

From Cookies To People

Reaching High Value Audiences



We've come a long way

Identify key audiences



Mass Market →



Household Demo →



Individual Demo →



Big Data

People-based IDs + big data yield precision and insights that cookies can't

THEN

PROXY

Reach large audiences based on reported behavior

MEDIA PERFORMANCE FOCUSED

Optimize based on media metrics (e.g. viewability)

BEST GUESS

Using proxies constrains the capacity to conduct test & learn experiments that require distinct audience groups that are mutually exclusive

General Population



NOW

PRECISION

Identify High Value Audiences individually and find look-a-like segments based on desirable actions taken

BUSINESS OUTCOME FOCUSED

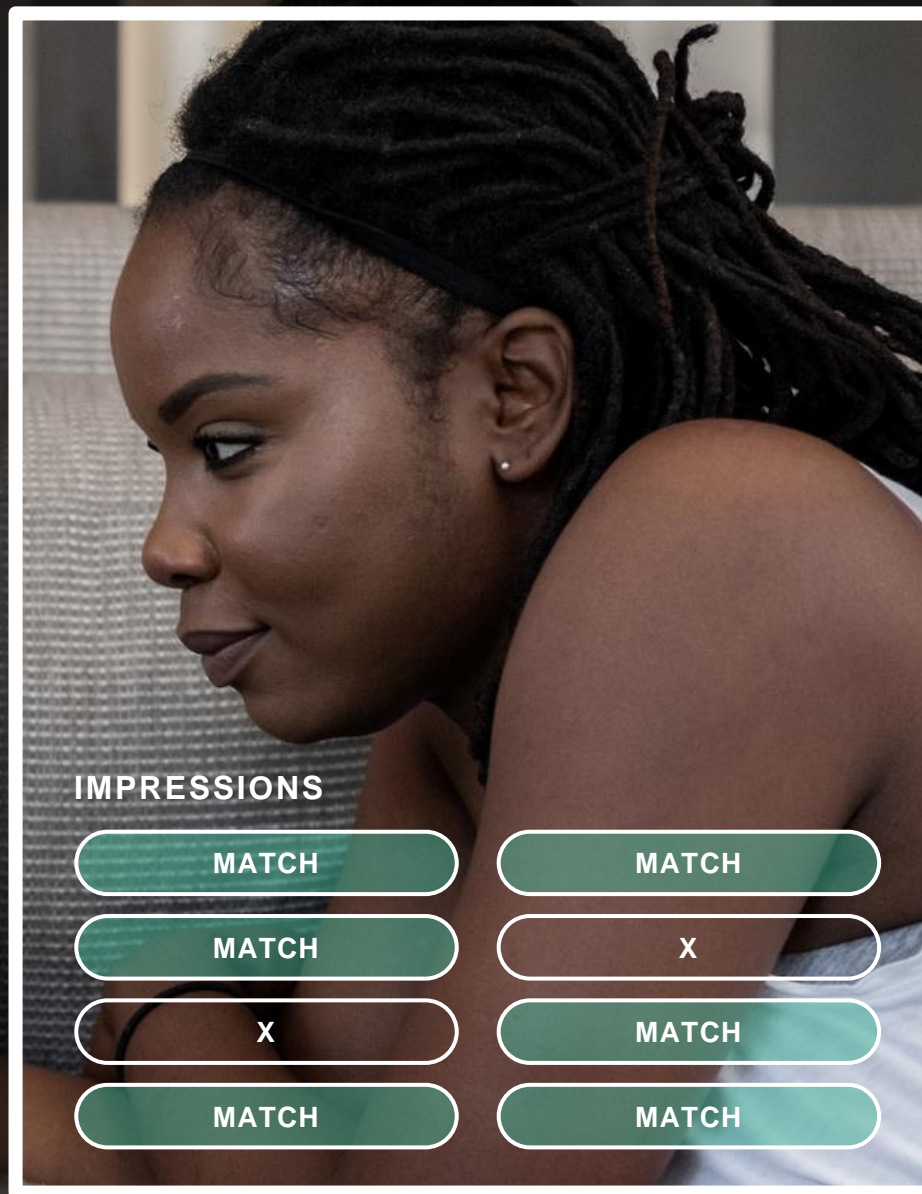
Optimize based on specific business objectives

CONTINUOUS IMPROVEMENT

Added precision enables comprehensive hypothesis testing & experiments to determine the best strategies for each unique segment

**People-based IDs allow
for identification of
High Value Audiences
(HVAs)**

**...with the hope
of no wasted
impressions**





What are HVAs?

Who They Are

HVAs are specific personas that the brand has identified as having more value than consumers reached via traditional strategies (e.g. demo). HVAs are heavily customized based on demographics, category status, and psychographics.

How They're Created

HVAs are created from a big data set with audience behavior tracked at the consumer level. Modeling is used to predict conversions from behaviors.

HVAs are developed with the design ethos of people-centeredness and data ethics.

Data source for HVAs

Kinesso

Kinesso's database fuses different types of ethically sourced data from best-in-class providers to enable true 1:1 audience reach.

Kinesso designs digitally responsible solutions that are ethical, accountable, safe, and secure.



Behavioral

TV, digital, mobile & tablet viewing habits
Shopping/Purchase and Search Behavior

Conversion

Site visitation
Branded content search
Transactional data

Exposure

TV & Digital
(mobile & online)

Demographic

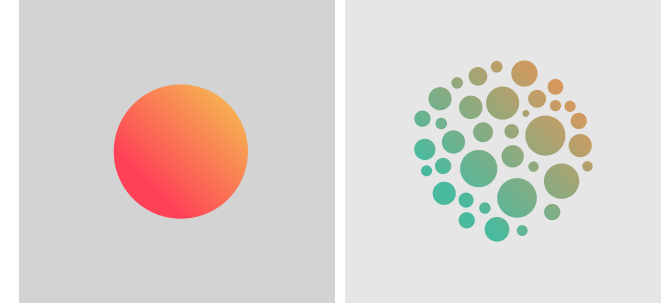
Client CRM
Self-Identified Info

Our Questions

1

QUESTION

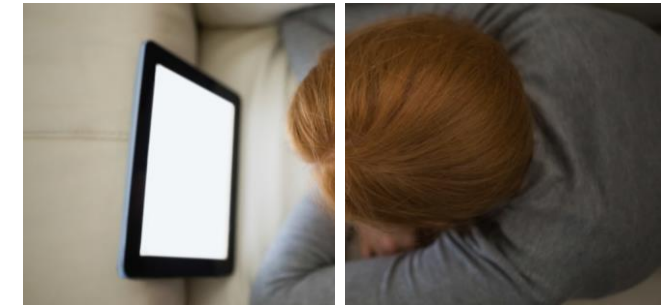
What should advertisers know about HVAs?



2

QUESTION

How do HVAs perform compared to traditional strategies?



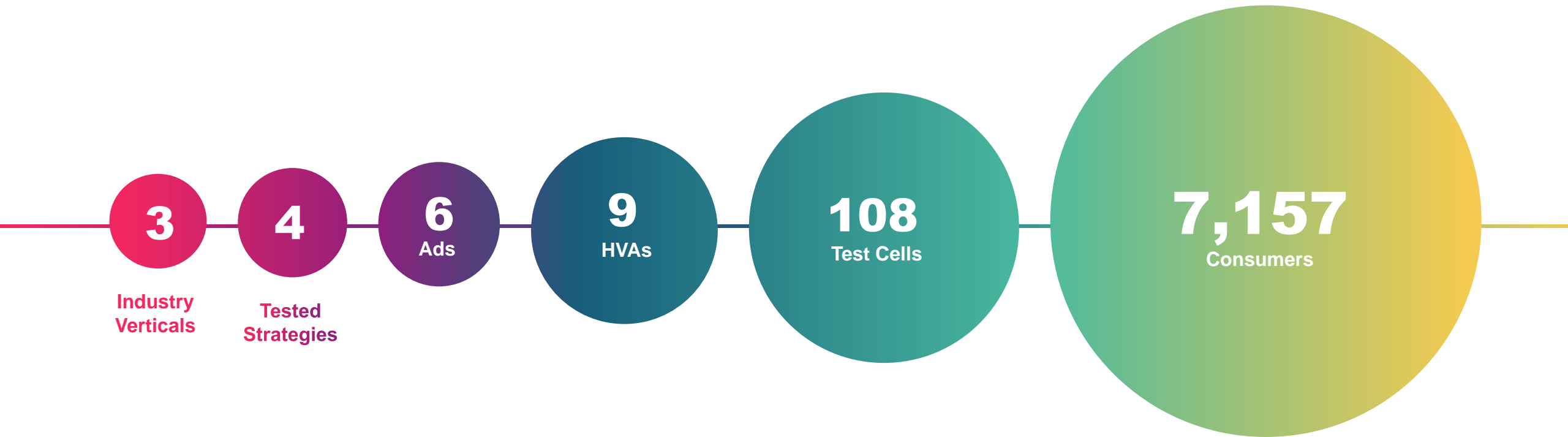
3

QUESTION

What strategies should advertisers consider for HVAs?



Methodology / Broad scope



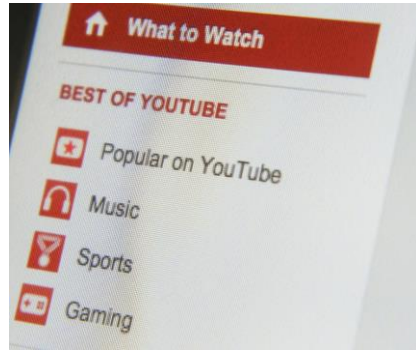
Methodology / Rigorous ad testing



Recruitment

Recruited YouTube users for participation from a nationally representative panel

- Used Kinesso database to identify HVAs
- n=7,157
- 50% PC; 50% Mobile



Video Interests

Participants selected online video topics based on personal interests; those not interested screened out to ensure natural audience



Randomization

Randomization into test and control groups

- Test = Brand Ad
- Control = Public Service Announcement

50% skippable ads,
50% non-skippable ads



YouTube Experience

Participants visit YouTube testing page, where participants select and play video content based on their interests. Relevant behavior tracked



Brand KPIs

Post-exposure survey to measure traditional branding metrics

Tested strategies

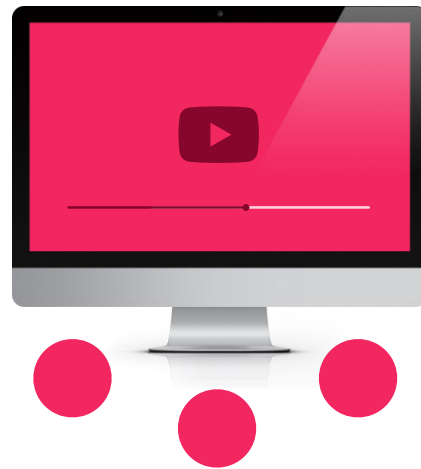
HVA



Who they are: High value audiences created based on demo, mindset, and behavior

What they saw: General content on YouTube based on user interest

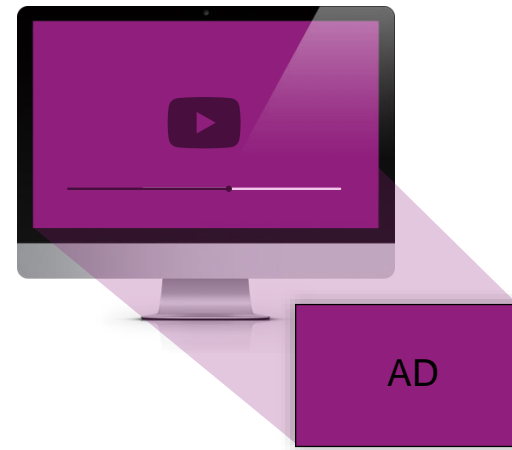
Demo



Who they are: Consumers who fall under the brands' demographic range

What they saw: General content on YouTube based on user interest

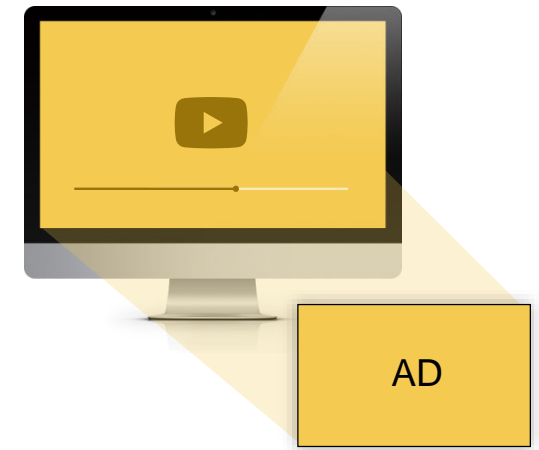
Contextual



Who they are: General YouTube audience

What they saw: Content that was contextually relevant to ad based on user interest

Demo + Contextual



Who they are: Consumers who fall under the brands' demographic range

What they saw: Content that was contextually relevant to ad based on user interest



Consumer
Electronics

Finance

CPG

Brands we tested



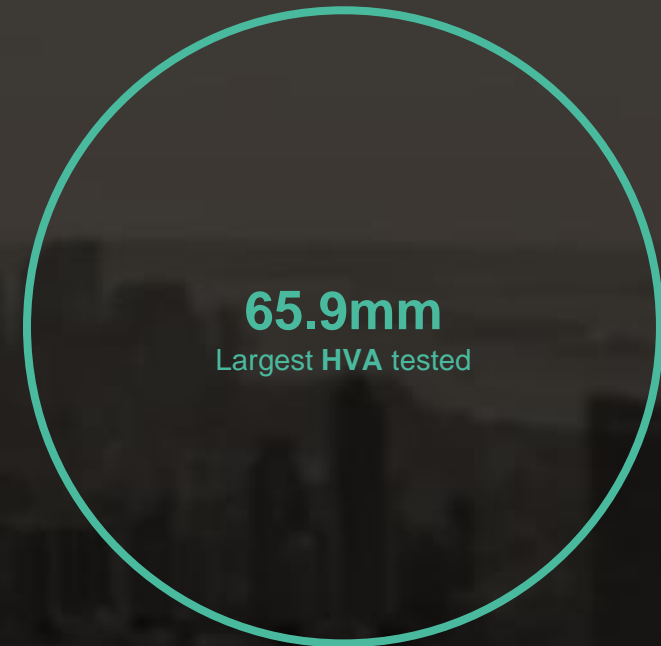
The Ins and Outs of HVAs: What to Know

HVAs come in all sizes

US audience size of tested HVAs



←
SMALLER
AUDIENCE

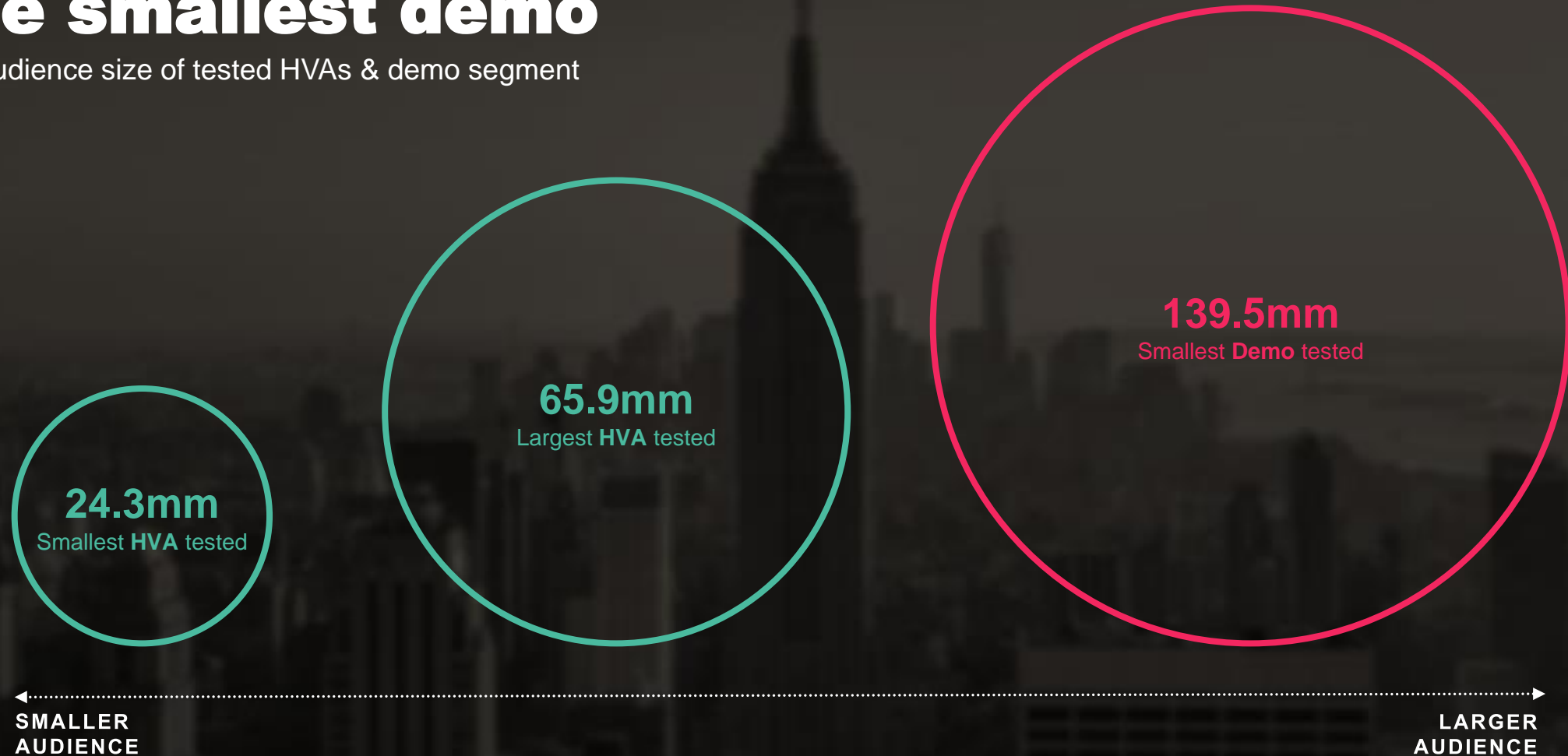


→
LARGER
AUDIENCE

Even the largest HVA was less than half the size of the smallest demo

US audience size of tested HVAs & demo segment

The number of consumers that can be reached with contextual strategies varies widely, but is ultimately limited to the amount of content available relevant to the brand



Only 15% of the demo segment was a part of the high value audience

Overlap of tested HVAs & demo segment

HVA
15%

DEMO
139.5mm





**There's no
one-size-fits-all
for HVAs**

Example HVA Strategies

- To reach a particularly niche audience
- To reach seemingly elusive audiences (e.g. light TV users)
- To convert consumers currently using a competitor product/service
- To identify repeat customers and drive lifetime value
- To convert in-market people to purchase product/service
- To convert out-of-market people into customers



BRAND 1

or

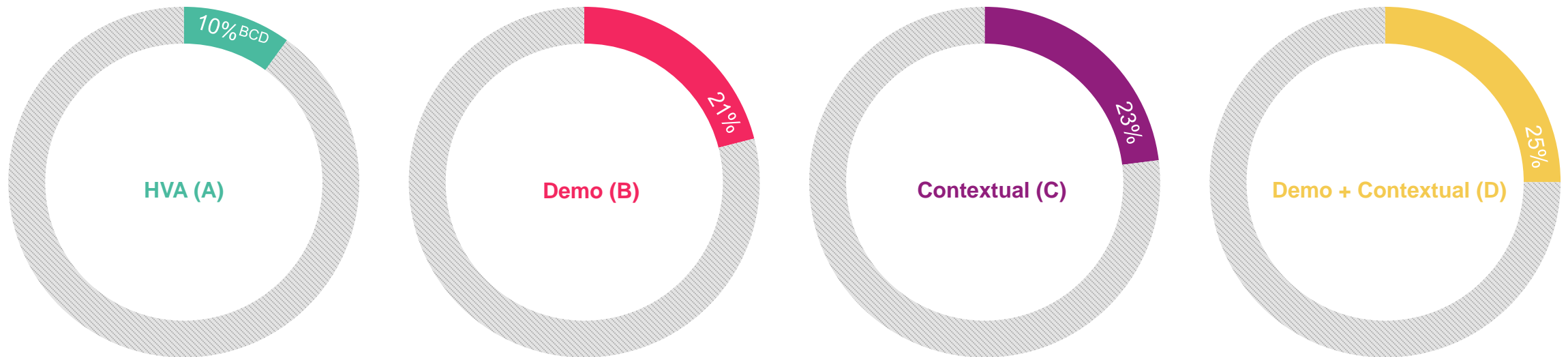


BRAND 2

**It's not as simple as
zeroing in on those who
are already going to buy**

In this case, HVAs were reaching potential new customers

Historical Brand Purchasers | Control (%)



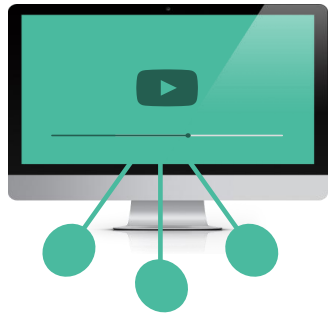


HVA Responsiveness: How They Stack Up

Same ads were more memorable among HVAs

Impact on Aided Ad Recall | Delta (Test-Control)

HVA (A)



+61% Δ^{BCD}

Demo (B)



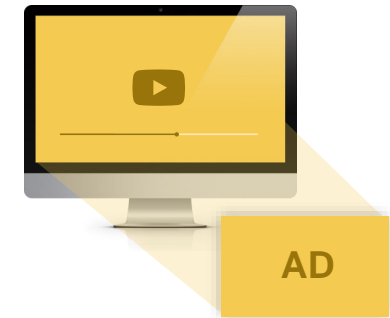
+52% Δ

Contextual (C)



+51% Δ

Demo + Contextual (D)



+49% Δ

All Brands: HVA Control n=1,122, Test n=2,264; Demo Control n=451, Test=840; Contextual Control n=415, Test n=834; Demo + Contextual Control n=470, Test n=759.

Δ =Statistical significance between test and control groups at $\geq 90\%$ confidence level.

A/B/C/D = Statistical significance between tested strategies at $\geq 90\%$ confidence.

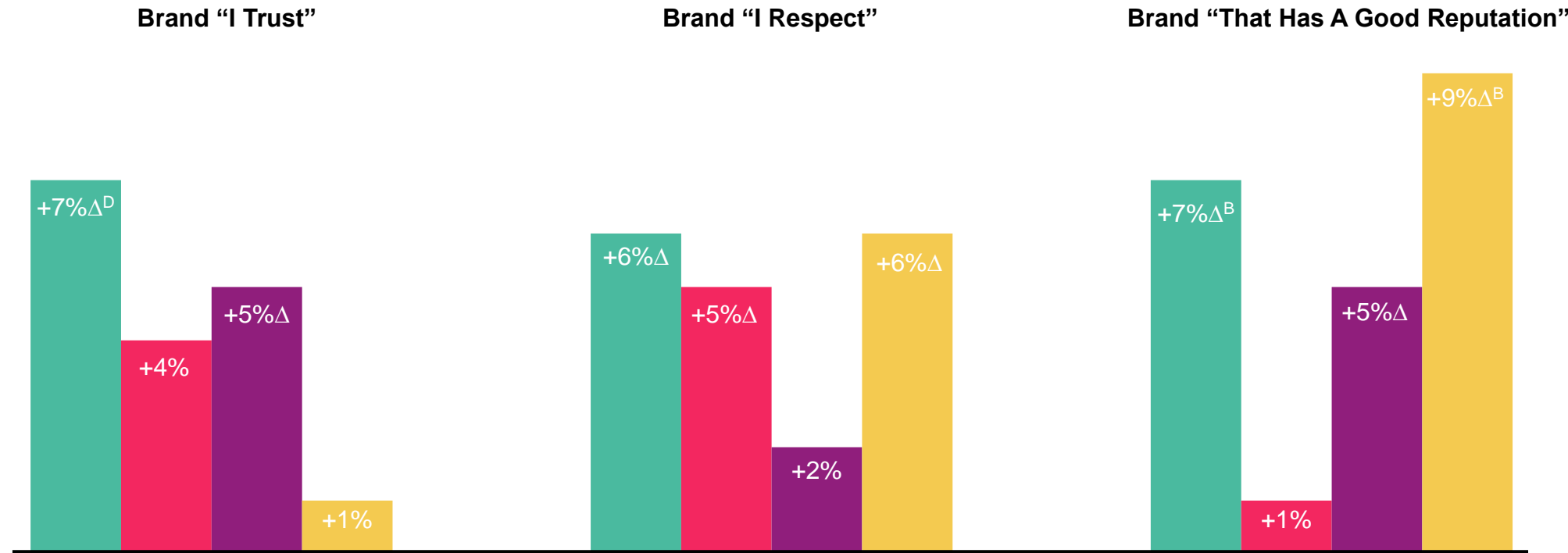
Q: Which of the following brands, if any, do you recall being mentioned or shown?

HVAs were especially effective at fostering a strong brand image

Impact on Brand Perceptions | Delta (Test-Control)

■ HVA (A) ■ Demo (B) ■ Contextual (C) ■ Demo + Contextual (D)

Though contextual strategies drove brand resonance, campaign reach can still be an issue



All Brands: HVA Control n=1,122, Test n=2,264; Demo Control n=451, Test=840; Contextual Control n=415, Test n=834; Demo + Contextual Control n=470, Test n=759.

Δ= Statistical significance between test and control groups at >=90% confidence level.

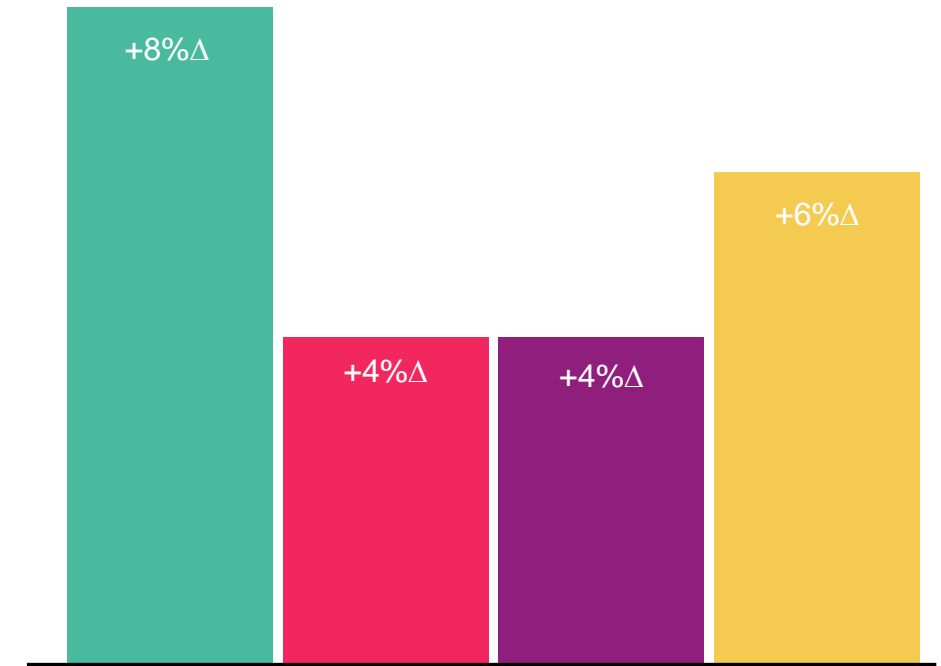
A/B/C/D = Statistical significance between tested strategies at >=90% confidence.

Q: How much do you agree or disagree with the following statements about [brand]? [brand] I trust; [brand] I respect; [brand] that has a good reputation (5-pt scale).

HVAs were persuaded to purchase the brand

Impact on Purchase Intent | Delta (Test-Control)

■ HVA (A) ■ Demo (B) ■ Contextual (C) ■ Demo + Contextual (D)



All Brands: HVA Control n=1,122, Test n=2,264; Demo Control n=451, Test=840; Contextual Control n=415, Test n=834; Demo + Contextual Control n=470, Test n=759.

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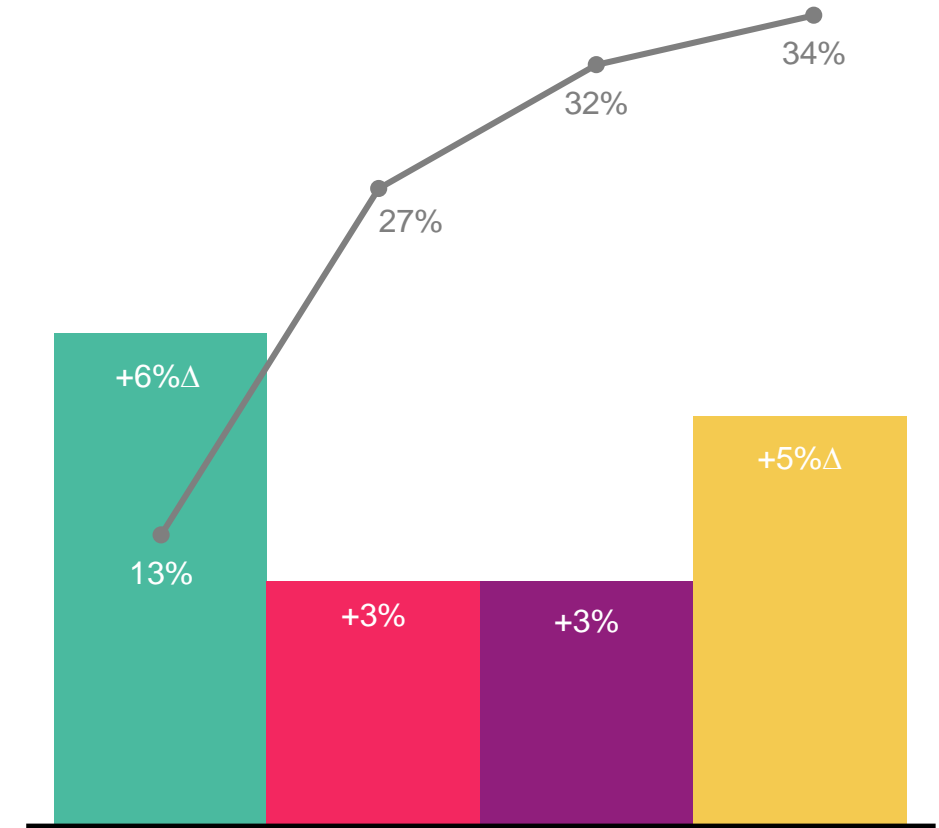
A/B/C/D = Statistical significance between tested strategies at >=90% confidence.

Despite higher proportion of potential new customers, HVAs drove purchase intent among in-market consumers

Impact on Purchase Intent | In-Market for Product | Delta (Test-Control)

■ HVA (A) ■ Demo (B) ■ Contextual (C) ■ Demo + Contextual (D)

— Historical Brand Purchasers





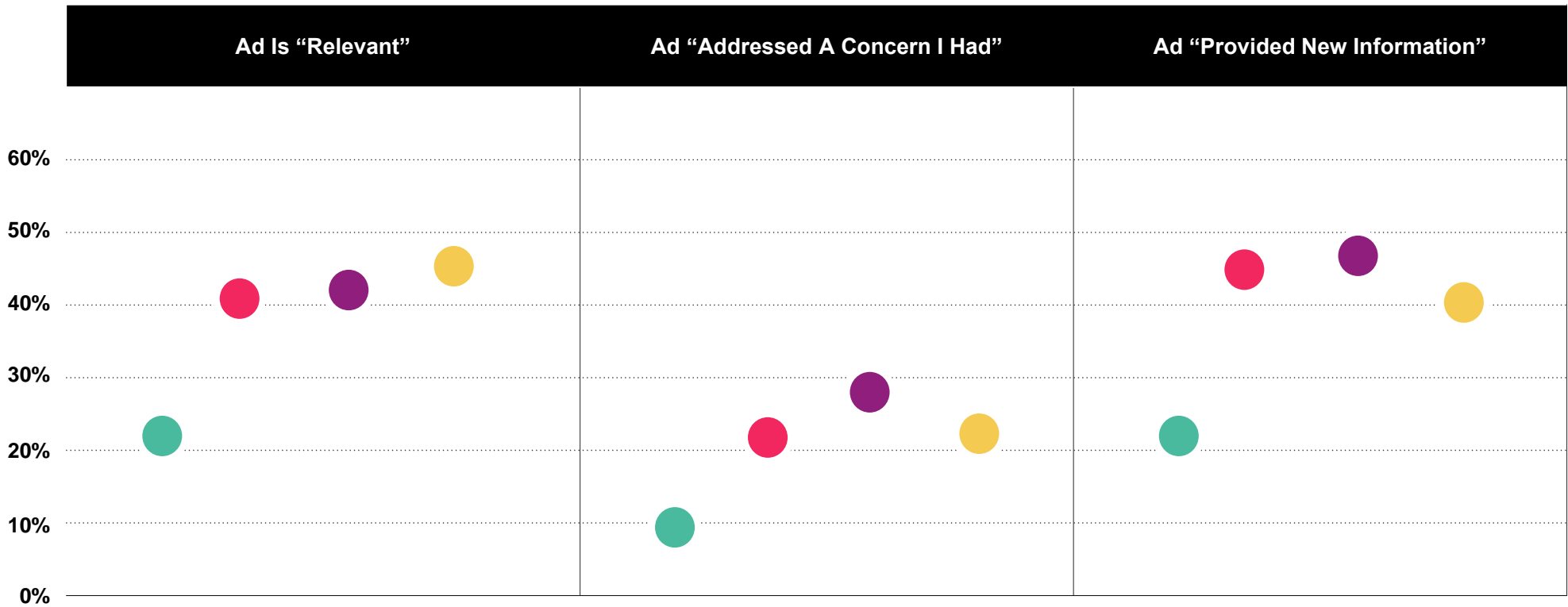
IDENTIFIED

Amplifying HVAs: What Worked Best

Tested HVAs were particularly critical of ads not customized to them

Ad Opinions | % Agree

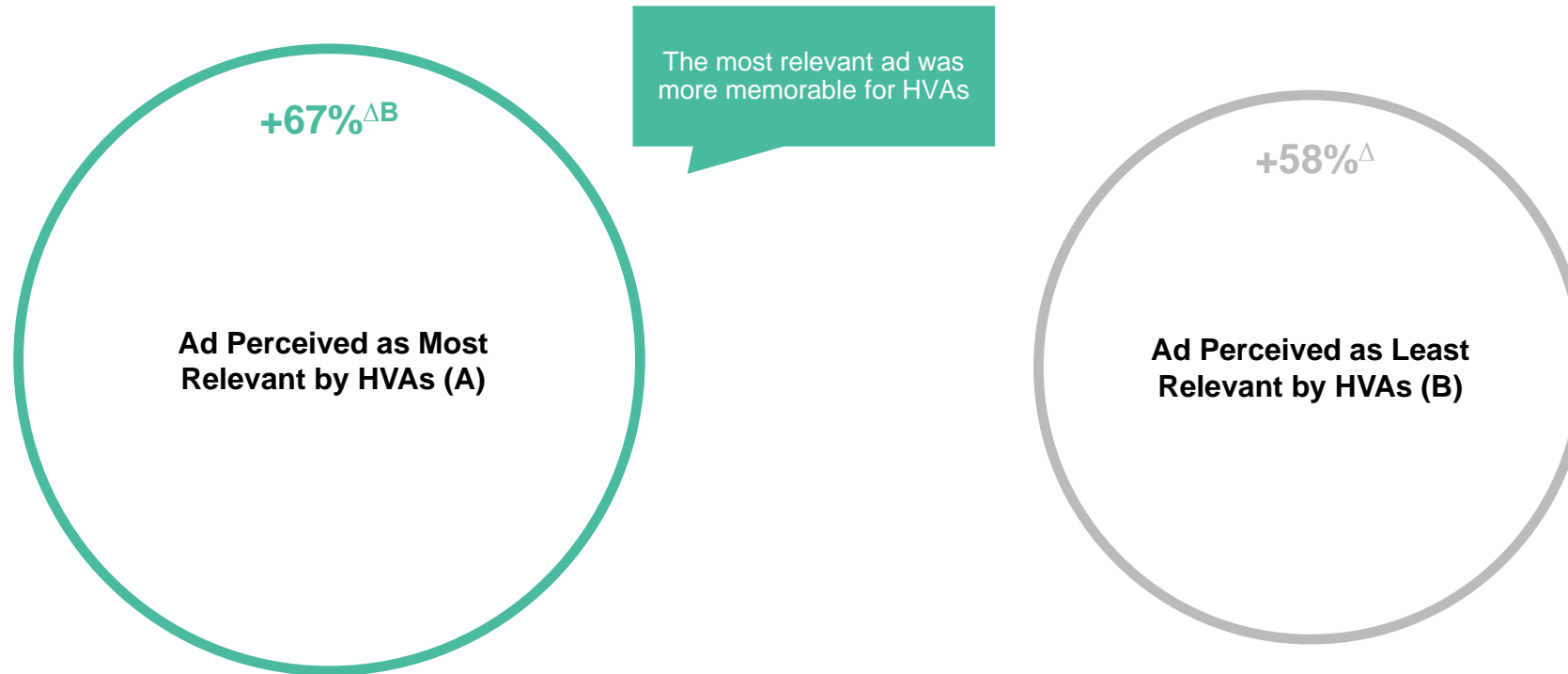
HVA Demo Contextual Demo + Contextual



Clear opportunity to customize creative for HVAs

Impact of Ad Type on Aided Ad Recall | HVAs | Delta (Test-Control)

■ Ad Perceived as Most Relevant by HVAs (A) ■ Ad Perceived as Least Relevant by HVAs (B)



Finance Brand + CPG Brand (HVA): Control n=1,612; Relevant Ad: n=1,553; Least Relevant Ad n=1,512.

Δ= Statistical significance between test and control groups at >=90% confidence level.

A/B = Statistical significance between relevant ad and standard ad deltas at >=90% confidence.

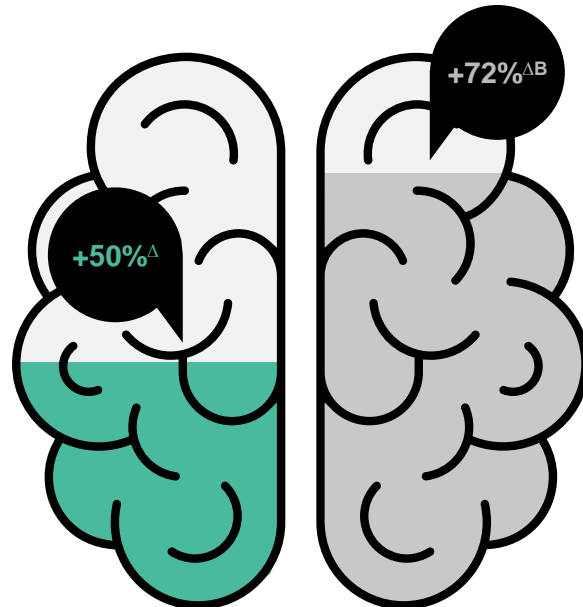
Q: Which of the following brands, if any, do you recall being mentioned or shown?

While non-skippable ads were a good option for standing out...

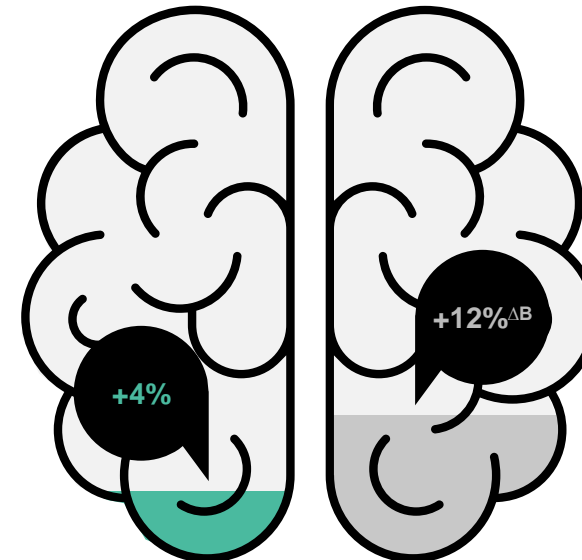
Impact of Pre-Roll Ads By Skippability | HVAs | Delta (Test-Control)

■ HVA Pre-Roll With Skip Option (A) ■ HVA Pre-Roll Without Skip Option (B)

Aided Ad Recall



Message Recall



All Brands (HVA): Ads with Skip Option Control n=551, Test n=1,102; Ads without Skip Option Control n=571, Test n=1,161.

^Δ= Statistical significance between test and control groups at >=90% confidence level.

A/B= Statistical significance between skippable and non-skippable deltas at >=90% confidence level.

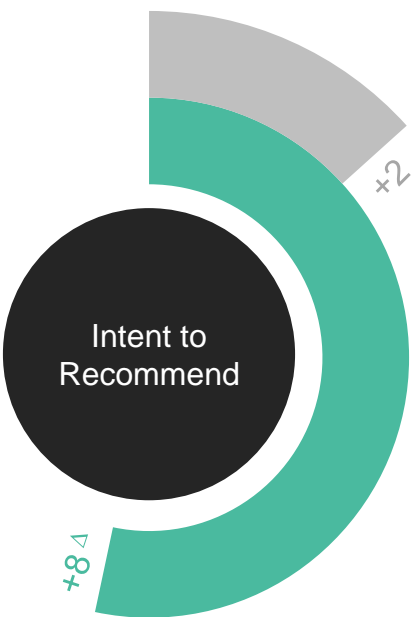
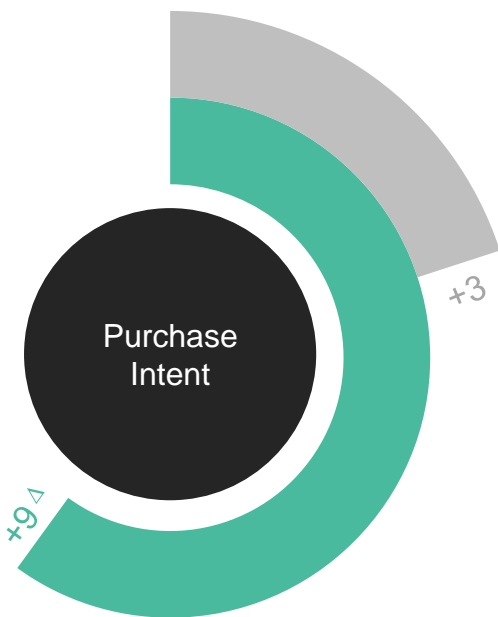
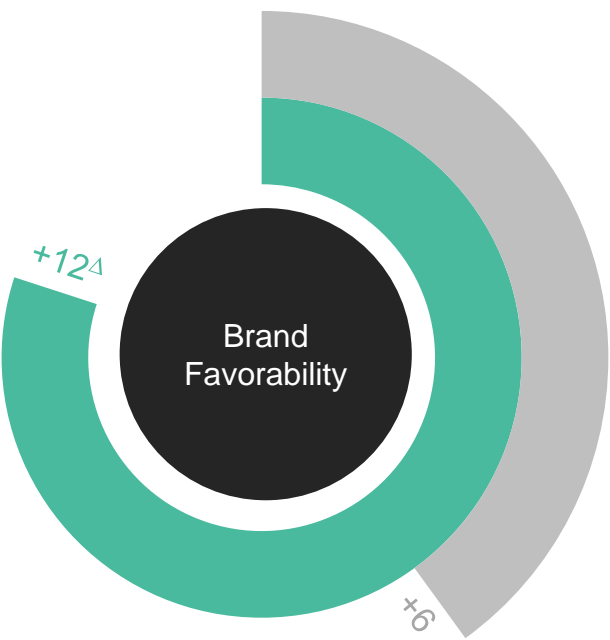
Q: Which of the following brands, if any, do you recall being mentioned or shown?

Q: Which of the following taglines does [brand] use?

Skippable ads were more persuasive

Impact of Pre-Roll Ads By Skippability | HVAs In-Market for Product | Delta (Test-Control)

■ HVA Pre-Roll With Skip Option (A) ■ HVA Pre-Roll Without Skip Option (B)

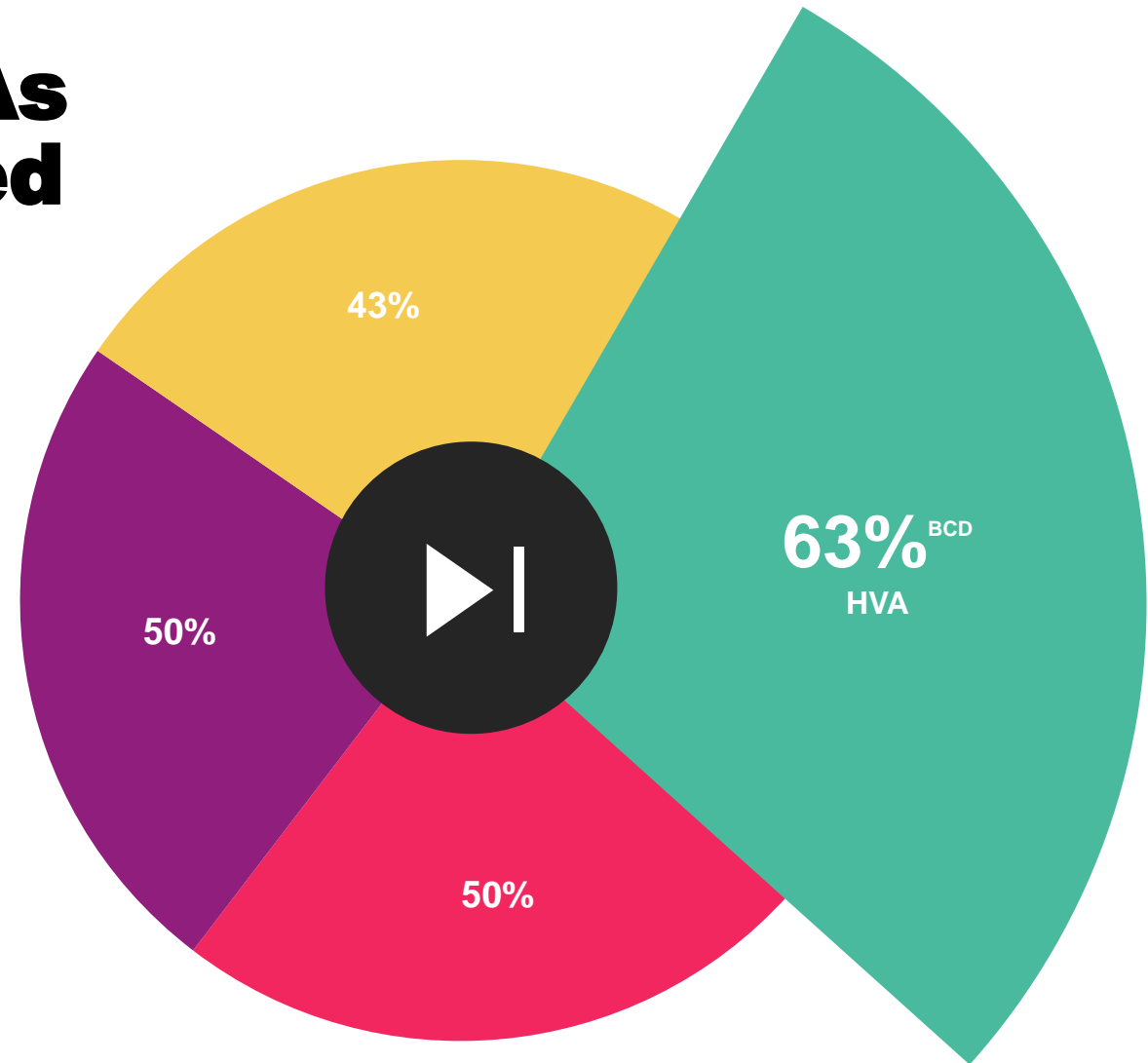


All Brands (HVAs In-Market for Product): Ads with Skip Option Control n=310, Test n=632; Ads without Skip Option Control n=322, Test n=671.
Δ= Statistical significance between test and control groups at >=90% confidence level.
A/B= Statistical significance between skippable and non-skippable deltas at >=90% confidence level.

Being heavier ad skippers, tested HVAs may have appreciated the option to skip

Skip Rates by Tested Strategies | % Who Skipped

- HVA (A)
- Demo (B)
- Contextual (C)
- Demo + Contextual (D)



The Answers

1

What should advertisers know about HVAs?

- High value audiences can't efficiently be reached without an intentional strategy
- HVAs provides precision where cookies can't

2

How do HVAs perform compared to traditional strategies?

- Despite the tested HVAs reaching the notoriously hard-to-influence audience of potential new customers, HVAs worked particularly well at driving brand KPIs

3

What strategies should advertisers consider for HVAs?

- Build and test customized creative for each HVA
- Consider skippable ads when reaching acquisition HVAs