

The DoubleClick marketplace

By Simon Orgill, issued by Incubeta

Last year we found out that Google was introducing a marketplace where you could find inventory sources from all over the world, in a multitude of categories, for your brands or clients. Before I get more in depth, I feel a good definition of the Marketplace is in order.

Marketplace offers DoubleClick Bid Manager users a new way to quickly and easily find the right publishers and publisher inventory for their campaigns, making it easy to find what they're looking for with search, sort and filtering functionality.



The exciting thing about Marketplace is the versatility of it, as there is a niche for every single brand that uses it. The variety available is immense. You could run campaigns from Spain to Japan and be able to find quality inventory from some of the most renowned publishers in the world from BBC to ESPN or The New York Times with this amazing tool. To top it off you also have the ability to review the offers and negotiate a deal that better suits you and your budget. Cool right?!

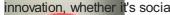
tarketplace or		Relevance 0	mee 2 Try Native, Interstitial			Set as default litters 🗙	
Negotiations In progress Incoming offers Archived Cancelled Accepted My Inventory	Barnes and Nob		Age Gender User geo Publisher geo	:	MEDULA Vex pelle	Fox News & Fox.	
	7-day ferenaet feren DoubleClok Impressions 65M Uniques 7.4M Category Books & Literature URLS All	7 day fores Impressio Uniques Category URLs	Inventory Size		Hensen from DoubleClick: Slona 7667 9 8.855 Py Nervis All	Uniques Category URLs	
	with INVENTORY Whitepages View profile	Branding type Scripps Networ		VIEW INVENTORY The New York T View profile		VIEW INVENTORY	
	7-day forecast from DoubleClock Impressions 73M Uniques 8-3M Cablegory Reference URLs All		est from DoubleClick: INS 1825A 235A Arts & Entertainment All			7-day forec Impressio Uniques Category URLs	en from SoubleClick ns 275M 9:3M Ans & Ensenainment All
	VIEW INVENTORY	VIEW INVENTORY		VIEW INVENTORY		VIEW INVENTORY	

If we were to look at South African inventory available you would see copious amounts of verticals, sizes and environments available at fractions of the cost of typical premium campaign deals. What is even more impressive is that if you were to grow tired of a deal or would like to test another deal, you have the flexibility to pause the deal and find something else to deliver a better result for you.

Google has provided us with a sure-fire way to find deals all over the world, to give us the ability to negotiate and bring our clients the best and most sought after deals available and all from one amazing tool. If you aren't already testing for your client or brands then you are missing out.

About the Author: Simon Orgill

I'm just a guy sitting in front of a computer asking you to convert. A passion for always being on the forefront of digital





innovation, whether it's social media, gaming or marketing. I am always striving to be ahead of the curve. Campaign optimisation and finding the best ways to help brands succeed is my obsession and glued to my laptop whether it is weekend or not.

> When I am not retargeting you and pestering you to convert you'll find me at my tech and gaming site or my Tumblr blog. I enjoy learning and implementing everything I encounter into my strategies and staying up to date with trends as to apply them real time to my clients in an effort to give them the cutting edge.

http://techladon.com/

http://colouredpoetry.tumblr.com/

- " 4 reasons why CFOs love data-drive creative 26 Apr 2024
- " Why data-driven creative projects fail and 3 steps to ensure success 17 Apr 2024
- " Jaco Lintvelt appointed as the new managing director of Incubeta Africa 11 Apr 2024
- " Data driven creative when marketing is indistinguishable from magic 13 Nov 2023
- "Victoria Webb appointed as new managing director of Incubeta MENA 24 Oct 2023

Incubeta

INCUBETA

Incubeta is an international team of experts in marketing, technology, data, and creative. Profile | News | Contact | Twitter | RSS Feed

For more, visit: https://www.bizcommunity.com