

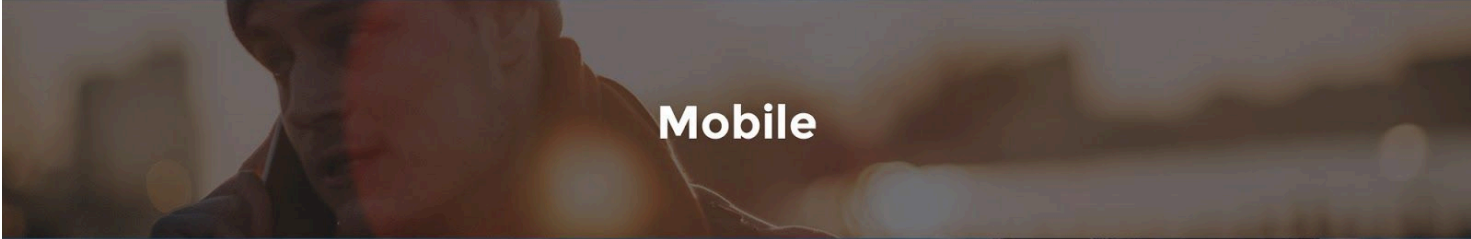
Intent Whitebook

High quality Intent Segments

- DENMARK - LAST UPDATED 08.10.2017



Car



Mobile



Travel



TV Provider



Household Grocery Buyer



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Introduction

AudienceProject now provides you with the opportunity to target your campaigns towards audiences based on purchase intent.

By providing you with segments based on purchase intent, AudienceProject brings new opportunities for using AudienceData as part of your performance campaigns and reaching audiences that have an interest in your product or product category just now. Our new Intent Segments are based on behavioral patterns and real people's answers (deterministic data) collected among AudienceProject's comprehensive Nordic online panel.

This whitebook will provide you with a thorough declaration of the different Intent Segments and the methodology behind the segments. Furthermore, the whitebook contributes to AudienceProject's commitment of working towards a more transparent data ecosystem in the industry.

Available Intent Segments

Purchase intent: Car	People in the market to buy a car
Purchase intent: Mobile	People in the market to buy a mobile
Purchase intent: Travel	People in the market to buy a vacation
Purchase intent: TV Provider	People in the market to replace their TV provider
The Household Grocery Buyer	People who are responsible for the household's grocery shopping

What are Intent Segments?

The Intent Segments are a new way to target audiences being in the market for a particular product, rather than rely on assumptions about certain demographic groups. The Intent Segments will hence characterize people with certain purchase intents.

How to use Intent Segments?

As the Intent Segments are characterized by people being in the market for a particular product, the most optimal way of using the segments is to use them for performance campaigns.



— PURCHASE INTENT —

Car



SUMMARY

The Car Segment is characterized by people who are looking for a new car and hence have expressed an intention of buying a car. If you are e.g. running a campaign for a car brand, a car dealer or a car insurance company the Car Segment is spot on!

DATA DURATION

6 Mo

Based on people who have expressed purchase intent within the last 6 months

AFFINITY

400

The affinity when targeting against this segment is 400

CPM

3 DKK

The cost when targeting against this segment is CPM 3 DKK

AVAILABILITY

3.7 mio device cookies are available directly from AudienceProject

3.6 mio device cookies can be targeted through DoubleClick

1.6 mio device cookies can be targeted through Adform

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— PURCHASE INTENT —

Mobile



SUMMARY

The Mobile Segment is characterized by people who are looking for a new mobile and hence have expressed an intention of buying a mobile. If you are e.g. running a campaign for a telecommunications company or an electronics retailer the Mobile Segment is spot on!

DATA DURATION

 **3 Mo**

Based on people who have expressed purchase intent within the last 3 months

AFFINITY

 **750**

The affinity when targeting against this segment is 750

CPM

 **3 DKK**

The cost when targeting against this segment is CPM 3 DKK

AVAILABILITY

 **3 mio device cookies** are available directly from AudienceProject

 **2.9 mio device cookies** can be targeted through DoubleClick

 **1.2 mio device cookies** can be targeted through Adform

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— PURCHASE INTENT —

Travel



SUMMARY

The Travel Segment is characterized by people who plan to go on holiday and hence have expressed an intention of buying a vacation. If you are e.g. running a campaign for a travel agency, an airline or a hotel the Travel Segment is spot on!

DATA DURATION

6 Mo

Based on people who have expressed purchase intent within the last 6 months

AFFINITY

300

The affinity when targeting against this segment is 300

CPM

3 DKK

The cost when targeting against this segment is CPM 3 DKK

AVAILABILITY

8.2 mio device cookies are available directly from AudienceProject

7.3 mio device cookies can be targeted through DoubleClick

2.8 mio device cookies can be targeted through Adform

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— PURCHASE INTENT —

TV Provider



SUMMARY

The TV Provider Segment is characterized by people who are looking for a new TV provider and hence have expressed an intention of replacing their TV provider. If you are e.g. running a campaign for a TV provider the TV provider segment is (obviously) spot on!

DATA DURATION

6 Mo

Based on people who have expressed purchase intent within the last 6 months

AFFINITY

600

The affinity when targeting against this segment is 600

CPM

3 DKK

The cost when targeting against this segment is CPM 3 DKK

AVAILABILITY

3.5 mio device cookies are available directly from AudienceProject

4.1 mio device cookies can be targeted through DoubleClick

1.7 mio device cookies can be targeted through Adform

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— THE —

Household Grocery Buyer



SUMMARY

The Household Grocery Buyer Segment is characterized by people who are responsible for the household's grocery shopping. If you are e.g. running a campaign for an online or offline grocery retailer the Household Grocery Buyer Segment is spot on!

AFFINITY

 **170**

The affinity when targeting against this segment is 170

CPM

 **3 DKK**

The cost when targeting against this segment is CPM 3 DKK

AVAILABILITY

 **3.3 mio device cookies** are available directly from AudienceProject

 **3.2 mio device cookies** can be targeted through DoubleClick

 **1.8 mio device cookies** can be targeted through Adform

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Methodology

AudienceProject's Intent Segments are based on a unique combination of survey data and behavioural analysis. Thousands of panelists are continuously interviewed in an ongoing omnibus 365 days a year. The resulting intent-panel is then used in combination with AudienceProject's proprietary machine learning algorithms to identify exactly how the behavioural patterns of the intent panelists differ from the non-intent panelists. Once distinct behavioural patterns have been identified, a control group of real panelists are used to verify the affinity of each segment. In other words, AudienceProject's Intent Segments are based on online behaviour of *real people*, who have expressed intent of a purchase in a survey.

Always new seed data

An ongoing survey approach ensures that AudienceProject continuously is able to observe and adjust the segments to match changes in any audience's attitude and behaviour.

The omnibus approach of AudienceProject's Intent Segments also takes the duration of the purchase decision process into consideration.

The survey data used for the segments, will not be older than the assessed timeframe for the purchase decision process around the product. Hence, the seed data constituting the basis for the predictions are based on people who are *actually* in the market for the product within the stated timeframe.

Predictions - Not retargeting

It is important to bear in mind that AudienceProject's Intent Segments *not* are based on the typical retargeting approach.

The segments are based on a complex set of behavioural traits and predictions that ensures that members of an intent segment are users that exhibit the same overall behaviour as users who have stated an intent to purchase a particular product or service. Hence, we are beyond the typical re-invite issue, where users are haunted by one particular product ever since they took a glance at it or purchased it.

AudienceProject delivers real 'future' intent. Not past intent.

Why rate probabilistic data segments using affinity?

Affinity is the definition of a data segment's performance against a particular target audience versus the performance if you target the average population. Affinity is the metric that allows you to compare the performance of programmatic data driven strategies versus traditional media placement planning. A data driven strategy should only be pursued when it delivers more value than the traditional approach.

Affinity is also the metric that quantifies the reduction in wasted impressions on any given campaign. It puts a very tangible monetary value on the value that a skilled planner can add to an online campaign.

How did we measure affinity?

To calculate affinity we need data from both the average population and the population in the segment. As there is no comparable data on purchase intent in the populations across our markets, we have used our online panels to collect data and carefully weighed the data to match the online population in each of our active countries.