

# Introduction to Programmatic Advertising

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## BOOK DETAILS

- Author : Dominik Kosorin
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## BOOK SYNOPSIS

Programmatic advertising is the most exciting thing that happened in marketing in a long time- perhaps since the advent of mass advertising itself. This book offers the first comprehensive introduction to the world of programmatic advertising. If you are new to this revolutionary technology, it will help you get quickly up to speed. The book is intentionally relatively short and dense, so it can be read over a weekend - and then kept on your desk for reference. Heres a quick overview: Chapter one outlines the basic technologies enabling programmatic advertising - such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks, and the most important industry bodies. Chapter three is dedicated to programmatic ad trading, with special attention given to the real-time bidding (RTB) auction, role of the Deal ID, and publisher prioritization including header bidding. Chapter four is all about data and ad targeting. Retargeting and various prospecting tactics are covered, including contextual targeting, behavioral targeting, and look-a-like modeling. Chapter five expands the scope of this book into mobile. Mobile cookies, cross-device identification solutions, or location data are covered here. Chapter six offers an overview of the current issues discussed across the digital ad industry - including fraud, viewability, attribution, ad blocking, or privacy. Chapter seven is about new formats available programmatically, such as rich media, video, or native. It also covers new programmatic channels including TV, audio or print."

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