

DATA MATTERS

Tomorrow's DMP Today: A CTO Moment

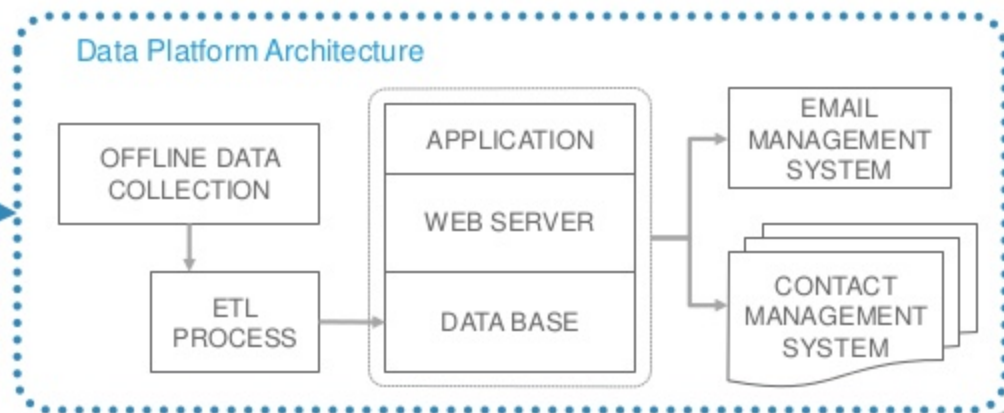
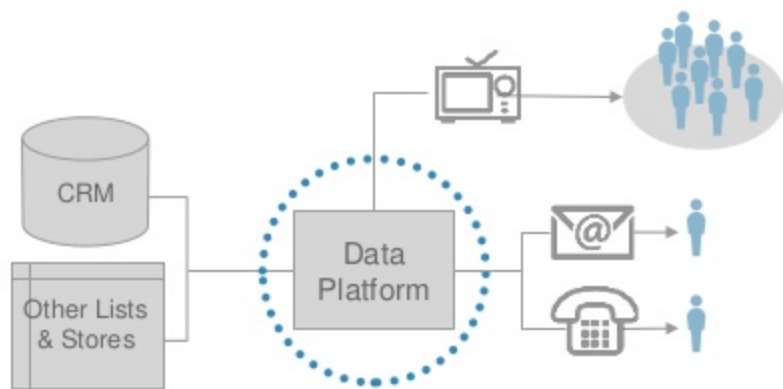
Vivek Vaidya

CTO, Co-Founder, Krux

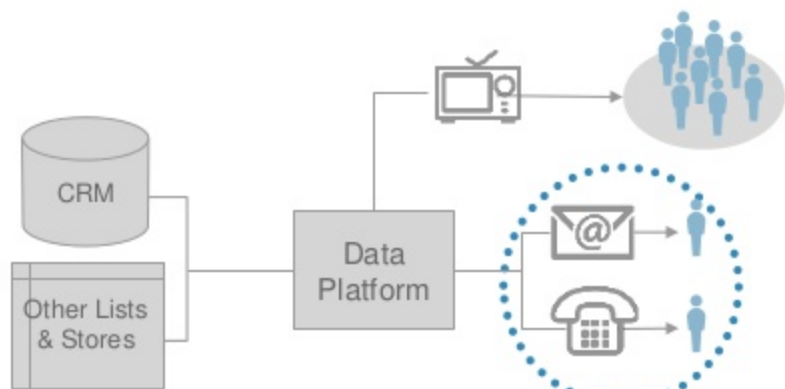


© 2015

Yesterday...



Today, Identity Matters...

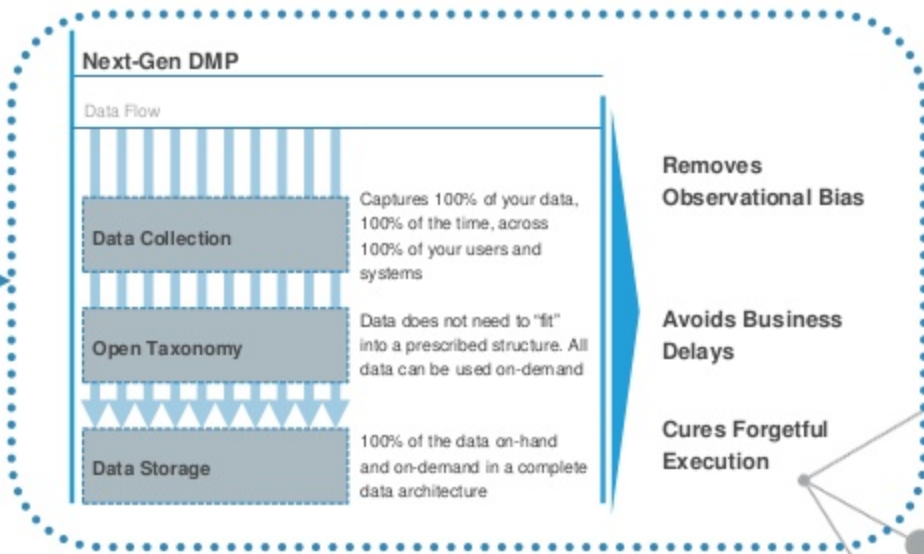
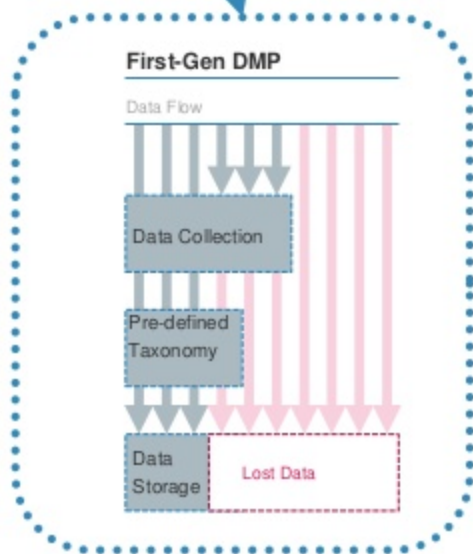
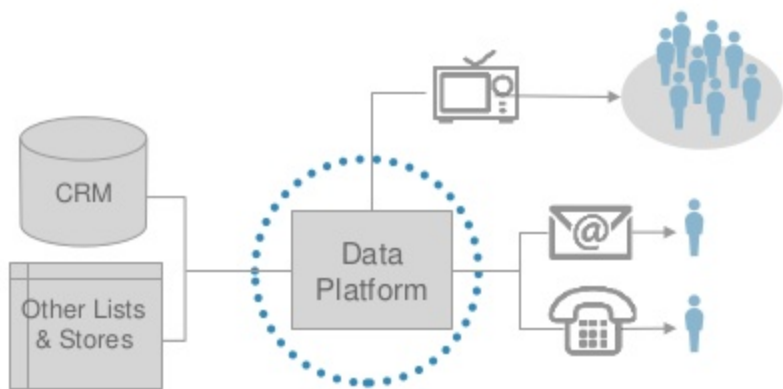


- Devices
- Sources
- Known & Unknown

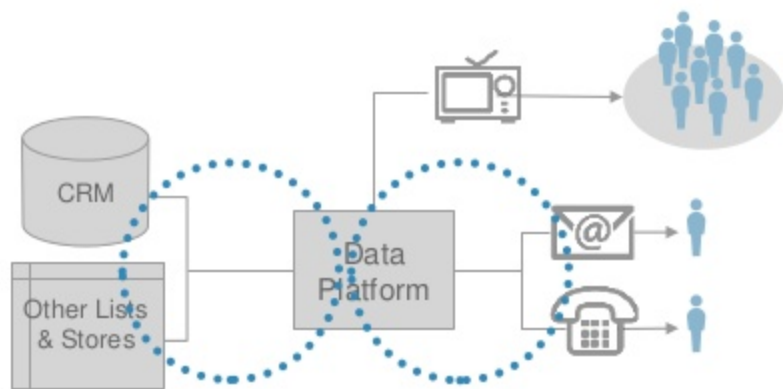


...Completeness Matters

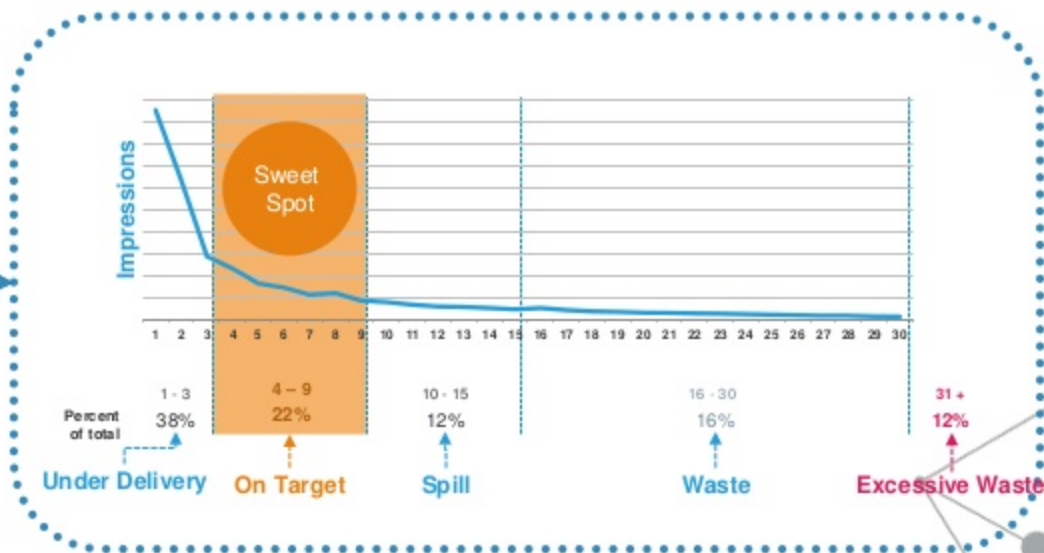
- Flexible Ingestion
- Analysis & Segmentation
- Seamless Activation



Real Time Matters...



- Activation
- Measurement
- Optimization



Henrys

High
Earners
Not
Rich
Yet

GENDER



Predominantly
Male

AGE



24 – 37

INCOME



> 100k



Audience Planner

Select the audience types you are interested in including in your initiative

[Segment Map](#)[Build Audience Profile](#)

CHANNEL OPTIONS

Channels

- ☒ Display
- ☒ Mobile
- ☐ Video
- ☐ Search
- ☐ Email

INCLUDED AUDIENCES

OTS Segments

Fashionista

Custom Segments

Young Urban Males

Campaigns

Luxury Accessories - Spring

AUDIENCE SELECTION

OTS Segments

Custom Segments

Campaigns

| NAME | ID | IMPRESSIONS | SPEND | CLICKS | CTR | CONVERSIONS |
|-------------------------------------------------------------------|------------|-------------|-----------|---------|-------|-------------|
| <input checked="" type="checkbox"/> Luxury Accessories - Spring | psagxt7lu | 1,800,323 | 150,000 | 15,446 | 0.86% | 3,089 |
| <input type="checkbox"/> Environmental Awareness | aioqxe1pj | 17,598,342 | 1,750,000 | 175,451 | 1.00% | 17,545 |
| <input type="checkbox"/> Digital Rewards | aprgxa798 | 2,700,432 | 300,000 | 30,386 | 1.13% | 9,116 |
| <input type="checkbox"/> Young Fit Affluent Brand Buyer | piogw92p1 | 2,450,743 | 350,000 | 30,512 | 1.25% | 7,079 |
| <input type="checkbox"/> Tier 1 Cruise Getaway Visualize Campaign | pdpmx61j | 2,420,321 | 200,000 | 20,026 | 0.83% | 6,408 |
| <input type="checkbox"/> High-end Hotel Frequenter | bkogxtob3 | 1,800,985 | 150,000 | 15,345 | 0.85% | 1,841 |
| <input type="checkbox"/> US Suites Spring | chdrgrx553 | 30,000,098 | 2,500,000 | 250,768 | 0.84% | 22,569 |
| <input type="checkbox"/> Healthcare Cost Calculator | pcpnrx7ri | 7,505,342 | 750,000 | 75,005 | 1.00% | 15,001 |
| <input type="checkbox"/> ShinyBrite Initiative | pillxoyib | 1,351,983 | 150,000 | 15,341 | 1.13% | 1,841 |
| <input type="checkbox"/> DiamondForever National | pioglbvc6 | 10,501,934 | 1,500,000 | 150,874 | 1.44% | 31,684 |

Audience Profile

[Modify Audience](#)[Create Segment From Profile](#)

INCLUDED AUDIENCES

OTS Segments

☒ Male Trendsetters

Custom Segments

☒ Young Urban Males

Campaigns

☒ Luxury Accessories - Spring

CHANNEL OPTIONS

Channels

Display**Video****Mobile**

ESTIMATED TOTAL AUDIENCE POPULATION

34,758,723

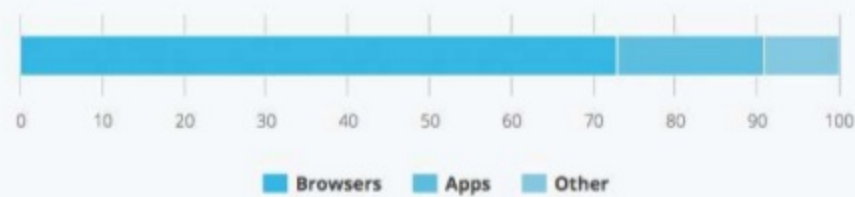
Population Size Accuracy Level



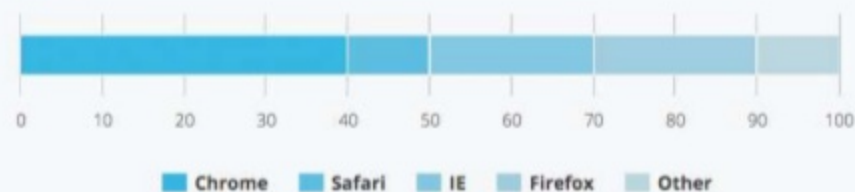
Accuracy levels are updated hourly

APPROXIMATE TECHNOGRAPHIC COMPOSITION

By Device



By Browser



HIGH OVERLAP SEGMENTS

First Party Segments

These are segments composed of first party data that overlap with the

Machine Learning Segments

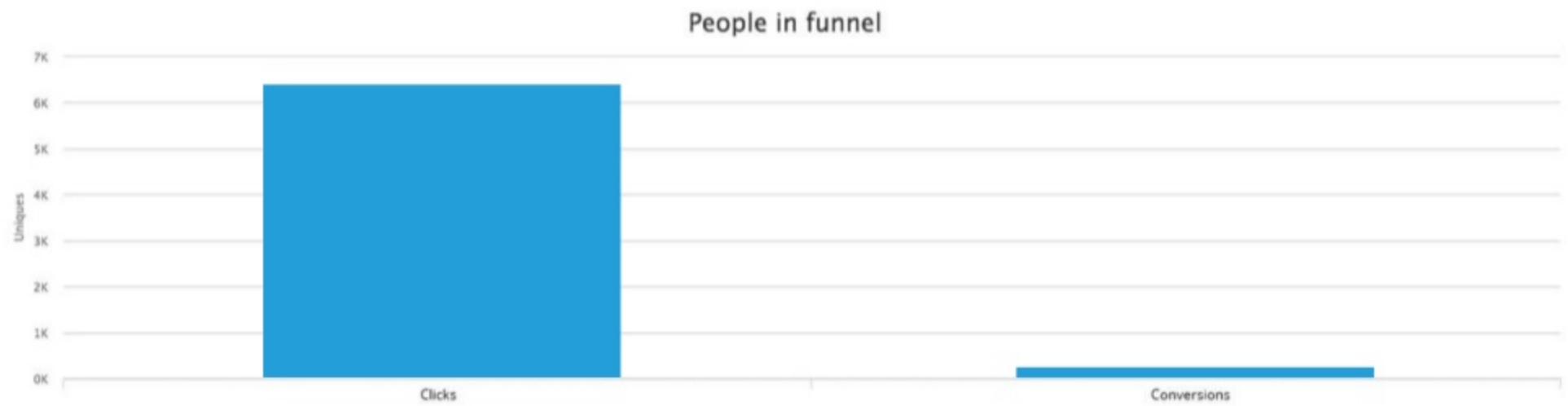
These are segments that are composed by data based on the audience

Report: Seeking Henrys

Export to CSV

Traffic Trend Audience in Funnel Audience After Conversion

Select Date Range



Top 10 Segments by Type Behavior

Column Area

80K



Segment: Henrys

Edit Segment Rules

Segment Information

ESTIMATED TOTAL
AUDIENCE
POPULATION

28,672,981

Population Estimate Accuracy Level



GENERAL SEGMENT CHARACTERISTICS

- Young Urbanites
- Busy Parents
- Eco Friendly
- Healthy Food/Lifestyle Interest

DEMOGRAPHIC COMPOSITION

Gender: Estimated Composition

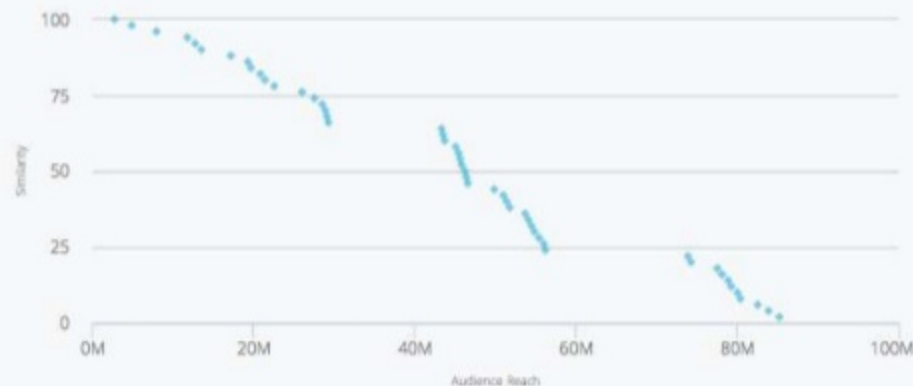


Age: Estimated Composition

Income: Estimated Composition

Reach Opportunities

LOOK-A-LIKE SEGMENTS



HIGH OVERLAP SEGMENTS

First Party Segments

These are segments comprised of first party data that overlap with the audiences you selected

Green Living [View](#)

Young Urban Male [View](#)

Health Enthusiast [View](#)

Machine Learning Segments

These are segments that we recommend building based on the audiences selections made

Healthy Living [Create](#)

Zen Seekers [Create](#)

Cyclist [Create](#)

Segment: Henrys

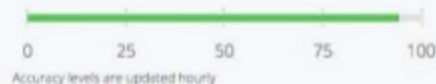
[Edit Segment Rules](#)

Segment Information

ESTIMATED TOTAL
AUDIENCE
POPULATION

28,672,981

Population Estimate Accuracy Level

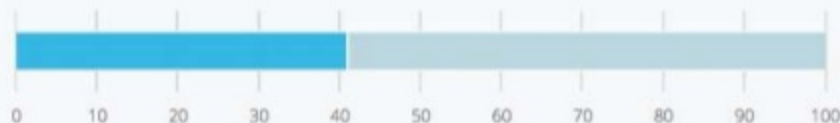


GENERAL SEGMENT CHARACTERISTICS

- Young Urbanites
- Busy Parents
- Eco Friendly
- Healthy Food/Lifestyle Interest

DEMOGRAPHIC COMPOSITION

Gender: Estimated Composition

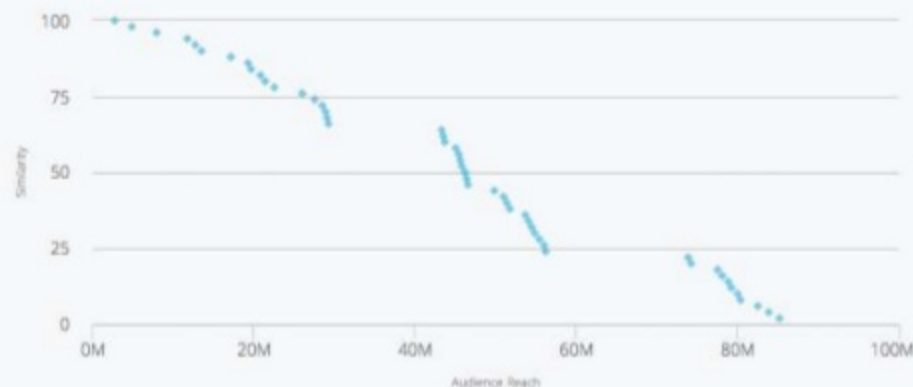


Age: Estimated Composition

Income: Estimated Composition

Reach Opportunities

LOOK-A-LIKE SEGMENTS



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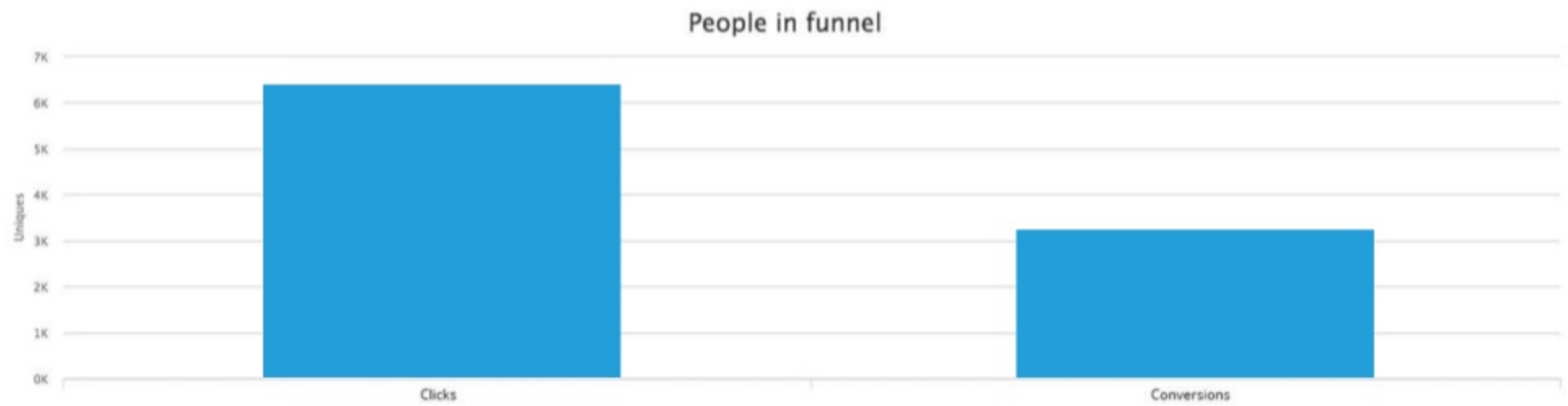
Cyclist [Create](#)

Report: Seeking Henrys

Export to CSV

Traffic Trend Audience in Funnel Audience After Conversion

Select Date Range



Top 10 Segments by Type Behavior

Column Area

80K

Select a campaign

Select a segment



Select Date Range



Export to CSV

Reach
&
Overlap

| | Henry's | Business Traveler | Young Urban Male | Busy Moms | Cuisine Connoisseur | Green Living | Young Urban Female | Globe Trotter | Organic Obsessed | Health Enthusiast |
|---------------------|---------|-------------------|------------------|-----------|---------------------|--------------|--------------------|---------------|------------------|-------------------|
| Henry's | | 11.6% | 7.4% | 21.1% | 6.3% | 5.3% | 41.3% | 10.7% | 3.3% | 9.3% |
| Business Traveler | 0% | | 13.8% | 0% | 22.3% | 17.6% | 0% | 22.9% | 14.4% | 0% |
| Young Urban Male | 5.1% | 0% | | 0% | 0% | 6.3% | 14.4% | 5.9% | 0% | 0% |
| Busy Moms | 6.1% | 0% | 20.1% | | 0% | 0% | 6.3% | 24.6% | 10.6% | 0% |
| Cuisine Connoisseur | 1.4% | 5.6% | 29.2% | 0% | | 0% | 0% | 0% | 0% | 31.5% |
| Green Living | 2.3% | 2% | 42.8% | 0% | 0.1% | | 0% | 5.1% | 0% | 0% |
| Young Urban Female | 0% | 29.3% | 13.7% | 16.4% | 0% | 0% | | 21.8% | 0% | 6.8% |
| Globe Trotter | 0% | 0% | 34% | 15.6% | 6.1% | 0% | 0% | | 0% | 0% |
| Organic Obsessed | 9.8% | 0% | 6.5% | 16% | 4.6% | 0% | 0% | 5.3% | | 43.5% |
| Health Enthusiast | 0% | 0% | 0% | 0% | 20.1% | 9.9% | 5.9% | 0% | 0% | |

Total Reach

29M 8.57M 898.79K 298.66K 6.59M 2.84M 2.87M 4.93M 535.27K 1.63M

Avg. Frequency

4.6 9.2 4.2 0.8 14.7 18.6 14.6 8.9 8.1 15.4

Percent Overlap



0% 11% 22% 33% 44%

= Exclusive Reach

Reach

29M

Campaign Performance

Frequency Distribution

Audience Profile

Campaign: Seeking Henrys

Select Date Range

Export to CSV

Impressions

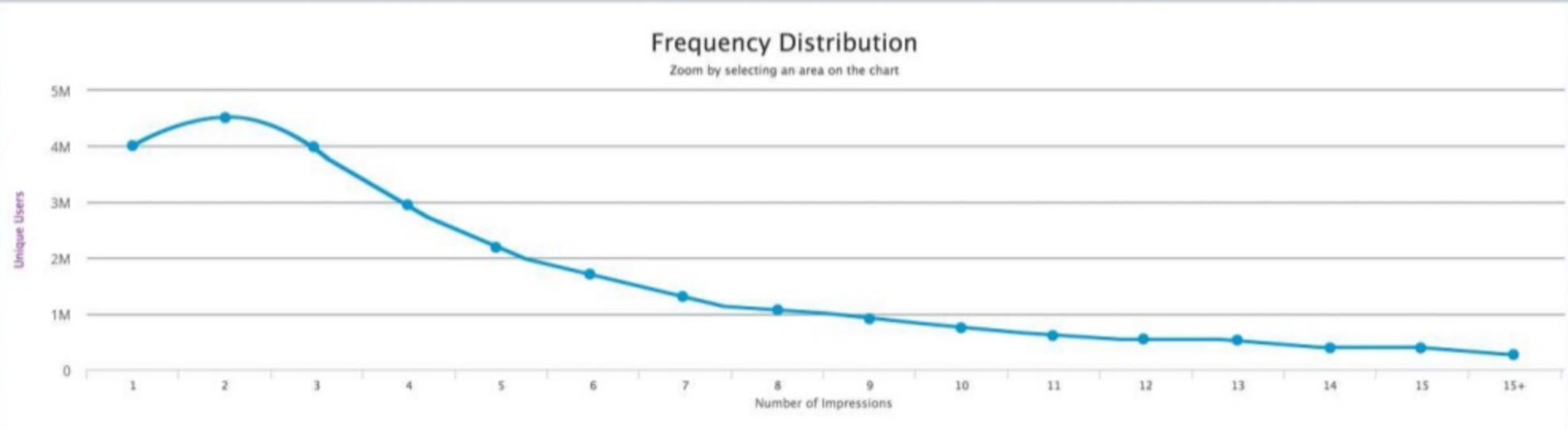
43.4M

Uniques

12.7M

Average Frequency

4.2



Executive Dashboard

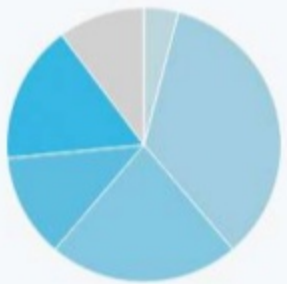
People

23,964,102
Uniques

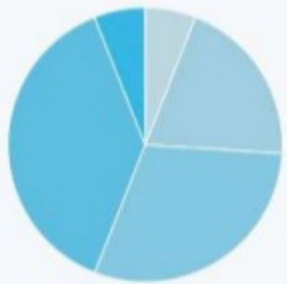
1,341
Total Segments

78
Link Segments

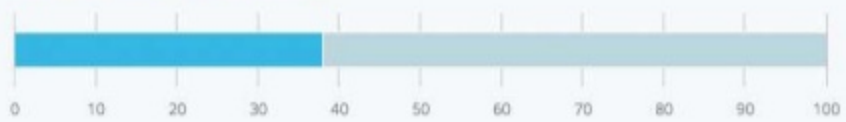
Segments by Type



Segments by Category



1st Party to Third Party Segment Percentage



Marketing

98 M
Total Impressions

12,351
Total Conversions

27
In Market Campaigns

In Market Campaigns

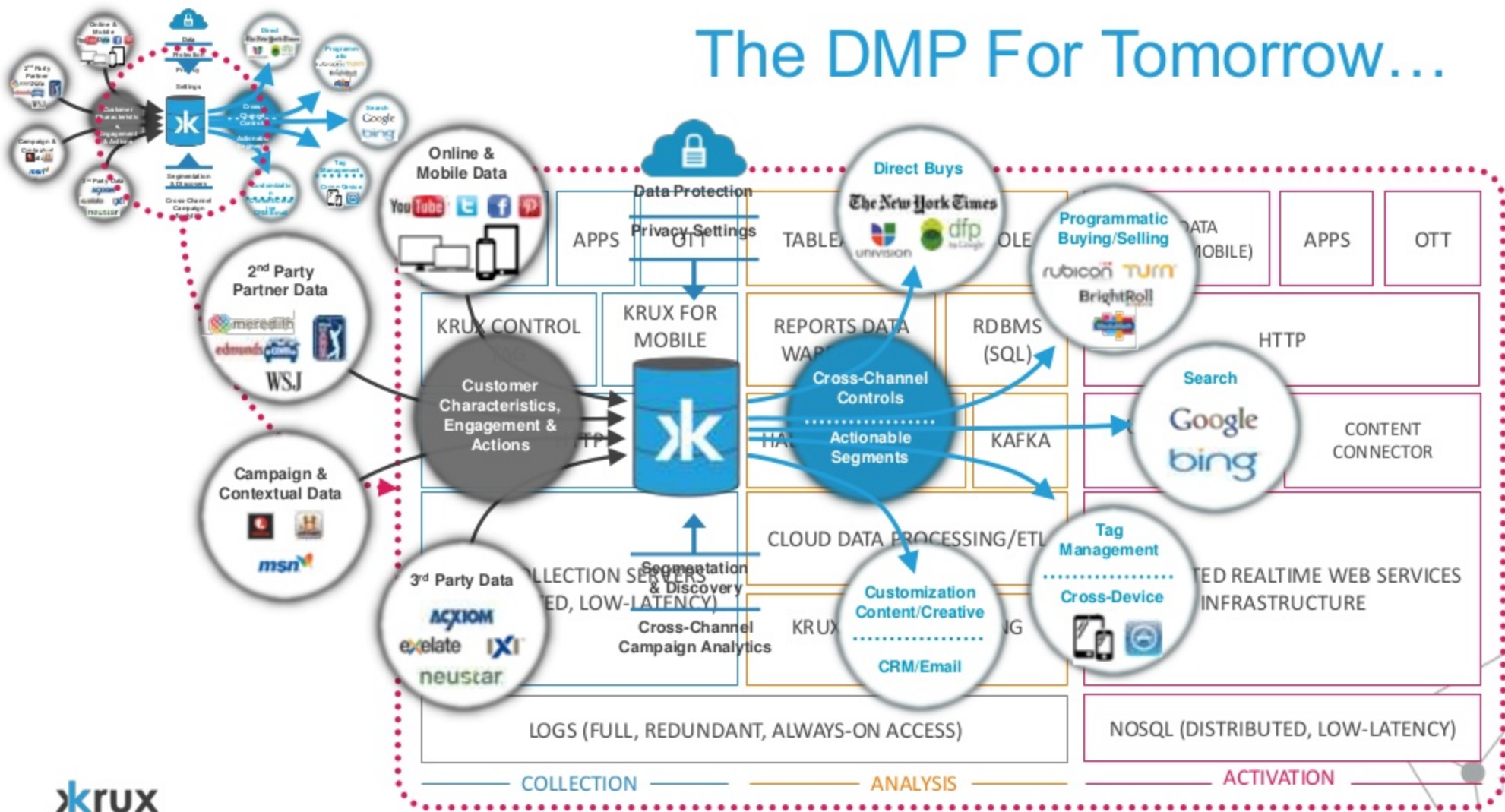
| NAME | Campaign Summary | | CTR | CONVERSIONS |
|------------------------------------------|------------------------|-------------------|-------|-------------|
| | Reach & Overlap | Campaign Segments | | |
| Seeking Henry | Frequency Distribution | Customer Journey | 2.86% | 31,089 |
| Environmental Awareness | | | 1.00% | 17,545 |
| Digital Rewards | 2,700,432 | 30,386 | 1.13% | 9,116 |
| Young Fit Affluent Brand Buyer | 2,450,743 | 30,512 | 1.25% | 7,079 |
| Tier 1 Cruise Getaway Visualize Campaign | 2,420,321 | 20,026 | 0.83% | 6,408 |
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...Engagement Matters Most!



- Know the Person
- Find your Audience
- Measure your Campaign
- Optimize the Experience

The DMP For Tomorrow...





Thank you.

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