



PROGRAMMATIC REVIEW WITH THE PROGRAMMATIC ADVISORY

WE USE OUR MARKET-LEADING INDEPENDENT EXPERTISE TO REVIEW YOUR PROGRAMMATIC OPERATIONS

A programmatic review is intended to provide advertisers with an impartial perspective as to whether programmatic media spends are truly maximised, and whether technology is being used to its full potential.

Areas such as **transparency, performance and quality** are assessed to determine **growth opportunities** and form **strategic recommendations**.



Regardless of whether campaign activity is being run in-house, or by an agency, a programmatic review is a quick win designed to uncover **inefficiencies** and **inconsistencies**, as well as the **quality** of the campaign management, **procurement** and **optimisation**.



If advertisers are once-removed from this process due to agency contracting, this review provides a great deal of insight into the **campaign workings, goal alignment** and what's powering **decision making**. If brands are working with their own in-house teams, a review is a useful tool to assess **best practice** adherence/**governance, quality control** and **standards**.

This process is a way to regain control, visibility and confidence in your programmatic performance.

Why use TPA?

At the core of The Programmatic Advisory's values sits impartiality. We have no conflict in our business (i.e. no media deals or rebates), so we are well placed to help our client's money work hard for their incentives and not our own.

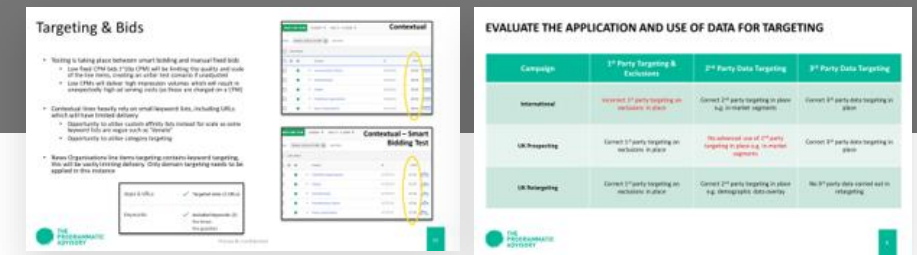
Furthermore, The Programmatic Advisory team holds a vast array of hands-on programmatic experience, placing us well to truly understand the intricacies of programmatic campaign execution and management.

OUR SERVICE VARIES BASED ON WHAT WE ACCESS – BUT WE ALWAYS DELIVER TANGIBLE RECOMMENDATIONS

We can work with you to understand what you can access but we work with clients in three ways based on granularity of data access

	TIER 1	TIER 2	TIER 3
Media Plans	✓	✓	✓
Performance Reports	✓	✓	✓
Strategy Documents	✓	✓	✓
Stakeholder Interviews		✓	✓
Adserver Access		✓	✓
DSP Access		✓	✓
DMP Access			✓
DCO Access			✓
Multi-Market			✓
Multi-Brand			✓
Price	£3,950	£9,950	CUSTOM

LEADING TO DETAILED RECOMMENDATIONS



CASE STUDY

We reviewed the DSP setup for a major international retailer who used a large holding company for their programmatic delivery. We recognised 50% of budget had not been optimised in 3 months, \$5 million in fees which should not have been taken and 10% of budget going through ad exchanges that were contributing to 1% of conversions.



Our recommendations delivered the same performance for \$8m less of spend.



GET STARTED

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