

Programmatic Ads Engage your audience

Access your target audience and deliver a personalised experience across 120,000 sites. Our programmatic offering is here to execute both ABM and non-ABM campaigns at scale.



Why programmatic?

Identifying, targeting and engaging relevant audiences with unique and personalised experiences requires a multichannel approach in order to stand out from the competition.

Our programmatic ads open up new avenues for brands looking to engage with their target audience in multiple ways and build meaningful connections at scale.

Features

Our multichannel programmatic advertising offers brands the ability to get in front of their ideal audience in a variety of formats, including video, native, display, CTV and audio.



Intent-backed data
to target users
digitally



3 days from
conception to
go-live



Weekly
click-by-account
reporting



Dynamic retargeting
of high purchase
intenders



ABM and lookalike
targeting



Geo and company
level targeting/
retargeting

Let's talk brand safety

We take brand safety seriously, which is why we have the following precautions in place:

- Manual vetting - we manually vet each exchange or site before ads are placed
- Conflict avoidance - we can block specific keywords or sentences for contextual relevance
- Domain verification - all domains are verified using Moat or Ad Lightning

What to expect from our weekly reports



Enable or pause various attributes to improve campaign performance



Transparent domain performance and cost stats



Delivery, Inventory, Audience, Conversion, Strategy and Personal reports



Dynamic graph tracks which visualises changes over time

How it works

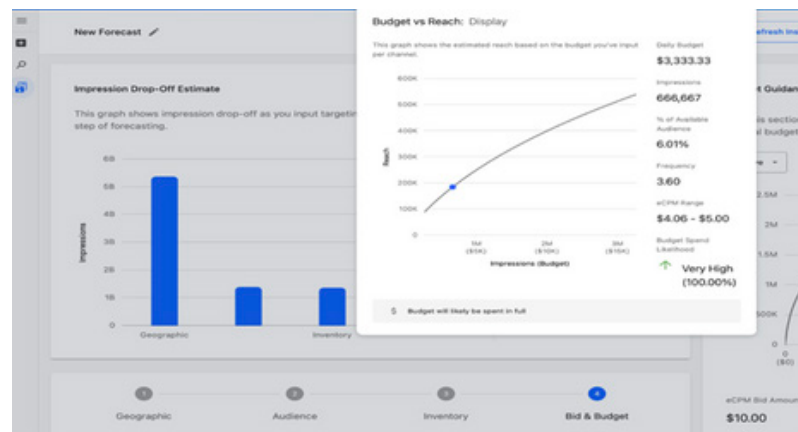
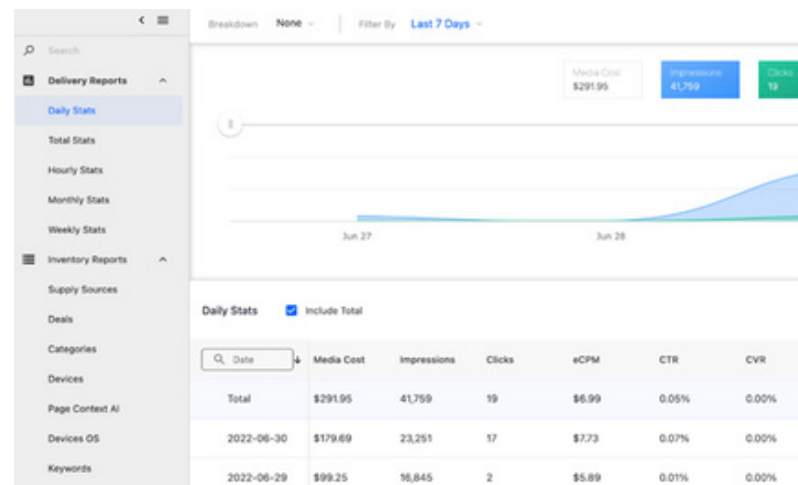
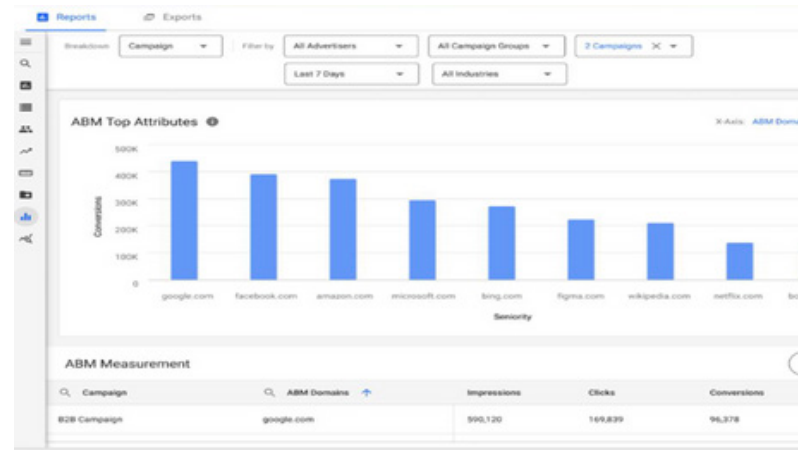
Your account manager will work to understand your targeting criteria, your campaign objectives and how programmatic ads fit into your bigger picture.

Once your targeting and preferred ad formats have been finalised, your account manager will generate and share the maximum impression volumes, CPMs and provide a full proposal of the programme.

It's then a case of agreeing campaign parameters such as flight dates, creatives, and a site list etc. You'll then receive an IO which outlines all of the above.

Once the IO has been signed and returned, your dedicated campaign management team will get everything set up and push the campaign live.

Your campaign reports will be delivered weekly on your chosen day, and your first report will be ready 7 days after launch.



About Mixology Digital

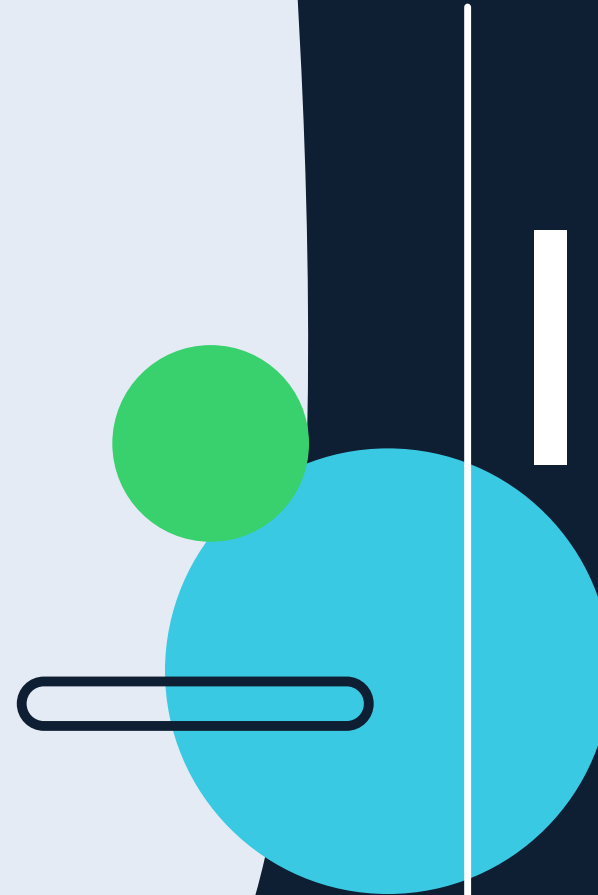
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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