



## First things first, what do we mean by “Programmatic”?

### Econsultancy sum it up quite well...

Programmatic quite simply means “automatic”. Programmatic buying refers to any digital advertising space bought automatically on a web page (served via a desktop, laptop, mobile or tablet) through either bidding for the space or buying it directly so it's guaranteed to be yours.



### And what do we mean by actioning insight programmatically through digital advertising?

This is where YouGov Profiles plays a key role.

Insight can be extracted from the tool and used to build a digital campaign plan that can be activated programmatically.

**YouGov**Profiles

Now let's walk through the entire process of how insight from YouGov Profiles is actioned programmatically ...meet Helen...



**This is Helen, and she works at a media agency as a Planning Director.**

A key part of Helen's role is in creating innovative media channel testing strategies. The agency she works for has just won a new client. The client operates in the carbonated drinks sector, and is looking to expand their product offering into sports drinks.

The first new product they are looking to launch is called **"Activ8"**, and their Marketing Director has asked Helen to present to them a launch campaign strategy.

Helen knows that part of the reason why they won this pitch was because they had talked about their ability to serve campaigns programmatically, so this is at the forefront of her mind.

To get what she needs for the meeting, she logs into...

**YouGov**Profiles

There are three key steps to building a programmatic campaign...



## Segment

Identify groups of interest and associated characteristics of those groups in YouGov Profiles to build singular or multiple campaign groups



## Model

Lookalike audiences are then created from the attributes of those campaign groups to provide scale



## Activate

Creative is then served automatically to the defined audiences across multiple platforms

Let's take each step in turn to understand what happens along each stage of the journey...



The background of the slide is a close-up photograph of several orange slices. The slices are arranged in a way that shows the juicy, segmented interior of the fruit, with some slices showing the white pith. The lighting is bright, highlighting the texture and color of the orange segments.

# Stage (1) Segment

Identify groups of interest and associated characteristics of those groups in YouGov Profiles to build singular or multiple campaign groups



## Segment: Building Audiences



Identify groups of interest and associated characteristics of those groups in YouGov Profiles to build singular or multiple campaign groups

- To briefly recap, YouGov Profiles is our audience segmentation and media planning tool which is powered by 250,000 panel members (which at a total is representative of the GB population)
- The product gives access to c.120,000 data points collected across the 250,000 members, which includes their attitudes, brand use and perception, ATL and BTL media consumption, interests and consumer and lifestyle habits
- Helen's agency subscribes to YouGov Profiles
- To start with, Helen wants to identify what demographic groups are most likely to drink a sports drink at least once a week. To achieve this, she logs into the tool and chooses to run a "Profiles Table"

wer	zscore	Index	28%
Agree	4.39	246	70%
Agree	4.02	145	3'
Agree	3.95	201	
Agree	3.71	162	
Agree	3.60	147	
		203	

### Profiles Table

Profiles is our segmentation and media planning product for agencies and brands.

[Read More](#)[Access](#)

# Stage (1) Segment: Defining Audience Demographics



Identify groups of interest and associated characteristics of those groups in YouGov Profiles to build singular or multiple campaign groups

Category	Variable	Entity	Answer	Target group %
Demographics / Age & Gender	Age 5-way 55+ by gender		Male 35-44	19%
Demographics / Age & Gender	Age 5-way 55+ by gender		Male 25-34	17%
Demographics / Age & Gender	Age 5-way 55+ by gender		Male 45-54	13%
Demographics / Age & Gender	Age 5-way 55+ by gender		Male 18-24	10%
Demographics / Age & Gender	Age 5-way 55+ by gender		Female 25-34	9%
Demographics / Age & Gender	Age 5-way 55+ by gender		Female 18-24	7%
Demographics / Age & Gender	Age 5-way 55+ by gender		Female 35-44	7%
Demographics / Age & Gender	Age 5-way 55+ by gender		Female 45-54	7%
Demographics / Age & Gender	Age 5-way 55+ by gender		Male 55+	6%
Demographics / Age & Gender	Age 5-way 55+ by gender		Female 55+	5%



- Helen now knows that the 2 groups that are most likely to drink at least one sports drink a week are males aged between 25-34 and 35-44
- This gives her two clear groups to focus on, and rather than looking at them as a whole, she decides to focus on the two different age ranges
- Helen has an idea that she could create multiple sets of communications for the two groups based on their recent sporting activity

# Stage (1) Segment: Defining Audience Characteristics



Identify groups of interest and associated characteristics of those groups in YouGov Profiles to build singular or multiple campaign groups

## Group (A)

Male 25-34  
Sports Drinks  
Consumers

Variable	Male 25-34 Sports Drink Consumers: True
Sports played in last 2 weeks: Football	36%
Sports played in last 2 weeks: Cycling	22%
Sports played in last 2 weeks: Athletics	16%
Sports played in last 2 weeks: Swimming	12%

## Group (B)

Male 35-44  
Sports Drinks  
Consumers

Variable	Male 35-44 Sports Drink Consumers: True
Sports played in last 2 weeks: Football	39%
Sports played in last 2 weeks: Cycling	23%
Sports played in last 2 weeks: Swimming	15%
Sports played in last 2 weeks: Running	11%

- Helen can now see that there are some key differences between the two groups in their most recent sporting activity
- This will enable her to create 8 distinct communication messages for the separate groups to help advertise the new drink to
- If the separate adverts featured the sport most connected to that group, then that will hopefully encourage ad engagement, and consequently sales





Helen has now 8 distinct audiences for the launch of her new campaign that she wants to programmatically advertise to. The client is really pleased with the approach, so Helen can now engage her creative team to design 8 different ad communications and prepare the groups for modelling and activation...

**Segment (1)**

Male  
25-34  
Sports Drinks Consumers  
Football

**Segment (2)**

Male  
25-34  
Sports Drinks Consumers  
Cycling

**Segment (3)**

Male  
25-34  
Sports Drinks Consumers  
Athletics

**Segment (4)**

Male  
25-34  
Sports Drinks Consumers  
Swimming

**Segment (5)**

Male  
35-44  
Sports Drinks Consumers  
Football

**Segment (6)**


Male  
35-44  
Sports Drinks Consumers  
Cycling

**Segment (7)**

Male  
35-44  
Sports Drinks Consumers  
Athletics

**Segment (8)**

Male  
35-44  
Sports Drinks Consumers  
Swimming

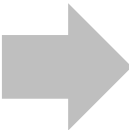
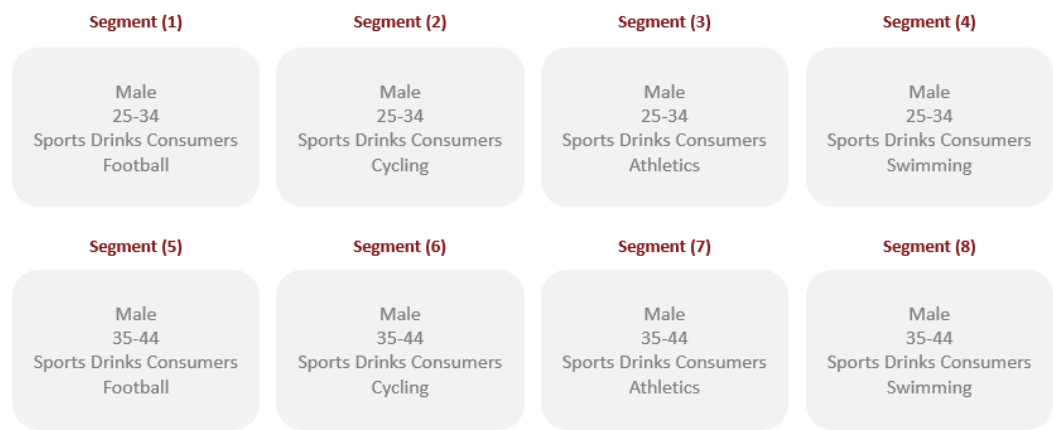


# Stage (2) Model

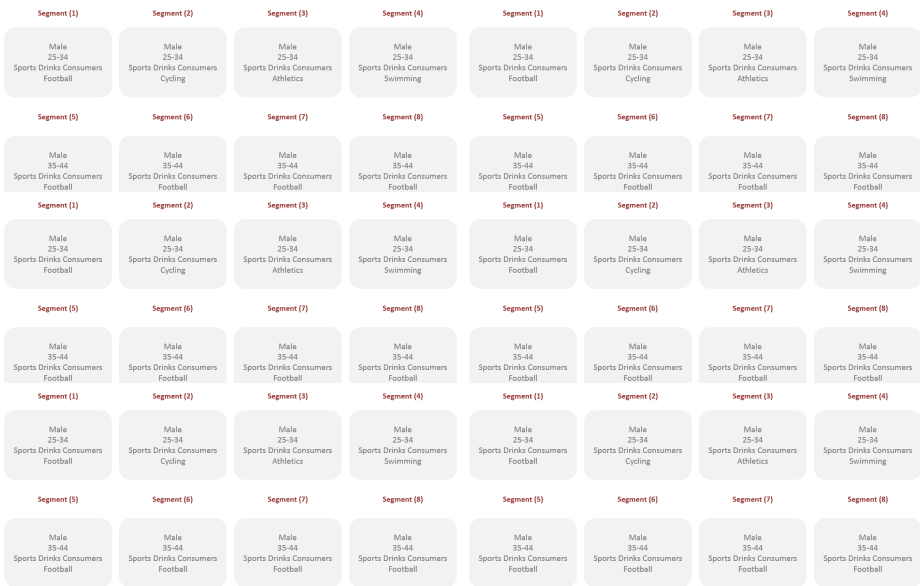
Lookalike audiences are then created from the attributes of those campaign groups to provide scale

At this stage in the process, Helen contacts her account manager at the DSP, and asks for her YouGov segments to be created in the platform for those audiences to be scaled.

Original Audience Defined in  
YouGov Profiles



“Lookalike” audience created from YouGov  
segments to increase scale and reach



Let's now focus on how that scaling process happens, but before moving on, let's summarise a few key terms that will be covered in the next section...

### Cookie Matching

Cookie matching is the process of linking the user identifier (the cookie ID) from one technology to another. It helps advertisers to make better bidding choices and target users more effectively.

### DMP

A data management platform is a centralised platform used by agencies, publishers and marketers to manage and merge data such as cookie IDs. A variety of data sources can be combined within the platform to generate audience segments for improved targeting.

### DSP

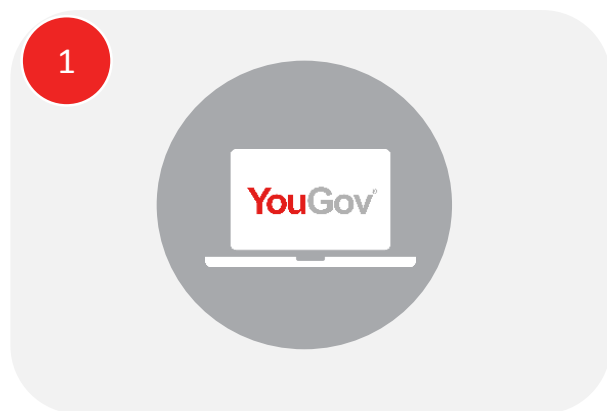
A demand-side platform enables advertisers and agencies to automate the purchase of display, video, mobile and search ads. A DSP assesses the attributes of every single ad impression and can assign a bid based on those attributes.



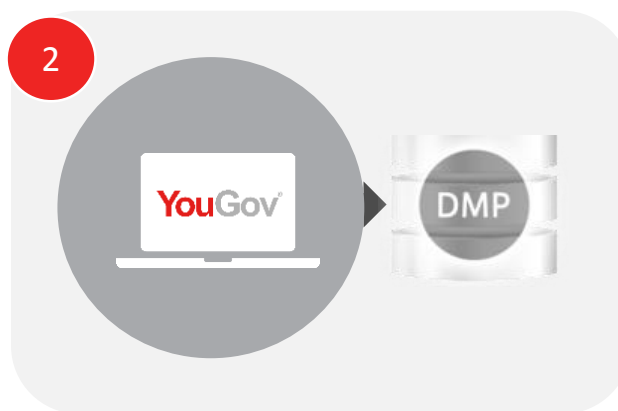
- In the background, YouGov work with a DMP (Data Management Platform) to find consumers who power the Profiles product within their cookie pool
- Think of the DMP cookie pool as all GB Internet users, and the YouGov Profiles data base as a sample of all of those
- What needs to happen next is to tag the YouGov consumers into the wider DMP cookie pool so the DMP can track what they do across the Internet



So how do we tag the 250,000 consumers who power YouGov Profiles within a wider DMP cookie pool?



A YouGov Profiles panel member visits **yougov.co.uk** to take a survey where YouGov tags the member with a “1<sup>st</sup> Party Cookie”

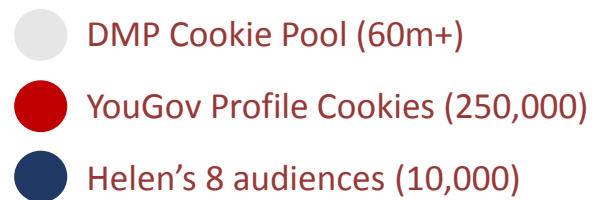


Yougov.co.uk sends the member's cookie **ID=123** to the Adform DSP (Demand Side Platform). The DSP writes / reads “3<sup>rd</sup> Party Cookie” **ID = XYZ**



The cookie matching technology matches **ID=123** to **ID=XYZ** and sends it to the YouGov 1<sup>st</sup> Party database

- Now this process has happened, the users who now power YouGov Profiles are now tagged in the DMP cookie pool
- This means that the DMP is tracking all of YouGov's 250,000 users around the internet across desktop, laptop, mobile and tablet devices
- This also means that consumers who formed Helen's segments (from Profiles) are also now tagged and mapped in the DMP cookie pool

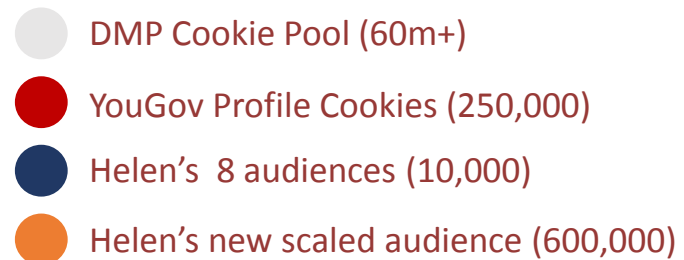


Now the DMP needs to extend the audiences that Helen has created to create a sizeable audience to advertise to. With that in mind, a lookalike of Helen's audience is created based on the characteristics of her original audiences...

- To do this, the DMP uses algorithms to identify cookies in the total pool that exhibit similar characteristics to those cookies in the audiences defined.

This modelling is done based on:

- Browsing habits (domains, frequency, recency, content)
- Hardware (OS, browser, device type)
- Engagement (with different types of advertising)
- Geography





# Stage (3) Activate

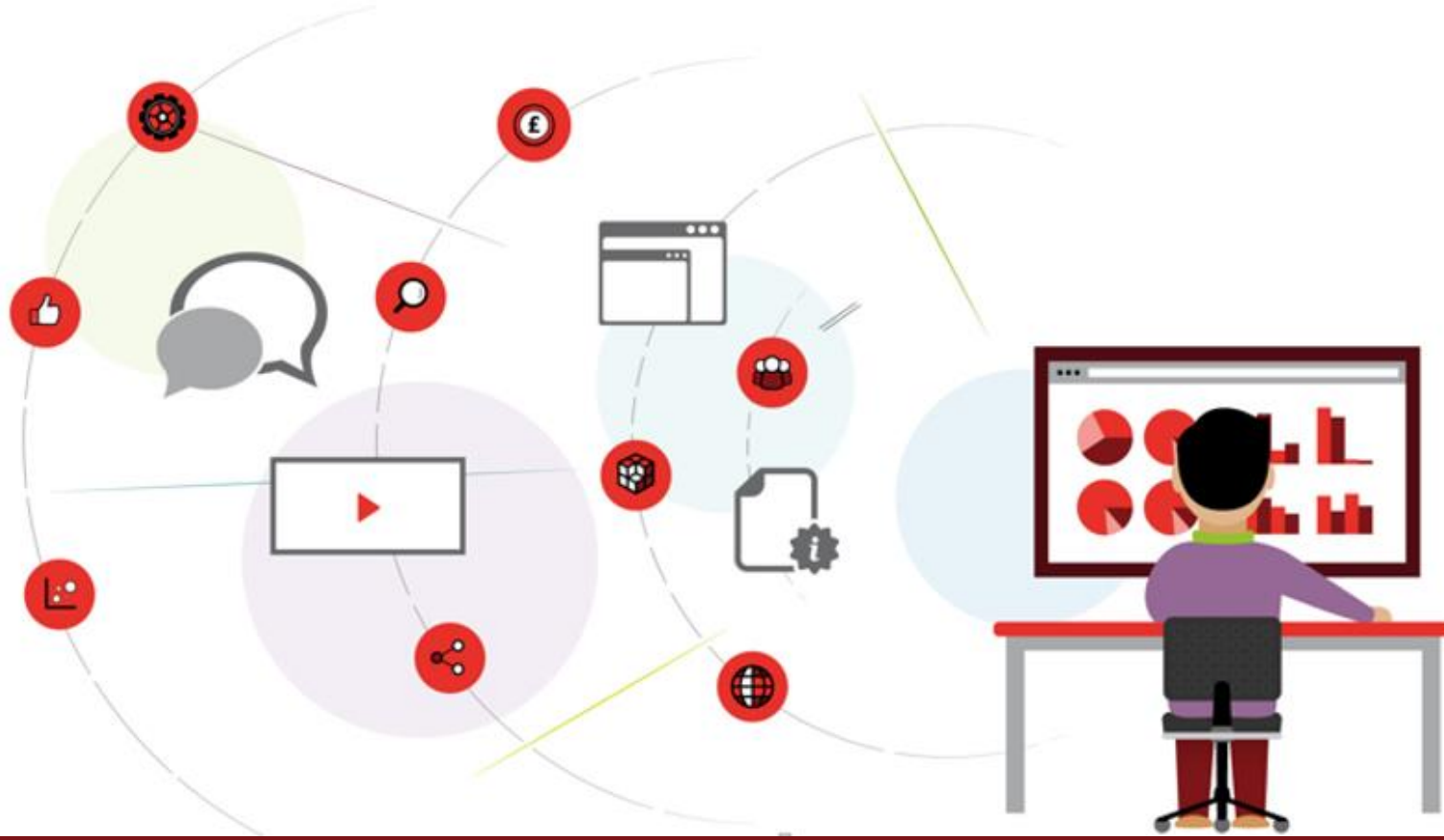
Creative is then served automatically to the defined audiences  
across multiple platforms

## Activating the insight in the DSP...

### Original Audience Defined in YouGov Profiles

<b>Segment (1)</b> Male 25-34 Sports Drinks Consumers Football	<b>Segment (2)</b> Male 25-34 Sports Drinks Consumers Cycling	<b>Segment (3)</b> Male 25-34 Sports Drinks Consumers Athletics	<b>Segment (4)</b> Male 25-34 Sports Drinks Consumers Swimming
<b>Segment (5)</b> Male 35-44 Sports Drinks Consumers Football	<b>Segment (6)</b> Male 35-44 Sports Drinks Consumers Football	<b>Segment (7)</b> Male 35-44 Sports Drinks Consumers Football	<b>Segment (8)</b> Male 35-44 Sports Drinks Consumers Football

- Now that the 8 unique audiences that Helen originally built have been extended and scaled, she can now launch the campaign
- She speaks to the Head of Programmatic within her agency and they login to the DSP connected to the DMP
- In the DSP, they can see the newly created audiences. They attached the appropriate creative to be seeded to each group, set the length and spend of the campaign
- They can then monitor the impact of the creative across the 8 audiences in real-time
- If a certain creative is not connecting with a particular audience, then they can pause that campaign, and utilise budget on better performing creative



# Benefits of using YouGov Profiles programmatically...



## **Drive action with real life evidence**

- Answer the key questions for internal and external clients and showcase in-depth knowledge in pitches at a brand, competitor, and sector level



## **React quicker than your competitors**

- The unique combination of short turn around and depth of insight makes the YouGov Profiles recontact the tool you need to deliver quick answers and long term value for your customer



## **Plan with confidence**

- Connecting data that is collected daily means granular insight, niche sampling and confidence in research driven by the most quoted brand in market research



## **Get the complete picture**

- Join up multiple projects into a single source product connected to c.120,000k useful data points (demographics, brand usage, attitudes, media consumption, online and social behaviour)



## **Stay on top of the latest trends**

- The fast turnaround collection linked to a live dataset that is updated every week, giving the freshest insight relevant to the present, not the past



