

ABSTRACT

Programmatic Advertising is an implementation in digital marketing. A way of advertising programmatically through information technology. Usually programmatic advertising is carried out in the digital world such as on websites and mobile applications that provide advertisements in it. In digital marketing, a platform is needed to find out targeted advertisements and get data from these advertisements. The platform used will be able to advertise products faster, get real-time data on the results of advertisements, so that advertisers can make decisions more quickly. Then consumer targeting is done to be able to get the right target. The purpose of TA Capstone is to build a website platform that can help digital marketing activities using programmatic advertising. Later there will be two websites where one website can be used by advertisers to place their advertisements, then the other website will display these advertisements to be accessed by those website users. With this system, it is hoped that advertisers can find out the statistical results of advertisements, so that they can help in marketing their products more effectively.

Keywords: Programmatic Advertising, Advertising, Digital Marketing, Website Platform