# Programmatic advertising on the brink of transformation as industry leaders discuss future trends



As the realm of programmatic advertising approaches transformative changes anticipated for 2025, key industry executives convened to explore projected trends and innovations shaping this dynamic sector. Spearheaded by Amir Sharer, founder and CEO of BRAVE, the discussion featured insights from executives across various companies, including Unity, Ogury, Azerion, Media.net, Equativ, MobileFuse, IntentIQ, and AlgoriX.

Central to this discourse was the increasing significance of data-driven addressability, which executives predict will fundamentally reshape advertising strategies. Ari Brandt, VP of Grow Programmatic Solutions at Unity, underscored the necessity for businesses to adapt as privacy regulations tighten and traditional methods, like cookie tracking, become obsolete. He noted, "Data and navigating addressability will define the future of programmatic advertising in 2025 and beyond. Brands must be flexible in embracing first-party data and privacy-safe solutions."

The environmental implications of advertising were also scrutinised, particularly following the Made-for-Advertising scandal, as articulated by Anthony Flaccavento, General Manager at Ogury. He indicated that targeting solutions lacking precision would face intensified scrutiny due to both financial inefficiencies and environmental damage. Flaccavento asserted, “The need for advertising to decarbonise is undeniable, and getting rid of Made-for-Advertising websites is key to this effort.”

Furthermore, discussions highlighted the transformative role of artificial intelligence (AI) in enhancing campaign management. Sharer pointed out that AI-driven curation, predictive analytics, and automated optimisation would become essential tools for marketers, enabling them to navigate privacy constraints while achieving better results. "By 2025, AI will be indispensable for enabling predictive analytics, real-time targeting, and personalised creative optimisation," Sharer stated.

Executives also identified advanced programmatic technologies anticipated to drive innovation. Jose Macías from Azerion indicated that, "AI, machine learning, contextual targeting, and privacy tools will lead the way in optimising targeting and measurement." Other leaders echoed this sentiment, noting that advancements in identity solutions and dynamic bidding algorithms will be critical for effective advertising in a privacy-conscious landscape.

Emerging channels, particularly connected TV (CTV) and programmatic audio, were flagged as vital avenues for growth. Juanma Alvarez, Managing Director of Equativ, emphasised the potential of CTV, stating, "The industry is getting more and more efficient in terms of content metadata and will overcome the barrier to make CTV ramp up." The future of audio advertising was also explored, with Amir Sharer noting its capacity for delivering personalised experiences without reliance on screens.

Amid these technological shifts, the demands of advertisers and publishers are projected to evolve substantially as well. The expectation for return on investment metrics beyond traditional metrics was highlighted, with Sharer indicating that “sustainability will also be critical, with low-carbon ad placements becoming standard practice.” Executives suggest that transparency and efficiency will emerge as essential components of successful partnerships, with applications of first-party data and privacy-compliant strategies becoming increasingly prominent.

In addressing the steps businesses should take to prepare for these changes, experts advised fostering agility, leveraging AI for optimisation, and developing collaborations with data-driven partners. As Macías noted, "Advertisers will seek transparency and efficiency, while publishers will demand higher revenue and effective monetisation."

Overall, the subsequent years are expected to usher in a new era of programmatic advertising characterised by reliance on advanced technology, adaptable strategies, and a strong emphasis on user privacy. The findings of this gathering underscore the imperative for stakeholders in advertising to not only keep pace with emerging trends but also reimagine their practices to thrive in an evolving landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

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