

Programmatic vs Buying Direct

The benefits of buying direct from local publishers instead of using programmatic advertising.

1. Ad Viewability and Engagement:

- Direct ad buys often achieve higher viewability rates, around 70-80%, compared to 50-60% for programmatic ads. This higher visibility leads to better engagement and effectiveness of the ads ([AdButler](#)) ([Pathlabs](#)).
- Engagement rates for direct buys can be up to 2-3 times higher than those for programmatic ads, indicating a more involved and attentive audience ([AdButler](#)) ([Pathlabs](#)).

2. Brand Safety and Contextual Relevance:

- Direct buys ensure ads are placed in brand-safe environments, significantly reducing the risk of appearing next to inappropriate content. Over 80% of marketers express concern about brand safety in programmatic buys ([AdButler](#)) ([Pathlabs](#)).
- Ads placed directly with local publishers can be contextually relevant, aligning with the content of the site and improving ad performance by 20-30% ([AdButler](#)) ([Epom](#)).

3. Cost Efficiency and ROI:

- While programmatic advertising might appear cheaper initially, hidden costs such as fraud and non-viewable impressions can erode savings. Direct buys offer better cost efficiency and higher-quality placements ([AdButler](#)) ([Multiview](#)).
- Direct ad buys often provide a better ROI due to higher engagement and conversion rates, with studies suggesting a 20-30% higher ROI compared to programmatic ads ([Pathlabs](#)) ([Multiview](#)).

4. Audience Targeting and Trust:

- Local publishers have a deep understanding of their audience, allowing for more precise targeting. This can lead to a 10-20% increase in conversion rates compared to programmatic ads ([Pathlabs](#)) ([Unboundb2b](#)).
- Ads on trusted local sites are more likely to be viewed positively by consumers, enhancing brand credibility. Surveys show that 60-70% of consumers trust ads on local news sites more than those on random websites ([AdButler](#)) ([Epom](#)).

5. Ad Fraud and Transparency:

- Direct buys significantly reduce the risk of ad fraud, which accounts for substantial losses in the programmatic market. Direct relationships offer greater transparency in terms of ad placements, leading to better accountability and performance tracking ([Epom](#)) ([Unboundb2b](#)).

6. Customization and Flexibility:

- Direct buys allow for more creative flexibility and customization, ensuring ads are tailored to the audience and the platform. This can lead to better campaign performance and satisfaction for both advertisers and publishers ([Pathlabs](#)) ([Unboundb2b](#)).
- Direct relationships with publishers provide greater flexibility in adjusting campaigns on the fly, allowing for real-time optimization based on performance data ([Pathlabs](#)) ([Unboundb2b](#)).