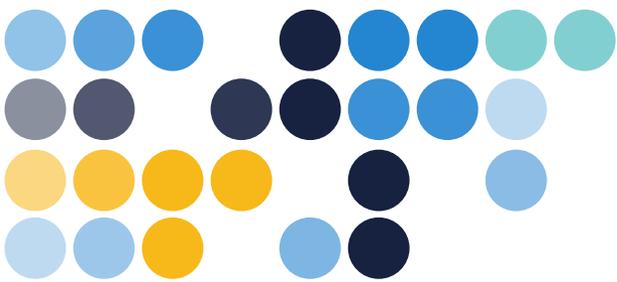


Media Planner's
Guide to

Personalized Programmatic

The logo for Connexity, featuring the word "connexity" in a lowercase, sans-serif font. The letter "o" is replaced by a cluster of small blue dots arranged in a circular pattern.

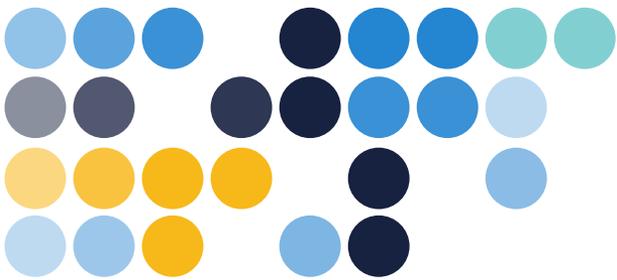


Studies show that consumers strongly prefer [personalized experiences](#), and it's becoming more important than ever for marketers to provide customized experiences to remain competitive.

By the end of 2015, programmatic ad spending [reached almost \\$15 Billion](#), and is expected to reach at least \$20 Billion in 2016. On top of that, an [eConsultancy study](#) found that 62% of online retailers are practicing some form of personalization. As we move into a brave new world of highly targeted advertising, there is no doubt that personalization and programmatic will continue to fuel one another.

As we move into a brave new world of highly targeted advertising, there is no doubt that personalization and programmatic will continue to fuel one another.

“Going forward, programmatic will be synonymous with personalization,” explained Ben Kartzman co-founder and CEO of [Spongecell](#). “As an industry, we now have the potent combination of creative and data, supported by powerful technology to finally engage with consumers at the right place at the right time in the right context.”



Chapter 1

What Powers Personalization?

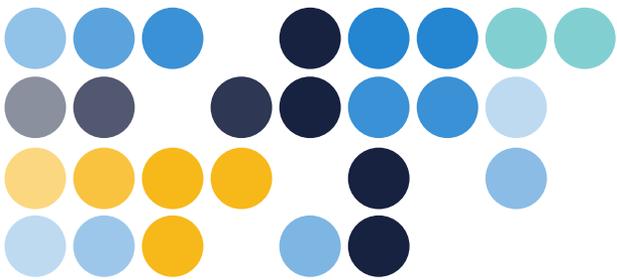
Successful personalization comes down to how much you really know about your audience. Many marketers know the basics of who they are targeting—for example, age and gender demographics. However, more marketers are discovering that having a lot of little details can be essential for creating a truly personalized experience.

Here are some examples of data points that power personalization:

Shopping Behavior

What kind of products do they typically purchase? Are they frequent browsers, or do they only shop when they're ready to buy? How much do they typically spend per order?

Why it's important: Sometimes looking at shopping behavior illuminates unexpected details about how and why your audience buys—details which could not be inferred based on demographic information. For example, one might naturally assume shoppers with low or average household incomes make up the vast majority of deal-seekers, but Hitwise (a division of Connexity Inc.) found that 39% of people who search for coupons have household incomes of \$100,000 or more.*



Interests:

What activities, hobbies and TV shows do they like? Are they technophiles? Do they love popular culture? Are they into photography? Do they like food and cooking?

Why it's important: In some cases, your audience's interests and hobbies are directly relevant to the items you're selling, for example people who love to cook are more likely to buy a slow cooker. However, beyond the obvious connection between interests and products, [Google found](#) that consumers actually choose brands who engage with them based on their passions and interests 42% more often than brands who only urge them to buy a product.

Geo-locational:

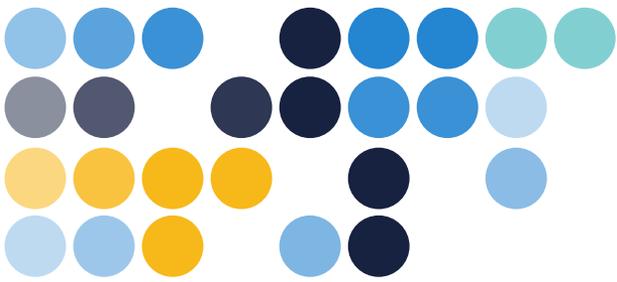
Where are these consumers located? What's the weather like where they live? What state or region are they from?

Why it's important: Online shopping sometimes feels like the great equalizer, but studies find consumers from different states have [widely different spending behavior](#). Although your online shoppers are buying from one place, their locational experience may significantly affect their behavior and needs.

Life stage:

Did they just start college? Buy a house? Or have a baby? All of these will deeply affect consumer's interests and purchase behavior, sometimes in unexpected ways.

Why it's important: [Studies show](#) that a life stage transition is a crucial time when a consumer's brand loyalty is "up for grabs" — knowing the life stage of a consumer offers an incredible window to capture their attention, and tailor your offerings to their priorities in that moment.



Chapter 2

How Specific Do You Need to Get?

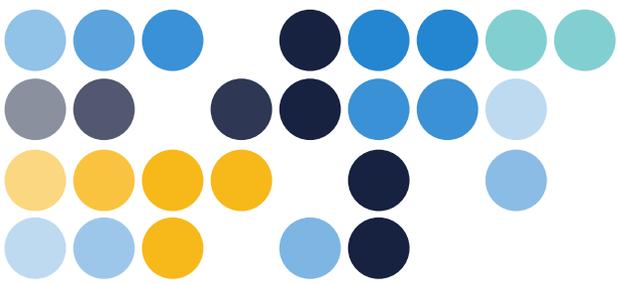
Does personalization require exact one-to-one specificity? Do you need to know every single detail about a consumer and their behavior in order to personalize an advertisement? Not necessarily.

“To personalize at scale you don’t necessarily have to get down to the exact Callaway golf club that a consumer shopped for online — you need the right mid-level and higher-level buckets,” says Christopher Curtis, VP of Business Development, Data Products at Connexity. “Knowing several points about a consumer, for example that he is male, shops for golf clubs, and lives in Southern California can allow you to triangulate these data points to create a compelling and tailored ad.”

Each of these data “buckets,” from mid-level to high-level, are filled with customer data — which can be used in combination for powerful targeting.

“To personalize at scale, you need the right mid-level and higher-level buckets.”

Christopher Curtis
VP of Business Development,
Data Products at Connexity



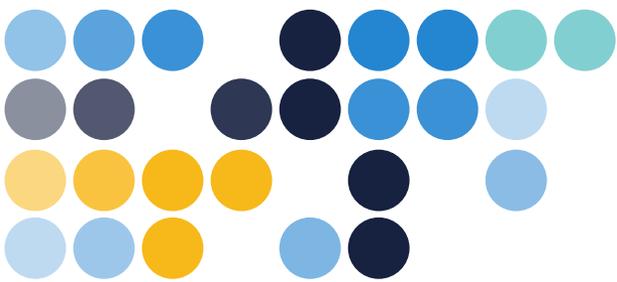
Chapter 3

Targeting vs. Personalization – Know the Difference

Targeting and personalization are both important for effective programmatic advertising. **Targeting** refers to who you are seeking to engage, while **personalization** refers to what you choose to engage them with (i.e. the creative, the ad placement, etc.). Although they feed off one another, targeting and personalization are two different things. Marketers serving ads programmatically should prioritize how to target their audience first, and *then* decide how personalization can further boost engagement.

Let's say Home Depot taps into a segment of consumers who have shopped online for flooring supplies in the last 2-3 weeks, and advertises an upcoming sale in their home improvement department – that's targeting. If their ad features different flooring supplies, promotes offers, or provides details about the closest neighborhood Home Depot – that's personalization.

Once shoppers click on an advertisement, brands can even personalize the website experience. For example, Walmart could increase engagement on its website by leveraging its own customer data. If one customer frequently buys home goods, and another often buys sporting goods, those behaviors could trigger an entirely different homepage experience: content, landing pages or offers tailored to their interest.



Chapter 4

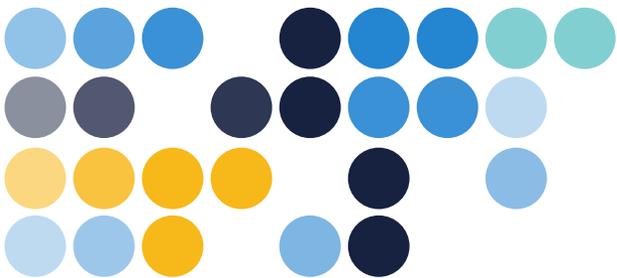
Personalization and the Future

In this complex, data-driven ecosystem no marketer can master personalized programmatic alone. The best personalized marketing campaigns are often the result of powerful teamwork between marketers, brands, agencies and vendors.

At the end of the day, only the brands who demonstrate a deep understanding of consumers' needs and interests will be able to capture their attention and retain their loyalty — and this can only be achieved through consistent relevance, customization and personalization of the entire buyer journey.

As Curtis explains, “I’ve been an Amazon client since 2004 and they know more than anyone else about my purchase history and shopping habits, so they have the huge leg up to make my experience relevant. **Relevance** is what holds people’s interest. It’s becoming more and more important that marketers leverage data to personalize their ads to consumers’ interests and deliver the right message to move them down the purchase cycle. If you don’t, somebody else will.”

In today’s complex ecosystem, relevance is the only thing that holds people’s interest. If you don’t deliver it, somebody else will.



Let's Get Personal...

Ready to deliver personalized ad experiences that convert?

With over 100 million shopping profiles, Connexity targets shoppers who are ready to buy, with tailored messages that work.

LET'S TALK

* About this Data: The Hitwise® AudienceView™ platform delivers insights into consumers' online behaviors and searches combined with survey research measuring their attitudes, lifestyles and shopping preferences. Data for statistics cited in this study were collected from the online panel of 10 million Americans during the four weeks ending January 12, 2016.