

Programmatic Advertising: A GameChanger for SMBs

Explaining the Power of Automated Advertising

by

Performena

The digital creative agency UAE



What is Programmatic Advertising

A technology-driven approach to buying and selling digital advertising.

Best programmatic agency in Dubai

Key elements of programmatic advertising

Advertisers: Ad buyers looking to reach target audiences. They use demandside platforms (DSPs) to purchase ad inventory and manage campaigns



DSPs (Demand Side Platforms): Software used to buy ad space from exchanges used by advertisers.



Ad exchanges: Digital marketplaces connecting advertisers and publishers through auctions.



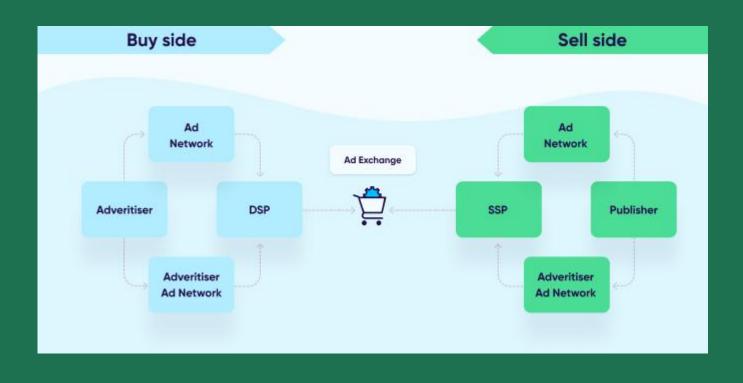
SSPs (Supply Side Platforms): Software that makes ad space available to exchanges.



Publishers: Owners or managers of websites with ad space to sell. They make ad impressions available via supply-side platforms (SSPs).



What is Programmatic Advertising





Why Should small and medium business (SMBs) Care

Increased Efficiency

Automate ad buying and save time.

Improved Targeting

• Reach the right audience at the right time.

Enhanced ROI

• Optimize campaigns for maximum impact.

Data-Driven Insights

Gain valuable insights to refine strategies.



Key Benefits of Programmatic Advertising

Precise Targeting

- Demographic targeting
- Geographic targeting
- Behavioral targeting
- Interest-based targeting

Real-Time Bidding (RTB):

- Bid on ad impressions in real-time
- Optimize bids based on performance data

Programmatic Direct

- Pre-negotiated deals with publishers
- Guaranteed inventory and pricing

Increased Transparency

- Track campaign performance in real-time
- Measure ROI and optimize accordingly



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