



Synergies of Open Internet & Data Driven Marketing



Marketers have a lot to consider





It all converges into three focus areas:



**Embrace the power
of open internet**



**Let Data Drive Your
Decisions**



**Leverage AI driven
optimisation**

Embrace the power of Open Internet

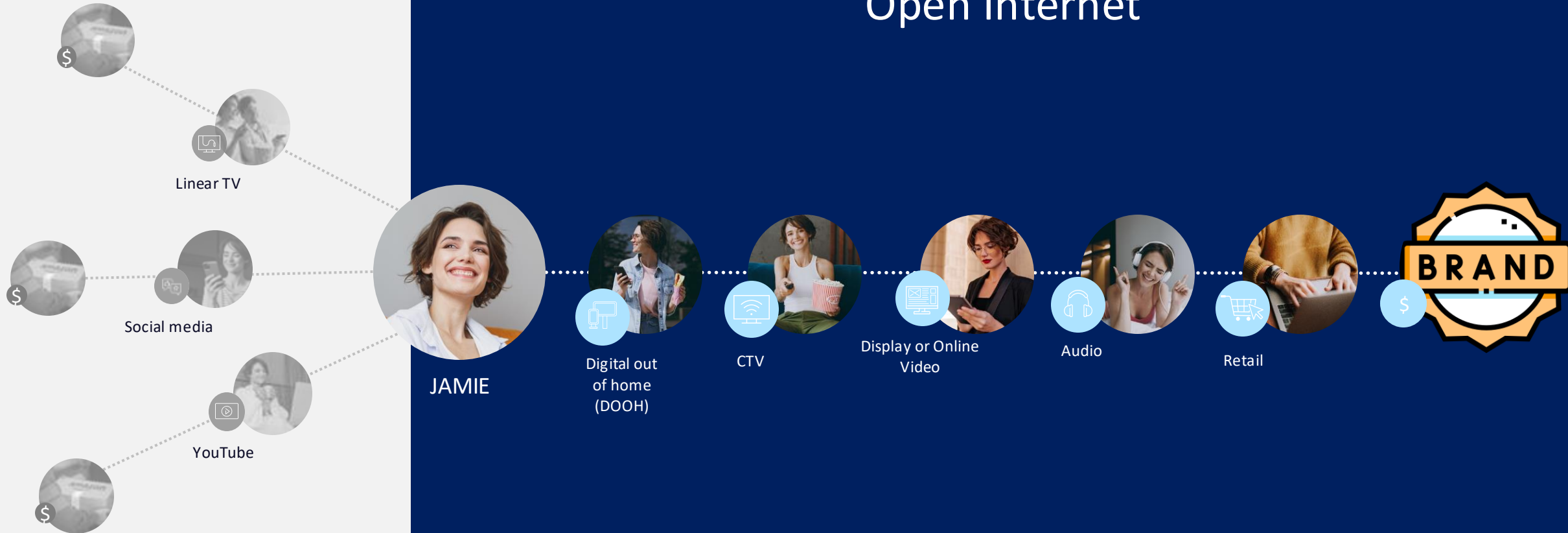
The open internet is rewriting the rules of engagement



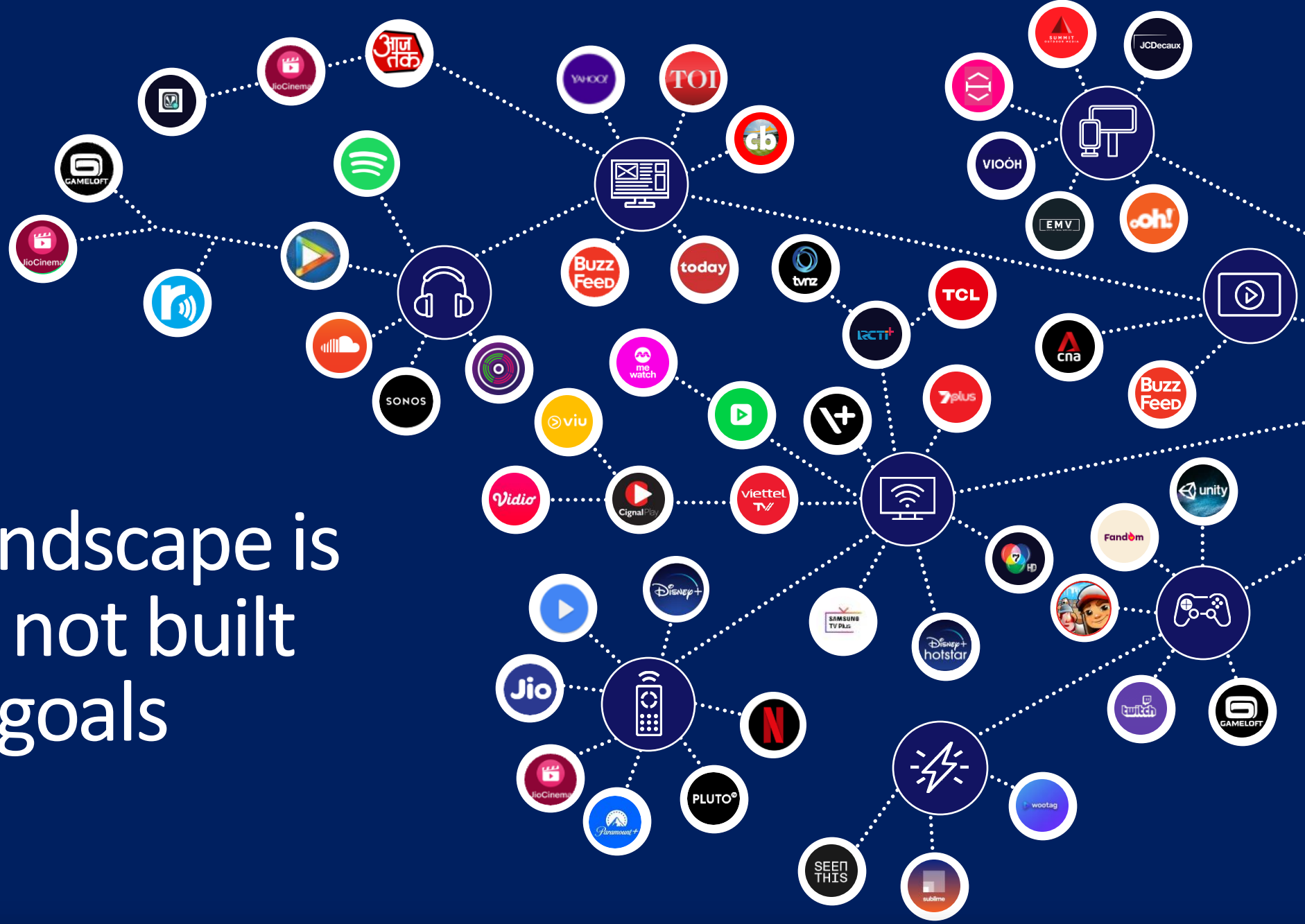
We all interact with the Open Internet and other digital touchpoints daily



You can unify marketing efforts across the Open Internet



The media landscape is complex and not built around your goals



Tech enables efficient and unified media buying

AUDIO AND PODCASTS



DISPLAY



ONLINE VIDEO



HIGH IMPACT/ NATIVE



CTV/OTT/FEP



STREAMING



GAMING



DIGITAL OUT OF HOME



640 million Indians

use the open internet

with “young adults” aged 18-34 more engaged on there than elsewhere.



KEY FINDINGS:

The open internet commands more consumer attention and engagement

27%

of young Indians are more likely to consume **their preferred content** on OTT/CTV over social media / UGC platforms like YouTube.

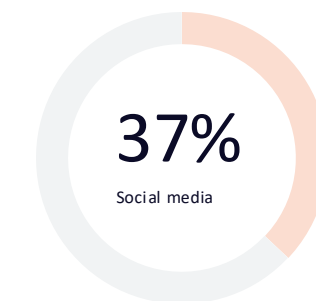
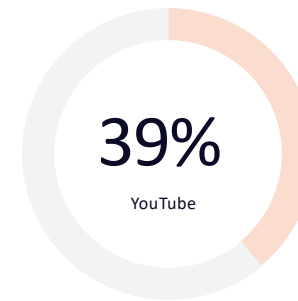
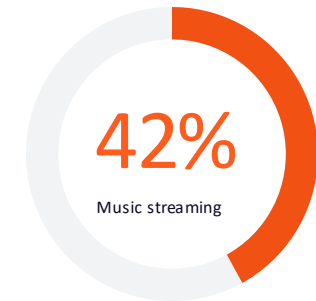
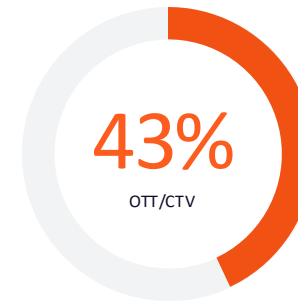
55%

of young Indians are more likely to view brands that advertise on the open internet **as premium** compared to those on YouTube.

16%

More likely to **trust ads** on the open internet as compared to the walled gardens

Ad trust on OTT/CTV and music streaming surpasses that of YouTube and social media



■ The open internet ■ Walled gardens

% of young adults who find ads on these channels trustworthy

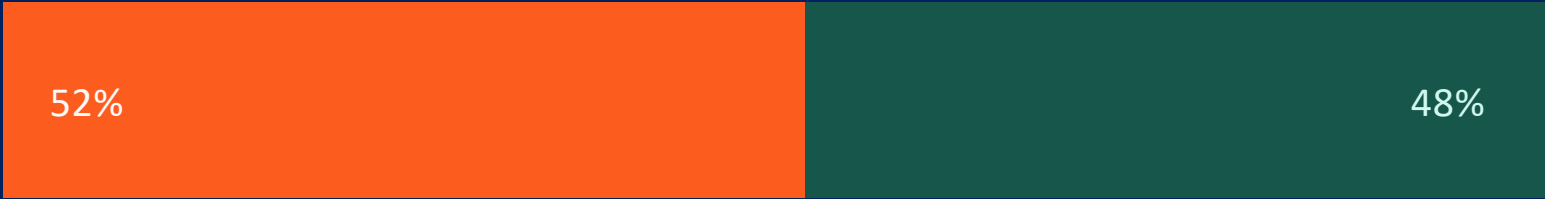
Despite the higher time spent, engagement and ad receptivity, only 15% of ad spend is allocated to the open internet

This disconnect between shifting consumer attention and ad spend

demonstrates a significant opportunity for modern marketers.




Time spent by consumers



Ad spend in INDIA by marketers



 The open internet

 Walled gardens

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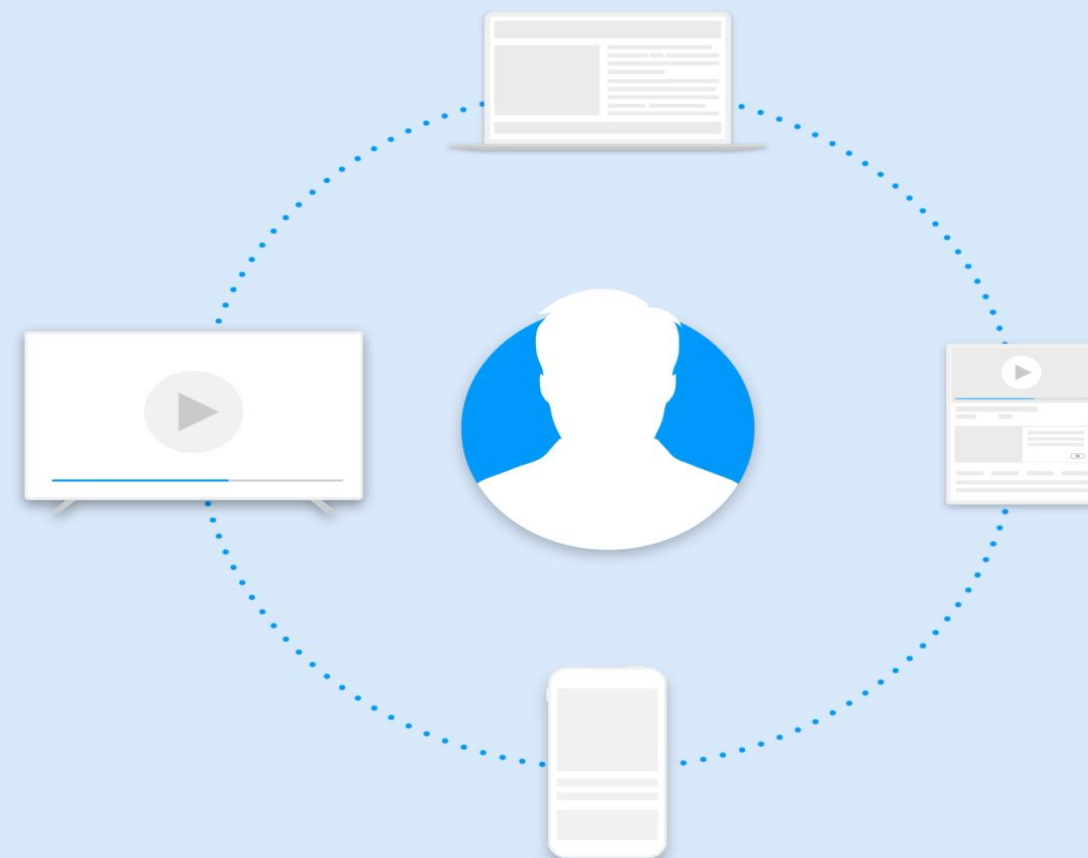
 Walled gardens

Let Data Drive Your Decisions

Modern Marketing starts with data about your best customers

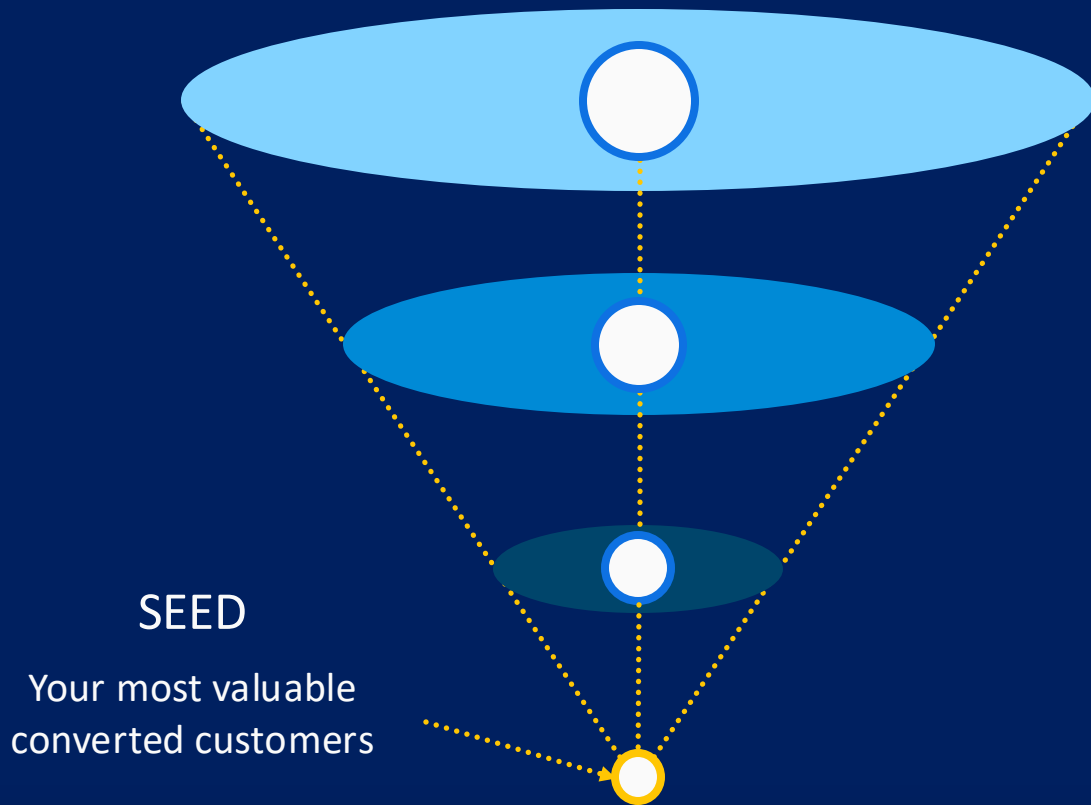


Modern marketing starts with data about your best customers



Your customer data is a representation of your most valuable customers

Purchase and conversion data makes the highest quality seed.



Web and app purchasers/converters

Proxy: Webpage visitors, app subscribers

Best



Imported CRM purchasers/converters

Proxy: Email signups

Better



Brand-specific retail purchasers

Proxy: Category-level purchasers



Third-party brand-specific purchasers

Proxy: Category-level purchasers

Good

DATA SIGNAL STRENGTH

Your customer data is your most valuable asset.

Helping you to maintain a direct relationships with your customers.

Reach them
where they are



Build new
connections



Close the loop and
drive performance

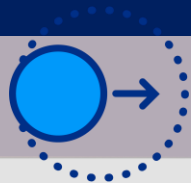


Enrich your data
over time

Relevant insights unlocked by your seed

- New tools and insights help you reach your high-value audience more easily and effectively

Audience Expansion



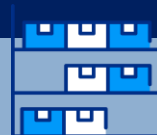
Purchase Prediction > Coffee Purchasers > Relevance **83x**

Leisure Affinity > Coffee Drinkers > Relevance **67x**

Interests/Hobbies > Coffee Connoisseurs > Relevance **53x**

Demographic > Men 18-34 > Relevance **2x**

Inventory Sources



Publisher A > Relevance **30x**

Publisher B > Relevance **12x**

Publisher C > Relevance **7x**

Publisher D > Relevance **2x**

Quality Reach



Connected TV campaign > QRI: **59**

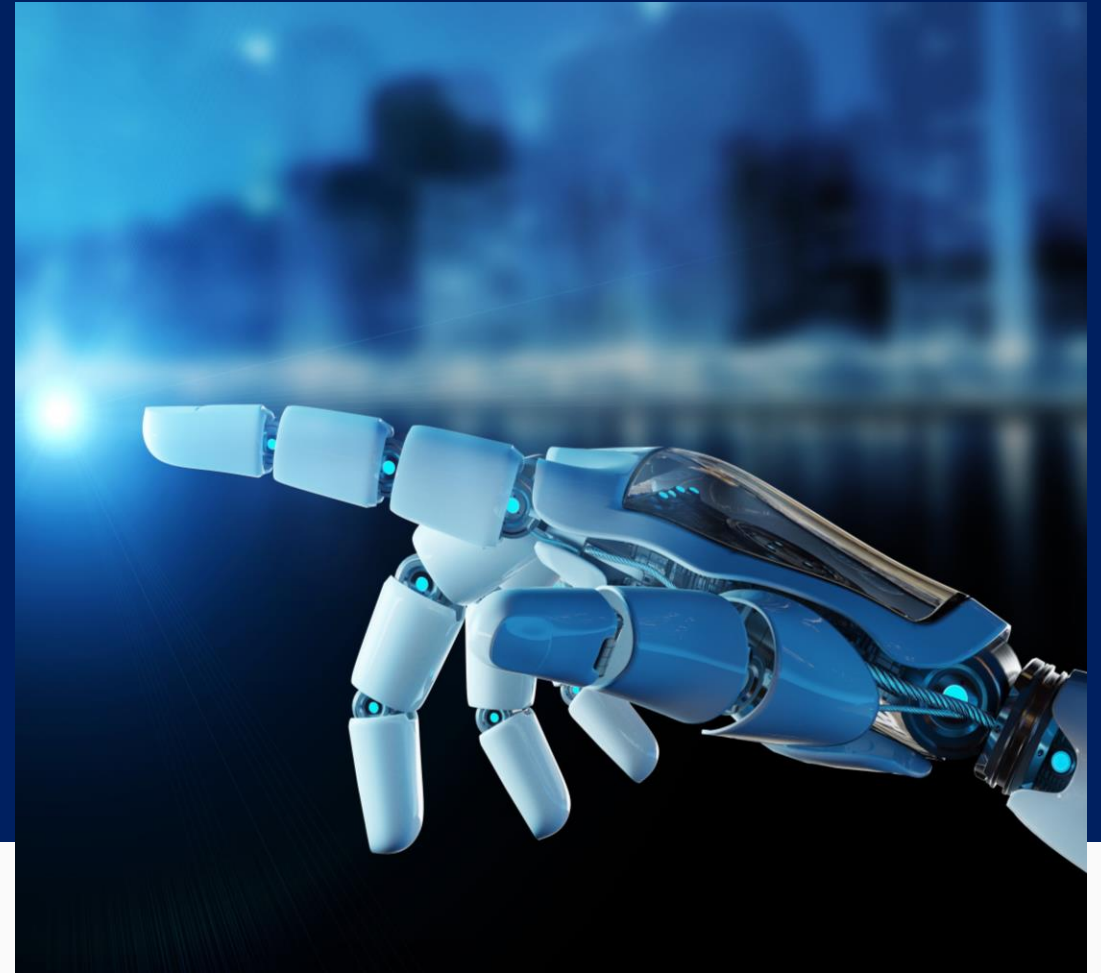
Display campaign > QRI: **60**

Audio campaign > QRI: **32**

PG campaign > QRI: **2**

Leverage AI-driven optimization

Enhancing Efficiency and Precision through various AI tools



AI-powered platform comes with various features to enhance and optimize your campaigns



Audience Predictor



Predictive Clearing



Identity Alliance



Audience Predictor

Find other high-value users

AI runs a lookalike model based on characteristics of your valuable online users. AI automatically identifies the **highest-value segments** to target while **excluding the lowest-performing** segments.

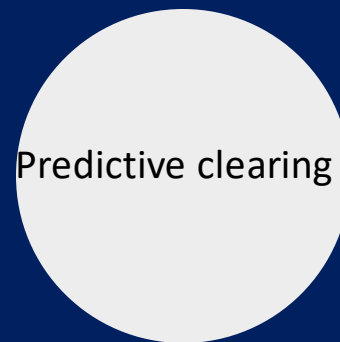
Buy impressions for less

Predictive clearing



Original bid

Using artificial intelligence, we can help buyers combat first-price auctions by predicting optimal clearing prices based on historical data.



Predictive clearing price

AI analyzes historical clearing prices and win rates to recommend the optimal bid for each impression while maintaining your ability to spend.



Final submitted bid

Helps you pace to the lowest possible CPM.

Identity Alliance

Benefit from an AI driven true cross-device solution



Identity Alliance



Increased reach

Reach more unique users
across more devices with
the right frequency



Better performance

Spend efficiently,
drive more conversions,
and be more selective



Holistic insights

Understand your audience's
entire path
to conversion

What comes to mind
when you think of AI?

A 3D rendering of the letters 'AI' in a bold, sans-serif font. The letters are a metallic gold color with a slight blue tint on the sides, giving them a futuristic appearance. They are positioned on a dark blue, textured surface that resembles a circuit board or a microchip. The background is a dark, blurred pattern of circuit traces and components, creating a sense of depth and technology.

We asked ChatGPT

F

Which Demand Side Platform (Programmatic Advertising) has the highest AI focus



As of my last knowledge update in September 2021, several Demand Side Platforms (DSPs) in the programmatic advertising space had been leveraging AI and machine learning technologies to enhance their capabilities. However, the landscape might have changed since then, and new players or developments could have emerged.

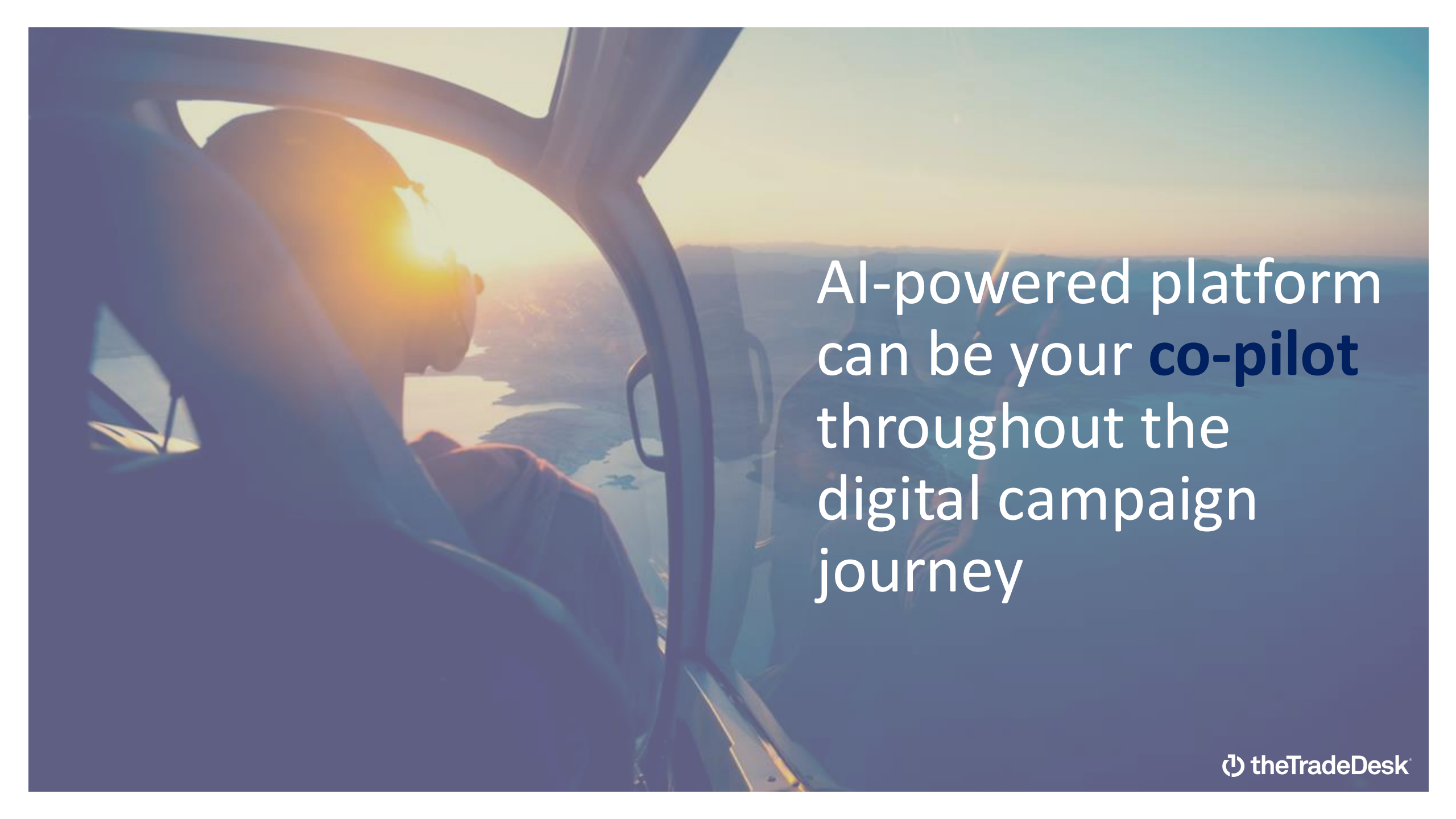
As of 2021, some of the DSPs known for their strong AI focus in programmatic advertising were:

1. The Trade Desk: The Trade Desk is a well-known DSP that has been heavily investing in AI and machine learning technologies. They use AI to optimize ad campaigns, target audiences more effectively, and provide valuable insights to advertisers.



AI HAS BEEN FOUNDATIONAL
TO THE TRADE DESK SINCE
OUR INCEPTION



A person is seen from the side, driving a car. The sun is low on the horizon, creating a warm, golden glow. The car's interior, including the steering wheel and dashboard, is visible. The background shows a landscape with hills and a body of water.

AI-powered platform
can be your **co-pilot**
throughout the
digital campaign
journey



DATA UNPLUGGED

FUTURE OF DATA

NOVEMBER 29, 2024 | GURUGRAM, INDIA

Data First, AI Next

Thank You