



IBM Watson Advertising Predictive Audiences

Uncover new audiences with the power of AI

Digital advertisers continue to face challenges around targeting and personalization. Though first-party data provides useful insights into existing customers, overtaxed data science resources, trouble around acquiring and leveraging quality data and increasing budget scrutiny can lead to difficulties in reaching and converting new audiences across the ecosystem.

To enable more efficient media targeting, brands are now looking to solutions that incorporate AI and near-real time data processing to help uncover new prospects and segmentation opportunities.

The next generation of audience identification

IBM Watson Advertising Predictive Audiences can help marketers build more effective audience models by identifying which users are most (or least) likely to take a desired action. This is achieved by using advanced AI technology to ingest first-party seed data and augment that information with more than 13,000 data attributes from LiveRamp, the industry's leading data onboarding solution.

These data signals can include customer demographics, purchase history, online behavior, lifestyle, interests, media habits and more to help increase the efficiency of media buys across nearly any demand-side platform (DSP) or programmatic partner.

Utilize customized algorithms built exclusively for your brand based on your campaigns' unique KPIs instead of taking a one-size-fits-all approach to lookalike modeling and re-targeting. Activate on models through your preferred programmatic partner without cookies or mobile ad IDs and refresh segments frequently to help keep your campaigns fresh and current.

IBM Watson Advertising Predictive Audiences helps expand your audience more efficiently and effectively without overtaxing analytics and data teams by:

- **Automating complex modeling tasks** and reducing technology infrastructure investments
- **Accelerating data analysis** with exclusive modeling capabilities from IBM Watson AI
- **Improving new audience identification** and conversion by employing unique communications and strategies based on the individual's propensity to buy

IBM Watson Advertising Predictive Audiences helps you:

- **Improve campaign effectiveness** and increase audience size by evaluating and engaging users based on their likelihood to convert.
- **Reduce waste** by identifying prospects with low-, medium- and high-propensity models and adjusting strategies accordingly.
- **Increase efficiency** by automating data modeling and analysis processes, virtually alleviating the workload for your teams.

Get started with IBM Watson Advertising Predictive Audiences now by visiting www.ibm.com/watson-advertising/solutions/ibm-predictive-audiences.

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