What Advertisers Want to Know About Programmatic

Programmatic advertising is arguably the most important trend in advertising that is a necessitating a root and branch reformation of every tier of the media industry. Research firm eMarketer asserts that $46 billion in ad dollars will be spent using such technologies in 2018 and that more than 82 percent of U.S. display ad spend… https://www.adweek.com/programmatic/what-advertisers-want-to-know-about-programmatic/