Programmatic Advertising: The Successful Transformation to Automated, Data-Driven Marketing in Real-Time (Management for Professionals)

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This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

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About the Author
Oliver Busch is a profound insider and networker in the digital media scene. He dedicated his professional life to cross-channel media marketing ever since the early days of internet marketing back in the late 90s. Before joining Facebook in 2013, he served in several leading positions in agencies, media sales and with advertisers. Further, he has been engaged in different industry initiatives in and around the interactive advertising bureau iab. Transformation and adoption of digital innovation in marketing also forms a central theme in his work as a professional writer, speaker and moderator.

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