

EVIDEN

Media & Publishers

Adpicker solution



Reference

CPEX - CZECH PUBLISHER EXCHANGE

CZECH PUBLISHER EXCHANGE

We are an association of Czech online media operators. We make advertising spaces available using RTB technology. We are an advertising platform connecting successful companies and publishers of quality content.

We are expanding and refining our data audience ...

CPEX blog

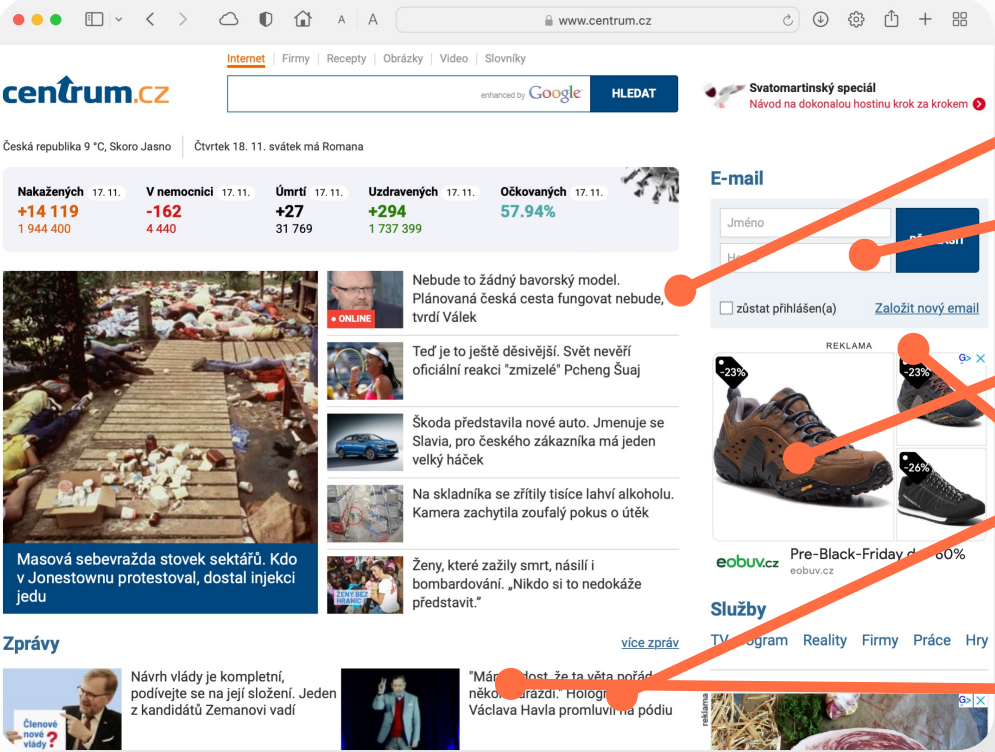
85 %	7	150+	200+	60+	100+
Czech Internet users	of the largest CZ publishers	websites with Next-Generation IDs	CPEX Audience	websites with In-stream / out-stream video	websites with the Branding format

Generating unique audiences in the market

Generating new revenues

Helping transition from 3rd party cookies and sustain the business

Publisher Situation



Content personalisation



Registration data



Ad targeting



Subscriptions



Newsletters



Web analytics



Many disconnected systems, no smart data usage, poor understanding of users.

AdPicker Use Cases



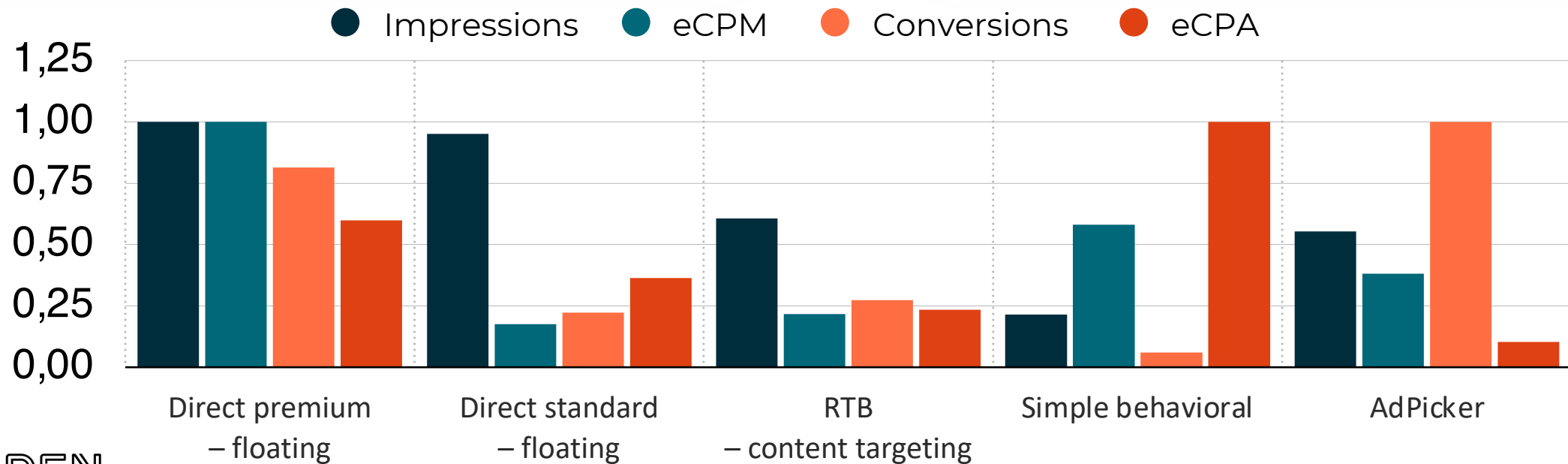
AdPicker user analysis can be used in virtually any tool to drive revenue.

1. Targeted Display Campaigns

Direct-sold Campaigns And Private Deals (Ad Server And Ssp)

● The audiences can be exported to an ad server / SSP to offer audience or content targeted display campaigns

● Campaigns using smart audience or contextual targeting are by far the most efficient in terms of CPA performance



2. Data Exchanges & Audience Extension

Selling or Buying Audiences

Selling
audiences
to 3rd parties

 **LOTAME™**

ORACLE

 **bluekai**

adform

Google

- Publisher data can be monetised indirectly via data exchanges
- Or 3rd party ad inventory can be purchased using the audiences publisher owns to increase available inventory

Understand The User Through ML



Unlike the simple rule-based approach, ML can understand user behaviour in context and create much more accurate user profile.

ML vs. Rule-based Segmentation



ML models can compute vector affinity of all users vs. all interests



Users can be sorted by the affinity and the most relevant number are selected based on campaign budget



User attributes can be easily combined when defining target group



ML offers great insights into segment affinities



Rule-based approach is binary: the user either is or isn't assigned



It is difficult to balance campaign volume vs. audience quality



User attributes can only be combined through AND / OR operators which is not flexible for more complex targeting



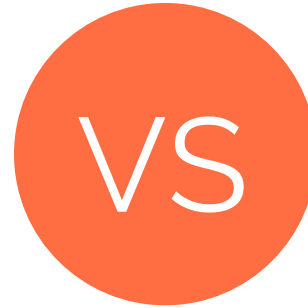
Only unaccurate insights can be obtained through overlap analysis

The Technology Dilemma



Black Box AI

The ad tech products often contain ML / AI component, and are usually a complete black box – it is not transparent how it works and offers little to no customisation options.



Home-grown ad tech

Therefore publishers often choose to build their own solution from scratch using standard cloud technologies – which takes a lot of time and resources and quickly becomes difficult to maintain.



The Solution: AdPicker White Box



- **We deliver a ready-to use product that is tailored for the customer**
- **The data belongs to customer and is fully controlled by the customer**
- **The ML models can also be fully controlled by the customer**
- **AdPicker can be hosted by DataSentics or deployed to customer's cloud infrastructure**

Solution Architecture?

**ADSERVER
DSP DATA**

LOG-LEVEL DATA

adform Display & Video 360
Google Analytics piano



**TARGETING
PLATFORM**

adform Display & Video 360
Google Analytics piano

**YOUR CLOUD
PLATFORM**



CRM DATA – logins, orders, direct marketing

Understand Your Visitors & Customers

Get Insights Into Your Audience Affinities To Deliver High-performing Campaigns.

dev.app.adpicker.ai/interests

Dentsu CZ

	male_all_age	women_all_age	age_0-14	age_15-24	age_25-34	age_35-44
Interests						
Sport Fans	0.15	-0.16	-0.02	-0.04		
Automotive	0.12	-0.13	-0.03	-0.04		
Technology and Computing	0.08	-0.09	-0.02	-0.03		
AJP Invest Real Estate	0.08	-0.09	-0.02	-0.03		
Arts & Entertainment	0.07	-0.08	-0.02	-0.02		
Streaming & Downloadable video	0.06	-0.07	-0.02	-0.02		
fotbal	0.05	-0.02	0	-0.02		
Game Players	0.05	-0.02	-0.02	-0.01		
Financial Products	0.04	-0.05	-0.01	-0.01		
International News	0.04	-0.05	-0.01	-0.02		
O2 Heavy Users	0.04	-0.05	-0.01	-0.02		
Young Families with Children	0.03	-0.04	-0.02	-0.02		
O2 Internet	0.02	-0.03	-0.01	-0.01		

dev.app.adpicker.ai/persona_explorer

CPEX CZ

Please select Key Interaction

recepty Tracking point count: 2,316,607

High Affinity Interests

- Remodeling & Construction 0.09
- Interior Decorating 0.09
- Home Repair 0.09

[MORE](#)

Low Affinity Interests

- Elementary school -0.01
- College Life -0.01
- English as a 2nd Language -0.01

[MORE](#)

Age Affinity

- Age 25-34 0.46
- Age 35-44 0.25
- Age 55+ 0.24
- Age 45-54 0.01

Gender Affinity

- Female 0.55
- Male 0.44

Income

- Low income affinity 0.19
- High income affinity 0.14

Use ML for Smart Content Targeting

Easy Building Of Custom Audiences Based On 150+ Pre-defined Interests And Sociodemographic Categories.

The screenshot shows a web browser window with the URL `app.adpicker.ai/new_persona`. The interface is titled "CPEX CZ" and is used for creating custom personas. It is divided into three main sections:

- Name:** Includes a text input for "Custom persona name" containing "M Business", a "Client name" input, and radio buttons for "CZ" (selected) and "SK".
- Socio - Demographics:** Features icons for "Gender" (female and male), an "Age" selection with buttons for "ANY", "0 - 14", "15 - 24", "25 - 34" (selected), "35 - 44", "45 - 54", "55+", and "18 -", and a "Certainty" slider set to "80 %".
- Interests:** Shows a list of selected interests: "Financial News", "Politics", "International News", and "Hedge Fund", each with a close button. The "Operator" is set to "OR", and the "Certainty" slider is set to "60 %".

Understand Your Visitors & Customers

Find Relevant Content To Target Audiences Without 3rd Party Cookies.

The image displays three overlapping browser windows showing the CPEX CZ interface. The left window shows the 'Keyword target' section with 92640 domains and a list of keywords including 'hypotéka', 'hypoteční úvěr', 'stavební spoření', and 'byty prodej'. The middle window shows the 'Other settings' section with sliders for 'Visibility time', 'CPM', 'CTR', and 'Bid', and checkboxes for 'Banners' (300x250, 300x600, 500x200, 2000x1400, 970x210, 160x600) and 'Devices' (Mobile, Desktop and Laptop). The right window shows the 'Sample results URL' section with a table of search results.

	Visibility time:	CPM:	CTR:
1.50 ceskereality.cz	1s	100 czk	0.023%
1.50 nemovitosti-reality.hyperinzerce.cz	3s	52 czk	0.011%
1.48 hyperreality.cz	4s	56 czk	0.044%
1.43 stavba-dilna-zahrada.avizo.cz	10s	34 czk	0.050%
1.39 vychodo.ceskereality.cz	1s	100 czk	0.027%
1.38 living.cz	9s	69 czk	0.071%
1.33 echo24.cz	21s	100 czk	0.126%
1.32 stredo.ceskereality.cz	1s	100 czk	0.002%
1.30 jiho.moravskereality.cz	2s	41 czk	0.089%

Success story



Personalized tailor-made online audiences

Business challenge

The existing rule based online audiences were not optimal. Hard-coded rules leads more easily to bias caused by human error, doesn't change in time therefore are quickly outdated and induce audience size fluctuation, causing impression delivery problem. Optimized audiences that provide greater performance at lower costs are what online players crave for.

Solution

- 1 We used Azure Databricks to house the process, from data ingestion, to preprocessing and analysing, to audience creation
- 2 Customizable machine learning models are used to create audiences and content classification
- 3 AI audiences are sent to the application (UI), where clients can access them, adjust accuracy vs. Reach and export to DMP, SSP based on their preferences

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Business results



33% increase in CTR
while maintaining comparable quality of visits



40% increase in number of impressions
while maintaining comparable quality of visits



Greater reach for the same budget
Thanks to identification of more relevant users, using AI



More stable course of the campaign
in terms of impression delivery



About the client



CZECH PUBLISHER EXCHANGE (CPEX) is an association supplying online advertising space, reaching 85% of Czech online population and thus being a top player in the Czech republic in a field of online advertising.

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THANK YOU!

For more information please visit:

<https://datasentics.com/adpicker>

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