Marriage expert Helen Chen recently asserted that 85% of relationships end in a break up. Join the 85% and tell your traditional media buying, “It’s not me, it’s you...we’re over.” Programmatic advertising just has so much more to offer! Why wouldn’t you want to begin that relationship for your digital advertising? Below are steps marketers and advertisers can take to start their new relationship with programmatic advertising.

1. **FIND THE RIGHT PLATFORM**
   In order to ensure a successful relationship with programmatic, finding the right platform that matches the overall goals of the marketer or advertiser is the most important move. You should ask various questions before beginning a new relationship with a programmatic platform.

2. **GET TO KNOW IT**
   You should fully grasp the chosen programmatic platform before running a campaign on it. To ensure that the campaign goes smoothly and in the way expected. Understand how to launch a campaign, where they can find insights and other data from the campaign, how to gather reporting, and any other potential questions.

3. **GIVE IT A TEST RUN**
   After getting to know the platform, it’s time to test out a campaign. Through a test, you’ll be able to see if the platform is able to work after your testing. The results of the campaign meet the overall goal. This is the point where you’ll be able to see whether the relationship is going to work or not.

4. **REACH OUT FOR SUPPORT**
   Having a support center is an essential feature that you should have, so you can reach out to during the initial steps of the relationship and throughout the duration of campaigns. If there are any problems or questions that arise, a strong support center will help guide you through ensuring your campaign is running as efficiently as possible.

5. **SETTLE IN**
   After running a test campaign and knowing that the relationship with the platform will work, it’s important to settle in with that platform. Get to know it better, and become an expert on the platform. Settling in allows the operator to become even more efficient in running programmatic advertising campaigns and really understand this new form of digital advertising.

A message that very much drill down the need of programmatic advertising and why it is an important step to take in the advertising journey.

**FOLLOW THE STEPS ABOVE AND START A NEW RELATIONSHIP WITH PROGRAMMATIC ADVERTISING. IT’S A NO BRAINER.**