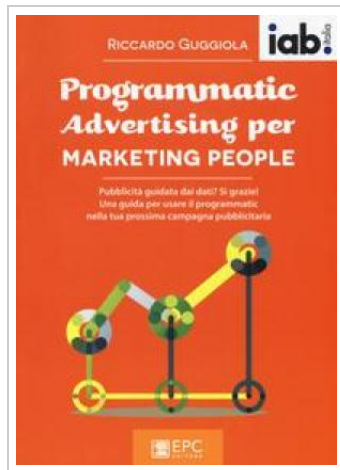




## Programmatic advertising per marketing people

By -

EPC Libri, 2017. Condition: new. Roma, 2017; br., pp. 168. (Digital Marketing). Il programmatic advertising è un modo di comprare e vendere spazi pubblicitari in maniera automatizzata mediante l'utilizzo di piattaforme in cloud come DSP, SSP e DMP, che processano dati in tempo reale per erogare annunci mirati e rilevanti per gli utenti diminuendo la dispersione di budget. Non occorre essere ingegneri per capire il programmatic, tuttavia è necessario acquisire competenze ben specifiche. Questo volume risponde proprio all'esigenza di tutti i professionisti che hanno a che fare con il marketing e pubblicità, e soprattutto con il digital media, che vogliono padroneggiare al meglio la tematica. Tratteremo il programmatic con un approccio teorico e pratico. Approfondendo la terminologia, gli acronimi, i modelli di gestione, le strategie e gli approcci legati alla pubblicità guidata dai dati. Benvenuti nell'era dell'advertising technology, meglio conosciuta come ad tech, dove automatizzazione e ottimizzazione sono le parole chiave.



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