*TeraCrunch™

CASE STUDY

Enabled the precise targeting of video advertising on YouTube to maximize customer impact and engagement.

Overview

A marketing agency places client's commercial on YouTube. They needed to understand how to improve audience connection by increasing views, clicks and other engagement metrics. They also needed to insure that the ads were reaching the right audiences. TeraCrunch's Predictive Marketing Analytics Suite provided the insight to automate these decisions for a campaigns across industry sectors. TeraCrunch Analytics gave the agency deeper performance insights to accurately understand what worked and so they could make adjustments and continually improve ad performance.

Industry: Marketing

ABOUT THE CLIENT

- Major digital marketing agency
- Serving more than 1,000 advertising clients
- Directs global campaigns in more than 30 countries

THE CHALLENGE AND THE STRATEGIC ISSUES

1. Business Challenges

In the rapidly changing world of digital advertising, the client needed live, adaptive analytic insights into their ad placement performance. The client also needed to demonstrate the effectiveness of their strategies to a growing stable of clients through automated post-campaign analytic reports.

2. Strategic Issues

Digital advertising campaigns move quickly. Placement of ads is done through automated bids on keywords and channels. The client needs in-the-moment intelligence about campaigns and the capacity to adapt to changing audiences and viral digital trends.

> ⚑ **Target Ad Placements**

Identify optimal videos, topics and channels on YouTube that maximize ad exposure to the more responsive audience segments.

> ⚑ **Predict Audience Responses**

Pool learnings across millions of placements across hundreds of ongoing campaigns. Apply those learnings to ongoing and future campaigns to continually improve ad performance.

METHODOLOGY AND TOOLS

TeraCrunch combined proprietary client data, Google AdWords data, YouTube data and data from Freebase/Wikidata that provided additional, qualitative context for each ad placement

TOOLS

TeraCrunch customized three analytics products from our Socratez Insightz suite to cater to the needs of the client.

> ⚑ **Text Analytics**

YouTube Videos and Channels are given rich, textual explanation through human and machine assigned key words and descriptions. Our text analytics mines meaning from all those sources to better understand, profile and categorize desirable and undesirable characteristics of each potential placement so that our models can better identify and predict which ones have attributes most in line with the client's individual branding needs.

1. Analysis and parsing of descriptions, key words and MID codes through machine learning.
2. Clustering of those characteristics as potential advertising platforms.
3. Segmentation of videos and channels into most desirable ad placements.

> ⚑ **Customer Relationship (Loyalty) Expansion**

Different videos and channels attract unique audiences. Not only are these demographically different, they are also behaviorally different in terms of response and loyalty. Our analytics associate potential audiences with those videos most likely to attract and retain viewership.

1. Segmentation and profiling of audience behavioral characteristics.
2. Contextually matching audiences with videos and channels, and with optimal ads.

> ⚑ **Predictive Trend Analysis**

Segmented and profiled video ad placements and audiences are optimally paired to maximize views, clicks and other key performance metrics. Ongoing data collection and analysis allow for mid-campaign corrections. Pooled campaign results are used to inform subsequent campaign placement strategies.

1. Matching video placements with desired audiences using machine learning.
2. Updating predictions based on continuous data.
3. Adaptive pooling of relevant campaign results for more accurate planning.

THE APPROACH

TeraCrunch worked with the client to improve operational efficiency and effectiveness, and to improve reporting to the brands they manage, in four stages:

Stage 1: Extracting, Combining and Structuring data
TeraCrunch connected with client data holdings to automate identification of key characteristics of each campaign. Using that information, we connected through the Google AdWords API to capture ongoing data about video ad placement and performance. From there, we use this information to scrape additional data about the specific YouTube video and channel placements. Finally, text data from descriptions, key words and MID codes are extracted and processed for additional meaning.

Stage 2: Segmenting Videos and Channels for Performance Analytics
Videos (and their Channels) are analyzed and segmented based on a number of their characteristics. Within each segment, highest and lowest performing videos are identified and further analyzed to determine which characteristics are most likely contributing to their success or failure.

Stage 3: Predicting Ad Placement Performance
Using statistical and machine learning models in an ensemble scoring approach, video performance is modeled within their peer groups (by content and other characteristics derived from qualitative and quantitative variables). These models are used to predict ad performance for a particular video and audience combinations.

Stage 4: Automating Reports and Insights
Machine learning techniques are used to score performance on key client metrics. Positive and negative outliers are identified and distinguishing characteristics are called out in tabular and graphical displays suitable for internal client use and for external reporting.

IMPACT ON THE BUSINESS

TeraCrunch solution will improve clients core business offering of optimizing ad placements and streamlining operational efficiency — as well as automating significant aspects of post-campaign analysis for internal usage and advertiser reporting. The client gains both more accurate campaign monitoring and will recover hundreds of man-hours per month that may be dedicated to other, revenue generating tasks.

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