THE PROGRAMMATIC COMPANY

ALL DIGITAL ADVERTISING

WE ARE

THE PROGRAMMATIC COMPANY

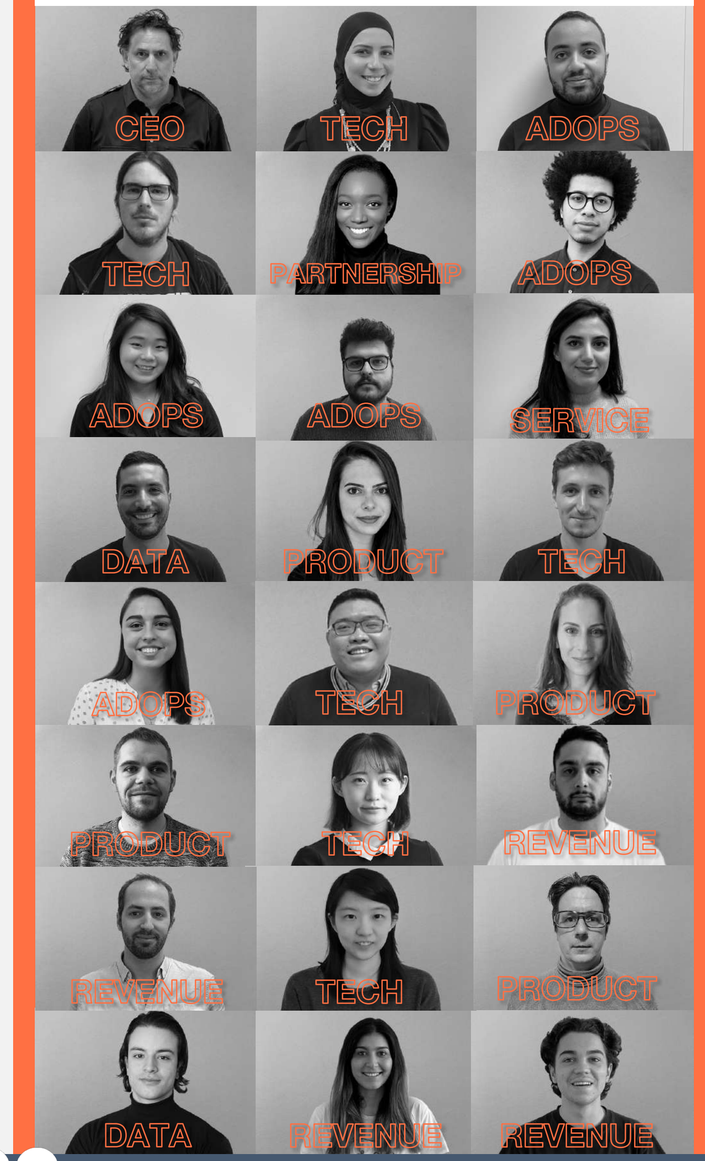
An automated campaign management platform.

Access to all audiences and placements at the best price.

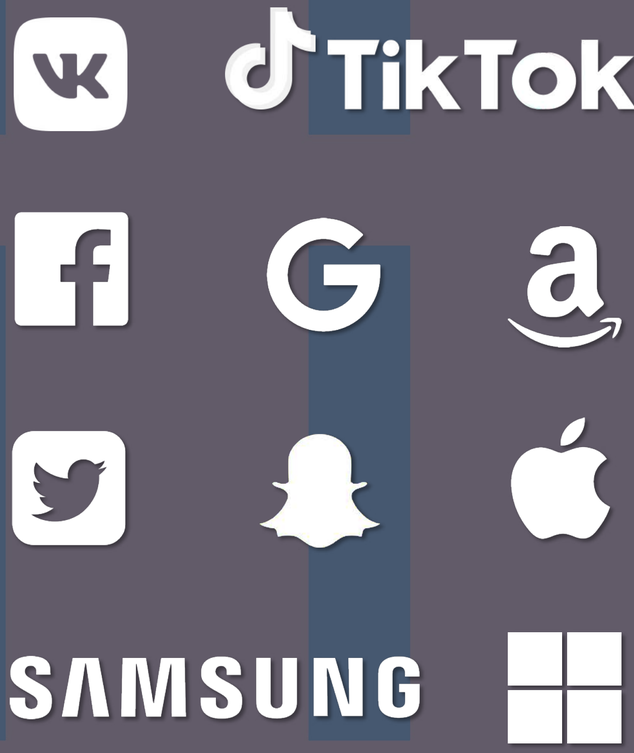
Direct connexion to adplatforms.

Reconized programmatic media buying expertise across all digital channels.

A MULTI-DISCIPLINARY TEAM



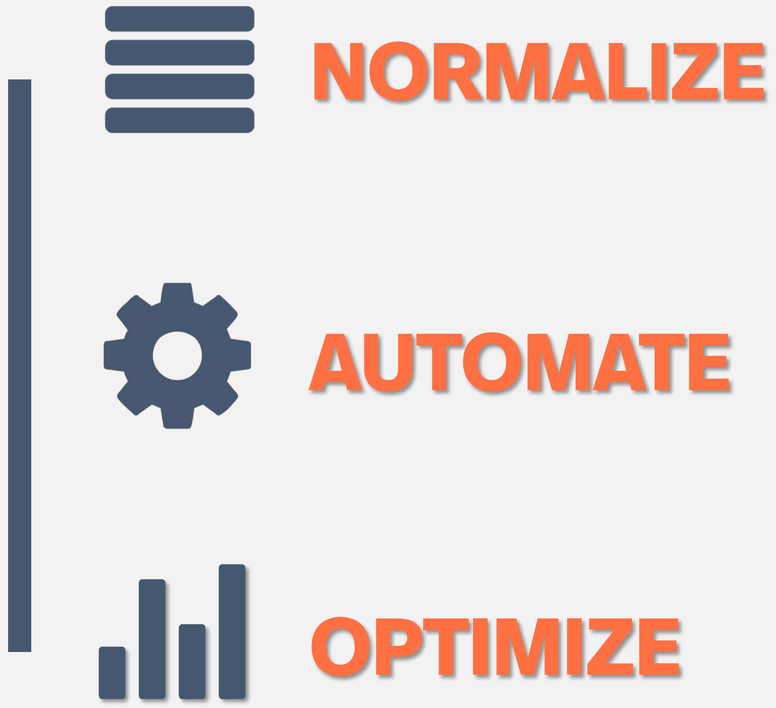
Our assignment is simple, we want to change the actually carried out way of digital media buying in view to make it simpler, more accurate and less technical!



THE RAISE OF WALLED GARDENS...

...REQUIRES A NEW

WAY TO OPERATE



OUTCOMES

50%

WORK TIME SAVED

15%

MEDIA KPIS IMPROVMENT

THE PROGRAMMATIC COMPANY

MULTI CHANNEL ACTIVATION

SEA

Microsoft Ad

GoogleAds

SOCIAL

facebook

Twitter

YouTube

SnapChat

Instagram

TikTok

ADEXCHANGE

amazon advertising

Display & Video 360

BEESWAX

TV

ADKYMIA

DOOH

DISPLAYCE

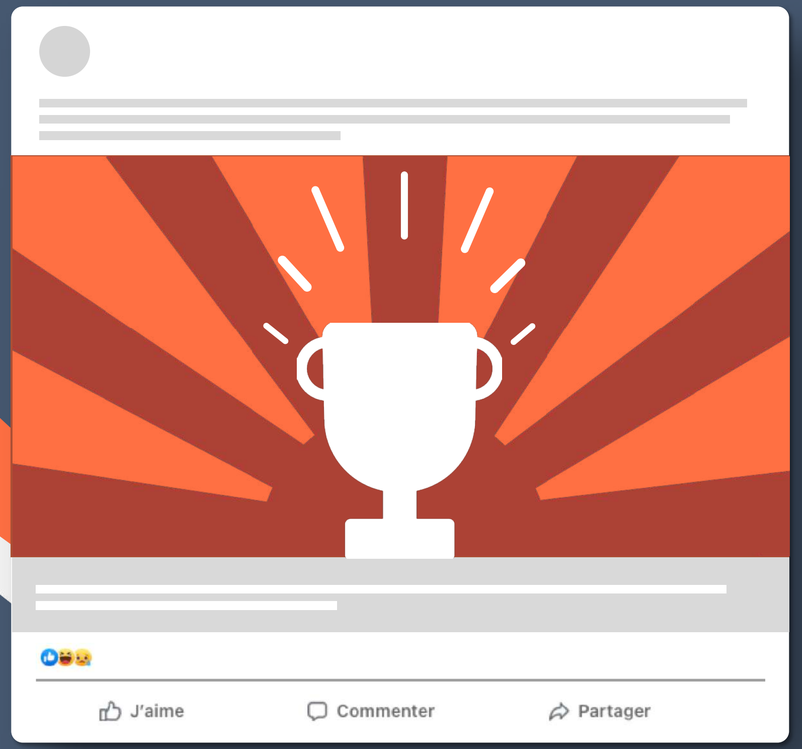
TO REACH,
THE MARKETER'S GRAIL

The right person

With the right message

At the right placement

At the ideal timing



THE PROGRAMMATIC COMPANY

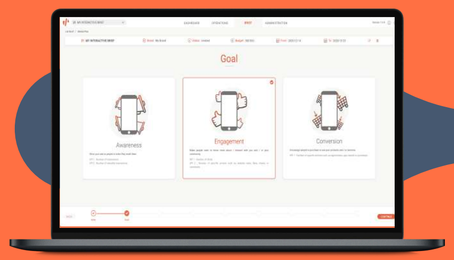
HOLISTIC DELIVERY

THE PROGRAMMATIC PLATFORM

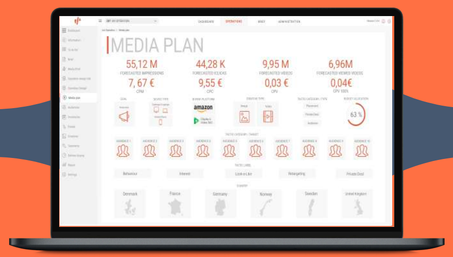
THE NOW OF PROGRAMMATIC

THE PROGRAMMATIC COMPANY

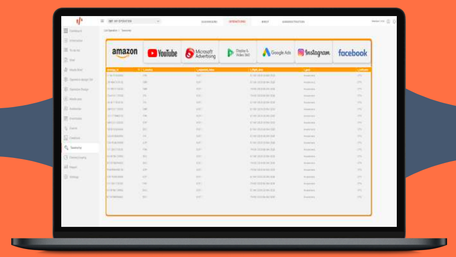
WORKFLOW



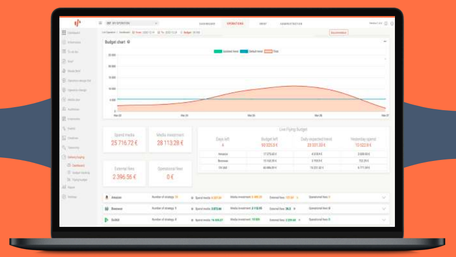
INTERACTIVE BRIEF



MEDIA PLANNING



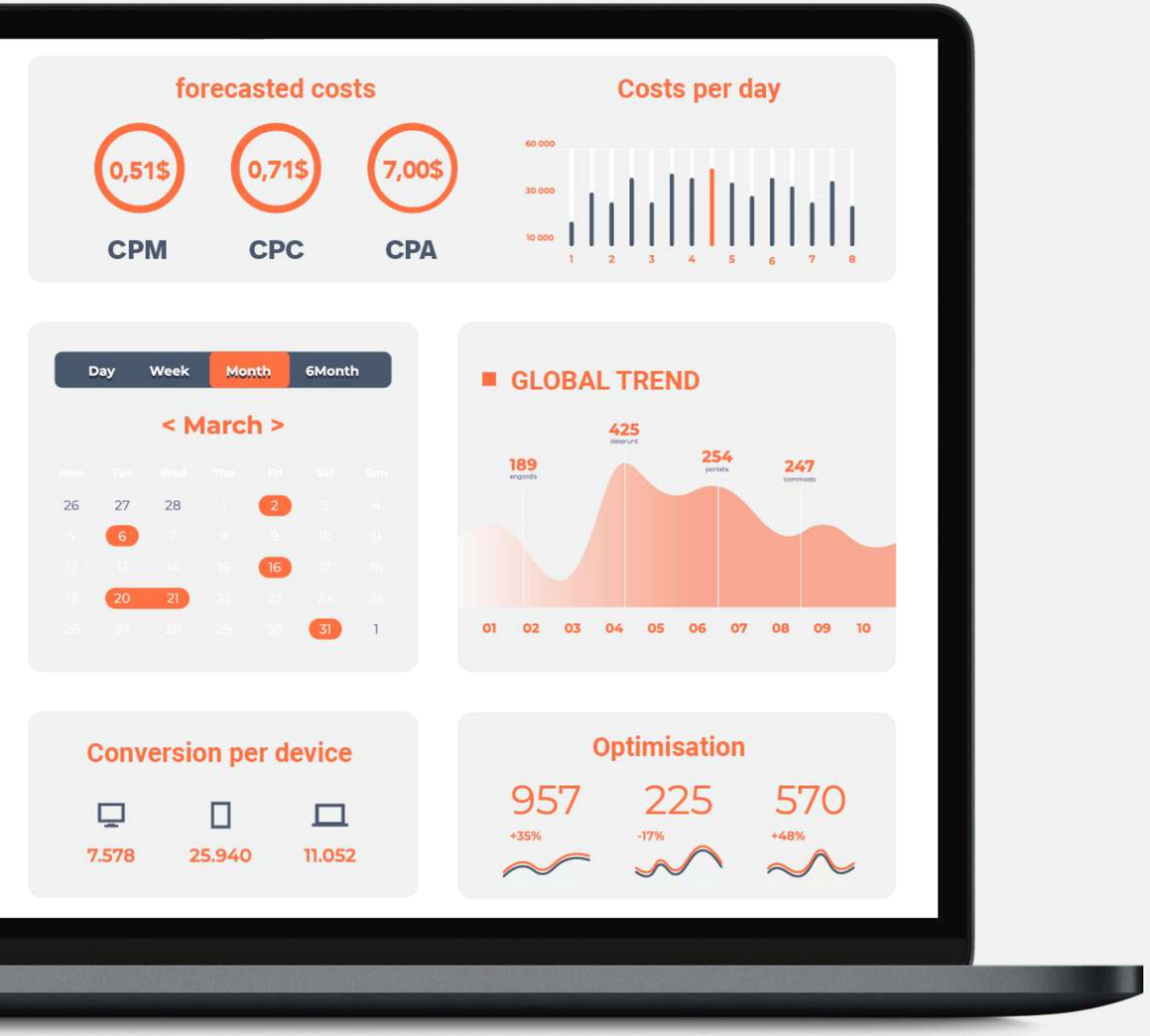
AUTO PILOT SET UP



DELIVERY & OPTIMISATION

REAL TIME REPORTING

100 % AUTOMATED OPERATIONS



- DIRECT CONNEXIONS TO ADPLATFORMS
- MULTI TARGETING CREATION
- MEDIA ROI PREDICTIONS
- MEDIA PLAN VISUALISATION
- AUTOMATED CAMPAIGN SET UP
- KPIS OPTIMISATION
- REAL TIME MEDIADASHBOARDING
- BILLING MODULE

THE PROGRAMMATIC COMPANY

A BUSINESS MANAGEMENT

FULL AND SIMPLE

FLEXIBILITY

Every organizational model between advertiser, agency and operator can be managed thanks to the capacity to use any ad account number or any DSP seat ID to deliver the ads.

PLUG AND PLAY

Start just after having select the appropriate ad account numbers and DSP seat IDs.

TRANSPARENCY

Details of all available single cost in the adplatforms or in the DSP + external costs in order to understand the operational investment structure.

CONSOLIDATION

Possible aggregation of multiple campaigns media investments in order to catch on global spent and results per adplatforms, sellers and partners.

ADJUSTABLE OFFER

THE PLATFORM AND ITS FEATURES

1. Standardised brief interface.
2. Interface and algorithms for operation design.
3. Buying costs forecasts and media performance.
4. Media planning interface.
5. Auto pilot set up.
6. Media buying.
7. Delivery and media buying optimisation
8. Real time reporting.
9. Billing module.
10. Business management module (structures and users).

Option 1

SUPPORT

- Support on campaign management.
- Adplatform and Demand Side Platforms expertise

Option 2

ADOPERATIONS

- Buying costs forecasts.
- Media buying management.
- Analysis and improvement proposal.
- Performance optimization.

Option 3

CUSTOMER STRATEGY SUCCESS

- Strategic recommendation.
- Reporting analysis.
- Billing management.

Option 4

CUSTOM DEV

- In order to integrate our platform with any other information system (advertisers or agencies).
- Quickly integrate a media offer of your choice (publishers).

PRICING SaaS

SUPPORT

PLATFORM
+
SUPPORT

From 1 to 3 %
of media investment

PREMIUM

PLATFORM
+
AD OPERATIONS

From 3 to 10 %
of media investment

SERVICE

PLATFORM
+
AD OPERATIONS
+
CUSTOMER STRATEGY SUCCESS

From 5 to 15 %
of media investment

CUSTOM DEV

PLATFORM
+
SPECIFICS
DEVELOPMENTS

Pricing
ad hoc

OUR CLIENTS

In more than 30 countries

BLIZZARD ENTERTAINMENT

BANDAI NAMCO Entertainment

QUIKSILVER

fayard

ELLE INTERNATIONAL FASHION & LUXURY MANAGEMENT PROGRAM

NFON Die Cloud-Telefonanlage

LABORATOIRES Embryolisse. Culte depuis 1950.

SONY PICTURES

Albin Michel

BLIZZARD

Case study
2020

BLIZZARD ENTERTAINMENT

2020 Challenges

IMPLEMENTATION

Build a large number of operations easily at any time.

FORECASTING

Buying costs and audience and placement targetings performances on specific kpis based on historical data.

REACTIVITY

Delivery start as soon as media plan validation.

PERFORMANCE

The best results for any given challenge and budget.

UNDERSTANDING

Campaign impact measurement.

INTERACTIVE BRIEF

Step n°1

A Step by step process to express all the requirements for a perfect media campaign via a hyper intuitive briefing interface.

Easy
An easy-to-use and intuitive interface.

Fast
Express needs in a few clicks.

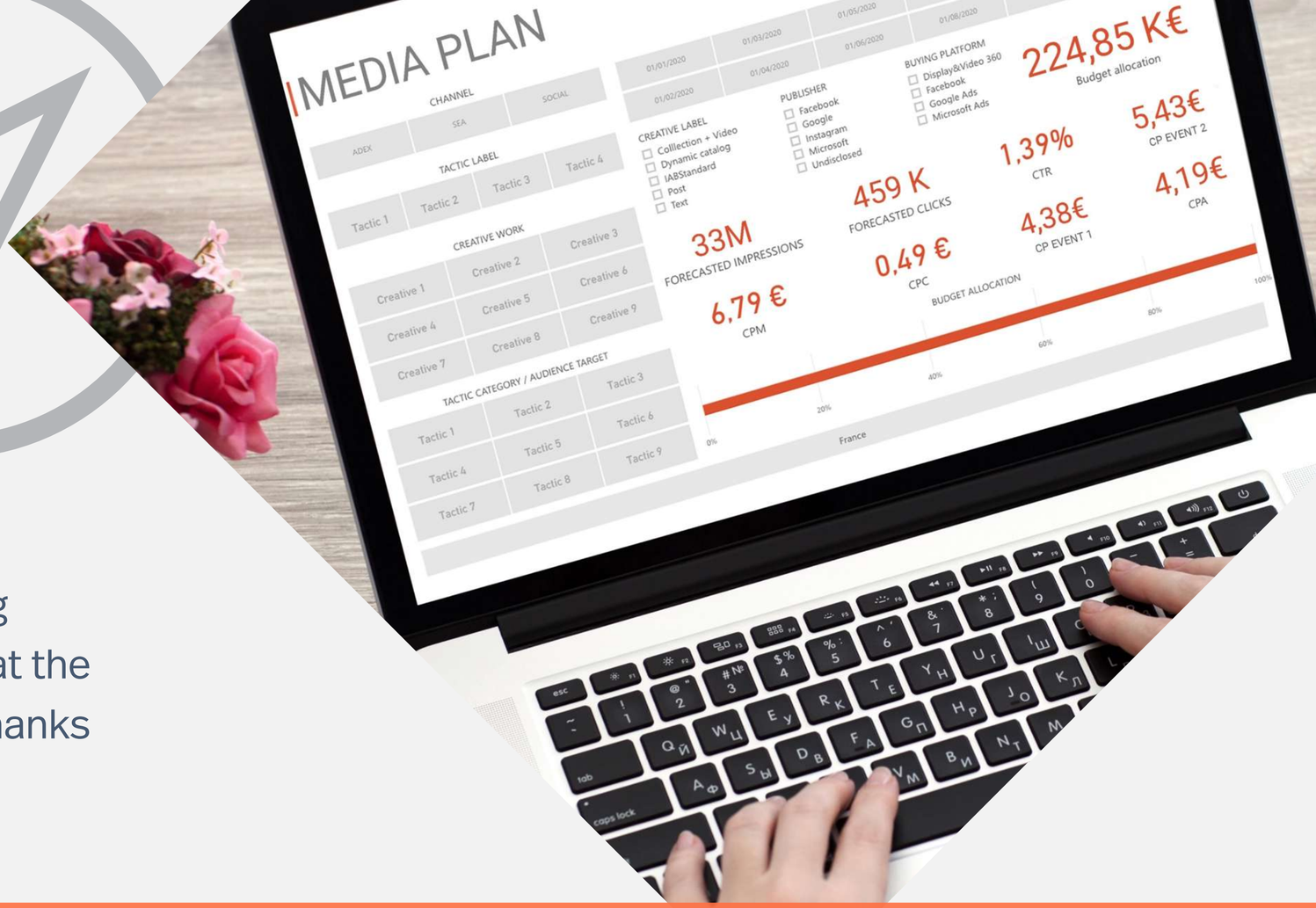
Full
All audiences and inventories on all adplatforms.

Always on
24/7 access for anyone working on operations.

MEDIA PLANNING

Step n°2

A 360° vision of all media opportunities including buying costs and performances forecasts both at the most aggregated and the most granular levels thanks to a large number of interactive filters.



Orchestration

Design the best media campaign.

Precision

Access to the most granular level details for audiences and placements.

Overview

Visualize all audiences and inventories on all adplatforms.

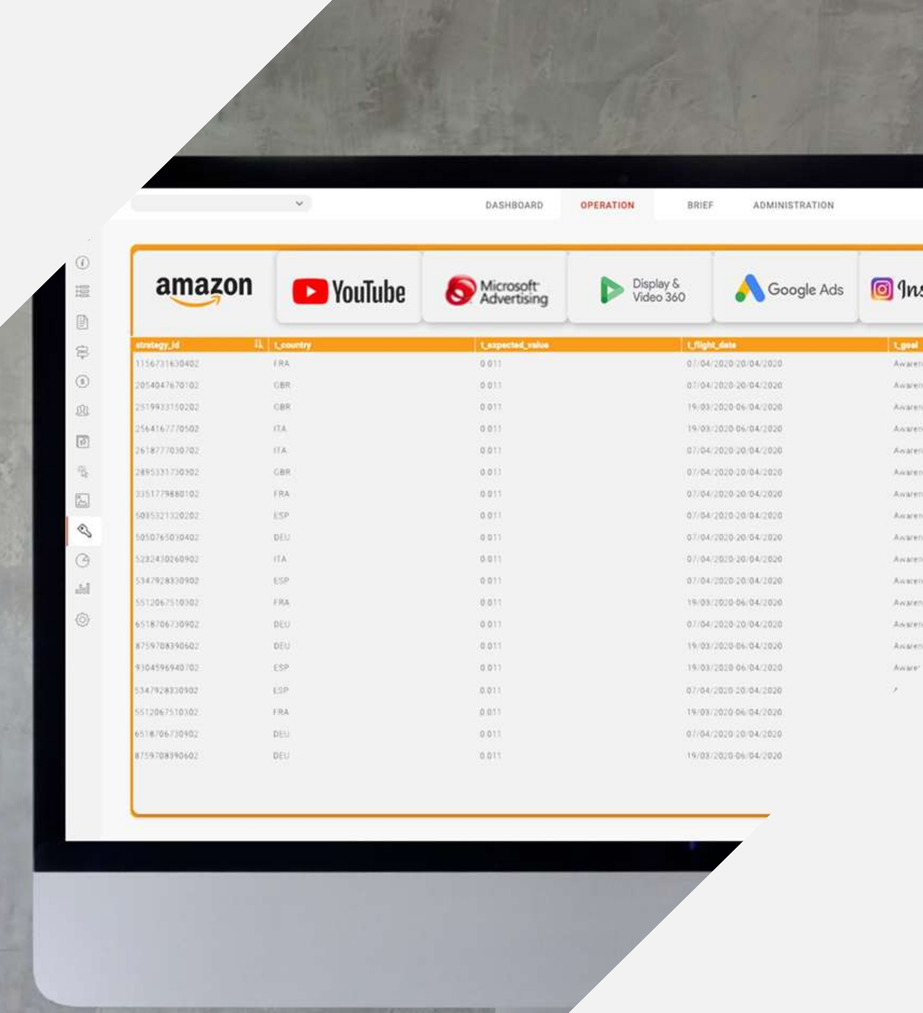
Forecast

Buying costs and specific kpis forecasts in regards to campaign goals.

AUTO PILOT SET UP

Step n°3

A brand new approach to media activation thanks to a proprietary language : the campaign auto set up in adplatforms based on the media plan.



Automation

Human errors reduction when mooving from media plan to set up.

Productivity

Huge targeting numbers instant implementation.

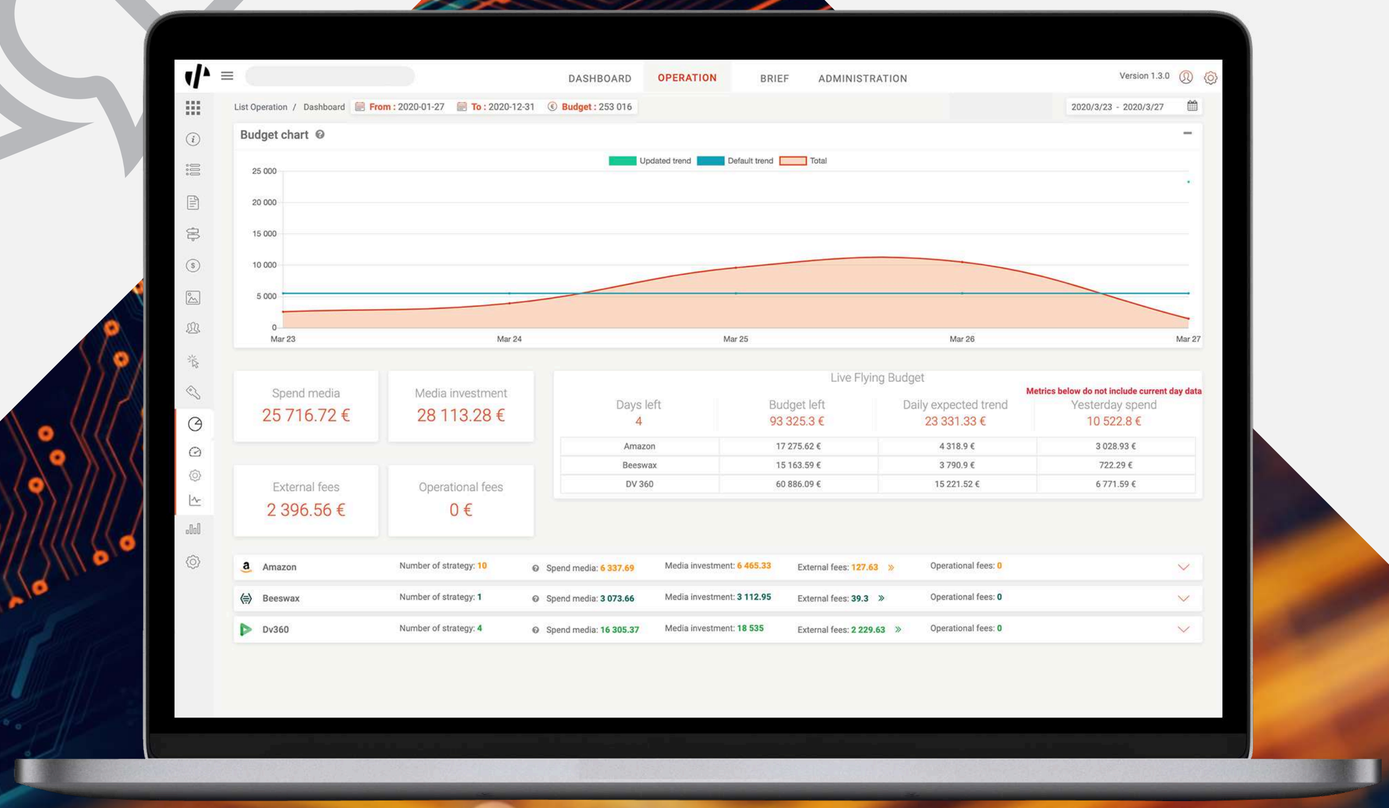
Reach

Connected to main adplatforms : Google DV360, Amazon DSP, Beeswax, Youtube, Facebook, Instagram, Snnapchat, Twitter, Google Ads & Microsoft Ads.

DELIVERY & OPTIMISATION

Step n°4

Live trends from adplatforms at tactics level to ensure right start and control budget phases investments.

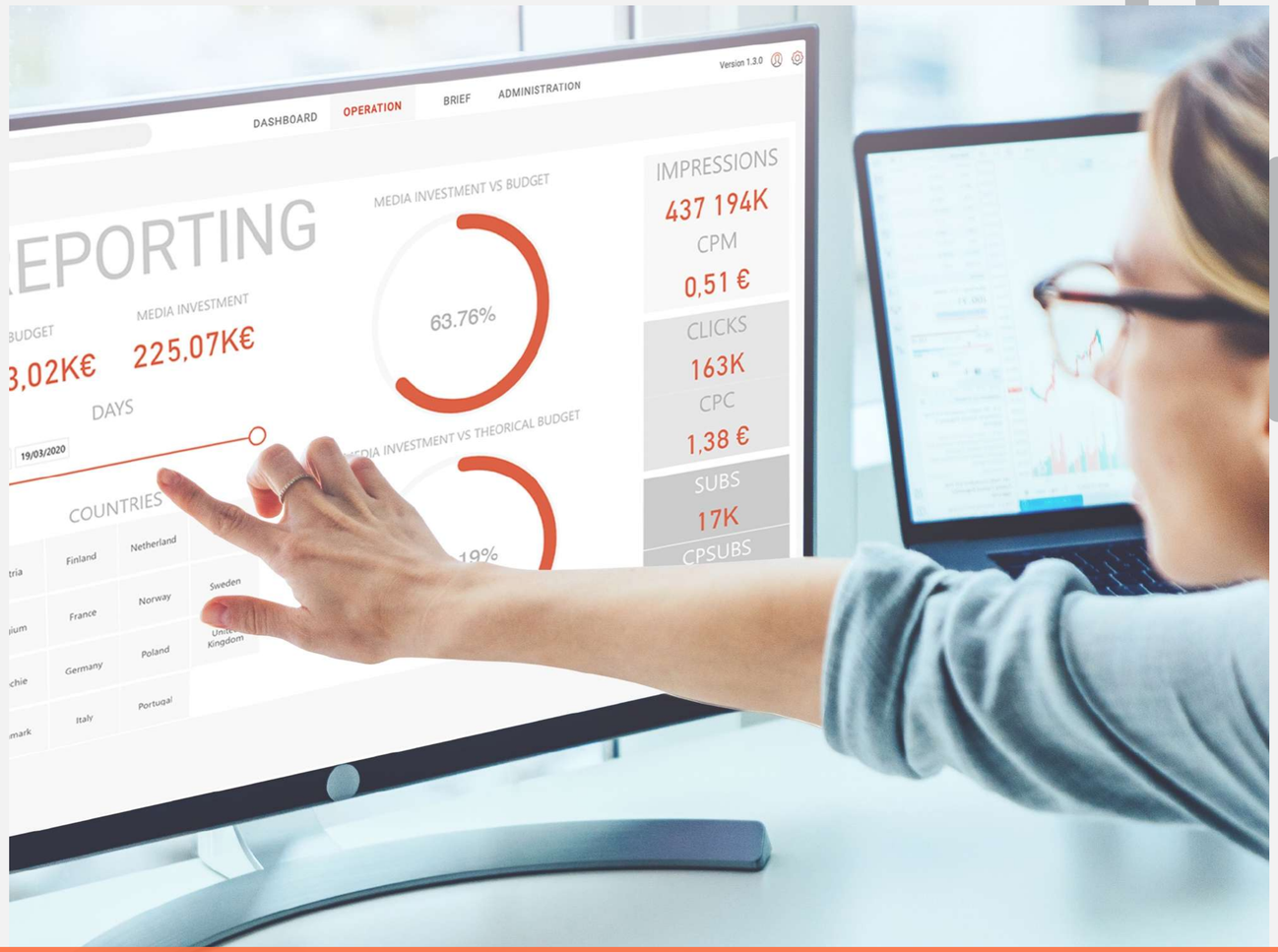


Reactivity

Real-time dashboard of your media plan allowing analysis on all adplatforms dimensions.

ROAS

To guarantee the best ROAS regardless the Kpi chosen.



REAL TIME REPORTING

Step n°5

No more excel files. Operation scores trends displayed at any time via an interactive reporting interface. Allowing the capacity to analyze the results on any specific targeting component and to compare results from an adplatform vs any other.

Analyse

Check any adplatform performances vs any other.

Visualise

An overview in a single interface.

Focus

Details on every single metric.

Understanding

High relevance performances views.

Earnings 2020

+ Agility

+ Insights

+ ROI

BLIZZARD ENTERTAINMENT

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