# The Most Valuable Data for Real Time Bidding: The "Brand Genome"

Brands make enormous investments to develop differentiation that drives success in the marketplace. However, when buying digital advertising, that differentiation is often lost through a generic media plan. One-size-fits-all content and audience channels that target "soccer moms" or "auto intenders" fail to address the unique traits of a brand and its consumers. The loss of uniqueness is compounded when ad networks reuse campaign data across competitors.

In contrast, the world of real time bidding has evolved beyond predetermined channels, producing a new set of insights that make it possible to create an advertiser's own unique "Brand Genome." Using impression-level decisioning across multiple targeting parameters, an advertiser can for the first time build a data model that defines exactly how consumers behave in relation to a specific campaign. Deciding who, what, where, and when – ads are placed based on where they are proven to drive performance; enabling advertisers to discover new prospects they didn't know existed.

Brand Genomes for Three Different Automotive Brands Analyzed by Day and Time

Brand A   Brand B   Brand C
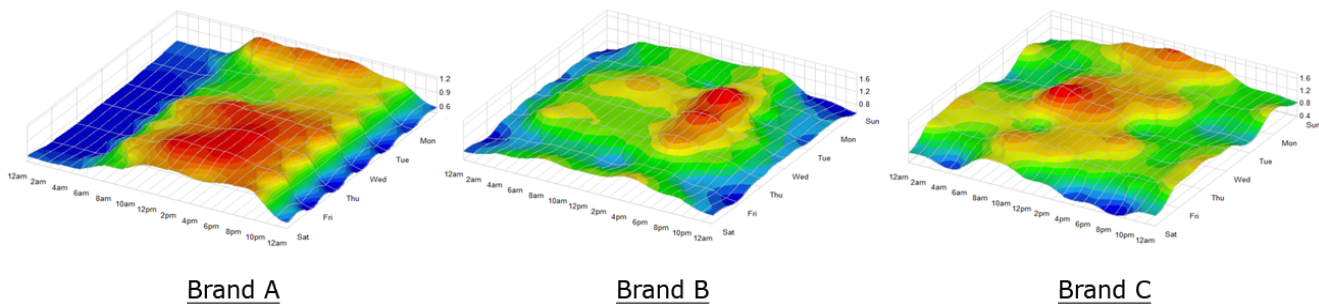
The "Brand Genome" of three different competitive auto models shows how each brand is unique.

To demonstrate just how unique each Brand Genome is, DataXu's Advanced Analytics Group applied different campaign strategies to three leading automotive brands and compared the conversion success rates.

From left to right, the columns below show the performance of running Brand A's campaign using a run of network buy, an audience buy, a buy modeled on competitive B and C genomes, and finally, a buy based on Brand A's own genome. The advertiser's own brand genome campaign drove conversion rates 2-3X higher than traditional campaign strategies. Interestingly, using competitive genomes did little to increase conversions, further validating the need to develop unique media strategies to drive optimal campaign performance.

Conversion Rate
by Campaign Strategy
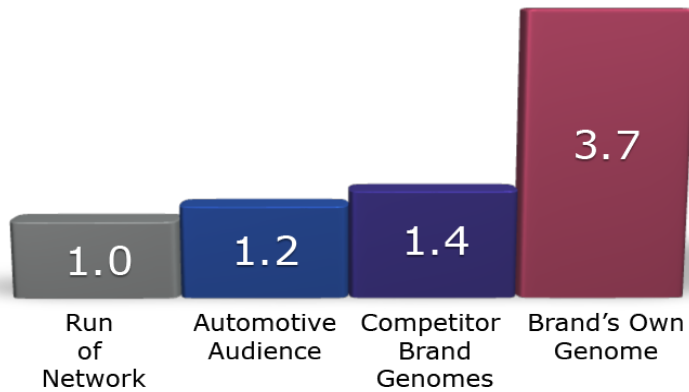
"Ad networks represent sellers, and their targeting categories are designed to maximize their own revenues and increase publisher yields," said Sandro Catanzaro, VP Analytics, DataXu. "A sophisticated DSP works on behalf of the buyer and delivers not only better value, but insights that drive competitive advantage."

At DataXu, we believe that your brand's uniqueness is the secret sauce to driving your success. The benefits of building a campaign around your own unique data and preserving the intelligence for your own use will help an advertiser effectively acquire new customers and grow faster than the competition.

DataXu's MarketPulse explores the data that defines today's digital advertising marketplace. Stay tuned for future insights from DataXu.

About DataXu. DataXu provides the leading media management platform for digital display advertisers. This powerful technology makes millions of decisions a second to deliver the right ad to the right person at the right time - at the right price. For more information, please visit www.dataxu.com, check out our blog, or contact us at marketpulse@dataxu.com.