

# DQ&A Media Group on data driven advertising solutions and trends at dmexco 2012

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In the last year so much has happened. We have many new products and services rolled out this year and greeted many new colleagues. Thus, we are well able and outfitted to welcome a large number of new customers, and many in verticals where we previously were less present. Think of e-commerce, travel, and daily deals.

On the buy side, we have seen that our trading desk did particularly well for our clients. In addition, our global affiliate network showed a very strong growth. On the sell side, we have strengthened in the areas of yield optimisation in which we now offer a full service: ad serving technology, campaign management and yield optimisation by using platforms like Admeld, Adex, Adsense, Admob and AppNexus. The innovations in the Google platform (DFP, DFA and Invite) were of great importance for the implementation and improvements for our customers in terms of ROI, efficiency and workflow improvements.

Our trading desk uses the best DSPs. However, what exactly happens within a DSP and what effect this has on campaign results often remains unknown. By launching KITE in the first half of 2012 we created transparency in a 'gray zone'. This gives our customers insights that were previously unthinkable. Another highlight is the intensified cooperation with our strategic partner Vizury offering a performance-based (CPS) solution to so-called "drop-offs" on e-commerce sites to re-target via a high dynamic creative retargeting technology.

## Future

For some time now we have seen increasing online marketing budgets. Where in the past this meant particular growth in direct response online marketing, we see now an increase in above the line budgets. This is mainly thanks to innovations in new and improved higher impact online ad formats such as rich media and online video which are well suited for branding means. I also expect the mobile budgets to continue their growth. Several years in a row we thought that it would finally happen but through our participation in AdGibbon we see that it actually is happening now. Mobile is becoming an important factor in online media plans. We expect growth in 2013 may still be greater than in 2012. Our portfolio of services is very complementary: adtech and operations, trading desk, performance marketing, tech solutions, yield management and monetisation. We are ready.

## Data Driven Advertising Solutions

We see that data driven advertising is changing rapidly within digital marketing. As a result, we see the shift in allocation for performance marketing from marketing budgets to sales budgets. The risk shifts from the advertiser to the publisher. This has significant implications for traditional online marketing companies.

We also see that cross channel attribution is claiming an ever greater role. It is not only "the last click that counts" but rather the different events within the process of "touch, tell and sell". The importance of collecting and analysing data from this customer journey and sharing these insights is becoming increasingly important. Campaign management shifts from preparing and starting a campaign to optimise them for the duration of campaigns.

Consumers spend more time online and use multiple devices to orient themselves. Social media is becoming increasingly influential. It shifts the consumption of media faster from print to online and mobile. Within online advertising, the emphasis is increasingly placed on pull rather than push. Now we have the knowledge in real-time to adjust advertisements at the right time, at the right place so it is presented to the right person. The social graph is an increasingly important element of online advertising.

## DQ&A Media Group Experts

DQ&A is responding to this Big Data trend with the best technology partners so that we can embrace innovation quite easily and can ensure that our partners actually get the best solution. DQ&A is investing heavily in its own data warehouse and reporting and analysis division. There is increasing data from multiple channels and devices. Linking feeds and data is of great importance to have a good overview and insights for making the best decisions how to reach your target audience.

We don't need a collection of Excel sheets, PowerPoint presentations, or applications that deliver reports per channel, but rather we see a flexible integrated dashboard in which cross channel insights are provided and we see what we must focus on. In our opinion, the technology provides 50% of the success, the other half is accounted for by our technology professionals who know their way in the online marketing industry. With over 10 years experience in online advertising and being a trusted partner of Google and DoubleClick we succeed every time bringing the results to our clients and we continue to improve.



<http://www.dqna.com/en/blog/91-dq-amp-a-media-group-on-data-driven-advertising-solutions-and-trends-at-dmexco-2012.html>

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