

10 Top 2019

Programmatic Media Buying Trends



1

Prepare to embrace Voice Marketing

50% of all internet searches will be done via voice in 2020.

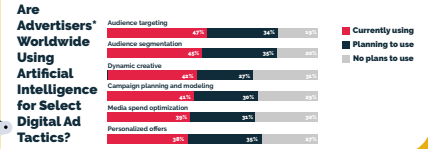
Google voice searches are increasing day over day. The New York Times has already launched Native ads using Voice Marketing. With over 56 Million smart speakers shipped in 2018 expect this trend to be on your radar all year.



6

Media Buyers are using Artificial Intelligence (AI) for media optimization

According to research **4 in 10 advertisers are using AI for better audience segmentation and media spend optimization.** Using AI for marketing tactics is a trend to keep your eyes on.



2

Programmatic TV is seriously on the rise

With better tools to target, deliver and measure ads across all viewing platforms - linear TV, connected TV, mobile and desktop; eMarketer predicts U.S. advertisers will buy **\$3.8 billion in programmatic TV ads in 2019**, a **236%** increase from 2018.



7

Agencies are consolidating their media and DSP partners

Programmatic media buyers find it difficult to coordinate multiple platforms as it maximizes the possibility of bidding against oneself and less platforms also cuts down on the ad tech tax.

"It's not efficient to run programmatic across 30 different platforms. It's much more efficient to have a team that can be an expert in three or four."

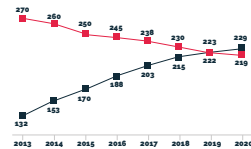
Matt Greitzer, co-CEO at Dentsu Aegis programmatic group Amnet.

3

Advertisers get serious about audio advertising

In the US people devote an average of **3.6 hours** to their mobile device every day, according to eMarketer, listening (audio) is the largest portion of that at 52 minutes a day. Adoption rates among voice-activated speakers and audio subscription services has made programmatic audio crucial to a 2019 strategy.

Average Time Spent per Day with TV and Mobile Devices by US Adults, 2013-2020 (minutes)



8

Showing fees is a growing imperative for ad buyers

Agencies are pushing for more transparent relationships vs. black box and arbitrage. More brand marketers have digital experience and are prepared to be hands on. This trend is here to stay and media vendors have to find a way to adapt.

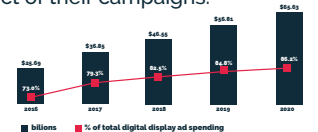
9

CMOs want programmatic as a skill in-house

Programmatic advertising has become the lion's share of digital advertising spend over the last four years. According to eMarketer, **78% of US digital display ad dollars will have been bought programmatically in 2018 and the prediction for 2019 is that share of ad spend will increase to 83%.** So having programmatic as a skill in-house is something that CMOs are taking more seriously, especially those who have significant budgets and want to fully own every aspect of their campaigns.



Programmatic Ad Spending US, 2016-2020



5

Digital Out of Home (DOOH) goes programmatic

Media buyers can now programmatically buy digital signage within a certain radius of a store location. This means DOOH can be combined with a mobile ad campaign, and advertisers can retarget consumers on a nearby outdoor screen after they've been shown a location-specific mobile or desktop ad. IAB estimates, **48% of consumers are more willing to click on a banner after being exposed to an OOH ad.**



10

More brands will be bringing their media in-house vs 2018

64% of people that took Forrester's 'In-House Agency Forum' survey said that they used in-house agencies in 2018, an **increase of 52% from a decade ago.** Marketers have calling into question whether ad spending actually works, like wasteful media plans, irregular ad rates and unclear discounts. While some functions are going to in-house teams brands are opting to use programmatic consulting services for specialized programmatic capabilities as well as transition media buying from an agency to an internal resource.

