



# IBM Watson Advertising Accelerator OTT for Automotive

Streaming is the future. Don't get left behind.

To stay ahead of the competition, auto marketers must evolve their digital strategies with new tools and solutions that can rapidly identify shifting consumer needs and reach potential buyers with the right message and on the right platform.

## 82%

of households now have at least one direct-to-consumer streaming video service

## USD 18 Billion

in streaming ad budgets are projected by 2024

But advertising on streaming services brings challenges for automobile marketers:



### Personalization

Delivering targeted experiences at the household level across OTT services can be difficult.



### Market fragmentation

Every publisher, OTT app or Smart TV has its own identity system, creating barriers to measuring overall campaign effectiveness and gaining insights.



### Frequency management

Viewers can become annoyed at seeing the same mid-roll ad at every commercial break.



### Scant resources

Many brands only have the creative resources to leverage the same TV assets for digital pre-roll, OTT and linear TV campaigns.

**IBM Watson Advertising Accelerator** can help improve message resonance and increase conversions from video and OTT campaigns by delivering personalized creative across most streaming media publishers and devices. The solution uses AI to understand near-real time consumer engagements and cookieless data signals to predict and assemble the best-performing creative for each user or household.

This **award-winning technology** has driven an average **127% performance lift**<sup>1</sup> in display campaigns and has helped OTT properties exceed video completion rate (VCR) benchmarks by almost **20%**.<sup>2</sup>

IBM Watson Advertising Accelerator is designed to:

- **Predict** and generate household- or user-specific ad variations that drive consumer action without cookies.
- **Identify** new audience segments to help you move beyond traditional demographics.
- **Discover** audience trends in near-real time and adjust creative experiences accordingly.
- **Measure** and optimize campaigns based on VCR and other secondary-conversion metrics.
- **Enable** teams to test and derive creative insights from hundreds of variables while improving performance over time.



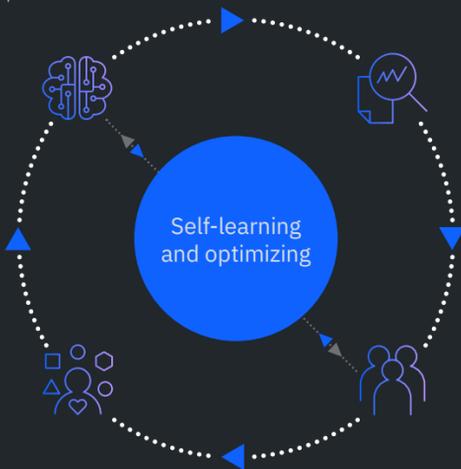
## Let Accelerator's predictive AI technology do the work

### Watson trains

At campaign launch, since no pre-set rules, IBM Watson Machine Learning rapidly tests the most effective creative variations for each user based on the likelihood of them converting against your unique KPI.

### Watson learns

With each ad call, Watson analyzes the hundreds of user data signals that surround every successful conversion, such as location, device info, time of day, local weather, demographic, and behavioral segments. With this context, Watson immediately starts to learn the creative variations that best deliver on your KPI, at the household level.



### Watson reveals insights

For each audience group, Watson reveals the ad variables that drive creative resonance. This granular data allows you to extract rich insights on creative performance by audience, helping make future campaigns more efficient and effective.

### Watson predicts

Watson starts to predict and assemble the most effective creative for each household in near-real time. For efficiency, Watson organizes predictions into unique audience groups, clustering those who react similarly to creative variations. These groups go a level deeper than any preset audience targeting.

To learn how IBM Watson Advertising can help your campaign reach its goals, derive measurable results and uncover new insights into your consumers, contact the **IBM Watson Advertising Accelerator team**.

<sup>1</sup> Results based on IBM internal data

<sup>2</sup> Based on one leading news brand's results. Contact IBM to see what we can do for you.

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