

Conociendo el ecosistema de la publicidad digital

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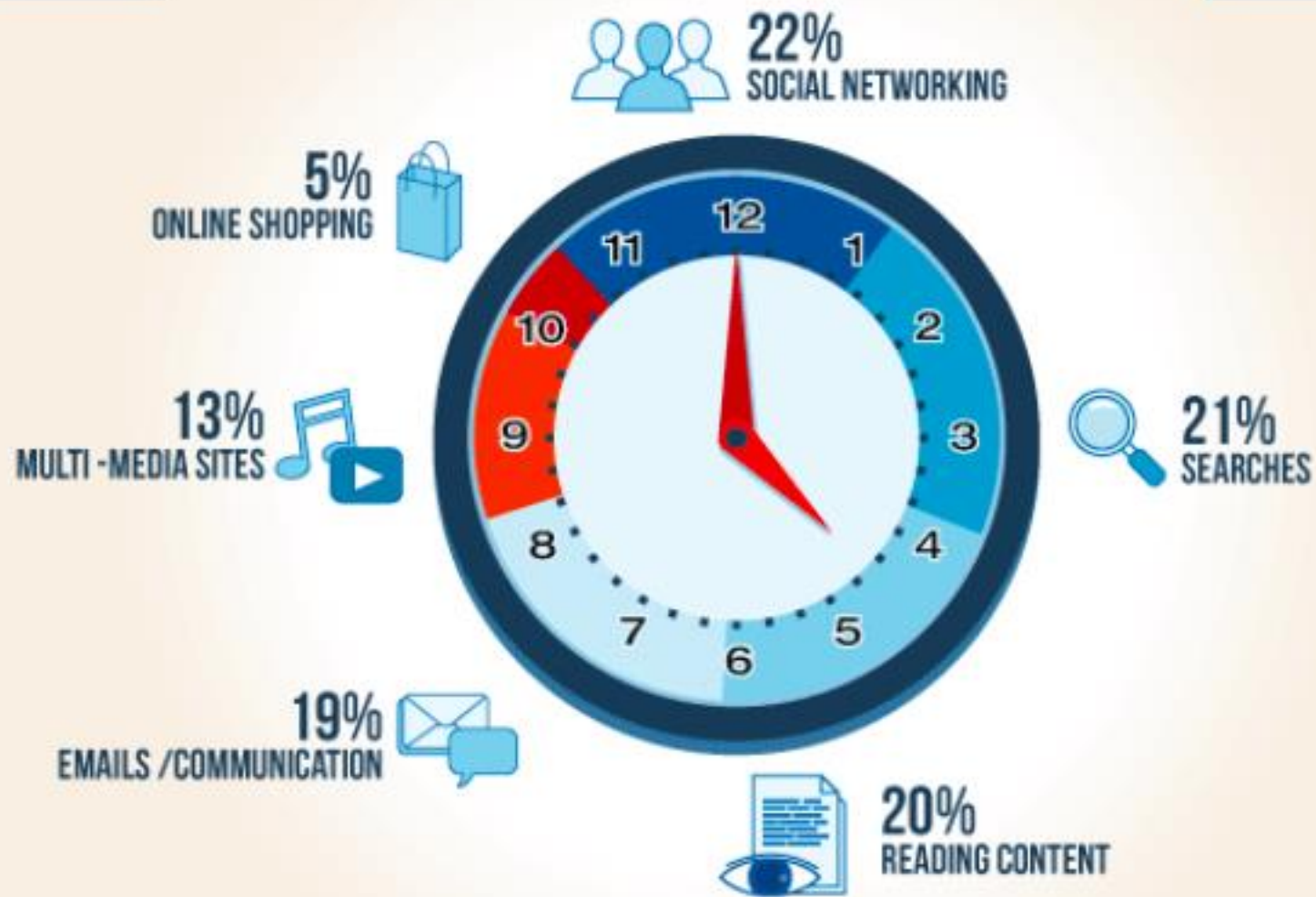
Lima, Perú



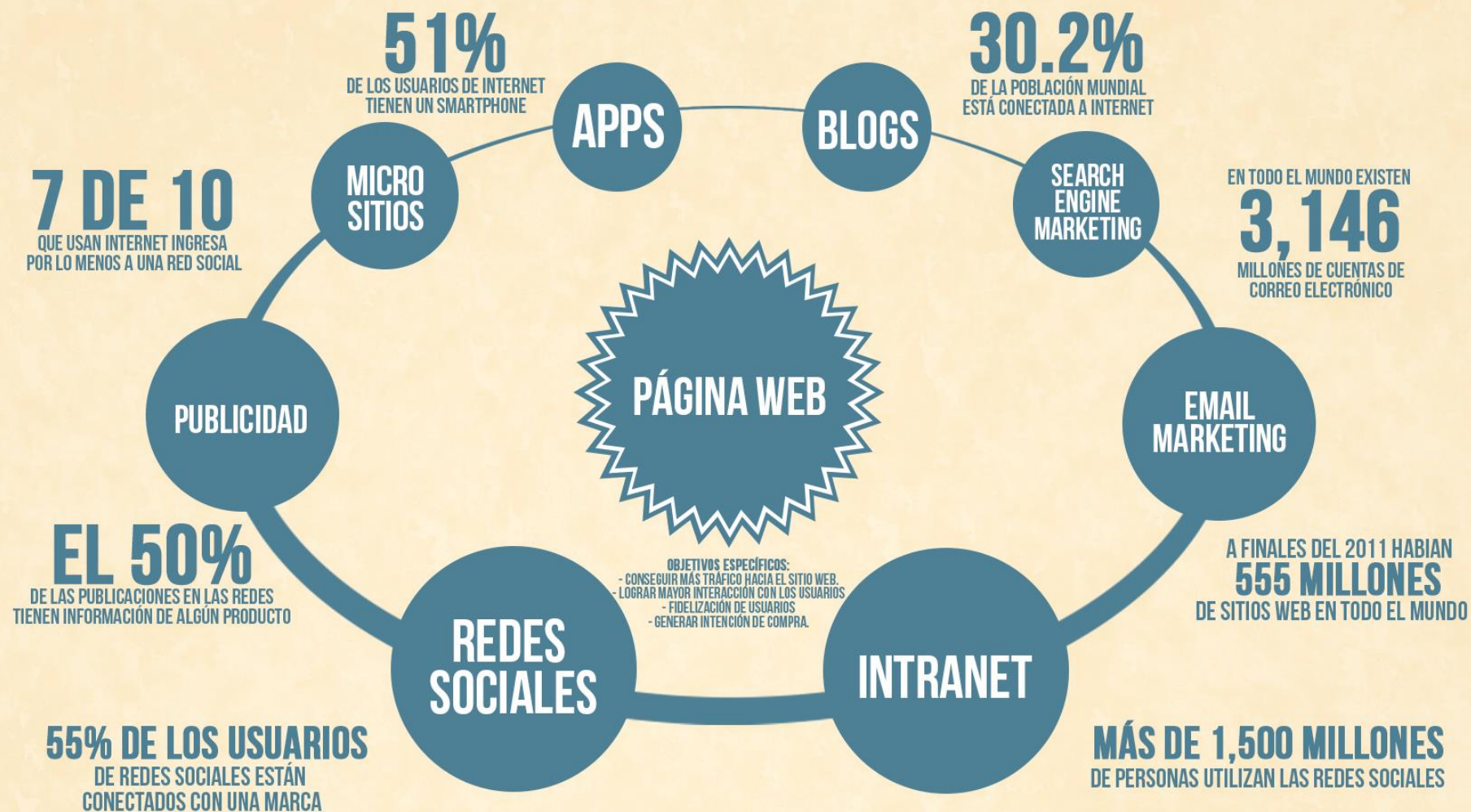


<https://www.youtube.com/watch?v=WiotdCHyJwk>

HOW PEOPLE SPEND THEIR TIME



EL ECOSISTEMA DIGITAL



FUENTE: Reporte Social Media Around The World 2012 de InSites Consulting
Estudio de The Radicati Group

Creada por: Activa! Solutions

Redes Sociales



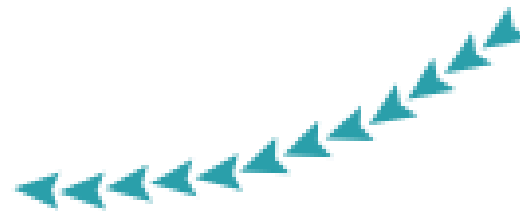
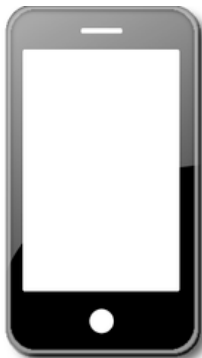
Video



www
Search



Mobile /Tablets



ONLINE



OOH



TV



LIVE



PRINT



Tipos de medios online



Canales creados por la marca

Web
Blog
Fan page
Twitter
Linkedin
Google Plus.....



Medios o canales de terceros a los que pagamos por hacer publicidad

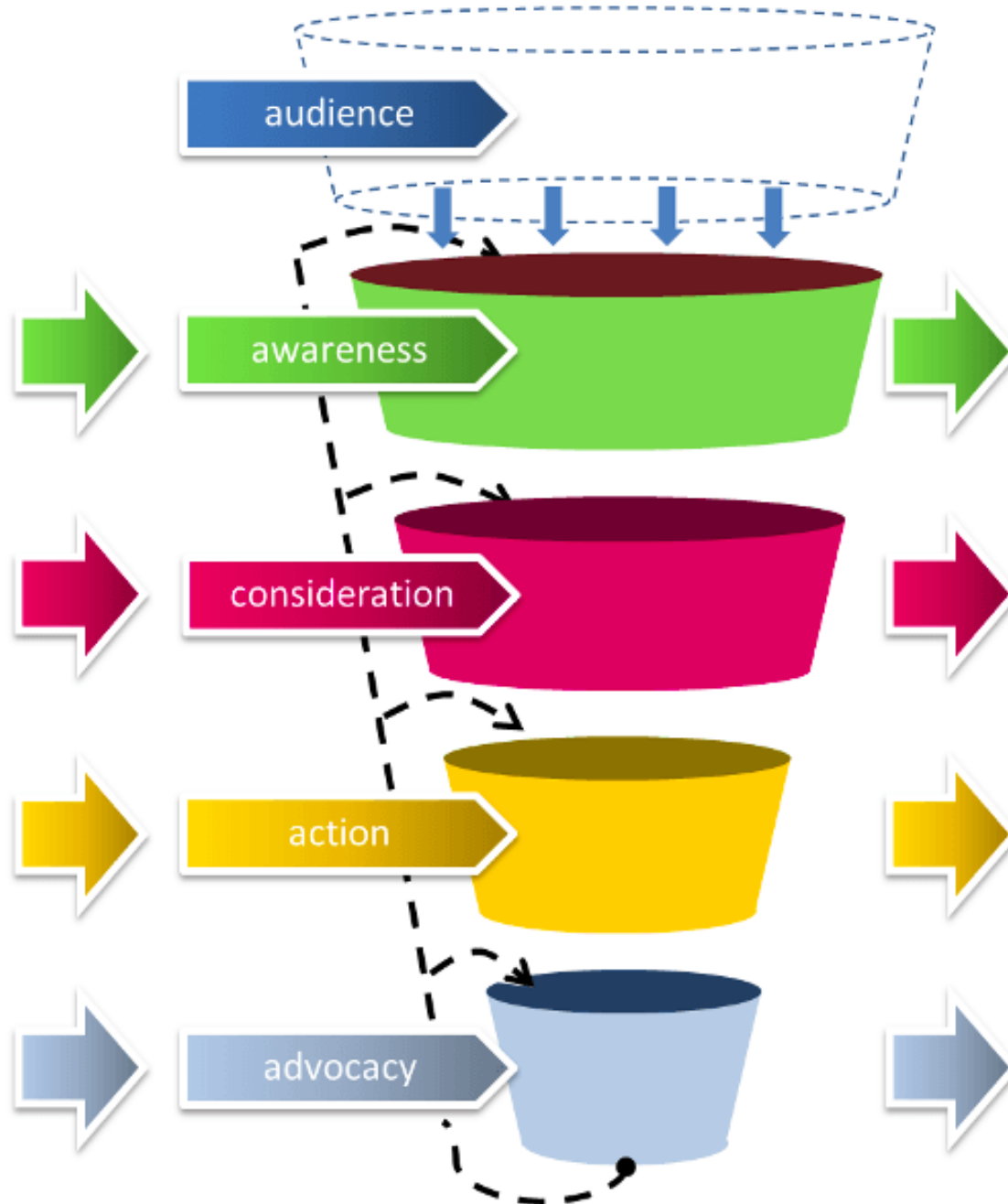
Anuncios
Display
Social Ads



Los seguidores de la marca se vuelven nuestro canal y hablan de nosotros.

Blogs
Noticias
Redes Sociales

Las campañas de publicidad (*paid media*) y la repercusión de nuestras acciones en los diferentes canales (*earned media*) nos llevan tráfico...



... a cada uno de nuestros canales de comunicación (*owned media*)

Embudo de conversión

- ▶ - **Atracción:**
Llega a mi web
- ▶ - **Activación:**
Usuario anónimo se convierte en lead
- ▶ - **Retención:**
Repite la visita
- ▶ - **Venta:**
El usuario compra
- ▶ - **Recomendación:**
Lo comparte



Publicidad digital

The first ad banner, 1994:
For AT&T on HotWired.com



Formatos de publicidad display

Leaderboard & Rectangle

The screenshot shows the CNN U.S. homepage. At the top, there is a red navigation bar with the CNN U.S. logo. Below the navigation bar, there is a large banner image with the text "See how we make chemistry." and the BASF logo. This banner is circled in red. Below the banner, there is a headline "ExxonMobil faces lawsuit after Arkansas oil spill" with a sub-headline "U.S. COURT SAYS EXXON SUES FOR \$1.5 BILLION". Below the headline, there is a large image of an oil spill. To the right of the image, there is a sidebar with social media links and a "Share This" section. At the bottom of the page, there is a "More from CNN Video" section with a video thumbnail.

Leaderboard & Skyscraper

The screenshot shows the Food & Wine magazine website. At the top, there is a red navigation bar with the Food & Wine logo. Below the navigation bar, there is a large banner image with the text "1.99% APR Now Available" and the Mercedes-Benz logo. This banner is circled in red. Below the banner, there is a headline "FOOD & WINE" with the sub-headline "INSPIRATION SERVED DAILY". Below the headline, there is a large image of a bowl of food. To the right of the image, there is a sidebar with social media links and a "Share This" section. At the bottom of the page, there is a "More from Food & Wine" section with a video thumbnail.

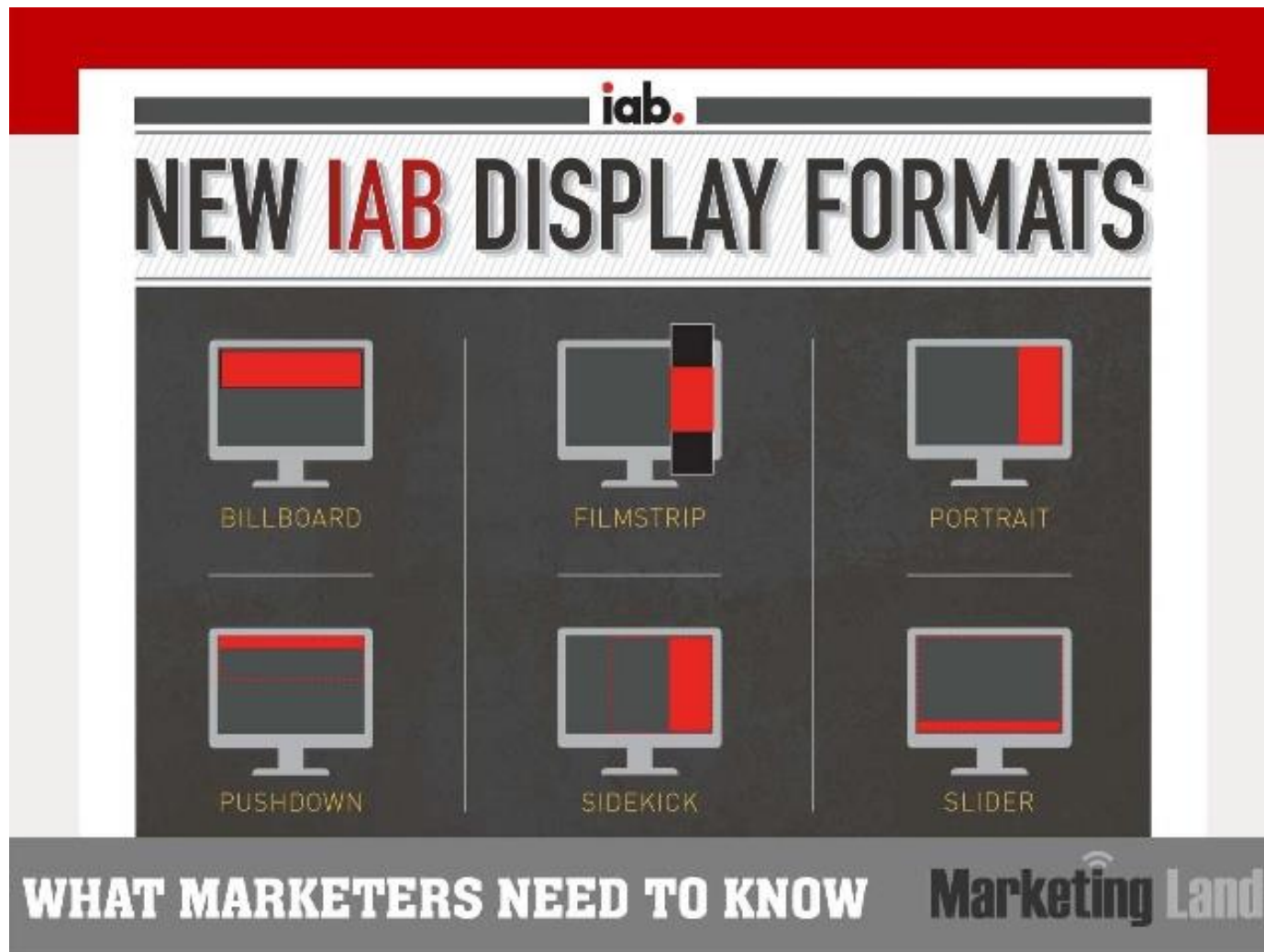
Buttons & Rectangle

The screenshot shows the The New York Times homepage. At the top, there is a red navigation bar with the The New York Times logo. Below the navigation bar, there is a large banner image with the text "JUST \$9.99 for 4 WEEKS OF A DIGITAL SUBSCRIPTION". This banner is circled in red. Below the banner, there is a headline "The New York Times" with the sub-headline "Discover the power of the digital subscription". Below the headline, there is a large image of a basketball game. To the right of the image, there is a sidebar with social media links and a "Share This" section. At the bottom of the page, there is a "More from The New York Times" section with a video thumbnail.

Formatos de publicidad display - Patrocinios



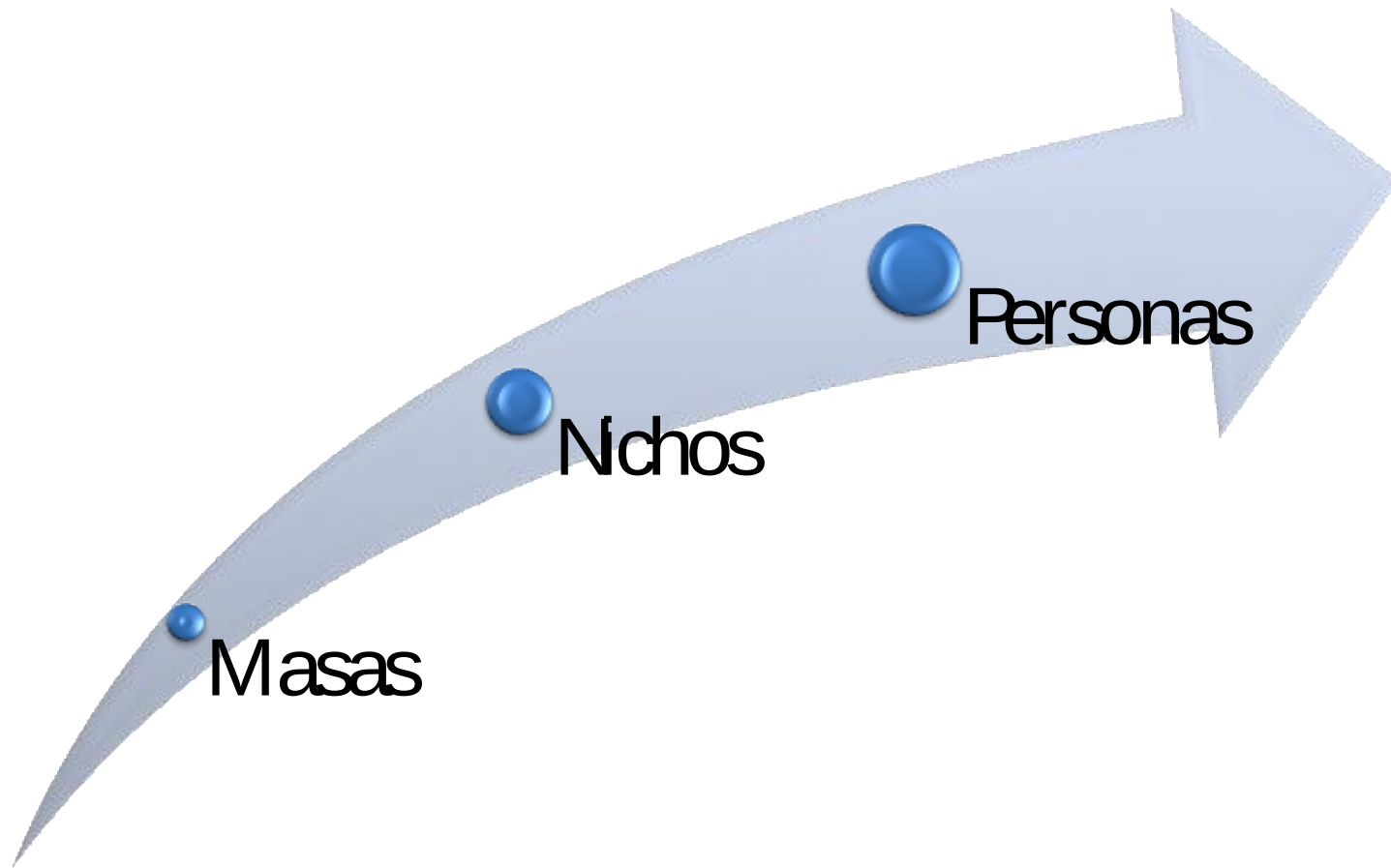
Formatos de publicidad display - Rising Stars



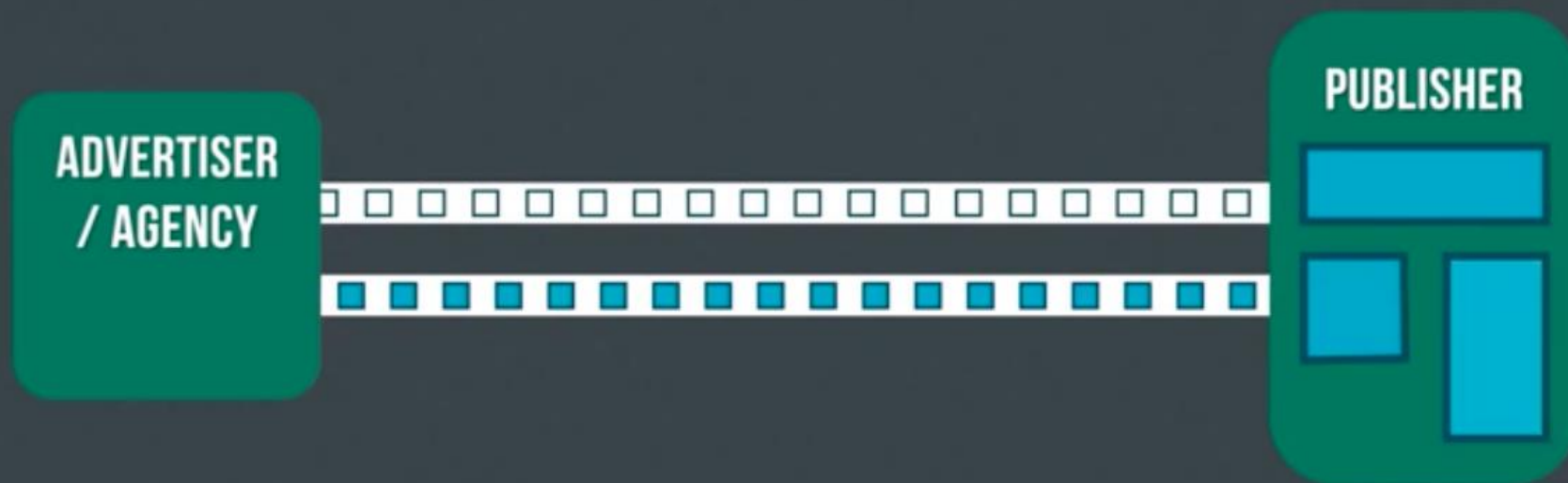
<https://www.youtube.com/watch?v=ZbDhba9kO4M>

<https://www.youtube.com/watch?v=pOvhkvnwKow>

Evolución de los medios

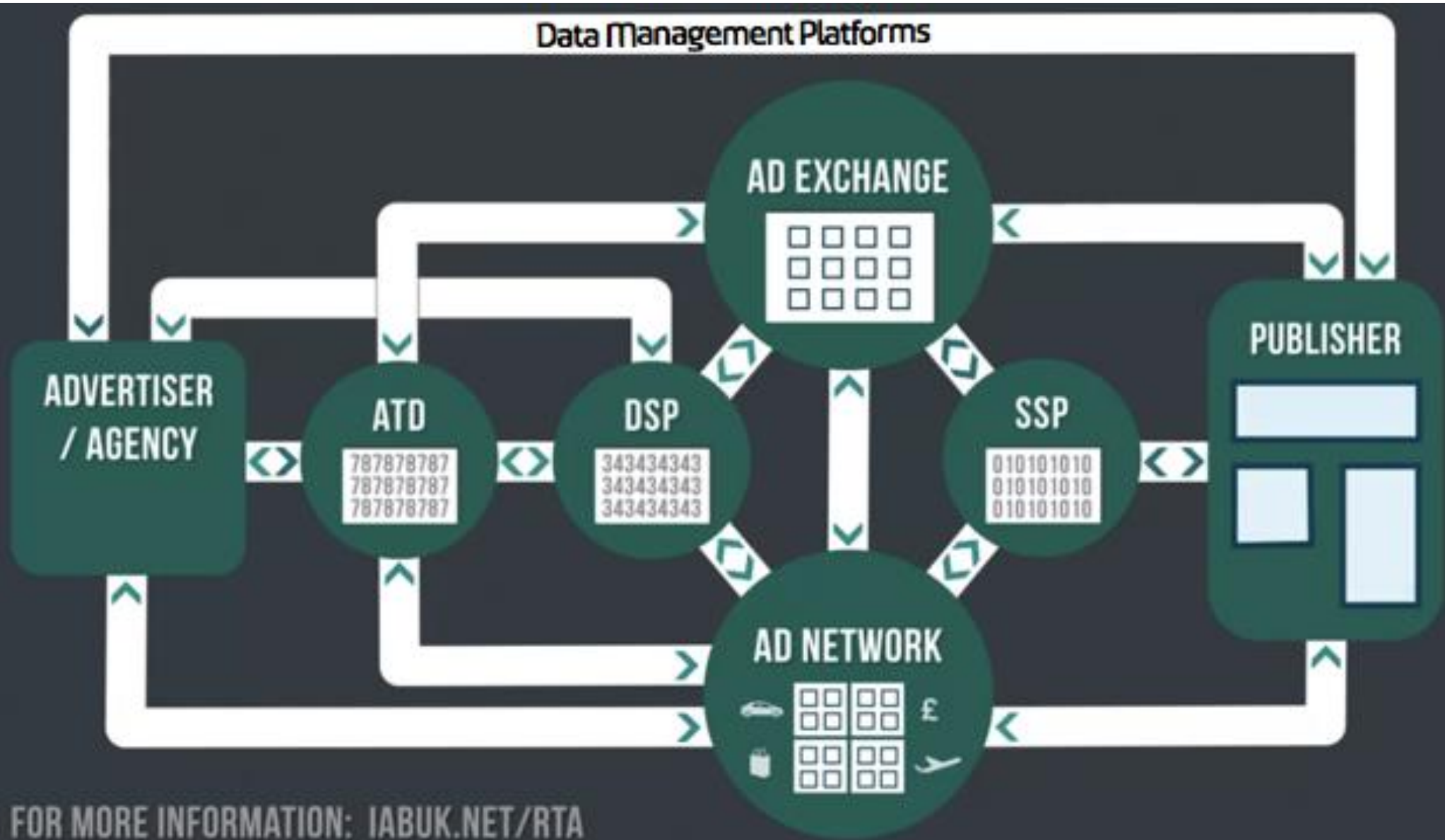


Evolución del ecosistema de publicidad digital



https://www.youtube.com/watch?v=1C0n_9DOlwE

Evolución del ecosistema de publicidad digital



https://www.youtube.com/watch?v=1C0n_9DOlwE

Construir audiencias
a través de la optimización de
campañas online en display,
mobile, video, social y search

Qué se busca

Segmentación



Marketing

Perfilamiento



Medios

Look a-like
Modeling



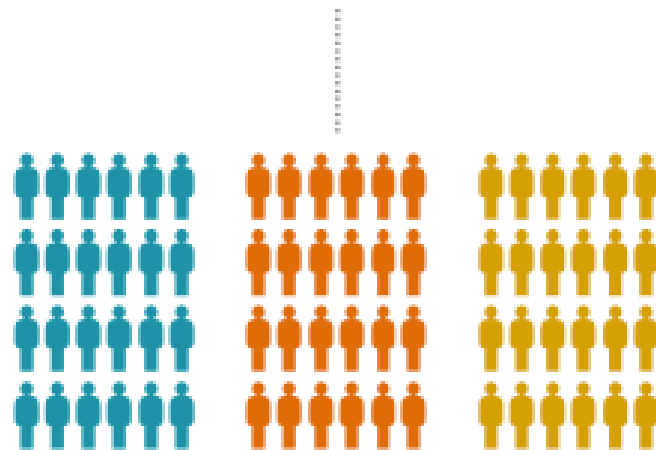
Consolidated Buying Platforms

CBP

REAL TIME

Métodos de compra tradicionales

Tradicionalmente, los anunciantes compran público al por mayor...



aunque sólo unos pocos son parte del público objetivo



Subastas en tiempo real

Las subastas en tiempo real permiten que los anunciantes seleccionen solo a usuarios específicos y que establezcan los precios dinámicamente...



lo cual resulta en un menor gasto





Targets más
precisos



Proteccion de
su marca



Aumento del ROI



Expansión
del REACH

- Behavioral
- Contextual
- Multicultural
- Look-alike
- Demographic
- Geographic
- Retargeting
- Search Retargeting
- Creative Retargeting



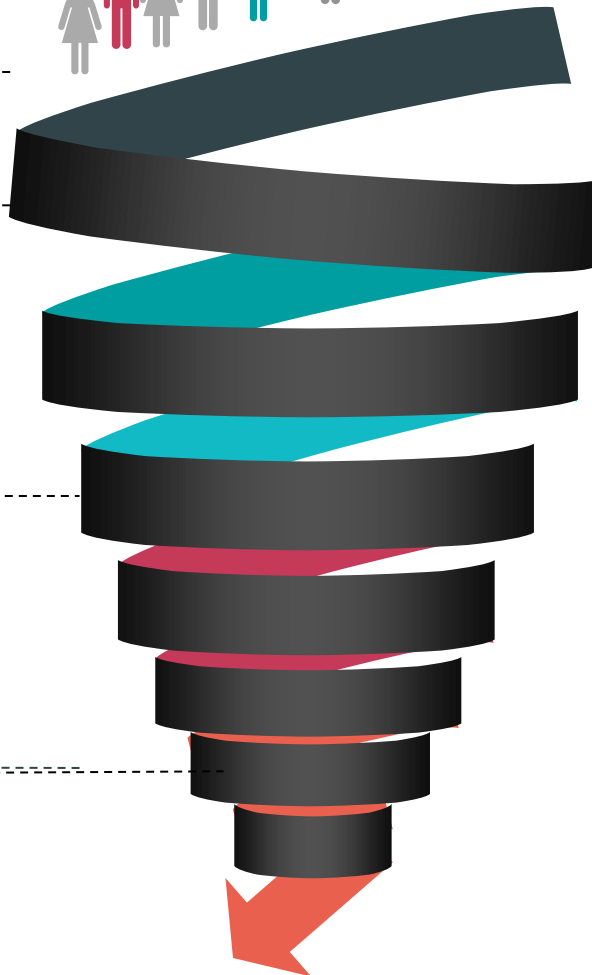
Análisis de
Audiencia
Clasificación de Contenido

Reglas del negocio

Cierre eficiente

Upper
Funnel

Lower Funnel



Gracias