

Unleash the potential of programmatic in B2B

Executive summary



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If you're a user of the internet, you've undoubtedly been a recipient of programmatic advertising at some point. You're probably most familiar with those retargeting adverts that seem to follow you around the internet – but the truth is, they can be highly effective (yes, even in B2B) and only a few of us (marketers included) really understand how those adverts get there in the first place.

A mere 15-20 years ago, online advertising was simple – a brand (let's say Coca-Cola) would work directly with a publisher (let's say dailymail.co.uk) and visitors of the publisher's website would all see the same Coca-Cola advert. Now, however, all your online activity is stored and used by brands and publishers in order to put the most relevant adverts in front of you.

The trouble is, the process by which adverts end up in front of buyers – whether you're talking about B2B or B2C – is

murkier than ever, and marketers can be forgiven for finding the whole rigmarole confusing and unreliable. What's the difference between a DSP and a DMP? How do you know if your ads end up in front of real people? How do you know that your adverts won't appear on all sorts of seedy or morally questionable sites?

This guide is here to clear up the world of programmatic for you – helping you to understand what it is, how it works and how you can use it to your advantage. We'll also be helping you to navigate some of the risks associated with programmatic, such as brand safety, and clearing up what all those mysterious acronyms actually mean. By the end of this guide you'll be left with a clear idea of whether or not programmatic is for you, how to go about putting a programmatic campaign together, and the results you can expect when the wheels are in motion.

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Section 1: What is programmatic?

In this first section we define programmatic, and then examine the history of programmatic advertising. We then take a look at the programmatic ecosystem, types of programmatic buying and the importance of data on both the buy (advertiser) and sell (publisher) side.

Section 2: Understanding programmatic in B2B

This section covers three key areas: the biggest misconceptions relating to programmatic, the opportunities programmatic presents for B2B marketers, and some of the risks associated with programmatic, such as transparency and ad fraud, and how to address them.

Section 3: Implementing programmatic in B2B

This is your step-by-step guide to implementing programmatic in future B2B campaigns. It includes a maturity guide, explains how to select agencies and/or trading desks, and how to run a successful programmatic campaign from setting your objectives to reporting on success.

Section 4: Case studies

Three case studies from Door-Stop, npower, Makino and Intercontinental Hotels Group (IHG) illustrate the different ways programmatic can be used to produce results in B2B.

Section 5: The landscape and the future of programmatic

Here we take a look at what the programmatic landscape looks like – including the vendors that operate at every stage of the process. We also contemplate what the future holds for programmatic, including the impact of AI and the trend to bring programmatic inhouse.

Section 6: Conclusion and key takeaways

We conclude with a summary of the key points and takeaways – a useful reminder of everything covered in the guide. We've also included a glossary as a handy reference to the numerous acronyms and terms used in the world of programmatic.