

The DoubleClick marketplace

By [Simon Orgill](#), issued by [Incubeta](#)

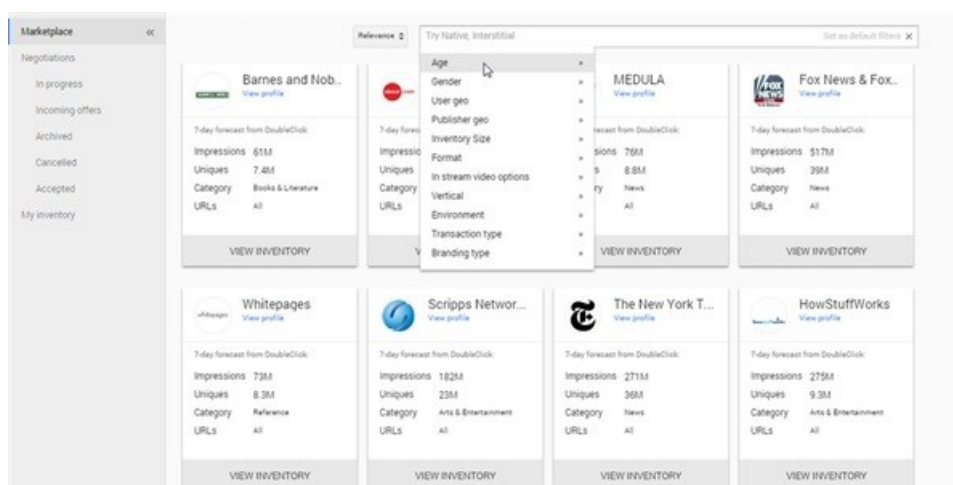
13 Apr 2016

Last year we found out that Google was introducing a marketplace where you could find inventory sources from all over the world, in a multitude of categories, for your brands or clients. Before I get more in depth, I feel a good definition of the Marketplace is in order.

Marketplace offers DoubleClick Bid Manager users a new way to quickly and easily find the right publishers and publisher inventory for their campaigns, making it easy to find what they're looking for with search, sort and filtering functionality.



The exciting thing about Marketplace is the versatility of it, as there is a niche for every single brand that uses it. The variety available is immense. You could run campaigns from Spain to Japan and be able to find quality inventory from some of the most renowned publishers in the world from BBC to ESPN or The New York Times with this amazing tool. To top it off you also have the ability to review the offers and negotiate a deal that better suits you and your budget. Cool right?!



[click to enlarge](#)

If we were to look at South African inventory available you would see copious amounts of verticals, sizes and environments available at fractions of the cost of typical premium campaign deals. What is even more impressive is that if you were to grow tired of a deal or would like to test another deal, you have the flexibility to pause the deal and find something else to deliver a better result for you.

Google has provided us with a sure-fire way to find deals all over the world, to give us the ability to negotiate and bring our clients the best and most sought after deals available and all from one amazing tool. If you aren't already testing for your client or brands then you are missing out.

About the Author: Simon Orgill

I'm just a guy sitting in front of a computer asking you to convert. A passion for always being on the forefront of digital



innovation, whether it's social media, gaming or marketing. I am always striving to be ahead of the curve. Campaign optimisation and finding the best ways to help brands succeed is my obsession and glued to my laptop whether it is weekend or not.

When I am not retargeting you and pestering you to convert you'll find me at my tech and gaming site or my Tumblr blog. I enjoy learning and implementing everything I encounter into my strategies and staying up to date with trends as to apply them real time to my clients in an effort to give them the cutting edge.

<http://techladon.com/>

<http://colouredpoetry.tumblr.com/>

- " **4 reasons why CFOs love data-drive creative** 26 Apr 2024
- " **Why data-driven creative projects fail and 3 steps to ensure success** 17 Apr 2024
- " **Jaco Lintvelt appointed as the new managing director of Incubeta Africa** 11 Apr 2024
- " **Data driven creative - when marketing is indistinguishable from magic** 13 Nov 2023
- " **Victoria Webb appointed as new managing director of Incubeta MENA** 24 Oct 2023



Incubeta

Incubeta is an international team of experts in marketing, technology, data, and creative.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>