AI COLLABORATOR™

Maximizing Ad Monetization Through Smart Audience Segmentation

How smart segments transformed advertising campaigns by automating audience optimization, enabling scalable reach, and enhanced performance

Client Challenge

Our client is a leading brand in Connected TV advertising, renowned for its commitment to maximizing campaign impact through AI innovations. However, when optimizing campaign segments to reach new and more relevant audiences, their process often relied on guesswork and trial-and-error. This not only slowed operations but also negatively impacted client campaign results. The manual approach to segment creation further increased the risk of human error, compromising both delivery and budget optimization.

Key Objectives

Our client was looking for a solution to:

- Increase delivery capacity by identifying audiences similar to an initial target
- Optimize campaign performance while expanding the reach
- Provide insights into which characteristics drove the best audiences
- Combine first and third-party data to identify similar audiences beyond the owned inventory

The AI Collaborator Solution

Having worked closely with the organization to address these challenges led to the development of a solution that expands campaign reach while maintaining the performance metrics of the original target.

Key elements of the solution included:

- ✓ Big Data Feature Store
- ✓ Similarity Prediction and Recommendation
- ✓ Engine Scalable Audience Growth
- ✓ ML Ops Pipeline
- ✓ Interpretability

"Working with AI Collaborator enabled us to significantly improve audience segmentation, drive stronger campaign outcomes, and increase the overall currency of our data. Their team brought both technical depth and real understanding of our business."
— CEO, Leading CTV Advertising Company

Client Outcome

The implementation of smart segments helped find look-alike audiences that closely matched the desired characteristics, expanding the campaign's reach while maintaining optimal performance.

Some of the highlights of this solution included:

- Better campaign delivery, ensuring consistent and reliable performance across placements
- Enhanced ability to scale campaigns, unlocking new opportunities during the sales process
- A significant boost in campaign performance when utilizing smart segments
- Streamlined campaign management processes, reducing manual and repetitive tasks and enabling the team to focus on higher-value activities

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