

Programming the marketing mind for programmatic

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Marketers 'need to lose their fear' to better understand programmatic advertising says Shazam's chief revenue officer

<https://youtu.be/JzcCD6wcLR0>

The growth of programmatic **advertising** has not been reciprocated in terms of widespread understanding according to many sources in the industry. Many marketers are still afraid of what they don't totally understand, a problem that needs to be overcome says **Shazam's** chief revenue officer, **Greg Glenday**.

Speaking to **The Drum**, and echoing the thoughts of **Michelle Zitz**, The Economist Group's programmatic director [who also highlight the 'fear' of marketers around the subject of programmatic](#), **Glenday** encouraged an improvement in education of the **advertising** platform in order to increase adoption.

"Programmatic has changed a lot in the last year-and-a-half to the point where it's not just a transaction. When a marketer wakes up in the morning they don't say 'I can't wait to transact programmatically' - they are trying to reach audiences. That's all programmatic is; an easy way to transact against an audience. We have a vast audience, we divide them into segments based on genre, location, mood and all of those things can be done programmatically."

Glenday added his belief that programmatic enabled advertisers to transact in an easier and efficient manner and target better through the use of data.

The full interview can be viewed above, with more details of [The Drum's Digital Trading Awards US](#), where **Glenday** was speaking from the launch event, can be found at the dedicated website.

Deadline for entries has been extended until 24 June.

The Drum Digital Trading Awards USA are held in association with Media iQ and partnered by The Trade Desk, OpenX, the Guardian US; and the 4A's. The awards recognize programmatic performance and are open for entry

at www.digitaltradingawards.com

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