

CONTENTS

INTRODUCTION	xi
Book overview	xiv
1 BASIC TECHNOLOGIES	17
Cookies	18
Pixels	22
Banner ads	24
Ad servers	26
Ad networks	26
Ad exchanges	27
2 PROGRAMMATIC ADVERTISING ECOSYSTEM	29
Advertisers	31
Demand side platforms	34
Agency trading desks	36
Publishers	37
Supply side platforms	43

Data management platforms	45
Industry bodies	48
Specialized industry vendors	51
3 PROGRAMMATIC TRADING	53
Programmatic transaction types	54
Open vs invitation-only auction	55
Automated guaranteed and unreserved fixed rate	56
OpenRTB and OpenDirect	58
Real-time bidding auction	59
Deal ID	63
Prioritization and header bidding	64
4 DATA	69
Data categorization	71
Retargeting	75
Prospecting	83
Using data in a DSP	91
5 MOBILE PROGRAMMATIC	95
Mobile browser cookies	96
Data on mobile	98
Mobile inventory	98
Location-based marketing	100
Cross-device	102
6 CURRENT ISSUES	105
Fraud	105
Viewability	111
Ad blocking	116
Attribution	118
Privacy	123
7 NEW FORMATS AND CHANNELS	129
Rich media	130
Programmatic video ads	133
Programmatic native	136

Programmatic TV	139
Programmatic print	143
Programmatic audio	144
Programmatic out-of-home	145
ABOUT THE AUTHOR	147
REFERENCES	149