

Display & Video 360

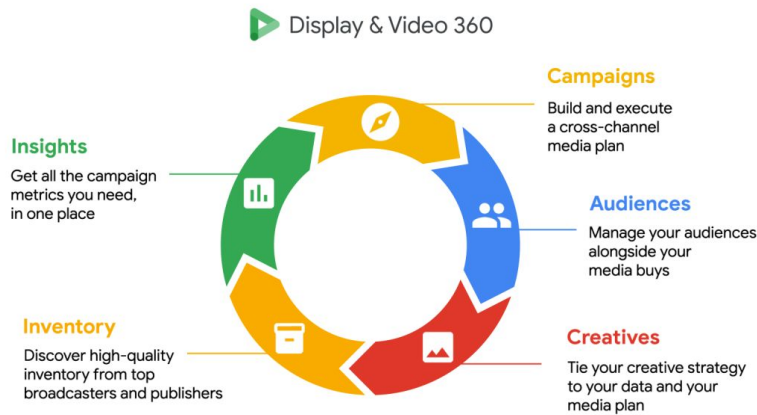
An integrated solution for end-to-end advertising campaigns

A consolidated tool for collaborative marketing

Display & Video 360 enables marketers to manage their reservation, programmatic, and programmatic guaranteed campaigns across display, video, TV, audio, and other channels, all in one place. It is organized around five integrated modules that work together: Campaigns, Audiences, Creatives, Inventory, and Insights.




“Display & Video 360 provides us with a **unique lens through which we can manage our digital media mix.**”

– Jesse Henson, VP of Marketing, BookIt.com



Together, these modules offer advantages that can be difficult to achieve through a piecemeal approach.

Display & Video 360 lets you:

-  Collaborate more efficiently across teams, so you can align media, data, and creative inputs and deliver better ad experiences for your customers
-  Maintain control over your marketing investments — manage all your spending in one place, across both reserved and open auction buys
-  Deliver faster, smarter marketing powered by Google’s latest machine learning, with capabilities like automated bidding and inventory recommendations

Collaborate across teams with smart integrations

Companies today understand the importance of collaboration in achieving marketing and advertising goals. They're aligning media, data, and creative inputs to deliver better experiences for their customers, and looking for ways to collaborate more efficiently.

Display & Video 360 features a new creative workspace that gives creative agencies instant access to the insights they need to build user-first ad experiences. Designers can create a variety of ads and easily preview how they'll look in different environments. Advertisers can also sequence their ads to deliver the right message to their consumers at the right time. And a format gallery helps them discover and test different ad formats to build the highest-impact deliverables.

To enable collaboration across analytics and media teams, Display & Video 360 natively integrates with other Google solutions, including Analytics 360. This helps you understand and analyze the effectiveness of your advertising. For example, buy and serve ads through Display & Video 360, and then use Analytics 360 to see what actions people take once they visit an advertiser's site. You can also use Analytics 360 lists to easily build audience segments and activate them via tailored media buys in Display & Video 360.

Seamlessly transfer information from Display & Video 360 to Google Cloud to run custom analysis using BigQuery. Easily import data for advanced analysis of your display and video campaigns with the full power of Google's petabyte-scale cloud computing infrastructure.

Control over your investment

Understanding how your marketing is performing in real time gives you more control. With Display & Video 360 you can build the right media plan to deliver on your specific objectives, then see precisely how your money is being spent and know exactly where your ads are running – across all of your campaigns.

Use Marketplace to easily find and discover high-quality, fraud-free inventory from top broadcasters and publishers, Google media, and curated inventory packs. Negotiate deals directly – even for traditional TV – and execute buys quickly and efficiently.

Display & Video 360 brings reservations and open auction buying together in one place, including all formats, inventory sources, and transaction types. This consolidated approach allows marketers to reach more unique consumers with the same amount of impression spending, compared to a multi-platform buying approach. A single-platform approach also saves time and streamlines deal administration.

“By consolidating all of our campaigns in Display & Video 360, we can easily control how many consumers we reach and how often we reach them.”

– Justyna Valente, Digital Marketing Manager, TAP Portugal

Instant reporting lets you build custom reports directly in the UI, with data loading in seconds. You can quickly see what's working and what's not, and then make informed decisions to adjust your tactics and improve campaign performance.

Display & Video 360 also helps keep you ahead of ad fraud. It taps into over 180 sophisticated filters, a global team of experts, and manual reviews to prevent you from paying for invalid clicks, impressions, views, or interactions. We were the first to implement the ads.txt standard and remain committed to other industry initiatives against fraud.

Faster, smarter marketing

Display & Video 360 takes advantage of Google's unique capabilities in machine learning to automate tasks like bidding and optimization, so you can respond to users' needs faster.

Use Automated Bidding to reach your goals without having to optimize your campaign manually. Fueled by powerful machine learning algorithms, each automated bidding strategy is designed to drive performance at scale.

Built-in intelligence across the product automatically surfaces insights and recommendations — such as where to shift budget to improve campaign performance — so you can act quickly to achieve your goals.

Learn more about Display & Video 360 at
g.co/marketingplatform

“Display & Video 360 helps us to achieve the scale we need to meet our demand because it allows our creative, campaign management, and analytics teams to collaborate really well.”

– Barbara McHugh, SVP, Marketing, Major League Baseball

About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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