

Getting started with Yobi Audiences

DATA + AI AT SCALE FOR ALL

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This document will help guide you through the initial onboarding and setup process that will allow you and your business to harness the power of Yobi's behavioral embeddings for audience development and activation. By the end of this guide, you will know the necessary steps that will allow you and your organization to receive one of Yobi's highly performant "act-alike" audiences. If you or a media agency you work with have an existing seat at a DSP, Yobi audiences will seamlessly integrate into your existing workflows for segment activation.

Yobi audiences can be built, deployed, activated, and continuously optimized in 4 easy steps:

1. Defining your use case and success criteria for your audience
2. Building your audience training set and sharing it with Yobi
3. Activating your audience in your DSP of choice
4. Leveraging Yobi's mid-campaign optimization offering

Defining your use case and success criteria for your audience

Yobi's audiences are optimized around behaviors - specifically, likely future behaviors that individuals will exhibit. As such, it is important for us here at Yobi to understand how our customers define their use cases and how they measure success for those use cases.

For example, you might be running a campaign to acquire new customers for an existing product, where your most important KPI is your cost per acquisition. You might be running a campaign because you have made improvements to a product and you are trying to reactivate lapsed customers, and your most important KPI is your expected lifetime customer value per re-activation. Or, you might be running a campaign because you have launched a new product or service and you want to make sure your existing customers know about the launch, and your most important KPI is return on ad spend.

Yobi can optimize for all of these use cases and outcomes, and many more. By communicating your use case and KPI to your Yobi account manager, you are ensuring our AI systems are optimizing for the right outcomes for you and your business.



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Building your audience training set and sharing it with Yobi

Once you have shared your use case and KPI with Yobi, we are ready to start building your audience. There are two simple options for how we get the necessary data to actually build the audience:

1. Providing Yobi with relevant 1st party data
2. Placing a Yobi pixel on the type of action that drives your KPI

No matter which option is right for you and your business, you will still be able to leverage Yobi's mid-campaign optimization offering, which supports continuous performance of Yobi audience segments over the lifetime of your marketing campaign.

Providing Yobi with relevant 1st party data

Yobi's audiences are all performant over time, because of our mid-campaign optimization capabilities, however the most performant audiences at the start of a campaign are the ones that are developed from customer 1st party data, where the identifiers in that data exhibited the behavior you are trying to optimize for. This kind of data becomes the training set that supports Yobi's development of our highly performant "act-alike" audiences.

For example, you may have pixel log files from a prior or active digital marketing campaign. Sharing those log files with Yobi, as well as the conversion tags in the log files that are the most relevant to the behavior you want to optimize for, will result in an audience that is immediately highly performant. However, you may not have data like that at your fingertips, and that's Ok! Perhaps instead you have a list of signups from individuals who wanted to get updates about an impending product launch. Yobi can leverage those signups to build a performant audience as well.

Importantly, we can transact on nearly any identifier you have - PII, HEMs, MAIDs, Device IDs, IP Addresses, UID2s, and so on are all part of the Yobi identity spine. If you have questions about whether IDs on your first party data can be leveraged for audience generation, or whether your 1st party data is useful for building out a Yobi audience, don't hesitate to reach out to your Yobi account manager.



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Placing a Yobi pixel on the type of action that drives your KPI

Yobi is ready to support audience development for your business, even if you don't have 1st party data that is appropriate for generating a Yobi "act-alike" audience! We do need a way to generate a training set for our audience development, and we can do that by deploying a pixel to your website.

By placing the Yobi pixel on your website, we are able to generate the necessary log data from site visits - and, ideally, conversions associated with the use case you want to optimize for as defined in step 1 - that creates the necessary training set to build an audience. [You can learn more about how to deploy the Yobi pixel in our Pixel User Guide.](#)

If you are planning to use the Pixel deployment method for supporting audience creation, please reach out to your Account manager as soon as possible, as it takes approximately 2 weeks for the Pixel to generate enough data for Yobi to subsequently build an audience.

Activating your audience in your DSP of choice

After completing step 2, "Building your audience training set and sharing it with Yobi", Yobi will be able to build you an audience - at that point we just need to know where to send it. All we need from you is the DSP(s) you wish to deploy the audience to, and the relevant Seat ID and Client ID at those DSPs.

Yobi will then deploy the audience as a private segment based on the provided Seat and Client IDs. The audience is then in your normal activation workflow - allocate budget to it and activate it as you would any other public or private segment.

If you do not currently have a media agency or a seat of your own at a DSP, reach out to your Yobi account manager to learn about other options for activating Yobi audience segments.



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Leveraging Yobi's mid-campaign optimization offering

While our audiences are performant immediately upon activating them, Yobi can also offer continuous optimization and performance of those audiences over the lifetime of your marketing campaign. Yobi offers all of its customers the opportunity to leverage its continuous, mid-campaign optimization mechanism.

After an audience has been active and funded for two weeks, Yobi is able to continuously retrain and rescore a new version of the audience model by leveraging the signal and conversions from the existing campaign - and as long as you continue to fund the Yobi audience, Yobi will continue updating that audience at least every two weeks for the duration of your campaign.

To take advantage of this powerful offering, you simply need to enable Yobi as a recipient of the log data from the DSP pixel that was deployed as part of launching your marketing campaign. For more information on how to enable that, contact your account manager.

