


Smart Analytics for Placing Ads where your Customers are

dAlchemy's analytics engine enables the client to develop a broader understanding of marketplace dynamics and take informed decisions about ad placements.

Our solution was able to help the client to truly measure the impact of their ads and campaigns by optimizing the day, time and geographical location



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ABOUT THE CLIENT

Headquartered in San Francisco, in the US, the client has a mobile game discovery and monetization platform. Game developers use the client's mobile platform to design custom interstitial and video advertisements, build user bases, generate revenue, negotiate business deals with other developers, as well as track and analyse sales and promotion data.

The client's platform integrates approximately 300, 000 mobile games and handles more than 40 billion game sessions per month.

THE CHALLENGE

With ample opportunities for strong advertising revenue in the mobile game industry, the challenge for the client was to develop a holistic strategy for enhanced and effective ad monetization. The aim was to improve both the click-through-rate (CTR) for advertisements and games and the click-to-install conversion rates for games – this in turn could help the client in improving monetisation and ROI.

For this, the client needed insights into the demographics and behaviour of its online audience. What is the current average revenue per daily active user? Which links drive installs? Are click-to-install rates higher on Android than iOS? Which are the countries that have high click-to-install rates?

THE SOLUTION

Advertising and marketing, these days, is not just about creativity. Maths – that is, understanding data, formulae, statistics, analytics and predictive modelling is also an important component of marketing. This project offered a challenge for dAlchemy since it is a new-age analytics business problem known as Computational advertising. The central problem of computational advertising is to find the "best match" between a given user in a given context and a suitable advertisement. The data required for the study was aggregated from the client's database and dAlchemy's team of data scientists got down to work.

Based on dAlchemy's recommendations, the client adopted new, sophisticated data-analytics techniques to find this "best match". Different attributes from the client's database were analysed in order to work out a plausible solution.

- **Basic Transaction Table:** dAlchemy developed insights into consumer demographics, behaviours and needs by applying rigorous techniques of data science into consumer transaction data.
- **Analysis of Campaign attributes:** In order to gauge the client's advertising impact, data related to the ad campaigns run by the advertiser was captured. Ad relevance was tracked by checking the campaign attributes in order to help create a better user experience when it comes to delivering ads to target audiences. Knowing precisely how all the attributes of a campaign can collectively drive sales and what happens when we adjust these attributes, helped the client to improve monetisation.
- **Creative Features:** Mobile advertisement formats and sizes for display ad campaigns were studied to find out which ads resonated with the audience. This study helped in creatively optimising ad placements and in giving suggestions for the best mobile ad formats to monetize mobile marketing campaigns.

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Predictive modelling based on big-data machine learning algorithms was carried out for this project. This modelling helps to identify users, who, given their demographic characteristics and past purchase behaviour, are highly likely to click on specific advertisements or install new mobile games.

THE BENEFITS

dAlchemy was able to help the client to truly measure the impact of their ads and ad campaigns and to take informed decisions about ad placements.

Armed with audience engagement data and the latest predictive analytics, the client was able to develop a broader understanding of marketplace dynamics. The insights and suggestions given by dAlchemy has helped the client in optimizing the day, time of day and geography of ad placements. Over time, significant benefits have been seen with higher CTRs and click-to-install rates.

THE PROCEDURE

dAlchemy followed the CRoss-Industry Standard Process for Data Mining (CRISP-DM) Methodology for carrying out this project. CRISP-DM methodology is based on the practical, real-world experience of how people conduct data mining projects and it is described in terms of a hierarchical process model, consisting of sets of tasks described at four levels of abstraction (from general to specific): phase, generic task, specialized task, and process instance.

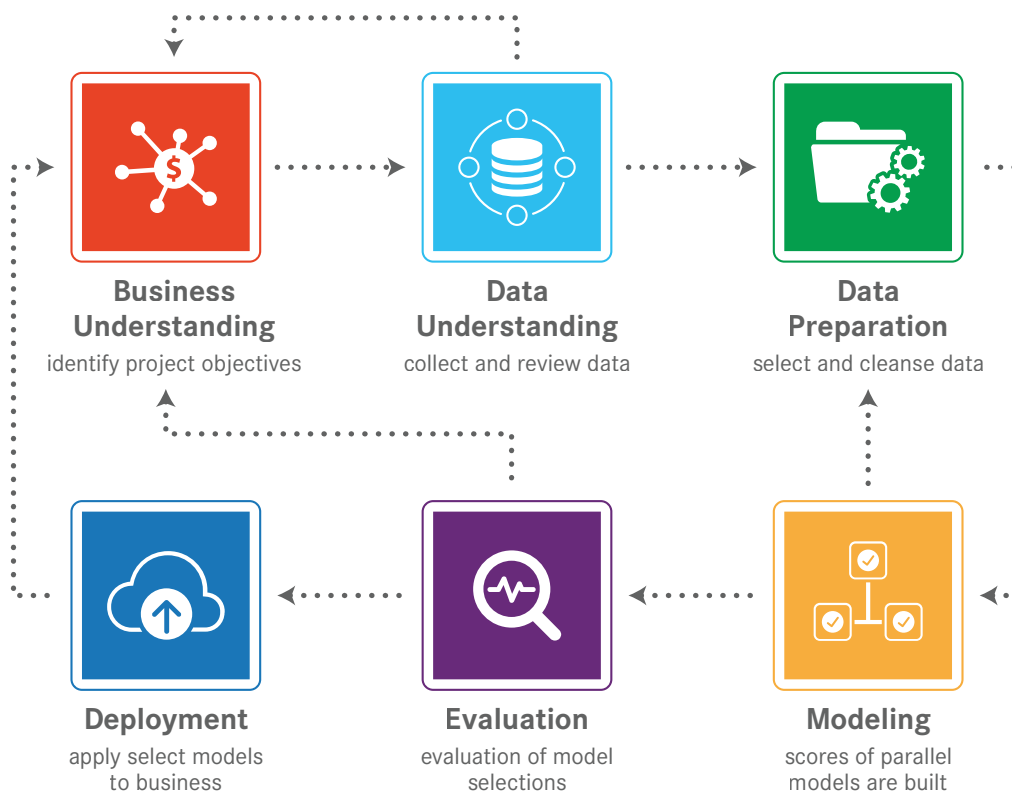


Figure: The phases of the CRISP-DM reference model

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The following figure shows the six phases of the CRISP-DM reference model. Moving back and forth between the different phases is always required. The outcome of each phase determines which phase, or particular task of a phase, has to be performed next. The arrows indicate the most important and frequent dependencies between phases.

The implementation of the solution for this project is currently in progress and is scheduled to be completed in the coming months.

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