

The background image shows a person's hands typing on a laptop keyboard. Overlaid on this are several semi-transparent icons representing digital marketing concepts: an envelope (email), a magnifying glass (search), a computer monitor with the letters 'AD' (display advertising), a megaphone (promotion), a smartphone with 'AD' (mobile advertising), a globe with a cursor (global reach), and a bar chart with an upward-trending line (analytics).

# Display and Video 360

# Demand Side Platform (DSP)

/dɪ'mænd/ saɪd /plɑːtfɔːm/

*noun*

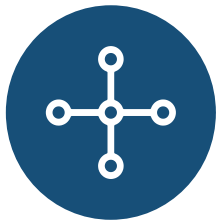
Technology that combines audience buying and smart bidding to enable the automated buying of ad space at scale.

# DV360 | DV360 enables various capabilities



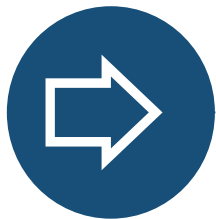
## **Access high value inventory**

Easily find and discover high-quality inventory. Negotiate deals directly and execute buys quickly and efficiently.



## **Reach your audience**

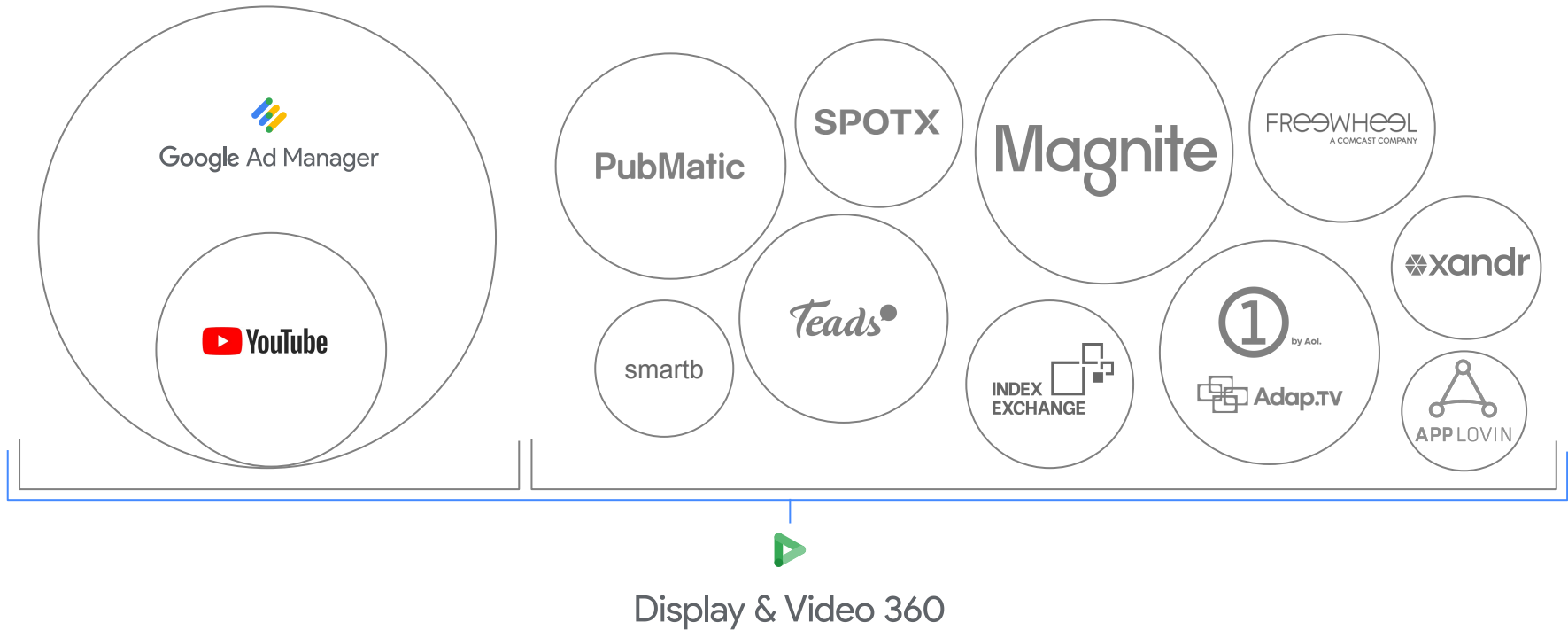
Access the best range of audience data from across Google platforms, your 1st party data & 3rd party segments



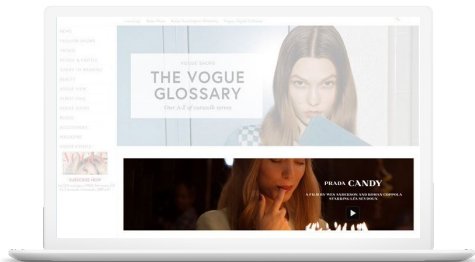
## **Drive performance through automation**

Use Google's machine learning technology to drive high performance from your media buys

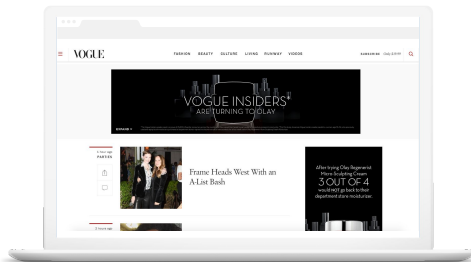
# DV360 | DV360 gives access beyond Google inventory



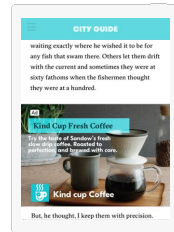
## DV360 | Types of formats available...



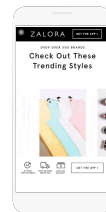
**High Impact Display**



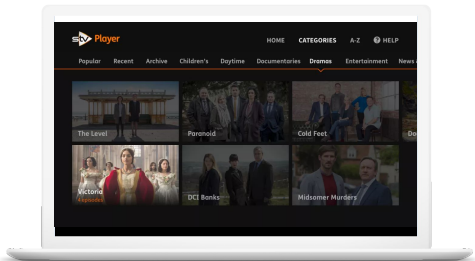
Display



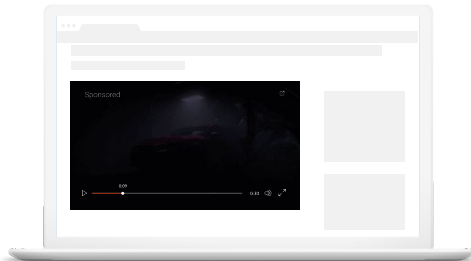
Native



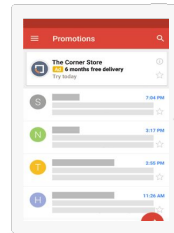
**In-App Ads**



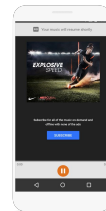
TV



## Video



Gmail ads

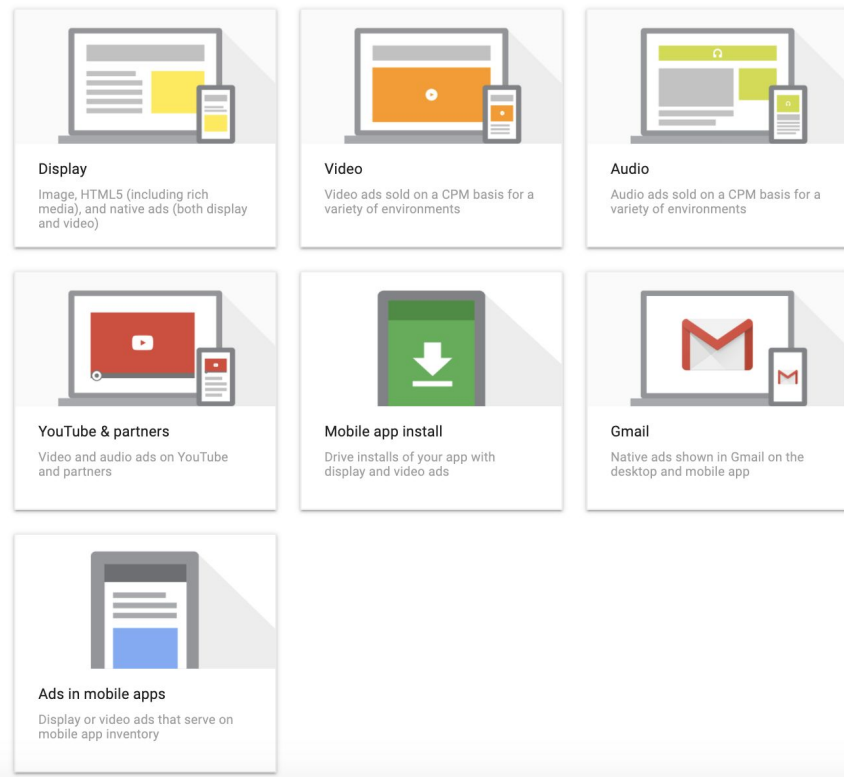


Audio

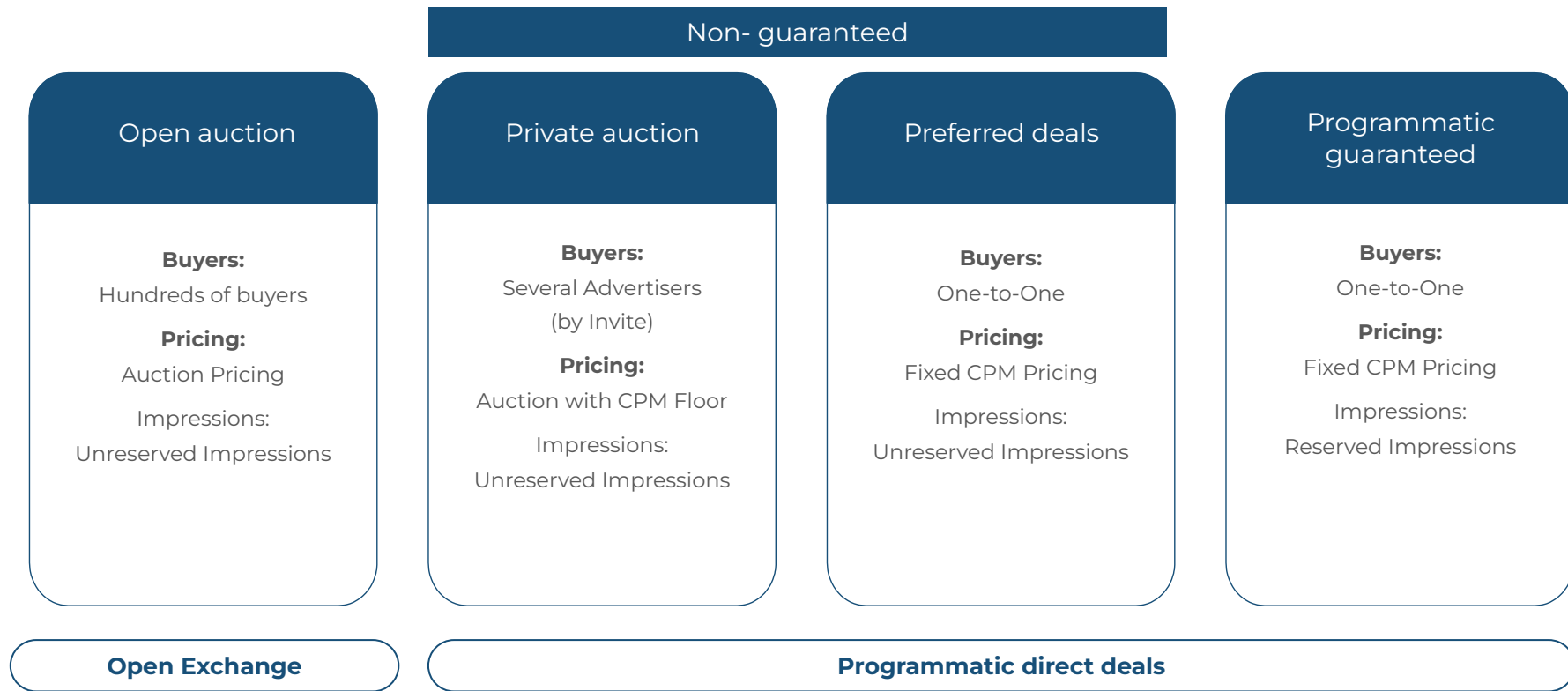
# DV360 | What kind of media can I buy? (Line Items)

Types available (full list):

- **Display** for image, HTML5 (including rich media), and Native ads (both display and video).
- **Video** for video ads
- **Audio** for audio ads
- **YouTube & partners** for video ads shown on YouTube and Google video partners inventory
- **Mobile app** install for display and video ads that drive installs of your app
- **Gmail for native ads** shown in Gmail on the desktop and mobile app
- **Ads in mobile apps** for display or video ads that serve on mobile app inventory
- **Over-the-top for TV** content on connected TVs and other digital devices.
- **Linear TV** for ads on live, real-time TV, delivered conventionally over the air or through satellite and cable providers.

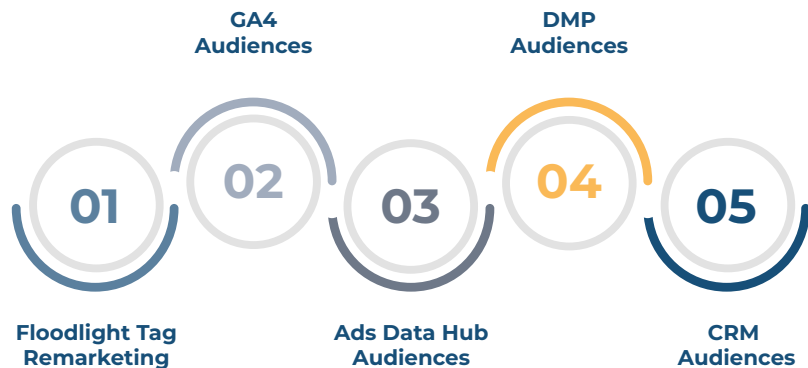


# DV360 | Programmatic Buying types



# DV360 | 1st Party & Google Audiences

Display & Video 360 allows a wide variety of first party targeting



Use what you know about your customers to reach them with the right message and exclude current customers to only reach new customers.

## Google In-market

Find customers who are researching products or services and actively considering buying something like what you offer as they browse pages across the web

## Detailed Demographics

You can target ads based on demographics such as gender, age, parental status, and household income.

## Life Events

Reach audiences when purchase behavior shifts and brand preferences change during key life milestones like moving, graduating from college, or getting married.

## Google Affinity

Reach people based on their specific interests as they browse pages across the web

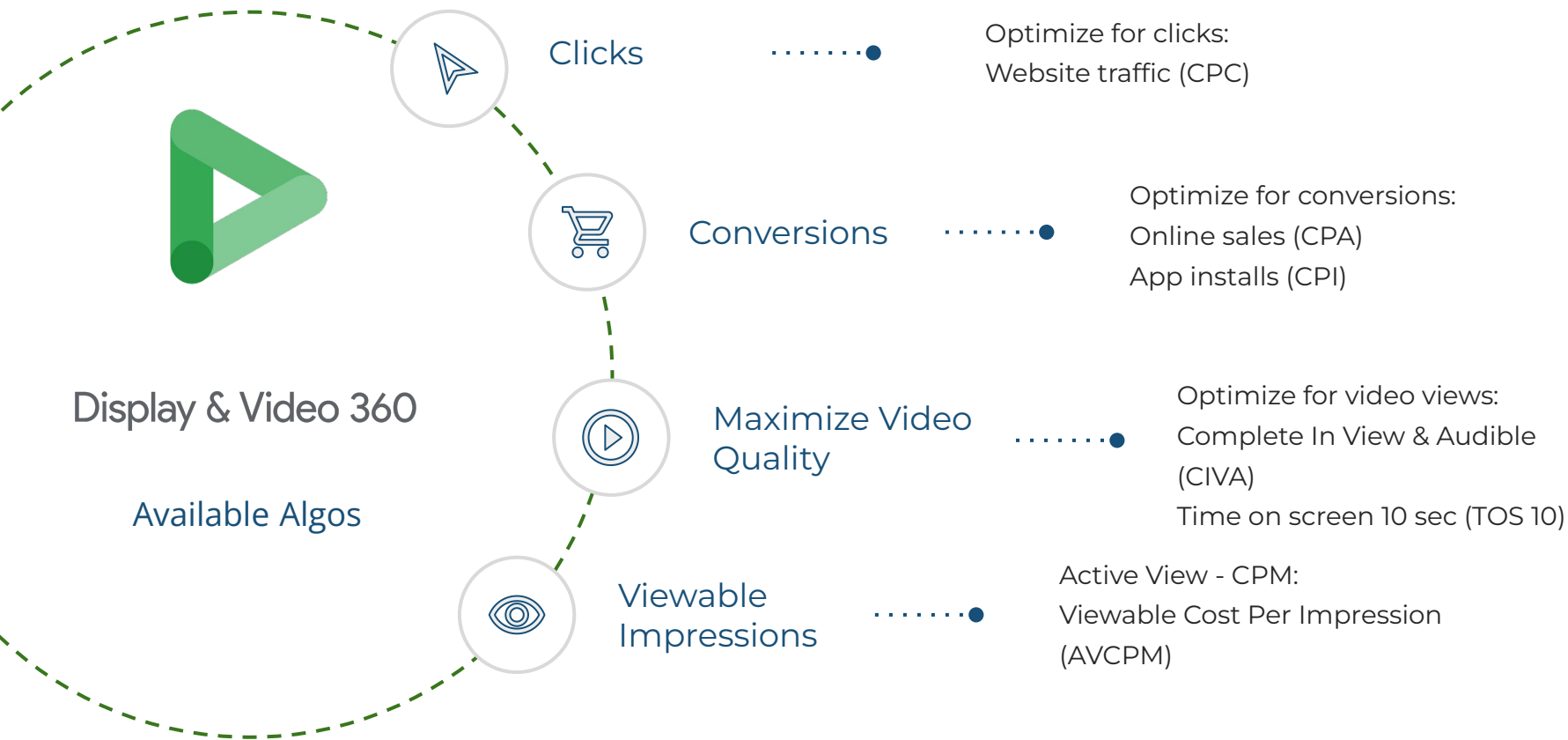


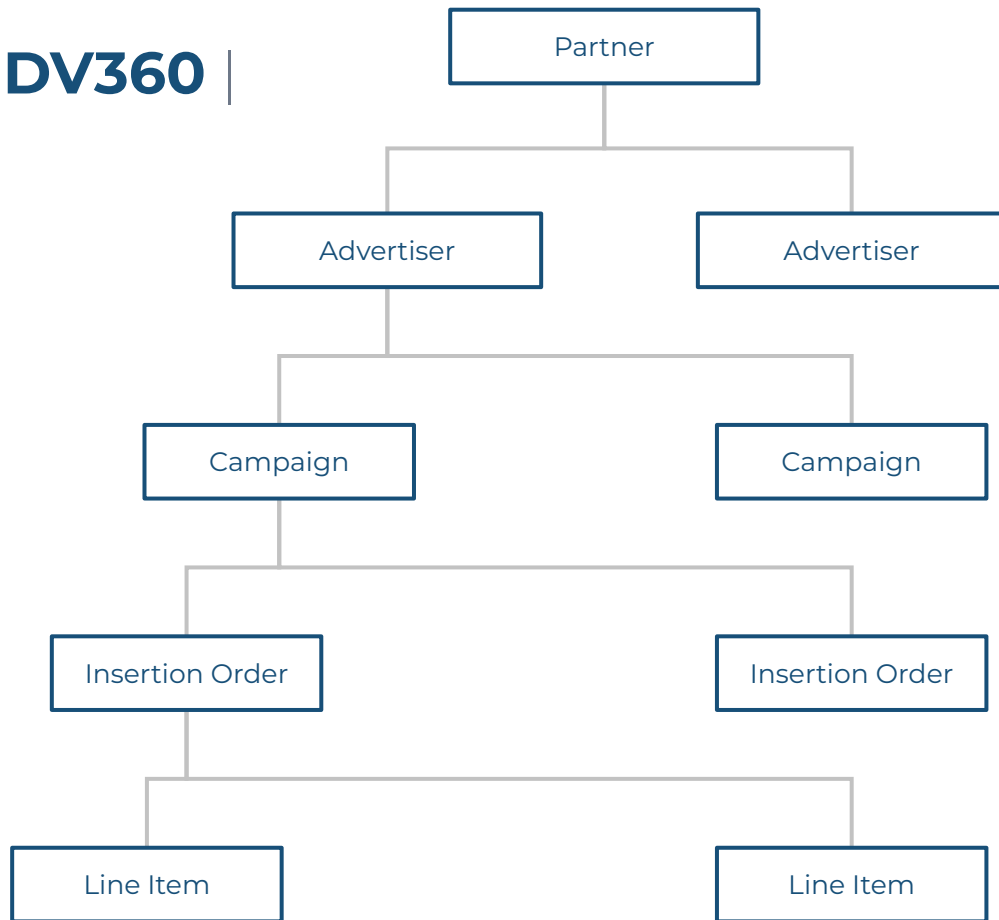
# DV360 | DV360 Targeting

Picking a strategy depends on the respective campaign objective:

- **Generally valid to apply to all campaigns:**
  - Language
  - geo-targeting
  - Brand-Safety > Exclusion Content Label and Categories
  - Viewability > Ad Position (based on publisher information)
- **Depending on the campaign objective:**
  - Categories > Page Categories
  - Environment Desktop, Mobile Web, Mobile App
  - Audiences Lists (1st Party, Affinity, Intent)
  - Keywords
  - Demographic data
- **Adult content is excluded by default**

# DV360 | DV360 gives access beyond Google inventory





Inventory access, private deals, connection to Ad Exchanges

Account linking, Audience Lists, Floodlight, Creatives, Currency

Frequency Capping across IOs and LIs

Budget Pools and management, Frequency Capping across LIs

Targeting, Bid Strategies, Assignment of Floodlight & Creatives, Frequency Capping

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