

HOW TO BUY A PROGRAMMATIC AD

AUTOMATED AD BUYING IS BECOMING WIDELY ADOPTED, BUT THE PROCESS REMAINS HARD TO UNDERSTAND. HERE'S YOUR GUIDE TO HOW IT WORKS.

1. Programmatic ad buying can have many different flavors. This is what a common buy looks like:

I'M A BUYER



SUCCESS!
Campaigns can go live in seconds or hours, depending on your DSP or schedule. You'll only win a percentage of your bids, but once you do, the system will automatically serve your ads.

2. PRIVATE MARKETPLACES: Advertisers can buy from specific publishers programmatically through private marketplaces. It's simpler, but the inventory is often more expensive.



I'M A PUBLISHER

Illustrations by Chi Birmingham for Ad Age

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