1)In Normal segments there are classified in - inmarket and affinity (or frequency and time period customization)), is there any classification/customization for real time segments.

2)Real time segments when combined with hyperlocal targeting become very powerful combination, can we do hyper local targeting.

3)Can publishers trade real time segments which is their first party data, facility offered by pubmatic for normal segments via Audience Encore product.

   Can these be utilized by publishers for header bidding?

4)Can we customize taxonomy for real time segments.

5)Can we get more information about social media integrations of RTCDP with social platforms like Facebook and Twitter.

6)Can different real time segments can be combined using boolean operators and support other segment operators.

* Does not match
* Matches
* Contains
* Does not contain

7)Can we utilise real time segments for remarketing purposes and across different channels and for look alike clone modelling in near real time.

8)Real time Customer Personas at work!! I believe here, emojis play a very important role. Gathering real time emoji user sentiment and integrating with existing user persona stored in NOSQL databases/cookies. Aggregation will involve real time content tagging and binding user emojis with this content. Filtering out noise in emoticon data can be done as there are certain topics tags which cannot be binded to a certain emoji. A machine learning model can be trained which gives validity of emoji towards a particular entities based on historical data accumulated from other user cookies. Kafka streams seems fruitful for this purpose, they can filter noisy data and bind existing user persona binded with user cookies with the real time user cookie data stream fetched from topics. Emoji data is useful in realtime as user feedback on content is already filtered via machine learning model and does not need aggregation over period of time as a single user record itself can be used to derive a part of user persona and so it can be directly embedded in user persona.This specific part of user persona is really useful for efficiently targeting campaigns as it shows accurate immediate interest of user.

9)Combining hyper local targeting, 360 degree users real time sentiment with real-time personas can be a really powerful combination. 😍💙🤗 I believe technology has a great future and can result in near real time conversions!! I was just wondering, if combining it with a reward based systems is a win-win situation for customers leading to a chain of conversions!!

Shape, circle

Description automatically generatedShape, circle

Description automatically generated

10)Is blockchain based adstack available as provided by SmartyAds.

11)Can CDP be integrated with cool Facebook Features like Watch Party,twitch or Other real time live and moment based Platforms, messengers.

User comments can be analysed for figuring out user real time interests, sentiments,moments towards different media objects via reaction buttons and other mechanisms for moment marketing and real time time story telling campaigns.

A couple of kids sitting at a table in front of a tv

Description automatically generated with low confidenceA couple of kids sitting at a table in front of a tv

Description automatically generated with low confidence

Cross-screen behaviour through real-time syncing of TV ads with digital ads on social, display and video platforms, across screens.

12)

a)How much is the scope of the capturing in-game engagement of users from Data Management Platform perspective.

This affinity towards certain types of engagement can be used for developing segments in DMP and can be used in A/B testing process of DMPs to provide engaging creative to users.

b)How in game credits of users can be used for advertising and providing them more lucrative offers which will definitely result in conversion.

Currently in game credits of users can be utilised for in game purchases only, they cannot be used for buying goods directly but in exchange of lucrative advertising offers.

DMP 2.0 can store these credits in user segments and can then utilise these for targeting campaigns.

13))**Games of purpose GWAP** was a major hit in 2007, It was developed by Luis von Ahn, a renowned CMU computer science professor, earlier genre ESP game (Image Labeller) was acquired by Google.

Games have great potential for data collection which is extremely useful for machine learning. Is Google developing any games which behind this scenes can serve this purpose.

14)😍😀😨

**Emoji gaming** is still in infancy.

Has emoji gaming great market potential for the future?

I have designed some multiplayer emoji games for study purpose earlier but did not commercialise them.

<https://ieeexplore.ieee.org/document/6632605>

<https://www.slideshare.net/suhasaggarwal3/applications-of-games-with-a-purpose>

<https://sites.google.com/site/kkoolgames/>

My paper in Human Computer Interaction was also published in a Human Computation Workshop funded by Adobe Research. 😃😊😍

1)They had diverse applications like getting reviews (comprehensive in terms of emoji scores)which are high in confidence for different properties such as products, paintings.

High confidence scores were obtained by using Algorithms of Mutual Agreement.

If pair of people Agreed on one emoji, it was assigned as one review.

2)Pairing people based on their reactions to different content in different IAB categories like entertainment, business, religion, sports and certain refined set of IAB categories.

3)Affinity towards heroes, game and cartoon characters.

Main purpose of these games were to collect data for Machine Learning.