

## Introduction To Programmatic Advertising

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### Introduction To Programmatic Advertising

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### Unlocking The Investment Opportunity In Podcast Advertising

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### Programmatic Job Advertising Software Market Next Big Thing | Major Giants Appcast, Joveo, Pinpoint

The mechanics of automated digital advertising are regularly compared ... blogs and on panels at industry events globally. For a simple introduction to, and explainer of, the recently released ...

### A Serious End Game is Playing Out for Rogue Programmatic Traders

Maybe it is time to invoke the spirit of BOK and talk about "programmable" rather than "programmatic". This will help ad tech evolve beyond the straitjacket of impression-level banner buying - as it ...

### Part 1... Time To Reframe The Industry: The Service Layer

The cookieless world does not signal the end of personalization — on the contrary, I believe it can lead to an increase in trust and a focus on personalizing the user experience after conversion.

### Truly Connected: How To Build High-Performance Customer Relationships In A Cookieless World

Magnite (Nasdaq: MGN) today closed its previously-announced acquisition of SpotX from RTL Group, creating the largest independent CTV and video advertising platform, and reinforcing the company's ...

### Magnite Closes SpotX Acquisition

How will North America Artificial intelligence AI in retail market perform over 2018 2024 The growth map of artificial intelligence AI in retail market is estimated to depict quite an ascent by 2024 ...

### Artificial Intelligence (AI) in Retail Market - Top Vendors Analysis, Market Challenges and Geographical Analysis

native ads and offline marketing channels. Here are a few monetization strategies that you must implement to stay ahead ? or afloat. 1. Simply mobile As the market evolves into the programmatic era, a ...

### 3 monetization strategies to boost ad revenue

In countries like Germany, industry organizations are predicting a growth in programmatic advertising of more than 8% for 2021 ... businesses' user-acquisition activities. Not only the introduction of ...

### Eight Ad Tech Innovators' Hopes and Expectations for 2021

In this article, the second of three articles about the opportunities and challenges for marketers planning BVOD advertising, Magnite's Australian ... but today's innovations in addressability and ...

### Why data and the wow factor are equally important for BVOD advertisers

The Natural History Museums of Los Angeles County today announced that Shana Mathur, a recognized leader in the management of non-profit cultural institutions, has been named to the newly created ...

### NHMLAC Appoints Shana Mathur As Chief Strategy And External Relations Officer

Q1 2021 Earnings CallApr 27, 2021, 8:00 a.m. ETContents: Prepared Remarks Questions and Answers Call Participants Prepared Remarks: OperatorWelcome to the OneMain Financial First Quarter 2021 ...

### OneMain Holdings, Inc. (OMF) Q1 2021 Earnings Call Transcript

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