

Branding vs. Performance Marketing

Programmatic Buying started with Open Real Time Bidding: providing Publishers the best way to market unsold inventory and allowing advertisers to improve on Performance KPI's against non-premium price levels. RTB has mostly been applied to optimize campaigns on CPC, CTR, Clicks and Conversions in general as their main KPI's. But that is changing, TODAY!

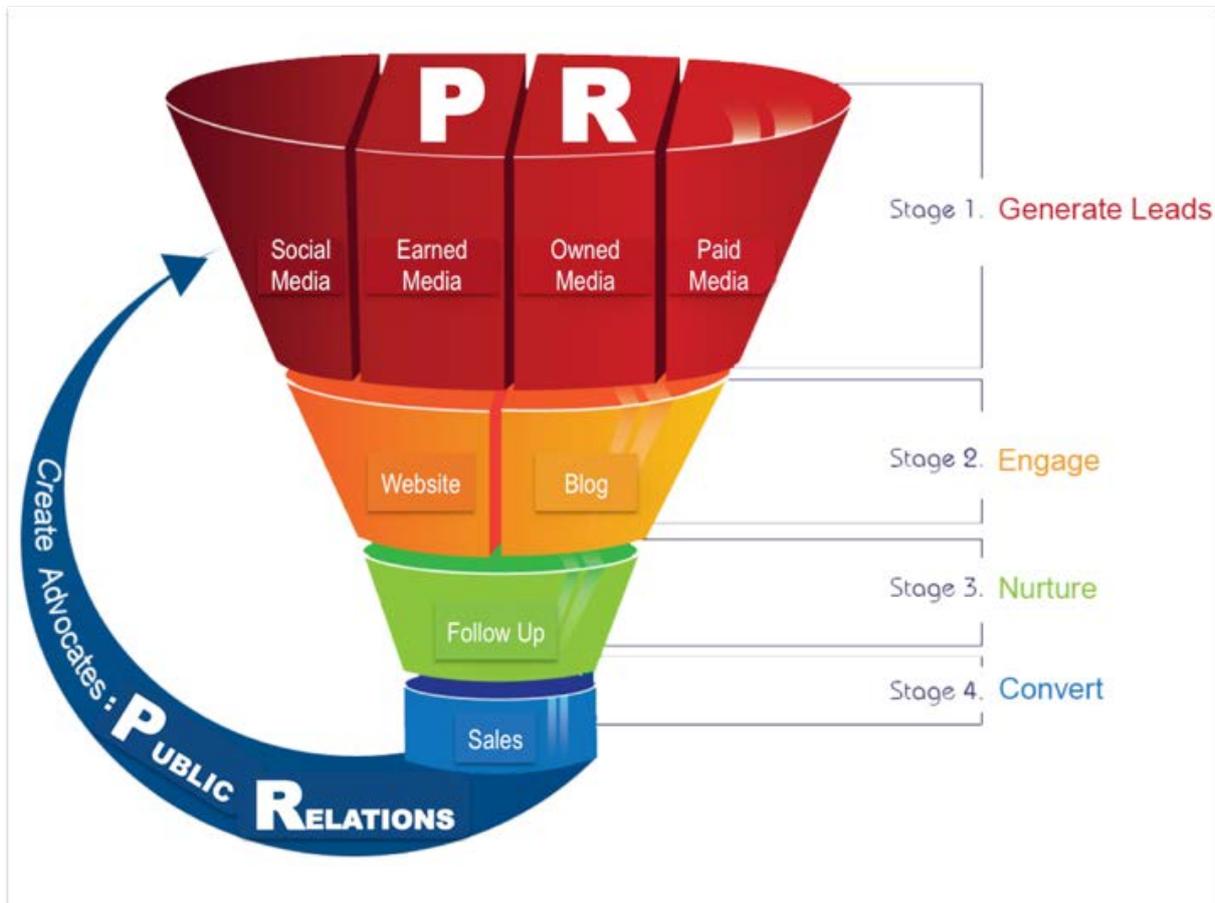
Programmatic Trading enables all inventory including Premium positions, Rich Media, High-Impact (take-overs, etc), Online Video and Mobile to be traded in automated platforms. Private Market Place (PMP) deals encourage publishers to make available their preferred inventory positions to eager marketers. With 40% of all online display already traded programmatically today, the growth in this area will come from PMP deals and marketers turning programmatic for branding. Within 2-3 years also 'traditional' offline media like TV, Radio, OOH and Print will be traded on automated marketplaces.

Why is a Branding Campaign so different from Performance Marketing?

First of all, because Branding is applied to fill the customer funnel from scratch, i.e. Stages 1 and 2 of the Customer Journey:

- Create, improve your brand's equity and awareness, just like offline media like TV, Radio, Print and OOH have always done. Introducing or reinforcing a (new) brand or product. The call to action is not key in the message conveyed.
- Of course, establishing a solid brand will also have some impact on stage 3 and 4 when decisions are built up towards conversion. Retargeting is now a gentle branding reminder to those who were interested.
- Conversion can or may take place online or any other way like in-store or long after the campaign has ended. But it is not a primary KPI of these type of campaigns.
- In order to extend the reach of a Branding campaign, Delta Projects' Twins strategy may be applied based on engagement parameters, to extend the range of initial target audiences by those who have displayed similar behavior to the target audiences defined.
- A typical branding campaign strategy, after an initial startup period discovering the actual target audience and/or matching initial audience objectives, will be directed towards an optimized set of profiles, geography and site categories. Data plays a dominant role in optimized Branding campaigns!
- Branding KPI's will be directed towards building awareness within this target audience (like f.e. GRP's for Radio/TV) and will include reach in the target audience and viewability rates. Profile optimization, in-screen optimization and win-ratio's at premium inventory are key to control the overall -campaign's frequency, media and CPM settings.
- Of course, premium inventory and PMP's will require higher CPM ranges, easily justified by the fact brand equity is created by addressing the right audience at the right spot thus reducing wasted media spend.





Performance campaigns are focused on Stage 4 (sales/subscriptions, likes, etc), fed by interested leads generated in Stage 2 (clicks):

- Getting the highest number of clicks/engagements at the lowest price is key, often optimized to optimizing towards quality clicks that actually convert in stage 4. A clear call-to-action is the key message conveyed to the prospect audience.
- Campaign performance data, like site performance, time-slots, CPM bidding prices, win-ratio's, profile- and site categories are applied to optimize conversion/click performance real-time.
- CTR, CPC and CPL metrics are closely monitored to drive bidding plan optimization with respect to individual site, day- and time periods, ad-size, geo-targeting, profile- and site categories, frequency, viewability and CPM settings.
- A typical Performance campaign will be setup and optimized, from its' very start, towards online conversion, regardless of the sites, profiles or formats applied: these are to be optimized towards the best KPI performance and set accordingly during the campaign period.
- Retargeting, spread over time, with a fairly high frequency cap should be applied to convert any hesitating visitors by reminding them on the call-to-action.
- Twin Targeting will greatly improve reach and CTR by finding and addressing users that are similar to those that have actually converted.
- Delta Project's 26 Profile categories may be deployed to reduce the waste in media spend (in creasing CTR while reducing CPC/CPL), addressing converting audiences and reducing ad spends on non-converting groups of users. Delta Project's Profile Optimization options will automatically include and optimize performing profile categories while excluding those that don't.
- Delta Projects' real-time optimizing algorithms and reporting are important features to manage and optimize all campaign parameters towards performance.



In reality, most campaigns will be defined with both Branding and Performance KPI's. Contact your local Delta Projects Account Manager to determine what would be the best setup and strategy for your campaign.

These basic principles for branding and performance also apply to any other media introduced to programmatic platforms. Can you image what marketing will be like as soon we can optimize/target offline media spends to online conversion? Or introduce cross-media branding, with global frequency capping, profile optimization and twins, to your target audiences? Hold on to these thoughts!



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