

consumer market, where conditions are mostly unprofessional and emotional perception of information, and is dominated by multi-channel distribution.

Means the supply of the complex, which includes direct marketing, export consulting, offer live, online commerce and tendering, mainly used in the industrial market, which uses the expert-analytical and professional approach to business decision-making and dominated by short distribution channels.

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PROGRAMMATIC: WHAT IT IS AND HOW IT CAN BE USED

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It has always been a challenge for companies to convince people to buy their products. First of all, you need to let people know about your product or service. You should provide potential buyers with the required information, but not every person, who has heard about your product, will certainly buy it. This means that enormous sums of money are wasted on informing people, who are simply not interested in the advertised product. But what if that could change? What if you could have some kind of clue about what a certain individual is looking for? And be certain that after your advertisement this individual will buy it? Programmatic can give you that kind of opportunity.

Simply put - programmatic marketing is a way to target what types of audience you wish to show your advertisement to, which can encompass segments across demographics such as age, gender, social standing, to geographics in certain regions

of the country. You can decide which publishers you want your ads to show on. This way you are only paying for highly effective ads, delivered to the right people at the right time. It's a change from traditional ad buying.

Programmatic media buying, marketing and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system. Automating the process means that it can be done in real time and doesn't rely on the human touch, manual insertions and manual trading.

But how does programmatic work in real life? When a webpage is being loaded and has the space for an advert (and there aren't many that don't serve ads of some kind) on it, information that's been gathered about both the user/visitor (audience segment based on web behavior and other factors) and the context of the site or webpage its being loaded to, is sent back and forth to an ad exchange and the ad is placed on that page. This space gets auctioned off to the highest bidder and their ad is placed in the space – all of this is done in milliseconds with no apparent detriment to page loads times or user experience. Using customer data, programmatic technology can identify what resonates with each individual and target him or her on the sites they are most likely to engage with and at the time they are most likely to engage. This is why customer data is becoming so highly valued (one of many reasons), and why programmatic advertising is growing so fast.

A programmatic marketing platform (PMP) helps marketers with data organization and highly targeted marketing campaigns. PMPs use a network of data partners and ad servers to make on the fly buying and real-time ad buying decisions based on an algorithm that incorporates budgets, goals and targeting parameters. PMPs typically develop relationships with big data companies that allow for enhanced psychographic and demographic targeting.

All in all, programmatic marketing comes with many advantages, such as eliminating display waste and optimizing the user experience with tailored ads directed at consumers who are more likely to convert once on site. Programmatic marketing gives increased efficiency and improved return on investment. Another benefit comes from the data collected and provided by the most PMPs, which gives marketers greater insight into display performance that can be applied to overall digital strategies.

Programmatic technologies are still developing, and it can be rather difficult for some companies to move from the level of, so called, traditional marketing to programmatic marketing and advertisement. Nevertheless, in our ever-more-digital world it can no longer be ignored.