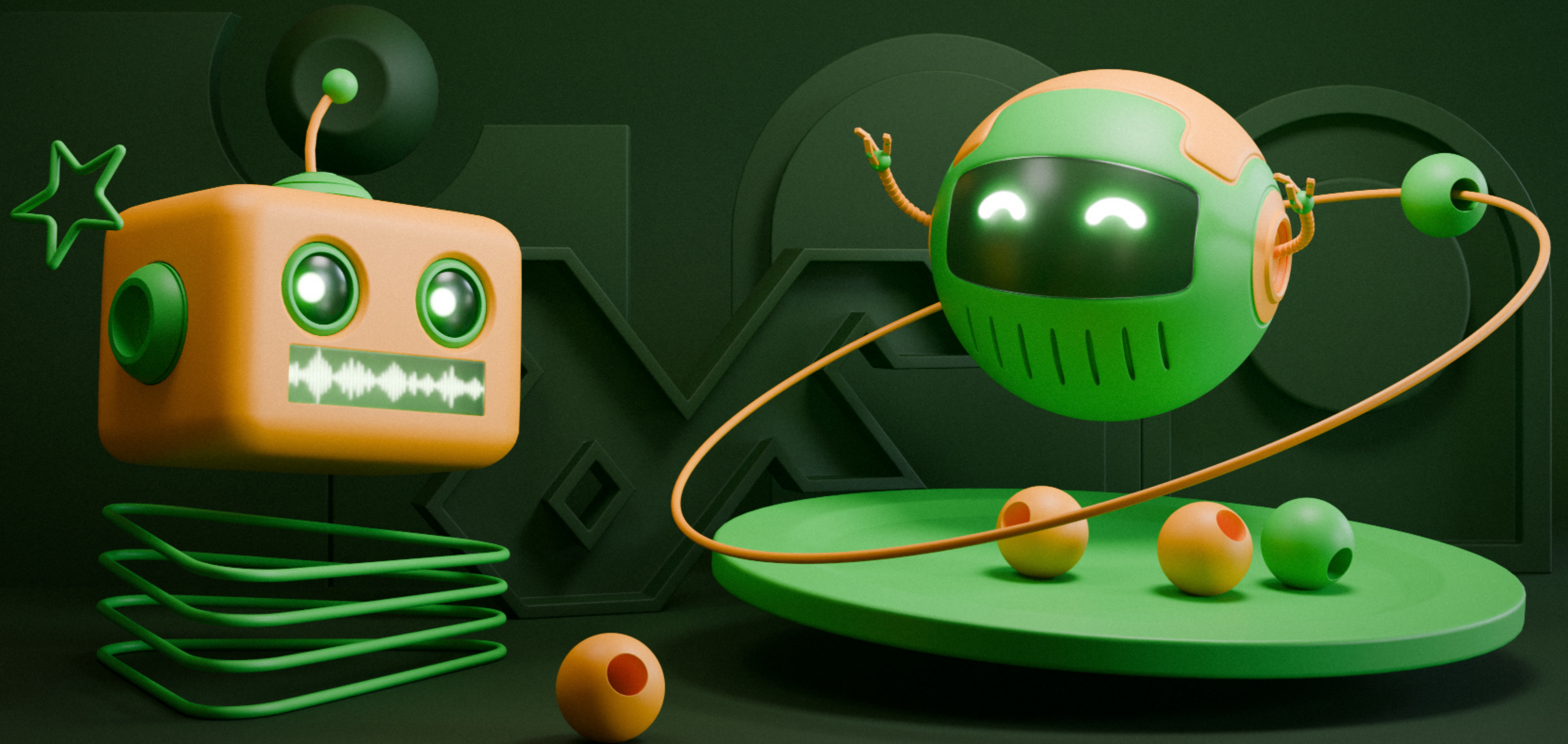




Grupa
RMF

PROGRAMMATIC: NEW OPPORTUNITIES



Publisher



Honorary patronage



Strategic partner



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TOMASZ KĄKOL

CHIEF OPERATING OFFICER, ADFUSION

Dear Reader,

Programmatic is no longer just an option in marketing; it has become a cornerstone of strategies that enable us to measure, adapt, and optimise communications in real time. When we talk about programmatic, we are really talking about the future of marketing – one where every decision is grounded in robust data, turning intuition into precise, automated actions that define a modern approach to advertising.

In response to this shift, and together with a group of experts, we have prepared a report that serves as a comprehensive guide to the world of programmatic. Inside, you will find expert articles on key industry topics, case studies of standout campaigns, and forward-looking insights. The report opens with an in-depth study of the Polish programmatic advertising market, allowing us to benchmark its current state against historical data, identify the most significant areas of development, and outline the trends that will shape what comes next.

I hope you enjoy the read,
Tomasz Kąkol



PROGRAMMATIC

OPENING THOUGHTS

Elżbieta Kondziola, Lovemedia

Programmatic technology has transformed the advertising industry, enabling the use of first-party data and allowing for advanced campaign optimisation using artificial intelligence.

Programmatic is an automated model of advertising purchasing, often carried out using both first-party data and data provided by external partners. It is optimised through both manual and automated processes using algorithms, including artificial intelligence. Programmatic encompasses a large portion of the advertising market, including display and video campaigns run across advertising placements on websites and apps (including retail media), graphic and video ads on social media, audio campaigns, out-of-home advertising, and connected TV (CTV).

Easy access, wide and almost unlimited reach, automated optimisation, the ability to launch and end campaigns in real time, the use of first-party data (retargeting, upsell), as well as safeguards concerning brand safety, viewability, and fraud prevention, make programmatic an indispensable part of almost every advertising campaign. It is used by both micro-advertisers (such as in social media campaigns, Google Ads, and retail media campaigns) and the largest entities in the market.

Market value

According to IAB Europe's "AdEx Benchmark 2023" report, the value of the programmatic advertising market in Europe in 2023 amounted to €12 billion, representing a 7.4% year-on-year increase. It

should be noted that this is an estimated value, which does not include spend on display and video advertising on social media or automated spend in search engines. The methodology for collecting and presenting data related to programmatic advertising was revised in 2023, meaning the figures are not compatible with and should not be compared to the results from previous years as published in earlier AdEx reports by IAB Europe.

The market value presented in the AdEx study, both at the European and Polish level, includes publisher revenue generated from programmatic ad sales, including commissions for technology platforms used for selling advertising inventory. It does not include additional costs borne by advertisers, such as DSP commissions, costs of additional verification, or the cost of purchasing data used in ad delivery. This should be taken into consideration when comparing the share of programmatic campaigns in your organisation's overall advertising spend with the share presented in the AdEx reports.

In Poland, according to IHS data and IAB Poland/PwC AdEx, supplemented by estimates from the IAB Poland Programmatic Working Group, the value of the programmatic advertising market in 2023 reached PLN 1.6 billion, representing 47% of

display advertising spend, including video. Across Europe, this figure was 51.9%, which aligns with advertiser declarations presented in the latest "Attitudes to Programmatic Advertising" report, published in November 2023, where 54% of advertisers stated that over 41% of their display campaigns and 53% of their video campaigns were purchased programmatically.

Attitudes to Programmatic Advertising

The annual report by IAB Europe, titled "Attitudes to Programmatic Advertising", presents the results of a European study on the programmatic advertising market. The report includes respondents representing all parties involved in the buying process – advertisers, agencies, publishers, and technology providers. As such, it serves as a key industry reference point, showing the current status of the entire ecosystem, including opportunities and challenges, as well as forecasts for further development.

In 2023, the survey was completed by 396 advertising industry professionals, of whom 32% were employees of technology providers, 24% agencies, 24% publishers, and 20% advertisers.

Operating models

27% of advertisers declared that they carry out programmatic activities in an in-house model,

i.e. internally within teams in their organisations, while 42% use a hybrid model that combines in-house operations with outsourcing. The main motivations for adopting the in-house model, according to respondents, were the expected cost efficiency and the ability to maintain control and full transparency. It is worth emphasising that advertisers who reported using a hybrid model identified several operational elements as barriers to moving fully in-house – such as campaign measurement, data usage, and quality issues including potential fraud, brand safety, and viewability. This may indicate uncertainty about whether in-house teams possess the necessary expertise, challenges in hiring qualified specialists, or a desire to transfer responsibility for results and campaign safety to external partners. Looking ahead to 2024, 67% of advertisers declared that they were considering switching to an in-house model or seeking external consultancy to help develop their programmatic strategy.

Drivers of programmatic advertising growth

The main factors driving increased investment in the programmatic model, as cited by advertisers, are operational efficiency (indicated by 25% of respondents), access to almost unlimited advertising inventory (21%), and transparency in reporting and control over campaign targeting (19%). In



€12 billion

the value of the programmatic advertising market in Europe in 2023*

42%

of advertisers operate using a hybrid model (in-house and outsourced)**

79%

of advertisers report using first-party data**

35%

of advertisers consider media quality to be the main barrier to investing in programmatic advertising**

* IAB Europe, AdEx Benchmark 2023.

** IAB Europe, Attitudes to Programmatic Advertising, 2023.

uncertain times, tools that allow for rapid planning and activation, as well as the ability to reallocate budgets from less to more effective media in real time, without the need to renegotiate terms of cooperation, represent one of the greatest advantages of automated media buying.

Barriers to growth

The most important barrier to investment growth in the programmatic model, identified by 35% of advertisers, is media quality – including aspects such as fraud, brand safety, viewability, and transparency. Although tools that ensure safety and allow full control over campaign execution – including the selection or exclusion of ad placements and context – are integral features of most buying platforms, the market must focus on improving education, particularly among specialists responsible for the day-to-day running of programmatic campaigns. Training should include both the technical knowledge required to correctly configure campaign parameters and broader understanding of current and potential risks associated with automated media buying. Raising awareness of these risks will enable mitigation through appropriate tools and processes.

Another barrier to the development of programmatic advertising is the political and economic

environment, cited by 19% of advertisers. This is partly related to the extensive use of various types of data in automated media buying. The challenge stems from the need to stay up to date with regulatory changes concerning user privacy, and the resulting necessity to update consent mechanisms for the processing of information required for the lawful and effective functioning of optimisation algorithms.

The future of programmatic advertising

Ongoing legislative changes related to user data processing will undoubtedly influence the future of the programmatic model, as already reflected in advertiser declarations on the use of first-party data. As many as 79% of advertisers reported using first-party data in their programmatic activities. This is also linked to the phasing out of third-party cookies, mobile identifiers, and other user identification methods that no longer comply with evolving privacy regulations. The adoption of new technology solutions will ensure continued investment in efficient automated advertising activities.

Among the key factors expected to drive programmatic growth over the next twelve months, advertisers pointed to artificial intelligence (36%), Connected TV (33%), and both Retail Media and

DOOH (18% each). Regardless of the adopted strategy and selected buying tools, up-to-date knowledge of technologies that ensure campaign safety remains essential. The openness of the programmatic ecosystem is one of its greatest strengths, but it can also create potential risks – which can be avoided by implementing the right processes and making use of tools that support safe and effective campaign delivery.

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COMPREHENSIVE HANDLING OF ONLINE CAMPAIGNS

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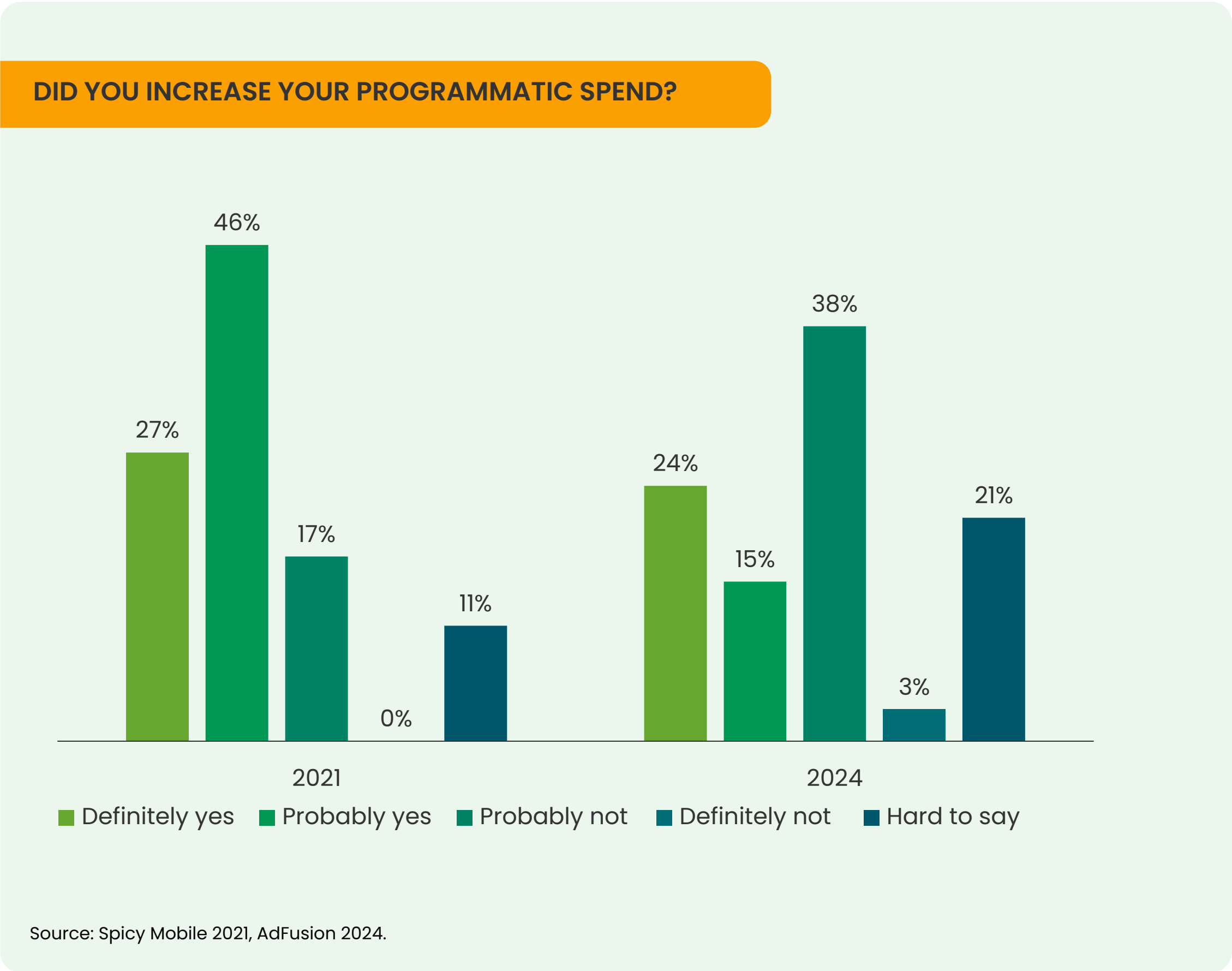
RESEARCH FINDINGS

What does the programmatic market look like in Poland? What trends and challenges are industry professionals observing? Insights come from two studies conducted by Spicy Mobile (2021) and AdFusion (2024). In both cases, the same set of questions was answered by media planning and buying specialists working at media agencies and publishers.

Programmatic advertising spend

Between 2021 and 2024, we have observed a slight slowdown in the growth rate of programmatic investment. However, this does not necessarily reflect a decline in interest. On the contrary – the market appears to have reached a certain level of maturity, with saturation leading to a more stable and strategic approach to budget allocation.

In 2021, during the pandemic, advertisers rapidly shifted their budgets to digital channels, resulting in a surge in programmatic spend. Nearly half of respondents (46%) selected “Probably yes”, while more than a quarter (27%) answered “Definitely yes”. By contrast, in 2024, only 38% of respondents report increasing their programmatic investment, with 24% selecting “Definitely yes”.

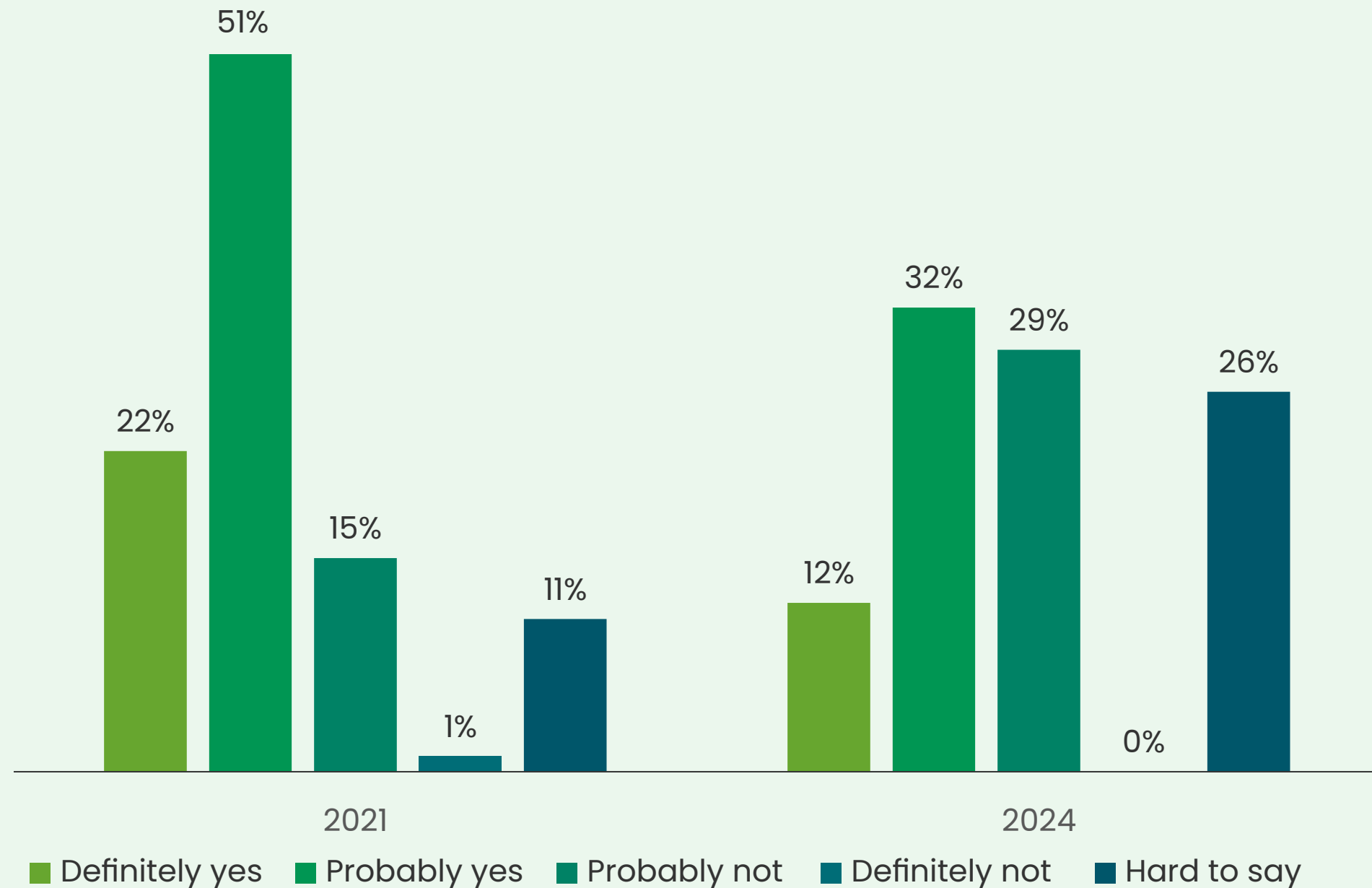


Planned advertising spend

An increase in programmatic advertising budgets for 2025 is anticipated by 44% of respondents. Compared to 2021, when seven in ten respondents expected their budgets to grow, this suggests a more moderately optimistic outlook for the year ahead.

Notably, there has been a rise in the number of respondents who are unable to predict how the market and their clients will behave in the coming year. As many as 26% answered “it’s hard to say” when asked whether they plan to increase their programmatic spend in 2025. This significant growth in uncertainty may indicate that planning future programmatic investments is becoming increasingly complex. Media agency professionals and publishers now have to consider a wide range of variables, including new privacy regulations, changing costs, and the evolution of advertising technologies. This uncertainty may stem not only from the need to adapt to new market conditions, but also from the search for more diversified and effective strategies.

ARE YOU PLANNING TO INCREASE YOUR PROGRAMMATIC SPEND IN THE COMING YEAR?



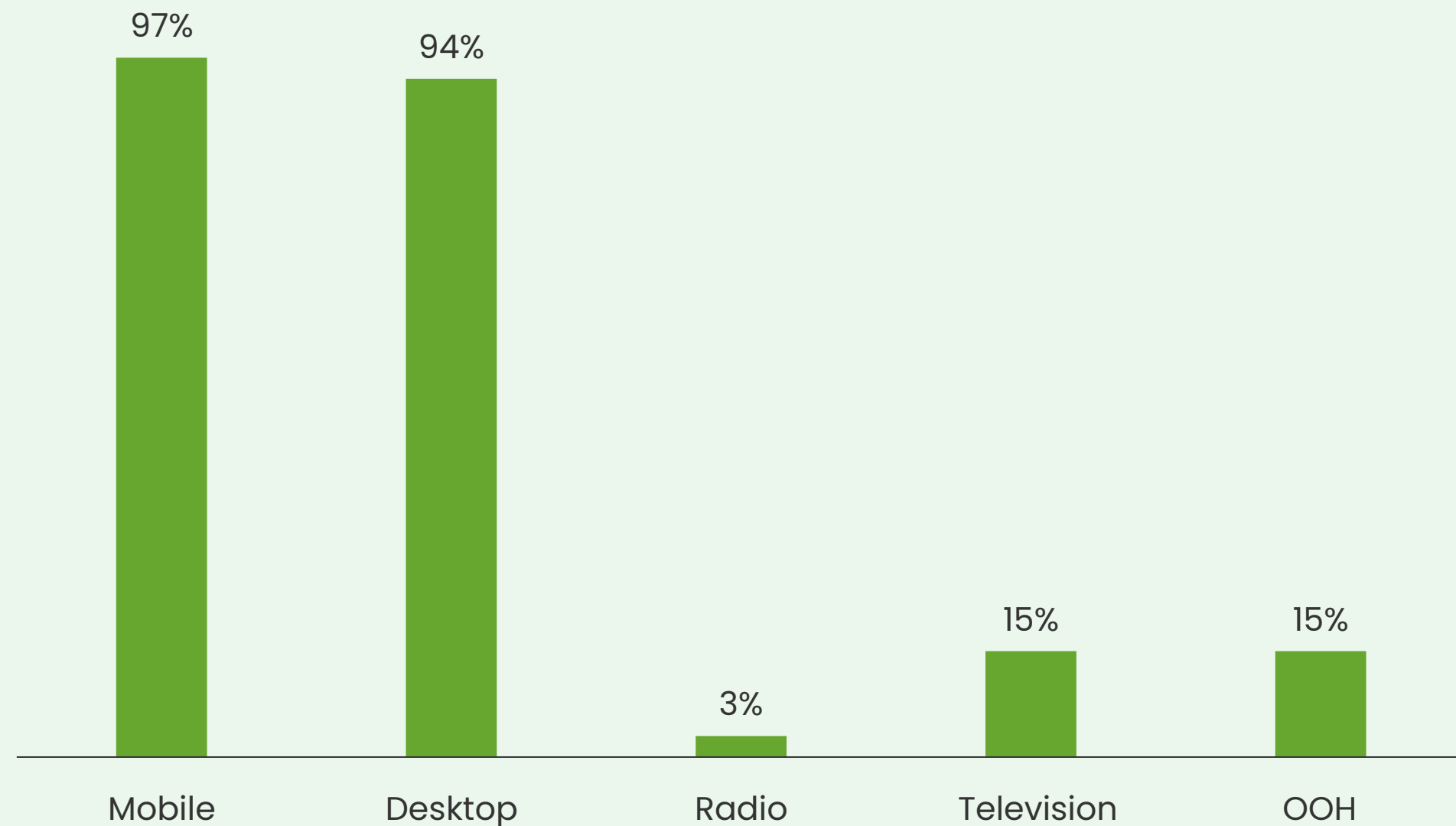
Source: Spicy Mobile 2021, AdFusion 2024.

Channels advertisers are investing in

Programmatic campaigns are most commonly executed across digital channels, which aligns with the nature of the technology. As many as 97% of respondents identify mobile as the primary channel for programmatic activity, with nearly the same proportion (94%) selecting desktop.

Low figures for radio (3%) and moderate interest in television and out-of-home (both at 15%) come as no surprise. While programmatic technology is beginning to be applied in these media, its development is still at an early stage of adoption.

WHICH CHANNELS DO YOU MOST COMMONLY USE FOR PROGRAMMATIC CAMPAIGNS?



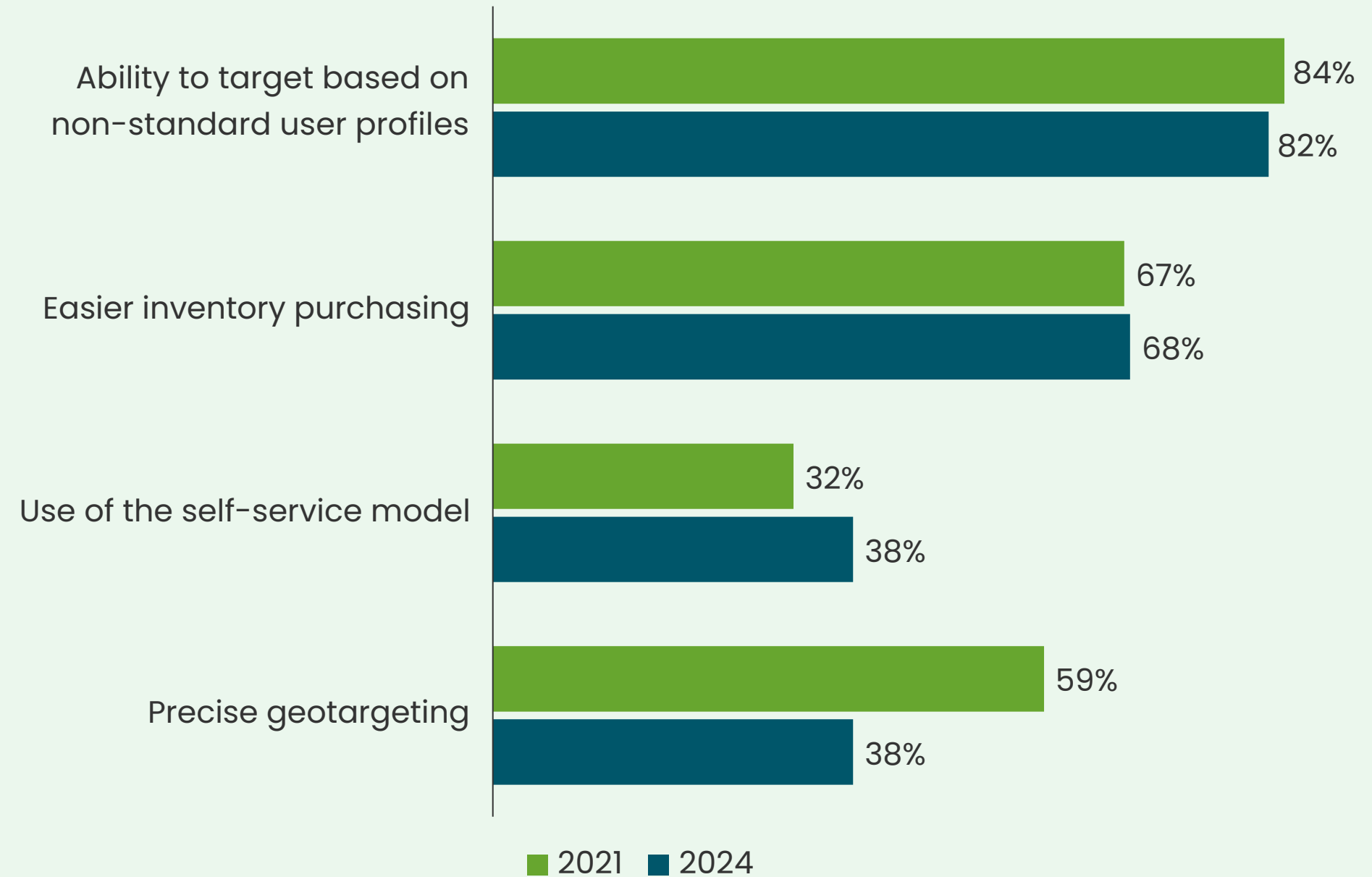
Source: Spicy Mobile 2021, AdFusion 2024.

Advantages of using programmatic technology

The ability to target based on non-standard user profiles remains a key benefit of programmatic campaigns, cited by 82% of respondents. According to media agency and publisher representatives, another major advantage is the ease of buying ad inventory – mentioned by two-thirds of respondents in both waves of the study.

A notable increase is seen in the adoption of self-service models, rising from 32% in 2021 to 38% in 2024, which suggests growing interest in managing campaigns independently. On the other hand, the perceived value of precise geotargeting has declined over time – from 59% to 38% – which is a rather unexpected result.

WHAT ARE THE ADVANTAGES OF PROGRAMMATIC ADVERTISING?



Source: Spicy Mobile 2021, AdFusion 2024.

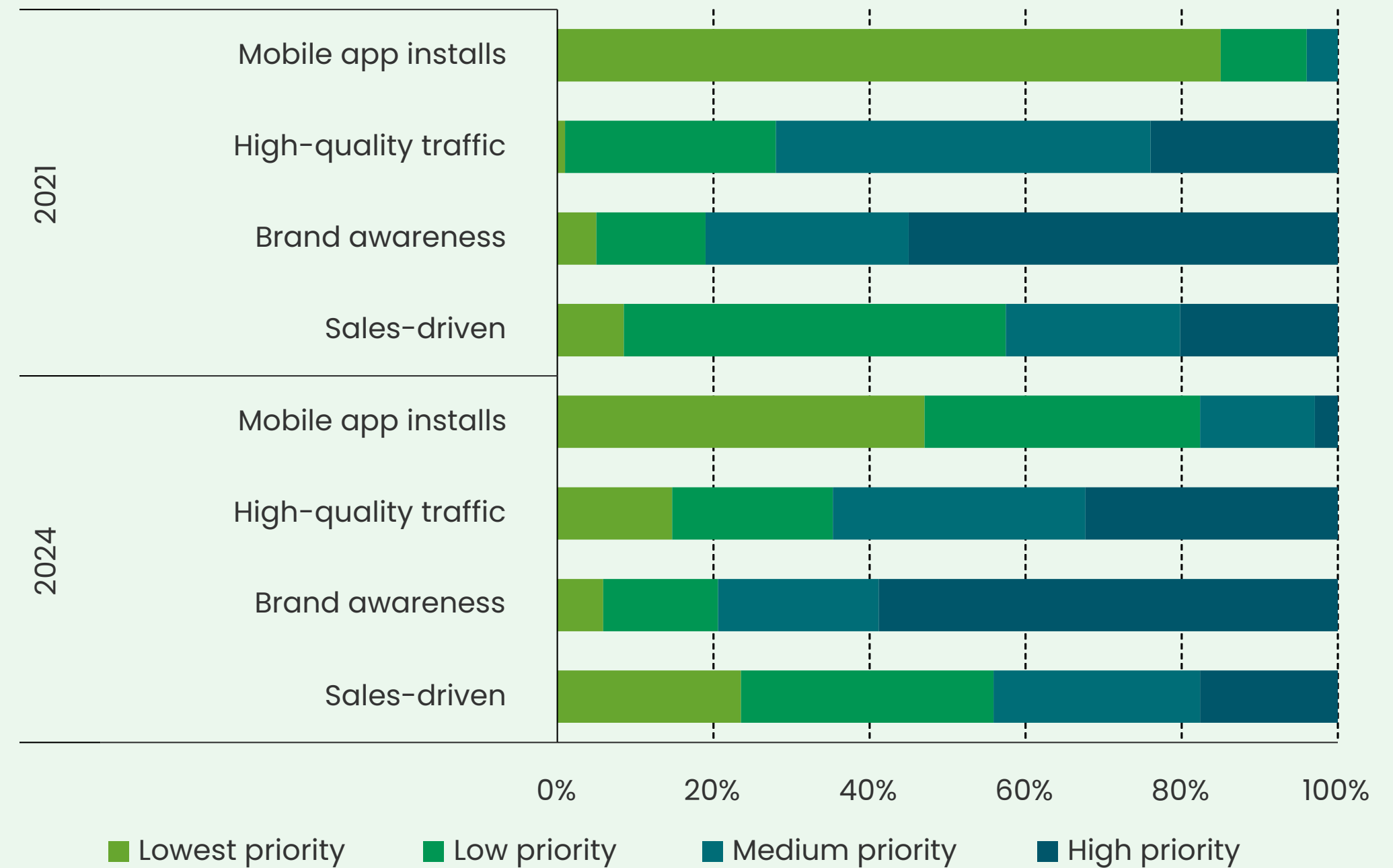
Primary objectives of programmatic campaigns

In 2024, programmatic advertising is most commonly used to support brand awareness objectives – 59% of respondents assigned high priority to this goal, up from 55% in 2021. The importance of generating high-quality traffic has also increased: in 2024, 32% of respondents gave this objective high priority, compared to 24% in 2021.

By contrast, sales-driven goals are more frequently given low or medium priority, which suggests that marketers are turning to other methods for driving direct conversions, while using programmatic to support broader marketing efforts.

The most significant shift over time can be seen in the area of app installs. While nearly half of respondents (47%) still consider this the least important objective, this is a considerable drop from 2021, when as many as 85% held that view. This indicates that programmatic is increasingly being used to promote mobile applications.

PLEASE RANK THE WAYS IN WHICH YOU USE PROGRAMMATIC, BASED ON THEIR PRIORITY



Source: Spicy Mobile 2021, AdFusion 2024.

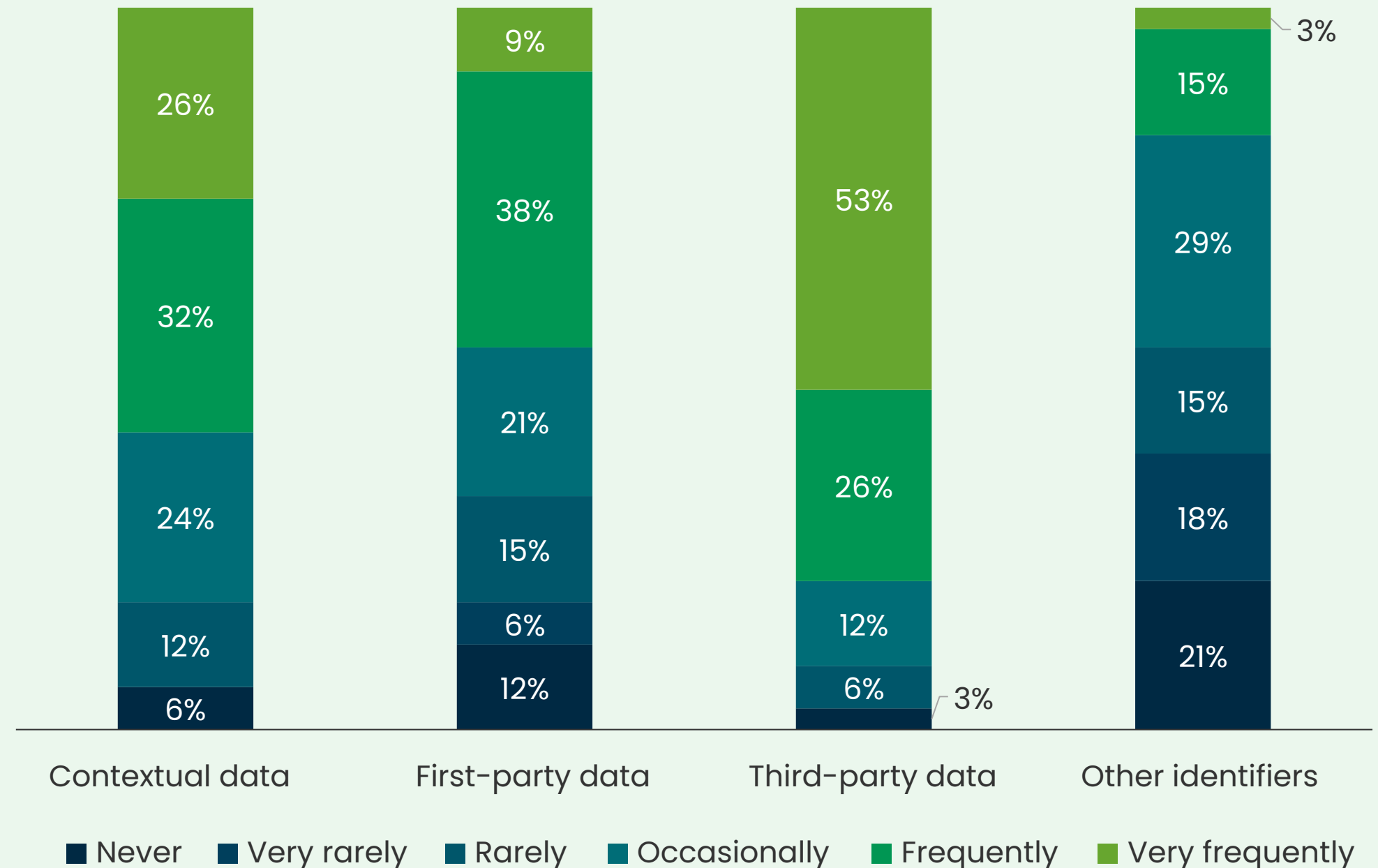
Data in programmatic campaigns

Third-party data remains the most important source of information in programmatic campaigns. Nearly 80% of respondents use such data frequently or very frequently, making it a core component of marketing strategies, despite the upcoming restrictions related to cookies.

Contextual data also plays a significant role – more than half of respondents (58%) report using it, making it the second most commonly applied method. The ability to reach audiences with precision without infringing on privacy means contextual targeting is likely to gain even more relevance in the future.

First-party data ranks third in terms of usage frequency. Nearly 40% of respondents report using their own data regularly, and 9% do so very frequently. In contrast, other advertising identifiers currently have only marginal significance. One in five respondents stated they have never used them.

WHAT DATA DO YOU USE MOST OFTEN?



Source: Spicy Mobile 2021, AdFusion 2024.

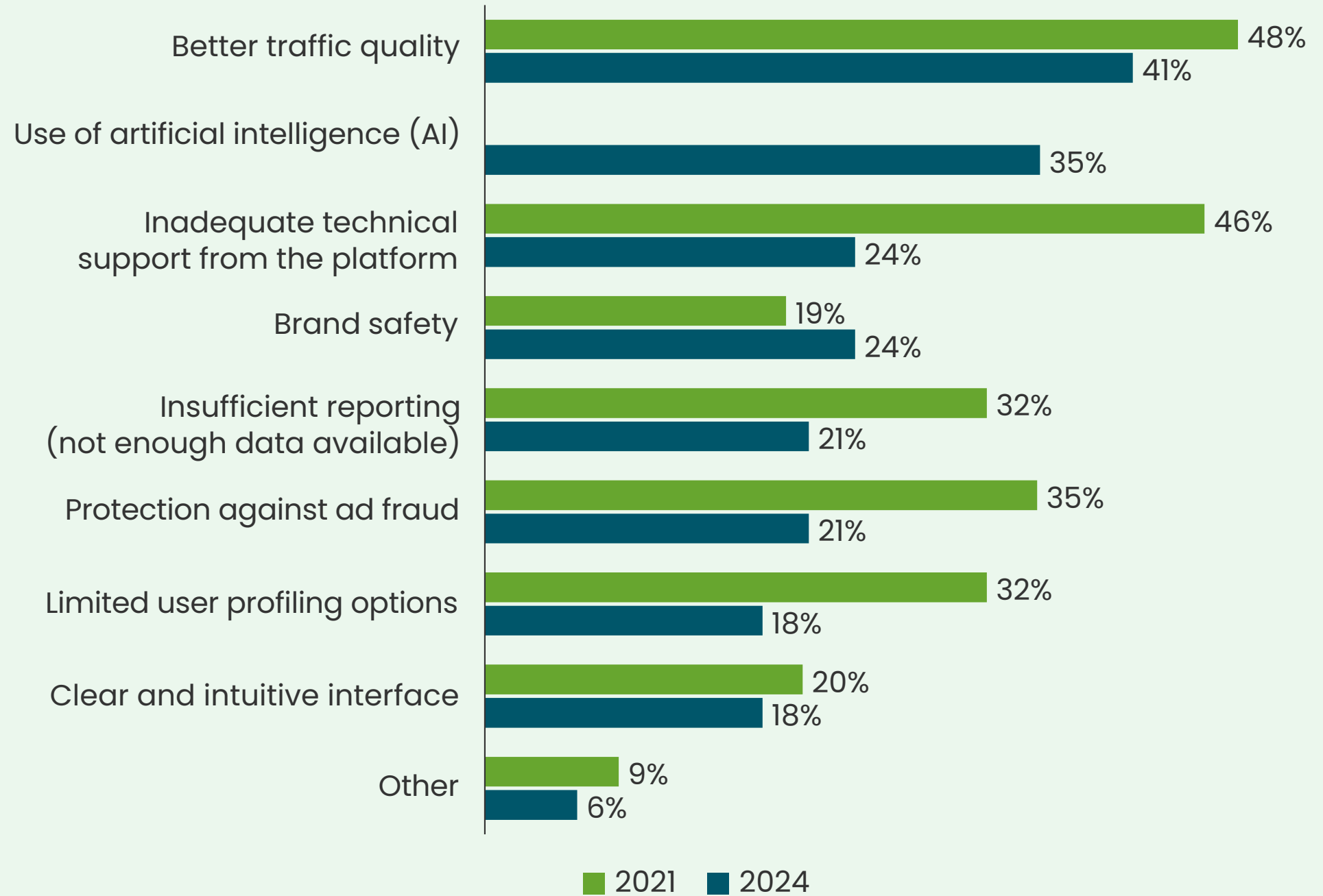
Challenges facing programmatic platforms

We also asked media agency professionals and publishers what they feel is lacking in the programmatic platforms they use. The results highlight how much progress platform providers have made in improving their products.

In 2024, programmatic platforms demonstrated that they are listening to their users and evolving accordingly. The number of respondents voicing concerns about traffic quality, lack of technical support, or limited user profiling options has dropped significantly. While providers have addressed many of the pain points that frustrated marketers just a few years ago, there is still room for improvement.

New challenges have also emerged – one of the most notable being the lack of artificial intelligence (AI) integration. As many as 35% of respondents view this as a critical gap in the current feature set. There has also been a rise in demand for brand safety solutions, suggesting that marketers are increasingly focused on protecting their campaigns and safeguarding brand reputation.

WHAT'S MISSING IN YOUR CURRENT PLATFORM?



Source: Spicy Mobile 2021, AdFusion 2024.

1. This response was not included in the 2021 edition of the study.

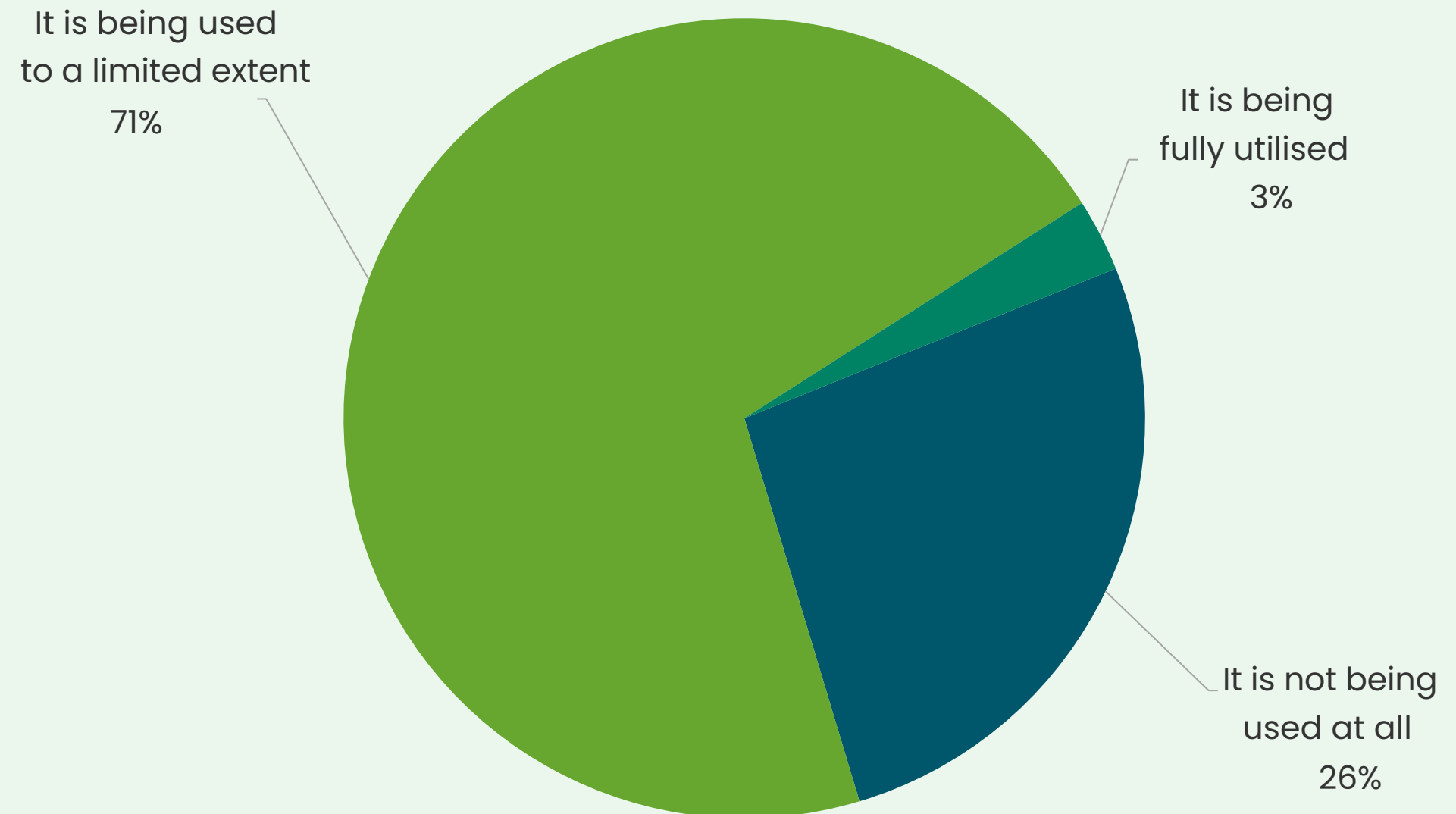
Unlocking the potential of AI

As many as 71% of respondents admit that AI is currently used only to a limited extent, while 26% state that it is not being used at all. This indicates that, despite the technology being readily available, the programmatic industry has yet to fully harness its potential.

AI has the power to transform the way campaigns are run – from optimising targeting and automatically tailoring creative assets to individual users, to more accurately predicting consumer behaviour.

The low level of AI adoption in programmatic today suggests that the industry is still in the early stages of this journey. There is a clear lack of full-scale integration – a gap that, if addressed, could unlock more precise, efficient, and effective campaigns in the programmatic environment.

IS THE POTENTIAL OF AI IN PROGRAMMATIC BEING UTILISED?



Source: Spicy Mobile 2021, AdFusion 2024.

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PROGRAMMATIC

AUDIO

Marcin Pyra, Grupa RMF

Millions of people listen to audio content every day. With programmatic audio, reaching potential customers can be more precise and effective.

The advertising market is evolving at a rapid pace, and with it, consumer preferences and marketing strategies are constantly shifting. Among the fastest-growing trends, programmatic audio advertising is taking the lead, driven by the rising popularity of podcasts, music streaming, and audiobooks, which are becoming part of our daily routines. Audio content on Polish websites already reaches nearly 50% of internet users.

Thanks to the rapid development of digital audio, modern advertising technologies used in programmatic audio now enable advertisers to reach audiences on this channel effectively. This opens up new opportunities for both targeting and measuring campaign performance. It's a global trend: spending on digital audio continues to rise. By the end of this year, global spending in this channel is projected to exceed \$11 billion. Data for the Polish market is not yet available, as AdEx does not currently report figures for this segment, though this may change soon. For now, IAB Europe estimates that the audio advertising market in Poland is growing at a rate of over 20%.

Why is audio advertising gaining importance?

- Massive reach: Millions of people listen to audio content every day, making it a powerful channel for reaching broad audiences.

- Engaging experience: Audio content taps into emotions and the listener's imagination, leading to higher engagement.
- Screen fatigue: Audiences are increasingly overstimulated by visual and video content.
- Precise targeting: With rich demographic and behavioural data, advertisers can target highly specific audience segments.
- Ubiquity: Audio is consumed in various contexts and locations, offering advertisers access to users at any time.

Programmatic audio: automation and efficiency

Programmatic audio is the automated process of buying and delivering audio ads in real time. Using algorithms and data, a DSP (demand-side platform) facilitates the purchase of ad inventory available via programmatic audio, matching ads to the right listeners based on factors such as location, demographics, interests, and listening habits.

Benefits of using programmatic audio in your marketing strategy

- Speed and efficiency: Automation eliminates manual processes, saving both time and resources.
- Accurate targeting: Campaigns reach the most engaged listeners, improving return on investment.

- Real-time optimisation: Campaigns can be adjusted during their run to maximise performance.
- Access to broad inventory: DSPs offering programmatic audio provide access to a wide network of publishers and platforms.

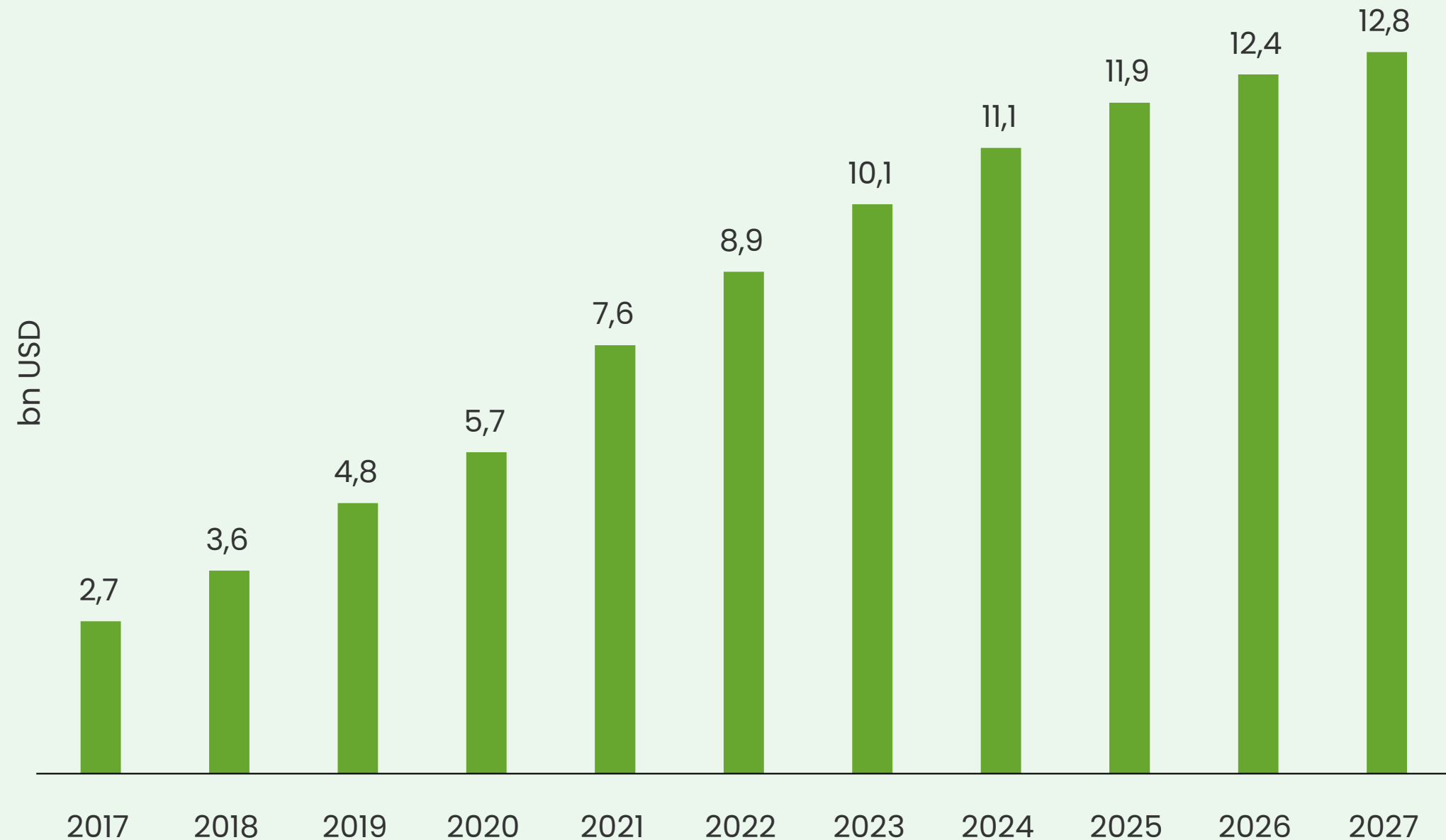
The future of digital audio advertising

The digital audio advertising market is expected to grow significantly in the coming years, fuelled by technological innovation, the development of tools for audio-based targeting, the growing popularity of audio content, and advertisers' increasing recognition of the channel's value. Programmatic audio is set to become an essential tool for brands looking to reach their audiences effectively and measure campaign results.

How to unlock the potential of programmatic audio?

For brands aiming to leverage the potential of digital audio advertising, several elements are key. First, working with an experienced partner is crucial, including selecting the right platform for programmatic audio buying. Clearly defined campaign goals are also essential, as they determine the best targeting and measurement strategies. Equally important is the creative aspect; audio creatives must be engaging and tailored to both the channel and the target audience. Finally, on-

DIGITAL AUDIO AD SPEND, 2017–2027



Source: Statista Market Insights, updated March 2023.

going monitoring and optimisation are vital to maximising campaign effectiveness.

Programmatic audio is a fast-growing market of inventory and tools that offers advertisers new and often underutilised opportunities to connect with engaged audiences and achieve measurable results. If you're looking for a way to reach a broad audience and boost engagement with your brand, programmatic audio advertising could be the ideal solution.





PROGRAMMATIC

DOOH

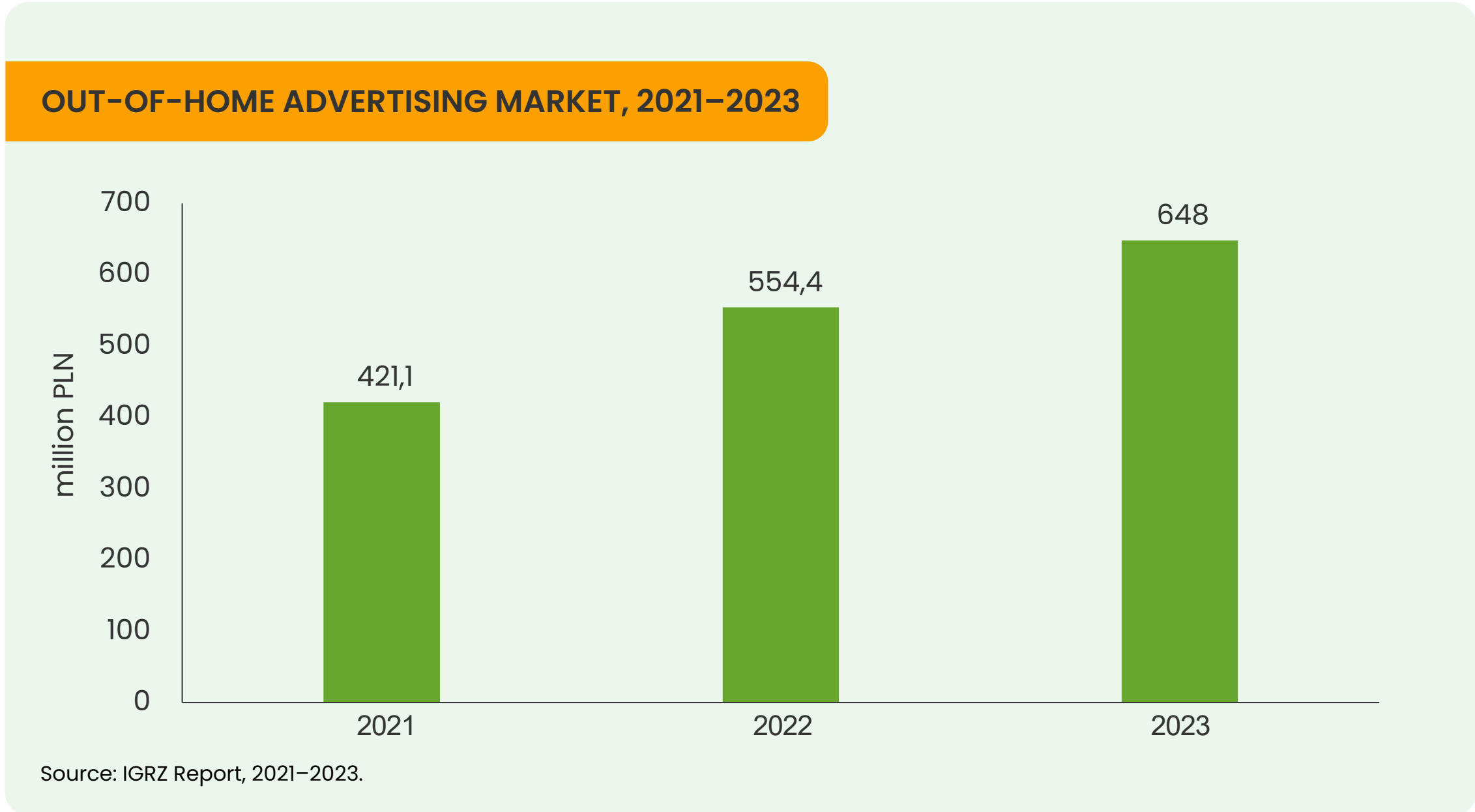
Radosław Gołqb, AMS

The share of the Digital Out-of-Home (DOOH) sector in overall out-of-home advertising spend is steadily increasing. Programmatic media buying and data-driven campaigns are attracting advertisers in search of effective and engaging forms of communication.

The dynamic growth of DOOH advertising in 2023

In 2023, DOOH advertising confirmed its position as a driving force in the out-of-home sector, both globally and in Poland. Digital solutions in outdoor advertising recorded the highest growth, as confirmed by data published by the Polish Chamber of Outdoor Advertising (IGRZ). The total OOH ad-

vertising market, which includes both traditional and digital formats, reached a value of PLN 648 million, representing a 17% increase compared to 2022. The industry aims to increase DOOH's share to at least 8% within the next three years.



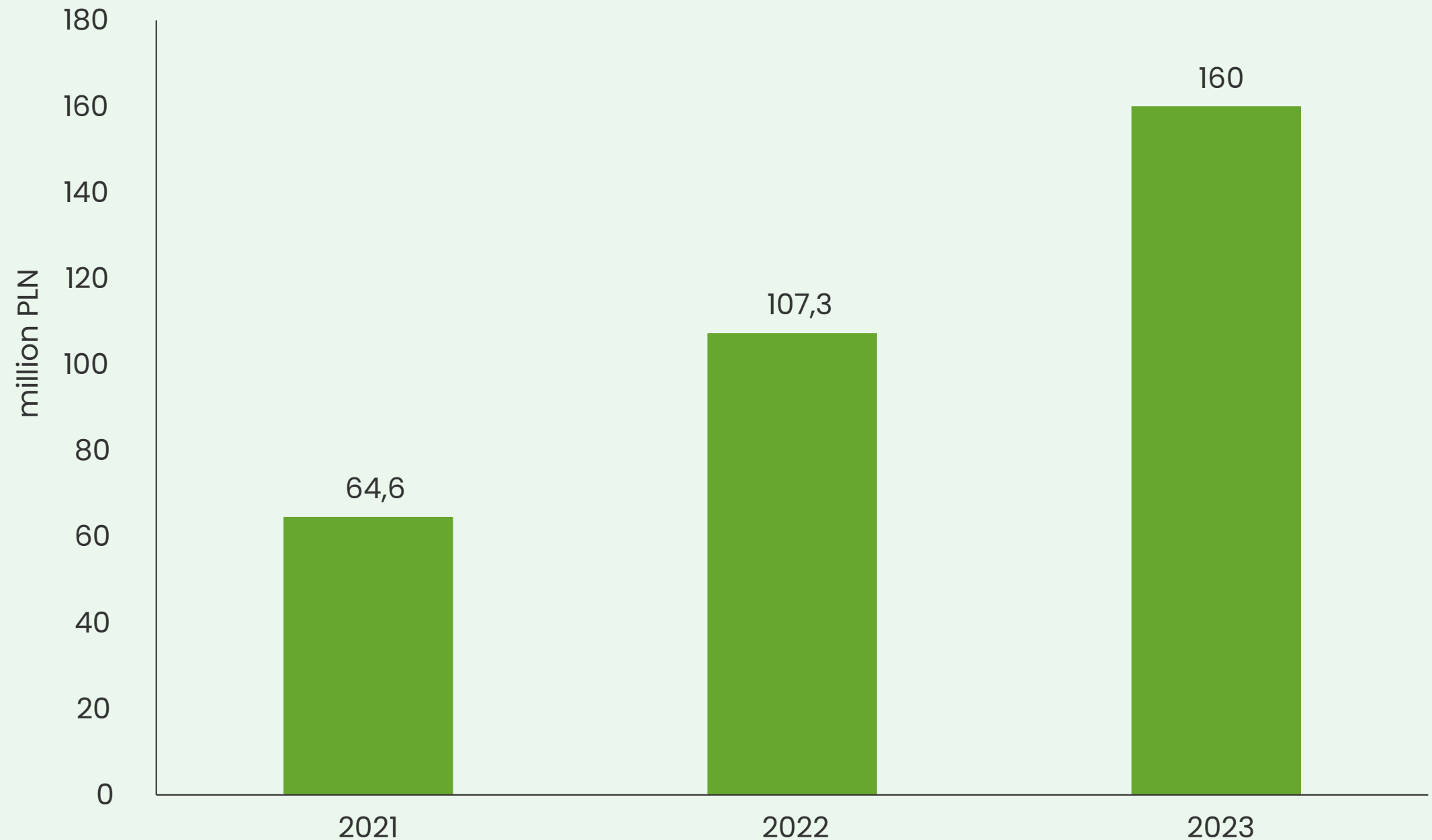
Impressive DOOH figures

The value of the DOOH advertising market grew by 49% year-on-year, now accounting for nearly 25% of the total OOH market. In absolute terms, the segment generated revenue of PLN 160 million. The main driver of this growth is the adoption of digital solutions in diverse spaces such as shopping centres, public transport, cinemas, and fitness chains. With more than 640 shopping centres in Poland, the potential for DOOH development is significant.

Expanding reach and research development DOOH offers significantly greater reach than traditional out-of-home advertising, particularly through its presence in shopping centres across more than 22 urban areas and agglomerations. Its growing reach is supported by the development of advanced research and innovation, enabling more accurate audience targeting and campaign optimisation. DOOH campaigns can now be billed on a CPM (Cost Per Mille) basis, similar to online advertising, based on the number of digital impressions.

According to GfK research, only one-third of Poland's purchasing power is concentrated in the eight major agglomerations traditionally used in OOH planning. The growth of indoor digital ad-

DIGITAL OUT-OF-HOME (DOOH) ADVERTISING MARKET, 2021–2023



Source: IGRZ Report, 2021–2023.

vertising in over 22 urban areas enables advertisers to reach 42% more people, or more than 5.5 million Polish residents, including those in 11 agglomerations with the highest purchasing power.

DOOH as a content medium

Digitalisation has transformed OOH into a content-driven medium. This allows for better tailoring of advertising messages to specific channels, resulting in more effective consumer engagement. The focus has shifted from the mere presence of digital screens to the effectiveness of the content itself.

Programmatic in DOOH

Automation, and particularly programmatic buying, plays a key role in the development and growth of DOOH. Programmatic buying—an automated process of purchasing ad space, well-established in online advertising—is rapidly gaining ground in DOOH. This model offers numerous benefits, including convenience, efficiency, precise targeting, and the ability to respond quickly to changing market conditions.

Benefits of programmatic buying in DOOH

One of the main advantages of programmatic buying is its efficiency. Advertisers can manage campaigns in real time, adapting them to current

audience needs and preferences. Programmatic enables precise targeting, meaning ads can be shown to exactly those most likely to be interested in a given product or service. This leads to more effective campaigns and better performance.

Another advantage is the saving of time and resources. Traditional media buying processes can be time-consuming and involve many stakeholders. Programmatic automates many of these steps, enabling more streamlined campaign management. Advertisers can focus on strategy and creativity, while technology handles the logistics.

Implementing programmatic buying in DOOH

Key DOOH providers are currently working intensively to make their ad inventory available through programmatic systems. This means DOOH placements will soon be available on the same platforms advertisers already use for digital media buying. As a result, integration with existing campaigns will become easier, and advertising management more consistent and efficient.

Challenges and the future of programmatic DOOH

Despite its many advantages, programmatic buying also presents challenges. One of the key issues is the need for standardised ad formats

and measurement metrics. Standardisation is essential for effectively comparing campaign results and optimising performance. The DOOH industry in Poland, including efforts led by IAB Poland, is actively working on these issues to harmonise standards and streamline programmatic buying processes.

In the coming years, we can expect further growth in programmatic DOOH. The increasing availability of ad inventory, technological advancements, and growing advertiser confidence in the model will continue to drive its expansion. Programmatic DOOH has the potential to revolutionise how advertisers plan, execute, and measure their out-of-home campaigns, making them more efficient and targeted.

Applications and innovations in programmatic DOOH

We are already seeing numerous innovations in programmatic DOOH. Ads can be dynamically adapted in real time based on data such as weather, traffic, or local events, making messages more relevant and engaging. For example, a campaign may display different content depending on the time of day or weather conditions in multiple locations simultaneously, enhancing effectiveness.

In summary, programmatic buying represents the future of Digital Out-of-Home advertising. Thanks to its flexibility, efficiency, and precision targeting, programmatic DOOH holds immense potential for continued growth and innovation. The industry is actively working on standardisation and technology development to fully harness the opportunities this model offers.

Standardisation and market challenges in DOOH
As the medium matures, DOOH requires standardisation. The Digital Out-of-Home Working Group within IAB Poland has developed a glossary of terms and unified the terminology used across the market. Standardisation efforts also include work on joint market research and the establishment of a unified currency for DOOH media buying.

Conclusion

Digital Out-of-Home has become the driving force behind the growth of out-of-home advertising. The strong increase in spending on this medium demonstrates that combining the attributes of online advertising with outdoor formats is attracting advertisers. Broad reach, flexibility, data-driven planning, and online-style billing models all point to the continued rise of DOOH in the coming years.





AdFusion
CHARITY





MOBILE APP PROMOTION

Tomasz Kąkol, AdFusion

Around 80% of users who install a mobile app as a result of advertising will uninstall it within just 90 days. From a financial perspective, this means that only one in five invested zlotys delivers a return. These figures highlight how important it is to take the right approach to promoting mobile applications.

Four key areas of activity

An effective mobile app promotion campaign consists of four essential elements that are crucial to achieving success. Each plays a key role in increasing the visibility and effectiveness of the app. These are:

- App audit/ASO (App Store Optimisation),
- App coding,
- Preparation of a user communication strategy,
- Promotion support through advertising activities.

Audit/ASO

App Store Optimisation, commonly referred to as ASO, encompasses a range of activities aimed at optimising an app's ranking within the algorithms of a specific store. It is a long-term process that gradually builds the app's position while placing less strain on the marketing budget. The primary objective of ASO is to position the app as high as possible in the store's rankings or search results, thereby increasing the number of organic downloads. ASO also helps reduce user acquisition costs and increase revenue generated by the app itself.

It is important to bear in mind that a user who chooses to install an app voluntarily is significantly more likely to be active than one acquired through advertising efforts.

Research indicates that we have only a few seconds to convince a potential user to install the app. What should we pay attention to? The most important elements of ASO include:

- App icon,
- App name,
- App description,
- Screenshots/videos,
- User ratings and reviews.

1. Icon

The app icon is a small graphical element, 50x50 pixels in size. Creating it is a relatively challenging task—it should attract attention while clearly and unambiguously identifying the product. There is an old saying that you shouldn't judge a book by its cover. In mobile app promotion, however, visual appeal and the so-called first impression are key. The app icon is likely the first thing users see in search results, so it should be approached as seriously as designing a logo.

2. App name

The title should help the app stand out from its competitors while also reflecting its core functionality. The app name is also the most important metadata element, as the words it contains are treated not only as keywords, but in some cases carry more weight than other parts of the

app description. Test results indicate that apps with keywords in the title tend to rank, on average, around 10% higher than those without keywords in their name.

3. App description

This section provides a more comprehensive presentation of the app. The description should not only encourage users to download the app but also help indexing bots understand its content. The key ASO component is the first paragraph – the so-called short description – as only 3% of users proceed to read the full version. It is also worth remembering that on a smartphone screen, as on a computer, content is more often scanned than read in detail. The short description should explain the app's purpose in a single sentence and include the most relevant keywords.

4. Screenshots/video

Our experience shows that optimised screenshots can increase conversion rates by as much as 25% compared to the initial state. Since only a small percentage of users read the full app description, screenshots are used to showcase the app's most appealing features. Best practices for selecting screenshots include consistency between image and caption, narrative flow, lan-

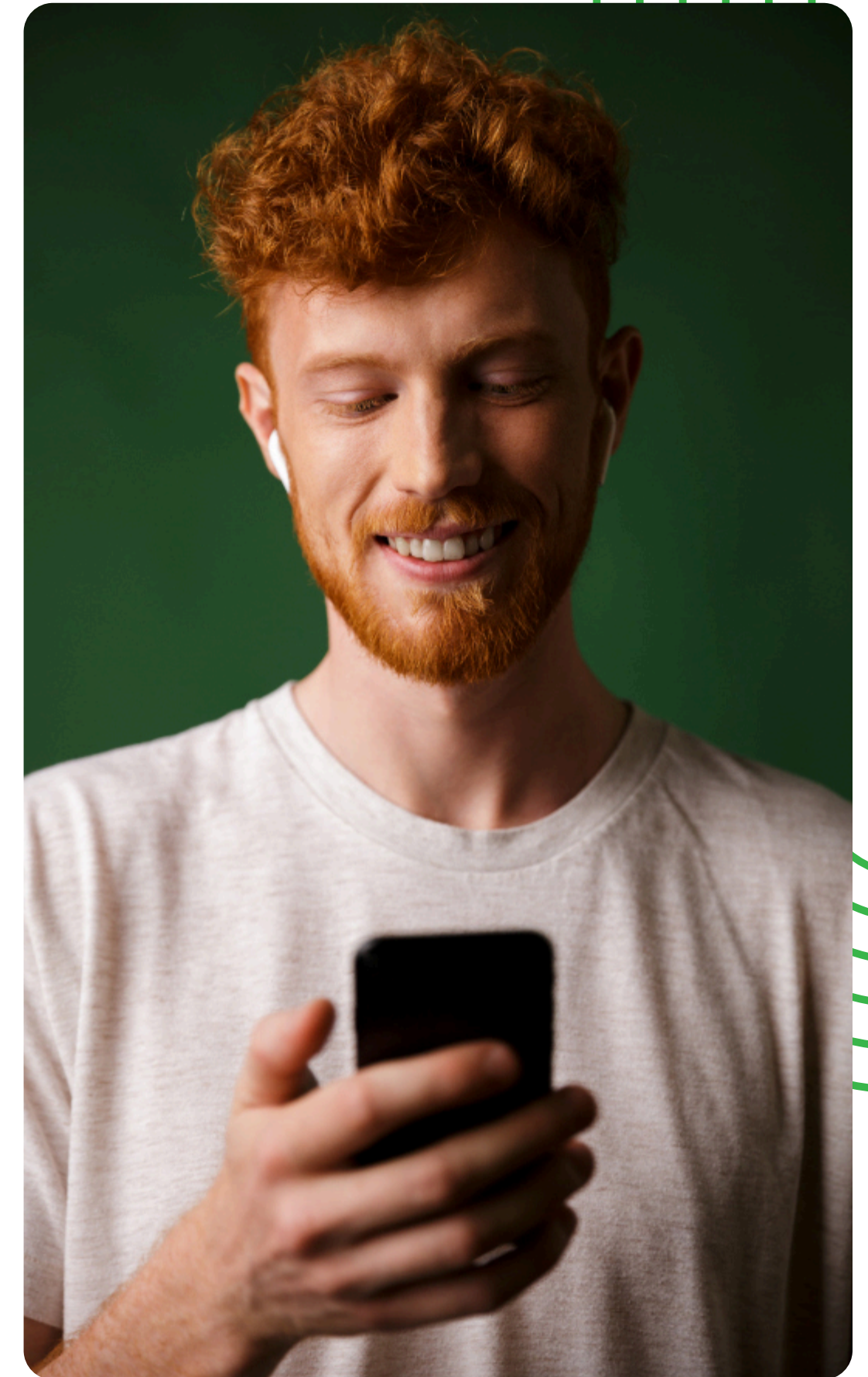
guage localisation, and authenticity. To illustrate the app's key features, static graphics can be replaced with a demo video that best presents the real experience of using the app. Our experience shows that video is very effective in boosting conversion rates. Although Google Play allows eight screenshots and the App Store five, the first two are the most important, as they are visible in search results.

5. Ratings and user reviews

Store algorithms prefer higher-rated apps, which translates into better results in terms of organic installs. On the other hand, it is often dissatisfied users who are more eager to leave reviews and ratings. Therefore, it is worth considering integrating the app with tools that encourage those who haven't rated the app yet to do so. An example of such a tool is Alchemer (formerly Apptentive). Feedback gathered from users – comments, ratings and reviews – also provides valuable insights for publishers. Based on this data, the app can be developed and enhanced in line with the needs of the target group.

App coding and attribution analytics

This is one of the most critical – and at the same time most complex – aspects of mobile app promotion. Without proper coding in place, no cam-



campaign can truly function. It provides answers to a range of key questions, such as:

- How do promotional activities translate into app downloads?
- What types of actions are users performing within the app?
- How frequently is the app being installed?
- When – and how often – are users logging in?
- Are users registering and, more importantly, are they making purchases?

These questions can be addressed using attribution and analytics tools available on the market, such as Kochava or Appsflyer. Both platforms simplify complex data from various sources and campaigns, enabling marketers to make faster, better-informed decisions regarding app promotion and development. They provide invaluable insight into user behaviour, making it possible to optimise advertising efforts and test various formats and media channels.

The capabilities offered by such analytical tools go far beyond simply measuring and evaluating the effectiveness of advertising campaigns. App analytics provide data on a range of user engagement and usage metrics, which can be used to inform and support ongoing product development.

ASO ELEMENTS AND THEIR RANKING IMPACT

	Android					Apple				
Icon	■	■	■	■	■	■	■	■	■	■
Name	■	■	■	■	□	■	■	■	■	□
First screenshots	■	■	□	□	□	■	■	■	■	□
Additional screenshots	■	□	□	□	□	■	□	□	□	□
Video	■	□	□	□	□	■	□	□	□	□
Feature graphic	■	■	■	□	□	□	□	□	□	□
Short description	■	■	□	□	□	□	□	□	□	□
Full description	■	□	□	□	□	■	■	□	□	□
Developer name	■	□	□	□	□	■	□	□	□	□

Source: AdFusion 2024.

User communication strategy

We now move on to another key element – communication with users. This applies not only to users acquired through paid campaigns, but also to those who are already using the app.

Unfortunately, many publishers focus more on growing their user base than on retaining it. And yet, it is precisely those users who have installed the app organically who represent the greatest value for brands. There is one clear reason for this – it is highly likely that these individuals are genuinely interested in the client's products.

This is why we should use data from analytics platforms to engage users through relevant communication. A large number of users are installing the app but not registering? Simplify the registration form. You notice a user who engages only sporadically? Encourage them to return by offering discount codes or sending timely notifications. Another user is making frequent purchases? Reward their loyalty with additional discounts. The range of scenarios is virtually limitless. It is important to remember that we have a number of communication tools at our disposal – from the simplest, such as display banners and push notifications, to email marketing campaigns. As I often emphasise in presentations: let

us take full advantage of the resources already at our fingertips. They do not require a significant financial outlay, yet they can deliver outstanding results.

Promotion support through advertising activities

The final stage of all preceding steps is the execution of an advertising campaign based on a CPD (Cost Per Download) or CPI (Cost Per Install) model. It is estimated that each installation generated through a paid campaign results in several additional organic downloads, which in turn has a positive impact on the app's ranking position. However, when operating under a limited budget, it may be more effective to focus solely on optimising the app's visibility within the store.

To achieve a high ranking, an app should generate a large number of daily installs while maintaining strong retention and a high frequency of returning users. Ranking within the top 25 is generally considered a strong position. Reaching this tier delivers a noticeable uplift in organic downloads. For this reason, the primary objective of any CPD or CPI campaign should be to improve the app's ranking position, thereby increasing the volume of organic installations. In doing so, we reduce the overall cost of user acquisition and improve the quality of the installs.

The main challenge in running CPD campaigns lies in verifying the quality of the installs – defined as the download followed by the first launch of the app. Assessing the effectiveness of such activities takes time and requires continuous monitoring of user behaviour, retention rates, and conversion to sales.

How we supported the app Jak Wydaję

To translate theory into practice, I would like to present our experience in promoting the app Jak Wydaję. Most clients aim to begin with a CPD (Cost Per Download) model, where billing is based solely on installs. As a result, an equally important part of app promotion – namely, how the app appears in the Google Play and App Store – is often overlooked. In the case of Jak Wydaję, our cooperation began with a comprehensive audit. The full process was as follows:

- With the client's input, we compiled a list of competing apps to compare their store presence with that of our own.
- Once the audit was completed, we discussed the findings together and developed a strategy for improvements aimed at enhancing the app's positioning.
- Following the implementation of our recommendations, we conducted a follow-up audit after 3–4 weeks to evaluate the impact of the optimisation.

AUDIT FINDINGS FOR THE APP “JAK WYDAJĘ”

Keyword	Google searches	Google Play				AppStore			
		08.04.2024	03.06.2024	10.06.2024	18.06.2024	08.04.2024	03.06.2024	10.06.2024	18.06.2024
lista zakupów	5400	10	10	10	10	43	12	10	10
listy zakupów	5400	9	8	8	8	28	10	9	9
apka z promocjami	590	175	132	76	68	-	-	-	-
lista zakupów aplikacje	480	9	8	8	8	-	-	-	187
aplikacja do zakupów	320	215	21	19	18	-	-	-	168
aplikacja lista zakupów	320	10	10	10	9	25	10	5	5
aplikacje lista zakupów	320	10	1	1	1	-	-	-	128
aplikacja zakupowa	320	230	54	49	47	-	-	-	195
aplikacje zakupowe	320	224	56	50	46	-	-	-	-
lista zakupów spożywczych	260	8	3	3	3	-	-	-	169
aplikacja do listy zakupów	210	121	9	9	9	9	6	5	5
lista zakupów online	170	8	6	6	5	-	-	-	-
zakupy lista	140	8	8	8	8	25	21	19	19
aplikacja zakupy	140	232	6	6	6	-	198	164	164
aplikacje zakupy	140	247	109	101	94	-	-	79	79

Source: AdFusion 2024.

As a result of our efforts, within less than two months, Jak Wydaję improved its ranking by over 1,500 positions for the 15 most popular keywords. This directly translated into additional (free) organic downloads – which, due to their origin, are of the highest quality. Our next planned step is to develop a user communication strategy and launch a promotional campaign for the app.

Conclusion

Mobile app promotion campaigns are not solely about generating downloads. As I have outlined above, the opportunities available to us are extensive. We should take full advantage of them, as it is only a matter of time before all performance-based marketing efforts shift decisively towards mobile applications.



CASE-STUDY:

ADFUSION

Damian Janiec, AdFusion

#qualitytraffic

Magenta Dom

Client:
T-Mobile

Timing:
3.04-31.05.2024

Ad formats:
300x250, 300x600, 320x480, 750x200, 750x300



Objectives and challenges

The aim of the campaign was to increase the number of users visiting the landing page for the fibre-optic internet offer. The client wanted to reach:

- people actively searching for fibre-optic internet bundled with TV,
- individuals who had recently moved or were planning to move,
- users in need of high-speed internet,
- those checking their internet speed.

Solution

We planned a display campaign based on a CPSC. This settlement model provided full confidence that the campaign would deliver measurable results. Throughout the campaign, we continuously monitored the number of visits to the offer page. To reach the target audience, we used behavioural targeting.

The ads were directed at users within the "Gaming" and "Home renovation and moving" categories. An additional targeting condition was the use of search queries related to internet providers and fibre-optic services, such as "fibre-optic internet", "T-Mobile internet", "internet providers", and "speed test".

Results

The campaign generated 1,959,083 impressions and 62,477 clicks, resulting in an excellent CTR of 3.19%. Our efforts translated into 19,401 visits to the client's website.

1 959 083

Impressions

3,19%

CTR

62 477

Clicks

19 401

Website visits

#charityinitiatives

1.5% of income tax

Client:

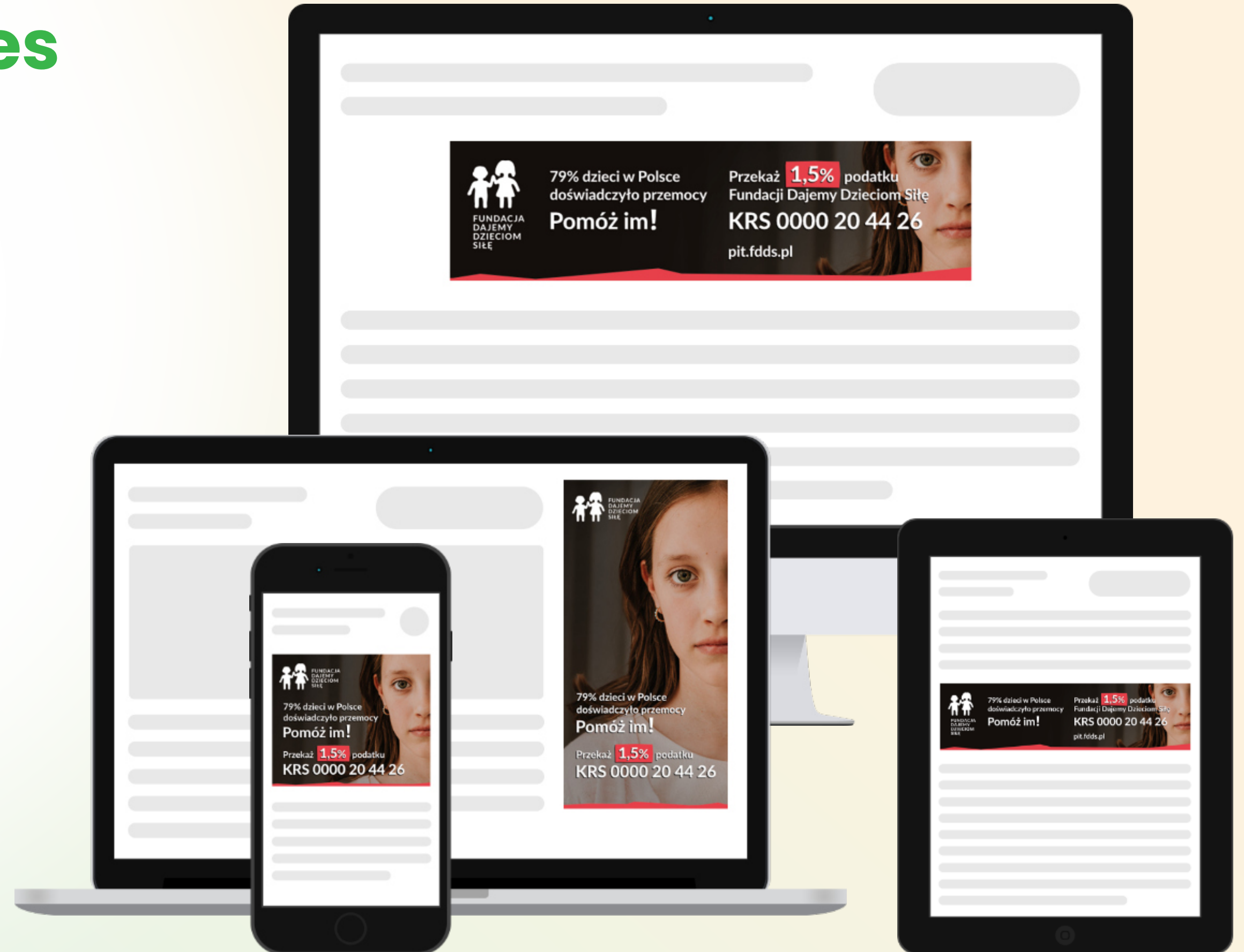
Empowering Children Foundation

Timing:

15.04-30.04.2024

Ad formats:

300x600, 750x200, 300x250, 320x50



Objectives and challenges

The aim of the campaign was to encourage people to donate 1.5% of their income tax to support the beneficiaries of the Empowering Children Foundation as part of their annual tax return (PIT) process.

Solution

To reach individuals who are interested in and supportive of charitable initiatives, we proposed retargeting users who had previously engaged with similar campaigns we had run in the past. To maximise the campaign's reach, we decided to use a mix of the most popular static formats across both mobile and desktop environments.

Results

During the two-week campaign, we generated 1,099,953 impressions. Our efforts reached 531,221 unique users, resulting in 1,054 clicks.

1 099 953

Impressions

531 221

Unique users

1 054

Clicks

#leads

The white smile diet

Client:

Philips Poland in collaboration with Media
Direction OMD

Timing:

2-30.04.2023

Ad formats:

160x600, 300x250, 300x600, 320x50, 750x200,
750x300



Objectives and challenges

The objective of the campaign was to acquire new members for the My Philips loyalty programme. In exchange for providing their contact details, users could download an e-book about the white diet.

Our target group consisted of individuals aged 18 to 54, interested in oral hygiene, as well as those potentially interested in adopting the white diet.

Solution

Following consultations with the client, we decided to run a display campaign based on the CPL (Cost Per Lead) model. The ads were delivered across both mobile and desktop environments.

Using the AdFusion platform, we targeted users aged 18–54 with interests related to oral hygiene, health, and healthy eating.

Results

The campaign delivered excellent results. A total of 310,062 impressions and 5,233 clicks resulted in 556 completed forms, with a conversion rate of 10.6%.

310 062

Impressions

5 233

Clicks

556

Completed forms

10,6%

Conversion rate

CLIENT COMMENT



Anna Konopka

CRM Manager
PHILIPS Personal Health
Philips Poland

After a year and a half of effective Lead Ads campaigns on Meta, supported on a daily basis by Media Direction OMD, I began to notice that offering discounts on first purchases was no longer the decisive factor in encouraging customers to join our community. The results clearly showed that it was simply not enough. When analysing today's Meta user base, the main challenge became clear: how – and with what – to effectively encourage new users to join the My Philips Club? The idea came fairly quickly, thanks to the highly positive performance of the email campaigns we regularly send to our CRM base. These newsletters encourage our existing customers to visit our blog, read expert articles, and download e-books – all of which not only provide guidance on how to use our products correctly, but also highlight the additional health benefits that come from following our recommendations. These high-quality, professionally prepared materials proved to be highly engaging and effective, as confirmed by the email statistics (with open rates of around 40% and click-through rates above 4%), as well as the positive feedback received from our consumers. So – let us offer the same value to new users. Let us build trust through the quality of our content, not through discounts. Let us make use of the valuable resources we already have and continue to create – and show that the product alone is not everything. What matters just as much is the support we offer around it. And it worked.

Following a highly successful campaign on Meta and the saturation of this group with our promoted product – an e-book as part of the White Diet project – our media agency, Media Direction OMD, recommended involving a new partner: AdFusion. The need to introduce a new channel, combined with the recent excellent results of our Google Lead Ads campaigns at Philips, quickly pointed us in the right direction. AdFusion responded with a ready-to-implement solution. A dedicated landing page was created for the campaign, featuring a full description of the project, along with a welcome communication for new users in Salesforce, complete with the downloadable e-book. Together with AdFusion's effective campaign execution, this approach helped us achieve our goal – acquiring new members for the My Philips loyalty programme. The KPIs were met, and thanks to continuous cost optimisation during the campaign, the overall results exceeded our expectations. What is more, we not only expanded our user base, but also encouraged customers to follow the appropriate diet after teeth whitening – thus bringing real added value to the entire initiative. The ROAS from this joint project was the final proof of its success.

I would like to take this opportunity to thank the entire team involved in the White Diet project. We already have new ideas and materials – and we will definitely be back with more soon.



GDPR AND **PROGRAMMATIC**

Jacek Grabowski, GDPR Compliance

Programmatic advertising continues to drive innovation while presenting the marketing industry with new challenges. The impact of artificial intelligence, evolving regulations, and the growing importance of ethical data processing are key factors shaping its future direction.

It has been several years since legislation made a forceful entry into the world of programmatic advertising. We all remember how “GDPR” was the buzzword at every training session and industry conference, repeated in every possible context. Yet few could have anticipated the depth of further technological and regulatory changes. Let us now take a closer look at where we stand today – and where we may be heading next.

Transparency

We still recall the debates around whether an IP address qualifies as personal data, or whether cookies could be considered personal identifiers. The year 2018 and the introduction of GDPR marked a turning point in how online identifiers are approached. The pre-GDPR era was characterised by relatively subtle or inconsistent cookie banners on websites. In May 2018, the largest online platforms replaced these banners with prominent and clearly worded messages regarding the processing of personal data, now typically including options such as “accept all”, “reject all” or “advanced settings”. Behind these user-facing interfaces, organisations were implementing internal processes to ensure compliance with the new legal requirements. The programmatic advertising industry also began adapting – though many of its efforts have remained less visible to

end users by nature. This is because entities operating within the programmatic ecosystem do not have direct access to the end user and must rely on communication mechanisms provided by publishers. Furthermore, these entities assume different roles in the data processing chain, which makes it difficult to ensure that communication with users is clear and consistent. Adding to the complexity is the large number of entities involved and the interconnectedness between them, which poses an ongoing challenge to achieving true transparency in informing users about how their data is being processed.

Despite the above challenges, the industry has taken its own initiatives to ensure compliance with GDPR. One of the most significant efforts was the development of the Transparency and Consent Framework (TCF) by IAB Europe. This framework established a set of standardised rules enabling publishers, data brokers and advertisers to legally obtain user consent and process personal data. A key component of the TCF is the TC String – a string of characters that encodes and records a user’s consent preferences as expressed via Consent Management Platforms (CMPs) when visiting a website or using an app. The TC String is then shared with advertising platforms and other participants within the programmatic ecosystem.

n 2019, several organisations lodged a complaint against IAB Europe with EU data protection authorities. The case reached the Court of Justice of the European Union (CJEU), which issued a ruling in March this year that drew wide attention across industry media and social platforms.

The Court ruled that when a TC String is combined with other data, such as an IP address, it enables user identification and thus qualifies as personal data. Crucially, the fact that IAB Europe cannot itself link TC Strings to IP addresses does not change their classification as personal data.

Another key finding concerned the roles and responsibilities within the TCF. The Court held that IAB Europe, as an industry organisation, influences data processing and, together with its members, acts as a joint controller of processing activities related to the TC String. It also drew a clear distinction between the initial recording of user consent preferences by IAB members and any subsequent use of that data by third parties.

The ruling clarified several important issues, particularly around personal identification and the distribution of responsibilities. As a result, the advertising industry is expected to adjust its practices and update privacy policies. Still, achieving

full transparency in programmatic advertising remains a challenge.

Beyond GDPR

Since the introduction of GDPR in the European Union, many jurisdictions around the world have adopted similar data protection regulations — such as the California Consumer Privacy Act (CCPA). This trend has become a significant feature of the global legal landscape, particularly given that supply chain participants often operate across multiple jurisdictions. Effectively harmonising all applicable legal requirements remains a considerable challenge.

In February 2020, the European Commission published its communication on the European Data Strategy. Under this framework, several key pieces of legislation have already been introduced, including the Digital Services Act (DSA) and the Digital Markets Act (DMA). Some of these new regulations impose additional obligations on the advertising industry. For instance, they prohibit profiling and the delivery of ads based on so-called sensitive data, and set out specific cases in which advertisements must disclose information about the algorithms used for profiling. These developments present yet another transparency challenge — particularly for the programmatic advertising ecosystem.

New technologies

With the rapid advancement of technology and the explosive growth of artificial intelligence, the advertising industry is facing a new wave of challenges. Particular attention should be paid to technologies that enable user identification without storing data on the user's device, as well as the vast potential of AI-driven ad personalisation.

The AI Act has already been adopted by EU legislators, and the intersections between this regulation and the GDPR are the subject of ongoing specialist analysis. In this context, it is worth noting that in June, the French data protection authority published recommendations on the development of AI systems. These guidelines are intended to help strike a balance between technological innovation and the protection of fundamental rights, including the right to privacy. Familiarity with these recommendations is important — they offer a framework that enables more legally secure implementation of AI technologies.

Ethical considerations

The use of data in programmatic advertising raises important ethical questions, particularly around informed consent and the handling of special categories of personal data. Information

such as political views or health status can be highly valuable to advertisers.

A case from February 2024 illustrates the risks of misusing sensitive data: a Connecticut user received a cremation services ad shortly after undergoing chemotherapy. The incident raised serious concerns about how data brokers collect and use such information.

It shows how the line between targeted advertising and privacy intrusion can blur — especially when data is processed without transparency, user control or empathy. That is why it is essential to uphold not only legal standards of consent, but also the ethical integrity of data practices.

Building trust

The above reflections lead us to the conclusion that user consent, data confidentiality and transparency should be treated as top priorities in all our activities. These issues are already being addressed through existing solutions, although there is a clear need for their continuous improvement. One such solution is the use of Consent Management Platforms (CMPs). These tools help websites and applications obtain users' consent for the processing of personal data. The most advanced CMPs allow users to easily manage their consent

not only at the beginning of their visit but also at any point thereafter. Another solution is contextual targeting, which analyses the content of a website or app to serve ads that are relevant to that specific context. In the broader landscape of privacy protection, there is growing interest in Privacy-Enhancing Technologies (PETs). These tools are gaining popularity due to increasing restrictions on the use of personal data and greater pressure to provide genuine privacy safeguards.

Skilled human resources

Professionals responsible for compliance and data protection are facing increasingly complex and demanding challenges. They must possess a broad range of competencies, including comprehensive legal knowledge of both existing and emerging regulations, industry standards, and self-regulatory frameworks. An understanding of best practices in cybersecurity and risk management is equally important. Familiarity with data processing methods and operational procedures enables such professionals to formulate well-balanced and business-relevant recommendations. These individuals should also be equipped with the skills to develop, update and effectively implement clear and transparent policies. Given their ongoing interaction with internal departments, regulators, auditors and

other external stakeholders, strong communication skills are indispensable. A valuable asset in this context is a solid grasp of the ethical implications of programmatic advertising and data use. The multifaceted nature of these responsibilities means that any individual overseeing compliance should be a multidisciplinary expert committed to continuous learning and professional development.

Conclusion

Programmatic advertising continues to evolve. A number of emerging trends are revolutionising how advertisers engage with their audiences. The future of programmatic is being shaped by developments such as the integration of artificial intelligence and machine learning, omnichannel strategies, native advertising, advanced targeting and audio formats — all of which allow for more personalised and effective campaigns.

At the same time, the industry faces significant challenges that must be addressed. Transparency, informed user consent, data security, algorithmic fairness and the involvement of highly skilled, multidisciplinary teams are all essential considerations that advertisers, publishers and technology providers must take into account in order to build a “new era of programmatic possibilities.”



THE APPLICATION OF AI MODELS

Jerzy Orłowski, MiM Solutions

Michał Brzozowski, MiM Solutions

The use of artificial intelligence in RTB is crucial for automating processes, optimising advertising spend, and increasing campaign effectiveness. Advanced AI models predict the likelihood of a click, enabling precise tailoring of ad content to user expectations and behaviours.

Click-through probability model: the key to effective real-time bidding

Real-time bidding (RTB) is an integral part of modern digital marketing, and its effectiveness depends largely on the precise modelling of click-through probability (CTR). In this article, we explore how artificial intelligence (AI) models are used to estimate the likelihood of a user clicking on an ad, and what methods and techniques are applied in this process.

Understanding the click-through probability model

At its simplest, the bid price in an RTB auction is the product of the cost per click (CPC) and the probability that a user will click on a given ad. While CPC is a fixed parameter, estimating the click-through probability is a far more complex challenge, requiring the use of advanced AI models.

Features influencing click-through probability

AI models analyse a wide range of features to determine the likelihood of a click. The most important of these include:

- User features: information about the browser, operating system, location, etc.
- Ad features: ad dimensions, format, and content.
- Placement features: domain name, app context.

In practice, we use two main types of machine learning algorithms: random forests and factorisation models.

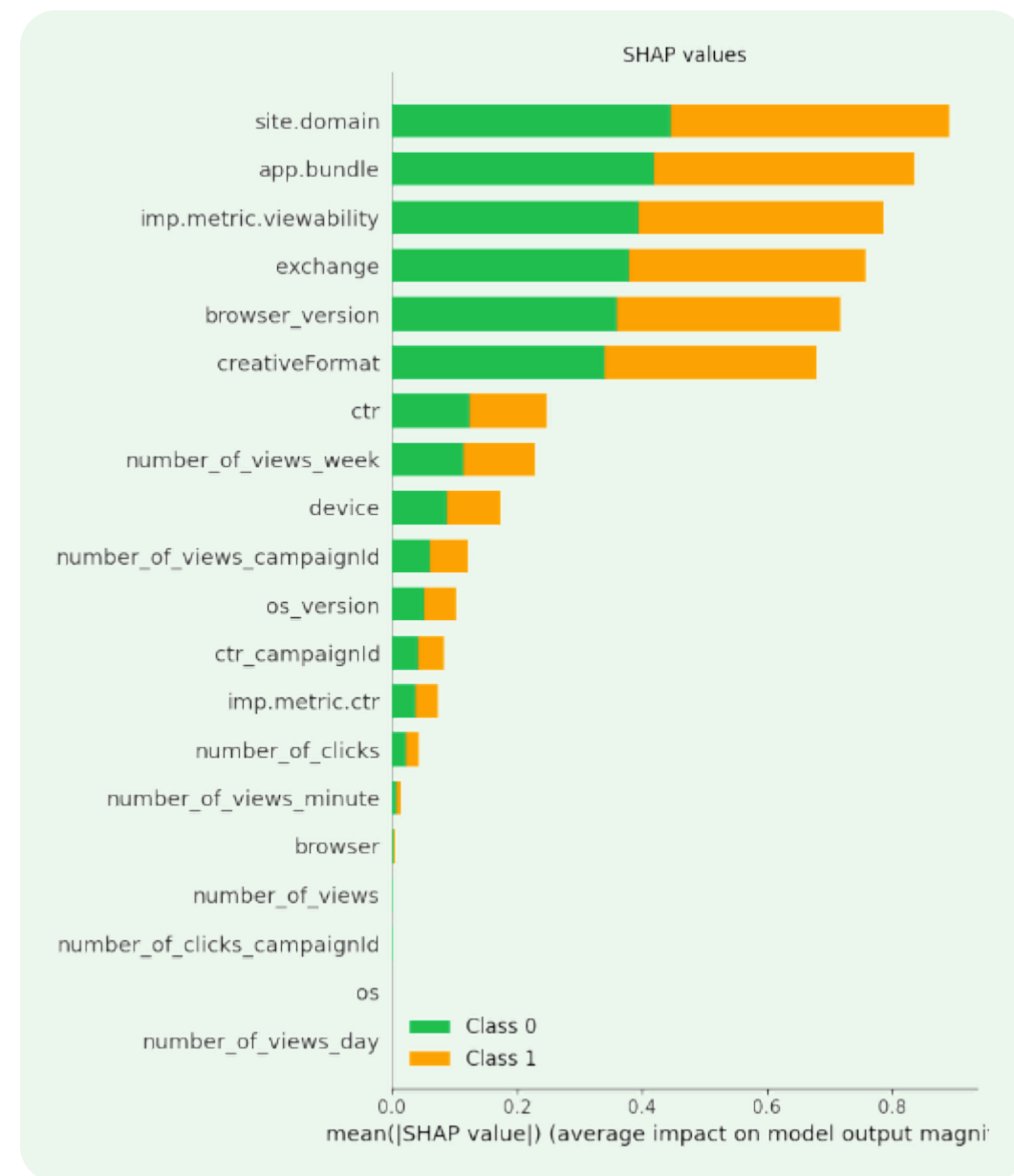
Random forests: a classic approach in modern marketing

Random forests are a classic model developed in the 1990s, consisting of multiple decision trees. In each tree, decisions are made by following branches that lead to final predictions. Each leaf node of the tree represents a prediction of the click-through probability.



One of the main advantages of tree-based models, compared to more complex neural networks, is their explainability. This makes it possible to

clearly understand which features have the greatest impact on the model's predictions.



For example, based on the chart above, it can be observed that the most influential features affecting ad performance are the placement environments, such as the website domain or the app in which the ad is displayed.

Factorisation models

Factorisation models represent a more advanced approach that takes into account interactions between different features. They allow for more accurate predictions in complex cases where features exhibit intricate dependencies.

Model validation: a key step towards success

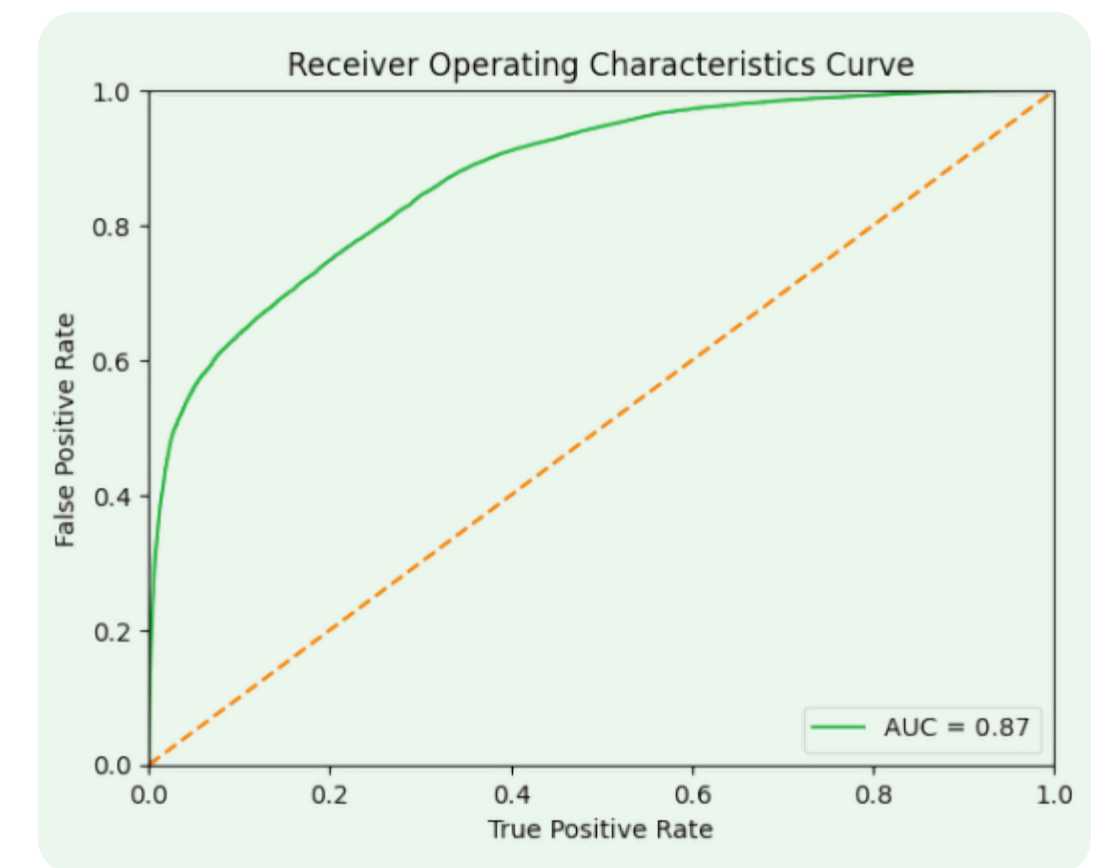
Before deploying a model into production, it is essential to validate its performance. This process involves splitting historical data into two sets: a training set and a validation set. The training set is used to train the model, while the validation set allows for evaluating its effectiveness on previously unseen data. To assess the quality of the algorithm, we use two key metrics: AUC and log loss.

AUC: a measure of classification performance

The AUC (Area Under the Curve) metric evaluates how well the model distinguishes between clicks and non-clicks. Technically, AUC refers to the area under the ROC (Receiver Operating Characteristic) curve.

The adjacent chart shows a sample ROC curve in green. The dashed orange line represents the most basic and naive model. The greater the distance between the green curve and the orange diagonal, the better the model performs com-

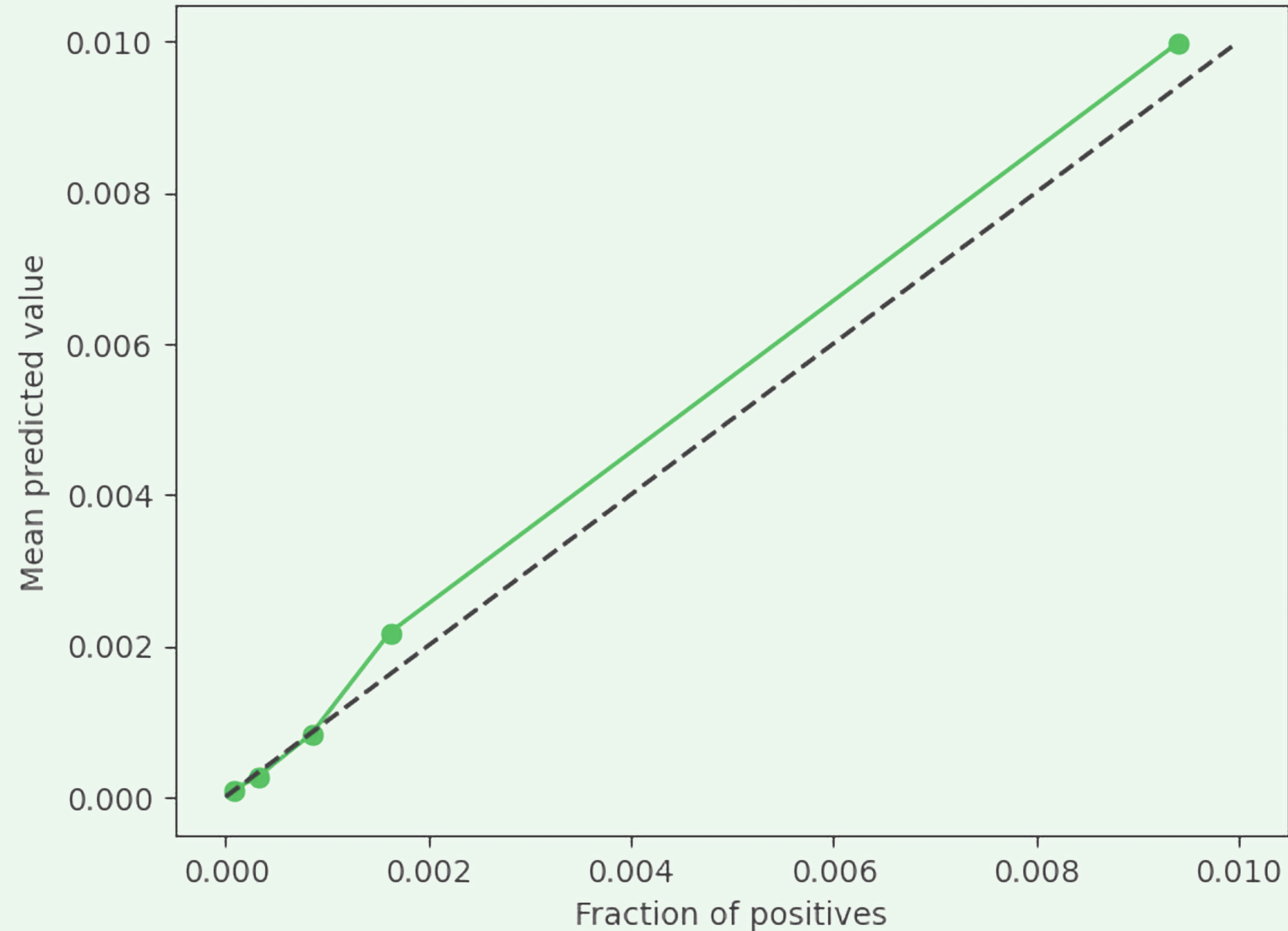
pared to random guessing. This difference is quantified by the area under the curve: the triangle under the diagonal represents a value of 0.5 (naive model), while the area under the green curve is 0.87 (with 1 indicating a perfect model).



Log loss: a precise measure of accuracy

Log loss is a technical metric that compares the model's predicted probabilities with actual outcomes. It can be visualised using a calibration curve, which shows how closely the model's predicted probabilities of a click match the observed

Calibration plots



probabilities. The closer the green line is to the dashed diagonal, the better calibrated the model is.

The future of modelling: the multi-armed bandit
One of the key challenges in RTB algorithms is the rapid obsolescence of models trained on historical data. To address this, reinforcement learning algorithms – such as the multi-armed bandit – have been proposed. This approach dynamically adjusts bidding strategies, testing and calibrating them in real time.

The multi-armed bandit algorithm draws on the casino metaphor, where the decision of which slot machine to play aims to maximise winnings while minimising losses. In the context of RTB, the slot machines represent different bidding models, and the “winnings” correspond to key business metrics (KPIs).

Conclusion

The click-through rate (CTR) probability model is a fundamental component of effective real-time bidding (RTB). By leveraging advanced AI techniques – including random forests and reinforcement learning algorithms – we can not only estimate the probability of a click but also adapt and optimise our strategies in the evolving landscape of digital marketing.



PROGRAMMATIC MARKET **TRENDS**

Krzysztof Czok, tri-table

The programmatic advertising market in Poland is experiencing growth in ad spend and a rising popularity of programmatic direct buying models. Significant investments in programmatic advertising, combined with the use of first-party data, are contributing to the continued strengthening of this segment.

Online advertising market

In 2023, according to the IAB Poland/PwC AdEx study, online advertising expenditure rose to PLN 7.8 billion, marking a 12.6% increase compared to the previous year. These figures were complemented by estimates from the IAB Poland Programmatic Working Group, which indicate that programmatic advertising spend reached PLN 1.6 billion, representing a year-on-year increase of 3%.

Although a larger share of programmatic ad spend is now being allocated to campaigns run through private auctions, preferred deals, and programmatic guaranteed, the majority of the budget is still spent in open auctions, also known as the open market. Data published by IAB Poland/PwC AdEx shows that RTB accounts for over 60% of all programmatic spend in Poland. Meanwhile, the share of other programmatic buying models rose from nearly 31% at the beginning of 2023 to over 37% by December of the same year.

The growing popularity of programmatic direct – which includes private auctions, preferred deals, and programmatic guaranteed – is largely driven by the use of publisher-owned data (first-party data). Advertisers and agencies are increasingly leveraging data provided by website owners. This

shift is partly due to the greater transparency and reliability of the data's origin, and partly in anticipation of Google's planned phase-out of third-party cookies.

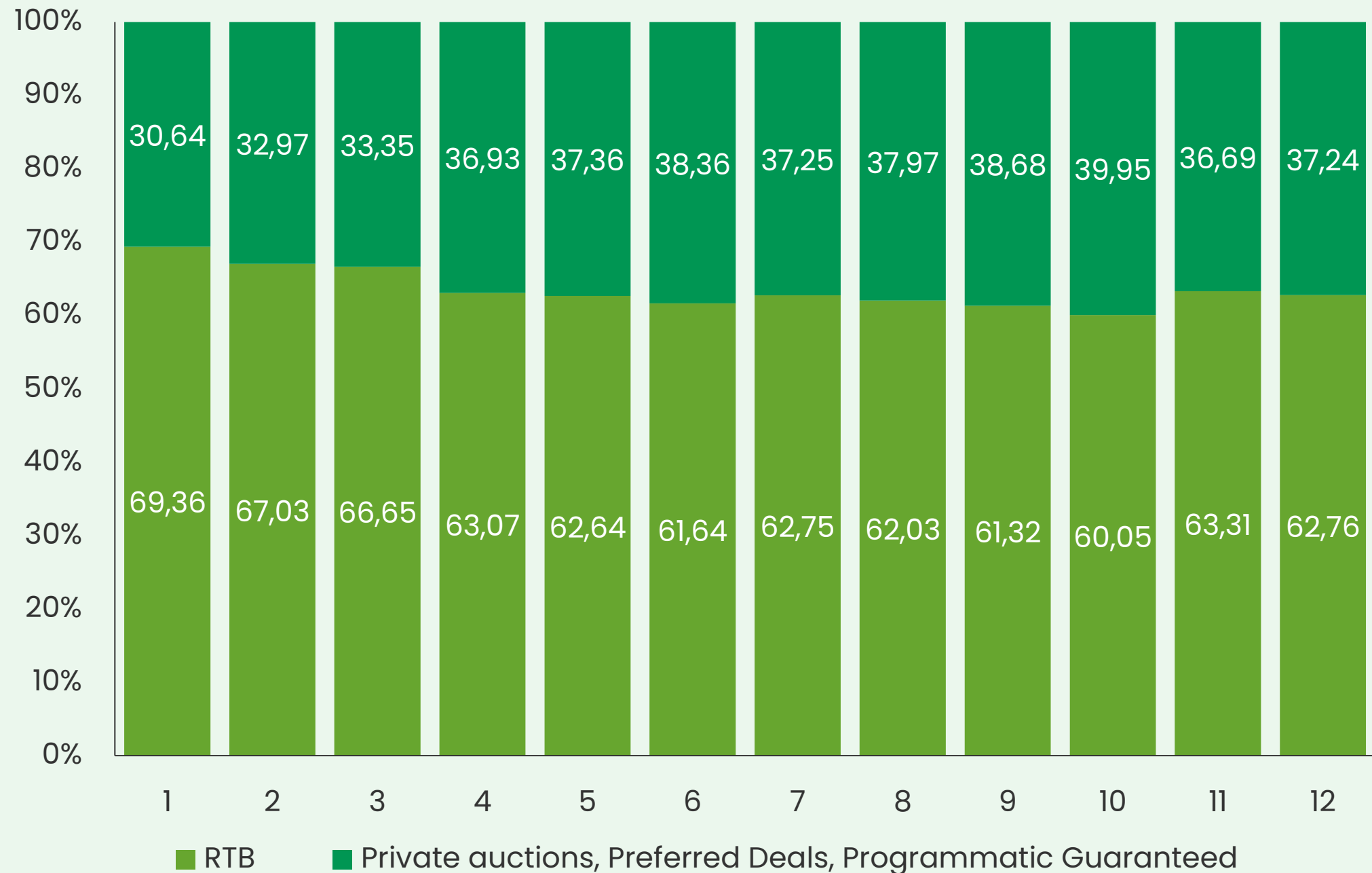
tri-table, a company specialising in areas such as publisher ad monetisation, has reported a gradual increase in revenue from its programmatic guaranteed offering. The main clients for this product are businesses that had previously relied on preferred deals. The key driver behind the popularity of programmatic guaranteed is the assurance of ad delivery. In the face of a growing number of campaigns being executed via preferred deals, this model offers advertisers and agencies full certainty that ads will be displayed to the right audience, at the right time.

Another important growth factor for the programmatic market is video advertising, which is one of the fastest-growing segments of the Polish digital advertising landscape¹. According to internal trend reports from tri-table, there is particularly strong interest in programmatic purchasing of in-stream video formats. Due to the limited availability of premium video inventory, this format is most often bought via preferred deals or programmatic guaranteed.

Privacy

Since the introduction of the General Data Protection Regulation (GDPR) in May 2018, user privacy has had a significant impact on the entire online advertising ecosystem, including programmatic ad spend. This is primarily due to the fact that programmatic advertising relies heavily on the use of data. Google's decision on 22 July 2024 to withdraw its plans to block third-party cookies in the Chrome² browser is likely to encourage advertisers to continue allocating media budgets to this buying channel. Some marketers, concerned about losing their existing targeting capabilities, had planned to reduce programmatic advertising spend in the initial phase of the cookie deprecation, which was originally scheduled for the end of 2024 but was later postponed to early 2025. Following the announcement that Chrome will no longer phase out third-party cookies, programmatic media buyers can now be confident that precise targeting will continue as before, alleviating concerns about ads being delivered to irrelevant or misaligned audiences. This decision also reduces the uncertainty surrounding the adoption of alternative targeting solutions, the available data potential, the provenance of data sources, and the accuracy and compliance of user consent mechanisms. Every new solution takes time to implement and scale. Some advert-

RTB SHARE OF PROGRAMMATIC AD SPEND IN POLAND IN 2023



Source: IAB Poland/PwC AdEx 2023.

isers have already tested most of the new options available on the market. Others have adopted a limited number of solutions, while the remaining group had opted to wait until the previously announced changes came into effect. This latter group will likely breathe a sigh of relief, as they can continue executing campaigns using proven methods, while gaining more time to test and evaluate alternative data-driven approaches for programmatic advertising.

On the publisher side, there has been a growing awareness of the importance of implementing tools for managing user consent, known as CMPs (Consent Management Platforms). This shift has been influenced, in part, by an information campaign launched by Google at the end of 2023, aimed at publishers. The campaign communicated that ads could no longer be served without user consent when using AdSense, and that there would be restrictions on ad delivery for those using Google Ad Manager and AdMob. Many DSP platforms had already blocked the purchase of ad inventory from publishers who did not have appropriate user consent mechanisms in place. In the early phase of this enforcement, publishers began contacting tri-table to request access to CMP tools for managing user consent. Some did so just before the final deadline announced by

Google, while others acted only after experiencing a significant drop in advertising revenue. It quickly became clear to publishers that collecting user consent from the European Economic Area and the United Kingdom was no longer optional – it had become an industry requirement, not a voluntary practice limited to selected market participants. Publishers can find CMPs that meet all industry standards on the IAB Europe or Google-certified provider lists. These platforms allow users to review and update their consent preferences at any time.

Similar options for managing and editing consent preferences are expected to be introduced in the future within the Google Chrome browser. Many advertisers, agencies and publishers had been preparing for the deprecation of third-party cookies for several years, which is why the majority of market participants had already implemented first-party identifiers. Currently, there is a growing trend towards the use of these identifiers in programmatic campaigns, along with increased adoption of publisher-owned data and contextual targeting.

Artificial intelligence

The use of artificial intelligence (AI) is playing an increasingly important role in programmatic ad-





vertising. Generative AI technologies enable the creation and personalisation of ad content, as well as the optimisation of large volumes of real-time campaign data. AI tools facilitate the rapid production of copy, images, video materials and audio tracks used in advertising – and allow for the generation of a vast number of personalised ad variations.

The use of AI supports faster campaign deployment, which is a significant advantage in programmatic advertising. With the help of available tools, it is now possible to create, adapt and translate creative assets into multiple languages more efficiently. Based on materials received from headquarters located in another country, advertisers can launch campaigns simultaneously across multiple markets. In addition, the AI-driven analysis of campaign data enables better optimisation of ad delivery, which contributes to improved performance. The cost-efficiency associated with producing advertising assets using artificial intelligence can also encourage increased investment in media buying.

However, the use of generative AI also raises legal concerns⁴. Content created by AI is not protected by copyright, which means that the output generated by AI systems can, in principle, be freely used

without the consent of the original creators. All matters related to artificial intelligence require new legal frameworks. On 13 March 2024, the European Parliament approved a new regulation – the Artificial Intelligence Act (AI Act)⁵. This is the first comprehensive piece of legislation of its kind globally, aimed at regulating the AI sector in its entirety. The new law will take effect two years after its entry into force, giving all relevant stakeholders time to adapt to the new regulatory environment.

Sustainability

As part of the digital advertising ecosystem, programmatic advertising has a significant impact on carbon emissions. This results from the complex technological infrastructure that powers the automation of buying and selling ad inventory in real time. From hosting creatives on servers, running real-time auctions, displaying ads, and leveraging data for targeting and analytics, to campaign reporting and performance measurement – every stage of the programmatic process involves energy consumption, which in turn generates CO₂ emissions.

Some demand-side platforms (DSPs) now offer advertisers the ability to monitor the carbon footprint of their campaigns. While only a few brands

currently use these emerging solutions to assess the environmental impact of their advertising activity, more will be required to do so in the future due to new regulatory frameworks. The EU Corporate Sustainability Reporting Directive (CSRD) obliges large companies to report – from the 2024 financial year onward – on their carbon emissions across global supply chains, including those linked to advertising activities⁶. The growing focus on environmental responsibility is also reflected in initiatives such as the Green Initiative, launched by IAB Tech Lab in January 2023. The project aims to reduce the carbon footprint of digital advertising by promoting more sustainable practices across the industry⁷.

Conclusion

The programmatic advertising market in Poland continues to grow, driven by rising ad spend and the increasing adoption of programmatic direct buying models. Significant investments in programmatic campaigns and the use of first-party data are reinforcing the strength of this channel. Google's decision to abandon the deprecation of third-party cookies has eased advertisers' concerns about maintaining precise targeting capabilities, while also encouraging the development of new technological solutions. The growing importance of video advertising, coupled with the

use of AI in campaign optimisation, points to continued innovation in the sector. At the same time, increasing environmental awareness and evolving legal regulations are pushing companies to monitor and reduce the carbon footprint of their advertising efforts. In the coming years, these trends will shape the future of programmatic advertising – promoting a more sustainable and efficient development of the market.

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