

# Programmatic buying comes to South Africa

When technology and advertising converge, the result is programmatic buying...

This is revolutionising the way advertising is bought and sold around the world, as programmatic buying places the audience at the centre of the media buying process. Already 33% of digital advertising globally is bought through programmatic channels.

AddSuite has been appointed to the Google DoubleClick Bid Manager desk to drive the programmatic revolution in Africa. This follows its appointment as the first company in Africa to be made a certified Google AdSense partner.



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By targeting users across multiple publishers through one platform, AddSuite can now ensure relevance; efficiency and optimised impact for digital media spend. In a time where every cent matters, this is good news for brands, advertisers, publishers and accountants.

Tim Legg, MD of AddSuite, says, "This appointment means that company can also now offer its clients access to an increased number of digital audiences across the continent and in the region of 10 billion monthly ad impressions per month. Four billion of these are on mobile in South Africa alone."

The beauty of digital and intuitive programmatic buying is that it is entirely trackable, measurable and adaptable, as reporting is in real time and allows the operators scope to change tack mid-stream if need be.

While the advanced technology is automated, the approach is still personal hence the new positioning as being 'The Programmatic People'.

"We understand that people are still at the heart of every decision throughout the process, but with the DoubleClick Bid manager offering, we are able to bring a differentiated product to the marketplace, providing our customers with the ability to directly connect with the audiences they want to do business with," concludes Legg.

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