

# Understanding the complicated world of advertising technology (AdTech) and programmatic advertising

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# Presentation materials

All materials from this presentation can be found here:

[clearcode.cc/understanding-adtech](https://clearcode.cc/understanding-adtech)

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**CLEARCODE**

# Agenda

- A run down on the key terms.
- A brief history of digital advertising — from the very first online ad to today.
- The key platforms (i.e. software), processes and players in the programmatic advertising industry.
- The main media-buying processes.
- The main digital advertising mediums and channels.

# Key terms

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## Online advertising

Usually refers to ads shown in web browsers.

## Digital advertising

Refers to advertising displayed via digital channels.

## Programmatic advertising

Refers to the automation of digital advertising via software and data.

# Key terms

## AdTech platforms

Software that is used to buy, sell and measure digital advertising.

## MarTech platforms

Software that is used to create and manage digital marketing activities.

## MadTech platforms

A combination of AdTech and MarTech.

# Key terms

For more key terms, visit our glossary:

[clearcode.cc/glossary](https://clearcode.cc/glossary)

# **A brief history of digital advertising**



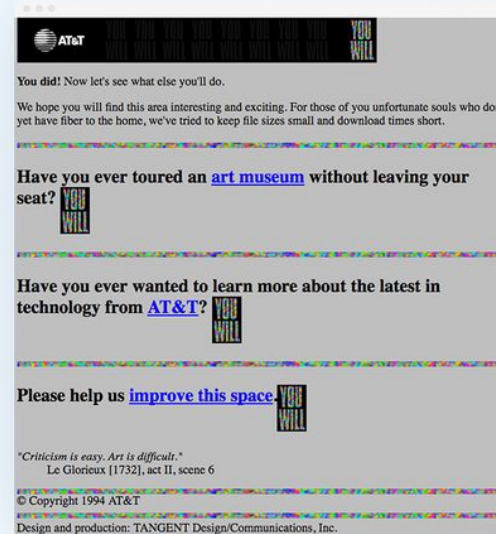
# The history of digital advertising

## The first ever online ad



The first ever banner by AT&T appeared on HotWired (known now as wired.com) on October 27, 1994.

And if a user **clicked on the ad**, they were taken to this page, known as a **landing page**:



AT&T's landing page for their You Will ad campaign.

The first ever online ad appeared on HotWired (now wired.com) on **October 27, 1994**.

The advertiser was AT&T.

# The history of digital advertising

Key themes of the 3 decades of online advertising

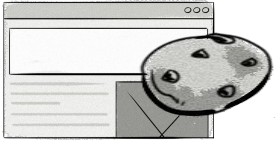
**1990s:** Innovation

**2000s:** Acquisitions

**2010s:** Privacy

# The history of digital advertising

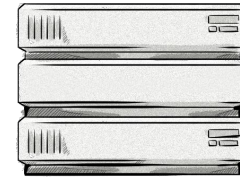
A timeline of the most important events in online advertising — 1990s



**1994:** Web cookies are invented



**1994:** The first banner ads is displayed



**1995:** The first ever ad server was founded



**DoubleClick**

**1996:** Kevin O'Connor, Dwight Merriman and Fergus O'Daily found DoubleClick.



**1996:** Yahoo! starts displaying search ads on its search engine.

# The history of digital advertising

## A timeline of the most important events in online advertising — 2000s



**2000:** Google launches AdWords (now known as Google Ads).



**2003:** Google acquires Applied Semantics, creators of a contextual advertising product called AdSense.



**2006:** AdMob, a mobile ad network, is founded. Google acquired the company in 2009.



**2007:** Google acquires DoubleClick for \$3.1 billion.



**2007:** Microsoft buys AdECN for reportedly between \$50-75 million.



**2007:** Yahoo! purchases RightMedia for \$700 million.

# The history of digital advertising

## A timeline of the most important events in online advertising — 2010 to now



**2016:** The European Union adopted its General Data Protection Regulation (GDPR). It came into force on May 25, 2018



**2017:** Apple Safari releases its Intelligent Tracking Protection (ITP) feature.



**2018:** Mozilla Firefox release its Enhanced Tracking Protection (ETP) feature.



**2018:** California introduces its California Consumer Privacy Act (CCPA).



**2020:** Google announces that it will shut off third-party cookies by 2022 (now by 2023).



**2020:** Apple announces new privacy changes to its mobile operating systems.

# The history of digital advertising

For more information about the history of digital advertising, read **chapter 03** of our **AdTech Book**:

[adtechbook.com](https://adtechbook.com)

**The main platforms, processes and players**

# Advertisers and publishers



## Advertisers

An **advertiser** is a brand or company (e.g. advertising agency) that wants to get its product or service in front of its target audience to build brand awareness, develop brand loyalty, and increase sales.

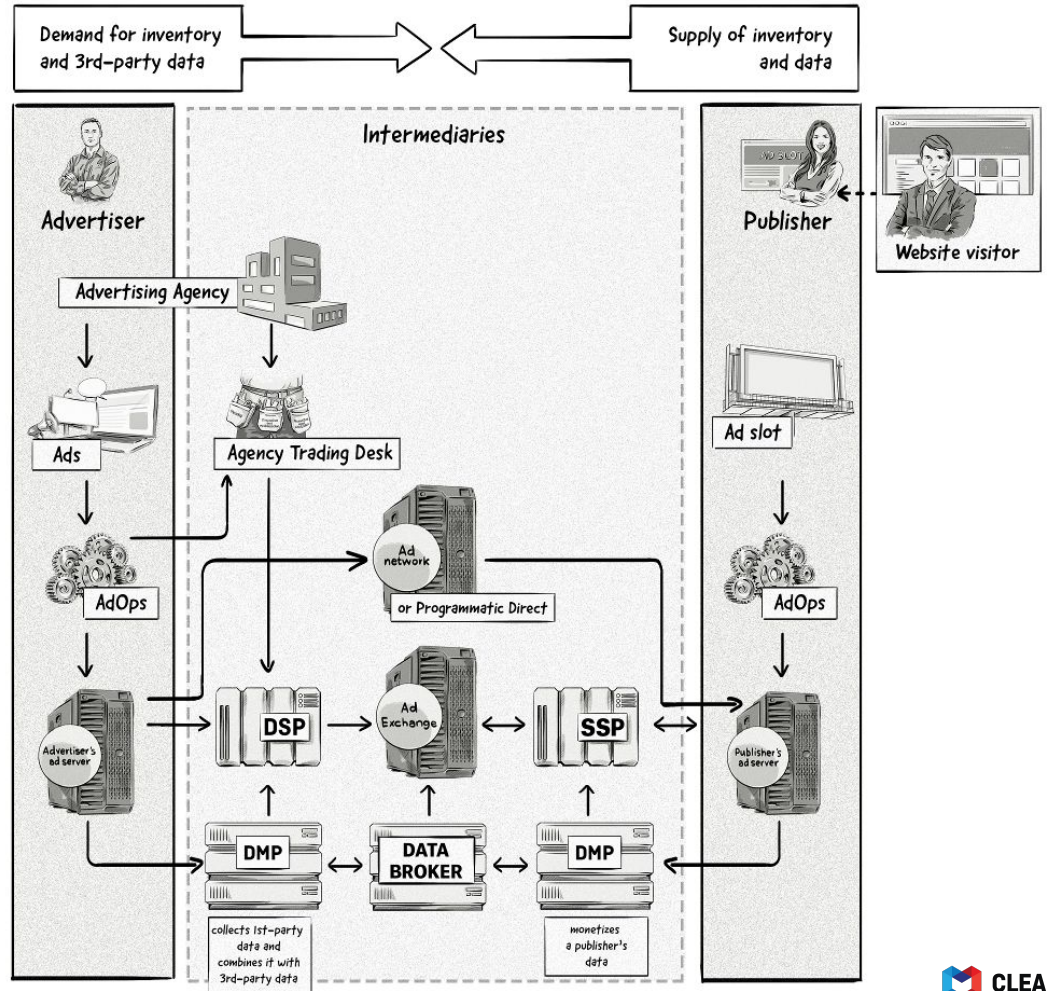


## Publishers

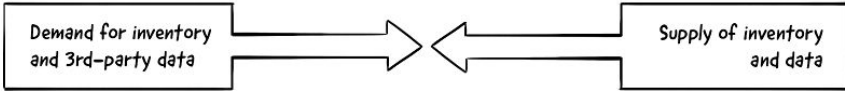
A **publisher** can be defined as any company that produces content that attracts an audience.



# How the programmatic advertising industry works



*Demand / buy side*



*Supply / sell side*

**Advertiser's ad server**

**Demand-side platform (DSP)**

**Publisher's ad server**

**Supply-side platform (SSP)**

*Data platforms*

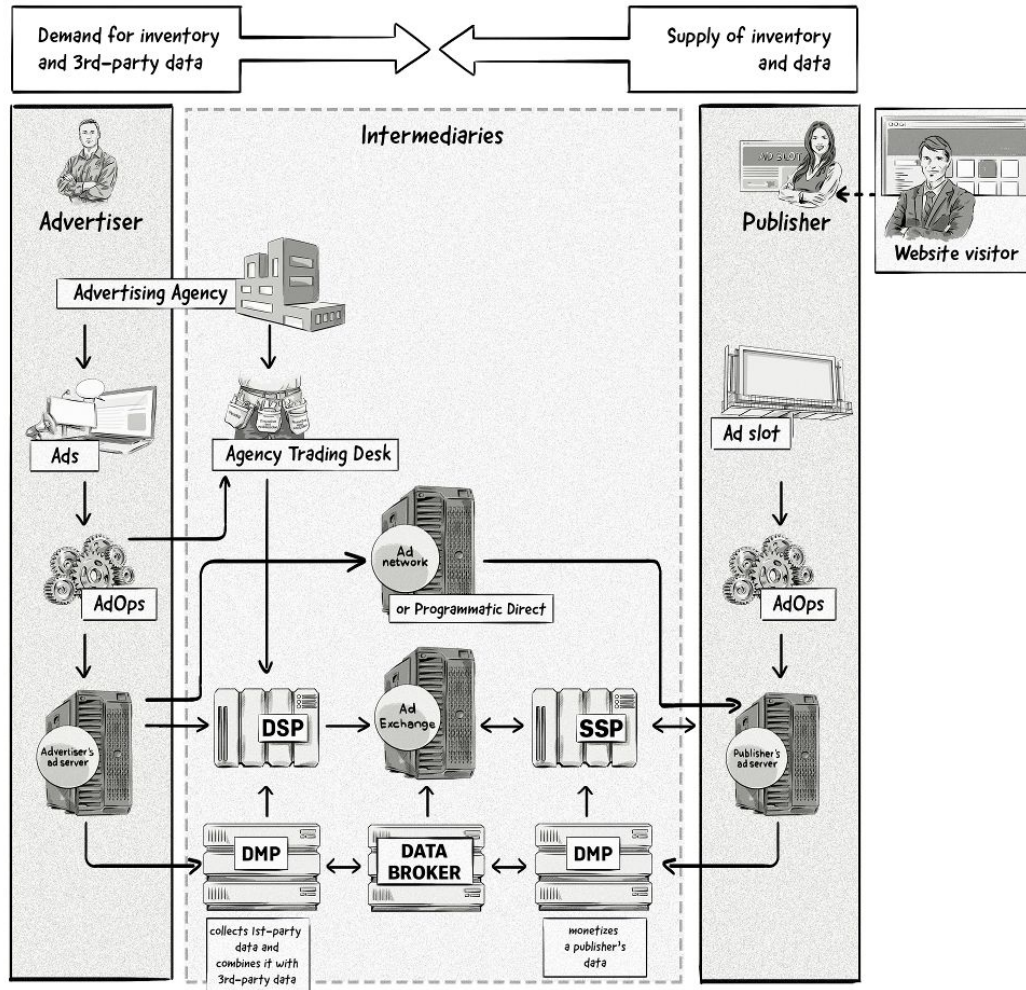
**Data management platform (DMP)**

*Intermediaries*

**Ad networks**

**Customer data platform (CDP)**

**Ad exchanges**



# The main companies in the programmatic advertising industry

## Walled gardens

Google



amazon



## Agency holding companies



PUBLICIS GROUPE

OmnicomGroup

IPG dentsu WPP

## Independent AdTech and data companies

theTradeDesk

Magnite

PubMatic

OpenX



yahoo!

xandr

Index  
Exchange

LiveRamp

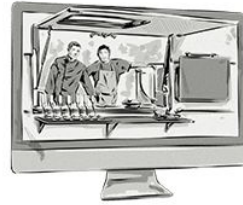
LOTAME™

# The main media-buying processes

# The main media-buying processes



Manual media buying



Programmatic direct



Real-time bidding (RTB)

## Online media-buying processes



Waterfall



Header bidding



Private marketplace  
(PMP)

# **Digital advertising mediums and channels**

# Digital advertising mediums and channels



## Advertising mediums

A means of verbal or non-verbal communication. Examples include text ads, video ads and audio ads.

The screenshot shows the Cambridge Dictionary interface. At the top, there are navigation links for Dictionary, Translate, and Grammar, along with a user profile icon, language selection (English (UK)), and social media links. The search bar contains 'advertising' and the results are shown in English and Polish. Below the search bar, there is a promotional banner for Google Home Max with a price of \$349 (down from \$399). The main content area displays the definition of 'advertising' as a noun, with a Polish translation 'reklama' and the note 'an advertising agency'. There are also social media sharing icons and a 'My Dictionary' sidebar on the right.

## Advertising channels

A means of transmission or distribution. Examples include display, social media and TV advertising.



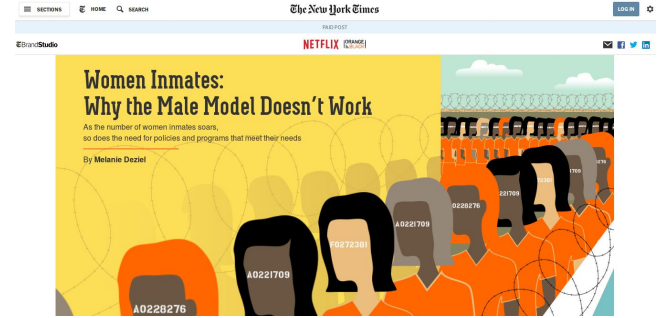
# Digital advertising mediums



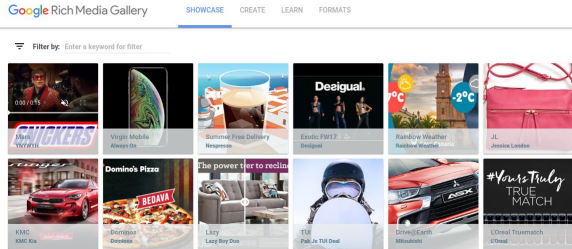
Text and image ads



Native ads



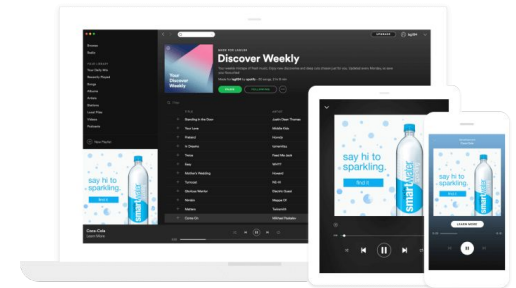
Native / editorial ads



Rich media ads



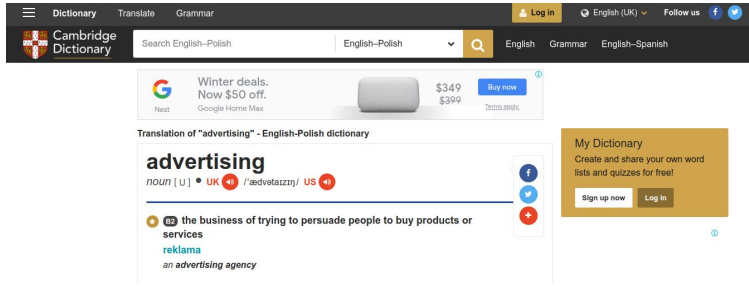
Video ads



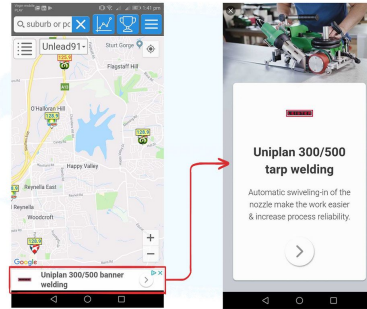
Audio ads



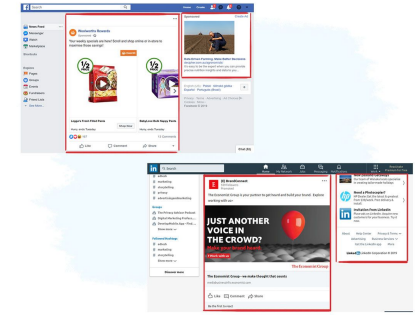
# Digital advertising channels



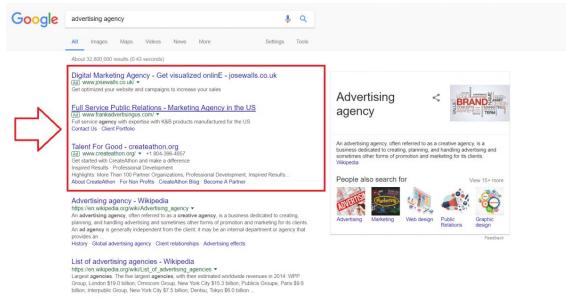
Display advertising



In-app mobile advertising



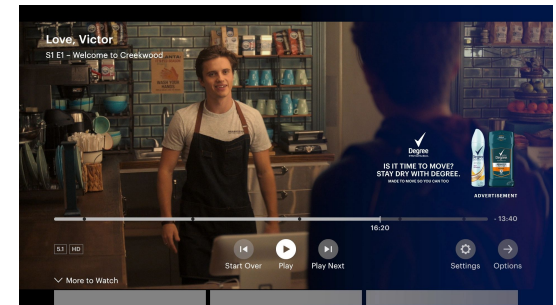
Social media advertising



Search engine advertising



DOOH advertising



Advanced TV (e.g. CTV & OTT) advertising

# Thanks for watching!

More info and resources can be found here:

[clearcode.cc/blog](https://clearcode.cc/blog)

[adtechbook.com](https://adtechbook.com)



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