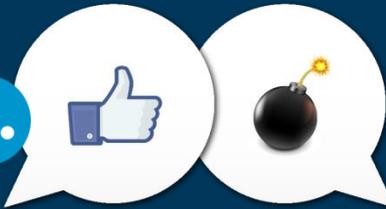
2.

Costs:  
Costs of  
creation?



3.

Opinion: What is the  
impact of user  
conversations  
regarding your  
content in social  
networks?



4.

Engagement:  
How deeply are users connected  
to your content?



5.

Output:  
How many  
leads?



# Native Advertising: Key lessons for publishers

1. „Put your client on a pedestal“ – advertisers need 360 degree solutions, being overwhelmed by new ad formats
2. As native advertising brings increasing production costs, make sure the added value is visible to the client and can be charged additionally to the media budget
3. Google & Facebook could be part of the solution
4. A broad variety of ad products can make the difference – Native Advertising is the new premium advertising.
5. Your digital news room knows what works – make sure you build knowledge bridges to your native teams.

# How to act as an ad agency without being one

Focus on: excellent consulting, conception & project management, build a network of internal & external experts that you can partner with



BAUER  
works

axel springer  
corporate solutions

BrandStudio

theguardianlabs



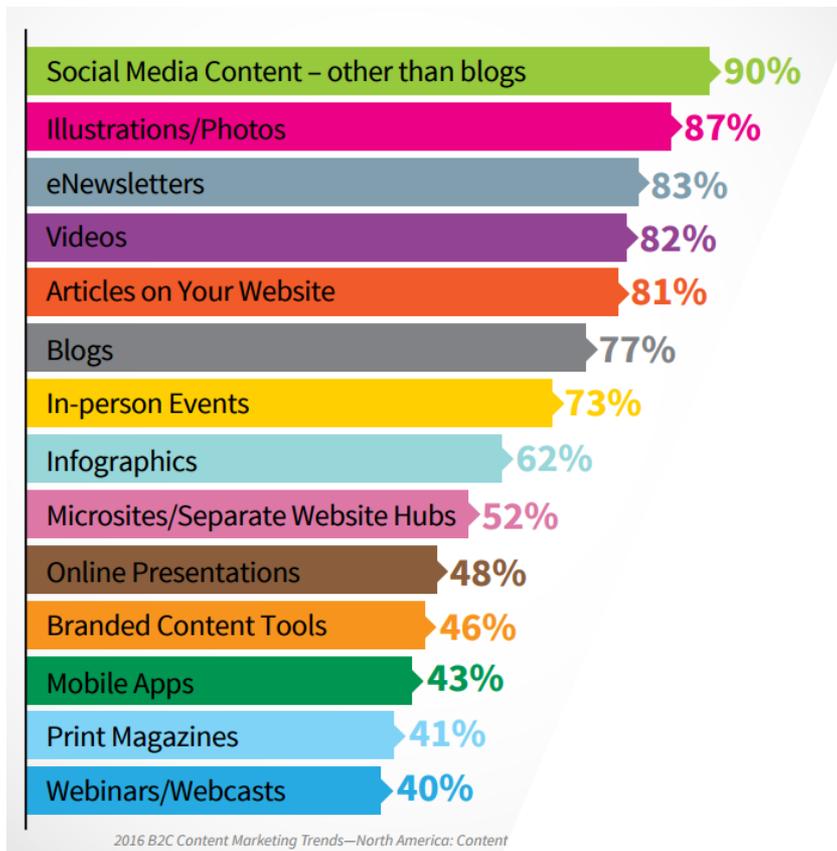
styria digital one

# You want be able to achieve scaling effects





# This might be your „standard“ native portfolio

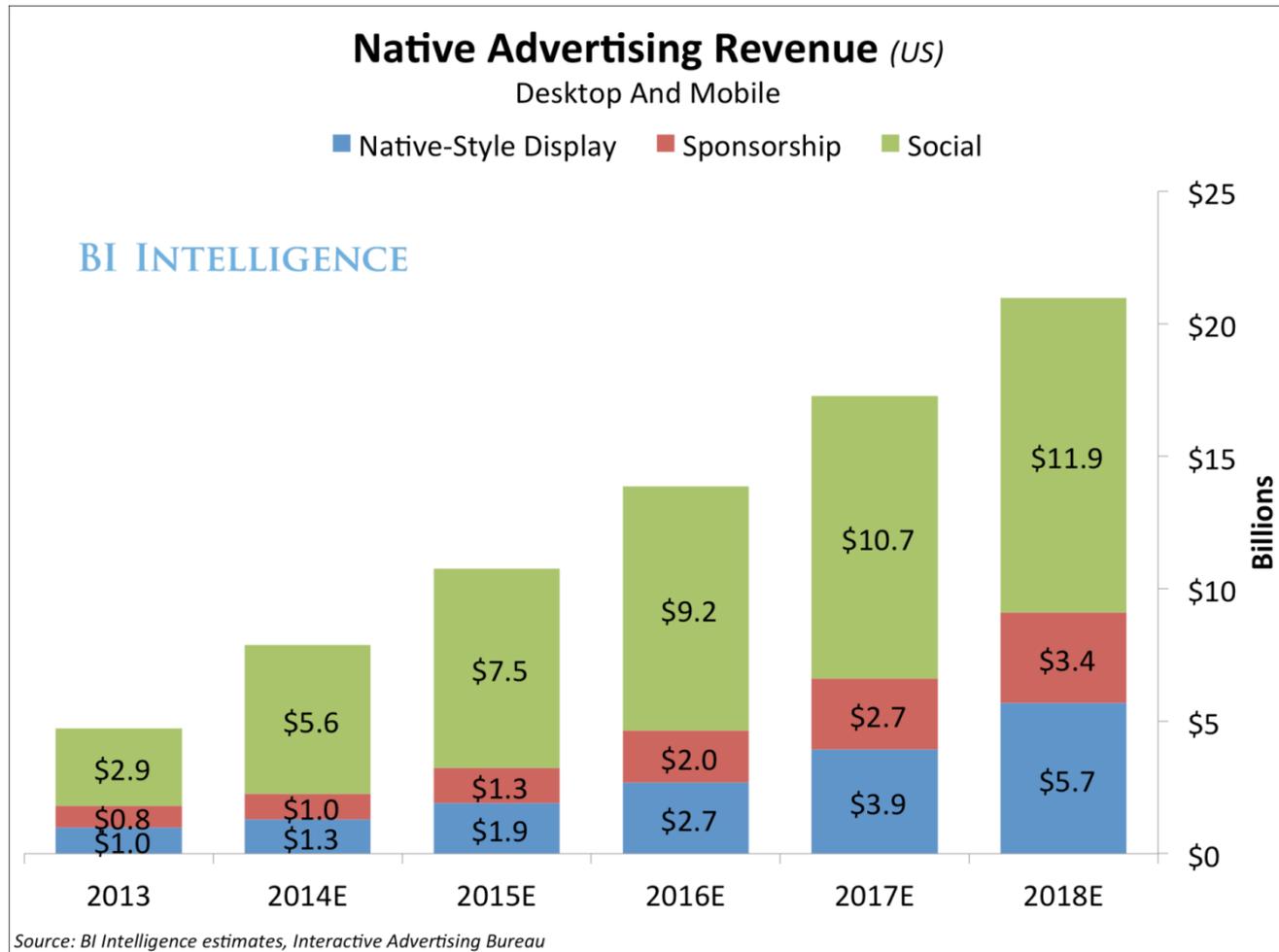


- Content Hubs
- How-to's
- „Snowfalls“ (Scrollytelling)
- Videos
- FAQs
- Guides
- E-Books
- Webinars
- Infographics
- E-Mails
- Vlogs
- Blogs
- Podcasts
- Photo blogs
- White Papers
- Surveys
- Quizzes
- Interviews
- Memes
- Content Curation
- Case Studies
- Illustrations
- Slideshares
- Quotes
- Market research

# Native Advertsing: styria digital one's key lessons

1. Act like an agency and provide the full solution to the client. This is the competitive advantage over the big tech players
2. Partner with your editorial teams: You share the brand, the engagement and the audience and break former borders
3. Train the people – make a shift from sales to consulting

# It's all about the money





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case study  
#woimmerdubist  
#whereeveryouare

# DEFINITION OF THE missTARGETGROUP



The **targetgroup** of our brand **miss** are **young women between 16 and 35**.  
The **Household Decision-Makers of the future**



# SMARTPHONE IS THE FIRST SCREEN FOR THE missTARGETGROUP

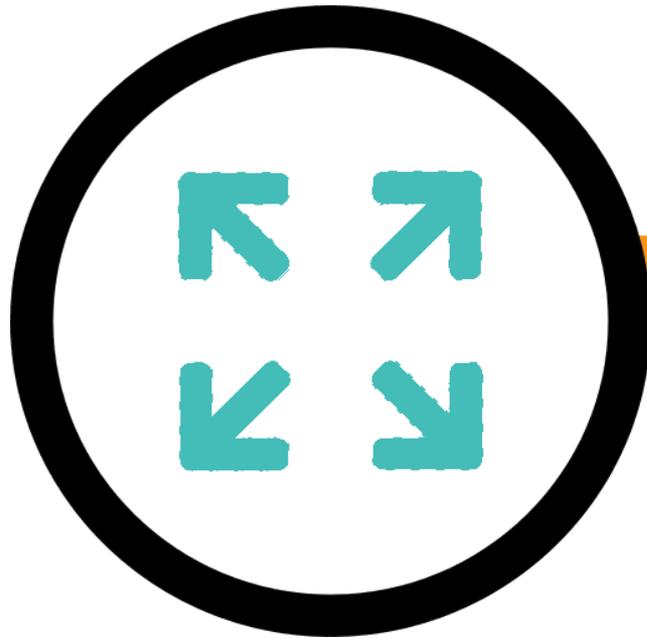


The **smartphone** is at the center of the **targetgroup-mediausage**, as a tool for entertainment, interaction and information



The **missTEAM** represents the **missTARGETGROUP**:  
In the editorial unit, the targetgroup is writing for the targetgroup!





**Maximizing the reach** when it comes to the targetgroup of young women



**Maximizing the engagement** (=closeness to the users)

# INCREASE ON FACEBOOK IN 2015



**+211%**

IN 2015 miss POSTS HAD:



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**3.702.536**

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**LIKES**

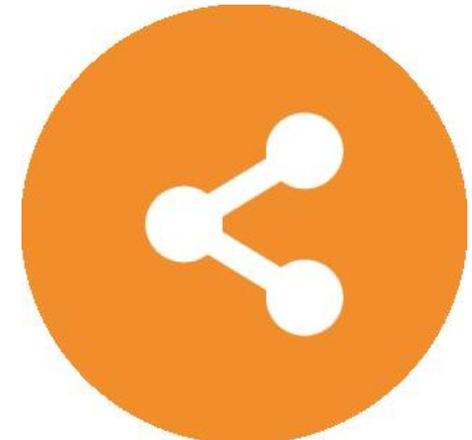


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**520.823**

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**COMMENTS**



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**431.574**

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**SHARES**

IN TOTAL miss POSTS HAVE BEEN SEEN...



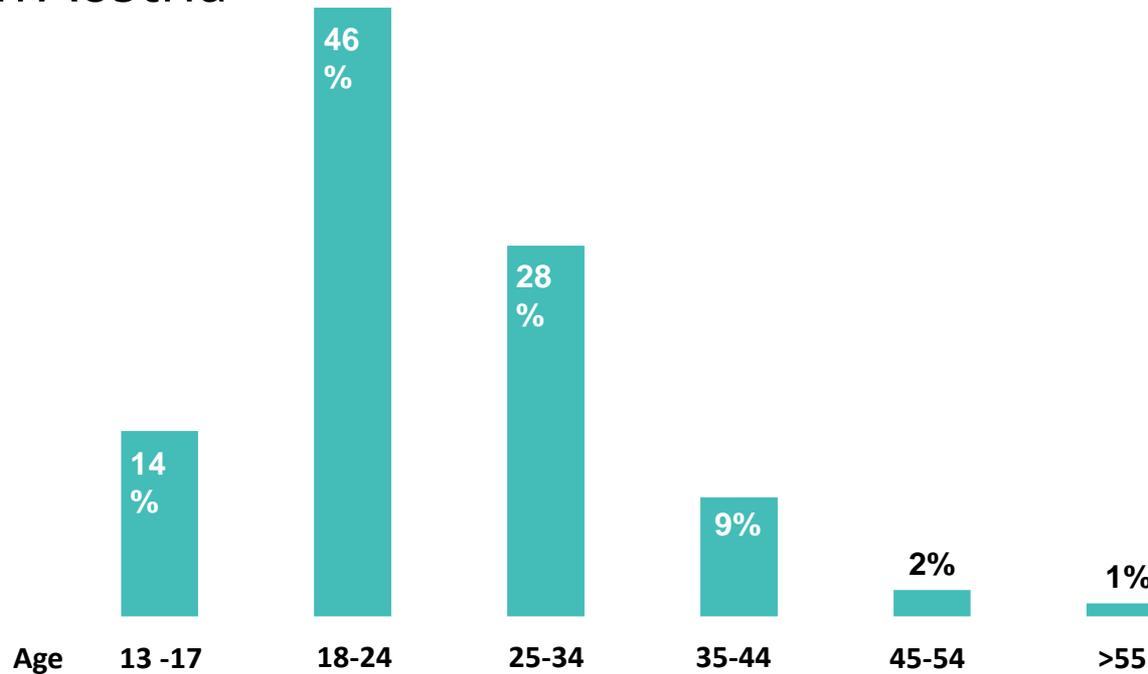
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**711.615.934**

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**TIMES**

With **295.000 Facebook-fans**, miss is the most successful Social Media Platform for women in Austria



**95% of the miss-fans are women!**

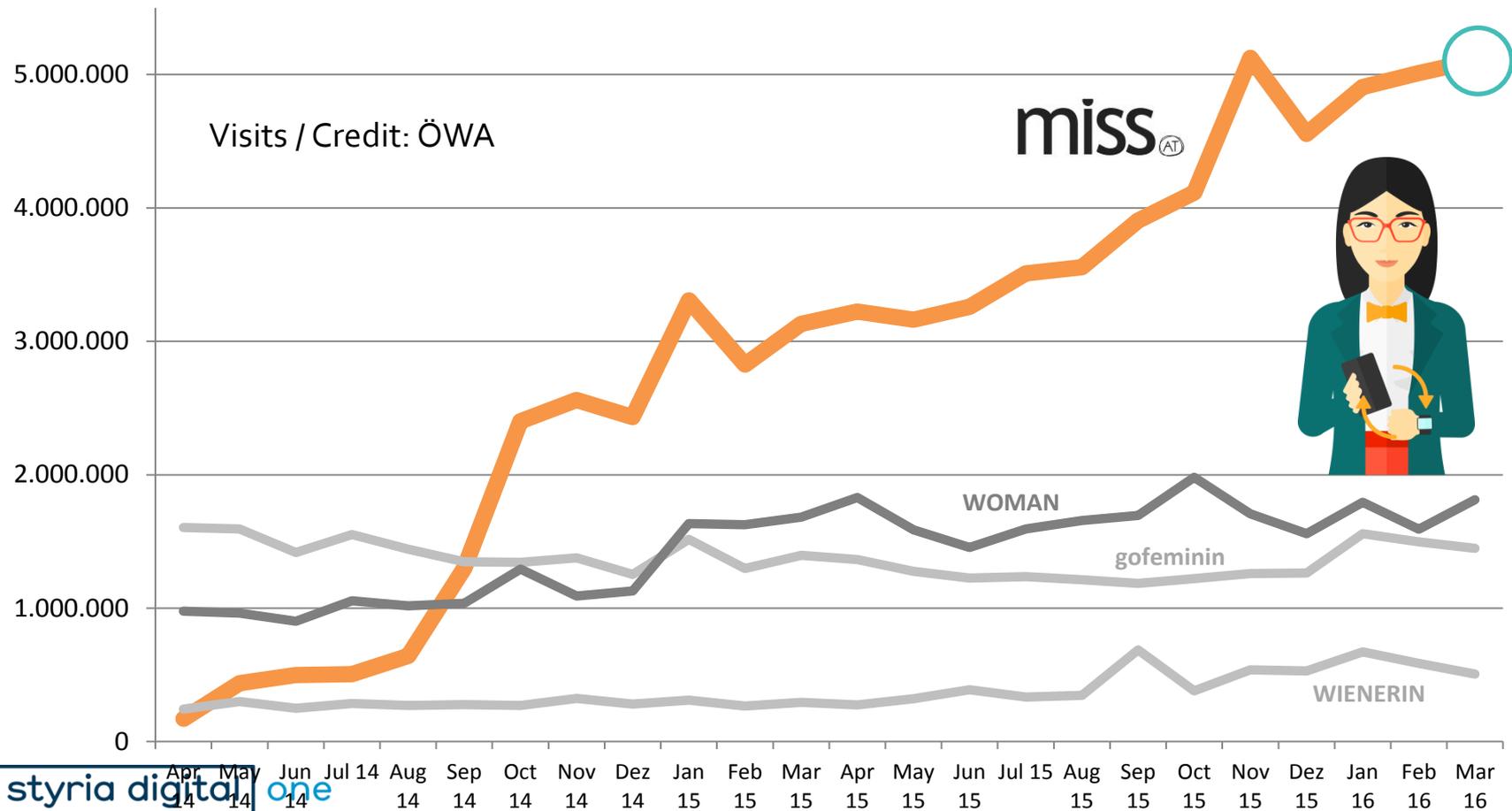
# miss-FACEBOOK: HIGHEST ENGAGEMENT IN DISTRIBUTED CONTENT-MODEL



Page	Fans	Engagement/day	Interactions/week
<b>miss</b>	<b>293.949</b>	<b>10,24%</b>	<b>826.839</b>
Bright Side	9.152.730	7,05%	16.200.227
Elite Daily	2.903.638	3,54%	2.806.469
BuzzFeed	7.126.588	3,18%	6.205.647
Broadly	80.954	2,28%	49.893
BuzzFeed Germany	283.640	2,05%	158.744
VICE Alps	60.129	1,39%	22.608
Refinery29	3.326.065	1,3%	1.196.187
VICE	5.127.601	0,34%	483.632

last 28 days; source: fanpage karma

**miss.at (incl. missAPP): 5,1 Million Visits in March 2016**  
**Traffic-Sources: 95% via Smartphones / 93% via Facebook**





February 2015:  
**the missAPP launch!**

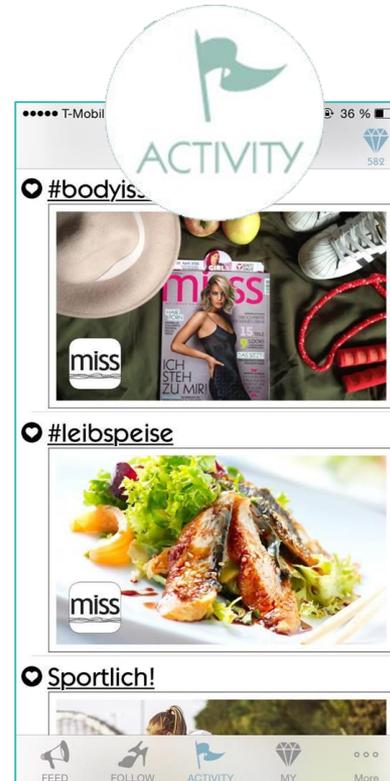
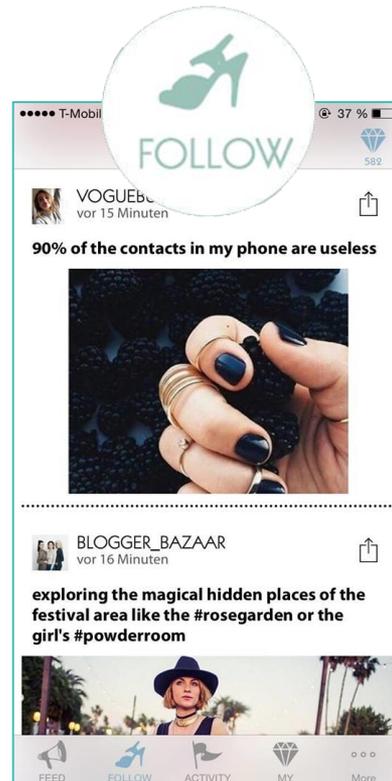
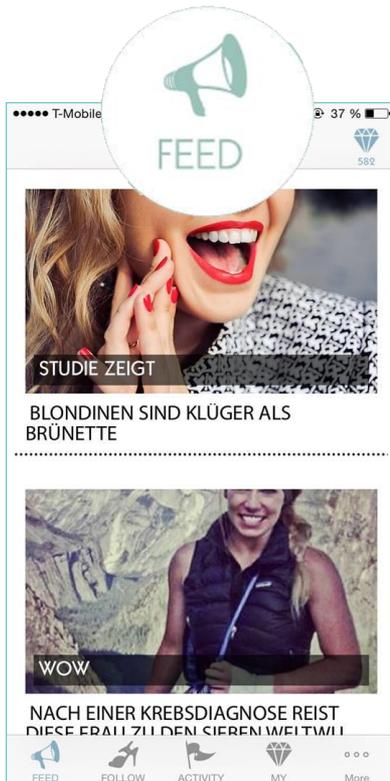


The **missAPP** is an **interactive tool** for the target group, which **maximizes engagement and loyalty!**

# HOW TO USE THE missAPP – 4 CHANNELS



65.000 downloads – 30.000 fully registered users



Usetime/visit: 7 minutes

More than 7 million collected diamonds

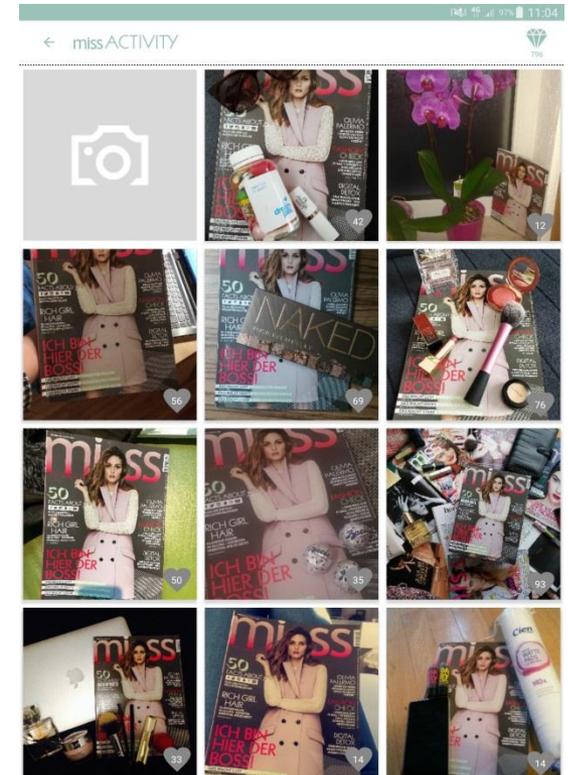
# missMAGAZINE: THE GOLDEN SOCIAL MEDIA CIRCLE



Trial  
subscriptions



Paid subscriptions



Editorial  
stuff



Sales  
team





**missMIND** is responsible for presenting all brands and products in a way that resonates with the miss targetgroup mindset :  
360° – digital, mobile and printed

