



Programmatic marketing – a refreshing approach.

Learn how Programmatic marketing differentiates itself from the classic Programmatic advertising approach and why top performing companies are so focussed on the customer journey.

2020



01



Customer experience.

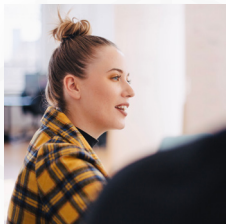
We’ve watched companies leave behind the channel & campaign based marketing of the past and embrace a more comprehensive approach to their customers and their experience.

This approach is centred around the customer journey and **ensures engagement and connection** with your audience instead of becoming part of the everyday static noise that people block out.

02

Advertising vs. Marketing.

They both share the same objective; alert potential customers to products and services. But two sides of the same coin can still be different, so let’s break it down so you know the difference.



Programmatic advertising

Advertising is a **component** of Marketing

A straight **practice** / service

Involves **creative** endeavours

Expensive part of all marketing plans

Often hosted on **other media**

Designed primarily for **aquisition**

Shorter buying cycle

Hope for the best ROI

Designed to **grab attention**

Tactic diminishes trust when overused / misused.

Programmatic marketing

Marketing is more **controlled** and **wider reaching**

A combination of both **research** and **practice**

Consumer behaviour **based on data** insights

Combined effort for **unified business objectives**

Often hosted by the **company / brand** itself

Designed for **aquisition, retention, upsell, loyalty**

Automated buying cycle based on client maturity

Analytic capabilities to **work out potential** ROI

Creates a market and **builds a brand image**

Strategy to build humanised digital relationships