

# Innovations

## Agencies assessment of programmatic advertising opportunities in Lagos, Nigeria

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### Abstract

*This study focuses on programmatic advertising prospects for advertising agencies in Lagos, Nigeria. The study used a quantitative design with a questionnaire to obtain opinions, and data was collected from 12 advertising agencies. This study shows that programmatic advertising offers a variety of opportunities that, if taken advantage of, can address issues confronting the advertising business, notably the need to maintain relevance. As a result, the significance of advertising agencies is defined by this new technology, programmatic advertising. In a nutshell, this study is built on the Technological Determinism theory, which holds that technology is a major influencer on society. However, the status of programmatic advertising as the best advertising approach in Nigerian society remains equivocal. To summarise, programmatic advertising is a platform with a huge potential that is growing exponentially. The Advertising Practitioners Council of Nigeria should establish skill acquisition initiatives to empower agencies in handling programmatic advertising.*

**Keywords:** Advertising, Programmatic advertising, Big data, Advertising agencies

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### Introduction

In today's world of competitive business, brands seek to build and maintain customer relationships to achieve brand loyalty (Pelsmacker, Geuens & Bergh, 2004), as a result, brands use advertising to achieve that purpose (Rockute et al, 2018). With the advent of new media that uses computer and telecommunication technologies to reach a broad audience without regard for time, place, or distance (Folayan et al, 2018), advertisers now have the option to interact with this diversified audience through online advertising.

Advertisers are continuously looking for ways to engage with consumers and communicate their products or services offline and online. According to Lewis, Rao & Reiley (2015), online advertising provides a chance for measurement. It relies on predefined target demographics to successfully segment the market (Tavor, 2011), which is made possible with data. Data access can assist advertisers in changing and altering advertising messages online.

Online advertising is a marketing opportunity that combines a consumer's interest and needs into a single advertisement. The evolution of Internet technology has resulted in creativity and modifications in the way worldwide commercial transactions are carried out (Odiboh et al, 2017). The expanding internet area gives rise to more specific automation of the advertising process. Artificial intelligence automates the media purchase and planning process called programmatic advertising (Qin & Jiang, 2019), because of its

capacity to utilize software to acquire digital advertising, Hughes (2021) views programmatic advertising as a sophisticated approach to advertising.

Bakare & Tolulope (2021) state that using audience and consumer data via a real-time bidding and price system to bring and provide automated, personalized advertising using artificial intelligence and machine learning technology is known as programmatic advertising. Furthermore, programmatic advertising entails automation, real-time bidding, data, online transactions, and digital advertising.

It is common to confuse digital advertising operations with those of programmatic advertising; both may serve the same purpose of reaching the correct audience. However, Publifit (2022) was able to distinguish between the two, claiming that although digital advertising aims to reach a larger and more precise audience, programmatic advertising can target and segment the precise audience using real-time data.

Ahmad (2021) establishes that programmatic advertising involves two parties: the advertiser and the publisher. The advertiser is the company that seeks to market a product or service, and the publisher is the website that conveys the advertiser's message to the individual consumer. Ahmad (2021) goes on to add that the programmatic platform works with a Demand Side Platform and a Supply Side Platform, which facilitates communication between these parties via the platform. Programmatic advertising eliminates any physical contact, including negotiations between the advertiser and the publisher, which in the traditional sense is an agency.

The automation solution of programmatic advertising makes it a platform that advertising companies can use. The programmatic industry is expected to reach 17 billion US dollars by 2025, Statista (2021). According to Statista (2021), the United States leads the programmatic advertising business, while China and the United Kingdom are reaping the benefits.

Despite the global pandemic, programmatic advertising continues to develop at a rapid pace (IAB, 2021). Estimated to be 524 billion US dollars by the end of 2022 (Metha, 2022). With all of these market revenues, there is no doubt that programmatic advertising is a promising sector (Metha, 2022) that provides opportunities for the advertising industry, particularly the Nigerian advertising industry.

There are issues in the advertising industry, such as the inability to properly target their audience profitably. There has also been an argument over the centuries that advertising is a waste because the impact of advertising cannot be measured; as a result, advertisers shift to other elements of promotion, reducing their use of advertising. As a result, the advertising sector tends to be a silent industry, with lower revenue due to a lack of clientele. Several agencies today have very few employees because necessary resources are scarce. Major advertising agencies are no longer operational because many of the activities handled by these agencies have separated into their sector.

### **Statement of the Problem**

Advertising has grown from a little town cry to a large industry in Nigeria. An industry that is continually disseminating information about products and services through various mediums. However, debates rage about the efficiency of advertising. Berian (2013) observes that there is no consensus approach for measuring its efficacy because advertising is multifaceted and multivariable. Because of these concerns, advertisers shifted their focus to other aspects of advertising, resulting in Integrated Marketing Communication. IMC classified promotional tools under advertising by sector, such as public relations, sales promotion, direct marketing, and so on. Advertisers began to choose these industries over advertising, causing advertising and agencies to lose significance. Because of poor patronage, the separation of these techniques under advertising has had an impact on the vibrancy of advertising agencies.

This difficulty was exacerbated by the introduction of the internet, which affected consumer behaviour and had a significant impact on advertising agencies, requiring them to devise new ways to engage customers in the communication process. While transitioning may appear difficult, it is necessary to continue progress, therefore the change to a feasible solution is programmatic advertising. As a result, this study delves into the prospects of programmatic advertising, which, if capitalised on, might revitalise Nigeria's advertising business.

### Objectives of the Study

- To assess agencies' understanding of programmatic advertising in Lagos, Nigeria
- To determine the extent to which programmatic advertising is used by agencies in Lagos, Nigeria
- To ascertain the potential of programmatic advertising in agencies based in Lagos, Nigeria
- To determine the success rate of programmatic advertising in agencies located in Lagos, Nigeria.

### Literature Review

Developing a precise definition for programmatic advertising may appear difficult due to the concept's complexity. Several research, however, has sought to define the term (DoubleClick, 2014). Programmatic advertising necessitates the creation and development of software to improve the automation of advertising buying and selling (Alaimo&Kallinikos, 2018). Ahmad (2021) establishes that programmatic advertising is data-driven and automates the purchasing and selling process using the software. Busch (2016) defines programmatic advertising as the automation of the sales and delivery processes of digital media procurement.

A common component in all definitions is automation, emphasizing the value of programmatic advertising's capacity to eliminate human intervention across the entire process. Programmatic advertising minimizes the labour intensity of traditional advertising (Shirey, 2019). According to Match2One (2022), the automation process is made feasible by the use of artificial intelligence and machine learning.

Riahi (2018) emphasizes the importance of focusing on big data applications across several technologies. However, the concept of programmatic advertising is not mentioned. That is not the case for Malthouse, Maslowska& Franks (2018) who averred that big data is a programmatic marketing communication engine, as well as the changing impact of big data on media buying and planning as TV advertisements evolve into programmatic TV advertising. while Peter, Kayode-Adedeji &Yartey (2017) focuses on data analysis of traditional media online using machine learning algorithms.

The programmatic advertising ecosystem operates online through bidding and auction of advertising space which is made possible by the use of data. Data is everything, and everything is data. The programmatic platform segments consumers based on their surfing history, demographic information, and behaviour patterns (Benday, 2015). It was the only channel that directed interested individuals to the websites that have the advertiser's brand (Marchi& Gandini, 2019).

Several actors regulate the programmatic ecosystem. However, like traditional advertising, it is initiated by an advertiser. An advertiser has a product or service to market and then makes a demand for inventory based on data obtained about a consumer via a Demand Side Platform (DSP). The publisher, on the other hand, owns a website through which inventories are supplied to advertisers via a Supply Side Platform (SSP) based on data gathered about a user. This data is made available via Data Management Platforms (DMP), which documents and profiles consumer information and activities online.

An Advertising Exchange requires communication between the advertiser and the publisher. Gonzalez and Mochin (2016) assert that the Advertising Exchange targets audiences through the publisher's platform and allows advertisers to choose and purchase their target audience. This is accomplished by real-time auction bidding, which, according to Benady (2015), occurs within 100ms of a user's online status.

Before Real-Time Bidding (RTB), a reservation contract between the publisher and advertiser was used to sell advertising space (Alsabeeh& Moghrabi, 2017). Advertisers can bid for advertising slots using RTB technology, which is still in its early stages. The bidding procedure takes place in a centralised virtual marketplace that is activated when a user browses a publisher's website, a request is sent via the SSP to the DSP containing user data advertisers whose adverts match the information begin to bid in real-time, and the highest bidder wins and pays higher than the second-highest bidder and the creative is displayed on the user's web browser (Ahmad, 2021, Gertz & McGlashan, 2016, Veale & Zuiderveen, 2022, Yuan, Li & Qin, 2014, Shirey, 2019, Alaimo&Kallinikos, 2018).

RTB benefits both advertisers and publishers. Advertisers can purchase inventory across multiple websites for a low cost, allowing for a huge number of clicks or views and thereby targeting individuals of

high value to them. As a result, publishers maximise advertising space sales and, as a result, revenues (Davis, 2016). In contrast, Fridgeirdottir & Najafi-Asadolahi's (2011) analysis revealed that the conversion of Cost Per Click (CPC) and Cost Per Mille (CPM) pricing methods could be deceptive causing a publisher's revenue loss.

Programmatic advertising seeks to improve efficiency and transparency for both advertisers and publishers as well as agencies in the context of this paper. It offers numerous benefits like targeting, increased efficiency and reach, segmentation, transparency, budget flexibility, real-time data, and many more (Kiran & Arumugan, 2020; Malthouse, Maslowska & Franks 2018; Match2One, 2022; Davis, 2021; Goldberg, 2016; Impact, 2021; amongst others).

Programmatic advertising is available in a variety of digital channels, including display, mobile, video, and social (Match2One, 2022). This is advantageous to advertisers because the platform presents only relevant channels, as opposed to traditional media buying, which may include multiple channels based on the message (Elgendy, 2017).

Several literature as aforementioned focus on the benefit of programmatic advertising, while few works of literature consider the complexity as a challenge (Kosorin, 2016; Benady, 2015, White & Samuel, 2019; Gertz & McGlashan, 2016). IAB (2021) emphasises creative problems as a deterrent to agencies in obtaining personnel with programmatic advertising skills and understanding. The quality of data, in turn, determines how much profit an advertiser makes. Fulgoni, (2016); Turner, Shah & Jain (2018); Bleier & Eisenbeiss (2015) goes on to mention that the rise of web bots poses a significant concern, because these bots seem like impressions, and the algorithms become deceptive.

Digital advertising expenditure accounted for 61% of total media advertising spending in 2021, and it is expected to increase to 68% by 2024 (Impact, 2021). Advertisers found the relevance of online markets as early as 1994, necessitating the need for advertising agencies, particularly in Nigeria, to keep up with the new. According to Metha (2022), the programmatic advertising market is worth billions of dollars. It only goes so far as to argue that the programmatic sector contains various potential that, when exploited, assist the Nigerian advertising business.

Nigeria accounted for 154 million internet users at the end of 2020, Statista (2021). As a result, the Nigerian online market is primed for personalised messaging. Advertisers want to consistently promote their brands in ways that are familiar to the proper audience, thus engaging in modern media. This platform provides value to advertisers, reduces ineffective messaging to consumers, and earns income for agencies (Match2One, 2022).

There are numerous ways to benefit if advertising agencies can equip themselves and keep up with the programmatic trend. Using process automation will help optimize many campaigns, make campaigns set up faster, and improve real-time tracking of campaign performance, resulting in a gain in income. Advertisers value quality, therefore if agencies can capitalize on the high-quality programmatic advertising opportunities, the Nigerian advertising business has a chance to thrive.

## Theory

Thorstein Veblen (1857-1929) developed the 'Technological Determinism theory', which states that technology defines the nature of society. Several scholars elaborate on the theory. Karl Marx was the first to elaborate on the idea that society revolves around its technological and economic foundation. In addition, rapidly changing technology frequently impacts human practices such as cultural practises and social connections, as well as organisational structures (Howells, 1997). According to Hauer (2017), technology is the primary influencer of a society's development, which can be either hard or soft determinism.

There are various criticisms of the theory. Alhadlaq (2016) observes that, rather than viewing technology as a component of society, the theory regards technology as the society itself. According to Muljono, Setiyawati & Haryanto (2017), various components of society such as culture, social, and political influence how these technologies are used. Technology should be integrated into society rather than

being an effective bond on society (Salavati, 2016). The theory ignores how humans embrace and use new technology (Bozurk, Karadeniz & Kocdar, 2017). As a result, technology should be seen as a product. With the ongoing evolution of technology, there are components of change in the world today, and embracing it is one means of controlling and keeping relevance. According to Marshall McLuhan, "the medium is the message," which means that the nature of the media influences the quality of the content. The primary focus of this study is on competency in the use of this technology, in this case, programmatic advertising. In this study, programmatic advertising determines advertising. To manage programmatic advertising, agencies must first evaluate the prospects and then capitalise on them.

### **Methods and Materials**

The study used a quantitative design as a survey method with a questionnaire as the instrument. All questions, structured in open and closed-ended questions, were constructively drawn from the objectives that govern this study.

The materials for this study were gathered from the Advertising Practitioner Council of Nigeria (APCON) and Association of Advertising Agencies of Nigeria (AAAN) records. These bodies offered a current list of agencies, hence 41 of these agencies featured in both APCON and AAAN, of which are situated in Lagos. There are primarily 18 of them in Ikeja. The stratified selection of Ikeja is justified by the fact that it is the state capital of Lagos. It is also the heart of various sectors, including advertising. Although all 18 agencies were surveyed, only 12 of them answered the questionnaire after two months.

Several approaches were used to contact the remaining six agencies. A total of 55 calls and 30 visits were made, emails were scheduled and rescheduled meeting times, Covid-19 guidelines of no visitor and still some of these agencies were not open to filling out an online copy of the questionnaire. Another hindering factor is that two of the six agencies have no basic knowledge or understanding of programmatic advertising.

To kick-start this study, a pilot study was done on four agencies, and the outcomes of this pilot study reinforced the methodological approach of this study. Even though a qualitative design is preferable for the study due to the small population size, the results of the pilot study revealed that a quantitative approach was required, because practitioners in these agencies do not have the luxury of time to be interviewed for the study, a questionnaire is used.

Findings also showed that being an advertising specialist does not guarantee significant knowledge of programmatic advertising. Only digital advertising experts were knowledgeable about programmatic advertising. As a result, respondents for this survey were limited to members of each agency's digital department to achieve accurate data, which was a total of 43 respondents (Fig 1) across the 12 agencies (Table 1).

The initial contact for this study varied across the 12 agencies, with some using phone calls, emails, and letters of introduction. Phone numbers and e-mail addresses were obtained from the agency's website, which aided in the arrangement of meeting times and the preferred form of the questionnaire. For those agencies whose emails and phone numbers were unavailable, addresses provided by the list from APCON aided in the distribution of a letter alerting them of the study's activities.

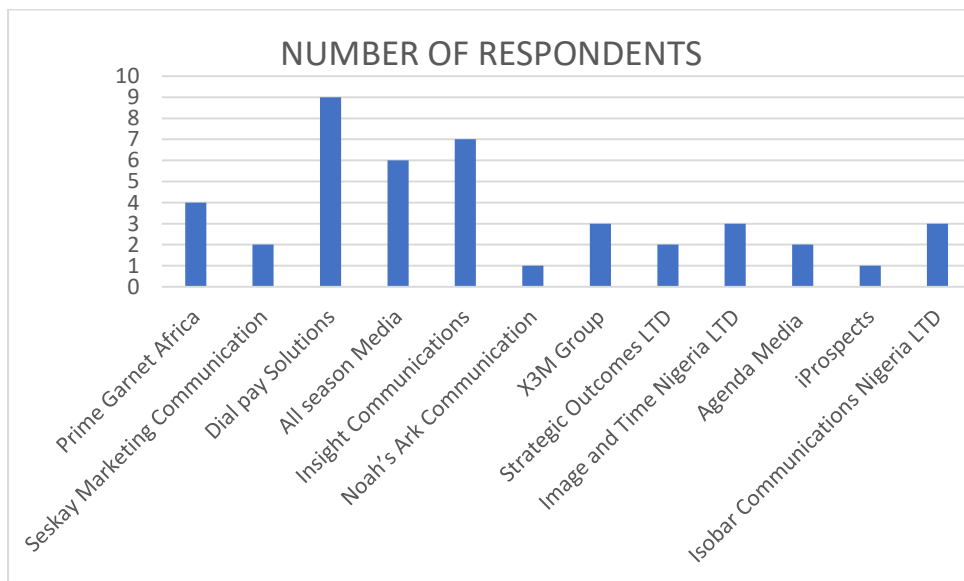
One strategy employed in the pilot study was to use Google Forms for the questionnaire, and the results show that the estimated number of respondents was relatively low when compared to hard copy distribution. This might be attributed to the fact that, in contrast to hard copy distribution, where the researcher constantly monitors the circulation of the questionnaire and ensures it is answered, these respondents would ignore the questionnaire. Despite this, several agencies preferred an online version of the questionnaire.

**Table 1: Distribution of Agencies from the APCON list and the Total number of respondents**

Agencies	Number of Respondents
Prime Garnet Africa	4
Seskay Marketing Communication	2
Dial pay Solutions	9
All season Media	6
Insight Communications	7
Noah’s Ark Communication	1
X3M Group	3
Strategic Outcomes LTD	2
Image and Time Nigeria LTD	3
Agenda Media	2
iProspects	1
Isobar Communications Nigeria LTD	3
Total	43

**Results**

The findings of this survey were examined using descriptive statistics and cross-tabulation of respondents' opinions.



**Figure 1: Members of the digital department**

It is critical to identify respondents based on their structure to accurately comprehend results. Figure 1 depicts the number of respondents from each agency. With the highest from Dial Pay Solutions 20.9%, Insight Publics 16.3%, All Season Media 14%, Prima Garnet Africa 9.1%, Image and Time 7%, Isobar 7%, Agenda Media 4.7%, Strategic Outcomes 4.7%, Seskay Communication 4.7%, while least respondents include Noah’s Ark Communication 2.3%, iProspects 2.3%.

**Table 2: Knowledge of programmatic advertising**

Names of Advertising Agencies	Have you heard of programmatic advertising?		Total (%)
	Yes	No	
Insight Publics	17.5	-	16.3 n = 7
All Season	12.5	33.3	14 n = 6
Seskay Comm.	5	-	4.7 n = 2
Isobar	7.5	-	7 n = 3
Strategic Outcomes	5	-	4.7 n = 2
Dial Pay Solutions	17.5	66.7	20.9 n = 9
iprospects	2.5	-	2.3 n = 1
X3M	7.5	-	7 n = 3
Prima Garnet	10	-	9.1 n = 4
Image & Time	7.5	-	7 n = 3
Agenda Media	5	-	4.7 n = 2
Noah's Ark Comm.	2.5	-	2.3 n = 1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b> <b>n = 43</b>

To assess respondents' knowledge of programmatic advertising, it is necessary to determine whether they have heard of the platform. Awareness can help to assess both knowledge and usage. Table 2 reveals that almost all advertising agencies have heard about programmatic advertising; nonetheless, quite a few respondents have not heard of programmatic advertising. As stated in the data, 33.3% of All Season Media and more from Dial pay solutions 66.7% have never heard of the term. Dial Pay Solution's ignorance can be linked to the fact that they are an experiential marketing agency. As seen in table 2, advertising agencies are well-versed in programmatic advertising.

**Table 3: Usage of Programmatic Advertising**

Names of Advertising Agencies	Use of Programmatic Advertising		Total (%)
	Yes	No	
Insight Publics	21.4	6.7	16.3 n = 7
All Season	17.9	6.6	14 n = 6
Seskay Comm.	3.6	6.7	4.7 n = 2
Isobar	10.7	-	7 n = 3
Strategic Outcomes	7.1	-	4.7 n = 2
Dial Pay Solutions	10.7	40	20.9

			<b>n = 9</b>
iProspects	3.6	-	2.3 <b>n = 1</b>
X3M	-	20	7 <b>n = 3</b>
Prima Garnet	10.7	6.6	9.1 <b>n = 4</b>
Image & Time	7.1	6.7	7 <b>n = 3</b>
Agenda Media	3.6	6.7	4.7 <b>n = 2</b>
Noah's Ark Comm.	3.6	-	2.3 <b>n = 1</b>
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b> <b>n = 43</b>

With the level of knowledge determined, results in table 3 show that usage was on a lower scale than knowledge. As shown in the table, X3M does not use programmatic advertising; this could be attributable to the agency's preference for alternative forms of digital advertising. The majority of programmatic users are from Insight (21.4%), iProspects, and Noah's Ark (3.6%), respectively. As indicated in table 2, Dial Pay Solutions is an experiential marketing firm; hence, the bulk of respondents who do not use the platform is from that agency (40%). Even though respondents were limited to the digital section, this did not guarantee a high level of utilisation.

**Table 4: Benefits of Programmatic Advertising**

Names of Advertising Agencies	Benefits of Programmatic Advertising				Total (%)
	Real-Time Measurement	Higher Revenue	Greater Efficiency	Audience Targeting	
Insight Publics	-	11.1	10	38.4	16.3 <b>n = 7</b>
All Season	9.1	11.1	30	7.7	14 <b>n = 6</b>
Seskay Comm.	9.1	-	-	7.7	4.7 <b>n = 2</b>
Isobar	18.2	-	10	-	7 <b>n = 3</b>
Strategic Outcomes	-	-	-	15.4	4.7 <b>n = 2</b>
Dial Pay Solutions	18.2	33.4	10	23.1	20.9 <b>n = 9</b>
Iprospects	9.1	-	-	-	2.3 <b>n = 1</b>
X3M	18.2	11.1	-	-	7 <b>n = 3</b>
Prima Garnet	9.1	-	20	7.7	9.1 <b>n = 4</b>
Image & Time	-	11.1	20	-	7 <b>n = 3</b>
Agenda Media	-	22.2	-	-	4.7 <b>n = 2</b>
Noah's Ark Comm.	9	-	-	-	2.3 <b>n = 1</b>
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b> <b>n = 43</b>



Respondents were able to identify several benefits from the platform based on the agencies' perspective of the prospects of programmatic advertising; these findings will aid in dealing with the study's principal purpose. Respondents needed to identify the benefits derived from programmatic advertising in order to determine the potential of programmatic advertising in the Nigerian advertising business. The majority of Insight publics respondents (38.4%) identified audience targeting as one of the benefits of programmatic. Higher revenue was identified as favourable by Agenda Media (22.2%) respondents. Isobar highlighted real-time programmatic advertising measurement as beneficial to their agency. Strategic Outcomes benefited from the platform's ability to target the proper audience. Several respondents were able to recognise the benefits of programmatic to themselves as well as the agency.

**Table 5: Success of programmatic advertising**

Names of Advertising Agencies	Programmatic Advertising Success in Nigeria			Total (%) n =
	Yes	No	Not Sure	
Insight Publics	25	30	8	16.3 n = 7
All Season	12.5	20	12	14 n = 6
Seskay Comm.	-	-	8	4.7 n = 2
Isobar	25	-	4	7 n = 3
Strategic Outcomes	-	-	8	4.7 n = 2
Dial Pay Solutions	12.5	20	24	20.9 n = 9
iprosects	-	10	-	2.3 n = 1
X3M	-	10	8	7 n = 3
Prima Garnet	12.5	10	8	9.1 n = 4
Image & Time	-	-	12	7 n = 3
Agenda Media	12.5	-	4	4.7 n = 2
Noah's Ark Comm.	-	-	4	2.3 n = 1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b> <b>n = 43</b>

The information in this table pertains to the success rate of programmatic advertising in Nigeria. As demonstrated in table 4, respondents were able to identify the potential of programmatic, emphasising the importance of determining the likelihood of success in Nigeria. Table 5 shows the findings of agencies' assessments of the success of programmatic advertising in Nigeria. Programmatic advertising is successful in Nigeria, according to Isobar (25%), Prima Garnet (12.5%), and Agenda Media (12.5%). While the majority of respondents Insight publics (30%), All Season (20%), and prospects (10%) do not believe it would succeed in Nigeria. A high number of respondents are unsure of the outcome.

### Discussion of Results

The internet has significantly altered advertising; in fact, it has shifted advertising to an online society, giving it a viable means of reaching audiences directly and personally in real-time. Programmatic advertising arose as a result of the ongoing evolution of online advertising. The focus of this study is on the opportunities that programmatic advertising brings to the Nigerian advertising sector, as perceived by Nigerian advertising practitioners, and the only way to recognise an opportunity is to have first-hand knowledge of the platform. Thus, assessing knowledge established the groundwork for additional research into the study's aims.

In contrast to expectations, findings demonstrate that respondents are informed about programmatic advertising, as evidenced by their ability to relate to questions concerning expertise, by identifying the platform's operations, and ecosystem. Their awareness must have been raised through a variety of means, including on-the-job training, conferences or seminars, friends and associations, and COVID-19. Because the COVID-19 outbreaks caused many businesses to shift online, respondents must have come across programmatic advertising as a viable internet advertising option and gone on to increase their knowledge of the platform, therefore causing them to make use of the platform. Evaluating usage in this study further enabled the assessment of actual knowledge.

As evidenced by the results, usage is lower than knowledge. A variety of things can influence utilisation. Undoubtedly, a large number of people have access to and make use of the internet, however, there is a digital gap in technological know-how and skills. With a platform as complicated as programmatic specific and professional skills are needed which agencies lack. Thus, outsourcing their programmatic campaigns. Findings reveal that agencies outsource their programmatic efforts, making it difficult for in-house personnel to use the platform effectively. Outsource programmatic advertising specialists highlight advertisers' reluctance to use the platform since they do not fully comprehend it. Using programmatic to execute an advertisement campaign is dependent on the advertiser's goal, and in situations where advertisers are not completely aware of its possibilities, this may also be a prevailing obstacle to usage.

However, agencies such as Isobar and iProspects have determined that programmatic advertising is employed for the majority of their campaigns. Traditional advertising to Seskay Communications is still the most popular. So, while technical know-how and advertisers' desire to use the platform impact utilisation, traditional advertising is still very much in use and, in fact, preferred across all other agencies. Respondents were able to expound on their reasons for using the platform aided by the structure of open-ended questions. Aside from the options made presented in the instrument, findings suggest that respondents employ programmatic advertising because of its flexibility and customisation. This can be linked to the use of big data, which capitalises on customers' online behaviour. Significantly, respondents' capacity to choose and come up with justifications for using has gone a great way toward dispelling usage concerns thus far.

Literature demonstrated that programmatic advertising is a success in developed countries, producing millions of dollars in advertising revenue over the years. Meanwhile, findings show that agencies are unsure about its success in Nigeria, but with time, a clearer position will be known because there is still time for programmatic growth.

Programmatic advertising provides a variety of opportunities, which served as the foundation for its success in the Nigerian advertising market during the study period. Although addressing programmatic advertising as the best strategy in practice remains unclear, data demonstrate that not all brands require internet-type advertising; rather, it works best when integrated with traditional advertising.

Advertisement customization makes programmatic more effective, but it does not guarantee that customers will buy or pay desired attention to the advertisement. Because of the frequency of exposure, Youtube programmatic and other forms of programmatic can be profitable, but genuine attention to the advertisement may not be achievable because viewers can quickly cancel or skip the advert.

As a result, traditional advertising's position is unaffected, programmatic advertising, while still new, offers a plethora of opportunities. Over time, the platform would be successful in the Nigerian advertising business.

### Conclusion and Recommendations

Statista (2021) reports that Nigeria is the third largest medium of digitalization in the African advertising market and by the end of 2023 internet advertising is expected to reach 133 million US dollars. Undoubtedly, programmatic advertising is still a growing industry in Nigeria; nonetheless, this study complements the Statista report.

The position of the Nigerian advertising industry in the programmatic world is no longer unknown, as the outcomes of this study show a firm grasp of programmatic advertising knowledge and usage in Nigeria. Several agencies were able to uncover programmatic prospects, providing a glimmer of hope for its success in the country and other developing countries. However, a definite position on success or failure is uncertain, as agencies stated that they were unsure about its success. This could be due to a variety of factors, some of which have already been highlighted while discussing findings.

Among several factors mentioned in this study, audience perception of programmatic advertising may be a limiting factor in its success. Accordingly, the audience considers programmatic advertising obnoxious, deceptive, aggravating, and upsetting. To solve this difficulty, it was proposed that big data be used.

As technology evolves, so do industries, and the advertising sector is no exception; therefore, it is critical to stay up to date on the latest trends to stay relevant. Programmatic advertising creates an opportunity for agencies to maintain relevance. As a regulating organisation of advertising in Nigeria, the Advertising Practitioners Council of Nigeria should oversee training or skill development programs to enhance knowledge and application of programmatic advertising. Aside from programmatic, this association should put in place a realistic means for the advertising industry to continually be at the forefront of global trends.

The literature used for this study did not include a theory or model that might be used to further investigate the technology and its ecosystem. A credible theory for programmatic advertising would be more useful in conducting research/study on the subject area. This paper also advocates for additional research on programmatic advertising in Nigeria to address issues not addressed in this study, such as ethical concerns, customer concerns, technological fraud, and so on. Further research can also aid in the establishment of a firm position for programmatic advertising success in the Nigerian advertising sector.

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