

BANNERCONNECT

Programmatic Campaign Management

It's become impossible to think about digital advertising without thinking programmatic. Programmatic empowers advertisers to reach their ideal audience at the right time and place, powered by data.

Benefits of programmatic

- Increased efficiency on media buying
- Improved reach with smarter targeting
- Show ads to a consumer based on triggers, like time of day, weather, or online behaviour

See how programmatic can help you maximise the potential of your campaigns, whether you have performance or branding goals. Bannerconnect's programmatic specialists take care of managing your programmatic campaigns so you can focus on the bigger picture of your business.



Programmatic Media

Covering the full spectrum, from branding to performance campaigns. Planning, buying, execution, analysis and optimisation according to your goals.

20 mil. annual spend, over >11 bil. impressions



Data-driven

Data is at the centre of everything we do, with two core objectives always in mind; maximise ROI for our clients and drive innovation within the industry.

Exposure Time innovation 15-25% uplift in ROI



Experts

Biggest programmatic operations team in EMEA with some of the longest-serving specialists in programmatic. Bespoke employee training program.

25+ operations specialists, some over seven years programmatic experience



Visualisation

Use of Bright, our fully transparent proprietary dashboard to monitor campaigns. Built with Log-Level Data as the starting point to gain the best insights and opportunities for optimisation.

Bright dashboard deployed in 42 markets globally

Why work with Bannerconnect?

- We've been a key player in programmatic since its inception
- We don't make promises we can't keep. We're committed to delivering maximum value
- We challenge the status quo on topics like innovation, transparency, viewability and performance

"A strong professional team which combines market knowledge with technology. They have very strong processes in place, which makes them able to act quickly and accurately."

Gijs van Eysden, Media Buying Solutions @ Google