

CROSS CHANNEL AD NETWORK

GLOBALNI TRENDVI KOJI MENJAJU OGLAŠAVANJE

[httpool](http://httpool.com)

GLOBALNI TRENDVI KOJI MENJAJU OGLAŠAVANJE

PROGRAMMATIC

MOBILE

VIDEO

Google & Facebook

Influencer marketing

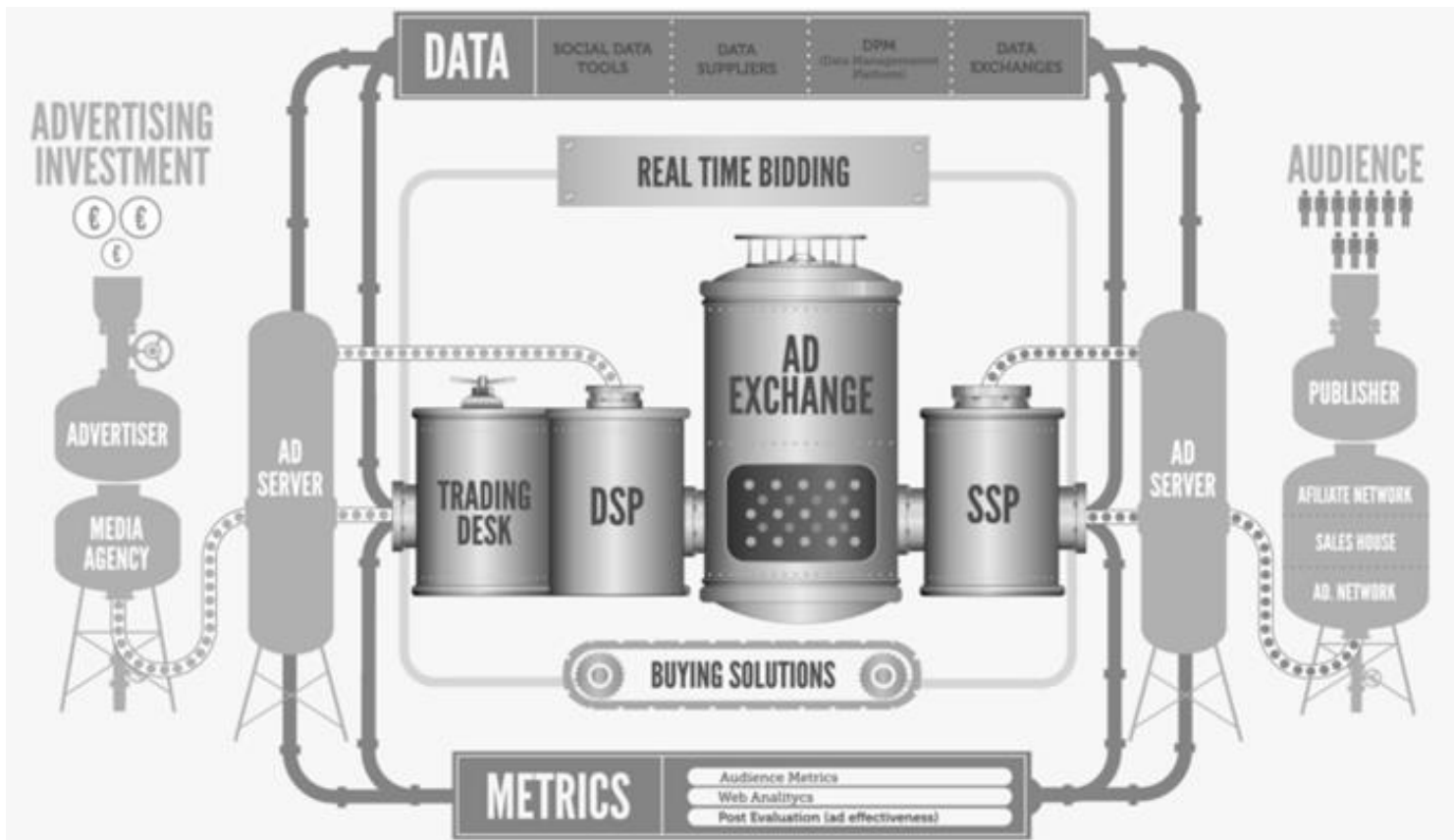
Chatbots

Instant Articles, AMP, Wearables...

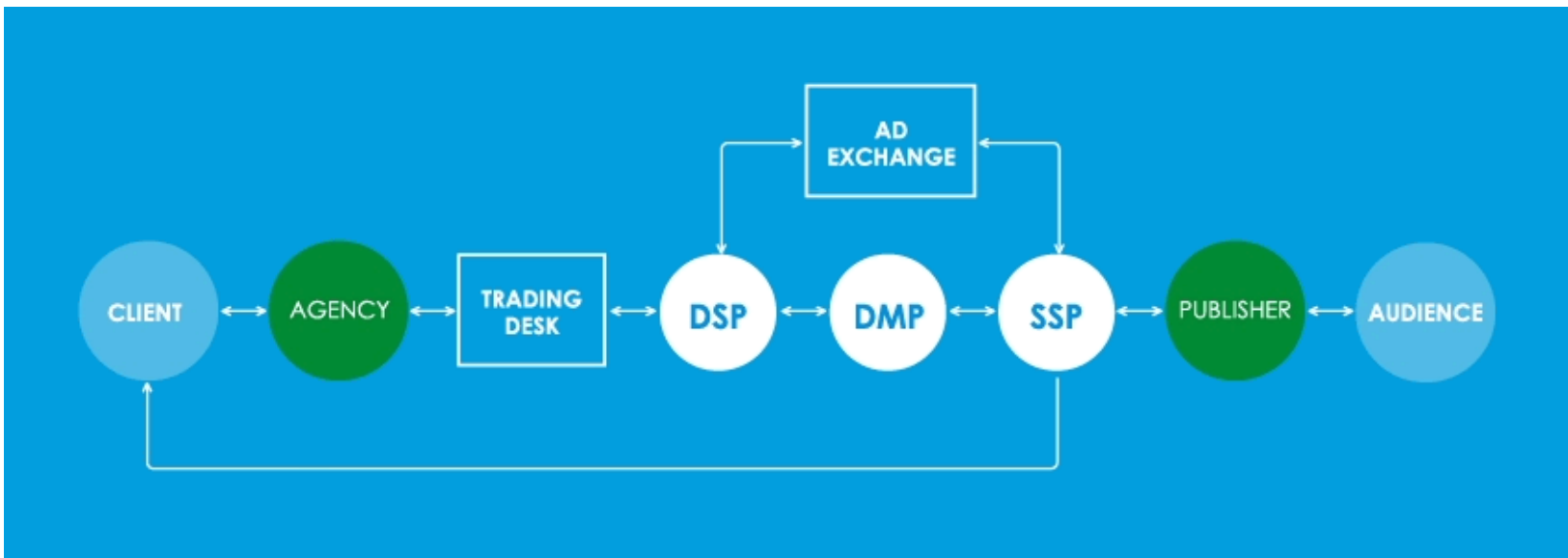


PROGRAMMATIC EXCHANGE

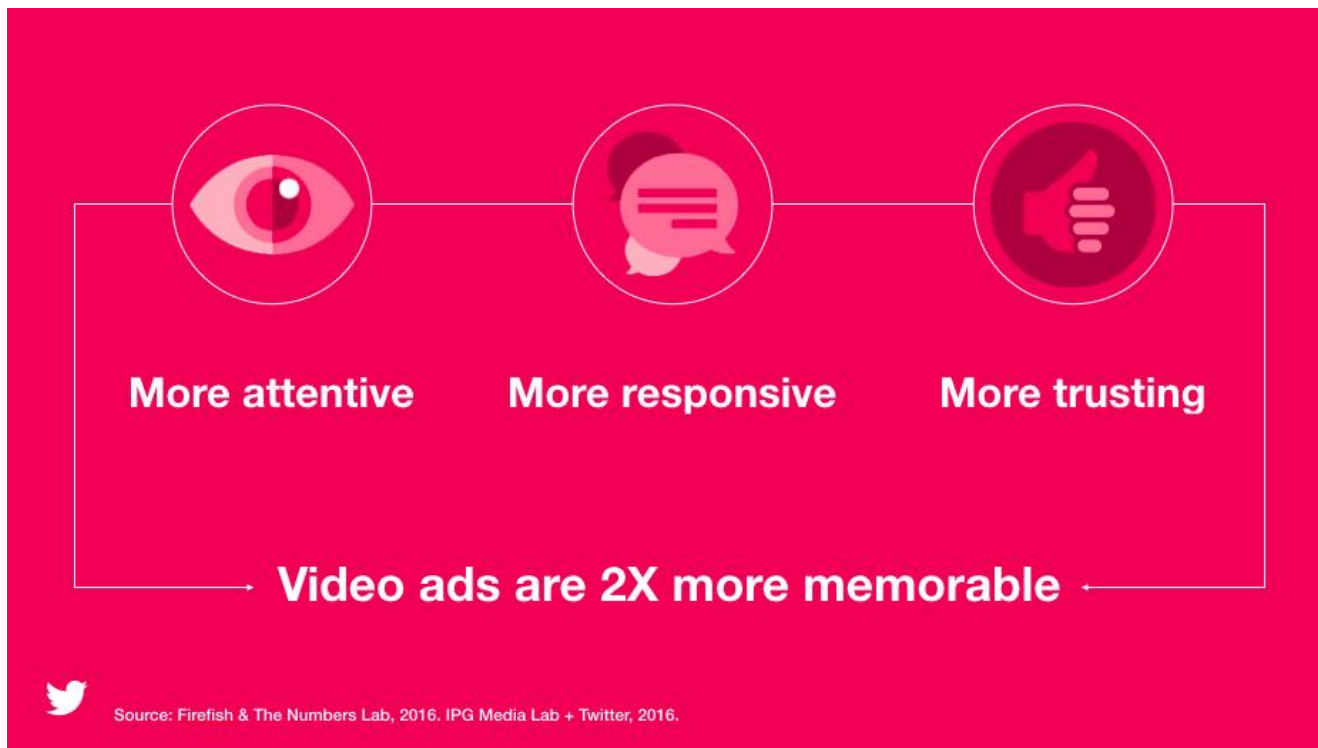
PROGRAMMATIC BUYING ECOSYSTEM



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THE YEAR WHEN IMAGES AND VIDEOS RULE



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ONLINE VIDEO

Video ads on Twitter improve brand metrics

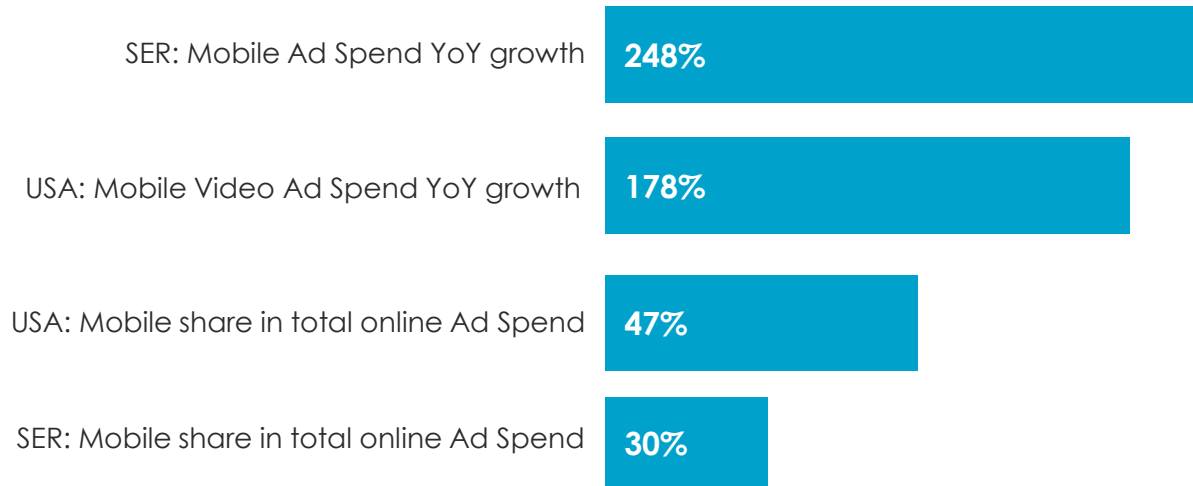


Source: Nielsen Brand Effect, 406 studies of video ad campaigns, global, 2015-2016



MOBILE REPRESENTS 65% OF DIGITAL MEDIA TIME

MOBILE



Source: IAB Serbia AdEx, IAB.com

WRAP UP



DA LI ŽELITE DA SE OGLAŠAVATE TAMO GDE SU VAM KUPCI BILI NEKADA ILI GDE SU SADA?

SKLONITE MILJE SA TV-a I ZAMISLITE EKTRAN MOBILNOG TELEFONA KADA BUDETE SPREMALI VAŠU SLEDEĆU KAMPANJU.

SPREMITE CILJEVE KAKVE STE ODUVEK ŽELELI - PROGRAMMATIC DOLAZI!

Hvala

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