

A photograph of a man and a woman in a meeting. The man, in the foreground, has a beard and is smiling broadly, looking towards the right. The woman, slightly behind him, is also smiling. They appear to be in a professional setting, possibly a meeting or a presentation. The background is blurred, showing what might be a whiteboard or a screen.

# Understanding agency programmatically buying capabilities during pitch

Go beyond the theory



**Brands**

**Deserve**

**Better**

**Media**

Our evidence-based consulting is designed to help ambitious brands like yours simplify media complexity and gain competitive advantage.

## What we are going to cover today

- 1 The importance of a thorough assessment of agency programmatic buying capabilities
- 2 Common advertiser needs in programmatic buying
- 3 The challenges of the traditional pitch process in addressing advertiser needs
- 4 Solutions to stress test reality, not just theory
- 5 How to deploy the right solution for your business to maximise insight based on your set up, time and resources

## Programmatic continues to grow

**70%+**

UK Ad spend is digital



**70%**

of digital transacted programmatically

**dentsu**

**74%**

Advertisers expect to increase digital spend in 2023



Programmatic promises a lot (automation, real time measurement and sophisticated targeting) but programmatic is only as good as the tools and people managing it



## The speed of programmatic growth has created challenges that the industry must address

1

**Wasted investment** caused by low quality, fraudulent and non-viewable media placements

2

**Lack of transparency** into media placement, cost and fee structures

3

**Reduced campaign effectiveness** caused by misaligned incentives and sub optimal optimisation

4

**Limited internal knowledge** as programmatic operations often outsourced to agency partners, with inaccessible platforms

# 4 common advertiser needs in programmatic

**STRATEGIC  
THINKING**



**ACTIVATION  
EXCELLENCE**



**TRANSPARENCY**

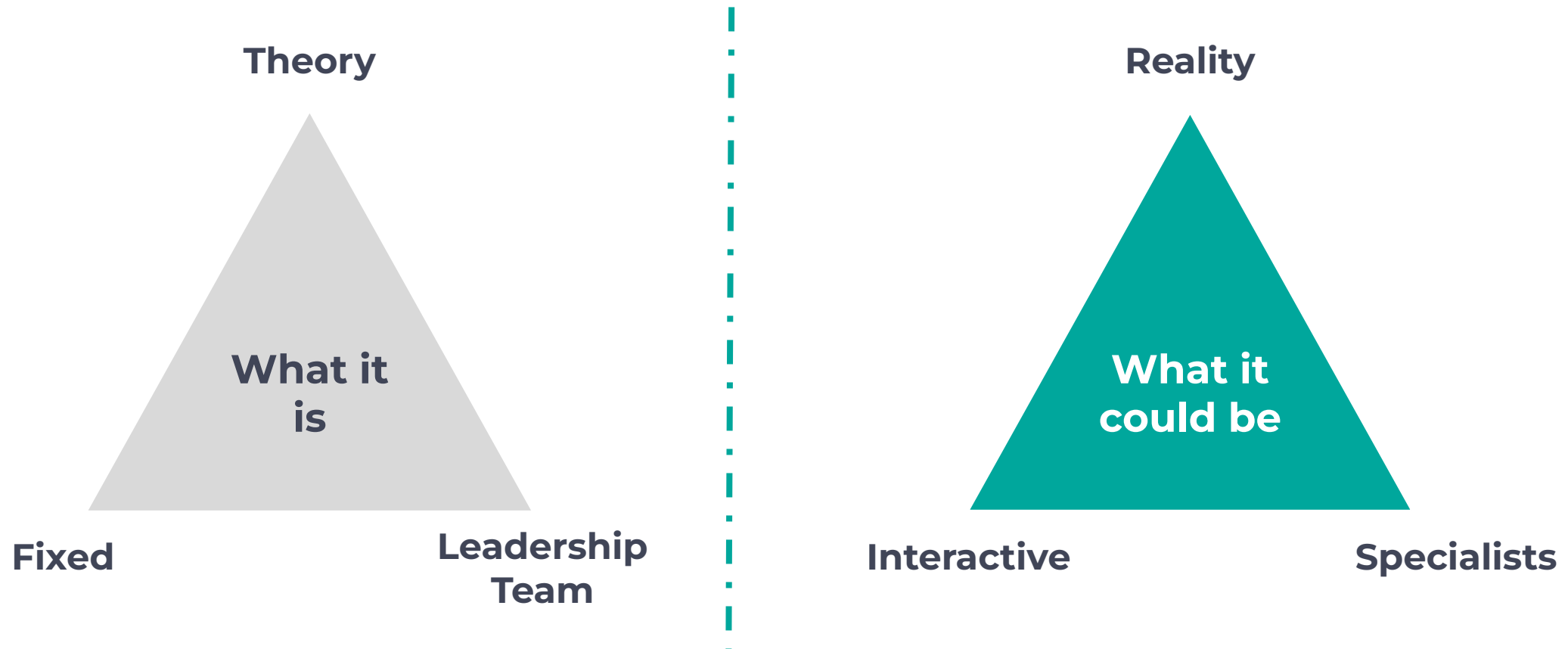


**INTEGRATION &  
COLLABORATION**



# The challenges of finding the best programmatic partner in the traditional pitch process

Agency programmatic credentials are theoretical and don't help decision making



# We carefully designed the process

**OPPORTUNITY,  
NOT A TRAP**



**TIME TO  
UNDERSTAND &  
ADDED TIME TO  
PITCH**



**MAKING IT CLEAR  
& FAIR**



**OPERATING  
VIRTUALLY**





# 3 stage process that created opportunities throughout to evaluate the agency's capabilities



# Use Case: Confectionary Brand

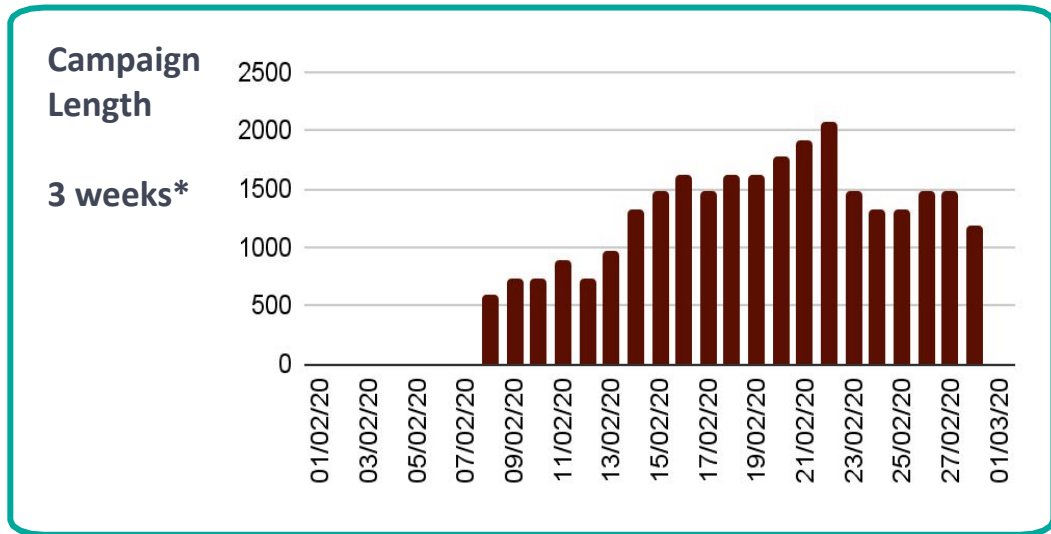
## The exercise generated data and insight throughout

**Agencies Participated**  
**3**

**Budget per agency**  
**\$30,000**

**Platforms utilized (per agency)**  
**4**

**Audience segments utilized**  
**75+**



**Performance vs target**

Agency	On target % increase	Unique Reach vs target	Ad fraud rate vs target
1	+3.70%	+7.60%	-40.00%
2	-0.20%	+14.30%	-33.00%
3	-1.00%	+6.30%	+13.33%

# We learnt a lot...

**OVER -  
ENGINEERED**



**QUESTIONED THE  
APPROACH**



**DON'T LOSE  
SIGHT OF THE  
BUSINESS**



**COMES BACK TO  
PEOPLE**



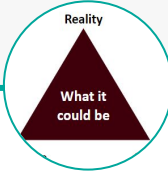
# In summary

## To recap...

**Opportunity To Think Differently**



**Theory Vs Reality**



**No Agency Got It 100% Right**



**Try Before You Buy**



## 4 tips

**1. Get internal stakeholders involved early**

**2. Keep the campaign KPIs simple**

**3. Get full access & internal experts**

**4. Isolate from day to day buying**

# If you don't have enough resource or budget, there are other practical ways to assess the real day to day operational capabilities

## Agency Demo

Review of agency account setup, bidding and optimisation approaches and 'blinded' client data to see real life examples (not case studies)

## Account audit

Agency review current activity of incumbent, recommending areas for improvement and why, whilst also commit to performance lift

## In-depth client referrals

Open dialogue with existing agency clients, asking specific questions about programmatic activation

References screened for fit and alignment with your business (NOT their star client who doesn't reflect you)



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# Questions?



# Brands Deserve Better Media

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