Hyper-Targeted Advertising in the Media Industry

Harnessing Data to Serve More Relevant Ads

Effective advertising is the cornerstone of the news and entertainment industries, so media companies are always looking for new ways to better target consumers. Oftentimes this is through a comprehensive service that integrates data from a variety of sources, allowing for a complete understanding of audience information, content preferences, and advertising consumption behaviors.

But in a constantly evolving industry and increasingly competitive market, the world of advertising also continues to change, and winning requires ever more sophisticated and data-driven segmentation strategies. Developing an effective, integrated multimedia advertising platform requires completely new skills, resources, processes, and technology. So how can companies today offer an advanced advertising platform that lets customers easily target their most lucrative and captive audience?

Harnessing Data to Serve More Relevant Ads

About Our Customer

Infopro Digital is a cross-media company founded in 2001 that focuses on media outlets, events, lead databases, and lead generation. The company has about 2,800 employees with a turnover of around €360 million. They manage 50 media outlets as well as 300 events annually. Infopro Digital is a worldwide company, but they are especially prominent in the United Kingdom, China, Spain, France, and the United States.

Industry

Media

Market

Worldwide

Use Case

Hyper-Targeted Advertising

Challenge

Provide Better Targeting Without Introducing Dependence on IT

Infopro Digital owns a wide range of leading business-to-business digital media outlets, and they sell advertising space on these sites. To differentiate itself from the competition, Infopro Digital wanted to offer more advanced targeting options to its advertising customers. For example, instead of doing basic category targeting (like showing aerospace ads in the aerospace section of a website), they wanted to leverage the user's navigation path and behavior to more accurately target those who may be interested in a particular ad, wherever they are.

This advanced targeting requires experienced technical teams to handle a vast data lake. But despite the highly technical environment, Infopro Digital's marketing teams needed to be able to handle the queries and most of the day-to-day work themselves without the help of IT every time. The marketing teams had some prior knowledge of processing data using Microsoft Excel, but they were frustrated by its computing and speed limitations.

On top of these challenges, Infopro Digital also knew they wanted to develop any new processes and skills within the company (as opposed to hiring third-party contractors) to keep costs and production delays low.

Solution

Data Centralization and Democratization

Thanks to Dataiku Data Science Studio (DSS), Infopro Digital's teams have been able to develop a solution that satisfies all of their requirements while also keeping ultimate control over the data in the hands of the IT team. With Dataiku, Infopro Digital developed a solution where:

- The IT team can make data available to analysts after only a few transformations thanks to reference datasheet sharing.
- From a technical standpoint, IT teams at Infopro Digital can take advantage of Dataiku's customizable capabilities and the ability to keep some freedom in terms of coding.
- CRM, accounting, and external datasets are consolidated thanks to Dataiku's focus on dataset centralization.
- Non-technical teams (like marketing) can build their skills and scale their efforts thanks to an intuitive, visual point-and-click interface. Longer term, the goal is to have them efficiently and independently leveraging website clickstreams and HDFS datasets.

Impact

Efficient and Internalized Data Processes

Infopro Digital is now running one of the most advanced business-to-business advertising targeting engines on the market thanks to Dataiku.

- Data analyst teams can create reports and offer targeting samples within two hours, work that used to take them three days.
- Infopro Digital has been able to empower existing staff by internalizing the whole process.

Clément Delpirou, Chief Digital Officer @ Infopro Digital :

"Dataiku really helped Infopro Digital keep a competitive advantage in the advertising market; we can now offer advanced targeting options in a snap. We now plan to expand our use of Dataiku to new markets and to our data business."

Project Overview

Technology

Hadoop

Project Deployment

31

6 Months

Team

3 Data Scientists
6 Data Analysts

A single platform for IT and business teams

Point-and-click features to enable marketing teams to leverage their Hadoop cluster

Advanced features for the IT teams, like partitioning and Spark pipelines.

Simplicity via reusable workflows

Infopro Digital & Dataiku: Hyper-Targeted Advertising

> Business teams handle their daily queries on the Hadoop cluster without IT dependency

> Machine learning models improve targeting for more relevant ad placement

GET STARTED