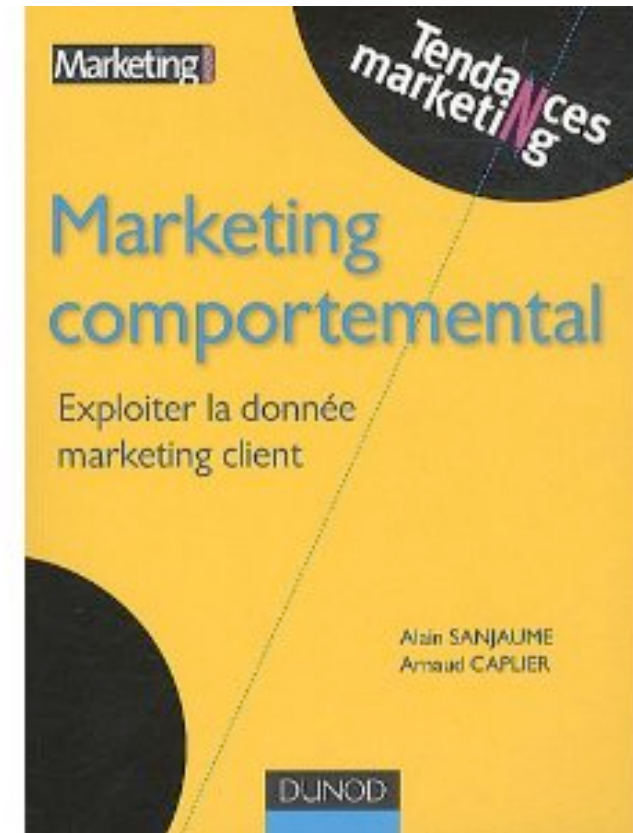


# Behavioral Marketing

- ✘ Published by Lagardere
- ✘ Best Marketing collection called Dunod
- ✘ Best seller in 2010



# Data Marketplaces

**Power Secure Data Connections between Publishers,  
Data Owners and Marketers.**

Alain Sanjaume  
Senior European Consultant



**Audience targeting** alone will  
grow from \$2.2 billion in 2010 to  
\$5.2 billion in 2014.

*Source: eMarketer and Jordan Edmiston Group*



# The Conundrum

## MARKETERS

**“I would like to target my campaign to THIS audience...”**

## DATA OWNERS

**“I have THIS audience and want to make it accessible...”**

**86% of agencies  
are buying data  
today**

*Source: DigiDay State of the Industry Report, October 2010*

**47% of publishers  
have turned  
down RFPs due to the  
inability to target  
requested data**

*Source: DigiDay State of the Industry Report, March 2011*

# Data Marketplaces help data buyers and marketers target data at scale

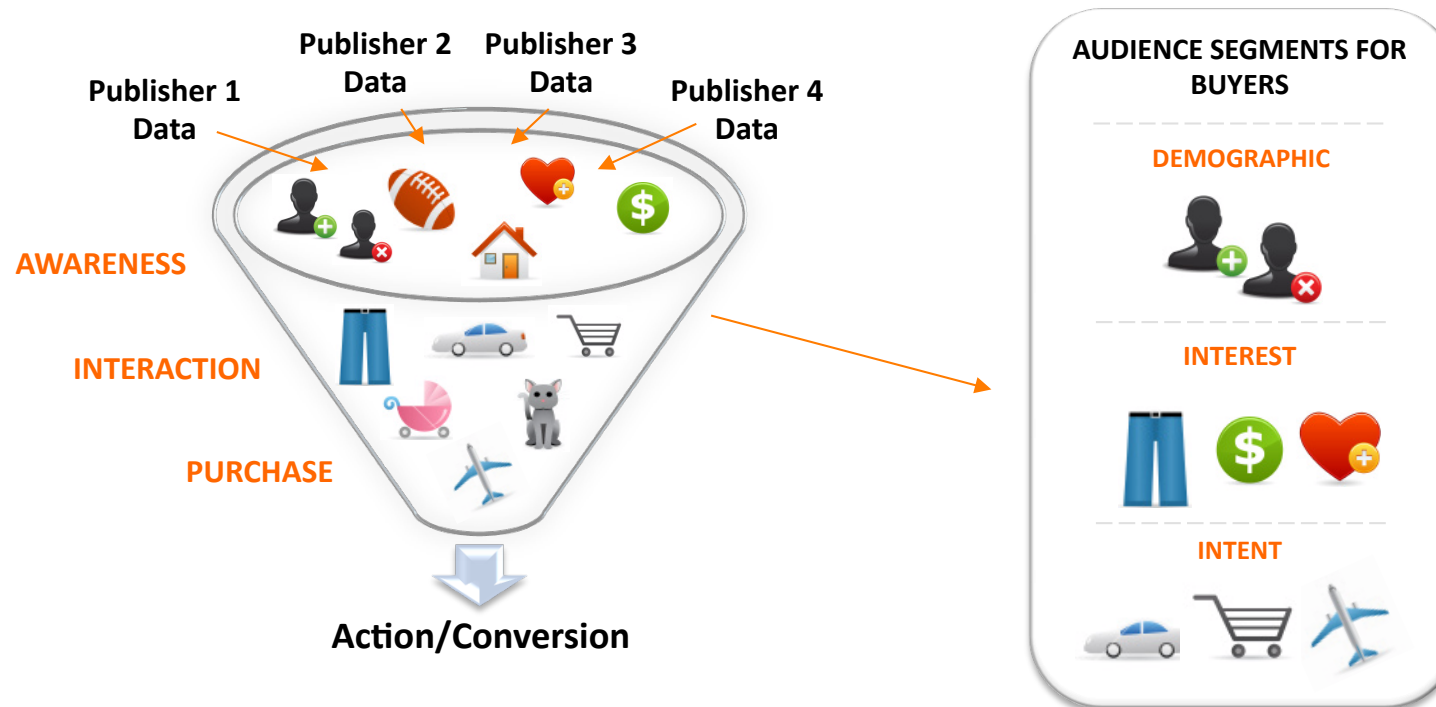
**MARKETERS**

**"I would like to  
target my campaign  
to THIS audience..."**

86% of agencies are buying data  
today

**exelate**

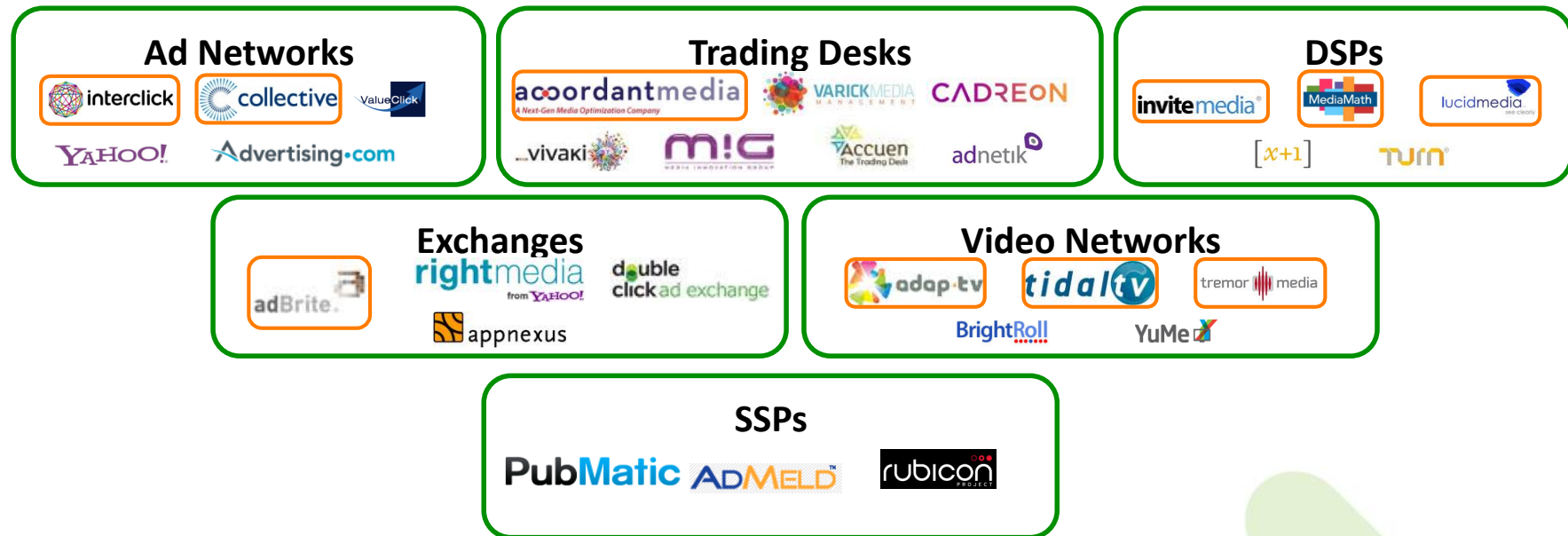
# Type of Data and sourcing



- ✘ Demo: e-commerce, job and dating sites (registration/inferred)
- ✘ Interest: generic portals and vertical sites (surf/semantic)
- ✘ Intent segments: e-commerce, classified ads and price comparison

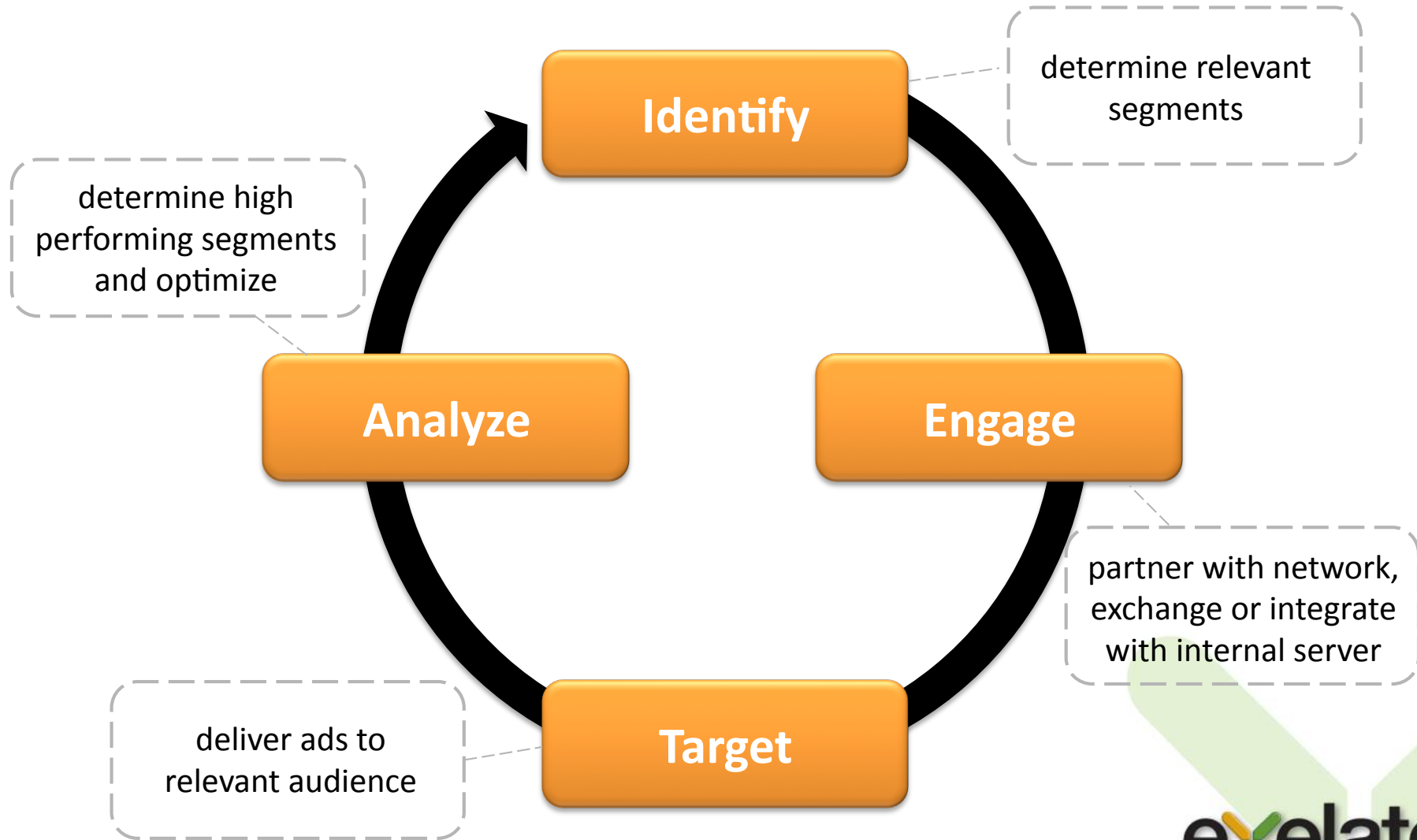
# Who buy Data and pricing?

- ✗ Audience Buy: unlimited usage of a cookie pool for one month (minimum €1 for 1000 cookies)
- ✗ Delivered impression 20% (demo and interest) or 30% (intend) of media buy rate
- ✗ Delivered impression flat CPM rate between 50 cents demo, 65 cents interest and 75 cents intend





# How To Use The Data ?



# Data Marketplaces help data suppliers and publishers make their data accessible

**DATA OWNERS**  
"I have THIS audience and want to make it accessible..."

47% of publishers are unable to target data



# dataLIN<sup>x</sup> powers data connections of YOUR choice



Agencies

Advertisers

DSP's



Ad Networks

Trading Desks

Advertisers



Video Networks

Ad Exchanges

Strategic Agencies



[www.exelate.com](http://www.exelate.com)

# Data leakage

- ✗ Protect access to your audience
- ✗ White list / black list tags
- ✗ Monitor revenue driving tags
- ✗ Report data theft

The screenshot displays the 'Data Shield' dashboard for datalinx.exelate.com. The interface includes a navigation menu with 'Home', 'Reports', 'Manage', 'Buyers', 'Data Shield', 'Insight', and 'Tools'. The 'Data Shield' section is active, showing 'Monitors' and 'Alerts' tabs. A table lists 4 monitored URLs:

| Name    | URL                 | Status | Last Monitored      | Trackers |
|---------|---------------------|--------|---------------------|----------|
| CNN     | http://cnn.com      | Active | 2011-02-10 00:00:00 | 83       |
| eXelate | http://exelator.com | Active | 2011-02-10 00:00:00 | 8        |
| NYT     | http://nytimes.com  | Active | 2011-03-22 00:00:00 | 94       |

Below the table, there are 3475 alert messages: 2082 critical, 1389 warning, and 4 info. A table lists recent alerts:

| Alert  | Severity | Detected            |
|--|----------|---------------------|
| All trackers detected (7)                                    | Critical | 7 Hours ago         |
| All trackers detected (6)                                    | Critical | 2011-03-22 08:07:39 |
| Tracker "NextAction" detected on NYT URL nytimes.com         | Critical | 2011-03-22 08:07:39 |
| Tracker "Tacoda" detected on NYT URL nytimes.com             | Critical | 2011-03-20 08:07:07 |
| Tracker "Bluelithium" detected on NYT URL nytimes.com        | Critical | 7 Hours ago         |
| Tracker "Eloqua" detected on NYT URL nytimes.com             | Critical | 2011-03-17 08:06:31 |
| Tracker "eProof" detected on NYT URL nytimes.com             | Critical | 2011-03-20 08:07:07 |
| Tracker "TargusInfo" detected on NYT URL nytimes.com         | Critical | 2011-03-21 08:07:24 |
| Tracker "DoubleClick Spotlight" detected on NYT URL nytim... | Critical | 2011-03-17 08:06:31 |
| Tracker "Comscore Beacon" detected on NYT URL nytimes.c...   | Critical | 2011-03-19 08:06:54 |
| Tracker "Facebook Social Plugins" detected on NYT URL nyt... | Critical | 2011-03-20 08:07:07 |
| Tracker "Feedjit" detected on NYT URL nytimes.com            | Critical | 2011-03-18 08:07:19 |
| Tracker "Tacoda" detected on NYT URL nytimes.com             | Critical | 7 Hours ago         |
| Tracker "Tynt Insight" detected on NYT URL nytimes.com       | Critical | 2011-03-17 08:06:31 |
| Tracker "Woopra" detected on NYT URL nytimes.com             | Critical | 7 Hours ago         |
| New tracker detected on a starred monitor - CHECKING... (5)  | Critical | 2011-03-22 08:07:39 |
| New tracker detected on a starred monitor - CHECKING... (5)  | Critical | 2011-03-22 08:07:39 |
| Tracker "Tyndead State" detected on NYT URL nytimes.com      | Critical | 2011-03-16 08:06:54 |

A bar chart titled 'Number of Detected Trackers' shows the count of trackers over time from 03-16 to 03-23. The y-axis ranges from 0 to 20. The legend indicates categories: Ad Exchange (yellow), Ad Network (green), Ad Serving Technology (purple), Ad Verification (orange), Data Exchange (blue), Demand Side Platform (dark blue), and Other (red).

# Privacy Protection

- ✘ Consumer Preference Manager Tool
  - ✘ Opt in or out of segments at any time.
- ✘ IAB, NAI and TRUSTe Members
- ✘ Founding member of Evidon's *Open Data Partnership*
- ✘ Non PII, cookie based, non private or "sensitive" data

I am:

Gender  Male  Female  N/A

Age  13-17  18-24  25-34  35-44  45-54  55-64  65+  N/A

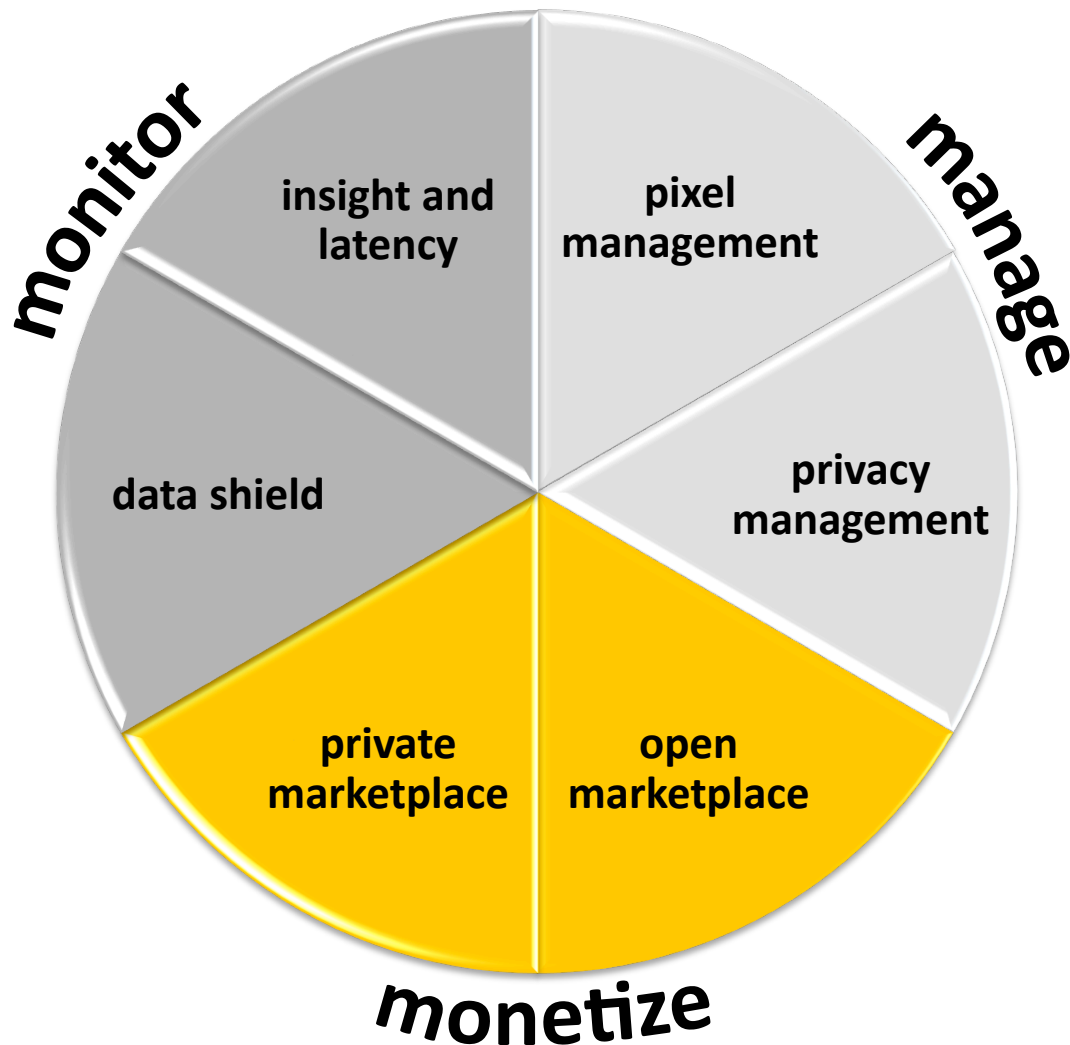
The ads that are most relevant to me are:

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Casual Gaming            | <input type="checkbox"/> Hispanic         | <input type="checkbox"/> Shopping - Fashion       |
| <input type="checkbox"/> Diet and Fitness         | <input type="checkbox"/> Hobbies          | <input type="checkbox"/> Shopping - Music         |
| <input type="checkbox"/> Education                | <input type="checkbox"/> Home Improvement | <input type="checkbox"/> Shopping - Personal Tech |
| <input type="checkbox"/> Entertainment            | <input type="checkbox"/> Parenting        | <input type="checkbox"/> Singles                  |
| <input type="checkbox"/> Finance                  | <input type="checkbox"/> Pets             | <input type="checkbox"/> Sports                   |
| <input type="checkbox"/> Finance - Small Business | <input type="checkbox"/> Real Estate      | <input type="checkbox"/> Travel                   |
| <input type="checkbox"/> Finance - Stocks         | <input type="checkbox"/> Shopping         | <input type="checkbox"/> Urban                    |

I don't want to share any of my preferences with advertisers. Please opt me out of the program.



# What is a DMP (Data Management Platform) ?



## 1. Manage

Make data easily accessible

## 2. Monitor

Safeguard against data theft

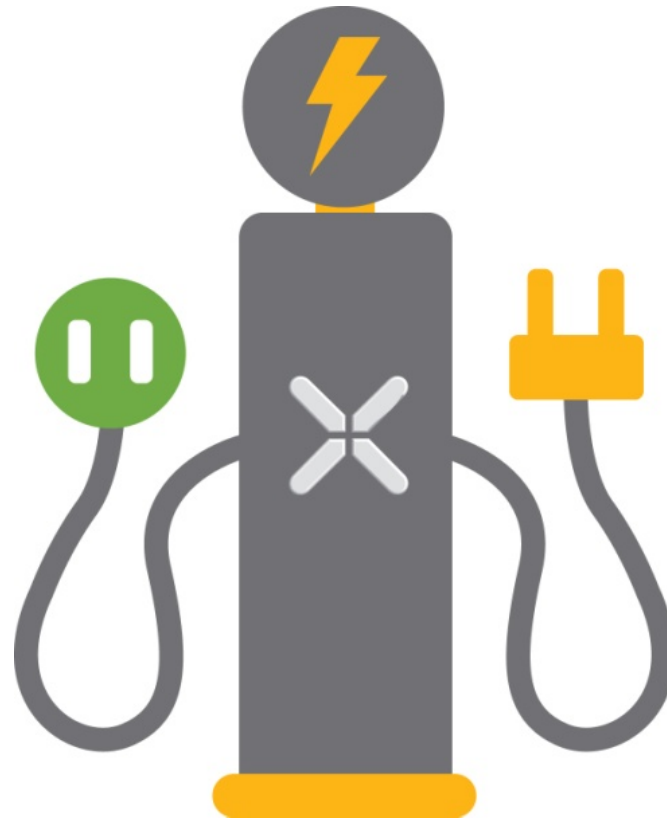
## 3. Monetize

Maximize revenue opportunities

**exelate**

[www.exelate.com](http://www.exelate.com)

# Capture part of the \$5.2 billion from Audience Targeting



**Data Marketplaces can help.**

**exelate**

[www.exelate.com](http://www.exelate.com)

# Plug In. Protect. Profit.

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