



businessAD

Mehr Wert für Marken

Programmatic Advertising

How to book premium B2B environments programmatically

Stand:08/2020

Programmatic Advertising at businessAD

How to book premium environments programmatically

businessAD offers its entire portfolio programmatically

Your advantages

- **Data Driven** – Use your own data to (re)target your target group in the businessAD portfolio
- **Brand Safety** - Your advertisements will only be shown on top websites
- **Viewability** – We offer the same ad slots programmatically as in the I.O. business
- **Technology** – We manage Programmatic Advertising via Google Ad Manager and Ströer SSP and special formats via Adform



Our Channels at a Glance

businessAD B2B and B2C Channel can be booked programmatically



Business & Finance

PI: 55 m | V : 16 m | UU: 4 m



Mittelstand

PI: 150 m | V : 70 m | UU: 25 m



Education & Career

PI: 11 m | V : 7 m | UU : 4 m



Smart Living

PI: 22 m | V : 11 m | UU : 8 m

Coverage figures are average figures in million. Monthly figures from both AGOF and IVW may vary.

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Inventory and deal forms

businessAD offers its inventory via different marketplaces (SSPs) and deals



Private Deals + Programmatic
Guaranteed

STRÖER | ssp

Private Deal

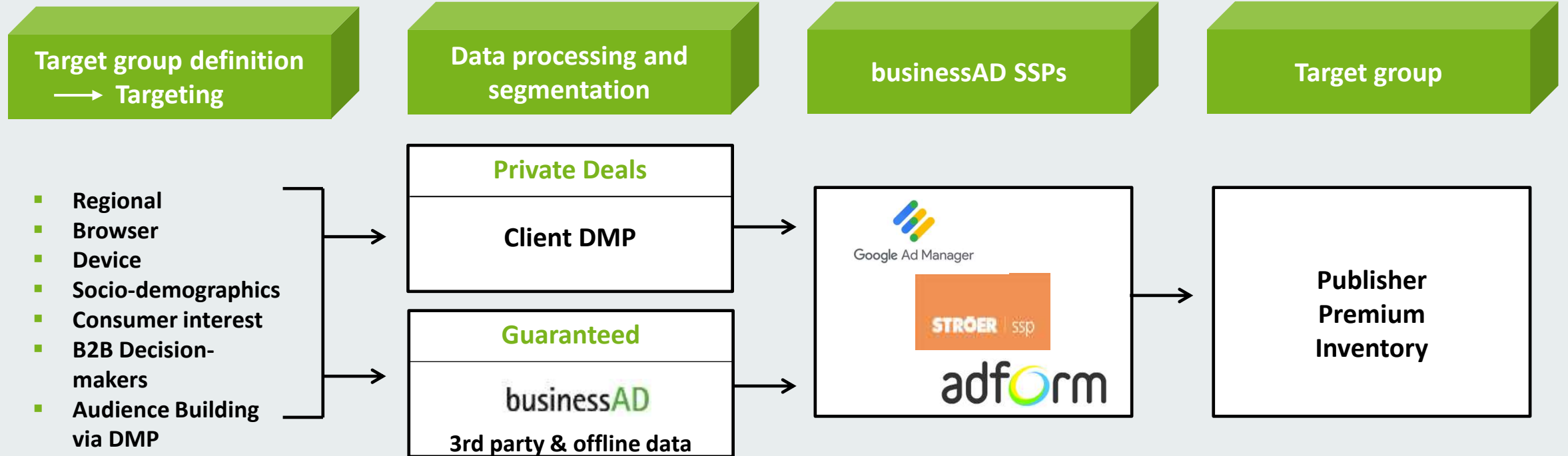
adform

Automated Guaranteed

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Targeting and Data Management

You choose the targeting, businessAD - SSPs enable the access to your target group

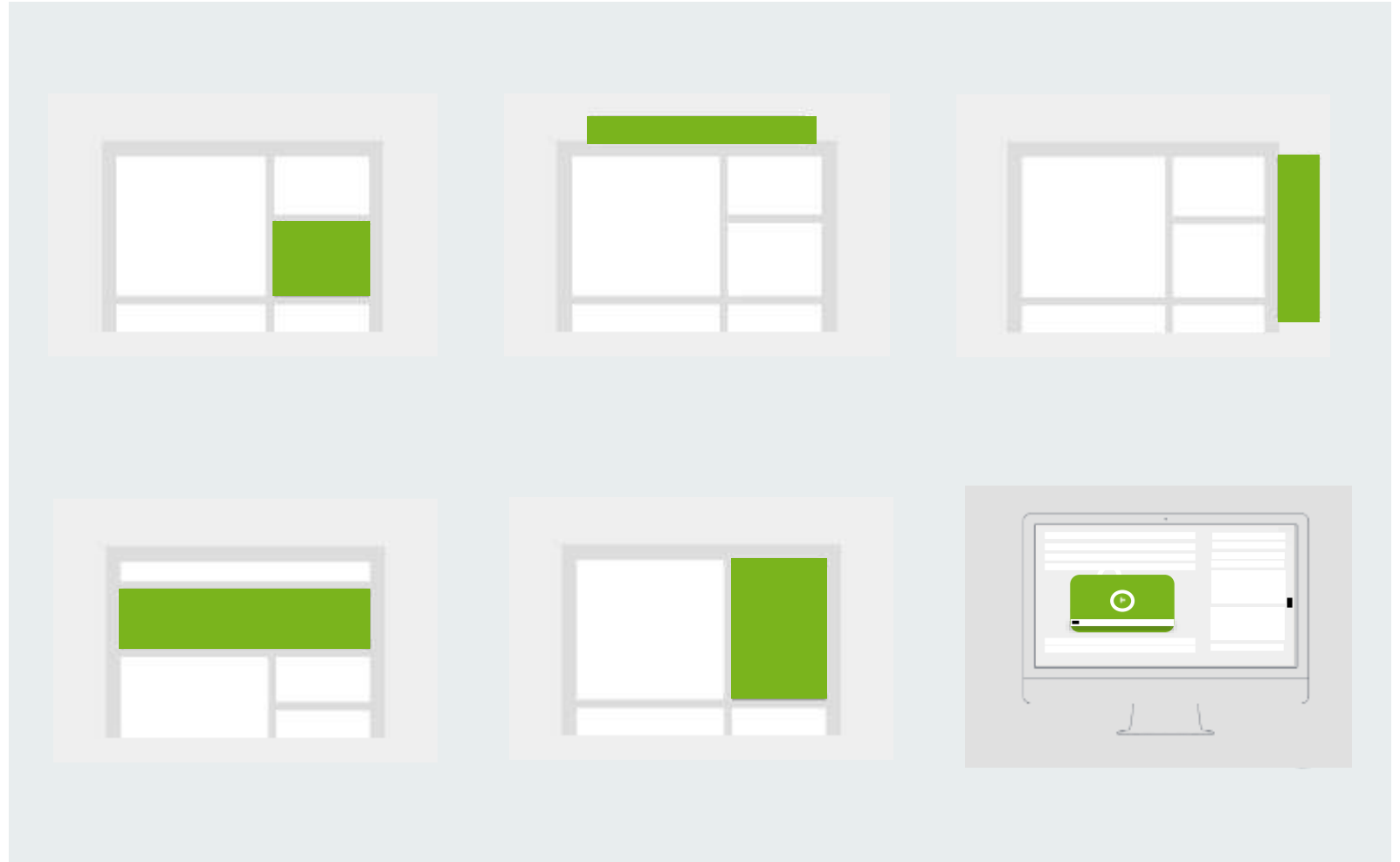


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Banner formats

Which banner formats are available?

- for Automated Guaranteed ALL
- for Programmatic Guaranteed ONLY
Universal Adpackage, Billboard, Halfpage Ad, High Impact Ad , MMA, Mobile Medium Rectangle, Outstream Video Ad
- for Private Deal ONLY Universal Adpackage, Billboard, Halfpage Ad, High Impact Ad , **Skyscraper auch sticky oder dynamic**, MMA, Mobile Medium Rectangle, Outstream Video Ad



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Brand safety and quality measurements

On top of our high-quality and transparent portfolio we increase quality and safety by:

- Automated blocking of *Suspicious Traffic* via Google Ad Manager AdServer
- Brandsafety via Googles Quality Team for Ad Manager (Domain and URL based)
- Manual checking of the total portfolio for *Suspicious Traffic*
- Direct reaction upon client feedback regarding irregularities and *Suspicious Traffic* monitored by client systems (counting differences, Integral, AdSafe Protect)

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FAQs

- 1. Which SSPs do we use?**
Google Ad Manager, Ströer SSP and Adform..
- 2. How transparent is our inventory for DSPs?**
Totally transparent, i.e. the entire URL is visible.
- 3. How granular is our inventory offered?**
RON, ROC – no website lists possible
- 4. What is *First Look* and why is this not globally possible?**
AI is offered to a DSP at a fixed price. In our tech-set-up First Look can not be granted to DSPs because Direct Sales / I.O. is prioritised.
- 5. Prioritisation**
Fixed placement > Direct-Sales -> Programmatic
- 6. What is the price (platform costs)?**
Basis businessAD rate card – everyone takes care of their own platform costs
- 7. Which quality does the programmatic inventory have (viewability)?**
Quality is no lesser than directly sold inventory



Business Advertising GmbH

Headquarter Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

Tel.: +49-211-179347-50

Fax: +49-211-179347-57



Business Advertising GmbH

Verkaufsbüro Hamburg
Kehrwieder 8-9, Amundsen-Haus, 2. OG
20457 Hamburg

Tel.: +49-40-386579-20

Fax: +49-40-386579-19

More Value for Brands

E-Mail: werbung@businessad.de | Internet: www.businessad.de