

Programmatic Advertising: A Game- Changer 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.

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Key elements of programmatic advertising

Advertisers: Ad buyers looking to reach target audiences. They use demand-side 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

Contact Us

Preatoni Tower, Unit 2406, Cluster L, JLT,
Dubai, UAE.

+971 4 835 9935

sales@performena.com

Monday to Friday 10am - 7pm

<https://performena.com/>

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