TRACS 2016 Annual Conference

Session: Workshop 3
Thursday, November 3

Title: Digital Advertising Has Been Turned On Its Ear: The Power of Programmatic Buying in Higher Ed

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The Power of Programmatic Buying in Higher Ed

How It Works

Ultimate Student Search Strategy

Uber-Targeting

Programmatic What?

Digital History

How It Works

1. Direct Buy
2. Ad Network
3. Demand-Side Platform

Explained

1. Utensil ad effective tools for companies and agencies to connect with their target audience.
2. Many ad networks and demand-side platforms need to be connected to every publisher, ad server, and ad exchange.
3. Pulling the ad data from a variety of sources has many benefits for publishers and advertisers alike. They can achieve higher ad fill rates, better targeting, improved ad performance, and better ad listener experience.
Digital History

1. Direct Buy
   Like the old days of buying a banner on a certain website that’s popular. You get exact placement but at a high cost with the assumption that someone interested might see your ad. Very little targeting whatsoever.

2. Ad Network
   Ad Networks came along providing a conglomerate of sites for your ads to run on with better reach and targeting and lower cost than direct buy. Problem was, not much transparency of where ads are shown, how much they cost, who the prospects are, and how they’re being targeted. Still pricey and ad inventory is limited.

3. Demand-Side Platform
   The DSP came along, which is software that allows buyers of digital ad inventory to manage multiple ad exchanges and data suppliers through one interface. Using the DSP, advertisers could engage in programmatic buying and real-time bidding (RTB). Greater reach, transparency, and lower cost.
Programmatic Basics

Programmatic

- Next generation of automated media buying
- Removes the human error and uses technology to place ads in milliseconds
- Ad transactions more efficient and effective

RTB - Real-Time Bidding

- It's the "stock market" of selling and buying media in real time
- One ad impression at a time
Digital Advertising Ecosystem

Web Publishers

Ad Networks

Ad Exchanges

Inventory offered for bid

Demand Side Platform

Identify Audience Profile

Buy Programmatically
Across All Exchanges

Bid in Real-Time
For Your Target

Track and Optimize Performance
REAL-TIME BIDDING HAPPENS IN 10 MILLISECONDS

1. A visitor enters a website and the Publisher sends request for 1 ad of a particular spec (i.e. 300 x 250)

2. Ad exchange makes available details of the visitor, publisher site, ad unit, etc. to participating DSPs

3. Advertiser respond with different bids based on how they value that individual impression

4. Ad exchange selects highest paying advertiser and sends corresponding creative to publisher website

5. Visitor sees creative from highest paying advertiser

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$3.00
I offer $3.00 because the visitor is a 45-54 year old diabetic reading health content.

$2.20
I offer $2.20 because the visitor abandoned my shopping cart 2 days ago.

$1.80
I offer $1.80 because the visitor lives within 3 miles of my restaurant.
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Auction

- AppNexus
- Microsoft Advertising
- OpenX
- Right Media from Yahoo!
- Google
Advertisements can be displayed in 10 milliseconds.

3 Advertiser respond with different bids based on how they value that individual impression.

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   0.00000

2. Ad exchange makes available details of the visitor, publisher site, ad unit, etc. to participating DSPs
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3. Advertiser responds with different bids based on how they value that individual impression
   0.000000007

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   0.00000009

5. Visitor sees creative from highest paying advertiser
   0.00000010

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How It Works

Can't afford this approach.

Spray and Pray

It's about being prescriptive.

1. What are your goals? What do you want to achieve in your digital campaign?

2. Who are you going after? Take a look at your current audiences.

3. Where are they? What's your data tell you?

4. What do you want them to do? RSVP, Inquire, Apply?

5. What's your budget, timeline, and nurture plan?
Let's say enrollment is down. Or you want more Open House visitors. Or you started a new degree program or certificate.

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How It Works

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Research
Look at online media consumption habits
Determine timing and location of audiences
Build personas of higher ed intenters

Fetch the world's best data for prospects.
You use your 1st party data (i.e. CRM data)
Then use 3rd party data from data providers. Target prospects and parents based on their online habits, what they watch, where they go online, and what they shop. This shows intent.

Choose the best digital tactics to reach them.
Geo-Targeting | IP Targeting | Retargeting
Behavioral Targeting | Contextual Targeting | Demo-Targeting
Mobile and In-App Targeting | Look-Alike Modeling
Paid Social, Paid Search, Paid Display, Online TV/Video, Audio...

Programmatic
PRG is the automatic buying platform

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- Removes the human error of ad transactions in milliseconds
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Student Search

MAILBOX (Direct Mail)
- Based on research and localized execution
- Frequent opens and robust response rates
- A major part in the lead up to along the prospect's journey

INBOX (Email Marketing)
- Easy to track and measure performance
- Specific calls to action and long-term
- A major part in the lead up to along the prospect's journey

SANDBOX (Digital Strategy)
- More targeted than one-dimensional
- Repeated exposure or impressions - at a sequential
- A key role in the last part of the decision-making along the prospect's journey

MAILBOX (Direct Mail)

- Brand awareness and brand introduction
- Fulfillment pieces and open house invitations
- A major part in the touchpoints along the prospect's journey
INBOX (Email Marketing)

- Easy to track and immensely customizable
- Specific calls to action and non-invasive
- A major part in the touchpoints along the prospect's journey
SANDBOX (Digital Strategy)

- The most targeted form of student search - no spray and pray
- No wasted names or impressions - 1-to-1 advertising
- A longtime missing piece but critical part in the touchpoints along the prospect's journey
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Programmatic Proof in the Pudding

Small Private Institution - $8K/mo.
12 Months
22.5 Million Ad Impressions
53K Ad Clicks
.23 CTR
67K Site Activities

$83 per App Started
KIT

- Connection Point Blog
- Higher Ed Minute
- seventhpoint.com/highered
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