Using Big Data for Driving Advertisement Growth
DATA EXPLOSION: THE CHANGING LANDSCAPE

Changing data and customer exposure landscape

Increase in Sources

Multiple channels

Data from indirect to direct

Changing customer touchpoint

Alter data study

Communicate
- What
- Whom
- Where

Data Analytics

Structured to Unstructured

Customer Listening
- TV
- Digital
- Social Media

Big Data
THE ADVERTISEMENT-DATA LANDSCAPE : CHALLENGES

Communication

- 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

Target: Optimize “listening” and enhance “Communication”
LISTENING : DATA CAPTURE

Web Analytics

Sentiments : Article & Context

Powered by

Logo & Object detection

Powered by

Context & Text Classification

Traditional

Content Intelligence

Action Points

Audience Data
COMMUNICATE : ANALYTICS

Traditional Data Capture

Content Intelligence

Advanced Analytics

Recommendation

Optimization

Prescriptive

Predictive

Contextual Content

Contextual Channel placement
**USE CASE**

### Listening

- **Sports blogger**: Tournament analysis
- **Medium**: Publication-digital
- **Age, Gender, CTR, Depth of page**...
- **Sentiment**: Dhoni: -ve; V'irat: +ve
- **Context**: critique for match strategy; Dhoni as choice

### 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)
SUMMARIZING DISCUSSION

Advertising

Listening

New View
- Content intelligence driven data
- Response intelligence driven data

Traditional
- Audience data
- Web analytics parameters

Communicate

Case 1
- Traditional + new view + observation and perception

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