Data

Publisher side data project

AGENDA

origo
media group

DATA

TRADITIONAL MODEL

MEDIUM

TARGET GROUP
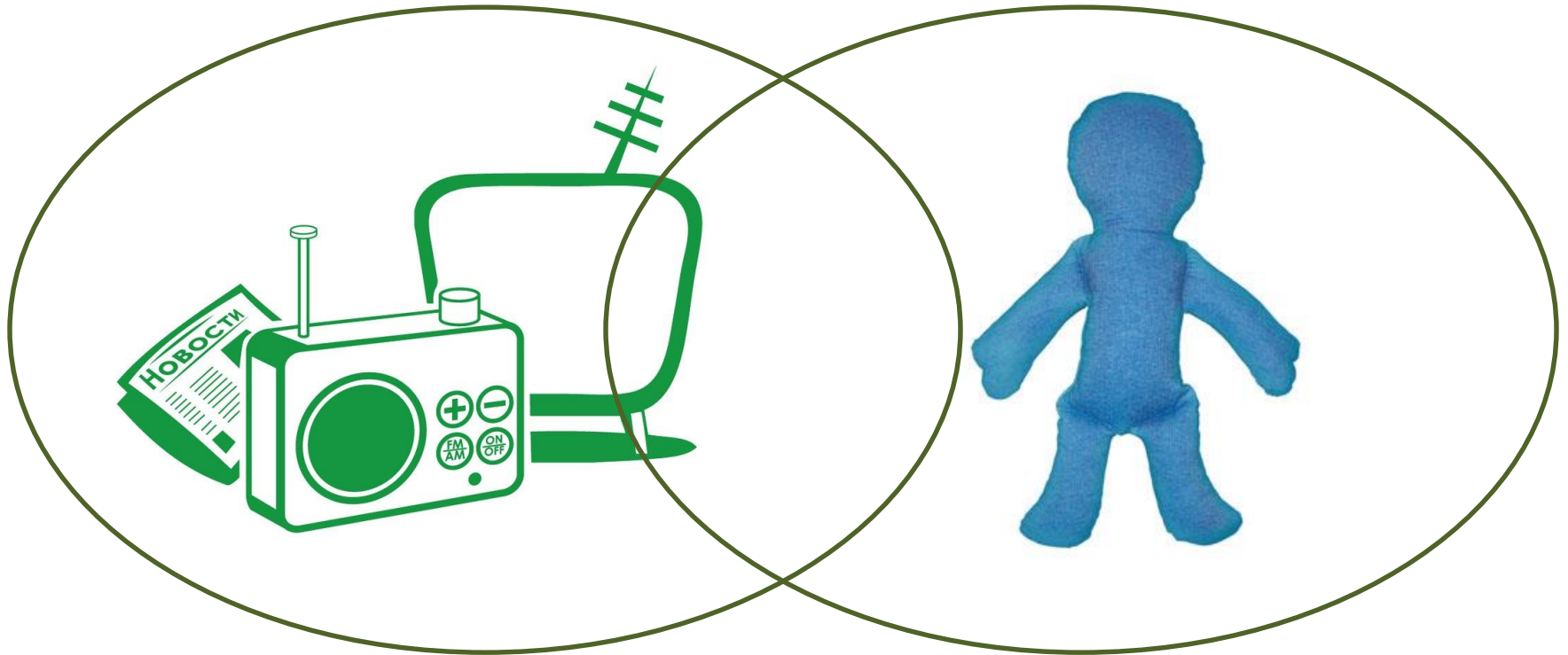
AV ≠ AV

Ad View

≠

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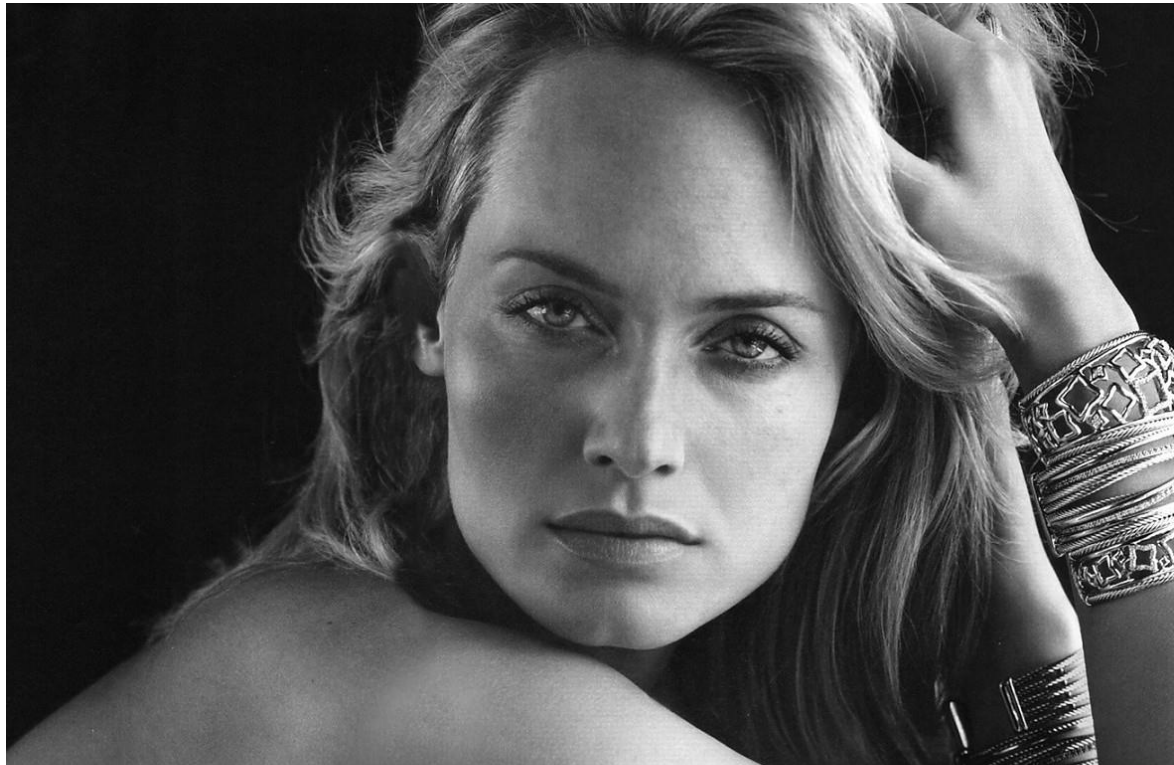
	Ad View	Amber Valletta
Gender	?	Female
Age	?	42
Occupation	?	Actress, model
Place of Living	?	New York
Interest	?	Seafood Contamination

Ad View

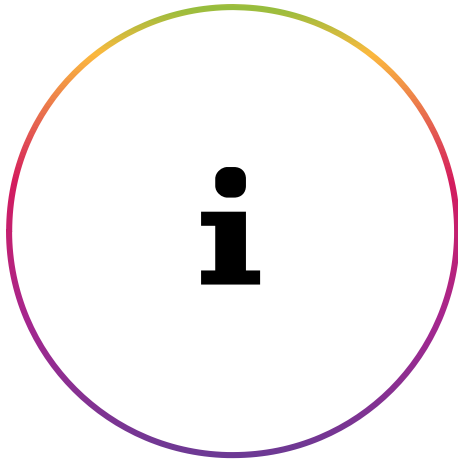|	Ad View	Amber Valletta
Gender	?	Female
Age	?	42
Occupation	?	Actress, model
Place of Living	?	New York
Interest	?	Seafood Contamination

$$1\$ \neq 20\$$$

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."
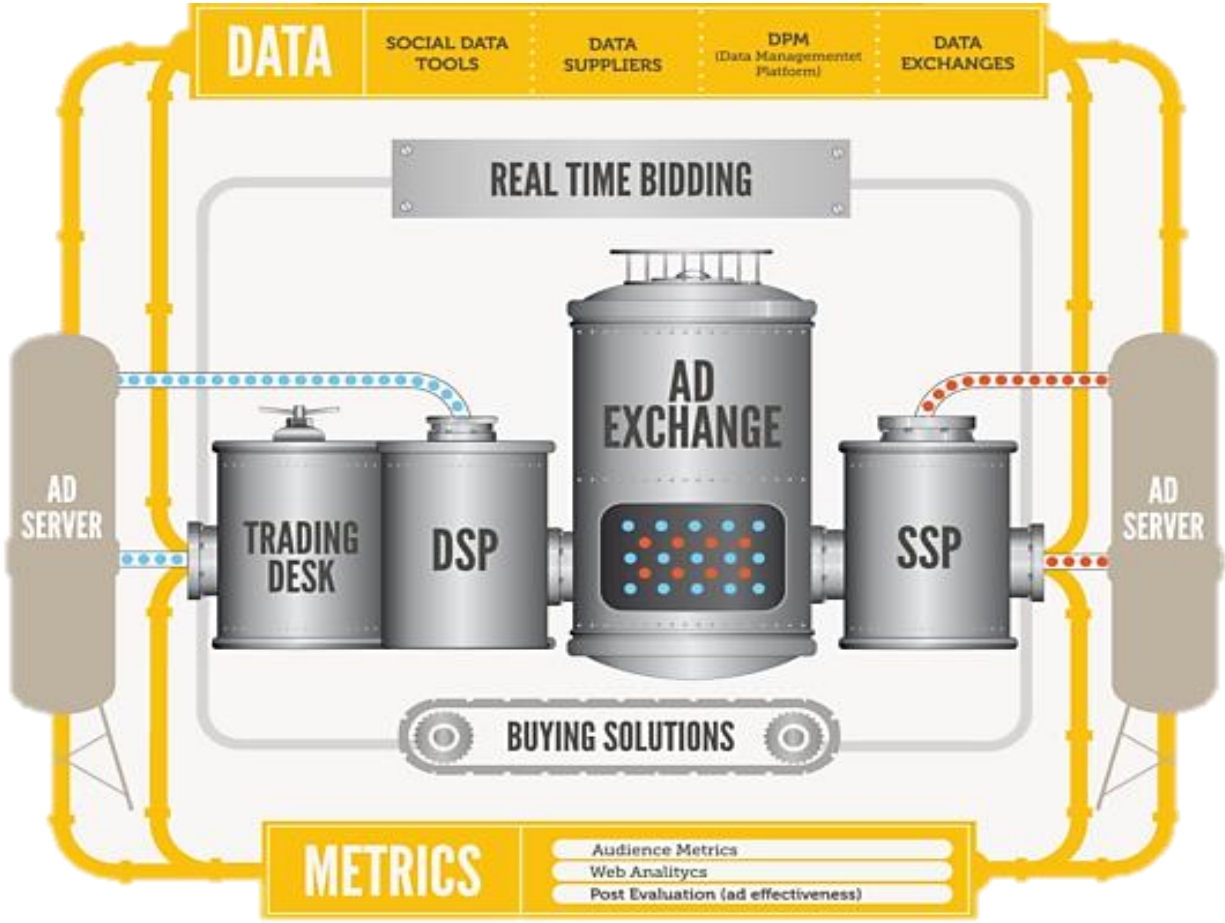
- John Wanamaker,

father of modern advertising and a "pioneer in marketing."

HOW

Programmatic ecosystem

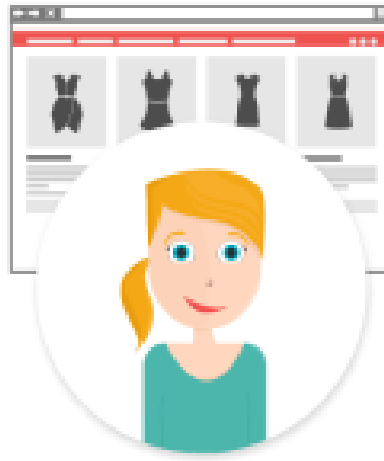Advertiser → DSP → Ad Exchange ← SSP ← Publisher

IAB, 2014

Retargeting, done

Right People ✓

Right Ads ✓

Right Places ✓
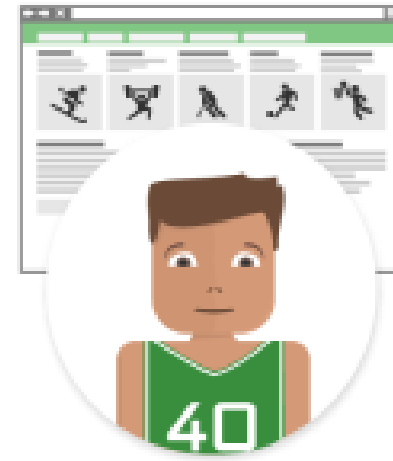
"catch" the potential buyer who

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

1st, 2nd, and 3rd 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

But it is sparse

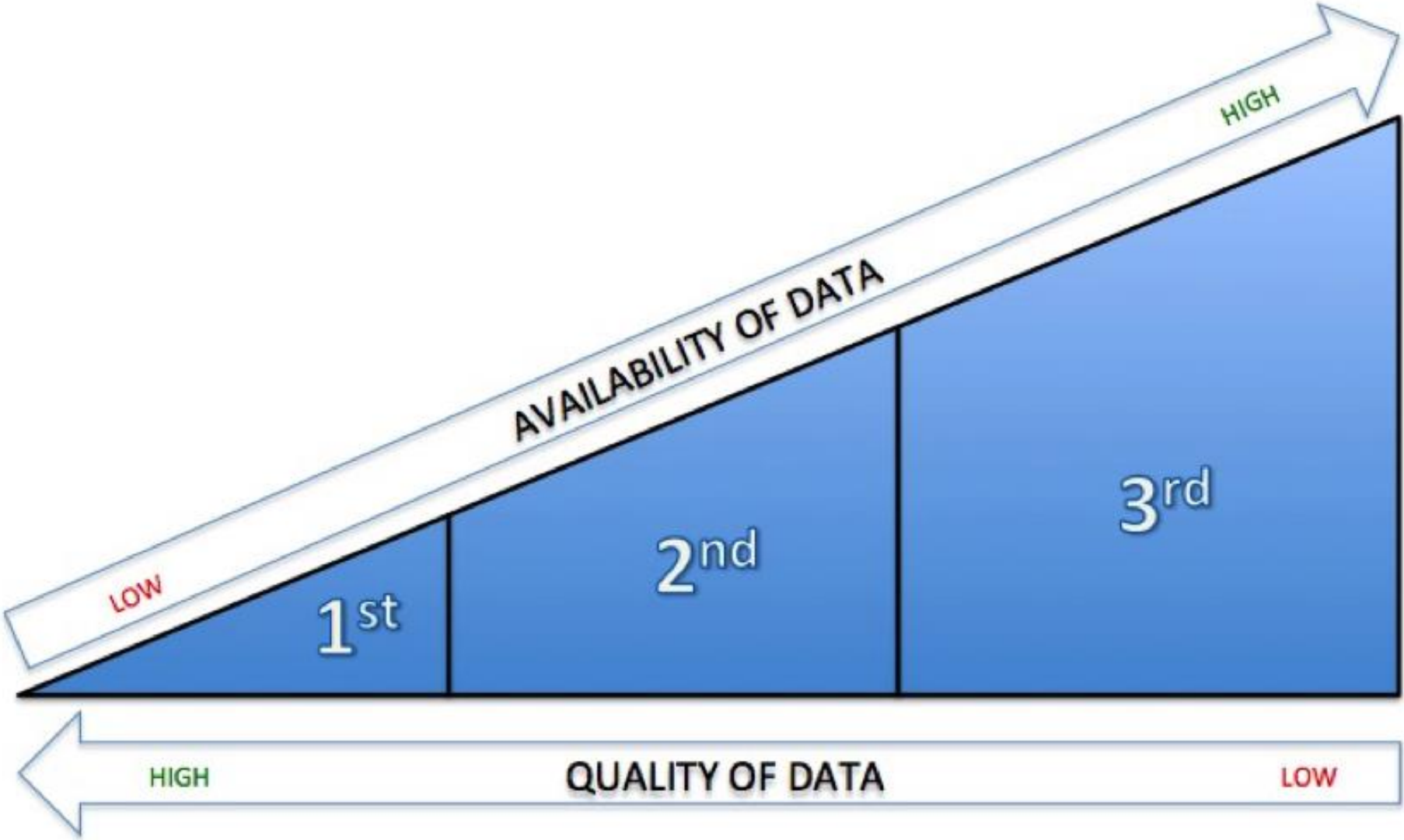| Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...
1	www.mail.co	www...	www...	www...	1	25	HU	xy	xy
2	www...	www...	www...	www...	-	-	-	-	-
3	www...	www...	www...	www...	-	-	-	-	-
4	www.mail.co	www...	www...	www...	1	52	GB	xy	xy
5	www...	www...	www...	www...	-	-	-	-	-
6	www...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

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.co	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.co	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.co	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….

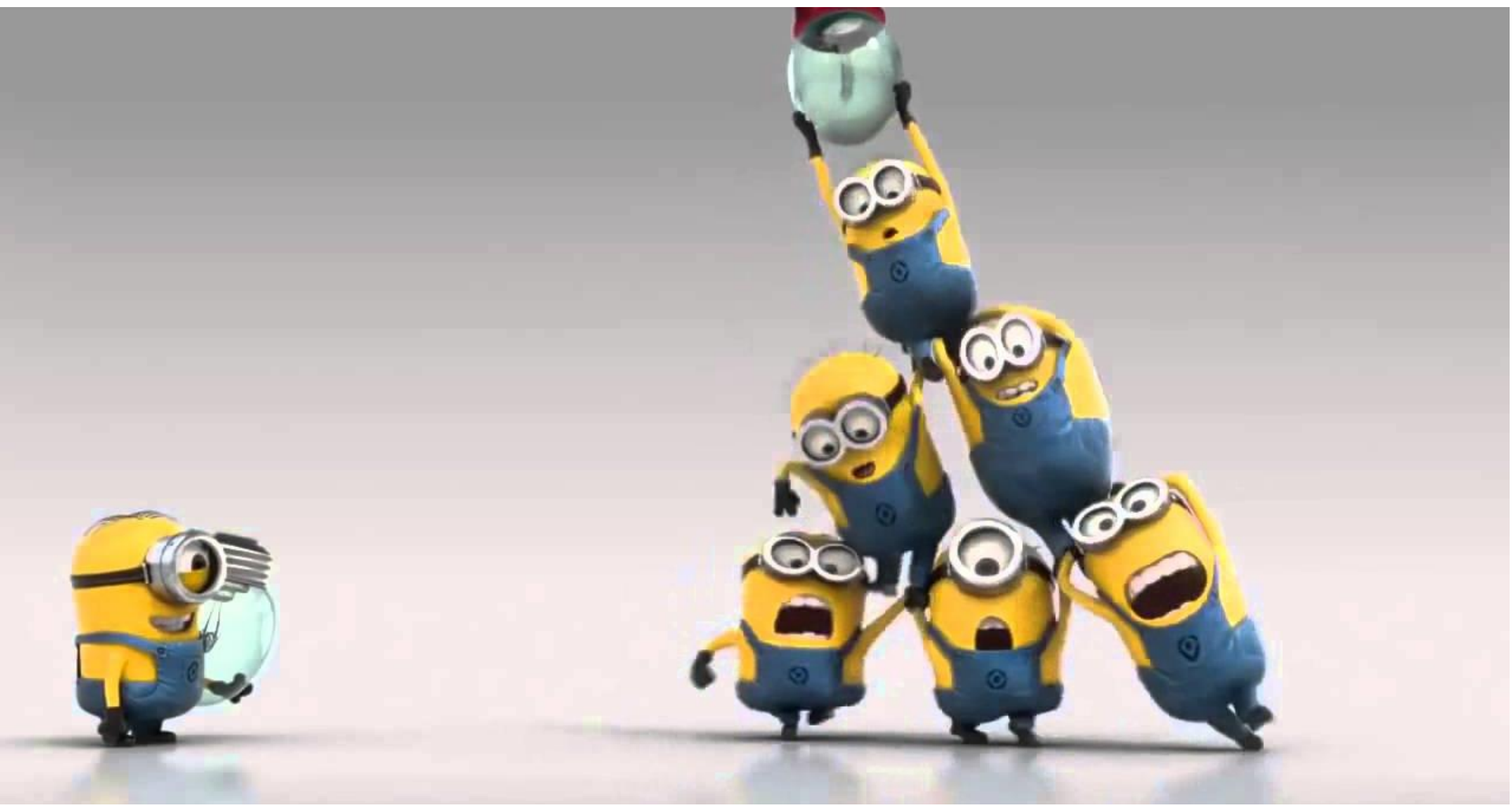| Case	Visit 1st	Visit 2nd	Visit3rd	…	Gender	Age	Residency	Occupation	…	Attitude	Interest
1	www.mail.co	www…	www…	www…	1	25	HU	xy	xy	NEWS	AUTOS
2	www…	www…	www…	www…	2	38	HU	xy	xy	MOVIE	BUSINESS
3	www…	www…	www…	www…	2	32	HU	xy	xy	NEWS	TELCO
4	www.mail.co	www…	www…	www…	1	52	GB	xy	xy	SPORT	TELCO
5	www…	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.co	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
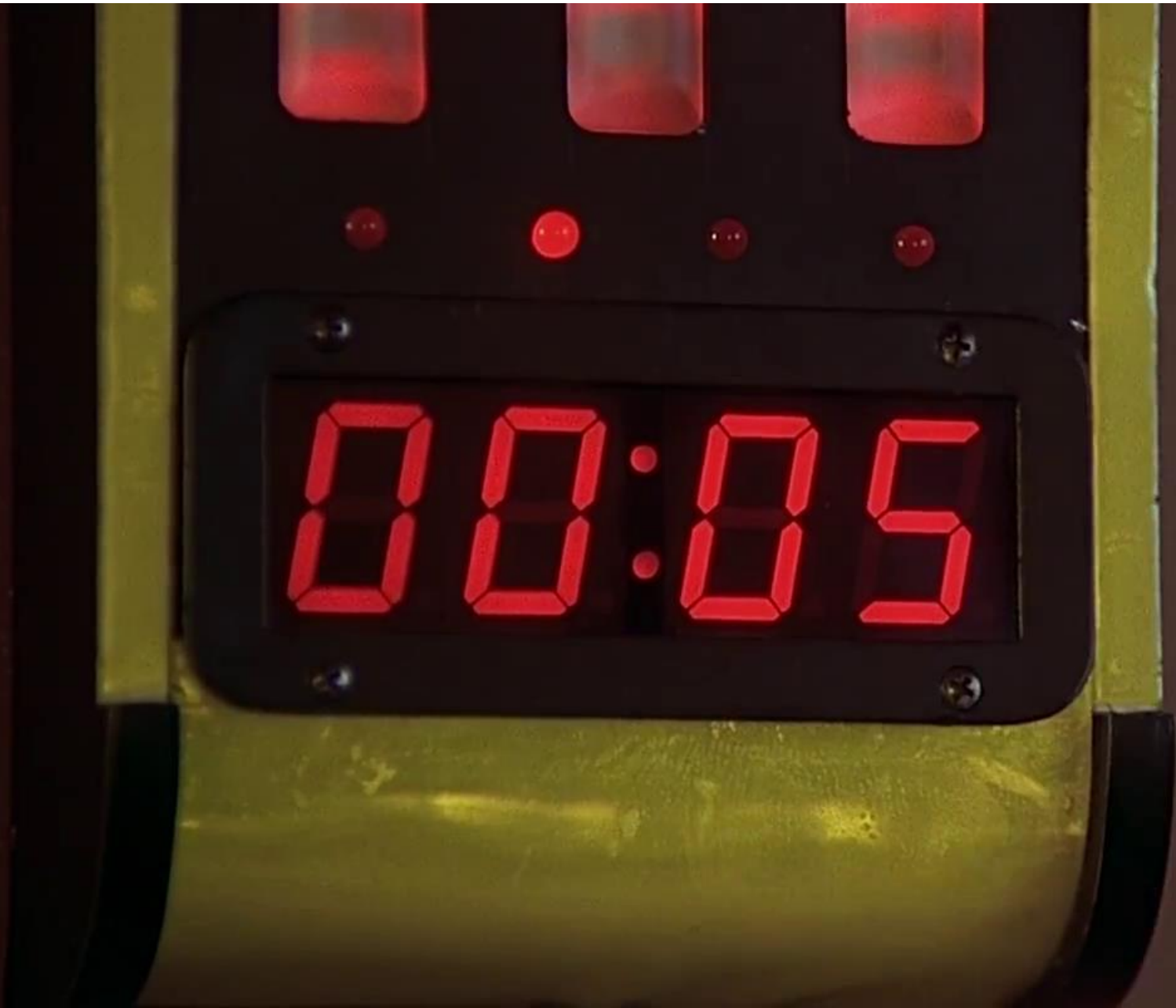
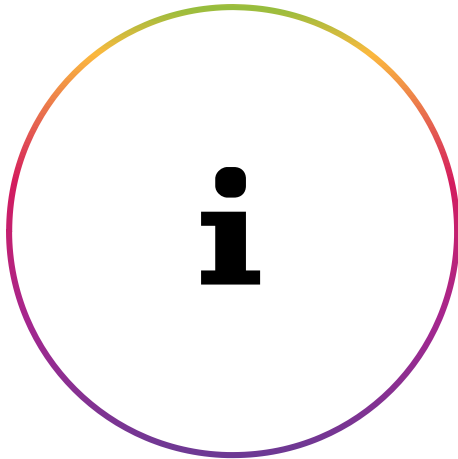# 2nd party data

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

3rd party data

We can ad market research data as well

Case	Visit 1st	Visit 2nd	Visit3rd	...	Gender	Age	Residency	Occupation	...	Attitude	Interest	XYZ	XYZ
1	www.mail.co	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.co	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.co	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

origo
media group

To sum up

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

Köszönöm a figyelmet!