

EVIDEN

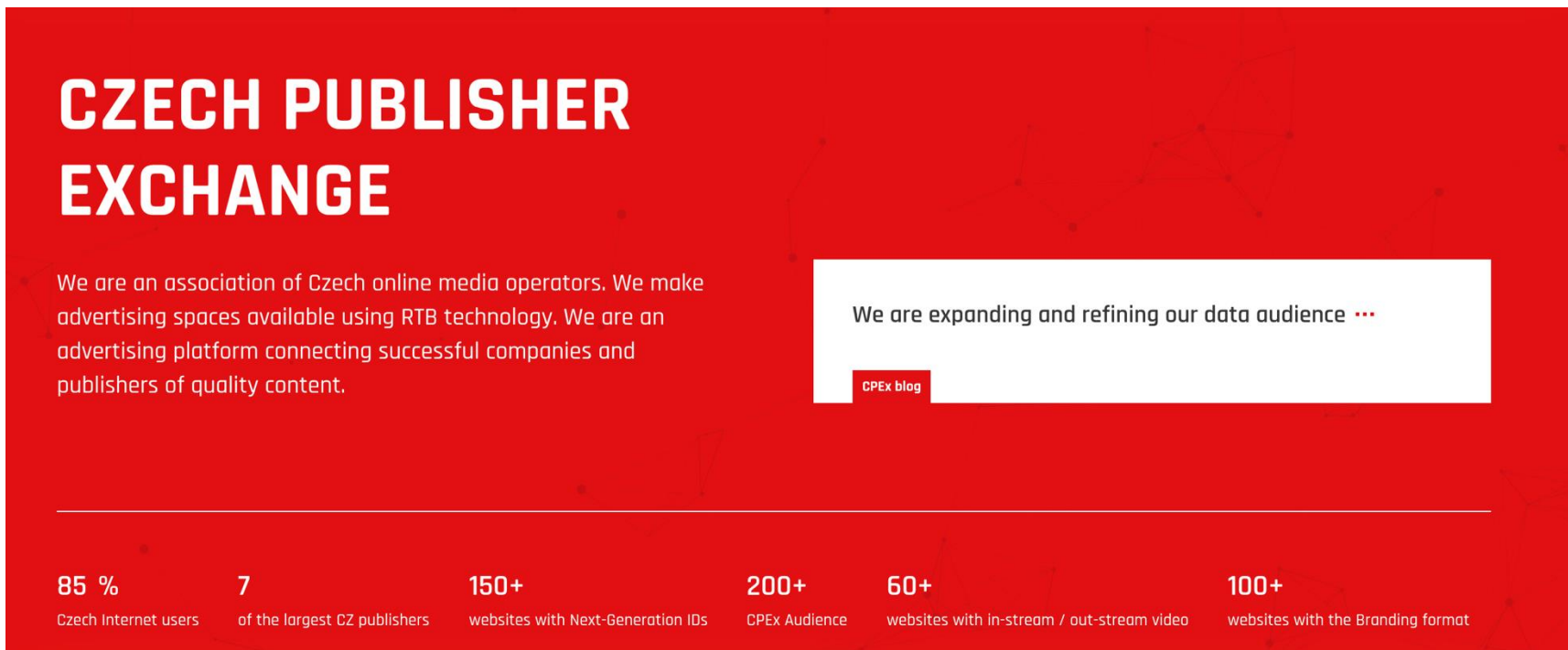
Media & Publishers

Adpicker solution



Reference

CPEX - CZECH PUBLISHER EXCHANGE

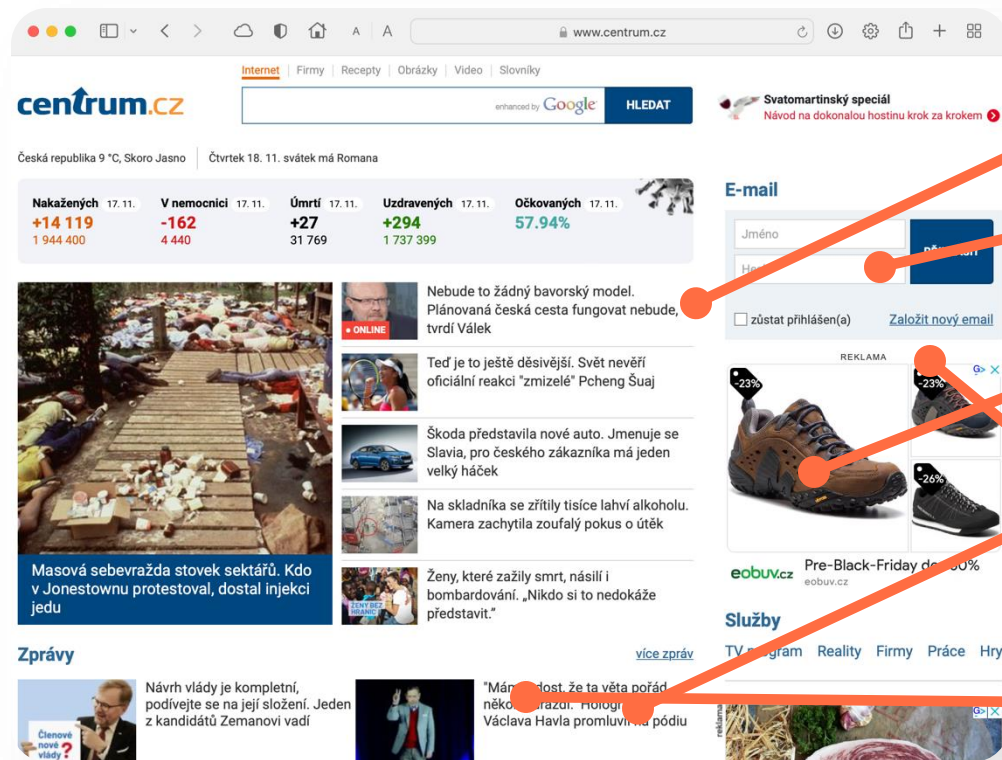
The image is a screenshot of the Czech Publisher Exchange (CPEX) website. The background is a solid red color with a faint, white geometric pattern of lines and dots. At the top left, the text 'CZECH PUBLISHER EXCHANGE' is written in large, bold, white capital letters. Below this, a paragraph in white text reads: '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.' To the right of this paragraph, there is a white rectangular box containing the text 'We are expanding and refining our data audience ...' in black. Below this box is a small red button with the text 'CPEx blog' in white. At the bottom of the page, there is a horizontal line, and below it, six statistics are listed in white text: '85 % Czech Internet users', '7 of the largest CZ publishers', '150+ websites with Next-Generation IDs', '200+ CPEx Audience', '60+ websites with in-stream / out-stream video', and '100+ 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



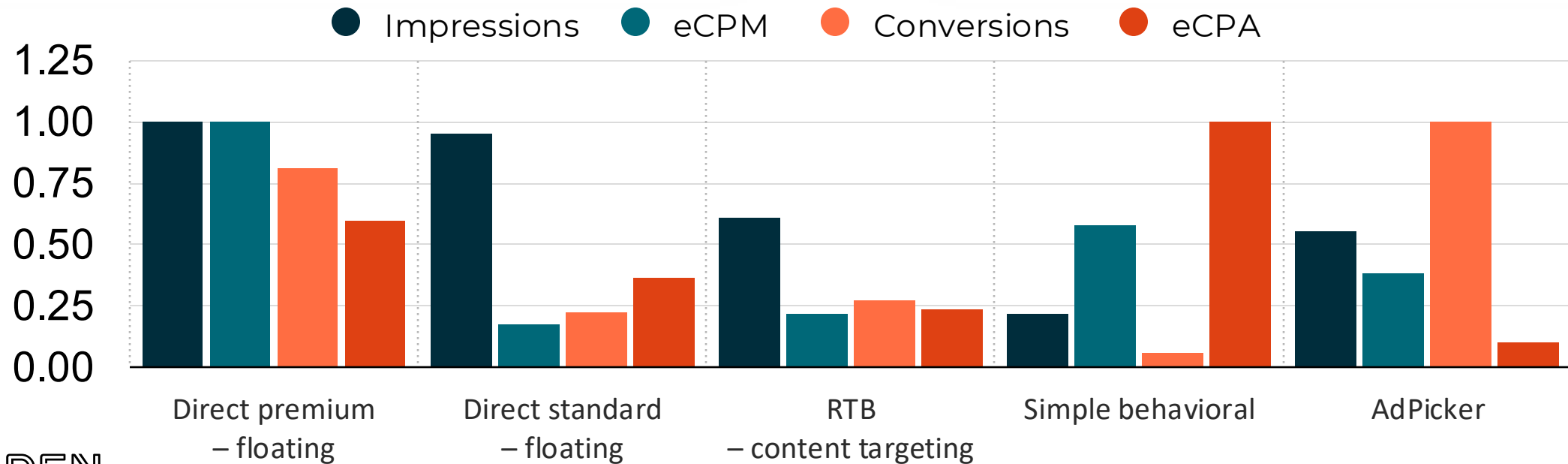
AdPicker user analysis can be used in virtually any tool to drive revenue.

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**



- 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



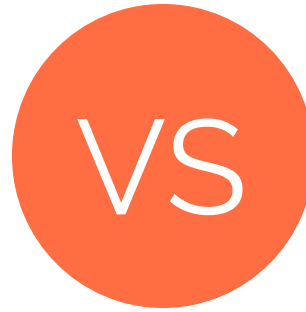
Only unaccurate insights can be obtained through overlap analysis

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



 Display & Video 360


 Google Analytics






**TARGETING
PLATFORM**

 Display & Video 360

 Google Analytics





**YOUR CLOUD
PLATFORM**

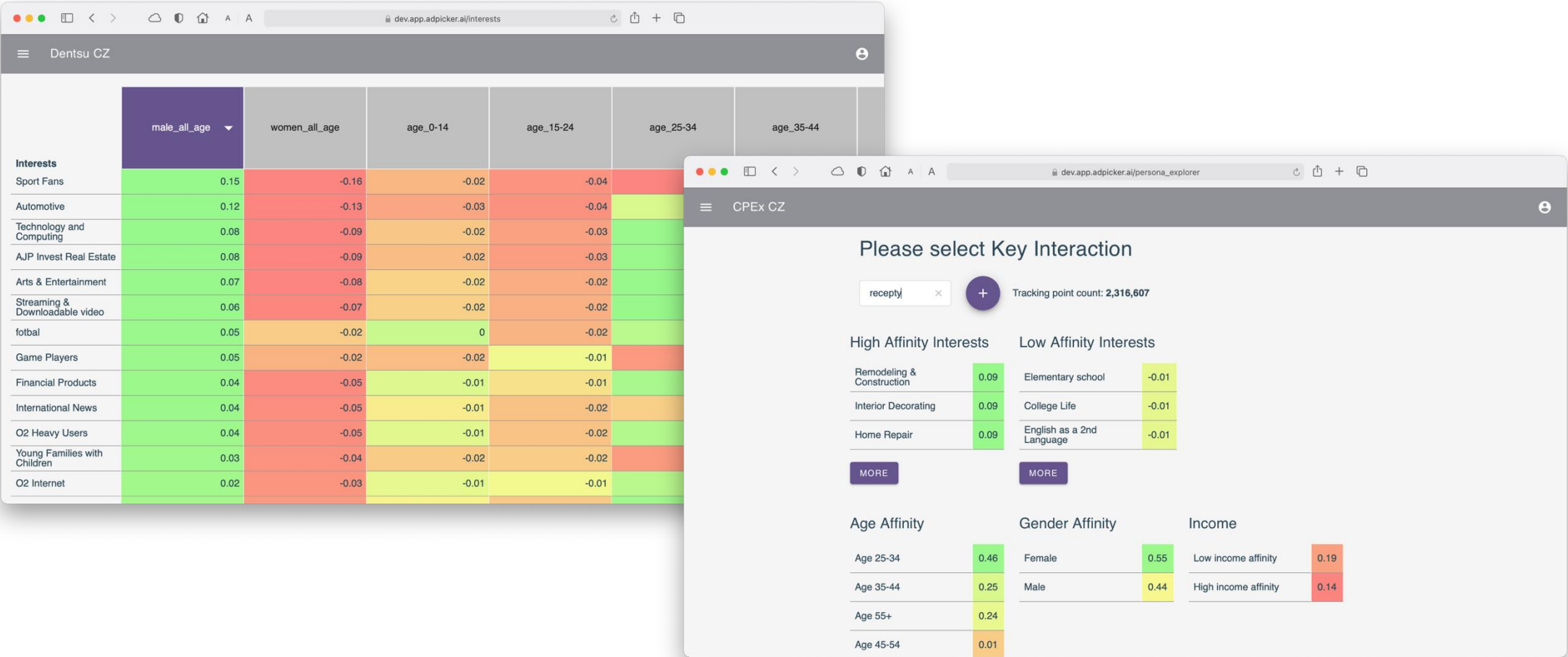


CRM DATA – logins, orders, direct marketing



Understand Your Visitors & Customers

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



Use ML for Smart Content Targeting

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

The screenshot displays the 'app.adpicker.ai/new_persona' web interface. The header bar includes a menu icon, 'CPEx CZ', and a user profile icon. The main content area is divided into three sections:

- Name:** Contains a 'Custom persona name' field with the value 'M Business', a 'Client name' field, and radio buttons for 'CZ' (selected) and 'SK'.
- Socio - Demographics:** Includes a 'Gender' section with female and male icons, an 'Age' section 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:** Features an 'Interests' field with tags for 'Financial News', 'Politics', 'International News', and 'Hedge Fund', an 'Operator' section with 'AND' (selected) and 'OR' buttons, and a 'Certainty' slider set to 60%.

Understand Your Visitors & Customers

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

CPEX CZ

Keyword target

domains

92640

Keyword settings ▲

Included keywords:

hypotéka
hypoteční úvěr
stavební spoření
byty prodej

Recommended keyword

Domain settings ▲

Included domains:

CPEX CZ

Number of rows in WL: 1180

Domain geolocation: CZ SK COM

Other settings ▲

Visibility time: 0 s

CPM: 0 czk

CTR: 0 %

Bid: 0

Banners:
☒ 300x250 ☒ 300x600 ☒ 500x200 ☒
☒ 2000x1400 ☒ 970x210 ☒ 160x600

Devices:
☒ Mobile ☒ Desktop and Laptop

GEN

CPEX CZ

Sample results URL

		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	jihomoravskereality.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



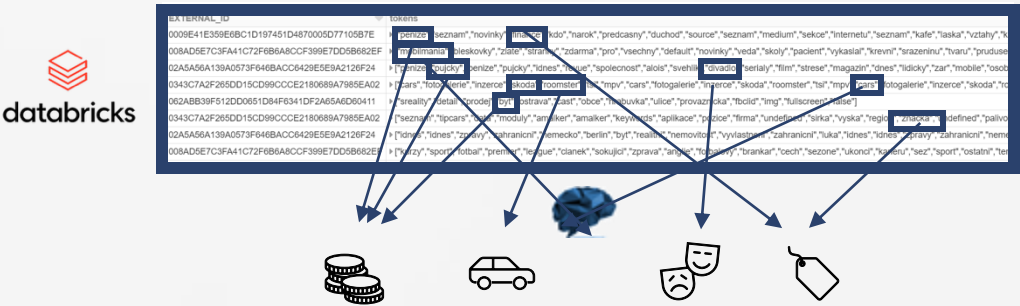
40% increase in number of impressions
while maintaining comparable quality of visits



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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