

# DoubleClick Digital Marketing



DoubleClick macht digitale Werbung so effektiv wie nie zuvor. Das Tool bietet umfassende Werbelösungen mit besserem Targeting, laufender Optimierungsmöglichkeit, zentralem Reporting und Cross-Channel Funktionen.

Mit den integrierten Lösungen der **DoubleClick Suite** professionalisieren Sie Ihr Online Marketing:

## DoubleClick Campaign Manager

### Die zentrale Plattform für Display-Kampagnen

- einfache Verwaltung & Aussteuerung
- laufende Optimierung
- globales Reporting

## DoubleClick Bid Manager

### DSP für Realtime Bidding in allen AdExchanges & Private Deals

- die richtigen Personen erreichen
- präzises Targeting & Optimierung
- hochwertiges Inventar

## DoubleClick Search

### Professionelles Search Management und Bidding

- AdWords, Bing, Yahoo, ...
- in Echtzeit reagieren & optimieren
- Cross-Channel Übersicht

## DoubleClick Creative Solutions

### Umfassendes Tool-Kit für digitalen Anzeigen

- einfache Erstellung von HTML5-Ads
- dynamische Werbemittel
- Videoanzeigen inkl. Hosting

Die DoubleClick Produkte sind als **Self-Service** (siehe Rückseite) oder als **Managed Service** erhältlich. Natürlich bieten wir auch passende **Trainings und Consulting** für alle Lösungen der DoubleClick Suite an.

Kontaktieren Sie uns! [www.e-dialog.at/doubleclick](http://www.e-dialog.at/doubleclick)



## Pakete, Lizenzen & Features

		Programmatic Display	RTB	Full Progr. Display	Programmatic Search	Enterprise License
		Klassische Display Kampagnen selbst tracken, reporten und steuern	Realtime Bidding in allen AdExchanges mit einer der stärksten DSPs	RTB und Reservation Buying mit allen advanced Creative Features	Professionelles Search Management und Bidding inkl. Shopping	Die umfassende Lösung für große Accounts und Konzerne
<b>DCM</b>	<b>DoubleClick Campaign Manager (Adserver)</b>	✓		✓		✓
	Advanced Trafficking & Adservicing	✓		✓		✓
	Active View Analysis	✓		✓		✓
	Adhoc & automated Reporting incl. Dashboards	✓		✓		✓
	Campaign Quality Alerts	✓		✓		✓
<b>DMP</b>	Advanced Floodlight Data Stack	✓		✓		✓
	Attribution Modeling incl. Data Driven Model & Social	✓		✓		✓
	Customer Journey Analysis incl. Views	✓		✓		✓
	Enriched 1st party Data with DWH Integration	✓		✓		✓
<b>DRM</b>	DoubleClick Rich Media incl. Studio / Creative Solutions	✓		✓		✓
	Cross-Screen capabilities incl. complete video toolkit	✓		✓		✓
	dynamic Creatives with various data sources	✓		✓		✓
	advanced dyn. Remarketing (Templates in indiv. corporate design)			✓		✓
<b>DBM</b>	<b>DoubleClick Bid Manager (DSP)</b>		✓	✓		✓
Inventory	Access to Open Inventory via major exchanges		✓	✓		✓
	Access to Private Deals, Programmatic Guaranteed & Marketplaces		✓	✓		✓
	Nutzung von RTTP TradingDesk Deals		optional	optional		optional
	Desktop, Mobile, Video Inventory		✓	✓		✓
	TrueView & YouTube Masthead via RTB		✓	✓		✓
	Native Ads Integration		✓	✓		✓
	Bid-Strategies: CPM, CPC, CPO, Viewable CPM		✓	✓		✓
	Conversion Tracking		✓	✓		✓
Targeting	Integration of 1st party Data		✓	✓		✓
	Google proprietary Targeting Data		✓	✓		✓
	3rd party Data integrated		✓	✓		✓
	Brand-Safety, Content-Categories, Demographics, Geotargeting, ...		✓	✓		✓
	Trigger & Reporting API		✓	✓		✓
	Similar Audiences		✓	✓		✓
Retargeting	Via Audience Lists. 1 Minute - 540 days		✓	✓		✓
	Dynamic Retargeting (Products) Basic		✓	✓		✓
	Facebook Retargeting in same data silo (Speed & Frequency Cap)		✓	✓		✓
<b>DS</b>	<b>DoubleClick Search (Search Management)</b>				✓	✓
	AdWords, Bing, Yahoo, Baidu Integration				✓	✓
	Integrated Management & Reporting in well-known user interface				✓	✓
	advanced Bid Strategies with Machine Learning Algorithms				✓	✓
	Intraday Bidding with realtime Data				✓	✓
	Easy and comfortable landingpage tests				✓	✓
	AdWords, Analytics & Floodlight Conversion Data				✓	✓
	More granular conversion data with floodlight variables				✓	✓
	Search to Display Remarketing				(✓)	✓
	Label reporting to get your own view and insights over all accounts				✓	✓
	Advanced automated Dashboards				✓	✓
	Natural Search & Display insights				✓	✓
Shopping	Adaptive Shopping Campaigns: best bid-optimization results				✓	✓
	Keyword inventory Campaigns: Automated search campaigns				✓	✓
	Purchase detail report				✓	✓
<b>Enterprise</b>	<b>Enterprise Level Account - Sub-Account Structure</b>					✓
	Customizable Data-sharing options					✓
	User/Role Management					✓
	Full Data Ownership incl. transferable account					✓
	Google Analytics 360 Integration					✓
	Raw-Data access					✓
	Minimum Budget Fee	no	no	no	no	yes
<b>Service &amp; Support</b>	First-level Support from e-dialog Experts	✓	✓	✓	✓	✓
	Access to the extensive documentation	✓	✓	✓	✓	✓
	Training (inhouse or public) available	✓	✓	✓	✓	✓
	Advanced Setups & Consulting	optional	optional	optional	optional	optional
	Managed service from e-dialog	optional	optional	optional	optional	optional