

Data & AI

“The Hot Couple of The Privacy Era”



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Privacy is reshaping digital advertising



FROM PRIVACY REGULATIONS...

Privacy Regulations like GDPR or CCPA to help customers gain greater control over their data



...TO THE END OF COOKIE

Going further : no ad-tech company should be allowed to perform cross-site tracking.

64% of consumers think

misuse of personal data is the cause of distrust in digital advertising.*

70% of marketers believe

digital advertising will be negatively affected by these changes and will take a step backwards.*

The future of marketing is powered by Privacy

DIGITALIZATION OF CONSUMER JOURNEY

As consumers increasingly use more digital applications across more devices and channels, they generate exponential increases in data volumes.

2010

DATA REGULATIONS

Making digital marketing challenges even more complex, years of European and U.S. data regulation have changed the technical landscape.

2020

THE END OF THE COOKIE

An entire digital marketing ecosystem that has grown up relying on digital identifiers to power nearly every use case must now confront big questions about its future ability to create advertiser growth

DIGITAL MARKETING ERA

Marketing becomes digital, brands can reach and engage consumers on the different digital channels, where they spend time.

PRECISION MARKETING ERA

The right user at the right time with the right message: targeting possibilities explode under programmatic.

PRIVACY ERA

Sophisticated decisioning technologies sort through the data noise and provide more results with less user data.

AI is the answer to data handling in the privacy era

Scibids develops AI to grow marketing ROI through DSPs BYOA ('Bring Your Own Algo' features")

Award-Winning Collaborations with Global Brands and partners, x-vertical

Nestlé

MELIÁ
HOTELS & RESORTS



Spotify

Embraced by Global Media Agencies

WPP

PUBLICIS
MEDIA

IPG

HAVAS

dentsu

OMG

Enabled within Global Ad Tech Leaders

MediaMath

xandr

theTradeDesk

Display &
Video 360

BEESWAX | COMCAST

WAY
ZEN

Enriched with Trusted Ad Tech partners

visualIQ
A NIELSEN COMPANY

flashtalking

MOAT

nielsen

100BN

Imps/year

1000+

Advertisers

25

Markets

6

DSP Integrations

12

Offices

Scibids AI - How it works

DPS's input



- DATA FEEDS
- REPORTS
- CAMPAIGN SETTINGS & APIs

Buyer's input



- MEDIA PLAN
- MEASUREMENT



Scibids AI

- Computes the relative interest of each impression
- Writes bidding scripts in compliant language
- Iterative process as the campaign evolves

DSP API

- Push models to server
- Link models to campaigns



DSP "BRING YOUR OWN ALGORITHM"



BIDDING MODEL INTERPRETER



DSP BIDDER

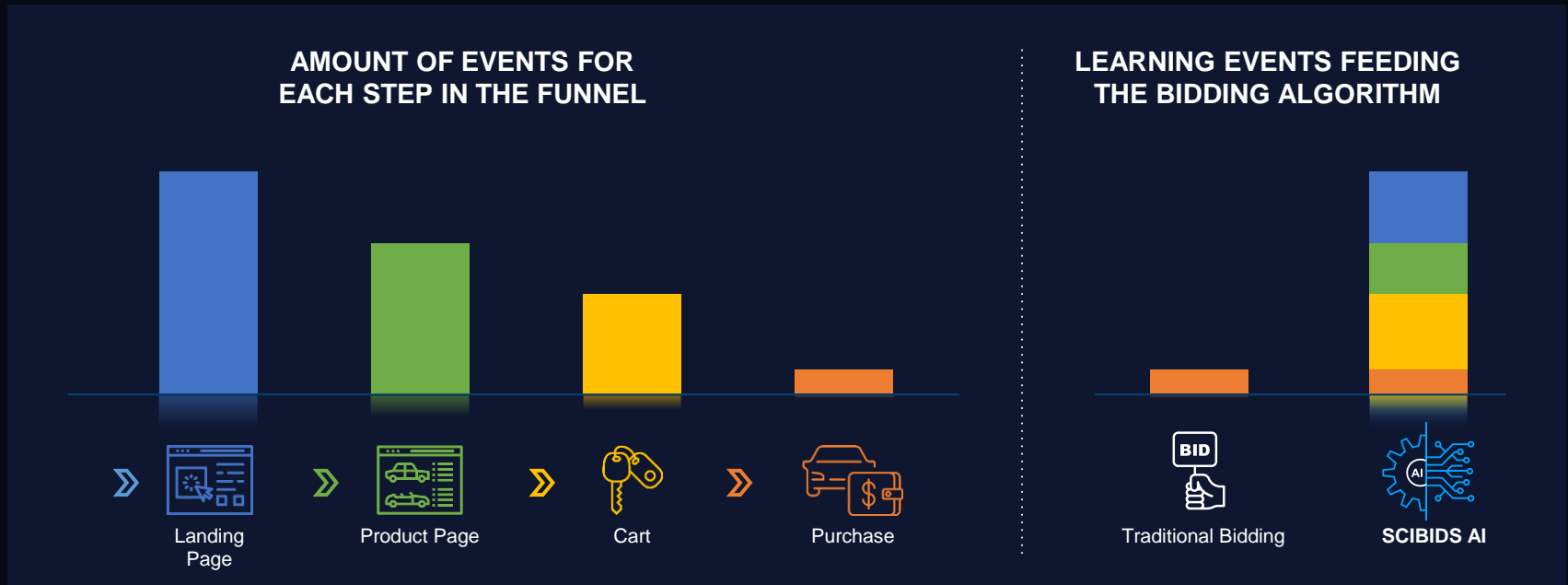


Bid request

How AI works: Full Funnel Learning

Guarantees higher accuracy of predictions

Unlike traditional bidding engines, Scibids AI does leverage simultaneously all the micro-conversions to optimize, finding the best trade-off between volume of learning events and proximity of the event with the final conversion.



How AI works: Function Parameters

Determines the parameters of the bidding function regarding the applicable optimization scenario

SCIBIDS' WATERFALL

When one step is achieved, AI automatically shifts focus/priority onto the next.

- ✓ Ensure a max CPM of [to be completed by trader]
- ✓ Ensure a min view rate of [to be completed by trader]
as measured in [to be completed by trader]
- ✓ Deliver the budget [as read by Scibids in the DSP]
- ✓ Ensure a min CPM of [to be completed by trader]
- ✓ Minimize a cost per [KPI to be completed by trader]
as measured in the [to be completed by trader]
- ✓ When cost per KPI selected is below [target to be completed by trader]
do [custom action to be completed by trader]

AI to make the most of new data sources

As **cookie** goes away Brands look at **attention as a new media KPI** to measure the **media efficiency**

How can they leverage this new metric?

Largest CPGs in the world...

Nestlé

MARS

Coca-Cola

COLGATE-PALMOLIVE

P&G

PEPSICO

Mondelēz International

Unilever

...look at attention metrics

DV

LUMEN

Amplified Intelligence

T»VISION

MOAT

PLAYGROUND^{XYZ}

Adelaide

Custom AI to optimize towards attention metrics



Minimize aCPM - attention view



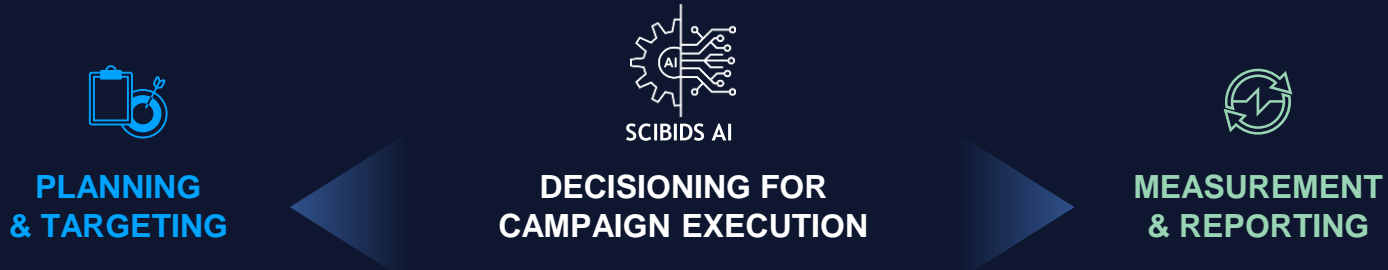
Minimize the aCPA - Attentioned CPA



Leverage attention as an extra lever to performance

AI to unify inputs of the ad stack

Break data silos to increase performance, scale and spend capacity



AI can be the link between planning, targeting, measurement and reporting data.

Customizable AI that takes the input of ecosystem partners to output the best possible results for any campaign making data assets more impactful.

Thank you!



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**Get in touch
to customize
your AI**



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