



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Future of Programmatic

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Future of Programmatic?

Programmatic is an algorithmic real time ad buying and selling process, where software automates purchasing, optimization and placement of media inventory by using a bidding-based system. Modern evolutions in this technology include the use of omnichannel platforms with AI technology and data integration that offers greater tracking clarity, with deeper predictability and stronger consumer insights.

Why Should Marketers Care?

By leveraging the future of programmatic technology, marketers can build more targeted ads for consumers that are a stronger match to the content being delivered. Programmatic systems, such as blockchain verification of legitimate traffic, and advanced AI data technology, allows for advertisement opportunities to become advanced in their ability to deliver the right messages and offers, to the right audiences, at the best time for each consumer, all while offering unprecedented media buying transparency.

Key Future of Programmatic Stat

By 2022, 80% of the advertising process will be automated, "a threshold that will never be surpassed." The remaining 20% will be comprised of brand value, storytelling, and other more experiential tactics that will always require a human driver. (Source: Adobe Think Tank)

Expert Perspective



Daniel Gilbert

CEO
Brainlabs

“There is an arms race amongst TV broadcasters and digital platforms in terms of programmatic TV. I think we’re going to see a very accelerated progression in programmatic TV, with major breakthroughs happening next year [such as] the first programmatic linear inventory.”

How to Prepare for the Future of Data & Analytics

Three industry leaders came together and shared their predictions on what to expect and how to prepare for the inevitable future of data and analytics (Jack Myers, Chairman, Media Ecologist, and Author at MediaVillage; Charles Chappell, Head of Global Media and Agency Excellence at The Hershey Co.; and Louis Jones, EVP of Media and Data at the 4A's).

- 1 In the near future, the majority of media transactions will be automated.** By 2025, it's predicted that 85–90 percent of media transactions will be guided by data and machine learning. Companies need to develop a strategy and invest in the technology and infrastructure required to support this inevitable reality.
- 2 Collectives or partnerships may be key to elevating data and analytics within the marketing community.** One reason Google, Facebook, and Amazon are so attractive to marketers is their reach and scale. Through partnerships, marketers can increase access to data, and improve scale and reach, while decreasing reliance on the current data giants.
- 3 Quality data input is necessary to ensure quality outputs.** AI and machine learning technology can make data collection and processing easier and faster, but it's dependent on the quality of data input.
- 4 Brand managers will be expected to be generally fluent in technology and data to leverage those tools optimally.** Teams of specialists in data strategy, machine learning, ad tech stacks, and other areas will come together and work with brand managers.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.