AURORA

OVERVIEW

Aurora is a web-based audience planning platform that utilizes industry-accepted data-sets to find and plan minute-by-minute advanced audiences across both Linear TV and digital networks.

We designed Aurora as our flagship product to find the precise audience characteristics at the household and program level, which not only uses established Nielsen, Claritas and MVPD 3rd party data, but allows for 1st Party audience data and on-ramps to planning on digital demand-side platforms.

AURORA FOCUSES ON RAISING THE STATE-OF-THE-ART IN FOUR FUNDAMENTAL AREAS:

Creating, Evaluating Advanced Audiences:
The industry has moved beyond just demo & DMA. Advanced, sophisticated audience buying is now "table-stakes" if you plan & buy TV inventory. Whether you use industry-accepted data-sets or want to use your own, Aurora instantly analyzes audiences across the TV universe.

Computational Speed and Analytics Power:
Weighting of multi-dimensional audiences with predictive modeling across 175+ TV networks, using multiple data-sets in seconds.

Modern Self-Service Solution and Visualizations:
A browser-based, cloud solution that can be run from any desktop, but pushes the bar higher with unique visual tools that allow you to identify and understand planning opportunities easily on a spot-by-spot level.

Generating Optimized Campaigns:
Set campaign parameters using intuitive controls, and allow our optimization calculations find your desired balances using SMI Prices or your own.

TYPICAL USERS

All levels of Media Buyers, Planners, at Agencies and Brands; Ad Sales teams

PROBLEMS SOLVED

Audience Consistency Across TV and Digital Networks: We've bridged the divide between defining your audience using TV Panel data and matching that to digital audiences using cookies, custom CRM, and other people-based data

Transparency: Clients have access to Aurora through a UID and password to see all the inventory possibilities. We put the plan optimization directly in the hands of the client and planner.

De-coupled, Open Platform: A cloud-based, browser environment that allows easy integration and agile deployment.
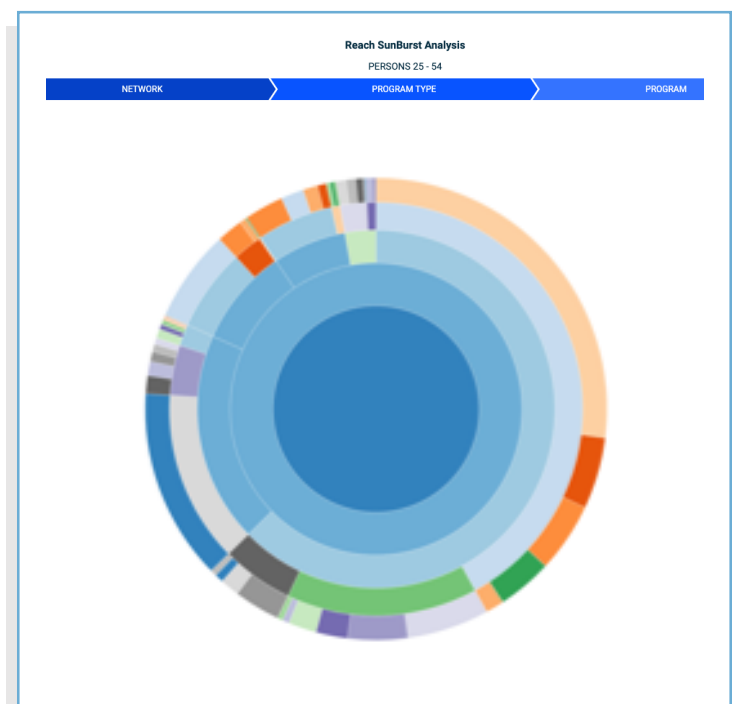
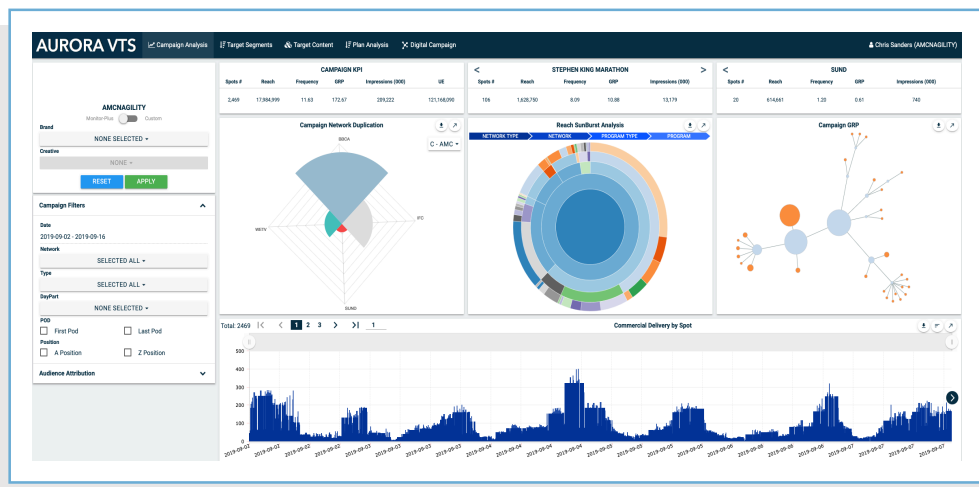[click to enlarge]

HIGH IMPACT USE CASES:

Define your Advanced Audience: Use Nielsen Household, Personal, MRI, NBI, DMA information along with Claritas Prizm and NCSolutions and MVPD data to precisely pinpoint your audience target and where to find them in the TV universe.

See How You Audiences performed in past campaigns: Expedite historical analyses to determine effectiveness of delivery on brand KPIs and inform your future campaign efforts.

Advanced Audience Projections across 175+ Networks: Optimize for your audience across the entire Linear TV Universe, utilizing the industry-accepted, universal currency, Nielsen.

Target Specific Reach / Frequency Audiences in Digital: Once your plan is ready, select parts of your UE and find them through digital campaign buys via Live Ramp, Axciom or other proprietary people-based data-sets.

Select Target Content: Review, down to the network, program and day-part levels to increase or exclude different types of media groups, networks, program genres or programs themselves.

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Plan Comparisons: As you move from one version of a plan to another, pull them up side-by-side to see how all KPIs have increased or decreased including CPM, Reach/Frequency, and impressions.

Evaluate Audience Segments: Review target duplication and audience effectiveness to deliver on campaign goals.

DATA SOURCES & CORE TECHNOLOGY

Nielsen, Claritas, NCSolutions, MVPDs: Familiar and industry-accepted, these data-sources will have pre-made audience segments which can mixed or matched.

Proprietary Algorithms and Machine Learning: We've applied hundreds of thousands of engineering hours to improve the state of the art to interrogate audience data so it accounts for trends and real-time shifts in the market, following all current-market logic models with lightening-fast processing.

Proprietary Visualizations: User-friendly design offers an elegant interface, next-generation data visualization to create fast understanding of complex variables, and the ability to use the platform with very little training.

MORE VISUALS:
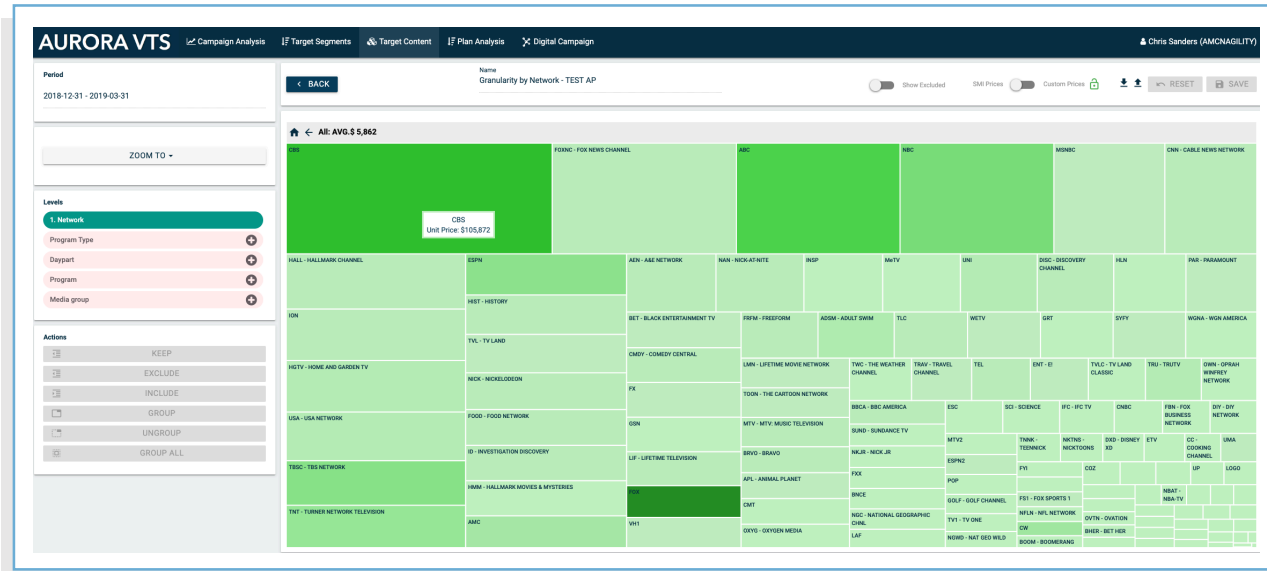
Segment Ranker
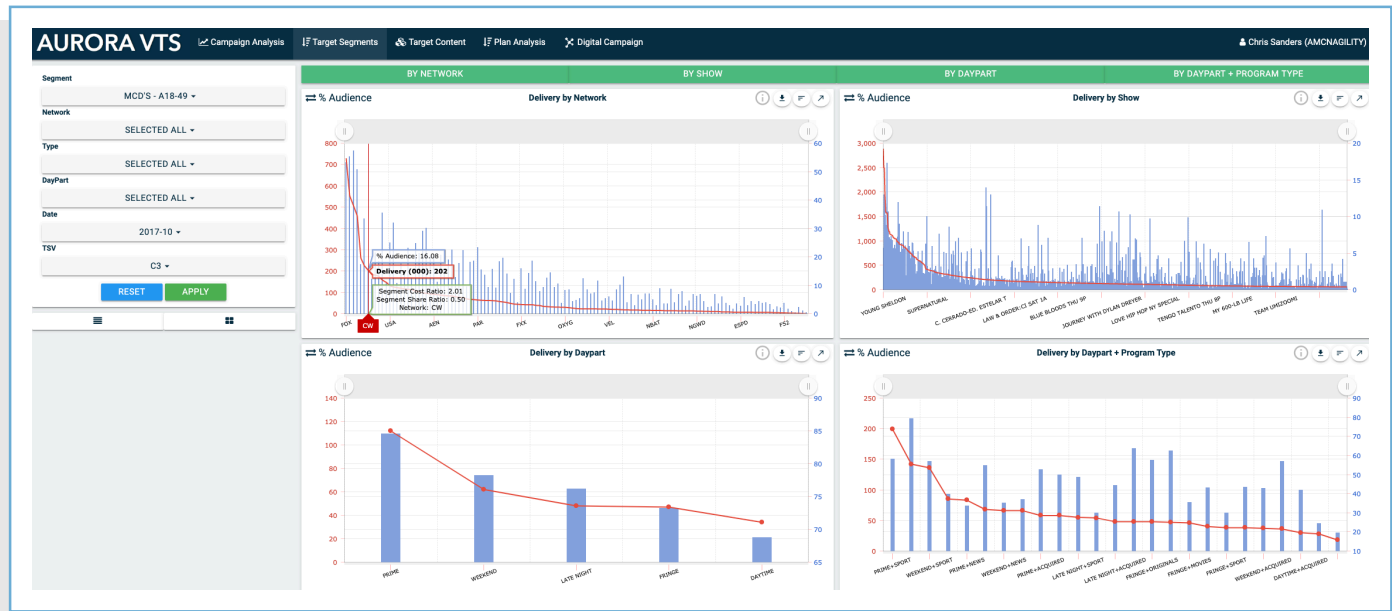
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Concurrently or Inversely find your audience through your Digital DSP

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MORE VISUALS:

Target Content (Exclude, Include)

[click to enlarge]

Segment Duplication Analysis – 160+ Networks

[click to enlarge]

CONTACT:

Chris Sanders
General Manager, AURORA VTS
415-350-5860
chris@2ndPartyMedia.com