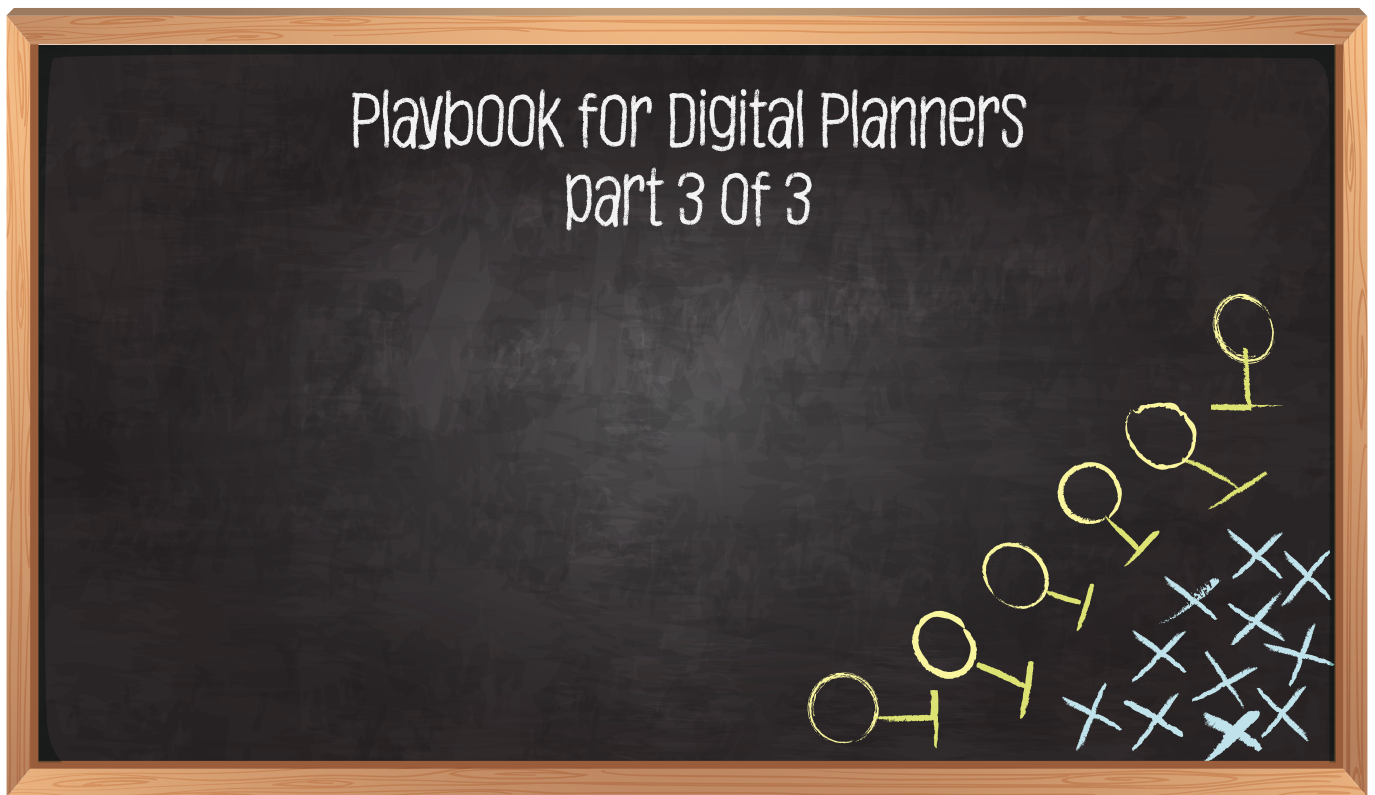**Digiseg**

Campaign Planning in a Cookie-Free Post-Corona World
Part 3: The Playbook

This 3-part blog series looks at the challenges and opportunities for digital planners to thrive in a cookie-free, post-coronavirus world. Part 1: Digital Planners Live in a Stressful World examined the trends that are driving the digital planner's new reality. Part 2: Overview of Cookie-Free Technology examined the cookie-free technologies available to digital planners: location data, contextual targeting, and targeting by household/neighborhood characteristics.

This post provides step-by-step guidance for digital planners to design, launch, optimize and report on cookie-free campaigns.

**The Digital Planners Playbook: Setting the Stage**

In all likelihood you received a set of personas to target from the creative side of the house - consumers likely to purchase a luxury sedan. As a digital planner it's your job to determine the best strategy for reaching each of those personas. These personas were built by looking at, or surveying, existing customers and assigning commonalities to them, e.g. consumers in high income households, consumers in wealthy suburbs.

This guide provides step by step instructions for expanding on those personas so that you get a deeper understanding of your client's initial audience, as well as the audiences who actually interact with the campaign for the purpose of analysing campaign performance, as well as planning future campaigns.

How This Guide Works

This Playbook is divided into ten steps grouped under three categories: Campaign Setup, Targeting & Optimisation, and Reporting. As with all programmatic campaigns, the process is a continuum focused on learning, testing and improving.

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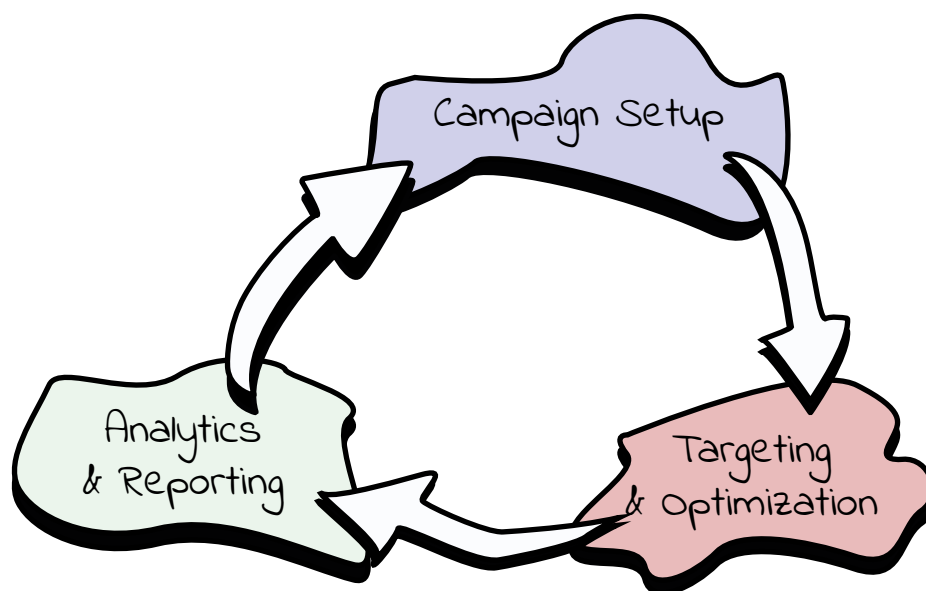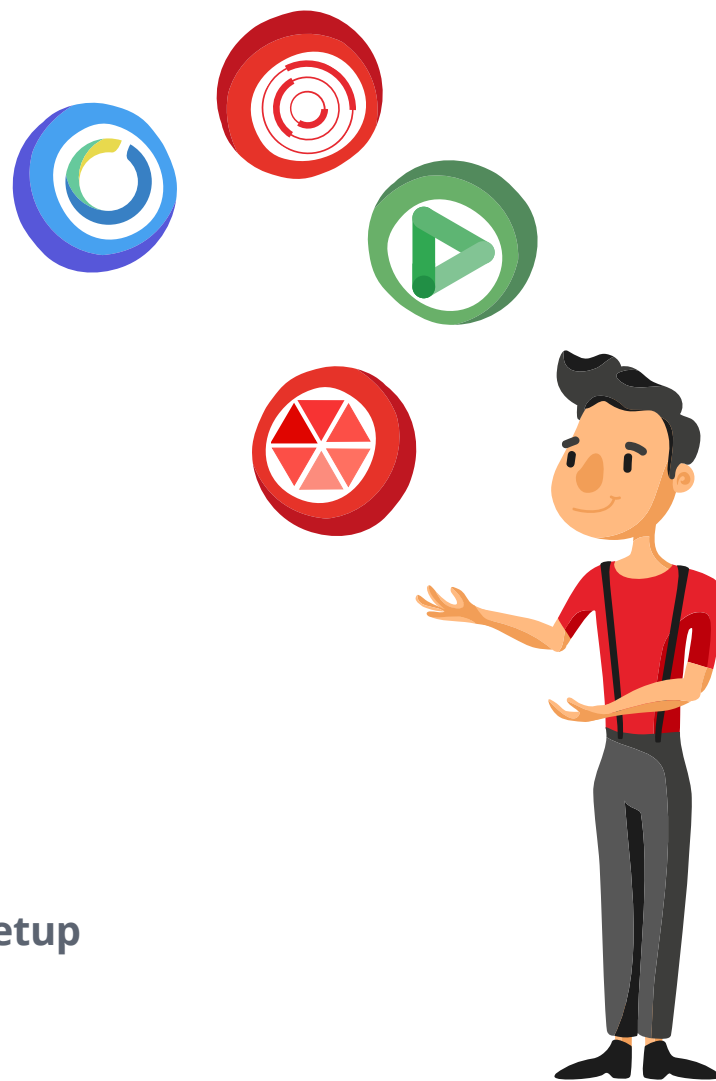
Campaign Setup

Step: 1: Analyse the Clients Homepage (optional)

Household characteristics enable you to gain a deeper understanding of the visitors to your client's website. Do they have children? What's the household income level? Do they rent or own their homes? Are they tech savvy? Further, you can get this level of insight for every point of interest on your client's site, e.g. Thank You For Your Order page, or the product details page of the product you wish to promote for a campaign. This result is a more nuanced understanding of who is most likely to convert and, as we will see below, substantially broaden the target audience.

Critically, you can import this household characteristic data directly into your DSP for activation. In other words, every point of interest on your client's website or landing pages can be easily mapped to the same audience data that's activated in your programmatic campaigns.

Why is this important? Users who reach specific points of interest are likely to have clearly identifiable audience profiles (e.g. high income/no children). By identifying those profiles and using the exact data to execute your programmatic campaigns you can substantially increase the traffic that you drive to that point of interest.

To obtain this level of analysis, implement cookie-free household characteristics as custom dimensions in Google Analytics.

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| Gaming | Tablet | Mobile | Desktop | Audio | Connected TV |

Step 2: Think Omni-channel campaign management.

Use one set of audience data for all channels -- display, video, mobile, in-app, Connected TV, and audio. This strategy allows you to compare apples to apples, meaning you can assess how each audience cohort behaves across the various channels and devices of your campaign, and further hone your targeting strategy.

The beauty of cookie-free technologies like targeting by household characteristics is that they cover all the sources of paid media, including those in which it isn't possible to place a cookie (ConnectedTV, audio, in-app, mobile, video, display, Safari and iOS and so on). Rather than limiting your campaign, cookie-free technology allows you to align all of your different campaign activities.

Step 3: Analyse your campaign

Install household-characteristics tags, such as Digiseg Analytics, in all campaign line items. This free tool will enable you to measure who interacts with your campaign, similar to the way that Google Analytics tells you who visited a web page.

What's more, because the household characteristic data is full reach, meaning it captures 100% of the consumers who meet those characteristics, you can easily compare overall website visitors and visitors at a specific point of interest to the audiences who interact with your campaign. This will allow you to better understand who converts, as well as calculate the conversion lift the campaign delivers.

This analysis will come quickly. Within the first days of your campaign, and with as little as 500 clicks, you can obtain a statistically significant profile of who interacts with your campaign. This analysis will also be useful when validating needs (step 6).

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Targeting & Optimization

Step 4: Use the free geo-targeting toolset within your Demand Side Platform.

The free geo-targeting toolset offered by all DSPs allows you to access relatively precise geo-targeting at no extra cost to the campaign.

This toolset allows you to target by city, region, country, postcode, as well as deploy hyper-local targeting, which is basically a longitude/latitude point on a map, along with a radius of interest (e.g. 200 meters). If you need very strict geotargeting, eliminate cellular traffic as this is often associated with poor geo-positioning within a DSP.

Step 5: Select the right type of Internet Traffic.

Internet traffic is a useful proxy for the type of people you can reach. There are three basic buckets: private (people at home, typically on WiFi), business (people at work, typically on WiFi), and people on the go (in-transit traffic typically sent over cellular networks).

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The campaign audience and targeting requirements will drive the type of Internet traffic you should select:

	Private (at home)	In-Transit	Business
User Type	People at home	People on the go	People at work
Traffic Types	Typically Wifi	Typically cellular-based.	Typically Wifi
Best Campaign Types	B2C	B2B or B2C	B2B
Use Cases	Targets consumers when they're home, and more apt to consider household, family or personal purchases. Useful when geotargeting is required (e.g. to ensure target audience is within radius of an automotive dealer, in a well-off neighborhood).	Any campaign in which precise geo-targeting isn't required. Useful for on-the-go campaigns, such as morning coffee specials.	Targets audience when at work and more apt to consider products and services related to the business. Eliminates risk of targeting non-business users.

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Step 6: Validate Needs

The next step is to identify user characteristics that are good proxies for the "need" your clients seek to solve. For instance, target households with one or more children with offers for school supplies and children's clothes or higher income groups for luxury products.

Needs are very much driven by the individual consumers' living situation (e.g. rent vs. own, urban vs. suburban, children in home vs. no children at home, large house vs. small apartment). When needs are decoded into distinct household characteristics, you will be able to segment sixty to eighty percent of your campaigns with this type of cookie- and tracking-free audience data.
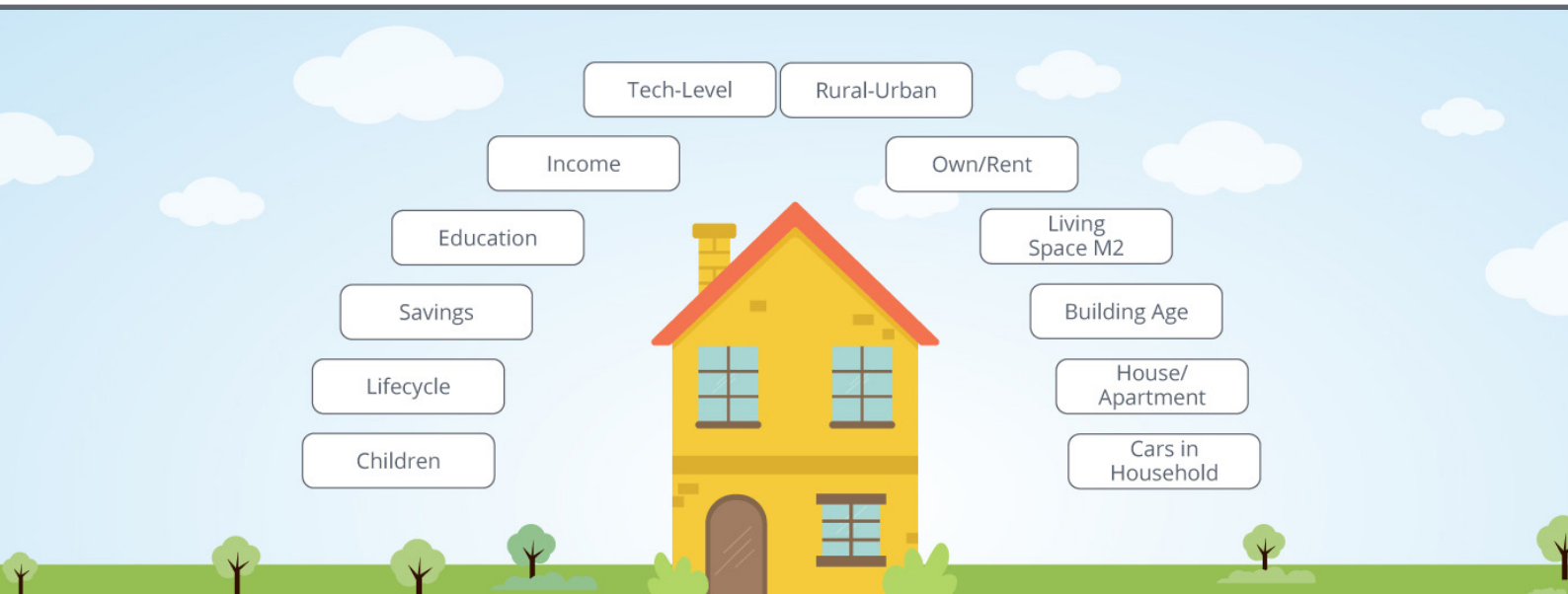
Validating needs, as discussed in Part 2 of this series, will drive efficiency in media spend by only targeting people who have a real need for the product or service advertised.

Some needs validation is a bit of an art. For instance, let's say your client wants to target consumers for home renovation projects. You can find that audience by layering on a mix of household characteristics, such as home ownership, age of home, and income level. You can further refine it by requesting a custom audience build.

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Step 7: Suppress Parts of the Population Rather than Identify the Optimal Target Group.

While targeting a specific audience segment -- say, Audi A6 purchase intenders -- seems intuitive, the fact is such segments are expensive and they include aspirational shoppers and leave out pools of consumers who might actually buy a product but who, for a number of reasons, were never included in that audience segment. Further complicating matters, digital planners tend to layer multiple micro-segments onto their audience profiles, but this approach is not only costly but will limit scale and ultimately decrease performance.

An alternative approach is to target all users who meet your geographic, Internet traffic, and needs-validation criteria and begin to suppress categories of non-performing consumers as results come in. This strategy will result in a significantly larger upper funnel, while effectively screening out aspirational browsers and people who lack the characteristics that will ultimately prompt a conversion.

Step 8: Consider Using Contextual Targeting or Use a CPC Buying Algorithm.

Contextual targeting can further help you home in on your ideal prospects, e.g. place ads for children's clothes on a parenting website. The challenges with this approach are scale and cost. Not every parent visits a parenting site, which means to achieve scale you'll need to expand your categories, which runs the risk of presenting ads to people who aren't parents. Secondly, contextual targeting adds costs to your campaign.

Alternatively, you can create a campaign line item with CPC Buying Algorithm, which, when set up correctly, acts similarly to contextual targeting in that impressions will be directed to the sites that generate interactions.
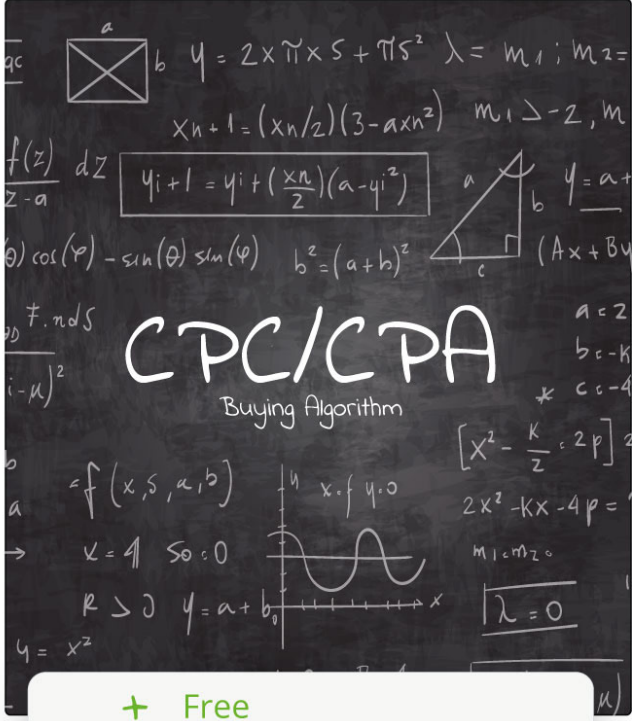
Contextual Targeting	VS.	CPC/CPA buying Algorithm

The trick is to begin the campaign with a simple CPM buying strategy and after 300 clicks turn on a CPC algorithm so as to prevent the DSP from focusing on general inventory that happens to generate clicks for whatever reason. Waiting until you're 300 clicks into the campaign will allow you to focus on inventory with editorial synergy to your creatives, effectively accomplishing contextual targeting at no extra cost to you or your client.

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Analytics & Reporting

Step 9: Get a deeper understanding of the personas the creative team developed

As mentioned in the introduction, it's likely that you've received a set of personas to target for your campaign which were developed by examining existing customers and noting the characteristics that they share.

Step 1 of this Playbook, Analyse the Client's Home Page, described how to apply household characteristics for targeting and analysis purposes.

Don't worry if you skipped this step (it is optional, after all). By simply overlaying neighborhood and household characteristics to your persona profiles, you will be able to:

 Validate that the users you target actually have a need for the product, and
 Obtain a richer understanding of who they are and where to find them on the web.

Ask your data vendor to help you out, they have tons of experience reaching the right target group and help you reach the KPIs of your campaign.

Step 10: Reevaluate your Target Audience Post-Campaign.

Use the insight you've received from the household characteristics analysis to improve your target audience in your next campaign.

In the beginning of the blog post series we promised to suggest ways to make your life easier and help you drive profitability in the campaigns you execute for your clients. This Playbook lays out how you can purchase one dataset to deploy against all devices and channels, as well as perform pre- and post-campaign audience analysis.

Questions or comments? Get in touch.

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About Digiseg

Founded in 2015, Digiseg is the world's only provider of audience data that is inherently GDPR-compliant and 100% cookie free. Our audience segments and custom audiences leverage public, GDPR-compliant data available from national statistics offices and databases to segment the Internet into 39 audiences for use in online advertisement, such as household income, savings, and education levels, number of children or cars in the household, and other insights. Digiseg audience segments are the most comprehensive in the industry, covering 80% of the Internet. With clever traffic profiling and state-of-the-art machine learning algorithms we deliver outstanding results for advertisers and media agencies across Europe and the US.

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