

Introduction to Programmatic Advertising



Programmatic advertising has gained considerable attention within the marketing industry for quite some time. [A report](#) from April 2022 said that in 2021, the Programmatic Ad Market was worth a whopping \$136 billion. That's almost all of the money spent on digital display marketing, accounting for about 90% of it. So, here is what you need to know about programmatic advertising.

What is programmatic advertising?

In simple words, it is the process of using Artificial Intelligence and machine learning to purchase advertisements instantly, rather than relying on human negotiations and fixed prices.

It sets itself apart from conventional media buying by employing automation. It leverages an extensive analysis of user signals to ensure that ads are delivered to the most suitable individuals, at the optimal locations, and precisely when they are most effective.

Introduction To Programmatic Advertising

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