



Data

Publisher side data project



AGENDA



DATA



HOW



1st



2nd



3rd





DATA



[illegible]

WOW! - TALK
ABOUT A
PARADIGM SHIFT!

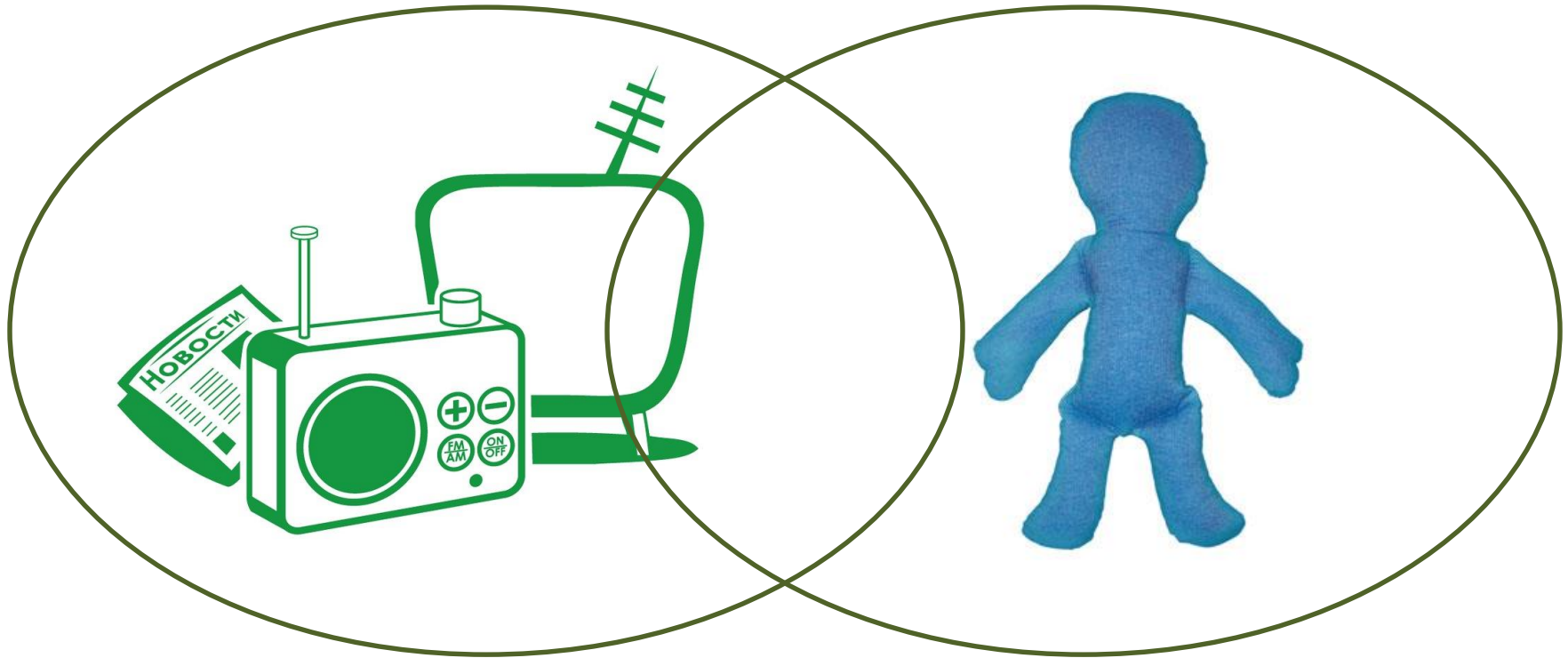


TRADITIONAL MODEL



MEDIUM

TARGET GROUP





AV ≠ AV

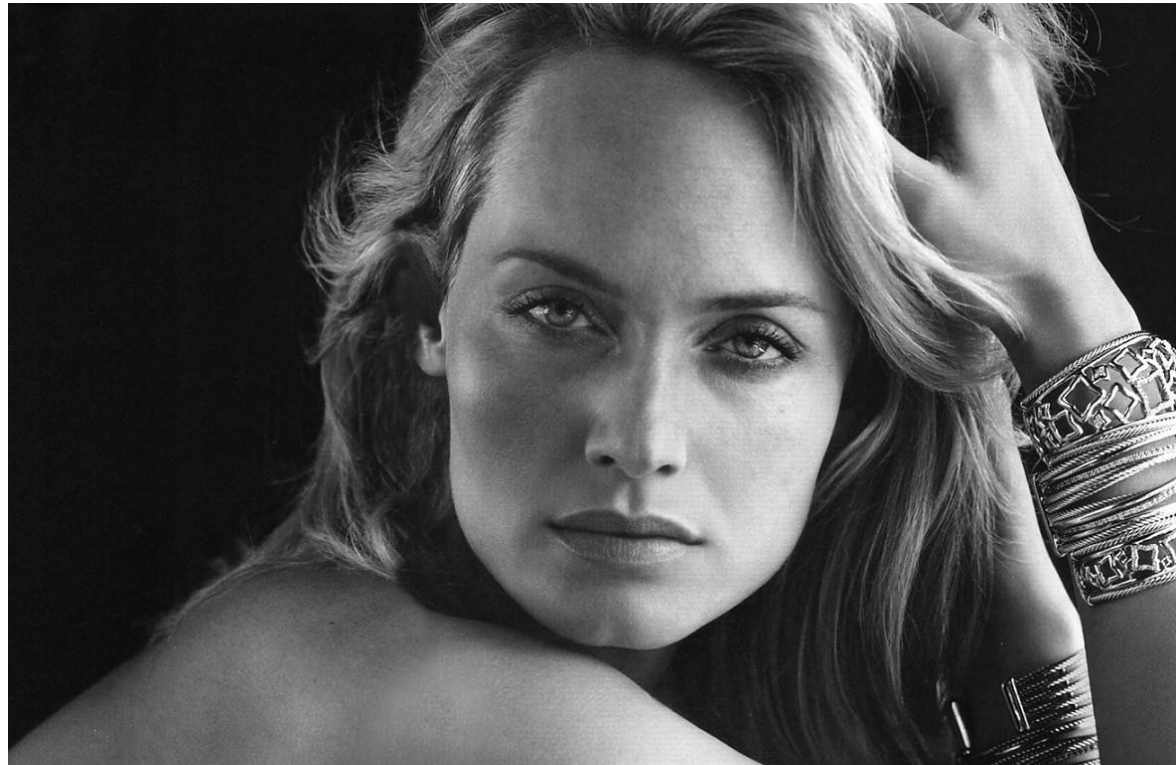


Ad View



≠

Amber Valletta



	Ad View	Amber Valletta
Gender	?	Female
Age	?	42
Occupation	?	Actress, model
Place of Living	?	New York
Interest	?	Seafood Contamination



Ad View

Gender
Age
Occupation
Place of Living
Interest

?
?
?
?
?



Amber Valletta

Female
42
Actress, model
New York
Seafood Contamination

1\$ ≠ 20\$



*“Half the money I
spend on advertising is
wasted; the trouble is I
don't know which half.”*

- John Wanamaker,

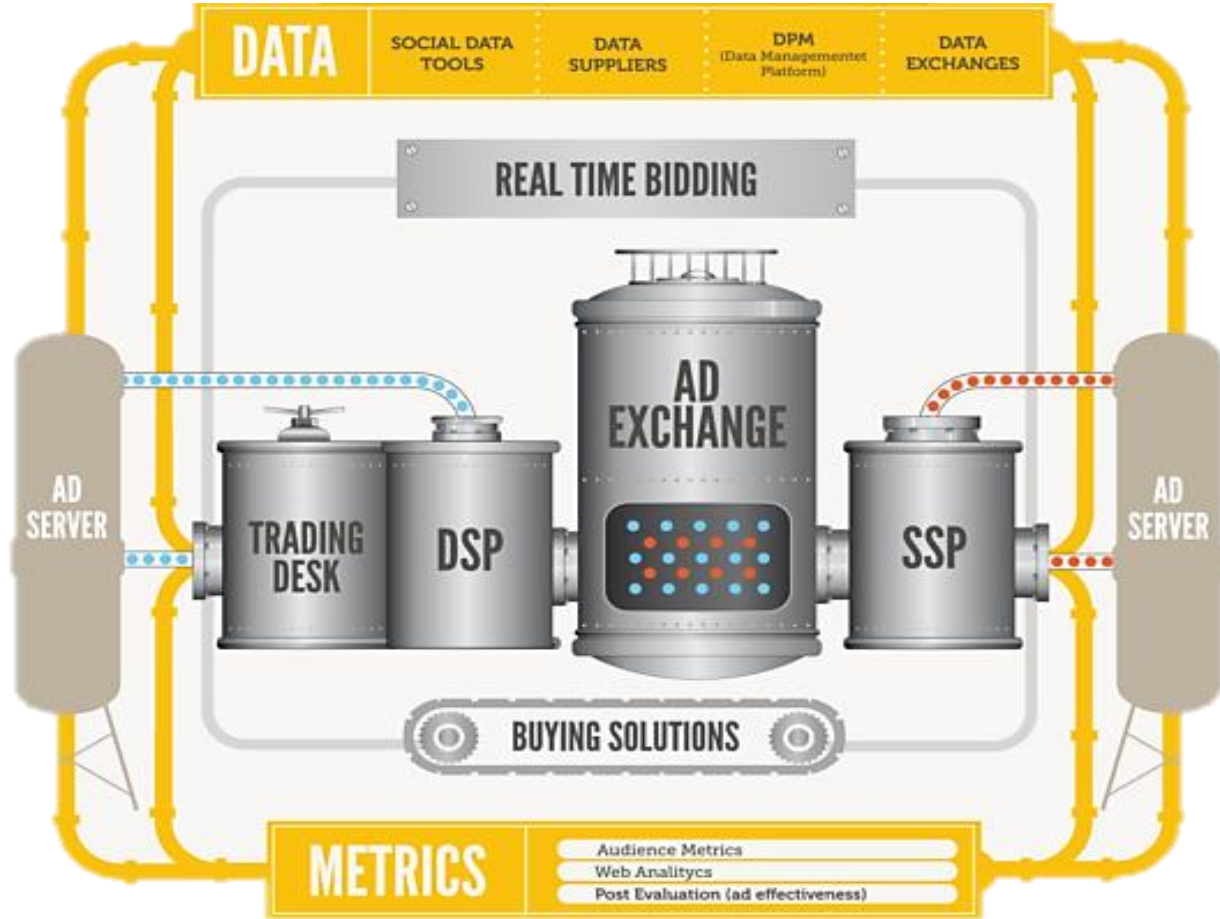
*father of modern advertising and a
“pioneer in marketing.”*



HOW



Programmatic ecosystem

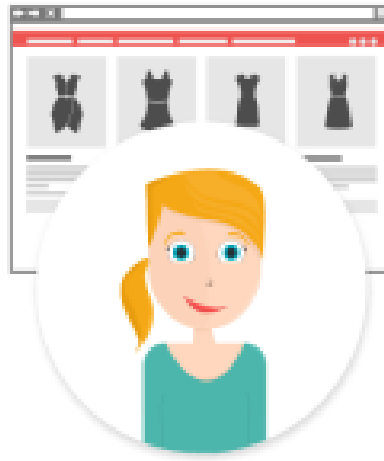




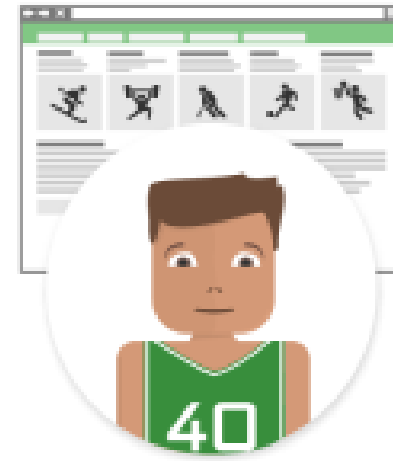
Right People ✓



Right Ads ✓



Right Places ✓

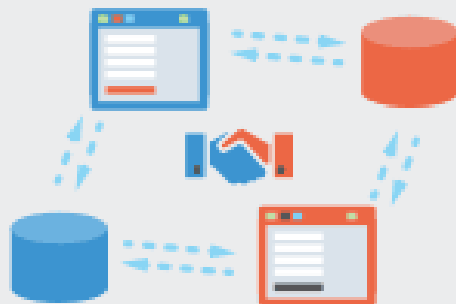


"catch" the potential buyer who

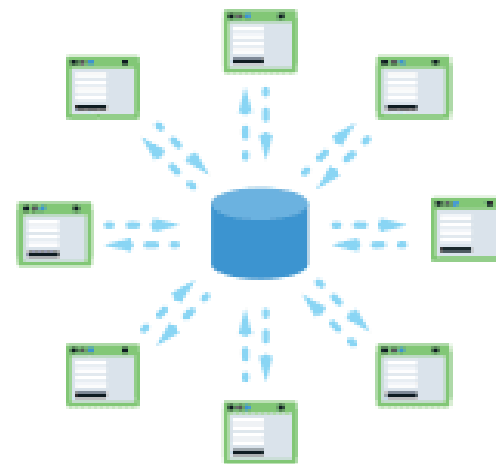
- looked various products
- not registered yet
- checked a product
- put a product in to the basket
- purchased a product



party
data



party
data



party
data

First-party data is data a company collects directly from its customers

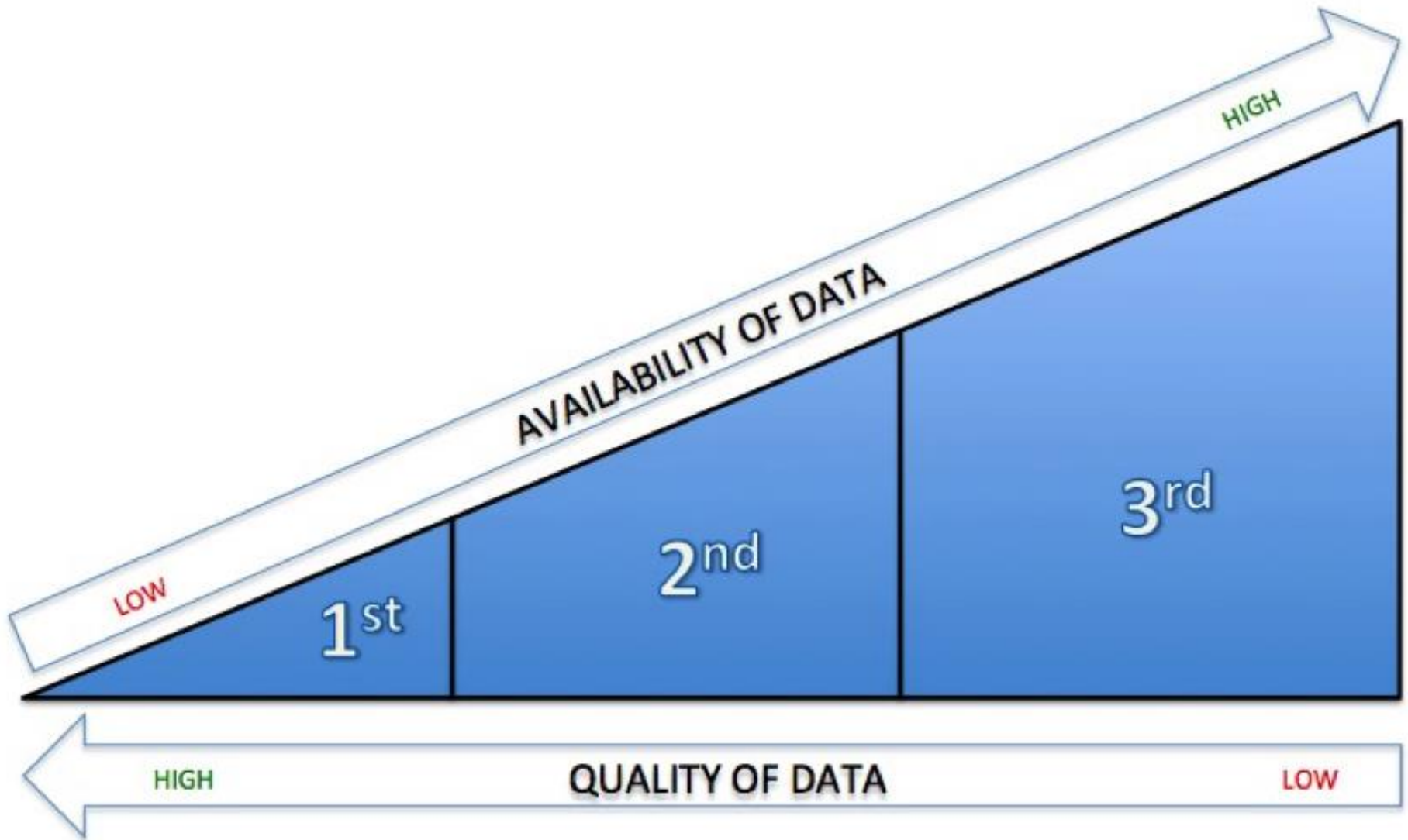
Second-party data is similar to first-party data, except the original company is sharing its data directly with a second-party

Third-party data is data that is collected from customers by a company that isn't directly involved in the transaction



1'st party data

**1st PARTY
DATA**



Source registration

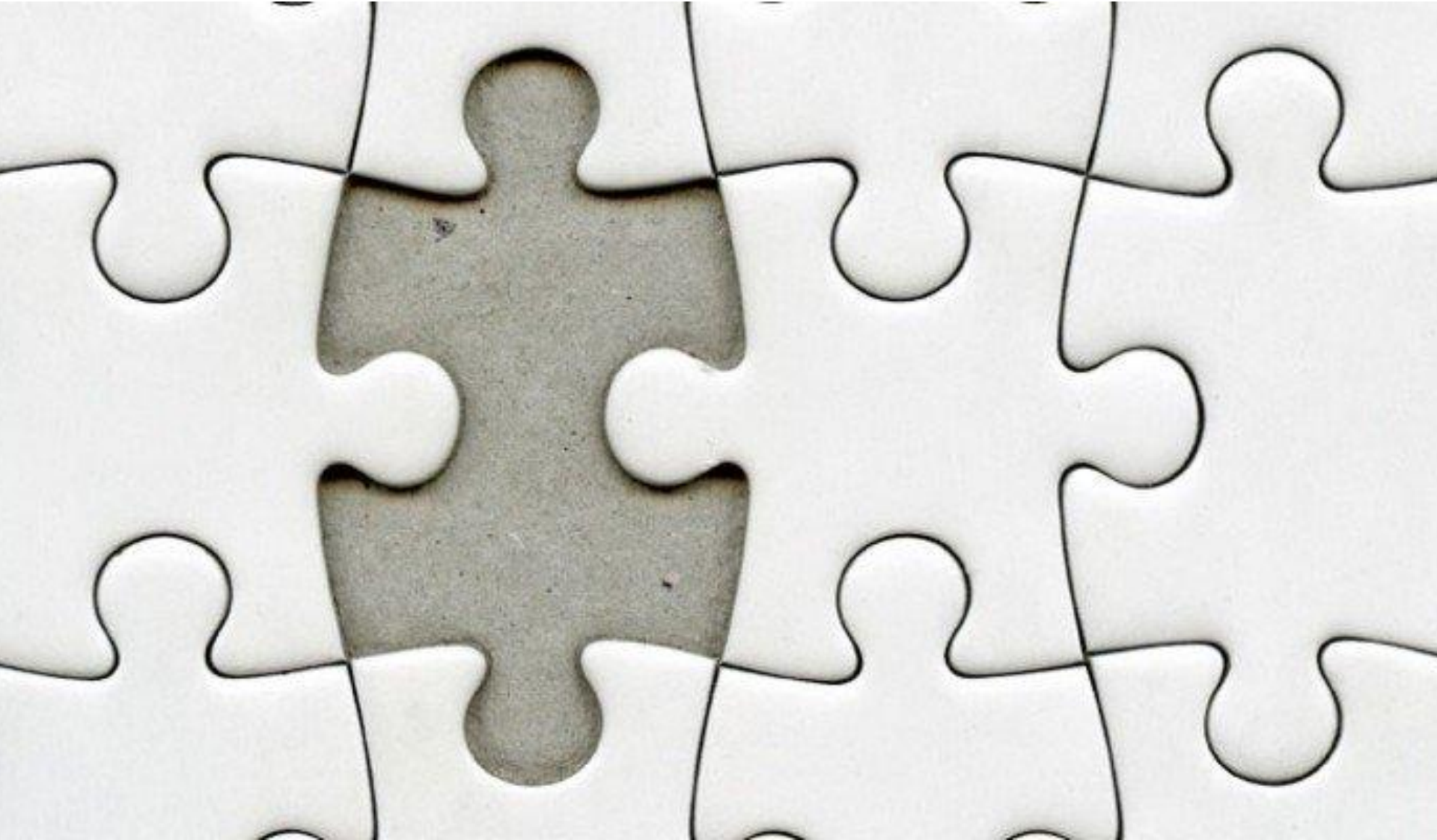


But it is sparse



Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...
1	www.mail.cc	www...	www...	www...	1	25	HU	xy	xy
2	www...	www...	www...	www...	-	-	-	-	-
3	www...	www...	www...	www...	-	-	-	-	-
4	www.mail.cc	www...	www...	www...	1	52	GB	xy	xy
5	www...	www...	www...	www...	-	-	-	-	-
6	www...	www...	www...	www...	-	-	-	-	-
.	www...	www...	www...	www...	-	-	-	-	-
.	www.mail.cc	www...	www...	www...	2	31	US	xy	xy
.	www...	www...	www...	www...	-	-	-	-	-
.	www...	www...	www...	www...	-	-	-	-	-

But there is a solution



Look Alike modelling, Datafusion, Data imputation or call it whatever you like..



Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...
1	www.mail.co	www...	www...	www...	1	25	HU	xy	xy
2	www...	www...	www...	www...	-	-	-	-	-
3	www...	www...	www...	www...	1	25	HU	xy	xy
4	www.mail.co	www...	www...	www...	1	52	GB	xy	xy
5	www...	www...	www...	www...	-	-	-	-	-
6	www...	www...	www...	www...	-	-	-	-	-
.	www...	www...	www...	www...	-	-	-	-	-
.	www.mail.co	www...	www...	www...	2	31	US	xy	xy
.	www...	www...	www...	www...	-	-	-	-	-
.	www...	www...	www...	www...	-	-	-	-	-

..and here it comes the full dataset



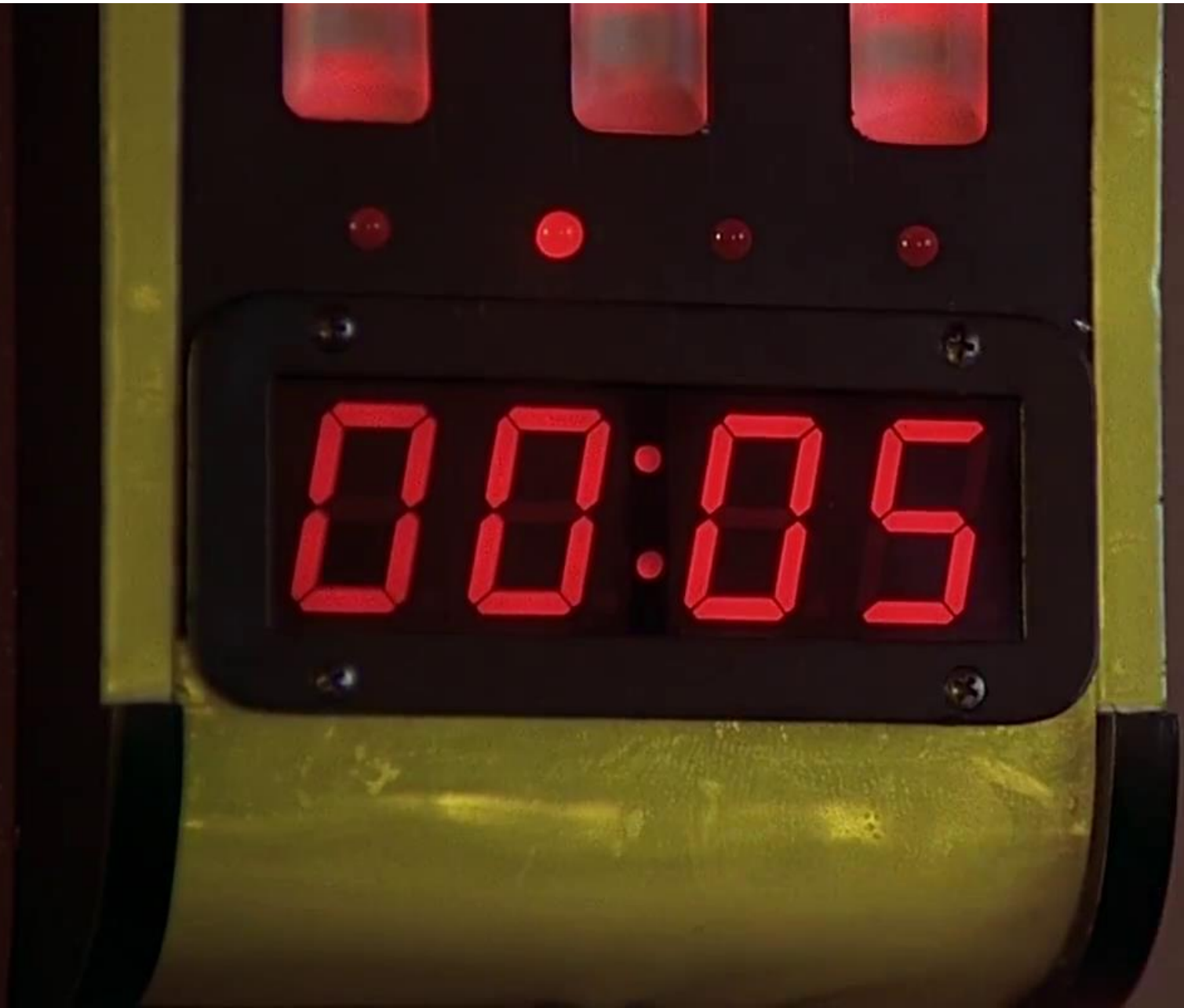
Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...
1	www.mail.cc	WWW...	WWW...	WWW...	1	25	HU	xy	xy
2	WWW...	WWW...	WWW...	WWW...	2	38	HU	xy	xy
3	WWW...	WWW...	WWW...	WWW...	2	32	HU	xy	xy
4	www.mail.cc	WWW...	WWW...	WWW...	1	52	GB	xy	xy
5	WWW...	WWW...	WWW...	WWW...	2	44	AT	xy	xy
6	WWW...	WWW...	WWW...	WWW...	1	18	MT	xy	xy
.	WWW...	WWW...	WWW...	WWW...	1	29	UAE	xy	xy
.	www.mail.cc	WWW...	WWW...	WWW...	2	31	US	xy	xy
.	WWW...	WWW...	WWW...	WWW...	1	15	AU	xy	xy
.	WWW...	WWW...	WWW...	WWW...	1	56	NZ	xy	xy

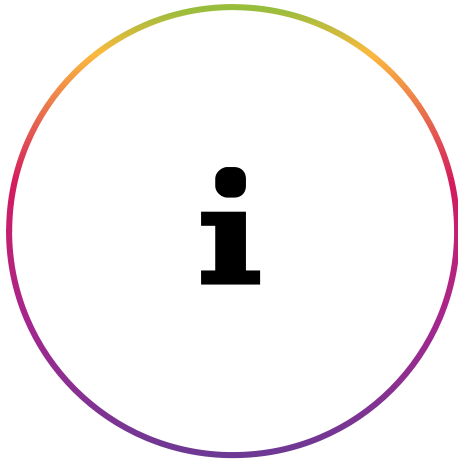
We can even add more data....



Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...	Attitude	Interest
1	www.mail.cc	WWW...	WWW...	WWW...	1	25	HU	xy	xy	NEWS	AUTOS
2	WWW...	WWW...	WWW...	WWW...	2	38	HU	xy	xy	MOVIE	BUSINESS
3	WWW...	WWW...	WWW...	WWW...	2	32	HU	xy	xy	NEWS	TELCO
4	www.mail.cc	WWW...	WWW...	WWW...	1	52	GB	xy	xy	SPORT	TELCO
5	WWW...	WWW...	WWW...	WWW...	2	44	AT	xy	xy	SOCIAL	BUSINESS
6	WWW...	WWW...	WWW...	WWW...	1	18	MT	xy	xy	MOVIE	AUTOS
.	WWW...	WWW...	WWW...	WWW...	1	29	UAE	xy	xy	NEWS	AUTOS
.	www.mail.cc	WWW...	WWW...	WWW...	2	31	US	xy	xy	NEWS	TELCO
.	WWW...	WWW...	WWW...	WWW...	1	15	AU	xy	xy	SPORT	TELCO
.	WWW...	WWW...	WWW...	WWW...	1	56	NZ	xy	xy	TRAVEL	BUSINESS



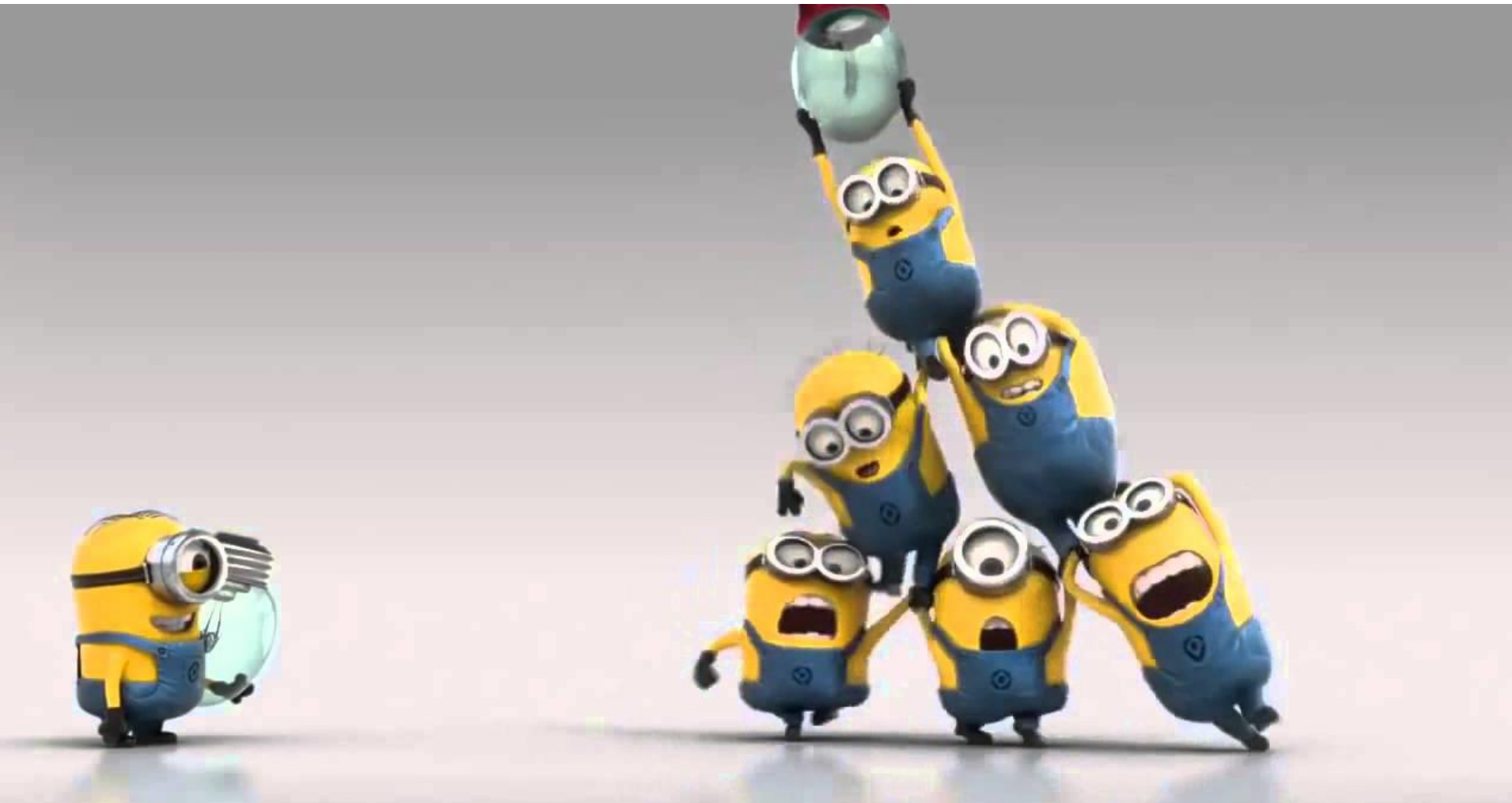




2nd party data



We can share data with each other to enrich the database, and make available data more reliable





3rd party data

**3rd PARTY
DATA**

We can ad market research data as well





We can add it to the database easily

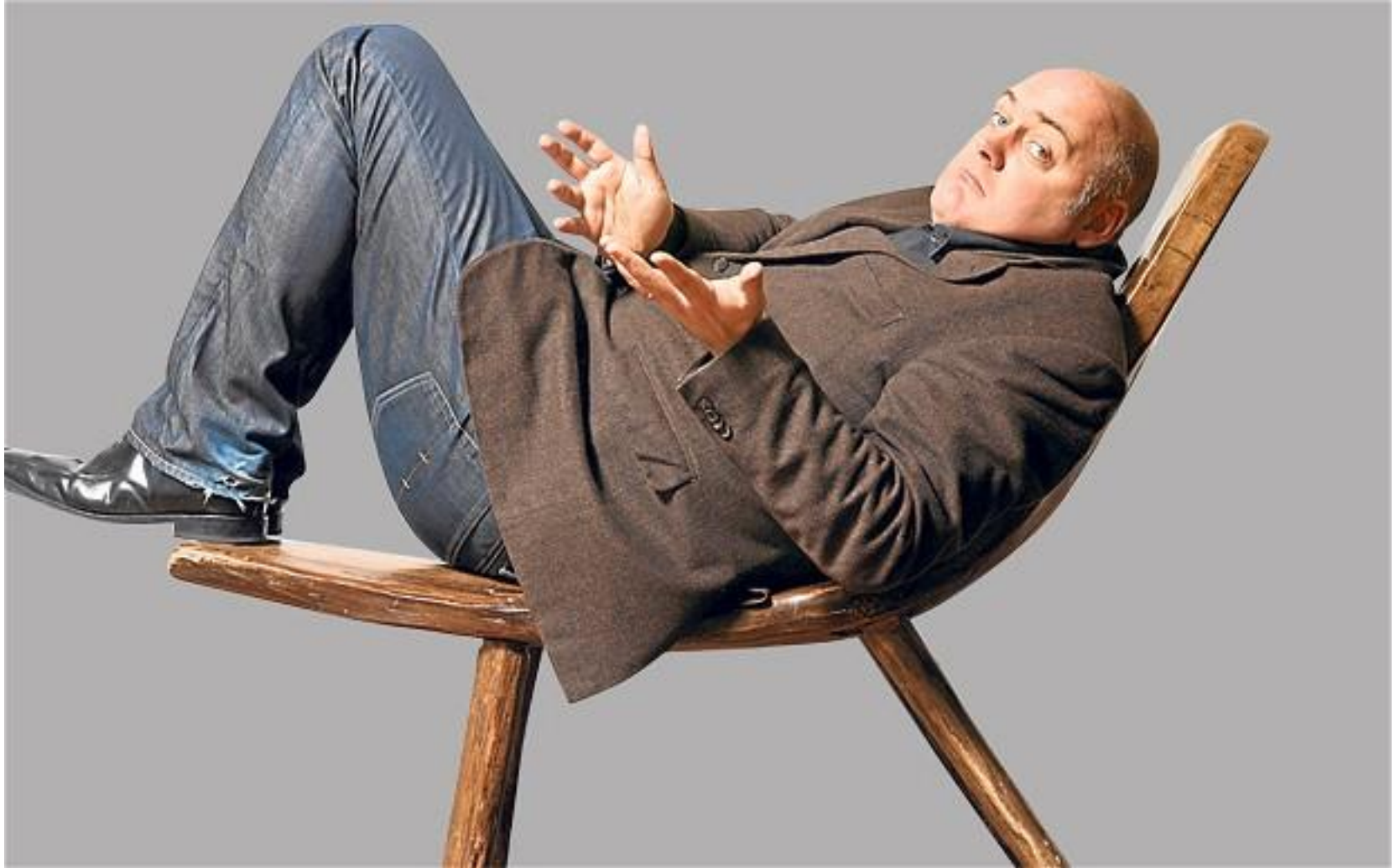
Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...	Attitude	Interest	XYZ	XYZ
1	www.mail.cc	www...	www...	www...	1	25	HU	xy	xy	NEWS	AUTOS	xy	xy
2	www...	www...	www...	www...	2	38	HU	xy	xy	MOVIE	BUSINESS	xy	xy
3	www...	www...	www...	www...	2	32	HU	xy	xy	NEWS	TELCO	xy	xy
4	www.mail.cc	www...	www...	www...	1	52	GB	xy	xy	SPORT	TELCO	xy	xy
5	www...	www...	www...	www...	2	44	AT	xy	xy	SOCIAL	BUSINESS	xy	xy
6	www...	www...	www...	www...	1	18	MT	xy	xy	MOVIE	AUTOS	xy	xy
.	www...	www...	www...	www...	1	29	UAE	xy	xy	NEWS	AUTOS	xy	xy
.	www.mail.cc	www...	www...	www...	2	31	US	xy	xy	NEWS	TELCO	xy	xy
.	www...	www...	www...	www...	1	15	AU	xy	xy	SPORT	TELCO	xy	xy
.	www...	www...	www...	www...	1	56	NZ	xy	xy	TRAVEL	BUSINESS	xy	xy

And not just MR data, we can add any data...



To sum up

What are you waiting for, go get a plan how to utilize this waste data





**Köszönöm a
figyelmet!**
