



MediaSense®

# How do I choose my Adtech stack?

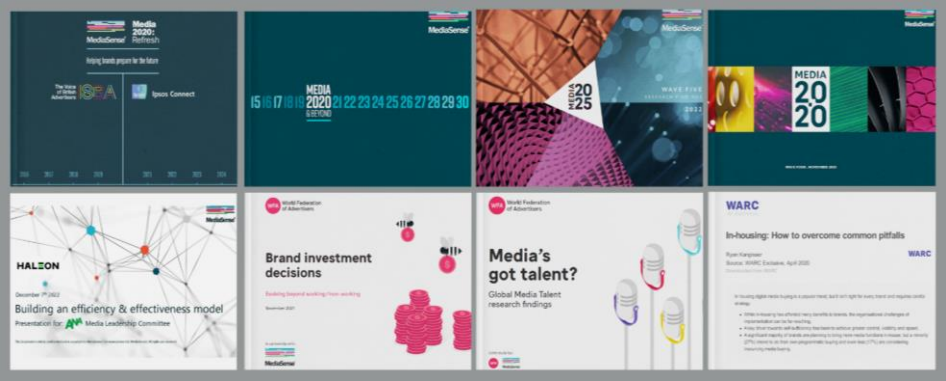
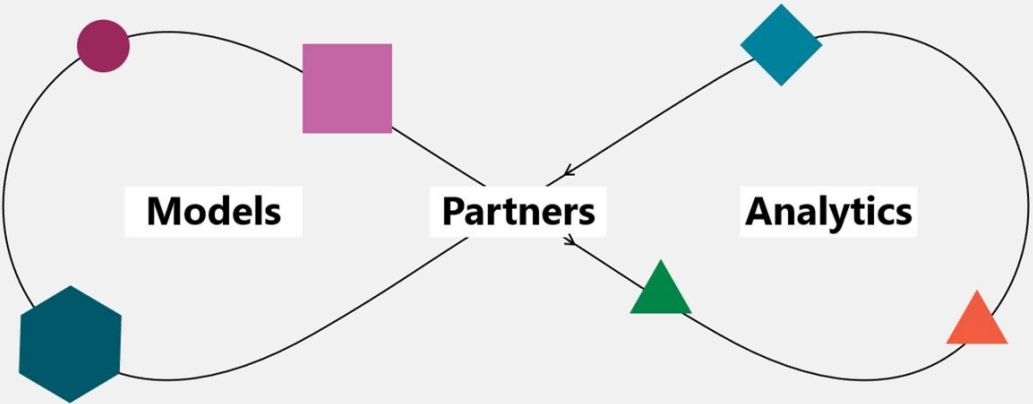
## Digital Marketing Conference Europe

This document is strictly confidential and is copyright to MediaSense Communications Ltd (MediaSense). All rights are reserved.

Prepared for: Digital Marketing Conference Europe



# About MediaSense



**\$15b+**

Media investment under management

**8.7\***

Client Net promoter score

**100+**

MediaSense FTEs

**85**

Markets served from US, UK, India, Germany hubs & partner network

# First things first

01

## **What is AdTech?**

Technology used by advertisers and agencies to buy, manage and measure digital advertising

02

## **Why should we choose it carefully?**

Technology can enable and enhance better performance through the digital channels

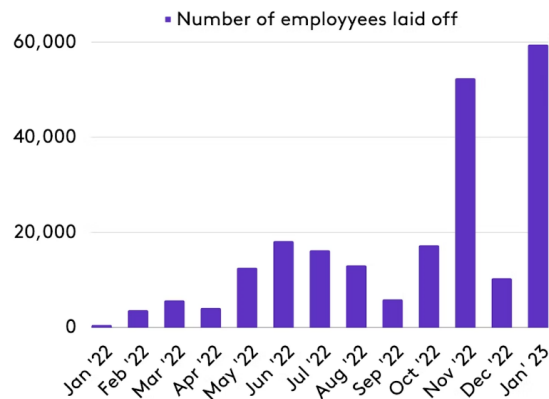
# You have surely heard the news...

## Tech layoffs to pressure martech spend but improve ad industry hiring

by Jessica Heygate  
January 19, 2023

### Tech Layoffs 2022-2023

by month



## HubSpot to cut around 7% of workforce by end of Q1

The cuts come against a background of very rapid growth by the company over the last two to three years.

Kim Davis on January 31, 2023 at 4:09 pm | Reading time: 2 minutes

HOME > DIGITAL > NEWS

Feb 9, 2023 11:18am PT

## Yahoo to Lay Off 1,600-Plus Staffers, More Than 20% of Headcount, in Revamp of Ad-Tech Biz

## Disney Cuts Thousands Of Jobs Amidst Latest Restructuring & Costs Trimming; "I Do Not Make This Decision Lightly," Bob Iger Says

By Dominic Patten, Dade Hayes  
February 8, 2023 1:42pm

MANAGING THROUGH CRISIS

## Digital investors take time out as British Pound plummets

September 30, 2022 • 4 min read • By [Ronan Shields](#)

## Ad tech firms focus on layoffs as ad recession fears build

December 21, 2022 • 7 min read • By [Ronan Shields](#) and [Seb Joseph](#)



# Although not much has changed...

NAVIGATING ECONOMIC INSTABILITY

## **‘Time to go on the offense’: In a choppy ad tech M&A market, strategic investors eye deals**

December 1, 2022 • 4 min read • By [Seb Joseph](#)

AD TECH

## **PubMatic’s Martin Acquisition Aims to Boost Transparency for Buyers**

Dan Meier 14 September, 2022

AD TECH

## **Tremor International Acquires Amobee for \$239 Million**

Tim Cross 25 July, 2022

THE PROGRAMMATIC MARKETER

## **‘Opportunity to build a lasting company’: As ad tech IPOs slow, M&A deals continue to chug along**

April 19, 2022 • 6 min read • By [Seb Joseph](#)

THE PROGRAMMATIC MARKETER

## **‘Going to become a strategic acquirer of companies’: PE-backed MiQ gets on the acquisition trail**

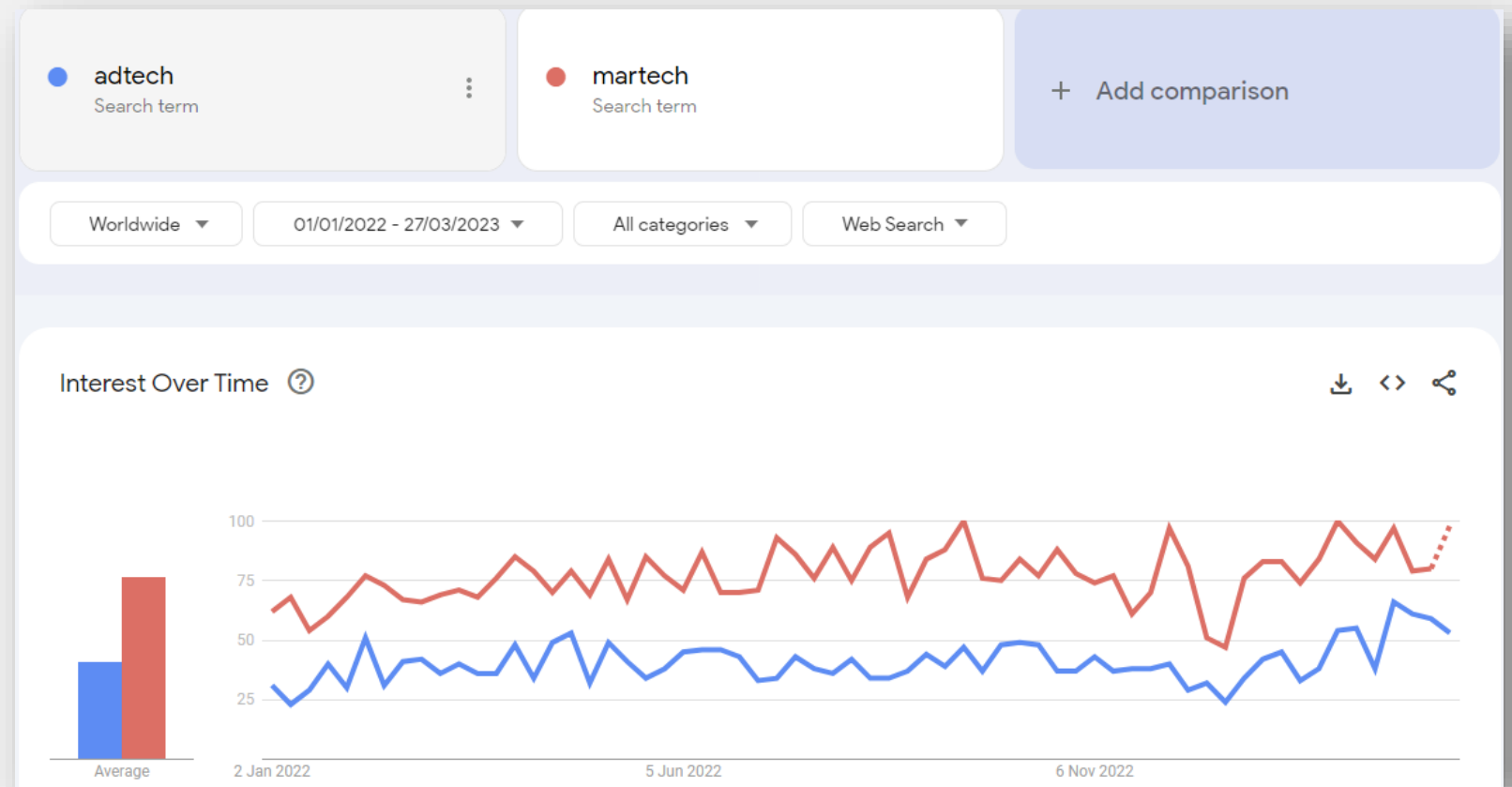
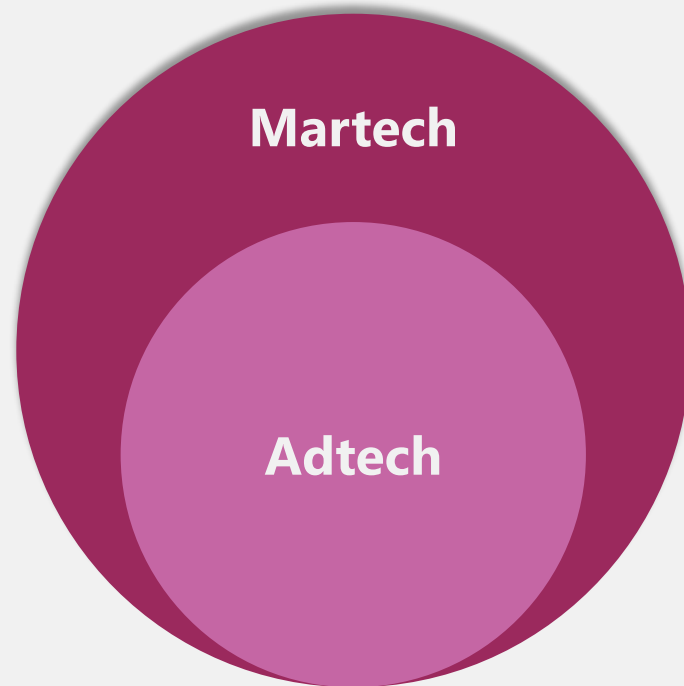
November 17, 2022 • 4 min read • By [Seb Joseph](#)

CONTENT & COMMERCE

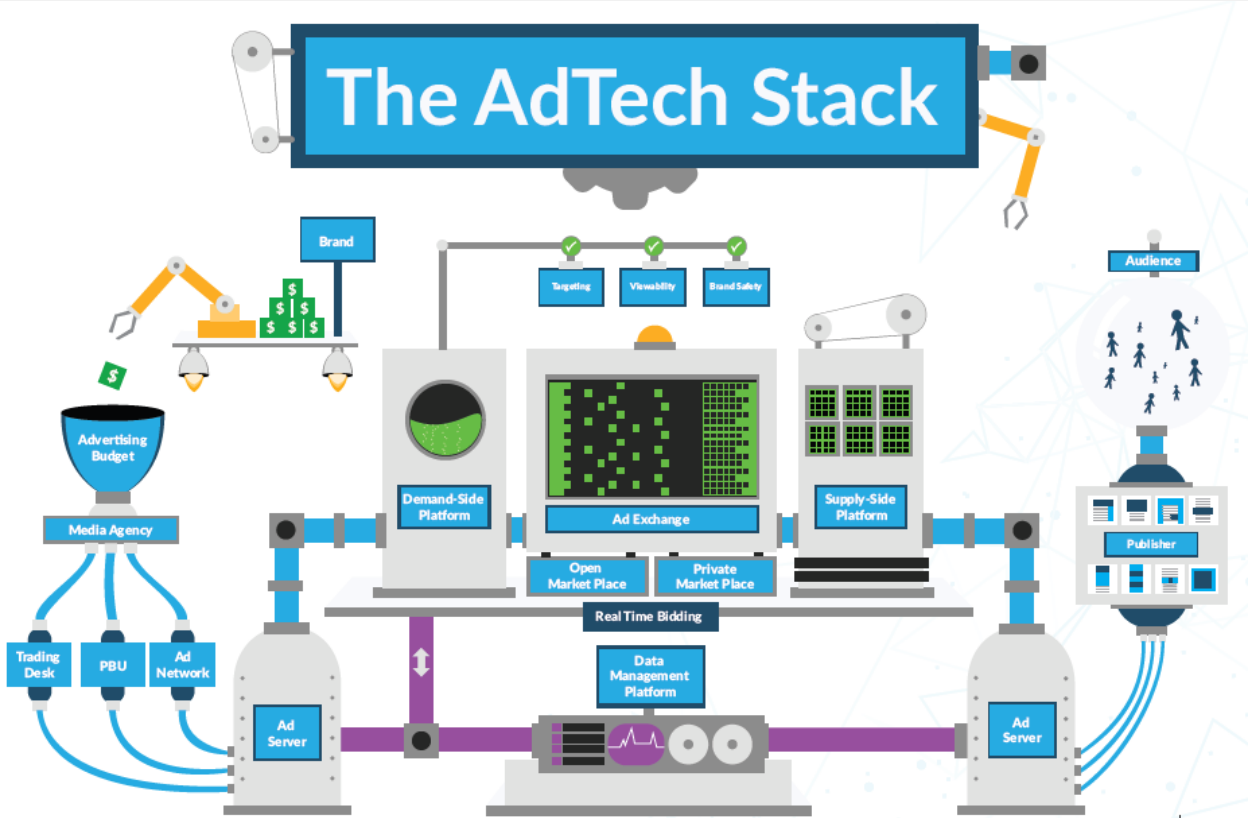
## **Digiday DealBook: Truth Social acquisition extended, Lyft’s new media division, Axios bought by Cox and more**

August 15, 2022 • 4 min read • By [Carly Weihe](#)

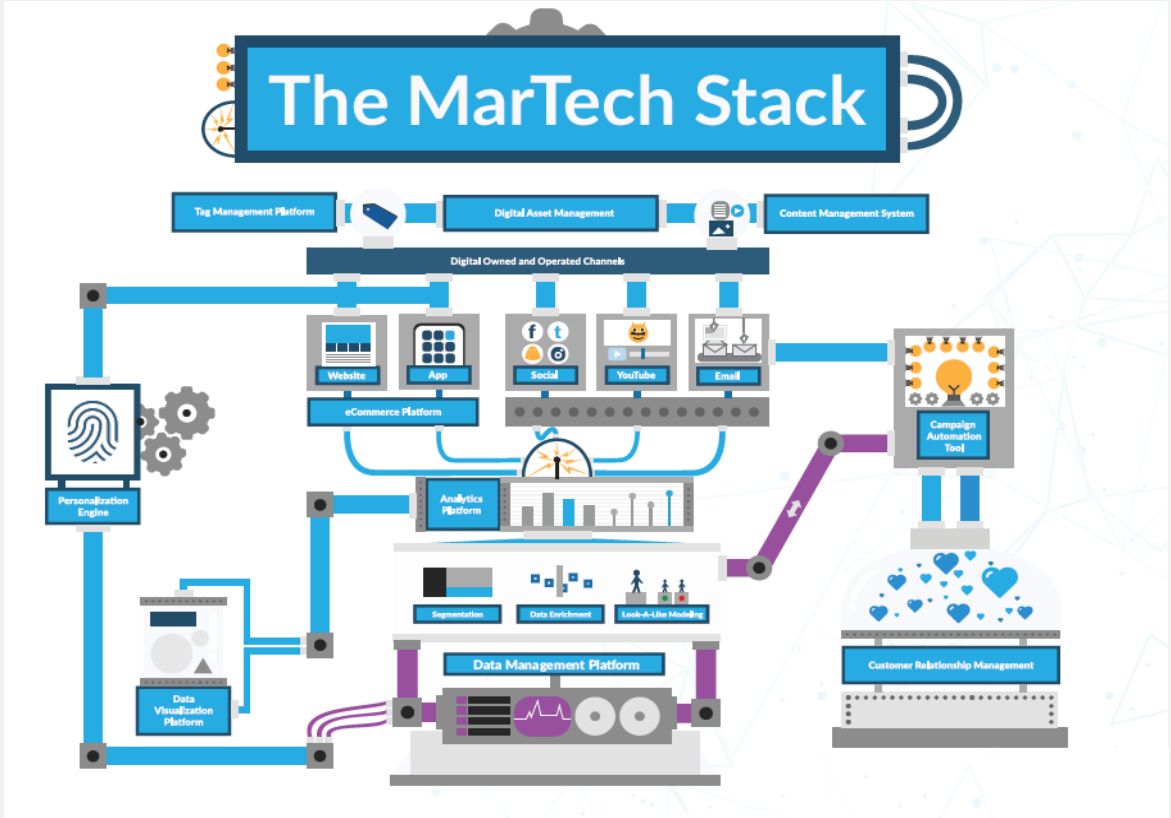
# There is still confusion around Martech & Adtech



But they are different...



Ad server	DSP	Ad server	SSP
Verification	Bid Mgmt	Ad Exchange	Publishers



Data Visualisation	SEO	Content	DAM
eCommerce	Tag Mgmt	CDP/DMP/CRM	Email

## Bridging The AdTech & MarTech Divide



**Ad s**

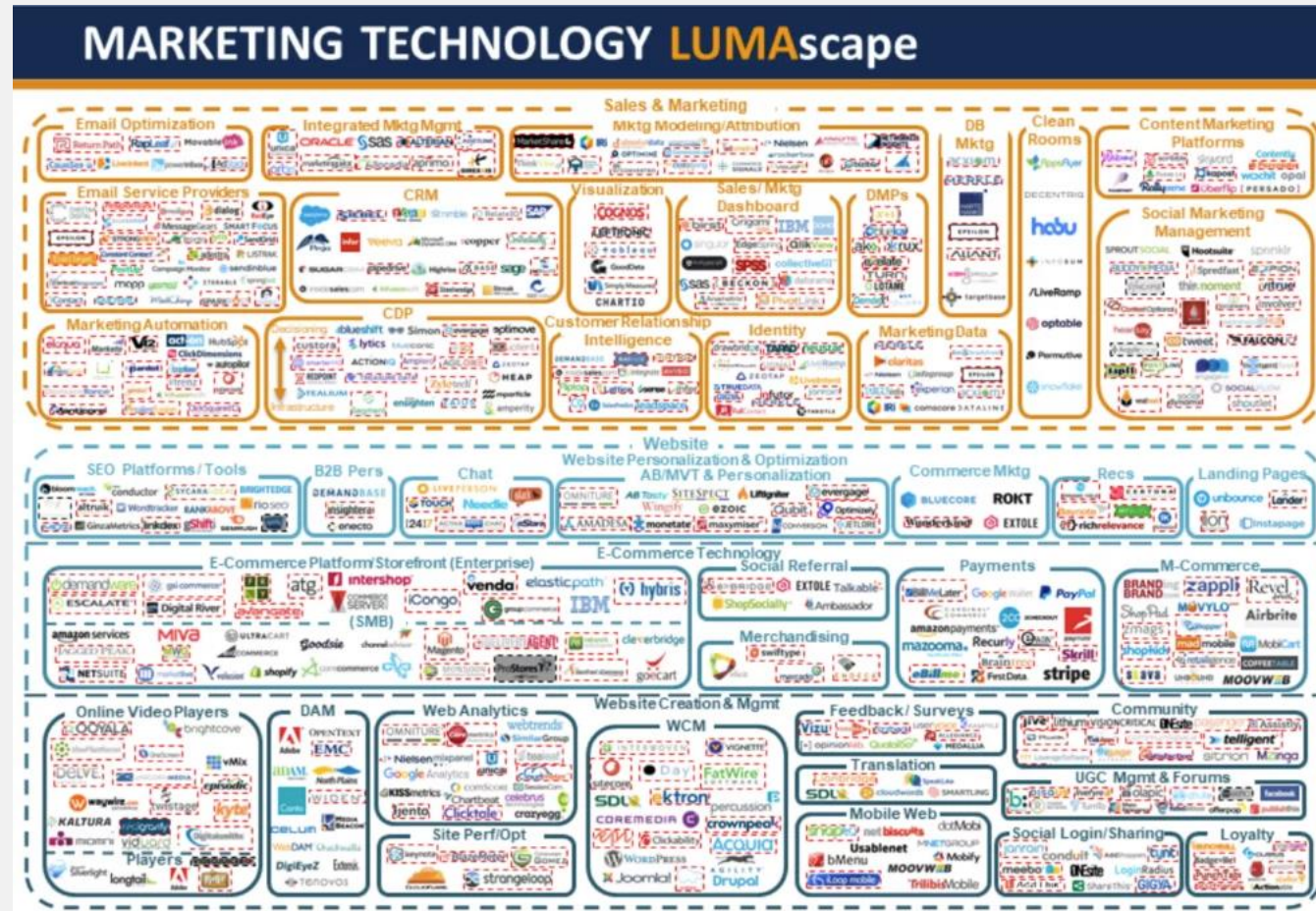
## Verifi

DAM

Email



# AdTech is complex & vast



Serves different industries  
(e.g. Retail, Travel, Sports,  
Healthcare, Software)

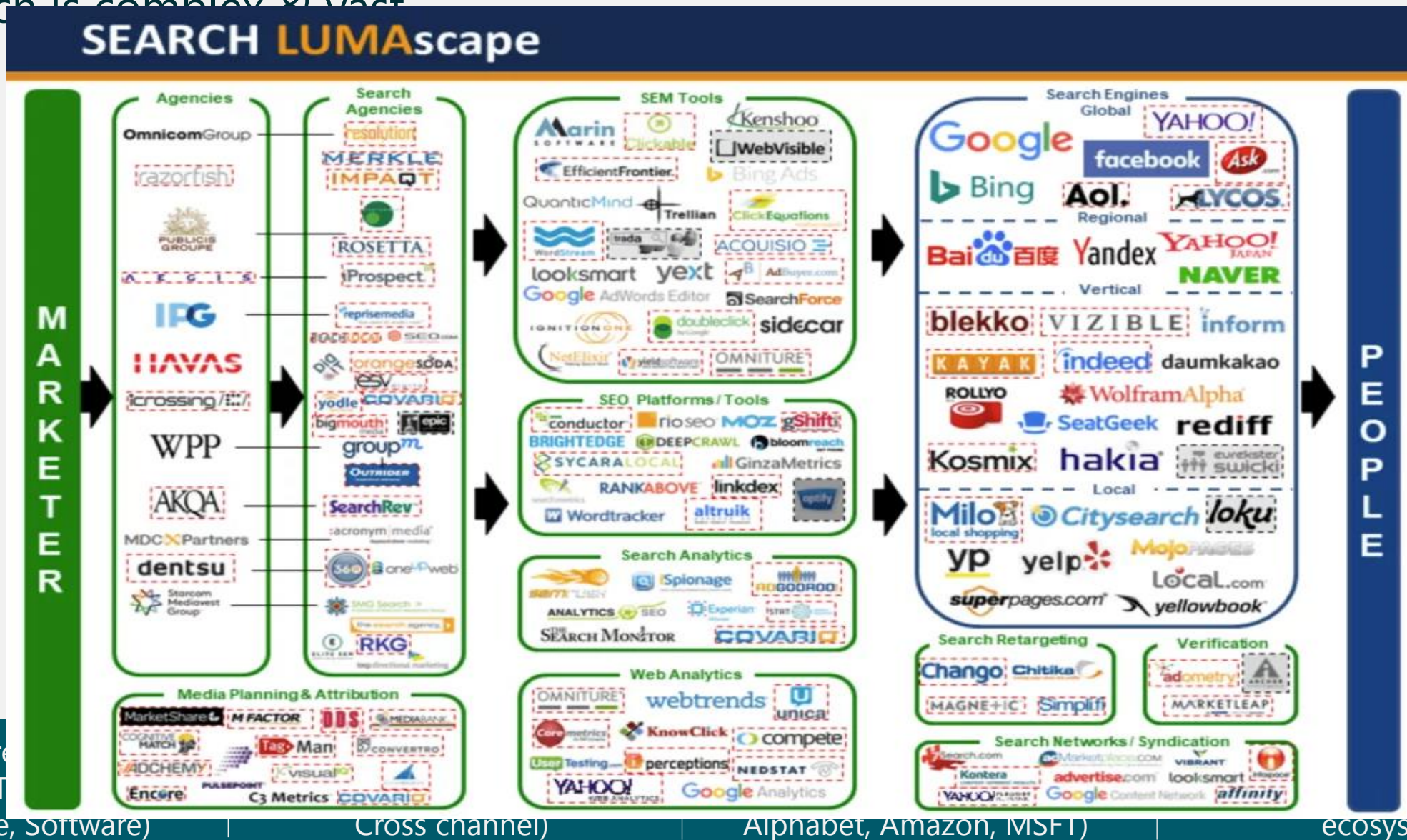
Expands in multiple  
directions (e.g. Specialisms,  
Cross channel)

Big players can have  
multiple solutions (e.g.  
Alphabet, Amazon, MSFT)

Regulation changes and  
M&As are constant in the  
ecosystem



AdTech is complex & vast



Serves different industries (e.g. Retail, Technology, Healthcare, Software)

Cross channel

Alphabet, Amazon, MSFT

ecosystem

# Why is the technology stack important?

## **More Automation**

Save time and resources on repetitive tasks

## **Better Performance**

More accurate targeting resulting in improved performance

## **Higher Reach & Scale**

Ability to reach new audiences & acquire new customers

## **Improved Measurement**

Track and analyse the return on marketing investments

"Brands are viewing advertising technology as a key component of their business growth"

"Technology helps decide how to better spend money to deliver more gross profit from its marketing globally"

"For the CMO of the future, it comes down to marrying the use of intelligence and technology, with the art of brand-building and creative expression"

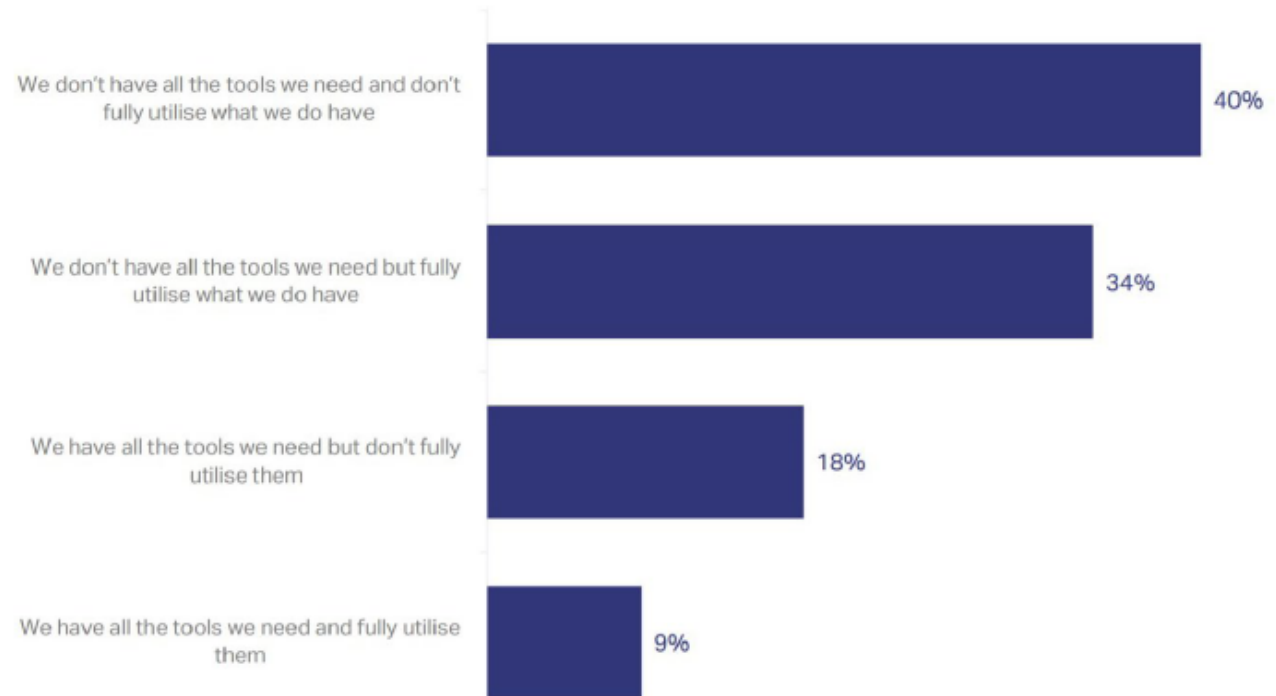
# Martech: A key element for success

Four-fifths of marketers are dissatisfied with the tools that they have to measure ROI, while only 36% are happy with how they measure business impact.

However, Martech budgets are under increasing pressure as the industry fragmentation demands more than what advertisers are looking to invest.

Are businesses adequately equipped to take the most from marketing investments?

## Thinking about the marketing technologies within your / your typical client's company, what best describes your capabilities?



# Leadership's view

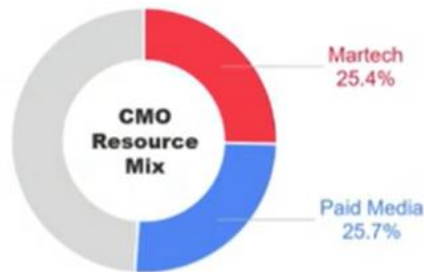
CMOs acknowledge the need to empower their marketing teams with technology and data.

These stats point towards a shift from the past when speed & agility were top priorities for most organisations.

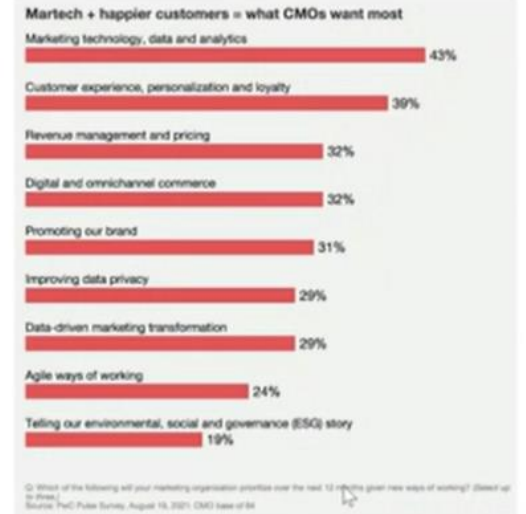
Customer data insight is seen as a competitive advantage and technology can be the enabler.

## Martech is a top priority for CMOs, with resource allocation similar to paid media

Marketers' top two priorities are martech (including data and analytics) and the customer experience – PwC Pulse Survey August 2021.<sup>1</sup>



Gartner's State of Marketing Budget and Strategy 2022<sup>2</sup>

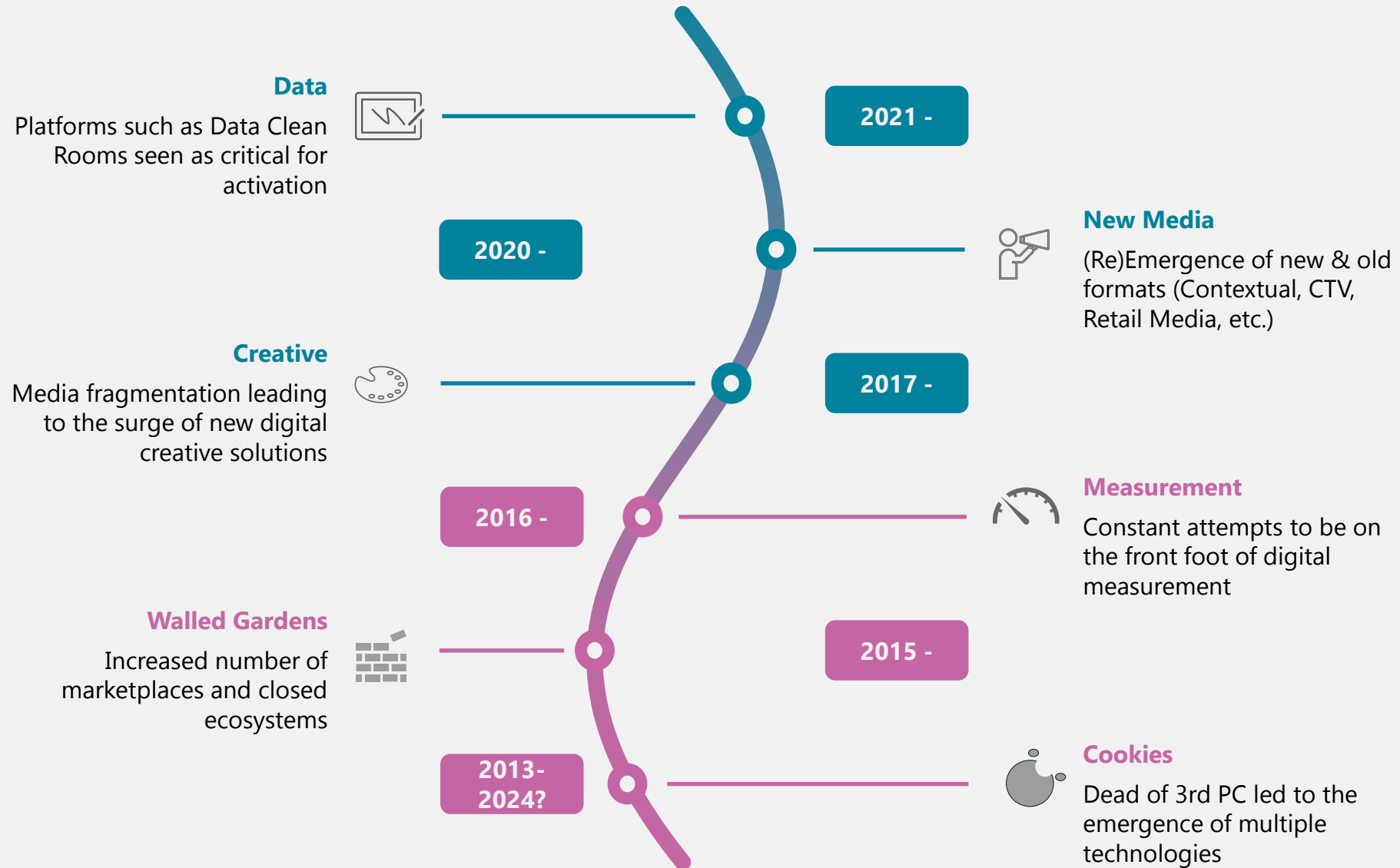


### WHAT'S DRIVING TECH INVESTMENT DECISION-MAKING

- 1 Data and customer insight actionability to gain competitive advantage
- 2 Automation of manual tasks / internal processes
- 3 Increasing customer engagement over their lifecycle
- 4 Increasing customer conversion in digital channels
- 5 Agility and speed of getting products and services to market



# Tech is (always) evolving



# Following the evolution of marketing & media

## Meta trends

### **Expanding ecosystems**

Devices, platforms, Web3, streaming, tech, regulation

### **Changing audience & behaviour**

Gen Z, commerce, influencers, gaming

### **Responsible media**

Sustainability, D&I, privacy, cancel culture

## Tensions

Dichotomy of  
people & place

Adapting brand  
behaviour

Scale & cost

## Implications

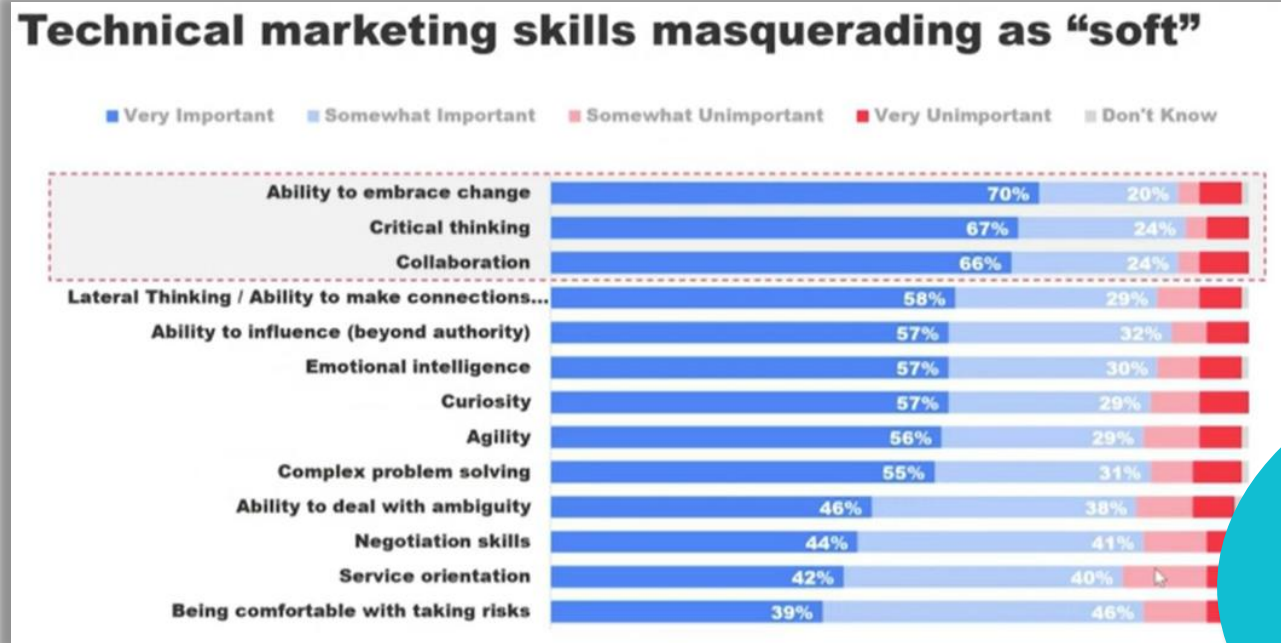
Maintaining brand  
equity & reputation

Greater integration  
across media  
disciplines

Broader & different  
capabilities

Continuous  
validation &  
adjustment

As a result, skills also need to evolve



“One thing I don't need is suits. It's much more about people who understand the digital world, understand outcomes, understand performance, understand technical conversations, who can talk about their analytics, what tech they should be using”

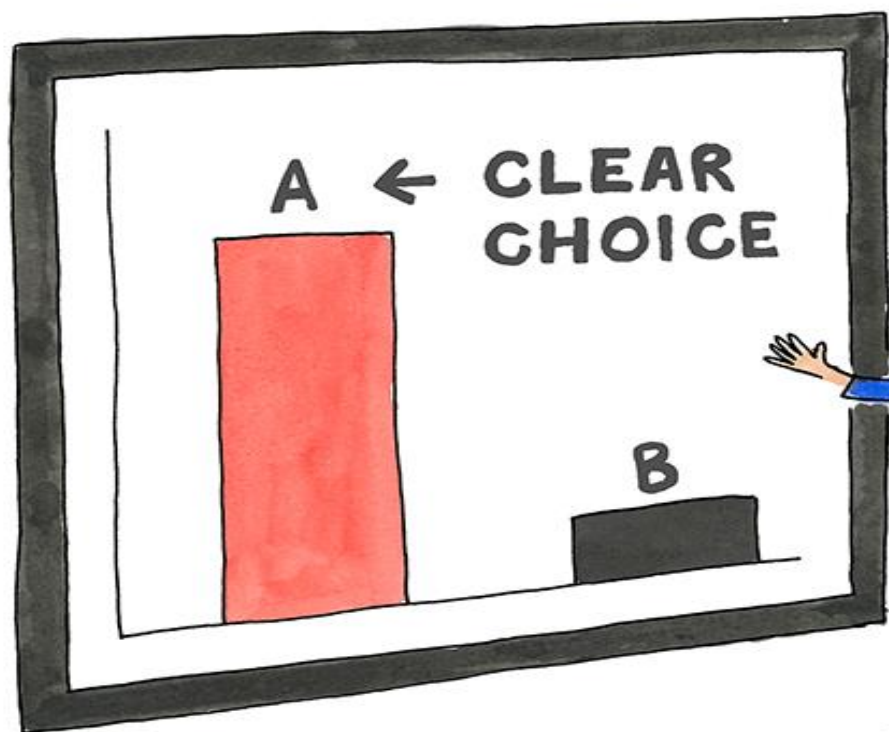
T-shaped talent is now the most in-demand

A row of blue doors with one door open, glowing with light. The background is a gradient of blue and green.

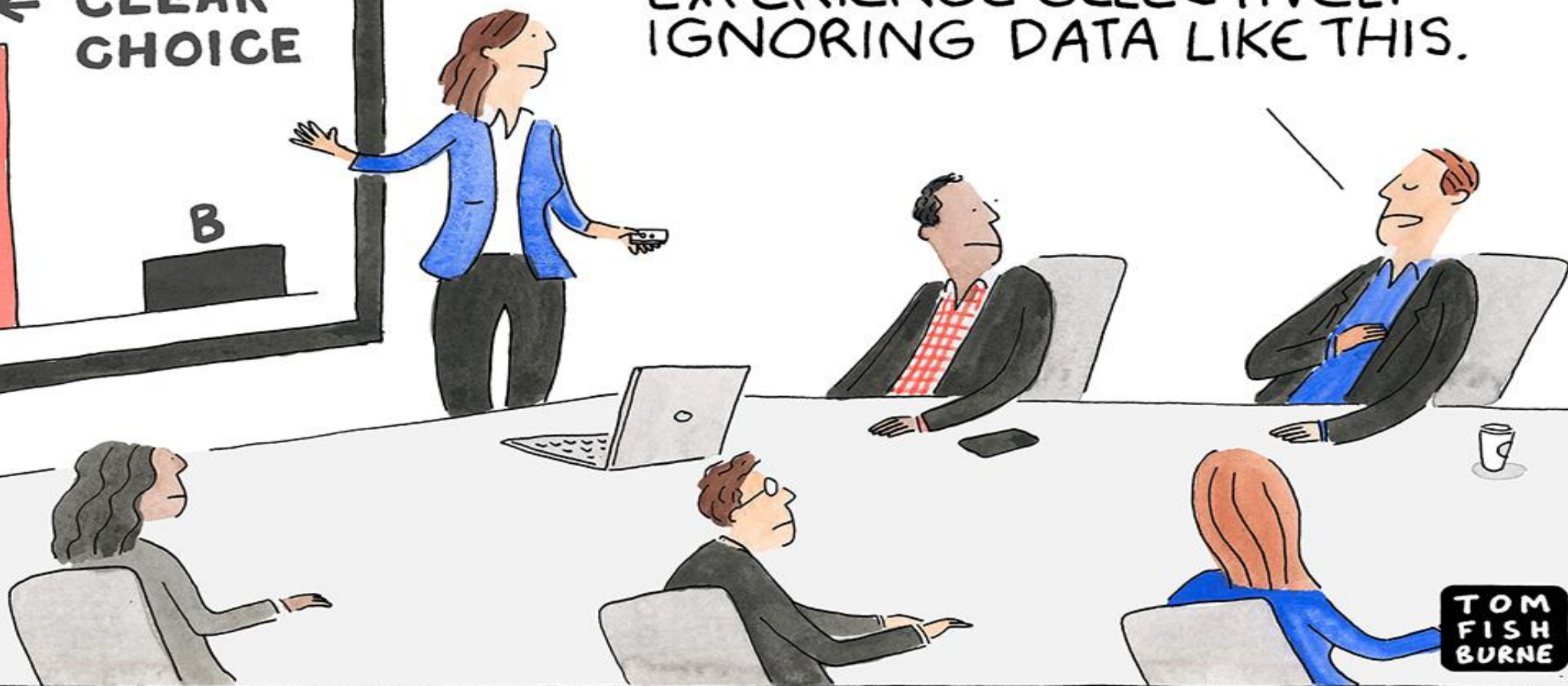
**BUT WHO MAKES THE DECISION?**

**WHO SHOULD BE INVOLVED IN  
DEFINING THE TECH STACK?**



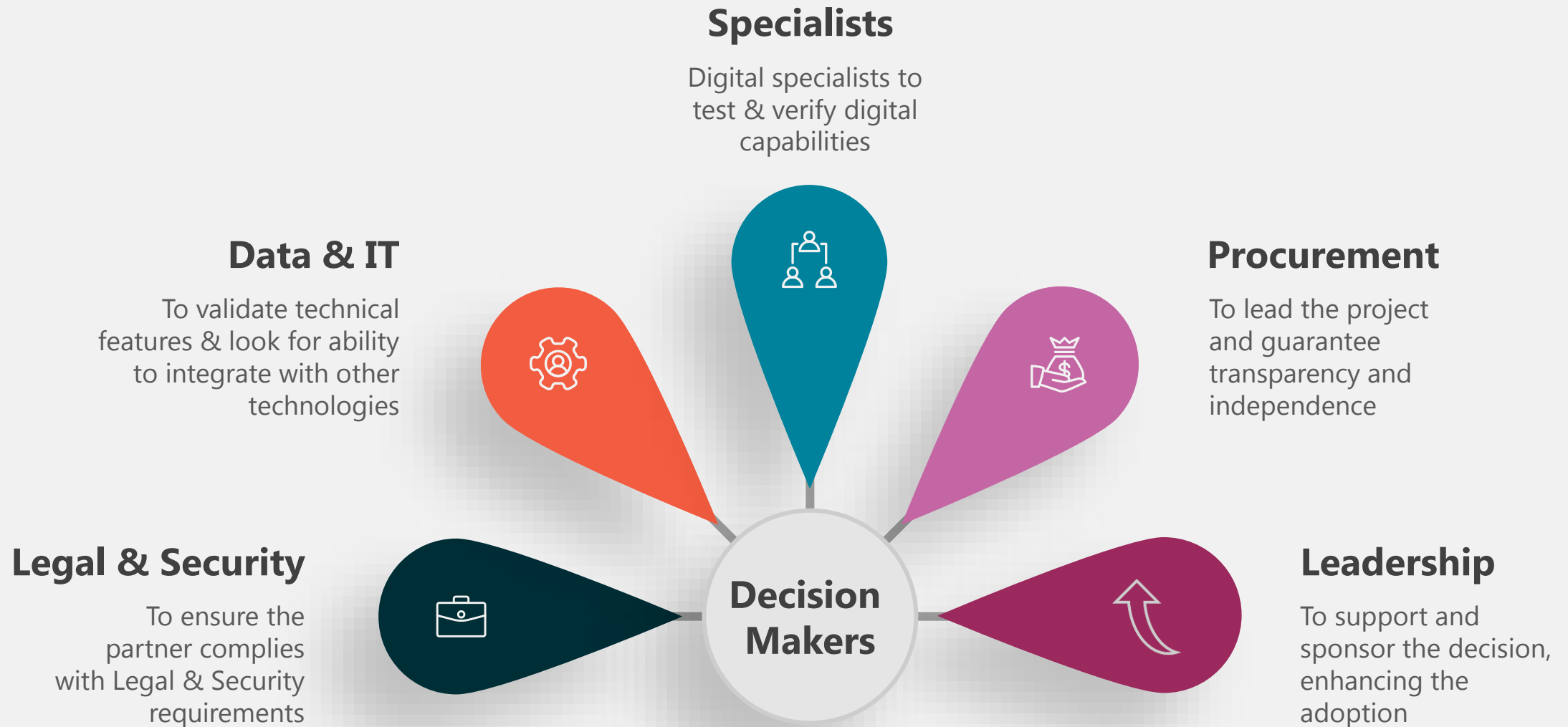


NOT SO FAST. WE ALSO HAVE  
TO TAKE INTO ACCOUNT MY  
EXTENSIVE MARKETING  
EXPERIENCE SELECTIVELY  
IGNORING DATA LIKE THIS.

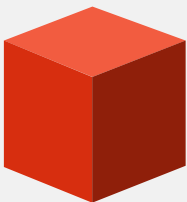




# A task force to lead the decision making



# Criteria when selecting your tech stack



## Model

Scale & Operations

Footprint

Coverage

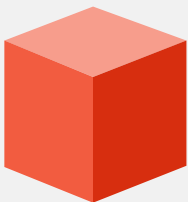
Support

Infrastructure

Data Security

Cost

Transparency



## Ecosystem

Strategy & Vision

Privacy

Future Roadmap

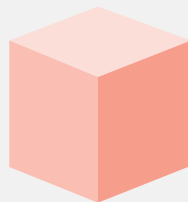
Data Partners

Inventory

Innovation

Integrations

Flexibility



## Capabilities

Technology & Features

Targeting

UX/UI

Cross-device

Performance

Match Rates

Analytics

Add-on Features

# 8 Questions you should ask your vendors

01

## **Integrations**

Do you have integrations with partners X and Y?

02

## **Onboarding**

What would be the onboarding plan and how long does it take?

03

## **Transparency**

Will we have full (admin) access to the platform?

04

## **Customisation**

Are you able to customise your platform so it incorporates X and Y?

05

## **Support**

What is your availability for support across regions? I.e., troubleshooting?

06

## **Roadmap**

What is the input we would have into your feature tech roadmap?

07

## **Privacy**

Do you have privacy-compliant methods to target and capture user insights?

08

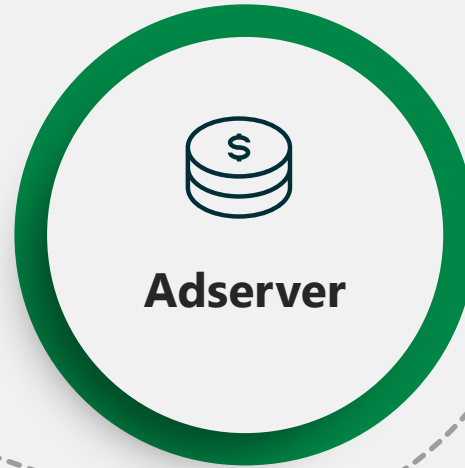
## **Measurement**

Can you deliver real-time activation and reporting?



# Start with the basics

**Adserver**  
Track, monitor and control  
traffic data from multiple  
sources



**Partnerships**  
Tech & Data partnerships  
to enable increased reach  
and ability to scale



**DSP / Bid Mgmt / FMP**  
Essential technology to  
enhance automation across  
main digital channels



**Measure**  
Analyse traffic coming to  
your site to identify patterns,  
issues and opportunities

*Marketers need to cut through the hype and return to the fundamentals of marketing. What can we do that would appeal to consumers, not because it's a shiny new toy but it makes their lives simpler, helps them connect to their passions..."*

Kauveri Khullar, VP Marketing Mastercard





OUR NEW  
DASHBOARD  
HAS ALL OF  
THE DIFFERENT  
KPI'S WE CAN  
TRACK NOW.

WHAT'S  
THAT KPI  
TRENDING  
TO ZERO?

IT MEASURES  
HOW WELL WE  
UNDERSTAND  
THEM ALL.

# Summary

- **Technology is here to stay despite the headwinds**
  - Disruption can be an opportunity
  - Tech should solve problems and enhance opportunities
  
- **MarTech and AdTech strategies must be integrated**
  - Crossover is augmenting, and alignment can drive further efficiencies
  - Leaders recognise the value that tech can bring to organisations
  
- **New Media and Tech require a different skillset**
  - Media ecosystem is continuously more fragmented
  - T-shaped talent in high demand to better scope the opportunity
  
- **Selecting a partner is a business commitment**
  - Important to involve the right stakeholders in the decision making
  - Start from the basics and drive education across the organisation



29/03/2023

# How do I choose my adtech stack?

## Digital Marketing Conference Europe

This document is strictly confidential and is copyright to MediaSense Communications Ltd (MediaSense). All rights are reserved.

[www.media-sense.com](http://www.media-sense.com)

[info@media-sense.com](mailto:info@media-sense.com) / +44 20 7307 1400