Growth
from
Knowledge

Optimizing audience data for programmatic advertising

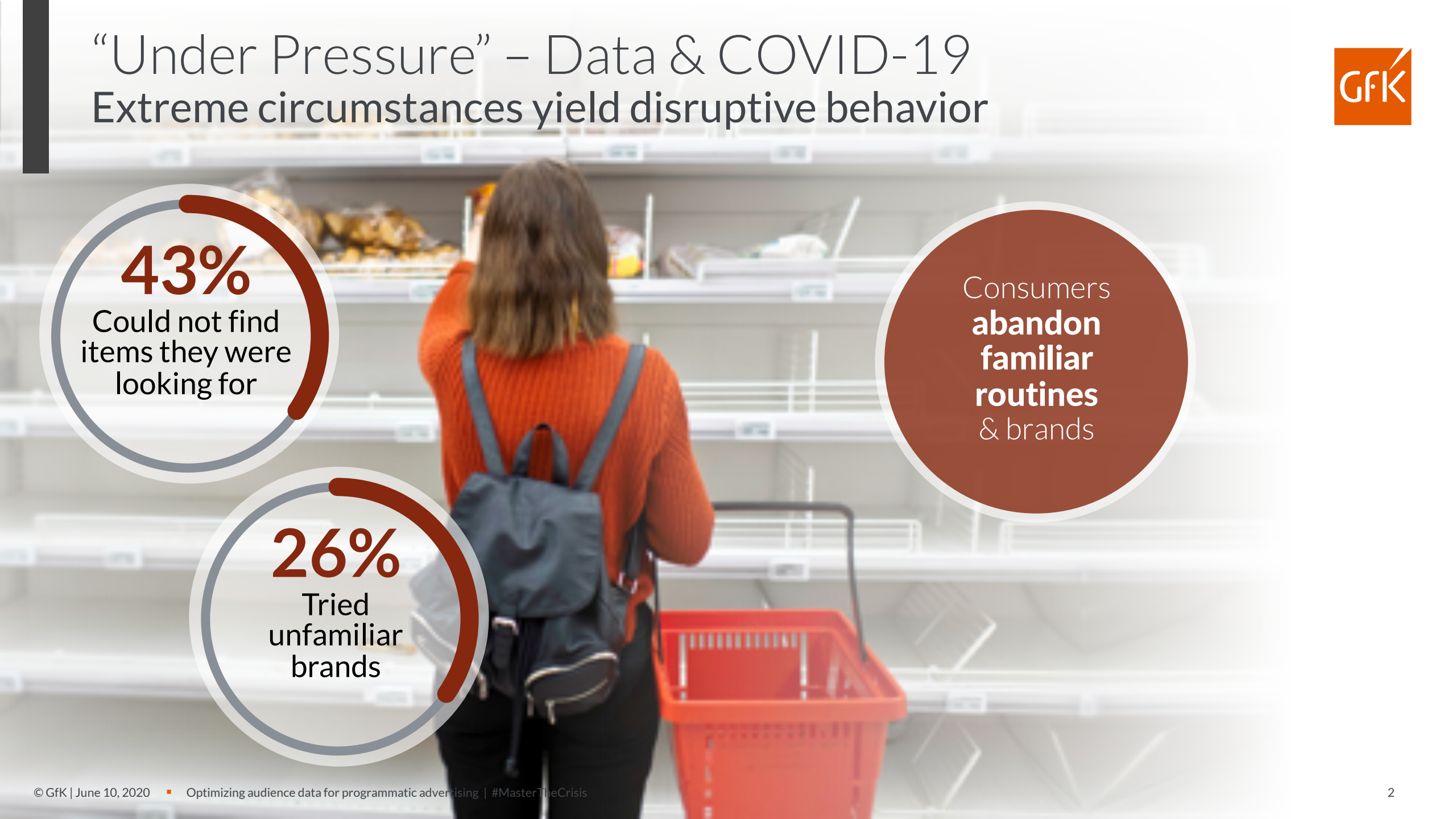
Blending sources to erase data blind spots



Natasha Stevens
GfK 2020

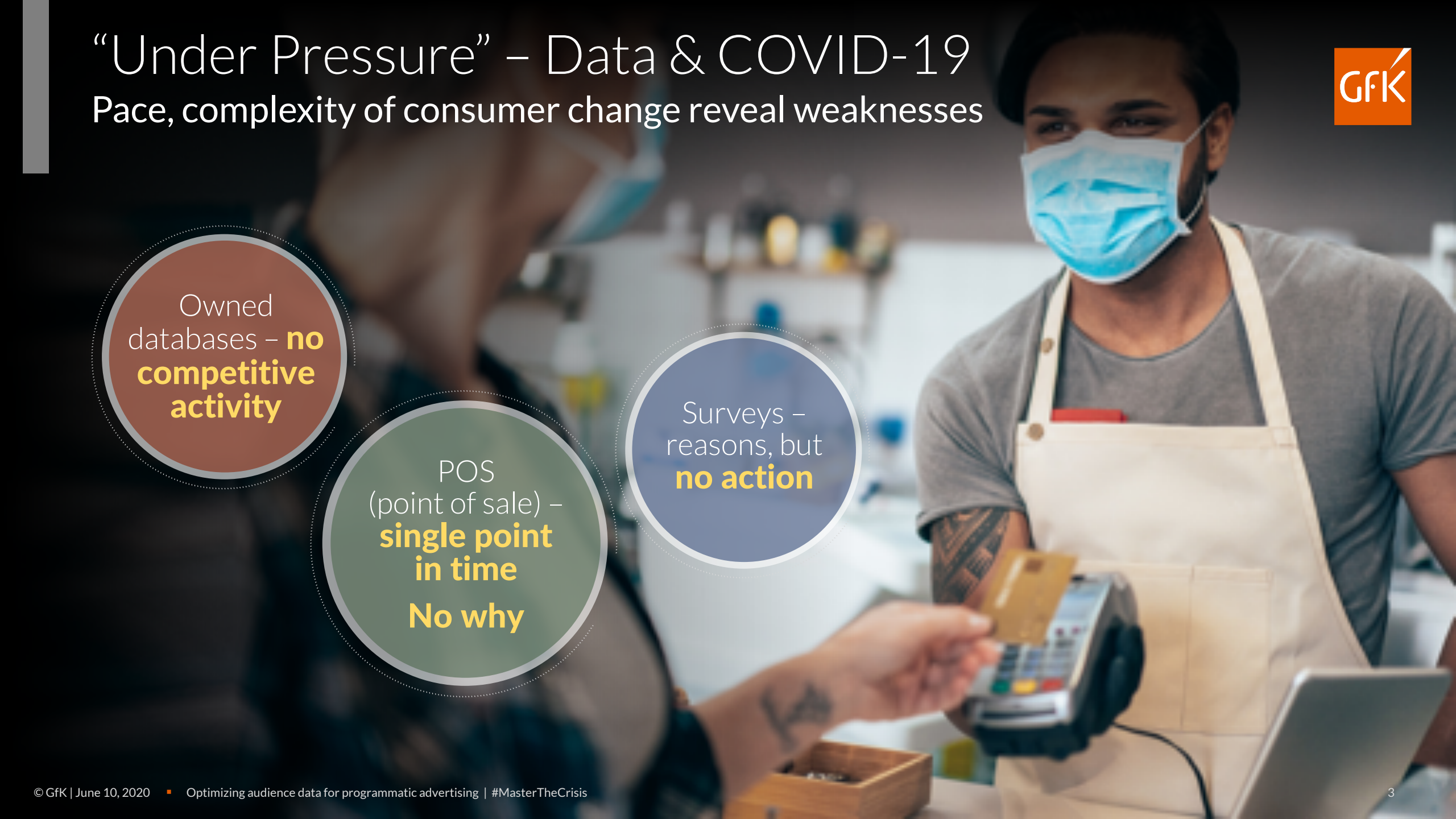
“Under Pressure” – Data & COVID-19

Extreme circumstances yield disruptive behavior



“Under Pressure” – Data & COVID-19

Pace, complexity of consumer change reveal weaknesses



Essential ingredients for nimble action

Marketers need rich understanding of targets

Multiple perspectives…

frequently **refreshed**…

essential for **safe decisions**



Creating a solid foundation for targets

Efficient segments based on top-quality sources

Single-source approach

10M **site visits**

Combined source solution

10M **site visits**

25M **loyalty card holders**

30,000 **survey responses**





Benefits of a blended approach

Wise combining fills blind spots

Align self-image & behavior

Different sides of the same consumers



Validating **both sides** of the equation

Rethinking
Your central assumptions



Expand your targets

Identify new consumers who look like your targets



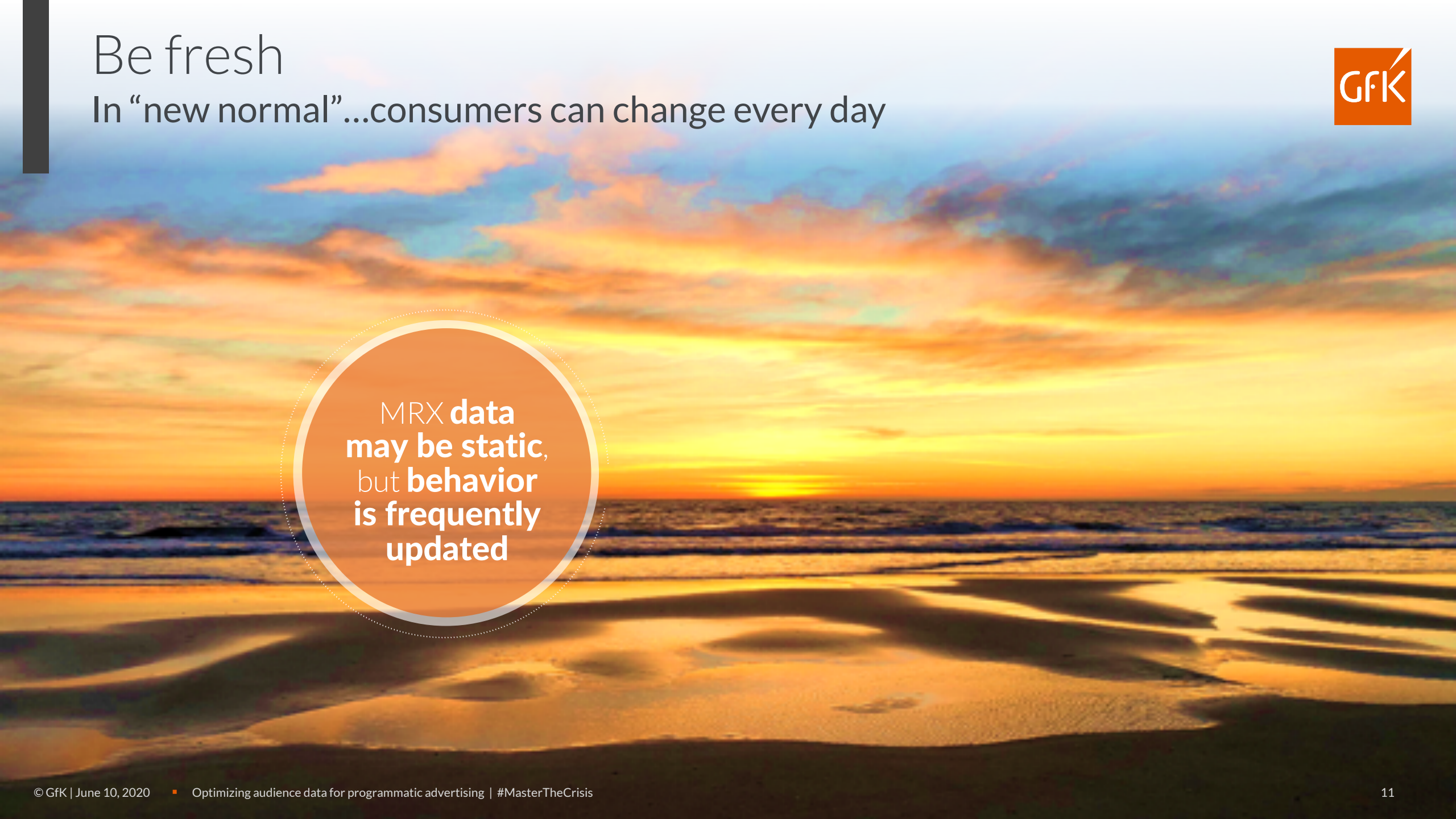
Break out of walled gardens

Agnostic approach liberates perception



Be fresh

In “new normal”…consumers can change every day





Watch-out for first-time combiners

Do your homework

Quality assessments are key

Behavioral, **attitudinal data** should be assessed for **quality**

Make conscious decisions about **trade-offs** vs. **budget** vs. **goals**



Beware of PII Traps

Privacy can upend your data plans



Combine with care

High-quality data can be quickly diluted



Case study: Targeting auto intenders

Segments draw on device data, attitudinal insights

GfK's AutoMobility® research – Over **20K actual auto intenders** per month

Dstillery behavioral metrics – online & location data from over **250M devices** refreshed daily

MRI-Simmons' Survey of the American Consumer® – over **25K in-depth consumer interviews** annually

rich profiles of media, product use plus attitudes



Growth from Knowledge

THANK YOU.

QUESTIONS?

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