



MediaSense have developed the '10 commandments of programmatic' to help brands drive greater performance and transparency within the process.

Acting as a guide, it helps to ensure the role of programmatic remains clearly defined, technology is fit for purpose, the value chain clearly described (and transparent) and performance is optimised through forensic management of brand safety, fraud and data security.

THE 10 COMMANDMENTS OF PROGRAMMATIC

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TECH CAPACITY

Distinguish between technology vendors and their integrations to ensure optimal campaign process and performance in relation to programmatic objectives.

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OPERATING MODEL

Get the right capabilities, process and engagement model in place to deliver a seamless execution.

4

TALENT ACQUISITION

Understand the role talent plays in achieving new tech deliverables and develop a solid training and development infrastructure.

5

TESTING

Develop a rigorous and unbiased approach to testing across media, technology and data suppliers.

6

DEPLOYMENT

Develop a clearly defined data strategy covering management, deployment and governance as well as GDPR compliance.

7

MEASUREMENT & KPIS

Implement a KPI and measurement framework to ensure relevant metrics are used to measure campaign effectiveness.

8

VERIFICATION & TAGGING

Create appropriate campaign tags are used to ensure correct placement and integrate effective ad verification solutions for brand safety, viewability and fraud detection.

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VALUE PROPOSITION

Ensure a clear rationale is developed for programmatic describing how the approach will drive incremental value.

10

TERMS OF BUSINESS

Stipulate documentation such as contract, scope of work and service level agreement adequately protect the needs and interests of the company including transparency, conflict of interest (e.g. media ownership), data ownership and pricing.

9

ANALYTICS & OPTIMISATION

Ensure the rich data captured through programmatic is applied effectively to deliver actionable insights and performance.

IF YOU WOULD LIKE TO KNOW HOW WE CAN HELP YOU TAKE CONTROL OF YOUR PROGRAMMATIC, GET IN TOUCH.