

**Q:**

# WHAT IS PROGRAMMATIC?

**A:**

Programmatic advertising is the automated buying and selling of online advertising.

Targeting tactics are used to segment audiences using data so that you only pay for ads delivered to the right people at the right time. Computers and algorithms make the ad buying, placement and optimization process more efficient.

## ACADIA BROADCASTING DISPLAY ADS: FEATURE EVERY LEVEL OF ONLINE TARGETING AVAILABLE TODAY!

Data	Demographic	Geo-targeting	Contextual & Environment		Consumer Segments*	Video
1st Party Data	Age	Countries	Above or Below the Fold	Operating System	Automotive	Player Size
2nd Party Data	Gender	Regions	Behavioural/Interest	Contextual	CPG	Player Position (i.e. Pre-Roll, Post-Roll, Mid-Roll)
3rd Party Data	Household Income	City	Day of Week	Site Retargeting	Finance	
Social Lifestyle	Language	Zip/Postal Code	Device	Time of Day	Retail	
Viewability by Partner (MOAT, WhiteOps, DV, IAS)		DMA	Internet Service Providers	Weather	Telco	
		Hyperlocal	1-2-3 Number of Ads on the Page	Web Browser	Travel	
			White/Black list			

\*Represents a portion of the hundreds of segments available.

Q:

# WHY CHOOSE ABL PROGRAMMATIC?

A:

1. A Vendor Neutral Collection of Ad Networks\*, Ad Exchanges\*, and Direct Publishers\*

\*Defined at the bottom of the page

DESKTOP DISPLAY & VIDEO	MOBILE IN-APP DISPLAY & VIDEO	NATIVE	SOCIAL
 	 		
 	 		
 	 		
 	 		
 	 		
			

2. Drive quality users to your website
3. Extend audience reach
4. Reach niche target audiences via personas (700 million profiles)
5. Leading 1 minute refresh rate
6. Access inventory from the largest media properties and platforms
7. Fraud prevention & brand safety at every stage of a campaign
8. Viewability
9. Targeting tactics and on-the-spot optimization
10. Over 24,000 different targeting options

*...just to name a few!*

Ad Network: A single company that connects advertisers to websites that host ads.

Ad Exchange: Connects ad networks, agencies, and third-party demand-side platforms with a vast global inventory in real time.

Publisher Direct: Buying digital advertising on specific websites, apps, or platforms.