

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



Featuring Joe Zawadzki, CEO of MediaMath



*Insight into B2B marketing trends, key insights for
marketers and predictions for 2014*

Briefly describe MediaMath and how it fits into the B2B Marketing eco system?

Response: MediaMath pioneered the Demand Side Platform concept in 2007 and today, our TerminalOne Marketing Operating System™ allows agencies and advertisers to plan, execute, optimize, and analyze marketing programs across the digital landscape. The result is greater efficiency, measurably superior performance of each advertising dollar, and strategic media and audience insights to drive smarter marketing decisions. MediaMath continues to revolutionize marketing through innovative technology, strategic partnerships, talented people, adherence to best practices, and the consistent deliverability of performance.

Many marketers especially in B2B are nervous about programmatic media buys...should they be? What are the things they need to lookout for?

Response: B2B marketers should not be nervous about programmatic media buying. In fact, I am very bullish about the opportunities for programmatic media buying to help B2B marketers take advantage of the addressability of the medium and make digital a very targeted, cost-effective way to reach high-value and infrequent prospects. Unlike B2C marketers--who often have larger budgets and seek the advertising channels that reach the largest number of eyeballs--B2B marketing is usually associated with engaging the audiences of niche properties or publications.

Moreover, programmatic strategies present a significant opportunity for B2B marketers to carry on a conversation with those customers over time and across channels. The longer sales funnel allows them the ability to coordinate efforts, instead of treating each marketing channel as a siloed broadcast medium that is out of sync with the other. Programmatic tactics are extremely viable to help move a prospect from the awareness phase through to purchase and advocacy with a real understanding of the brand's message.

Do you believe web consumers are getting concerned by programmatic retargeting? What can marketers do to improve retargeting campaigns?

Response: Retargeting is an extremely effective conversion tactic for marketers, but it must be executed thoughtfully. Marketers must remember that it is best utilized for demand fulfillment; to reinforce a brand or product to drive a customer to purchase, rather than demand generation. Because it's so attributable to conversions, marketers tend to give too much weight to retargeting in their marketing mix, which takes budget away from more effective demand-generation activities like prospecting on display, online video to drive awareness, or social and targeting. Furthermore, if retargeting frequency is overdone, it could have the unintended consequence of annoying consumers. This also underscores why marketers shouldn't rely too heavily on one tactic.



What do you see as the future for MediaMath and how will those developments improve the platform for agency partners and clients?

Response: We are constantly evolving our platform to empower digital marketers to drive marketing performance. Our goal is to enable a brand to access 100% of their inventory programmatically, adding media types, diverse in format and source; more mobile and video inventory; emerging digital channels; out-of-home; and more. Simultaneously, we're increasing the number of data sources available to enable higher-quality decisions in terms of media breadth and depth. As B2B marketers and agencies become more familiar with programmatic strategies and the value they bring, they will more actively apply it to their lead generation and customer retention and expansion strategies.

There are a ton of new ad tech companies springing up. Are there any that excite you? Who is leading the innovations. Will consolidation kill innovation?

Response: I don't subscribe to the idea that the rumored consolidation on the horizon will happen at the cost of innovation. In my opinion, we're headed toward a world where there will be a set of ecosystems – some closed and some open – whose job it will be to reduce the friction between buyers and sellers. Right now what thwarts innovation most often is workflow. Driven by marketing developers, innovation will address how many vendors you can manage, how many media partners an agency can work with, how many bite-sized tools a brand can log into. It will involve plugging into the right ecosystems to get in front of the audience with which you need to engage.

Finally, if you have advice for a B2B CMO for 2014 what would it be?

Response: Get in there! Addressable digital will be the most effective marketing channel – bar none – within the next two years for B2B, just as it has become for B2C in recent years. It will be a tool for B2B marketers to field sales efforts, and it will be the most cost-effective and coherent way to have a conversation with influencers. In fact, as B2B marketers ourselves, we are actively using TerminalOne to engage our target audiences.

FULL DISCLOSURE – Just Media is currently utilizing MediaMath's technology to power all of our agency managed programmatic media buys for our clients. Our in-house team known as the "JM Data Crew" not only manages campaigns directly into the platform, but we also enjoy a fantastic relationship with MediaMath, developing specific solutions for client programs.



ABOUT JOE ZAWADZKI



MediaMath CEO Joe Zawadzki is a respected pioneer in the online marketing industry, known especially for establishing the demand-side platform sector. With his deep experience in audience targeting and optimization, ad networks and exchanges, and real-time bidding Joe is regularly invited to speak at industry conferences, roundtables and major events. After a decade representing buyers at top-tier agencies and Fortune 500 companies, Joe Zawadzki saw the need to reshape the online marketing landscape by integrating technology, data, analytics, and marketing best practices into a single media platform. He founded MediaMath in 2007, launching a technological revolution with the first demand side platform (DSP) and today, the MediaMath Marketing Operating System, TerminalOne, powers the marketing practice of more than 3,500 brands.

Joe holds several patents in the area of online methods for dynamic segmentation and content presentation. He is a graduate of Harvard University and was a Teaching Fellow in cosmology, set theory and the history of science. He lives in New York City with his wife, Daria, and their children Dune and Jack, born on the summer and winter solstices respectively.

ABOUT MEDIAMATH

MediaMath empowers the online marketing professional with technology and services that enable advertisers and their agencies to make more efficient, effective and profitable marketing decisions across display, social, video and mobile formats. Its math-driven TerminalOne platform brings together digital media and data into a powerful and flexible solution that simplifies planning, execution, optimization and analysis of both direct response and branding campaigns.

Since inventing the DSP in 2007, MediaMath has delivered results for customers that include every major international ad agency and holding company as well as top 5 retail, financial services, CPG, auto and travel advertisers. In 2011, AdAge declared MediaMath the winner of the first Forrester Research Wave report on DSPs. MediaMath is a privately held company headquartered in New York with offices in London, San Francisco, Los Angeles, Boston and Chicago. www.mediamath.com

ABOUT JUSTMEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. www.justmedia.com