DIGITAL AD MEASUREMENT'S CHALLENGE

Ad spend efficiency has never been more important. Frustration has continued to increase with a digital ecosystem challenged by ad blocking, saturation, fraud, and breaks in how audience, campaign, response and sales data can be connected accurately. The result is poor measurement and ad waste. Understanding the effect of an ad treatment through A/B testing has become extremely challenging, cumbersome and difficult to track at an individual level to really answer the question, **"where are my ad dollars best spent to impact purchase behavior?"**

HOW WE SOLVE IT

simMachines use of similarity-based machine learning, combined with advanced metric learning distance functions, uniquely solves these challenges. We are able to pair "twins" between test and control groups with a high degree of precision and then match up the campaign and delivered audiences exactly, to **reveal ad effect at a one to one level.** Because **our AI technology is explainable**, **we can expose the factors associated with audiences** responding positively or negatively to an ad effect treatment, **in order of importance.** We call this dynamic feature weighting and it is unique to our technology.

CRITICAL INSIGHTS REVEALED AT A ONE TO ONE LEVEL

Exposing the most important factors associated with why a particular audience positively responded to an ad treatment, provides key measurement insights that enable a brand to understand where to best spend their ad dollars. The below diagram shows how our software reveals the most predictive features of a clustered group of responders / buyers. **Armed with this information, spend can be focused, offers refined and look-a-like prospect audiences automatically generated.**

simMachines Dynamic Predictive Ad Effect Segments
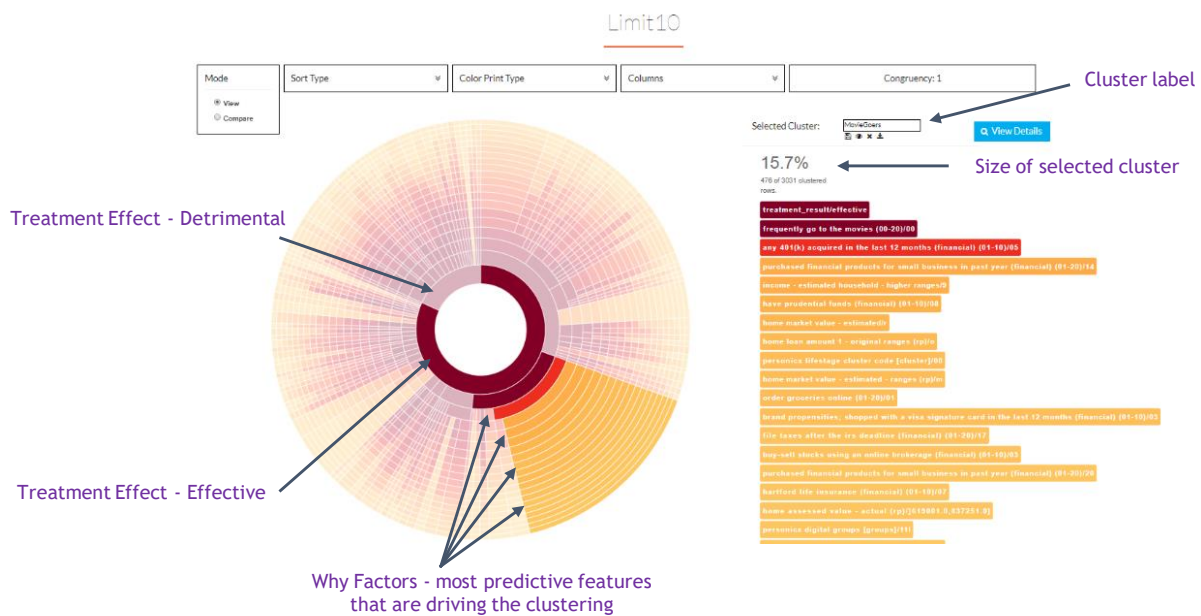
OUR DIGITAL AD MEASUREMENT APPLICATION: BEYOND A/B

An easy to use application enables end users to click through a series of screens to create twin pairs, test, tune and evaluate the accuracy with which they have been created, generate output files, and then ingest ad impression and response / conversion data to generate ad effect insights for analysis and planning purposes. And all of this can be done in hours in addition to the ability to run counts and select look-a-like audiences by positive ad treatment effect segment. Fields can be weighted by the user if required, bias tests run and synthetic control groups automatically generated as needed, or a user can upload a test and control group already prepared for pairing.

IMPROVE DIGITAL AD SPEND EFFICIENCY & CAMPAIGN ROI

Who responded positively and why? Where is my money best spent? Who should I not target? Who would have purchased anyway? Where is my ad treatment not having any effect? These are all questions simMachines answers, providing the following benefits:

- Individual level ad effect insights with high granularity and resolution in hours vs. weeks
- Eliminate waste with the ability to adjust audience selection and media buys with precision
- Instant audience search and ranking for more prospects that will respond positively to your ad

DATA REQUIREMENTS

Test and control groups with demographic data (can be appended by simMachines), ad impression and response / conversion data. Synthetic control groups can be generated on U.S. population if desired.