



THE MFA GUIDE

Everything you need to know
about the media agency industry.

3.

**MEDIA
OPTIONS**

PART 3

Search, Programmatic

Everything you need to know about the media agency industry.

Media Channel Options

Given the many media options available to agencies and advertisers, listed below are the main media channels agencies will plan and buy media.

We have broadly categorised the four stages of the marketing funnel based on the role of media, and split it into three parts.

This is the final section, Part 3.

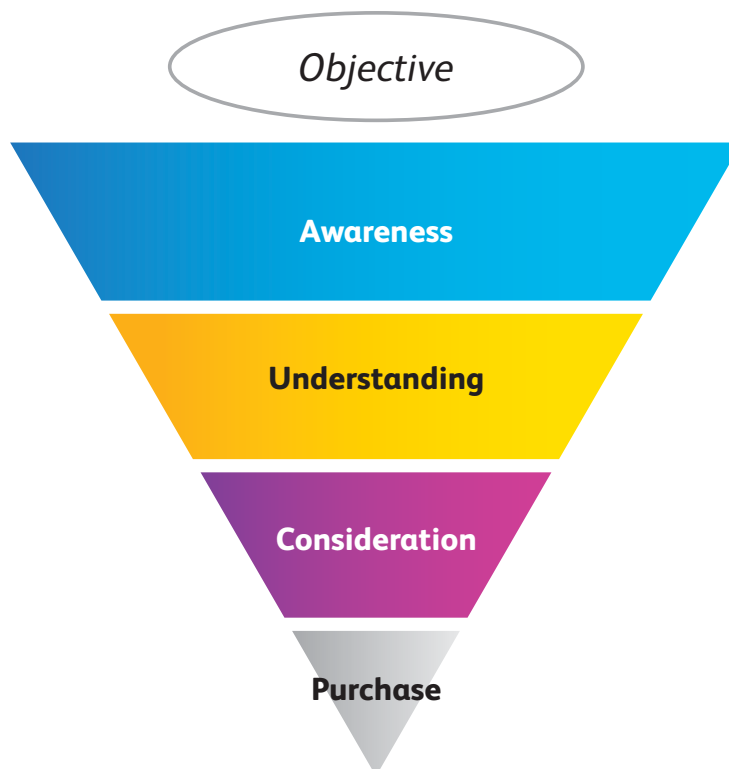
The marketing funnel

Purchase or Performance or Conversion

This means the customer knows about your brand/product/service and will be ready to use, purchase or fill in a form.

Channels suited to this role may include:

- Search – SEM and SEO
- Programmatic



Search



Search is defined as marketing a website through search engines. It's the process of building and maintaining a site in order to improve its position in search engine results.



Search marketing relates to any tactic that helps a brand get attention by appearing on search engine results pages (SERPs).

A search engine is technology that searches the web and returns relevant, quality information based on a user's search query. The information it returns may be a mix of web pages, images, text-based or videos.

Search includes both **Search Engine Optimisation (SEO)** and **Search Engine Marketing/Paid Search (SEM)**. It can include efforts to make your client's website content more discoverable by Google, Bing and other search engines; analysing and optimising paid search advertising; creating 'shopping ads' for your retail client's products; and determining the most effective price to bid for different keywords.

We can use Search to better understand our audiences; to find out what they're looking for, and how they want to engage with our client's site and product. We can also use insights from Search to find out where users are in the purchase cycle, enabling us to then reach and target them in more direct and compelling ways.

Watch this brief three-minute video explaining the process of SEO and how the information is returned to you from your online search:

 www.youtube.com/watch?v=BNHR6IQJGZs

While this video is a couple of years old and one or two things have changed, it does a great job of explaining the fundamentals of the process.

Marketplace

Most popular search engines in the world:

1. Google

Google is the number one search engine with a difference of 89.43 % from second-placed Microsoft Bing. Google founders Larry Page and Sergey Brin believed websites referenced by other websites are more important than others and thus deserve a higher ranking in the search results.



Over the years, the Google ranking algorithm has been enriched with hundreds of other factors (including the help of machine learning) and still remains the most reliable way to find exactly what you are looking for on the internet.

2. Microsoft Bing

Bing is the default search engine on Windows PCs and was renamed to Microsoft Bing in October 2020. It is the best alternative search engine to Google, despite its low market share.



3. Yahoo



Yahoo is one of the most popular email providers and its web search engine holds third place in search with an average of 1 % market share. From October 2011 to October 2015, Yahoo search was powered exclusively by Bing. In October 2015 Yahoo agreed with Google to provide search-related services and until October 2018, the results of Yahoo were powered both by Google and Bing. As of October 2019, Yahoo Search is once again provided exclusively by Bing. Yahoo is also the default search engine for Firefox browsers in the US (since 2014).

4. Baidu



Baidu is a Chinese multinational technology company specialising in internet-related services and products and artificial intelligence (AI), founded in 2000. It is one of the largest AI and internet companies in the world. The Baidu search engine is the most popular search engine in China and currently the fourth largest website in the Alexa internet rankings. Its market share is increasing steadily and is serving billions of search queries per month. Although Baidu is accessible worldwide, it is only available in the Chinese language.

5. Yandex.ru



Yandex, Russia's most popular search engine with about 65 % market share in that country and a global market share between 0.5 % and 1.16 %. Yandex presents itself as a technology company that builds intelligent products and services powered by machine learning.

6. DuckDuckGo



DuckDuckGo's search engine market share is around 0.45 %. It does not have a search index of its own (like Google and Bing), and instead it generates search results using a compilation of "over 400" sources, including Yahoo Search BOSS, Wolfram Alpha, Microsoft Bing, Yandex, its own web crawler (the DuckDuckBot) and others. While this is a big limitation compared to Google's algorithms determining the best results from all available websites, DuckDuckGo positions itself as a search engine that puts privacy first and as such it does not store IP addresses, does not log user information, and uses cookies only when required.

7. Ask.com



Formerly known as Ask Jeeves, Ask.com receives approximately 0.42 % of the search share. ASK is based on a question/answer format where most questions are answered by other users or are in the form of polls. It also has the general search functionality, but the results returned lack quality.

8. Ecosia



Ecosia is a Berlin-based social business founded in 2009 with the aim of helping finance planting trees and restoration projects. Ecosia's search results are powered by Microsoft Bing and it makes money to support the planning of trees by displaying ads in its search results. Every time a user clicks on an ad, Ecosia gets a small share. It is estimated that it takes approximately 45 searches to finance the planting of one tree. Ecosia's share of the search engine market is around 0.10 %.

9. AOL.com



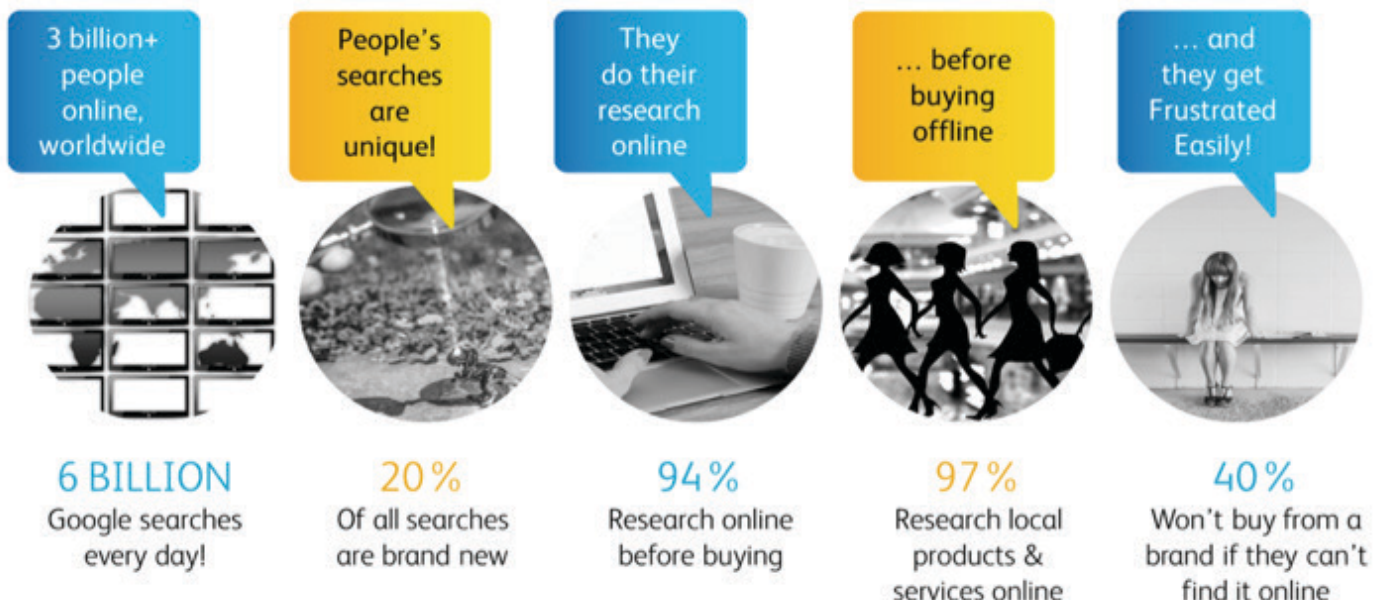
One of the oldest search engines around, AOL is still in the top 10 search engines with a market share that is close to 0.05 %. The AOL network includes many popular websites, such as engadget.com, techcrunch.com and huffingtonpost.com. On 23 June 2015, AOL was acquired by Verizon Communications.

10. Internet Archive



archive.org is the internet archive search engine. You can use it to find out how a website's design and content has changed since 1996. It is an extremely useful tool if you want to trace the history of a domain and examine how it has changed over the years.

Search is a big thing



Search is like a thread that runs through all brand connections, customer experience and, on and offline purchases.

MEDIA OPTIONS

Part 3

There are **millions** of Google searches **every minute**.

Up to 20% of all searches are new – so people are constantly entering search queries and keyword combinations that Google has never encountered before.

94% of consumers **research online before buying**, often researching in-store on their mobiles.

Reliance on Search means **40% of shoppers** won't buy a brand if they can't find it online. Over half of all searches are now done on mobile devices, and this figure is growing.

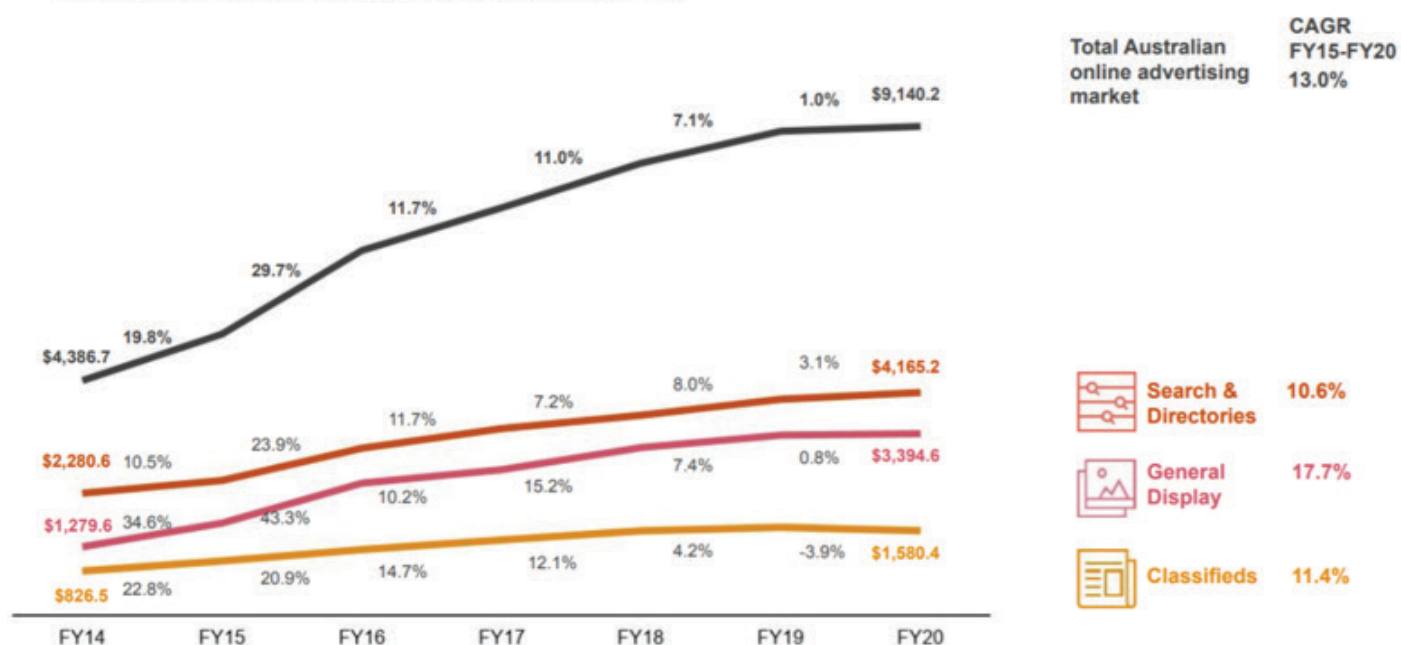
It is important to think about the role of Search in media planning:

- Search is a permanent link between brands and their audiences, connecting consumers at any time.
- People reflexively turn to their phone to learn something, do something, discover, watch, price check or buy.
- Search sets the scene for those intent-driven moments.
- Think of Search as a thread running through every brand communication.

Search continues to grow year on year

Search and Directory advertising is up 3.1 % year-on-year to \$4,165.2 billion, and accounts for almost half (46.2 %) of all Australian online ad spend.

Online advertising expenditure by category overtime (\$ million)



Research used for audience measurement

General Market Research

A straightforward web search on a search engine such as Google or Bing can highlight a number of features about the competitive landscape of that keyword/industry:

- Level of Paid Search competition, e.g. how many advertisers are bidding on that keyword and how 'sophisticated' those advertisers are.
- Search campaigns where commercial intent is key.
- Type of creative typically being used, e.g. awareness/education versus direct response.
- The bid position a particular advertiser is appearing in will indicate the level of traffic it may receive for that keyword.
- Assumed search query intent, e.g. a search result for 'Sydney doctor' may display a map result and telephone number, whereas a search for 'iPhone online' will likely bring up product feed showing sponsored results from online retailers such as OfficeWorks.

Google Trends/Insights

Google trends provides you with data on search volume for individual keywords over time. For example, certain industries such as florists are very seasonal (Mother's Day/Valentine's Day) therefore understanding the potential audience at any given time is crucial in estimating the required budget for that period.

Buying Search

SEM (Search Engine Marketing) versus SEO (Search Engine Optimisation)

The main difference between SEM and SEO is that SEM is a paid strategy and SEO is an organic strategy.

SEM refers to Paid Search – also called PPC or Pay-Per-Click – as you only pay when a user clicks on the ad.

An advertiser bids for the chance to have their ad displayed when a user searches for a given keyword. These are usually text ads, which are displayed above or below of the algorithmic (organic) search results. The most common search transaction mechanic is the PPC model, where the advertiser pays only when the user clicks on the ad or text link.

How the Auction & Ad Rank works

SEM (Search Engine Marketing) is bought on a bidding model and advertisers only pay when their ads are clicked. For each query on a search engine (Google or Microsoft Bing), there is a new auction. Advertisers bid on a specific keyword to appear when people research those keywords. The top four available listings on the Search Engine Result Page (SERP) are distributed to the advertisers according to their bids and the relevancy of their site to the customer's query.

Search Engines price keywords based on popularity / competitiveness and relevance.



Importantly, all budgets can be capped on a daily basis to control costs.

The process is as follows:

1. Advertisers 'bid' on keywords, e.g. 'car insurance'.
2. When a consumer searches, advertisers' ads appear with their specified title and description. In this example, 'Allianz' and 'AAMI' are both bidding on the term 'car insurance' so they both participate in the auction.
3. AdRank is determined in real-time by a combination of maximum bid, 'quality score' and ad extension adoption (sitelinks, call outs, click to call, etc.). The auction is blind so advertisers are not aware of competitive bids or 'quality score'. Allianz appears in position 1, therefore it is safe to assume its bid and relevancy is higher than AAMI's, which appears in position 5.
4. The auction is based on clicks. When a consumer clicks an ad, that advertiser pays the search network for the click (CPC). In this example the consumer clicks on the Allianz ad, requiring the advertiser to pay for this click; AAMI doesn't pay to simply appear in this auction.

SEO (Search Engine Optimisation) is the process of making a site and its content more relevant for both search engines and searchers. This helps the site rank higher up in the search results, improving site traffic by increasing visibility. It helps searchers get to your client's site from the 'natural', 'organic', 'editorial' or 'free' search results. All search engines have primary search results, where web pages and content such as videos and local listings are shown and ranked based on what the search engine considers most relevant to users.

There are multiple factors that influence the way a search engine ranks your client's pages:

- Successful SEO helps a site gain top positioning for relevant keywords and phrases.
- Payment to the search engines is not involved.

The similarities:

Both SEM and SEO ...

- Help your brand appear in search results
- Drive more traffic to your website
- Require knowing your audience
- Use keyword research to uncover popular search terms
- Target specific keywords
- Require testing and continuous optimization

- **Both help a brand appear in prominent positions in search results.** The goal of each tactic is to help a brand show up in search results when users search for specific terms related to the brand's industry, business, or offerings.
- **Both are designed to drive more traffic to a website.** Each strategy employs tactics to increase click-through-rates (CTR) and get more users to click on the search results.
- **Both require knowing your audience.** By using buyer personas and psychographic segmentation, you can get to know your audience, discover what their needs are, and what they are searching for. Then you can create valuable content that shows up when they go looking for solutions related to your brand.
- **Both use keyword research to uncover popular search terms.** The research includes looking at keyword popularity to determine the top keywords or buying keywords that your ideal audience searches for. It also includes looking at keyword competition to see what other brands are targeting the same keywords and determining what you will need to do to compete with those other companies.
- **Both target specific keywords.** Keywords are at the core of each tactic.
- **Both require testing and continual optimisation.** Neither is a strategy that you can set and forget. Both require continual testing, monitoring, and optimisation to increase performance.

The differences:

DIFFERENCES	SEM	SEO
Search Results	Include "Ad" designation and have ad extensions	Appear as organic results and have featured snippets
Cost	Pay each time user clicks	Pay nothing
Visibility	Shown to select targeted audience	Shown to anyone
Results	Are immediate	Take time
Good for testing	✓	X
Provide value over time	X	✓
Click-through rate	Lower	Higher

SEM search placements include an "Ad" designation. SEO does not. Search results that appear because of SEM or SEO look different on Search Engine Results Pages (SERPs).

Paid ads that receive placement through SEM tactics are often identified as an ad (e.g. by an icon appearing next to the placement), whereas the search results that appear because of organic SEO are not marked in such manner.

Results of SEO

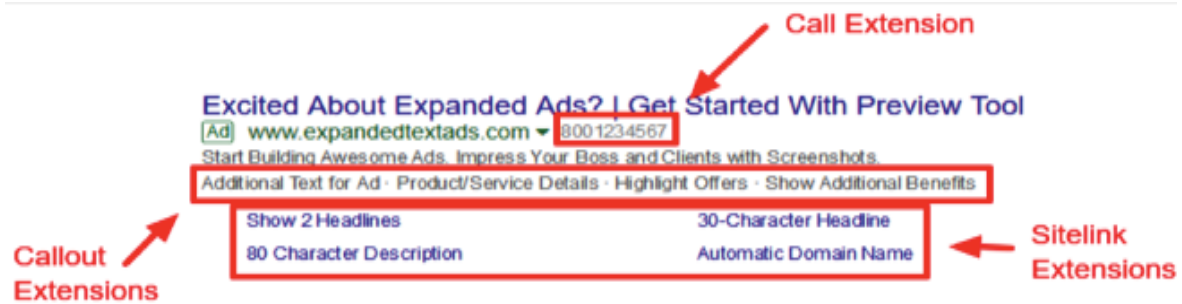
Immediate Hire Virtual Assistant Jobs -
www.virtualassistantjobs.com/immediate-hire-virtual-assistant-jobs/ ▼
 Work at home or Remote hire Virtual Assistant Positions that are most recently added, immediate hire virtual assistant jobs are listed here. Updated weekly.

Freelance Personal / Virtual Assistant Jobs Online - Upwork
<https://www.upwork.com/o/jobs/browse/c/admin-support/.../personal-virtual-assistant/> ▼
 Find freelance Personal / Virtual Assistant work on Upwork. 577 Personal / Virtual Assistant online jobs are available.

Results of SEM

Hire A Virtual Assistant | AssistNinja
 (Ad) www.assistninja.com/ ▼
 Hire a virtual assistant with AssistNinja. Visit our website to get started. Transcription | Blog Posting | Data Mining | Steps: Recruitment, Screening, Testing, Interview, Hire.
[Ways To Get Started](#) · [Work Process](#) · [FAQs](#) · [Contact Us](#)

Give a Warm Welcome | Meet Pepper-As-Host
 (Ad) www.softbankrobotics.com/Click_for_more ▼
 Pepper's Outgoing Personality Engages Your Guests from the Moment They Arrive. Great Experience | Interactive Features | Highlights: Make The Wait Time A Little More Fun, Put Your Business Front And Center.
[Blog Center](#) · [Case Studies](#) · [News Center](#) · [Promoter Solutions](#) · [Contact Us](#)



- **SEM search results have ad extensions.** SEO search results have featured snippets. SEM search results may include ad extensions, which can add on additional links, phone numbers and callouts. On the other hand, SEO results may appear with featured snippets in search.
- **You pay each time a user clicks on an SEM result.** You pay nothing when a user clicks on an SEO result. SEM results are paid placements, and your brand is charged each time a user clicks on the result. Therefore, you must have a budget for continually showing SEM ads and using this form of PPC lead generation. On the flip side, you are never charged when a user clicks on an organic search result.
- **SEM results show to a select target audience.** SEO results do not. While successful SEO and SEM strategies are driven by a plan to connect with a select audience, you can only specify that target audience through SEM. Through SEM, you can (depending on the publisher) select what audiences you want to see the search results by assigning filters based on age, location, income, habits, and more. Through SEO, you cannot specifically choose who will see your search results.
- **The impact of SEM is immediate. SEO takes time.** Through paid SEM ads, you can start to put your results in front of audiences with just a few clicks. As soon as you launch a campaign, your ads start showing in SERPs. At any time, you can turn ads on to increase visibility or turn them off to stop showing. Conversely, SEO is something you acquire over time and typically over a long time. It can take months of implementing an SEO strategy before a brand begins to rank on search engines.
- **SEM is better for testing than SEO.** Because you can immediately turn SEM paid ads off and on, it's a great strategy for testing. You can quickly revise your ad copy, target new audiences, and change landing page content to test your new tactics. This flexibility allows you to see differences in your strategies immediately. You cannot accomplish this through SEO, as it would take too much time to make changes and monitor differences in results.
- **SEO adds value over time.** SEM does not. SEM is only active as long as you pay for your results to show. As soon as you turn off your ads, your SEM strategy is over. SEO is the opposite. SEO strategy grows and compounds over time and leaves lasting results.
- **SEO has a higher click-through rate (CTR) than SEM... if you can get to the top.** The first few organic search results typically have the highest CTRs. So if you can get to the top, you can likely outperform SEM ads. But if you appear on the second page of results or lower, you can probably get more clicks through SEM.

Other Considerations

What's right for your brand?

	SEM	SEO
WHAT'S THE COMPETITION IN YOUR INDUSTRY LIKE?	There is a lot of competition for your target keywords	There are a lot of organic content gaps to fill
HOW WELL DO YOU KNOW YOUR MARKET SEGMENT?	You don't know it well and want to test your idea, product, or service	You already know it has long-term value and demand
HOW LONG ARE YOUR CUSTOMERS' AVERAGE BUYING CYCLES?	Your customers typically know what they want, search for it, and immediately buy it	Your customers research for days, weeks, or months before buying
WHAT'S THE AVERAGE COST-PER-CLICK IN YOUR INDUSTRY?	Your cost-per-click is low and within your budget	The cost-per-click in your industry is very high
HOW OLD ARE YOUR BUSINESS AND WEBSITE?	Your business is new and you have little to no online presence	Your business and website are established and already have some online authority
WHAT'S THE CURRENT STATE OF YOUR WEBSITE'S SEO?	Your website needs a lot of work to improve its current organic SEO factors	Your website is already fairly optimized and currently performing well in organic search

Programmatic

Programmatic is not a media channel/option, but a way of automating the buying and selling of inventory in real time, using data and technology. In the beginning this was mainly digital inventory but it has evolved to include other traditional media (e.g. television and out-of-home).

Programmatic allows you to find your audience at the right time, in the right place and deliver the right message to that audience.

Programmatic buying has evolved the way we buy digital media inventory.

We have shifted from mass targeting and serving the same message, to a more refined and targeted approach.



Using programmatic, for example:

- We can target Wally;
- serve him a relevant message;
- at a relevant time within an appropriate relevant environment;
- in real time.

Using **data** and **technology** to find **audiences** at scale and delivering relevant messaging in the moments that matter – all in real time.

MEDIA OPTIONS

Part 3

Marketplace

Everything will be traded programmatically.



Display was the first format to be traded programmatically, quickly followed by **Video**, **Native**, **Audio** and **DOOH** (digital out-of-home).

Native Advertising consists of tiles that resemble an article on a page. They are marked 'sponsored content' to ensure site users understand this is paid-for advertising (The Daily Mail does this regularly) and may link users off-site.

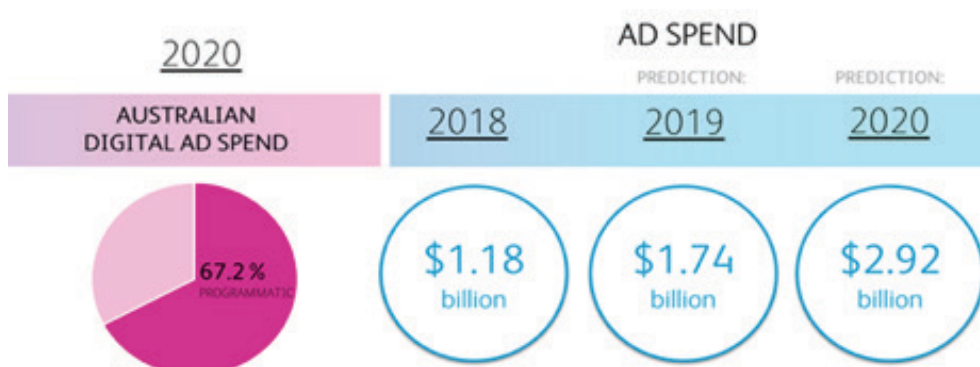
Audio is mainly streaming services such as Spotify or podcasts.

All can be traded across device, e.g. video can be bought across mobile, desktop and connected TV.

Cross-channel programmatic is now being tested. As automated trading becomes more established within traditional channels such as OOH and broadcast TV, advertisers will begin to have a single view of the customer across offline and online allowing for a more personalised advertising experience.

For example, an auto manufacturer might want to target a university student for a small hatchback car. Through omnichannel programmatic, the client will be able to target this audience segment online through programmatic video advertising, as well as overlay the same audience segment to an automated TV campaign, and identify the unique customer through VOZ reporting. This will create further opportunities to deliver data-driven, cross-channel-connected communications that is targeted.

Projections for Programmatic



MEDIA OPTIONS

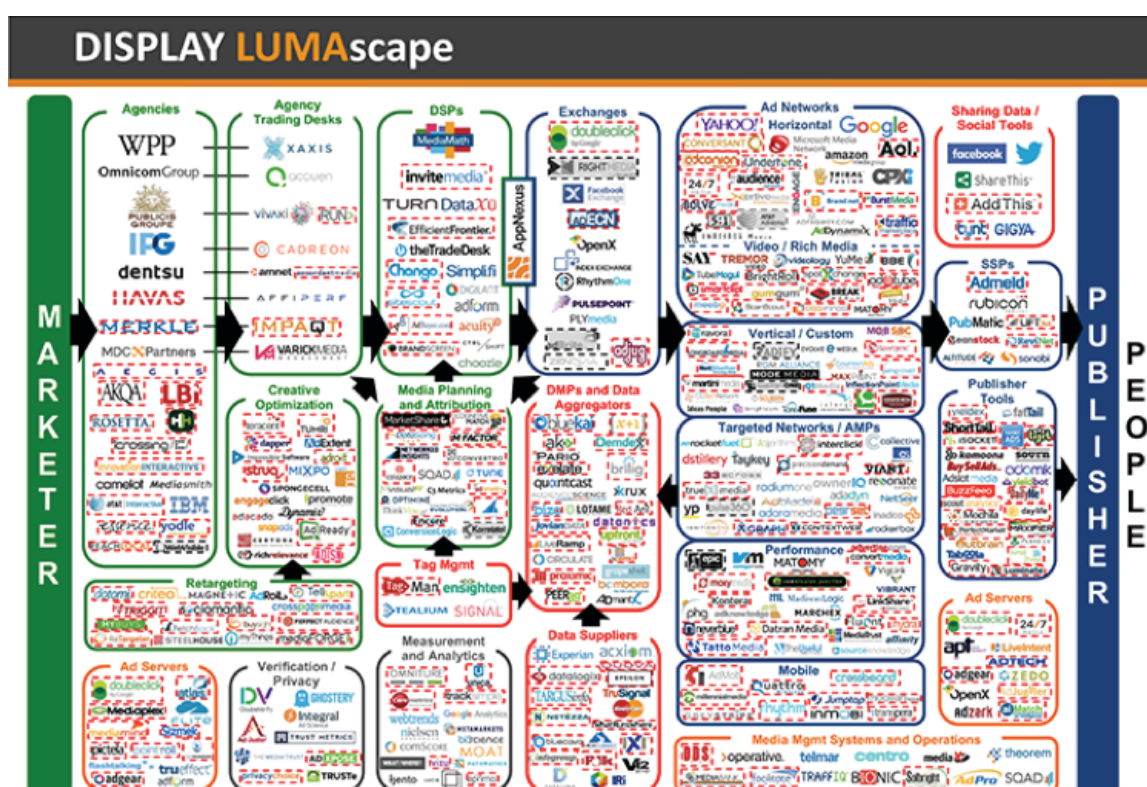
Part 3

The landscape is complex and vast.

The digital media landscape is complex and is represented by far more than just media channels.

There are now dozens of categories, including agency trading desks, data management platforms, publishers and more.

Programmatic allows agencies/clients to access the vast Australian inventory via a programmatic platform – for example, an agency trading desk (ATD) or DSP. Each company or media agency holding group has its own based on their clients' needs. Examples are *Matterkind*, *XAXIS* and *OMGP*.



Buying Programmatic

Programmatic enables highly targeted audience buying at scale.

The same site, with tailored advertising to each specific audience.



At its simplest, programmatic advertising is the automation of buying digital advertising, where computers are used:

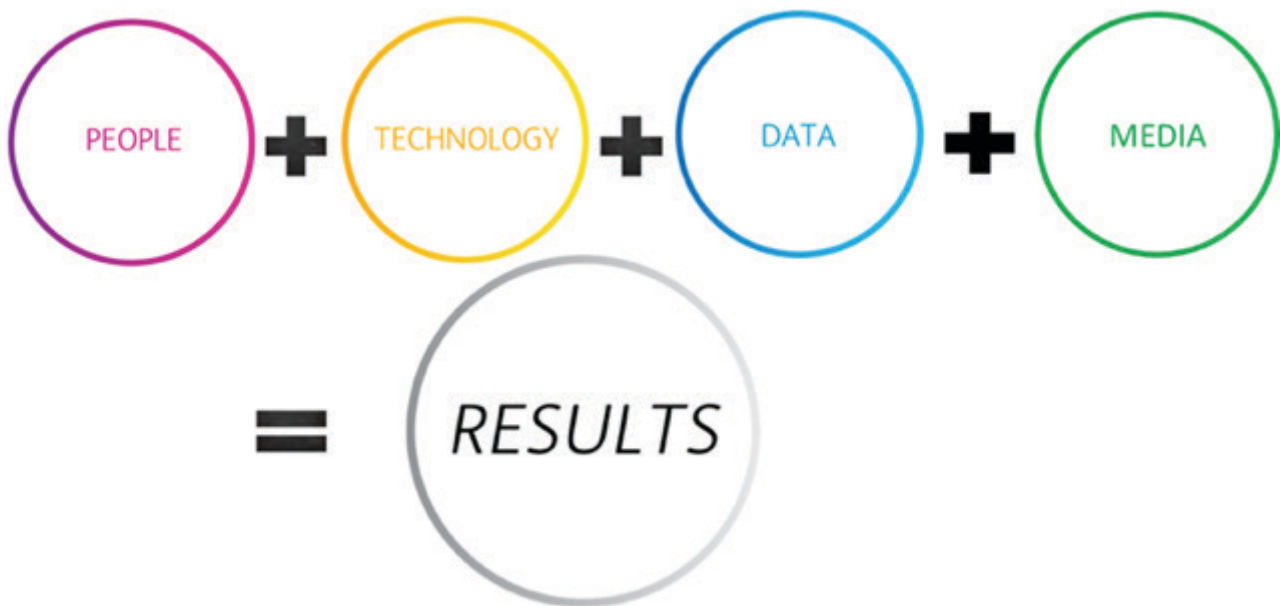
- To make decisions in milliseconds;
- about which impression to buy and;
- which ad to serve.

The connection between buyer and seller is becoming increasingly automated. However, do not be misled by the term 'automated'. This does not mean that humans are no longer required. It simply is not the case of pushing a button and campaigns get magically delivered. There is work required to make it all happen.

There are many advantages to applying this level of intelligence using data and technology, including:

- Better audience targeting.
- Improved campaign performance outcomes.
- The ability to identify and deliver the most relevant message on different platforms.
- The ability to determine how much you want to pay for the message.
- Delivering the campaign in real time.

What programmatic needs



MEDIA OPTIONS

Part 3

To deliver results and the most effective campaigns for your client, programmatic requires four fundamental elements: **skilled people, sophisticated technology, quality data and media to deliver the best results.**

PEOPLE with the skills to make the right decisions around the technology, data and vendors. They also need to be able to generate insights from the knowledge they have gained and influence future decisions.

Sophisticated **TECHNOLOGY** vendors to deliver programmatic buying. We say vendors as there is a variety of specialist companies that provide different capabilities, so often you need a few to help with the complete process.

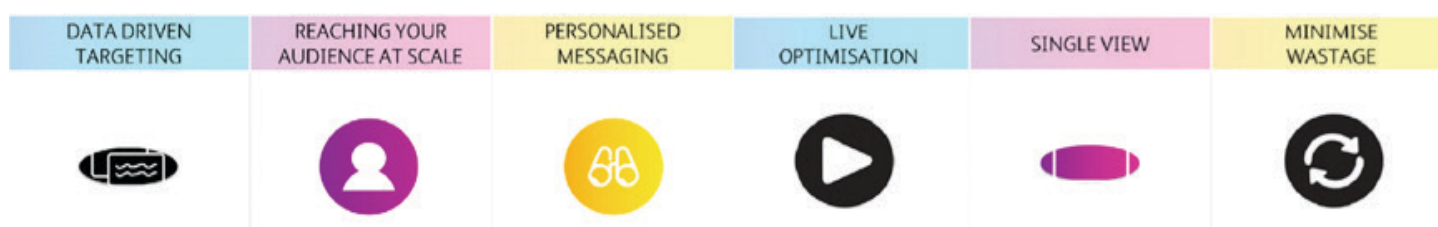
The quality of the **DATA** used is also paramount. Data helps you understand your audience so you can target them effectively and efficiently.

MEDIA. To host the adverts that are being delivered.

Considerations

Marketing Benefits

Programmatic offers many benefits within the marketing discipline.



Data-driven targeting using a combination of first-, second- and third-party data sources provides the opportunity to target the right people at the right time with the right message. You can select individual impressions based on your specific customer's behaviour.

Reaching your target audience at scale is possible by accessing audiences and publishers through the one system and focusing the campaign to the people you want – therefore, not wasting money on reaching people you do not want.

Personalised Messaging. With data, we can understand audience intent based on their actions, and then serve them the right message to drive the right outcome for the client. For example, if a user commenced with an action to buy something online and then abandoned the shopping cart, we can retarget them with a message that might include a discounting offer on the product. This might give them a reason to come back and buy.

Live Optimisation. Programmatic is an auction-based environment where you bid for an audience and inventory, which allows the opportunity to make live changes to the audiences you are targeting, i.e. when you are targeting them and what message you are delivering to them.

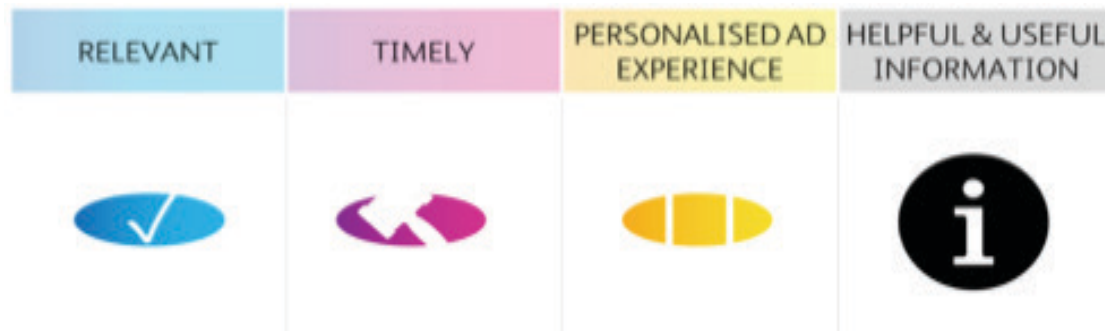
Having a **single view** of the consumer is a huge advantage. Knowing how the total campaign is performing, you have a holistic view of the audience regardless of site and network, giving you deduplicated information on reach and frequency.

Programmatic allows us to **minimise wastage** through the ability to deliver the right message at the right time to the right people in the right environment. Media investment is optimised, and financial wastage is reduced.

Considerations

Consumer Benefits

People want to love our brands and our messages.



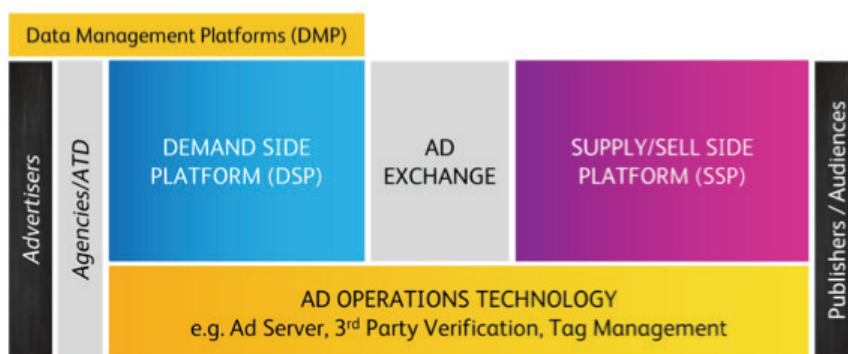
We are all consumers ourselves and know the value of seeing a message, that is:

- **Relevant** to what we are looking for and interested in.
- **Timely** in delivery.
- Somewhat **personalised** to our interests.
- **Helpful and useful**, allowing us to make a more informed decision.

According to UK research:

- **61%** of consumers feel more positively about a brand when marketing messages are personalised.
- **74%** of consumers get frustrated when they receive content not relevant to them.

Programmatic Ecosystem



While it may appear to be a complex supply chain, basically it is a way to connect the buyer with the seller. To do this, you need multiple providers, processes and technology platforms to make it all come together.

On the **left-hand side** there are advertisers and the agency ATDs (Agency Trading Desk) – e.g. XAXIS and Matterkind. These connect to the Demand Side Platform (DSP) where campaigns are set up with targeting and pricing parameters.

Then on the **right-hand side** there are publishers and audiences that make their inventory available for Supply Side Platforms (SSP). In the **middle** is the Ad Exchange – where the auction happens.

Underpinned by Tech, e.g. Ad Server – Campaign Manager, Sizmek, third-party verification – IAS, Moat, Nielsen and Tag Management – Tealium and Google tag management manager. They allow you to drop pixel on the client's site to collect data and better understand audiences and measure conversions.

Demand Side Platform (DSP)

- DSPs give media buyers access to multiple inventory sources and data providers in a single interface.
 - Buys and serves ads in real time based on a set of predetermined criteria.
 - Analyses inventory to see if prospective audiences meet the criteria.
 - In-built algorithms choose the value of the audience and place \$bid for each impression that meets the criteria.
 - The DSP allows you to track performance. You can also optimise towards campaign KPIs.
- This is completed through a visual interface.



This chart shows a snapshot of what a DSP interface could look like.

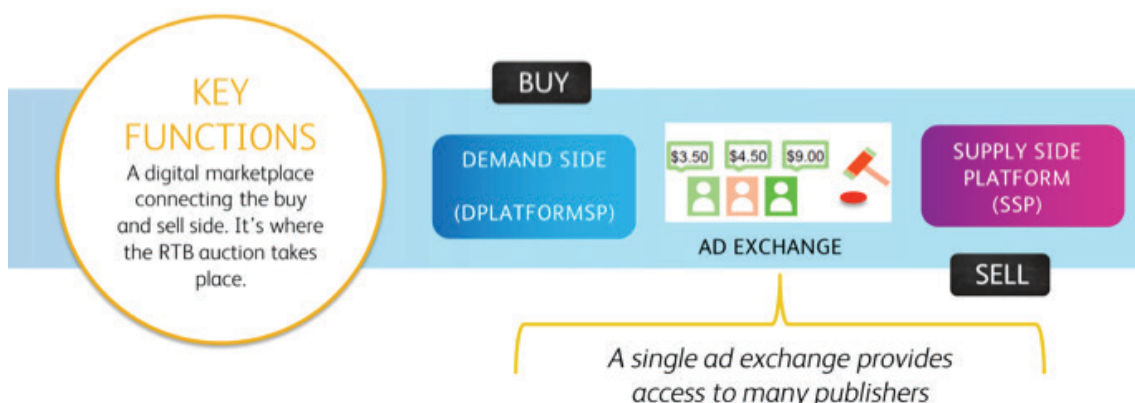
- There is spend, CPA and impressions served over a seven-day period.
- Programmatic traders use this to optimise their campaign in time and monitor results as they go through the campaign.

Ad Exchange

The Ad Exchange is the digital marketplace that connects the buy and sell sides.

It is where the RTB (Real Time Bidding) auction takes place:

- Enables per impression buying/selling across display, video, and audio formats.
- Each buyer determines the value of the impression, depending on the audience value.



The chart demonstrates how the auction works within the Ad Exchange. The Ad Exchange provides access to many publishers.

MEDIA OPTIONS

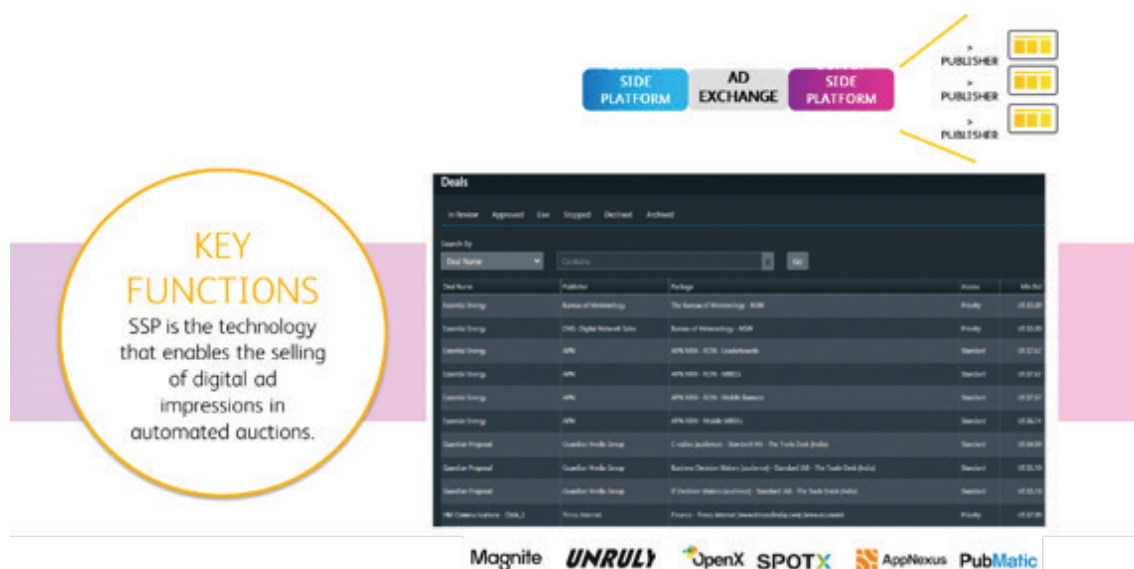
Part 3

Supply Side Platform (SSP)

SSP is the technology that enables the selling of digital ad impressions in automated auctions.

Publishers can sell and manage display, video or native ad inventory on desktop and mobile through SSPs.

- Enables publishers to sell their inventory.
- Automated process allows publishers to monetise every last impression.
- Some SSPs have exclusive deals with publishers.
- They have account representatives who recommend relevant inventory for campaigns.
- Every publisher will deal with how they sell differently.
- Their goal is to achieve the highest yield for their inventory.
- An example of yield management is Married at First Sight. Due to a large amount of people watching on BVOD (Catch-Up TV), Nine may offer this inventory at a lower cost due to the amount of inventory they have available.



The chart is an example of the interface of an SSP. While Nine might have sold most of its inventory through Guaranteed or Direct IOs upfront, because it is seeing more traffic in real time, Programmatic allows it to monetise that inventory.

Data

1 ST PARTY DATA	2 ND PARTY DATA	3 RD PARTY DATA
Client-owned Data	Publisher-owned Data	3rd Party Companies
CRM Data Website Visitors, App Downloaders etc	CarsGuide™ ebay	eyeota Google exelate LOTAME™ bluekai datalogix™ quantum

First-Party Data

- Is owned by the client (CRM, website visitors, app downloaders etc).
- A rich source of information about who their customers are, what their purchase habits are, and their level of loyalty with the brand.

Second-Party Data

- Is owned by the publisher and is used on their own site. In this example, CarsGuide and Ebay provide second-party data that provides behavioural segmentation of the audience that visits their website/s.
- An insurance company could see data about a potential purchaser from Cars Guide and serve an ad around car insurance.

Third-Party Data

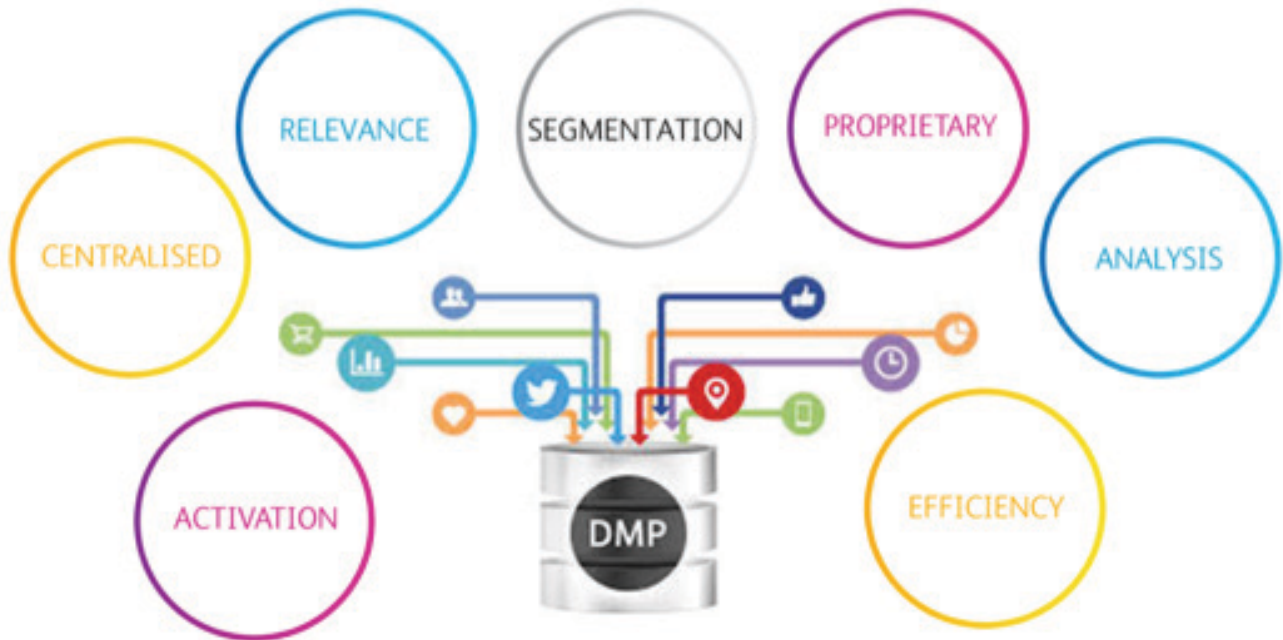
- Is owned by data suppliers – decoupled from the inventory you are trying to buy.
- These are tech companies dedicated to data collection, interpretation, and outputs.
- Generally, this is a mix of data sets, combined to give a rich view of an audience.
- For example, Quantum matches Woolworths loyalty data with credit card purchase data from NAB, finds the similarities and provides insights on purchase behaviour.
- You could use Quantum data to determine who has a cat or a dog depending on what pet food they purchase.

There is no hard and fast rule as to what data source you use and when – it will vary depending on the client’s business objectives and the information available.

Take the time to investigate every source of information available to you, interrogating:

- **SOURCE** – is it deterministic or inferred?
- **SCALE** – what is the size of the audience segment?
- **RECENCY** – how frequently is it refreshed? (For example, if you are looking to buy a travel intender and the segment is two months old, that person may have already gone on holiday).
- **COST** – versus the performance uplift to determine the value of the data.

Data Management Platform



DATA MANAGEMENT PLATFORMS = Data + Campaign Results In, Audience And Measurement Out.

The DMPs key function is to collect, organise and activate data from any source, both online and offline to:

- make it manageable and usable
- greatly increase productivity and efficiency in delivering campaign goals
- customise data inputs and outputs to access the most relevant information

This does not only relate to the complete source of data, but also to segment the data and customise audiences however you need to view it.

Information you can analyse through the DMP:

- data across channels and device
- audience profile
- behaviour
- predictive performance patterns

All of the above are invaluable tools for forward planning.

You can use outputs provided by the DMP to activate campaigns to certain audiences across different platforms, knowing that the data sources are working hard to help make this happen.