

Targeting in a post-cookie world

Wie **JustWatch** Entertainment Fans erreicht



Wer wir sind



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Agenda

- Vorstellung JustWatch / Vertical Audience
- Was ist der Cookiegeddon?
- Warum Kohorten?
- Das Kohortensystem
- Zusammenfassung

JustWatch – The Streaming Guide

Main JustWatch Features

- ✓ What-to-watch: Content first personal recommendations
- ✓ Powertool: Deep filters like IMDb ratings, genres, release year, production country, age ratings, streaming type, price, new, etc.
- ✓ One watchlist and TV show tracking across all your VOD services

Device/Platform overview

- ✓ Web
- ✓ iOS and Android apps
- ✓ Apple TV, Android TV, Fire TV, Samsung, LG TV, Xbox

1500+

Streaming services

200k

Movies and tv shows listed

106

Countries where JustWatch is live

20M+

Monthly unique users

The screenshot displays the JustWatch app interface. At the top, a search bar contains the text "money heist". Below the search bar, there are filters for "Release year" (set to "This Year") and "Rating" (set to "7.2"). A "Get started" button is visible. The main content area shows the "Money Heist" series page, including a poster, a "WATCH NOW" section with a "FILTERS" button, and a list of episodes (S5 E1 to S5 E5). A "RATING" section shows a 94% score and an 8.3 (355k) average. A "GENRES" section lists "Crime, Drama, Action & Adventure, Mystery & Thriller, Made in Europe". A "RUNTIME" section shows "51min". An "AGE RATING" section shows "16". A "VIDEOS: TRAILERS, TEASERS, FEATURETTES" section is also present. On the right, there is a "Movies and TV shows for you" section with a "Quietly brilliant" recommendation for the movie "Room". Below this, there is a "Guillermo del Toro's twitter film recommendations" section.

vertical audience

Based on deep taste-based data and it's own entertainment specific KPI system, **Vertical Audience** manages highly targeted trailer campaigns across YouTube, Google Display Network, Facebook, Instagram and TikTok for Movies and TV Shows **plus Sports & Games**.



120+

People in Berlin,
London, Paris, Munich,
New York

1,000+

Movie, TV Show & Sports
campaigns

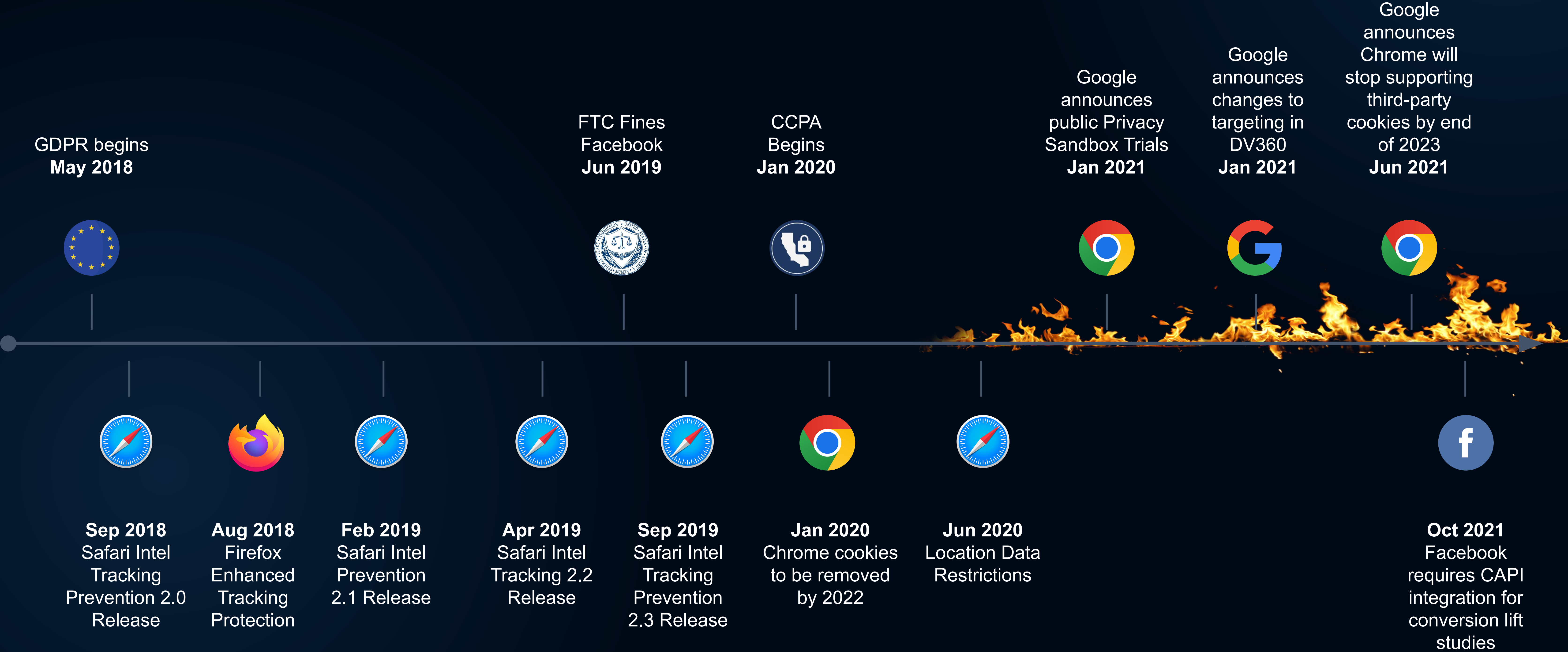
5B+

Trailer Views generated

COOKIEGEDDON

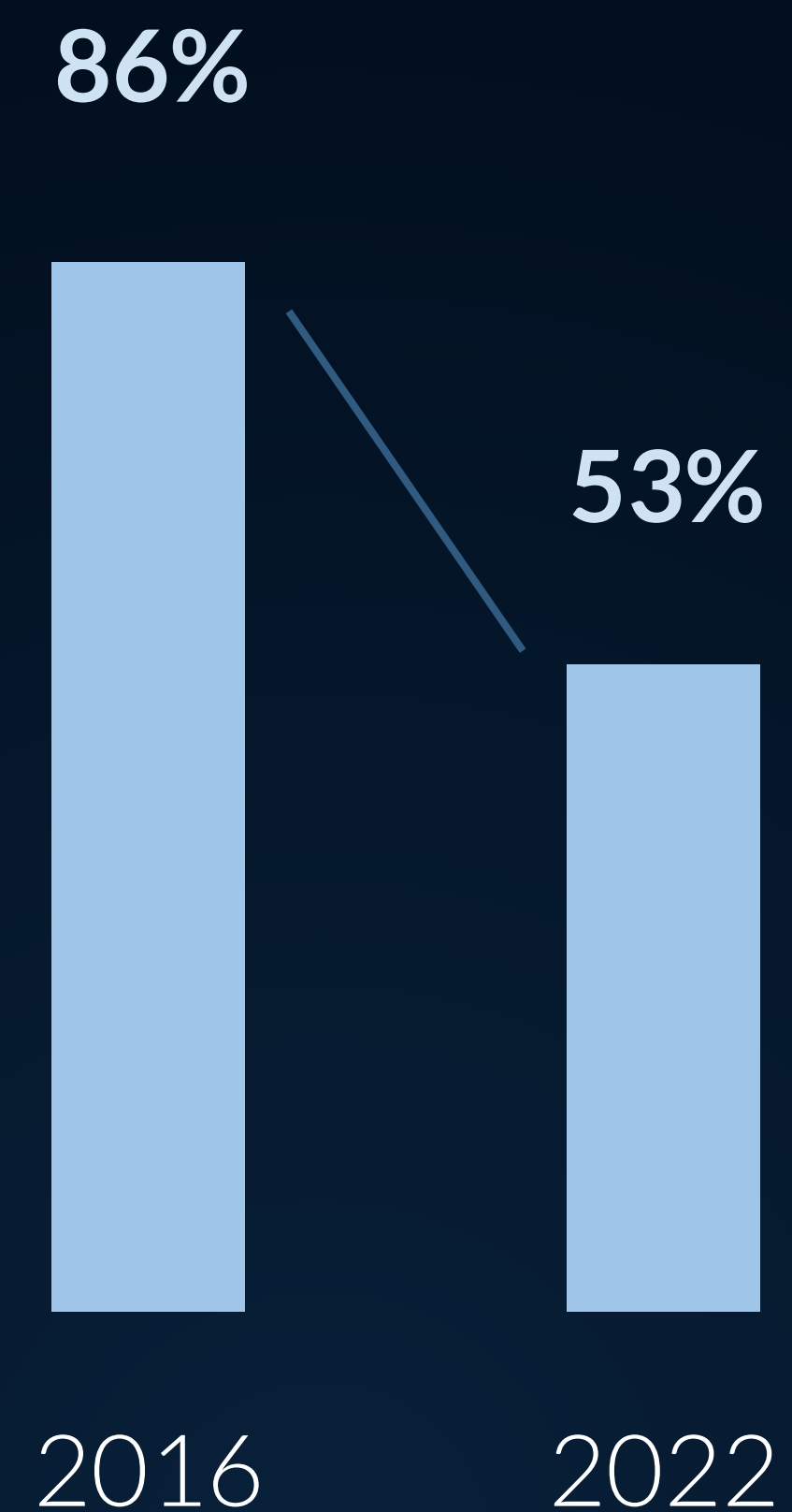
Was passiert mit **Targeting** nach dem
Cookiegeddon?

Der Cookiegeddon hat begonnen

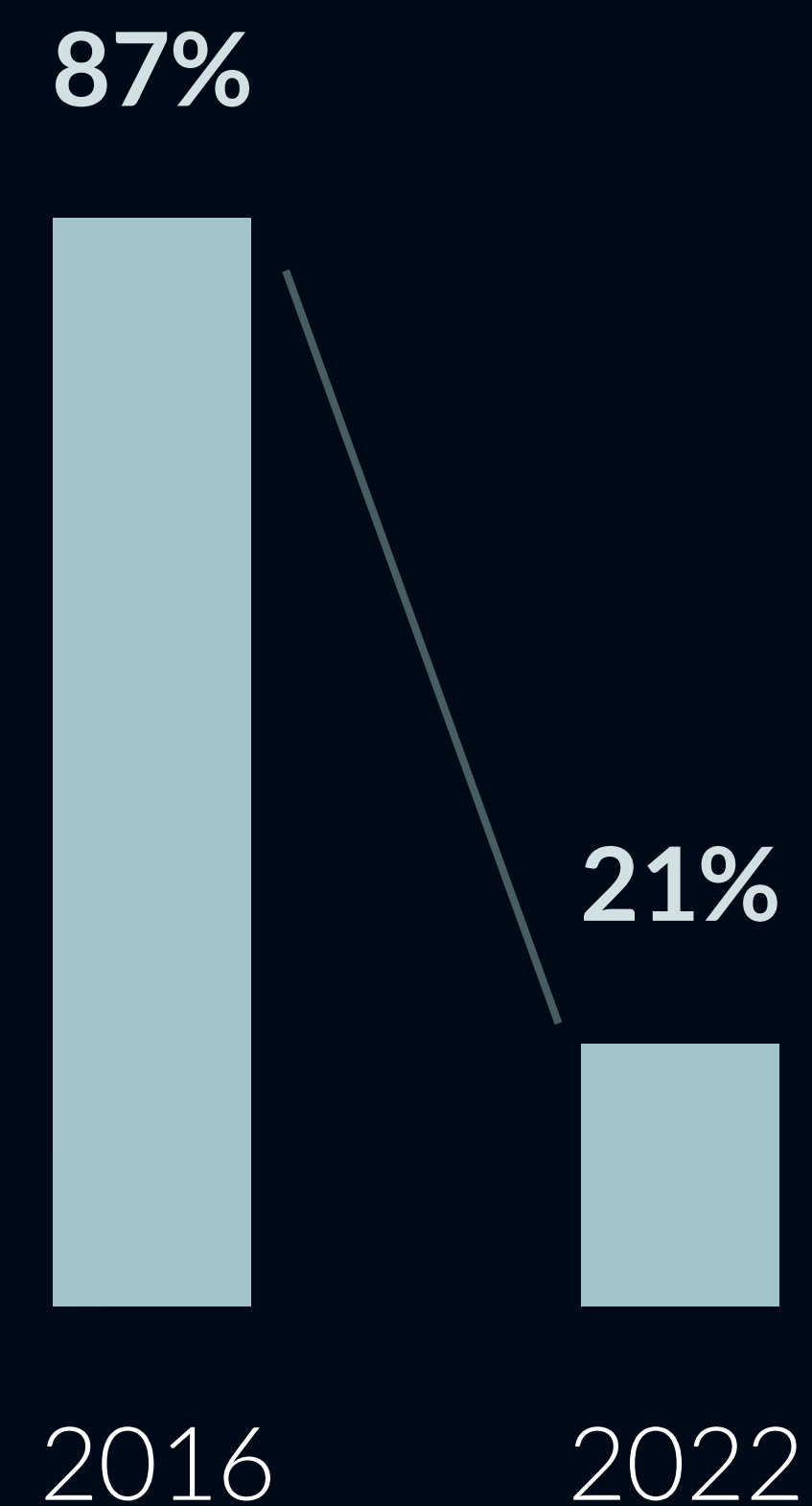


Der Cookiegeddon hat begonnen

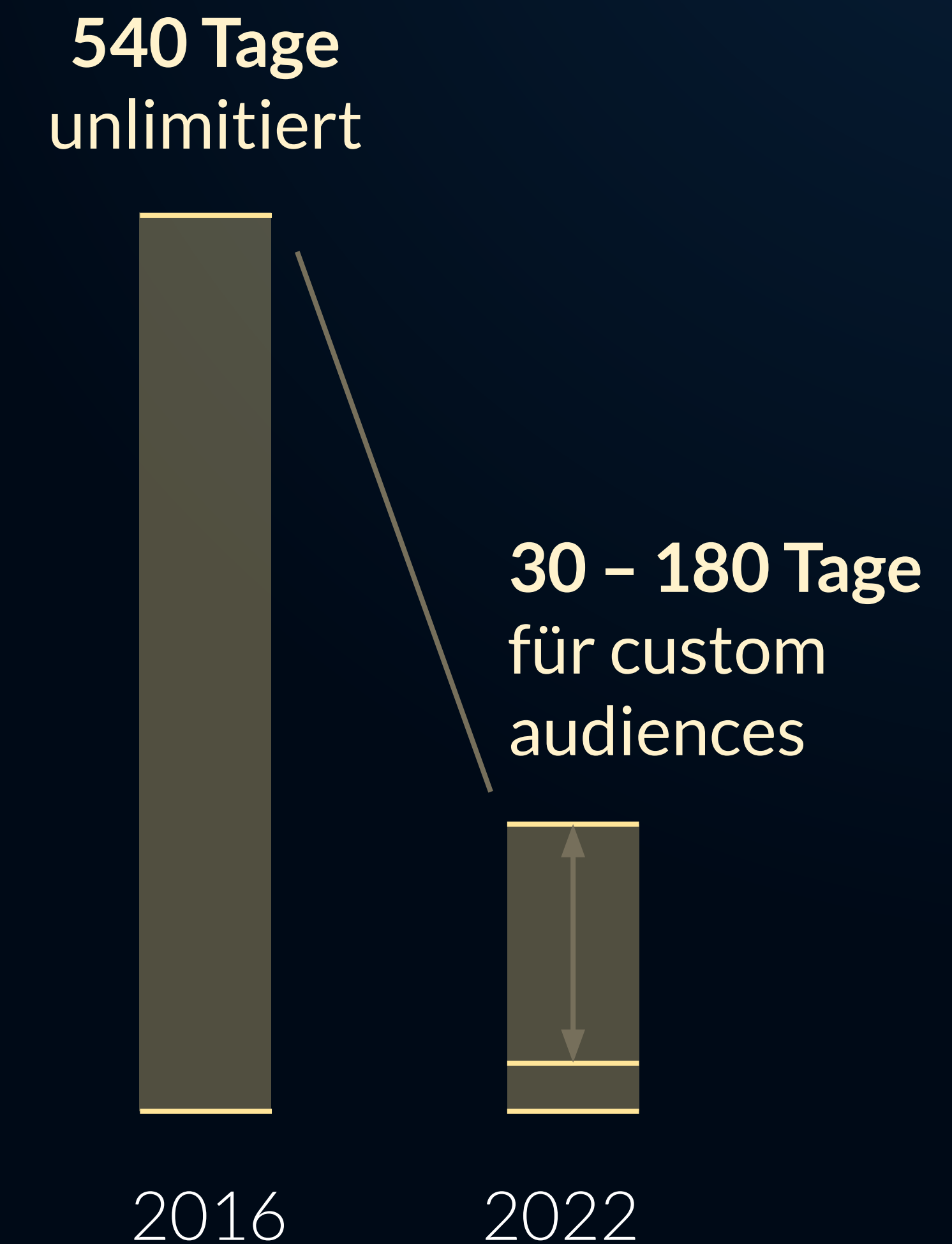
Was sind die Kernprobleme für Marketer?



3rd Party
Cookie Coverage



IDFA coverage



Attribution Windows

Was ist die Lösung?
Warum kohortenbasiertes Targeting?

Der Weg zu kohortenbasiertem Targeting



Superhelden Filme

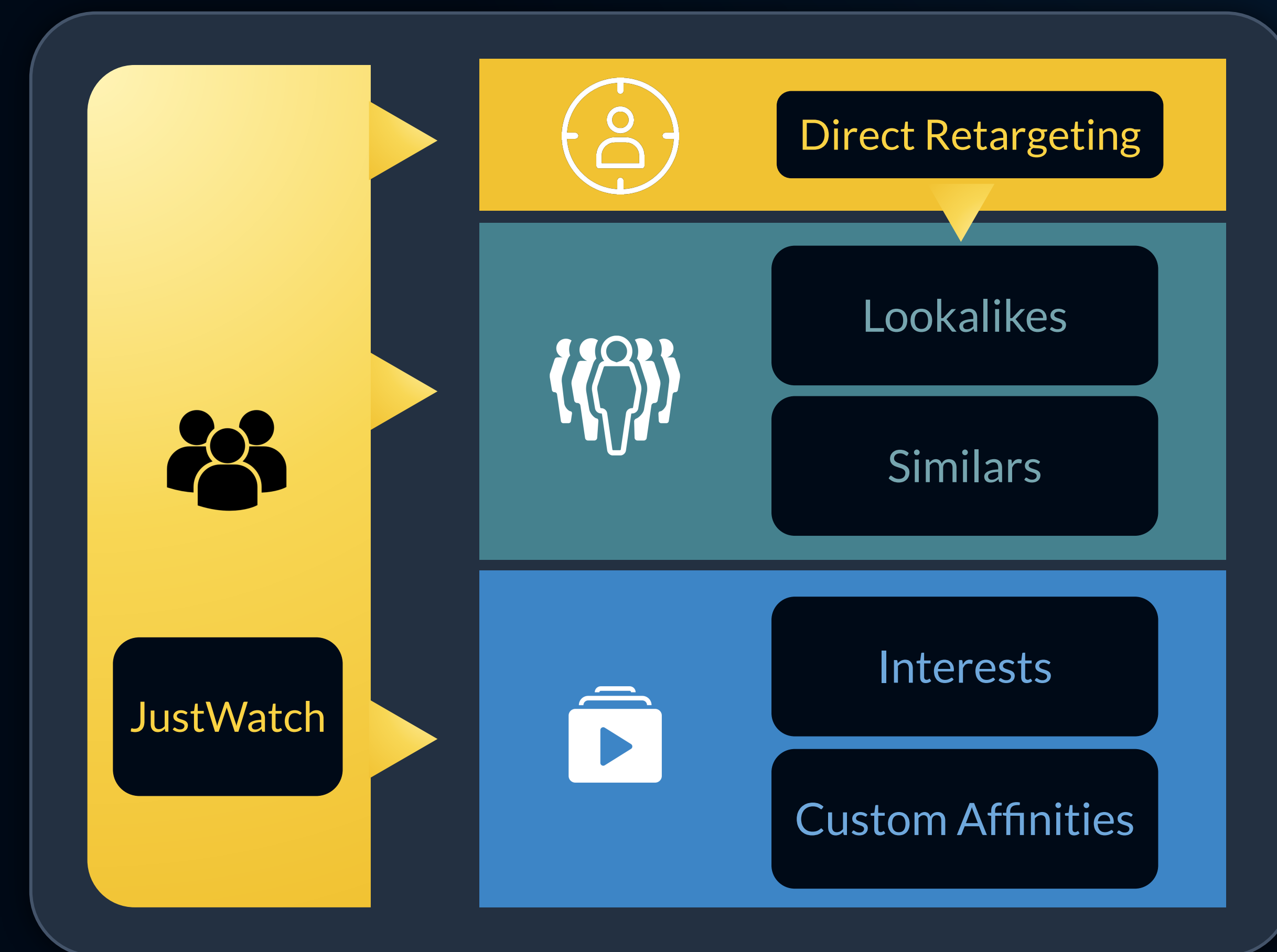
cookie_8
mobile_ad_id_6
cookie_3



Crime-Serien

cookie_1
cookie_5
mobile_ad_id_9

"Superhelden Filme"



Das **Kohortensystem**



Kuratie

**Validierung &
Optimierung**

**Implementierung &
Setup**

**Auswahl &
Anwendung**

Kuratierung

Auswahl und Bildung **relevanter** Kohorten



Limitierte Anzahl von Kohorten



Performance hängt ab von relevanter Definition

Der Schlüssel zu gut definierten Kohorten:

- First Party-Daten als Private DMP
- Direkter Zugang zum Endkunden
- Next-Gen Recommendation-Systeme

Meet



JustWatch sammelt anonymisierte Daten
über **Nutzungsverhalten** und **Streaminggeschmack**
von Entertainment-Fans weltweit

Aber **was** davon ist relevant für
Kaufverhalten?

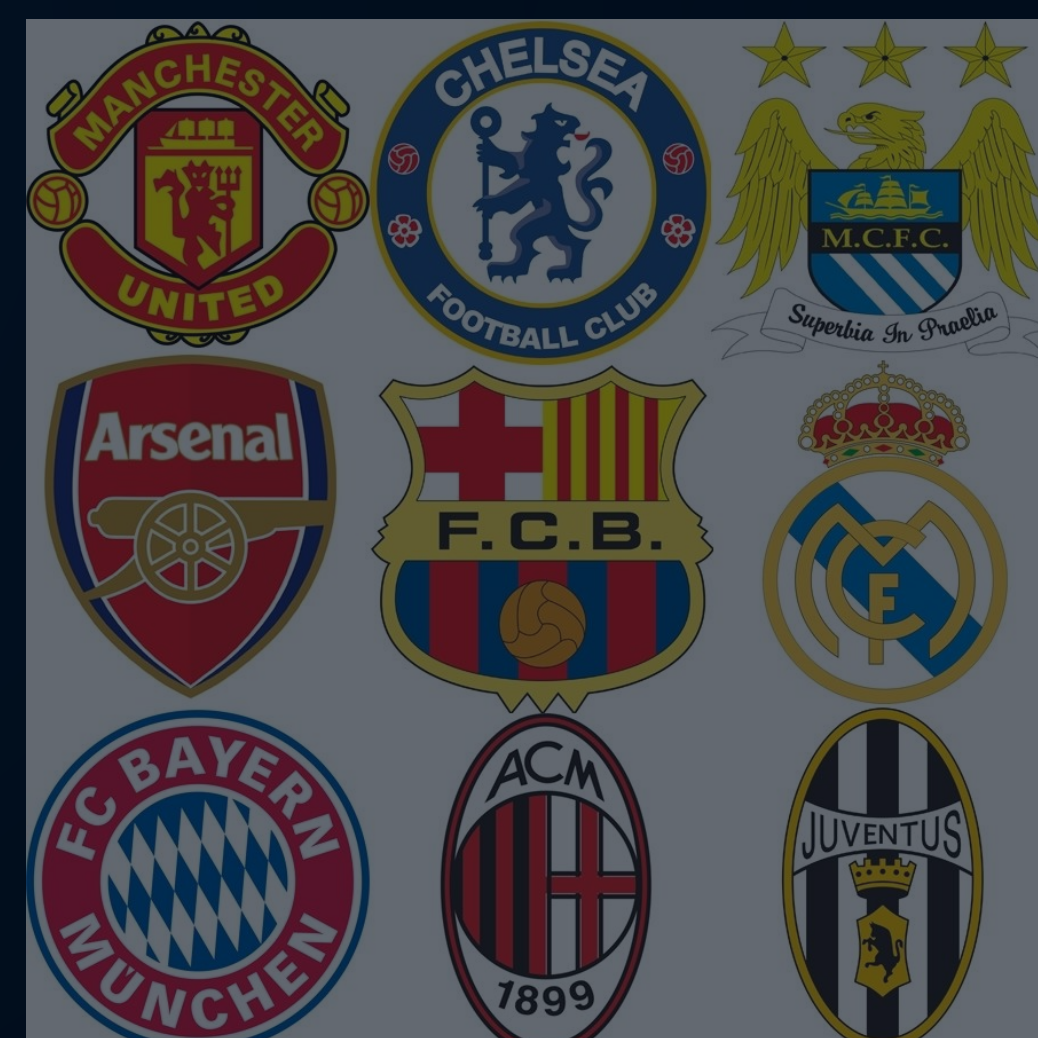
Nutzerprofil



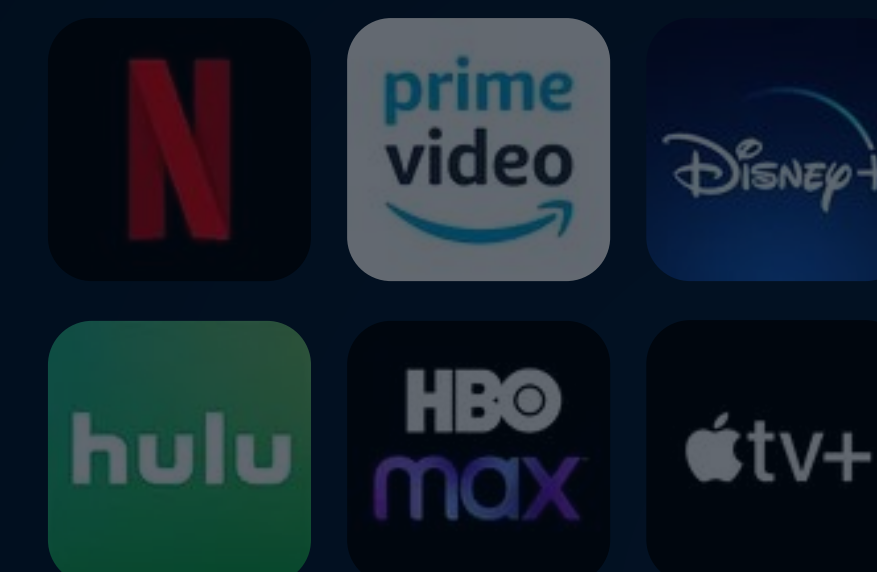
Genres

Action
Science Fiction
Comedy

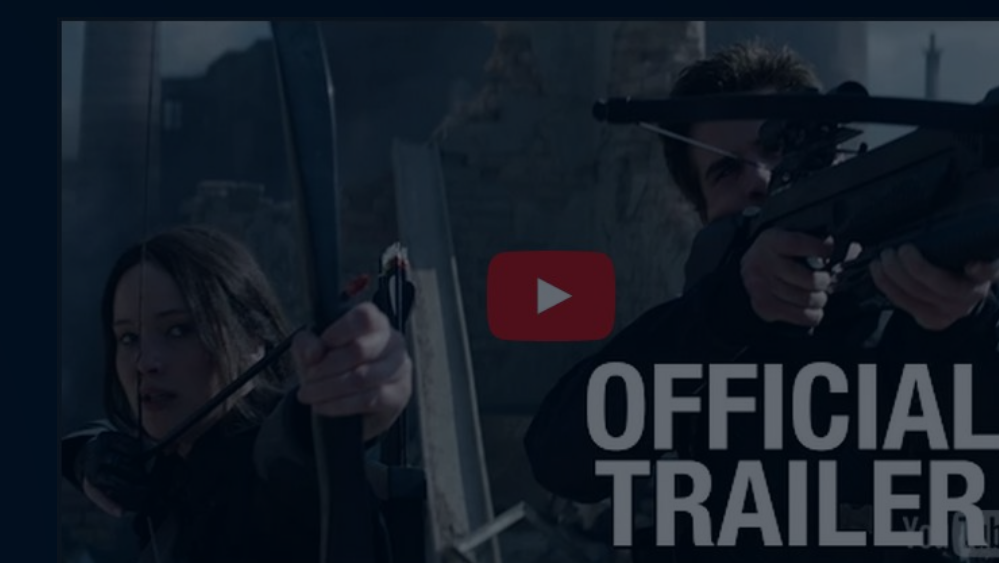
Team-Fans



Lieblingsanbieter



Trailer Views



Die JustWatch EntertainGraph-Plattform

Titel & Event Metadata

Textverständnis & Storyline AI

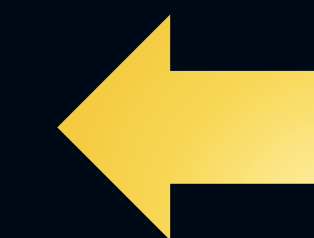
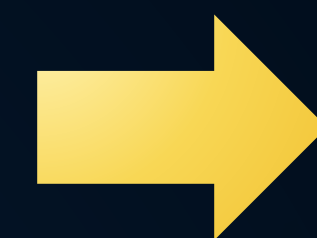
Bildähnlichkeit & Stimmungen

Crew, Cast & Player Graphs

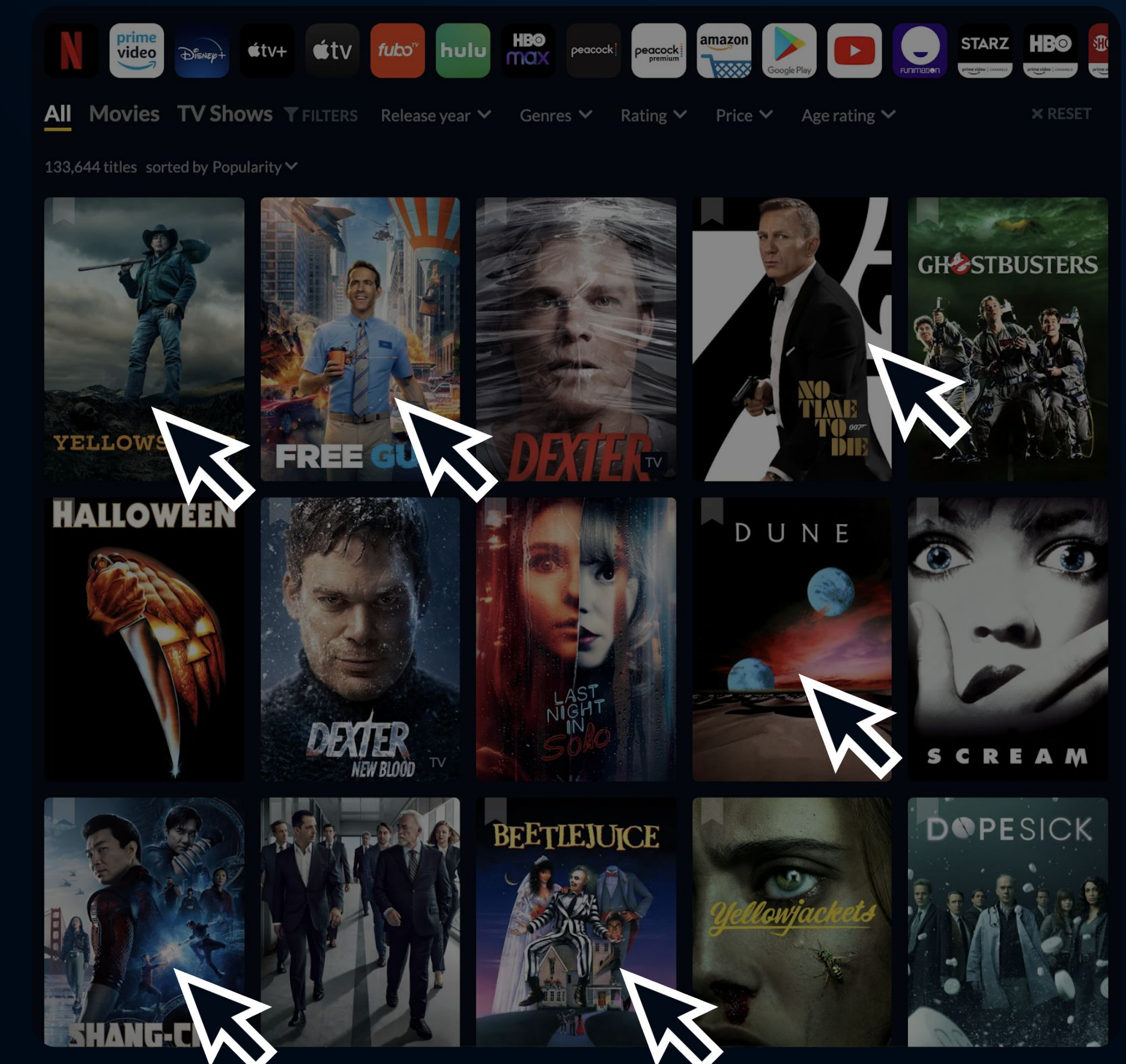
Regionale & zeitbasierte
Präferenzen

Semantisches Tagging

Taste Space



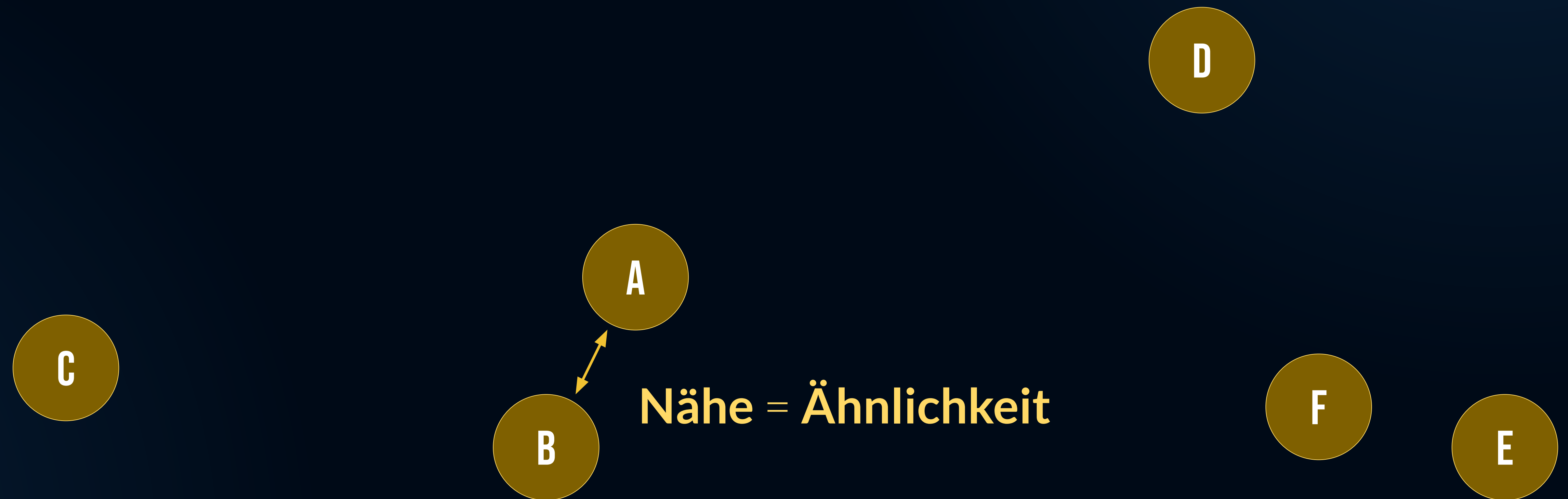
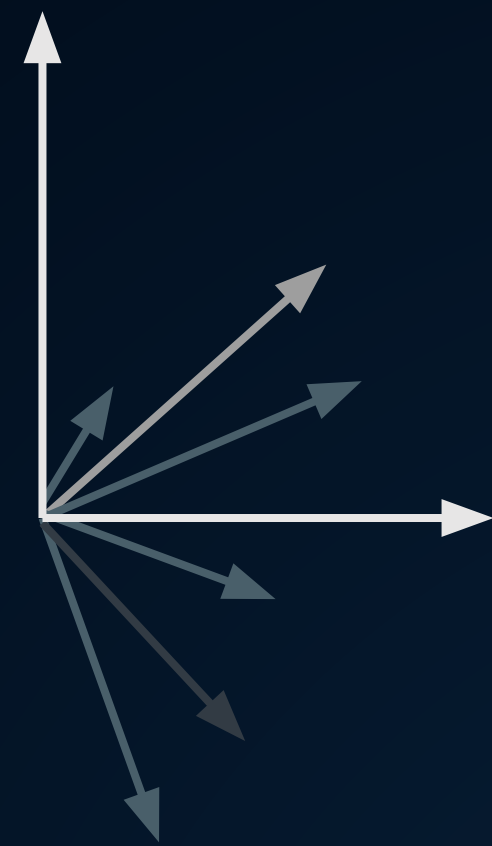
Nutzer interagieren mit
Entertainment-Content



Taste Space

Räumliche Anordnung von Filmen und Serien gemäß **Ähnlichkeit**

Taste Space ist **multidimensional**
(bis zu 256 Dimensionen)



Nutzer, die sich für Titel **A** interessiert haben, interessierten sich auch für Titel **B**

Wie funktioniert der Taste Space?

Dokumentationen

Thriller



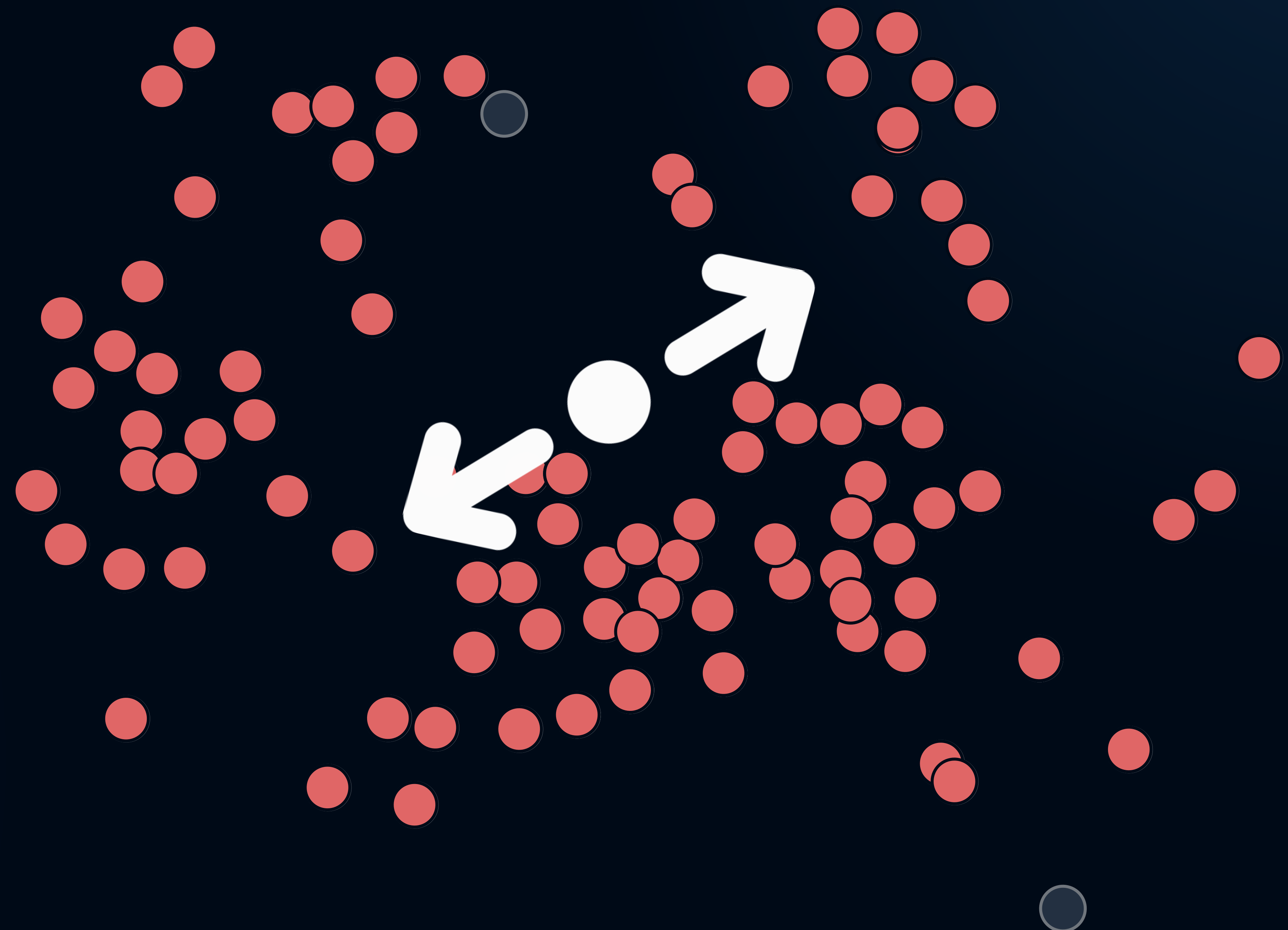
Wie beweisen wir **Relevanz**?

Spielt in Nebraska

Hat Happy-End



Wie **groß** müssen Kohorten sein?



Wie decken wir den **gesamten Geschmack** ab?

Dokumentationen

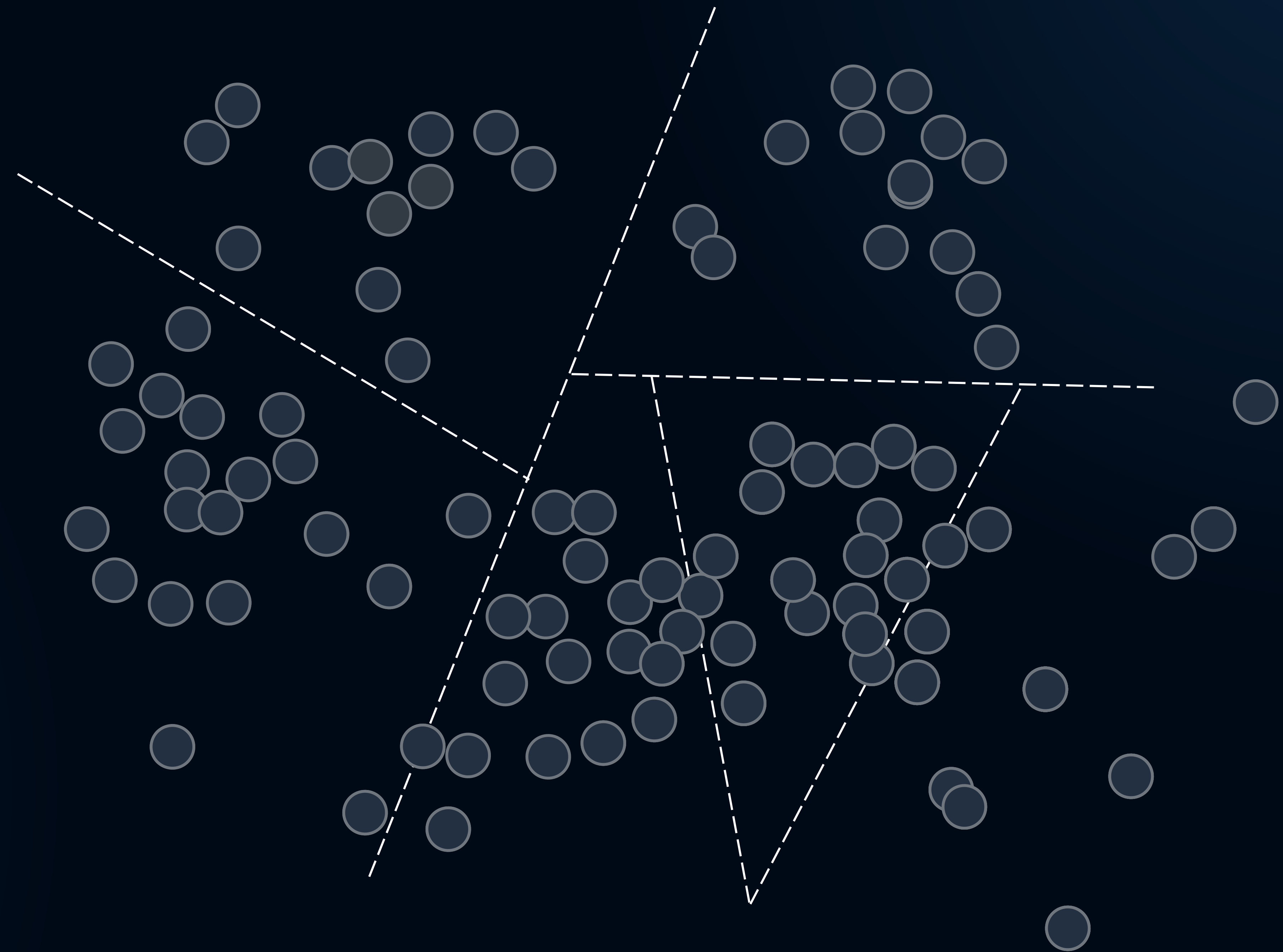
Thriller

Crime

Drama

3D Animation

Anime



Wie finden wir **ergänzende** Geschmäcker?





Kohortenbasiertes Targeting

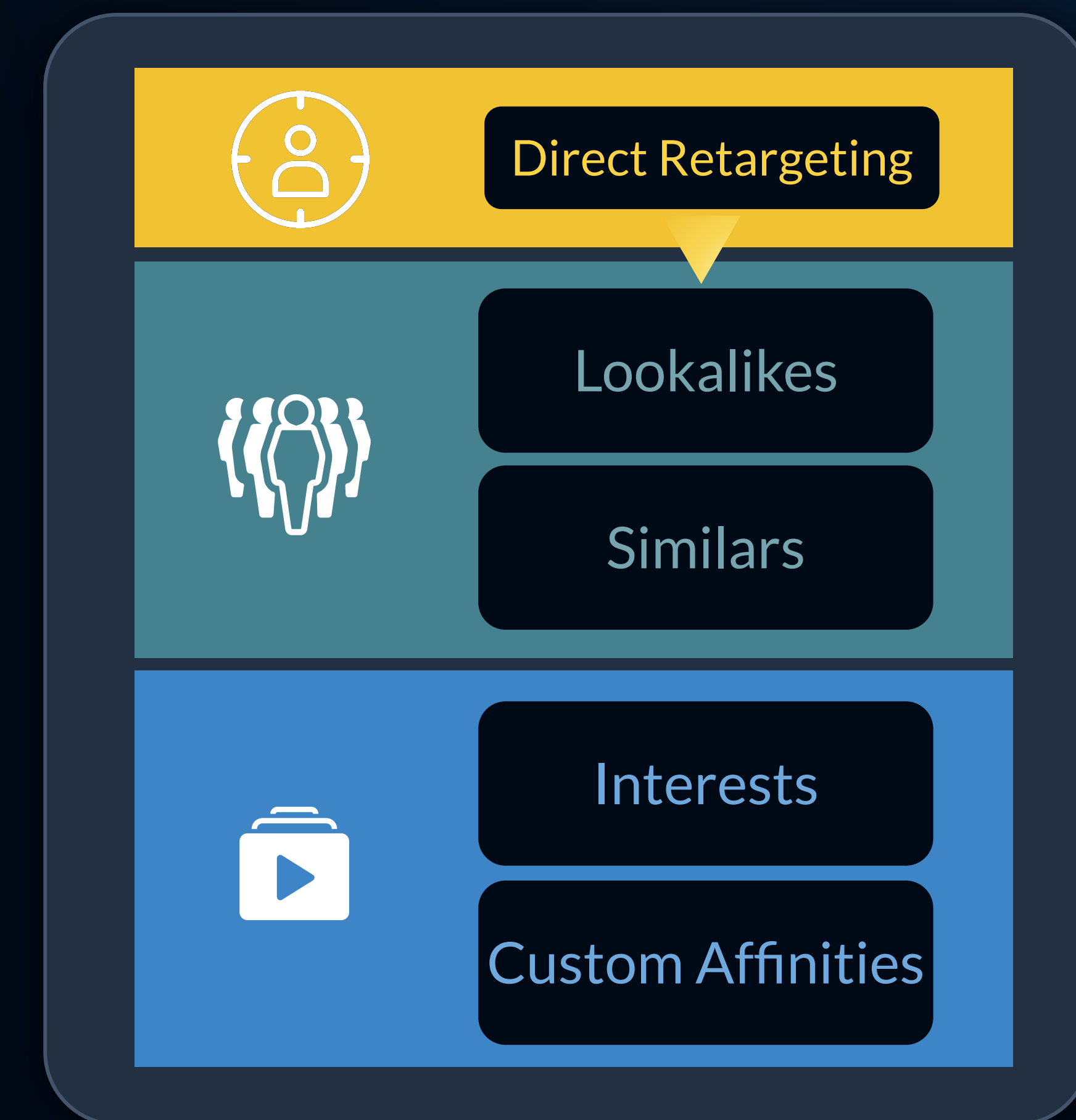


Hat Batman Begins geschaut

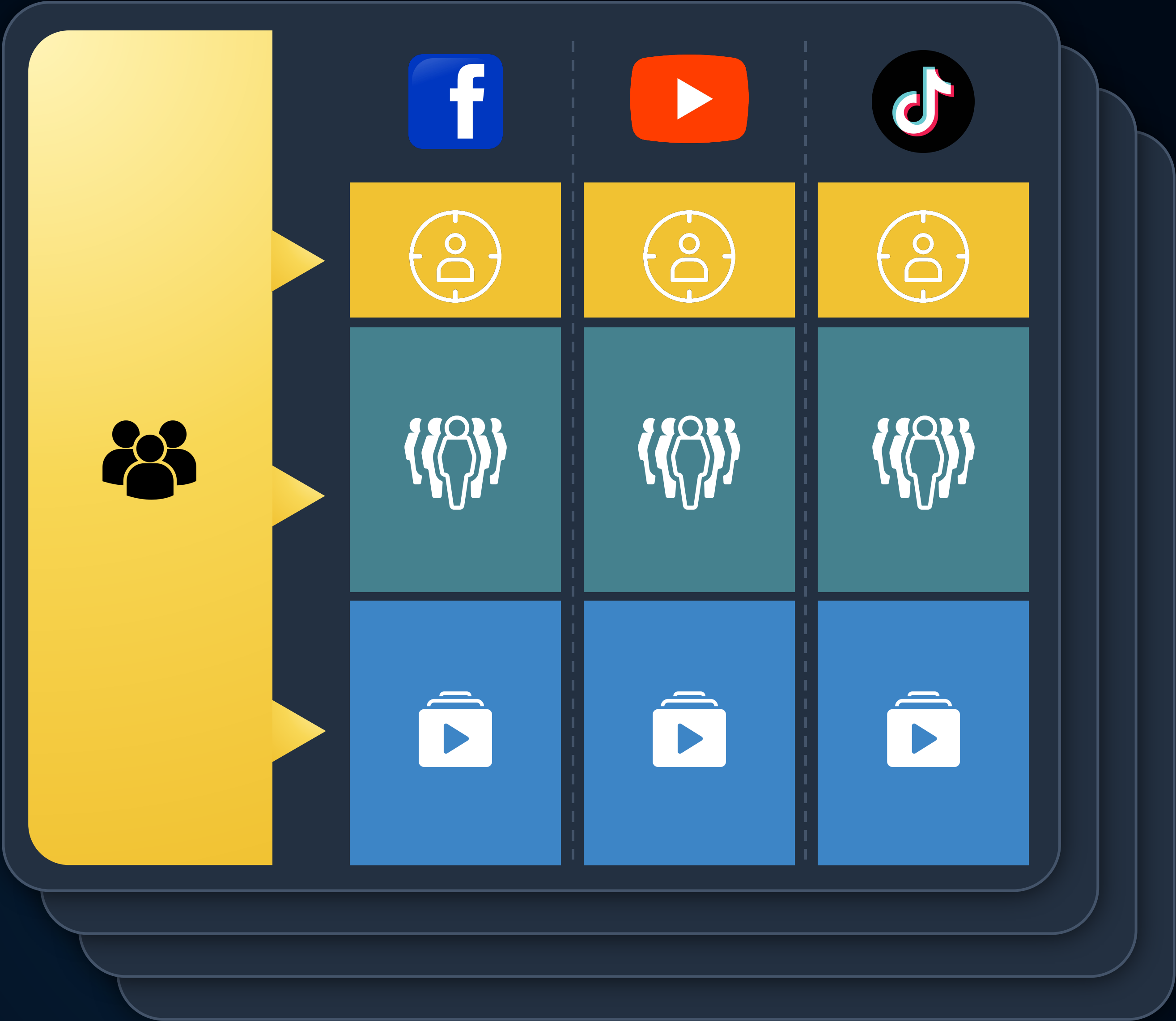
Fans der Marvel-Seite

Schaut auf YouTube Trailer für Avenger

"Superhelden Filme"



Implementierung & Setup: Aufbau einer **Bibliothek**



Action - Action Adventure 1071 More Select +	Action - Action Thriller 1652 More Select +	Animation - Adult Animation 166 More Select +	Animation - Animated Musical 412 More Select +
Comedy - Action Comedy 923 More Select +	Comedy - Horror Comedy 619 More Select +	Crime - Courtroom/ Legal Drama 165 More Select +	Crime - Detective Crime 795 More Select +
Documentary - Biography 905 More Select +	Documentary - Cars 24 More Select +	Drama - Apocalyptic Drama 36 More Select +	Drama - Arthouse Drama 37 More Select +
Fantasy - Dark Fantasy 353 More Select +	Fantasy - Epic Fantasy 119 More Select +	Film films - Best Picture Winners 22 More Select +	Film films - Festival Darlings 29 More Select +
Foreign - Bollywood 974 More Select +	Foreign - K Dramas 190 More Select +	Holiday - Holiday 188 More Select +	Holiday - Holiday Romcoms 120 More Select +
Horror - Found Footage 49 More Select +	Horror - Monster Movies 182 More Select +	Music - Music Biopics // Documentary Select +	Music - Music in Film 333 More Select +



Passende Kohorten finden

JustWatch

Dashboard

Create Campaign

Contacts

Shortlinks

More

Search

Romeo & Juliet #11431

31.03.2022 - 02.04.2022 €0.00 2 Campaigns

Overview

Checklist

Setup

Sub-Campaign Groups

Campaign Guard™

Targets

Performance

Campaign Cockpit

Facebook comments

Reports

Bags Creator

Expedite Ad Approval

Insertion Order

No Insertion Orders Group

International

TESTwithTim

Configuration

Campaign's Technical Name

TESTWITHTIM_HU_BOB

Suggest

Landing Page URL Fallback

https://...

Apply to all

DBM > YouTube

Facebook > Facebook

Supplier Account

JustWatch - Sony - DE

Supplier Account

JustWatch - AMAZON CH

Add Inventory...

Contact Point 1 First Contact

bumper_Test_30s (30s) - #53004

Choose Audience Plan

Load...

CP1-JWA-PA-Drama_-_Romantic_Drama*

CP1-Interest-PA-Drama_-_Romantic_Drama*

CP1-Lookalikes-PA-Drama_-_Romantic_Drama*

CP1-JWA-PA-Romance_-_Romantic_Epics*

CP1-Interest-PA-Romance_-_Romantic_Epics*

CP1-Lookalikes-PA-Romance_-_Romantic_Epics*

+ Add Creative Container

Contact Point 2 Retargeting

+ Add Creative Container

Save Audience Plan

1. Select Project

Filter projects by name...

(none)

Romeo & Juliet

Poseidon

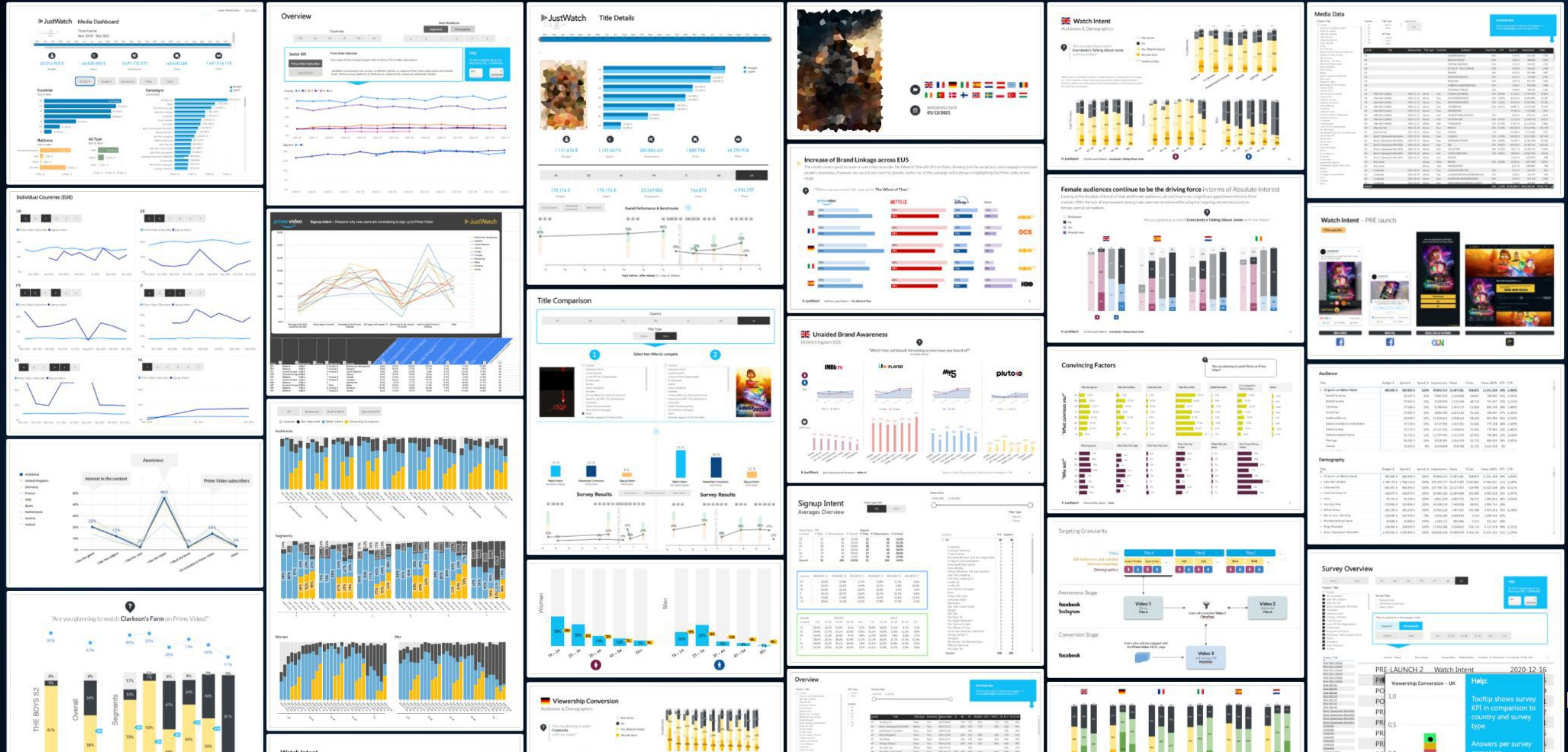
2. Name Audience Plan

enter a name...

RnJ PRE Launch DE
RnJ Trailer Break DE
RnJ Trailer Break NL
RnJ Trailer Break UK

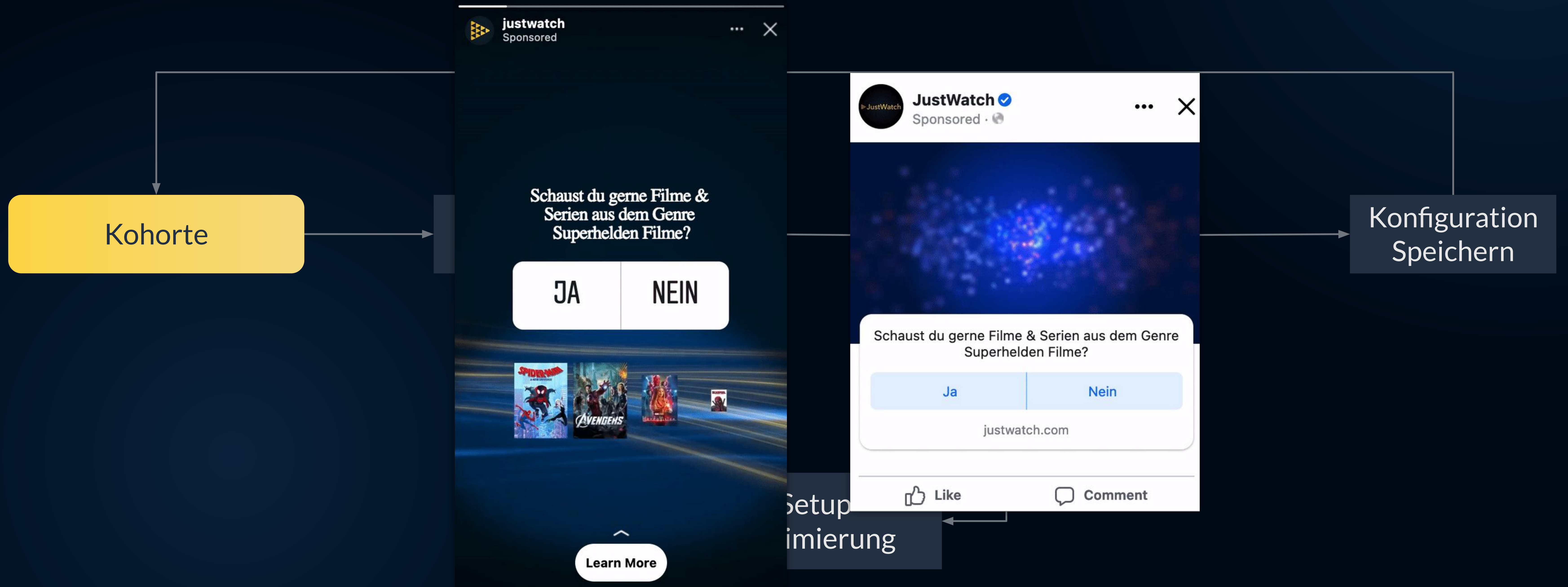
Cancel Save

Campaigning & Benchmarks





Validierung & Optimierung

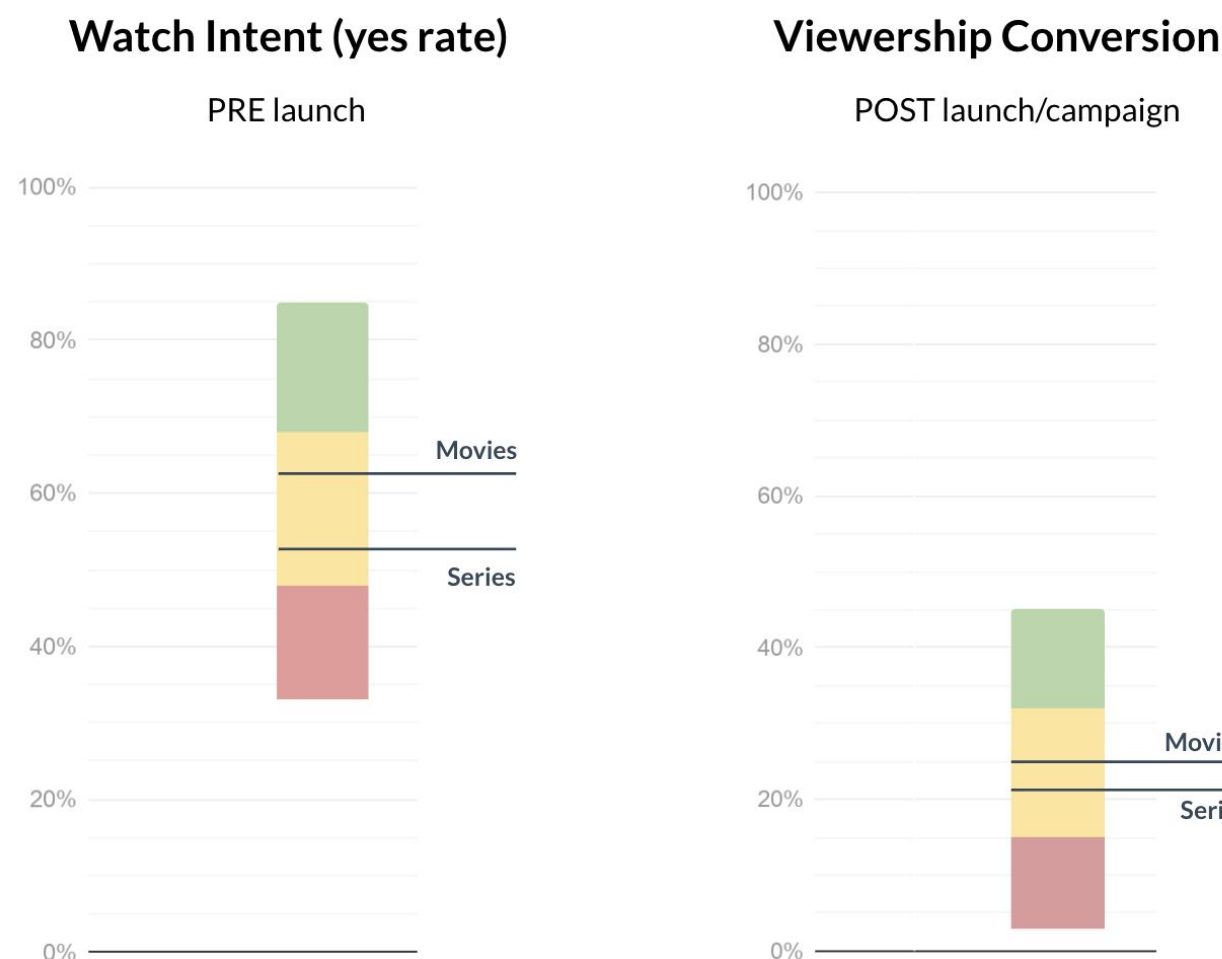


Systematisches Optimieren der Kohorten und ihrer Bestandteile

Germany			Survey Campaign created							Harvesting Campaign						
Audience Type	AudienceName	Prio	Interests/ Keywords cleaned	CAs cleaned	Targeting Template created	FB/IG	Status	GDN	Status	Survey Cycle	Good Taste Fit FB	Good Taste Fit GDN	FB/IG created	GDN created	FB/IG finished	GDN finished
Bahavioral Audience	Streamers	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_SuperheroMovies	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_ActionComedy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_RaunchyComedy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_RomCom	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_Sci-FiComedy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Drama_Antiheroes	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Drama_ApocalypticDrama	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Drama_RomanticDrama	x	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished	<input checked="" type="checkbox"/>	finished	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Dramedy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Fantasy_DarkFantasy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Fantasy_EpicFantasy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Fantasy_ModernFantasy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Foreign_GermanComedy	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Foreign_GermanFamilyKidsContent	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Horror_TeenHorror	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Romance_ChickFlicks	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Romance_RomanticEpics	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Romance_TeenRomance	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Sci-Fi_Cyberpunk	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Sci-Fi_EndoftheWorld	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Sci-Fi_PostApocalypticWorlds	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Sci-Fi_YoungAdultDystopia	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Thriller_HorrorThriller	x	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	running	<input type="checkbox"/>	pending f	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_ActionAdventure		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished	<input checked="" type="checkbox"/>	finished	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_ActionThriller		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_DisasterMovies		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_EpicMovies		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_MartialArts		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_Non-SuperheroComicAdaptations		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_RaunchyActionComedy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_VideoGameMovies		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Action_WarEpics		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_AdultAnimation		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_AnimatedMusical		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_BoundryPushingAnimation		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_ClassicJapaneseAnime		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_FamilyAnimation		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_Stop-MotionAndClaymation		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_StudioGhibliandMore		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Animation_Western/Modern/AtypicalAnime		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_HorrorComedy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_RaunchyFemaleComedy		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_Sitcoms		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_SportComedy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_StandUp		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Comedy_TeenRomCom		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_Courtroom/LegalDrama		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_DarkCrime		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_DetectiveCrime		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_Exposé		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_OrganizedCrime		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	finished				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permanent Audience	Crime_SpiesandSecretAgents/Espionage		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watch Intent (yes rate)

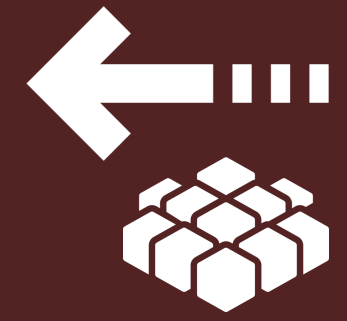
PRE launch



	ANSWER / Genre Overlap													
Tasty Audience	Action	Animat...	Comedy	Crime	Dokum...	Drama	Family	Fantasy	Horror	Reality	Roman...	Sci-Fi	Thriller	Western
ACTION_SUPERHEROMOVIES	73%	41%	47%	35%	21%	22%	23%	70%	36%	11%	26%	55%	31%	13%
CINEMAGOERS	62%	17%	48%	17%	7%	38%	17%	48%	55%	7%	21%	48%	48%	10%
COMEDY_ACTIONCOMEDY	66%	34%	57%	44%	17%	17%	19%	56%	35%	12%	20%	43%	44%	14%
COMEDY_RAUNCHYCOMEDY	52%	33%	60%	31%	29%	21%	21%	43%	33%	24%	19%	50%	48%	10%
COMEDY_ROMCOM	54%	15%	43%	35%	24%	43%	24%	37%	20%	17%	48%	39%	46%	9%
COMEDY_SCIFICOMEDY	51%	25%	45%	31%	26%	15%	22%	58%	33%	7%	18%	74%	41%	15%
DRAMA_ANTIHEROES	67%	28%	38%	51%	23%	46%	21%	59%	41%	18%	26%	56%	62%	23%
DRAMA_APOCALYPTICDRA...	50%	28%	30%	33%	33%	28%	19%	44%	50%	13%	33%	67%	46%	13%
DRAMEDY	38%	27%	38%	51%	24%	49%	38%	31%	36%	13%	27%	24%	51%	11%
FANTASY_DARKFANTASY	46%	39%	32%	27%	22%	21%	24%	73%	43%	11%	29%	54%	36%	6%
FANTASY_EPICFANTASY	56%	37%	33%	32%	24%	22%	22%	84%	33%	8%	32%	56%	37%	8%
FANTASY_MODERNFANTASY	44%	43%	42%	29%	20%	31%	29%	75%	36%	9%	30%	53%	32%	9%
FOREIGN_GERMANCOMEDY	43%	25%	51%	27%	25%	22%	39%	27%	27%	8%	35%	24%	27%	8%
FOREIGN_GERMANFAMILY...	42%	38%	29%	27%	18%	29%	53%	38%	27%	16%	31%	16%	36%	16%
HORROR_TEENHORROR	52%	34%	40%	37%	26%	29%	15%	55%	84%	11%	18%	47%	52%	6%
ROMANCE_CHICKFLICKS	48%	40%	52%	26%	21%	31%	36%	67%	14%	24%	40%	31%	33%	24%
ROMANCE_ROMANTICEPICS	44%	26%	56%	33%	14%	58%	42%	51%	28%	16%	49%	33%	40%	26%
ROMANCE_TEENROMANCE	40%	22%	47%	29%	18%	56%	31%	40%	33%	16%	51%	31%	31%	9%
SCIFI_CYBERPUNK	64%	39%	37%	31%	33%	10%	8%	61%	41%	8%	8%	69%	46%	14%
SCIFI_ENDOFTHEWORLD	60%	18%	27%	27%	27%	18%	11%	56%	39%	6%	7%	69%	42%	18%
SCIFI_POSTAPOCALYPTICW...	68%	28%	25%	37%	30%	8%	10%	60%	30%	7%	8%	65%	35%	23%
SCIFI_YOUNGADULTDYSTO...	48%	41%	46%	28%	24%	44%	19%	72%	35%	7%	33%	57%	56%	9%
STREAMERS	66%	49%	57%	49%	23%	31%	20%	74%	37%	11%	17%	71%	60%	9%

Zusammenfassung

Nachteile von Kohorten



Definition **im Voraus** notwendig, **kaum flexibel**



Gesteigerte **Komplexität** braucht bessere Automatisierung



Limitierte Anzahl von Kohorten



Performance hängt ab von relevanter Definition



Limitiertes Reporting & Insights, aggregierte Daten

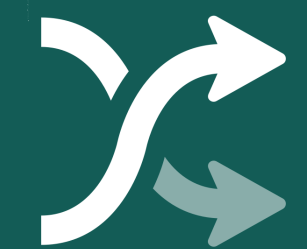
Vorteile von Kohorten



Verbesserung von Kampagnen- und Audience-**Performance**



Vereinfachte Workflows



Eine Antwort auf den Ausfall von Cookies & IDFAs

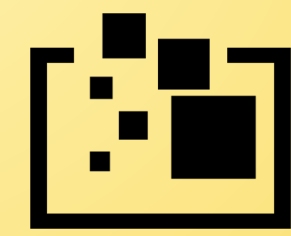


Kohorten-**Vergleichbarkeit** mit Benchmarks über Kampagnen und Zeit



Respekt der Nutzer-Privatsphäre

Kohorten: Die Zutaten



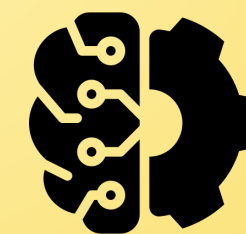
AdTech Engineering



First-Party Data



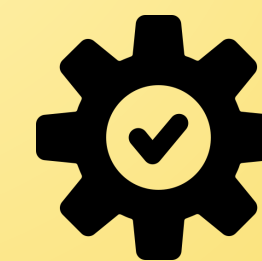
**Data-Driven Mindset,
& DWH**



Machine Learning



**Domain & Business
Intelligence**



Automation

Thank You

Thank You
We are hiring

justwatch.com/de/Talent

Q & A

Keine Livefragen

**Kommt gern bei uns vorbei
oder connected auf LinkedIn**

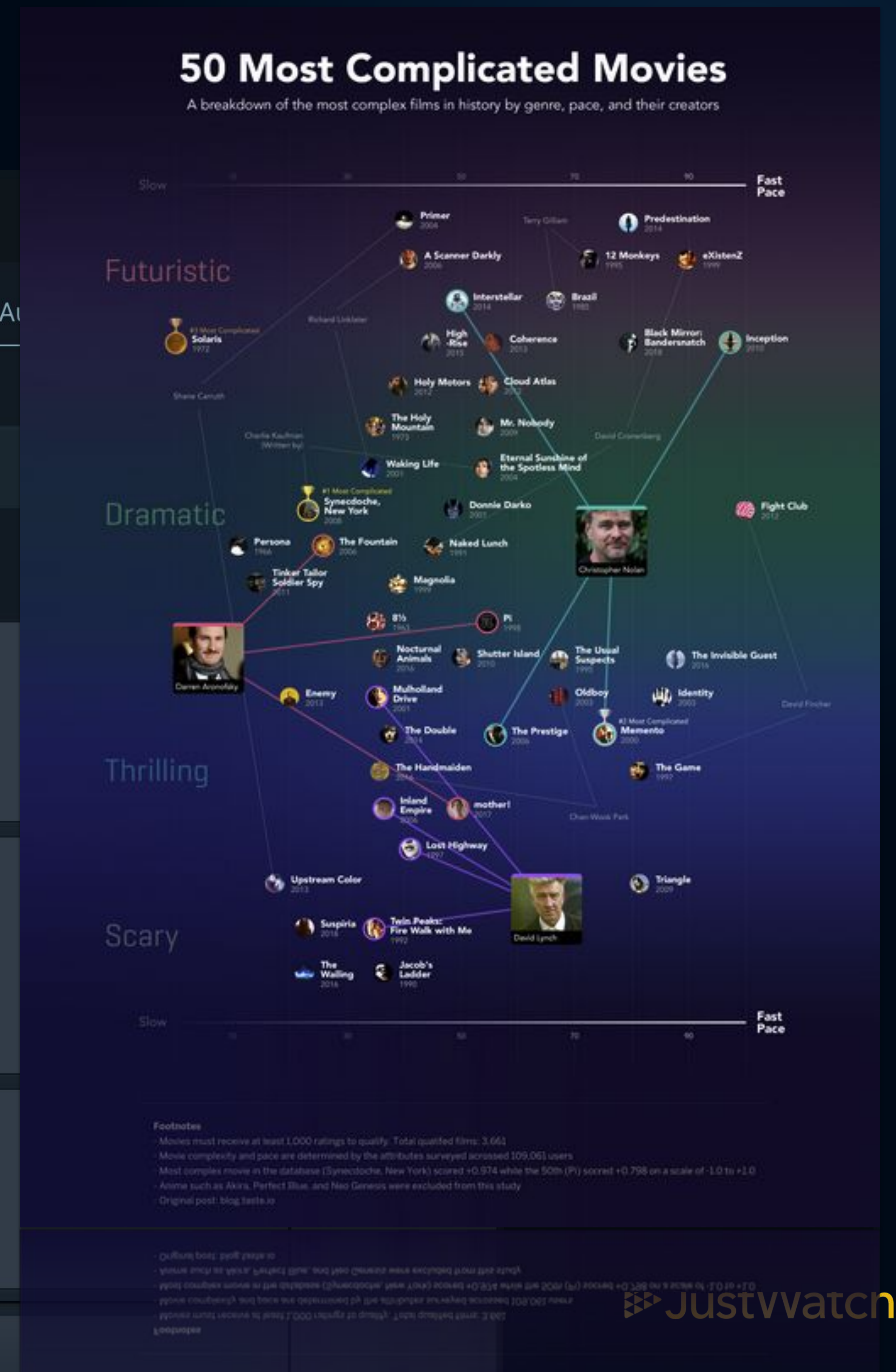
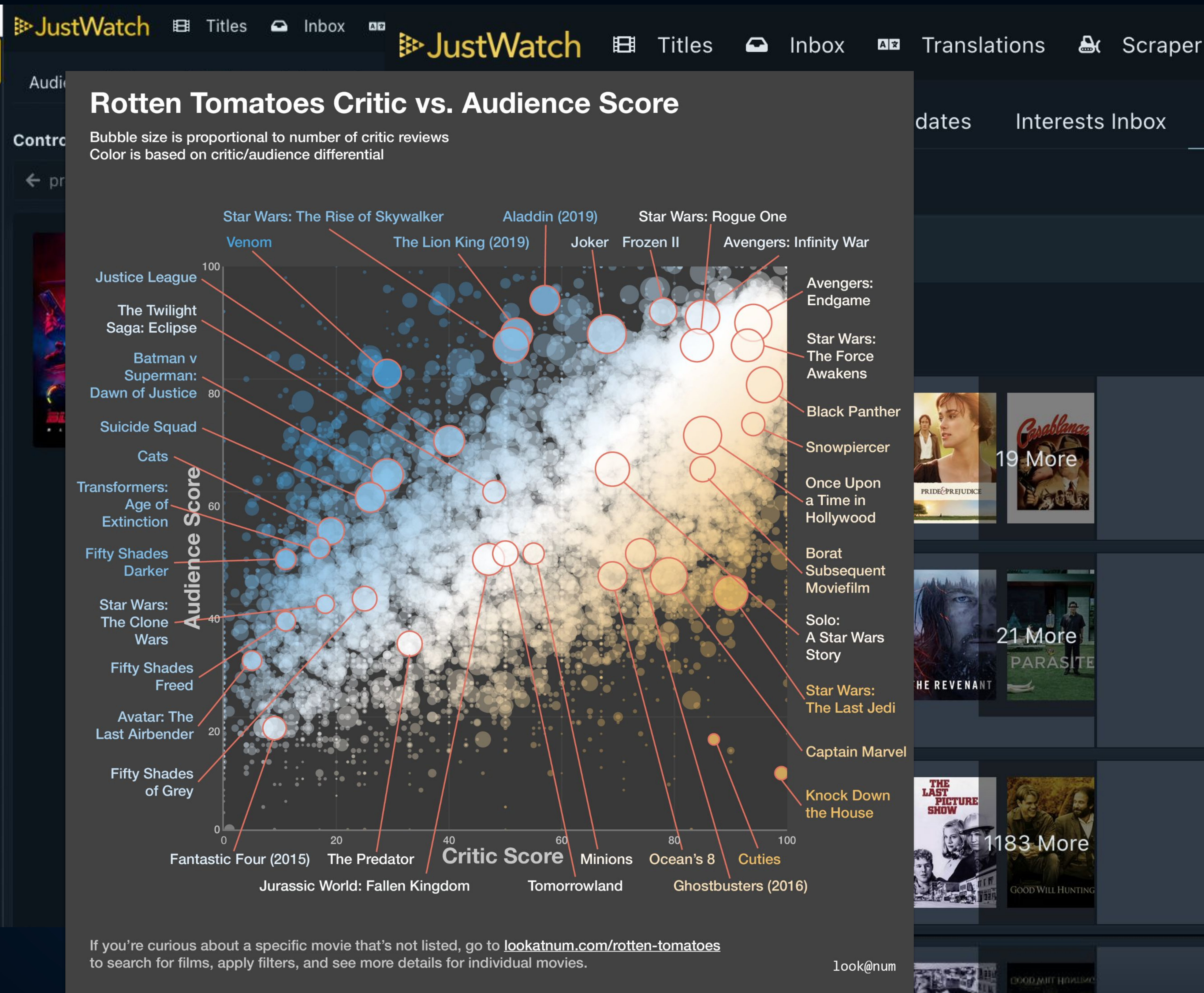
Der Cookiegeddon hat begonnen

Was sind die Kernprobleme für Marketer?

Folge 1: Attribution auf Nutzerbasis degradiert oder gänzlich unmöglich

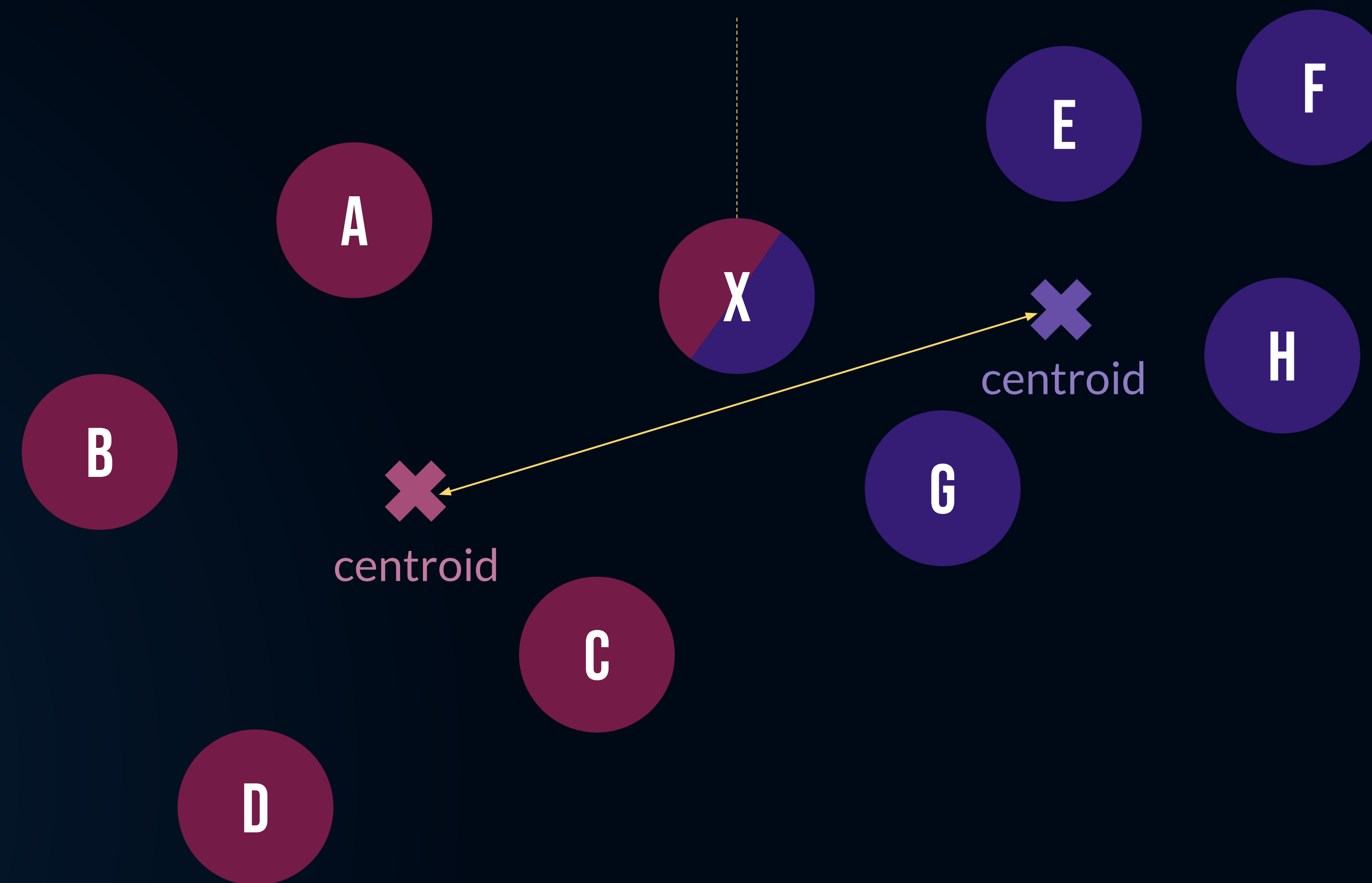
Für viele Nutzer nur noch Direktkonversionen möglich

Explaining Entertainment Taste



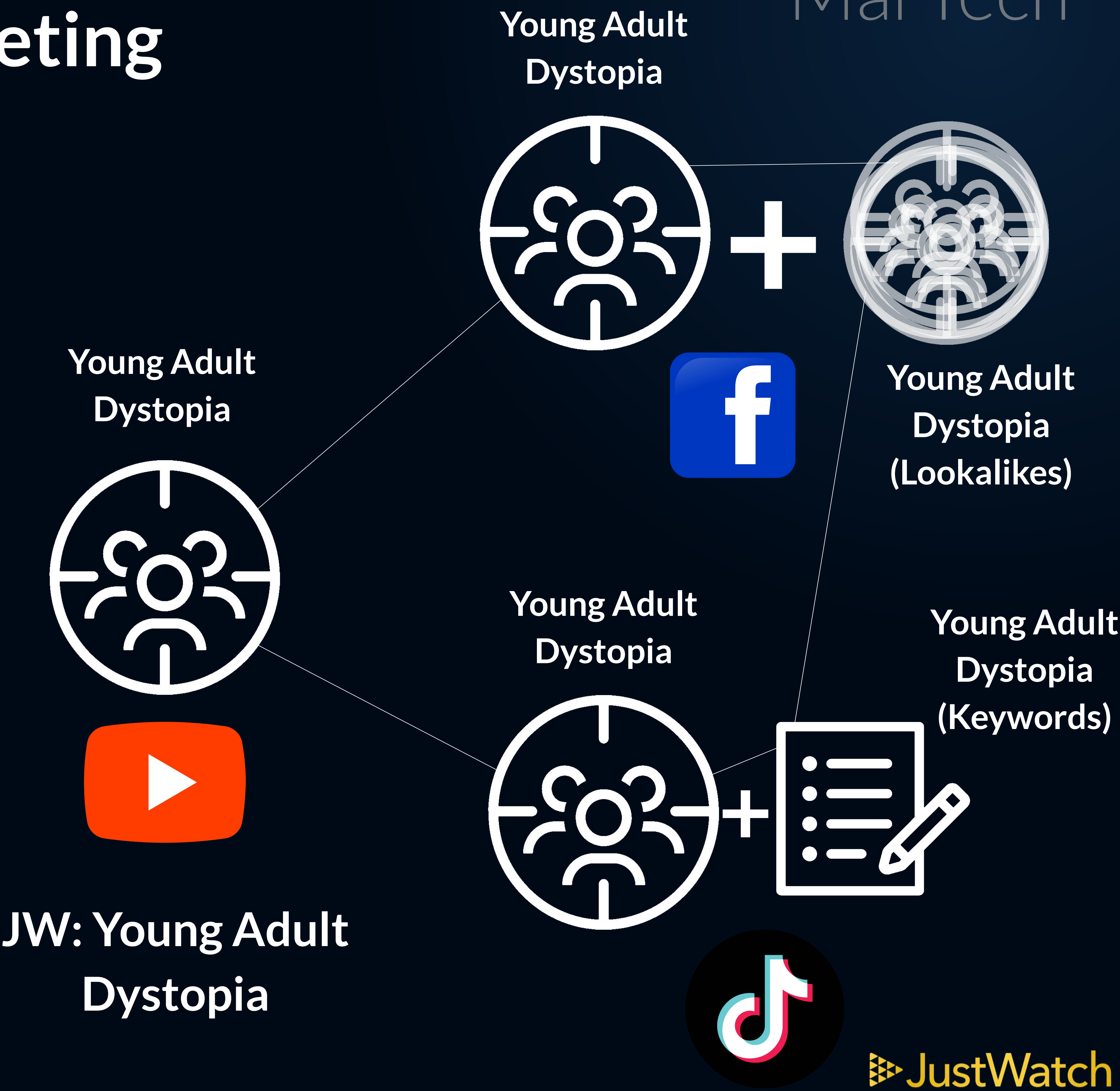
Similarity between sets of titles

A title can be part of multiple sets at the same time.



Moving to cohort based targeting

MarTech



The JustWatch **Power Streamer**

Average Age Range

16–45 years

Gender Breakdown

55% m / 45% f

Watch movies/shows daily

80%

Streaming services used

4+

Discuss movies/shows with

7+ people per month

Recommendations given

4–5 each



Top JustWatch countries

- 1 United States
- 2 France
- 3 India
- 4 Spain
- 5 Brazil
- 6 Mexico
- 7 United Kingdom
- 8 Germany
- 9 Italy
- 10 Canada
- 11 Australia
- 12 Argentina
- 13 Colombia
- 14 Poland
- 15 Turkey

JustWatch

Native Recommendation Ads

Moving to cohort based targeting

"Teen Horror"



User based audience
cookie_8
mobile_ad_id_6
cookie_3



User based audience 2
cookie_1
cookie_5
mobile_ad_id_9

YouTube



"Teen Horror"



Facebook



"Teen Horror"



TikTok



Pinterest



Twitter



Make power streamers watch and talk about a release

JustWatch users are absolute power streamers. They use over 4 streaming services at the same time and more established countries even over 6.

JustWatch users are constantly watching movies and TV shows and are generally the people friends and family turn to about recommendations.

JustWatch users are not social influencers who talk about their recommendations to a large follower audience, but they drive the ratings, review sites and, most importantly, the conversation around the watercooler and in their private circles.

The goal of the Native Recommendation Ads is to cut through to them with a new release so they watch it, talk about and recommend it to their friends.

TODAY

↑ ★ 8.2/10
125K

IMDb

Hey, have you already seen that new Netflix show? It is really good. 👍👍👍

Wow looks great! ❤️
I will definitely watch it...!

1 2 3

AFTERLIFE
OF THE PARTY

GOOD GIRLS

NEW EPISODE

JustWatch

Native Recommendation Ad Ingredients



Recommendation Push – Reach the power streamer's Home Screen



Visibility boost with sponsored recommendations across JustWatch



Everywhere – Web, iOS, Android, Apple TV, Android TV, FireTV, Samsung, LG, etc.



In JustWatch UX/UI to avoid banner blindness and increase engagement



With careful audience segmentation for power streamers with the right taste only

Reach the power streamer's home screen



Push Notifications

Reach around 1–1.5M power streamers (depending on audience and countries) directly on their home screen, with a push notification coming from their favorite streaming guide.

Generate the momentum, urgency and FOMO for power streamers to directly start streaming so they can recommend and talk about it with their friends and families.

Browser notifications and email pushes are currently in development.

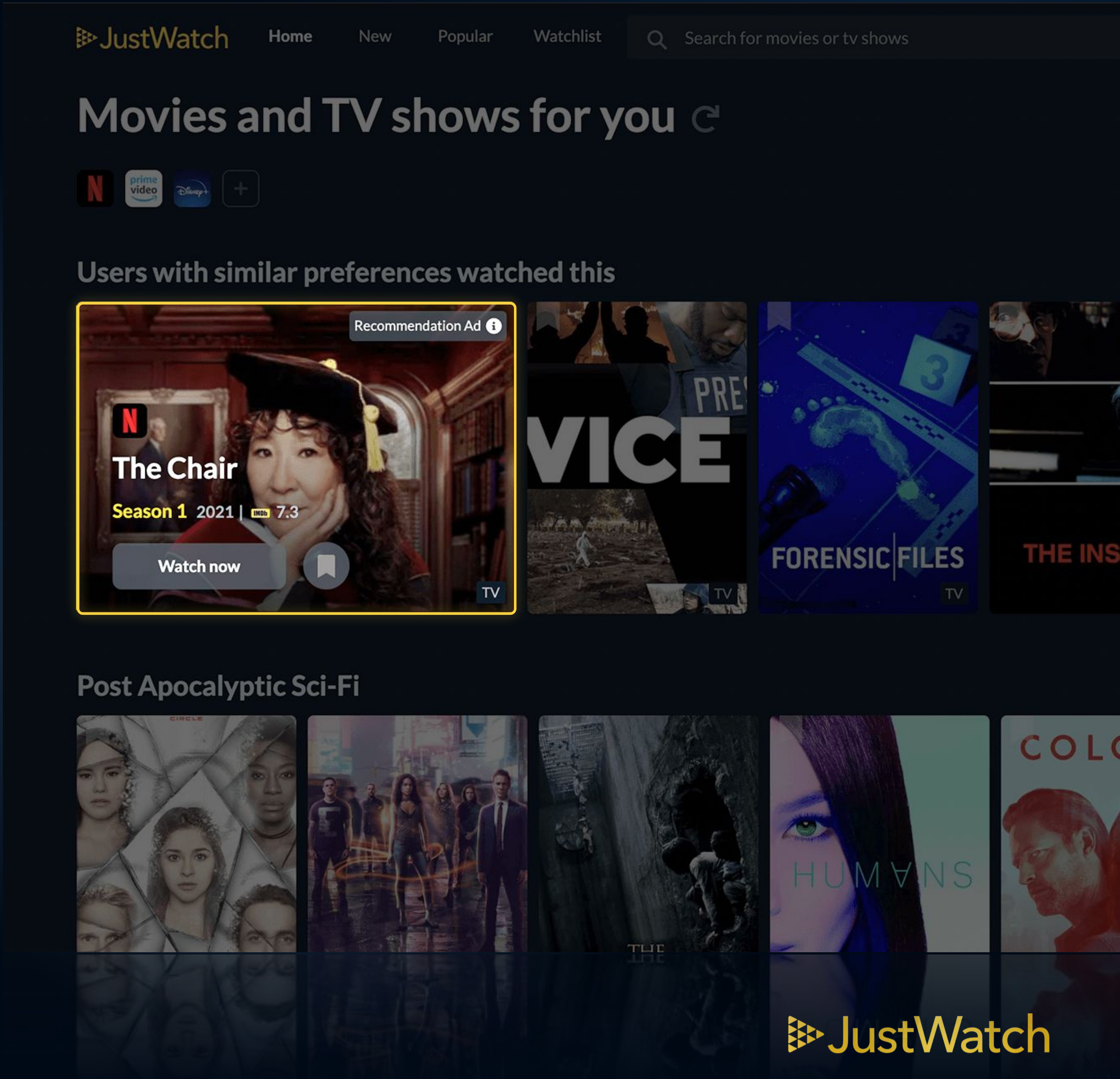


Boost the visibility around the release date



Visibility boost

Be instantly at the top of all recommendations and popularity filters/sortings of up to 20 million power streamers, instead of waiting on the possibility of it happening organically.



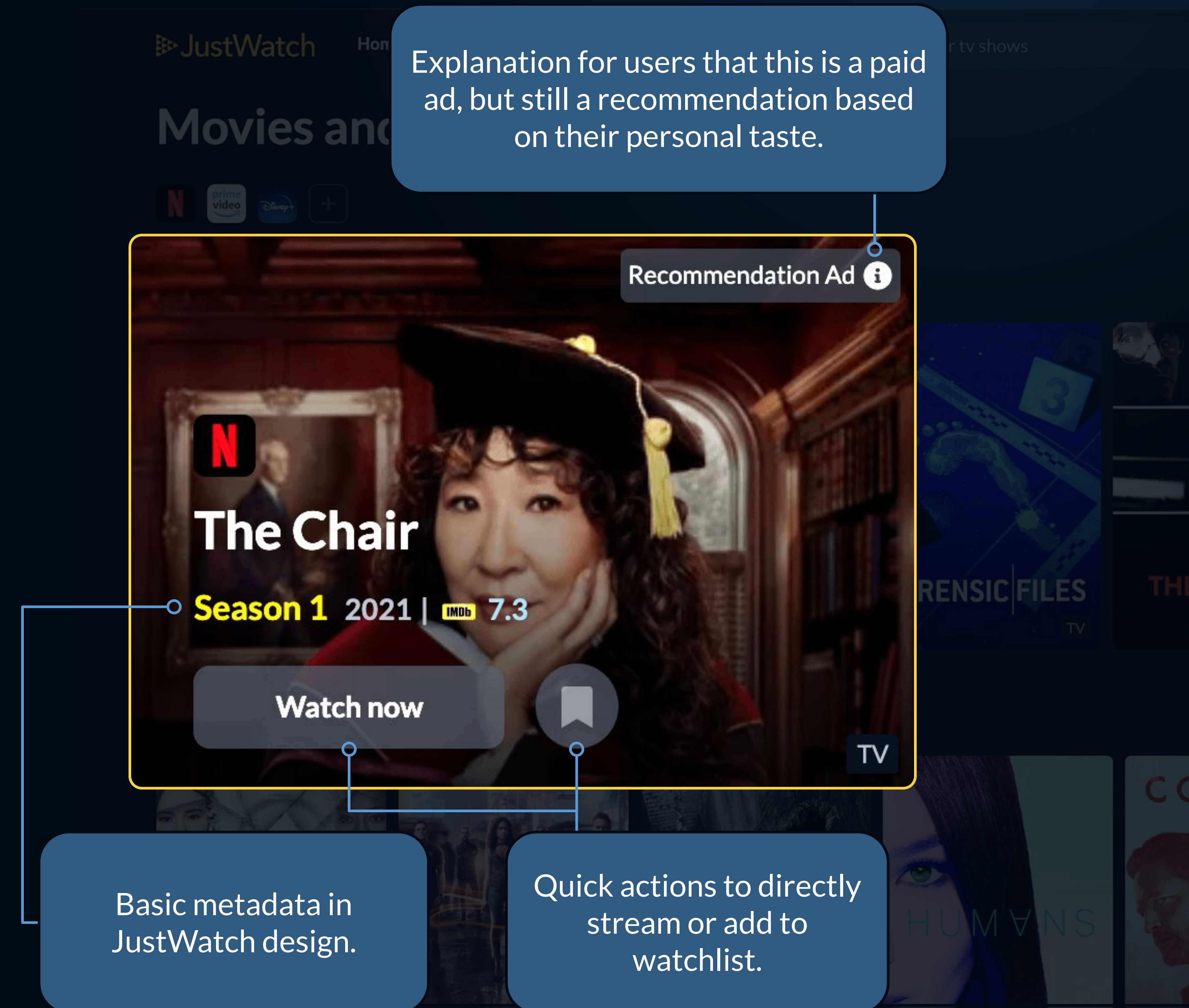
Native Recommendation Ads in JustWatch design



Design elements

JustWatch Native Recommendation Ads are specifically designed to avoid banner blindness and directly cut through the overwhelming number of competing titles users could watch this evening.

This is not a banner space that can be designed by the client (besides the main image), but a JustWatch native ad format with standard JustWatch UI/UX components. This way it will be perceived as a valuable recommendation (that can be boosted) instead of an annoying ad which directly triggers banner blindness.



Reach power streamers in all situations



Be everywhere

Boost the visibility of a release on the laptop at work, on the phone researching what to watch on the way home and on the TV when finally deciding on what to start streaming this evening.

In addition, JustWatch has a partner network of over 100 sites and apps for movie and TV show fans, including Letterboxd, Trakt TV, TMDb, Moviefone, Roger Ebert, etc.

This allows room for future expansion to create even more touchpoints and conversations around the release.



Only for power streamers with matching taste



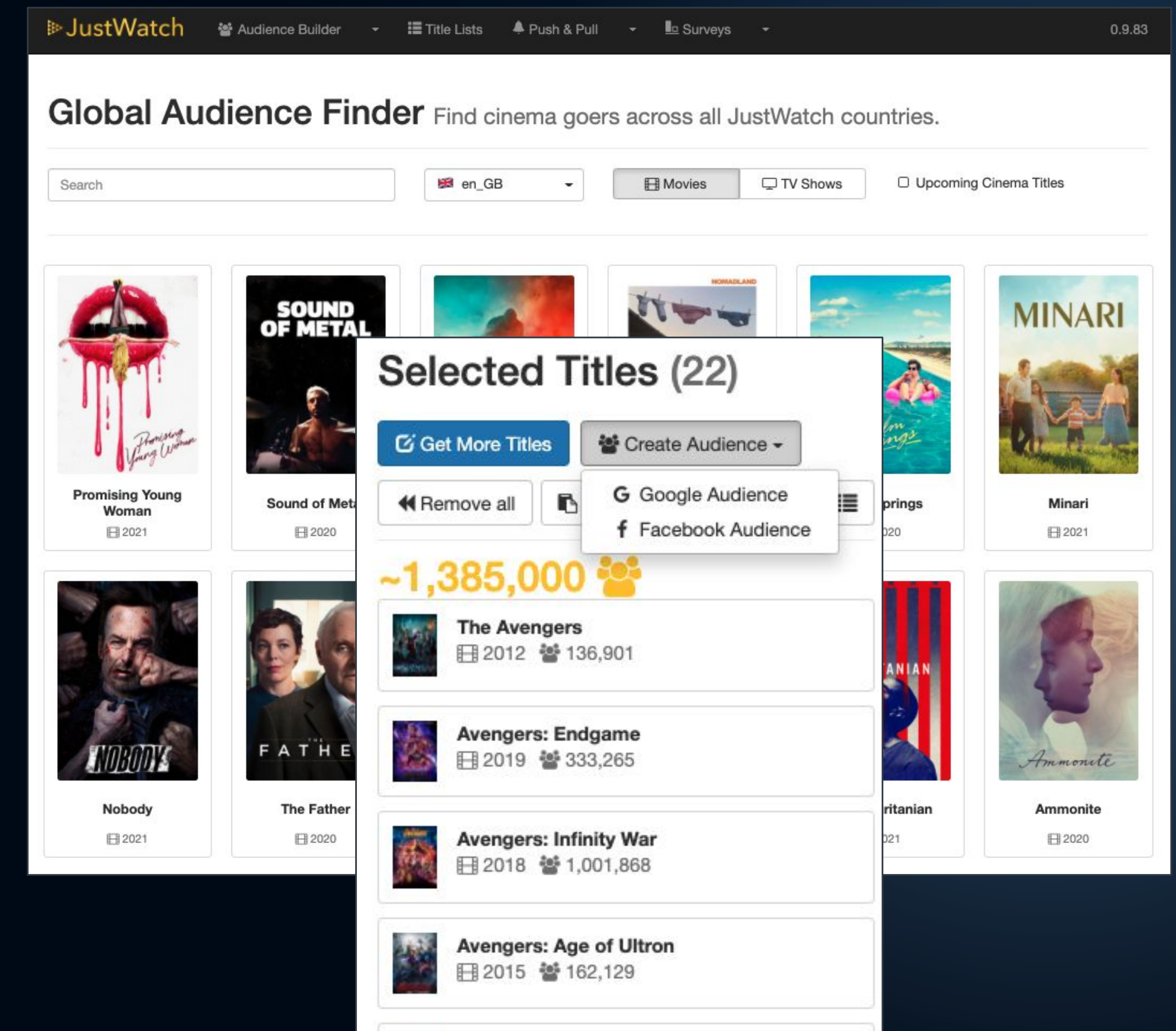
Careful audience segmentation

JustWatch will segment power streamers based on their taste in comparable movies and TV shows.

This will limit the overall reach, but by design only shows relevant recommendations instead of annoying ads which will lead to banner blindness.

Native Recommendation Ads are about audience quality, not absolute reach.

It's about reaching those movie and TV show fans who are the center of their friends and families personal recommendations on what to talk about and watch next.



Wavemaker and Netflix as first partner

We feel this is a great fit as a relevant ad product for Netflix Original releases, from niche releases to big franchises. We wanted to talk with you first while we are still in the development phase to get feedback and initial tests. The JustWatch Native Recommendation Ads will be exclusive real estate with limited supply to really cut through to streamers compared to traditional banner ads, mastheads, etc.

Advanced, individual native package with creative ideas (potentially a game, or deep integration with memes at the right places, etc. not just background color and fire place ads) on top of a Native Recommendation Ad package and/or audience data insights can be discussed as well.

Package example	Units	CPM	Budget
Push Notifications	650,000	110 €	71,500 €
Promoted recommendation	2,500,000	35 €	87,500 €
Individual native integration	>1,000,000	Fixed price	110,000 €
Grand Total	>3,250,000		269,000 €

Appendix

Create incremental engagement among power streamers



What **uplift** can a JustWatch Native Recommendation Ad create?

First JustWatch A/B tests showed massive uplifts for clicks to detail pages, click outs to stream, watchlist adds, etc.

This is compared to a control group with the same audience targeting across several markets.



+110%–800%

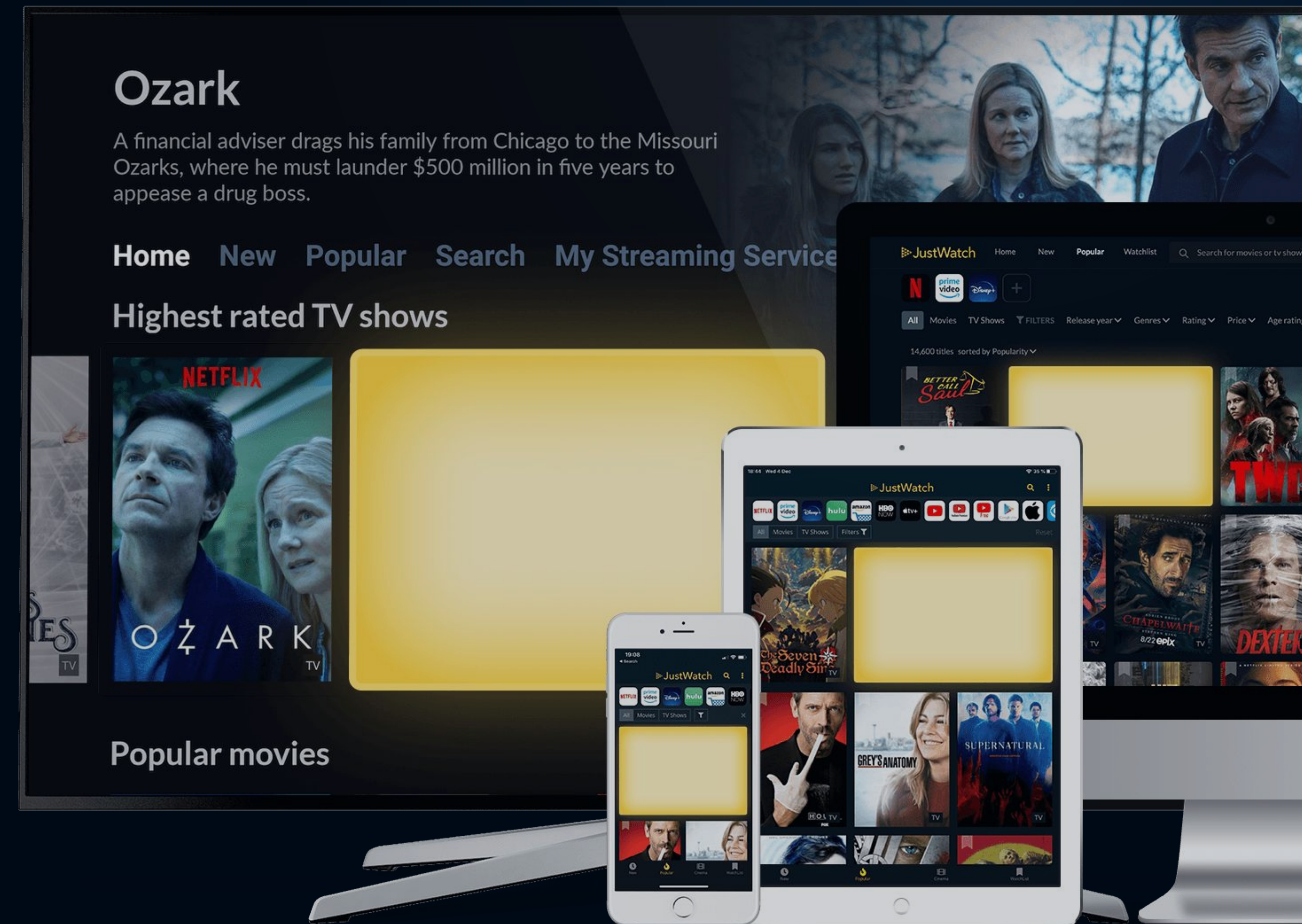
Interact with show compared to unexposed control group

Backup/Old stuff

▶ JustWatch

Home to the Power Streamers

Native Recommendation Ads



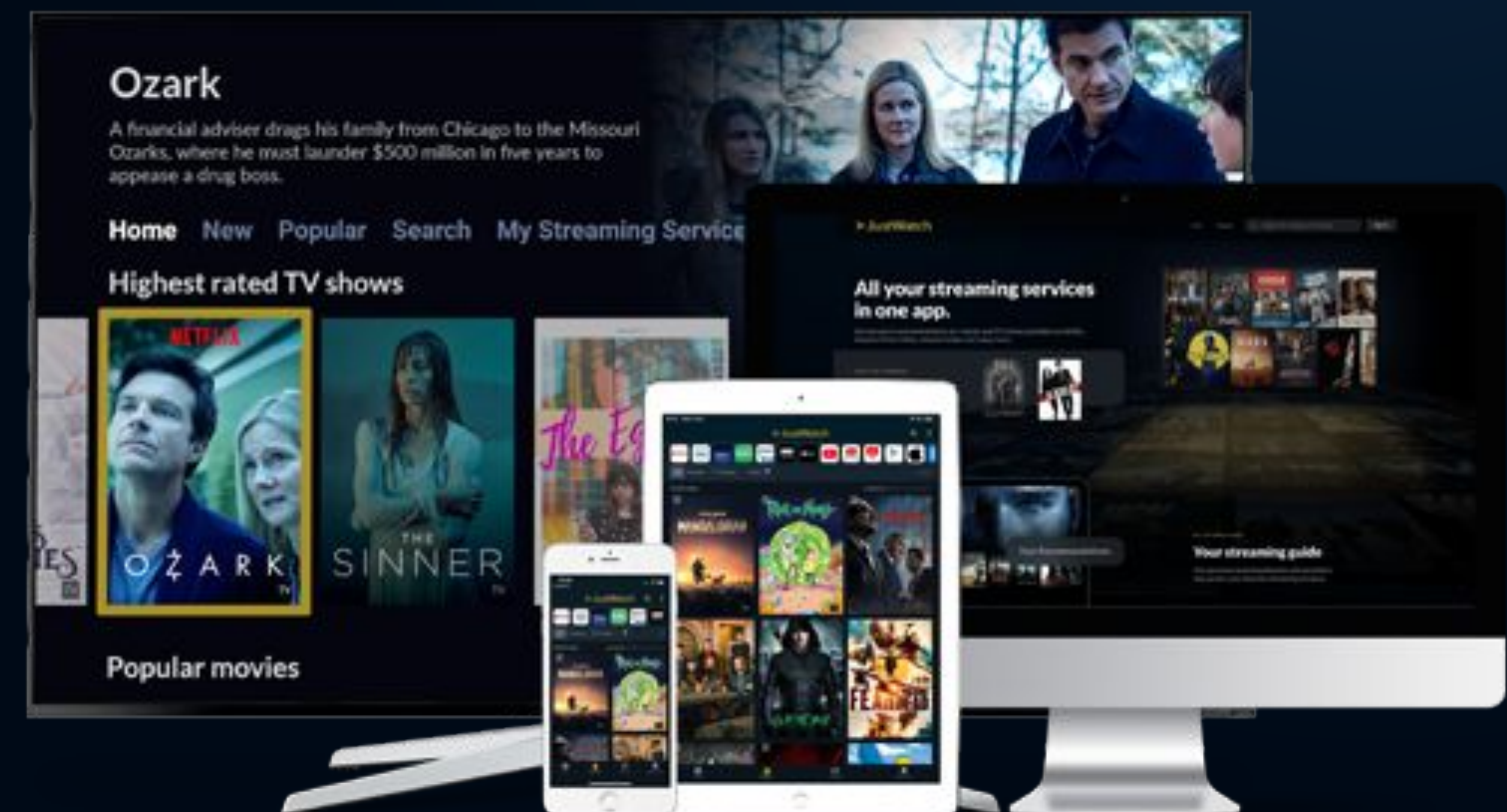


Home to the
Streaming Trendsetter



Home to the
Streaming Trendsetter

JustWatch is the largest **VOD decision-making platform** for movies and TV shows **worldwide**, available on all apps across devices



JustWatch in Numbers

52

countries

400+

unique streaming services
integrated into the
platform

20M+

monthly unique users

1,500+

daily updated local
streaming catalogues

1,000+

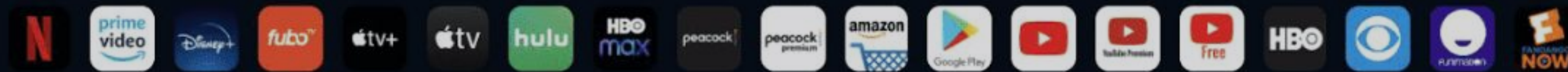
Movie and TV Show
campaigns

100+

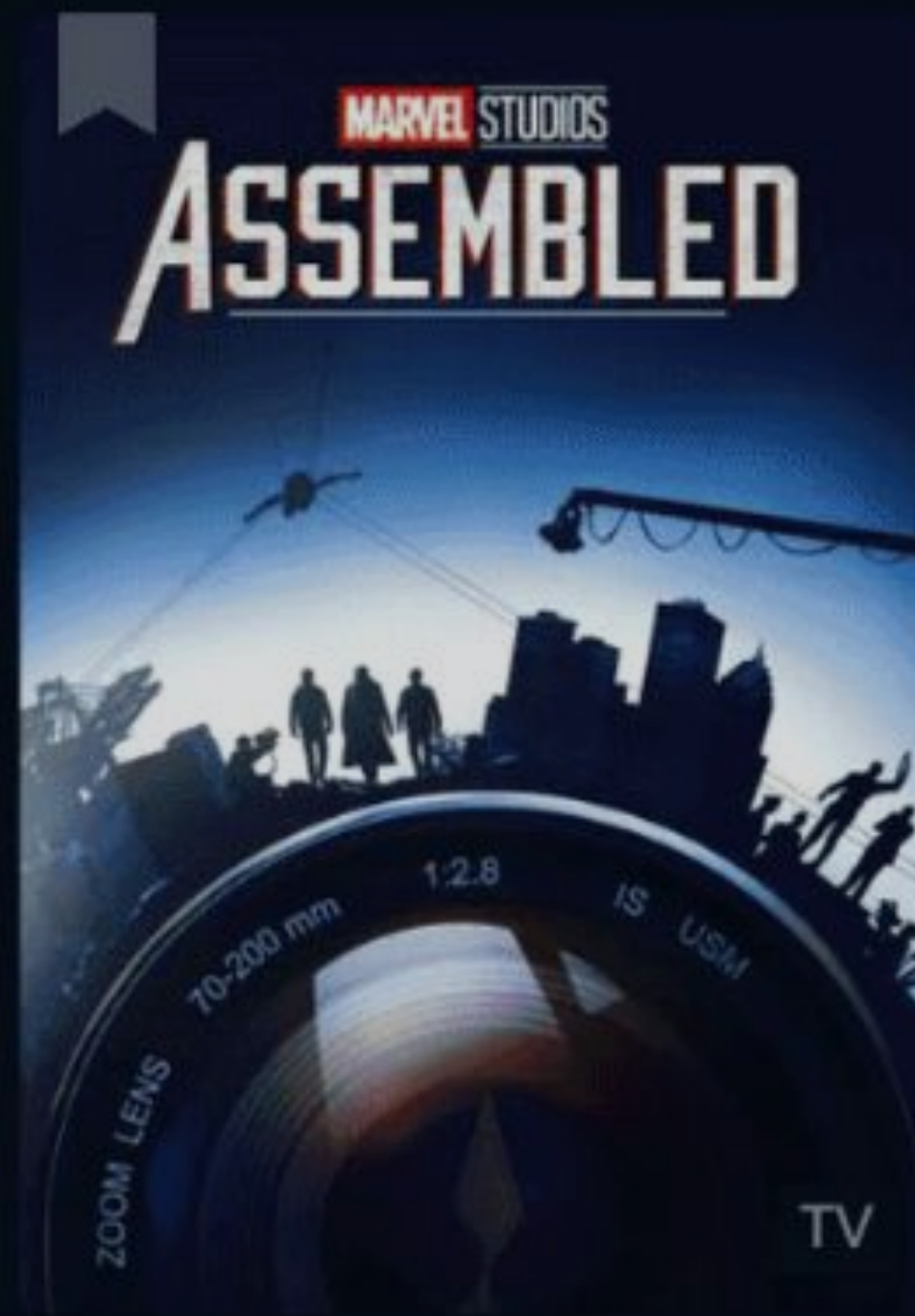
Countries JustWatch
manages Media Buying in



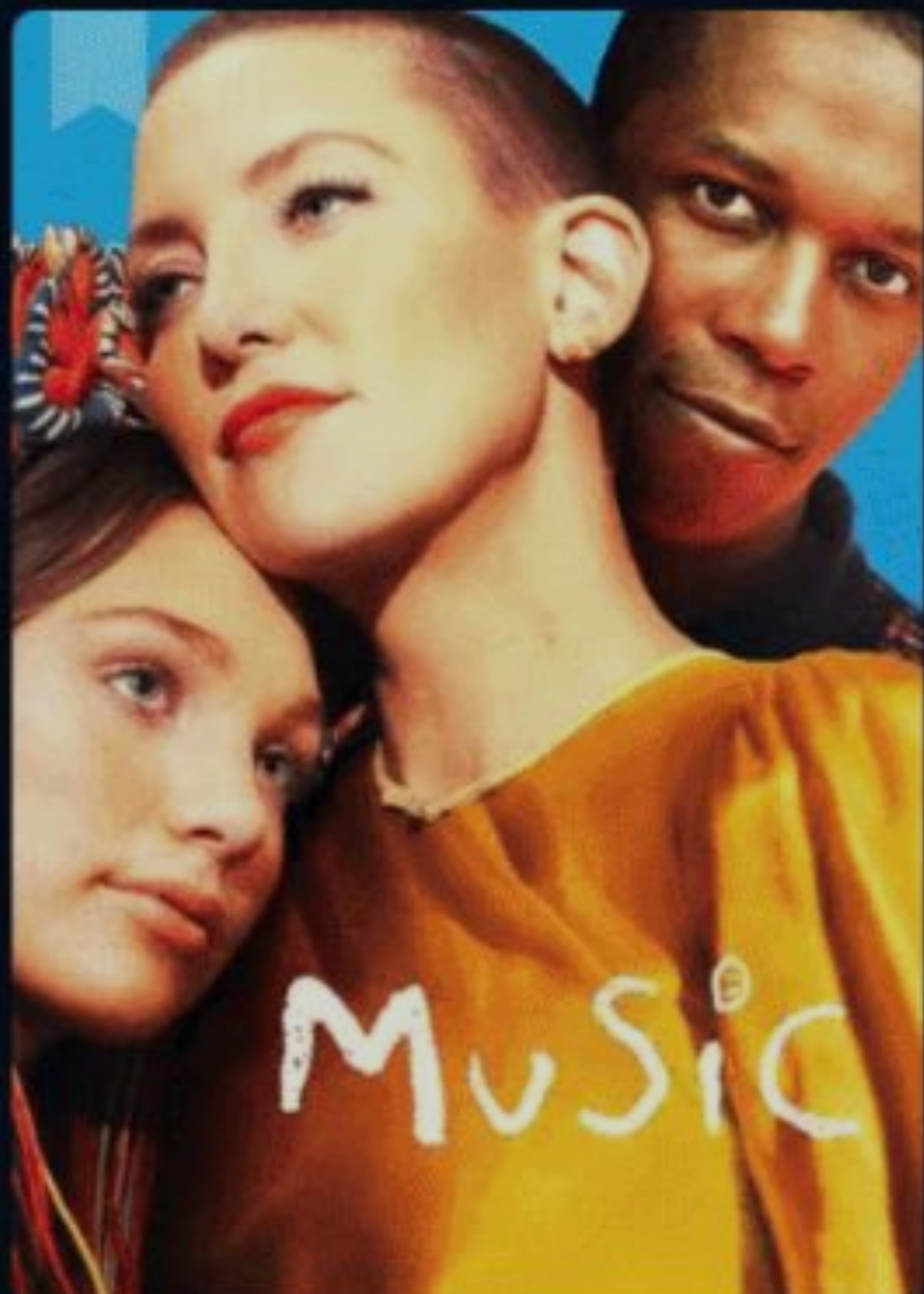
Movies and TV shows for you



Highly rated



Golden Globes 2021



Streaming Trendsetters are made of..

Countless hours of watching
thrilling content

Enticing recommendations
to fellow streamers

Immersive conversations
with their peeps

And a hefty
JustWatch library

JustWatch Users

We spoke to **JustWatch users** in Germany and compared results with the **average population**.
We discovered what a **streaming trendsetter** is made of...

77% vs. **62%**

watch movies/
TV shows daily

2x vs. **1x**

likely to give
recommendations

51% vs. **30.6%**

are asked to give movie/TV
shows recommendations

7+ people



discuss movies/ TV shows
with them each month

7 out of 10



people watch their
recommendations

4-5

Recommendations
Are given in a month



JustWatch Users

We spoke to **JustWatch users** in Germany and compared results with the **average population**.
We discovered what a **streaming trendsetter** is made of...

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51% vs. **30.6%**

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TV shows recommendations

4-5

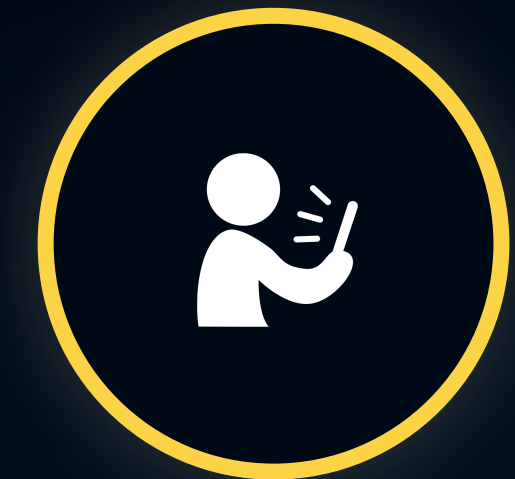
Recommendations
are given in a month

7 out of 10



people watch their
recommendations

The way to trigger a hype for content with JustWatch



Reach JustWatch trendsetter



Be top of mind on release day



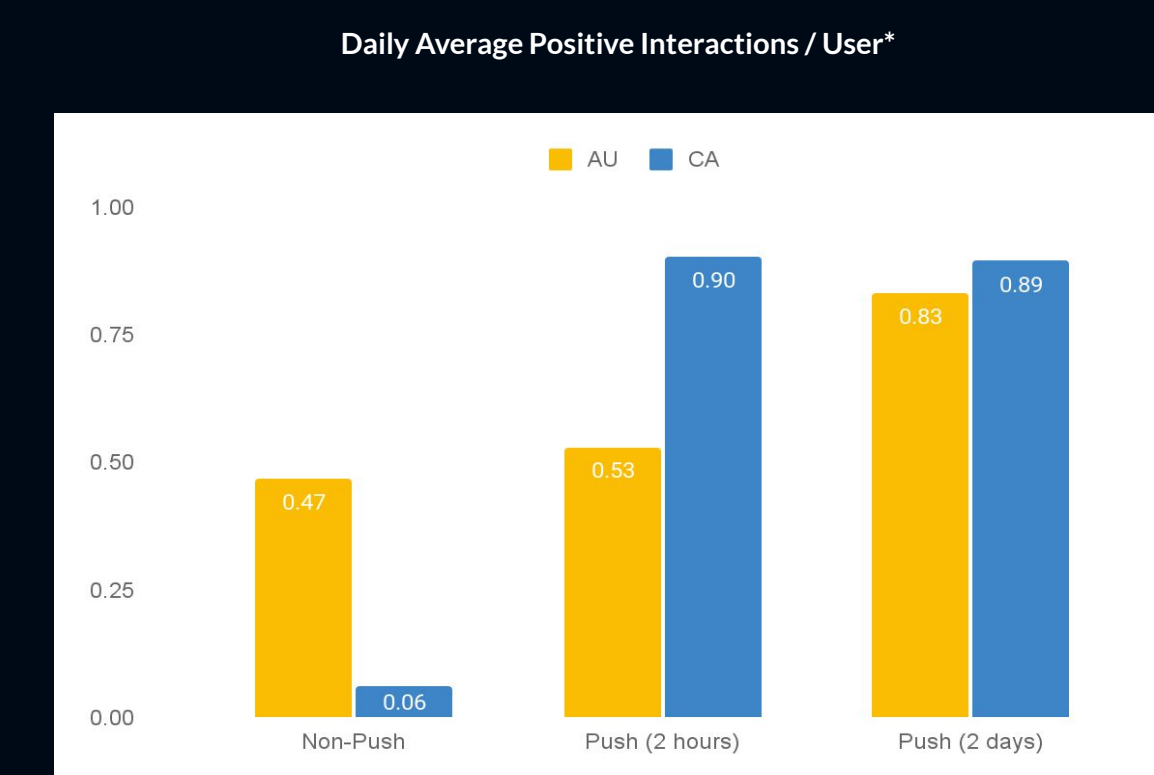
Native Ads avoid banner blindness



Make your content popular fast

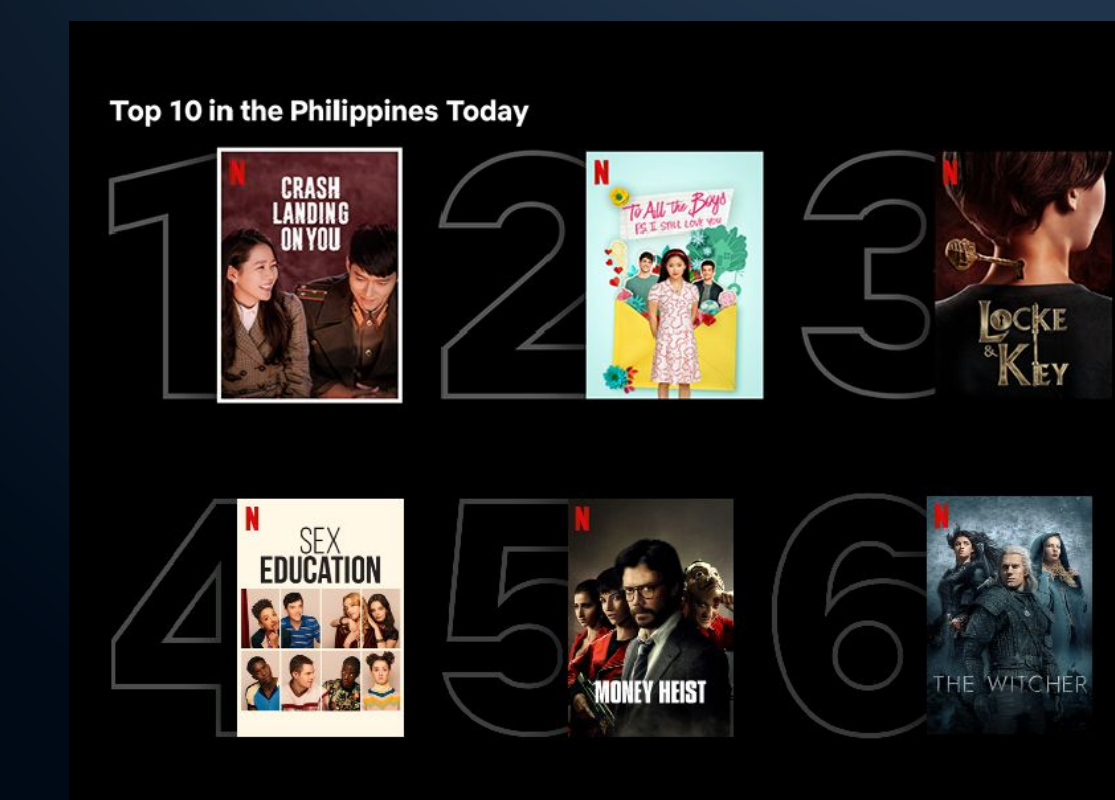


7+ people discuss movies/ TV shows with them each month



> 10% opening rates
> xx% awareness uplift

Results: xx% increase of overall awareness at JW



Native Recommendation Ad Package ingredients

JustWatch **Push Notifications**



Reach a trendsetter's **homescreen**



Focused on **carefully designed audiences**



Deliver inciting messages to **trigger hype**



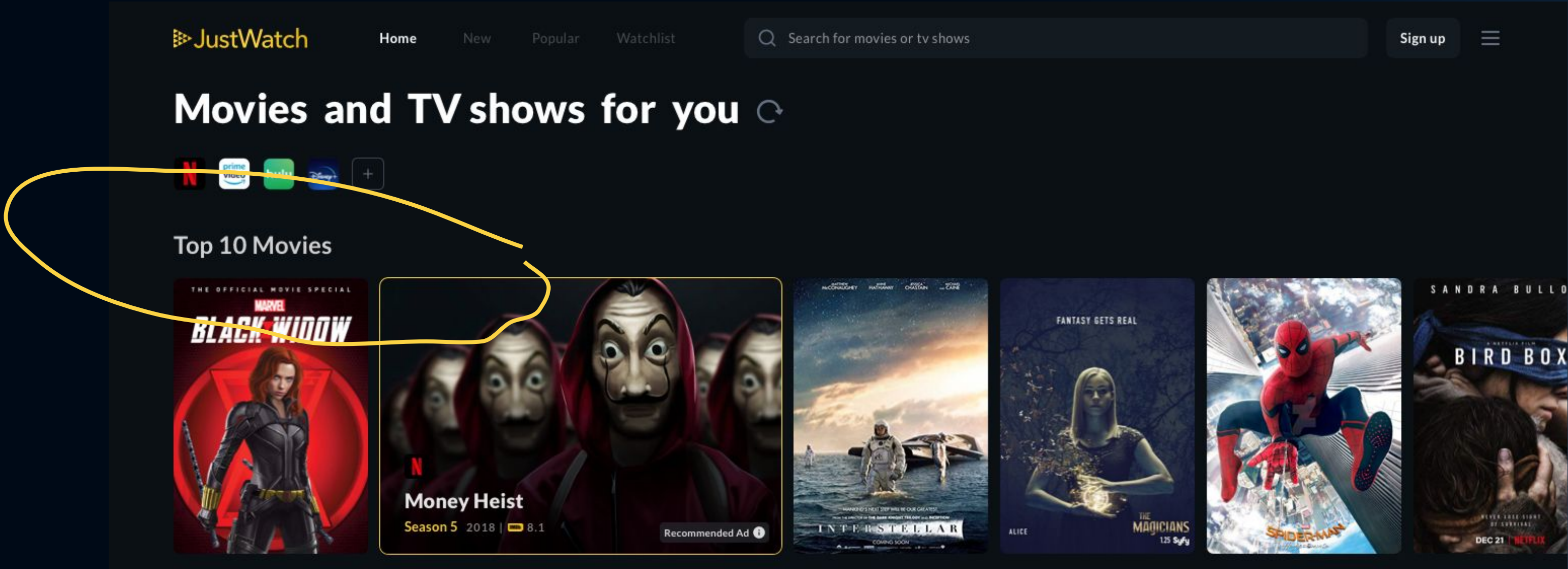
Score **high opening rates**



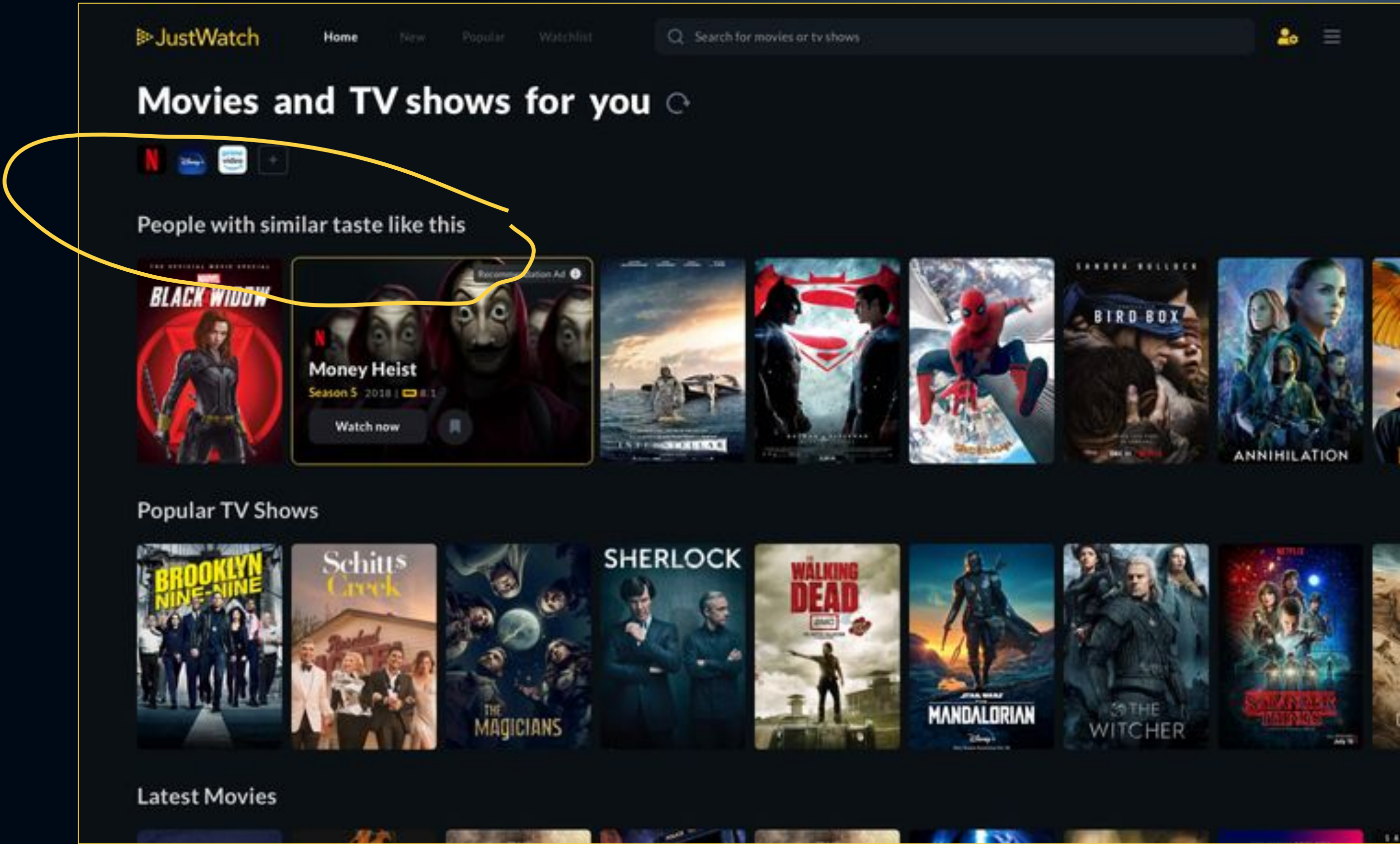
Promoted recommendations - Home



Top 10 recommendations



Similar taste recommendations



Promoted recommendations - Popularity overview



Reach a trendsetter's
homescreen



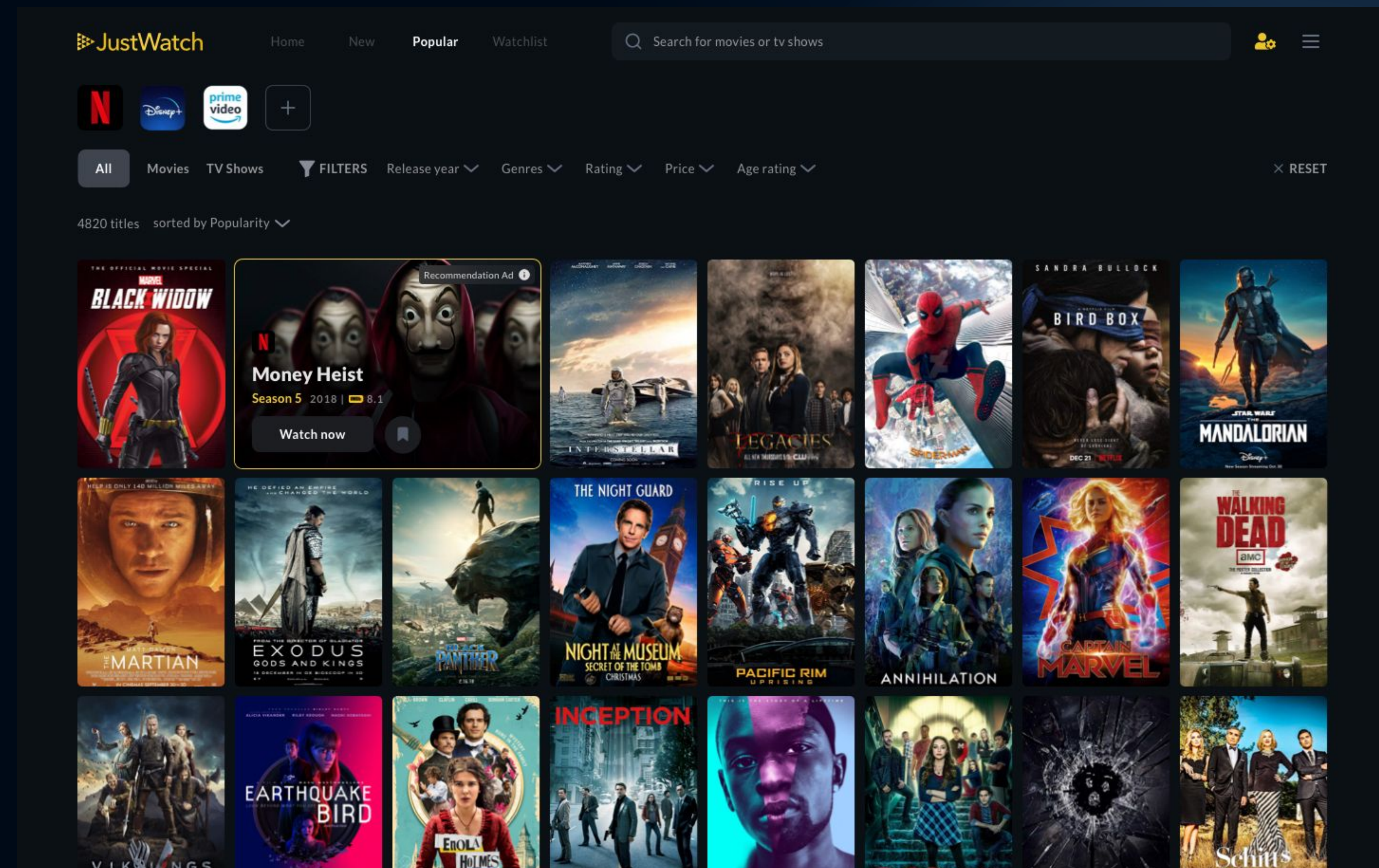
Focused on **carefully
designed audiences**



Deliver inciting messages
to **trigger hype**



Score **high opening rates**



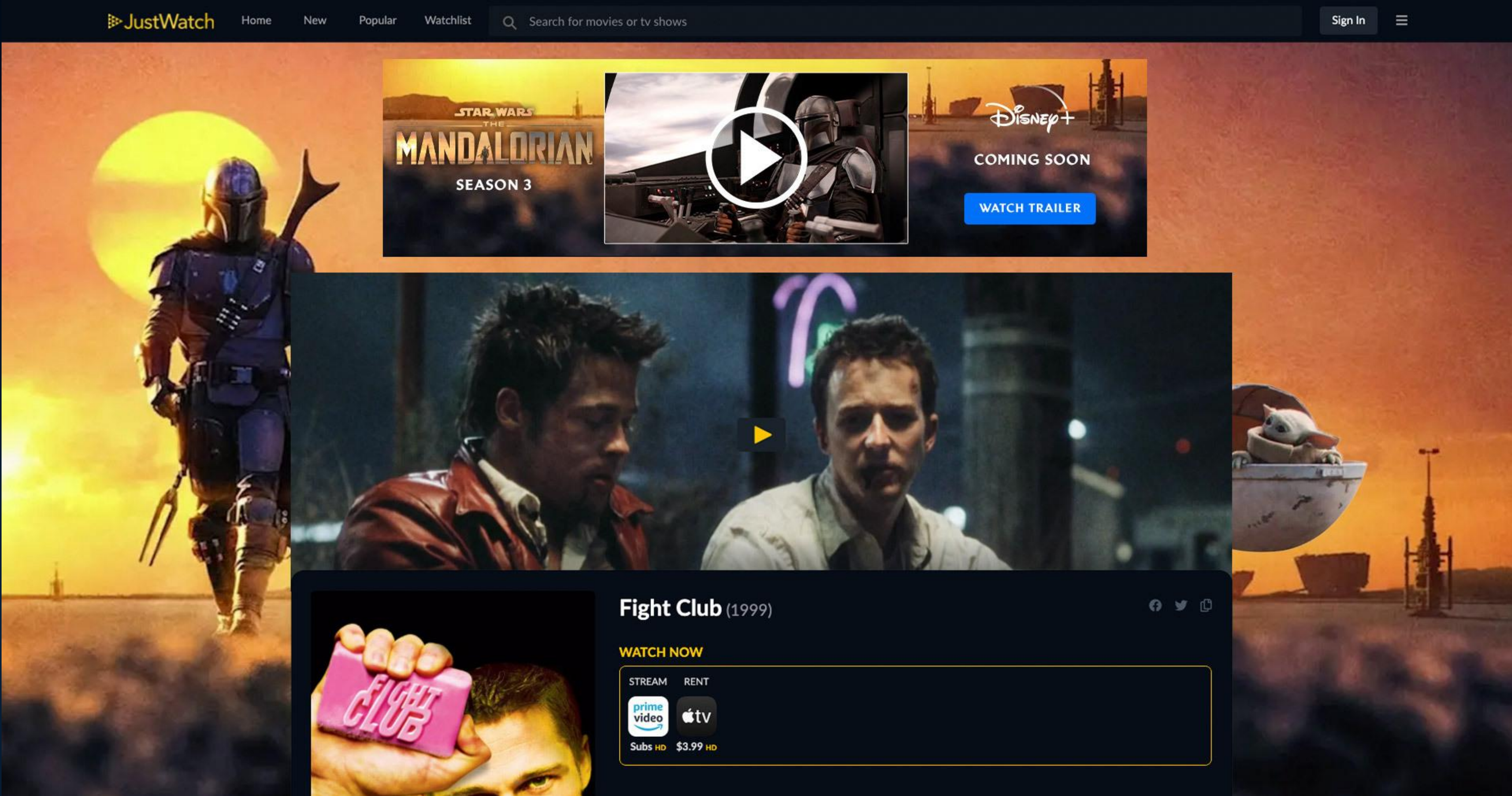
JustWatch Native Recommendation Ads Package EUR

Duration: 3 days
Countries: UK, FR, IT, ES, DE

	NRA	Units	CPM	Budget
+	Push Notifications*	1,800,000	100 €	180,000 €
	Promoted recommendation	1,500,000	30 €	45,000 €
	Advanced native integration	> 1,000,000	Fix price	150,000 €
	Grand Total	> 4,300,000		375,000 €

* mobile and browser

Advanced native recommendation



Annex

JustWatch **Promoted recommendations**



Reach a trendsetter's
homescreen



Focused on **carefully
designed audiences**



Deliver inciting messages
to **trigger hype**



Score **high opening rates**



Promoted recommendation
(mobile)

CPM:
Impact:



Promoted recommendations



Similar taste recommendations

JustWatch

HomeNewPopularWatchlist

Search for movies or tv shows

TV

Track show

Seen all

Like

Dislike

RATING

95% 8.8 (311k)

GENRES

Science-Fiction, Mystery & Thriller, Crime, Drama

RUNTIME

56min

AGE RATING

TV-MA

Dark (2017)

3 SEASONS

Season 3

Season 2

Season 1

NEWEST EPISODES

S3 E8 - The Paradise

S3 E7 - Between the Time

WATCH NOW

FILTERS

Best Price

Free

SD

HD

4K

Streaming in: United States

STREAM

N

3 Seasons

Something's wrong? Let us know.

PEOPLE WHO LIKED DARK ALSO LIKED

JustWatch Native Recommendation Ads Package EUR

The NRA package, 3 days, consists of...
Countries: UK, FR, IT, ES, DE

	NRA	Units	CPM	Budget
	Push Notifications (mobile)	800,000	100 €	80,000 €
	Push Notifications (browser)	1,000,000	60 €	60,000 €
	Promoted recommendation	1,500,000 (Imp.)	30 €	45,000 €
+	Advanced native integration	3 days	--	150,000 €
	Grand Total	1,730,000	173,000 €	335,000 €
	* abcde			

JustWatch Pricing

The JustWatch Push Notifications’ pricing model is a CPM based on the amount of items sent. The pricing scenario below considers **one custom audience** focused on a title segment (refer to Bridgerton’s sample set up - slide 7) and estimates the amount of JustWatch Push Notifications sent in those regions.

Region*	JustWatch Push Notifications**	CPM	Budget
EUR	800,000	100 €	80,000 €
US	500,000		50,000 €
LATAM	350,000		35,000 €
AUS	80,000		8,000 €
Grand Total	1,730,000		173,000 €

* **US:** Includes CA; **LATAM:** BR, MX, CO, AR, CL, CO, PE; **EUR:** IT, ES, UK, FR, DE; **AUS:** Includes NZ.
JustWatch Push Notifications can be booked in a specific country, region, or both.

**Larger JustWatch Push Notification audiences are available and may be constructed depending on the defined parameters.

First Audience Insights

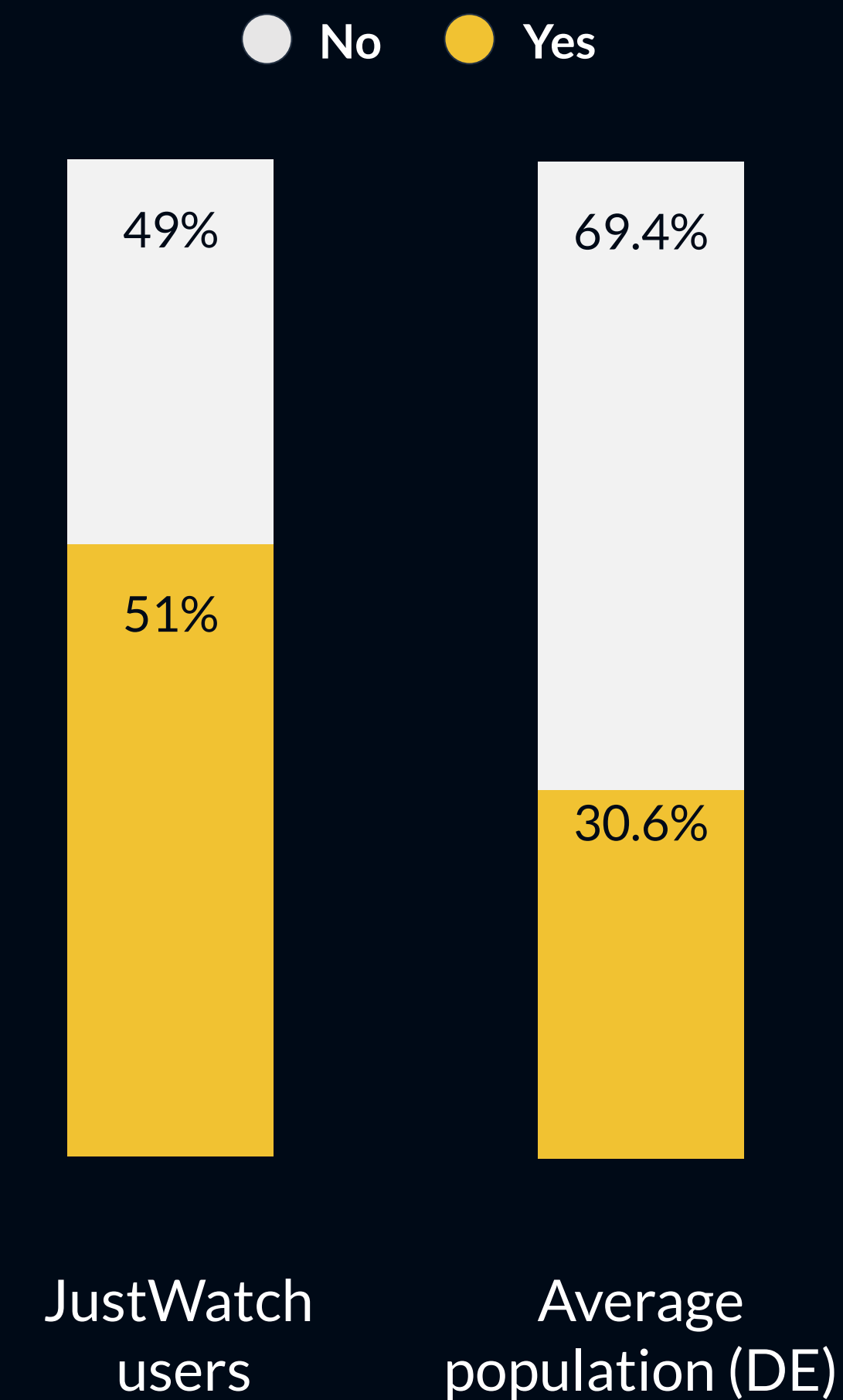
Why are JustWatch users **streaming trendsetters**?

We ran an ad-hoc survey on a sample of our JustWatch users in Germany to understand their watching behaviour and how they interact with those around them.

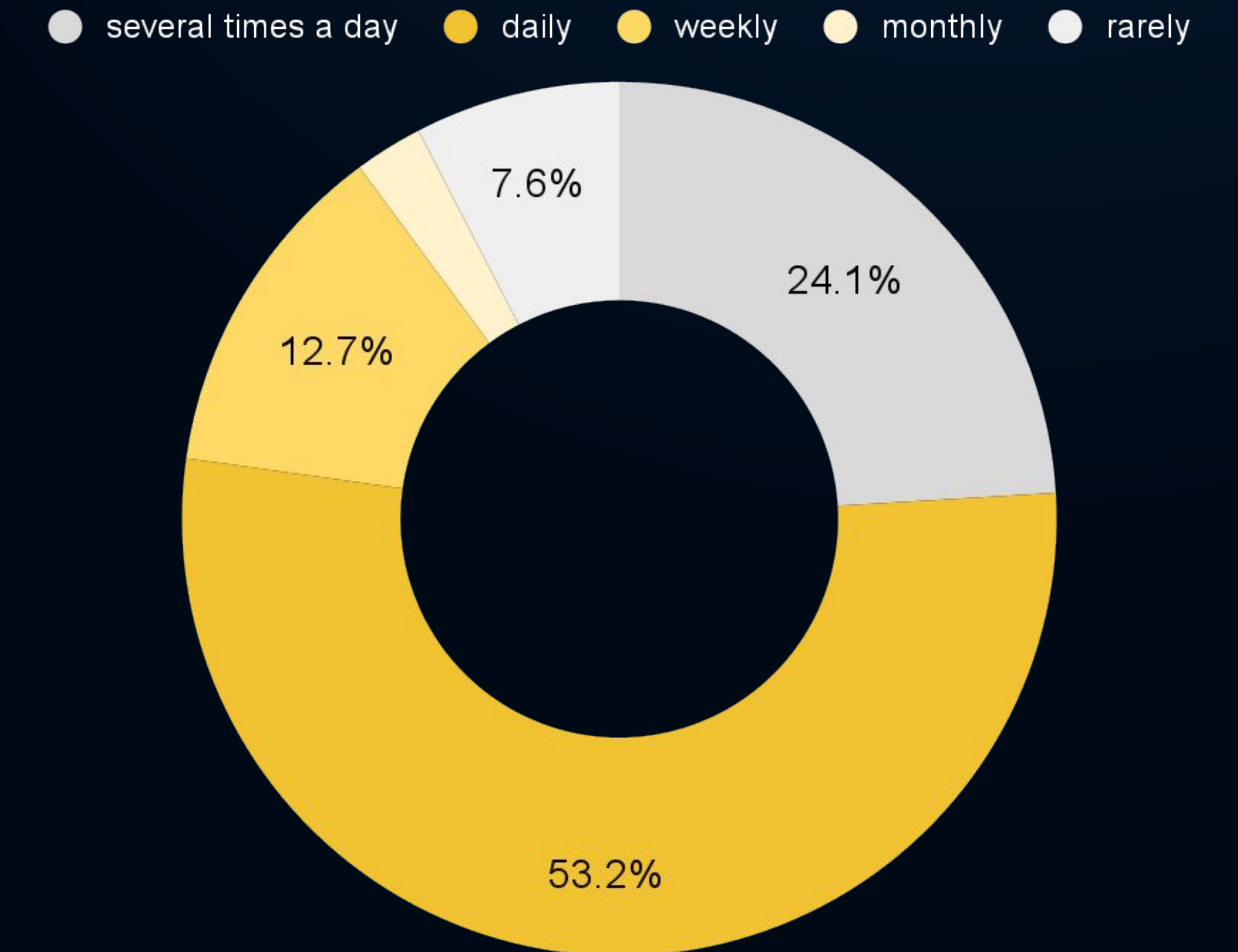
We compared our findings with the general German population and found:

- **51% of JustWatch users** are asked nearly twice as much about recommendations for movies and TV shows compared to 30.6% of the average German population.
- **77% of JustWatch users** watch movies and TV shows on a daily basis compared to 62% of the average German population.

“Are you often asked to recommend movies and TV shows?”



“How often do you watch movies and TV shows?”



JustWatch Users

We spoke to JustWatch users in Germany and compared results with the average population.
We discovered what a **streaming trendsetter** is made of...

77% of JustWatch users vs. 62% of the average population
watch movies/TV shows daily

2x vs. 1x
likely to give recommendations

>7 people
discuss movies/ TV shows with them each month



51% vs. 30.6%
are asked to give movie/TV shows recommendations

4-5
recommendations are given in a month

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in a month

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JustWatch Media Placements

JustWatch Media Placements focus on **impactful deliveries** with **effective results**.
Its strategy is composed of three main steps:



Meaningful
Audiences

Efficient buying
to reduce wastage

KPI:

Top of Mind

Relevant
Presence

Scalable reach
across key touchpoints

KPI:

Reach

Provoking
Stimuli

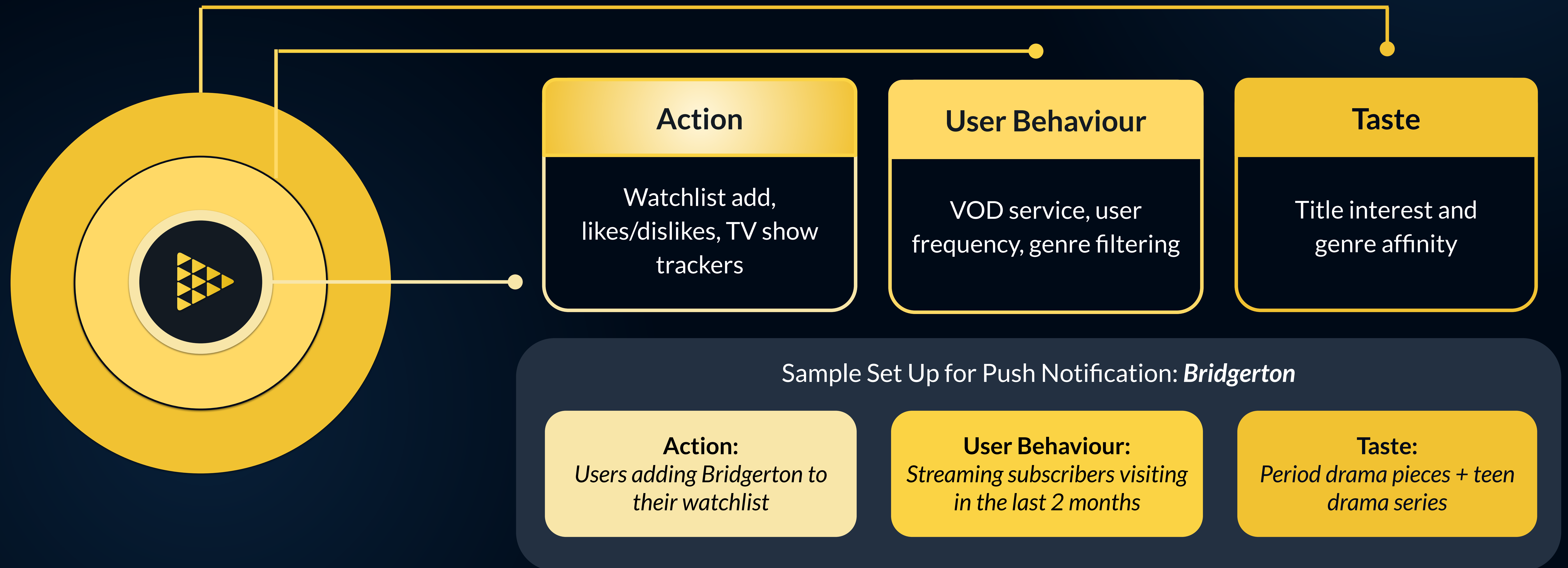
Creating hype
with **streaming trendsetters**

KPI:

Action

JustWatch Push Notifications

JustWatch Push Notifications are highly targeted with **first-party custom audiences** to reach the most relevant and influential users. They contain **three integral elements** that complement each other:



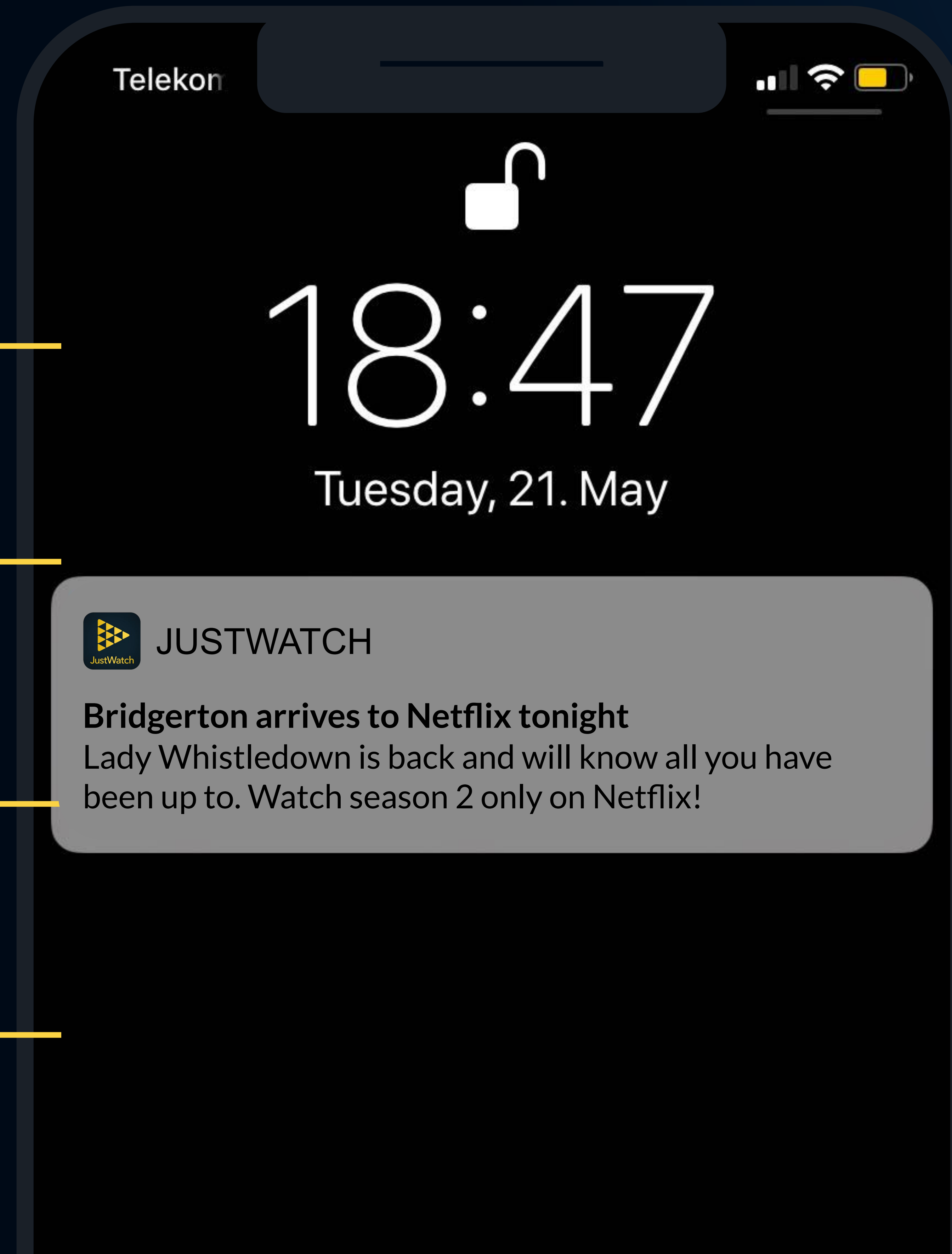
JustWatch Push Notifications

Reach a trendsetter's
homescreen

Focused on carefully
designed audiences

Deliver inciting
messages to trigger hype

Score high opening rates



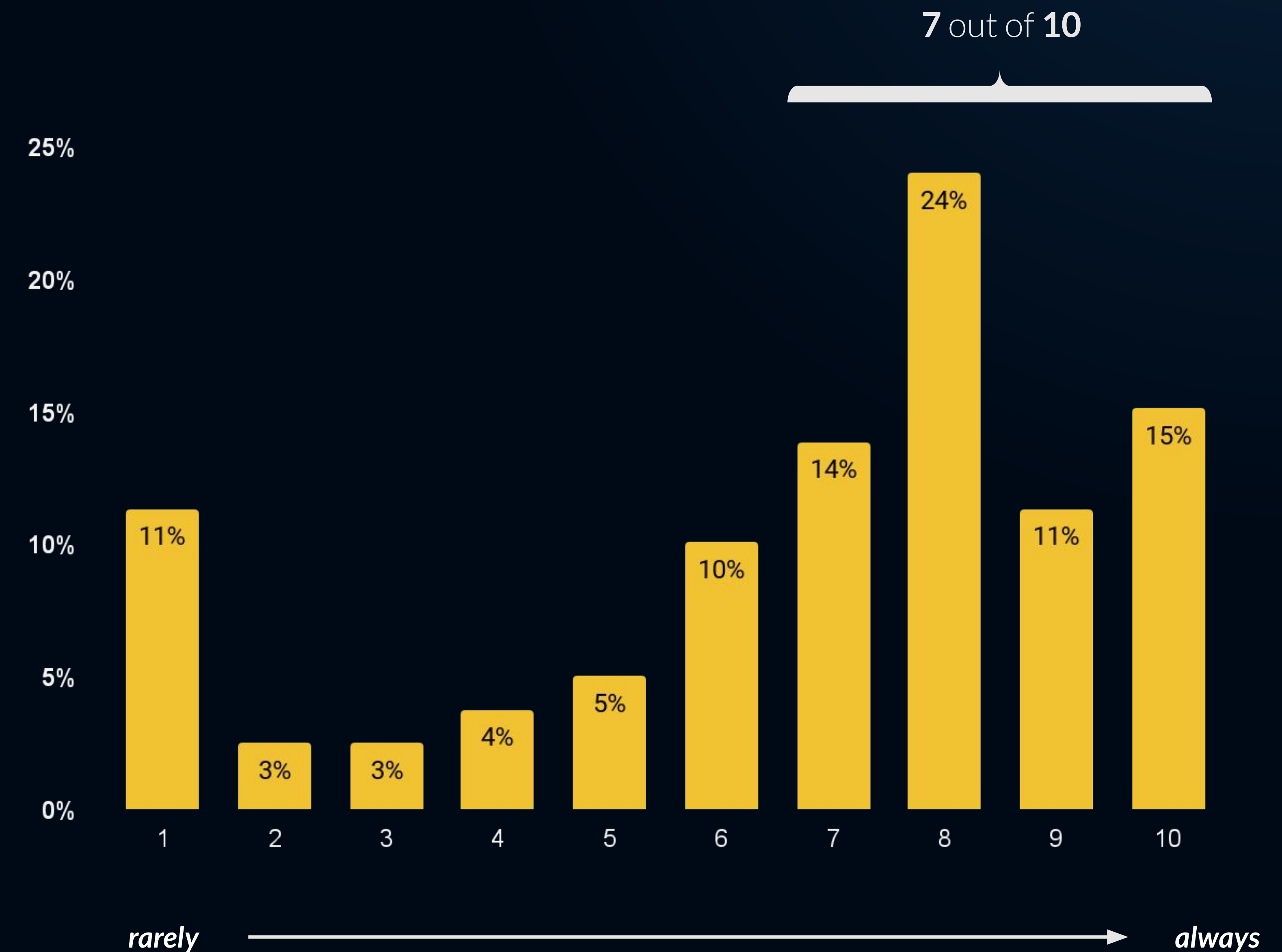
First Audience Insights

Why are JustWatch users **streaming trendsetters**?

- JustWatch users talk to **>7 people every month** about movies and TV shows and make between **4-5 recommendations** on what to watch.
- Their recommendations are highly appreciated with **7 out of 10** being followed.

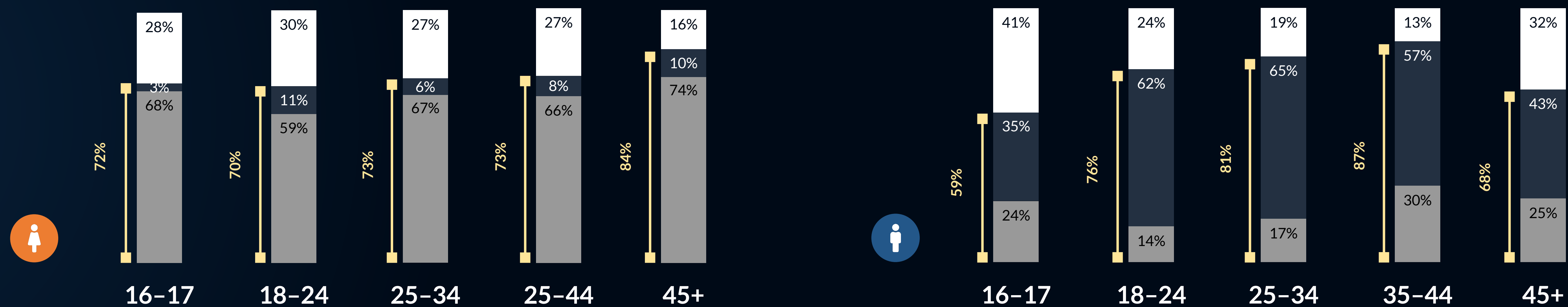
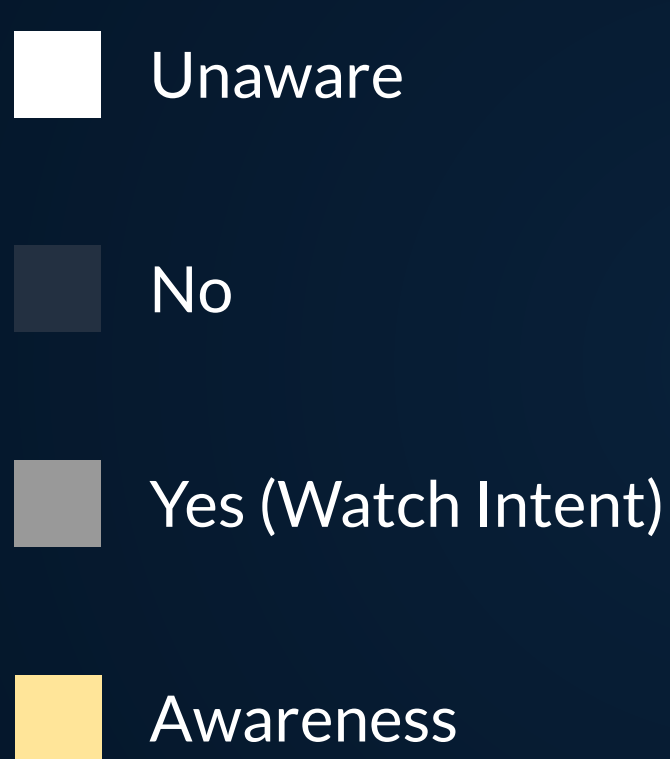
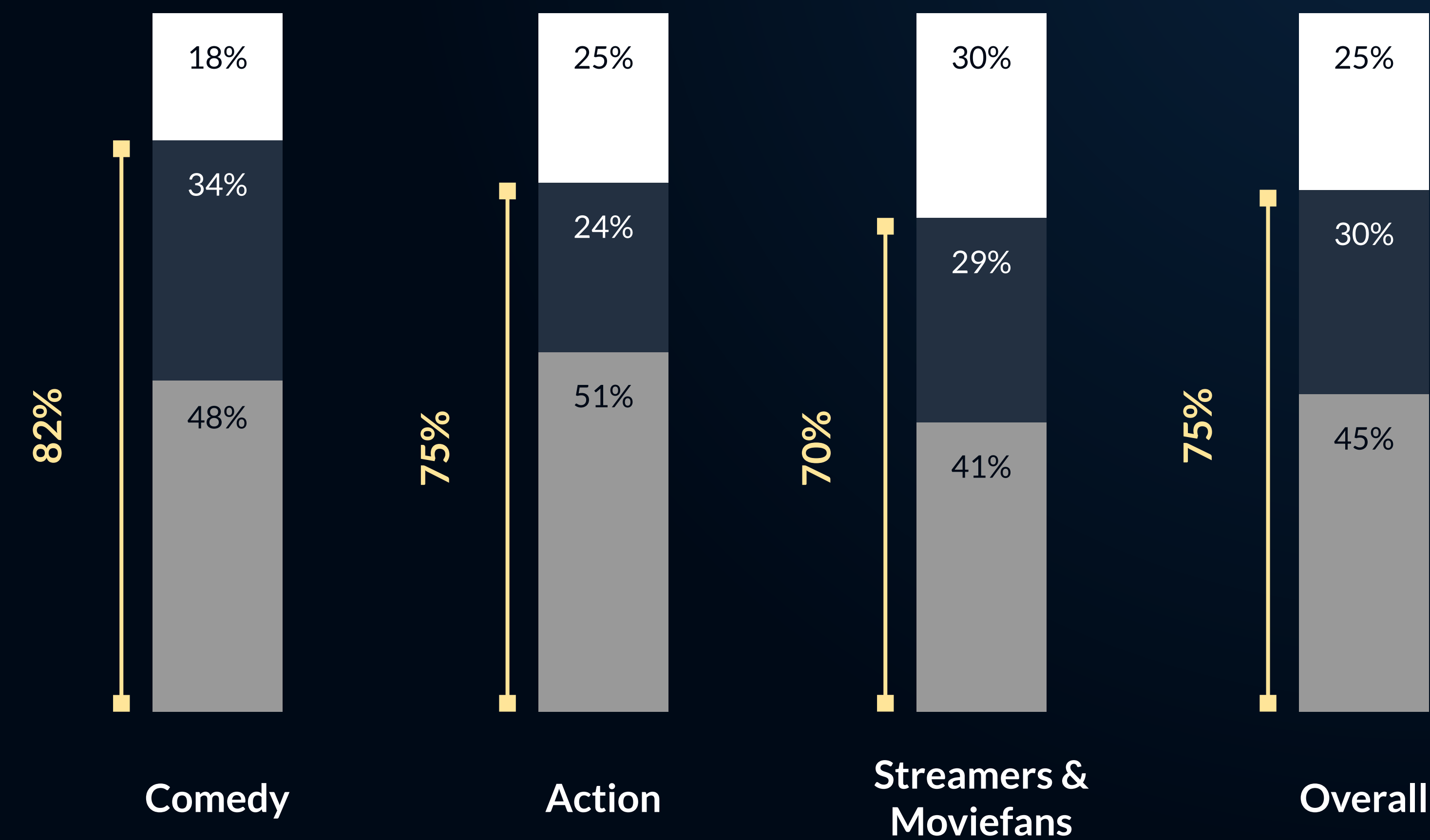
As a result, they have a major influence on their surroundings.

“How often are your recommendations being followed?”



Why JustWatch Users are gossip queens

As 77% of JustWatch User watch movies and shows at least on a daily basis (PowerUser: 91%), they are rightly considered experts. On average they talk about movies and shows to 6 people each month and make between 4-5 suggestions on what to watch. Their recommendations are highly appreciated as (7 out of 10 watch the movie / show). As a result, they have a major influence on their surrounding.



Traffic sources: Facebook
N=3.794 | Runtime: 7 Days