Programmatic Advertising

About H&A

The Audience Targeting System is a full service trading desk we developed to give our travel clients access to a best in class programmatic solution. Our keys to success are creative thinking, flexibility, and dedication. No two advertisers or campaigns are exactly alike; we test and adjust strategies on a daily basis to achieve exceptional results.

WHO WE ARE

H&A Media Group

PROGRAMMATIC CAMPAIGN MANAGEMENT
CROSS DEVICE – CROSS CHANNEL – CROSS PLATFORM – REAL TIME MEDIA BUYING BY DEDICATED TRADERS

TECHNOLOGICAL AGILE SOLUTIONS
AGNOSTIC INTEGRATION WITH BEST IN CLASS TECHNOLOGY PARTNERS FOR REACH, TARGETING, VERIFICATION, AND INSIGHTS

DATA MANAGEMENT PLATFORM
PROPRIETARY DATABASES AND FULL SERVICE MANAGEMENT OF CLIENT AUDIENCES FOR FUTURE ACTIVATION

TRANSPARENT REPORTING
ACCOUNTABILITY AND TRANSPARENCY ACROSS EVERY DATA POINT THAT MATTERS, RIGHT DOWN TO THE PUBLISHER
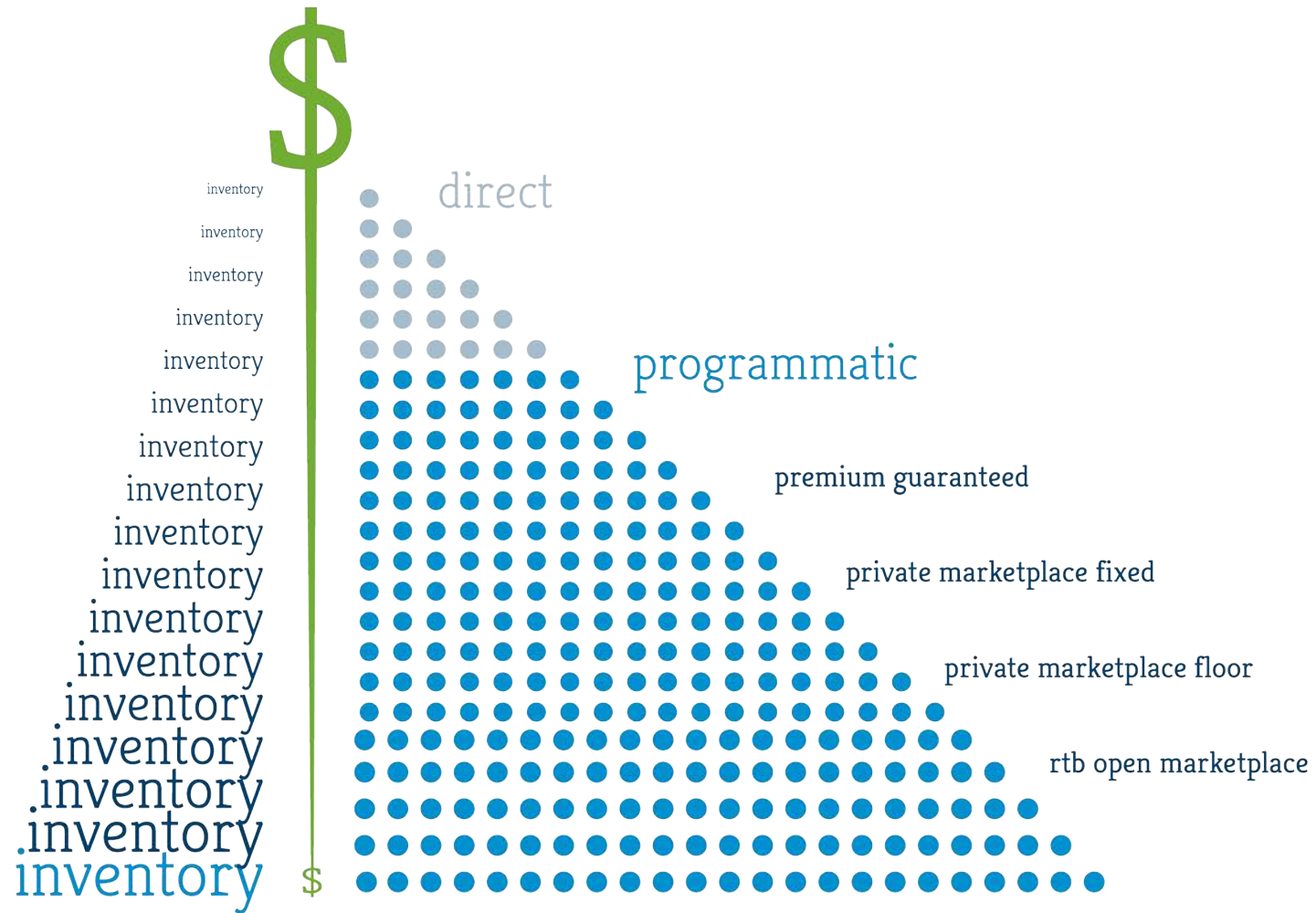
VERTICAL & INTERNATIONAL MARKET EXPERTISE
CAMPAIGN STRATEGIES, TRADER EXPERIENCE, AND MEDIA RELATIONSHIPS SPECIALIZED BY VERTICAL & MARKET

OUR SERVICES

H&A Media Group

- AUTOMATED MEDIA BUYING

- MACHINE DRIVEN LEARNING

- REAL TIME BIDDING

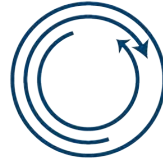- BUYING INVENTORY VIA EXCHANGE

- BIG DATA

DEFINING PROGRAMMATIC

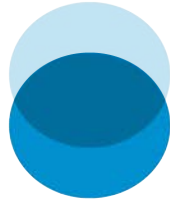H&A Media Group
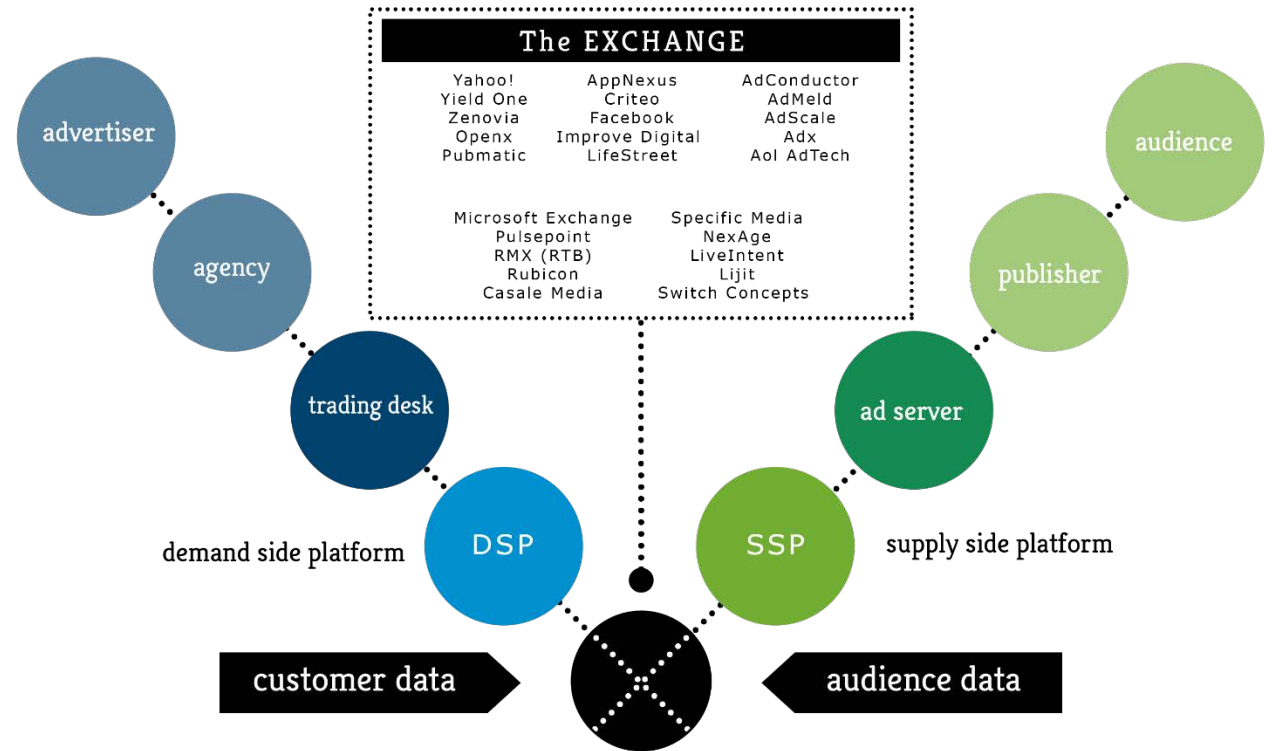
DEFINING PROGRAMMATIC

one-to-one marketing
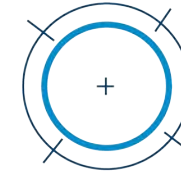
conversion goal optimized

cost efficient

transparency of media buy

audience focused

control over targeting

algorithm optimized

real-time flexibility

big data driven

PROGRAMMATIC FEATURES & BENEFITS

H&A Media Group

STANDARD BANNERS
RICH MEDIA
VIDEO
NATIVE
SOCIAL

ENGAGE WITH CUSTOMERS ACROSS ALL CHANNELS
REACH YOUR TARGET CUSTOMER WHEREVER THEY ARE ONLINE

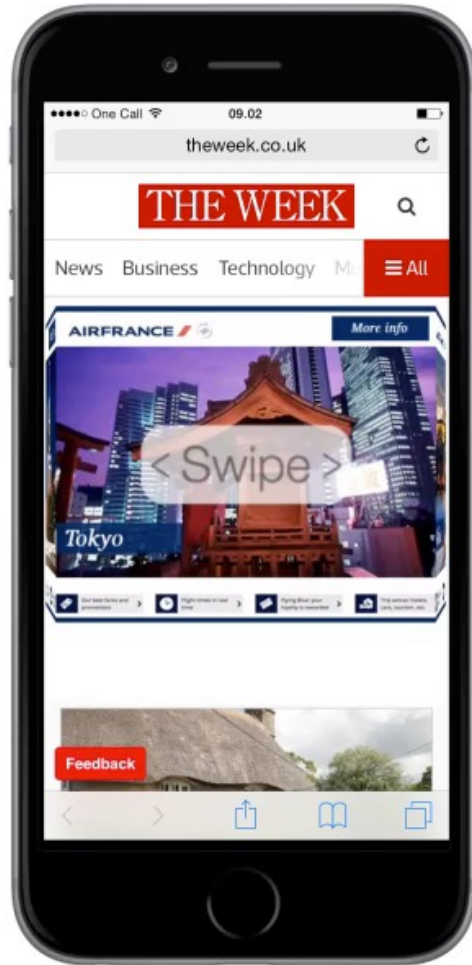PROGRAMMATIC DISPLAY CHANNELS
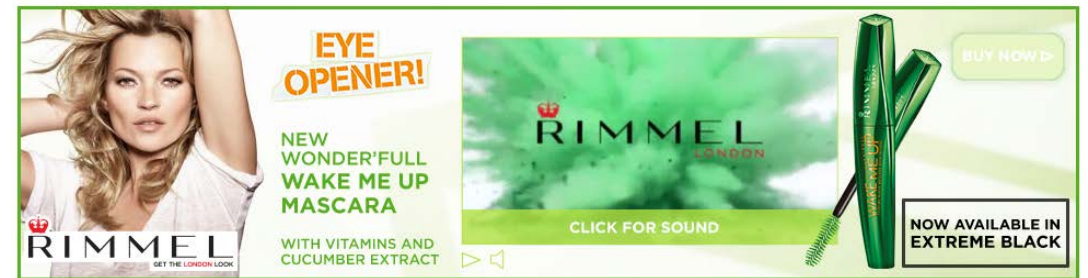
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Desktop + Mobile (In-Browser/In-App)

Newsletter Display (presented to the left)

Reach users across all devices and at scale on most publishers with **standard IAB banners** *via* programmatic exchanges. Deals and Whitelisting.

STANDARD BANNERS
CHANNELS

RICH MEDIA ADS HAVE INTERACTIVE ELEMENTS - USER INITIATED WITH MEASURABLE ENGAGEMENT.

RICH MEDIA

CHANNELS

PRE-ROLL/MID-ROLL (IN-STREAM)
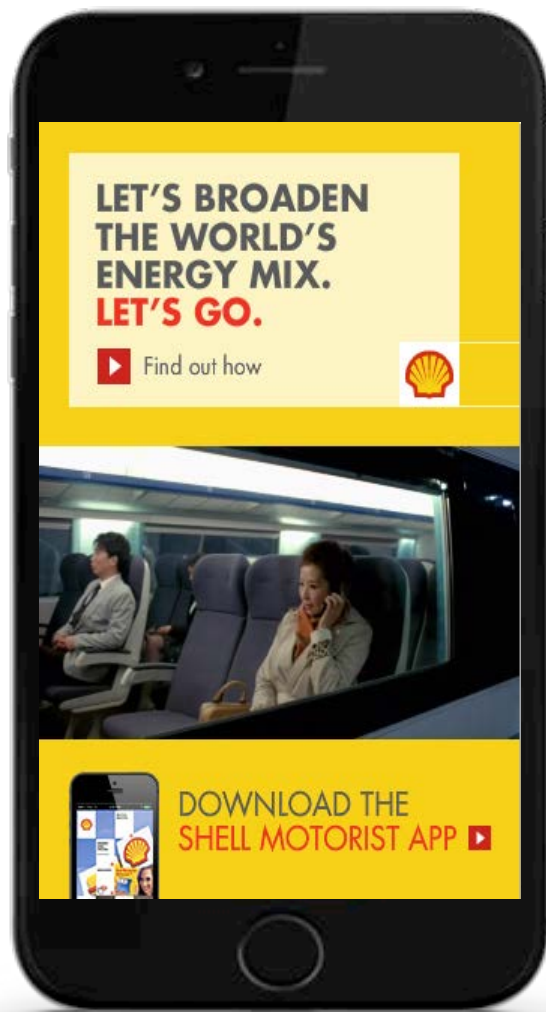VIDEO ADS THAT PLAY BEFORE OR AFTER THE
USER-SELECTED VIDEO CONTENT

OUT-STREAM
OUT-STREAM VIDEO ADS LIVE WITHIN THE EDITORIAL
CONTENT OF A PAGE

KPIS = VIEWABILITY + COMPLETION RATE %

*Note: These video ads can be **:15s** or **:30s** depending on the website that will be showing the particular ad. They can be skippable (YouTube) and non-skippable.*

VIDEO
CHANNELS

H&A Media Group

INTERACTIVE
ENHANCE THE USER EXPERIENCE AND PERFORMANCE OF STANDARD PRE-ROLL BY GIVING THE USER THE OPPORTUNITY TO ENGAGE.

INTERACTIVE VIDEO
CHANNELS

PROGRAMMATIC TELEVISION (PTV) IS ONE OF THE MOST PROGRESSIVE AND EXCITING AREAS OF THE ADVERTISING INDUSTRY.

PTV MAKES USE OF PROGRAMMATIC TECHNOLOGIES TO CREATE THE SAME KIND OF EFFICIENCY (AUTOMATION) AND EFFICACY (TARGETING DATA) FOR MARKETERS INTERESTED IN SHARING THEIR VIDEO CONTENT. THE GAP BETWEEN BROADCAST AND ONLINE IS NOW BEING BRIDGED.

PROGRAMMATIC TELEVISION - PTV
CHANNELS

H&A Media Group
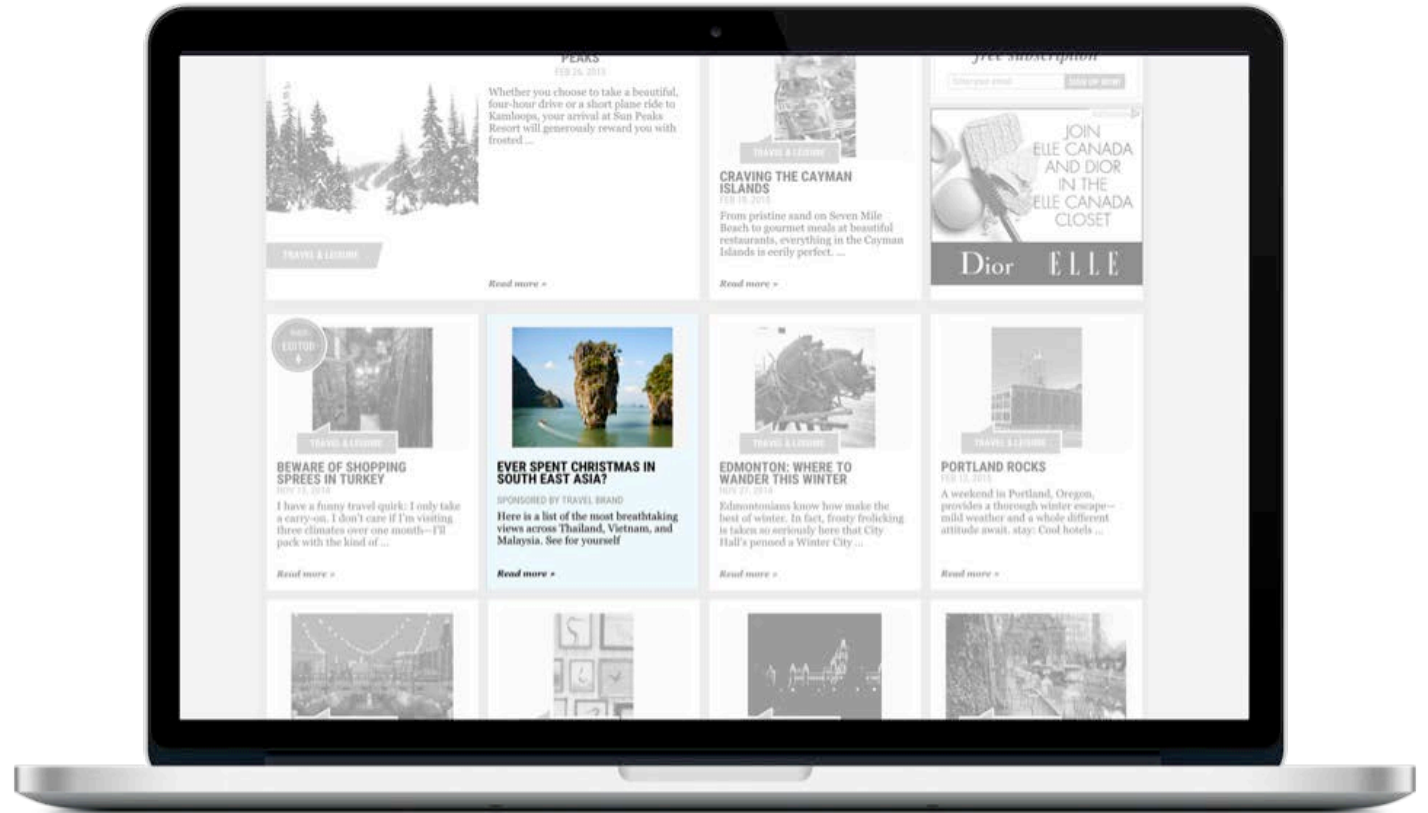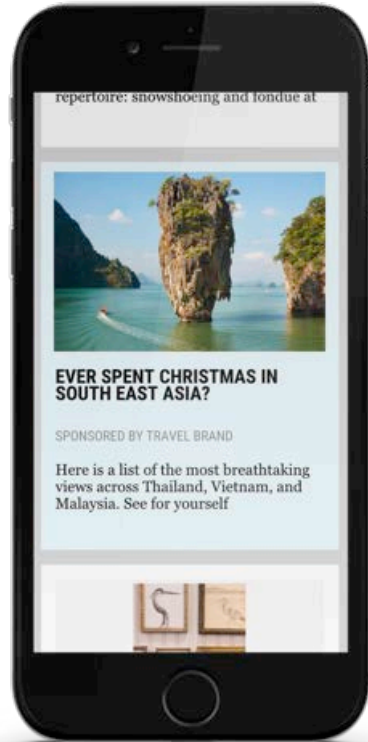
NATIVE ADVERTISING INTEGRATES YOUR HIGH QUALITY CONTENT INTO THE ORGANIC EXPERIENCE OF A WEBSITE. NATIVE AD UNITS CONFORM TO THE DESIGN AND FEEL OF THE SITE ON WHICH IT DISPLAYS.

NATIVE
CHANNELS

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FACEBOOK & INSTAGRAM

TARGET AUDIENCES BASED ON THEIR DECLARED
DEMOGRAPHIC TRAITS, SOCIAL SHARING ACTIVITIES,
INTERESTS AND/OR THE GROUPS THEY "LIKE."

THESE ADS SHOW UP IN A USERS' FACEBOOK NEWSFEED,
RIGHT HAND SIDE, OR INSTAGRAM FEED.

TWITTER

TARGET USERS BASED ON THEIR DECLARED INTERESTS,
SPECIFIC KEYWORDS THEY SEARCH, OR PEOPLE WITH SIMILAR
FOLLOWERS TO YOUR OWN TWITTER ACCOUNT.

THESE ADS SHOW UP IN A USERS' TWITTER FEED OR IN THE
SEARCH RESULTS PAGE.

SOCIAL
CHANNELS

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INSTAGRAM EXAMPLE

FACEBOOK EXAMPLE

SOCIAL
CHANNELS

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CONTEXTUAL
BEHAVIORAL
DEMOGRAPHIC
GEO-TARGETING
DAY/TIME TARGETING
LANGUAGE
DYNAMIC
DEVICE
PMP

Right Person, Right Place, Right Time, Right Message

TARGETING METHODS

ALIGN YOUR ADS WITH WEBPAGES THAT FOCUS ON CONTENT RELEVANT TO YOUR BRAND AND TARGET AUDIENCE.

CUSTOM KEYWORDS
(ADVERTISER PROVIDED)
EXCLUSIONS – BRANDSAFETY

(SAFE FROM NEGATIVE NEWS)
PAGE QUALITY – VIEWABILITY

(1 SECOND FOR BANNER, 2 SECONDS FOR VIDEO)
GENERAL TOPIC CATEGORIES FOR MAXIMUM SCALE
(ENTERTAINMENT, TRAVEL, AUTOMOTIVE, FINANCE)

Integral
Ad Science

Peer39
[by Sizmek]

CONTEXTUAL
TARGETING

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SITE RETARGETING

DISPLAY AN ADVERTISEMENT TO USERS WHO HAVE VISITED YOUR PAGE WITH STRATEGIC FOLLOW UPS. *ALWAYS ON APPLICATIONS.*
OPTIMIZE FREQUENCY + RECENCY

CRM DATA ONBOARDING

USING ONBOARDING PROVIDER TO CREATE ANNONYMIZE PII INTO TARGETABLE SEGMENTS

EMAIL DATABASE CROSS OVER

TURNING EMAIL DATABASES INTO TARGETABLE SEGMENTS

BEHAVIORAL - 1st PARTY DATA

TARGETING

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TARGET ANONYMOUS INDIVIDUALS BASED ON THEIR UNIQUE CHARACTERISTICS

INTEREST-BASED
(SPORTS, HOBBIES)
BROWSING BEHAVIOR
(TOPIC SEARCHES PERFORMED)
PURCHASE BEHAVIOR
(TRAVEL PACKAGES)
LOOKALIKES
(TARGETING AN AUDIENCE SIMILAR TO THE CUSTOMERS)

Example Data Providers

BEHAVIORAL 3rd PARTY DATA
TARGETING

TARGET THE RIGHT CONSUMER BY **GENDER , AGE, INCOME** OR **OCCUPATION**

DEMOGRAPHIC
TARGETING

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PMP - PRIVATE DEALS NEGOTIATED DIRECTLY WITH PREMIUM PUBLISHERS
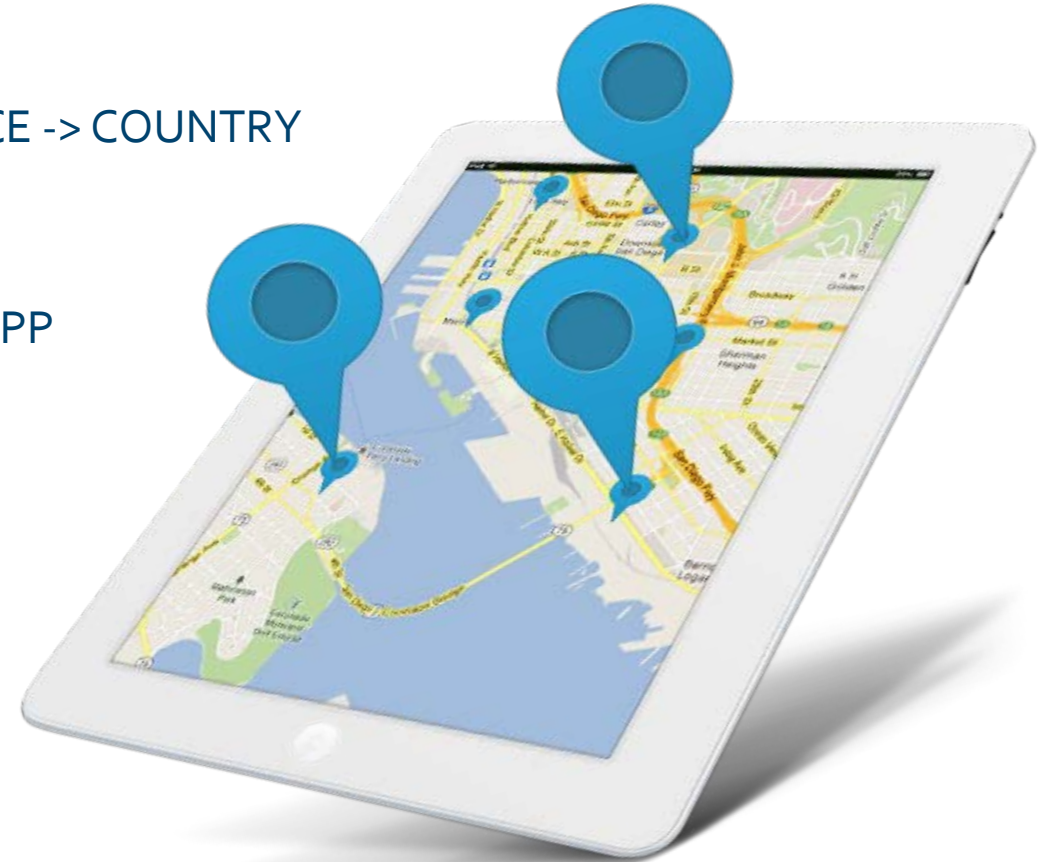TAILORED WHITELISTS

PRIVATE MARKETPLACE TARGETING

GEO-TARGETING
TARGET USERS BY POSTAL/ZIP CODE -> CITY / DMA -> PROVINCE -> COUNTRY

GEO-FENCING
TARGET USERS WITHIN A DESIRED RADIUS USING MOBILE IN-APP
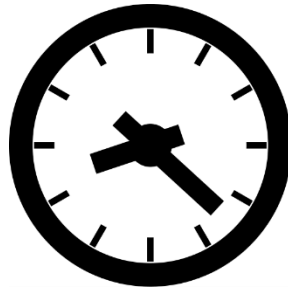ADS, LEVERAGING GPS TECHNOLOGY.
(100 METER MINIMUM RADIUS RECCOMMENDED)
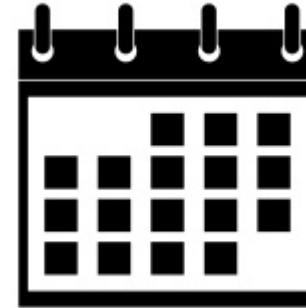
GEOGRAPHICAL
TARGETING

TIME OF DAY TARGETING
TARGET USERS DURING THE TIME OF DAY THAT COSUMER BEHAVIOR CORRELATES WITH YOUR BRAND IN THE CONSUMERS TIME ZONE

DAY PART TARGETING
TARGET THE DAY OF WEEK IN WHICH CONSUMER BEHAVIOR IS MOST LIKELY TO PRODUCE BETTER RESPONSE RATES

DAY/WEEK PARTING
TARGETING

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TARGET BROWSERS
TARGET USERS BASED ON THE LANGUAGE THEIR BROWSER IS SET IN

TARGET CONTEXTUAL LANGUAGE
TARGET SITES WRITTEN IN THE LANGUAGE YOU WANT TO TARGET

TARGET DOMAINS
USE OUR WHITELISTS TO REACH SPECIFIC LANGUAGE SITES

LANGUAGE
TARGETING

PRODUCT TARGETING
DYNAMICALLY RETARGET USERS WITH ADS THAT CORRESPOND WITH THEIR SPECIFIC WEBSITE BEHAVIOR

WEATHER TARGETING
DYNAMICALLY SERVE ADS THAT CORRESPOND WITH CURRENT WEATHER CONDITIONS

DYNAMIC CREATIVE
TARGETING

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DEVICE TARGETING OPTIONS
- ➤ DESKTOP
- ➤ TABLET
- ➤ MOBILE DEVICES

BROWSER TARGETING OPTIONS
- ➤ CHROME
- ➤ FIREFOX
- ➤ MSIE
- ➤ OPERA
- ➤ SAFARI

OPERATING SYSTEM
INTERNET SERVICE PROVIDER

DEVICE
TARGETING

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MEASURE WHAT MATTERS

- ➢ ROI
- ➢ CTR
- ➢ CPC
- ➢ CPA
- ➢ VIEWABILITY %
- ➢ AUDIENCE ON TARGET %
- ➢ AD ENGAGEMENT - RICH MEDIA
- ➢ A/B PERFORMANCE TESTING - CREATIVE
- ➢ COMPLETION RATE % - VIDEO ENGAGEMENT
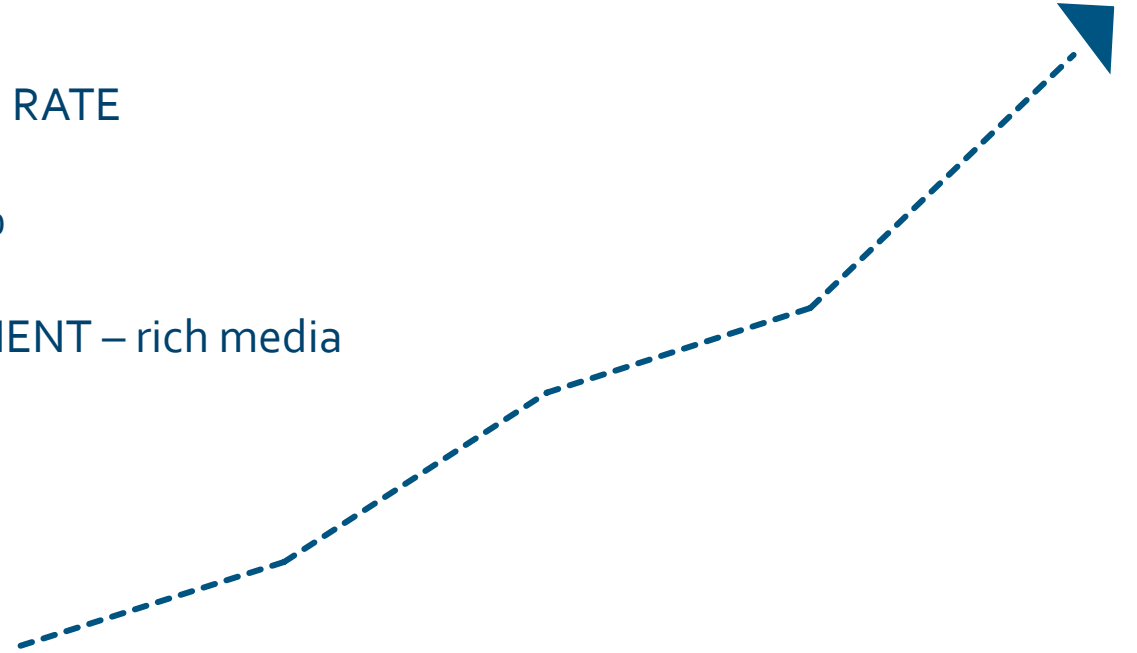- ➢ SOCIAL ENGAGEMENT - VIEWS, CLICKS, LIKES, SHARES

KPI OPTIMIZATION

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ALGORITHM

CPC – cost per click
CPA – cost per acquisition
CREATIVE
COMPLETION RATE – video
ROI

HUMAN

CPC
CPA
CREATIVE
COMPLETION RATE
ROI
ON TARGET %
VIEWABILITY
AD ENGAGEMENT – rich media

KPI OPTIMIZATION

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CPA (COST PER ACQUISITION) CAMPAIGNS HELP MARKETERS ANSWER THE **ROI** QUESTION: "HOW MUCH DO I HAVE TO SPEND ON ADVERTISING TO GENERATE A CONVERSION?"

A "CONVERSION" CAN BE DEFINED IN SEVERAL WAYS. IT CAN BE HARD (LIKE A PRODUCT OR SERVICE SOLD ONLINE), OR SOFT (LIKE A LEAD GENERATED, A NEWSLETTER SUBSCRIPTION, AN APP DOWNLOADED, ETC.)

IN THE ABSENCE OF CONVERSION GOALS, MARKETERS CAN PRIORITIZE QUALITY SITE VISITS AS A CAMPAIGN GOAL.

THE GOAL YOU CHOOSE DICTATES HOW OUR TRADING DESK WILL OPTIMIZE YOUR CAMPAIGN.

KPI OPTIMIZATION

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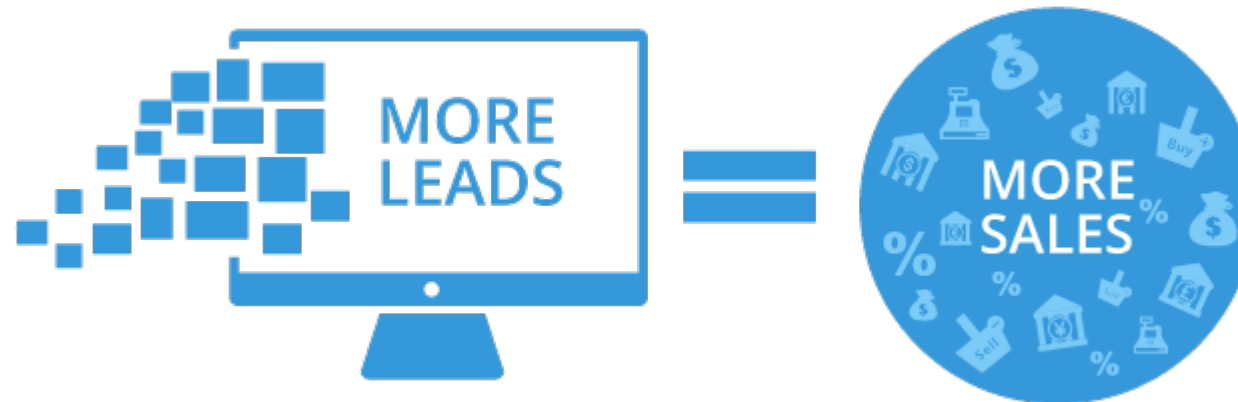
MACHINE LEARNING & HUMAN INTELLIGENCE

DOZENS OF VARIABLES IMPACT CAMPAIGN PERFORMANCE. THE GOAL IS TO START WITH A STRONG FOUNDATION AND INCREMENTALLY IMPROVE FROM START TO FINISH AS DATA ACCUMULATES AND PATTERNS EMERGE.

OUR PROGRAMMATIC TRADERS PROVIDE THE *HUMAN TOUCH* BY DEVELOPING STRATEGIES AND ADJUSTING CAMPAIGNS ON A DAILY BASIS.

ADVANCED ALGORITHMS AUTO-OPTIMIZE MICRO VARIABLES TOWARDS THE CAMPAIGN OBJECTIVE .

IT'S THIS BALANCE OF MACHINE LEARNING AND HUMAN INTELLIGENCE THAT ALLOW US TO REACH AND EXCEED OBJECTIVES . OUR CUSTOM REPORTS REFLECT THIS PROCESS IN DETAIL.

KPI OPTIMIZATION

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CONTACT US

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