

# The Guide to **Multi-Channel Advertising**

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Programmatic Strategies to  
Kickstart Your Winning Campaigns



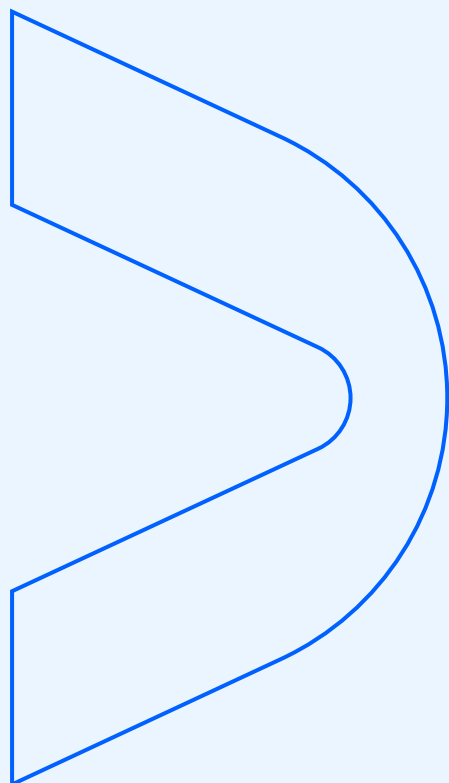
**Programmatic platforms allow advertisers to bid on and buy ad space automatically, using data and algorithms to show ads to the right people.**

With a holistic campaign that includes native, display, video, connected TV (CTV), programmatic audio, in-game, and digital out-of-home (DOOH), you can drive prospects from the top of the funnel to the bottom. In this guide, we're covering strategies to leverage these programmatic channels together to drive campaign success.





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# The Basic Channels

## Native, Display, and Video Explained



### Native Advertising

Native advertising integrates high-quality content into the organic experience of a given platform. Native ad units conform to the design and feel of the sites on which they display, preserving the immersive user experience while producing click-through rates like that of editorial content.

The 3 most common native ad formats for programmatic campaigns are: in-feed native, in-ad native, and content recommendation widgets.



### Display Advertising

Display ads are designed to look like banners that stand out. Their colour, placement, and branding should contrast the website they're delivered on and are meant to stand out to the user.

Display advertising consists of banner ads, either static text and images, or interactive with rich-media elements. The one thing display ads all have in common is a **clear call to action** to click and explore your brands' products or services online.





## Video Advertising

Video advertising allows you to reach potential customers wherever they may be watching video content online.

Audiences may see an ad before, during, or after their intended video, while scrolling through a blog, or on their mobile screen.

### There are 3 types of video ads for programmatic:



#### Native Video

- In-Stream: a short-form video ad delivered before, during, or after a user's intended video.
- Interstitial: the video expands to fill a mobile screen.
- Native outstream: a video ad between the paragraphs of an article.



#### Connected TV (CTV)

CTV offers the precision targeting of digital advertising with the lean-back experience of television.



#### Blended In-Game

Ads that appear on objects, such as billboards, walls, jerseys, and more during video game play.

# Trends for Programmatic Advertising Channels

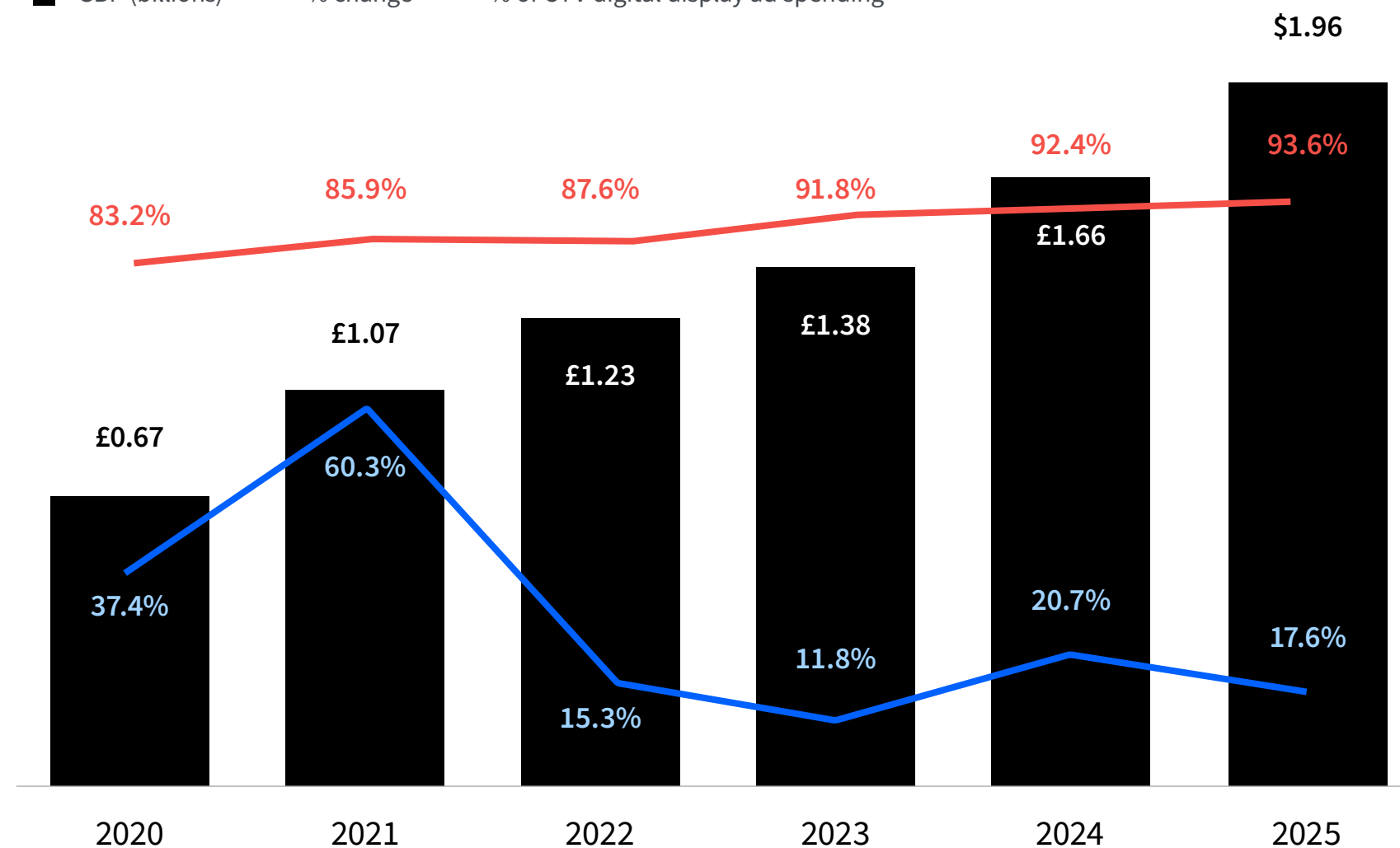
According to [eMarketer](#), the programmatic market in the UK has grown 30x in the past 10 years. Although mobile accounts for most of the programmatic display spend (80.7% in 2023), CTV has surpassed desktop/laptop for the second-highest share.

**CTV and DOOH are forecasted to see the fastest growth in programmatic spending in the next few years.**

The overall programmatic display advertising market is set to grow by 12.6% in 2024, with CTV's programmatic ad spending tracking at 20.7%. CTV ad view growth in Europe from H1 2022 to H1 2023 was up 28% YoY.

## UK Programmatic Connected TV Ad Spending

■ GBP (billions) — % change — % of CTV digital display ad spending





# Winning Strategies for Native, Display, and Video Advertising

For the best results, leverage the strengths of each of these channels together.



## Define Clear Objectives

Even with a well-thought-out campaign strategy that combines all three channels for success, you need to have clear objectives for each type of ad.

For example, think about how these different formats fit into the marketing funnel.



Utilize display and video ads to grab attention and build brand awareness. These formats are excellent for reaching a broad audience and making a strong visual impact.



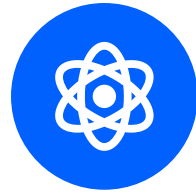
Then, leverage native ads for deeper engagement. Since they blend in with the content, they're more likely to be read and engaged with by users who are already interested in related topics.



Finally, use all three for conversion. How? With a focus on retargeting strategies. For example, after initial exposure through display and video ads, follow up with native ads that provide more detail or offer incentives to users who have shown interest.



Make sure your messaging is consistent across formats, but tailored to the strengths of each. For instance, your video ads might tell a compelling story, while your display ads highlight a key visual and your native ads provide useful, related content.

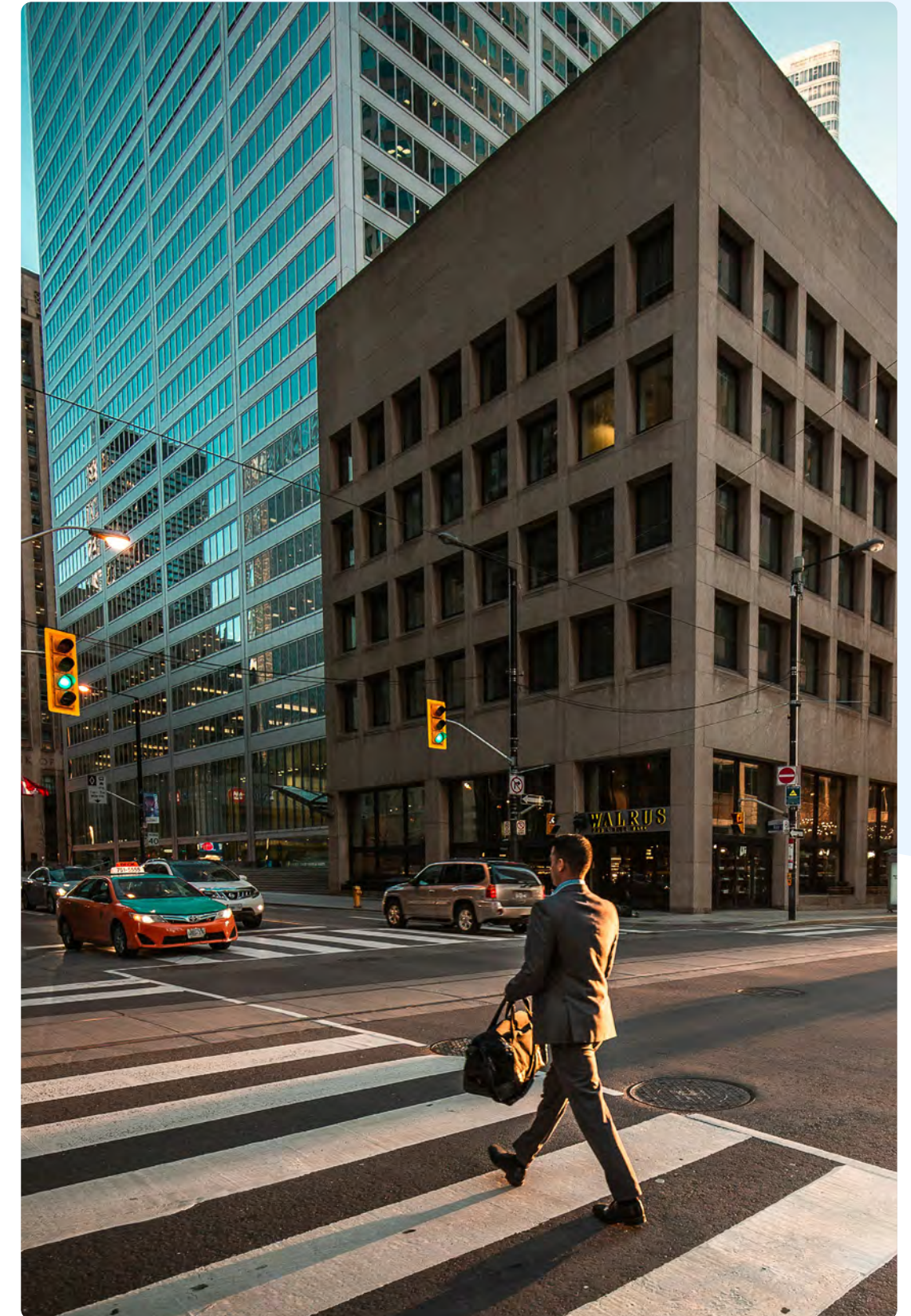


## Run Your Campaign on One Programmatic Platform

Programmatic advertising platforms will use different algorithms, target different audiences, and potentially tap into different inventory. All of these variables will affect how each of the lines work together, the insights you extract from each tactic, and the overall success of your campaign.

If you run on multiple vendors that may not have the same audience, there is potential for gaps. This could result in missed opportunities and limits your ability to control the audience experience through ad frequency.

Running your campaigns on a single platform is a holistic approach that allows for streamlined optimizations, and ensures users are experiencing the brand in a balanced way, without the bombardment of ads or limited exposure. Your audience is best targeted and tracked where you can confidently and efficiently analyze the success of your campaigns, and each of the tactics.







## Expand Your Multi-Channel Approach

Native, display, and video work well as a baseline multi-channel strategy. To build out a more robust strategy, expand your multi-channel approach by incorporating more channels, like programmatic audio, in-game advertising, and digital out-of-home (DOOH).

Expanding your multi-channel strategy will increase your reach by capturing users who are on only some of the other channels. You're able to reach users across different platforms and create a cohesive story.



### Programmatic Audio

- Audio ads reach users during screenless activities like driving, exercising, or cooking, where visual media can't go.
- Listeners are often highly engaged with the audio content they choose, leading to higher ad recall rates.
- Audio allows for precise targeting based on demographics, interests, listening habits, and more, making your campaigns efficient and effective.

### In-Game Advertising

- Gamers are typically highly engaged with the content, leading to better recall and engagement rates for ads.
- Gaming spans a wide range of demographics, offering advertisers access to varied audiences, including hard-to-reach segments like millennials and Gen Z.
- In-game ads can offer interactive experiences, such as playable ads, which can increase engagement and brand affinity.

### Digital Out-of-Home (DOOH)

- DOOH allows for dynamic, real-time content updates. You can adjust your messaging based on time of day, weather, or current events.
- DOOH offers visibility in high-traffic areas, ensuring your ads are seen by a wide audience.
- The digital format allows for creative, eye-catching displays that can include motion and interactivity, making them more engaging than static posters or billboards.

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**Understanding how users are interacting across platforms is central to learning how you can effectively reach them, and hit your ROI goals.**

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## Use Advanced Targeting Tactics

In a cookieless environment, you will need new targeting strategies to reach your audience. These include contextual targeting and lookalike expansion.

**Contextual targeting** displays ads based on the content of a web page, rather than on user behaviour or personal data. For instance, a person reading an article about running might see ads for running shoes or fitness apps.

StackAdapt has an advanced targeting feature called **Browsing Audiences**, which allows you to target specific audiences that are actively researching and reading about a topic you specify.

Another advanced tactic involves using your CRM data—or any other type of 1st-party data you have—to create **lookalike audiences**. When you upload your customer data to StackAdapt, our platform will expand your audience based on their attributes and online behaviour.





## Test and Optimize

Use A/B testing to experiment with different ad creatives, placements, and messaging across channels. This will help you understand what resonates best with your audience.

It's important to analyze performance data to continuously refine your approach. Look at metrics like click-through rates (CTR), conversion rates, and return on ad spend (ROAS) to evaluate the effectiveness of each channel and your strategy as a whole.



# Use Cases

## Multi-Channel Campaigns in Action

### USE CASE 1

## Promote a New B2B Brand

When introducing a new brand in a new industry, one of the main challenges is getting your name out there and establishing brand affinity. In new markets, it can be challenging to know where to start.

Here's a multi-channel strategy that you can implement:

1

### Build Awareness with Display Ads and SEO Content

- Start with display ads for broad awareness. These act as your digital billboards, offering high visibility across various websites and platforms frequented by your B2B audience.
- Complement this with strong content marketing and SEO efforts. Create valuable, SEO-optimized content for native advertising platforms and share this content across social media to boost visibility and engagement. This helps in establishing thought leadership and brand credibility early on.

2

### Engage with Video Ads and Programmatic Audio

- Introduce video ads to reinforce brand messaging in an engaging format. These can be particularly effective on platforms where B2B decision makers spend their research and leisure time, like industry-specific forums.
- Expand into programmatic audio by placing ads in podcasts, music streaming services, and other audio content that caters to professionals in your industry. This will capture the audience during screenless moments.



## USE CASES: MULTI-CHANNEL CAMPAIGNS IN ACTION

3

**Drive Engagement with Native Ads and DOOH**

- Use native advertising for deeper engagement, targeting users who have shown interest through video completions and interactions with display ads. Tailor content to address pain points or interests highlighted by their engagement patterns.
- Incorporate DOOH advertising in locations frequented by your target B2B audience, such as business districts, airports, and professional events. This adds a physical dimension to your digital efforts, increasing brand visibility in the real world.

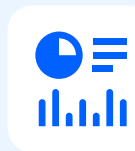
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**Innovate with In-Game Advertising**

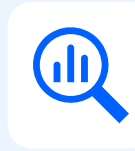
- Explore in-game advertising opportunities that are relevant to your target audience. For a B2B audience, consider ad placements in mobile or online games popular among professionals, offering a unique touchpoint to engage this demographic in a relaxed and receptive mindset.



Throughout your campaign, maintain display ads for consistent brand visibility, optimizing frequency to balance awareness with ad fatigue.



Make sure you use data and insights gathered from your multi-channel strategy to refine targeting, messaging, and creative execution.



Analyze which channels and content types drive the most engagement and adjust your strategy accordingly.



Leverage retargeting across all channels to re-engage prospects who have interacted with your ads, but have not yet converted.



This holistic approach maximizes brand exposure, engagement, and ultimately, conversions.

**Learn how StackAdapt helped a client drive awareness and impact public perception of a brand.**

[Find Out More →](#)

USE CASE 2

# Promote the Release of a New Product

Existing brands in established industries benefit from the fact that consumers are already familiar with the brand. But there is still potential for competition, particularly when releasing a new offering.

Consider a campaign for an established hotel chain that’s opening a new location. The hotel chain would like to set this new hotel apart from the other commonly known ones in the area. One way to do this is by using a combination of channels.



Kick off with engaging video campaigns—virtual tours, guest testimonials, or grand opening highlights.



Complement these with display ads showcasing booking deals and amenities to enhance brand visibility.



Leverage programmatic audio in podcasts and music streams, targeting your audience with invitations for a unique stay.



Integrate DOOH in bustling locations like airports and city centers, using dynamic content such as countdowns, promotions, or QR codes for special offers.



Round off with native advertising to delve into unique experiences like gourmet dining or spa treatments.



Throughout, utilize retargeting to maintain engagement.

Learn how a digital agency partnered with StackAdapt to launch a successful tourism campaign using DOOH in airports along with display ads on mobile.

[Find Out More →](#)



USE CASE 3

# Build Brand Loyalty for a New CPG Product

When promoting new products, like launch of a new soap, from an established brand in an existing industry, you might want to use the three tactics in reverse. Start with native, then move to display, and finish with video.

- 1

Start with an article comparing it to top brands, highlighting its unique benefits, promoted via native ads.
- 2

Follow with audio spots on skin care or environmental benefits, and introduce DOOH in busy areas for visual impact.
- 3

Include innovative ads in mobile and online games for engagement.
- 4

Use display ads for visual reminders to those engaged with previous content, featuring direct CTAs like “Shop Now”.
- 5

Conclude with videos showcasing the soap's benefits and customer experiences to build trust and encourage purchases.

Learn how StackAdapt lifted the performance of a CPG product in the health and wellness category with CTV.

[Find Out More →](#)

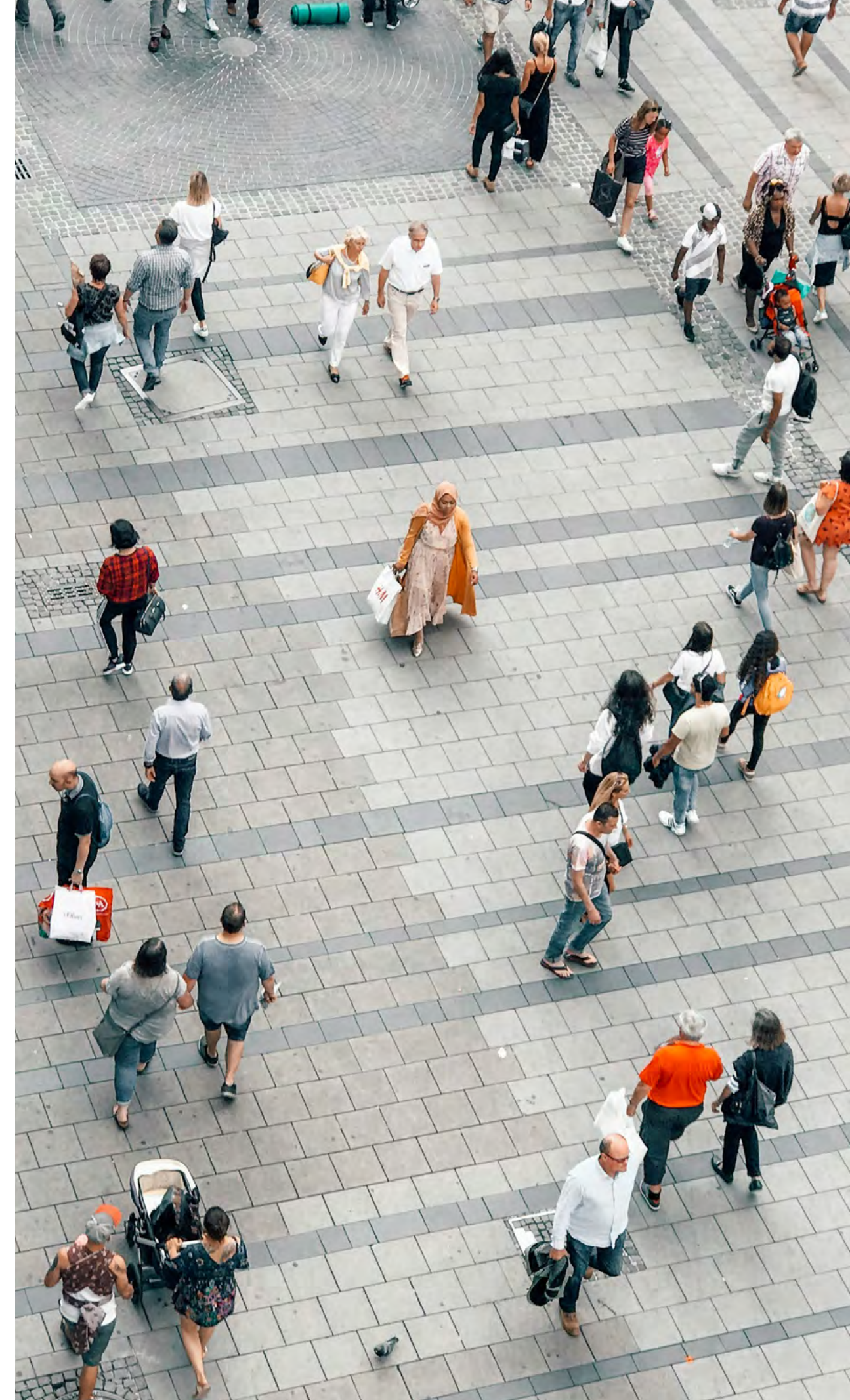


# How to Get Started With Programmatic Advertising

To run native, display, and video campaigns, you'll need to find a programmatic platform to partner with. These are commonly called demand-side platforms (DSPs). A DSP is a digital campaign platform that provides advertisers with features for buying ad placements online in real time.

When partnered with the right DSP, you'll have access to features that support programmatic campaigns from start to finish. This includes innovative features like forecasting, where you're able to better understand how your campaign is going to scale and perform before spending at all.

Then, you're able to execute your programmatic plan across an ecosystem of programmatic channels, including native, display, video, CTV, programmatic audio, in-game advertising, and DOOH. Once a campaign is live, you can view domain-level performance, geo performance, audiences, and more.





# Programmatic Advertising With StackAdapt

One of the best aspects of programmatic advertising is that it provides marketers the ability to create a cohesive experience across multiple channels, including emerging ones. With consumers adopting new channels all the time, marketers must follow suit by introducing and experimenting with those new channels in their media mix.



StackAdapt is a multi-channel programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit [stackadapt.com](https://www.stackadapt.com).