L’évolution du mode d’achat du Display

DMP (Data management Platform)

http://www.adopsinsider.com/online-ad-measurement-tracking/data-management-platforms/what-are-data-management-platforms/
Like most aspects of ad tech, this is a crowded space right now, with plenty of companies offering a solution.Demdex (now owned by Adobe), Core Audience, and Krux are what I would consider pure-plays, whileLotame, Collective, and Turn offer similar services but with another (potentially conflicting) core competency. All have various levels of service and complexity that you’ll have to look at yourself to determine the right way forward for your business. The purpose of this series is to review what DMPs do, how they do it, and key features to look for as you evaluate potential partners.

Principes du DMP

- Collect
- Segment
- Activate

SSP

- What are the major supply-side platforms?
  Vendors that currently sell SSP technology include Google, OpenX, PubMatic, Rubicon Project, AppNexus, Right Media and AOL.

Source: http://digiday.com/platforms/wtf-supply-side-platform/

Compétition Adobe: Adobe Media Optimizer (demdex)

http://www.adobe.com/solutions/media-optimization/audience-management.html

Bluekai Platform

http://www.adopsinsider.com/online-ad-measurement-tracking/data-management-platforms/data-management-centralize-and-synchronize-your-user-data/

What we MAY KNOW about you

- Age Range
- Gender
- Marital Status
- Military Status
- Language you speak
- Education level
- Occupation
- Age range, gender and approximate number of children in your household
- Health and Wellness information (if you express an interest in yoga, or healthy living)
- Housing information (rent, own, etc.)
- Financial information (if you have a mortgage, pay your bills online, looking for a car loan, etc.)

What we DON’T KNOW about you

- No personally identifiable info (PII)

–Name

–Email address

–Mailing address

–National identification number (ie: SSN)

–Birth date/Birthplace

- Credit card numbers
- Driver’s license number
- Personal Health Information
- Religious beliefs

- 1first party cookie and 3th party ?
- http://www.networkadvertising.org/choices

Digital Advertising Alliance (DAA) at http://www.aboutads.info/choices

- Data fees are only associated with “activation” of data for outbound advertising or marketing, enabling BlueKai customers to “try before they buy”
- In theory, at least, behavioral advertising is more effective than contextual advertising, which sends ads to web pages based on the content of that pa

ge.when it comes to 3rd party data.

Expedia: Maziar Sattari, director of product and marketing for Expedia Media Solutions, said that airlines and hotels were well represented among sectors in the travel industry participating in the PassportAds program.

- Under the Expedia program, advertisers have the option to merely purchase the Expedia data through BlueKai and then make their own arrangements with advertising networks to deliver their ads. Expedia stated that the advertisers alternatively can work directly with Expedia, « which applies the data to deliver targeted ads across our publishing partners' sites.“
- Behavioral advertising is a controversial practice, blasted by some privacy advocates but defended by the Interactive Travel Services Association (ITSA), which represents online travel companies and GDSs.
- ITSA Executive Director Art Sackler noted that « in behavioral advertising generally, no personally identifiable information (PII) is collected or used in any way

Audience Injection Partner

Lookalike Modeling Partner

Site Optimization Partner

Embedded App Partner

- These anonymized identifiers are “native brand data” for retailers, and increasingly for CPG, too. Loyalty cards today are commonly linked to the online world through anonymized identifiers, which is how a purchase can be tied back to ad exposures at point of sale. This is why Datalogix is

such a huge prize.

- From <http://adexchanger.com/data-driven-thinking/how-datalogix-made-oracles-bluekai-acquisition-even-smarter/>

Media Partners

http://bluekai.com/media-partners.php

PiggyBacking

- Ex js: http://ads.pubmatic.com/AdServer/js/syncuppixels.html

http://tap2-cdn.rubiconproject.com/partner/scripts/rubicon/emily.html

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