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Digital Consumer Profiling.

Understand each online consumer in real-time

WALL-STREET pentru noua economie

NATIONAL GEOGRAPHIC

BMW

ELLE

t toti **P** pentru **U** unu

9AM NEWS

KUDIKA

COSMOPOLITAN

LIBERTATEA

floria Flori si buchete online

700+ websites, all sorts and sizes

A connected digital ecosystem

3.5 billion interactions analyzed

Lagardère ACTIVE MEDIA

gustos.ro

BANCA ROMÂNEASCĂ Membră a Grupului National Bank of Greece

Men'sHealth

mami.ro SUNTEM CU TINE DIN PRIMA CLIPĂ

BurdaInternational RO

auto motor şi sport

TAROM ROMANIAN AIR TRANSPORT

internetcorp BrandNewMedia

FHM

Europa fm Un radio de milioane de români
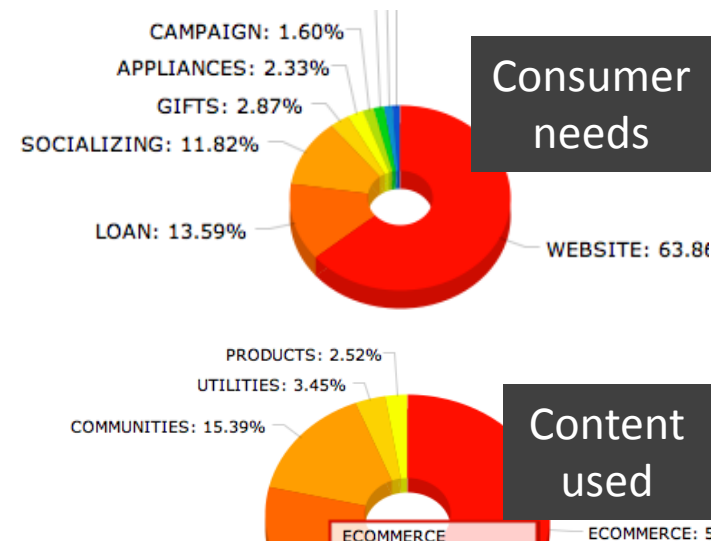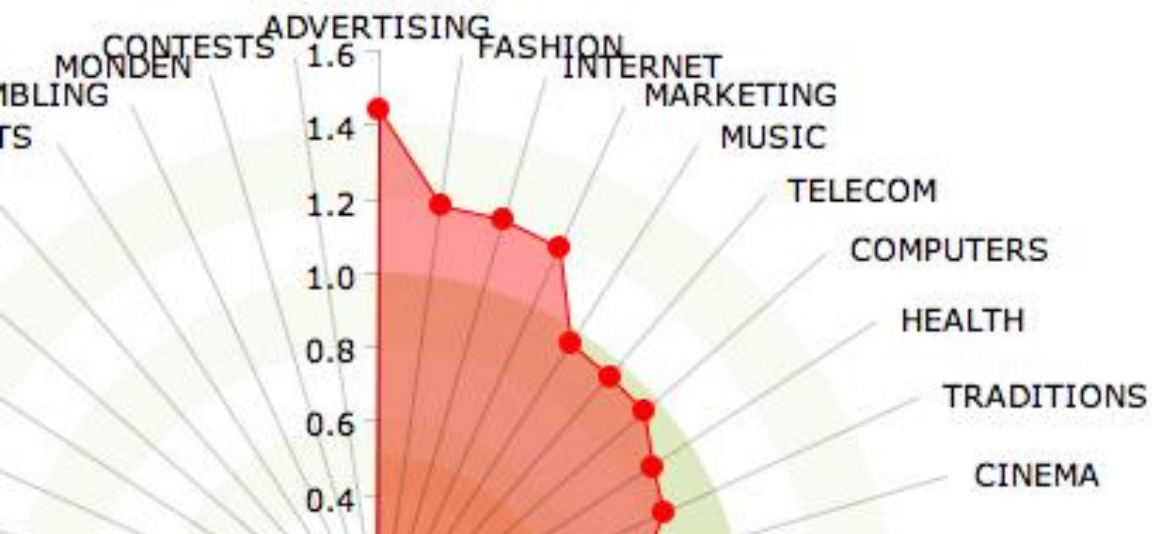
Millions of profiles available.

With plenty of information each

Avandor
Digital Consumer Profiling
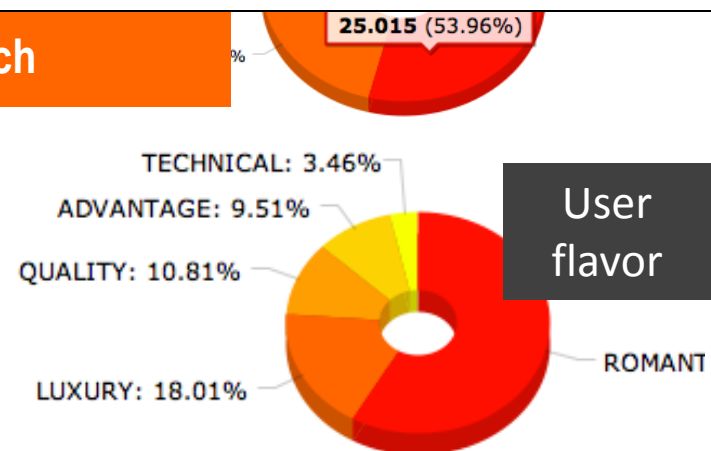
Gender

Income level

education

Age

employment

relationship

Continuously analyzed by algorithms.

parent?

Device usage

Personal style

Car owner?

house owner?

Decision pattern

![Avandor — Digital Consumer Profiling]

The first ever **public data platform**
for digital marketing

Public + private DMP

Available as SaaS to anyone

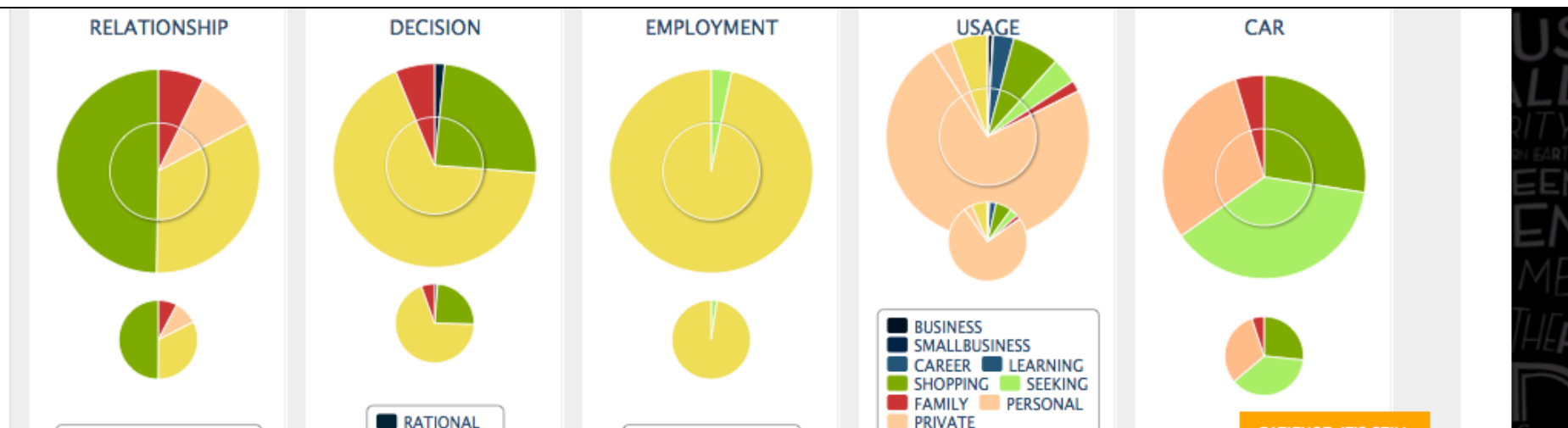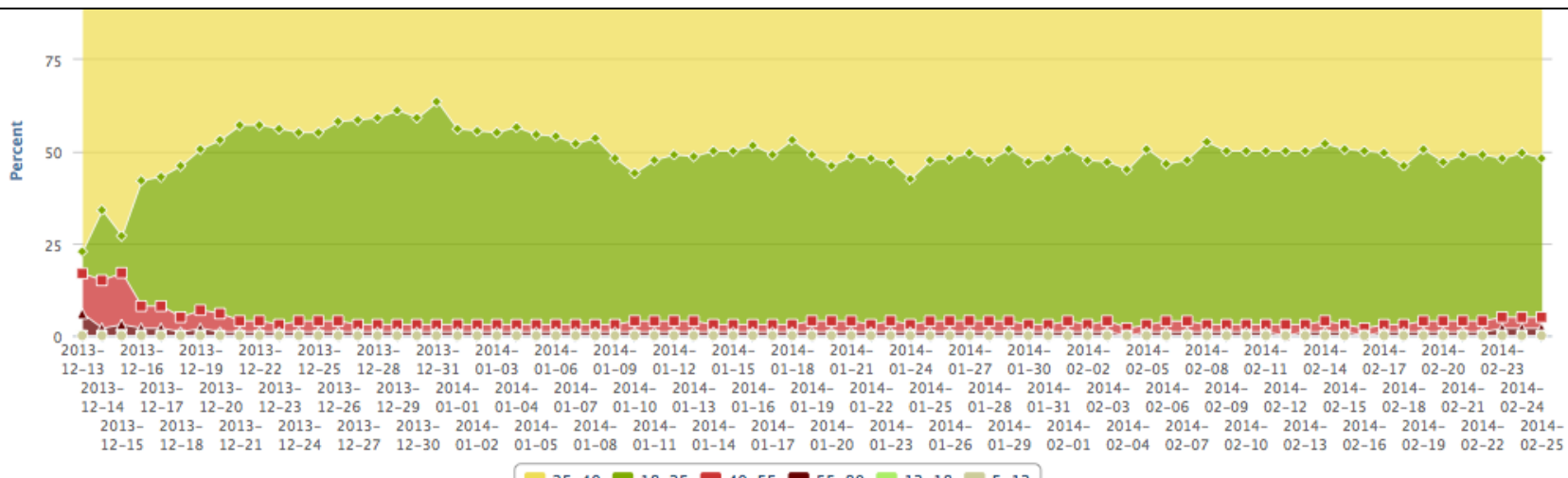Avandor is a GreenPixel product   **Green Pixel**   www.greenpixel.ro
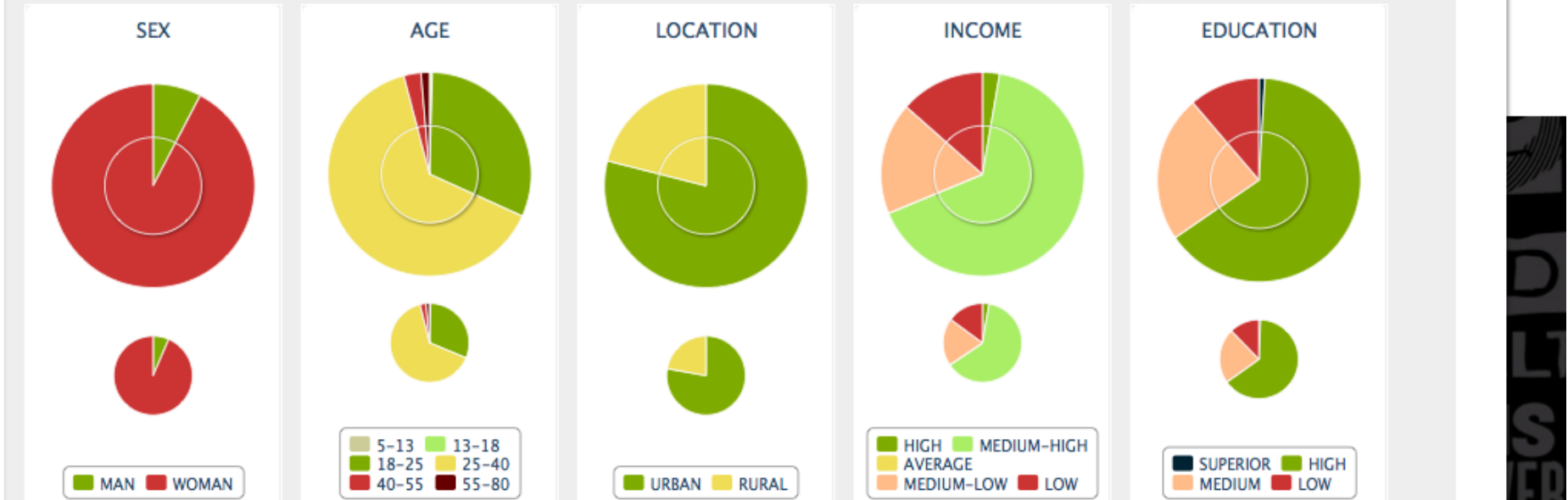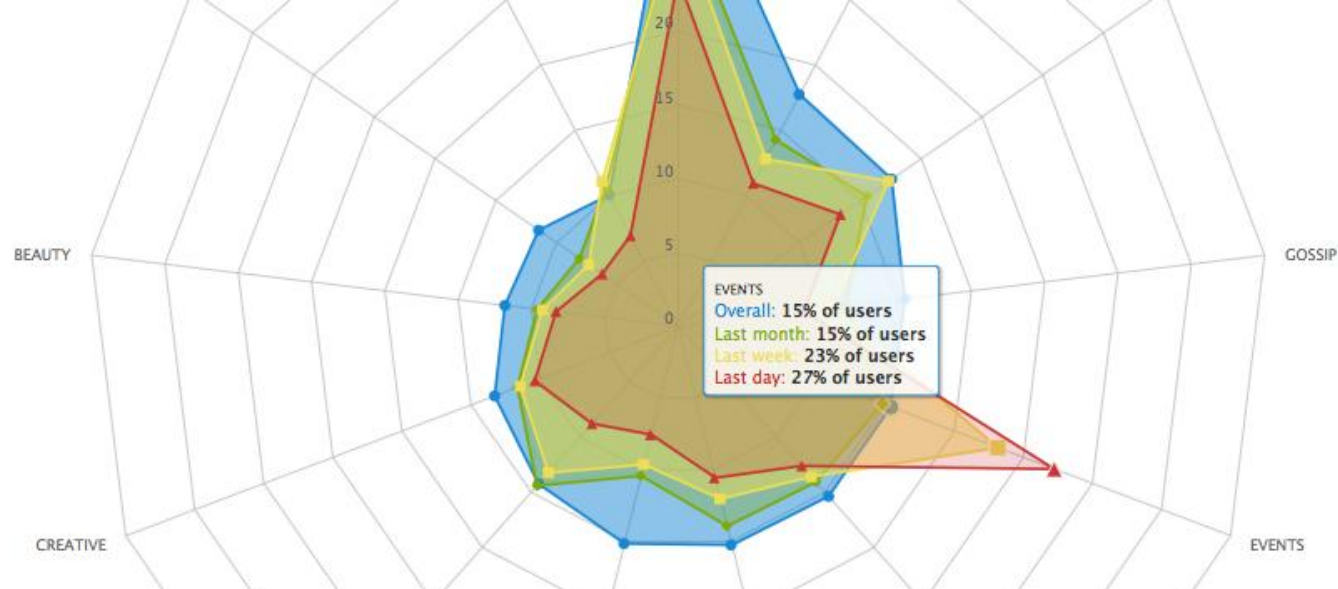
Understand your audience.

DYI

ELECTRONICS

INTERNET

TELECOM

25–40 MAN
55–80 WOMAN
40–55 MAN
55–80 MAN
5–13 MAN
13–18 MAN

0   0.01   0.02   0.03   0.04   0.05   0.06   0.07   0.08   0.09   0.1   0.11   0.12

Interest

Hobbies & Passions:

ALL USERS (overall)
25–40 WOMAN
18–25 WOMAN
40–55 WOMAN
18–25 MAN

AUTOMOTO

CREATIVE

Get and compare **detailed insights.**

Percent

75

50

25

0

2013- 2013- 2013- 2013- 2013- 2013- 2013- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014-
12-13 12-16 12-19 12-22 12-25 12-28 12-31 01-03 01-06 01-09 01-12 01-15 01-18 01-21 01-24 01-27 01-30 02-02 02-05 02-08 02-11 02-14 02-17 02-20 02-23
2013- 2013- 2013- 2013- 2013- 2013- 2013- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014-
12-14 12-17 12-20 12-23 12-26 12-29 01-01 01-04 01-07 01-10 01-13 01-16 01-19 01-22 01-25 01-28 01-31 02-03 02-06 02-09 02-12 02-15 02-18 02-21 02-24
2013- 2013- 2013- 2013- 2013- 2013- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014- 2014-
12-15 12-18 12-21 12-24 12-27 12-30 01-02 01-05 01-08 01-11 01-14 01-17 01-20 01-23 01-26 01-29 02-01 02-04 02-07 02-10 02-13 02-16 02-19 02-22 02-25

Dig deeper for consumer trends.

See who they are, what they want
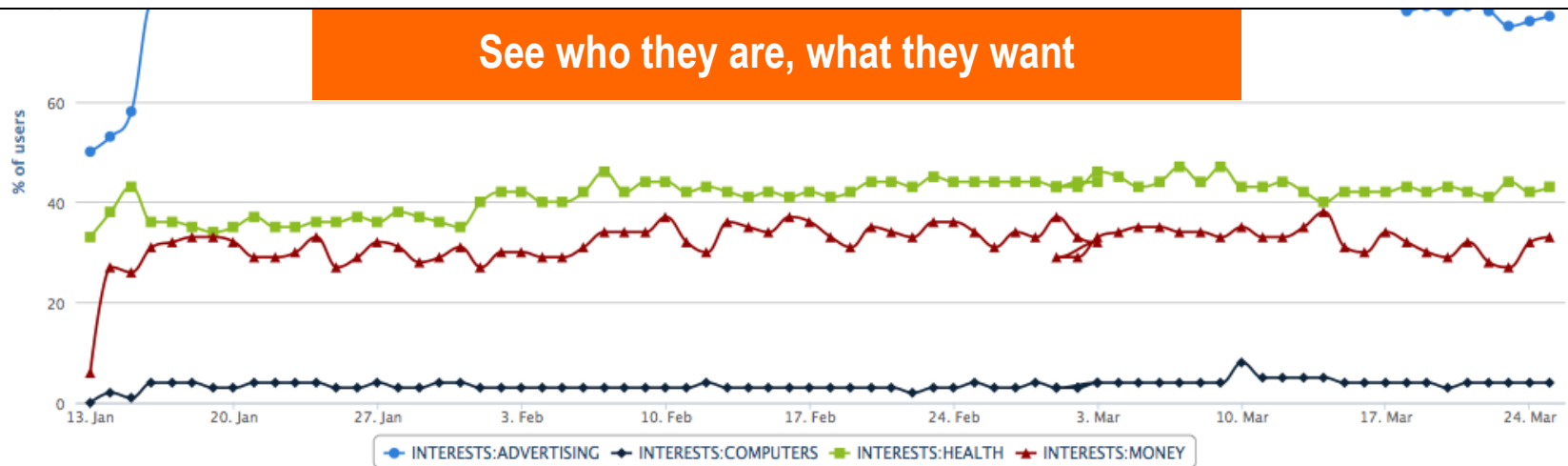
http://profiling.avandor.com/campaigns/?action=edit&id=c4ca4238a0b923820dcc509a6f75849b

DEMO Profiling Campaign

account: Avandor Demo / Avandor Demo ... status: RUNNING

CAMPAIGN PLANNER | CAMPAIGN ANALYTICS | ASSET INVENTORY | REACH NEW CONSUMERS

Overview & Format | Targeted Components | Preview campaign | Save widget | Close

BANNER: targeted to urban men 18-40 — SEX + AGE + LOCATION

COMPOSITE: targeted to future mothers — SEX + AGE + 3 interest categories

BANNER: New parents — RELATIONSHIP + PARENT + 6 interest categories

Target anything: content, banners, design or even code

In real-time, for each user

Value
add here (image url,text,html,script)

☑ AVERAGE

EDUCATION ☐ SUPERIOR ☐ HIGH ☐ MEDIUM ☐ LOW

target by advanced demographics... 0 items

target by consumer interests and needs...

Destination URL http://dating.com

target by content, usage and personas... 0 items

URL for Visual http://takejesushome.com/wp-co

Capping 10 other values:

One choice platform, **many use cases.**

250+ metrics to combine.

1,849,098 impressions

100.0% display rate
64.0% previously known
6.2% contextual profiles
70.2% matched impressions
217,046 unique users
refresh the stats

9,501 total clicks

8,102 profiled + **1,399** non-profiled
0.51% CTR overall campaign
0.62% profiled CTR
0.25% non-profiled CTR
202.3% matching efficiency

+30.5% impact on campaign

€1109.46 total cost

~€0.60 CPM, **~€0.12** CPC
€330.45 non-profiled displays
€0.60 CPM, €0.24 CPC
€779.01 profiled matches
€0.60 CPM, €0.10 CPC

59.3% CPC optimization

Delivery overview:

Impressions delivered on..

Activity by demographics

components activity

full response analytics for each choice

MAN   WOMAN

Highcharts.com

5–13   13–18
18–25   25–40
40–55   55–80

Highcharts.com

URBAN   RURAL

Highcharts.com

HIGH
MEDIUM–HIGH
MEDIUM–LOW
LOW

Highcharts.com

SUPERIOR   HIGH
MEDIUM   LOW

Highcharts.com

RELATIONSHIP

DECISION

EMPLOYMENT

USAGE

CAR

ad impressions — clicks — this non-targeted segment has a very high CTR%

Profil 1 - Femei / Beauty / Fashion

350,356 impressions (7.26% of total)
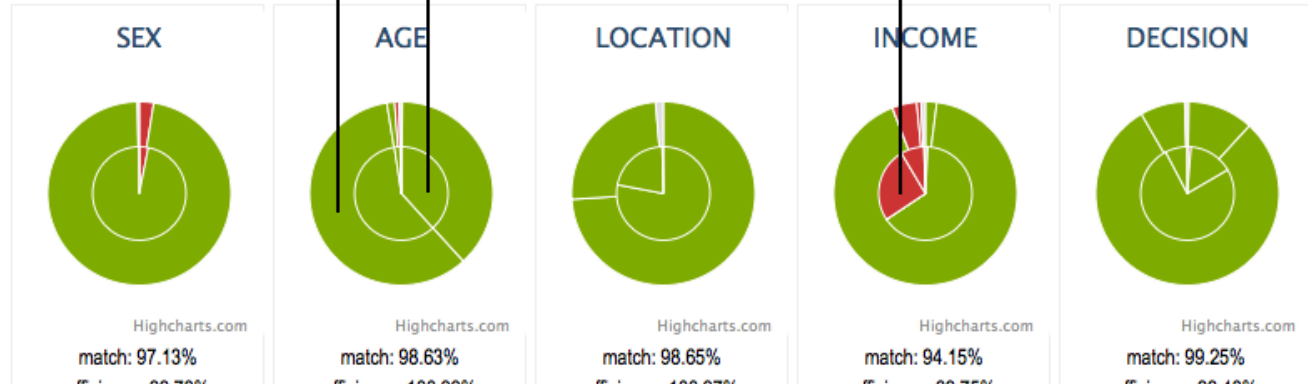1,264 total clicks (7.33% of total)

96% matching rate
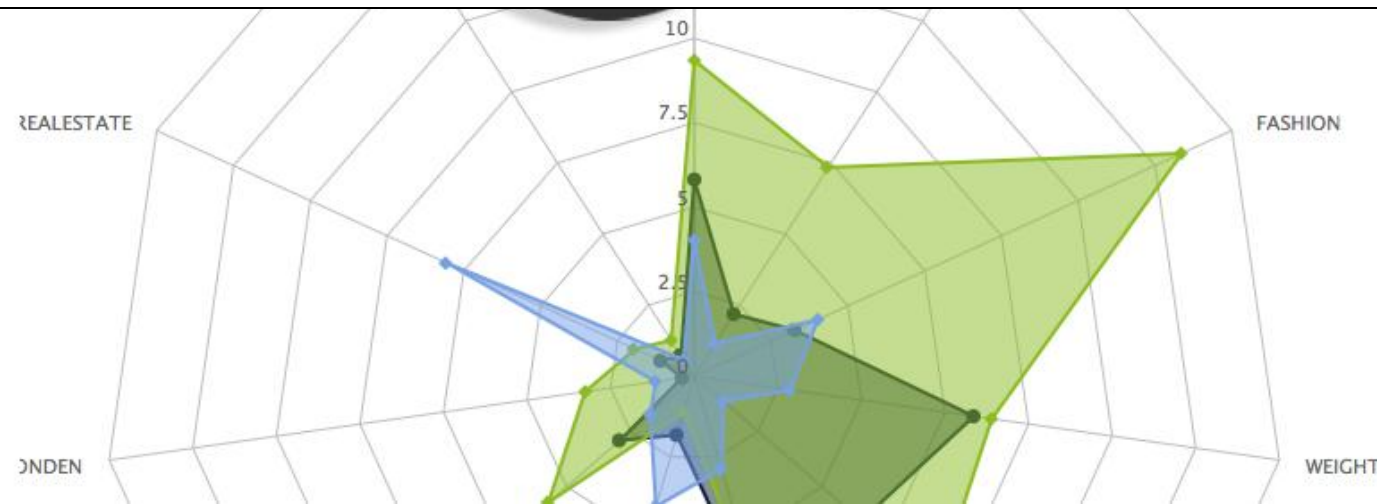0.36% overall CTR

40 standard clicks (0.25% CTR)

SEX	AGE	LOCATION	INCOME	DECISION
Highcharts.com	Highcharts.com	Highcharts.com	Highcharts.com	Highcharts.com
match: 97.13%	match: 98.63%	match: 98.65%	match: 94.15%	match: 99.25%

optimize targeting & results

REALESTATE FASHION WEIGHT ONDEN

10 7.5 5 2.5 0

compare users who have seen or clicked different ads

Avandor
Digital Consumer Profiling

Expect **better results**.

At least 2-10 times increase in CTR

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Ask your agency for Avandor

office@avandor.com

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