

FUTURE OF PROGRAMMATIC



Will advances in programmatic advertising mean the end of human involvement?



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 omni-channel platforms with AI technology, and data integration that offers **greater tracking clarity, with deeper predictability and stronger consumer insights.**



We spoke to marketers and experts across industries to get their opinion on the future of programmatic marketing.



They shared that 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.**



With advances in the programmatic space, such as block chain verification of legitimate traffic offering unprecedented media buying transparency, **marketers will begin to feel more adequately informed and in control of their ad purchasing power and investments**, while also being able to focus in more depth on the creative aspects of advertising as **AI technology takes care of the data and systems integration for them.**



RECOMMENDED STEPS



Are you considering adding modern programmatic advances to your marketing efforts?

ANA members have access to the full report, which includes expert perspectives on the future of programmatic, but here are three steps to get you started:

1

Prepare for the Future of Data in Advance.

With the future of media transactions being guided by data and machine learning, data acquisition and exploitation of any insights hidden within will be a key success factor.

2

Evaluate the Best DSP Vendor for Programmatic.

Ensure your DSP vendor is sophisticated, with an integrated data management platform (DMP), multi-channel capabilities, cross-device attribution, third-party reporting options, transparency, and global scalability.

3

Maximize Every Opportunity for Human Creativity.

Although much of advertising will become automated, some areas will still require human input, such as brand value, storytelling, and other more experiential tactics. The creativity in how these ad campaigns are executed, across multiple channels, will be what ultimately sets brands apart.



To learn more about how marketers are approaching the future of programmatic, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.