



# adaptive audience

actionable big data. maximum roi.

QUALITATIVE CREATIVE  
SUCCESS THROUGH  
QUANTITATIVE DATA

## Why read this paper?

Creating advertising has traditionally been about telling a story, making an emotional connection with your audience, and most importantly, inspiring an action. That hasn't changed. What is different now is that we no longer have to guess, or rely on our years of marketing experience to accomplish these goals; we use data to help guide our insights and make ongoing adjustments to the creative to improve conversions.

Data and creative may seem to be at odds with one another. Don't they originate from two opposing sides of the brain? Strange bedfellows indeed! They are reluctant partners in marketing. There are digital gurus who insist that data is the only way to achieve effective marketing. And then there are the denizens of agency creative departments, who maintain that number crunching just results in more numbers and not in valuable insights that lead to effective marketing campaigns. But creative and data, as the yin and yang of marketing, are actually a marriage that is vital to producing memorable communications that are results-driven, actionable and building a stronger bond with customers.

## Insights Drive Effective Creative

Creative is, and has always been, about insights. Insights allow you to discover the best angle from which to see your product or service. People used to think creating advertising was some magical experience born of divine inspiration but it's really about figuring out the best angle to sell your product/service that's going to resonate with your target audience. And the best way to accomplish this is to do research and learn everything you can about the subject.

While research is necessary to guide the process to ensure it's on track, advertising still needs a Big Idea to excite the consumer and

get them interested enough to read, look or listen. The Big Idea must feature the brand at its center, with an undeniable link to only this one brand (and most definitely not the competition).

With consumers facing an abundance of brand choices when they shop, they need a compelling reason to choose your brand. And you must make your brand stand out from an increasingly cluttered and fragmented media environment. How? That's where the Big Idea comes in. It cuts through the noise to capture consumers' hearts and minds. A Big Idea can change a brand's course for the better. And the big idea that propels creative has its genesis in research and data; finding that golden nugget – the Unique Selling Proposition (USP) that will set you apart and make customers stop and take notice.

The Big Idea must be strategically focused and build emotional associations. It needs to be original, novel and different. And it must be singularly focused and simple. Ideally, it should be campaign-able and not a one trick pony. And it must always link to the brand. A Big Idea that is off-strategy is a bad idea.

Great creative will always be an artistic pursuit, but now it can be enhanced, improved and affirmed through the insights gained from scientific principles and data. When married together, it will dramatically increase your odds for success.

## Adaptive Audience's Brandcube™ Marries Creative & Data

So how do you link creative to the brand and marry data to creative? Adaptive Audience Brandcube does this. It helps align creative and business decisions with each other. This proprietary branding process applies creative thinking that inspires ideas that convert. By placing data-based insights into context, you have a better understanding of your customer and are ideally positioned to create relevant communications that engage your customers.

Using the Brandcube process, your communications are continually optimized based on real-time insights and as a result you achieve actionable steps.

## How Big Data Helps Creative

Where does Big Data come in? And how does it work with creative?

Big Data is well on its way to driving marketing. And now enlightened creative people are recognizing the need to understand the benefits of data gathering, analytics and marketing integration and how these elements inform creative ideas and messaging.

Data tells you what is happening and what is working, but not necessarily how or why. That's where insights come in. Data can also point to new ideas about customer actions or responses. But the data needs to be analyzed. Someone has to follow the direction to come up with the insights that can help guide creative to develop the right message that can change perception, reinforce beliefs or advance buying decisions.

Accurately and correctly analyzed data can serve as the starting point for creative. In fact, data can form the basis of creative direction by providing solid factual information that will give context and provide invaluable real-time feedback in terms of consumer interaction, results and actual delivery and optimization of the final creative in real-time. Data also helps with the ongoing improvement and effectiveness of creative by highlighting areas that are working and others that require tweaking or adjustments.

While relying on data alone can help achieve incremental gains, Big Idea creative messaging is still needed to produce dramatic

shifts in perception or behavior and to win the hearts and minds of your audience.

The best marriage of data and creative is one in which creative encompasses a complete proposition, intelligently thought through and underpinned by a dynamic data strategy. You need to know your customers first and then catch their attention. Data provides the fundamental information that helps develop effective creative. While creative determines the overall direction of a brand and what its image and personality should evoke. By using the two together harmoniously you'll reach the right people in the right places with the right message.

## Adaptive Audience: Actionable Big Data. Maximized ROI.

Adaptive Audience bridges the gap that exists between advertising technology and digital marketers. By integrating the industry's best-of-breed technologies in planning, analysis, buying, testing and data-driven multi-touch attribution into a highly targeted audience-driven methodology, we help you increase digital ad efficiency, eliminate waste and produce maximum ROI.

We address your marketing challenges with enterprise-wide solutions fortified by research and data-driven insights and technology. By leveraging leading edge proprietary and open-source technology, we provide a seamless, cohesive and integrated approach that delivers: significant increase in ROI across all digital platforms and media types; a single, user-controlled dashboard view of both the media marketplace and your customers; precision targeting across the entire digital landscape; and optimized results in every phase of the customer purchase cycle.

We're dedicated to ensuring that we engage your brand's audience on any channel, any time, in a programmatic fashion. We provide a suite of upper funnel solutions that offer compelling rich media, brand research, and premium inventory across mobile, video and display channels. And we leverage the information you have aggregated about your offline customers to further engage them online with display, video, social and search advertising. Our proprietary data management platform collects and syncs your customers' first-party data with third-party data segments for audience insights, verification and analysis.

What really sets us apart is our data-driven, real-time bidding technology coupled with our analyst and trader optimization that ensure you get the most from your ad spend. All of our traders and analysts are platform experts who source real-time, auction-based media to exercise full control over the buying process.

All of this adds up to a comprehensive solution that integrates data from online and offline initiatives into a single platform so you have the real-time actionable insights, audience segmentation and media activation you need to make informed decisions fast.