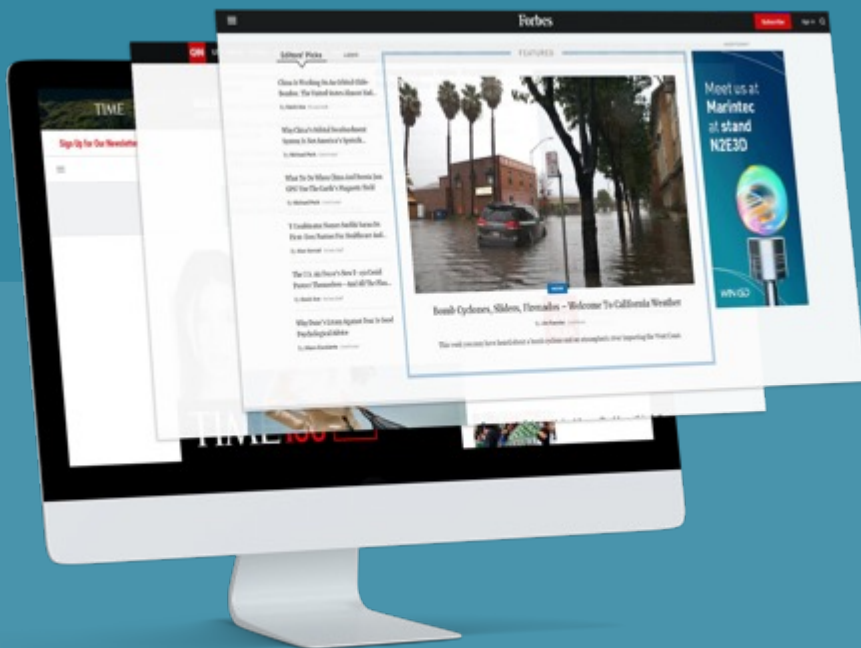


# Programmatic Advertising Solutions

**WM** wake  
media





# What is Programmatic Advertising?

**Your advert could be brilliant, but if it's not in the right place targeted at the right people, then your campaign will never reach its true potential.**

**With programmatic advertising, you can rely on an algorithm that will determine where your ad money is best spent.**

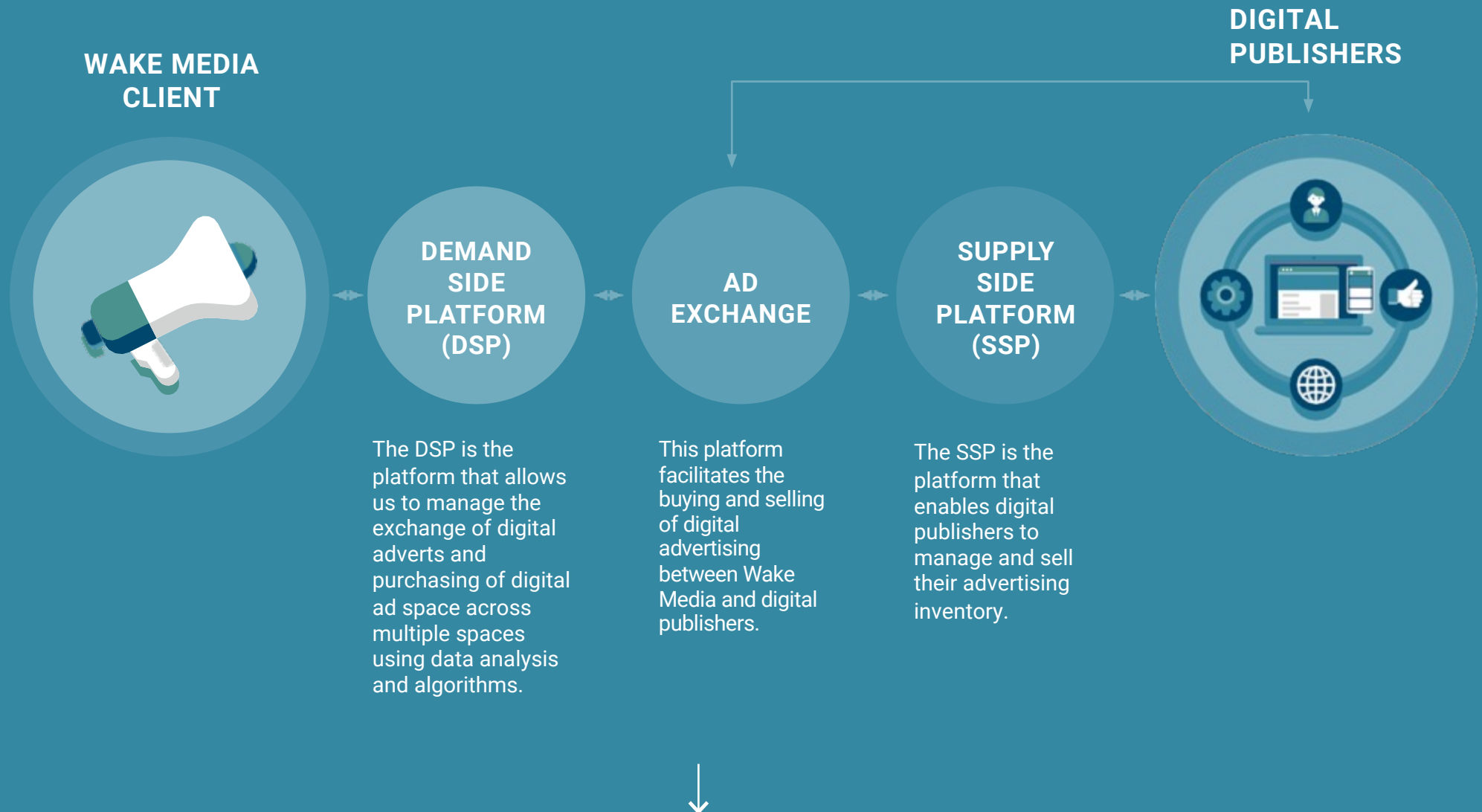


Programmatic advertising is the process of using data to buy digital advertising space where an audience exists, at the right time and for the best possible price.

The use of algorithmic software allows our marketers to spend more time on the optimising segmentation and audience targeting to drive campaign success in an extremely targeted way.



# How it Works



# Methods of Targeting or Segmentation

## Wake Media - Core Targeting Methods



### Account-Based Marketing

Create highly-targeted, custom audience from our extensive target account lists.



### Browsing Audience

Create a Custom Segment based on content consumption relevant to your brand or competition.



### Page Context AI

Ensure your adverts reach your audience based on the content they are consuming.

## Wake Media - Secondary Targeting Methods



### Dynamic Retargeting

Retarget high purchase intenders with a customised ad.



### 3rd-Party Targeting

Use segments from our 3rd-party data partners.



### Lookalike Audiences

Tag users with a pixel or upload CRM 1st-party data to target individuals exhibiting the same behaviour.



### 1st-Party Targeting

Onboard your collected 1st-party data.



### B2B/ISP Targeting

Target people at a place of business.

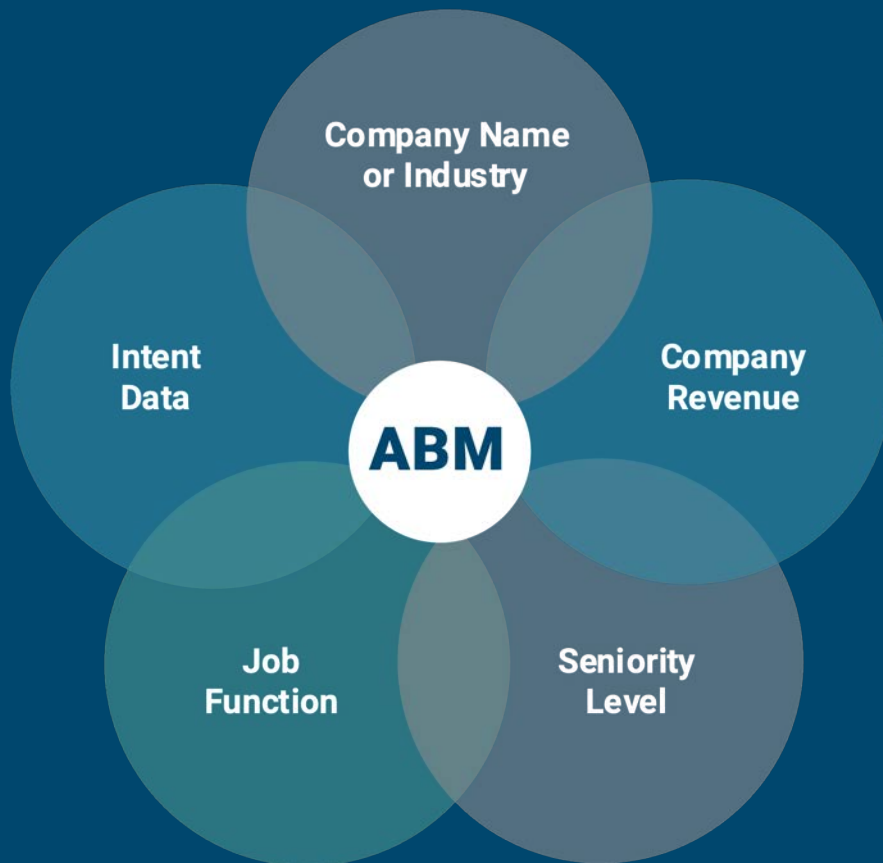


### Geo Radius Targeting

Target and retarget users that pass through specific locations.



# Account-Based Marketing (ABM)



**Account Based Marketing (ABM)** enables companies to target and engage accounts with multiple different media types in the maritime industry.

Wake Media has partnered with industry-leading data providers to offer account based marketing (ABM) targeting.

We use mix and match multiple attributes to build a highly-targeted, custom audience from our extensive target account lists.

1,450 Target Companies  
and  
DevOps Job Function  
and  
Director, VP, C-Suite Title

Custom ABM Audience  
Segment

---

Speak to your Wake Media Representative to plan your campaign using a custom ABM audience segment.

---



# Page Context AI

**Page Context AI is another means of reaching your audience, based on the content they are consuming.**

Leveraging machine learning and patent pending AI, Page Context AI ensures that your adverts reach your audience based on the content they are consuming.

Using input phrases, the platform's algorithm will determine the best placements based on the content of a publisher or site.

- Our proprietary technology can show your adverts to users who are browsing sites relevant to your product or service.
- Using this kind of advanced targeting can expand advert reach to include semantically-related phrases so that all applicable viewers are exposed to your ads.
- You can use this technology across native, display, and video advertising campaigns across 400 million pages on desktop and mobile web.



**400M+ URLs analyzed every 2 weeks**

**Natural language processing**

**AI-powered targeting includes related phrases and excludes double-meanings**

**Hyper-relevant ad placements**

**Patent-pending AI**

## **In Context Phrases (Relevant Phrases)**

java ☒ coffee ☒ coffee beans ☒  
sustainable coffee ☒ best coffee beans ☒

## **Out of Context Phrases (Relevant Phrases)**

Java ☒ programming language ☒  
computer ☒ server ☒

---

**Speak to your Wake Media Representative to help plan your campaign using a Page Context AI technology**

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# B2B General

Reaching people at specific businesses, establishments, or institutions.

**Align campaign types with your business goals:**

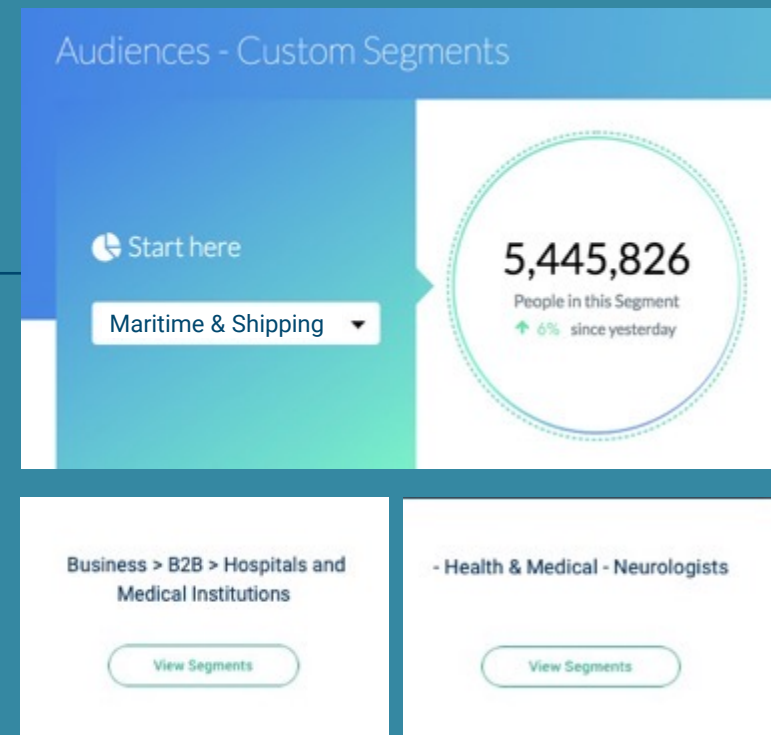
- Brand awareness campaigns can pull prospects to the top of your funnel
- Drive traffic to your website to build a highly specific remarketing list
- Conversion campaigns can drive prospects directly to content or a demo

**Target the professionals you want:**

- Pre-packaged B2B targeting segments
- Custom B2B segments can be created

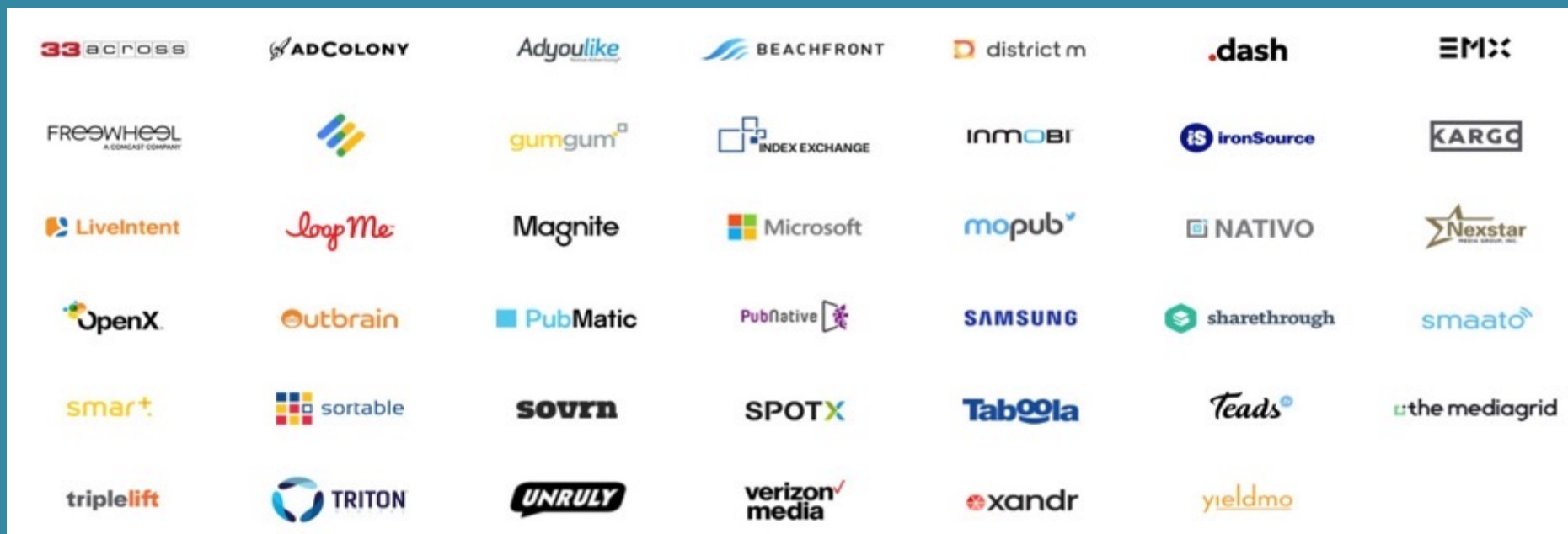
**Full list of segments:**

- Universities
- School Boards
- Maritime & Shipping
- Airports
- Legal Systems
- Transportation
- Software Companies
- Hardware Companies
- Accounting Firms
- Manufacturing
- Food & Beverage
- Media & News
- City Government



# 40+ Exchange Partners

Access native, display, video, connected TV and audio inventory...

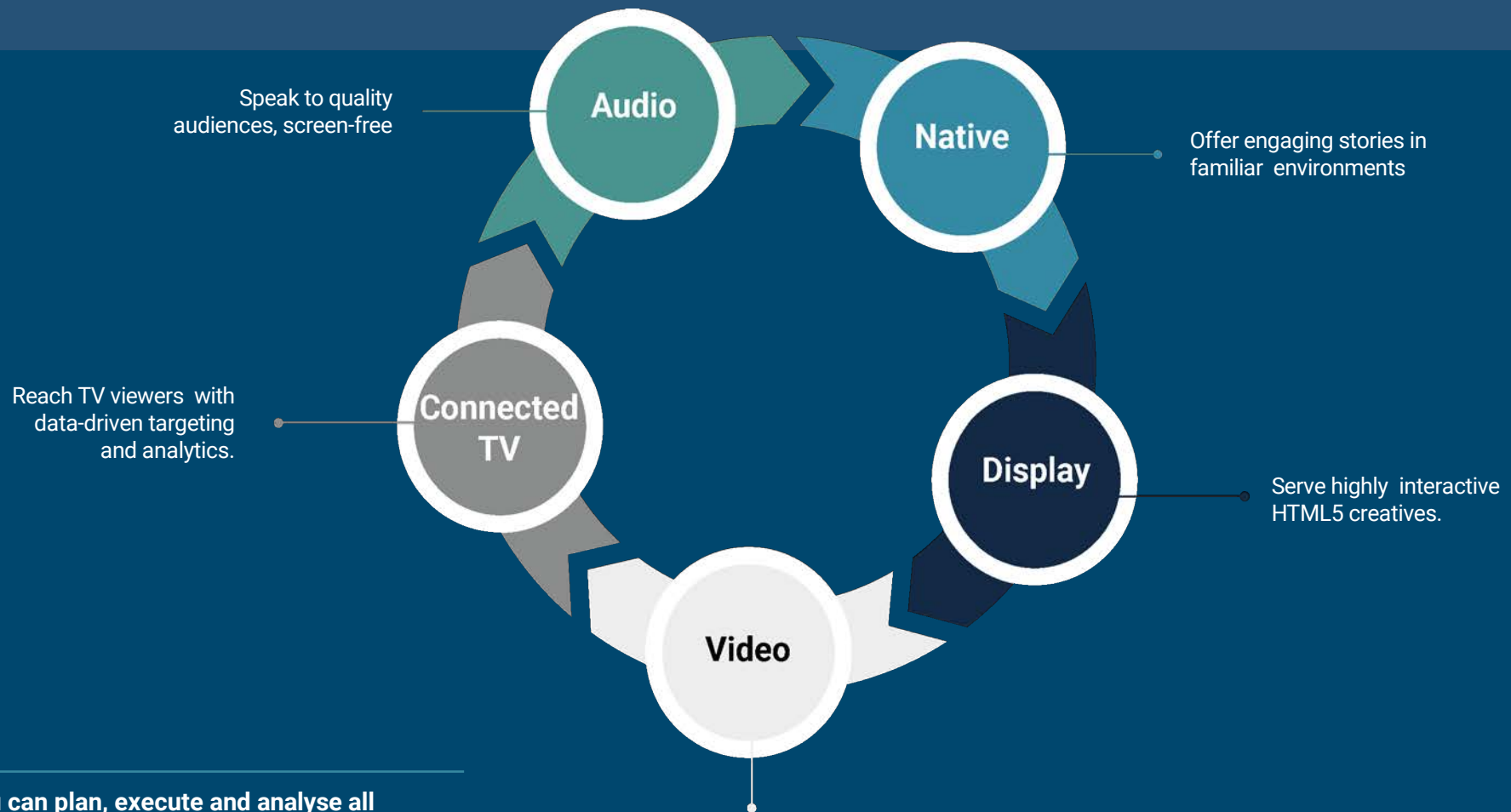


Across 55,000+ sites and apps, including...





# Advertising Types



**You can plan, execute and analyse all advertising formats in a single, multi-channel platform. This allows you to create full-funnel campaigns with ease.**



# Native Ad specs

All adverts should contain the following elements:

## 1. The Domain/Site\*

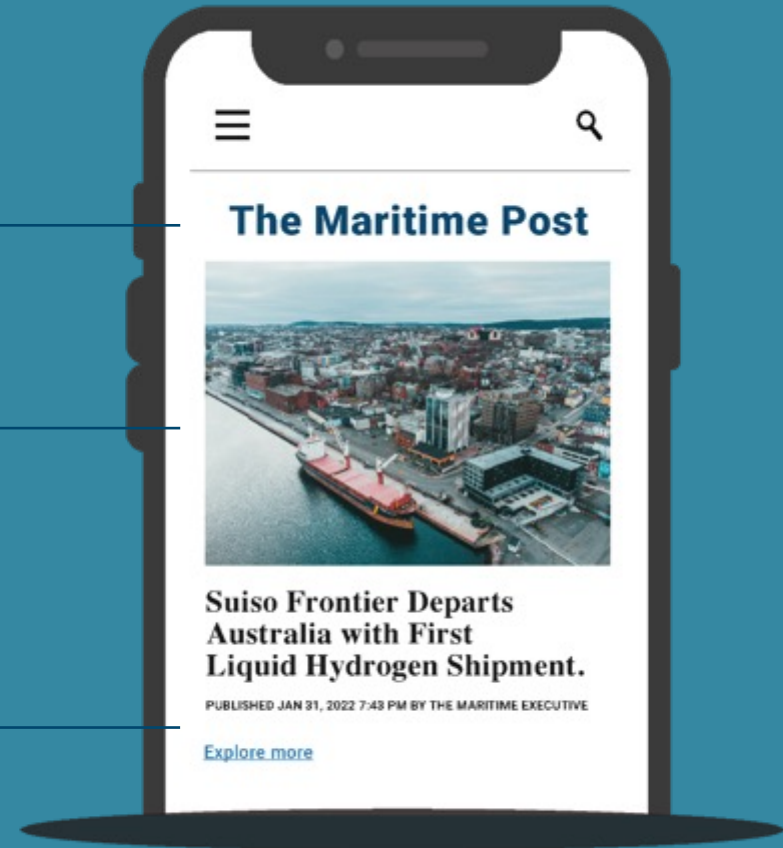
- \*An example of where your native ad can run, not part of the native ad specs.

## 2. Image

- The image for native ads should not contain any text overlay
- Recommend all sizes: 1200 x 627, 800 x 600, 600 x 600 pixels
- Accept JPG and PNG files
- Optimal file size is 750 KB
- High resolution creative
- Minimum: 72 pixels per inch
- Recommended: 144 pixels per inch

## 3. Headline, Image, Body, Brand logo

**Destination URL:** The image must be clickable and lead to the article/post.



# Native Ad Formats

## In-Feed

Occurs within a stream of content.



## In-Ad

Native ads that occur within display inventory of a given page.



## Content Recommendation

Usually found at the footer of a landing page, your content is recommended by the publisher.



- Optimise towards time on site post-click
- Headlines provide context and brand lift



# Standard Display

All Standard Display Ads Available

## Our Creative Studio can help with:

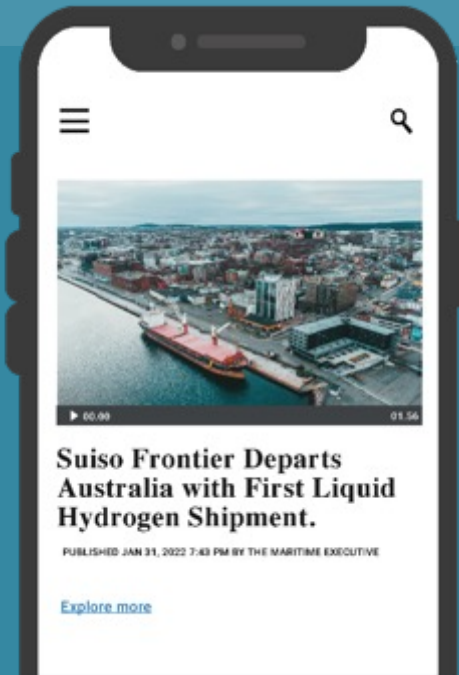
- Creating new native or display ads
- Turning display into native ads
- Turning static display into dynamic/interactive display ads

## Creative Studio

HTML5 Support at No Cost when the campaign media spend is over £7500.

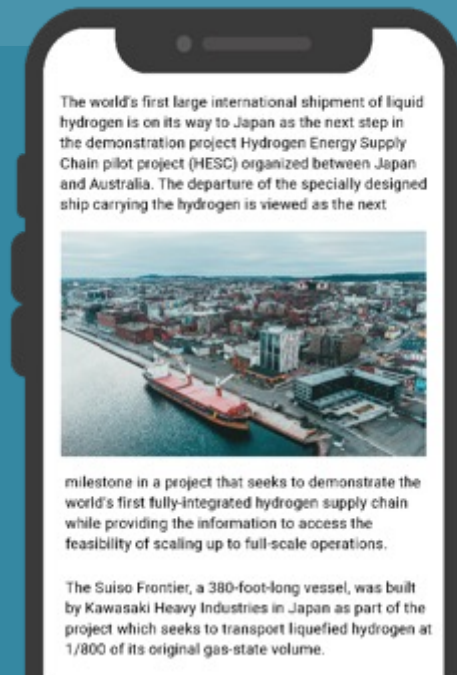


# Video Ad Formats



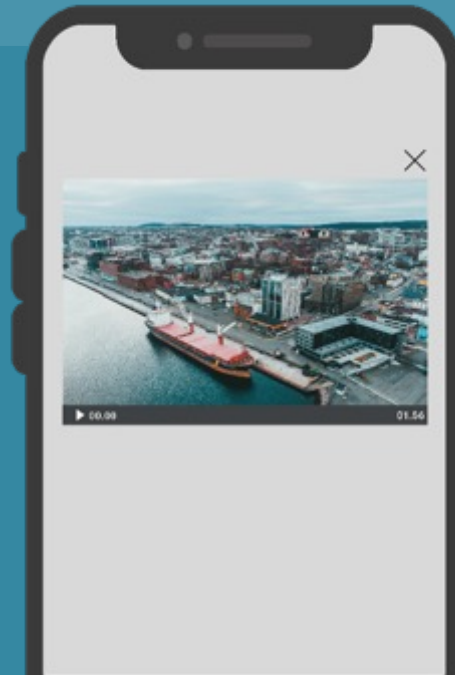
## Native Video

A video ad placed between the paragraphs of an article that includes a headline and body text.



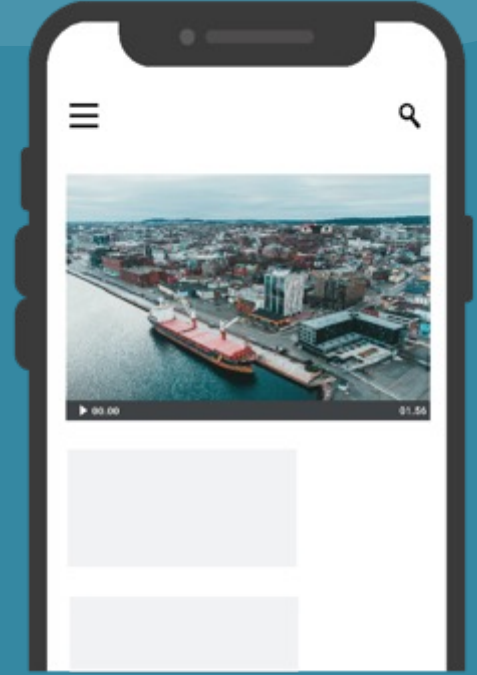
## Native Outstream

A video ad placed between the paragraphs of an article. Plays only when in view.



## In-App Interstitial Video

Ads expand to fill mobile screen.



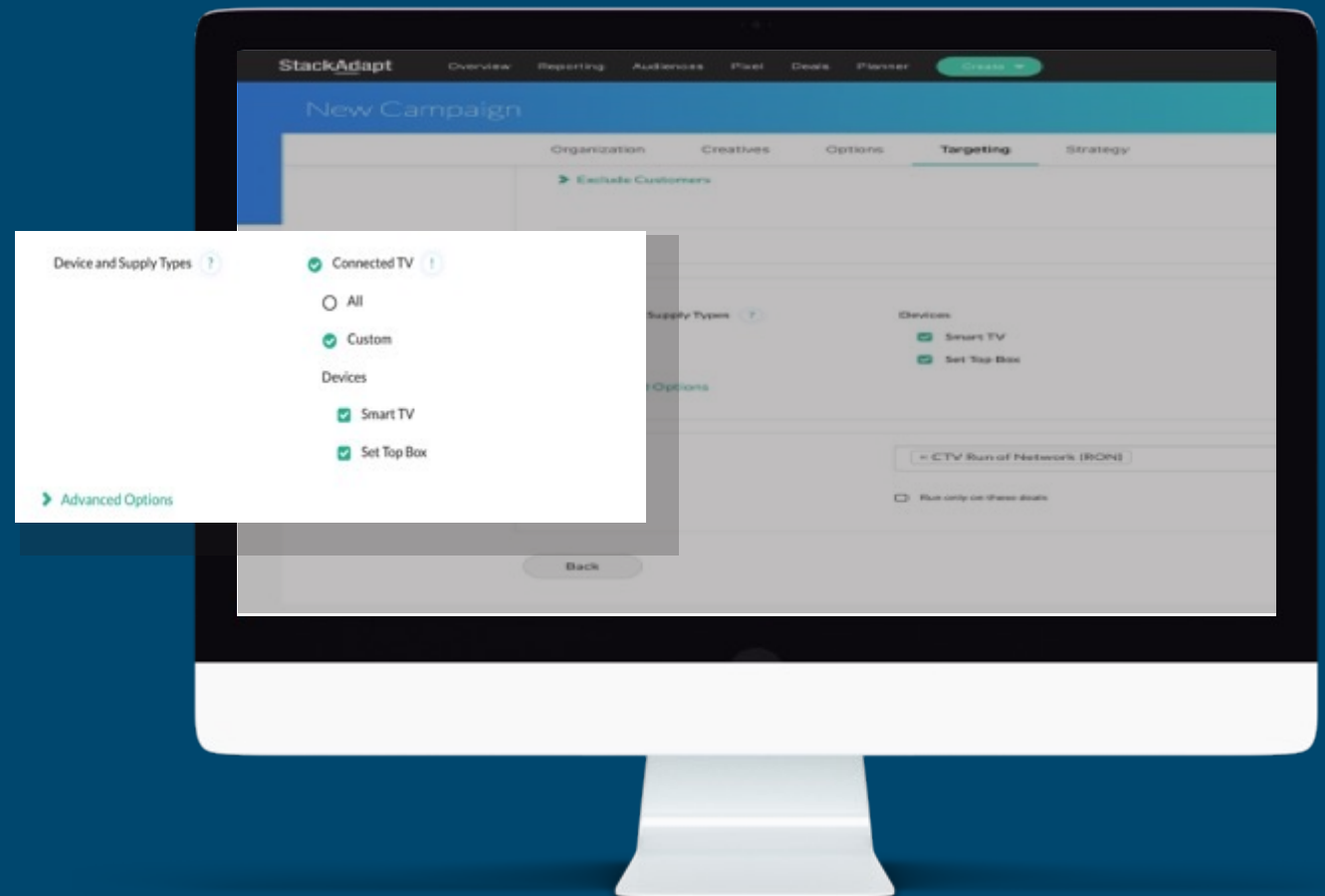
## In-Stream

This video ad plays before, during or after a user's intended video.

- Optimise towards video completions or pay for completed views
- Track viewability powered by Moat at no cost
- Immersive user experience



# Connected TV (CTV)



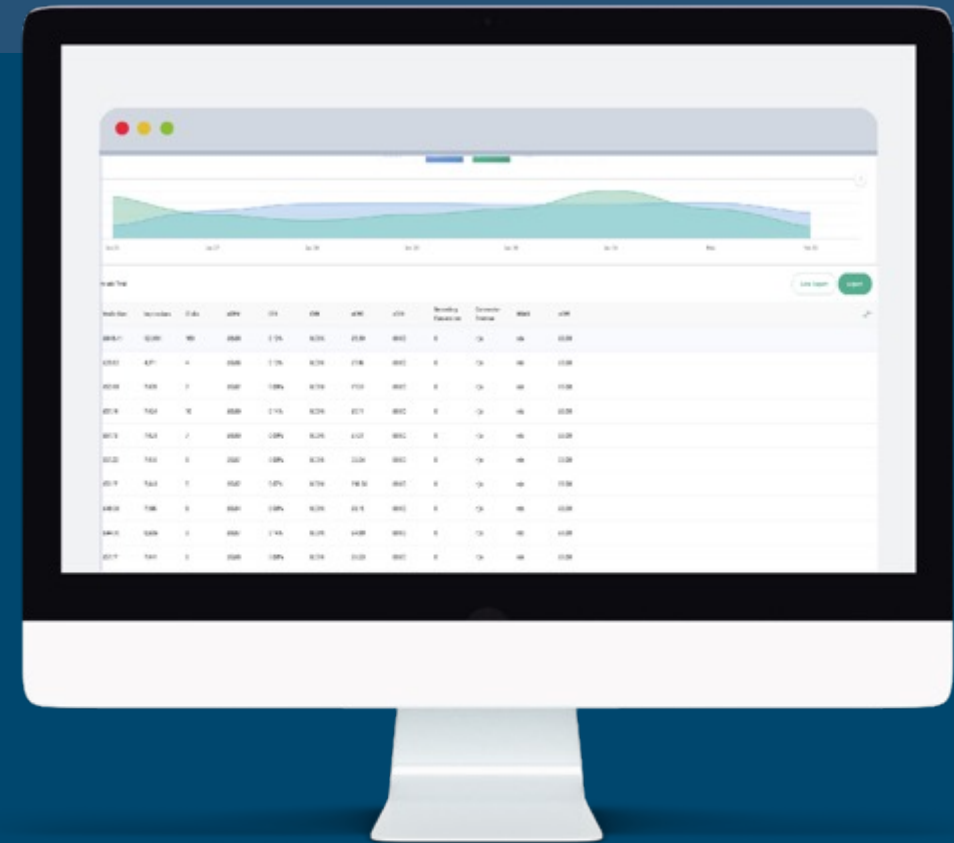
Engage viewers on the big screen,  
when they are more receptive to  
brand advertisements.





# Reporting

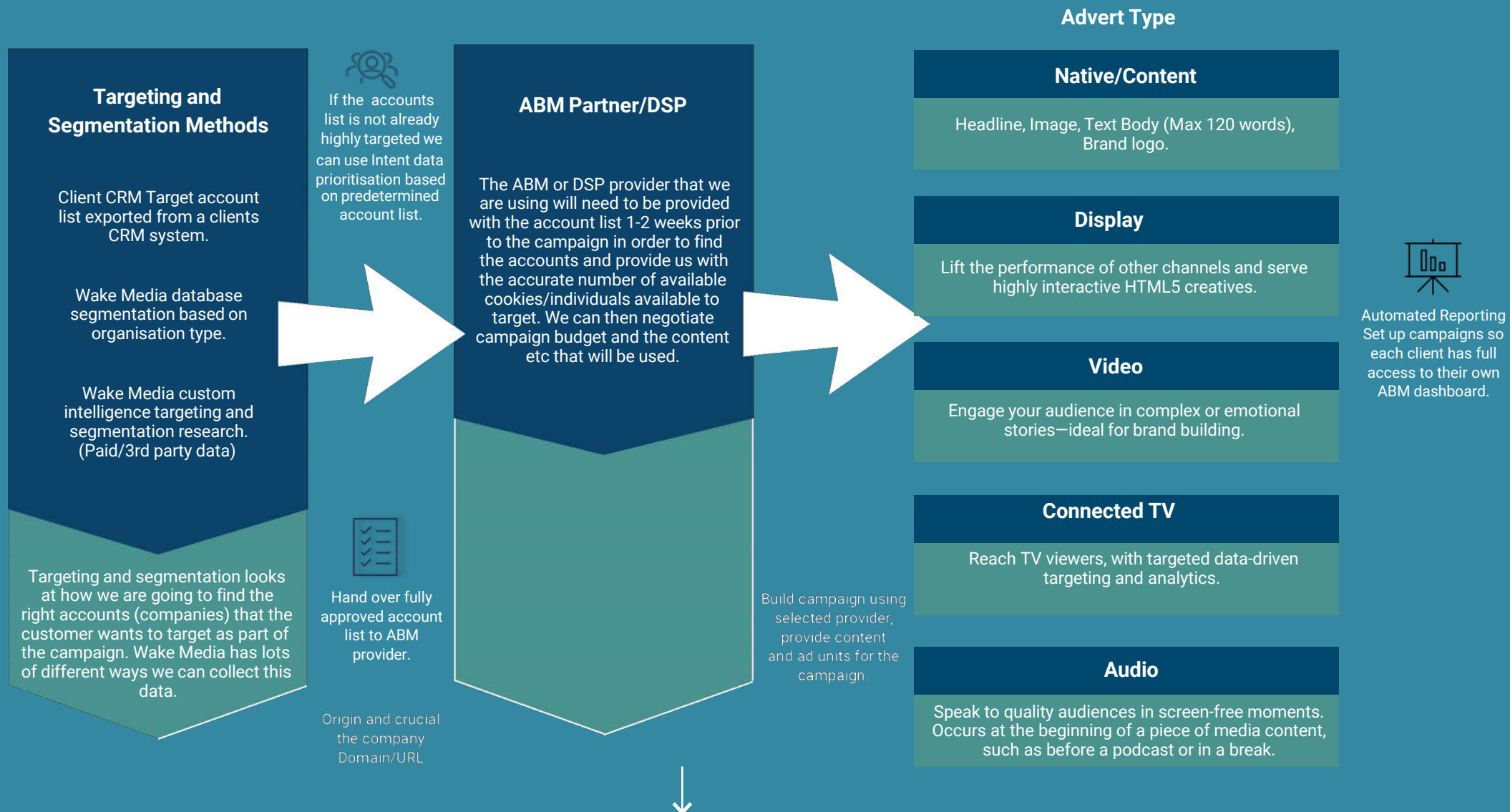
- View extensive, actionable data in one place
- Transparent domain performance and cost stats
- Dynamic graphs that track and visualise changes in reporting over time
- Delivery, Inventory, Audience, Conversion, Strategy and Personal Reports
- Enable or pause various attributes to improve campaign performance directly from the snapshot
- Customise, bulk export and schedule your reports



Schedule reports with the click of a button.



# How Your Programmatic Advertising Campaign Could Look



# Key Takeaways



**No Monthly Minimum Spend**



**User Friendly, State-of-the-Art Technology**



**Smooth Onboarding Process**



**Campaign Activation Made Simple**

- Campaign Performance
- Ad Channels
- Brand Protection
- Targeting Capabilities
- Reporting and Measurement



# Creative Services

The Wake Media Creative team can help create custom assets to help your adverts achieve peak performance through programmatic advertising.

## Ad Creations

Whether we're using your existing assets or starting from scratch, our team builds native, display, or HTML5 ads that engage your audience.

## Ad Conversion

Do you have display ads but want to add native to the mix? Do you need more ad sizes or formats? We can help convert what you have into what you need.

## Ad Consultation

Our team can review your creatives and provide data-backed recommendations for optimised campaign performance.

**\*Requires £7.5k/campaign minimum spend.**



# 4 Benefits of Keyword Rule Targeting



## **Full control over determining the best ad placements.**

What is the engine behind this tool? It's you! Keyword matching and a robust set of rules allow you to customize and experiment with your targeting to ensure your ads appear within your desired ad placements.



## **Build positive brand associations**

Boost your brand affinity by placing ads next to content that creates a positive association and favourability in your audience's mind.



## **Deliver relevant content at the right moment**

Show ads to users based on the content they are consuming at that moment in time. this way you reach them when they are in a receptive mindset



## **Drive results without cookies.**

Target audiences without the need for cookies or other user identifiers-making it especially useful for sensitive campaigns.

# Custom Keyword Rules

Rule	Definition
Include	Your target list of keywords and phrases. If you're selling yoga mats, you might add keywords such as "yoga" or "yoga retreat."
Exclude	Exclude keywords to refine the targeting further. If you're selling yoga mats, you might exclude keywords such as "weights" or "weight training."
Placement	Define where the keywords should appear on the web page, for example in the heading and body.
Frequency	Specify the number of times a keyword must appear.
Case Sensitivity	Option to recognize the difference between uppercase and lowercase letters.
'AND Also' Function	Requires that both keywords are found.
'OR' Function	Requires at least one of the included keywords are found.

Rules give you precise control over the web pages where your ads are placed, so you can fine-tune your contextual strategy



# Keyword Rule Targeting



## Targeting Method

Contextual



## Formats

Native Ads, Display  
Ads, Video Ads



## Devices

Desktop Web  
Mobile Web



## Bid Type

A CPM bid with no goal  
is recommended



## Language

English



## Best Practice

Recommended as a  
standalone targeting tactic



# Do you have any questions? Contact us.

**For further information please Contact:**

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