

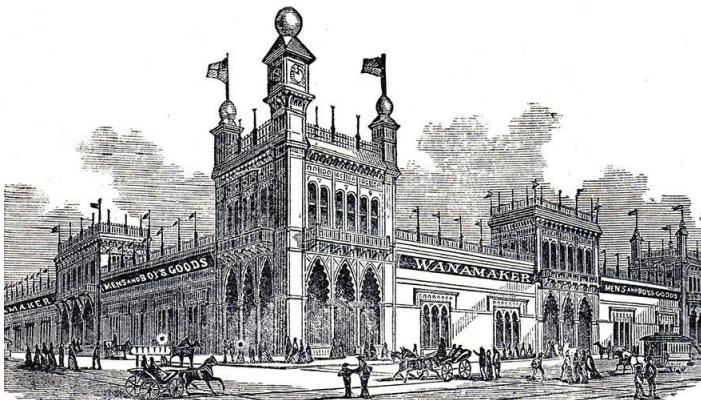
DATA DRIVEN BUSINESS MODELS

The Advertising Industry

Where we are coming from.

Advertising has always been about data.

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”
John Wanamaker (1838-1922)



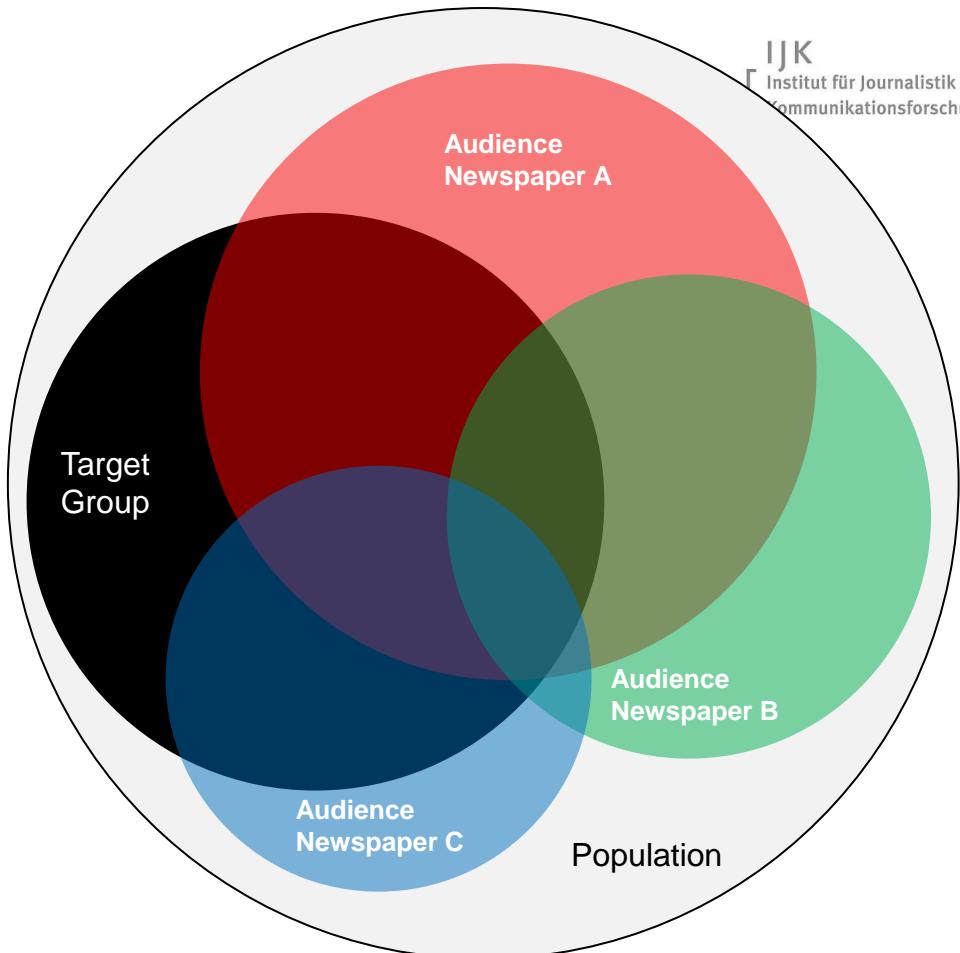
The image is a collage of historical newspaper clippings from The Milwaukee Leader. At the top left, a large headline reads "BILLIONS LOST IN NEW STOCK CRASH". Below it, a smaller headline says "May Punish Senator for Aiding Tariff Lobbyists". To the right, another headline states "BANNERS AD FAIL TO END SELLING-WAVE". The middle section contains several columns of news articles. On the left, there's a vertical column of "SHOES" repeated multiple times. In the center, a large red banner reads "SATISFACTION GUARANTEED OR YOUR MONEY RETURNED" above the name "JOHN WANAMAKER". To the right of this, another column lists "SHOES" multiple times. At the bottom, there are three distinct advertisements for Wanamaker's. The one on the left is for "WANAMAKER & BROWN OAK HALL CLOTHING HOUSE" located in Philadelphia. The one on the right is for "WANAMAKER'S NEW ESTABLISHMENT" located in Philadelphia.

Credit

<https://www.b2bmarketing.net/en-gb/resources/blog/half-money-i-spend-advertising-wasted-trouble-i-dont-know-which-half>, <http://allthingsruffnerian.blogspot.de/2010/10/john-wanamaker.html>

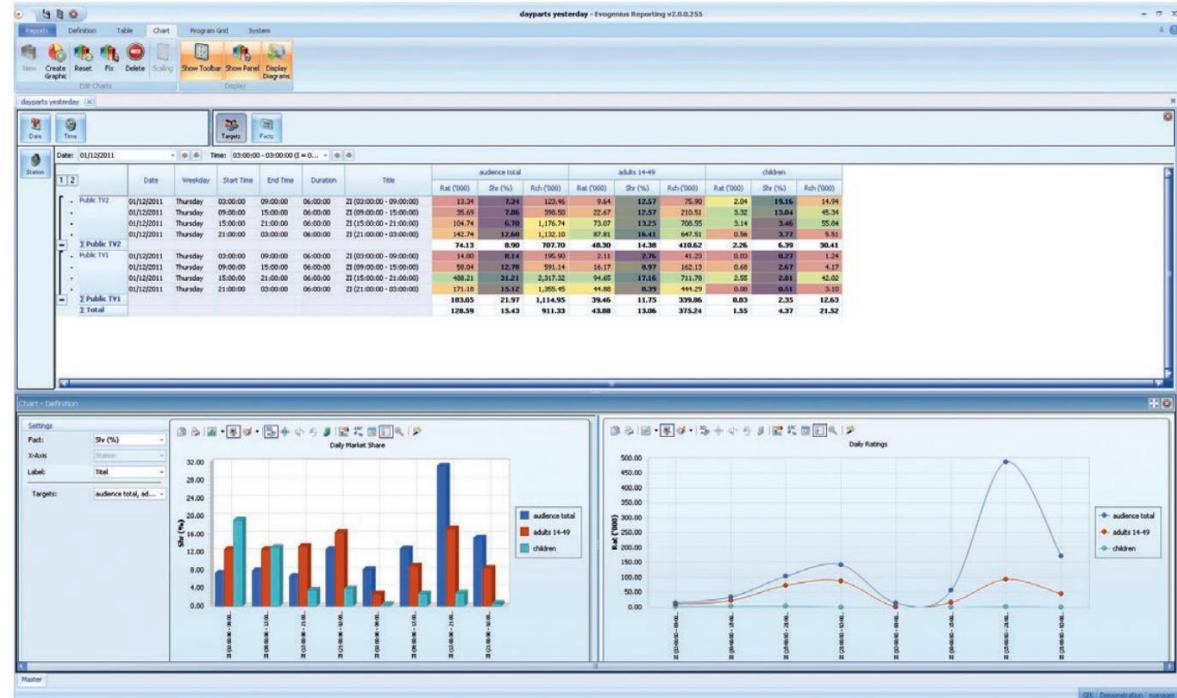
Reach: Target Groups vs. Audiences

- Audience A:
 - highest reach in Target Group
 - some waste
- Audience B:
 - small reach in Target Group
 - reach in target group fully overlaps with Audience A
- Audience C:
 - relatively low reach both overall and in target
 - minimal waste



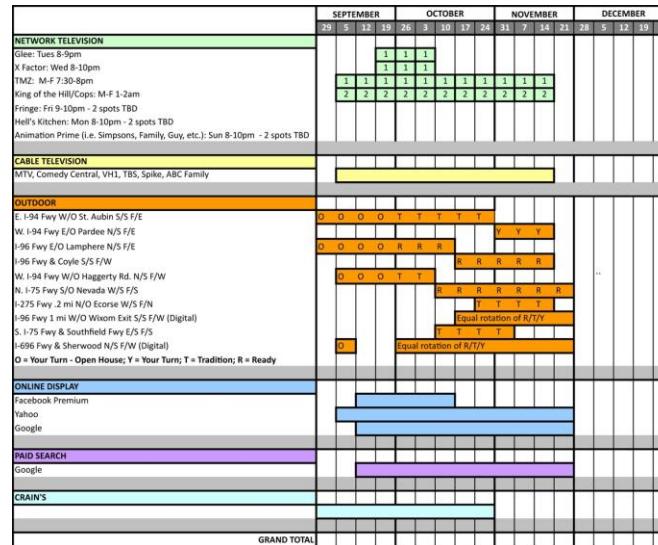
Advertisers want the optimal media plan

- Ad Buyers (Advertisers) outsource the rather complex planning and execution of their campaigns to Media Agencies
- These Agencies use data about the media audiences to find the best fit.
- Combining different kinds of inventory it tries to optimize reach & frequency of the campaign.
- The deliverable is a „media plan“ that contains a „line item“ for each insertion.



Advertisers need help with Advertising

- Agencies often also do the actual buying on behalf of the Advertiser.
- Sometimes they even buy larger blocks of inventory upfront and make a profit on the
- Buying advertising tends to be rather mundane task.
- Based on default or negotiated prices the buyer (mostly the agency) issues an „Insertion Order“ to the publisher / broadcaster by Fax or E-Mail.




Quicken
 ADVERTISING INSERTION ORDER 2009

Please complete this agreement and fax it to 240-485-1818. If you have any questions, please contact Melissa Garvey at quick@acnm.org or 240-485-1826.

ADVERTISER INFORMATION

Company Name: _____
 Contact Person: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____
 Billing Name (if different): _____
 Billing Address (if different): _____

PUBLICATION INFORMATION

Publication Dates (*check chart on right*)
 Ad size (*see chart below*): _____

Ad	Size	Price*
Full page	7 1/4" x 9 1/4"	\$163
1/2 page	7 1/2" x 3 1/2"	\$80
1/3 page (horizontal)	4 1/2" x 4 1/2"	\$50
1/3 page (vertical)	2 1/2" x 9 1/2"	\$50
1/6 page	2 1/4" x 4 1/2"	\$30
Classified		\$6.55/line

*Quantity discounts are available. See the Rate Card.

Color (check one): B/W Black + PMS 322 (\$55 additional color charge)

PAYMENT INFORMATION (CHECK ONE)

VISA MasterCard Bill to Purchase Order # _____ Send Invoice to Address Above
 Credit Card Number _____ Expiration Date _____
 Name on Card _____

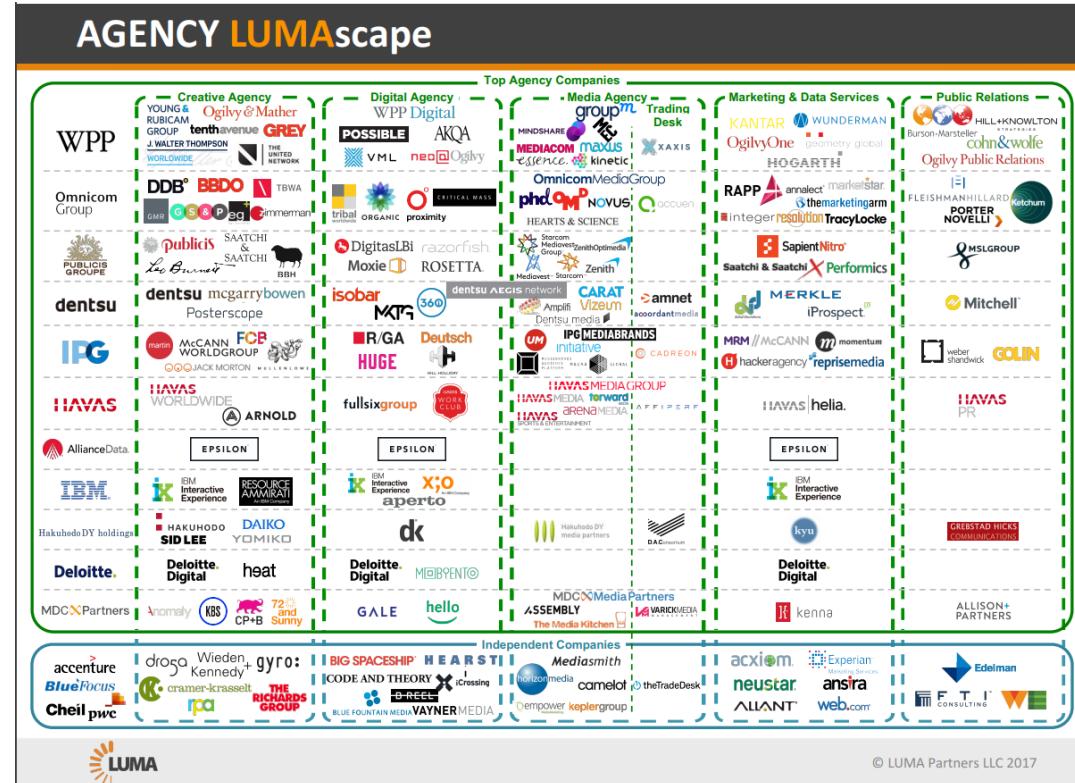
POLICY ON ADVERTISING PLACEMENT

- All advertising is subject to review and approval by the Editor and Editorial Board.
- The advertiser agrees to abide by the policies and guidelines of ACNM's goals and mission.
- The advertiser and his/her agency assume and agree to pay the charge for advertising published at their direction.
- Insertion orders and/or contracts are due on or before the advertising deadlines. All oral instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- Advertising appearing in Quicken must be pre-arranged.
- Advertising for political, religious, alcohol, tobacco, or firearms will not be accepted.
- Mail advertising must be received at least 10 days prior to publication date.
- ACNM will be responsible for errors appearing in advertisements which are placed too late for proof to be submitted or for errors due to late delivery or printing mistakes from the advertiser, advertising agency, or a third party.
- The advertiser shall be responsible for all costs resulting from the cancellation of an advertisement. No agency commission discounts.

FAX, MAIL OR E-MAIL INSERTION ORDER TO

Melissa Garvey, *Quicken* Editor
 8403 Colesville Road, Suite 1550
 Silver Spring, MD 20910-3734
 Fax: 240-485-1818
 Phone: 240-485-1826
quick@acnm.org

ACNM Quicken Insertion Order Form, Updated 10/2008



Media Kits

- Media Owner (Sell Side) runs an annual readership survey in order to find interesting facts about his audience. Interesting here means anything that allows him to justify higher prices for ad inventory.
- Advertiser (Buy Side) compares numbers and prices of different media outlets to find the best possible combination with the least wastage.



FORMATEN UND PREISE: REDAKTIONSTEIL					
2/1 Seite					
a) Satzspiegel: 400 x 256 b) A4 Anschliff: 400 x 297*			s/w: 21.400 € 4c: 27.600 €		
1/1 Seite					
a) A4 nach rechts: 185 x 256 b) A4 nach links: 210 x 216*			s/w: 10.700 € 4c: 13.800 €		
3/4 Seite					
a) 185 x 199 b) 210 x 216*			s/w: 8.050 € 4c: 10.690 €		
2/3 Seite					
a) 185 x 169 b) 210 x 195*			s/w: 7.130 € 4c: 9.600 €		
1/2 Seite					
a) 185 x 126 b) 210 x 152*			s/w: 5.360 € 4c: 7.600 €		
1/3 Seite					
a) 185 x 82 b) 210 x 107*			s/w: 3.570 € 4c: 5.600 €		

<https://www.slideshare.net/lvalineTedjo/see-beyond-yourself-magazine-media-kit-2014>, https://www.heise.de/mediadaten/downloads/88/1/0/1/5/3/3/2/ct_Mediatdaten.pdf

Sellers want to secure bulky deals upfront.

- Ad Sellers operate „Sales Houses“ that do sell the available inventory at the highest possible price.
- Sales Houses may consolidate the inventory of multiple outlets / publishers.
- It can be reasonable for both sellers (Sales Houses) and buyers (Media Agencies) to agree on larger chunks of inventory that is used much later for multiple campaigns which are not known yet.

axel springer ■ media impact

SevenOne Media

GJ|ems

BUSINESS INSIDER DE INTERNATIONAL

Einen Tag lang, deutschlandweit, alle Regionalzüge
Schon ab 15,20 € p P bei 5 Reisenden, bahn.de

MailOnline publisher Martin Clarke holding court on the Daily Mail's party yacht in Cannes.Jim Edwards / BI

A collage of five images showing people socializing and dining on a boat, illustrating the luxury and networking aspect of such deals.



<http://www.businessinsider.de/mailonline-publisher-martin-clarke-daily-mail-expansion-us-2016-6>,
<https://digiday.com/marketing/mediamathes-hacking-cannes-advice-survive-advertisings-biggest-week/>

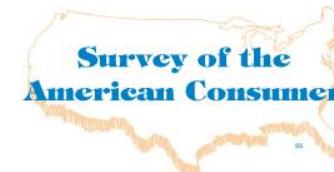
What numbers do you trust?

- Research about circulation, reach and frequency is available from syndicated studies and from studies commissioned by larger media groups. These are mainly based on (bi-)annual surveys.

	WIRED MRI Spring 2014	WIRED MMR 2014
 Total Audience	3 million	771,000
Men	72%	66%
Women	28%	34%
 Median Age	39 years	44 years
Age 18-34	40%	29%
Age 35-49	35%	36%
Age 50+	26%	35%
 Median HHI	\$91,083	\$164,476
 Graduated College+ Postgraduate Degree	52%	77%
	20%	31%
 Professional/Managerial Top/Middle Management	45%	69%
	23%	32%
 Influentials (Index)	190	n/a



GfK MRI



b4p best for
planning.



typologiede
erwünsche
HENSCHEN. MEDIEN. MÄRKTE

What numbers do you trust?

The GfK MRI Psychographic Sourcebook Table of Contents

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Märkte



b4p ist mit der Erhebung von über 2.400 Marken in mehr als 120 Marktbereichen die umfassendste Markt-Media-Studie im deutschen Markt. Die Studie deckt alle werberelevanten Märkte ab. Märkte und Marken werden über die Darstellung von Verwendern bzw. Käufern transparent gemacht. Folgende Märkte werden in b4p abgedeckt:

- Ernährung
- Körperpflege und Kosmetik
- Gesundheit
- Mode
- Consumer Electronics
- Haushalt und Wohnen
- Pkw und Mobilität
- Reisen
- Finanzen und Versicherungen
- Handel

Die AWA informiert über mehr als 2.000 Zielgruppen aus den Bereichen:

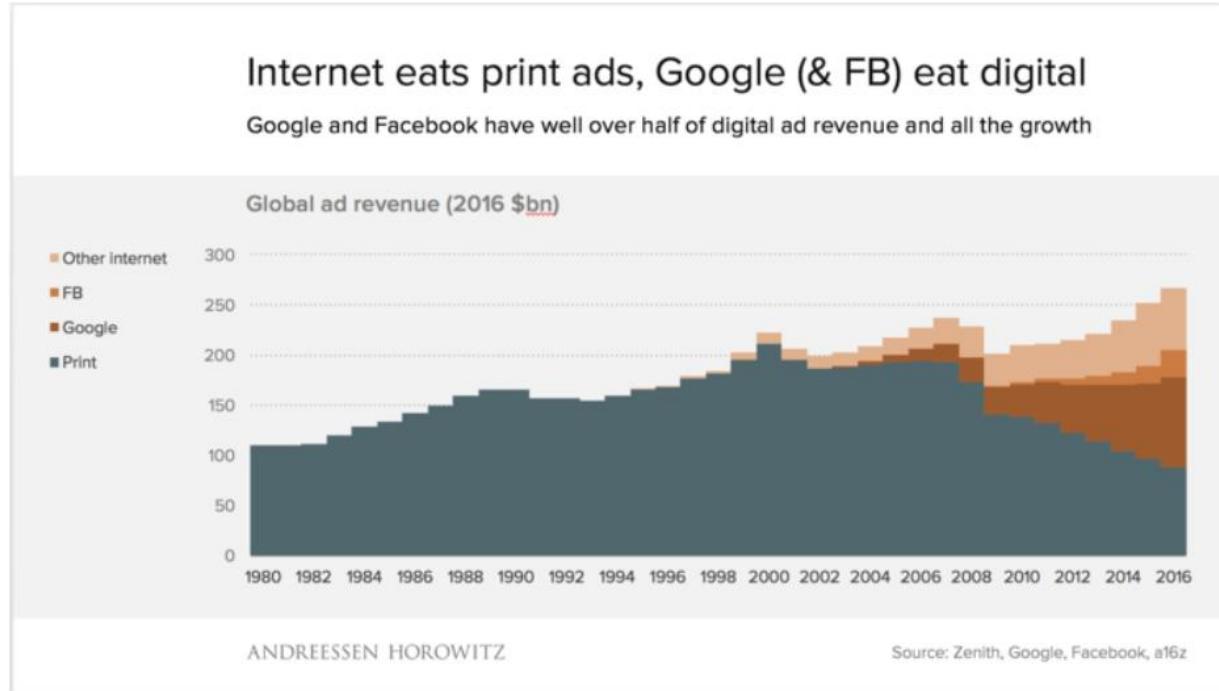


Sellers want to be in control when it comes to ratings.

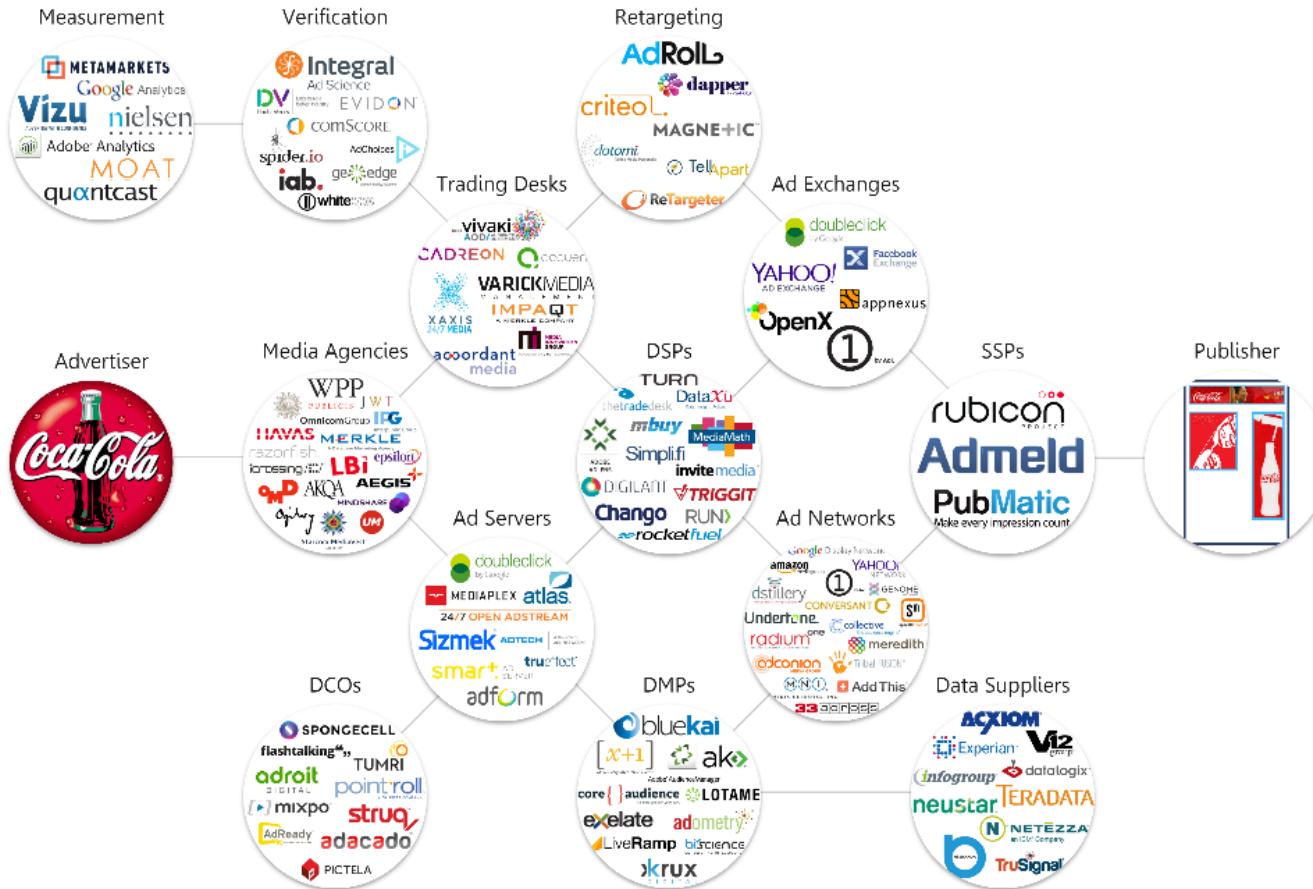
- Ad Sellers in many mature markets established „Joint Industry Committees“ (JICs) to be able to control the methodology of the research.
- JICs tender the research operations every 4-5 years.
- Ratings published by an effective JIC are used as a „currency“ in the given market.
- Historically there are specific JICs for each media channel but consolidation is underway due to push for cross-media.



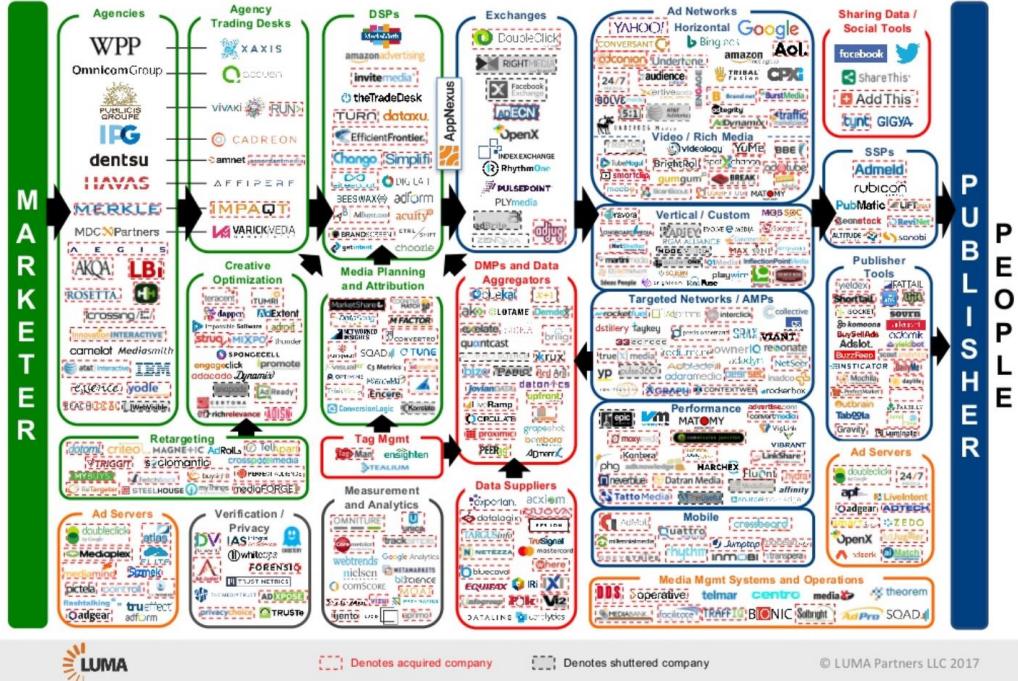
Here comes the internet...



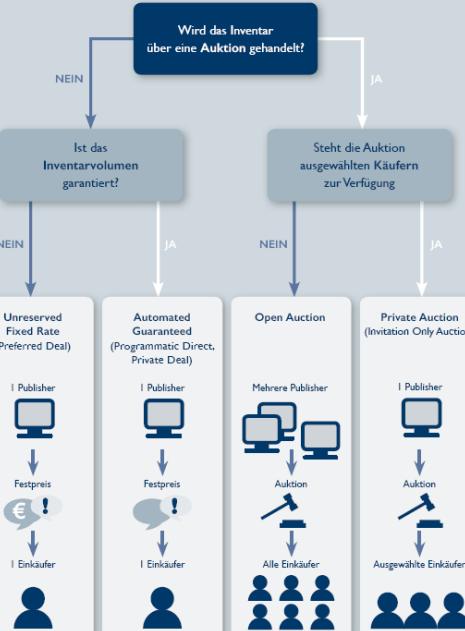
What's so different about the Internet?



DISPLAY LUMAscape

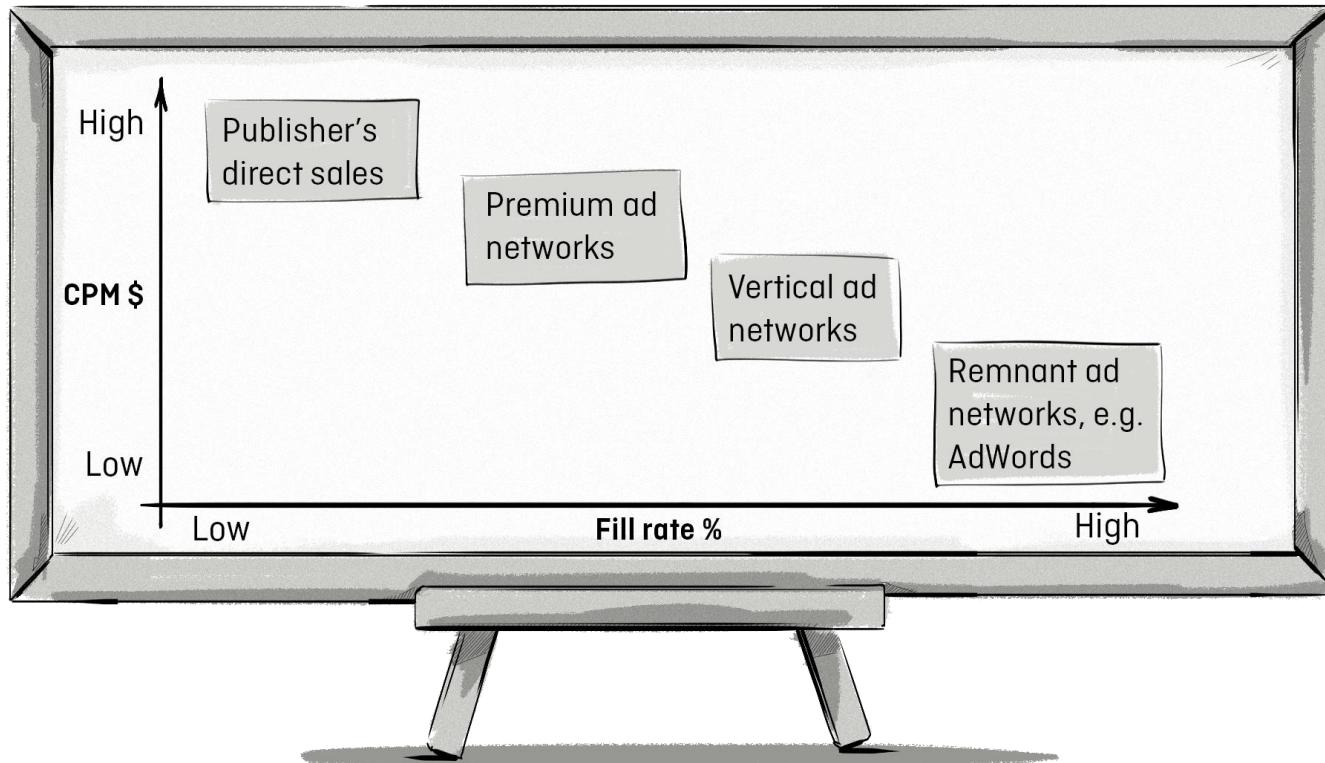


Fragestellungen zu den programmatischen Geschäftstypen



Quelle: Bundesverband Digitale Wirtschaft (BVDW) e.

© Bundesverband Digitale Wirtschaft (BVDW) e.V.



1995: WebConnect

- World's first Ad Network syndicated 160 sites that signed up
- Price based on Website Audience Profile (Site Price Index)
- Introduced Frequency Capping and Banner Rotation to prevent „banner fatigue“
- Provides Statistics about Impressions, Clicks, Conversions

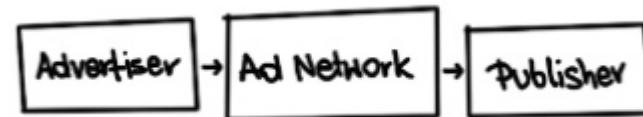
**ICS™ TRACKING SYSTEM
DEMO**

Banner name: A1103ACU
This banner links to: <http://www.worldata.com>

Statistics for 01/05/00 through 04/04/00

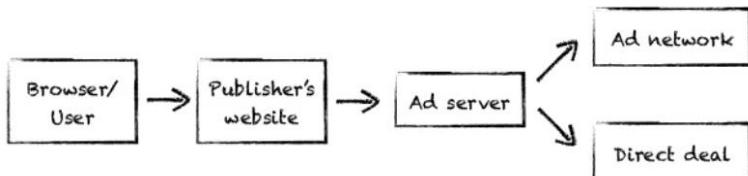
Host Site: www.ComputerShopper.com	Key Word: Run of Site	Booked Impressions: 100,000	Start Date: 01/05/00	End Date: 04/04/00		
Date	Impressions	Clicks	% of Clicks vs. Impressions	# of Responses/Sale	% of Responses/Sale	Cost of Responses/Sale
01/3/00	4120	118	2.8641%	17	0.4126%	\$6.86
01/4/00	4440	134	3.0180%	19	0.4279%	\$6.14
01/5/00	4930	149	3.0223%	20	0.4057%	\$5.83
01/6/00	6800	208	3.0588%	14	0.2059%	\$8.33
01/7/00	4340	150	3.4562%	15	0.3456%	\$7.78
01/08/00	2270	90	3.9648%	19	0.8370%	\$6.14
01/09/00	2360	84	3.5593%	13	0.5508%	\$8.97
01/10/00	2400	83	3.4583%	14	0.5833%	\$8.33

Client: Host Site: From: To:
Worldata Inc. ComputerShopper Show Stats 01/01/00 09/19/00

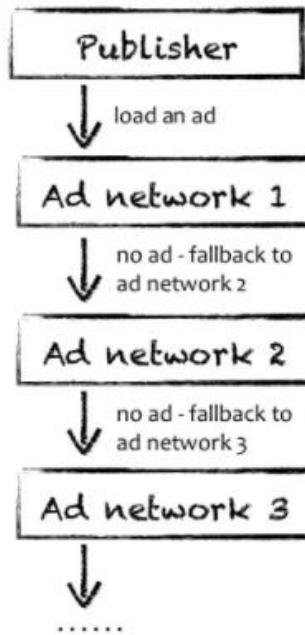


1997: Doubleclick

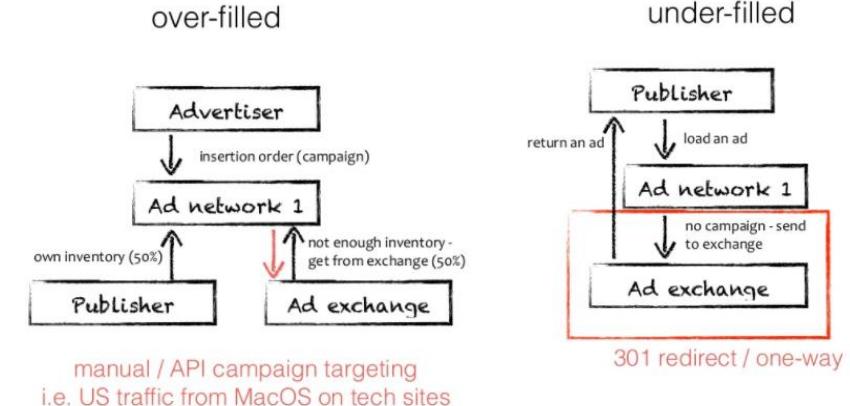
- Direct Sales – Inventory sold by the Publisher's sales team
- Ad Networks – fill the remaining inventory (sometimes the larger revenue stream)
- Used Cookies which tracked user's history in order to serve ads relevant to them



2000-2005: Ad Exchanges



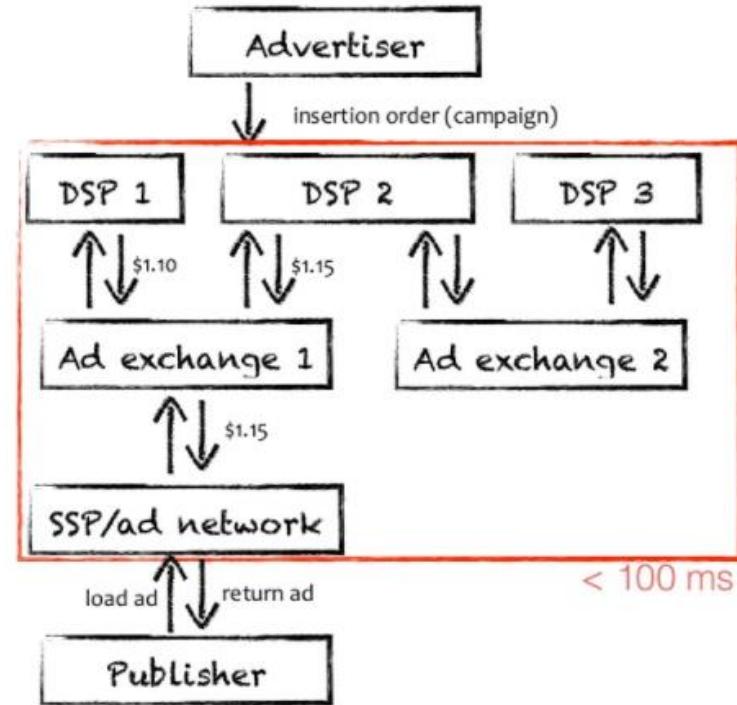
- 2000: Piggybacking becomes commonly used to fill remnant inventory
- Ad Networks struggle with „liquidity“ – their inventory is either under-filled (not enough campaigns) or over-filled (too many campaigns)



2008: Realtime Bidding through DSPs

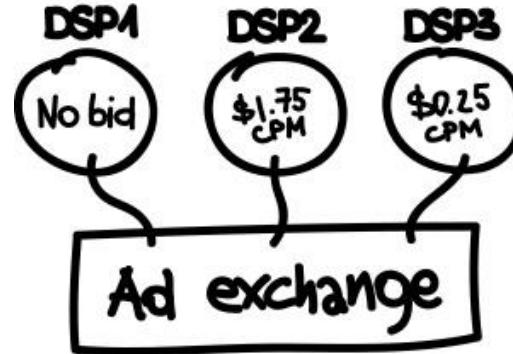
A demand-side platform is a technology system that allows media buyers to connect with a number of different ad and data exchanges through one user interface.

- Create, run, and manage a number of campaigns simultaneously and control them from a single, centralized user interface.
- Auto-optimize campaigns to increase ROI.
- Use third-party data from data-management platforms (DMPs) to make targeting more effective.
- Provide real-time reporting via advanced analytics.

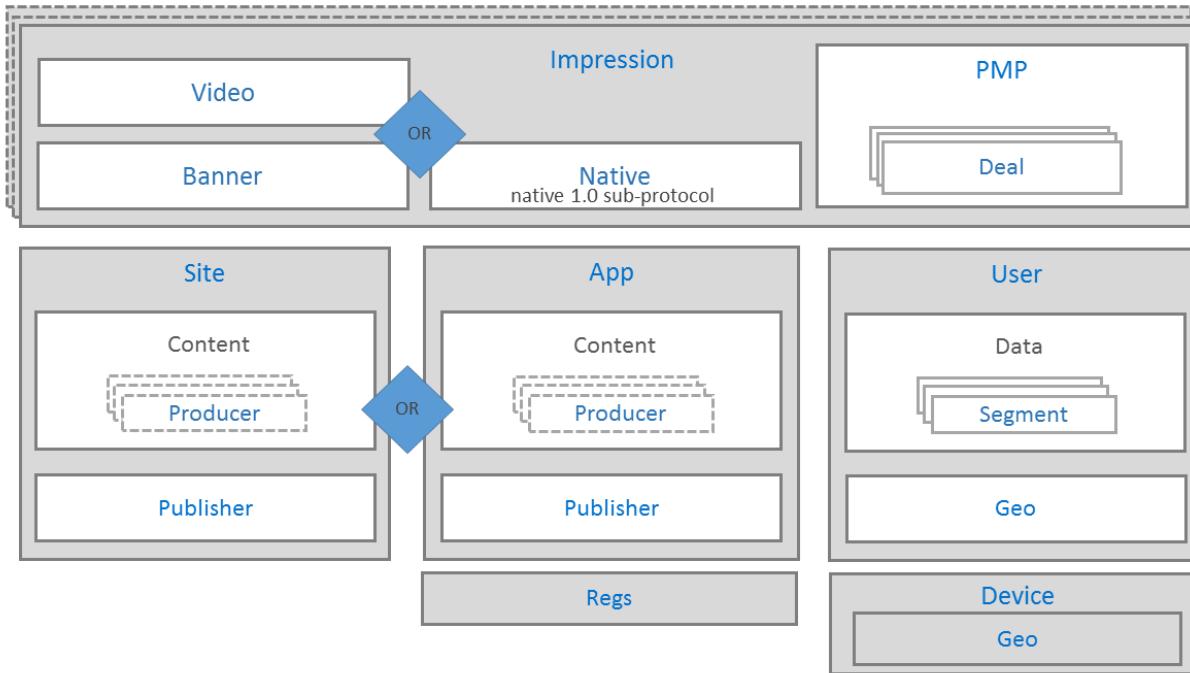


2008: Realtime Bidding through DSPs

- The exchange chooses the highest bid using the second-price auction model. In other words, the winner pays the second-highest bid price for the impression, plus \$0.01.
- Once an impression is sold, it is sent back to the website and displayed to the user. This process occurs each time a user accesses a website or refreshes the page.
- It's important to note that this bidding process happens within the ad exchange in real time, hence the name Real-time Bidding, and takes roughly 100 milliseconds to complete.



Bid Request

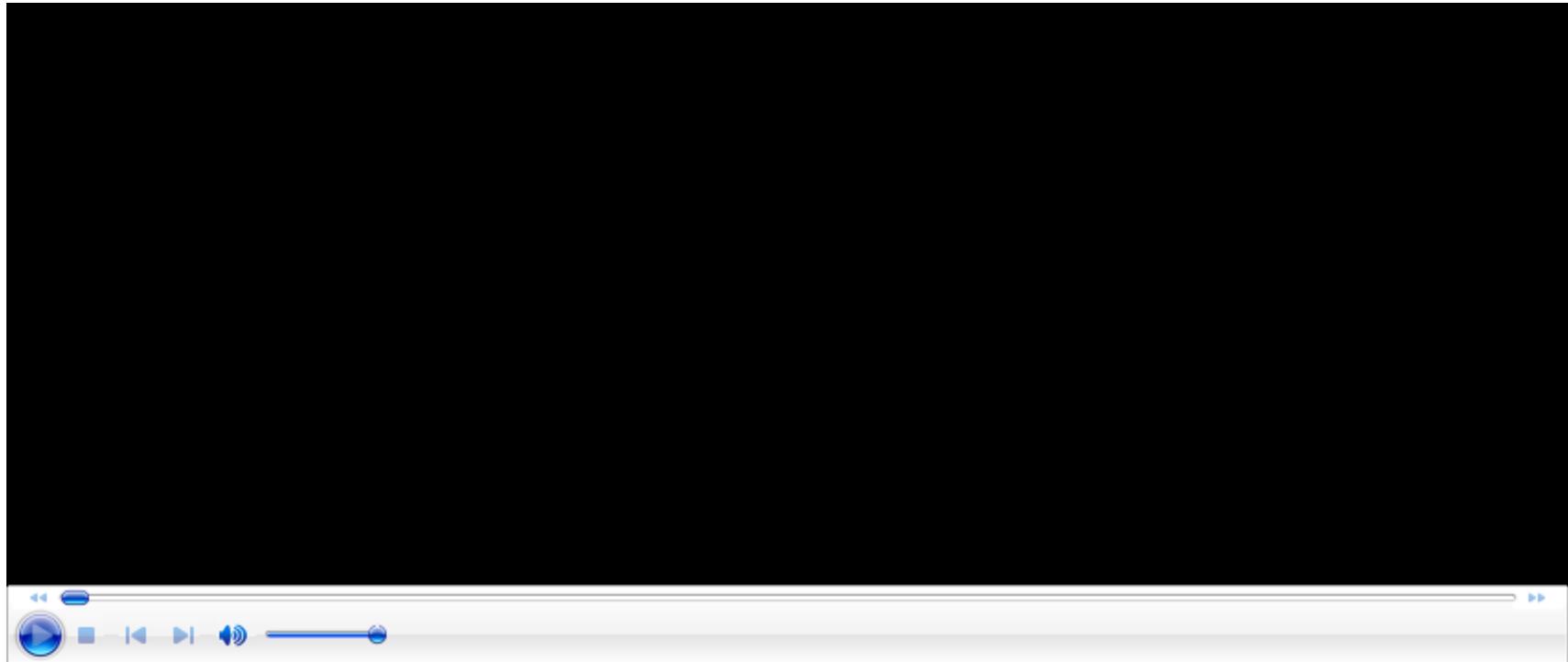


```
"id": "gumgum_www.answers.com_ed2265d8",
"ref": "http://ad32.answers.com/click.php?source=fb&param4=fb-us-de-red&pa
"publisher": [
    {
        "name": "www.answers.com",
        "id": "gumgum_946353442_12535"
    }
],
"name": "www.answers.com",
"cat": [
    "IAB24"
],
"domain": "answers.com",
"ext": [
    ...
],
"page": "http://www.answers.com/article/31029589/insanely-useful-life-hack
},
"weat": [
    ...
],
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        "fd": 0
    }
],
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        "id": "5e29eb00-c30a-416e-9d2a-2e18901f0916",
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    },
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"device": [
    ...
],
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"cur": [
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],
"imp": [
    {
        "bidFloor": 3.213,
        "metric": [
            {
                "type": "viewability",
                "value": 0.85
            }
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            ...
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        "tagId": "gumgum_25108",
        "bidFloorCur": "USD",
        "ext": [
            ...
        ]
    }
]
```

Bid Requests contain IDs

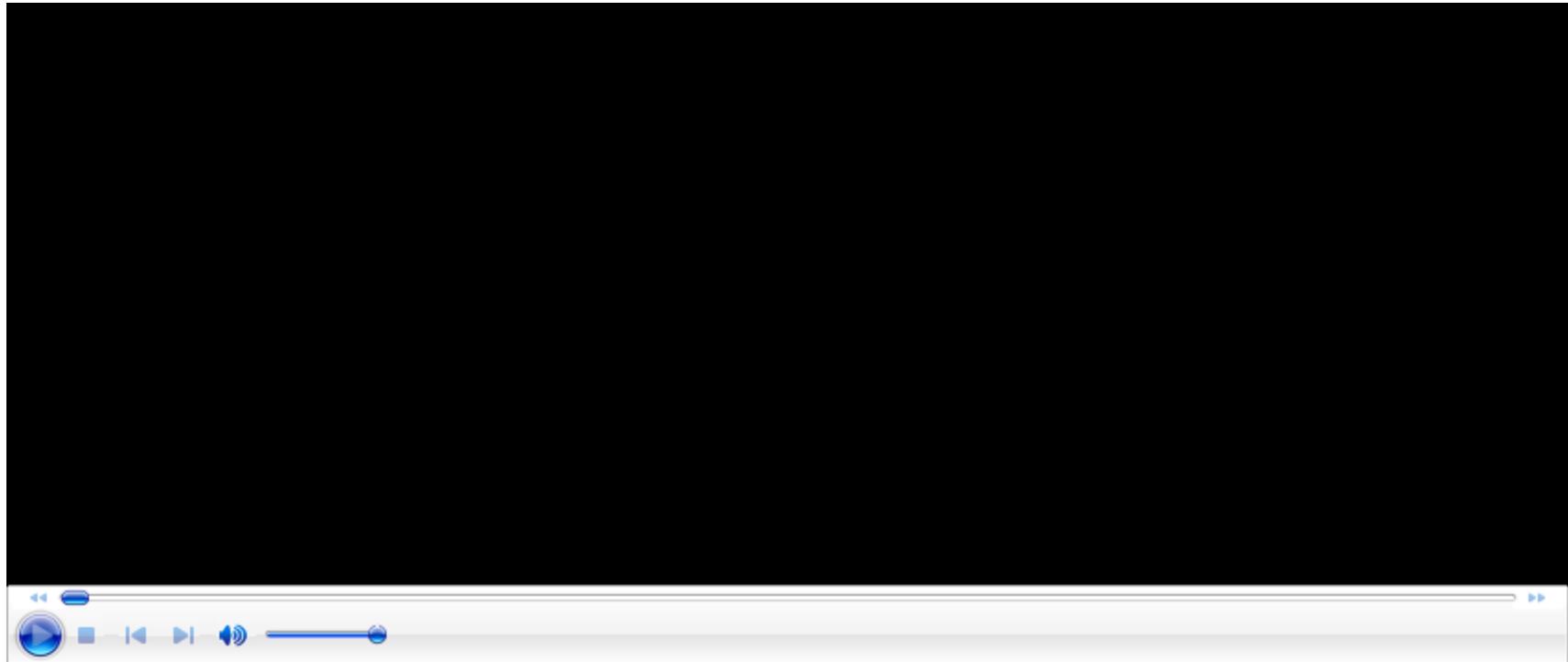
User Object Properties

Value	Type	Description
<i>id</i> *	<i>string</i>	Unique BidSwitch ID of this user, for example, 252eb154-b3e5-473f-bad8-9b6d7f8646e5 .
<i>buyeruid</i> *	<i>string</i>	The Buyer user ID as mapped by BidSwitch for the DSP. For in-app traffic the lowercase IDFA, or Android ID is used. For example, "38f72eaf-5d6f-4143-824f-deaf753d7239"
<i>keywords</i> *	<i>string</i>	Comma separated list of keywords, interests, or intent, for example, Cars, sports, vacation
<i>yob</i> *	<i>integer</i>	Year of birth as a 4-digit integer, for example, 1977
<i>gender</i> *	<i>string</i>	Specifies the user gender, for example, "F" <ul style="list-style-type: none">• "M" = Male• "F" = Female• "O" = Known to be other, or omitted if unknown
<i>data</i> *	<i>array of objects</i>	Additional data. Each data object represents a different data source, for more information, see the Data Object section.
<i>ext</i> *	<i>object</i>	For more information, see the User Ext Object Properties section.



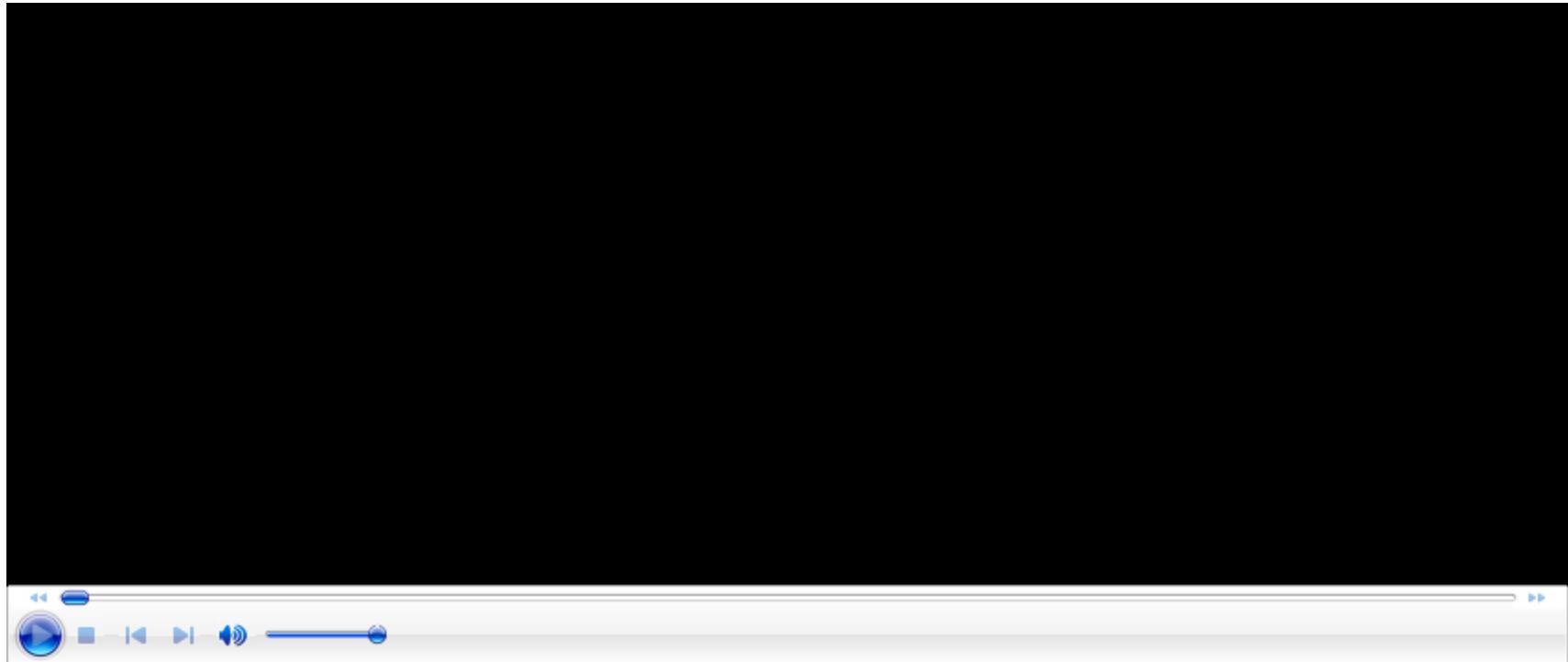
https://www.youtube.com/playlist?list=PL6ful_ztYvu9EQeVHNdz-TjoocLW2PGbn

Nikolaus Pohle | IJK Seminar "Data Driven Business Models"



https://www.youtube.com/playlist?list=PL6ful_ztYvu9EQeVHNdz-TjoocLW2PGbn

Nikolaus Pohle | IJK Seminar "Data Driven Business Models"

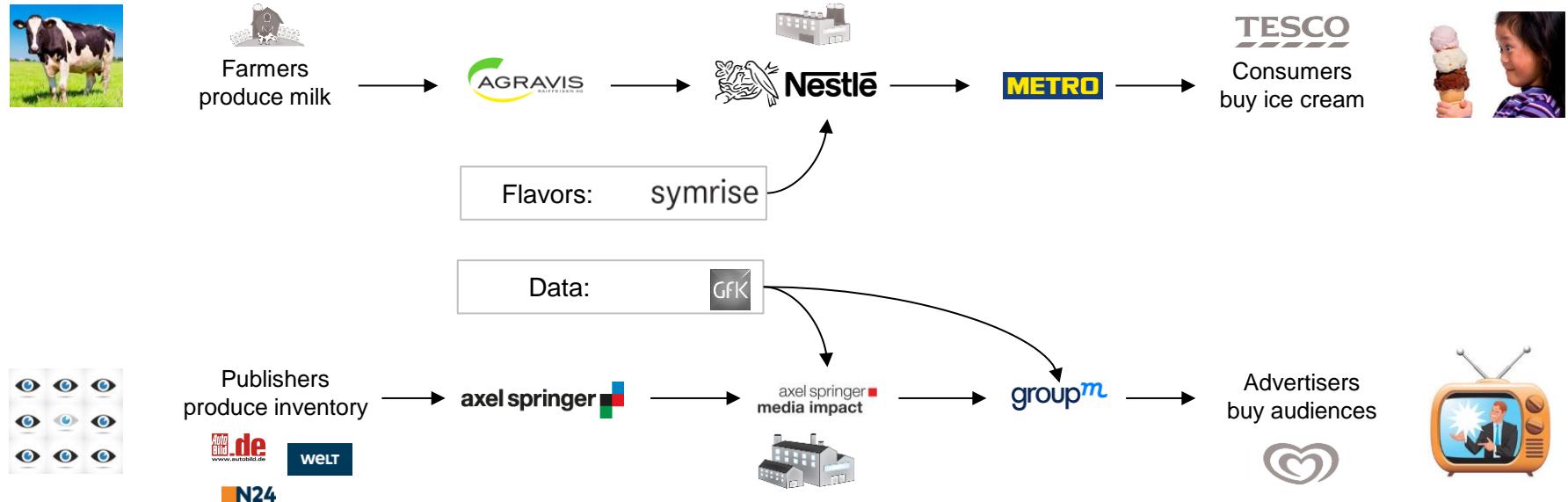


https://www.youtube.com/playlist?list=PL6ful_ztYvu9EQeVHNdz-TjoocLW2PGbn

Nikolaus Pohle | IJK Seminar "Data Driven Business Models"

Zoom Out

Who wants to have Ice Cream?



Create Supply

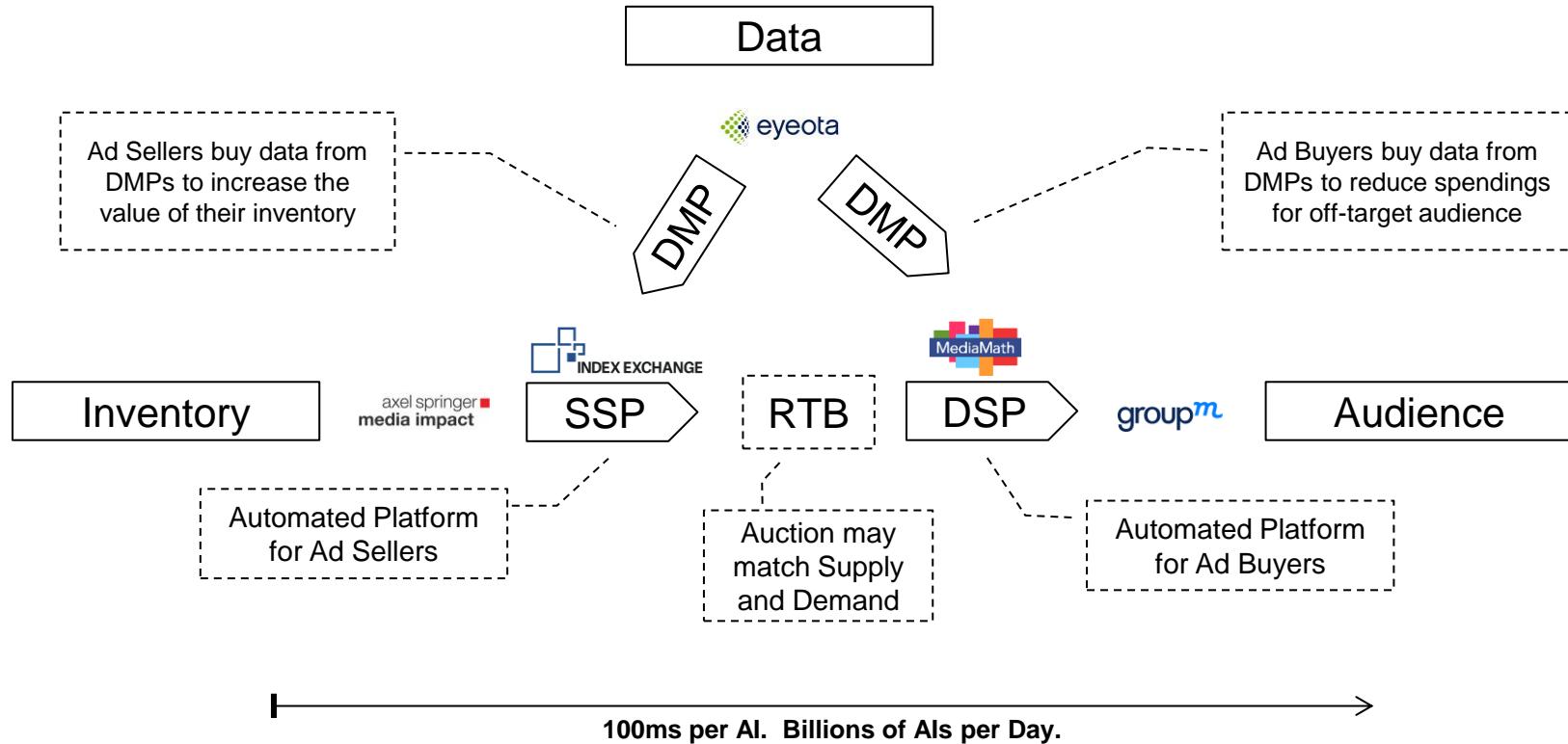
Bundle Supply

Combine Supply
to create products

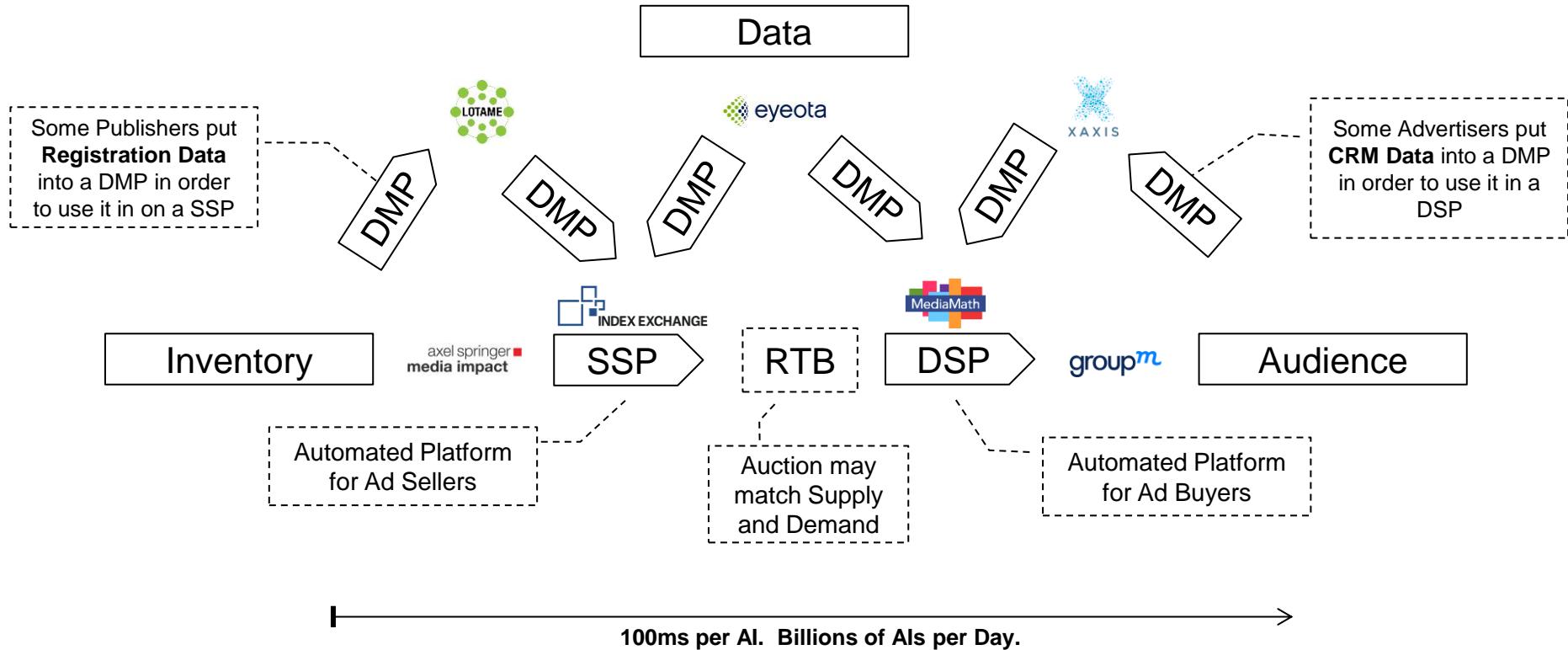
Bundle Demand

Create Demand

Who wants to have Ad Tech?



Who wants to have Ad Tech?



Advertisers buy „Audiences“ not „Ice Cream“

$$\boxed{\text{Milk}} + \boxed{\text{Flavor}} = \boxed{\text{Ice Cream}}$$

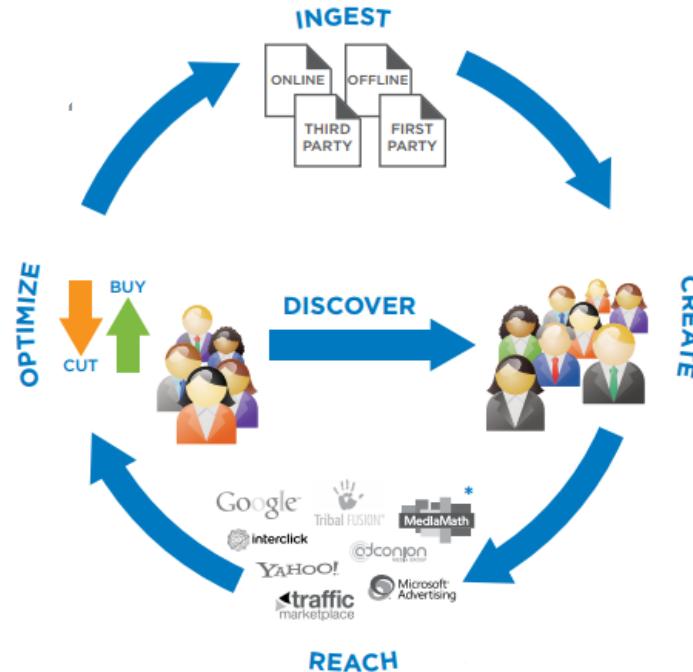
$$\boxed{\text{Inventory}} + \boxed{\text{Data}} = \boxed{\text{Audience}}$$

Data Management Platforms

Data Management Platforms: Features

A DMP is a centralized data management platform that allows to

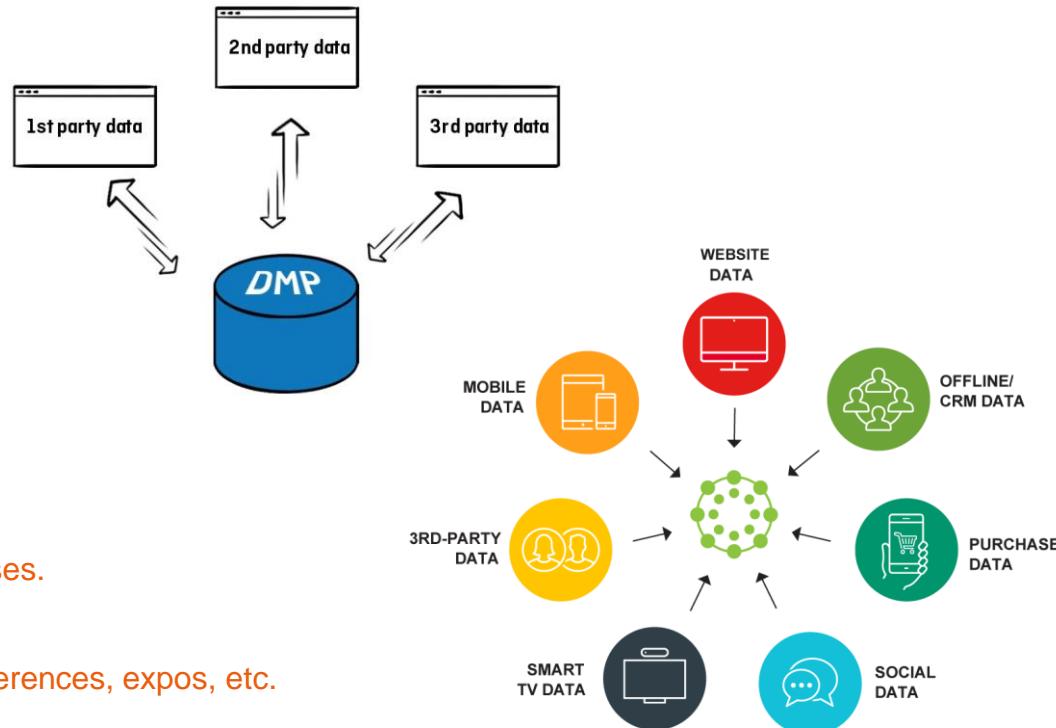
- create target audiences based on a combination of in-depth first-party and third-party audience data;
- accurately target campaigns to these audiences across third-party ad networks and exchanges;
- and measure with accuracy which campaigns performed the best across segments and channels to refine media buys and ad creative over time.



Data Management Platforms: Data Types

Online Data Sources

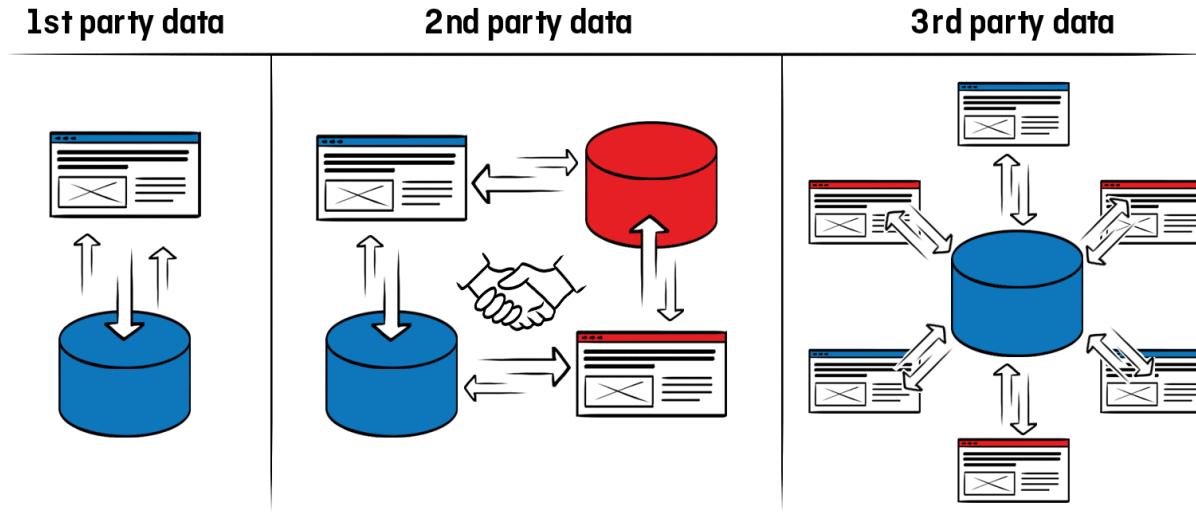
- CRM platforms.
- Marketing-automation platforms.
- Email-marketing software.
- Analytics platforms.
- Tag-management systems (TMS).
- Websites and mobile apps.
- Second- and third-party sources.



Offline Data Sources

- Retail transactions from in-store purchases.
- Loyalty-card data.
- Contact details collected at events, conferences, expos, etc.

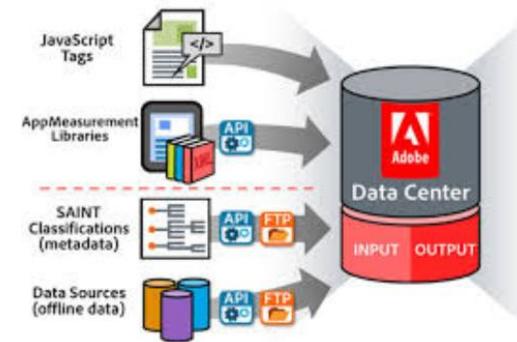
Data Management Platforms: Data Provenance



- Web and mobile analytics tools.
 - CRM systems.
 - Transactional systems.
 - Subscriptions / Newsletter signups.
- partnership agreements, e.g.:
 - Ad-serving data
 - Audience information
- collected from a range of different sources and sold to companies to be used for audience targeting and analysis

DMP: Onboard Online 1P Data

- Every DMP allows to easily collect first-party audience data in one place. This is usually done by placing a single tag on the sites that brings all of the first-party data into the DMP.
- Once all first-party audience data in one place in the DMP, it allows to quickly organize this data into taxonomies. How to organize the data will depend on the business. An e-commerce site might use a DMP to classify purchase data into descending taxonomies such as clothing, kids, boys, shoes, sneakers, etc. Classifying site data into taxonomies like this is the first step toward building distinct audience profiles.



Data Taxonomies



eCommerce

Category

Product

Price Range

Color



Airline

Origin

Destination

Ticket Class

Travel Dates

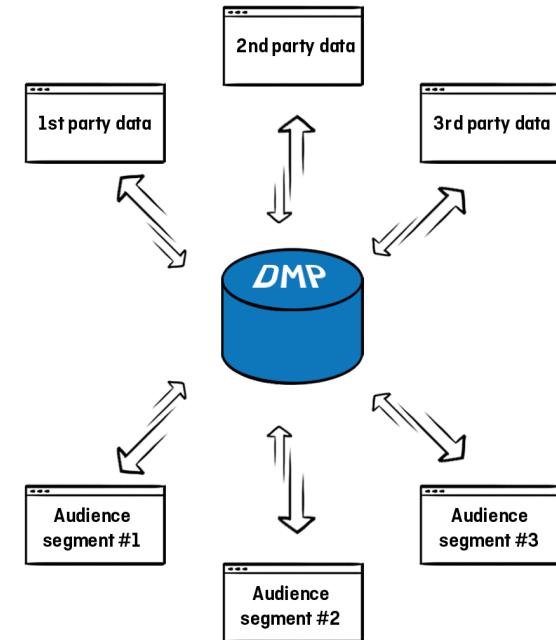
DMP: Segmentation

Segmenting allows you to group certain pieces of data together based on similarities and then use the segments to target different audiences.

Say there is a very popular music website (publisher) that offers streaming options comprising of both a free service (up to two hours of free music streaming per week) and a premium service (an unlimited amount of music streaming).

The music site could segment its visitors into a range of audiences, which could look something like this:

- Segment 1: Visitors who live in the New York area and stream up to two hours of music per week.
- Segment 2 : Visitors who have a premium account, aged between 18-25, and visit the site once a week.
- Segment 3: Visitors who only use mobile devices to view the website and do not stream music.



DMP: Segmentation

- Based on the specific audience spec the DMP provides an estimate of the reach.
- This reach number represents only the number of profiles that match the criteria within the pool of profiles available in the specific DMP, not in the universe.

The screenshot shows a 'New Audience Filter' dialog box. It contains three main conditions under an 'IF' block:

- Order Submitted is true
- Order Total greater than Custom Value (100)
- Email Address Captured is true

Below the 'IF' block is an 'OR Condition' button. At the bottom are 'Cancel' and 'Save' buttons.

Step 1: Enter details of your audience

- Audience Name*: Test
- Company*: adsquare
- Country*: Germany
- Type*: LIVE!

Step 2: Model your audience

Attributes listed in the left sidebar include Events, Household, and Places. Under Places, categories like Automotive, Businesses and Services, Community and Government, Healthcare, Landmarks, Retail, and Social are shown with their respective bid requests.

Attribute	Value	Bid Request
Events	93 items	€0,80
Household	1692 items	€0,80
Places	1298 items	€0,80
Automotive	93 items	€0,80
Businesses and Services	93 items	€0,80
Community and Government	93 items	€0,80
Healthcare	93 items	€0,80
Landmarks	93 items	€0,80
Retail	93 items	€0,80
Social	93 items	€0,80

Bottom statistics:

- Weekly Bid Requests: 127,79 M
- Weekly Unique Users: 32,58 M
- Audience CPM: €0,80

Data Management Platforms: Segmentation

The publisher can monetize / leverage these segments in multiple ways:

Partner with other Publishers

The publisher can set up a direct and exclusive partnership with another website (e.g. a site that wants to target people living in the New York area that listen to the music online) so they can display their ads to that particular audience. The data used by the second website then becomes second-party data.

Sell to Data Broker

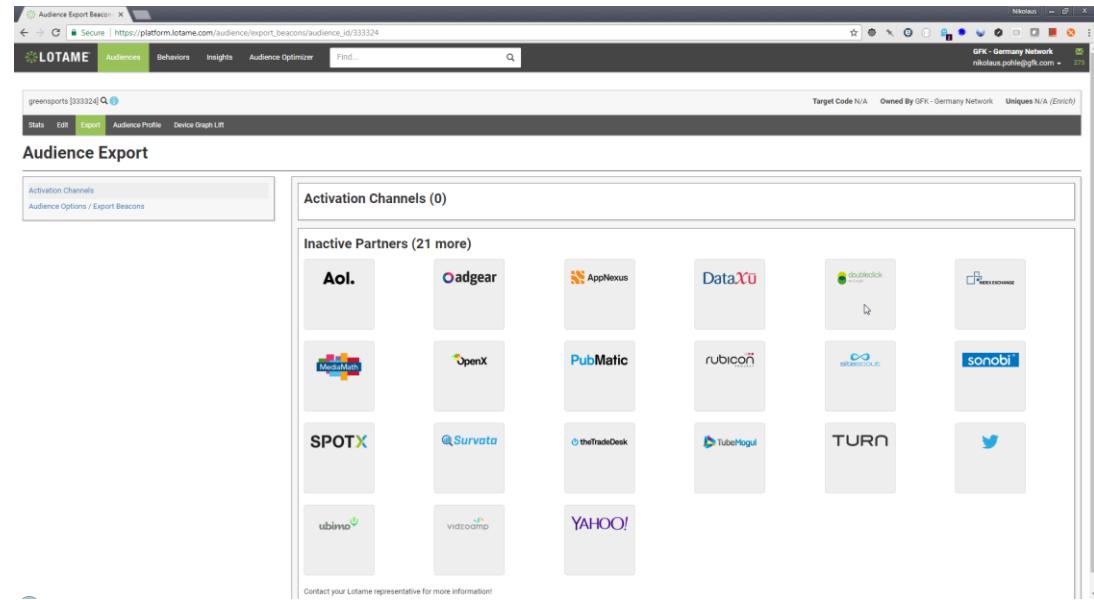
The publisher could also just sell the segments to an existing data broker. However, compared to the partnership option, this monetization process is much less transparent. The publisher also loses its independence, as it is the data broker who decides which segments of data are shared and what kinds of segments are created from the publisher's visitors.

Drive User Engagement

The Publisher could create an email campaign whereby they send a series of emails to non-paying, but highly engaged visitors who stream more than one hour of music per week (Segment 1), encouraging them to subscribe to the premium service offering an unlimited amount of music to stream each week.

DMP: Distribution of Segment into Platforms

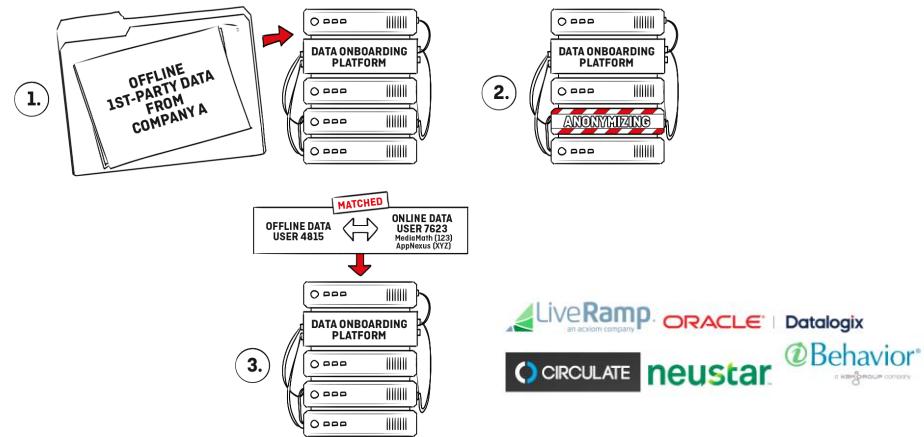
- In order to effectively leverage the segments they have to be pushed into the AdTech execution platforms like DSPs and SSPs.
- This typically happens through a server-to-server connection where for every segment a list of all profile IDs is transferred that do belong to the given segment.
- Because the Profile IDs need to be meaningful for the receiver a „Cookie Sync“ needs to be in place already.



Advanced DMP Features

DMP: Onboard Offline 1P Data into DMP

1. Companies upload their offline first-party data to the onboarding platform.
2. Then, through an anonymization process (e.g. hashing, encryption, or generalization), the onboarding platform transforms the data to remove any Personally Identifiable Information (PII), such as the customer's email, name, address, and date of birth.
3. The offline data is then matched with the online data with the help of identifiers. For example, if a company has collected a customer's email both offline and online, the onboarding platform would match the two sources of data via the common email address.

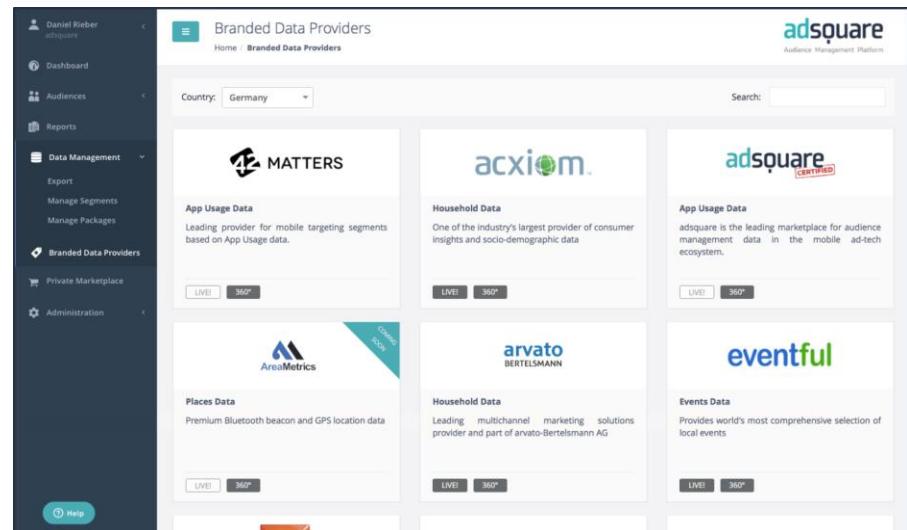


Typically, during the onboarding process, companies will also receive additional data like user IDs and cookie IDs, which they can then match with their online data (e.g. from their web-analytics tools).

The cookie IDs come from third-party demand-side platforms (DSP), and can be used for creating audiences, which will then be used for ad targeting.

DMP: Audience Enrichment with Branded 3P Data

- Some DMPs allow to combine own data with branded 3P data from specialized data suppliers which has been onboarded upfront and is ready to use.
- This “Data Exchange” feature includes the syndication / billing between data consumer and data supplier as well as the delivery of combined segments into AdTech platforms.
- There are some vendors that specialize in this Data Broker Business exclusively. Often they buy data from publishers directly or from data aggregators.



DMP: Audience Enrichment with Branded 3P Data

The screenshot shows the Lotame Audience Lab interface. On the left, a sidebar lists categories like Standard, Categories, Locations, Actions, Age, Gender, Demographics, Anti-Fraud, Branded, and GFK - Germany Network. The main area displays a table of categories with columns for 'Categories', '1st Party Uniques', 'Add' (with a plus icon), 'LDX Uniques', and 'Buy' (with a green button). The 'Buy' column includes a dropdown for 'Owned By' (set to 'GFK - Germany Network') and an 'Enrich' button. At the bottom, there's an 'Audience Definition Builder' section with a message 'Add or Buy data points to begin' and buttons for 'Request Reach Estimate' and 'Save Audience'.

Categories	1st Party Uniques	Add	LDX Uniques	Buy
Arts, Culture & Literature	0	[+]	< 1 thousand	\$0.00
Automobiles	0	[+]	< 1 thousand	\$0.00
Business	0	[+]	< 1 thousand	\$0.00
Careers	0	[+]	< 1 thousand	\$0.00
Comedy & Humor	0	[+]	0	\$0.00
Computers & Technology	0	[+]	< 1 thousand	\$0.00
Entertainment	0	[+]	< 1 thousand	\$0.00
Fashion & Beauty	0	[+]	< 1 thousand	\$0.00
Finance	0	[+]	< 1 thousand	\$0.00
Food & Beverages	0	[+]	< 1 thousand	\$0.00
Gambling	0	[+]	0	\$0.00
Games & Toys	0	[+]	< 1 thousand	\$0.00
Government & Politics	0	[+]	< 1 thousand	\$0.00
Health & Medicine	0	[+]	< 1 thousand	\$0.00
History	0	[+]	0	\$0.00
Holidays & Celebrations	0	[+]	< 1 thousand	\$0.00
Home & Family	0	[+]	< 1 thousand	\$0.00
Nature & Environment	0	[+]	0	\$0.00
News	0	[+]	< 1 thousand	\$0.00
Philanthropy & Charity	0	[+]	< 1 thousand	\$0.00

DMP: Audience Enrichment with Branded 3P Data

The screenshot shows the Lotame Audience Lab interface. On the left, there's a sidebar with various audience definitions like 'AddThis', 'AddThis International', 'AddThis UK', etc. The main area has a search bar and a navigation menu with 'Audiences', 'Behaviors', 'Insights', 'Audience Optimizer', and a search field. A 'Find...' button is also present. The right side displays a list of categories under 'Owned By GFK - Germany Network'. A specific category, 'GB - Sports', is highlighted with a yellow background. A tooltip for this category says 'Buy at this cpm and add to the definition'. At the bottom, there's an 'Audience Definition Builder' section with a 'Reset Builder' button, and two buttons on the right: 'Request Reach Estimate' and 'Save Audience'.

Category	CPM	Description
GB - Career and Work	\$0.95	
GB - Education	\$0.95	
GB - Entertainment	\$0.95	
GB - Financial	\$0.95	
GB - Food	\$0.95	
GB - Gaming	\$0.95	
GB - Health	\$0.95	
GB - Home	\$0.95	
GB - Retail	\$0.75	
GB - Seasonal Audiences	\$0.95	
GB - Social	\$0.95	
GB - Sports	\$0.95	Buy at this cpm and add to the definition
GB - Combat Sports	\$0.95	
GB - Individual Sports	\$0.95	
GB - Motor Sports	\$0.95	
GB - Olympics	\$0.95	
GB - Other	\$0.95	
GB - Outdoors	\$0.95	
GB - Sports	\$0.95	
GB - Team Sports	\$0.95	
GB - Technology	\$0.95	
GR - Telecommunications	\$0.95	

DMP: Audience Enrichment with Branded 3P Data

The screenshot shows the Lotame Audience Lab interface. On the left, a sidebar lists various data sources: Effective Measure, Epsilon, Experian (selected), GfK MRI, Gravy Analytics, HG Data, Infogroup - Consumer Xchange, Infogroup - Corp - B2B/B2C, Infogroup - Tech & B2B XChange, IXI Corporation (Equifax), Kantar Shopcom (US), L2 Political, and Bulk Load Behaviors. The main area displays a hierarchical tree under the 'Experian' section, with categories like Standard, Auto, Demographics, Financial - FMCG Direct, Housing Attributes, Life Event, Lifestyle and Interests, Mosaic, Past Purchase, Politics, Psychographic/Attitudes, Financial Behavior, and GreenAware. Under 'GreenAware', 'Behavioral Greens' is selected. A table on the right shows '3rd Party Uniques' and 'Buy' values for each category. At the bottom, the 'Audience Definition Builder' shows a query: 'GB - Sports OR Behavioral Greens'. It includes buttons for 'Reset Builder', 'Request Reach Estimate', and 'Save Audience'.

Category	3rd Party Uniques	Buy
Standard	0	0
Auto	0	0
Demographics	0	0
Financial - FMCG Direct	0	0
Housing Attributes	0	0
Life Event	0	0
Lifestyle and Interests	0	0
Mosaic	0	0
Past Purchase	0	0
Politics	0	0
Psychographic/Attitudes	0	0
Financial Behavior	0	0
GreenAware	0	\$1.00
Behavioral Greens	0	\$1.25
Potential Greens	0	\$1.25
Think Greens	0	\$1.25
True Browns	0	\$1.25
Health and Diet Attitudes	0	0
Health and Well Being	0	0

DMP: Audience Enrichment with Branded 3P Data

The screenshot shows the Lotame Audience Lab interface. On the left, a sidebar lists various data sources: Effective Measure, Epsilon, Experian (selected), GfK MRI, Gravy Analytics, HG Data, Infogroup - Consumer Xchange, Infogroup - Corp - B2B/B2C, Infogroup - Tech & B2B XChange, IXI Corporation (Equifax), Kantar Shopcom (US), L2 Political, and Bulk Load Behaviors. The main area displays a hierarchical tree of data categories under 'Experian'. The tree includes Standard, Demographics, Financial - FMCG Direct, Housing Attributes, Life Event, Lifestyle and Interests, Mosaic, Past Purchase, Politics, Psychographic/Attitudes, and GreenAware. Under GreenAware, there are Behavioral Greens, Potential Greens, Think Greens, and True Browns. To the right of the tree, columns show 'Owned By' (GfK - Germany Network), '3rd Party Uniques', and 'Buy' costs (\$1.00 or \$1.25). At the bottom, the 'Audience Definition Builder' section shows a query: 'GB - Sports OR Behavioral Greens AND OR'. It includes buttons for 'Reset Builder', 'Request Reach Estimate', and 'Save Audience'.

Category	Sub-Category	3rd Party Uniques	Buy
Experian	Standard	0	0
	Auto	0	0
	Demographics	0	0
	Financial - FMCG Direct	0	0
	Housing Attributes	0	0
	Life Event	0	0
	Lifestyle and Interests	0	\$1.00
	Mosaic	0	0
	Past Purchase	0	0
	Politics	0	\$1.00
Psychographic/Attitudes	Financial Behavior	0	0
	Behavioral Greens	0	\$1.25
	Potential Greens	0	\$1.25
	Think Greens	0	\$1.25
	True Browns	0	\$1.25
	Health and Diet Attitudes	0	0
	Health and Well Being	0	0
	GreenAware	0	0
	Behavioral Greens	0	\$1.25
	Potential Greens	0	\$1.25

DMP: Audience Enrichment with Branded 3P Data

408 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Iphone
409 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Netbooks
410 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Palm Phones
411 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Phone Enthusiasts
412 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Phone Features
413 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Phone Intenders
414 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Windows Mobile
415 AddThis US>AddThis US>Premium^Telecommunications^Mobile and Wireless^Wireless On-The-Go
416 AddThis US>AddThis US>Premium^Telecommunications^Phone Plans
417 AddThis US>AddThis US>Premium^Telecommunications^Phone Plans^Business Plans
418 AddThis US>AddThis US>Premium^Telecommunications^Phone Plans^Family Plans
419 AddThis US>AddThis US>Premium^Telecommunications^Phone Plans^Phone Service Intenders
420 AddThis US>AddThis US>Premium^Telecommunications^Satellite Radio
421 AddThis US>AddThis US>Premium^Telecommunications^TV Service Intenders
422 AddThis US>AddThis US>Premium^Telecommunications^Teleconferencing
423 AddThis US>AddThis US>Premium^Telecommunications^VOIP and Internet Telephone
424 AddThis US>AddThis US>Premium^Travel
425 AddThis US>AddThis US>Premium^Travel^Activities
426 AddThis US>AddThis US>Premium^Travel^Activities^Activities
427 AddThis US>AddThis US>Premium^Travel^Activities^Cultural Arts
428 AddThis US>AddThis US>Premium^Travel^Activities^Dining
429 AddThis US>AddThis US>Premium^Travel^Air Travel
430 AddThis US>AddThis US>Premium^Travel^Air Travel^Air Travel Enthusiast
431 AddThis US>AddThis US>Premium^Travel^Air Travel^Airlne Brands Domestic
432 AddThis US>AddThis US>Premium^Travel^Air Travel^Airlne Brands International
433 AddThis US>AddThis US>Premium^Travel^Cruise
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449 AddThis US>AddThis US>Premium^Travel^Destinations^Las Vegas^Vegas
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457 AddThis US>AddThis US>Premium^Travel^Hotel Enthusiast^Hotel Brands

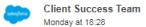
Personal Finance	Society	Science	Pets	Sports	Style & Fashion	
Beginning Investing Credit/Debt& Loans Financial News Financial Planning Hedge Fund Insurance Investing Mutual Funds Options Retirement Planning Stocks Tax Planning	Dating Divorce Support Gay Life Marriage Senior Living Teen Weddings Ethnic Specific	Astrology Biology Chemistry Geology Paranormal Phenomena Physics Space/Astronomy Geography Botany Weather	Aquariums Birds Cats Dogs Large Animals Peptides Veterinary Medicine	Auto Racing Baseball Bicycling Bodybuilding Bowling Canoeing/Kayaking Cheerleading Climbing Cricket Figure Skating Fly Fishing Football Freshwater Fishing Game & Fish Golf Horse Racing Horse Hunting/Shooting Inline Skating Martial Arts Mountain Biking NASCAR Racing Olympics Paintball	Power & Motorcycles Pro Basketball Pro Ice Hockey Rodeo Rugby Running/Jogging Sailing Saltwater Fishing Scuba Diving Skateboarding Skiing Snowboarding Surfing/Bodyboarding Swimming Table Tennis/Ping-Pong Tennis Volleyball Walking Waterski/Wakeboard World Soccer	Beauty Body Art Fashion Jewelry Clothing Accessories
Technology & Computing	Travel	Real Estate	Shopping	Religion and Spirituality	Uncategorized	
3-D Graphics Animation Antivirus Software C/C++ Cameras & Camcorders Cell Phones Computer Certification Computer Networking Computer Peripherals Computer Reviews Data Centers Databases Desktop Publishing Desktop Video Email Graphics Software Home Video/DVD Internet Technology Java	JavaScript Linux Mac OS Mac Support MP3/MIDI Net Conferencing Net for Beginners Network Security Palmtops/PDAs PC Support Portable Entertainment Shareware/Freeware Unis Visual Basic Web Clip Art Web Design/HTML Web Search Windows	Adventure Travel Africa Air Travel Australia & New Zealand Bed & Breakfasts Budget Travel Business Travel By US Locale Camping Canada Caribbean Cruises Eastern Europe Europe France Greece Honeymoons/Getaways Hotels Italy Japan Mexico & Central America National Parks South America Spas Theme Parks Traveling with Kids United Kingdom	Apartments Architects Buying/Selling Homes	Contests & Freebies Couponing Comparison Engines	Alternative Religions Atheism/Agnosticism Buddhism Christianism Christianity Hinduism Islam Judaism Latter-Day Saints Pagan/Wiccan	Social Media

Data Aggregators



Salesforce DMP Resources > Resources > Salesforce DMP Ecosystem Partners

Third-Party Data Marketplace



Mondays at 18:28

- Axiom
- AffinityAnswers
- ALC
- Alliant
- AnalyticsIQ
- ASL
- Audience Partners
- AUDIGENT
- B2B Targets
- Bombora
- Cardlytics
- comScore
- Connexity
- Crossix
- Cuebiq, Inc.
- Dataum
- Datatime
- Datamix
- DataLogic
- Datonic
- Dun & Bradstreet
- Epsilon
- Ethnic Technologies
- eXelate
- Experian
- Eyeota
- Factual
- i360
- InfoGroup
- IRI Worldwide
- IXI Services/Equifax
- Kantar Shopcom
- L2
- LiveRamp Data Store
- Mastercard Advisors
- Maxpoint
- MeritDirect
- Mobiquity
- GfK MRI
- Gravy Analytics
- #HOME by Vendigi
- Navegg
- NetWise Data
- Neustar AdAdvisor
- Nielsen
- Nielsen Catalina Solutions (NCS)
- NinthDecimal
- Oracle AddThis
- Oracle Bluekai
- Oracle Datalogix
- PlaceIQ
- PushSpring
- Quantcast
- SambaTV
- ShareThis
- Skydeo - Mobile AppAudiences
- Skyhook
- Specialists Marketing Services
- Strata
- Tivo
- TruSignal
- Twine
- Vertical Mass
- Visual DNA
- V12
- Webbula
- Windfall

Follow

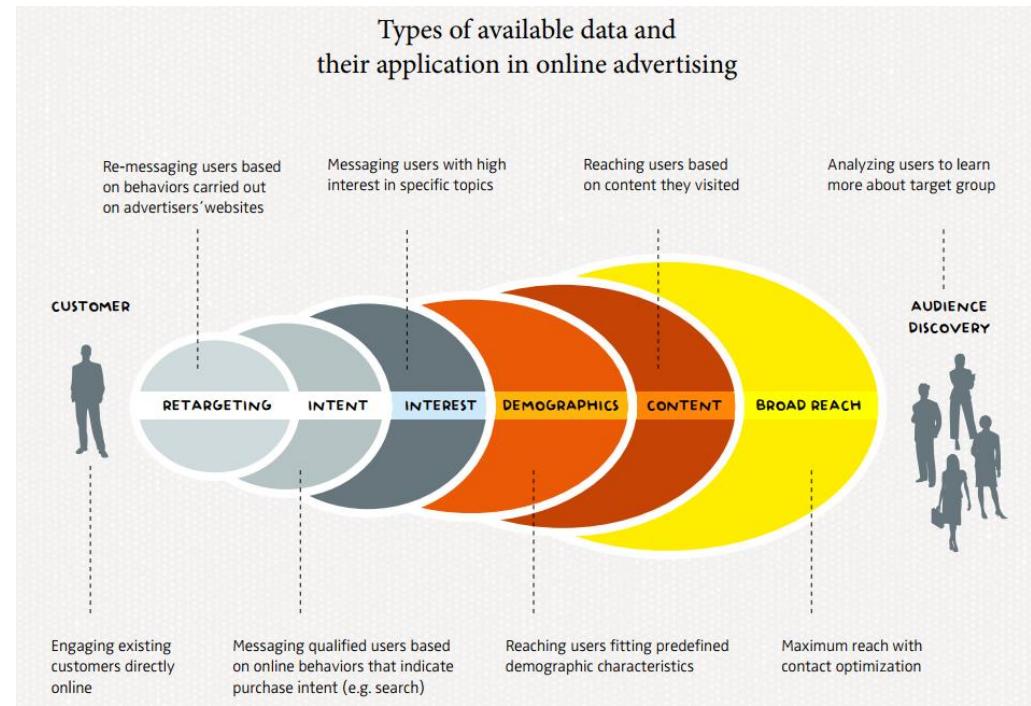
Vendor	Oracle AddThis
Logo	
Company Summary	<p>The best in global online interest and intent-based behavioral data. DATA TYPES: Behavioral, Interest, Intent, In-Market, Social, Mobile Use Our Data To:</p> <ul style="list-style-type: none"> • Understand how consumers in your CRM interact across the web • Reach hard-to-find users with a specific interest or intent • Market to your brand advocates & socially active consumers • Find users who look like your best customers with best-in-class modeling
Data Collection	<p>AddThis aggregates the global online actions taken by unique visitors on every page across our 15MM site-strong publisher network. Our proprietary blend of observed (e.g., arriving on site from search, content on page, reading an article, scrolling, watching a video) and declared (e.g., click, like, share, follow, print) data yields a holistic picture of the true web habits, interests and preferences users reveal when browsing online. We deliver unmatched audience insight and unparalleled audience segment quality at global scale.</p>
Key Verticals	<p>Auto, CPG, Retail, Dining, Financial Services, Consumer Technology, Media & Entertainment, Travel, Telecommunications, B2B</p>

Vendor	ShareThis
Logo	
Company Summary	<p>ShareThis is the largest source of online, real time interest and intent data. ShareThis' network of third party proprietary data captures consumers' behavior including social shares, clickbacks, search events, and page views across devices. ShareThis' social optimization tool is located on 3M sites globally, collecting 1.8B targetable cookies and 18B events per month. ShareThis helps brands better engage with their audiences through segmentation, targeting, and personalization. ShareThis' standard, seasonal, and custom audience segments can best help partners target interested consumers at scale, and during peak times of social and online activity. ShareThis use cases include brand awareness, consumer engagement, demand generation, look-alike modeling, prospecting, and seasonal sales.</p>
Data Collection	<p>The ShareThis sharing widget is javascript code placed directly by publishers, who accept the ShareThis T&C's, on their page. ShareThis collects and owns all data including IP, timestamp, user agent, URL, referring domain, device type, keywords, among others. Pages are classified based on IAB L1, L2 and Google L3 categories.</p>
Key Verticals	<p>Arts & Entertainment, Autos & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Finance, Food & Drink, Games, Health, Hobbies & Leisure, Home & Garden, Internet & Telecom, Jobs & Education, Law & Government, News, Online Communities, People & Society, Pets & Animals, Real Estate, Reference, Science, Seasonal, Shopping, Sports, Travel</p>

DMP: Audience Enrichment with Branded 3P Data

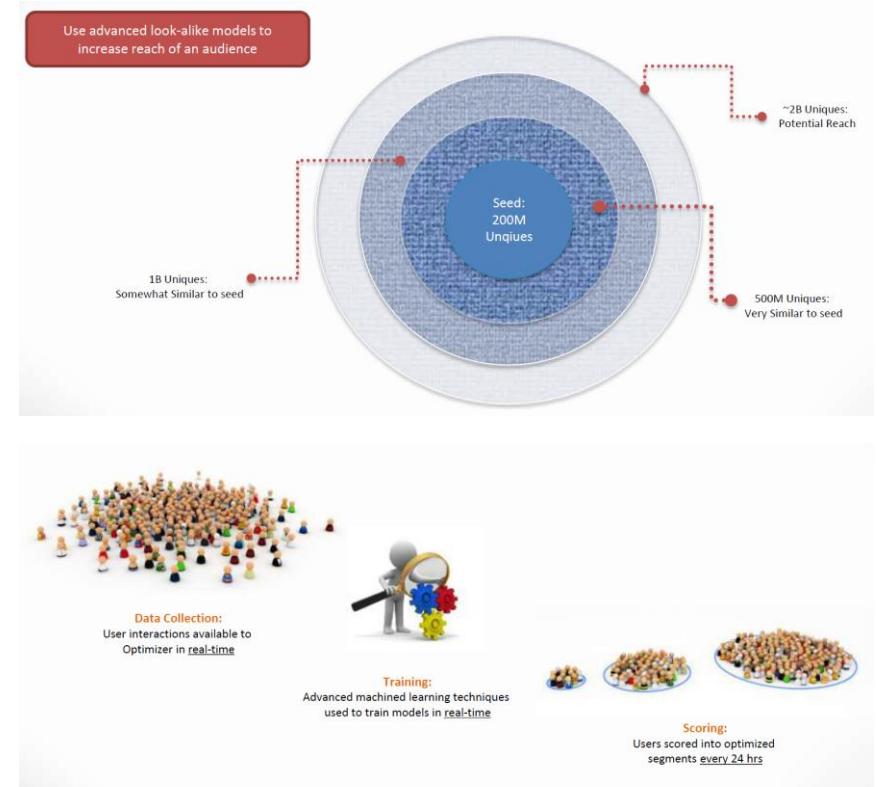
Performance Marketing is more interested in Retargeting, (Purchase) Intent and Interests because this is what drives short-term behavior.

If increasing brand awareness is core for a campaign than socio-demographics and content/context becomes more important.



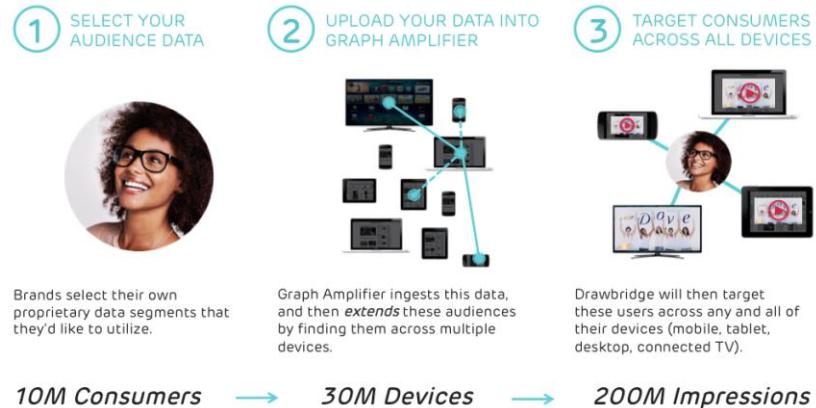
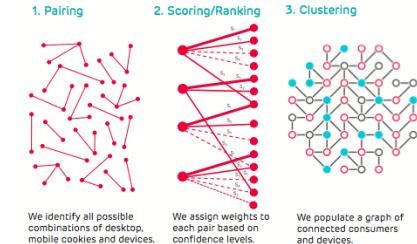
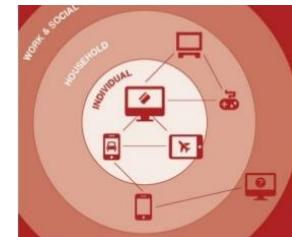
DMP: Audience Reach Extension with Lookalikes

- The more specific a given segment is the smaller the gets. While that's relatively reasonable advertisers still want to have more of the same.
- By looking at behaviors collected for all profiles a machine learning algorithm can calculate a similarity score between a the profiles known to belong to a segment and all other profiles.
- By ranking the profiles according to their score the user (advertiser) can tune the trade-off between reach and „accuracy“.
- For performance advertising a conversion tracking can feed back into the algorithm to tune the accuracy automatically.



DMP: Audience Reach Extension with Device Graph

- Most recipients use more than one device. Cookies and Mobile IDs in DMP operate on a device level (actually user agent, even) leaving targeting opportunities on the table.
- If ads could „follow the user“ across all his devices we would have more targeting opportunities.
- Deterministic Device Graph:
Leverage services that require a login on multiple devices.
- Probabilistic Device Graph:
Leverage signals like same IP addresses, similar behavior patterns etc.



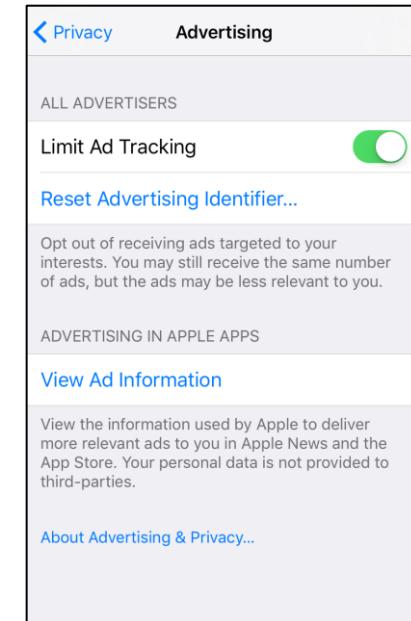
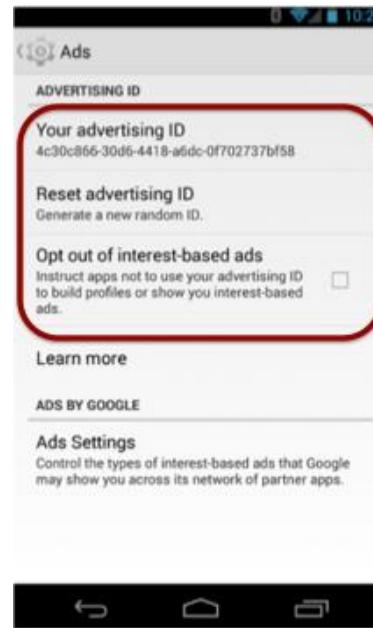
TECH: Identity Management in a Mobile Ecosystem

Mobile Advertising IDs (MAIDs)

- Provided by the operating system.
- Can be disabled and reset by users.
- are shared with all Mobile Apps on a Device for which the user granted the permission.
- Advertising SDKs include MAIDs into requests to Ad Servers
- Not exposed to web sites by mobile browsers.

IDFA = Apple's ID for Advertisers

AAID = Google's Android Advertiser ID



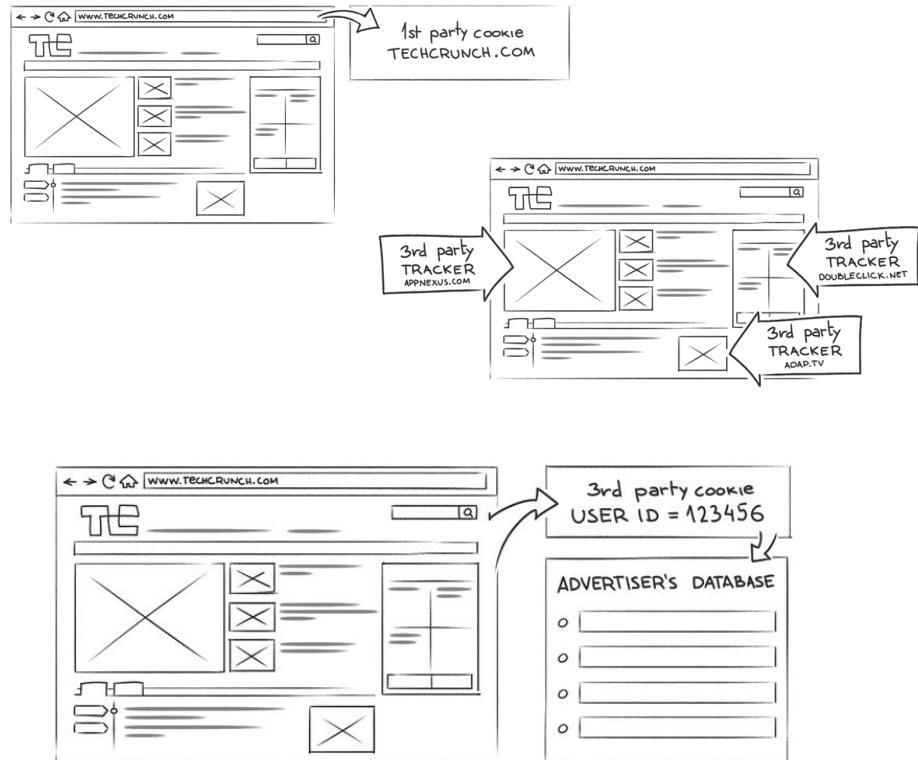
(3rd Party) Browser Cookies

- Provided by the HTTP protocol.
- Can be disabled and deleted by users.
- Shared with the one Domain Name only.
- Shared with one Browser Installation only.

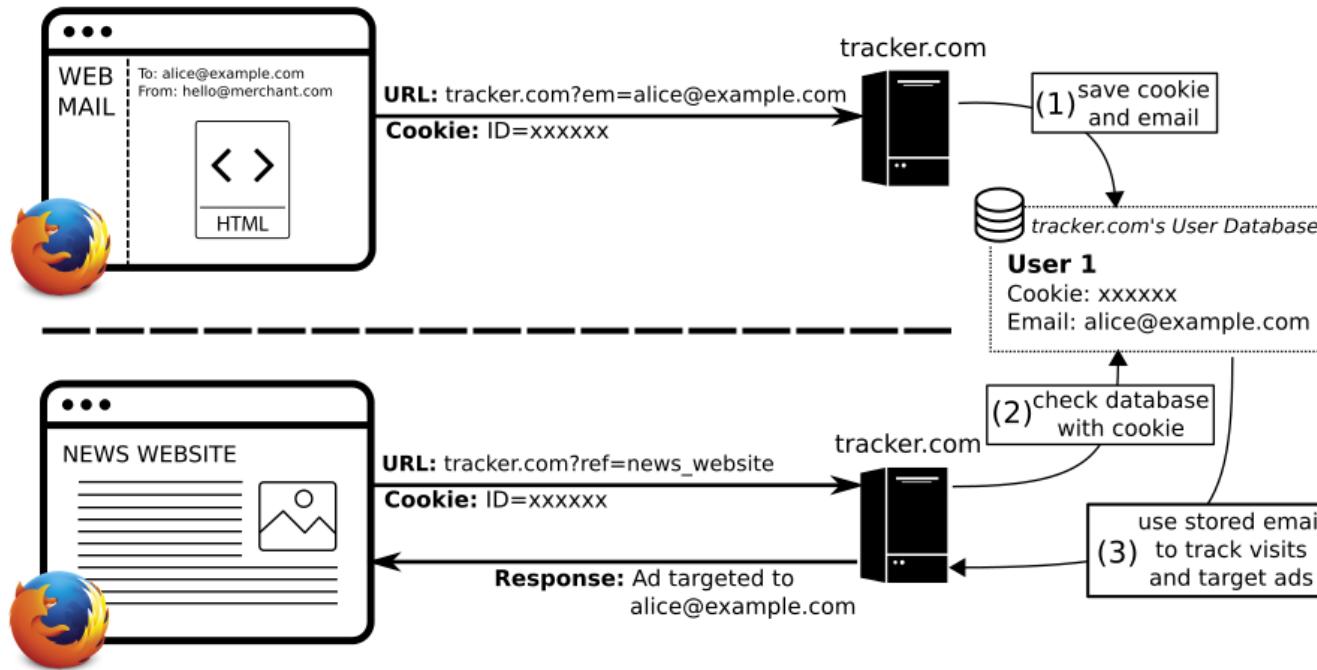
- Cookies typically contain an ID only
- Because this ID is (more or less) stable, the server can accumulate behavioral data etc. in a database using this ID as a key.

1st Party = Linked to Domain in Address Bar

3rd Party = Linked to any other Domain

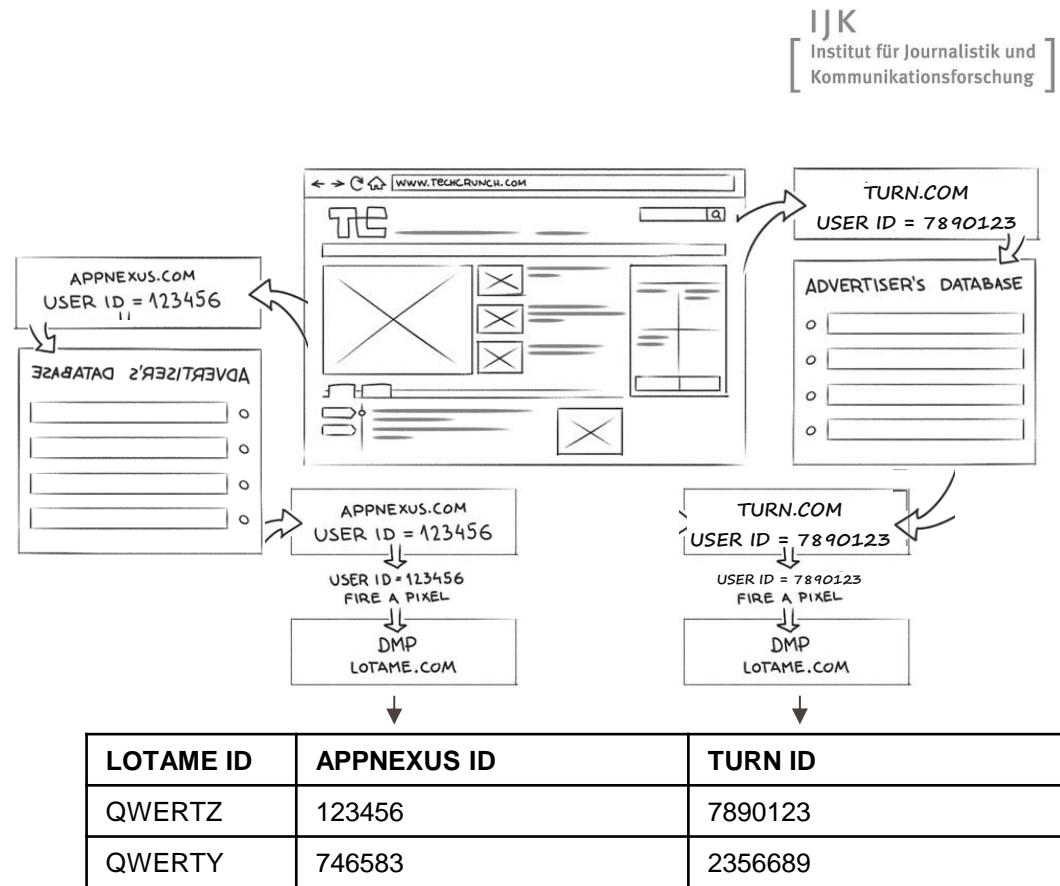


(3rd Party) Browser Cookies

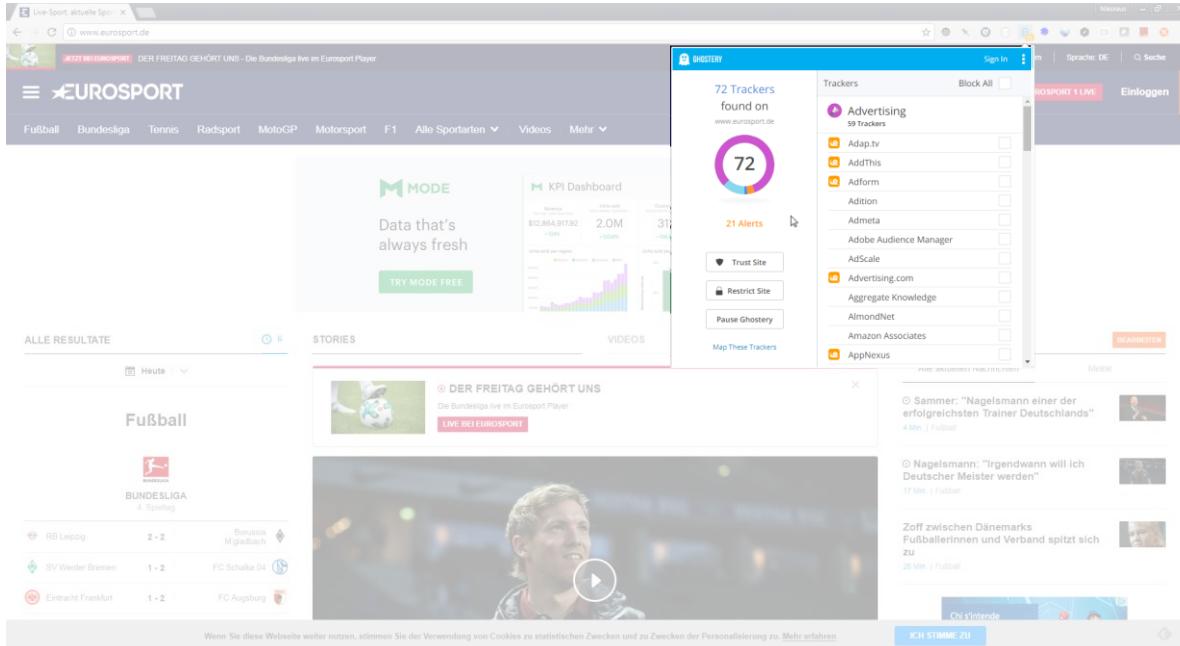


Cookie Syncing

- The DMP's server reads the user ID created by the ad exchange from the parameter in the URL, and reads the cookie in its own domain to see if it already has an ID for this particular user. If one doesn't exist, then the server creates a user ID of its own.
- Then, it stores the information about its own ID and the ad exchange's ID in a cookie-matching table. The DMP can pass its own identifier back to the ad exchange so that the sync is bidirectional. It does this by doing a pixel redirect back to the ad exchange and passes its own ID as a parameter.

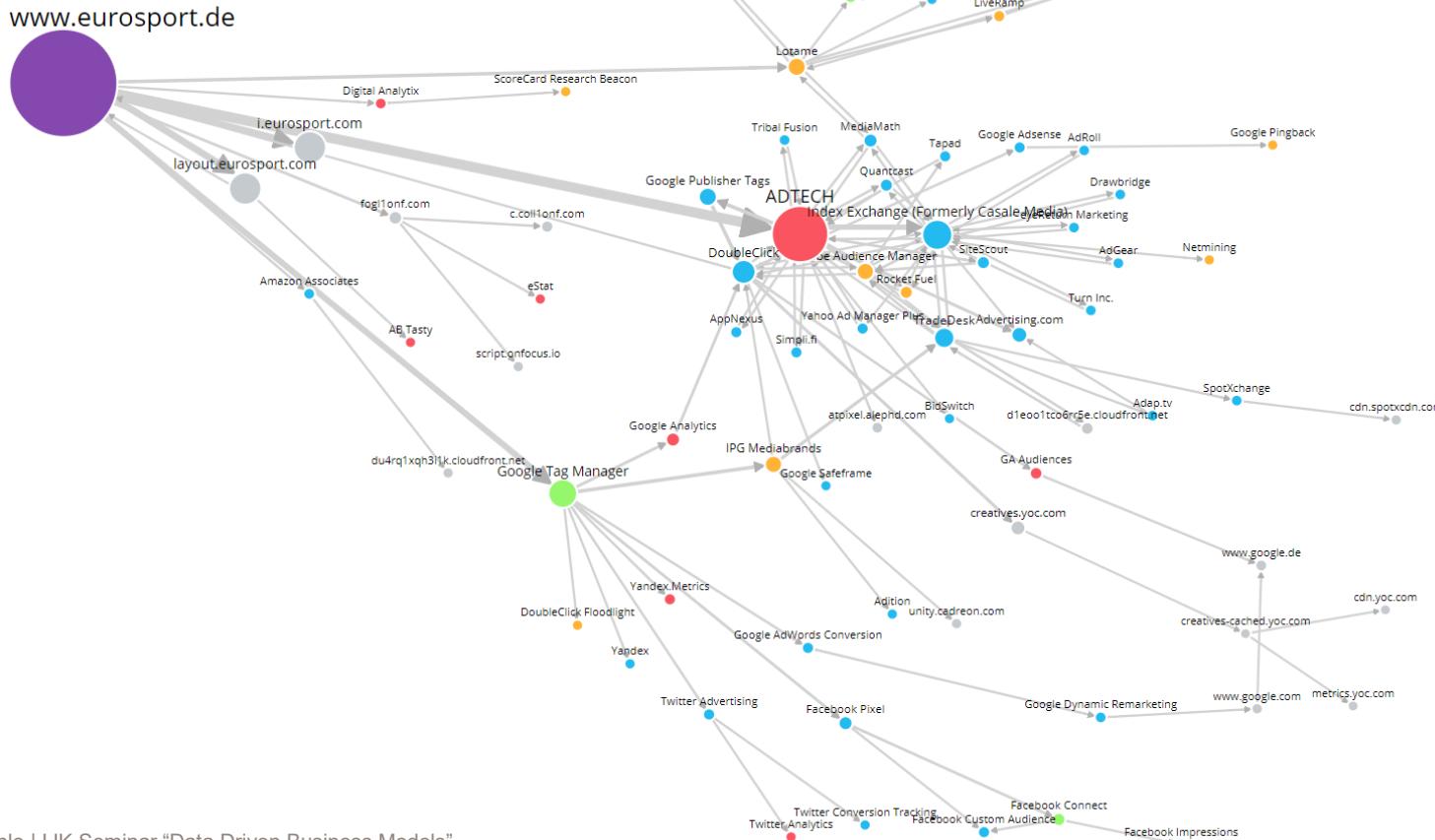


WFT?!

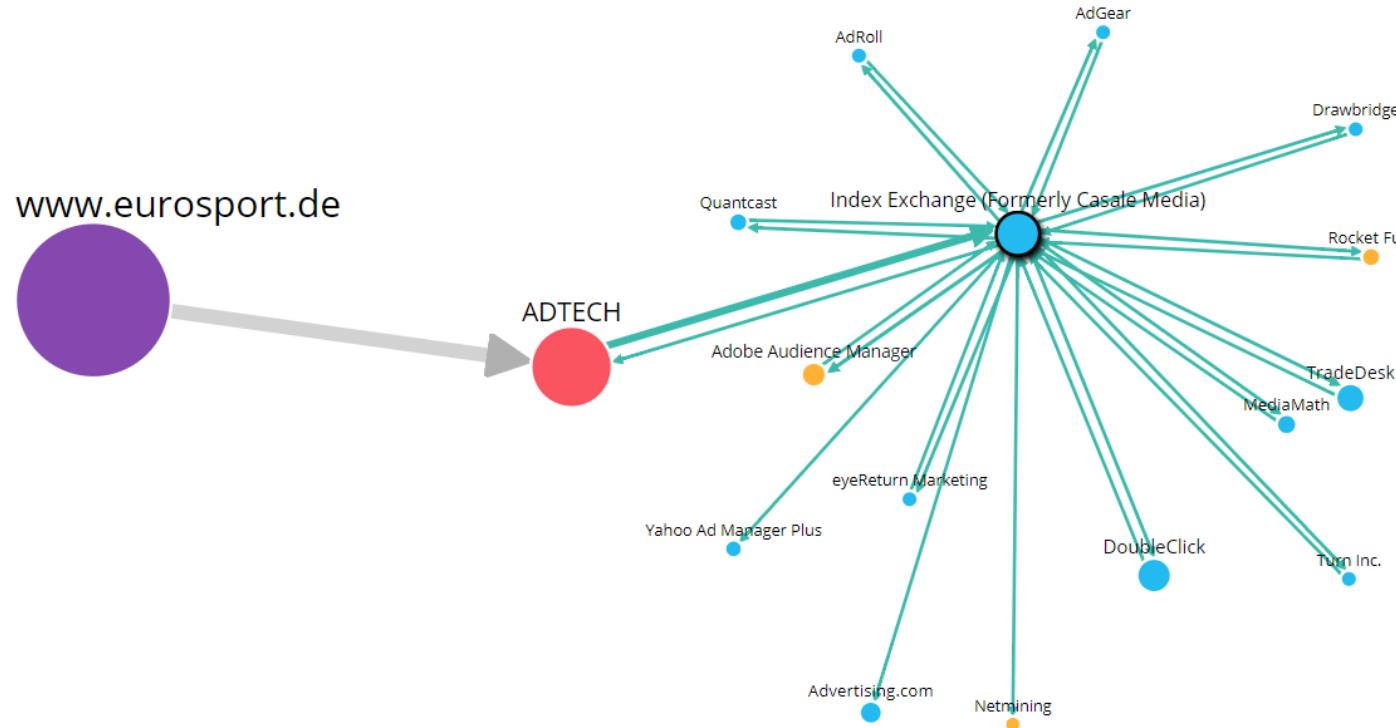


Adap.tv	eXelate	Rocket Fuel
AddThis	Facebook Custom	Rubicon
Adform	Audience	ScoreCard
Adition	Facebook	Research Beacon
Admeta	Impressions	SiteScout
Adobe Audience Manager	Facebook Pixel	Sizmek
Manager	Google AdWords	SMART AdServer
AdScale	Conversion	sovrn
Advertising.com	Google Dynamic	SpotXchange
Aggregate Knowledge	Remarketing	StickyAds
AlmondNet	i-Behavior	Tapad
Amazon Associates	Improve Digital	TradeDesk
AppNexus	Index Exchange	Turn Inc.
BlueKai	Infectious Media	Twitter Advertising
BrightRoll	IPG Mediabrands	Twitter Conversion
Crimtan	LiveRamp	Tracking
Criteo	Lotame	Yahoo Ad
Datalogix	Media.net	Exchange
DataXu	MediaMath	Yahoo Ad
DoubleClick	Metriqo	Manager Plus
DoubleClick	Moat	Zypmedia
Floodlight	Neustar AdAdvisor	
DoubleVerify	OpenX	
Drawbridge	RadiumOne	
	Rhythmone	
	Beacon	

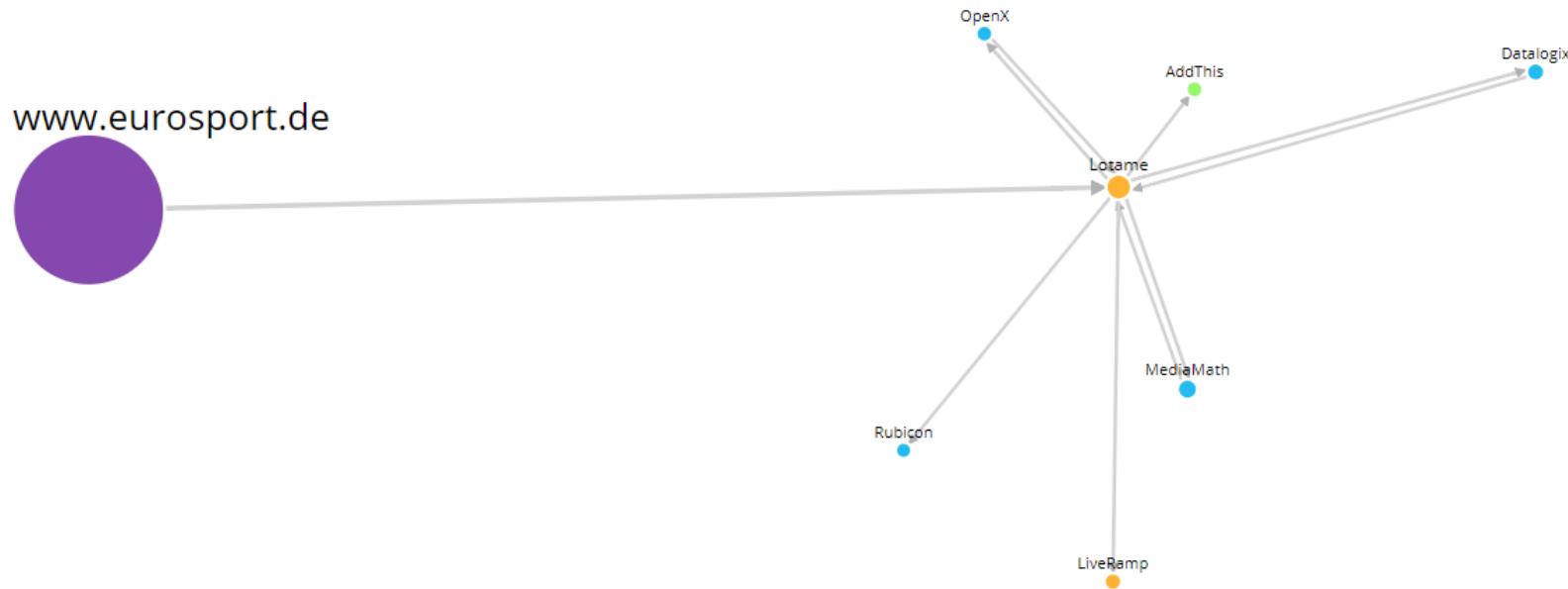
A Publisher



A SSP

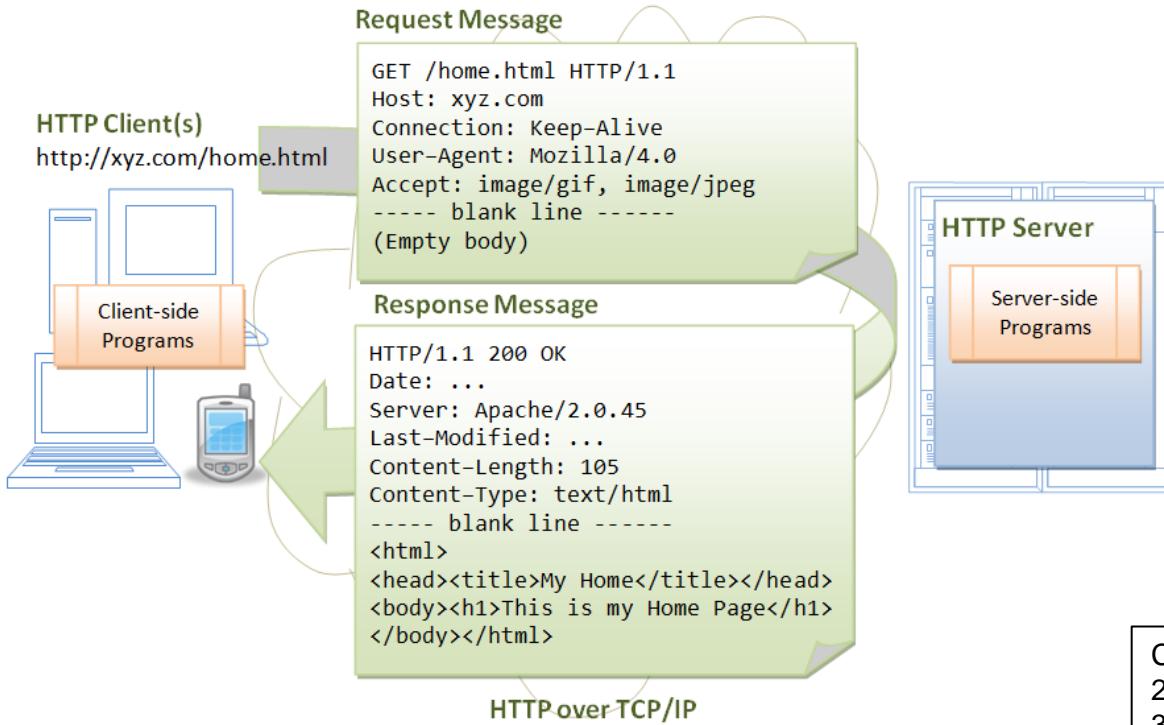


A DMP



Excuse: HTTP

Hyper Text Transfer Protocol: Messages



HTTP status ranges in a nutshell:

- 1xx: hold on
- 2xx: here you go
- 3xx: go away
- 4xx: you fucked up
- 5xx: I fucked up

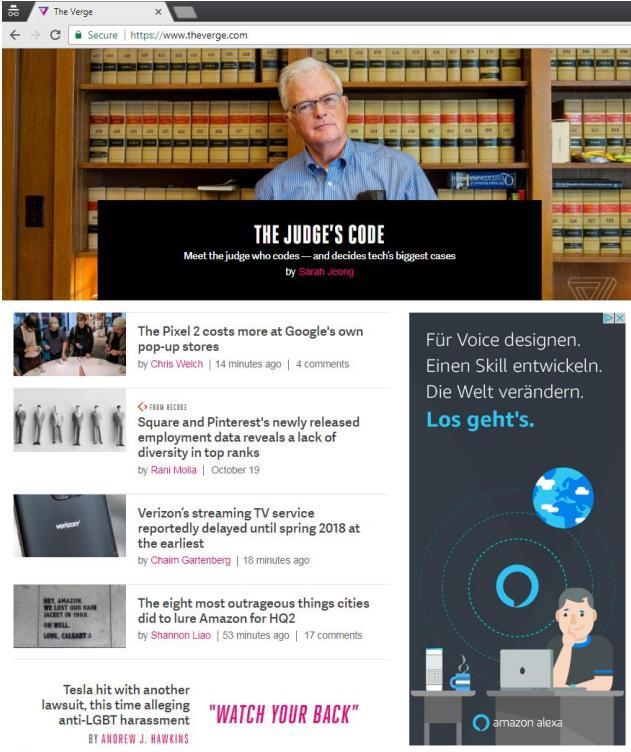
via [tbt_programming](#)

Ctrl-Shift-I

200: <https://httpbin.org/html>

302: <https://httpbin.org/absolute-redirect/6>

Real World Demo: Cookie Sync



The screenshot shows a news article from The Verge titled "THE JUDGE'S CODE" by Sarah Jeong. Below the main image, there's a sidebar with several other news items:

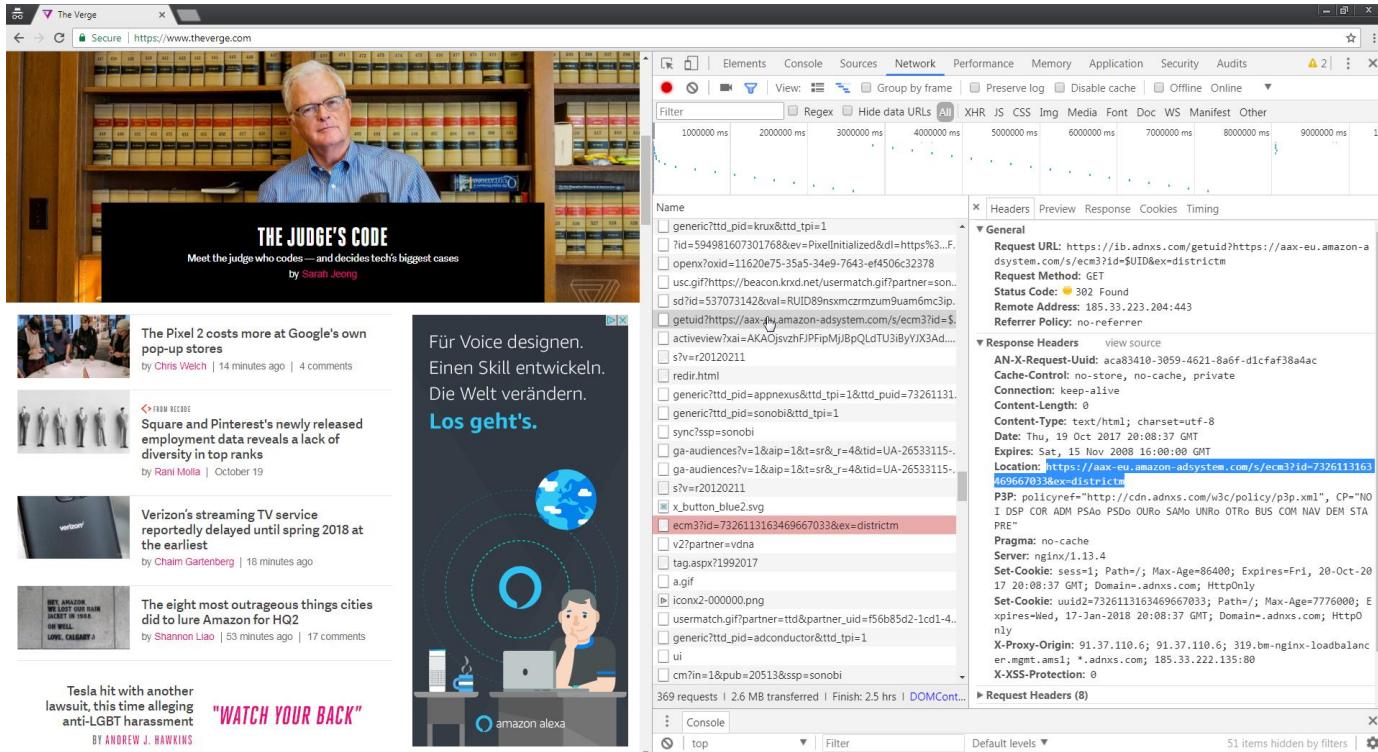
- "The Pixel 2 costs more at Google's own pop-up stores" by Chris Welch | 14 minutes ago | 4 comments
- "Square and Pinterest's newly released employment data reveals a lack of diversity in top ranks" by Rani Molla | October 19
- "Verizon's streaming TV service reportedly delayed until spring 2018 at the earliest" by Chaim Gartenberg | 18 minutes ago
- "The eight most outrageous things cities did to lure Amazon for HQ2" by Shannon Liao | 53 minutes ago | 17 comments

At the bottom left, there's a quote from Andrew J. Hawkins: "THEY AMAZON ME OUT OF MY HOME. I'M SICK OF IT. OH WELL. LOVE, GARDENING".

On the right side, there's a large graphic for "amazon alexa" featuring a person at a desk with a laptop and a globe.

On the far right, the browser's developer tools Network tab is open, showing a list of requests. One request, "ecm3?id=7326113163469667033&ex=districtcm", is highlighted in red. The Headers section shows the URL and method (GET). The Response Headers section shows various headers like Accept, Content-Type, and Connection. The Request Headers section shows the cookie "Cookie: ...". The Query String Parameters section shows "https://aax-eu.amazon-adsystem.com/s/ecm3?id=\$UID&ex=districtcm".

Real World Demo: Cookie Sync

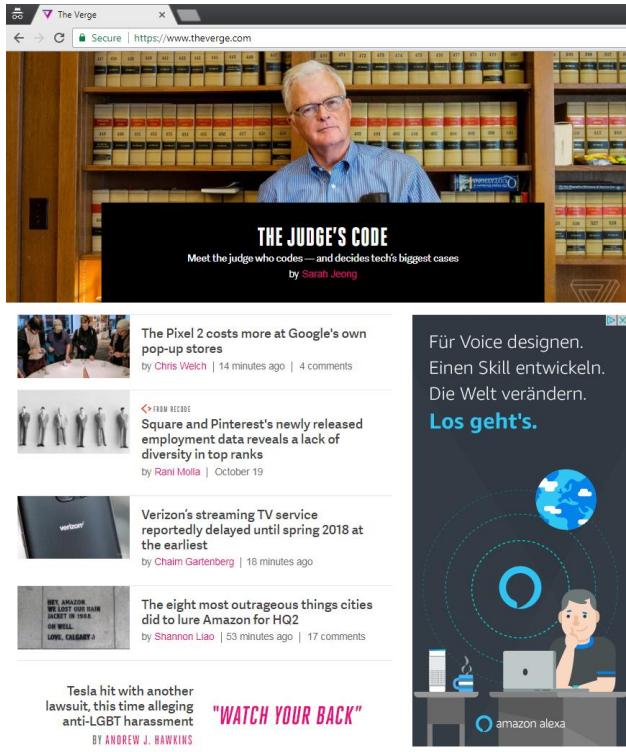


The screenshot displays a web browser window for The Verge. The main content features a photograph of a man (the judge) in a library setting, with the headline "THE JUDGE'S CODE" and a sub-headline "Meet the judge who codes — and decides tech's biggest cases" by Sarah Jeong. Below this, there are several news articles listed in a sidebar:

- "The Pixel 2 costs more at Google's own pop-up stores" by Chris Welch | 14 minutes ago | 4 comments
- "Square and Pinterest's newly released employment data reveals a lack of diversity in top ranks" by Rani Molla | October 19
- "Verizon's streaming TV service reportedly delayed until spring 2018 at the earliest" by Chaim Gartenberg | 18 minutes ago
- "The eight most outrageous things cities did to lure Amazon for HQ2" by Shannon Liao | 53 minutes ago | 17 comments
- "Tesla hit with another lawsuit, this time alleging anti-LGBT harassment" by ANDREW J. HAWKINS

On the right side of the browser window, the Network tab of the Chrome DevTools developer console is open, showing a list of network requests. A specific request from "aax-eu.amazon-adsystem.com" is highlighted in red, indicating it is being analyzed. The request URL is `https://aax-eu.amazon-adsystem.com/s/ecm3?id=7326113163469667033&ex=districtm`. The response status code is 200 OK, and the response body contains various cookie parameters like `Set-Cookie: sess1=; Path=/; Max-Age=86400; Expires=Fri, 20-Oct-2017 20:08:37 GMT; Domain=.adnxs.com; HttpOnly`.

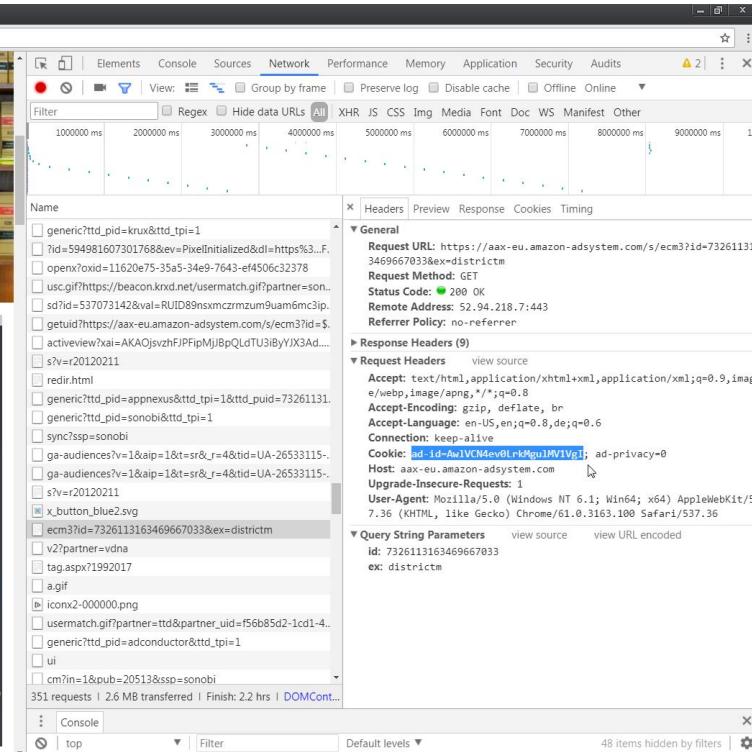
Real World Demo: Cookie Sync



The screenshot shows a web browser displaying the homepage of The Verge. The main content features a large image of a man (a judge) in a library setting, with the headline "THE JUDGE'S CODE" and a sub-headline "Meet the judge who codes — and decides tech's biggest cases" by Sarah Jeong. Below this, there are several news articles listed in a sidebar:

- "The Pixel 2 costs more at Google's own pop-up stores" by Chris Welch | 14 minutes ago | 4 comments
- "Square and Pinterest's newly released employment data reveals a lack of diversity in top ranks" by Rani Molla | October 19
- "Verizon's streaming TV service reportedly delayed until spring 2018 at the earliest" by Chain Gartenberg | 18 minutes ago
- "The eight most outrageous things cities did to lure Amazon for HQ2" by Shannon Liao | 53 minutes ago | 17 comments
- "Tesla hit with another lawsuit, this time alleging anti-LGBT harassment" by ANDREW J. HAWKINS

Below the sidebar, there is a section titled "WATCH YOUR BACK" with the sub-headline "BY ANDREW J. HAWKINS".



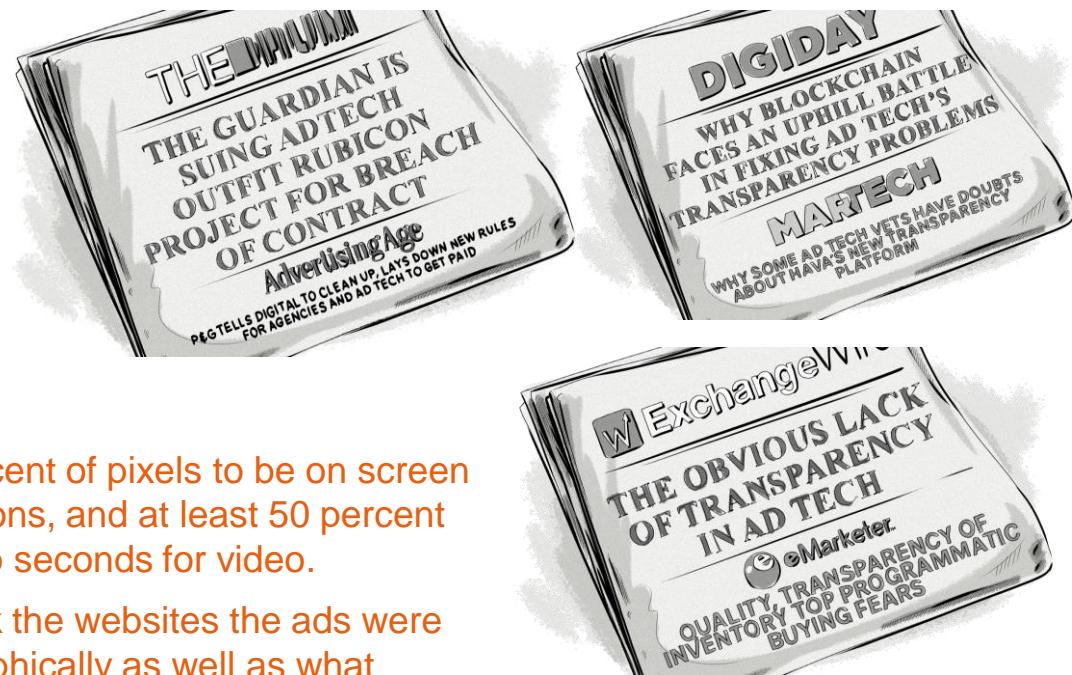
On the right side of the screen, the Network tab of the Chrome DevTools is open, showing a list of network requests. The requests are filtered to show only those containing the word "districtm". The list includes numerous requests from "https://aax-eu.amazon-adsystem.com" with various parameters like "id=732611313", "ttd_puid=732611313", and "ex=districtm". The "Cookies" tab is also visible, showing a list of cookies including "ad_id=0WCMwvR1xMgu1MVYqo", "ad-privacy=0", and "User-Agent: Mozilla/5.0 (Windows NT 6.1; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/61.0.3163.100 Safari/537.36".

Challenges and Trends

Ad Verification

Ad fraud (which includes fake clicks and bot traffic) and ad viewability exacerbates the whole transparency problem, as advertisers are not only paying X percent more than the true cost of the media, but they are also buying fake impressions or ads that aren't even seen by people.

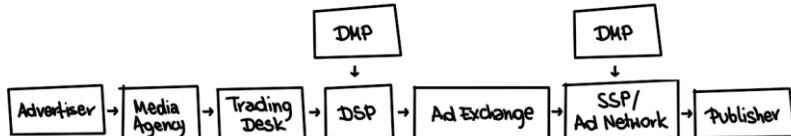
- The MRC standard requires at least 50 percent of pixels to be on screen for at least one second for display impressions, and at least 50 percent of the player to be on screen for at least two seconds for video.
- Verification services use technology to track the websites the ads were placed, where the ads were viewed geographically as well as what percentage of the ads were actually viewable and what other ad content was displayed around the ad in question



AdTech Tax

Each Ad Tech vendor and intermediary in the ecosystem is running a business, which means fees need to be charged and money needs to be made.

- 55 percent of programmatic revenue was captured by Ad Tech services
- 45 percent of the total programmatic revenue went to publishers.
- Trend towards consolidation of the stack into Marketing Clouds (Adobe, Oracle, Salesforce)



<https://clearcode.cc/blog/ad-tech-transparency/>

Nikolaus Pohle | IJK Seminar "Data Driven Business Models"

Step 1: Enter Media Plan

Planning CPMs	Budget	Projected Impressions
Display e.g. \$5.50	↑ e.g. \$65,400	X
Video e.g. \$5.50	↓ e.g. \$65,400	X
Native e.g. \$5.50	↑ e.g. \$65,400	X
+ Add additional channel: - SELECT A CHANNEL -		
eCPM	Total Budget	Total Impressions
Media Plan Total		

Step 2: Enter Advertising Technology

Buyer Technology Layers

Ad Blocking

Technology that allows advertisers to block ad delivery based on a set of inventory quality signals, which could include viewability, brand safety and fraud. Can be blocked on either a pre-bid basis or a post-bid basis after bid is won.

Ad Serving

Service that provides centralized storage, tracking, and delivery of media campaign assets

Management Service

Service for setting up, managing, and optimizing programmatic delivery, as well as building / maintaining buy side infrastructure (inventory, technology, data, reporting relationships)

Data / Targeting

3rd party data segments used for identifying and targeting specific types of users or devices. Generally speaking, 1st party segments (those captured by user) are not paid for

DMP Technology

Technology service that allows operators to aggregate and normalize disparate data sets for advanced campaign analytics/reporting

DSP Technology

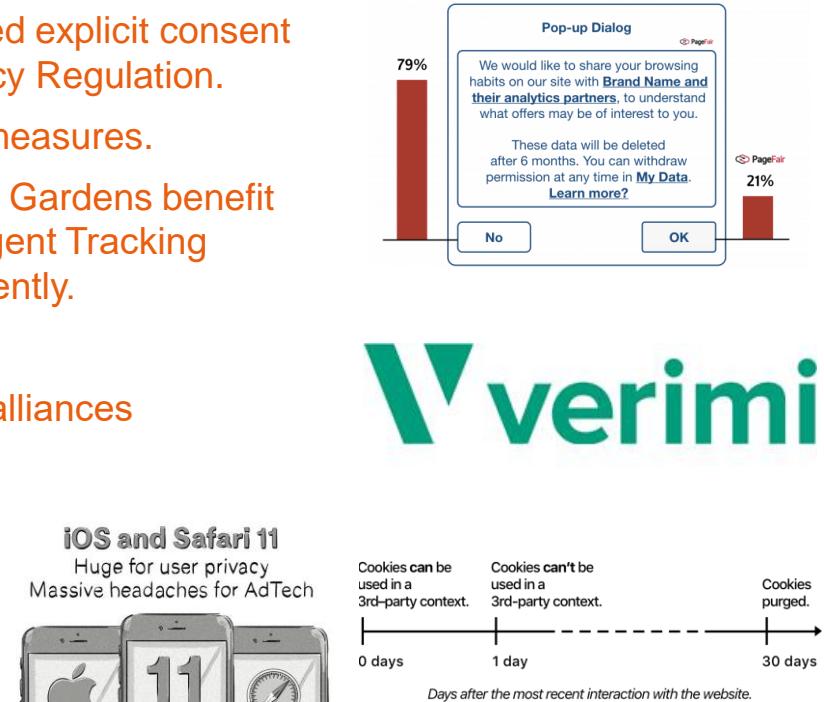
Software primarily used for access to and decisioning against exchange inventory. Other functions usually include bundled bidding algorithms / optimization techniques, 3rd and 1st party data integrations, tagging and attribution functionality, and media delivery reporting

Pre-bid Evaluation

Allows advertisers to evaluate the quality of individual publisher impressions and influence decisioning before bidding. Quality is evaluated largely against viewability, brand safety and/or fraud. Technology often offers option of blocking ad based on measurement

The Cookie Pool is draining

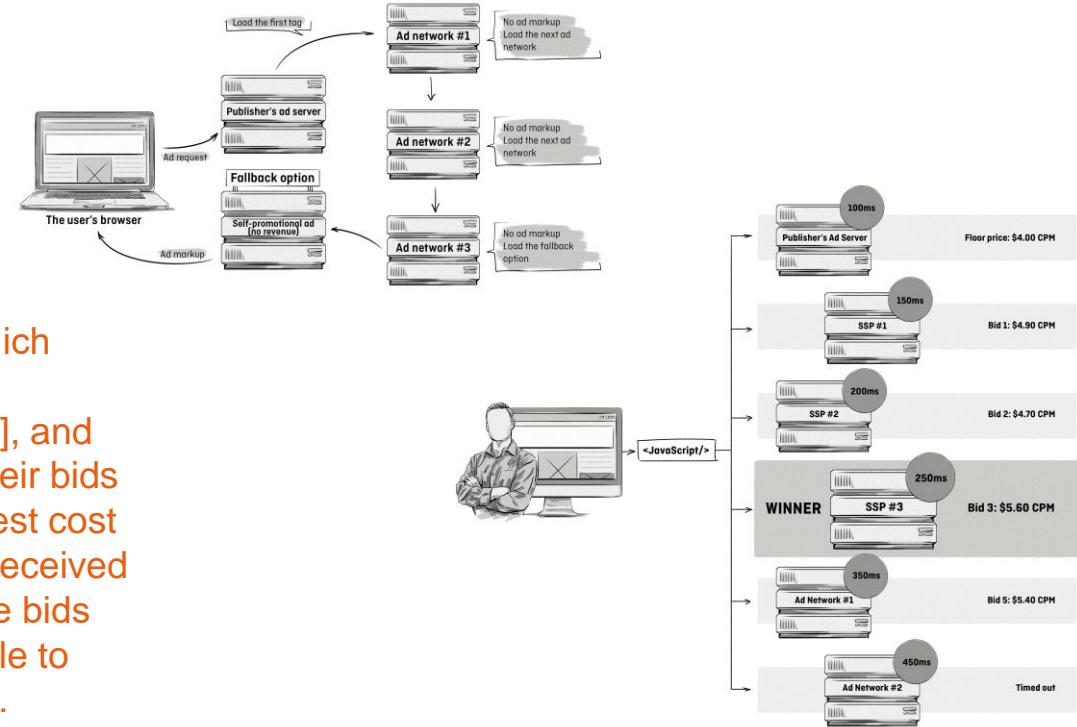
- All companies that do collect and/or share data will need explicit consent from their users to do so under new GDPR and ePrivacy Regulation.
- Mobile Platforms and Browsers ramp up their privacy measures.
- Large Publishers with a strong brand as well as Walled Gardens benefit because it's easier for them to get consent. Also Intelligent Tracking Prevention doesn't harm sites that are used very frequently.
- Publishers are preparing by creating „Single Sign On“ alliances
- Create added benefit for users to drive usage of log-in service
- Get central consent for sharing data among alliance members
- Create device graphs by driving usage on multiple devices
- Amplify data accumulation across multiple properties



Waterfalling vs Header Bidding

Header bidding is a process that enables publishers to simultaneously collect multiple bids from a number of demand sources (not only from their ad server) on all of their ad inventory prior to a sale.

This process allows publishers to “see” which demand sources are placing the bids (ad exchanges, demand-side platforms [DSPs], and ad networks) and the monetary value of their bids (e.g. \$1.05), allowing them to get the highest cost per mille (CPM) possible. As the bids are received before a publisher’s ad server is called, the bids collected from the demand sources are able to compete with a publisher’s premium deals.



ASK MORE QUESTIONS!