Problem 1

Campaign Optimization

Background

In the digital marketing world, online banner ads are often bought at impression level (programmatic buying) through a 2nd price auction.
During the campaign optimization process, a trader buying the impressions can create targeted strategies using different levers to improve performance.

Eg of Lever: Device Type/Inventory Exchange/Banner Ad Size/Creative Format/Position of Ad/Site/Time of Day/

What are we trying to Solve?

Which lever (or combination of levers) had the greatest impact on the campaign? With an understanding of what levers drive the greatest impact, this can guide a campaign manager in prioritizing the activation of each lever.

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Problem 1

Campaign Optimization

Data Source

Historical Campaign Data (from work ☺)

Hypotheses

Solution: Model to understand our much the use (or not) of each lever contributes to the positive outcome (campaign goal).

Success: Ability to derive new campaign strategies. If implemented mid-way through campaign, we would expect to see an uplift in performance.

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Problem 2

Website Audiences

Background

Every user that enters your website is identified as an individual (cookie user). Through a tagging process, we are able to capture the user journey and page interaction that a cookie user has with a particular domain.

Are we able to segment users into specific audience groups based on their user behaviour ?

What are we trying to Solve?

Being able to segment online users could provide insights to advertisers on how they can create effective audience segments. This allows them to craft and deliver customized messaging to reach different user groups.

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Problem 2

Website Audiences

Data Source

Client Website Data (from Work☺ & anonymized)

Hypotheses

Solution: Clustering model

Success: Distinct clusters indicates that we can create audience groups that differentiates the different kind of product/services that users are interested.

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