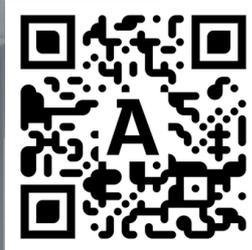


# Adello

BY  LAB51



Edition No. 50

## TOP 50

BUSINESS &  
MARKETING  
*visionaries*

LOUIS VENANT

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Founder of COSATIC &  
Digital Media Director at  
Mediamix SA

PROGRAMMATIC  
ADVERTISING:  
SUCCESS IN  
2023 AND  
BEYOND

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Adello's focus of  
the week

Navigating the  
**Programmatic  
Advertising  
Landscape**

# EDITOR'S NOTE

Dear Reader,

The grand finale of Adello Magazine's Top 50 Business and Marketing Visionaries series!

We're ending on a high note, brimming with insights, innovation, and inspiration. What an electrifying journey it has been, celebrating the minds that are shaping the future of business, marketing, and technologies!

Now, let's dive into the fast-moving world of programmatic advertising. This game-changer is revolutionizing the advertising space with its automation, enabling advertisers to buy and optimize ads in real-time.

Programmatic advertising has transformed the traditional ad industry, changing how brands reach audiences. With AI and data analytics at the helm, ads are more personalized and campaigns optimized for efficiency. Peering into the future, expect a world where programmatic advertising, armed with augmented reality and virtual experiences, elevates customer engagement to new heights.

In this edition, Louis Venant, the founder of COSATIC and Digital Media Director at Mediamix SA, shares his insights and vision for the industry.

Join us in this latest issue as we celebrate the completion of our Top 50 chart. The future is here, and it's great! Enjoy!

Yours,



CMO at Adello and LAB51



# Programmatic Advertising: Success in 2023 and Beyond

ADELLO'S FOCUS OF THE WEEK



In the dynamic world of digital advertising, the programmatic ad will remain at the forefront in 2023. It has solidified its position as a powerful and widely adopted approach for acquiring and selling ad inventory, leveraging automation and real-time bidding to streamline the process. The allure of programmatic advertising lies in its array of advantages, which encompass enhanced targeting capabilities, heightened efficiency, and superior campaign measurement and optimization.

The domain of programmatic advertising has witnessed remarkable progress in recent years, particularly in areas such as audience segmentation, data-driven targeting, and the ingenious integration of artificial intelligence and machine learning. These advancements have paved the way for advertisers to serve highly personalized and relevant ads to their intended audiences, leading to remarkable campaign performance and boosted ROI.

What's more, programmatic advertising has transcended the boundaries of traditional display ads, boldly venturing into diverse formats like video, audio, native ads, and connected TV. This diversification has empowered advertisers to engage consumers across multiple digital channels and

devices, endowing them with a multitude of opportunities for impactful ad placements.

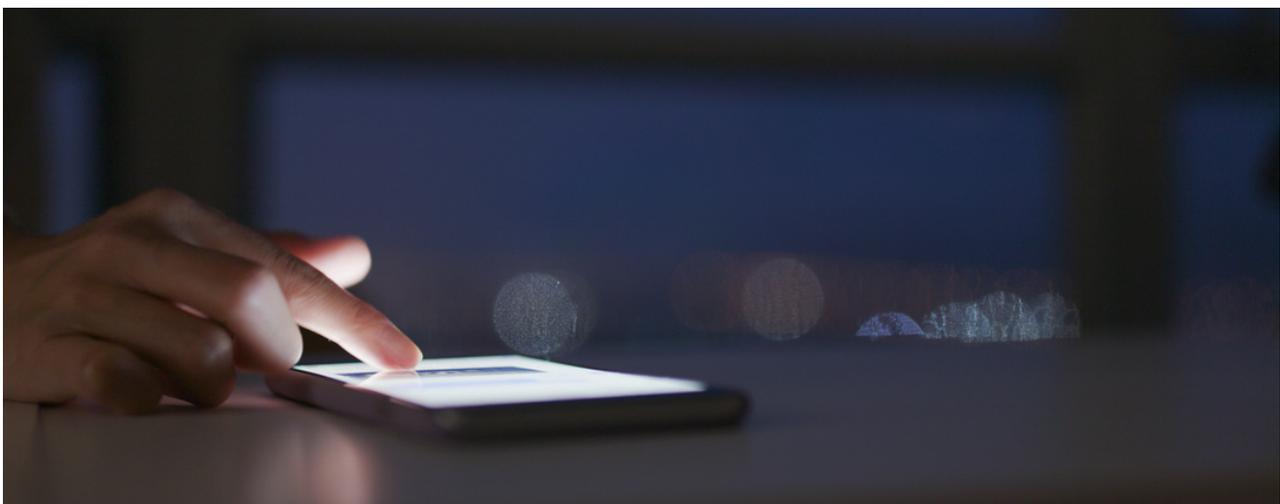
Programmatic advertising continues to demonstrate its adaptability and flexibility in sync with advancing technology. Let's take a closer look at some notable programmatic trends in 2023:

### **Increased Utilization of Artificial Intelligence**

Artificial intelligence (AI) is playing an ever-expanding role in programmatic advertising. Machine learning algorithms analyze data to identify patterns and optimize campaigns, resulting in improved targeting and ad delivery. This advancement leads to more efficient campaigns and better outcomes.

### **Enhanced Focus on Transparency**

The significance of transparency in programmatic advertising is growing rapidly. To address this concern, advertisers are now demanding heightened transparency from vendors and publishers regarding ad placement, data usage, and measurement. Various initiatives have been introduced, including the implementation of industry standards like ads.txt, seller.json, and more.



## Heightened Importance of First-Party Data

First-party data, which refers to data collected directly from customers, like email addresses, purchase histories, and website behavior, is gaining increasing importance in programmatic advertising. With the introduction of data privacy regulations such as GDPR and CCPA, advertisers are relying more on first-party data to enhance targeting, reduce dependence on third-party data, and ensure compliance with privacy regulations.

## Greater Integration with Traditional Advertising

Programmatic advertising is becoming more integrated with traditional advertising channels such as TV, print, and OOH. This integration enables a comprehensive and effective advertising strategy that spans across multiple channels.

## Diversification into New Channels

Programmatic advertising is expanding beyond traditional display advertising to encompass social media, video, and audio channels. Advertisers can leverage programmatic advertising to target audiences across multiple channels and platforms, creating a cohesive and effective advertising strategy.

## Personalization and Customization

Personalization and customization are emerging as crucial elements in programmatic advertising. Advertisers can utilize data to deliver personalized messages and tailored creative content to specific audiences, thereby enhancing engagement and conversion rates.

## Increased Adoption of Connected TV

CTV is gaining significant traction as a channel for programmatic advertising. Advertisers can employ programmatic advertising techniques to target audiences on streaming platforms like Samsung and Amazon Fire Stick, utilizing data to improve targeting precision and ad delivery.

## Focus on Brand Safety

Brand safety is a pressing concern in programmatic advertising. Advertisers are taking proactive measures to ensure that their ads are placed in brand-safe environments. This includes implementing whitelists, blacklists, and third-party verification tools to monitor ad placements.

## Increased Emphasis on Creativity

With the advancement of programmatic advertising technology, there is a growing emphasis on creativity. Advertisers are utilizing programmatic tools to deliver more engaging, interactive and creative ad experiences, leading to improved engagement and conversion rates.

## Heightened Collaboration

Collaboration is gaining increased importance in the realm of programmatic advertising. Advertisers, publishers, and vendors are working together to create better consumer experiences and enhance the overall effectiveness of programmatic advertising.

# What the future prepares

The Global Programmatic Display Advertising Market is projected to experience a significant growth rate of 31.9% CAGR, ultimately reaching a market size of \$2772.7 billion by the year 2028. The advent of innovative technologies, like 5G and edge computing, is poised to revolutionize programmatic advertising by enabling faster and more efficient ad delivery.

Also, the implementation of blockchain technology is anticipated to enhance transparency in programmatic advertising through a secure and decentralized platform for ad buying and selling.

As programmatic advertising continues to advance, we can expect a greater emphasis on data-driven insights and audience segmentation. Advertisers will increasingly rely on data to craft highly personalized and targeted ads that resonate with specific audiences. This shift will necessitate increased investment in data analytics and the utilization of advanced machine learning algorithms to extract valuable insights from the data.

Cross-device targeting is another significant trend on the horizon. As consumers transition across different devices and platforms, advertisers will need to develop strategies to deliver targeted ads effectively across multiple touchpoints.

The future of programmatic advertising remains promising, as emerging technologies and trends are poised to transform how advertisers engage with their target audiences. Advertisers who proactively embrace these developments will be well-positioned to thrive in the ever-evolving digital landscape.





Weekly Highlight

# Navigating the Programmatic Advertising Landscape

*In this interview, Louis Venant shares his valuable experience in programmatic ads, highlighting the potential of multichannel programmatic advertising to reach target audiences across various platforms. He emphasizes the importance of leveraging data and insights for personalized messaging and optimizing campaigns based on performance data. The interview also explores the digital out-of-home market in Switzerland, discussing its benefits, challenges, and potential for future expansion.*

INTERVIEW WITH LOUIS VENANT

## Can you share your experience with programmatic ads and the story of why you selected this branch for your business?

I began my career in 2013 at a trading desk in France, working as a business developer. My role involved promoting programmatic advertising to advertisers. Later on, I joined the Swatch Group, which comprises 17 brands, including Swatch, Omega, and others. At the time, there wasn't a dedicated programmatic team, so I was brought in to establish and lead the programmatic activities for this renowned brand group. It was a significant achievement for me, and I took great pride in implementing the programmatic strategies.

Subsequently, I briefly worked at Publicitas in Switzerland in 2018. Unfortunately, just three months later, the company experienced economic difficulties and collapsed. Following this setback, I decided to start my own company. Building on my expertise in programmatic advertising, I focused on developing innovative products, particularly in conjunction with social media platforms.





# What do you think about multichannel programmatic advertising?

Multichannel programmatic advertising offers immense potential for advertisers to reach their target audiences across multiple platforms and channels. It allows for coordinated and synchronized messaging, ensuring a cohesive brand experience for consumers as they interact with different touchpoints.

One of the key advantages of multichannel programmatic advertising is its ability to leverage data and insights across various channels. By integrating different data sources, advertisers can gain a more comprehensive understanding of their audience and target them more effectively. This enables personalized and relevant messaging tailored to specific channels, maximizing engagement and conversion rates.

Furthermore, multichannel programmatic advertising enables optimization and budget allocation based on performance data. Advertisers can dynamically adjust their campaigns, shifting resources to channels that demonstrate higher effectiveness and deliver better results.

However, it's important to note that implementing a successful multichannel programmatic strategy requires careful planning, coordination, and optimization. Advertisers need to consider the strengths and unique characteristics of each channel, adapt their creatives accordingly, and ensure seamless integration across platforms.

## Can you share insights or strategies from your experience strategizing multichannel or omnichannel campaigns for your customers? Have you had success in guiding users seamlessly from DOOH to mobile to stores?

Certainly! In my experience, when working with e-commerce clients aiming to generate online conversions, I have found success by combining programmatic advertising and social media strategies. One interesting observation is that the conversion rates on mobile and desktop platforms differ significantly.

To address this, I utilize mobile web and social media platforms, which have a significant mobile user base, to drive results. However, to also capture desktop traffic and leverage the higher conversion rates on that platform, I incorporate programmatic desktop advertising into the campaign.

Specifically, for performance-based campaigns, I focus on desktop traffic through programmatic display ads or native ads. This ensures that I have a channel dedicated to targeting users on desktop devices. Meanwhile, social media platforms continue to drive results through their mobile traffic.

By combining programmatic advertising and social media in this manner, I can effectively target both mobile and desktop users, capitalizing on the strengths and conversion rates of each platform. This approach maximizes the reach and impact of the campaign across multiple channels.



## **How would you characterize the digital out-of-home market in Switzerland after your involvement in this field? What are the prevailing trends in its utilization, and what level of interest do advertisers show in programmatic out-of-home advertising?**

The digital market in Switzerland, particularly in terms of digital out-of-home advertising, offers significant advantages. Programmatic digital out-of-home brings a new level of flexibility to campaigns, departing from traditional booking methods. Previously, advertisers had to coordinate with multiple publishers, such as APG-SGA and Clear Channel, to secure ad space. However, with programmatic platforms, there's a single point of contact, simplifying the process. Advertisers can take control of their ad budgets and strategically allocate them across the available digital out-of-home inventory. This streamlines the campaign setup and saves time.

One of the significant benefits of programmatic digital out-of-home is the ability to measure impressions. Unlike in the past, where ad slots were simply purchased, programmatic advertising allows for tracking the number of people reached, enabling the

calculation of metrics like CPM (cost per thousand impressions). This measurement aspect sets programmatic apart and provides advertisers with valuable insights into their reach and potential audience.

However, one challenge with digital out-of-home advertising is demonstrating the impact on clients' businesses. While some clients view out-of-home campaigns as effective for branding purposes, others seek more tangible results and want to measure the impact on their business directly. This poses a difficulty, as it is challenging to establish a clear correlation between digital out-of-home advertising and business outcomes. In contrast, advertising on social media platforms offers better measurability and attribution. This limitation motivates us to explore solutions that bridge the gap and provide more comprehensive measurement capabilities for digital out-of-home advertising.

## **You mentioned that programmatic digital out-of-home advertising allows for rough COM and viewability estimations. However, considering the numerous publishers and inventory from various infrastructure holders, could you elaborate on the methods used to deliver the numbers?**

In programmatic digital out-of-home advertising, there are methods to estimate viewability and gather data on audience exposure. To ensure transparency and reliability, all digital out-of-home inventories undergo audits conducted by independent organizations. These audits help in obtaining valuable data about specific locations and their audience traffic. For instance, if there is a panel installed at a street intersection in Bern, it can provide insights into the number of people passing by during specific timeframes, such as Monday mornings between 8 a.m. and 11 a.m. With this information, advertisers can make informed decisions on when and where to activate their campaigns, optimizing their targeting based on the available data.

However, it's important to note that these audits are conducted semi-annually, which means the data is not real-time but rather provides a rough estimation. While real-time measurements exist in some countries like the USA and China, where cameras capture live data, such methods are not feasible in Switzerland and across the European Union due to privacy regulations and restrictions. Hence, the current approach in Switzerland relies on periodic audits and panel data to approximate the viewability and reach of digital out-of-home advertising campaigns.



## Considering your earlier mention of real-time measurement solutions used in the US and China, which rely on technologies like GPS and facial detection, do you believe Switzerland would be receptive to such technologies, or do you think privacy concerns might hinder their adoption?



While real-time measurement solutions exist in other countries, their implementation in Switzerland poses challenges due to privacy concerns. Swiss residents generally place a strong emphasis on privacy and data protection. Therefore, the widespread adoption of such technologies might face resistance.

In Switzerland, there is a cautious approach when it comes to privacy and the use of surveillance technologies. The concerns regarding the potential misuse of personal data and invasion of privacy are significant. As a result, it is unlikely that the technology involving facial detection for measuring accuracy and performance would find widespread acceptance in the Swiss market.

The readiness of the technology itself is not the limiting factor. Rather, it is the careful balance between technological advancements and privacy considerations that must be maintained. The Swiss public and regulatory authorities prioritize safeguarding personal data and ensuring privacy rights. Thus, it is crucial to proceed cautiously and address privacy concerns appropriately when considering the implementation of such advanced measurement technologies in Switzerland.

# What are your thoughts on the future of the programmatic industry?

I have a positive outlook on the future of the programmatic industry in Switzerland. We are witnessing continuous advancements in technology, data analytics, and automation, which will further revolutionize the way advertising campaigns are executed and optimized. The programmatic landscape will continue to evolve, offering more sophisticated targeting capabilities, and enhanced personalization. At the same time, programmatic advertising, like the rest of the digital advertising industry, faces challenges in measuring and collecting data. The way we monitor campaigns over the next few years will be very different from the way we've done it over the last decade.

In the coming years, I expect the programmatic industry to expand its reach to new channels and platforms. We will witness

the integration of programmatic advertising in emerging digital mediums such as connected TV, DOOH, and even virtual reality. This will open up exciting opportunities for advertisers to engage with audiences in innovative ways and tap into new inventory sources.

Additionally, advancements in artificial intelligence and machine learning will play a pivotal role in driving programmatic advertising forward. These technologies will enable better audience segmentation, dynamic creative optimization, and real-time decision-making, leading to more effective and efficient campaigns.



# What about DOOH?

Looking ahead to the next four or five years in the digital out-of-home advertising industry, there are a few trends and possibilities to consider. Publishers have told me that the trend is to reduce their analog inventory and focusing more on impactful placements. Currently, there are instances where placements can be found in unusual locations, even in fields among cows, which demonstrates the wide range of inventory. However, the aim is to streamline and concentrate on fewer, more effective placements.

To achieve this, it is likely that publishers will further develop their digital out-of-home inventory. This would involve expanding the availability of digital placements in strategic locations. Presently, the challenge in Switzerland, and especially in covering the entire country, is the limited availability of digital out-of-home placements. They are primarily concentrated in specific areas, such as train stations and industrial zones. For one company to achieve nationwide coverage using digital out-of-home alone, it is currently not feasible. However, it is possible that

efforts will be made to expand the inventory and coverage of digital placements to address this limitation.

In terms of the industry's future trajectory, there is a growing emphasis on ecological considerations and the environmental impact of advertising practices. The perception of digital advertising in this context is not uniformly positive. Discussions surrounding the ecological implications of digital advertising are ongoing, and opinions vary. As sustainability and environmental concerns continue to gain prominence, it remains to be seen how the industry will adapt and respond to these challenges over the next five years.

Overall, the future of digital out-of-home advertising may involve a shift towards more impactful placements with reduced analog inventory. Efforts will likely be made to expand the availability of digital placements across Switzerland. Additionally, the industry will need to navigate the evolving discourse on ecological impact and address concerns related to digital advertising and sustainability.



#persona



# LOUIS VENANT

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Founder of COSATIC & Digital Media  
Director at Mediamix SA

Louis has been working in the digital advertising sector for over 10 years; after a career in a media agency, ZBO Media, and in an integrated agency, The Swatch Group, in 2018 Louis set up his own agency - Cosatic.

The agency runs campaigns in Switzerland and internationally, serving both large corporate clients and small and medium-sized enterprises (SMEs). Their areas of expertise

include programmatic advertising, search engine advertising, paid social media, and programmatic DOOH (Digital Out of Home) advertising. Focused on performance and business efficiency, Cosatic combines media and data to fully leverage digital advertising. Since March 2023, Cosatic has been a brand under Mediamix SA.



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