

Programmatic Advertising Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a programmatic campaign — inventory, audience data strategy, deal types (PMP/open), formats, frequency and brand safety. Use it for display/video/CTV at scale. For search/social use the Google or Meta Ads Plan.

Purpose of this tool & output

Plan a programmatic display/video buy

How the output is used

Use it to plan a programmatic display or video buy — audiences, inventory, formats and guardrails for a programmatic run.

Important cautions

Verify with your DSP; guard against fraud and ensure brand-safe placements.

Companion documents

- Media Plan Builder
- Media Buying Plan
- OOH / Outdoor Media Plan
- Media Mix Recommendation
- Flighting & Scheduling Plan
- Media Negotiation Brief

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.