



User Driven Advertising

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Rob Cartwright Photograph

Opportunity

User Driven Advertising

- While the industry continues to try to implement a version of a targeted advertising solution that tries to gather data about consumers to target them, consumers still don't want a "big brother" like experience
- Still, Advertisers need a way to target consumers and "close the loop" with understanding if someone purchased a product because of an advertisement

Concept

User Driven Advertising

- In Bill Gate's book The Road Ahead, he describes a home that is intelligent enough to know when a person walks into a room and the paintings change to match their taste
- User Driven Advertising allows your television to know when you enter the room and modify television advertisements to match your interests

How?

How could this be implemented today?

- Consumers already utilize social media services like Pinterest to “like” things
- The consumer could be presented with an option to link their Pinterest account to their cable account to better enhance their advertisement experience
- The consumer sees Ads on their television that are related to what they have “liked” on Pinterest
- Advertisers are now closer to an engagement model where they know someone saw their Ad and now they know the person had an interest in their product

The Consumer Experience

What happens from the consumer perspective

- I previously agreed to link my Pinterest account with my cable account
- I use my mobile device as a television remote control that uses my cable login
- I previously “liked” a Mercedes on Pinterest
- I sit down in front of my television and tune to my favorite program on my television on live television, DVR, or VOD
- I now see a Mercedes Ad during this program



How it works

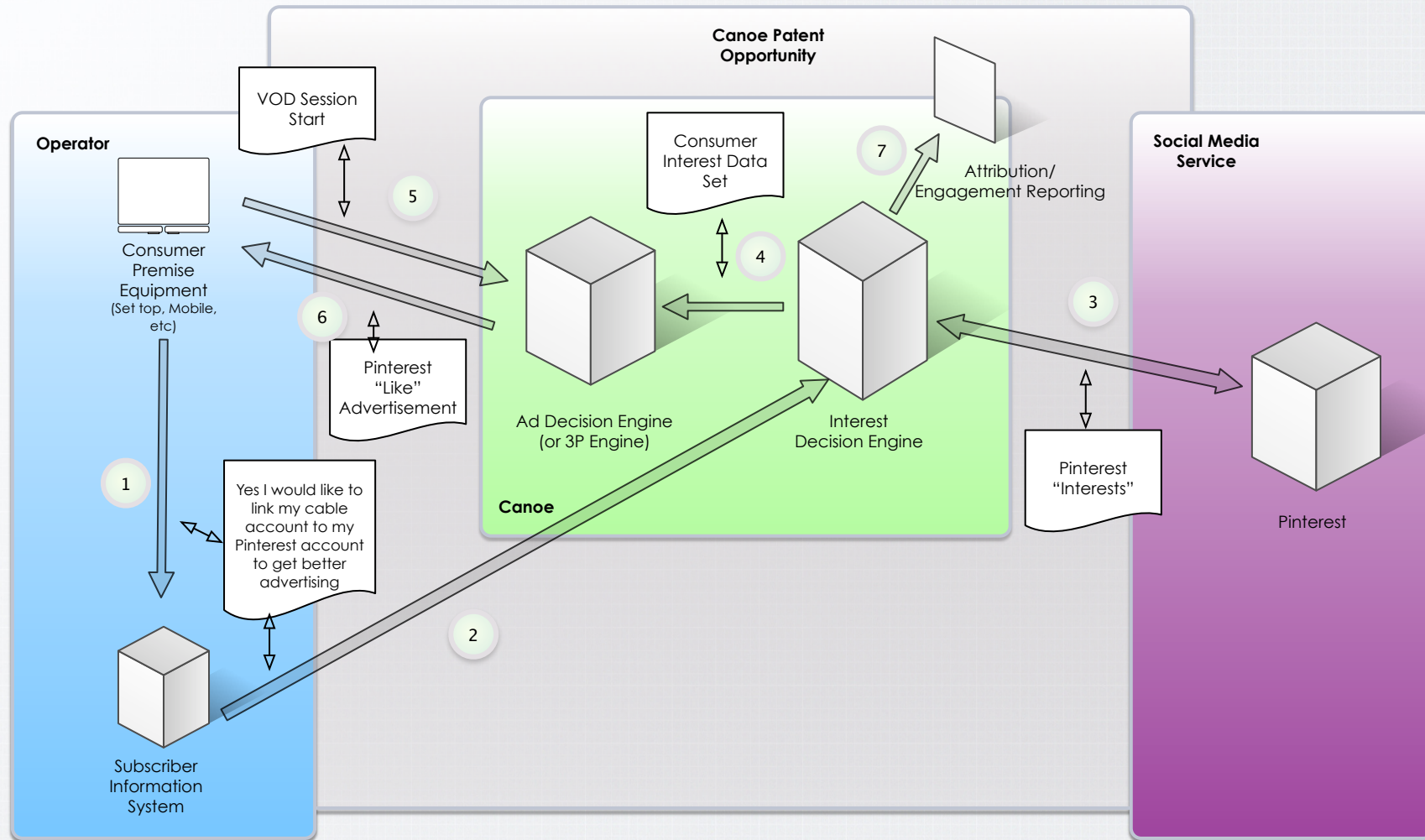
What are the mechanics?

- Once the consumer agrees to link their Pinterest account to their cable account, the cable ID along with Pinterest UID/PWD are sent to the Canoe Interest Decision Engine Application (iDEA)
- The Canoe iDEA connects to Pinterest to get the users interests and checks over time for updated interests
- The iDEA sends user specific interests to the Canoe ADS and/or Third Party ADS
- The same consumer then starts a VOD session which sends a placement request with their cable ID to Canoe's ADS
- The ADS knows what that consumer is interested in, and places interest specific Ads in the VOD session



System Architecture

Process Architecture



Use Case

Detailed Use Case

Assumptions:

1. Advertiser campaign is already setup on campaign manager and Ad Decision System (ADS)

Execution:

1. Customer prompted through their cable operator to enhance their advertising based on their social media interests (ex. Pinterest)
2. The consumer agrees and enters their Pinterest username and password
3. That information is sent to the operator internal systems which then sends the cable ID along with Pinterest UID/ PWD and Geocode(zip) to the Canoe iDEA service
4. The IDEa system connects to Pinterest to get the users interests and then communicates those interests to the Ad Decision System
5. When that consumer triggers a VOD or other video service that sends a request to the ADS for an Ad Decision, the ADS already has the consumers interests and can now pick a more appropriate Ad to place in that video service
6. Upon completion of the Ad play-out the ADS receives a play-out complete message and that is sent to the iDEA solution
7. The iDEA solution then produces Attribution reporting for the Advertiser that shows 1. consumer interest (from Pinterest, 2. consumer Ad view (operator), and 3. a geo identifier (operator) that enables the Advertiser to know who is interested in their products and who is watching Ads in their industry

