

PERFORMANCE +

WEBINAR

M&C  
SAATCHI  
PERFORMANCE | FYND

# THE OPPORTUNITY OF THE OPEN INTERNET FOR MARKETERS

Why programmatic offers  
untapped opportunities



# HOUSEKEEPING

- Audience will be muted throughout.
- Recording will be shared afterwards.
- Please ask any questions using the Q&A option.
- Please send us feedback at the end of the webinar.
- We are offering an audit of programmatic channels for those who register, contact us via [Marketing@mcsaatchiperformance.com](mailto:Marketing@mcsaatchiperformance.com) to find out more

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**PART OF THE M&C SAATCHI GROUP SINCE 2010**  
**ELEVATING CREATIVE SOLUTIONS WITH DATA-DRIVEN  
MARKETING**

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# OUR SPEAKERS



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# THE OPEN INTERNET

← THE ENTIRE INTERNET →



**ANY DEVICE**



**VIRTUALLY 100% OF THE GLOBAL DIGITAL  
POPULATION**



**\$546 BILLION IN 2023\***



ZALORA



Roku TV



# BRANDING & PERFORMANCE

While Branding builds emotional connections, Performance drives conversions. Performance Branding happens when you find a balance between these two key elements.



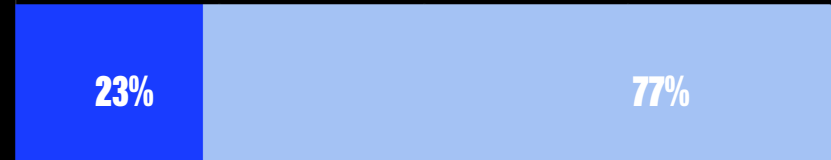
# BRANDS THAT STAY WITHIN WALLED GARDEN MISS OUT ON MAJOR GROWTH OPPORTUNITY

AVERAGE TIME SPENT BY CONSUMERS, GLOBAL



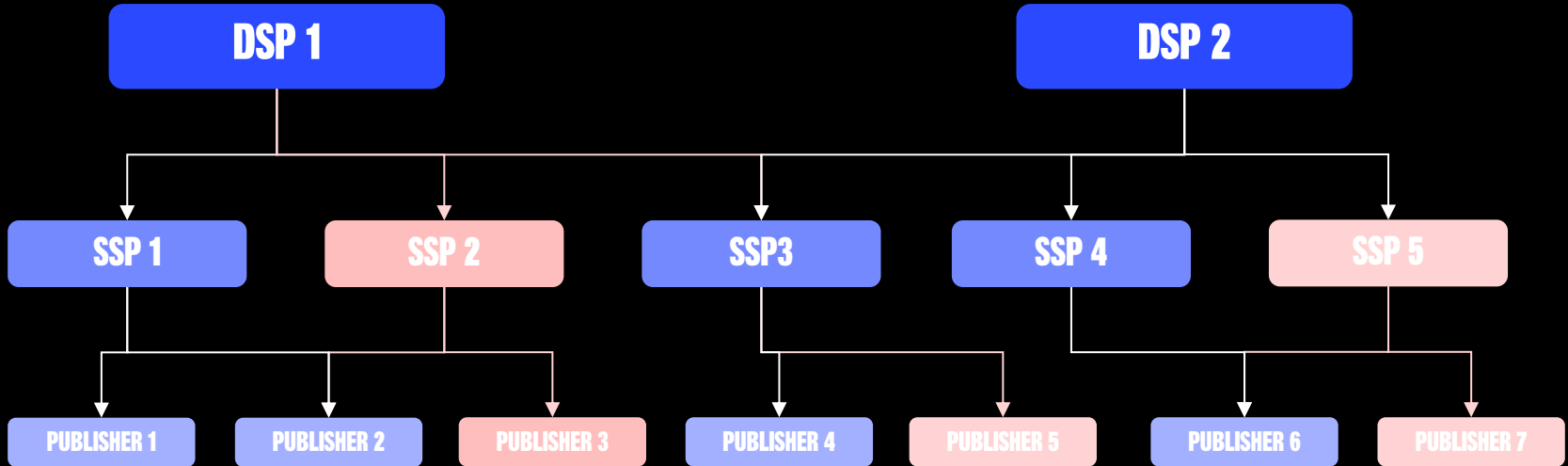
■ Open Internet ■ Social Media (Walled Gardens)

AD SPEND IN BY MARKETERS, GLOBAL



■ Open Internet ■ Walled Gardens

# SUPPLY PATH







**FINAL THOUGHT:  
PROGRAMMATIC  
BUYING  
MUST BE  
TECH AGNOSTIC**

**ANY QUESTIONS?**

# THANK YOU!

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