

The logo for Krux, featuring the word "krux" in a white, lowercase, sans-serif font. The background of the slide is a blue gradient with a network of white and light blue lines and dots, resembling a data visualization or a molecular structure.

# Krux vendor showcase

Get out of the trafficking rut and start talking like a data scientist

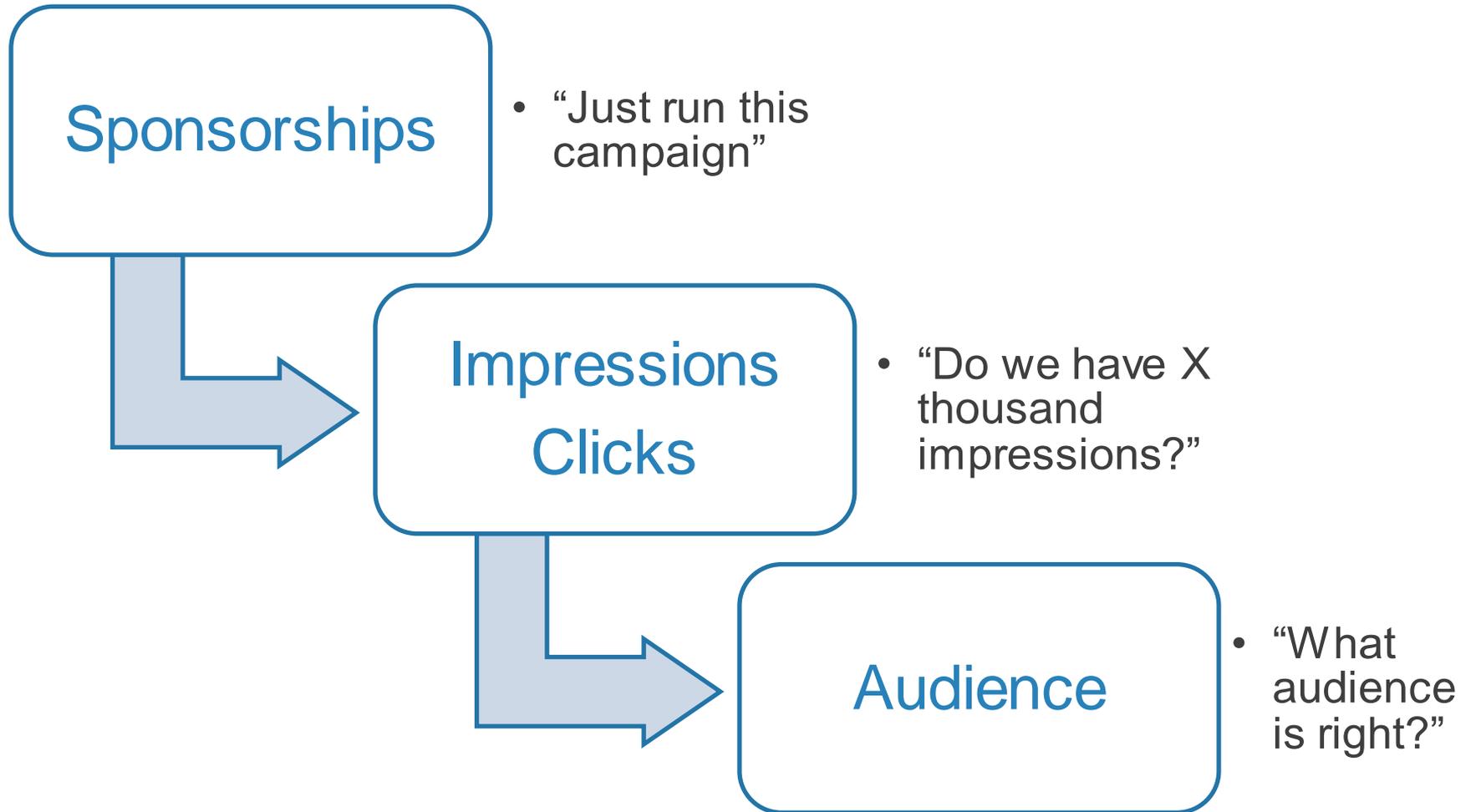
IAB Digital Ad Ops Conference

# Agenda

- 1 Introduction
- 2 The Opportunity
- 3 What Can We Do About It?
- 4 Next Steps

# Introduction

# Evolution of AdOps



# The Opportunity

# Some things I've heard sales reps say

- The revenue is at risk, what are you going to do?
- This campaign isn't performing. Can you optimise it?
- We've run this creative many times already and it's always performed before.
- What can I do to ensure the next campaign works?

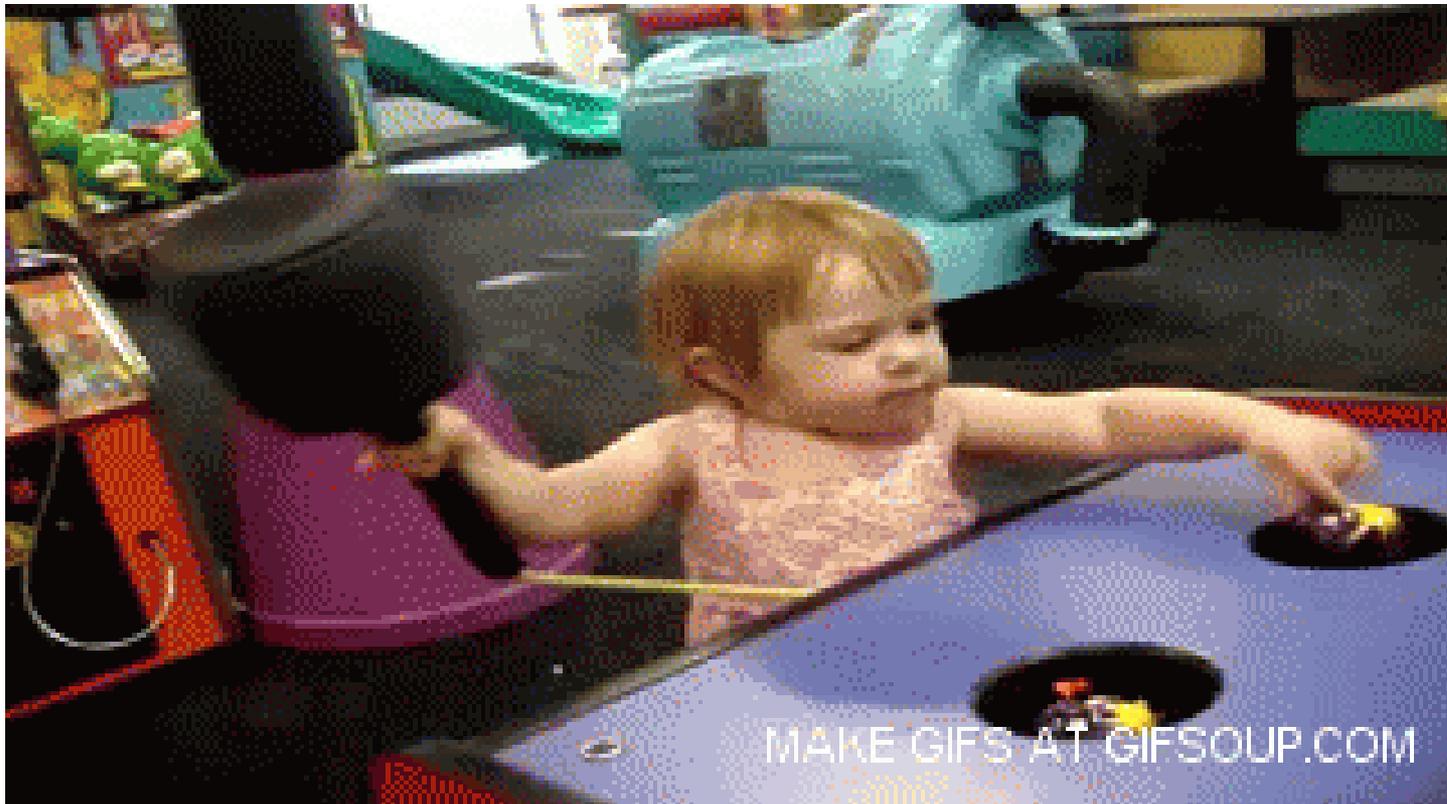
# Manually prioritizing campaigns for revenue at risk

What it feels like:



# Manually prioritizing campaigns for revenue at risk

What's actually happening:



**Do any of these sound familiar?**

**What can we do about it?**

# What do all of these have in common?

- They are all things that can be fixed with data
  - The more data, the better your decisions can be.
- Data science is about exploration and inference
  - What can you explore, and what can you infer?



- Standard Performance
- Great Performance
- Poor Performance



- Standard Performance
- Great Performance
- Poor Performance

# What do you do now?

## Question

- What audience is not yielding as much as you think it should?
- Which audiences have low Click-Through Ratios?
- Which audiences have high Click-Through Ratios

## Action

- Investigate sold/unsold status
- Investigate where they are running – Run of Site??
- Investigate whether targeted campaigns should be interesting to this audience
- Is there a broken campaign?
- You are doing something right. Find out what!

# Campaign-level actions

- Identify which audiences are over and under-indexed.
  - An under-indexed audience isn't pulling its weight.
  - An over-indexed audience is making up for it.
  - How does this ratio look compared to last campaign?
  - Does this match what you expect?

# Campaign-level actions

- Identify audiences that are performing well
  - Can we get more of this audience?
  - Can we get more impressions from this audience?
  - Can we have a conversation about this with the client?
  - Can we get a similar audience?
- Identify audiences that are performing poorly
  - Is it an appropriate audience for this campaign?
  - Are they performing anywhere?

**Next steps?**

# Talking like a data scientist: Answers to some things I've heard sales reps say

- The revenue is at risk, what are you going to do?
  - Which audience is getting the impressions?
  - What audience should be getting the impressions?
- The campaign isn't performing. Can you optimise it?
  - Where did we get performance?
  - Where did we not get performance?
- We've run this creative many times already and it's always performed before
  - Is it creative fatigue? Or running against a different audience?

# Talking like a data scientist: Answers to some things I've heard sales reps say

- What can I do to ensure the next campaign works
  - First – Hug time!
  - For which audience has this campaign worked?
  - Given this information, what do I need to adjust the next campaign?

**Questions?**

**Thank you!**