



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE ON
PROGRAMMATIC ADVERTISING!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

Programmatic Advertising Explained Simply

- 1** A user opens the website or app
- 2** The available advertising space is offered in an auction
- 3** Advertisers place automated bids on these impressions
- 4** The ad with the highest (and most relevant) bid wins
- 5** The ad is played in real time



The entire process
takes less than
100 milliseconds



<https://www.dreikon.de/en/news/glossary/programmatic-advertising/>

