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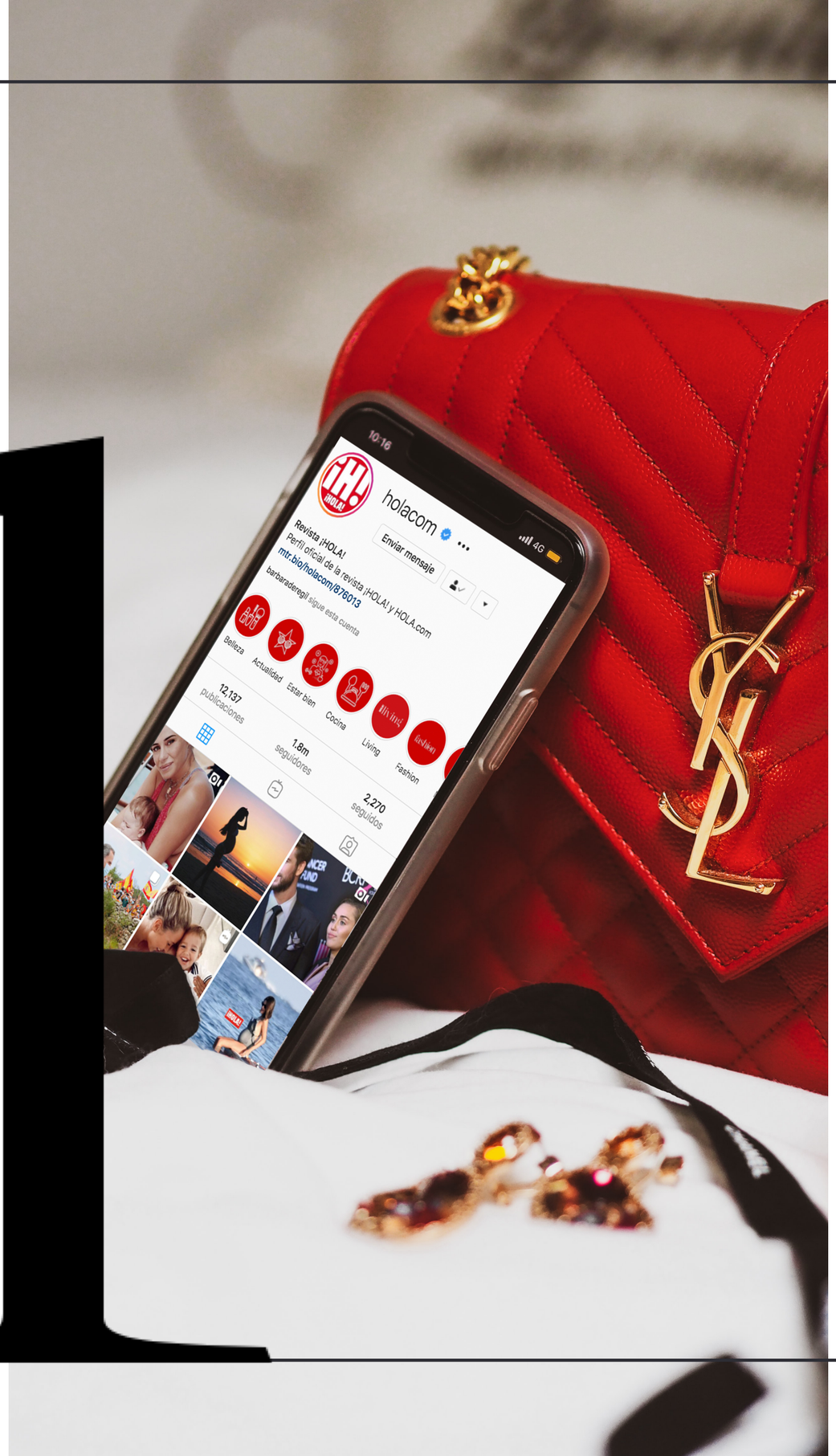
P R E S E N T S

NEW DATA

M O R E A N D B E T T E R



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WHY NEW DATA?

Changes in the ecosystem of digital publishing have made it necessary

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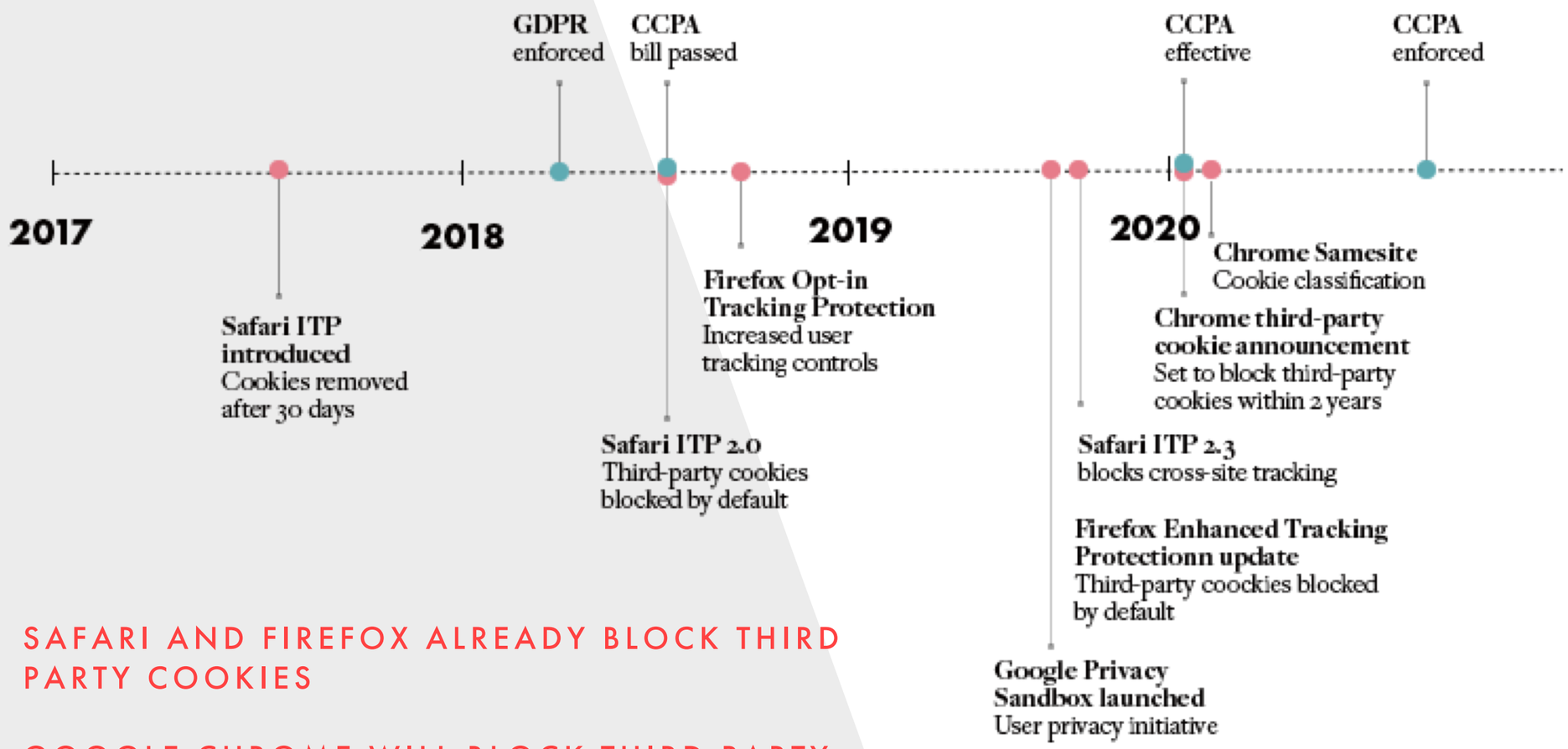
With the intoduction of new **laws to protect online privacy,** browsers are making changes in order to **improve this for users** and **limit cross-site tracking**



1

SAFARI AND FIREFOX ALREADY BLOCK THIRD PARTY COOKIES

GOOGLE CHROME WILL BLOCK THIRD PARTY COOKIES BY 2023

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Third party cookies

CAN IDENTIFY A USER ACROSS SEVERAL DOMAINS

First party cookies

CAN ONLY IDENTIFY A USER THROUGH THE DOMAIN USING THE COOKIE

1

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1

What does this mean **for advertisers?**

WITHOUT THIRD PARTY COOKIES, IT'S **IMPOSSIBLE FOR BUYERS TO KNOW WHAT SEGMENTS A USER BELONGS TO, IN ORDER TO TARGET THEM WITH PERSONALIZED ADVERTISING** (DATA SEGMENTS AND RETARGETING).

CURRENTLY **AROUND 25% OF IMPRESSIONS** USED TO TARGET AN AUDIENCE SEGMENT ARE **HIDDEN FROM ADVERTISERS. BY 2022, IT WILL BE 100%.**

SO, WE NEED TO REPLACE STRATEGIES BASED ON THIRD PARTY DATA WITH ONES BASED ON FIRST PARTY DATA

¿HOW CAN WE ADAPT TO THIS CHANGE?

With a **new data strategy** and a **new DMP**

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At ¡HOLA! we use the DMP Permutive to create an **innovative data strategy unique in Spain,** based on:

FIRST PARTY COOKIES

IN SESSION TARGETING

INSIGHTS

INCREASED IMPRESSIONS WITH DATA

IMPROVED SEGMENTS

2

FIRST PARTY COOKIES

DATA STRATEGY

Gather **reliable and transparent first party data**

TARGET EVERYTHING

Target your audience across every browser, including Firefox and Safari where third party cookies are blocked.

PRIVACY

Obtain the user's consent without third parties intervening in the purchase and sale of data. Sensitive information never leaves the user's device

2

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IN SESSION TARGETING

CLOUD COMPUTING VS EDGE COMPUTING

- Data is processed in **the cloud**
- **Processing times are longer:** You need to gather the data, process it in the cloud, match cookies with the ad server…
- You can only **target recurring users**

- Data is **gathered and processed** on the user's device **in real time**
- Data is processed in **milliseconds.** You can **target from the very first page visit** from calling the ad server
- You can **target new users,** as well as recurring ones

2

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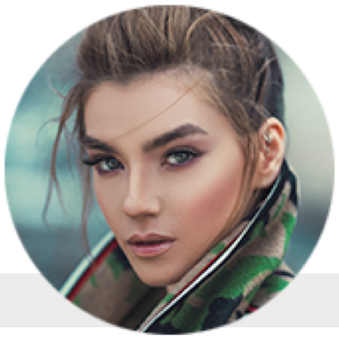
INSIGHTS

INSIGHTS AUDIENCIA

Discover the content that interests your audience. Gain insights into their engagement and behaviour on Hola.com

MID-FLIGHT OPTIMIZATION

Track and optimize throughout your campaign



CAMPAIGN INSIGHTS

Obtain detailed post campaign information about the behaviour and interests of those engaging with your campaign, or readers of Branded Content

2

3

WHAT DATA SEGMENTS DO WE OFFER?

Over 250 segments help ensure a successful campaign

TYPES OF SEGMENT

We can make different **combinations of segments** and create **CUSTOM TARGETS** for the client

SOCIODEMO

GENDER AND AGE. PARENTS WITH CHILDREN. LEVEL OF EDUCATION

ATTITUDINAL

BASED ON SURVEYS ABOUT ATTITUDE

CONTEXTUAL

PAGES BASED ON KEYWORDS AND RELEVANT CONTENT

ECOMMERCE

BUYERS AND INTENTION TO PURCHASE

BEHAVIORAL

BASED ON ONLINE BEHAVIOUR: INTERESTS AND ENGAGEMENT

PERFORMANCE

USERS WHO HAVE GIVEN THE BEST CAMPAIGN RESULTS: CLICKERS AND READERS OF BRANDED CONTENT

3

CREATING SEGMENTS

Based on data **sources**

DATA SOURCES	SOCIODEMOGRAPHICS	CONTEXTUAL	PERFORMANCE	BEHAVIORAL	ECOMMERCE	ATTITUDINAL
User behaviour online		✓	✓			
Advertising campaign data				✓		
Purchase intention data					✓	
Login	✓					
Surveys	✓					✓

3

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SEGMENT CREATION

IBM WATSON TECHNOLOGY
Natural Language Understanding

IBM WATSON'S TOOL USES NATURAL LANGUAGE PROCESSING (NLP) TO ANALYSE OUR CONTENT IN REAL TIME.

THIS WAY WE CREATE MORE PRECISE **INTEREST SEGMENTS**, BASED ON IAB CATEGORIES, AND **CONTEXTUAL SEGMENTS** BASED ON CONCEPTS OR KEYWORDS. WE CAN PROTECT BRAND SAFETY BY EXCLUDING KEYWORDS OR THEMES AS REQUIRED

FUNCTIONS USED

CATEGORIES

We categorise content according to a classification hierarchy **with five levels based on IAB categories**

ENTITIES

We search **people, places, events and other types of entity** mentioned in our content

CONCEPTS

We identify **sophisticated concepts which aren't necessarily referred** to directly in the text

KEYWORDS

We search the content for **relevant keywords**

3

SOCIODEMOGRAPHICS

Sociodemographic segments

We gather this information from **data stated on our login and surveys**

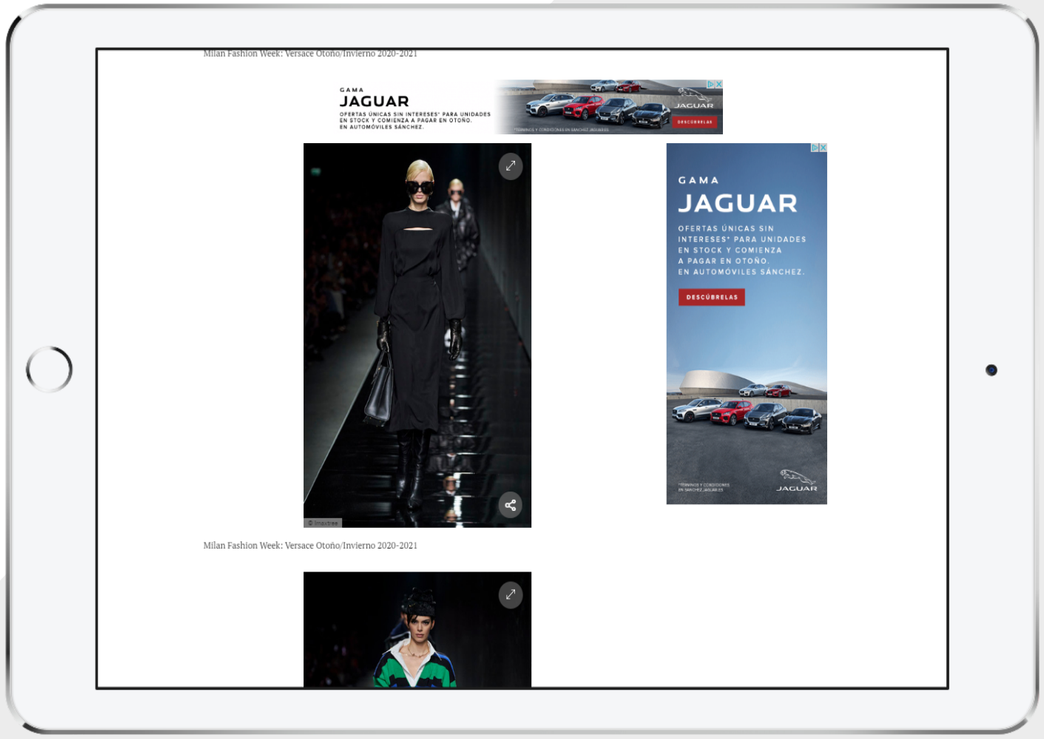
- **AGE** AND **GENDER**
- **PARENTS** WITH **CHILDREN**
- LEVEL OF **EDUCATION**

3

CONTEXTUAL TARGETING

Real time page segmentation based on the context of the page

BY USING THE **IAB'S TAXONOMY** AND **CLASSIFYING OUR KEYWORDS**, WE CAN SEGMENT UP TO 164 DIFFERENT CATEGORIES



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Contextual campaign: Luxury category

We can **apply contextual targeting to an area** such as "luxury". **Your ad will only appear on pages that contain keywords in that category**. For example, by including keywords like "Versace", your campaign will only show alongside content such as Versace's catwalk

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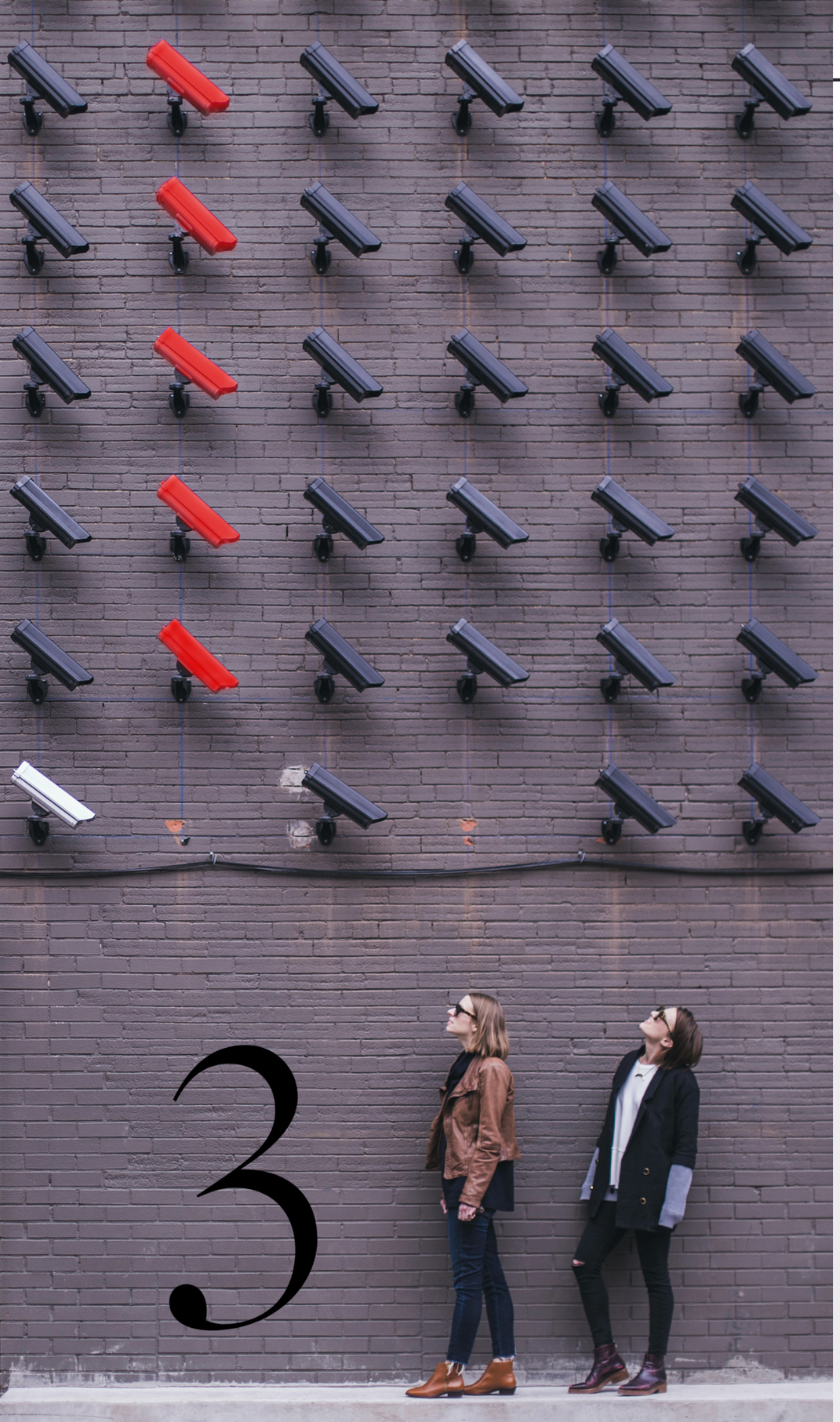

BEHAVIORAL TARGETING

User segmentation based on their behaviour on our website

- **SEGMENTATION BASED ON INTERESTS :** WITH THE IAB'S TAXONOMY AND OUR OWN CATEGORISED KEYWORDS, WE'VE CREATED OVER 164 INTEREST SEGMENTS.

  #MAKEUP SEGMENT: WE CAN SEGMENT USERS INTERESTED IN CONTENT ABOUT MAKEUP ACROSS THE ENTIRE SITE, BY USING RELATED KEYWORDS

- **SEGMENTATION BASED ON ENGAGEMENT:** WE CAN SEGMENT USERS MOST INTERESTED IN A CERTAIN TOPIC BASED ON THEIR INTERACTION WITH THE SITE.

  #USERS WHO SPEND OVER 30S ON AVERAGE READING A NEWS ARTICLE.

  #USERS WHO'VE READ AT LEAST 50% OF AN ARTICLE.

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PERFORMANCE TARGETING

We create specific criteria in order to select the users most likely to engage with a campaign's theme, or with that advertiser:

- **CLICKERS** ON CAMPAIGNS WITH A **CERTAIN TOPIC.**
- BRANDED CONTENT READERS ALLOW US TO ACCESS **A SEGMENT OF USERS MOST LIKELY TO CLICK ON ADVERTISING.**

3

Usuarios que han hecho click en una campaña de coches

We can create a segment for readers who've clicked on a car ad and include similar users, based on statistical models.

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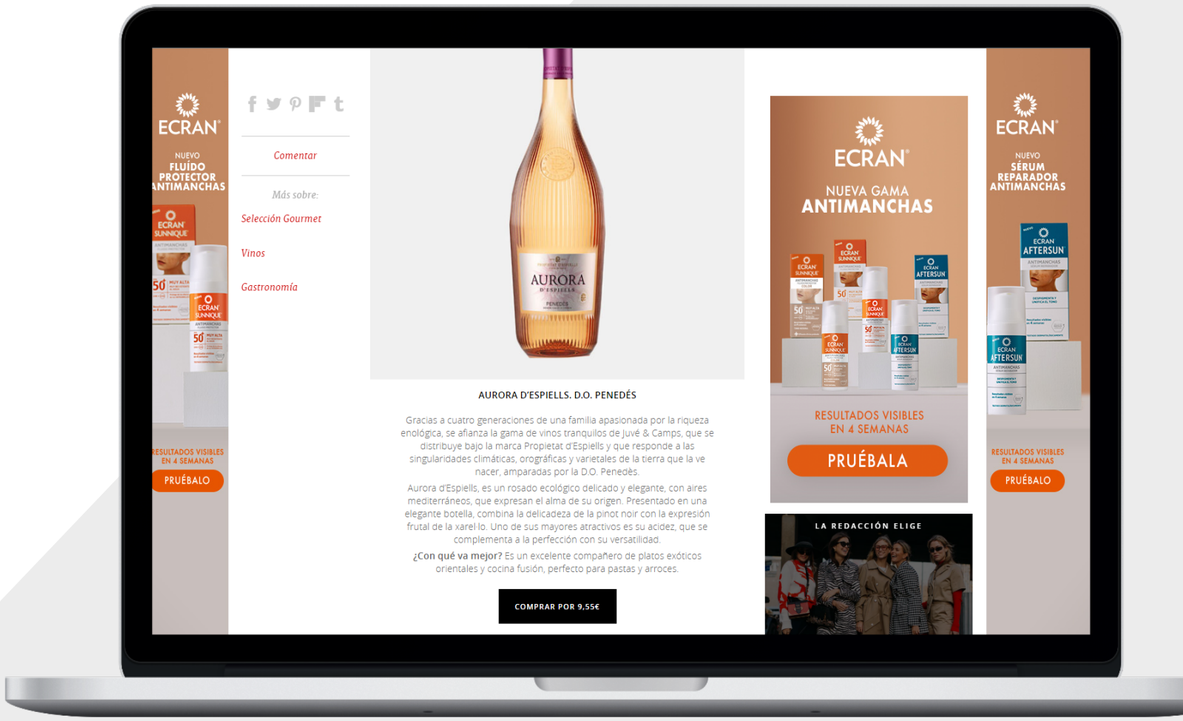
ECOMMERCE TARGETING

Segments for buyers or users with intent to buy:

WITH THE DATA WE GATHER FROM OUR HOLA-LÀ BUYING GUIDES, WE CAN **SEGMENT BUYERS AND USERS WHO INTEND TO SHOP FOR A CERTAIN PRODUCT OR CATEGORY OF PRODUCT**



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Users interested in buying gourmet products

We identify readers who've visited gourmet product pages or clicked on these products, along with buyers, to create **segments for users who intend to purchase**

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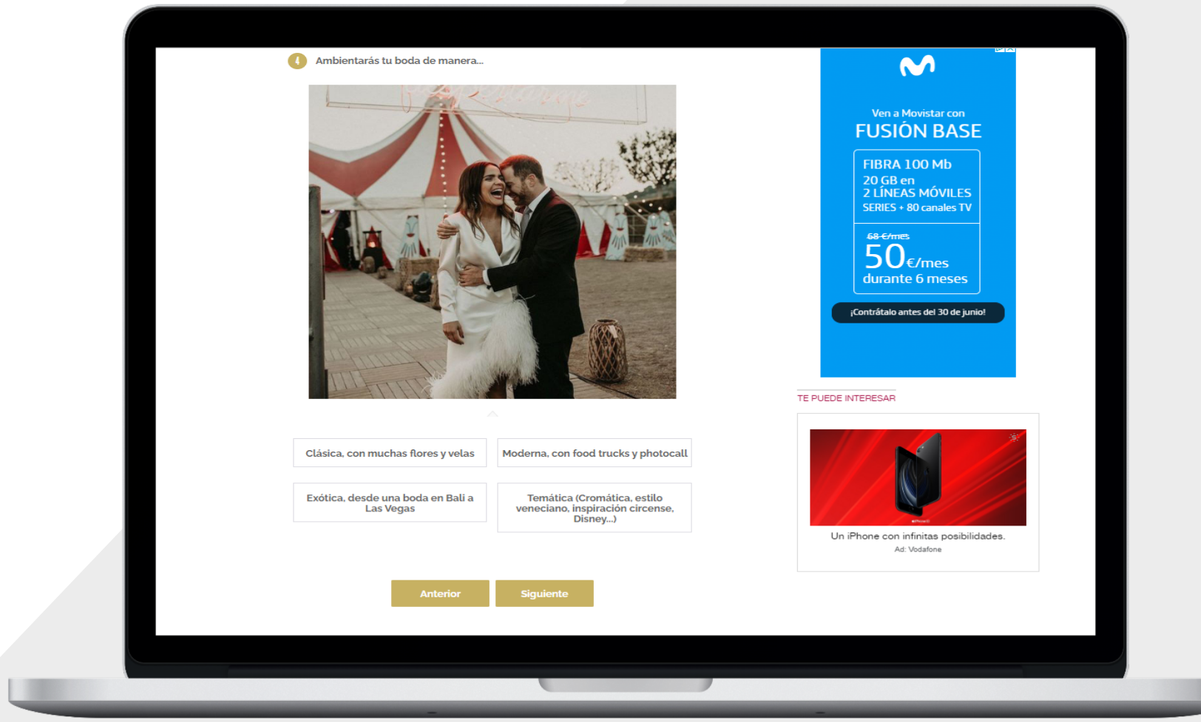
ATTITUDINAL

We gather this information using **data stated on surveys**

WE CAN MAKE SURVEYS ON ANY TOPIC USING **AD-HOC CONTENT TO CREATE A LOOKALIKE AUDIENCE**

#TYPES OF TRAVELLER
#TYPES OF BRIDE
#TYPES OF FOODIE



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#Surveys on brides

Using surveys, we collect **attitude data that would be difficult to gather through browsing activity**, like segments based on types of bride

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4

HOW CAN OUR DATA IMPROVE YOUR CAMPAIGN?

Case studies

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What can we bring to your

CAMPAIGN?

GOAL

ACTIVATION

CREATION
OF THE CAMPAIGN

BRANDED CONTENT

OPTIMIZATION
OF THE RESULTS

DISPLAY AND VIDEO
DIRECT AND PROGRAMMATIC

SOCIAL ADS

DISTRIBUTION OF BRANDED CONTENT

INSIGHTS
INTO THE RESULTS

IMPACTED

CLICKERS

READERS OF BRANDED CONTENT

4

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Example of **affinities** within a **segment**

HAIR LOVERS

READ 3X MORE ARTICLES ABOUT HAIR

WHO THEY ARE

33K USERS

325K SESSIONS

1,1M PAGE VISITS

THEIR ENGAGEMENT

58% **+2,6** MINUTES PER SESSION

62% **+3** ARTICLES PER SESSION

INSIGHTS

87% ARE INTERESTED IN **THE LATEST NEWS**

82% ARE INTERESTED IN **FASHION**

71% READ ABOUT **SPANISH CELEBRITIES**

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Want to try the DATA OF THE FUTURE NOW?