"Simply Publisher": sharing and training for the growth of Online Advertising

At the core of the DADA Group event, the results of Simply's survey underline the importance of training opportunities to learn about the latest advertising technology: Content Display Advertising is a big hit with publishers (91%), while most ignore Retargeting (60%) and Real Time Bidding (66%)

Florence, 16 April 2013 - Simply, the **DADA Group's** online communication platform offering its customers a range of services and options that balance investment with brand visibility, held the event **"Simply Publisher"** today in their Florence offices, a day of meetings and free workshops. Key players in the field of online advertising had the opportunity to exchange experiences, discussing today's market and that of the foreseeable future. As organizers of the event, the objective of the Group was to respond to the **need for training and sharing of best practices** among Italian publishers, a need which emerged from the survey "**Online Advertising: the publisher's perspective**", put together by **Simply** in collaboration with **Monetizzando.com** and **AIVerde.net**. Many publishers have yet to become aware of the opportunities offered by the latest technology: **60% of publishers ignore Retargeting**[1] **and only 10% are even know about Real Time Bidding**[2].

The results of the survey, involving a large number of digital publishers, provided food for thought throughout the day, creating discussions on the monetization of advertising space, awareness of the available tools, the frequency of website updating, the best quantity and format of online advertising and evaluation of performance. In particular, the survey showed that publishers mostly use **Content Display Advertising** (91%), followed by **Affiliate Marketing (67%)** and then **Direct Selling Advertising (58%)**. Content Display Adverting is the tool considered the most important in terms of revenues, drawing 42% of all invoicing. Retargeting and Real Time Bidding are still little known and are hardly mentioned at all as a main source of revenue. As for the banner, the majority of publishers agreed that the ideal number to be inserted into a website was **3** and the winning format **300 x 250 (81%)** and **728 x 90 (74%)**, which alone accounts for a third of all publisher invoicing (34%). As for the less popular formats, 61% of publishers don't use video and 70% don't use overlay.

"With this event, in its second year, we focused on the world of the publisher to offer the ability to fully understand the functionality of Content Display Advertising,

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[1] **Retargeting** tags online users who visit a certain brand website with a pixel or a cookie, and then serves banner ads only to the people who have shown at least some amount of engagement in the original brand.

[2] **Real Time Bidding** (RTB) is the method used to buy and sell online display advertising in real time, one ad impression at a time. With RTB, each interested platform submits a bid to the selling platform, which in turn accepts the best offer for placing a one time ad.

focusing on the integration of the DADA Group's proprietary platform technology, based on Yield Management, with that of their partner, PubMatic, leader in RTB technology-based solutions," commented **Roberto Barberis, Sales Director of Simply.com**. "Publishers had the opportunity to discuss their experiences amongst themselves and with key players from the Italian and international advertising market, such as tech providers, media centres and specialized forums. To promote effective cooperation between key players in the industry, it's crucial to pool knowledge and promote growth, with a keen eye on the technological innovations of the future and on the opportunities yet to be seized. That's why the DADA Group and Simply constantly undertake the organization of opportunities for discussion and education, as in this event".

During the course of the morning, experts in the field clarified the logic behind the function and benefits of **RTB**. **AMNET Italy** (The Aegis Media Group) outlined the principles underlying the creation of RTB models for the benefit of investors and publishers. **Xaxis Italia** explained how to target media planning using technology and data intelligence. In the afternoon, a **round table** dedicated to the publisher was held, illustrating the formula for getting maximum monetization out of advertising, with talks from **SPE** (the Monrif Group), **ApiWeb, NextOne Media** and **SecondaMano.it**.

Additional information on the event can be found at:
http://simplypub2013.eventbrite.com/#

For further information:
www.dada.eu
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