

# **Doctoral thesis summary**

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## **Programmatic buying and the efficiency of Internet advertising in Poland**

Keywords: *marketing, advertising, Internet, technology, efficiency, programmatic buying*

Abstract: the research area of this dissertation was the impact of new technologies on marketing, and its subject was programmatic buying. The aim of the paper was to gauge the impact of its implementation on the efficiency of Internet advertising. The methodology consisted of an analysis of literature followed by IDI and CAWI surveys. The development of technologies like Internet and mobile devices along with decreasing costs of data storage reshape modern marketing and lead to the evolution of both its concept and strategic aspect as well as marketing tools, including advertising. As a result, the overall effectiveness and efficiency of marketing increases. Programmatic buying, as a technology offering an automation and optimization of media buying process based on granular data about Internet users and advanced algorithms is a part of this trend. In the course of this research it was verified what was the actual impact of programmatic buying on the efficiency of Internet advertising. The results were ambiguous, still with some caution it is reasonable to assume that this impact is positive. This ambiguity results first and foremost from small sizes of analyzed samples, but also stems from an observation, that when it comes to the improvement of advertising efficiency due to the use of programmatic buying, it is very important to properly implement this technology and make sure that the scale of activity is big enough. Only under such circumstances advertisers can benefit from media buying automation and the work of algorithms. Based on that it was identified that the future research should be conducted on larger samples and include more in-depth analyses of the causes and limitations of the impact of programmatic buying on the efficiency of Internet advertising.