USING BIG DATA FOR DRIVING
ADVERTISEMENT GROWTH

DATA EXPLOSION: THE CHANGING LANDSCAPE

Changing data and customer exposure landscape

Increase in Sources

Multiple channels

Changing customer touchpoint

Data from indirect to direct

Alter data study

Structured to Unstructured

Communicate

- What
- Whom
- Where

Data Analytics

Customer Listening

TV   Digital   Social Media

Big Data

THE ADVERTISEMENT-DATA LANDSCAPE : CHALLENGES

Diversity of Data : Difficult to capture

Pace of information : Contextual and Real time response

Noise in data : Capture what's relevant

Lack of Comprehensive measurement

Listening

Communication

Target : Optimize "listening" and enhance "Communication"

LISTENING : DATA CAPTURE

Web Analytics

Audience Data

Traditional
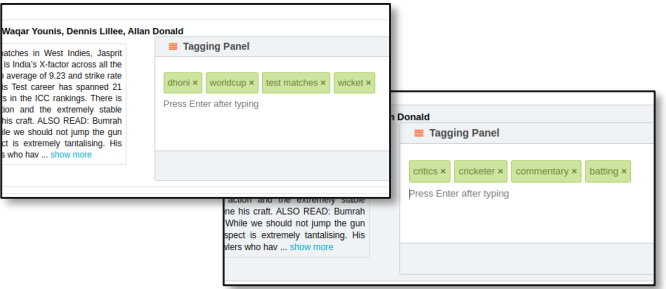
Content Intelligence

Action Points

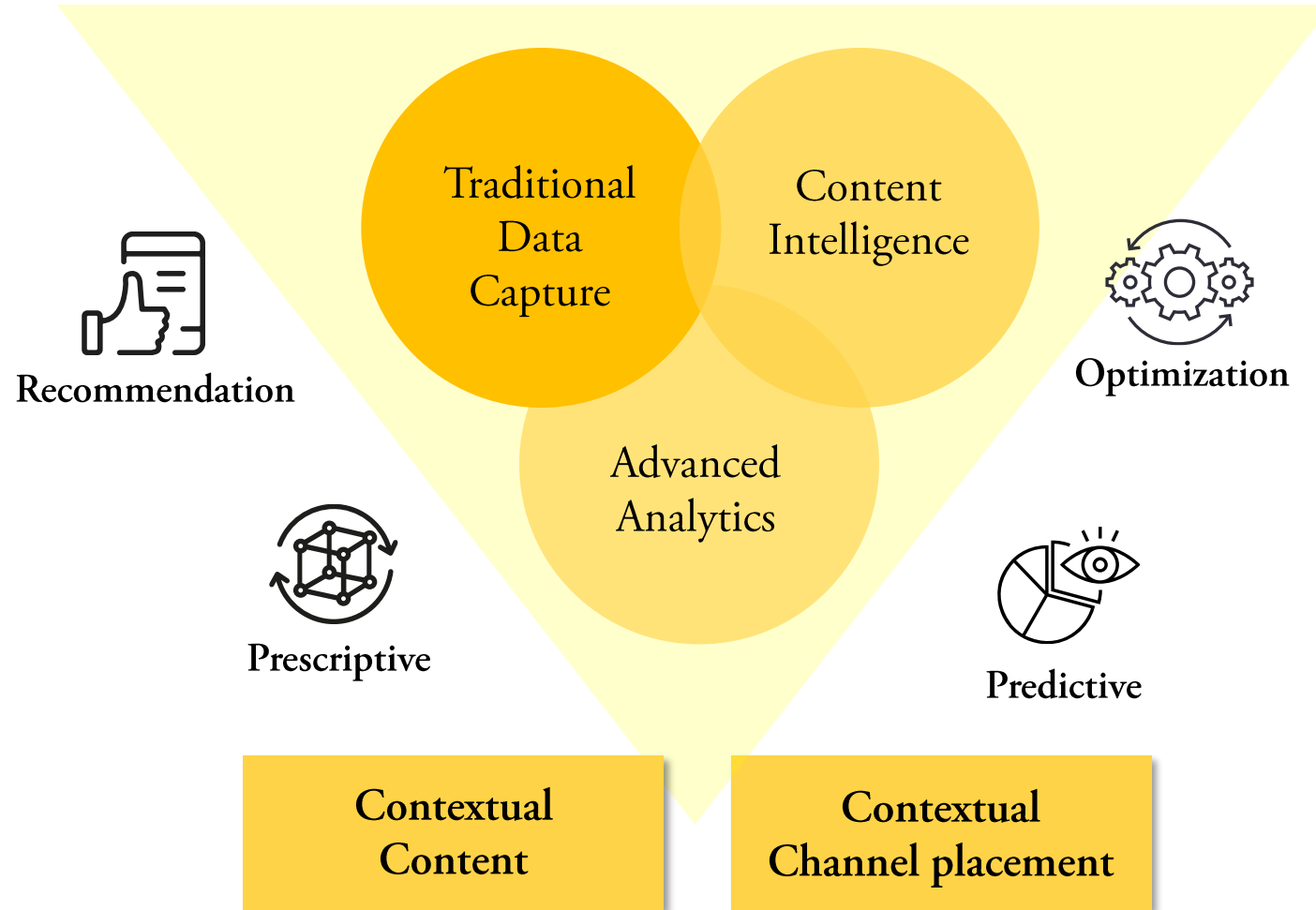**Sentiments : Article & Context**

Powered by **PRANA**

Logo & Object detection

Powered by **PRANA**

Context & Text Classification

COMMUNICATE : ANALYTICS

USE CASE

Listening

Sports blogger : Tournament analysis   Medium: Publication-digital

Age, Gender, CTR, Depth of page …

Sentiment –Dhoni : -ve; Vvirat : +ve

Context: critique for match strategy; Dhoni as choice

Type: critique

Topic: WC'19

Entities: Indian team players; Dhoni; Virat; Rohit Sharma; Bumrah

Communication

Case 1

- Traditional: CTR appropriate; middle aged male
- New data: Sports, critique, sportsmen, sentiments
- Brand endorsed by sportsmen
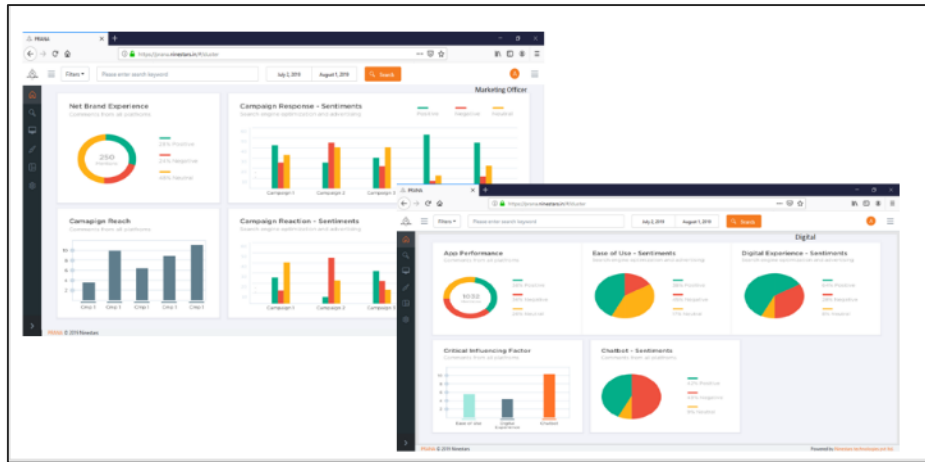- Comparative sentiment reflection of players

Place ad with Virat as ambassador (context+ entity+ sentiment)
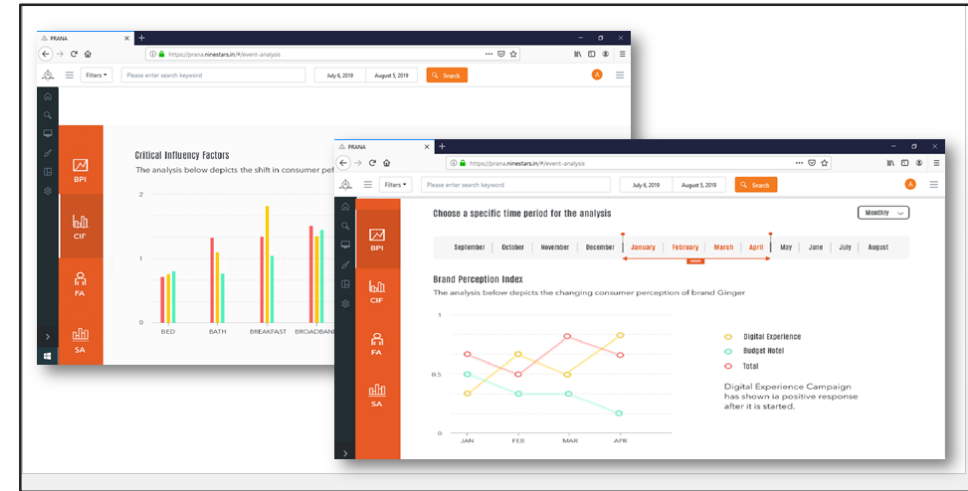
Case 2

Real Time optimization:

- Response Analytics
  - High traction and network strength
  - Dhoni : most mention +ve
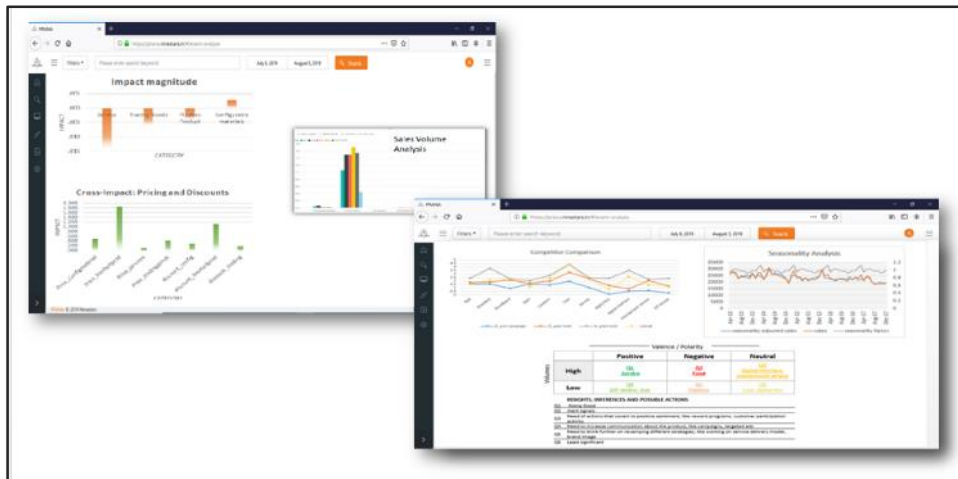 - Virat : Not Prominent

Adapt communication : Policybazaar advertisement of Dhoni (based on demography)

Campaign Analysis

Brand Analysis

Product Analysis
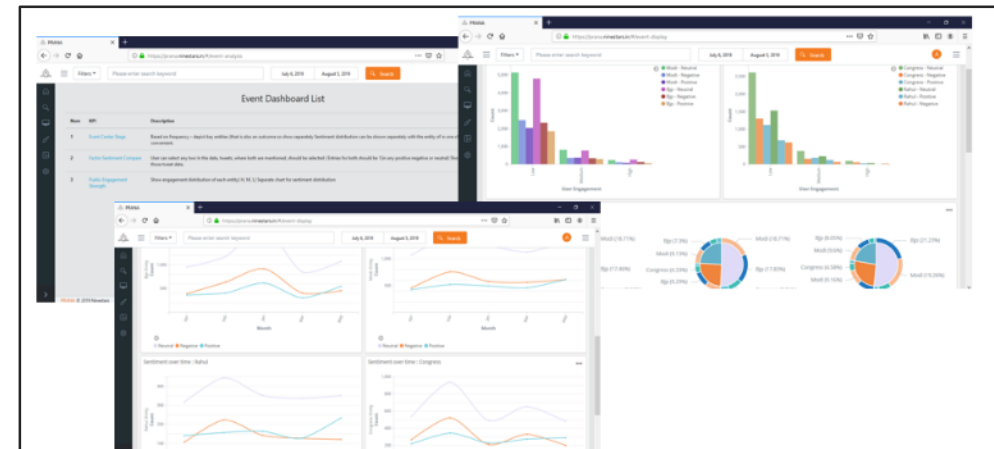
Event Analysis

SUMMARIZING DISCUSSION

Advertising

Listening

Communicate

New View

Traditional

Case 1
Traditional + new view + observation and perception

Case 2
Traditional + new view + Time + predictive + prescription (Real time)

Content intelligence driven data

Response intelligence driven data

Audience data

Web analytics parameters
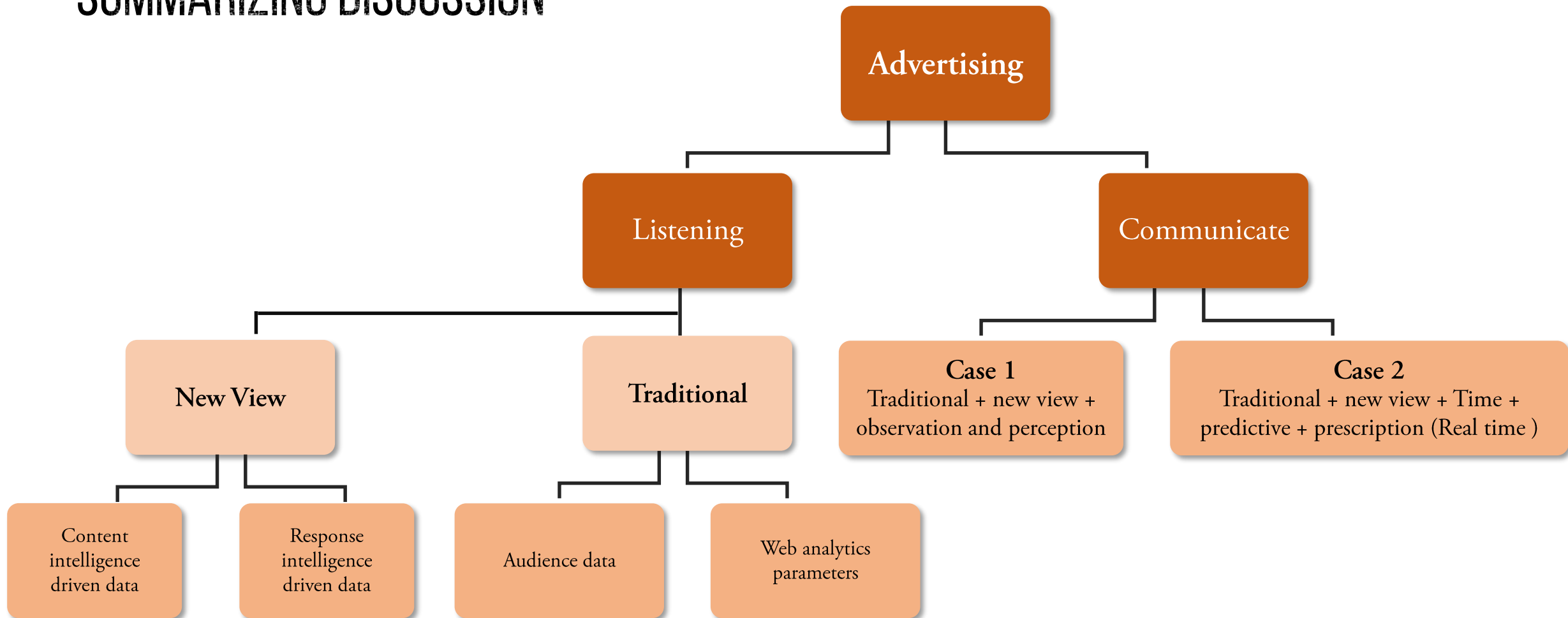
THE ADVERTISEMENT-DATA LANDSCAPE: CHALLENGE RESOLUTION

Diversity of Data : Difficult to capture ⟷ Content Intelligence : Compute data points that are relevant

Pace of information : Contextual and Real time response ⟷ Time dimension : Data Platform for real time data analytics

Noise in data : Capture what's relevant ⟷ Usage of Observation Analytics & Data segmentation as 1st Pass filters

Lack of comprehensive measurement

CONCLUSION

- Publisher
  - Need for content intelligence
  - Investment in AI
  - Platforms that can back up AI based engineering, process data at speed and in volumes
- Advertisers
  - Harness increased customer touchpoint
  - New data acquisition
  - Investment in analytics solution for contextual advertising

THANK YOU

Post your comments and questions on our twitter handle @NinestarsGlobal with the hashtag #AskNinestars

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