The way we buy and sell media has fundamentally changed. Programmatic buying has graduated from being an experimental technology to a must-have in marketers’ and media publishers’ toolkit. To understand the evolution of programmatic and why it’s so strategic for buyers and sellers, we commissioned a study by Advertising Age earlier this year. Here’s what we found.

**Buyers are quick to consider it**

- When agencies and marketers are considering programmatic earlier in their media buying cycle.

74.2% of buyers see better inventory
65% expect higher-quality ad inventory in two years

90% of buyers report an increase in CTRs
51.5% expect an increase in CTRs in two years

**Programmatic has gone beyond display**

- More programmatic buys are now happening across channels and ad formats.

- Buyers are quick to consider it when planning a media campaign.

72.7% of buyers have used programmatic
86.4% expect higher-quality ads in the next year

62.7% of buyers report an increase in CTRs
51.5% expect an increase in CTRs in two years

**It’s improving the ecosystem**

- Everybody’s benefitting from programmatic, and its influence is expected to continue growing.

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**Growth is contingent on evolution**

- To truly realize the potential of programmatic, the industry will need to evolve.

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**Programmatic: The Evolution of Media Buying**

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