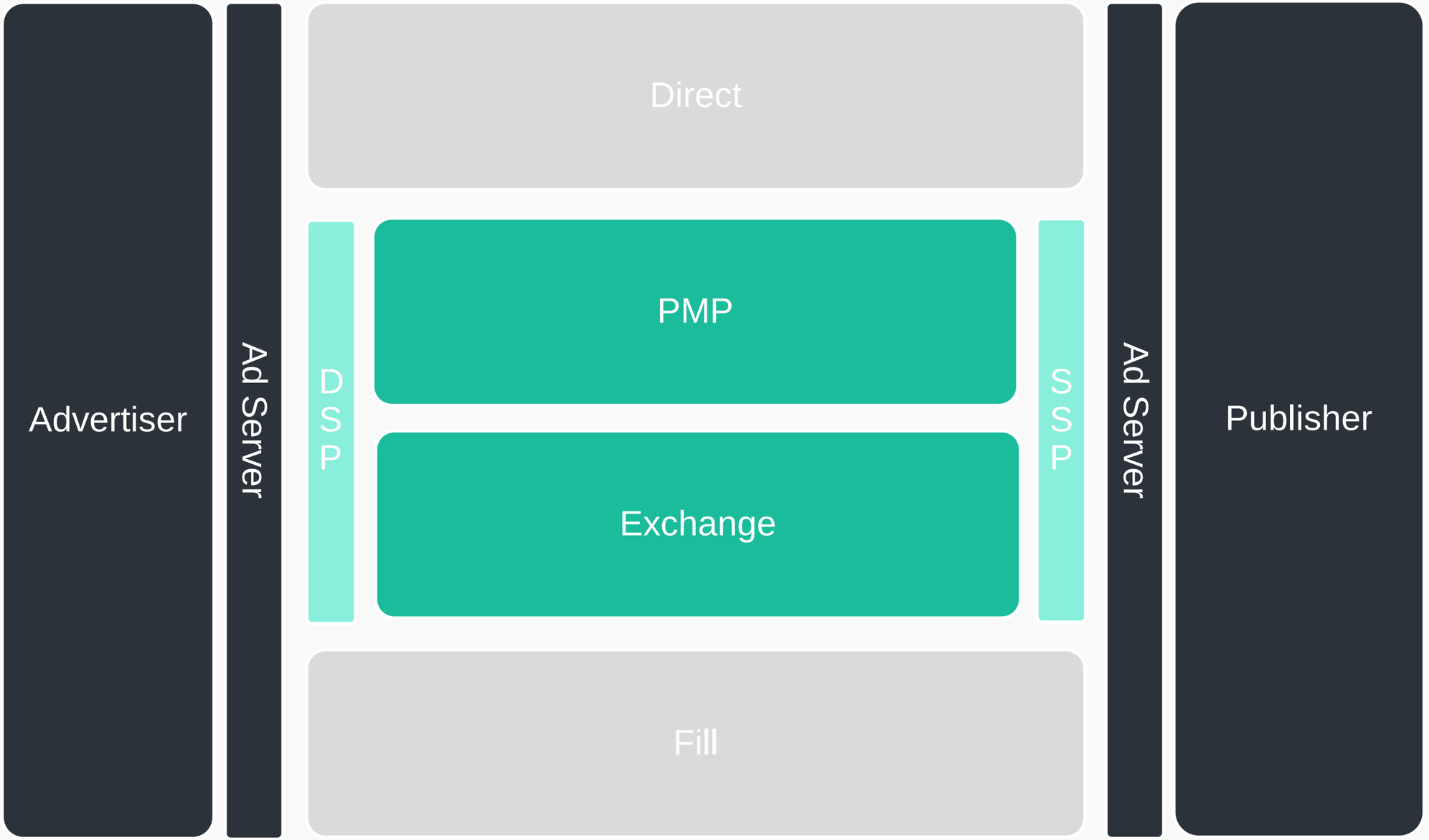
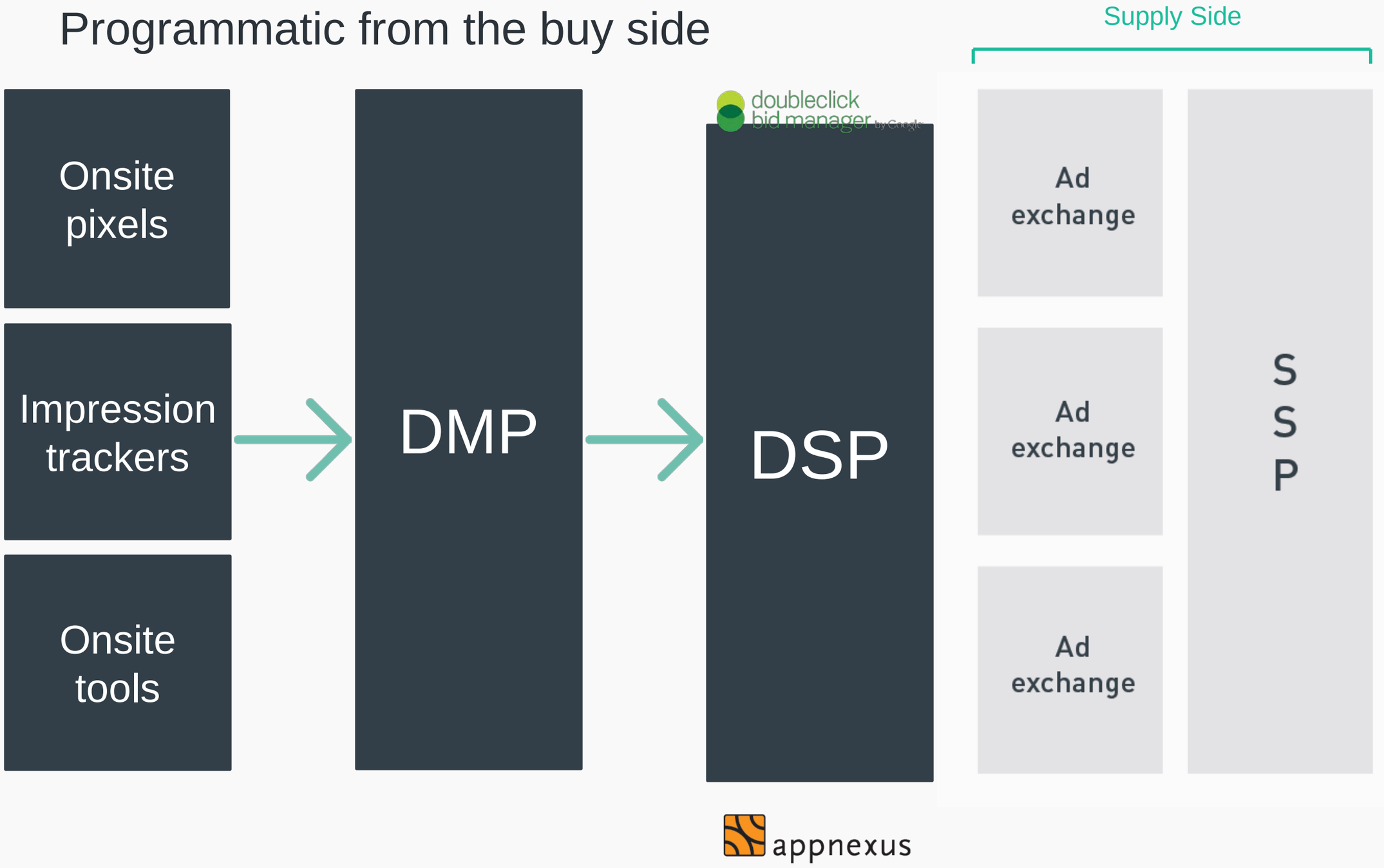
Power of the DMP

Turning data sources into meaningful performance

How programmatic was born



Programmatic from the buy side



Why data matters: Facebook

18th May 2012

Facebook goes public

Shares

= **$38.20**

31st August 2012

Shares drop

Shares

= **$18.06**

30th March 2016

Shares rise

Shares = **$116.14**

Why data matters: the equation

Advertising potential →

1. Size
2. Depth

Lots of data

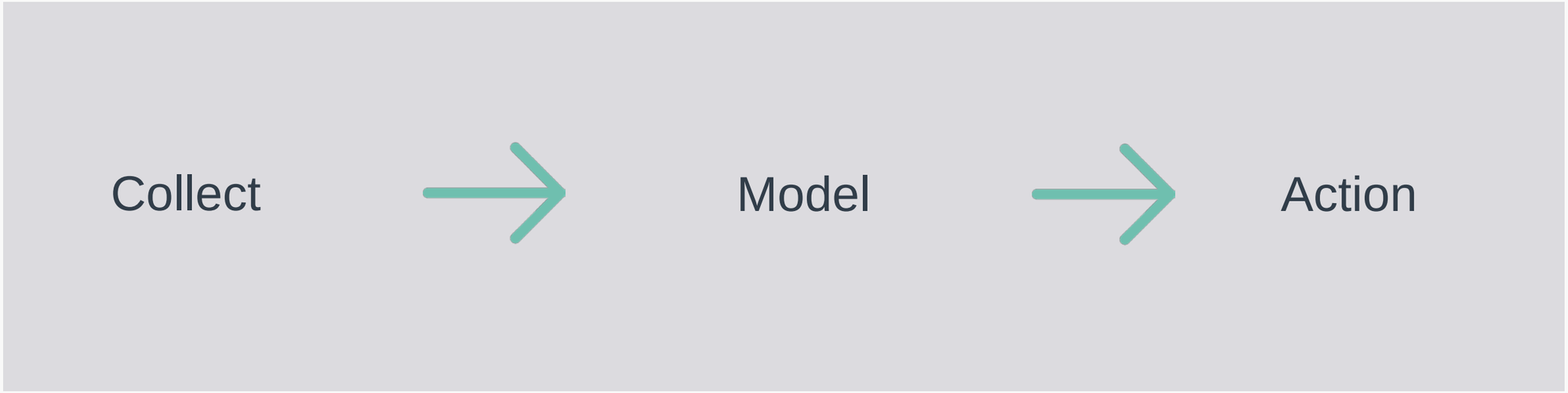
+

Best in market reach

=

High value per user

Three stages of data strategy



Determine potential: analyse the size and quality of the potential data sources.

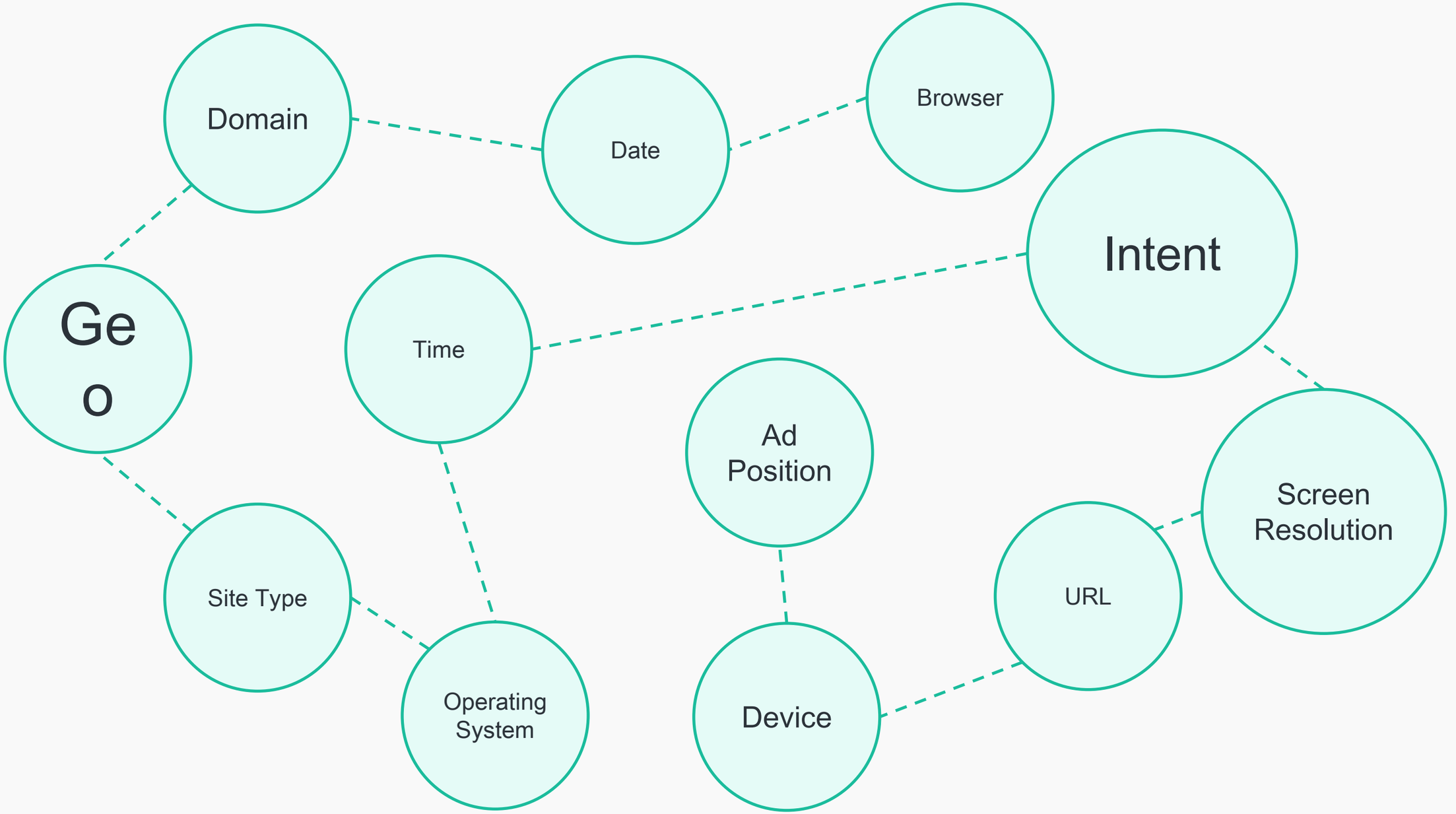
Add value by turning the raw data into meaningful insights that work better than the individual parts.

Deliver against the insights, then test, analyse and refine with data led results.

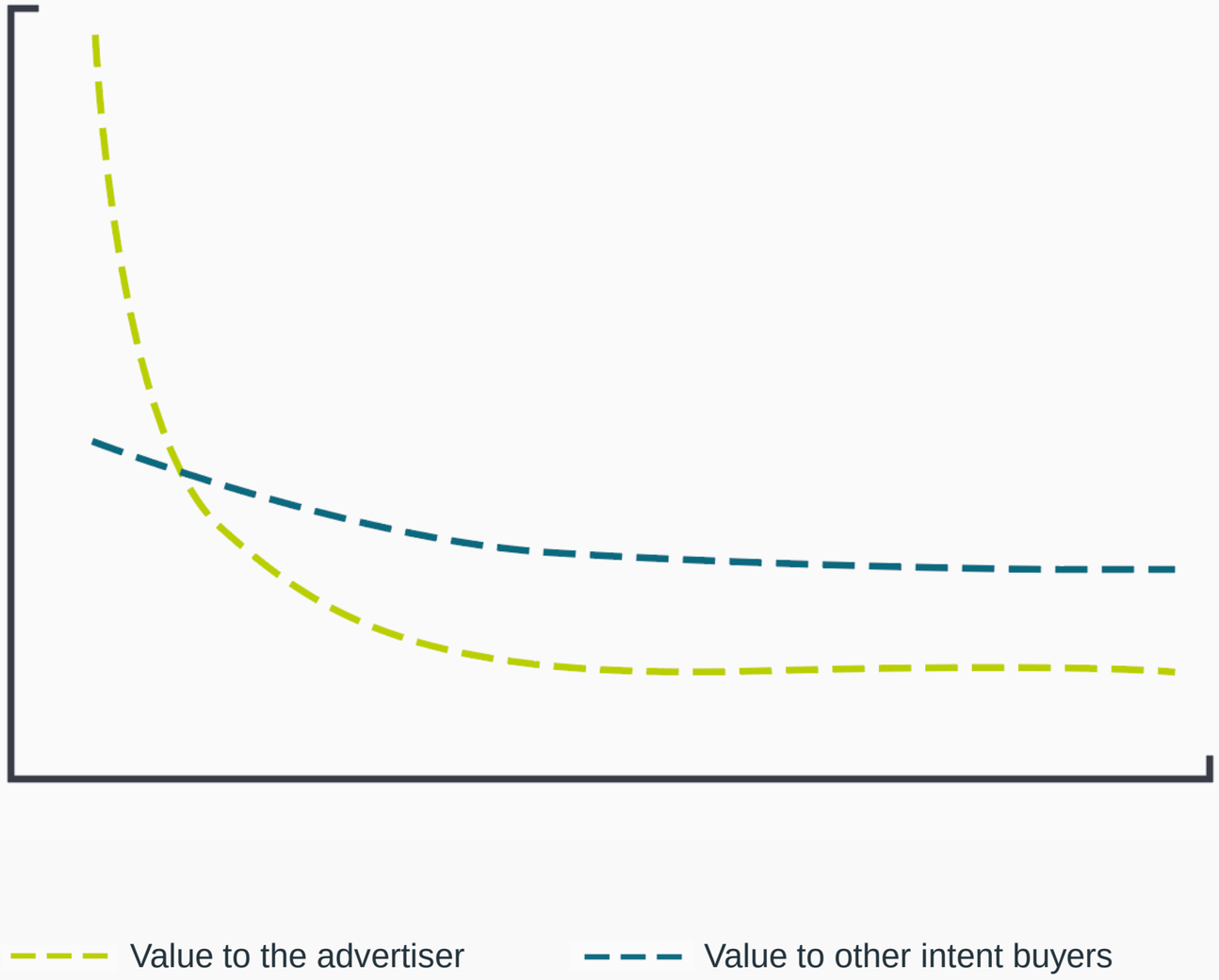
Collect: Data sources

1st party data	Retargeting performs anywhere from 10 – 20 times better for an advertiser. Data is from the advertiser.
2nd party data	Publisher data performs around 3 – 5 times better than 3rd party data sources.
3rd party data	Aggregated publisher and advertiser data. The weakest performing data source. Over competition and high CPM prices.

Collect: Understand metrics that matter



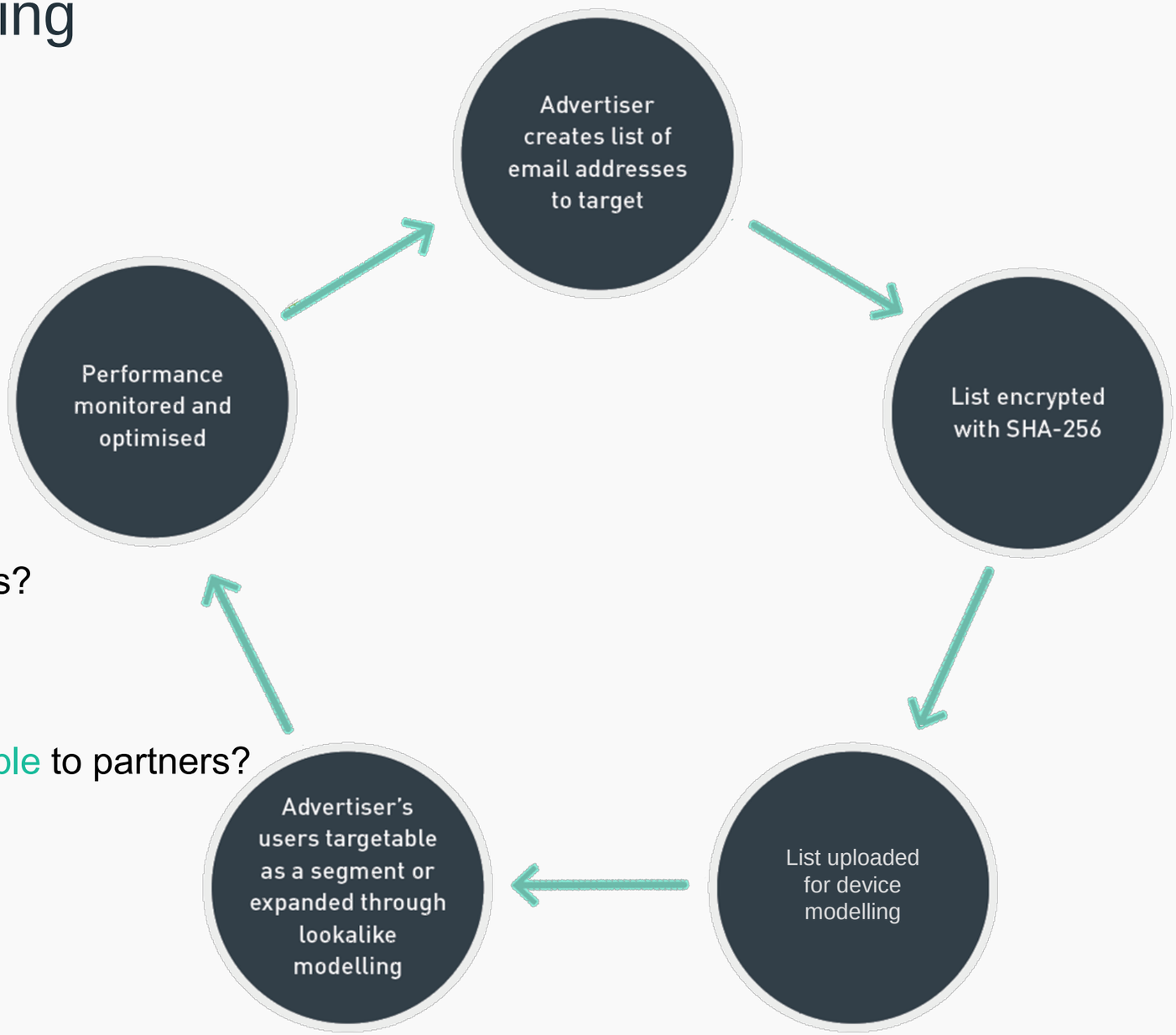
Collect: Data sharing



Once the value is higher for another party, trading this in gets you access to intent segments that are worth more to you than the audience you are sharing

Collect: CRM uploading

- Where is my data stored?
- Is this data useful to other partners?
- How can I make this data accessible to partners?

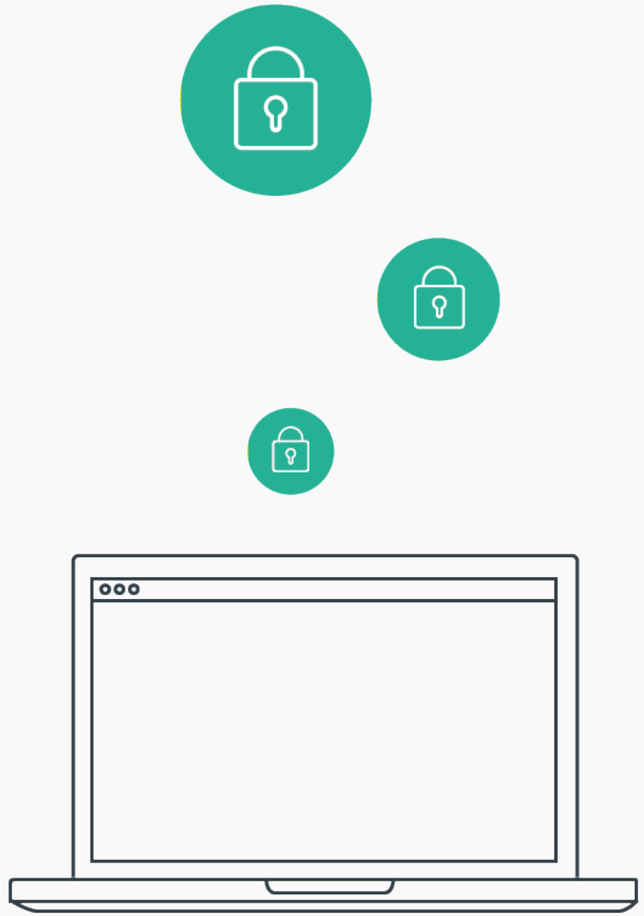


Model: Setting some rules

Questions to ask your suppliers:

- Who has access to my data?
- What are these partners doing with my data?
- How is this data use benefiting me?

Transparency

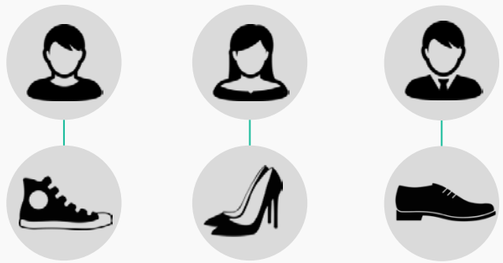


Model: Defining shared and private data

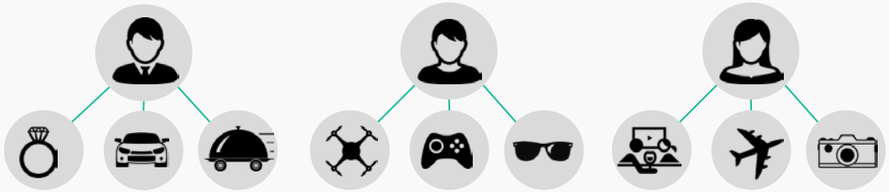
Advertiser controls the retention period of its of its retargeting pool…

… before user data is added to the shared user pool for prospecting

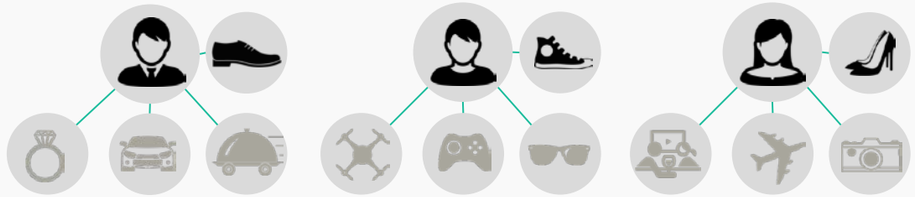
Private pool



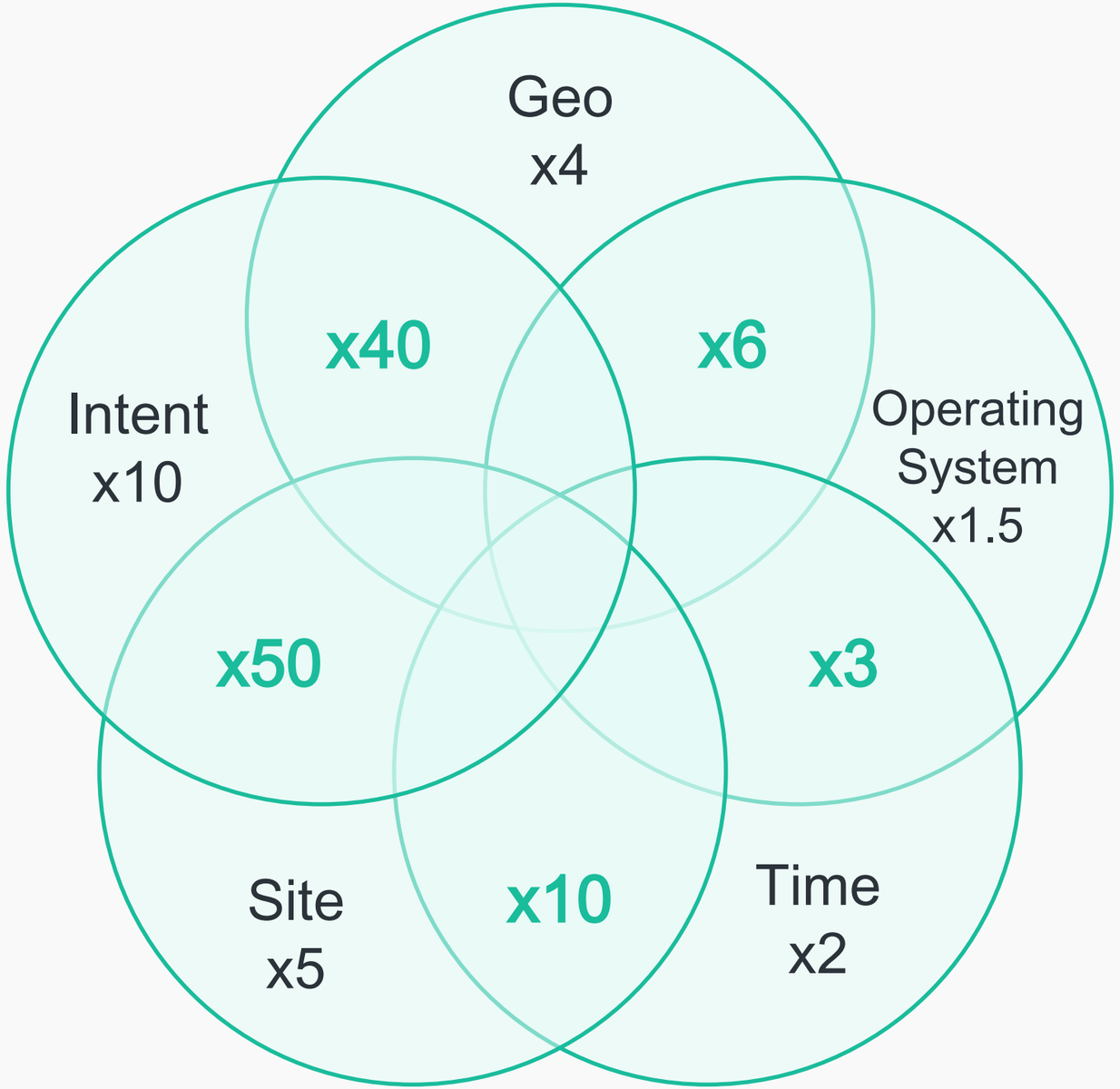
Shared pool



Shared pool



Model: Layering data for accurate definition



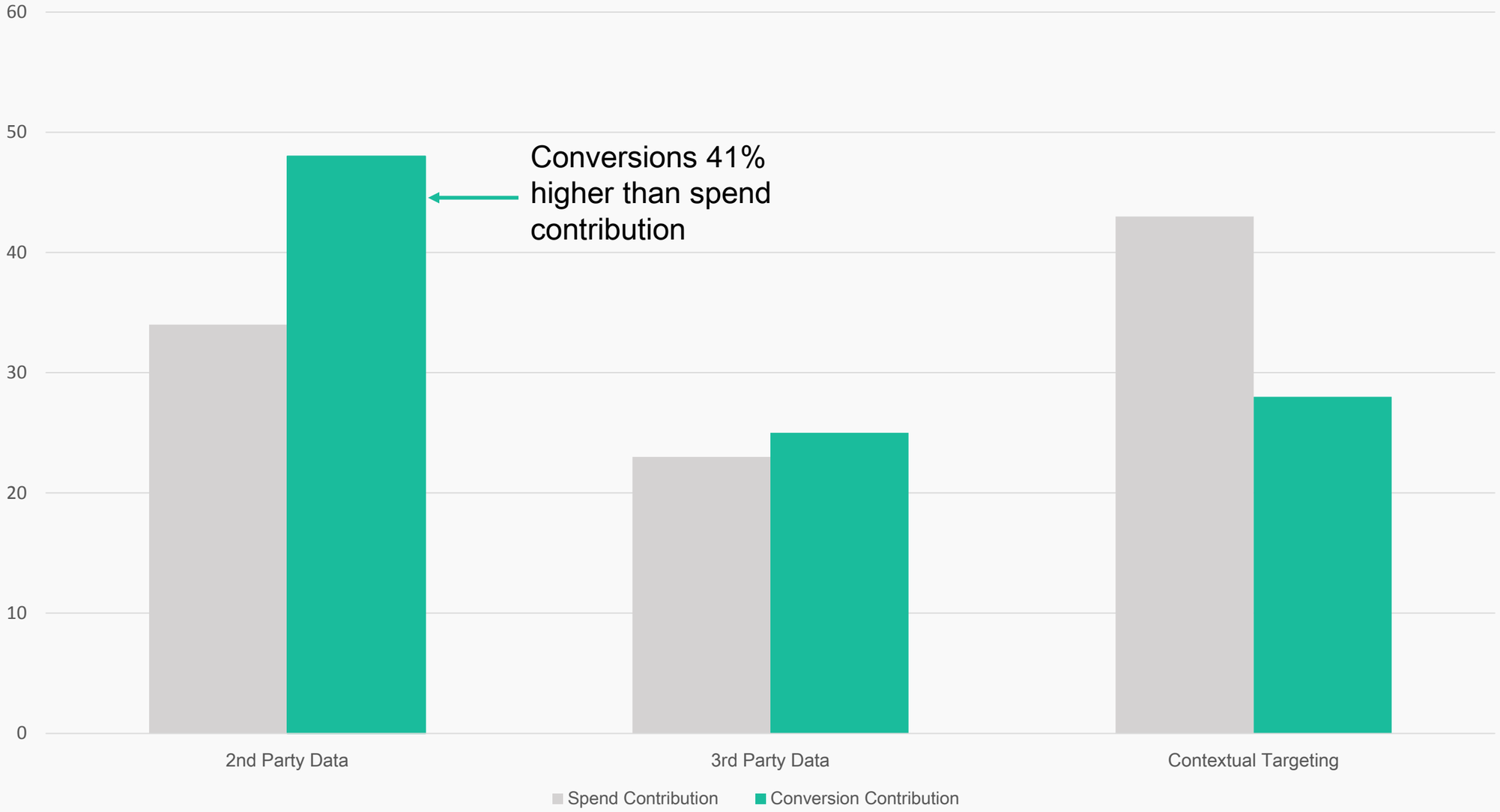
Action: Delivery techniques

Audience targeting

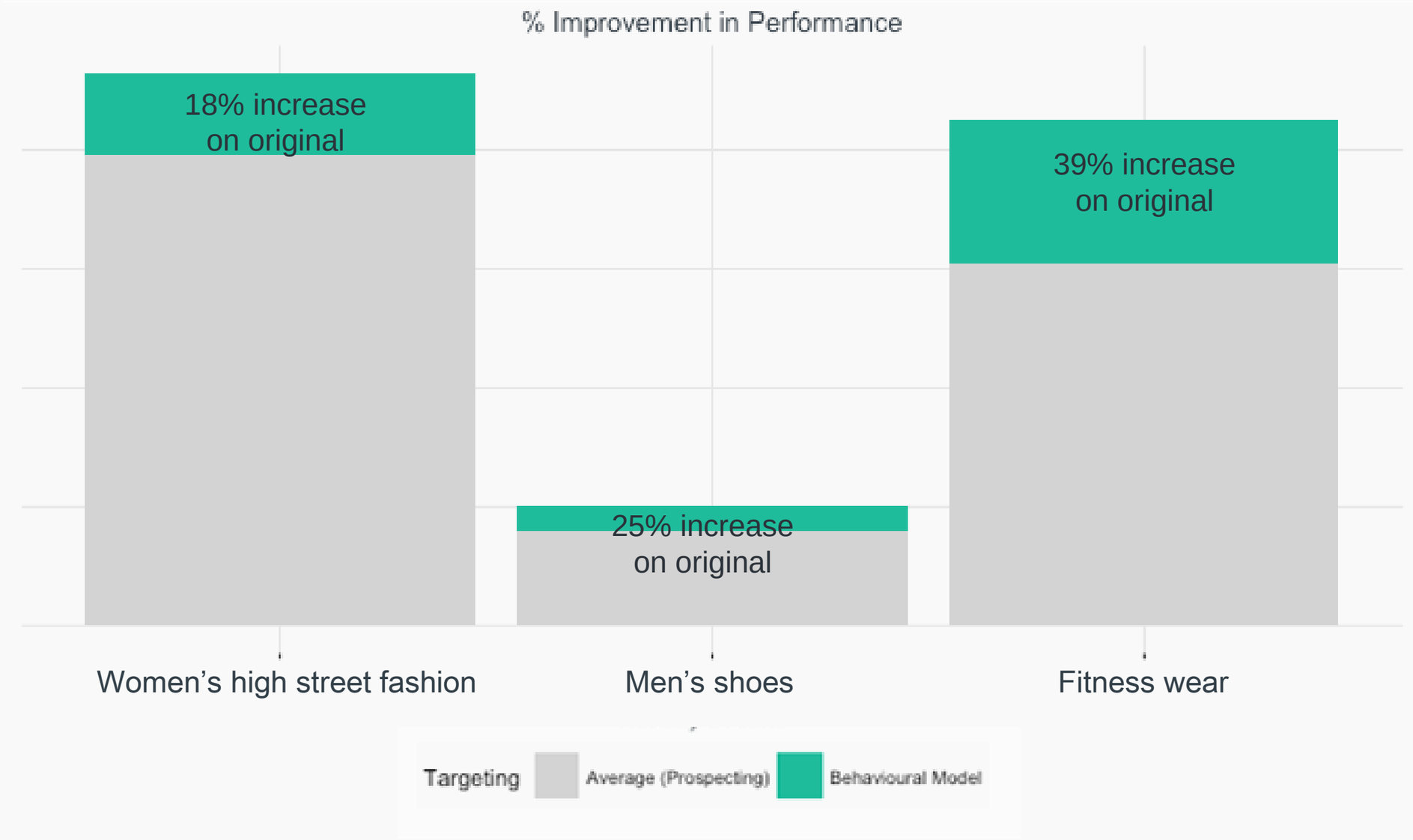
Behavioural modelling

Optimisation improvements

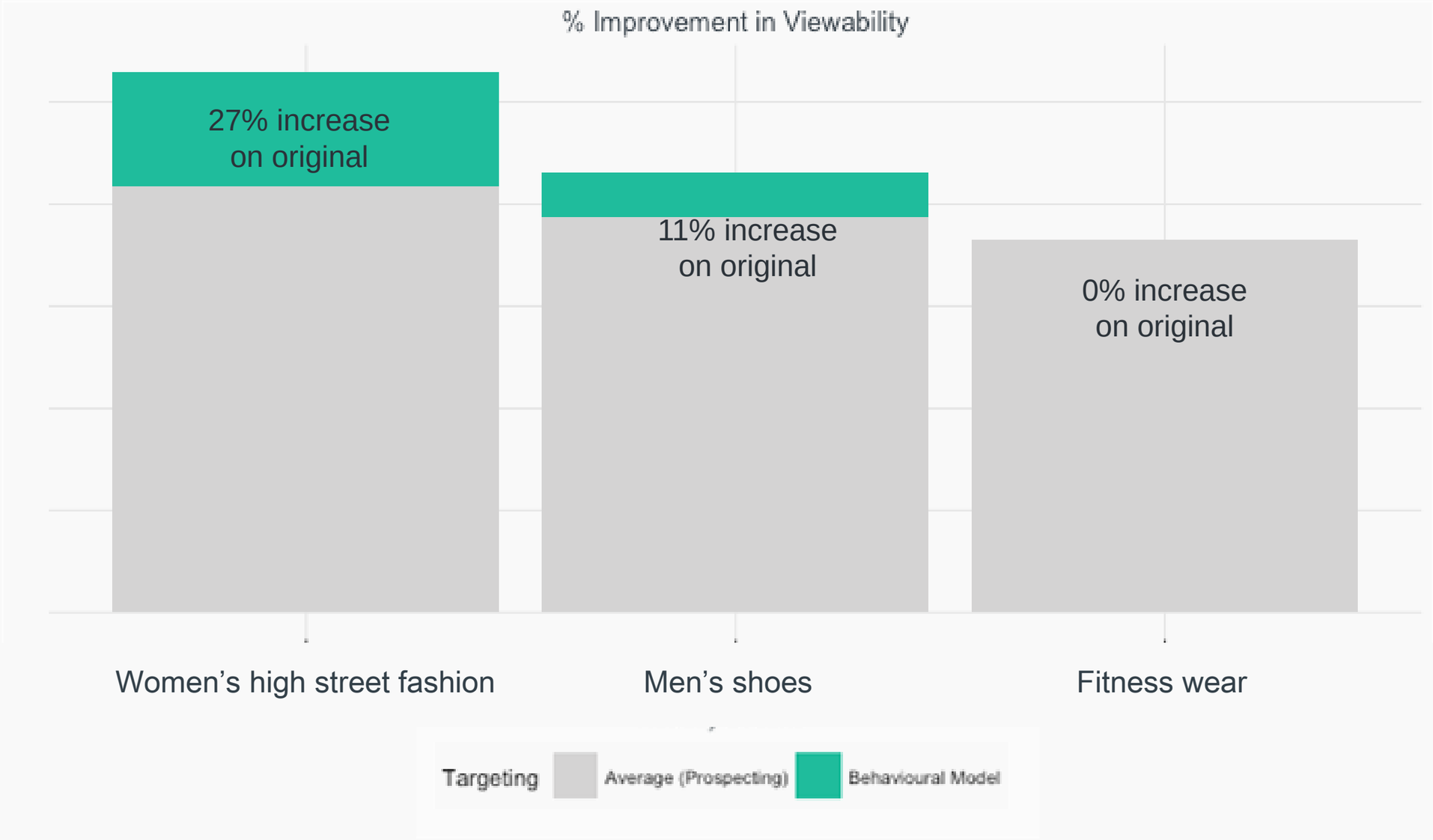
Action: Audience targeting performance



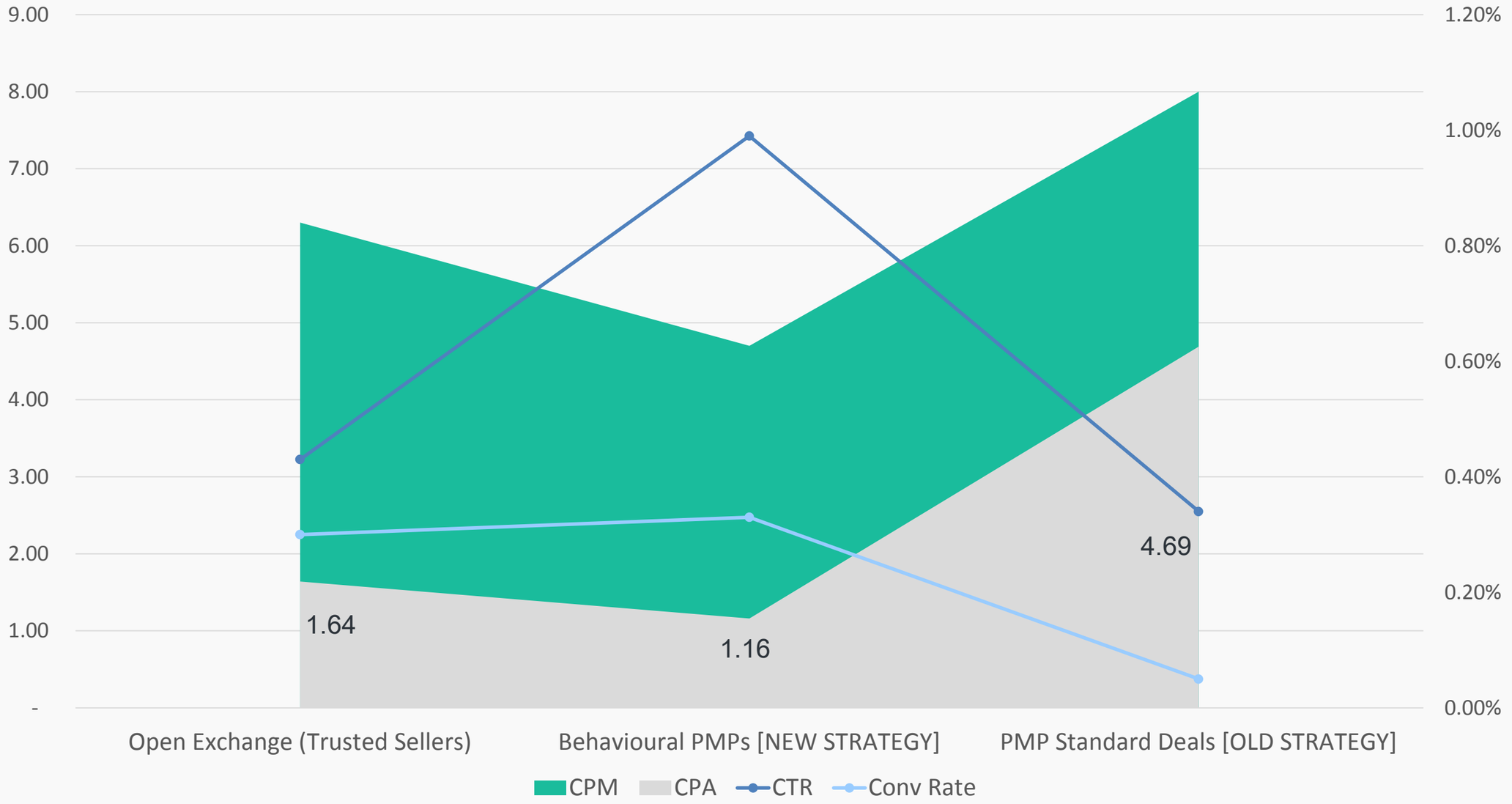
Action: Behavioural modelling performance



Action: Behavioural modelling performance



Action: Optimisation improvement performance



Action: Industry benefits

How will this improve the industry?

- More informed media buying
- Reducing frequency caps
- Making advertising more user relevant

Thank you!