

## **REAL TIME ENGAGEMENT VALUATION**

- INTELLIGENT BID PRICING STRATEGIES BY COMBINING BIG DATA BEHAVIOR AND INVENTORY ANALYSIS

The increasingly competitive and complex RTB market calls for the development of an intelligent approach to bid strategies. By combining big data behavior and inventory analysis in real time, Delta Projects can produce an engagement value that will tell you exactly what every impression is worth.

Traditionally, DSP's are responsible for inventory selection, relying on external DMP's for behavioral analysis. This poses a problem since browser behavior must be combined with real-time inventory characteristics, in order to yield the right bid price in every auction.

Our team of big data analysts has proven that assumptions which may intuitively seem correct, are not always the optimal ones. For example, empirical data shows that browsers interested in Food and Drink are more than twice as likely to click on ads on Games sites than on Food and Drink sites. By combining raw knowledge about both the sites and the browsers, Delta Projects is able to discover correlations like these and translate them into better bid strategies for your advertisers.

### **THE RIGHT PRICE IN REAL-TIME**

Delta Projects participates in 70.000 auctions every second. With every auction, a decision has to be made about which of all the thousands of configured ad campaigns to bid for and for what price - resulting in billions of decisions every minute. All of these decisions are based on inspecting the browser and the site involved, in order to find the optimal value of the auction for the advertiser.

The following steps outline the decision process:

- 1.** An auction is received from one of our many integrated inventory sources
- 2.** Information about the browser and the site is gathered from both the auction and our integrated DMP
- 3.** Information from the DSP and DMP is combined to produce an engagement value of the browser in its current environment
- 4.** Advertiser specific information, such as targeting parameters and real-time delivery insights are combined with the engagement value, rendering a monetary value for this specific combination of auction and advertiser
- 5.** A bid is placed for the advertiser with the highest monetary value



## **FINDING THE ENGAGEMENT VALUES AND BID PRICES**

Given the tight integration between Delta's DMP and DSP, the DMP has continuous knowledge of:

- Category classification of sites
- Behavioral profiles of browsers
- Viewability of placements
- Frequencies
- Affinity between placements and browser actions
- Affinity between placements and actions on the advertiser's site
- Etc.

All of these insights are always available for finding the current engagement values in real time. The engagement values are used together with clearing price information, probability of winning an auction, and real-time campaign delivery statuses to decide the right bid price.

With detailed knowledge of the browser in its current environment, the pricing strategy does not have to be about fixed prices, but can rather have continuous, fuzzy values that are unique to every single bid.

### **SUMMARY**

By taking advantage of intelligent bidding and real time optimization you will be able to calculate exactly what every impression is actually worth. This will not only ensure that you are not being overcharged, it will also increase the value in branding or performance KPI's of any campaign. With Delta Projects' unique, data driven online advertising DSP/DMP platform, you can optimize the engagement value of each individual contact in real time.

