

Ownership Whitebook

High quality Ownership Segments

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Introduction

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

By providing you with segments based on ownership, AudienceProject enables you to improve the targeting of campaigns suited for people with a particular ownership. Being able to reach owners opens up for the opportunity to use targeting data more effectively for campaign categories supplementing or supporting a given ownership.

Our new Ownership 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 Ownership 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 Ownership Segments

The Car Owner:	People who own a car
The House Owner:	People who own a house
The Summerhouse Owner:	People who own a summerhouse

What are Ownership Segments?

The Ownership Segments are a new way to target audiences with a particular ownership, rather than rely on assumptions about certain demographic groups. The Ownership Segments will hence characterize people who are owners of certain things.

How to use Ownership Segments?

As the Ownership Segments are characterized by people with a particular ownership, the most optimal way of using the segments is to use them for performance campaigns.



— THE —

Car Owner



SUMMARY

The Car Owner Segment is characterized by people who own a car. If you are e.g. running a campaign for a car insurance company, a gas station or an auto repair shop the Car Owner Segment is spot on!

AFFINITY

 **115**

The affinity when targeting against this segment is 115

CPM

 **3,75 SEK**

The cost when targeting against this segment is CPM 3,75 SEK

AVAILABILITY

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

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

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

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Want to use this segment or learn more about it? Get in touch with us at:

hello@audienceproject.com



— THE —

House Owner



SUMMARY

The House Owner Segment is characterized by people who own a house. If you are e.g. running a campaign for an insurance company or a hardware store the House Owner Segment is spot on!

AFFINITY

 **140**

The affinity when targeting against this segment is 140

CPM

 **3,75 SEK**

The cost when targeting against this segment is CPM 3,75 SEK

AVAILABILITY

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

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

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

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— THE —

Summerhouse Owner



SUMMARY

The Summerhouse Owner Segment is characterized by people who own a summerhouse. If you are e.g. running a campaign for a TV or internet provider the Summerhouse Owner Segment is spot on!

AFFINITY

 **400**

The affinity when targeting against this segment is 400

CPM

 **3,75 SEK**

The cost when targeting against this segment is CPM 3,75 SEK

AVAILABILITY

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

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

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

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Methodology

AudienceProject's Ownership 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 ownership-panel is then used in combination with AudienceProject's proprietary machine learning algorithms to identify exactly how the behavioural patterns of the owner panelists differ from the non-owner 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 ownership segments are based on online behaviour of *real people*, who have expressed ownership 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.

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 ownership 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.