

DoubleClick Bid Manager provides full integration with search

By [Saskia Delfgaauw](#), issued by [Incubeta](#)

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Transparency and cross channel marketing with DoubleClick Bid Manager

DoubleClick Bid Manager is a next-generation demand-side-platform (DSP) and promises greater transparency and performance in media buying across ad exchanges. Targeting combines audience and contextual data to reach the right audience at the right time. Fully integrated with DoubleClick digital marketing, its goal is to enable true cross-channel buying.

Our media buying experts at DQ&A Media Group have over 12 years of experience working with several DSP's, DoubleClick systems and products and have great expectations for DBM.

Quintijn van Kessel, Buy Side specialist at DQ&A Media Group, indicates that combining all procurement data, such as search and real-time bidding in DoubleClick Digital Marketing is a great advantage. In this dynamic and cutting-edge industry the DoubleClick Bid Manager DSP will make sure that RTB will be a part of the entire digital marketing campaign instead of a stand-alone buying method.

Van Kessel: "Previously RTB was an isolated part of the digital marketing strategy. But using DBM full integration with search data (DS3) is guaranteed. It enables us to advise clients based on all relevant data."

What do our specialists see as the advantages of working with BDM?

Scaling

With over 37B daily impressions available daily and the possibility to buy inventory from over more 40 countries scalability for advertisers is guaranteed. Different display formats, video and rich media are all available in DBM.

Intelligent media-buying decisions

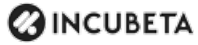
Within this vast range, keyword contextual targeting is possible so you can make intelligent media-buying decisions. By applying this technique to reach consumers at exactly that moment they are reading relevant content. When this data is combined with the already available first and third party consumer data within a company, showing the right ad at the right time and in the right place is a simple matter. It is immediately clear in what places the ads are displayed and the associated actual cost of the media buy. The conversion paths give us insight into the most optimal performing formats for performance marketing. Transparency is key in DBM.

Integrating digital marketing

More effective campaigns will be the reality with this single comprehensive platform. It is easy to manage all media. Access to auction display, search, social, video, mobile and more. All digital channels are brought together for true cross-channel campaigns, reports and insights. Re-marketing lists created in search are automatically available in DBM. Re-engage with consumers who have clicked on search ads and show them display ads. DBM has direct access to a variety of formats from a single interface. Depending on the available inventory from DBM can be offered on mobile, video, rich media, or expendables available inventory in private exchanges. Automated digital media buying will be simpler, more efficient and faster than ever before.

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