

CLIENT Qubole
PROJECT Case Study: MediaMath
OBJECTIVE Demonstrate the business value of Qubole's big data activation and processing platform for customers like MediaMath

COPY EXCERPT

MediaMath Gives Clients Choice, Flexibility and Ownership Over their Data and Insights with Qubole



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Helping Clients Optimize Media Spend

One of the ways in which clients can optimize their media budget more intelligently using Qubole is via a data product called Enriched Identity, which extends and augments clients' first-party audiences. This lets advertisers enrich their user data and model new audiences before pushing them to the MediaMath DSP for targeting.

MediaMath developed its own DMP within its existing DSP, so the integration is truly seamless, enabling zero data loss and latency for advertisers interested in performance. "With Enriched Identity and Qubole supporting DMP analytics, we can model custom audiences to target on and off of our TerminalOne DSP, driving media performance in any relevant channel," Rancourt says.

Another MediaMath offering that helps clients optimize their spend is Back Test Analysis. This supports performant audience discovery without actually targeting or testing specific segments. It takes data clients have served previously or are currently serving, finds the conversion activity of those impressions, overlaps it with MediaMath segmentation taxonomy and determines which segments those converters most likely fall under. It finds actual CPAs—cost per acquisition—of the users in that segment. Qubole enables this through highly efficient simulation and scenario testing, which saves not only costs but time.

"With Qubole, Back Test Analysis allows us to overlap campaign and audience segment data to calculate performance by segment in sample populations. This highlights the segments advertisers should (and should not) be targeting...without actually targeting the segments being tested," Rancourt says. "So, advertisers can very easily determine which segments they should target without ever having to spend precious media dollars to test them."

Optimizing the Client's Target Audience

To use MediaMath's Enriched Identity, Back Test Analysis and other products that let them buy media more intelligently, clients need a target audience. Ideally, they'd like to have a list of prospects with traits that indicate a high likelihood of conversion.

That's where MediaMath's Audience Creation product comes in.

With Audience Creation, users don't have to determine the traits of a high-propensity audience through testing. Instead, their analysts can use Qubole to query their audience data and find an audience they know has a high propensity to convert. Then, through MediaMath's Audience Creation template, they can send the output of that analysis—a list of MediaMath user IDs—directly to T1 for targeting.