



AUDIENCE
COHORT
PLANNER

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Aroscop Audience Cohort Planner

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Summary

When you have to run a digital marketing campaign – it's important that your efforts are ROI-driven and highly scalable. But how can you create such a targeted and controlled campaign?

The answer lies in frequency capping, re-targeting capabilities, audience pools creation, variety of ad formats, multi-device & multi-channel targeting and in-depth analytics. These tactics are what makes programmatic display advertising one of the cornerstones in any marketer's advertising mix. But the industry is evolving.

Four critical developments that are shaping the future of programmatic advertising:



**The Changing
Digital Landscape**



**Expanding
Advertisers' Needs**



**Transforming
Customer Expectations**



**Evolving
Technologies**

With these factors in mind, our partners and clients are on the constant lookout for more dynamic advertising solutions that can make their campaigns more relevant and transparent to their audience

So, what's driving these changes?

User data privacy is at the forefront of all marketing (advertising) discussions. To support this, Apple, Mozilla, and Safari are some of the big names making drastic changes in the way advertisers collect user data through their platforms. Google has deferred its decision to deprecate the 3rd party cookies for another two years. But eventually, the advertising technology ecosystem will need to drift away from the third-party cookies. As a result, advertisers (brands and agencies) are at a critical juncture where they are demanding advertising solutions that can help them transition into the future and adapt to the challenges that the industry is destined to face.

As per our series of primary research done and the subsequent reports created over the last year, it is evident that brands and agencies are preparing well for the future that lies ahead and betting big on alternative solutions to 3rd party cookies. In particular, these solutions revolve around first-party data and cohort-based advertising.



Aroscop strives to create solutions that are holistic, cutting edge and future-proof, enabling advertisers to focus on the long term. Keeping this vision and the industry dynamics in mind, we are delighted to introduce our **AUDIENCE COHORT PLANNER**, a unique solution for brands and agencies to get more control and flexibility on their programmatic campaigns.

The solution balances well on the two most prominent enablers of advertising of the future – **Contextual Advertising & First-Party Data**.

The aim of this eBook is to open new possibilities for advertisers to investigate. These will bring in the needed data collection, management, governance, and flexibility in their organizations in order to be prepared to embrace the uncertainties lying ahead.

Audience Cohort Planner

The Audience Cohort Planner, as the name suggests, augments or adds more facets to the audience segments that can be targeted on multiple digital platforms including programmatic DSPs, Private Market Places, Social Media, among others.

The solution is built on Aroscop's data science and contextual advertising capabilities. These are highly scalable and repeatable at the same time. The core objective of the solution is to create extremely homogeneous audience cohorts based on intent, demographics, location, content consumption behaviour, past transactions, interactions with past campaigns and other calculated indicators. These will help advertisers deliver highly personalized messages and offers to generate better ROIs.

The solution is built on two major pillars –

The logo for Compass, featuring a stylized compass rose icon in purple and orange to the left of the word "compass" in white lowercase letters.

Cohort Based **M**edia **P**lanning and
Audience **S**egmentation **S**ystem

The logo for Dart, featuring the word "dart" in white lowercase letters with a blue arrow pointing to the right, integrated into the letter 't'.

Data **A**nalytics for **R**esponse
and **T**argeting

The suite enables advertisers to create easily targetable audience segments based on "KNOWN" and "UNKNOWN" parameters.

COMPASS uses the KNOWN factors - context, content and first party data - to create cohorts that can be layered on the programmatic targeting feature to reach out to the relevant segments.

Whereas DART employs data science and machine learning to expand or narrow down the audience pool based on pre-set or custom algorithms, working on the UNKNOWN factors.

The suite is flexible in the sense that it can operate as a single system working towards one objective and can also be used in parts to use outputs at different stages to fulfill multiple goals.



**COHORT BASED MEDIA PLANNING
AND AUDIENCE SEGMENTATION SYSTEM**



COMPASS or Cohort Based Media Planning and Audience Segmentation System is an amalgamation of technologies based on contextual and first party data solutions.

The contextual advertising solution adds content consumption patterns on top of the already available parameters like location, demographics, interests (IAB Category), intent, and devices, to enhance ad relevance to the targetable segments on programmatic platforms. The solution returns deep URLs of the webpages based on its content, device IDs, and exchange user IDs of audiences visiting those pages.

The first-party data facet of COMPASS enables brands to dissect their customer data into small homogeneous cohorts that can be deployed on multiple advertising platforms for targeting and re-targeting.

Here's a top-level view of key elements in COMPASS -



1. Contextual advertising solution

The solution enables advertisers (brands & agencies) to extract key placement opportunities to show their ads to people most interested in your product while they are consuming related content, thus improving campaign engagement and ROI. They can also create a Repository of IDs of the users that visit those specific URLs along with recency and frequency factors using Audience Identifier.

The contextual advertising solution helps to answer the what, who, where, when, and why of content consumption patterns of the desired audience sets. This output can be fed into ad stack to show highly relevant ads with personalized messages and promotions.

2. Segmenter

Segmenter helps create targetable segments of a brand's first-party data, allowing advertisers to generate better ROIs with more targeted and relevant campaigns across advertising platforms.

1.1 CONTEXTUAL ADVERTISING IN ACTION

Aroscop Data Management Platform (DMP) constantly adds new URLs, user devices and exchange IDs, and maps them to deliver value to advertisers.

The system currently has information on over **65 Billion ad events from over 2.5 Billion devices.**



The output from the Media Planner can be fed into a campaign for better targeting or can be linked to the Audience Identifier to generate a list of User IDs to target. Likewise, the lists generated from Audience Identifier can be fed into the ad stack or into the Media Planner to get the list of deep URLs to target. Additionally, campaign ad events can be used as an input to the Media Planner and Audience Identifier to create re-targeting lists.

1.2 SEGMENTER IN ACTION

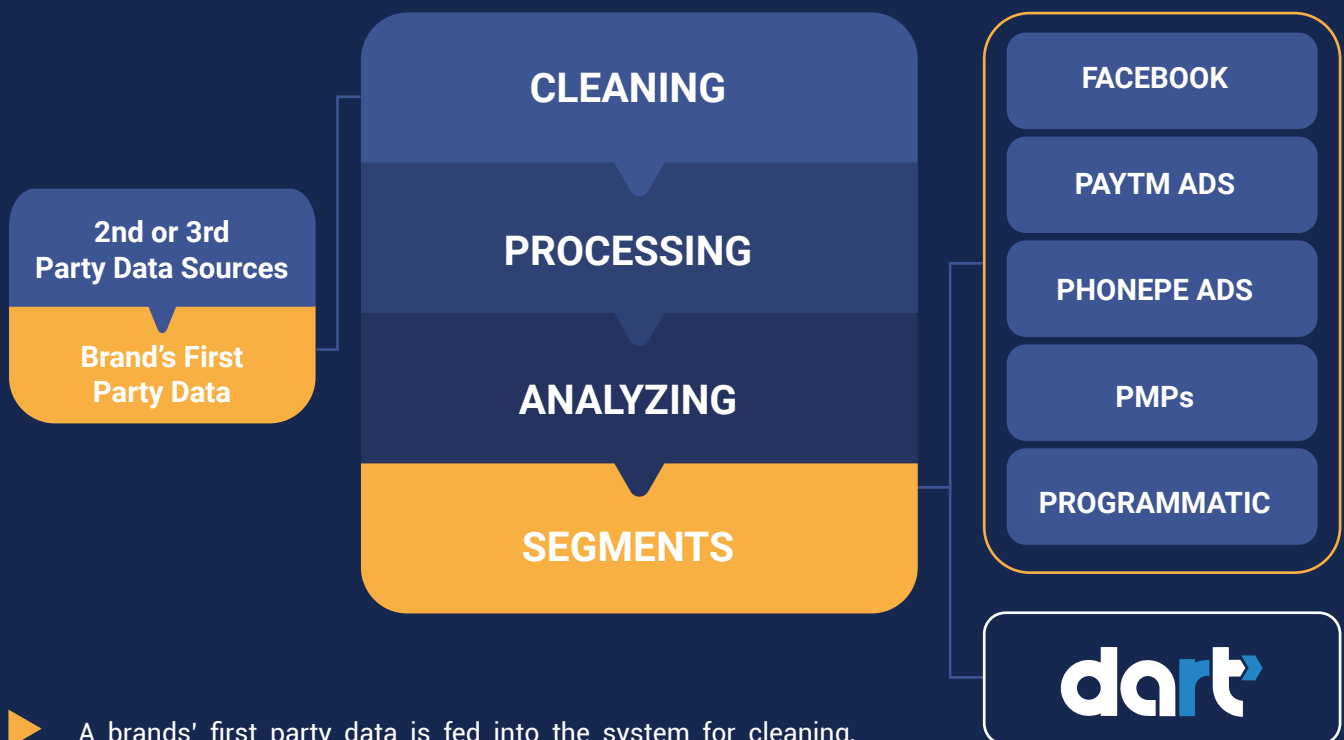
First party data is the gold standard of data in today's advertising and marketing landscape.

In the past few years, the investments and efforts made by brands in collecting, managing, processing, and utilizing data has skyrocketed. The initiation of a privacy-first online world supported by deprecating third party cookies and Apple's latest updates, places the power of consent in users' hand. Their policies safeguard the users' interests, and this trend is set to amplify further.

Bringing first-party data to the fore, advertisers are betting heavily on solutions that enable their data to enrich their online (and offline) marketing efforts across channels. Programmatic advertising has always been at the juncture of data and media buying. With the help of first-party data, advertisers can generate better ROIs with more targeted, relevant, and personalized campaigns.

As the name suggests, AroscoP's SEGMENTER processes a brand's first-party data (and data from 2nd & 3rd party sources) to create customer segments that can be used for targeting purposes across advertising platforms including DSPs, social media, and PMPs - among others.

The output can further be pushed into DART (Data Analytics for Response and Targeting) and combined with other signals & inputs to perform predictive analytics. That would create look-alike audiences or predict customer behavior like propensity to buy, churn or upgrade.



- ▶ A brands' first party data is fed into the system for cleaning, processing, and analyzing. Post that, customer segments are created based on data models (pre-existing or custom) and rule engines.
- ▶ Once the segments are created, the same can be fed into various advertising platforms



DATA ANALYTICS FOR RESPONSE & TARGETING



Brands generate billions of data points through customer interactions in the form of transactions, catalog browsing, app usage, addition to carts, loyalty point redemptions, repeat purchases, and interaction with promotions and offers - among other activities.

Then there are third - party data sources that can enrich the data with brands to create more profound customer or prospect personas. Add to that other data points like ad events and content consumption across the web. These create another layer of crucial information.

With all these data sources at their disposal, advertisers can leverage Arosco's DART to create personalized experiences for their target audiences across the web. Additionally, through predictive modeling, the solution can be used to reach out to bigger audience pools (look-alike audiences) Or take pre-emptive actions to increase cross-selling and upselling. Additionally, DART can also be used to deliver more value and even specific messages and offers based on triggers at crucial stages.

Arosco's Data Science Suite or DART (Data Analytics for Response & Targeting) is a real time big data on-the-cloud analytics platform that helps analytics and data science teams go from development models to stable, reliable, and scalable models.

On deploying brands' first-party data, DART -

- Improves customer acquisition and sign-ups.
- Increases customer lifetime value by extending the term for life and by increasing revenue by up-selling products and solutions.
- Reduces the rate of churn by retaining at-risk customers.
- Improves the active base by bringing back lapsed or inactive customers.
- Provides better digital experiences by personalizing service deliveries and engagement.
- Creates lookalike audiences to target and engage.

Though DART allows marketers to take data-driven decisions across the marketing value chain, **creating lookalike audiences** and **personalization** in messaging are the two key benefits that directly translates to programmatic advertising success.

In addition to the machine learning environment, DART also assists with pre-built data models, machine learning algorithms, and other resources.

Advertisers can choose from the existing models or deploy their own machine learning models to train, test and scale the outcomes.

If needed, Arosco's team of 25+ seasoned data scientists can enable and assist brands to achieve advertising success.

2.1 DART – LOOKALIKE AUDIENCES

DART can extract features from a brand's best customer segments and leverage machine learning to create large lookalike audience pools that the brands should go after.

Starting with the brand's first-party data and past advertising events, our data science suite helps brands reach out to the audience segments that are most likely to engage, respond and convert.

These audience pools will otherwise be unreachable, and the brands would again have to start with a broader targeting. They would then have to put in a lot of time and effort and narrow down to the most engaged audience irrespective of their purchase intent or the stage of the buying journey.



Benefits of Lookalike Modelling:

- Quickly scale your audience search based on best matching data.
- Maximize campaign ROI with effective targeting
- Create hyper-segmentation based on matching audience
- Help find high potential clients with ready business

Advertisers can start with a few thousand customers and using lookalike modelling can extend their reach to millions of new prospects that would be a good fit for their value proposition.

2.1 DART – PERSONALIZATION

Personalization is one major tactic used to improve your campaign performance. With personalization, advertisers can create more relevancy in their ads and that translates into better advertising ROIs.

Personalization needs to be done beyond demographics, geography, browsing history, or intent. Products, offers, and messaging need to match the consumer needs to drive genuine engagement.

First-party data, along with other data sources, helps bridge this gap. Data science acts as the enabler to achieve this level of personalization.

DART delivers 4 major outcomes to create personalized campaigns -

PROBABILITY TO BUY

Insights on factors & variables contributing to an increased chance of buying.

PROBABILITY TO UPGRADE

Identify customers who will increase wallet share if nudged with the right product suite.

COHORT TO PRODUCT MATCHING

Product recommendations based on context, across categories, and user profile based personalization.

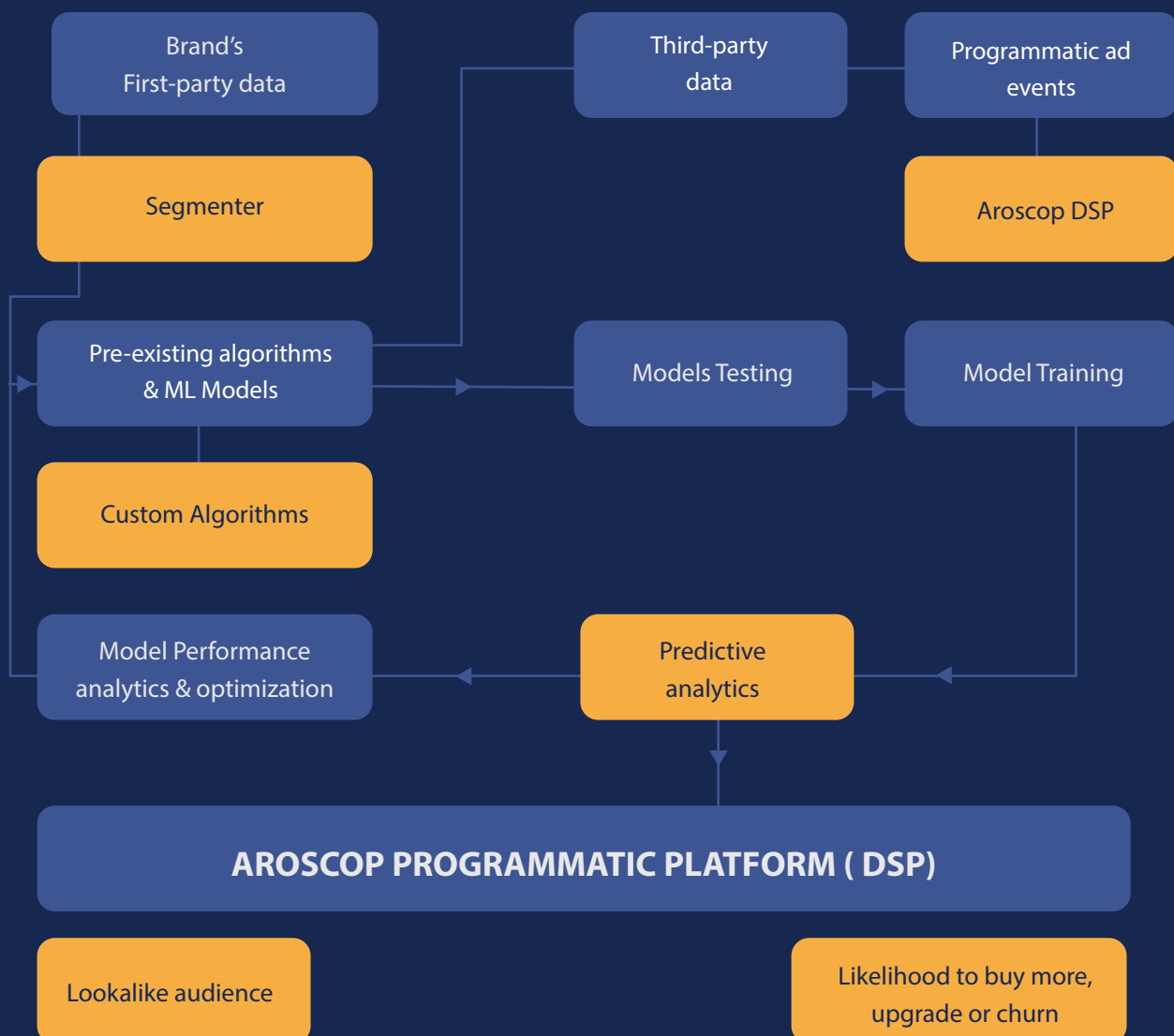
SCORING SYSTEM

Automated scoring mechanisms to validate models, against real time feedback & manual mode comparisons.

DART IN ACTION

Aroscop's data science suite or DART combines data signals from multiple sources, and passes them to machine learning algorithms to create customer personas that can be mapped to bigger audience pools online.

Here is a broad overview of how DART functions -



DART helps advertisers achieve two fundamental objectives:

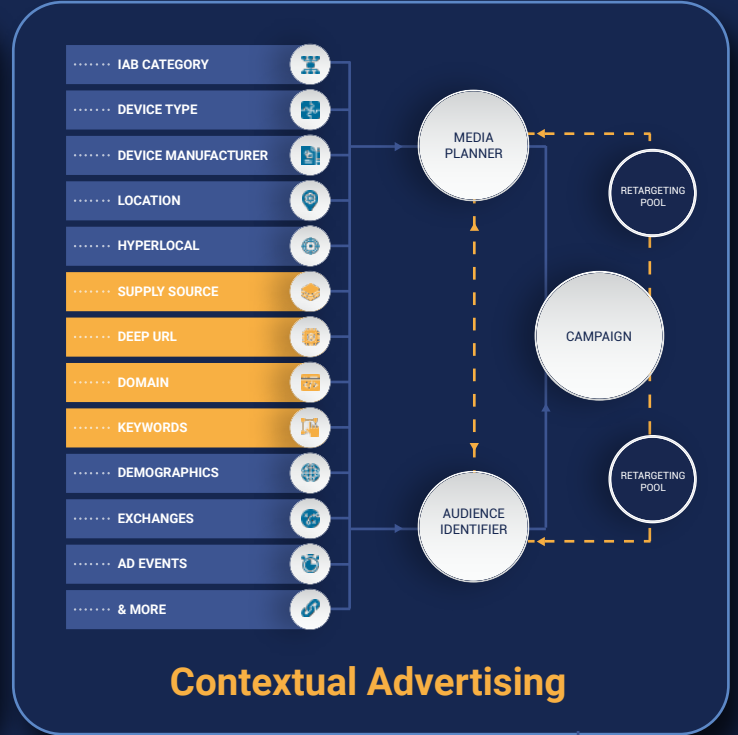
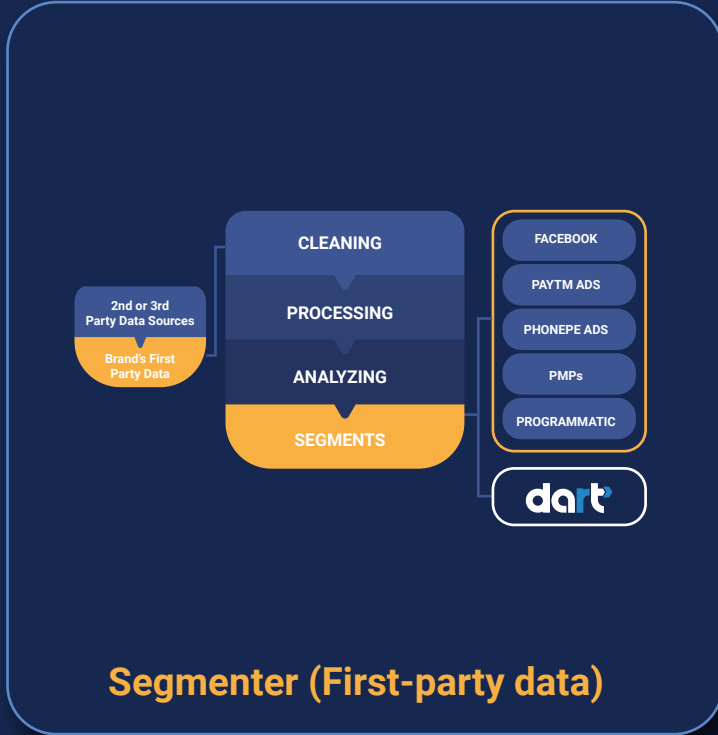
1. The creation of large pools of lookalike audiences who have a high propensity to become new customers.
2. Personalization - Finding customer cohorts that are most likely to upgrade, make repeat purchase, or even churn, which in turn creates opportunities for hyper-personalization.

AROSCOPI AUDIENCE COHORT PLANNER

A HOLISTIC VIEW

AROSCOPI AUDIENCE COHORT PLANNER IN ACTION

A Holistic View



CASE STUDY

**AUDIENCE COHORT PLANNER ENABLED A
LEADING CLOUD-KITCHEN & QSR CHAIN TO
GET MORE APP INSTALLS & ENGAGEMENT BY
LEVERAGING THEIR FIRST PARTY DATA,
CONTEXTUAL TARGETING & 3RD PARTY DATA
SEGMENTS**

BACKGROUND

A leading cloud-kitchen & QSR brand wanted to expand its reach to specific geographies in India with an objective of increasing the downloads of food delivery apps for two of its sub-brands.

The organization was ready to explore possibilities of deploying its first party to augment the campaign.

OBJECTIVE

The aim of the campaign was to reach out to the right set of audiences and drive consideration and app installs among them while maintaining a healthy engagement (CTR & VTR) on the ads.

THE CHALLENGE

The food delivery market in India is saturated with multiple established aggregators and standalone apps like Swiggy, Zomato, Dominos, Ola Food, Pizza Hut among others.

OUR SOLUTION

Aroscop employed the Audience Cohort Planner on top of our DSP to improve the overall ROI of the campaign.

RESULTS

AVERAGE CTR

1.34%

4X the industry benchmark

COST PER APP INSTALL

30%

Lower than the set target

AVG. CTR ON VIDEO ADS

3%

4X the industry benchmark

75%

AVERAGE VTR ON VIDEO ADS

CAMPAIGN LAUNCH

Aroscop started the campaign with a broad target to include everyone over 18+ years of age using smartphones in the specified locations.

To narrow down to more relevant sub-groups, we filtered the targeting with –

- Contextual sub-groups – people who are interested in content related to food (that the apps deliver)
- 3rd party data segments of users who already have any of the food-delivery apps installed.

CAMPAIGN OPTIMIZATION

Once the campaign started producing results, the team introduced the below optimization tactics –

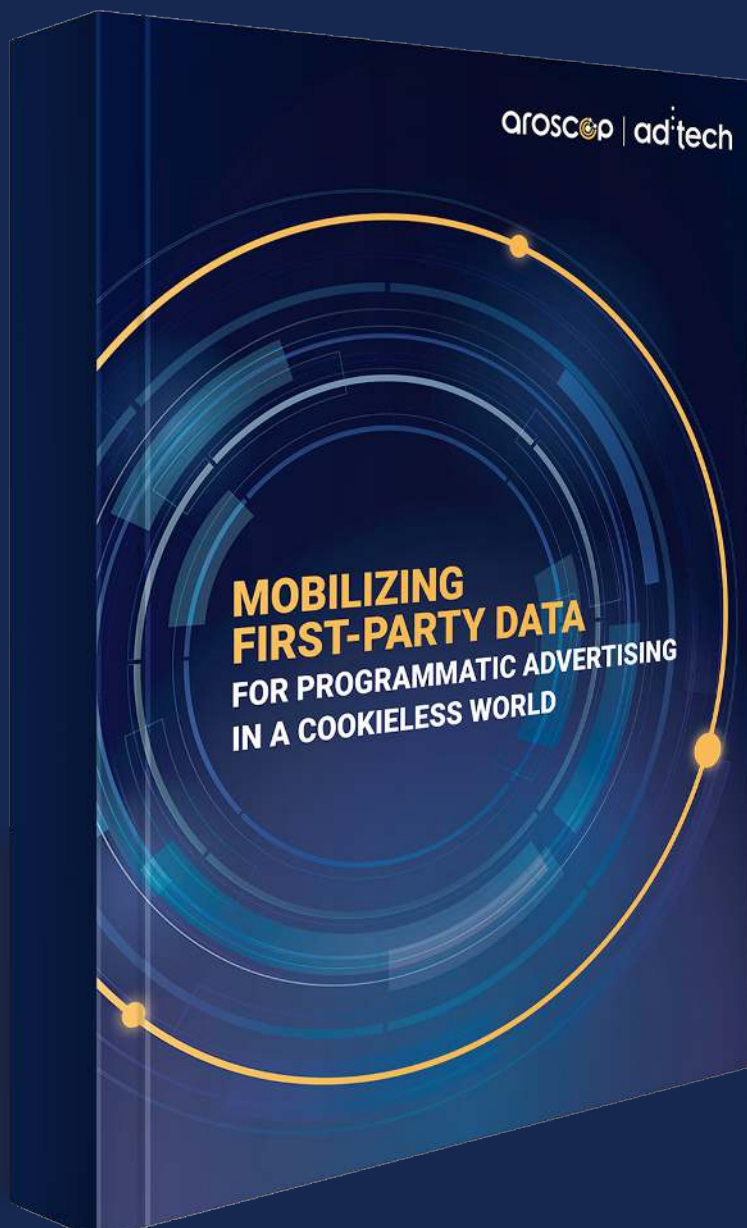
- Whitelisting of domains & websites giving better results (engagement & installs)
- Introducing and scaling video ads

CAMPAIGN SCALE

Different data points and signals, including the brand's first-party data (~100k device IDs), past ad events (clicks, impressions & app installs), and context-based cohorts, were fed into the Audience Cohort planner to create a lookalike audience pool of 25 million relevant users.

This user pool was used to scale up the campaign while maintaining high engagement (CTR) and user action (app downloads).

The changing consumer and digital landscape has compelled advertisers to think of new ways of advertising online. At Aroscop, we offer advertisers a complete set of capabilities that they can leverage to create and manage high-targeted omni-channel campaigns. We are the industry's most flexible and transparent ad-trade platform that gives advertisers the most control of their campaigns. We combine advanced RTB technology, analytics, machine learning, and AI to make advertising more transparent and streamlined. The platform provides brands, agencies, and marketers more significant control over their campaigns smartly to drive unprecedented transparency and ease of use. Our omnichannel campaign management capabilities include execution, creative management, targeting, and reporting in one technology ecosystem. Our solutions are tailor-made for both brands and agencies.



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