

UBIDEX

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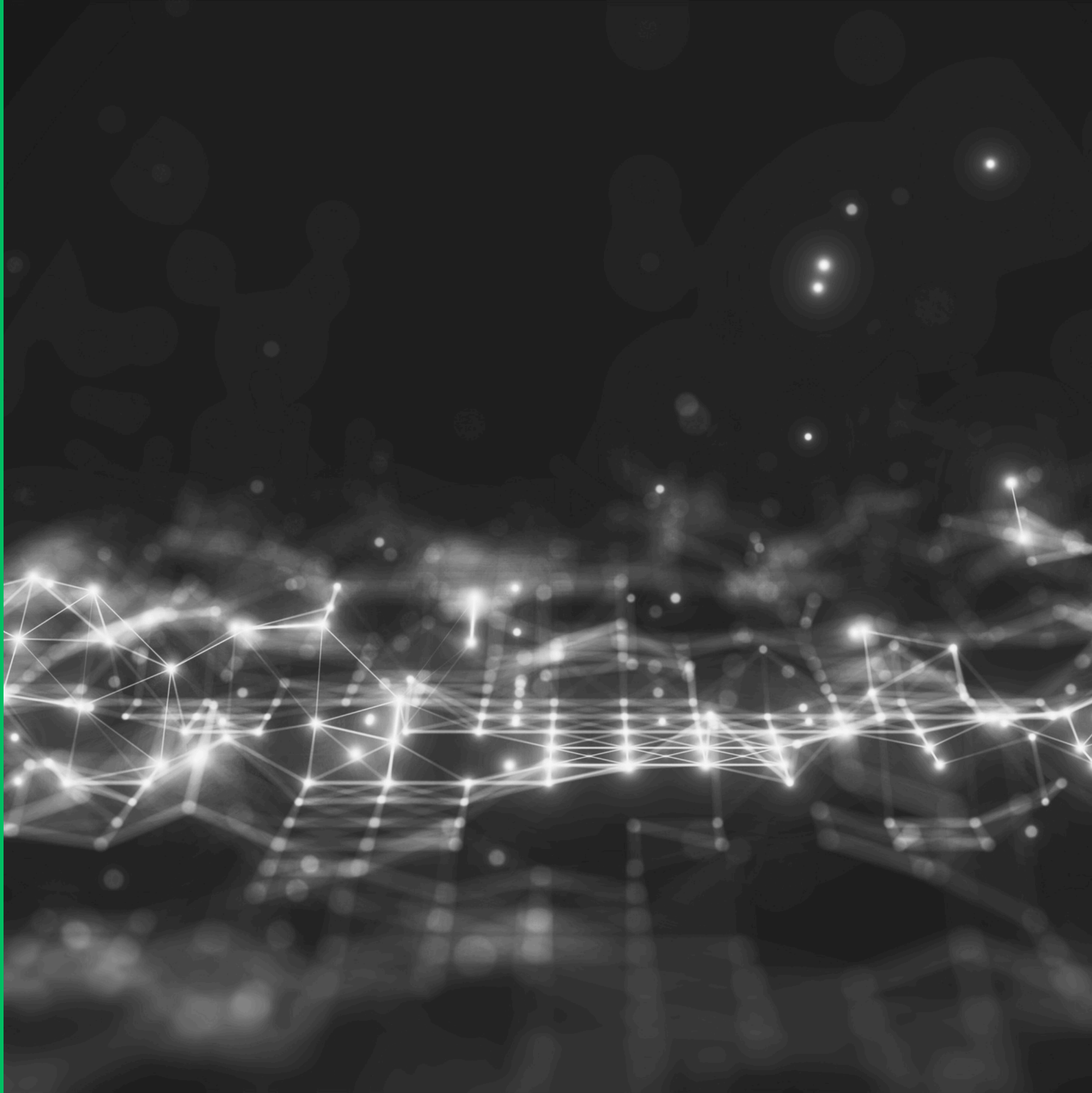
QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

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**TOP INDUSTRY
NEWS & TRENDS**



APRIL

THE 7 BENEFITS OF PROGRAMMATIC VIDEO ADS

UBIDEX



EVERYTHING YOU NEED TO KNOW ABOUT THE ONLINE SAFETY ACT

The Drum

GOOGLE DELAYS DEPRECATION OF THIRD-PARTY COOKIES ONCE AGAIN

eMarketer

AD INDUSTRY PREPARES FOR 'TIPPING POINT' THIS YEAR IN SUSTAINABILITY

Digiday

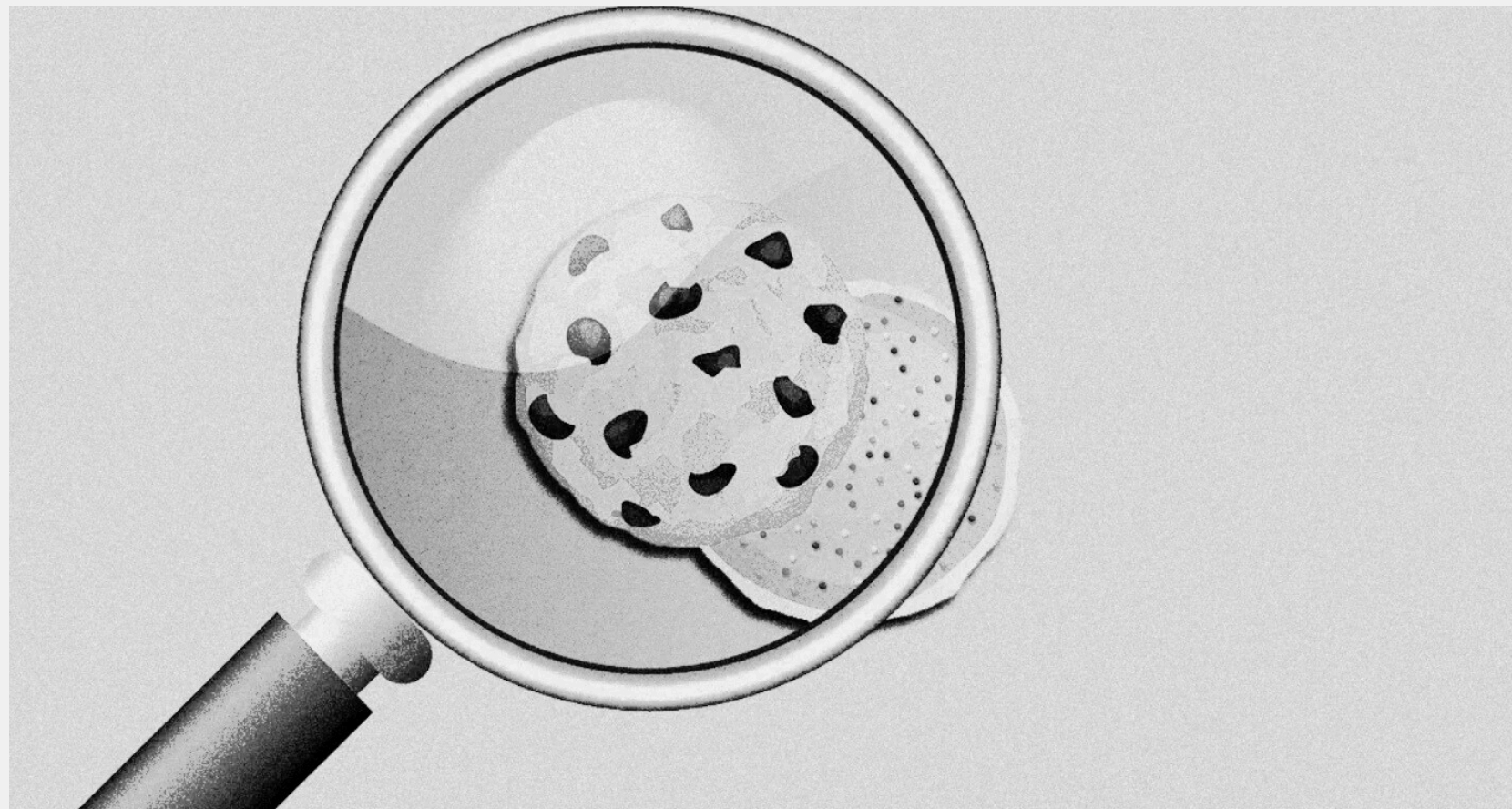
THE CHANGING FACE OF MEDIA: AS AD SPEND RISES, BUDGETS SWITCH TO COMMERCE

Forbes

MAY

NAVIGATING THE NEW ADVERTISING LANDSCAPE

EXCHANGEWIRE



**8 INSIGHTS ABOUT THE FUTURE OF
ADDRESSABILITY & MEASUREMENT
POST-COOKIE**

The Drum

**ONLY 32% OF PUBLISHERS ARE
PREPARED FOR THE END OF
COOKIES**

eMarketer

**ID BRIDGING DEBATE BRINGS ABOUT
NEW TRANSPARENCY STANDARDS
FROM IAB TECH LAB**

AdWeek

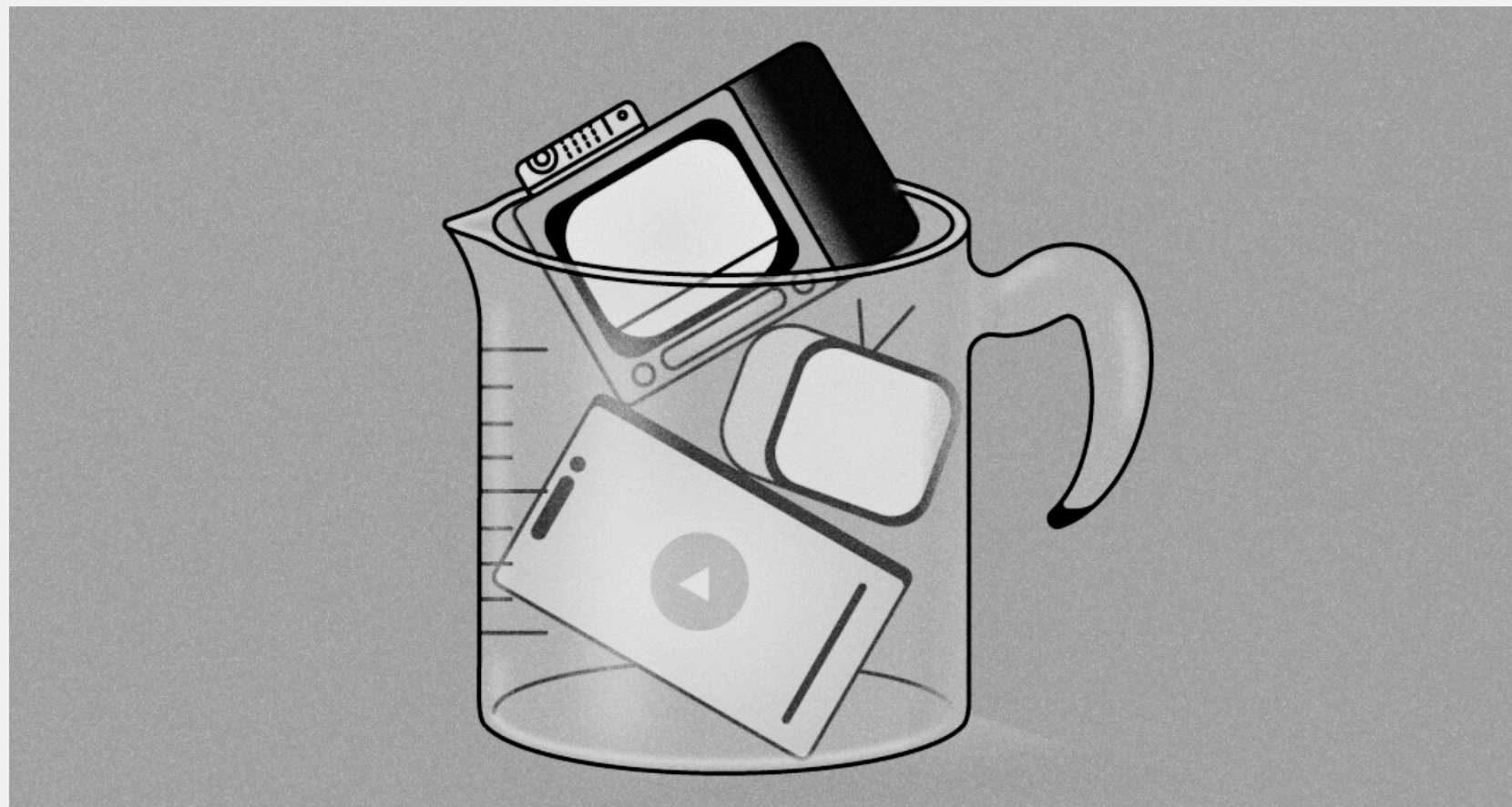
**EMBRACING INCREMENTALITY:
NAVIGATING POST-PRIVACY
MEASUREMENT CHALLENGES**

AdExchanger

JUNE

IS IT TIME TO PANIC ABOUT GOOGLE'S SGE?

THE DRUM



CTV: HOW BIG IS THE OPPORTUNITY?

ExchangeWire

WHY ADVERTISERS ARE TURNING AWAY FROM WALLED GARDENS

eMarketer

SHRINKING BUDGETS LEAVE PROGRAMMATIC MARKETERS WITH A RAW DEAL

Digiday

HOW FUTURE PLANS TO ELEVATE PUBLISHER-PROVIDED AD TECH

AdExchanger



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MUST-READ ARTICLES

VIDEO ADS



THE POWER OF PROGRAMMATIC VIDEO ADVERTISING

THE 7 BENEFITS OF PROGRAMMATIC VIDEO ADVERTISING

Discover the power of programmatic video advertising. Explore the top 7 benefits that can supercharge your digital marketing efforts and drive great results.

[READ ON BLOG](#)

RTB



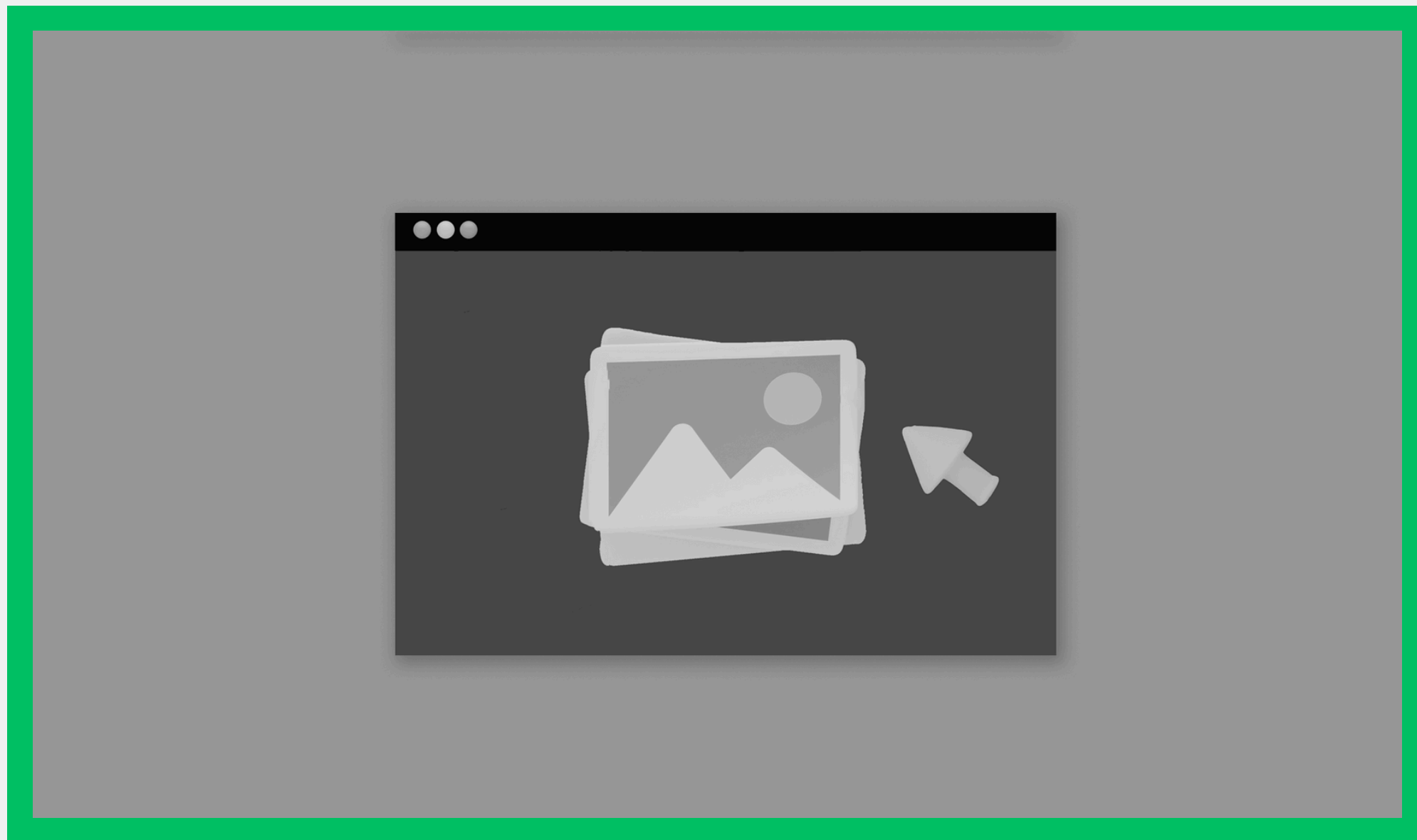
MECHANICS, BENEFITS, AND BEST PRACTICES

UNDERSTANDING REAL TIME BIDDING: A GUIDE FOR ADVERTISERS

Unlock the power of Real-Time Bidding (RTB) with our comprehensive guide for advertisers. Maximize your campaign effectiveness in the digital advertising landscape.

READ ON BLOG

POST-CLICK ATTRIBUTION



THE COMPLETE GUIDE TO POST-CLICK ATTRIBUTION

UNLOCKING THE POWER OF POST-CLICK ATTRIBUTION

Unlock the potential of your ad campaigns with post-click attribution. Discover how understanding user actions after ad clicks can optimize your programmatic advertising strategy for better results.

[READ ON BLOG](#)



03

EBOOKS & PODCASTS

STEP-BY-STEP GUIDE: LAUNCHING RETARGETING CAMPAIGNS

WHAT'S INSIDE?

- **Chapter 1: Set Your Campaign Objectives**
- **Chapter 2: Segment Your Retargeting Audience**
- **Chapter 3: Select the Right Ad Formats**
- **Chapter 4: Get Ready With Creatives**
- **Chapter 5: Connect Traffic Sources**



[DOWNLOAD FOR FREE](#)

ON HEADPHONES:



THE CASE AGAINST LAST CLICK

“There’s still a ton of advertisers out there obsessed with last click. They think it’s so simple, so deterministic and easy ... that it’s just really tidy, but the reality is that marketing measurement is not tidy, and if you try to make it tidy, you’re probably doing it wrong.”

[LISTEN](#)

TRIPLELIFT’S AIREY BARINGER ON EMBRACING PROGRAMMATIC INNOVATION

The discussion delves into the research shedding light on how prepared marketers are in the core areas of AI, retail media, addressability and CTV.

[LISTEN](#)

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**STATS &
FACTS**



NUMBERS DON'T LIE:

- Retargeting can increase ad engagement by **400%**.
- Retargeting campaigns **perform 10 times better** than regular display/banner ads.
- Only 2% of users convert on their first visit.
- A single remarketing campaign can lead to an increase in **conversion rate by up to 161%**.
- Mobile apps running retargeting saw a **20% greater increase in revenue** than mobile apps not running retargeting.

NUMBERS DON'T LIE:

- **65%** of online viewers recognize and appreciate online ads that display products they viewed on another site.
- **79%** of consumers say they will only interact with offers that reflect their previous interactions with a business.
- The global retargeting software market is expected to **reach \$8.87 billion by 2029.**
- **1 in 5 marketers** has a dedicated retargeting budget.
- **53%** of marketers are concerned about ad targeting's effectiveness in a post-cookie world.



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CASE STUDY

UBIDEX & IGAMING HOLDING

UBIDEX Toolkit empowered an international iGaming holding to aggregate all data collection to unified audiences, **automate audience segmentation** according to the marketing funnel and run **cross-format retargeting and retention campaigns** through programmatic and direct traffic suppliers.

DOWNLOAD OUR CASE STUDY TO DISCOVER HOW UBIDEX'S CLIENT:

- achieved significant growth against their main KPIs by leveraging cross-format retargeting and retention campaigns
- achieved a decrease in the attribution cost of recurring deposits (Tier1 GEOs) to less than \$1
- increased CR for Visit to Deposit to 30%
- brought a media ad spend ROI on recurring deposits of more than 17 times
- and more



[DOWNLOAD CASE STUDY](#)

— ABOUT UBIDEX

UBIDEX is a unique toolkit for cookieless retargeting, custom audience collection, and programmatic media buying.

Its pioneering technology combines high performance with robust features, enabling the seamless execution of successful user retargeting and retention campaigns. It provides clients with an enhanced ability to collect cookie-less audiences, track first-party user events, efficiently execute retargeting campaigns using niche traffic suppliers, and accurately measure post-view and post-click attribution.

UBIDEX has been developed to help its clients worldwide grow their business results.

QUESTIONS? COMMENTS?

Feel free to share your feedback.

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