



ACTIVATING AUDIENCES: BEST PRACTICES FOR ADVERTISERS

Ashu Mathura

adform

WHAT IS A DMP?

& WHY DO YOU NEED ONE?

“AUDIENCE BASE ENABLES BRANDS AND PUBLISHERS TO CAPTURE CONSUMER-SPECIFIC DATA IN ORDER TO CREATE TAILORED ADVERTISING CAMPAIGNS AND CONTENT STRATEGIES ACROSS CHANNELS IN ORDER TO DRIVE MORE REVENUES”

(AT THE LOWEST COST)

WHAT CHALLENGES DOES A DMP SOLVE?

ALL YOUR DATA IS FRAGMENTED

1 Sources

Data is **fragmented** across a long list of non-unified **platforms**, like DSPs, CRM, CMS, email, (e)commerce, social, etc and **screens**, like desktop, mobile, TV, etc

2 Taxonomies

Data is **fragmented** across data **classifications** and thus hard to compare, making it complex to compile into the perfect audience to activate

3 Usage

Data is **fragmented** across **activation** platforms, internally, like email, social, commerce, etc teams and externally in the eco-system of (connected) **platforms**, like DSPs and CMS

4 Insights

Data is **fragmented** across silos and it is almost impossible to get insights across platforms and understand, at scale, **customer journey**, **attribution** and audience **performance**

5 Possession & Ownership

Data is **fragmented** across **ownership**, which means different stakeholders might own different parts of 'your' data, and who has **access** (possession) to use 'your' data

HOW DOES A DMP SOLVE THE CHALLENGES?

DELIVERING VALUE ACROSS THE WHOLE DATA JOURNEY

1 Collect & Identify

Bring together many fragmented **offline** and **online** audience data sources onto **1 single platform**, **defragment** identifies and **unify** user profiles across devices

2 Define, Filter, Build & Enrich

Define, filter, **group** and process users into **addressable audiences**, **enrich** with additional 2nd and bought 3rd audiences and **combine** (and, or, not) into new micro audiences

3 Extend & Discover

Extend audiences **across devices**, find and append lookalike's and **discover** new relevant audiences and properties through overlay's with 3rd party branded data

4 Deliver & Activate

Deliver audiences to any platform of choice and **activate** on any channel, media, screen or device to deliver the **right** message, at the **right** time to the **right** person

5 Understand

Generate **insights** and **analysis** of audience ingestion, delivery, activation, performance (**ROI**) and composition to increase knowledge and define **optimization** strategies

**BEST PRACTICE 1:
IT'S ONLY AS GOOD, AS HOW
MUCH YOU PUT INTO IT**

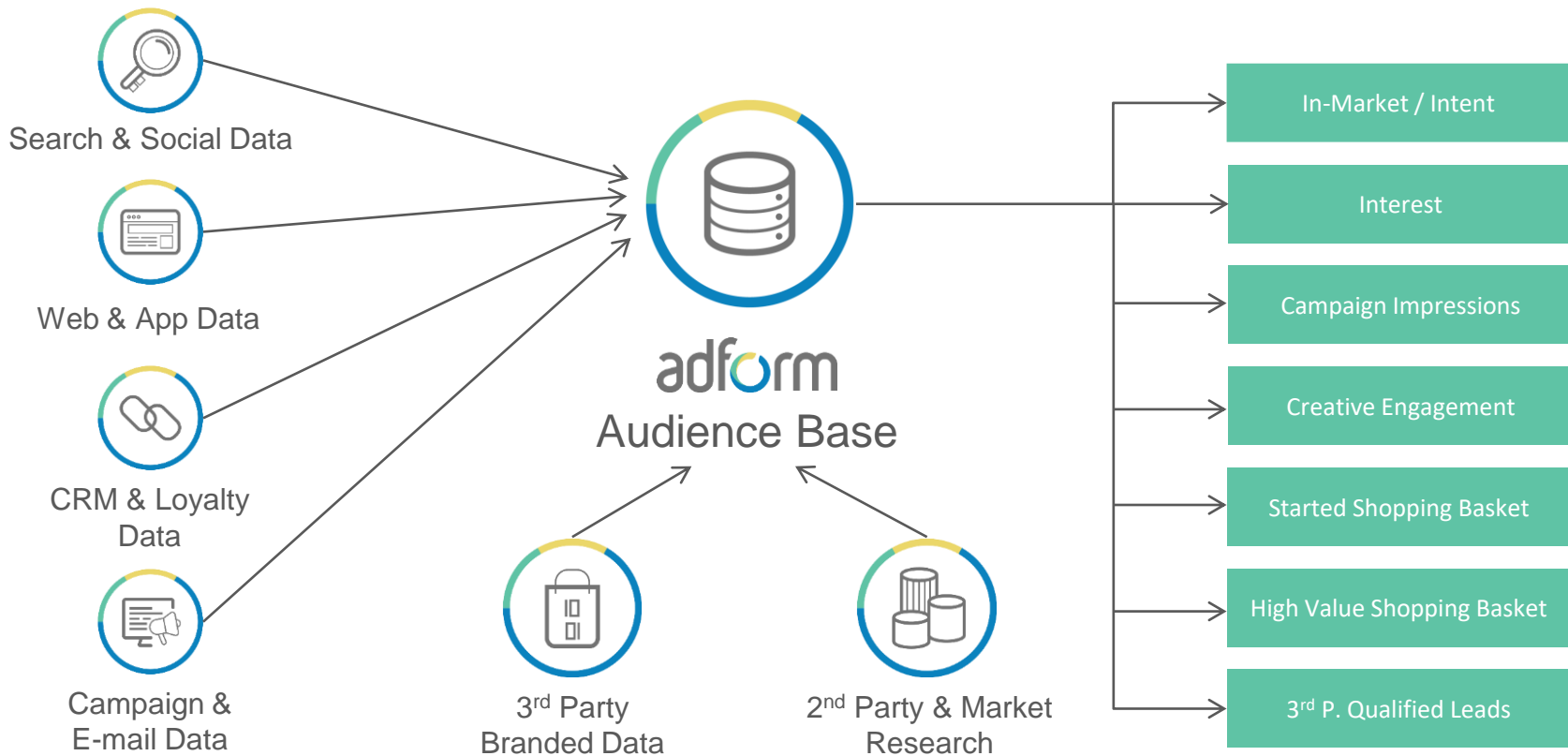
INGESTING YOUR DATA INTO THE DMP PLATFORM

FULL FLEXIBILITY IN IMPORTING DATA TYPES AND TAXONOMIES

Type of Data	Ingestion Process	Ingestion Timeline
<p>1st Party online interactions</p> <p>Examples: Sites, apps, search, social, campaigns, sweepstakes, etc</p>	Tracking tags	<ul style="list-style-type: none"> ■ Typical 1-2 week for integration and active immediately
<p>1st Party offline data</p> <p>Examples: CRM, loyalty, product, purchase history, etc</p>	File, API or via 3 rd party	<ul style="list-style-type: none"> ■ File: first configuration 1-2 week(s), after that ingestion starts on every delivery immediately. ■ API: 2-4 weeks to configure. After that real-time. ■ 3rd Party: Assuming already integrated, 1 week.
<p>2nd / 3rd Party Branded Data</p>	Tags, file or API	<ul style="list-style-type: none"> ■ Typical 1-2 week for integration and active immediately ■ File: first configuration 1-2 week(s), after that ingestion starts on every delivery immediately. ■ API: 2-4 weeks to configure. After that real-time.

CONNECT ALL TO BUILD RELEVANT AUDIENCES

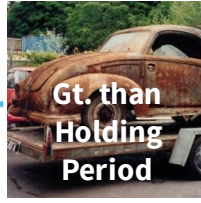
SET CLEAR TAXONOMIES TO REFINE, COMBINE AND OPTIMISE FURTHER



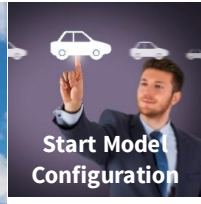
EXAMPLE AUDIENCE TAXONOMY

TARGET INTEREST, IN-MARKET AND OWNERS WITH TARGETED CAMPAIGNS

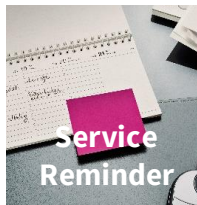
Awareness and Familiarity



Consideration



Purchase

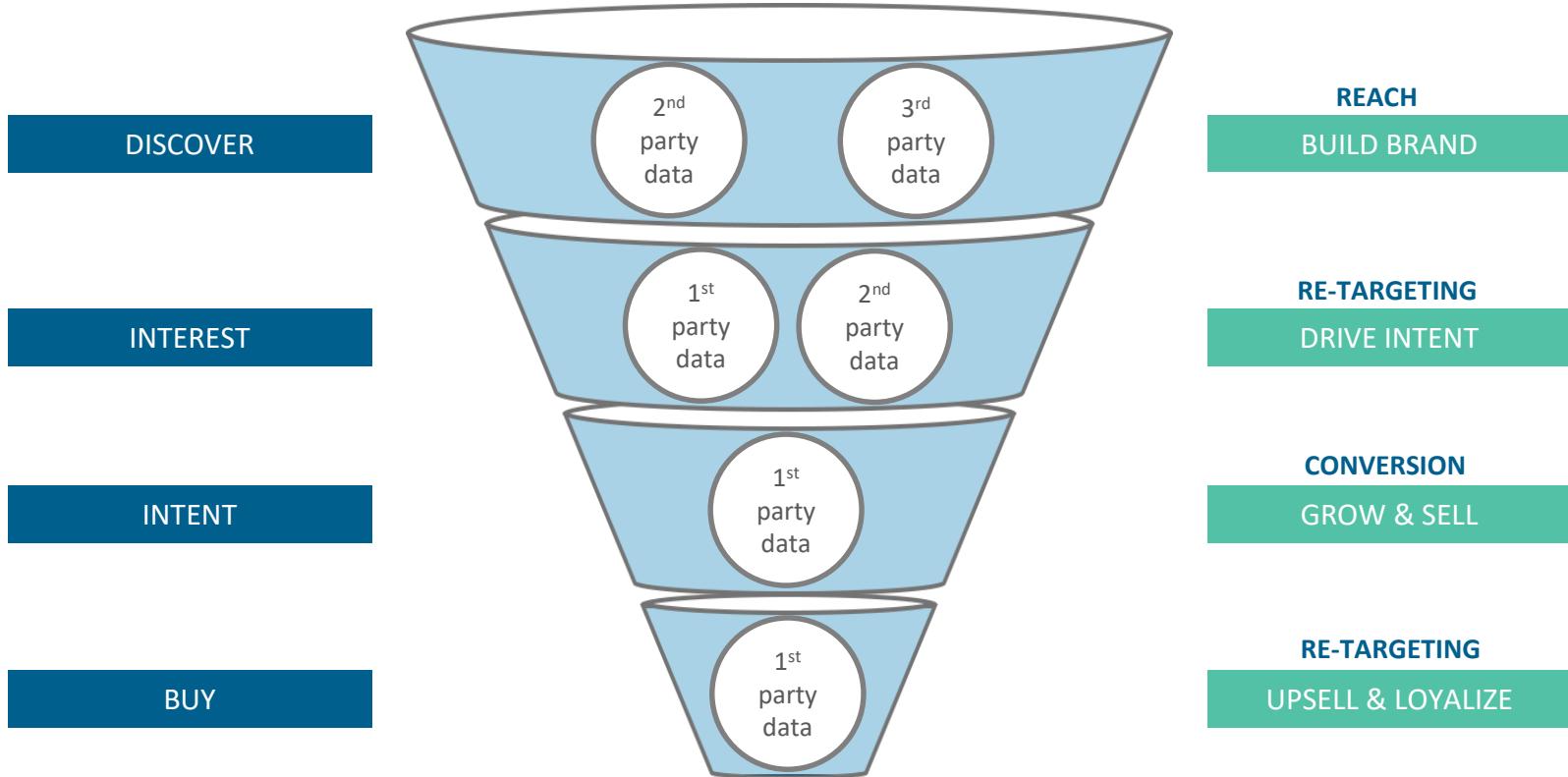


EXAMPLE ONLY

**BEST PRACTICE 2:
BUILD AROUND YOUR FUNNEL
& MESSAGE WATERFALL**

YOUR AUDIENCE FUNNEL STRATEGY

DELIVER THE RIGHT MESSAGE AT THE RIGHT TIME



STORE FRONT PAGE

CUSTOMIZED CONTENT AND MESSAGING BASED ON AUDIENCE DATA



[Homepage](#) | [Shop](#) | [About us](#) | [Contacts](#)

DEMO PAGES

Farr&Go
Laundry

Product tiles for laundry: Ariel, Vanish, Fairy, and another Ariel bottle.

FIND OUT MORE

Farr&Go
Dishwashing

Product tiles for dishwashing: Finish, Joy, and Fairy.

FIND OUT MORE

Farr&Go
Air Fresheners & Home Fragrance

Product tiles for air fresheners and home fragrance: Pure, Glade, and another Glade product.

FIND OUT MORE



Product row featuring: Simply Pure Evolution, Finish, Ecover, Ariel, and Glade.

FIND OUT MORE

STORE PRODUCT PAGE

CUSTOMIZED CONTENT FIRST AND TRACK SHOPPING BASKET INTERACTION



[Homepage](#) [Shop](#) [About us](#) [Contacts](#)

DEMO PAGES

Categories: All (15) Laundry (5) Dishwashing (5) Air Fresheners & Home Fragrance (5)



Persil Small And Mighty Bio. 60 Wash 2.1L
9.00

[More info](#) [Add to cart](#)



Vanish Oxi Action Stain Remover Powder 1.5Kg
10.00

[More info](#) [Add to cart](#)



Fairy Non Biological Pods Washing Capsules
12.00

[More info](#) [Add to cart](#)



Lenor Unstoppables Fresh 375G
6.00

[More info](#) [Add to cart](#)



Ariel Colour Washing Liquid 40 Washes 2L
6.00

[More info](#) [Add to cart](#)



Finish Quantum Lemon 45 Dishwasher Tablets
10.00

[More info](#) [Add to cart](#)

Shopping Cart

Persil Small And Mighty Bio. 60 Wash 2.1L (x1) - 9.00

Finish Quantum Lemon 45 Dishwasher Tablets (x1) - 10.00

Lenor Unstoppables Fresh 375G (x1) - 6.00

Final price: 25.00

[Buy](#) [Empty cart](#)

Product search

[Search](#)

Order newsletter

Name:

Email:

[Order newsletter](#)

MESSAGE WATERFALL

CUSTOMIZED MESSAGING BASED ON INTEREST SCORE, RECENCY AND VIEW CAT

DCO DEMO PAGE

Interest score | Interest score with a rotation | View Recency | Viewed category



Lenor Unstoppables Fresh
375G
£6,00

Buy Now



Persil Small And Mighty
Bio. 60 Wash 2.1L
£9,00

Buy Now



Interest score retargeting module

Only products that have been already viewed by a user will be shown in a banner when using the Interest Score retargeting model. The arrangement of products in a banner depend on their weight. For example, a user has viewed Product-1 for three times, Product-2 two times, and Product-3 for only a single time, the weight of each



Lenor Unstoppables
Fresh 375G
£6,00

Buy Now

COMMENTS

DISCOVER

FIND THE RIGHT PROSPECTS, AT SCALE, BUILD BRAND AND DRIVE INTEREST



MORE THAN 150K
AUDIENCE
AVAILABLE TODAY

Audience Marketplace ✕

← Back Sort by: Name ▾

Audience Data Owners / Search results

Audience Data Owner	Audience Category	Audience Name	Size	ID	Fee	Currency	
Oracle Cloud :: BlueKangaroo	Category Affinity	Breakroom & Cleaning Supplies	25280	623827	0.90	EUR	+
Oracle Cloud :: Bombora	Manufacturing	Cleaners & Cleaning Equipment	73280	624387	3.00	EUR	+
Eyeota	Brand Discovery	Cleaning	82709	493726	0.60	USD	+
Eyeota	Home and Garden	Cleaning	4860000	532123	1.00	USD	+
Oracle Cloud :: 33Across AudienceID	Home and Garden	Cleaning	12015040	614590	0.75	EUR	+
Oracle Cloud :: Cardlytics	New Years Resolutions	Cleaning	3015040	625510	1.50	EUR	+
Oracle Cloud :: Cardlytics	Spring	Cleaning	1088320	625517	1.50	EUR	+
Oracle Cloud :: Datalogix UK	Household Supplies Buyers	Cleaning	59895040	633130	2.50	EUR	+
Oracle Cloud :: SirData	Hot Prospects	Cleaning & Washing	147520	651488	1.50	EUR	+
Exelate - Intent	Shopping - CPG	Cleaning and Laundry	13812741	10425	1.33	USD	+
Exelate - SirData - EU	Sirdata - Hot Prospects	Cleaning and Washing	53650	12745	1.00	USD	+
Eyeota	CPG / FMCG	Cleaning Products	22790	8072	1.33	USD	+
Oracle Cloud :: Cross Pixel	Home & Garden	Cleaning Products	308160	627348	1.15	EUR	+
Oracle Cloud :: BlueKangaroo	Category Affinity	Cleaning Products & Services	192640	623839	0.90	EUR	+
Exelate - Intent	Services - Home and Garden	Cleaning Service	10036	10368	1.33	USD	+
Oracle Cloud :: MaxPoint	Home & Garden	Cleaning solutions	54879680	642975	1.00	EUR	+

REACH

BUILD BRAND

DISCOVER

CREATING AUDIENCES OF HIGHLY RELEVANT PROSPECTS TO TARGET



<input type="checkbox"/>	Status	Name / Owner ID	Category	Total	Original	Lookalike	Cross Device
<input type="checkbox"/>	ACTIVE	Combined 1st + 3rd party data focr	Exelate - Intent* / Shopping - CPG*	2.10k	2.10k 100%	- -	- -
<input type="checkbox"/>	ACTIVE	Dish and Dishwasher Detergent 9989	Exelate - Intent* / Shopping - CPG*	16.61M	16.61M 100%	- -	- -
<input type="checkbox"/>	ACTIVE	Cleaning and Laundry 1441	Exelate - Intent* / Shopping - CPG*	13.89M	13.89M 100%	- -	- -

REACH

BUILD BRAND

DISCOVER

COMBINING 1ST & 3RD PARTY DATA TO APPLY A GLOBAL FREQUENCY CAP



ACTIVE Audience ID 658010 Combined 1st + 3rd party data Audiences (All) / Exelate - Intent* / Shopping - CPG* Owner ID foor Total Size 2.10k Cross Device - Lookalike - Estimated Audience 0

REALTIME

Settings
Builder
Rights
Insights
Composition
Discovery
Direct Pixel

TTL 14 Days Frequency 1 Cross device Off Lookalike Off Recalculable Off

Add Group Query Editor

Campaign Data My Audiences Audience Marketplace

Audience Marketplace
3rd party Data Providers.
Frequency >= 1 Recency <= 120

Add Audience +

Exelate - Kantar Shopcom
Household Care → Dish and Dishwasher Detergent AND Oracle Cloud :: AdAdvisor by Neustar
Household Products → Dishwasher Detergent AND Oracle Cloud :: Datalogix
Household Supplies Buyers → Dish & Dishwasher Detergent AND
Oracle Cloud :: Datalogix UK
Household Supplies Buyers → Dishwasher Detergent & Supplies

AND NOT

Campaign Data My Audiences Audience Marketplace

My Audiences
1st party Audience data.
Frequency > 5 Recency <= 120

Add Audience +

Platform Solutions Demo [DO NOT EDIT!!]
Ariel → Funnel - Seen Ariel Campaign

3rd Party Branded Data

1st Party Campaign Data

REACH

BUILD BRAND

INTEREST

COMBINING 1ST & 3RD PARTY DATA TO REDUCE WAISTE



<input type="checkbox"/> Status		<input type="checkbox"/> Name / Owner ID		<input type="checkbox"/> Category		<input type="checkbox"/> Total		<input type="checkbox"/> Original		<input type="checkbox"/> Lookalike		<input type="checkbox"/> Cross Device	
<input type="checkbox"/>	ACTIVE	Pinterest Followers <small>ForrG-009</small>		Interest / Social Media* / Followers & Engagers*	176.89k	30.38k 17%	1.1k 1%	145.41k 82%					
<input type="checkbox"/>	ACTIVE	YouTube Followers <small>ForrG-008</small>		Interest / Social Media* / Followers & Engagers*	429.15k	70.04k 16%	162 0%	358.95k 84%					
<input type="checkbox"/>	ACTIVE	Snapchat Followers <small>ForrG-007</small>		Interest / Social Media* / Followers & Engagers*	229.68k	38.84k 17%	242 0%	190.60k 83%					
<input type="checkbox"/>	ACTIVE	Instagram Followes <small>ForrG-006</small>		Interest / Social Media* / Followers & Engagers*	250.25k	43.56k 17%	10 0%	206.68k 83%					
<input type="checkbox"/>	ACTIVE	Facebook Engagers <small>ForrG-005</small>		Interest / Social Media* / Followers & Engagers*	956.22k	144.7k 15%	307 0%	811.27k 85%					
<input type="checkbox"/>	ACTIVE	Searched for Persil and clicked to product page <small>ForrG-035</small>	👁	Interest / Search / Product / Persil	333.20k	49.9k 15%	1 0%	283.30k 85%					
<input type="checkbox"/>	ACTIVE	Campaign - US - Laundry - Clicked <small>ForrG-013</small>	📊	Campaign Data* / Campaign Interaction*	201.65k	22.95k 11%	2.71k 1%	175.99k 87%					
<input type="checkbox"/>	ACTIVE	Campaign - US - Laundry - Viewed Impressions <small>ForrG-012</small>	📊	Campaign Data* / Campaign Interaction*	2.58M	504.78k 20%	91 0%	2.08M 80%					
<input type="checkbox"/>	ACTIVE	Funnel - Seen Ariel Campaign <small>ForrG-027</small>	👁 📊	Campaign / Brand / Ariel	282.19k	281.89k 100%	- -	298 0%					

RE-TARGETING

DRIVE INTENT

INTEREST

CAMPAIGN CLICKS ENRICHED WITH DEMOGRAPHIC DATA FROM CRM



ACTIVE Audience ID 655845 Campaign - US - Laundry - Clicked Audiences (All) / Campaign Data* / Campaign Interaction* Owner ID ForrG-019 Total Size 201.65k Cross Device 175.99k Lookalike 2.71k Estimated Audience 0

- Settings
- Builder
- Rights
- Insights
 - Composition
 - Discovery

TTL 90 Days Frequency 1 Cross device On screen6 Lookalike On 80% Recalculable Off

+ Add Group Query Editor Campaign Data My Audiences Audience Marketplace

1st Party Campaign Data

Campaign Data
Data attributes collected through serving a Campaign.
Adform (Platform Solutions Demo [DO NOT EDIT!!]) Transaction History 30 Days Add rule
Click Direct Demo (713536) x Country IS United States (USA) (840)

AND

1st Party CRM Data

My Audiences
1st party Audience data.
Frequency >= 1 Recency <= 120
Add Audience +
Platform Solutions Demo [DO NOT EDIT!!] Loyalty Members* -> US AND Platform Solutions Demo [DO NOT EDIT!!] Socio -> Female

RE-TARGETING

DRIVE INTENT

INTEREST

GLOBAL CAMPAIGN FREQUENCY COUNTING



ACTIVE Audience ID 655838 Campaign - US - Laundry - Viewed Impressions Owner ID ForrG-012 Total Size 2.59M Cross Device 1.88M Lookalike 112 Estimated Audience ?

SCHEDULED Audiences (All) / Campaign Data* / Campaign Interaction*

Settings

Builder

Rights

▼ Insights

Composition

Discovery

Direct Pixel

TTL Days **Frequency** Cross device On screen6 Lookalike On 80 % Recalculable Off

Add Group [Query Editor](#)

Campaign Data My Audiences Audience Marketplace

Campaign Data
Data attributes collected through serving a Campaign.

Adform (Platform Solutions Demo [DO NOT EDIT!]) Transaction History 14 Days Add rule

Impression RTB Demo (632572) × Visibility Time (in milliseconds) > 5000

1st Party Campaign Data

RE-TARGETING

DRIVE INTENT

INTEREST (HIGH)

SEARCH KEYWORDS (ADWORDS & BING)



ACTIVE Audience ID 657476 Search Keywords (Adwords & Bing) Audiences (All) / In-Market* / Search*

Owner ID: ForrG-0021 Total Size: - Cross Device: - Lookalike: - Estimated Audience: ?

TTL: 3 Days Frequency: 1 Cross device: On Multiple selection (2) Lookalike: Off Recalculable: Off

1st Party Search Data

AND

1st Party Intent Data

Settings
Builder
Rights
Insights
Composition
Discovery

Query Editor

Campaign Data My Audiences Audience Marketplace

Campaign Data
Data attributes collected through serving a Campaign.

YOS (Platform Solutions Demo [DO NOT EDIT!!]) Transaction History 60 Days Add rule

TrackingPoint YOS - Tracking (830753) x Natural Search Keywords CONTAINS detergent

OR Natural Search Keywords CONTAINS remove stains

My Audiences
1st party Audience data.

Frequency >= 3 Recency <= 120

Add Audience +

Platform Solutions Demo [DO NOT EDIT!!]
Shopping - CPG* → Cleaning and Laundry

RE-TARGETING

DRIVE INTENT

IN-MARKET / INTENT

AUDIENCES THAT HAVE PROVEN INTENT TO BUY YOUR PRODUCT



<input type="checkbox"/>	Status	Name / Owner ID	Category	Total	Original	Lookalike	Cross Device
<input type="checkbox"/>	ACTIVE	Funnel - Purchases Ariel not to target ForrG-034	In-Market* / Brand* / Ariel*	7.03M	267.27k 4%	- -	6.77M 96%
<input type="checkbox"/>	ACTIVE	Funnel - Interest But No Purchase* ForrG-033	In-Market* / Brand* / Ariel*	31.55k	4.77k 15%	736 2%	26.04k 83%
<input type="checkbox"/>	ACTIVE	Funnel - Added Ariel into shopping basked but did not complete purchase ForrG-032	In-Market* / Brand* / Ariel*	5.88k	5.68k 97%	190 3%	4 0%
<input type="checkbox"/>	ACTIVE	Funnel - Added Ariel into shopping basked ForrG-031	In-Market* / Brand* / Ariel*	179.33k	29.17k 16%	10.59k 6%	139.57k 78%

CONVERSION

GROW & SELL

IN-MARKET / INTENT

FUNNEL - ADDED ARIEL INTO SHOPPING BASKED BUT DID NOT COMPLETE



ACTIVE
REALTIME

Audience ID: 655859
Funnel - Added Ariel into shopping basked but did not complete purchase
Audiences (All) / In-Market* / Brand* / Ariel*

Owner ID: ForrG-032
Total Size: 5.88k
Cross Device: 4
Lookalike: 190
Estimated Audience: ?

Settings
Builder
Rights
Insights
Composition
Discovery
Direct Pixel

TTL: 90 Days
Frequency: 1
Cross device: Off
Lookalike: Off
Recalculable: Off

+ Add Group Query Editor

+ Campaign Data + My Audiences + Audience Marketplace

Campaign Data
Data attributes collected through serving a Campaign.

Ysos (Platform Solutions Demo [DO NOT EDIT!]) Transaction History 14 Days + Add rule

TrackingPoint YSOS - Tracking (830753) x System variable: Basket Size > 0

AND NOT

TrackingPoint YSOS - Tracking (830753) x Tracking Point IS Conversion page (25062495)

1st Party Basket Data

1st Party Conversion Data

CONVERSION

GROW & SELL

PURCHASE

TRACK YOUR MOST INVOLVED CUSTOMER TO FIND INTENT SIGNALS



	Extensions	Status	Sources	Reset	Columns: Multiple (7)	Search	
	Status	Name / Owner ID	Category	Total	Original	Lookalike	Cross Device
<input type="checkbox"/>	ACTIVE	High Value Customer - AE 90 FornG-014-AE90	Campaign Data* / Tracking Points*	134.39k	133.45k 99%	943 1%	- -
<input type="checkbox"/>	ACTIVE	High Value Customer - AE 70 FornG-014-AE70	Campaign Data* / Tracking Points*	440.94k	420.62k 95%	20.33k 5%	- -
<input type="checkbox"/>	ACTIVE	High Value Customer - AE 50 FornG-014-AE	Campaign Data* / Tracking Points*	559.74k	421.93k 75%	137.81k 25%	- -
<input type="checkbox"/>	ACTIVE	Microsite US - X - Engaged FornG-018	Campaign Data* / Tracking Points*	142.98k	15.81k 11%	739 1%	126.43k 88%
<input type="checkbox"/>	ACTIVE	Regular Customer FornG-015	Campaign Data* / Tracking Points*	-	-	-	-
<input type="checkbox"/>	ACTIVE	High Value Customer FornG-014	Campaign Data* / Tracking Points*	178.56k	25.89k 14%	6.21k 3%	146.47k 82%
	Status	Name / Owner ID	Category	Total	Original	Lookalike	Cross Device
<input type="checkbox"/>	ACTIVE	Email -> Mobile* forn344	CRM / Loyalty Members* / Email*	530.04k	530.04k 100%	-	-
<input type="checkbox"/>	ACTIVE	Clicked Email FornG-040	CRM / Loyalty Members* / Email*	191.16k	27.93k 15%	6.92k 4%	156.31k 82%
<input type="checkbox"/>	ACTIVE	Opened App Promotion Email FornG-039	CRM / Loyalty Members* / Email*	253.23k	47.43k 19%	50 0%	205.74k 81%

RE-TARGETING

UPSELL & LOYALIZE

PURCHASE

HIGH VALUE CUSTOMER WHO ARE NOT A LOYALTY CARD MEMBER YET



ACTIVE Audience ID 655840 **High Value Customer**
REALTIME Audiences (All) / Campaign Data* / Tracking Points*

Owner ID: **ForrG-014** Total Size: **177.41k** Cross Device: **146.12k** Lookalike: **6.20k** Estimated Audience: ?

TTL: 90 Days Frequency: 1 Cross device: On screen6 Lookalike: On 80% Recalculable: Off

+ Add Group Query Editor

+ Campaign Data + My Audiences + Audience Marketplace

Campaign Data
Data attributes collected through serving a Campaign.

Adform (Platform Solutions Demo [DO NOT EDIT!!]) Transaction History 60 Days + Add rule

TrackingPoint Adform - Tracking (632559) x System variable: Product Sales > 200

AND NOT

My Audiences
1st party Audience data.

Frequency >= 1 Recency <= 120

Add Audience +

Platform Solutions Demo [DO NOT EDIT!!]
Loyalty Members* → EMEA OR Loyalty Members* → US

1st Party Purchase Data

1st Party Loyalty Data

RE-TARGETING

UPSELL & LOYALIZE

PURCHASE

PROMOTIONAL EMAIL OPEN BUT NO APP DOWNLOAD



ACTIVE Audience ID Email → Mobile*
REALTIME 658718 Audiences (All) / CRM / Loyalty Members* / Email*

Owner ID Total Size Cross Device Lookalike Estimated Audience
forr344 530.04k - - 1M ... X

- Settings
- Builder
- Rights
- Insights
 - Composition
 - Discovery
- Direct Pixel

TTL Frequency Cross device Lookalike Recalculable ⓘ
14 Days 1 Off Off Off

+ Add Group Query Editor

+ Campaign Data + My Audiences + Audience Marketplace

My Audiences

1st party Audience data.

Frequency >= 1 Recency <= 120

Add Audience +

Platform Solutions Demo [DO NOT EDIT!!]

Email* → Opened App Promotion Email

AND NOT

My Audiences

1st party Audience data.

Frequency >= 1 Recency <= 120

Add Audience +

Platform Solutions Demo [DO NOT EDIT!!]

Mobile → Mobile App Users

1st Party E-mail Data

1st Party App Data

RE-TARGETING

UPSELL & LOYALIZE

PURCHASE

RE-ACTIVATE FREQUENT BUYERS BASED ON EXPECTED REVENUE



Ysos
Ysos - Retention

Campaigns Orders **Line Items** Marketplace Banners Tags Site Tracking Stats & Reports

Real Time Bidding Line Items Deleted Line Items Change Log

Line Item Re-Activate Frequent Buyers

FORECASTING

- ① General ② Budget and Bidding ③ Inventory ④ Targeting ⑤ Banners

Audience	Bid multiplier
Low expected Revenue	1
Medium expected Revenue	2
High expected Revenue	4
+ Add audience	

+ Geo & Culture + Retargeting + Behavior + Technical + DMP Audience

+ DMP Audience + Price 0.00 EUR

Platform Solutions Demo [DO NOT EDIT!!] 0.00 (max)

CRM → ⚙️ YSOS - Frequent Buyers Gap - Low Rev

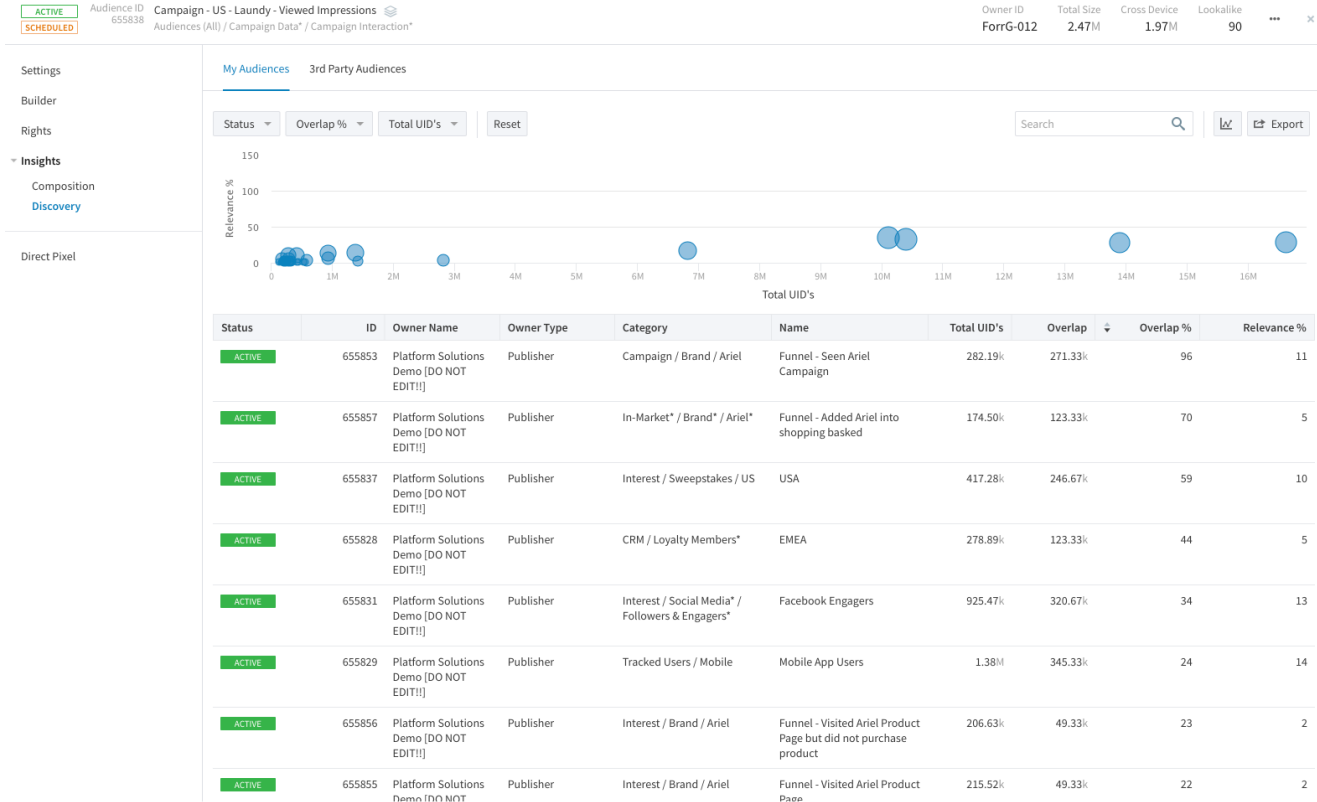
RE-TARGETING

UPSELL & LOYALIZE

BEST PRACTICE 3:
ANALYSE, UNDERSTAND, DISCOVER & OPTIMIZE

BASED ON YOUR OWN AUDIENCE DATA

DISCOVER OVERLAPS OR HOLES IN YOUR OWN AUDIENCES AND REACH



BASED ON YOUR OWN AUDIENCE DATA

DISCOVER INTENT AND INTEREST VIA 3RD PARTY BRANDED DATA

ACTIVE
SCHEDULED

Audience ID
655838

Campaign - US - Laundry - Viewed Impressions
Audiences (All) / Campaign Data* / Campaign Interaction*

Owner ID
ForrG-012

Total Size
2.47M

Cross Device
1.97M

Lookalike
90

... x

Settings

Builder

Rights

Insights

Composition

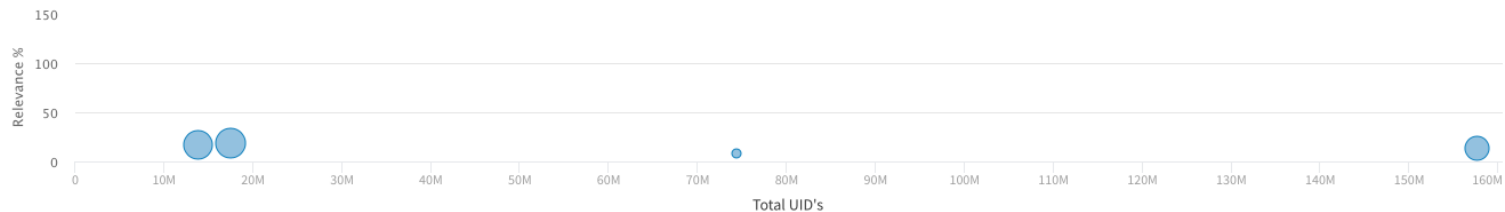
Discovery

Direct Pixel

My Audiences 3rd Party Audiences

Status Overlap % Total UID's Data Provider Reset

intent x  



Status	ID	Owner Name	Owner Type	Category	Name	Total UID's	Overlap	Overlap %	Relevance %
ACTIVE	10425	Exelate - Intent	Publisher	Shopping - CPG	Cleaning and Laundry	13.81M	419.33k	3	17
ACTIVE	10431	Exelate - Intent	Publisher	Shopping - CPG	Dish and Dishwasher Detergent	17.46M	468.67k	2	19
ACTIVE	75382	Eyeota	Publisher	Custom Segments / Custom Intent	Insurance - Expanded Reach	157.57M	320.67k	0	13
ACTIVE	8039	Eyeota	Publisher	Intent / Services	Medicine and Health	74.45M	197.33k	0	8

BASED ON YOUR OWN AUDIENCE DATA

DISCOVER DEMOGRAPHIC PROPERTIES

ACTIVE

SCHEDULED

Audience ID
655838

Campaign - US - Laundry - Viewed Impressions

Audiences (All) / Campaign Data* / Campaign Interaction*

Owner ID
ForrG-012

Total Size
2.47M

Cross Device
1.97M

Lookalike
90

My Audiences
3rd Party Audiences

Status ▾
Overlap % ▾
Total UID's ▾
Data Provider ▾
Reset

demographic
✕

🔍
📄
Export

Status	ID	Owner Name	Owner Type	Category	Name	Total UID's	Overlap	Overlap %	Relevance %
ACTIVE	7684	Eyeota	Publisher	Demographic / Employment Industry	HR and Recruitment	153.71M	493.34k	0	20
ACTIVE	377770	Eyeota	Publisher	US Experian - Reach / Sociodemographic / Dwelling Type	Single Family Dwelling Unit	67.93M	444.00k	0	18
ACTIVE	377788	Eyeota	Publisher	US Experian - Reach / Sociodemographic / Ethnic Group	European	66.94M	444.00k	0	18
ACTIVE	377817	Eyeota	Publisher	US Experian - Reach / Sociodemographic / Marital Status	Married	66.45M	419.33k	0	17
ACTIVE	7690	Eyeota	Publisher	Demographic / Employment Industry	Marketing	145.79M	370.00k	0	15
ACTIVE	7725	Eyeota	Publisher	Demographic / Inferred Income Level	High / Affluent	52.32M	296.00k	0	12
ACTIVE	7686	Eyeota	Publisher	Demographic / Employment Industry	IT	135.39M	271.33k	0	11
ACTIVE	7743	Eyeota	Publisher	Demographic / Lifestyle	With Children / Kids	65.31M	246.67k	0	10
ACTIVE	74703	Eyeota	Publisher	Demographic / Lifestyle	High Net Worth Individuals / HNWI	29.23M	246.67k	0	10

Settings

Builder

Rights

Insights

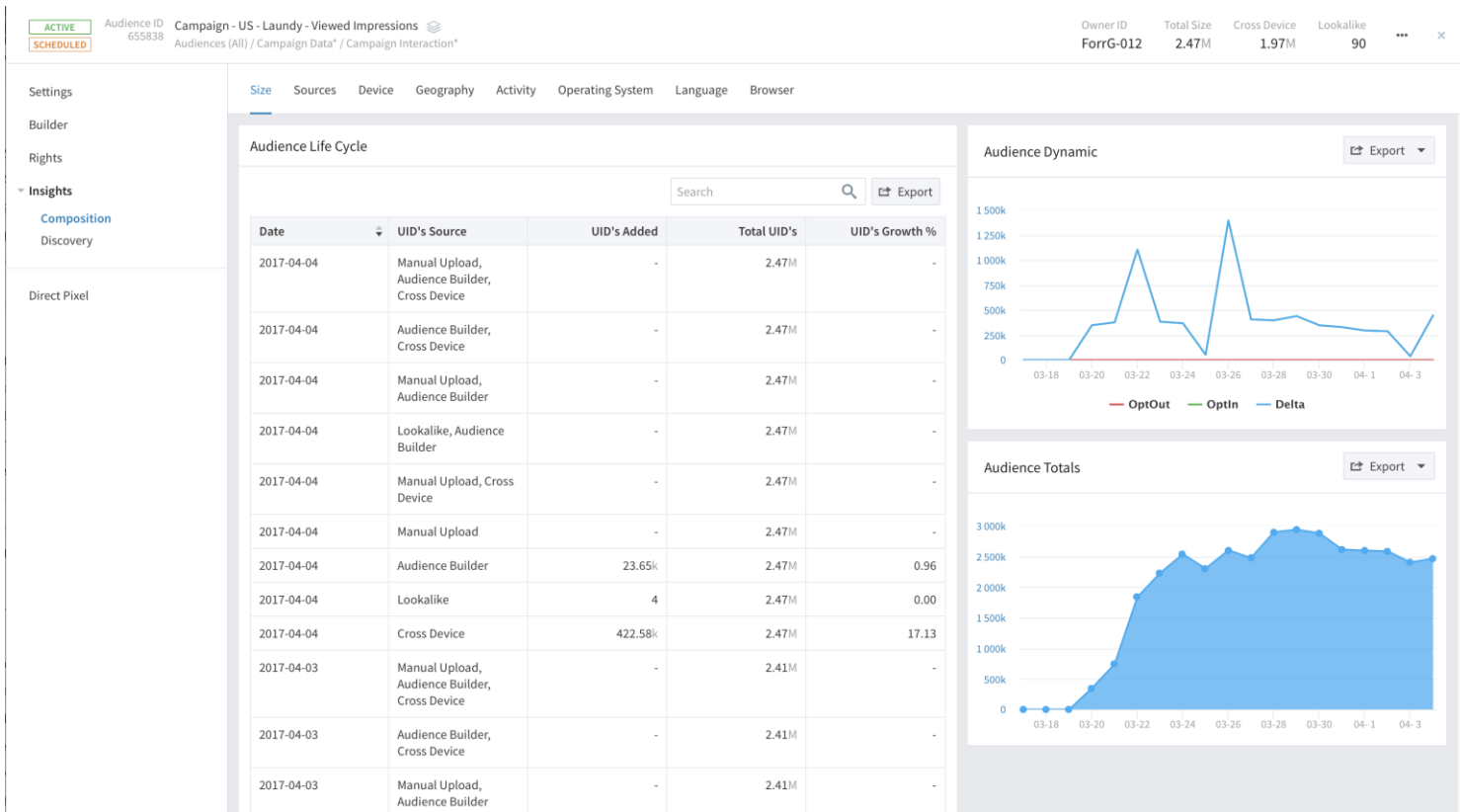
Composition

Discovery

Direct Pixel

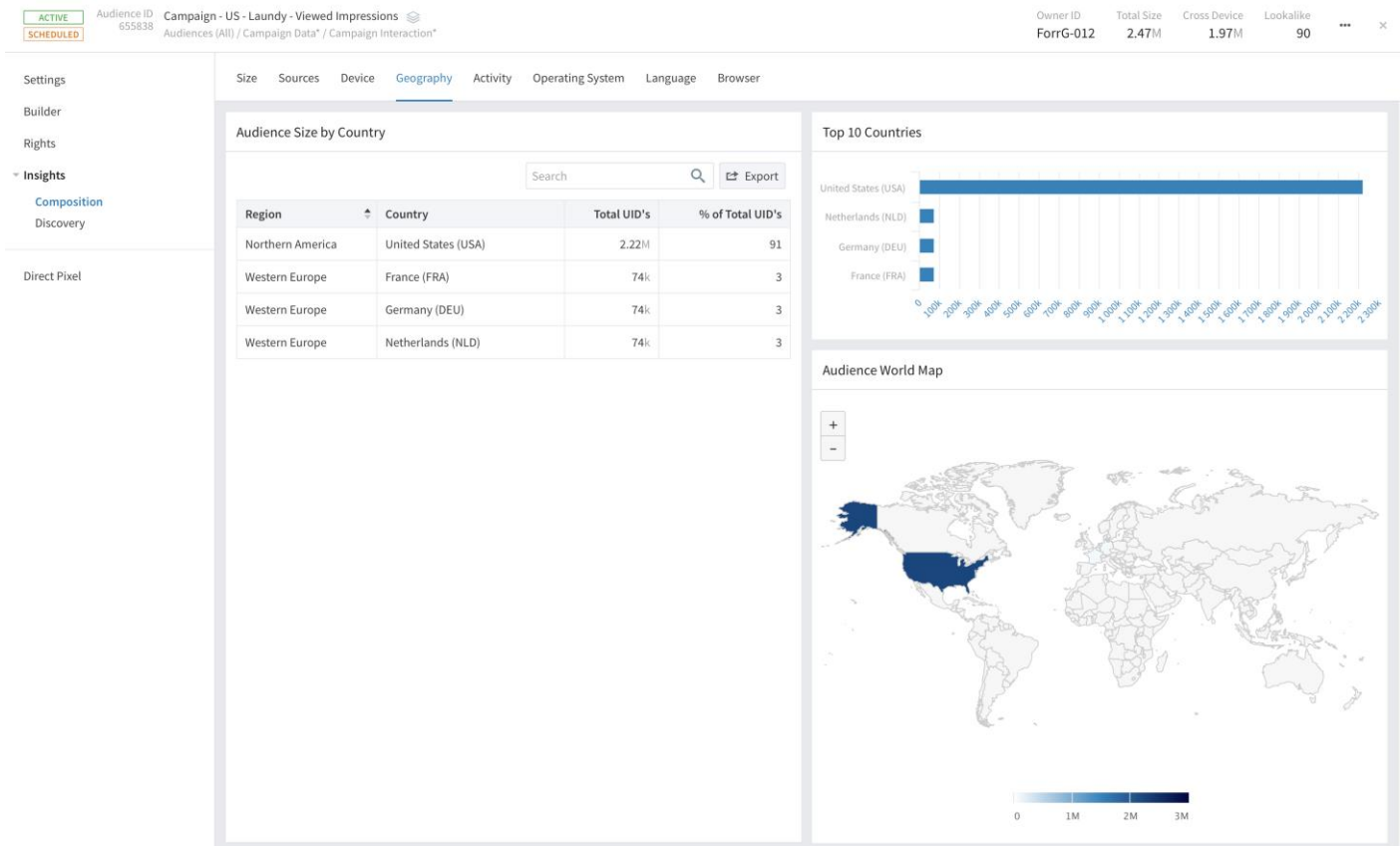
AUDIENCE COMPOSITION BY SOURCE OVER TIME

UNDERSTAND WHERE THE USER ID'S ARE COMING FROM



AUDIENCE COMPOSITION BY GEOGRAPHY

UNDERSTAND WHERE THE USER ID'S ARE COMING FROM



AUDIENCE COMPOSITION BY RECENT ACTIVITY

UNDERSTAND HOW ACTIVE AND RECENT YOUR AUDIENCES ARE

ACTIVE
SCHEDULED

Audience ID
655838

Campaign - US - Laundry - Viewed Impressions
Audiences (All) / Campaign Data* / Campaign Interaction*

Owner ID: ForrG-012
Total Size: 2.47M
Cross Device: 1.97M
Lookalike: 90

Settings

Builder

Rights

Insights

Composition

Discovery

Direct Pixel

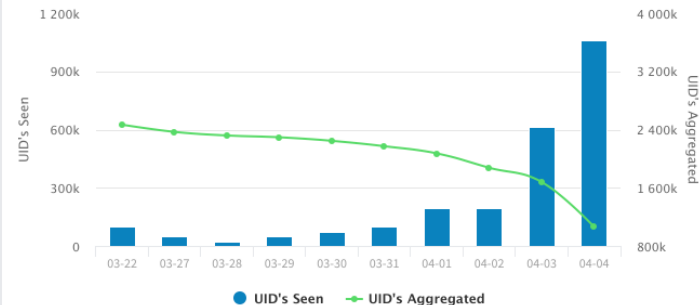
Size Sources Device Geography **Activity** Operating System Language Browser

Audience Activity

Search Export

Days Ago	UID's Seen	UID's Aggregated
1	1.06M	1.06M
2	616.67k	1.68M
3	197.33k	1.87M
4	197.33k	2.07M
5	98.67k	2.17M
6	74k	2.24M
7	49.33k	2.29M
8	24.67k	2.32M
9	49.33k	2.37M
14	98.67k	2.47M

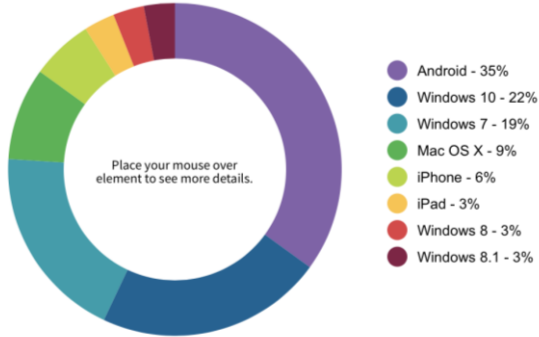
Activity in last 10 days



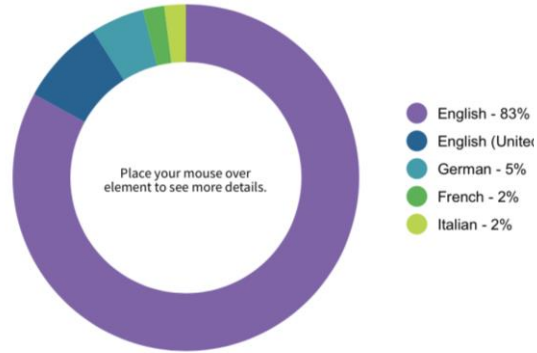
AUDIENCE COMPOSITION BY DEVICE

DEVICE AND PLATFORM

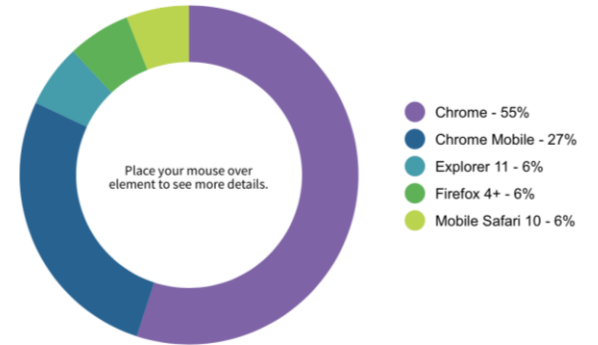
Audience by OS Name



Audience by OS Language



Audience by Browser Name



WRAP UP

1 Define

Strategize and **define** upfront your funnel, message waterfalls, expectations and **goals**

2 Collect

Bring together as many **offline** and **online** audience data sources onto **the platform**, to use for audience building

3 Build

Define, filter, **group** and process users into **addressable audiences**, **enrich** with additional 2nd and bought 3rd audiences and **combine** (and, or, not) into new micro audiences

4 Use

Deliver audiences to any platform of choice and **activate** on any channel, media, screen or device to deliver the **right** message, at the **right** time to the **right** person

5 Optimize

Generate **insights** and **analysis** of audience ingestion, delivery, activation, performance (**ROI**) and composition to increase knowledge and define **optimization** strategies

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Questions?

Ashu.Mathura@adform.com