



# IBM Watson Advertising Accelerator for OTT

Built to improve OTT campaign effectiveness with AI-driven dynamic creative optimization

Streaming ad budgets are projected to reach **USD 18 billion** by 2024 due to the recent explosion of adoption and the market's independence from cookies/mobile ad IDs.

During the pandemic, **streaming households<sup>1</sup>** outnumbered traditional cable households for the first time:

## 84 Million

households streaming<sup>1</sup>

## 15%

of cable subscribers reported cutting the cord in 2020<sup>1</sup>

## 27%

of cable households are expected to switch to streaming in 2021<sup>1</sup>

But the streaming landscape brings challenges for 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.



### Creative wear out

Seeing the same mid-roll ad at every commercial break.



### Scant resources

Many brands only have the creative resources to use the same TV assets for all delivery methods.

**IBM Watson Advertising Accelerator** can help improve outcomes in video and OTT campaigns by delivering personalized video 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 the best-performing creative for each user or household.

This **award-winning technology** has driven an average **127% performance<sup>2</sup>** lift in display campaigns and has helped a leading news brand exceed video completion rate (VCR) benchmarks by nearly **20%<sup>3</sup>**.

IBM Watson Advertising Accelerator is designed to:

- **Predict** and generate household- or user-specific ad variations without cookies.
- **Reduce** the time and resources needed for dynamic creative setup.
- **Measure** and optimize campaigns based on VCR or secondary-conversion metrics, such as app installs or site actions.
- **Enable** teams to test and derive insights by creative variables and audiences while improving performance over time.



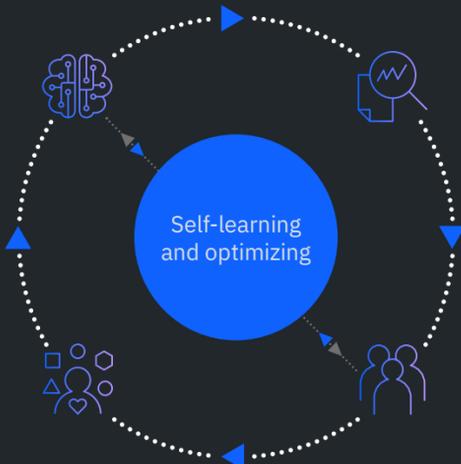
## Let Accelerator's predictive AI technology do the work

### 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 goal, derive measurable results and uncover new insights into your consumers, contact the **IBM Watson Advertising Accelerator team**.

<sup>1</sup> The Future of TV Report, The Trade Desk | Market Insights, Jan 2021

<sup>2</sup> Results based on IBM learning data

<sup>3</sup> Based on one leading news brand's results. Contact IBM to see what we can do for you.

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