Quantcast

How AI Will Make Marketing More Human

Konrad Feldman

CEO

Quantcast
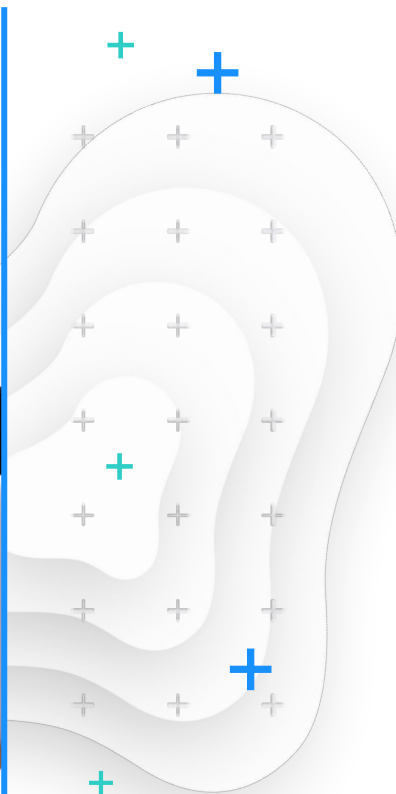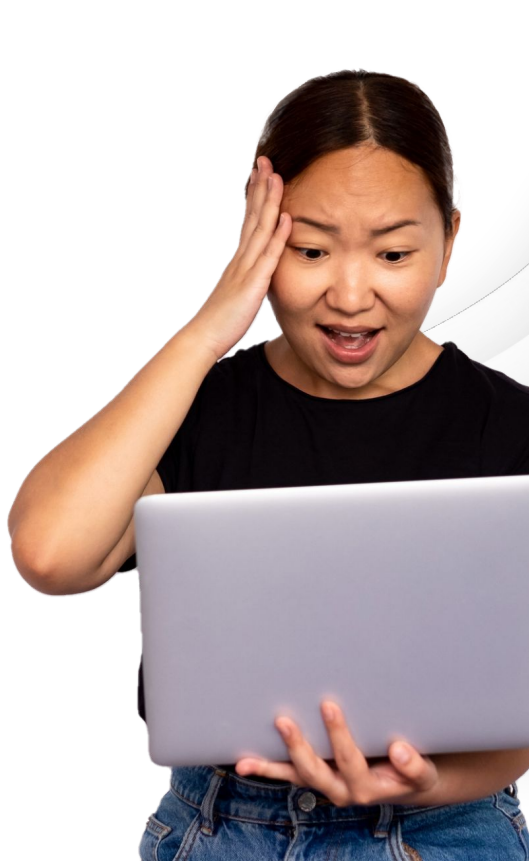
May 2023

Marketer Aspiration

Informed
Creative
Bold
Proactive
Effective
Innovative

Marketer Reality

Subjective

Imprecise

Reactive

Unpredictable

Repetitive

Exhausting

In addressing the inherent complexity in programmatic advertising, DSPs have added more and more controls,each of which needs setting, all of which need monitoring and continually adjusting to optimize performance. As scale and complexity grows, this is a losing battle.

The status quo has made marketers the 'computer' per the original use of the term for someone who does arithmetic operations and enters them into systems.

In the style of Robert Frost, write a poem about how marketers can use AI to select audiences and optimize advertising campaigns

Amidst the buzz of modern times,
Where marketing meets tech's new rhymes,
There lies a tool that's all the rage,
A tool that can help marketers engage.

AI, the wonder of our age,
Can help marketers turn the page,
From a scattergun approach to one more precise,
Targeting the right audience with great device.

With data in abundance, AI can sift,
Through mountains of information in a swift,
Selecting audiences with laser-like aim,
Making sure ads hit the mark and not go in vain.

Optimizing campaigns, AI can do it best,
Adjusting bids and budgets without rest,
Ensuring the ROI is high and costs are low,
So marketers can reap the benefits and watch their profits grow.

Oh, AI, the marketer's friend,
A tool that can bring success without end,
With its help, campaigns can soar to new heights,
And reach the right audience with stunning insights.

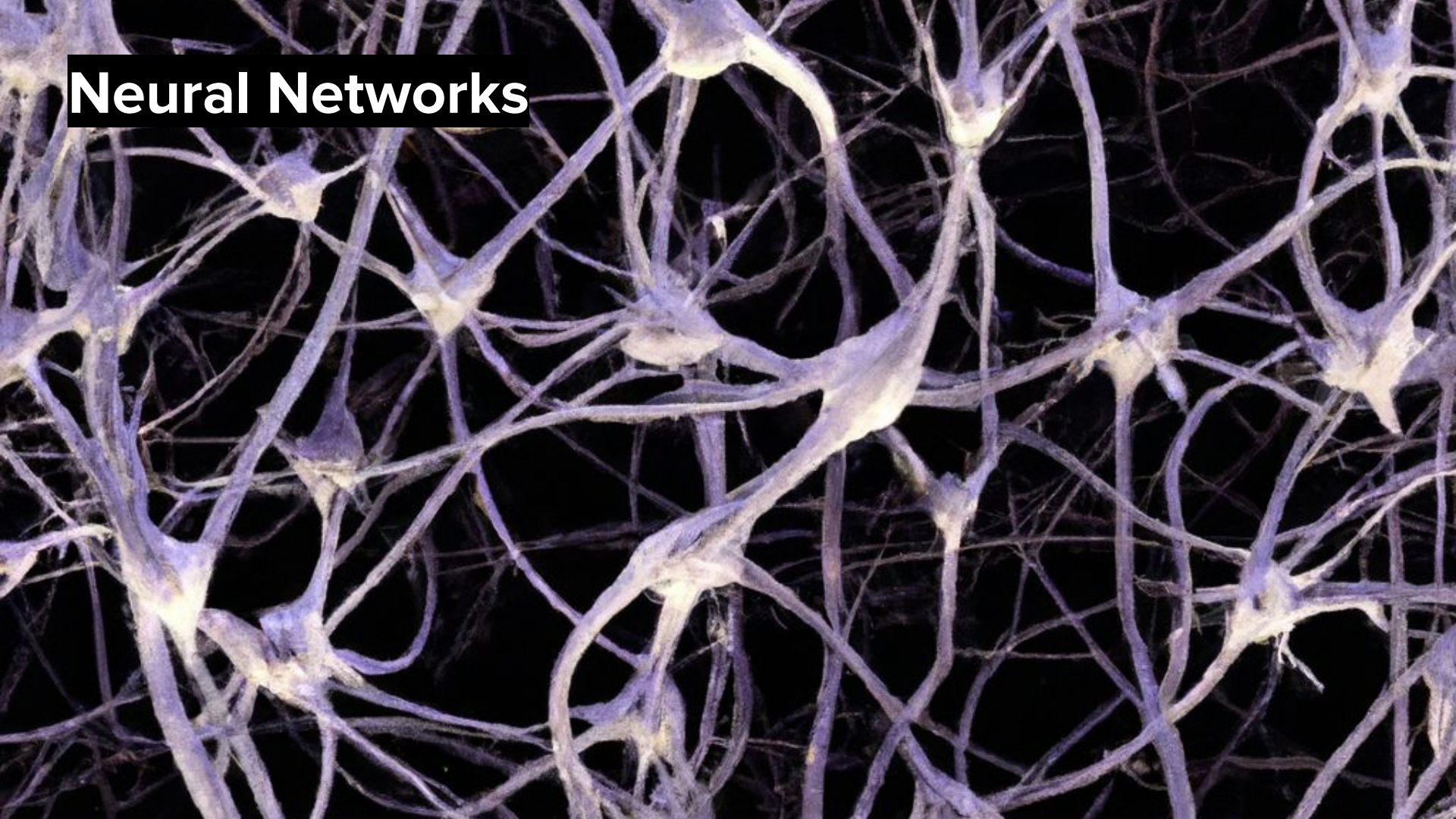**Quantcast**

The Building Blocks of AI
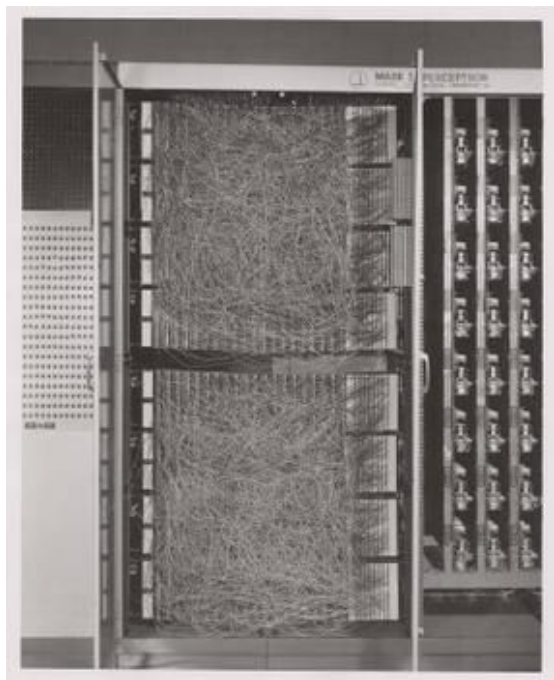
COMPUTING PLATFORMS

ALGORITHMS

TRAINING DATA

LLM's reflect advances in every dimension

COMPUTING PLATFORMS

●————— Specialized hardware and software architectures

ALGORITHMS

●————— Deep Neural Networks, Transformers & more

TRAINING DATA

●————— The entire Internet!

Neural Networks

The New York Times

The Navy revealed the embryo of an electronic computer today that it expects will be able to walk, talk, see, write, reproduce itself and be conscious of its existence.

July, 1958

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"AI Winter"

The hype has not always lived up to expectations. The first 'AI Winter' (1970's) followed proof that early Neural Networks couldn't solve certain basic problems. The second (c. '87-'93) came on recognition, among other things, that expert systems where expensive to setup and even more expensive to maintain.

Most current DSPs are primarily expert systems, they require the operator to specify all of the inputs, to monitor the outputs and continually adjust the inputs. In practice this doesn't happen regularly as its simply too expensive and even when it is done, the input settings can be limiting.

AI's potential to solve everyday marketing challenges

Too much data to parse to find relevant audience

Machine Learning can determine the most valuable signals

Not clear how to use data proactively

Models can help to balance risk and reward relative to goals

There are too many moving parts to manage

AI can provide continuous control and optimization

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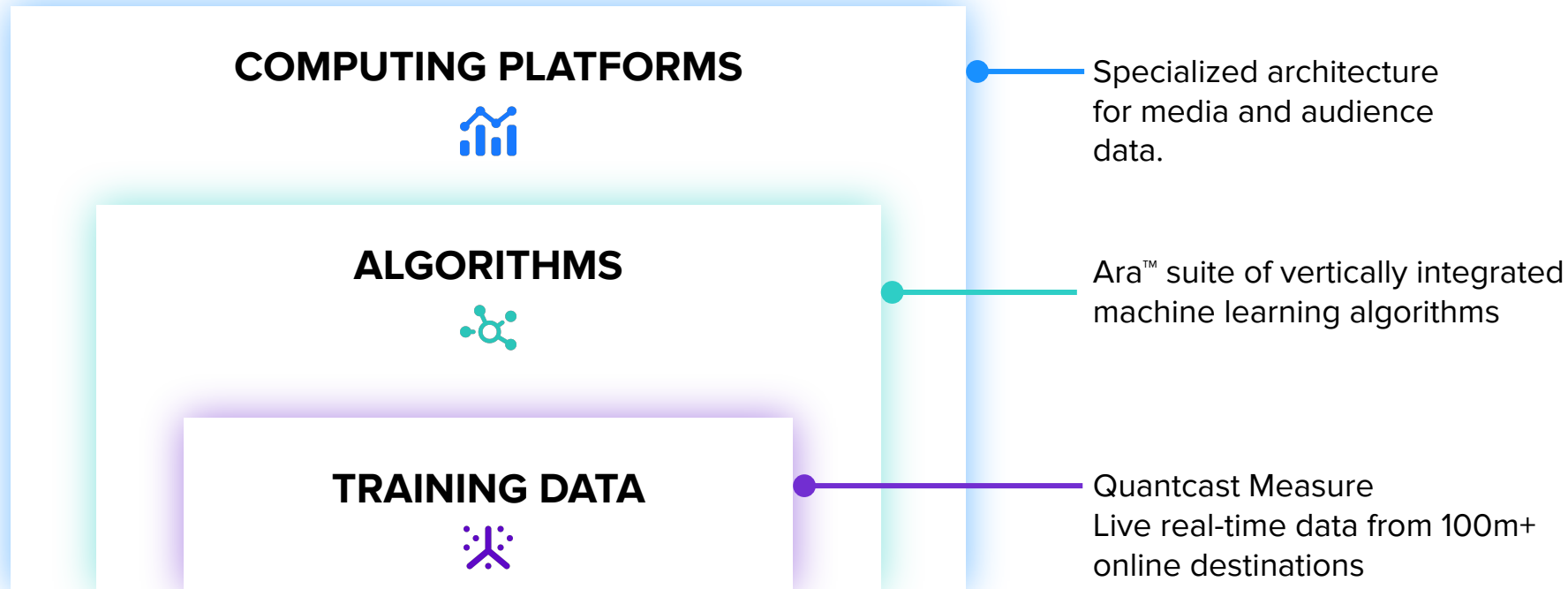Targeting the right audience with great device.

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As powerful as they are, Large Language Models don't solve the foundational challenges of programmatic advertising.

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AI & Quantcast

COMPUTING PLATFORMS

Specialized architecture for media and audience data.

ALGORITHMS

Ara™ suite of vertically integrated machine learning algorithms

TRAINING DATA

Quantcast Measure
Live real-time data from 100m+ online destinations

Quantcast's approach solves today's marketing challenges

Predicting relevant audiences

Signals
Not segments

Uniquely valuing impressions
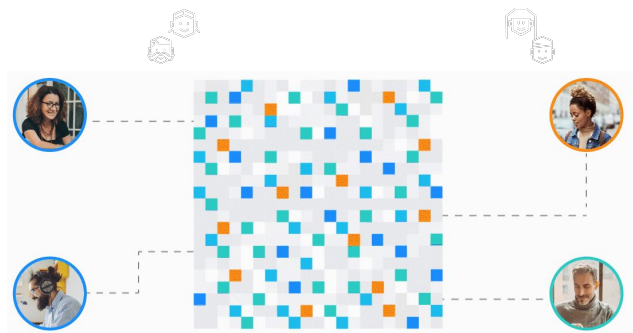
Models
Not multipliers

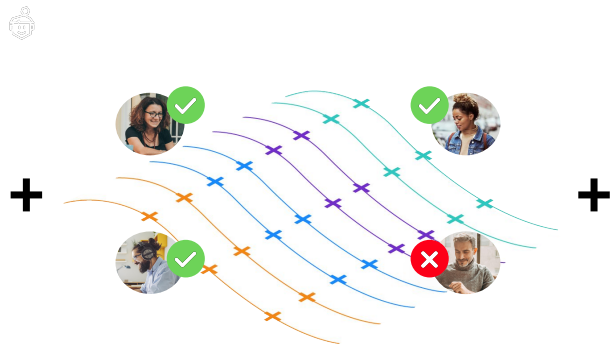**Controlling for multiple objectives**

Autonomous control
Not manual adjustment

Signals + Models + Autonomous control.
It's math, not magic.

Real-time signals	Predictive Modeling	Autonomous update of bidding strategy

+   **+**

Rather than requiring the marketer to specify, and monitor, all the inputs, with Quantcast marketers specify the target *outcomes* and the required constraints, and the integrated suite of machine learning algorithms automatically configures the inputs, continually monitors the outputs and fine tunes the entire process to autonomously optimise campaigns.

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Today's AI solves everyday marketing challenges

Predicting relevant audiences

Signals

~~Not segments~~

Uniquely valuing impressions

Models

~~Not multipliers~~

Controlling for multiple objectives

Autonomous control

~~Not manual adjustments~~

Quantcast AI Works

44%

More
conversions

"Budget dollars stretch further, and key performance indicators such as reach, impressions, and conversions increase substantially.

* Forrester TEI Report, January 2022

FORRESTER®

Quantcast

And lets the technology be the 'computer'

50%

time savings for digital media traders

Quantcast

" The less [time] that I can spend using logistical stuff, the more I can focus on the big-picture strategies of my other campaigns."

FORRESTER®

Just as ATMs ultimately made bank tellers far more valuable to banks, Quantcast's AI approach to programmatic advertising allows marketers to be more efficient, effective, creative and innovative, creating more value for brands.
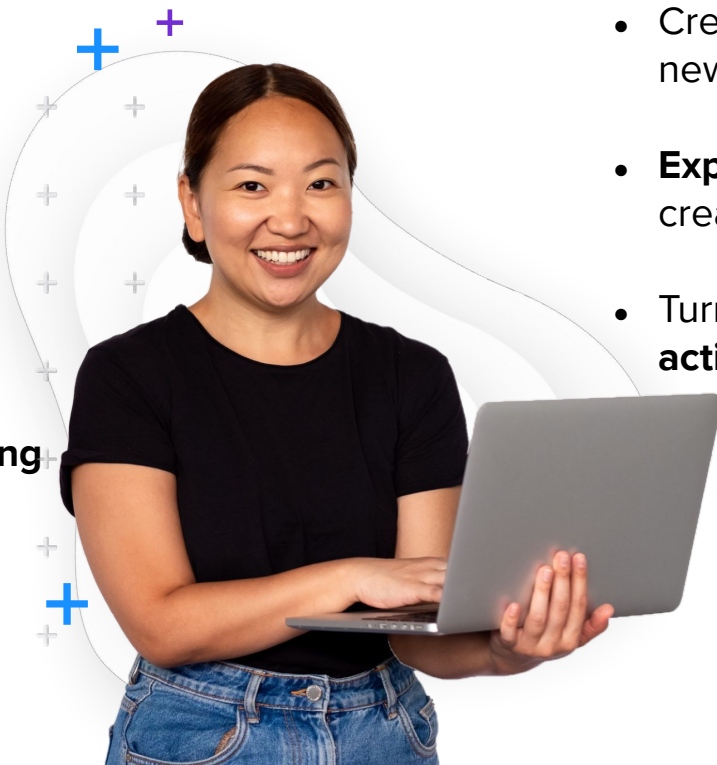
Technology + human ingenuity *is* magic!

AI

- Making sense of large scale **real-time data**

- Turning backward-looking data into forward-looking **predictive signals**

- Continuously and autonomously **optimizing**

MARKETERS

- Creating and **evaluating** new media strategies

- **Experimenting** with new creative messaging

- Turning insights into **action and innovation**

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Takeaways

Large language models are amazing (and you should be testing them now), but don't solve all the problems in modern marketing

There are effective machine learning solutions available that can greatly assist in delivering performance and time savings.

AI will continue to be transformational for marketers (and everyone else!)

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Find out how Quantcast's unique
AI-powered capabilities can help you

quantcast.com/contact