

Programmatic Advertising for SmartWork Media



Proposal by Sailee Sarangdhar

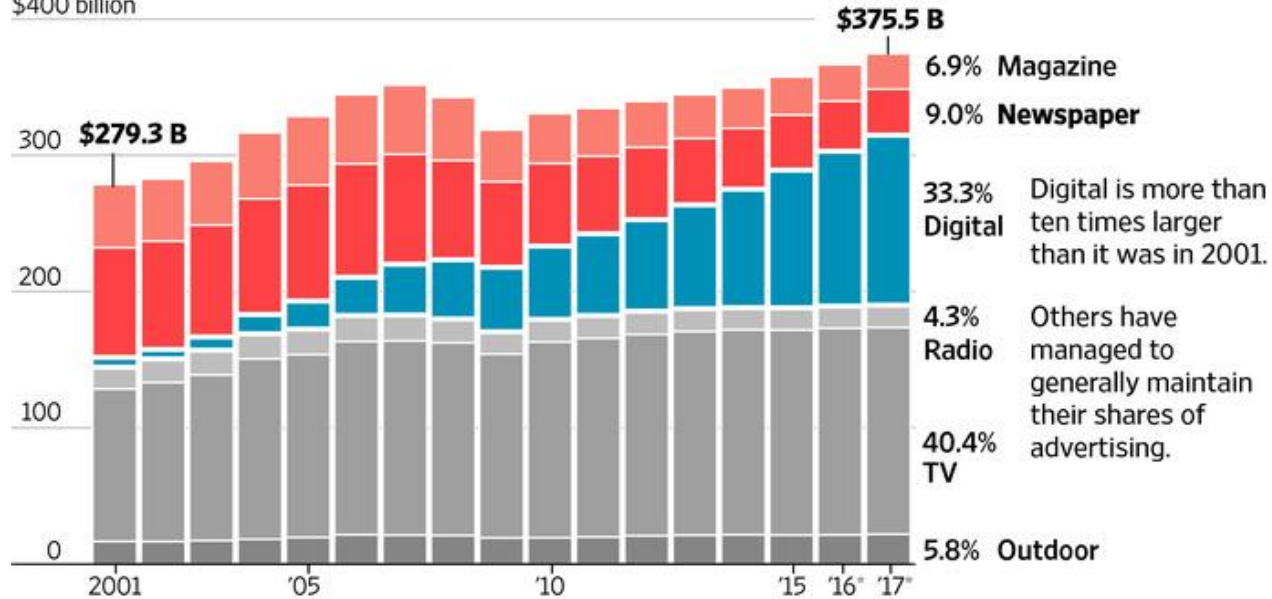
Decline in Print, Focus on Digital

Media Shifts

Newspaper declines in print advertising are accelerating, shrinking their share of media spending.

Global ad spending, divided by media share, inflation-adjusted

\$400 billion



*Projections
Source: GroupM

Legacy Brands Adopting Programmatic

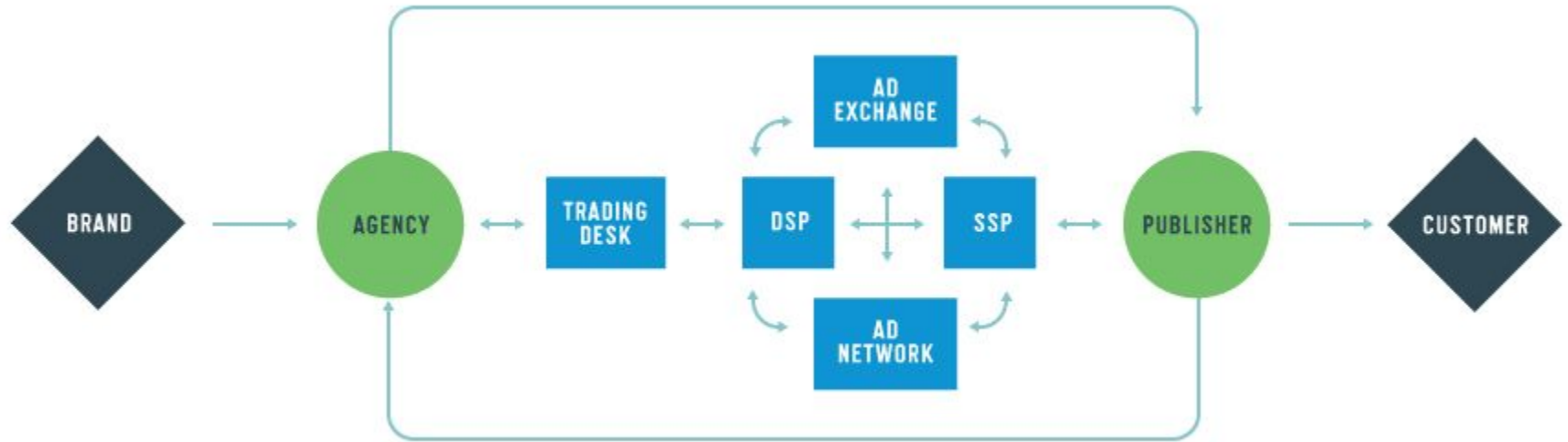
The New York Times



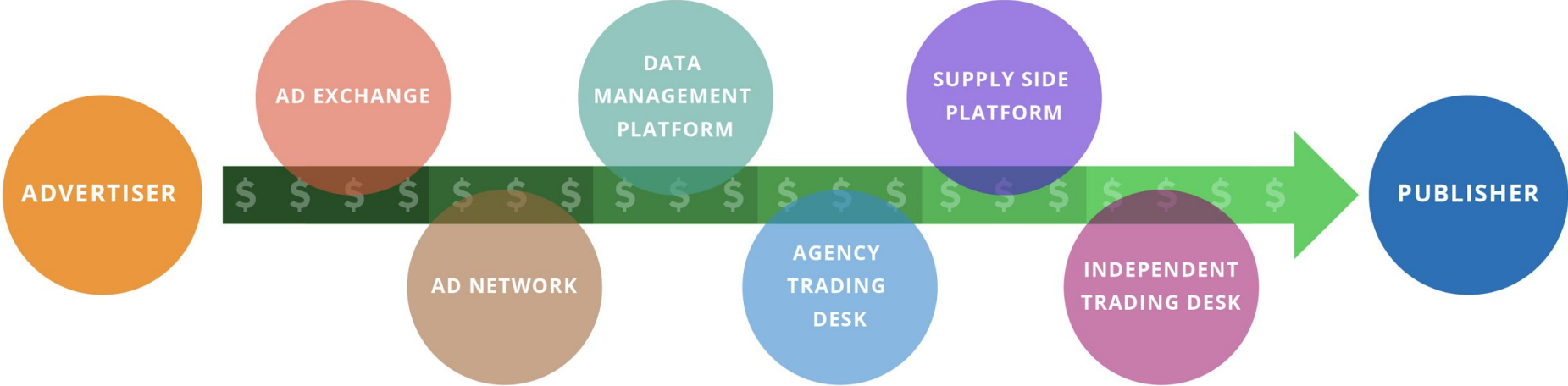
CONDÉ NAST

News Corp

What Is Programmatic Advertising?

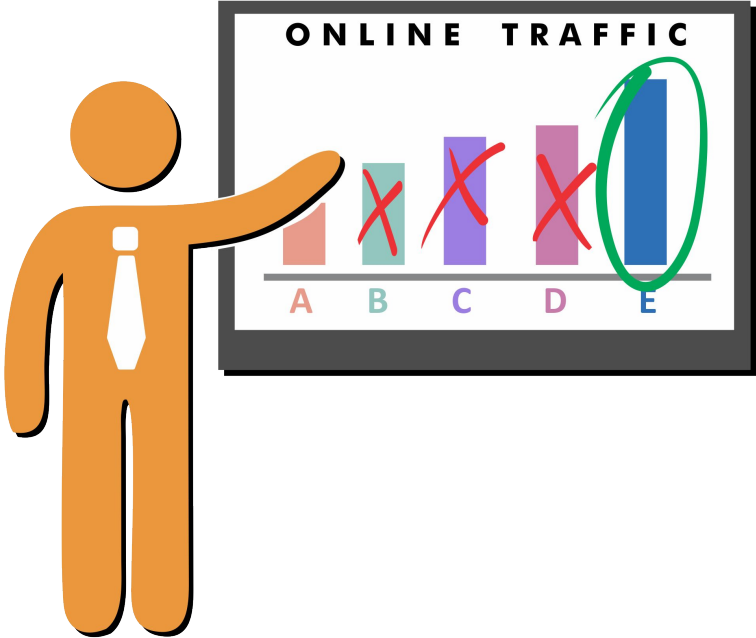


Programmatic Ecosystem



Challenges for smaller publishers

Scale Gap



Knowledge Gap



SmartWork Media

- B2B Trade Magazine Publisher
- Business Content: Jewelry, Eyecare and Pet store retailers
- Industry News
- Retail Trends
- Business Tips



Goals

Long Term Goal

"We are a print-centric business and obviously **the pressure to go digital is immense**. Things don't change so quickly in B2B, so we have time, but at the same time you know **the future will be digital.**"

Short Term Goal

"Currently **digital revenue makes up 8% of the total ad revenue**. At some point, **I would like to see it make up at least 30%** of the total ad revenue within the next two years.



- SmartWork Media CEO, Matthjis Braakmman

Print Magazines



Circulation:
22,000



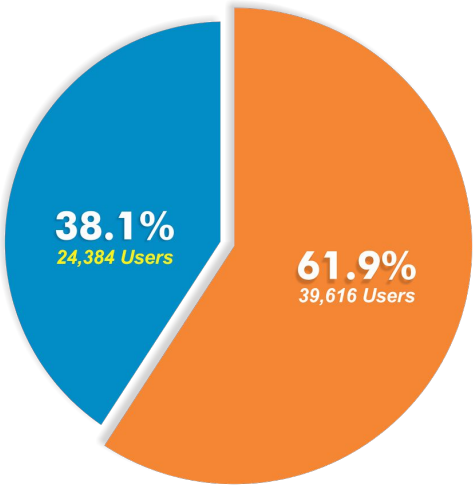
Circulation:
30,000



Circulation:
30,000

Digital Properties

INSTORE.com New vs Return Sessions



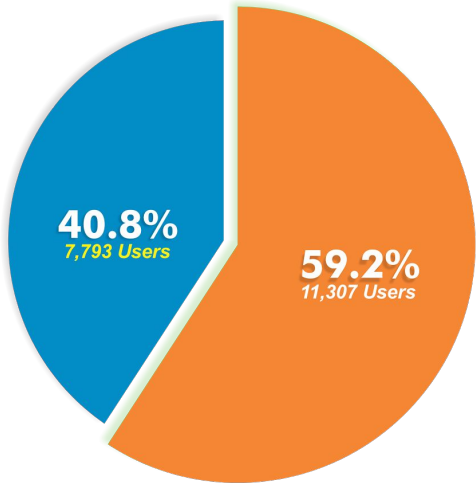
Sessions Per Month

64,000

Pages Per Session

1.64

INVISION.com New vs Return Sessions



Sessions Per Month

19,100

Pages Per Session

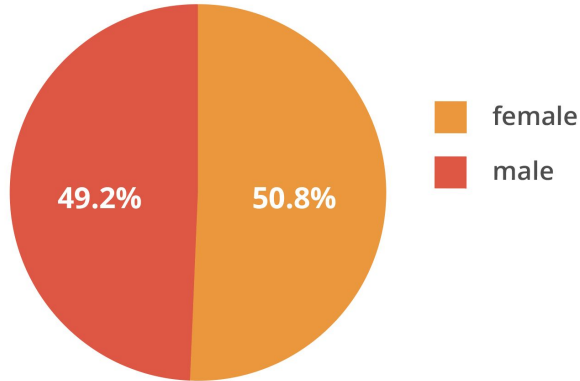
1.63

Instore Audience Profile

Content: Business Content for Jewelry Retailers

42% of traffic aged 45-64 years

Gender Neutral:



Affinities

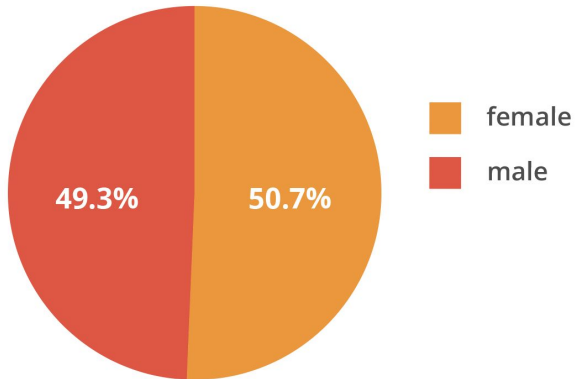
1. Shoppers
2. Movie Lovers
3. News/Entertainment/Celebrity
4. TV Lovers
5. Travel Buffs
6. News/Politics
7. Technophiles
8. Luxury Shoppers
9. Home Decor
10. Photographers

Invision Audience Profile

Content: Business Content for Eyewear Retailers

45% of traffic aged 25-44 years

Gender Neutral:

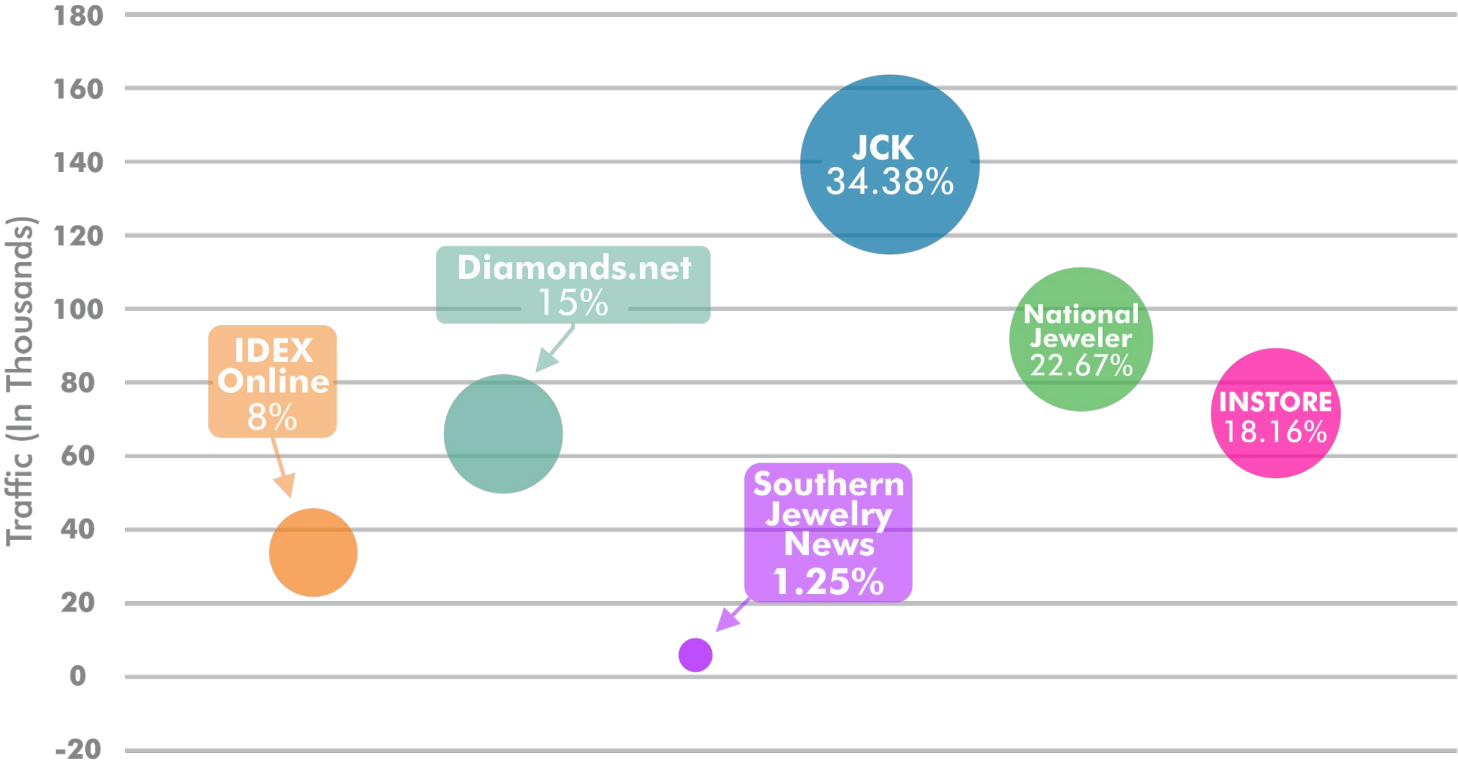


Affinities

1. Movie Lovers
2. TV Lovers
3. Technophiles
4. News/Entertainment/Celebrity
5. Travel Buffs
6. Shoppers
7. Home Decor Enthusiasts
8. Music Lovers
9. News/Politics
10. Avid Investors

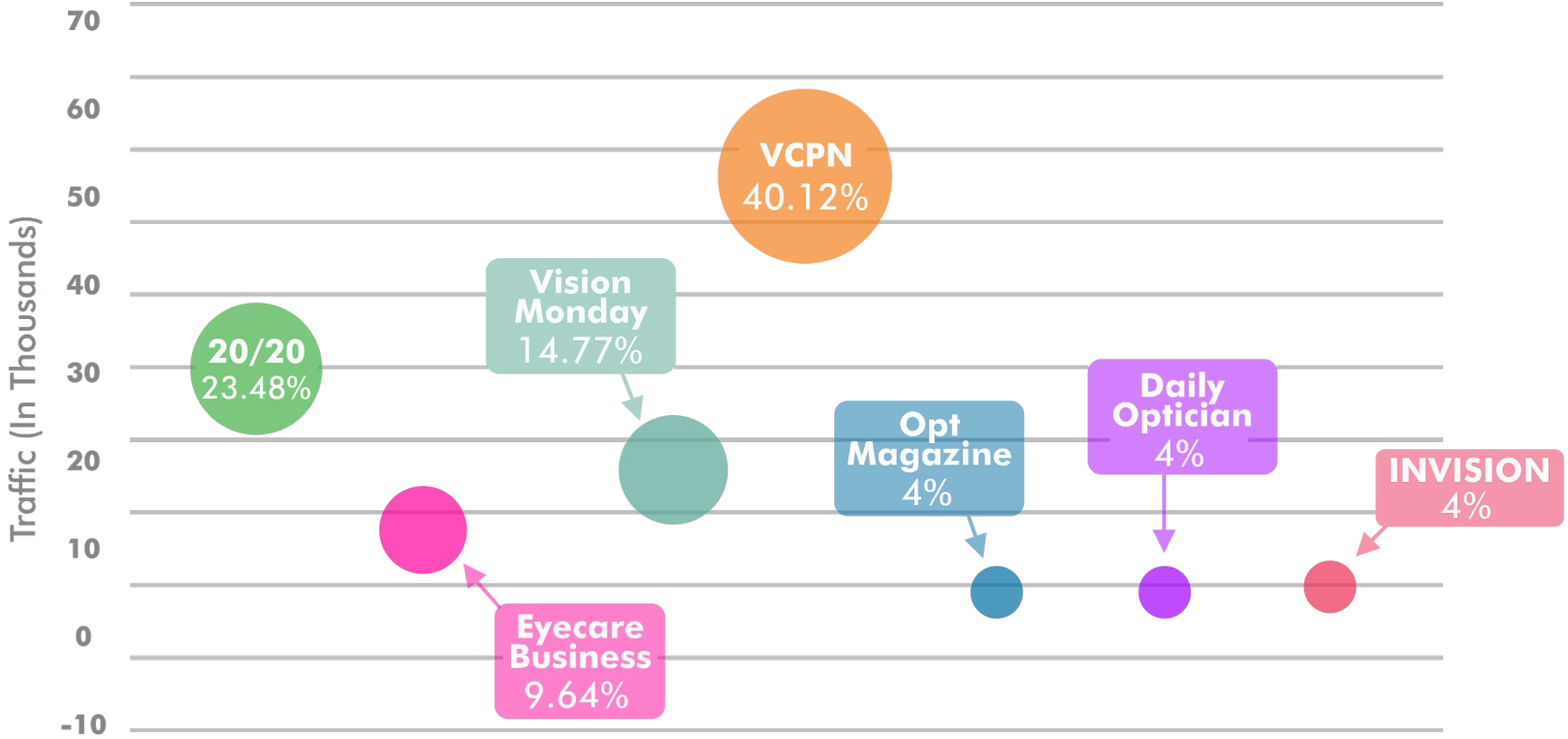
B2B Jewelry Magazine Market

INSTORE Competitors



B2B Eyewear Magazine Market

INVISION Competitors



SmartWork Media SWOT Analysis

Strengths



1. High Quality Traffic
2. Email List
3. Lower Production Cost
4. Lean and Remote Company Structure
5. Direct Sales Team

Weaknesses



1. Quantity of Traffic
2. Technology + Process
3. Only Direct Sales

Opportunities



1. Diversify Monetization
2. Create New Ad Products
3. Access to New Advertisers
4. Yield Maximization
5. Learn more about programmatic ad selling

Threats



1. SMART Jewelry Show Canceled
2. Competitors might start first.

Why should SmartWork Media go programmatic?

1. Utilize digital and email assets to the fullest
2. Sell off remnant inventory
3. Gain access to previously untapped advertisers from other industries.
4. Develop and offer clients new programmatic ad products.
5. Learn more from working with industry experts and improve their overall digital strategy
6. None of SmartWork Media's direct competitors are doing it yet.

Recommendations

In-house:



Hire yield
manager



Implement
SSP

Outsource:



Market Making Firm

Implementation

MediaTrader

Media Market-Maker



Services

- Monetization
- Reporting and Analytics
- Data Management Platform
- Audience Development
- Audience Extension
- Ad Operations



Inventory Purchase

1. 30% of the revenue from the first dollar being generated
2. 50% above the current revenue being generated on a monthly basis.
3. Sell unsold inventory for an agreed upon cost per impression.

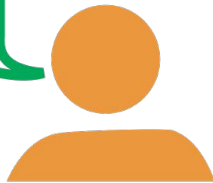
Benefits and Opportunities

1. Sale of remnant inventory potentially leads to higher digital ad sales revenue
2. Free Inventory evaluation
3. Ability to choose advertisers by category
4. Fill knowledge gap
5. Develop new targeting/ programmatic products for existing direct sales advertisers
6. Ensure industry best practices are upheld.
7. Trustworthy reputation.

Solution

“We think we can **build a base for a diversified business** treating little guys like they are big guys and **giving them access to resources** that they can't get any other way. When evaluating clients, we are looking for someone who is seeking a partner and not a vendor.”

- MediaTrader CEO, William Lederer



Next Steps

1. Get Inventory Evaluation (free of cost)
2. Select services
3. Select Inventory sales method
4. Develop new ad inventory products
5. Improve overall digital strategy

