



# P R O G R A M M A T I C

— THE EBOOK —

THE ULTIMATE GUIDE TO PROGRAMMATIC FOR B2B MARKETERS

## PROGRAMMATIC AND B2B AT THE TIPPING POINT

“ *The early bird may get the worm – but it’s the second mouse that gets the cheese.* ”

That’s the benefit when you don’t dive into a new technology straight away – but wait until the time is right to scoop up the value available. We’ve created this eBook because, if the value in programmatic buying is the cheese, then B2B marketers are that second mouse. The time is now for programmatic and B2B.

B2B marketers hung back from programmatic for a long time because the way the technology was being used didn’t align with our objectives. Blind, real-time bidding on open exchanges to deliver the greatest number of exposures at the lowest possible cost? That doesn’t really help when you need to influence specific groups of decision-makers and reach them at their most receptive.

Today though, we’re seeing a far greater appetite amongst B2B

brands for programmatic solutions. We recently hosted a roundtable on programmatic with B2B magazine, where marketers agreed that in four or five years all advertising will be bought programmatically.

What’s changed? Why are B2B and programmatic now approaching the tipping point? Platforms and ad tech companies have realised that just because programmatic can be used to chase low cost and low quality doesn’t mean that it has to. We’re seeing new types

of partnerships for advertisers – and innovative new ways for programmatic to add value for their business. That makes the cheese a lot more tempting.

As the world’s leading B2B publishing platform, where you can reach the world’s professionals all in one place, LinkedIn is an important part of the programmatic future. In this eBook we explain how we help programmatic to deliver on its promise. You’ll discover how you

can use LinkedIn to guarantee viewability and brand safety, reach a quality audience and use premium data to bring precision and creativity to your use of programmatic.



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Don't be confused by the technical jargon that's sprung up around programmatic – here's what the lingo really means.

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### A QUICK HISTORY OF PROGRAMMATIC BUYING

Lee Byrne, Head of B2B Ad Operations for LinkedIn Marketing Solutions, explains his early experiences with programmatic – and why the technology is now right for B2B marketers.

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# ASK THE EXPERT



**Michele B. Weber,**  
SVP Marketing,  
AppNexus

Michele is the Senior VP, Marketing at AppNexus, an internet technology company powering the real-time buying and selling of digital ads. We asked her for her views on the key issues in B2B Programmatic that we cover in this book.

## WHAT DO YOU SEE AS THE NEXT BIG TRENDS IN PROGRAMMATIC ADVERTISING?

Advances in programmatic mean that it's no longer just a lever for buying a high volume of digital advertising inventory at a lower cost. It also has value to add in improving campaign effectiveness and the digital customer experience.

These changes have come about because of five trends that have started to change the programmatic landscape - and make it more attractive for B2B marketers:



Machine learning, which enables more predictive campaign optimisation and hyper-personalised experiences for individual audience members.



The incentive for marketers and publishers to use data more collaboratively, in order to deliver personalisation and increase effectiveness.



The overcoming of barriers to hyper-targeting, which is particularly important for B2B marketers.



The compression of the media supply chain with intermediaries starting to disappear if they don't provide real value. This will empower marketers to spend most of their investments on actual media, avoid the tax to the tech middlemen, and improve ROI. It's also creating a programmatic ecosystem that's a lot more attractive to B2B.



# THE HIPSTER'S GUIDE TO SPEAKING PROGRAMMATIC

Those cutting-edge, early adopting programmatic cats have developed some pretty confusing lingo to describe the process of buying and selling ads automatically.

It's a lot easier to make smart, strategic decisions about programmatic when you can translate what they're saying into the language most marketers speak. In this section, we've decoded some of the core programmatic concepts.

## PROGRAMMATIC

Simply put, programmatic means the automated buying of digital advertising space, in order to make the process more efficient. As part of that automated buying process, computers use third-party or first-party data to decide which ads to buy and how much to pay for them.

## IMPRESSION

The occasion when a user loads a web page and sees an ad. The difference with programmatic is that all impressions on the same ad unit don't necessarily involve people seeing the same ad. Programmatic buying is a way of deciding which ad each visitor will see.

## DSP

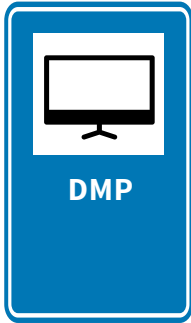
This stands for Demand Side Platform – it's the technology used by programmatic buyers and their agencies to make decisions about which impressions to buy and how much to pay for them.

## SSP

This stands for Supply Side Platform – it's the technology used by publishers to sell advertising space programmatically – and it makes data available about which impressions are available to buy.

## CPM

Cost per Thousand impressions – the currency in which advertisers usually bid for programmatic ads.



## DMP

This stands for Data Management Platform – it pulls together all available data that an advertiser has access to, both from its own customer or website data or third-party data sources. The DSPs can then use this data to see how valuable an impression is to an advertiser, as that impression is happening.



## OPEN AUCTION

The process by which different DSPs bid for an impression on behalf of their clients. When the ads on a site are made available in open auction, any DSP can bid for any impression.



## PRIVATE AUCTION

A private auction or private marketplace (PMP) is an invitation-only auction for programmatic ad space, where one publisher invites advertisers to bid for impressions on its inventory. The publisher has visibility over which advertisers are bidding for impressions – and the advertisers know which site their programmatic ads will appear on.



## AD FRAUD

As advertisers pay for the number of impressions on an ad (CPM), there is a constant challenge to make sure that these impressions are from real people rather than ‘bots’, which boost impressions artificially.



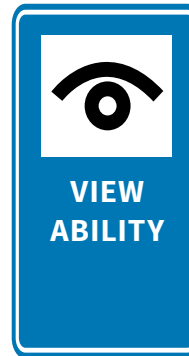
## REAL-TIME BIDDING

This describes the fact that auctions for programmatic ads take place in fractions of a second as the page is being loaded. Whether an ad impression is bought on open or private auction, the decision about which ad will appear to the user happens while that user is loading the page.



## SECOND-PRICE AUCTION

This is the way that the cost of the programmatic ad is worked out. The DSP that bids highest buys the ad – but they only pay as much as the second-highest price plus one cent.



## VIEWABILITY

The Interactive Advertising Bureau’s defines an ad as “viewable” if at least half of it appears on the screen for more than one second. Part of the challenge for programmatic buying is whether advertisers can be confident that the impressions they buy are actually viewable.



## INVENTORY

Describes the ad spaces that are available to buy (whether programmatically or manually).

## 2

# A QUICK HISTORY OF PROGRAMMATIC BUYING



**By Lee Byrne,**  
*Head of B2B Ad Operations,*  
*LinkedIn Marketing Solutions*

The promise of programmatic is powerful. With it, you can use digital data to target your audience at the individual level across the Internet; you're no longer guessing that your prospects are reading the *Financial Times* or *Advertising Age*. With programmatic, you know that a member of your target audience is viewing the content on the page where your ad appears.

IN ADDITION TO BEING PRECISE,  
PROGRAMMATIC SHOULD ALSO BE  
SUPREMELY EFFICIENT

It eliminates transacting and creating individual insertion orders with dozens or even hundreds of media outlets. With a single ad network, it's conceivable for a marketer to efficiently and effectively reach her prospects wherever they travel on the Internet.

I've been involved in the ad tech sector since about 2000 – and that means I've had a front row seat for the evolution of programmatic buying. It hasn't always been pretty. I've just given you the theory of how programmatic should benefit advertisers. For years though, the reality was somewhat different.

Programmatic disappointed and frustrated ad buyers with worries about viewability, ad fraud and brand safety. As co-founder and VP Advertising Operations at Bizo I bought a lot of ads programmatically for our customers – and so I encountered these issues first hand. We were hyper-diligent in digging into impression-level data to assure them about where ads were appearing. However, as the problems became more apparent, the workload increased – and that promise of efficiency disappeared. The extra effort involved in blocking adware, studying each website to ensure viewability and whitelisting only those we were convinced were fighting ad fraud – it all took time and money.



*Looking back now, I only wish that we'd been able to buy programmatic ads on LinkedIn.*

#### WHY?

Because LinkedIn is a key part of the move to a 'Programmatic 2.0' that's addressing all of the fundamental issues that we grappled with for so long back then. It makes programmatic powerful and efficient in the way that it's supposed to be – and it enables B2B marketers to be more flexible, innovative and effective in how they use it.



**LinkedIn's audience is as strong as you can get,**

MORE THAN

**467 million**

**Professionals on the platform**



#### Who can be targeted by



INDUSTRY



JOB TITLE



SENIORITY



BUSINESS  
SIZE



AND  
MORE

**1**

#### Just one ad per page

IT'S ABOVE THE FOLD AND ITS VIEWABILITY RATE IS TWICE THE INDUSTRY AVERAGE



#### Bot traffic is minimal

BECAUSE REGISTRATION AND LOG-IN IS NECESSARY. AND BRAND SAFETY IS ESSENTIALLY GIVEN

Over the chapters following this one, we'll explain how to make this unique programmatic asset work for you.







**WHAT CAN B2B  
MARKETERS DO  
TO OPTIMISE  
THEIR  
PROGRAMMATIC  
PERFORMANCE?**

**Michele B. Weber,**  
SVP Marketing,  
AppNexus



WE BELIEVE THAT THE ROADMAP FOR SCALABLE AND SUSTAINABLE PERFORMANCE OPTIMISATION HAS THREE MAIN PHASES:

- 1** Phase 1 is building foundational practices. In this stage, marketers can proactively eliminate low-performing inventory by having strategies in place to combat fraud and increase viewability
- 2** Phase 2 is optimising performance via basic testing and learning. Marketers can use first and second party data, testing format types and bid levels.
- 3** Phase 3 is innovation. We offer our clients the choice of leveraging our optimisation algorithms or customising their own. By applying machine learning to campaign testing, campaigns grow smarter over time and marketers can achieve more intelligent attribution.



# GETTING CREATIVE WITH PROGRAMMATIC

There's an outdated misconception that programmatic is only good for one purpose: achieving the greatest number of clicks or impressions at the lowest possible cost. However, programmatic isn't just about scale or efficiency. For B2B marketers, it's at its most exciting when used to deliver new levels of precision – and enable innovative approaches. Here are just some of the creative possibilities that B2B marketers are exploring through programmatic:

## TARGETING NICHE AUDIENCES WITH CAREFULLY TAILORED CONTENT

This is the big reason why so many B2B marketers are now exploring programmatic: it enables you to pinpoint a niche, potentially difficult-to-reach audience, with content created specifically for them. This helps to ensure that programmatic feels timely rather than interruptive.

## SEAMLESS, MULTI-PLATFORM CAMPAIGNS

Programmatic can be used to reach audiences across all of the different platforms and devices that they use. It does this most effectively when campaigns have a strong creative wrap that can be adapted to the demands of those different platforms and devices.

## NEWS-JACKING AND REAL-TIME MARKETING

One of the cleverest approaches to programmatic involves tailoring content not just to who people are but to the landscape in which they are operating. Adapting content and creative to the priority issues of the moment for different people can maximise engagement.

## VIRTUAL NETWORKING AND ACCOUNT-BASED TARGETING

At our recent programmatic roundtable, which we hosted with B2B Magazine, one attendee explained how her business would be avoiding spending large sums on a trade show stand – and attending the event programmatically instead. Her strategy included delivering relevant content to individual delegates programmatically based on the particular sessions they had attended.

This allowed the brand to jump on interesting conversations and offer ideas and solutions.



*IT'S JUST ONE EXAMPLE OF HOW INNOVATIVE USE OF PROGRAMMATIC CAPABILITIES OPENS UP NEW POSSIBILITIES FOR MARKETERS.*

*BUSINESSES WITH GOOD QUALITY DATA ON THEIR PROSPECTS CAN LEVERAGE PROGRAMMATIC FOR A RANGE OF PERSONALISED OR ACCOUNT-BASED MARKETING APPROACHES.*



**WHAT AD FORMATS  
SHOULD B2B  
MARKETERS BE  
TESTING WHEN  
IT COMES TO  
PROGRAMMATIC?**

**Michele B. Weber,**  
SVP Marketing,  
AppNexus



DAVID OGILVY IS QUOTED AS SAYING,

“ *Never stop testing and your advertising will never stop improving.* ”

That same advice rings even more true today. We have the technology to test our marketing campaigns, creative and formats in real-time, and B2B marketers should be making as much use of it as they can.

We should be assessing the effectiveness of different display ad formats, creative designs and CTAs in driving awareness and advancing people through the purchase journey.



# HOW TO REACH A QUALITY PROGRAMMATIC AUDIENCE

Buying advertising used to involve a media-centric view of the world. Marketers and their agencies thought of their strategy in terms of the media they decided to buy or not to buy – a page in The Economist or a TV slot on Downton Abbey, for example.

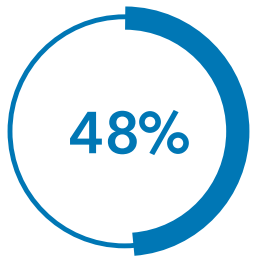
PROGRAMMATIC IS BRINGING ABOUT A REVOLUTION IN HOW WE SEE THE MARKETING LANDSCAPE.

From a media-centric view we're changing quickly to an audience or customer-centric one. It's the marketing equivalent of Nicolas Copernicus showing the world that the earth actually revolves around the sun – not the other way round.

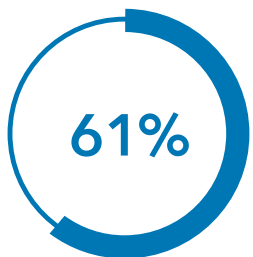
Rather than making deals with lots of different media owners, marketers can now use programmatic to reach their target audiences across the entirety of the internet through a single buying platform like a DSP or Agency Trading Desk. What's more, they can use data to connect their ads to individually targeted members of that audience based on their characteristics and behaviour. Just because you pay to show your ad to one person visiting a website doesn't mean you have to pay to show your ad to the next person visiting that site.

However, reaching the right audience through programmatic isn't a given – it depends on the quality of data you have available to target the right people, and also on the types of advertising environments that your buying platform has access to in order to reach them.

*That's why*



*of marketers are concerned with waste<sup>1</sup> and*



*cite low-quality inventory as a major challenge<sup>2</sup>*

*1 and 2 Source:  
Chango and Rubicon Project*

The fact is there are only so many quality audiences spread across a few top quality publishing websites. While an advantage of programmatic is that it reaches your target audience on a wide range of websites, internet users actually spend the majority of their time on a few high quality sites, such as Amazon, Google, Facebook, and LinkedIn. You need access to these premium sites to reach them effectively through programmatic.

*SO AS THE INTERNET AND PROGRAMMATIC EVOLVE,  
**HOW CAN MARKETERS CONTINUE TO LEVERAGE BOTH?***

*HERE ARE **THREE WAYS** THAT MARKETERS CAN CONTINUE TO REACH QUALITY AUDIENCES WITH PROGRAMMATIC AD BUYING:*



*MAKE SURE  
THE PUBLISHER HAS THE  
RIGHT REACH FOR YOUR  
AUDIENCE*

Let's say you're an advertiser working at a software company and you're looking to reach IT buyers and those influencing their decisions. One strategy to reach this highly coveted segment would be to set up private auction purchasing options with individual publishers that predominantly cater to this type of audience. In this case, it's all about selecting the right publishers. It's important to carefully examine the DNA of the members or visitors that use each site, to ensure you're reaching the audiences that matter most to your business. On LinkedIn, for example, you'll find more than 4 million IT decision makers. That's the kind of environment in which you want to set your programmatic buying to work.



*MAKE SURE*  
**THE WEBSITE GENERATES THE  
RIGHT ENGAGEMENT**

Reach and engagement aren't necessarily the same. Websites can have broad audiences that only engage on a surface level and don't interact with the site's content. Putting an ad in front of them is likely to deliver very little in terms of engagement and value.

**Visitors to LinkedIn viewed an average of**



which is **more than 4x** the number of views in the first quarter of 2012

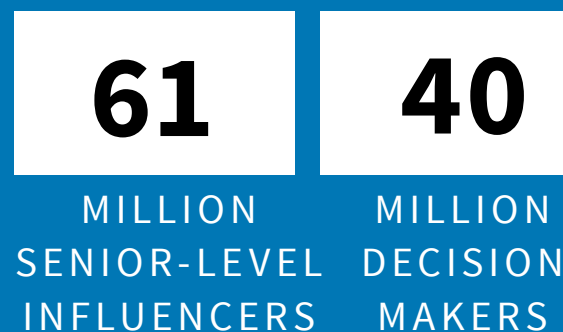
That's the direction you want to see visitor engagement moving in.



*MAKE SURE*  
**THE AUDIENCE HAS A HIGH  
PROPENSITY TO BUY**

As a B2B marketer, you're not just interested in eyeballs. You need to reach particular influencers and buyers, who can actually benefit from your products. Do the websites in your programmatic buy deliver the people who can influence a buying decision?

**On the LinkedIn platform  
there are**



Meaning that LinkedIn delivers an audience that can influence revenue generation.





**HOW IS THE  
APPROACH TO  
PROGRAMMATIC  
TARGETING  
CHANGING?**

**Michele B. Weber,**  
SVP Marketing,  
AppNexus



MARKETERS ARE INCREASINGLY AIMING FOR 1:1 PERSONALISATION – AND THAT’S WHAT B2B MARKETERS SHOULD BE AIMING FOR WITH PROGRAMMATIC. IN THE EARLY DAYS, THIS TECHNOLOGY WAS ALL ABOUT DELIVERING STATIC, STANDARDISED CREATIVE AT SCALE, AND IT WAS LARGELY IMPOSSIBLE TO CUSTOMISE CAMPAIGNS AT THE INDIVIDUAL LEVEL. THAT’S CHANGING.

Sophisticated algorithms can now govern when and where creative gets served, based on data as diverse as location, psychographic profiles and any other parameters that are relevant for your specific audience.

We’re seeing a move away from third party data, as B2B marketers look to achieve such personalisation through first and second party data. It’s hugely valuable to be able to use their own data to tailor messages to specific prospects. This could be based on those prospects’ past behavior stored in CRM, the pages they’ve viewed on a site, or modeled behaviour based on the actions they’ve taken. However, B2B marketers can also use the data of their preferred partners like LinkedIn (second parties) to reach audiences outside their existing core data set, and with higher quality data than they would get from third parties.

A survey that we recently conducted with the Association of National Advertisers (ANA) showed

**70%**

of advertisers working with preferred partners or directly with publishers on data transactions.



# 5

## HOW LINKEDIN ENSURES VIEWABILITY AND BRAND SAFETY

Besides guaranteeing the right audience, with the right levels of engagement and the right propensity to buy, LinkedIn also addresses two of the longest-standing concerns about programmatic: **viewability and brand safety.**

### GUARANTEEING VIEWABILITY

If a tree falls in the woods and no one is there to hear it, does it make a sound? Marketers buying display ads programmatically can all too often find themselves asking something similar: If an online ad isn't viewable, is it really an ad? (And do I really have to pay for it?)

Viewability is regularly listed as one of advertisers' main concerns with programmatic buying. The Interactive Advertising Bureau's standards hold that an online ad can be classified as **"viewable" if at least 50% of it appears on the screen for more than one second.**

That's hardly demanding – and yet more than half of ads theoretically served to audience members fail the test, according to a Google DoubleClick study.

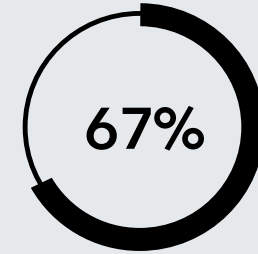


## GUARANTEEING VIEWABILITY

Viewability becomes even more of a worry when you're buying programmatically – and it's difficult to check where your ads are appearing or how visible they actually are. Doing so often requires relentless vigilance. Marketers and their media buyers must test ads on various websites – and specific sections of websites – to find those with the highest viewability. This is a process that requires extra work, extra time, and extra money.

However, with programmatic buying on LinkedIn, it's much simpler. LinkedIn pages feature a single display ad each, served above the fold. **The ads are in view – it's as simple as that.**

This is part of the benefit of buying programmatically within a premium environment that has clear standards over how ads appear. It contributes to ads on premium websites being



*more effective,  
according to a recent  
comScore study*



## ENSURING BRAND SAFETY

Besides guaranteeing viewability, LinkedIn's approach to advertising also ensures brand safety for those buying programmatically.

When your ad is the only one on the page, you don't have to worry about which ads you might appear next to – especially since LinkedIn's 'members first' approach involves strict controls over the kind of ads that appear on the platform.



**ARE YOUR**

**CUSTOMERS**

**WORRIED ABOUT**

**BRAND SAFETY?**

**Michele B. Weber,**  
SVP Marketing,  
AppNexus



BRAND SAFETY REMAINS A KEY CONCERN FOR ALL PROGRAMMATIC BUYERS AND THEIR PARTNERS. AT APPNEXUS WE'VE PLACED A GREAT EMPHASIS ON TECHNOLOGY THAT ENSURES WE'RE DELIVERING HIGH-QUALITY INVENTORY.

Advertisers shouldn't be afraid to demand transparency on where their ads are being served. They should work with platforms that have proprietary technology to prevent ads appearing on sites and apps that aren't aligned with their brand values, and they should use third-party verification technologies.

HOW ARE YOUR CUSTOMERS APPROACHING THIS IDEA OF VIEWABILITY, AND WHAT ARE YOU DOING TO IMPROVE IT?

Our customers are monitoring the viewability of their campaigns closely and they are looking to buy only viewable impressions. We're meeting this demand by providing the capability to measure viewability, and by deploying real-time machine learning that can predict in advance whether an impression will be viewable – before it's bought.

WHAT'S BEING DONE TO COMBAT AD FRAUD?

For a business like ours, it's important to ensure that we have extremely high quality standards for inventory. Our data science team analyses traffic patterns to identify and eliminate invalid traffic, and we have been vigilant in publisher policy enforcement. We've also invested in technology to detect non-human traffic, identifying misrepresented ad inventory, and domain detection and auditing.



# THE TWO WAYS TO BUY PROGRAMMATIC ADS ON LINKEDIN

There are two ways to buy display ads programmatically on LinkedIn, which ensure that all advertisers have access to the best possible data when it comes to targeting their audiences on our platform.

## LINKEDIN OPEN AUCTION

Marketers who are already buying ads programmatically and are using their own data for targeting, can use the LinkedIn Open Auction, which is the fastest way to add LinkedIn to your programmatic activity.

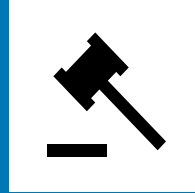
This enables them to use bespoke segmentation to target their most relevant audiences on our platform. It's particularly useful for targeting based on intent signals, using online behaviour to identify the stage in the buying journey that a relevant prospect has reached.

## LINKEDIN PRIVATE AUCTION

For advertisers looking for additional targeting capabilities, the Private Auction is a great option.

This enables you to use LinkedIn's member-based personas for programmatic campaigns – ensuring that you reach a relevant audience programmatically, even if you don't have in-house programmatic data capabilities of your own.

# HOW THE DIFFERENT AUCTIONS WORK?



## OPEN AUCTION

When you use an Open Auction to buy programmatic ads, LinkedIn is one of several sites on which your ads could appear.

## LINKEDIN PRIVATE AUCTION

With our private auction, **you are only bidding for ad slots on LinkedIn.** In either case, you bid for ads on a second-price auction basis, spending your budget as efficiently as possible.





# WHAT IN-HOUSE CAPABILITIES DO YOU NEED FOR PROGRAMMATIC?



**By Bruna Gil,**  
*Programmatic Operations Lead EMEA,  
LinkedIn Marketing Solutions*

Marketers are increasingly asking themselves how much in-house capability they really need to buy programmatic ads effectively? Do you need to manage programmatic in-house to have confidence it's working in the way that you want?

There are lots of things in life that you suddenly find you no longer need, once you've done the hard work of being able to get them.

For many clients, bringing programmatic in-house will feel like one of those things. Once you start to establish a knowledge and understanding of programmatic in your team, you actually have much less need to start managing your programmatic ads in-house.

## THE PROBLEM WITH OUTSOURCING ALL PROGRAMMATIC KNOWLEDGE

When all of the programmatic knowledge sits outside your business in a media agency or ad trading desk, it's hard to interrogate exactly what's being spent and what's being bought – and hard to make informed decisions about whether your investment is really delivering against your objectives.

This is a particular issue with programmatic because of the concerns it's consistently thrown up around viewability and ad fraud. It's not enough to know how much you paid for how many clicks or how many impressions.

## THE PROBLEM WITH OUTSOURCING ALL PROGRAMMATIC KNOWLEDGE

You need to know :

- where the impressions happened,
- what audiences they happened amongst, and
- how much they were really worth to you.

Most marketers would be willing to pay more for impressions that they can be confident are from human beings – and the right kind of human beings at that; if they know they will deliver meaningful leads – and revenue-driving conversions.

**They can only get that confidence from being able to peer into the programmatic black box and see what's going on.**

## THE HAPPY HYBRID MODEL OF PROGRAMMATIC

The essential first step in bringing programmatic in-house is to hire people who are fluent in programmatic and understand the strategic considerations involved. You're looking for a particular breed of hybrid marketer: people with the ability to work with data, who understand the different technology platforms involved, but who also have a strategic marketing sensibility that matches all this to your objectives. The irony is: once you have those people on-board, you have already started to redress the imbalance in knowledge that is the main reason why you needed to bring programmatic in-house in the first place. The act of bringing programmatic knowledge in-house means that you have much less need to bring programmatic execution in-house. You can more confidently rely on media agencies and partners when you can have informed conversations with those partners about programmatic.

Every business should be able to have those discussions – and any programmatic partner worth its salt should be helping them to build up the knowledge they need. Everyone should have an interest in clear discussions about what a business's particular objectives are, which types of impressions they are interested in, and which programmatic buys and media partners are best suited to delivering those impressions. It all helps advertisers benefit from the advantages a good agency or publisher can bring: efficiency, scalability and expertise.

**I believe that many businesses will find themselves with a happy hybrid model – they no longer feel they have to take care of programmatic themselves, because they have the knowledge to have more informed discussions with their programmatic partners.**

“ *In my view, the best programmatic partners are those that help to increase programmatic understanding on the part of their clients – and don’t seek to blind them with science.*

*THIS EBOOK HAS BEEN PART OF THAT PROCESS.*

*I HOPE YOU’VE ENJOYED IT.*

*PLEASE FEEL FREE TO USE THE CONTACT DETAILS ON THE FOLLOWING PAGE FOR ANY QUESTIONS ABOUT HOW LINKEDIN CAN HELP WITH YOUR PROGRAMMATIC BUYS.*





**WHAT METRICS  
ARE B2B  
MARKETERS USING  
TO MEASURE  
PROGRAMMATIC  
EFFECTIVENESS?**

**Michele B. Weber,**  
SVP Marketing,  
AppNexus



FOR BRAND CAMPAIGNS, MARKETERS TEND TO LOOK AT REACH, VIEWABILITY, AND COST PER VIEWABLE IMPRESSION. WHEN IT COMES TO PERFORMANCE, THEY TAILOR METRICS TO DIFFERENT STAGES OF THE PURCHASE FUNNEL.

For awareness, we find marketers looking at display ad views. Click through rates (CTRs) and Cost per Click (CPC) become more important for prospecting campaigns. B2B marketers are particularly focused on Cost per Acquisition (CPA), especially when using programmatic in retargeting campaigns. They will often generate this metric by tracking downloads, or using CRM data to determine sales generated and Return on Ad Spend (ROAS).



## WHERE TO FIND OUT MORE

**Want to start using the premium, professional context of LinkedIn as part of your programmatic strategy?**

LinkedIn Display Ads are now available to buy programmatically through either open or private auction. There are flexible purchasing and targeting options, including a choice of using your own data or LinkedIn's audience segmentation. And you can work with your preferred Demand Side Platform (DSP) or Agency Trading Desk.



You'll find all of the information you need to get started on our dedicated Display Advertising pages:

[HTTPS://BUSINESS.LINKEDIN.COM/  
MARKETING-SOLUTIONS/DISPLAY-  
ADVERTISING](https://business.linkedin.com/marketing-solutions/display-advertising)



Today, LinkedIn members number more than 467+ million of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit:

<https://business.linkedin.com/en-uk/marketing-solutions/blog>



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LinkedIn™