

BlueKai Data Activation System: Look-Alike Modeling

USING WHAT YOU KNOW, TO POWER WHAT YOU DO

Look-alike Modeling (Audience Expansion)

The concept is simple - tried and true in the offline world, look-alike modeling analyzes your best customers to help you find more of them.

With the BlueKai Data Activation System you can use your 1st party and/or 3rd party data to train a multivariate model and turn it into marketing action. With BlueKai's list of integrated data modelers and activation partners, you can create a scalable strategy for growing your prospecting and targeting pools to quickly reach audiences across the entire sales funnel.

What Are Look-alikes?

Look-alikes are an algorithmic, multi-variant model of a group of users. In other words: it's a group of users that "look-like" a high-performing user set- based on looking at multiple (millions!) of attributes.

Benefits Of Look-alike Modeling With BlueKai

- 1 Performance: Find users who look-like and are predicted to behave like your best customers
- 2 Optimized: All models are set to auto-refresh, so you have access to the best user segments
- 3 Scale: Create a high-quality targeting pool and easily increase the number of users you can reach
- 4 Flexible: Tailor your model to your business needs - with niche granularity and maximum scale
- 5 Centralized: Manage your models and audiences within your DMP and easily activate with your other strategies

Key Terms

Signal - The "seed" of the model request. "I want users who look-like (blank); such as converters or purchasers"

Profile Input - The data set that the model learns from to compute the modeling. In most cases, models utilize the BlueKai Audience Data Marketplace as one of the profile inputs.

Real World Modeling Examples & Results



Telecom

Best Performer After Retargeting Efforts



Tech/Retail

Top Model Beat The Control In Return On Ad Spend (ROAS)



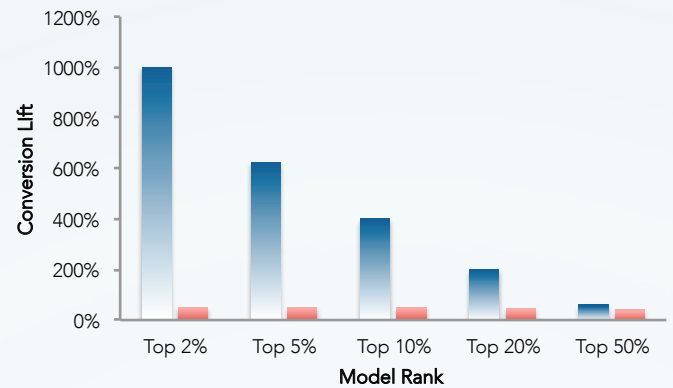
Retail

Consistent Scale Achieved Through Models Across Product Lines

Case Study - Automotive



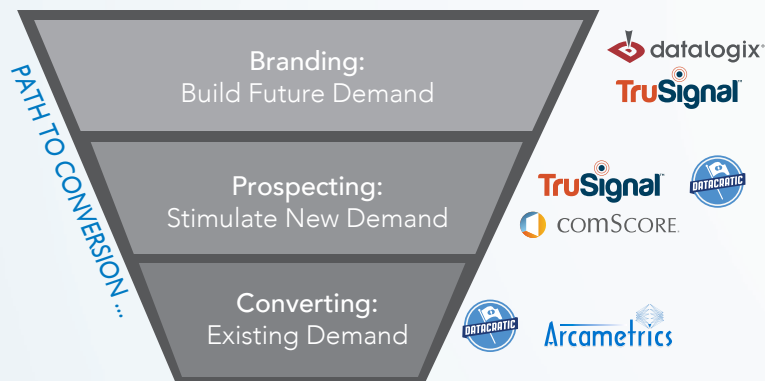
- 1 Automotive client was looking to increase conversions
- 2 They tested a look-alike audience against an audience of auto intenders
- 3 Saw an increased lift in conversion, as high as 1,000% for high percentage models



Top Questions You Should Ask When Working With A Modeler:

- 1 What type of client is your model best for?
- 2 Is your model multivariate?
- 3 What data can your model use for the Profile Input?
- 4 What's the minimum number of users you need for a Signal to produce a model?
- 5 How long does it take to turn around your model?
- 6 What clients are using your model today?

Align Your Campaign Objectives With BlueKai Integrated Look-alike Model Partners



HOW TO GET STARTED

IT'S NOT TOO LATE TO GENERATE LOOK-ALIKE AUDIENCES FOR THE HOLIDAY SEASON. CONTACT YOUR ACCOUNT MANAGER TODAY!

**USE WHAT YOU KNOW,
TO POWER WHAT YOU DO.**