CXENSE
Deliver what people want

Project SATI DMP

PR event Bucharest February 20th 2018

CXENSE
Deliver what people want

Agenda

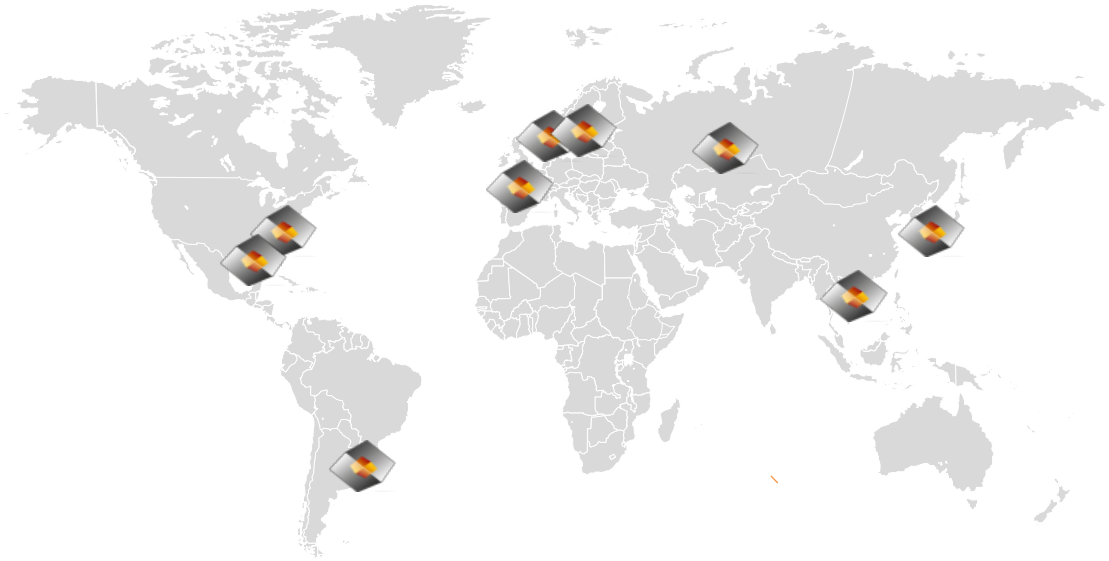
1. Overview of Cxense
2. The DMP Solution
3. Key learnings

1. Overview of Cxense

Cxense Vision

“To know better than anyone what people want and to enable our customers to use that insight to engage and monetize their audience.”

Cxense in Brief



Cxense offices

- Founded February 2010
- Listed on Oslo stock exchange
- Headquarters: Oslo, Norway
- Global market presence: 4 regions - North America, LATAM, EMEA & JP
- Software-as-a-Service subscription revenue model
- Number of employees: 110
- Number of sites managed: 7000 globally
- Main verticals: Media and E-commerce
- Number of customers 350

Growing customer base of our solutions

Cxense customers Q1'17

Time

Consumer brands

Financial services

Sports

e-commerce and classifieds

Media

Publishers and Broadcasters

Verticals

2. The DMP solution

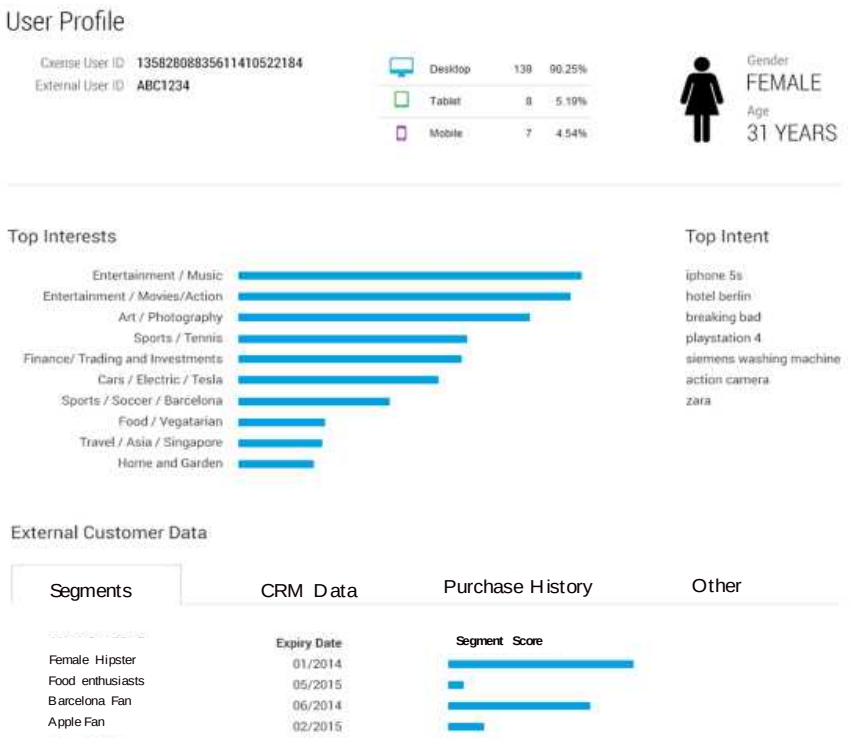
CXENSE
Deliver what people want

Cxense DMP enables Publishers to utilize and monetize data

1 Unique user tracking & data integration

2 Rich user profiles & segmentation

3 Real-time personalization

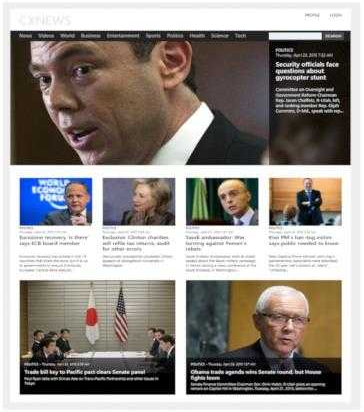


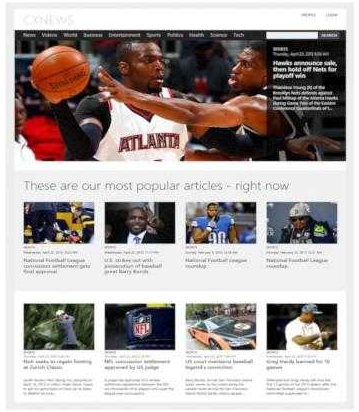
Web Content Management System (CMS)

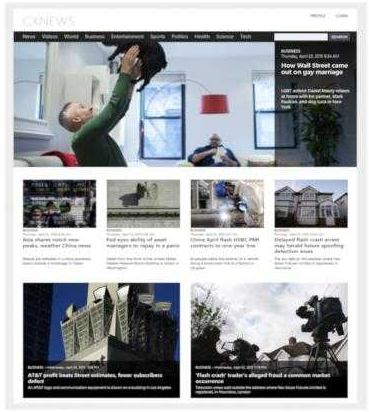
CXENSE SCRIPT

WEB SERVER

CONTENT PUSH







www.yourwebsite.com

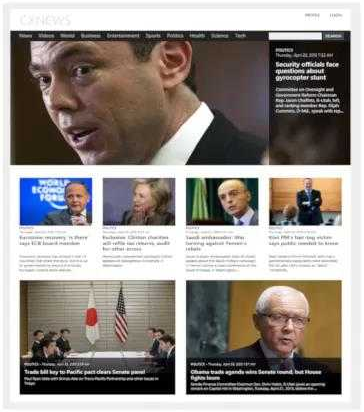
Get started by capturing user events from your website with the Cxense script tag

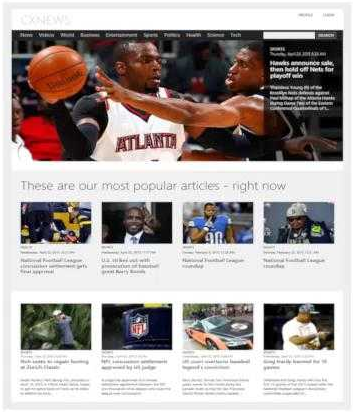
Web Content Management System (CMS)

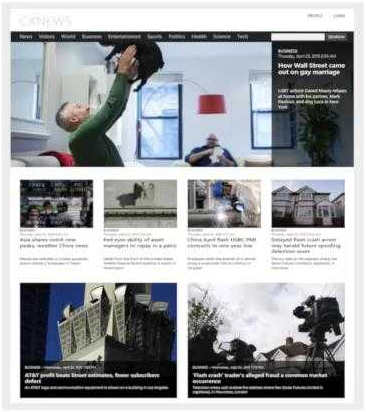
CXENSE
SCRIPT

WEB SERVER

CONTENT PUSH

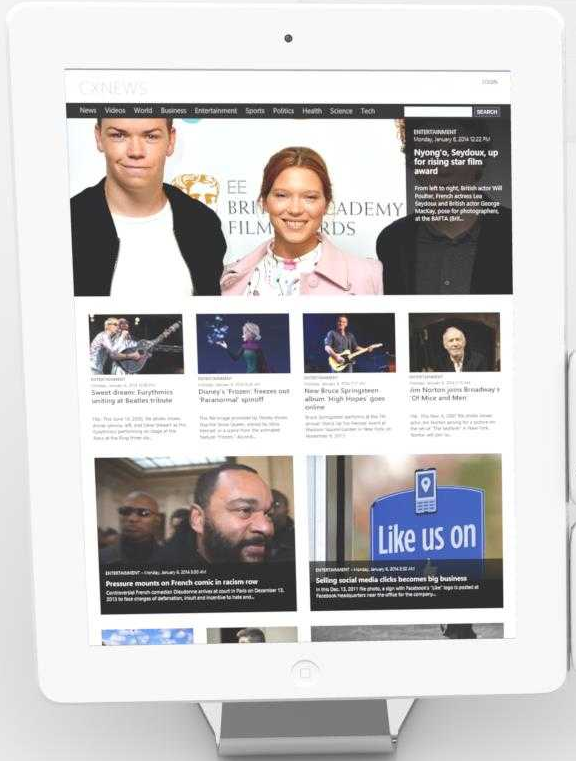






www.yourwebsite.com

The Cxense script runs on every page, collecting information about the user



SCRIPT

WEB BROWSER

WEB & APP EVENTS

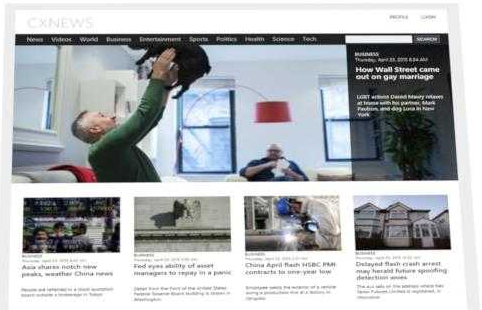
WEB PAGES

tent Management System (CMS)

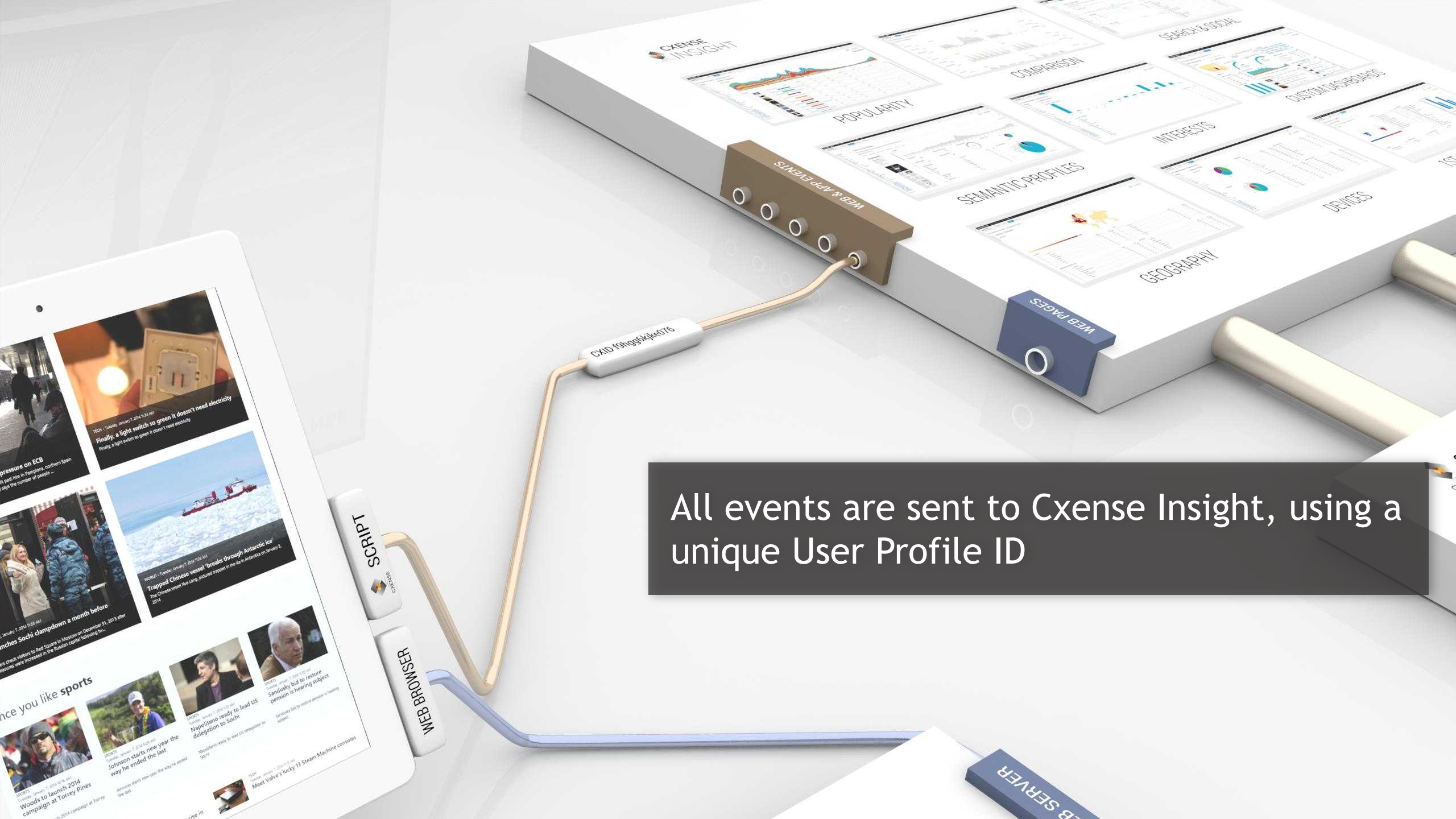
CXENSE
SCRIPT

WEB SERVER

CONTENT PUSH

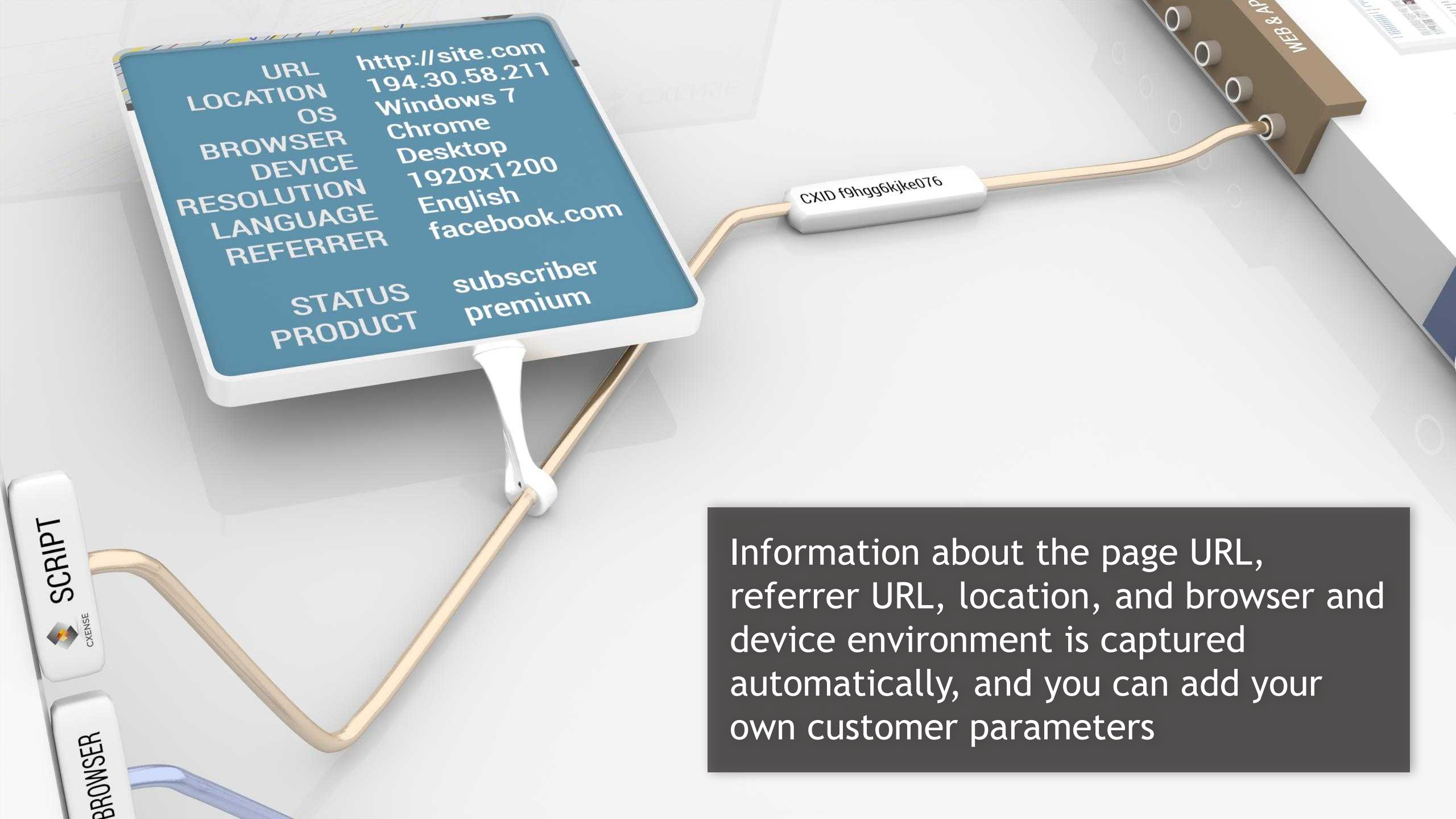


CXNEWS
Like us on
WEB BROWSER
SCRIPT
WEB & APP EVENTS
WEB PAGES
CXENSE
SCRIPT
WEB SERVER
CONTENT PUSH
tent Management System (CMS)
These are our most popular articles - right now

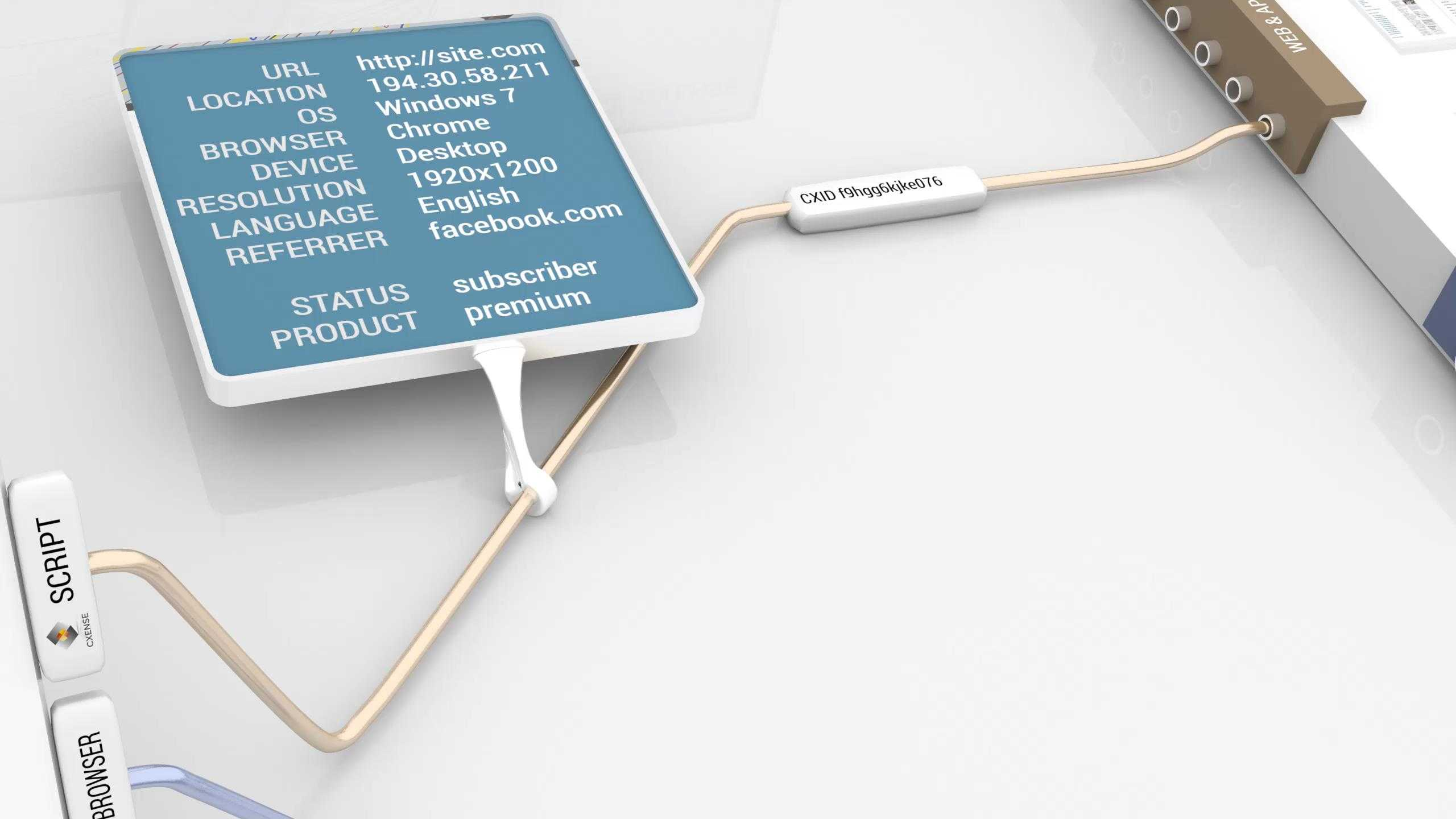


All events are sent to Cxense Insight, using a unique User Profile ID

CXENSE
INSIGHT
POPULARITY
COMPARISON
SEARCH & SOCIAL
INTERESTS
CUSTOM DASHBOARDS
SEMANTIC PROFILES
DEVICES
GEOGRAPHY
WEB & APP EVENTS
WEB PAGES
CXID fghggbkjkefl76
SCRIPT
WEB BROWSER
Finally, a light switch so green it doesn't need electricity
Trapped Chinese vessel 'breaks through Antarctic ice'
Woods to launch 2014 campaign at Torrey Pines
Johnson starts new year the way he ended the last
Napolitano ready to lead US delegation to Sochi
Sandusky bid to restore pension is hearing subject
Meet Valve's lucky 13 Steam Machine consoles



Information about the page URL, referrer URL, location, and browser and device environment is captured automatically, and you can add your own customer parameters


URL http://site.com
LOCATION 194.30.58.211
OS Windows 7
BROWSER Chrome
DEVICE Desktop
RESOLUTION 1920x1200
LANGUAGE English
REFERRER facebook.com
STATUS subscriber
PRODUCT premium
CXID f9hgg6kjke076
WEB & AP
SCRIPT
CXENSE
BROWSER

http://cxnews.azurewebsites.net/articles/news

News | Your store. Head...

CXNEWS

PROFILE

News Videos World Business Entertainment Sports Politics Health Science Tech

SEA

WORLD
Thursday, April 23, 2015 1:40 PM

Anthropologist criticized for showi images of MH17 victims

Anthropologist criticized for showing images of MH17 vi

WORLD
Thursday, April 23, 2015 1:38 PM

Volcano Calbuco still erupting in Chile, some flights canceled

Smoke and ash rise from the Calbuco volcano as seen from the city of Puerto Montt

WORLD
Thursday, April 23, 2015 1:37 PM

Saudi-led coalition launches air strikes throughout Yemen: residents

Man stands in room of house burnt after an air strike by a Saudi-led coalition struck a nearby missile base, in Yemen's capital Sanaa

WORLD
Thursday, April 23, 2015 1:37 PM

Professional liars are undermining justice in Colombia

In this Feb. 5, 2009, file photo, freed hostage Sigifredo Lopez, second from left, reunites with his sons Lucas Lopez, left, Sergio Lopez, second from...

BUSINESS
Thursday, April 23, 2015 1:37 PM

Online store merger proc luxury goods makers tow Internet

People stroll past Prada's fashion stor downtown Milan

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http://cxnews.azurewebsites.net/profileevents

cxnews.azurewebsites.net

CXNEWS

PROFILE

News Videos World Business Entertainment Sports Politics Health Science Tech

SEARCH

CXENSE USER PROFILE ID
hvms32bmfb0p85s0

EXTERNAL USER ID
CRM1000000009

Interests Intent Context Keywords 1st Party Segments Categories Audience Events

RECENT EVENTS

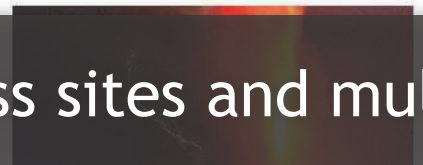
Thursday, April 23, 2015 2:21:31 PM
PAGE VIEW
NEWS

Thursday, April 23, 2015 2:21:22 PM - WORLD
RECOMMENDATION CLICKED
VOLCANO-SOUTHERN-CHILE-ERUPTS-THOUSANDS-EVACUATED-112232682

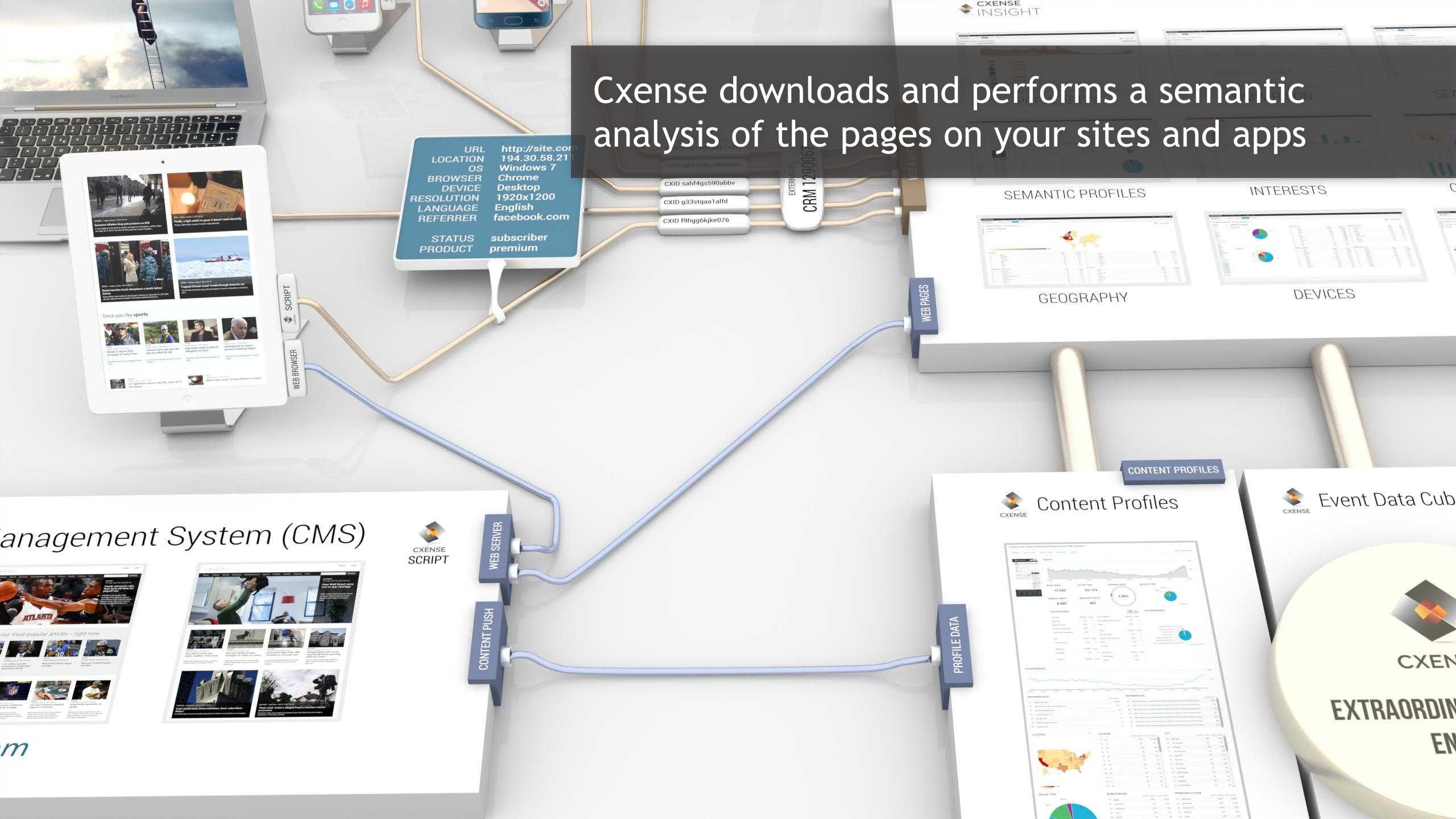
RECOMMENDATION IMPRESSIONS

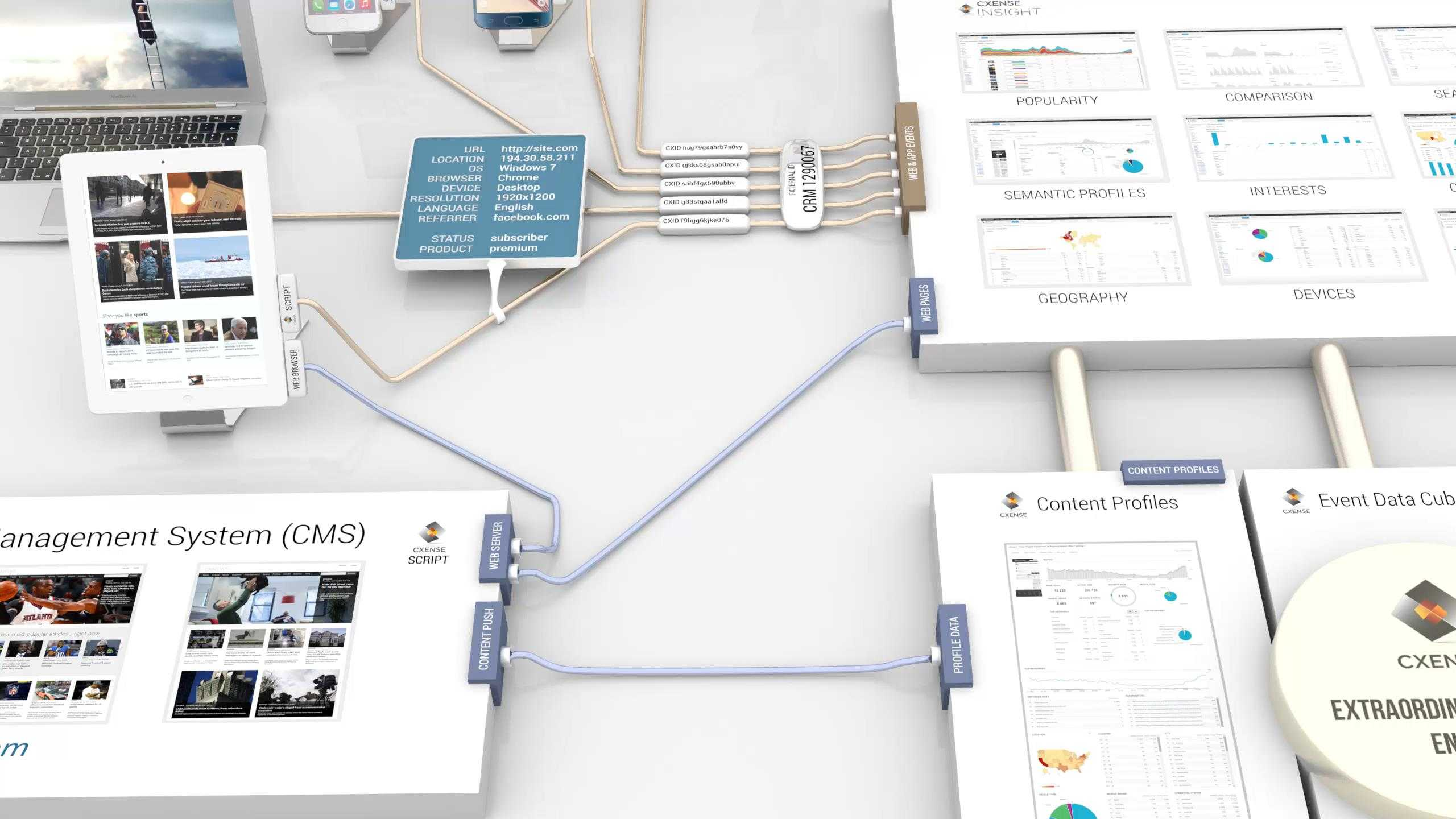
calbuco-volcano-erupts-anew-ash-causing-concern-133316611
calbuco-volcano-erupts-chile-nearby-town-evacuated-215237066
chile-sends-army-flood-hit-region-212231026
fire-volcano-guatemala-erupts-spewing-rock-ash-235355303
much-anger-southern-chile-over-bishop-appointment-040153871
popular-tourist-region-around-chiles-villarrica-volcano-145036440
volcano-erupts-southern-chile-3-000-people-evacuated-003656724
volcano-villarrica-rumbling-again-southern-chile-192349611

Thursday, April 23, 2015 2:21:22 PM - WORLD
PAGE VIEW
VOLCANO-SOUTHERN-CHILE-ERUPTS-THOUSANDS-EVACUATED-112232682



Example User Profile: Track every user across sites and multiple devices


Cxense downloads and performs a semantic analysis of the pages on your sites and apps
URL http://site.com
LOCATION 194.30.58.21
OS Windows 7
BROWSER Chrome
DEVICE Desktop
RESOLUTION 1920x1200
LANGUAGE English
REFERRER facebook.com
STATUS subscriber
PRODUCT premium
CXID sahf4gs590abbv
CXID g33stqaa1alfd
CXID f9hgg6kjke076
EXTERNAL ID
CRM 129006
SCRIPT
WEB BROWSER
WEB PAGES
CXENSE INSIGHT
SEMANTIC PROFILES
INTERESTS
GEOGRAPHY
DEVICES
CONTENT PROFILES
Content Profiles
Event Data Cub
WEB SERVER
CONTENT PUSH
PROFILE DATA
anagement System (CMS)
CXENSE SCRIPT


CXENSE INSIGHT
POPULARITY
COMPARISON
SEMANTIC PROFILES
INTERESTS
GEOGRAPHY
DEVICES
URL http://site.com
LOCATION 194.30.58.211
OS Windows 7
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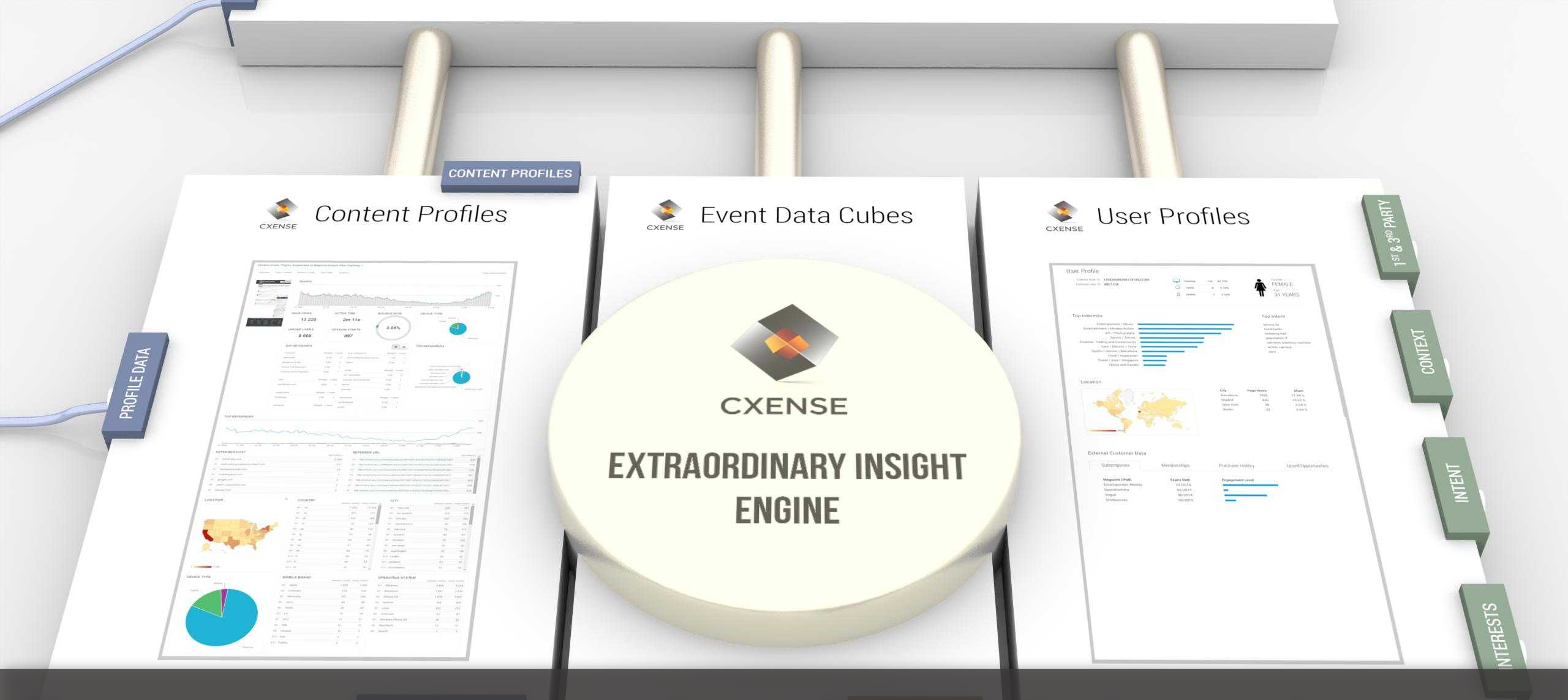
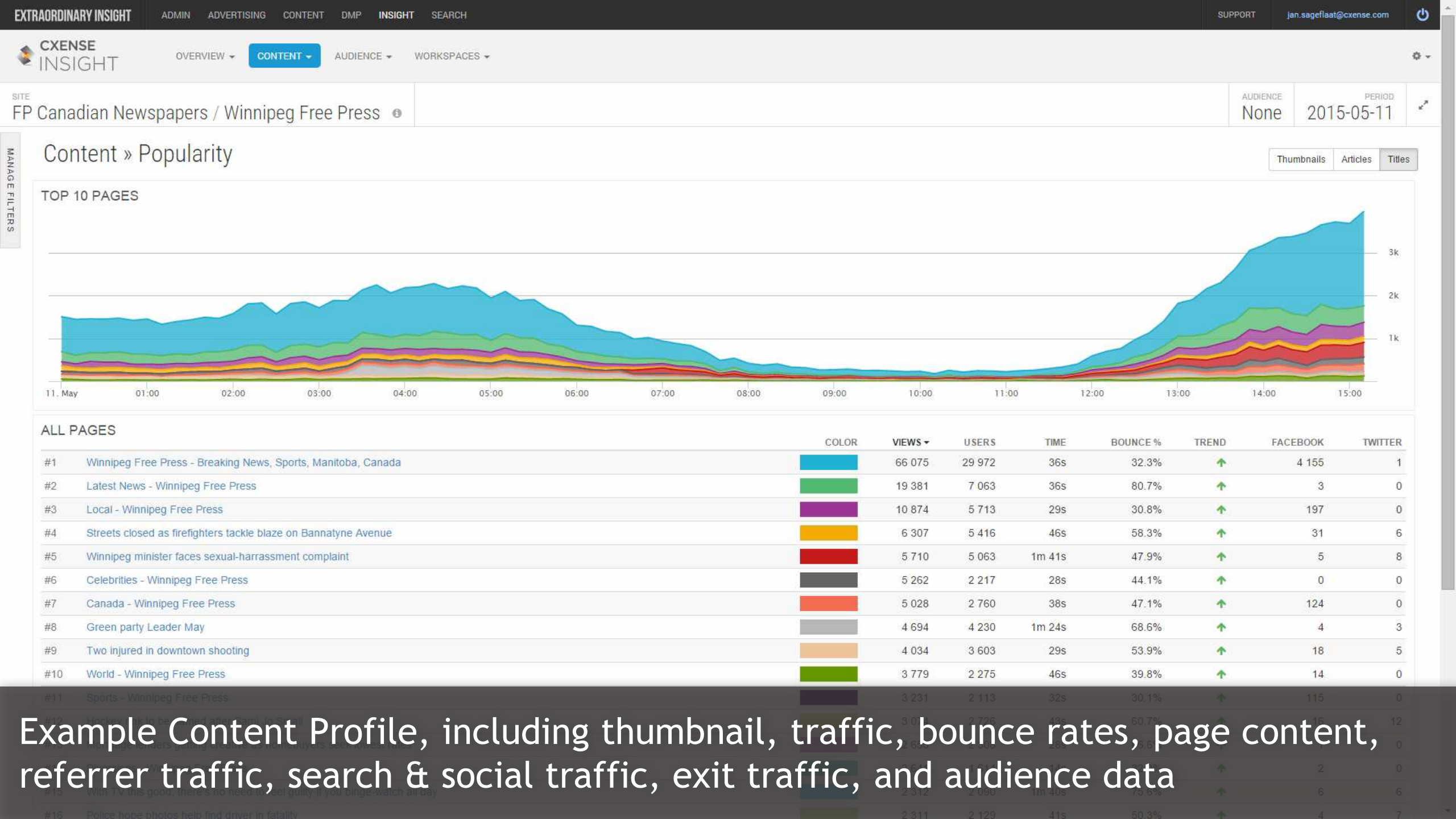
LANGUAGE English
REFERRER facebook.com
STATUS subscriber
PRODUCT premium
CXID hsg79gsahrb7a0vy
CXID gjkks08gsab0apui
CXID sahf4gs590abbv
CXID g33stqaa1alfd
CXID f9hgg6kjke076
EXTERNAL ID
CRM 1290067
WEB & APP EVENTS
WEB PAGES
SCRIPT
WEB BROWSER
WEB SERVER
CONTENT PUSH
PROFILE DATA
CONTENT PROFILES
anagement System (CMS)
CXENSE
SCRIPT
Content Profiles
Event Data Cub
EXTRAORDIN
EN



The pages are analyzed to generate Content Profiles, with information from tags and free text content, including author, people, locations, and companies, plus data from your own tags



Example Content Profile, including thumbnail, traffic, bounce rates, page content, referrer traffic, search & social traffic, exit traffic, and audience data

CONTENT PROFILES
CXENSE
Content Profiles
CXENSE
Event Data Cubes
CXENSE
User Profiles
PROFILE DATA
1ST & 3RD PARTY
CONTEXT
INTENT
INTERESTS
CXENSE
EXTRAORDINARY INSIGHT ENGINE
The Cxense core engine is built on our own proprietary technology, optimized to capture and action a massive number of events in real time

CONTENT PROFILES

Content Profiles

PROFILE DATA

CONTENT PROFILES

Event Data Cubes

CXENSE

EXTRAORDINARY INSIGHT ENGINE

User Profiles

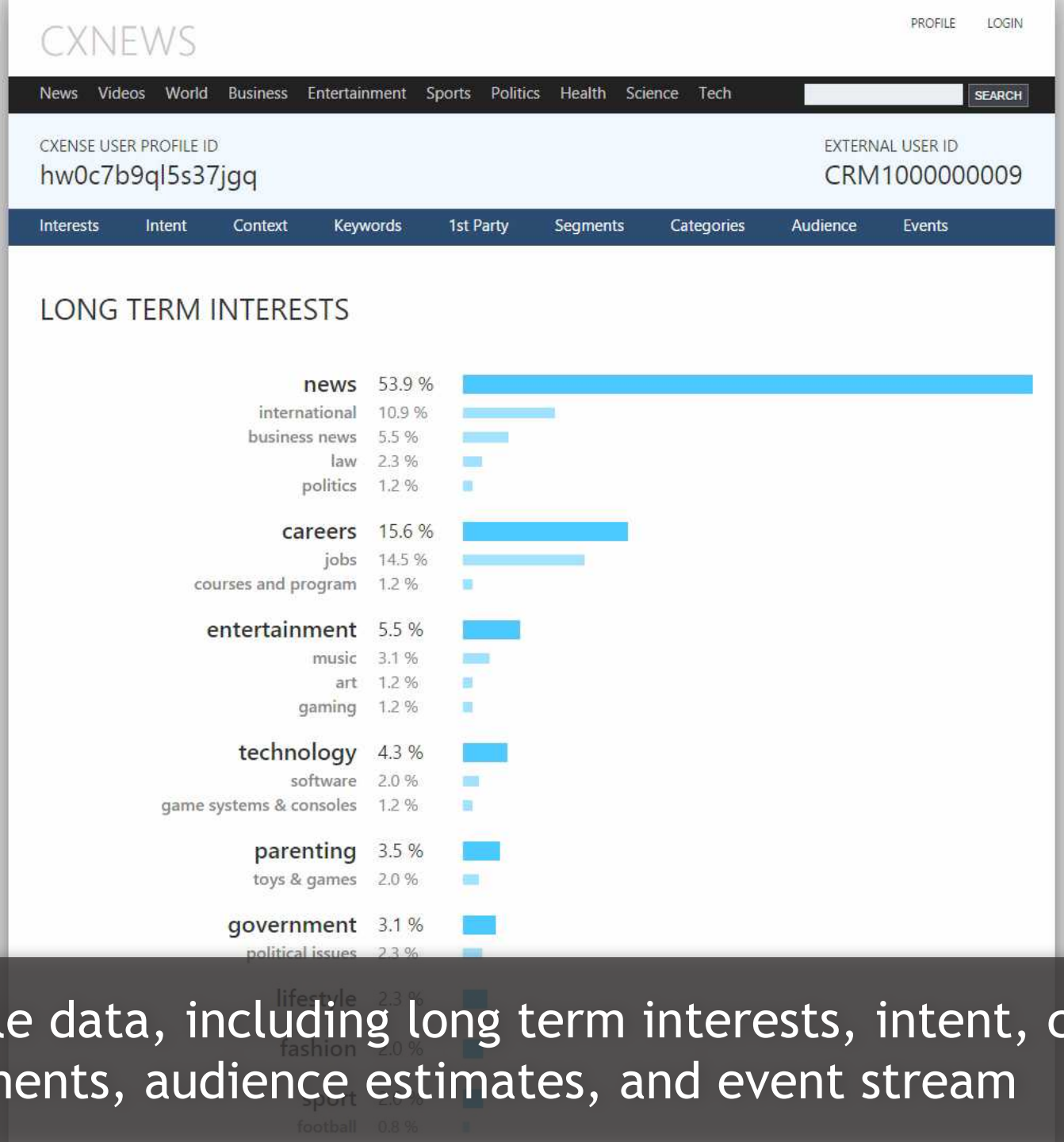
1ST & 3RD PARTY

CONTEXT

INTENT

INTERESTS

We track more than 900 million active User Profiles on behalf of our customers, based on more than 12 billion identity markers



Example User Profile data, including long term interests, intent, context, keywords, 1st party data, segments, audience estimates, and event stream

CONTENT PROFILES

CXENSE Content Profiles

PROFILE DATA

CONTENT PROFILES

CXENSE Event Data Cubes

CXENSE

EXTRAORDINARY INSIGHT ENGINE

TRAFFIC

CXENSE User Profiles

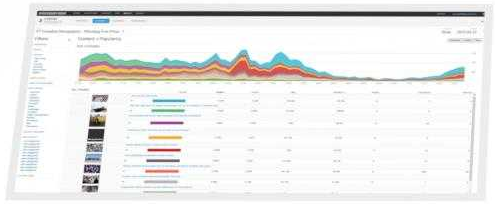
1ST & 3RD PARTY

CONTEXT

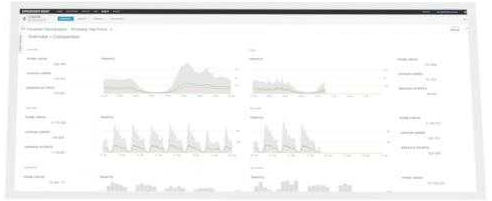
INTENT

INTERESTS

CXENSE
INSIGHT



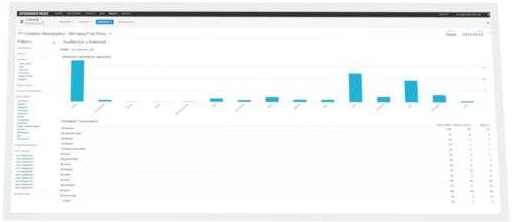
POPULARITY



COMPARISON

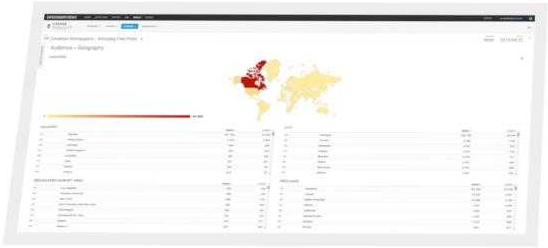
SEARCH & SOCIAL

SEMANTIC PROFILES



INTERESTS

CUSTOM DASHBOARDS



GEOGRAPHY

DEVICES

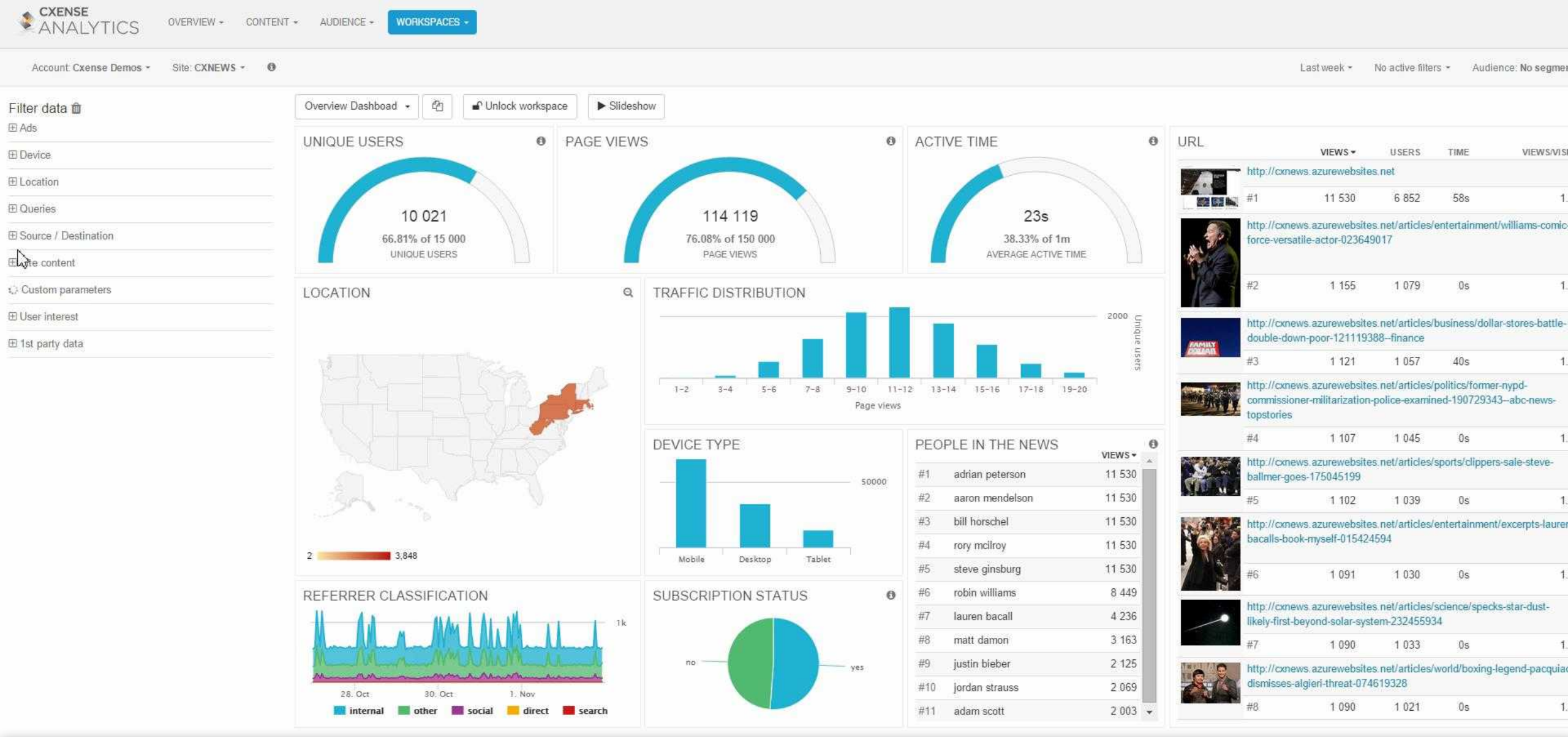
1ST & 3RD PARTY DATA

EXTERNAL ID
CRM 1290067

WEB & APP EVENTS

WEB PAGES

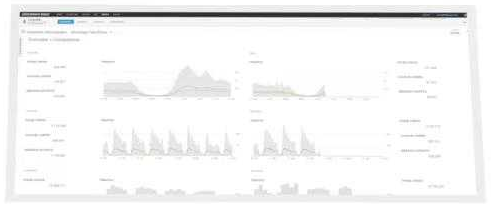
Cxense Insight lets you build powerful and flexible real-time dashboards to gain insight from your user, content, and traffic data



Create your own dashboards using a wide range of configurable widgets, and filter the data across any dimension in real-time

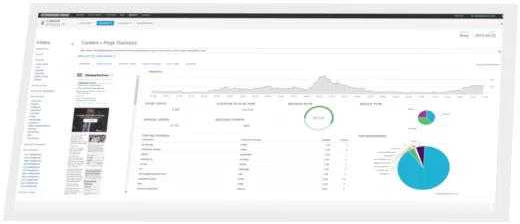
CXENSE
INSIGHT

POPULARITY

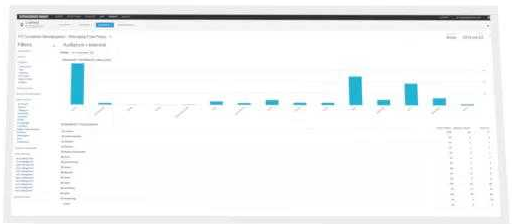


COMPARISON

SEARCH & SOCIAL

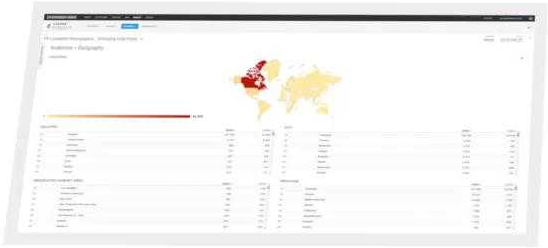


SEMANTIC PROFILES



INTERESTS

CUSTOM DASHBOARDS



GEOGRAPHY

DEVICES

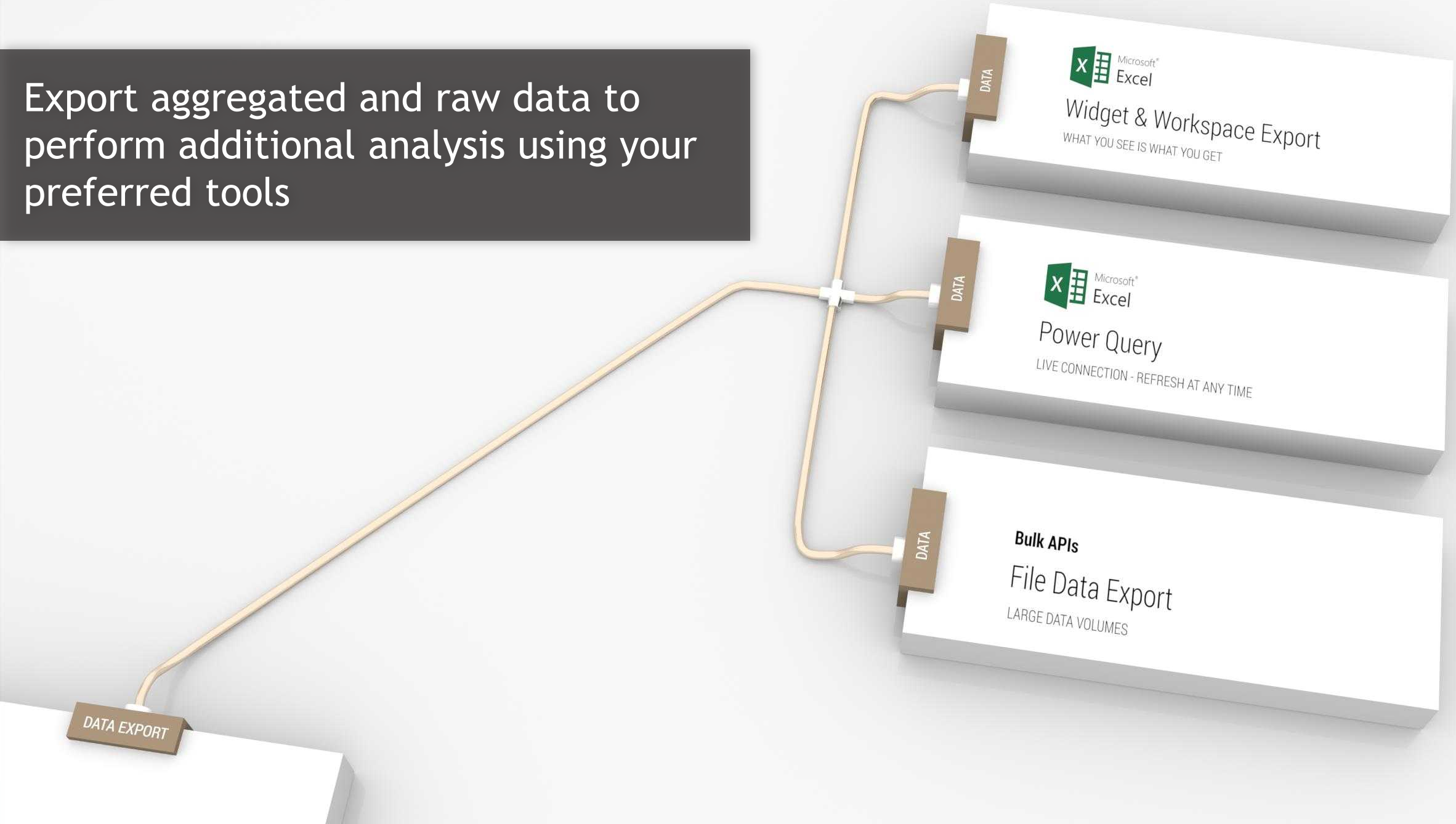
1ST & 3RD PARTY DATA

EXTERNAL ID
CRM 1290067

WEB & APP EVENTS

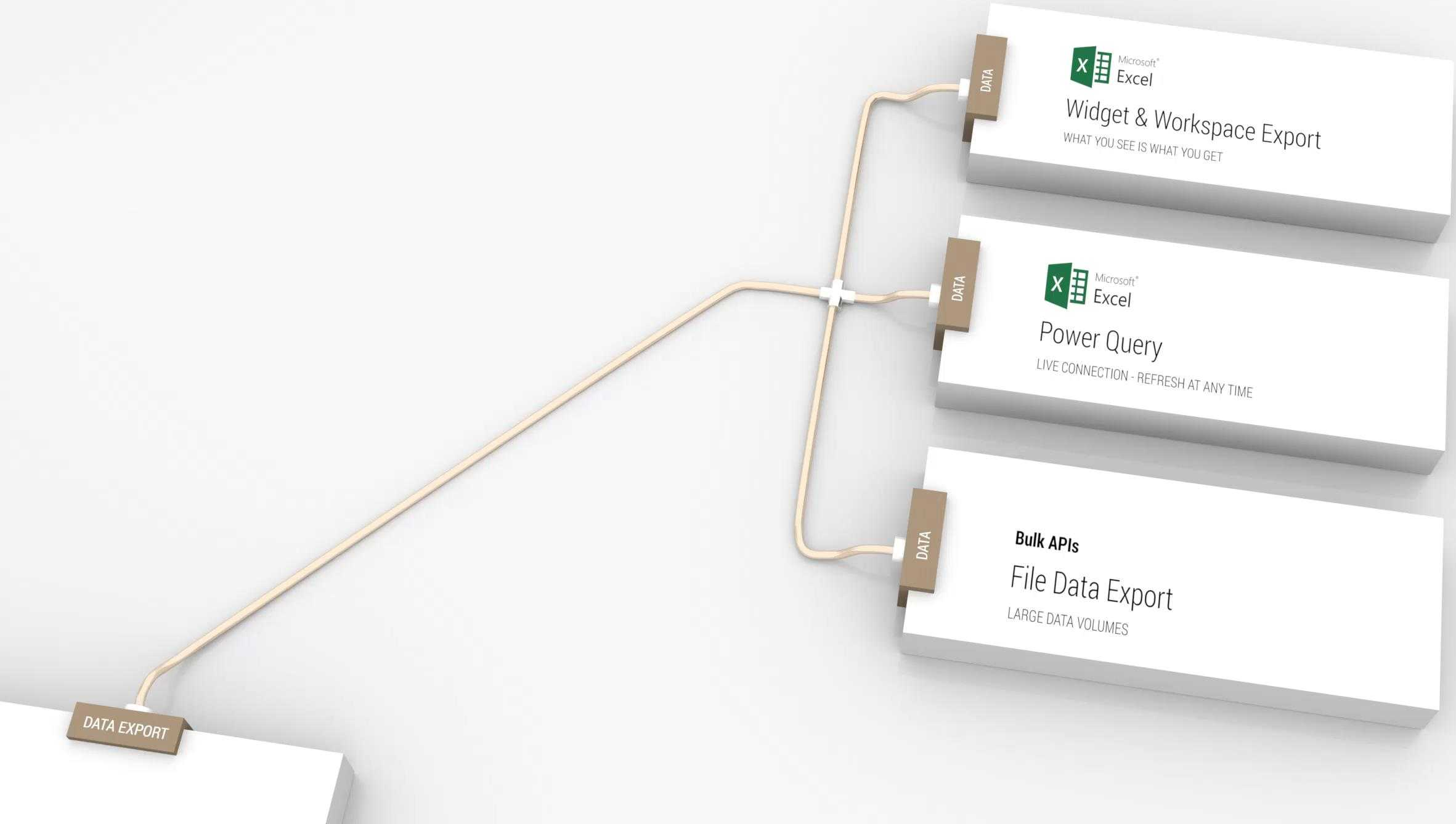
WEB PAGES

Export aggregated and raw data to perform additional analysis using your preferred tools



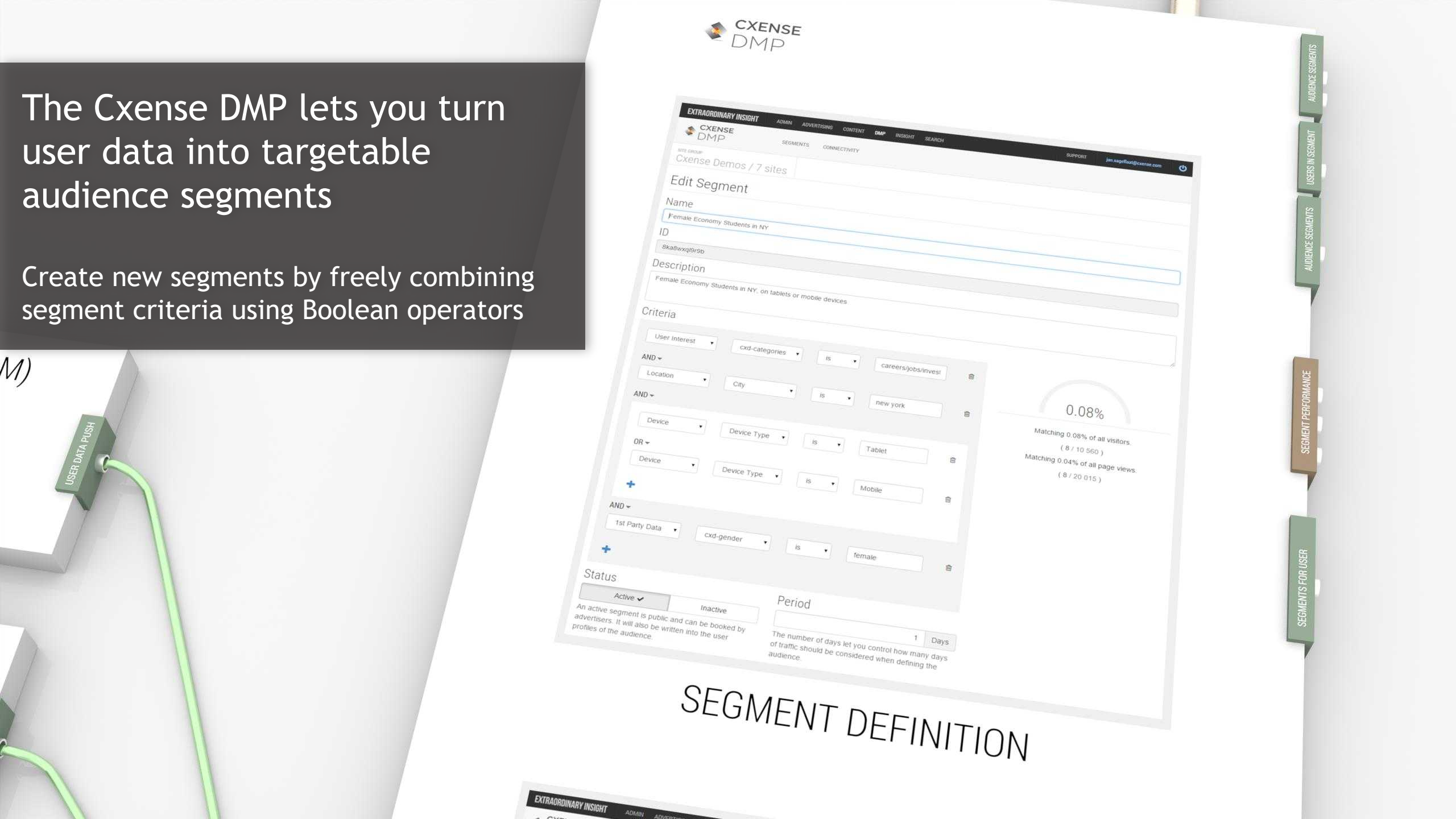
Turn user data into

Targetable Audience Segments


DATA EXPORT
DATA
Microsoft® Excel
Widget & Workspace Export
WHAT YOU SEE IS WHAT YOU GET
DATA
Microsoft® Excel
Power Query
LIVE CONNECTION - REFRESH AT ANY TIME
DATA
Bulk APIs
File Data Export
LARGE DATA VOLUMES

The Cxense DMP lets you turn user data into targetable audience segments

Create new segments by freely combining segment criteria using Boolean operators



EXTRAORDINARY INSIGHT | ADMIN | ADVERTISING | CONTENT | DMP | INSIGHT | SEARCH | SUPPORT | jan.sageflaat@cxense.com

CXENSE DMP | SEGMENTS | PERFORMANCE | CONNECTIVITY | WORKSPACES

SITE GROUP
Cxense Demos News / 1 site

Example: Basic segment creation based on location, device, and 1st party data

Create New Segment

Name

Maximum 32 characters

Description

Criteria

Basic | Advanced

Device | Browser | is

Status

Active | Inactive ✔

An active segment is public and can be booked by advertisers. It will also be written into the user profiles of the audience.

Period

1 Days

The number of days let you control how many days of traffic should be considered when defining the audience.

Annotations

Annotations let you easily add additional data to segments in the form of key-value pairs. This can be data used to group similar segments together, make searching through a large list of segments easier, reference external identifiers, or similar.

+ Add Annotation

Cancel | Save

100.00%

Matching 100.00% of all visitors.

(9 893 / 9 893)

Matching 100.00% of all page views.

(41 495 / 41 495)

English | Privacy | About Us

EXTRAORDINARY INSIGHT | ADMIN | ADVERTISING | CONTENT | DMP | INSIGHT | SEARCH | SUPPORT | jan.sageflaat@cxense.com

CXENSE DMP | SEGMENTS | PERFORMANCE | CONNECTIVITY | WORKSPACES

SITE GROUP
Cxense Demos News / 1 site

Example: Basic segment creation based on interest, companies, and engagement

Create New Segment

Name

My segment

Description

Criteria

Basic | Advanced

Device | Browser | is

Status

Active | Inactive ✔

An active segment is public and can be booked by advertisers. It will also be written into the user profiles of the audience.

Period

7 Days

The number of days let you control how many days of traffic should be considered when defining the audience.

Annotations

Annotations let you easily add additional data to segments in the form of key-value pairs. This can be data used to group similar segments together, make searching through a large list of segments easier, reference external identifiers, or similar.

+ Add Annotation

100.00%

Matching 100.00% of all visitors.

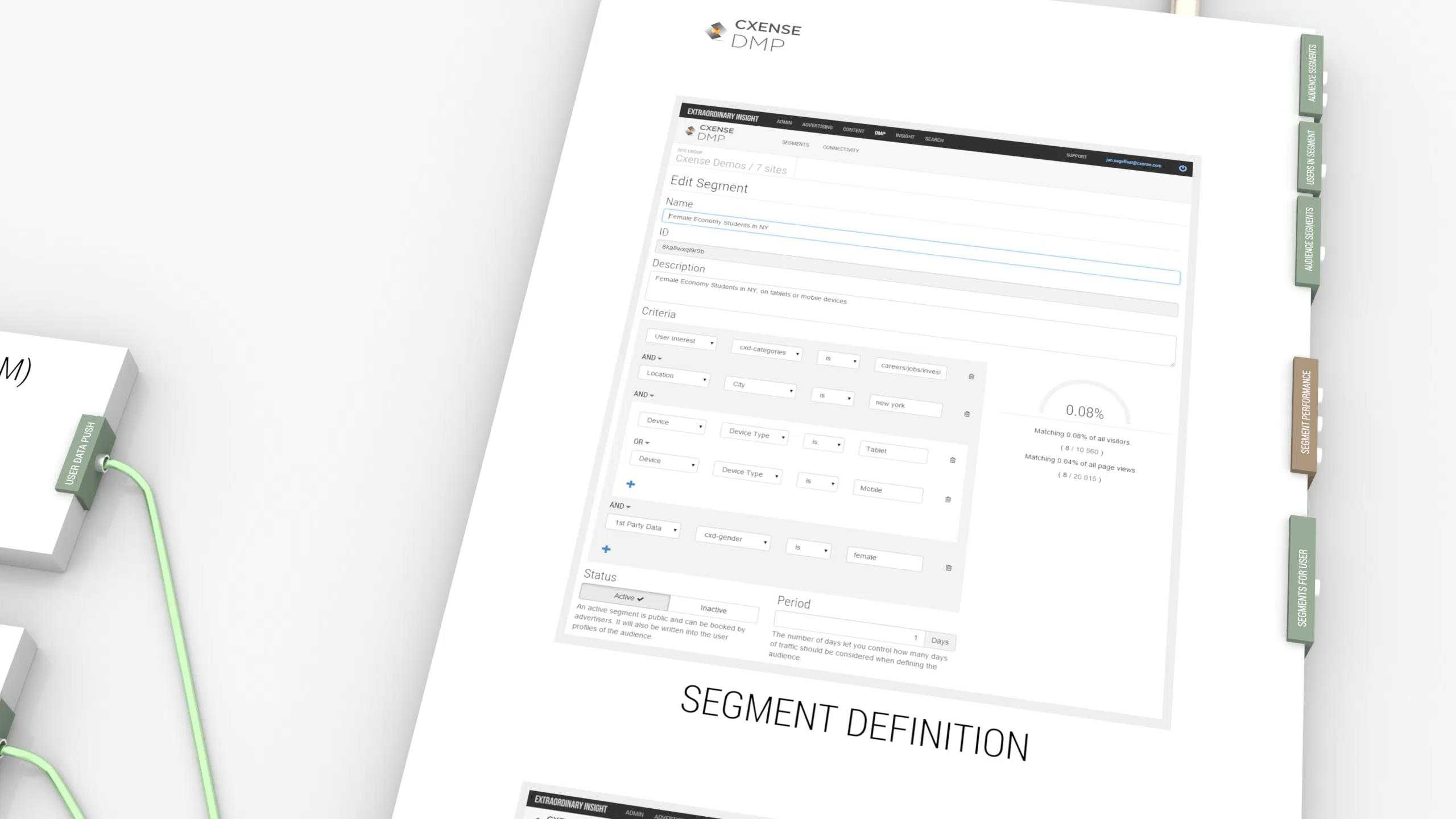
(10 108 / 10 108)

Matching 100.00% of all page views.

(194 487 / 194 487)

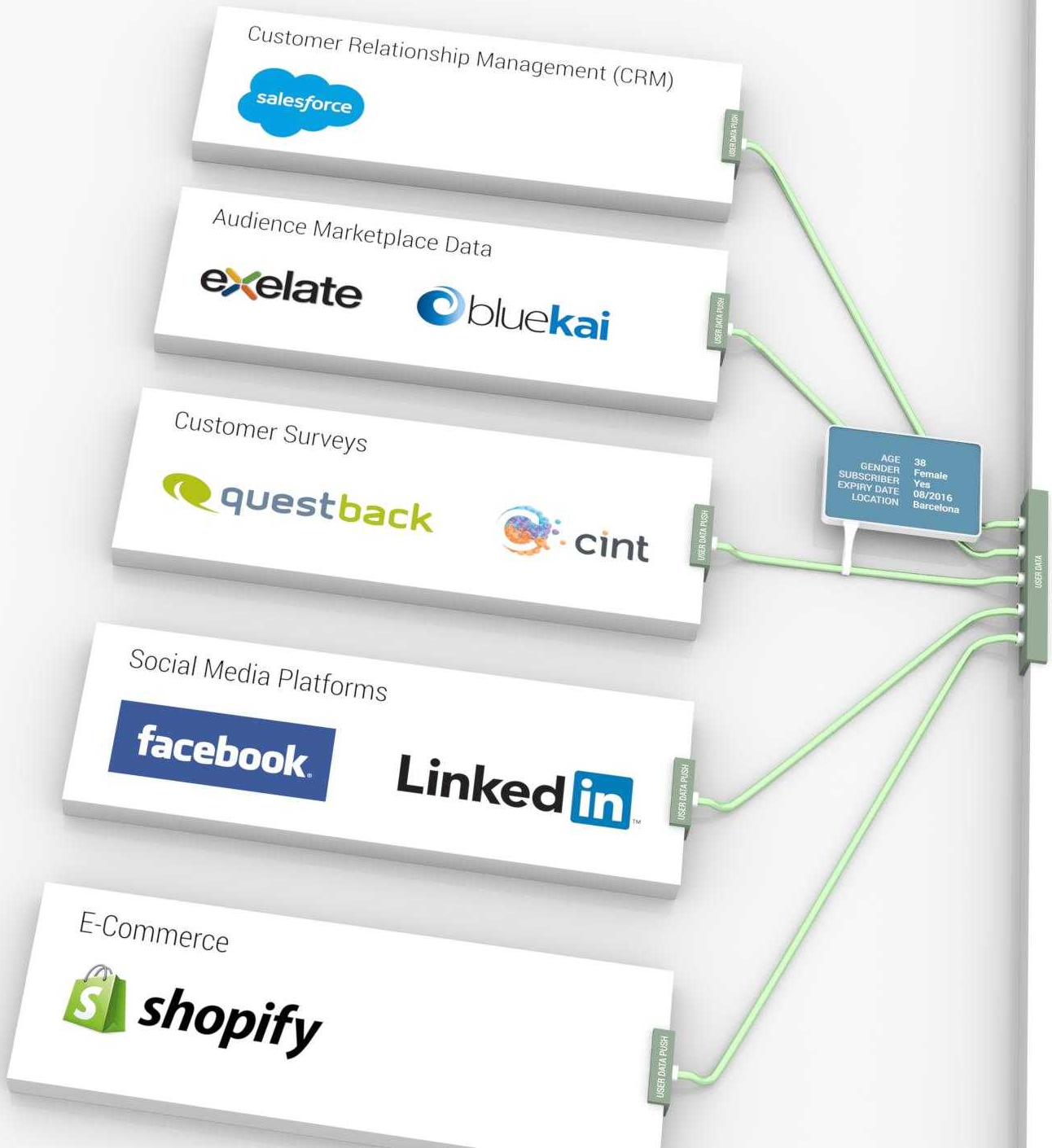
Cancel | Save

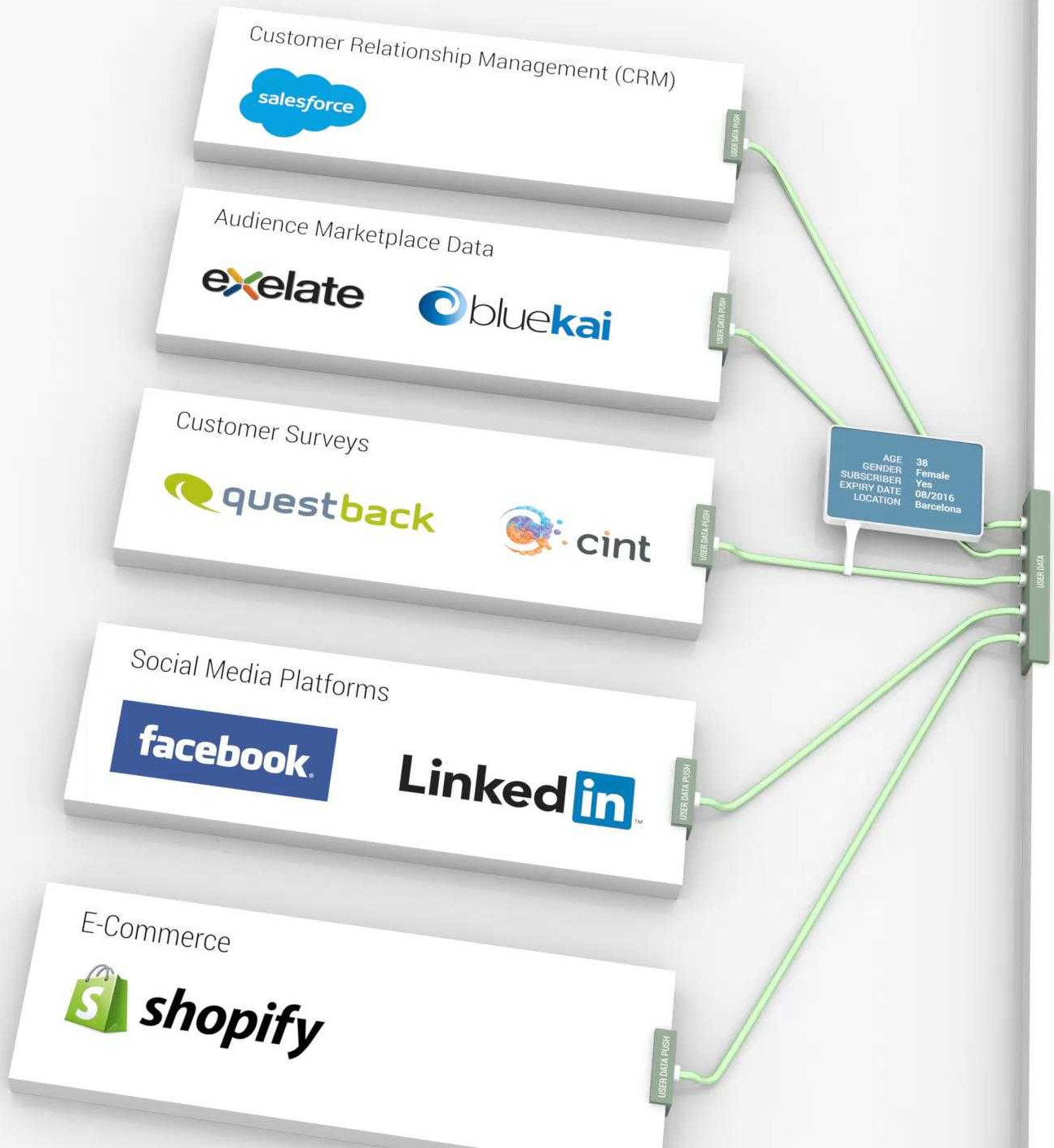
English | Privacy | About Us

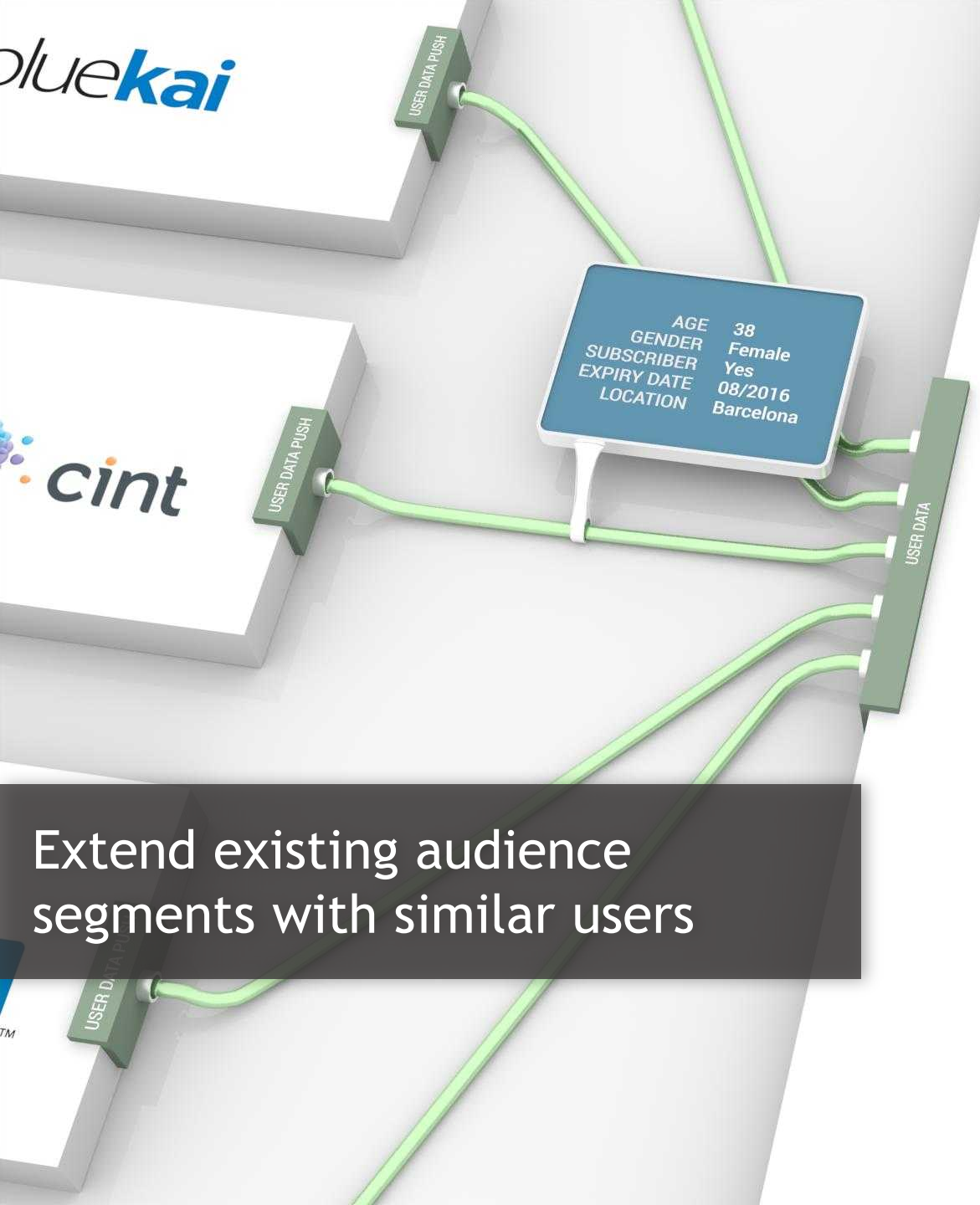

CXENSE DMP
EXTRAORDINARY INSIGHT
ADMIN ADVERTISING CONTENT DMP INSIGHT SEARCH
SEGMENTS CONNECTIVITY
SUPPORT
Cxense Demos / 7 sites
Edit Segment
Name
Female Economy Students in NY
ID
8ka8wxqi9r9b
Description
Female Economy Students in NY, on tablets or mobile devices
Criteria
User Interest cxd-categories is careers/jobs/invest
AND
Location City is new york
AND
Device Device Type is Tablet
OR
Device Device Type is Mobile
AND
1st Party Data cxd-gender is female
Status
Active
Inactive
An active segment is public and can be booked by advertisers. It will also be written into the user profiles of the audience.
Period
1 Days
The number of days let you control how many days of traffic should be considered when defining the audience.
0.08%
Matching 0.08% of all visitors
(8 / 10 560)
Matching 0.04% of all page views
(8 / 20 015)
AUDIENCE SEGMENTS
USERS IN SEGMENT
AUDIENCE SEGMENTS
SEGMENT PERFORMANCE
SEGMENTS FOR USER
USER DATA PUSH
SEGMENT DEFINITION

Augment your user profiles with data from your own business systems

Add additional 3rd party data from other data providers, social media interactions, and web surveys

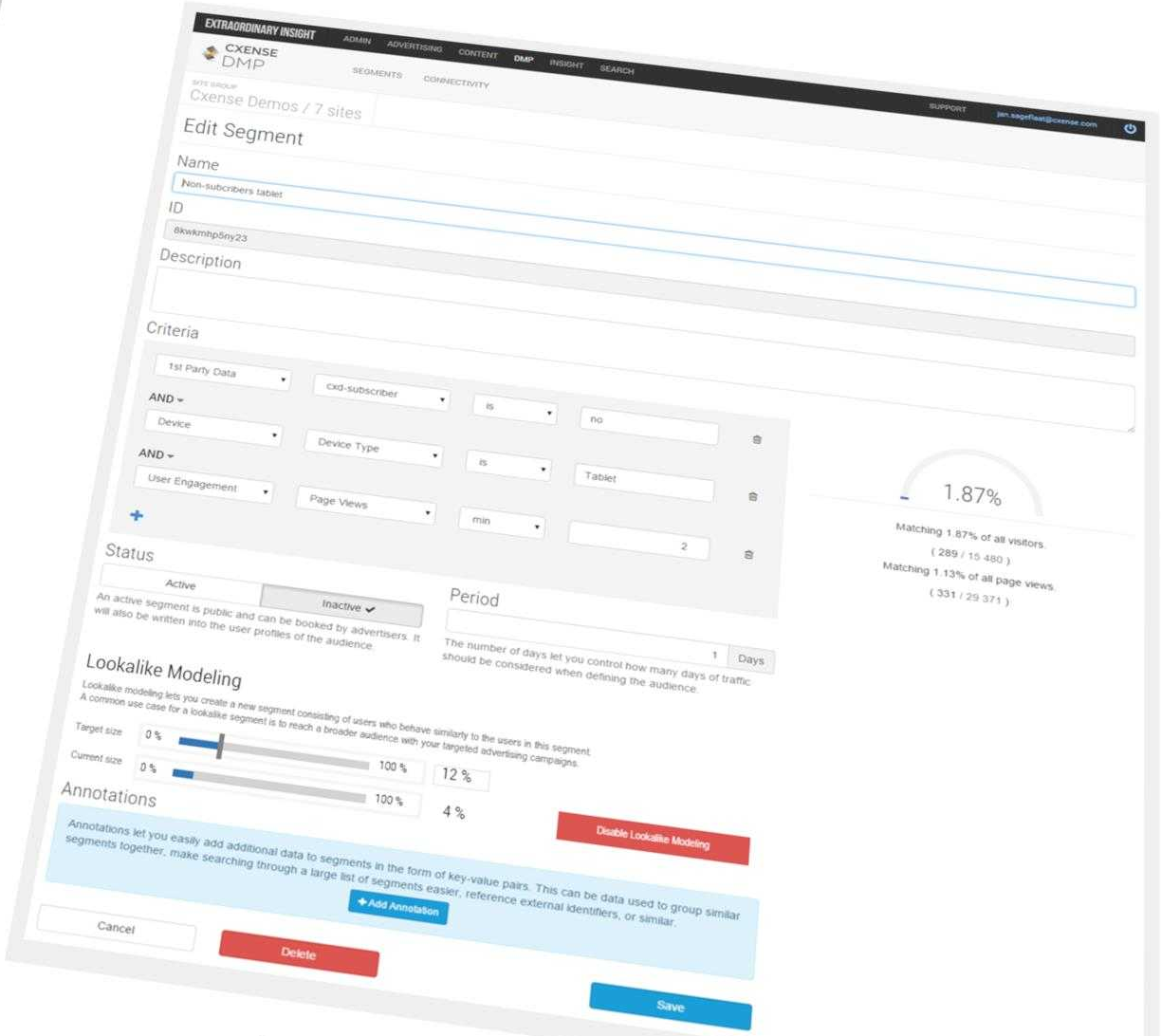



Customer Relationship Management (CRM)
salesforce
Audience Marketplace Data
exelate
bluekai
Customer Surveys
questback
cint
Social Media Platforms
facebook
LinkedIn
E-Commerce
shopify
USER DATA PUSH
USER DATA
AGE 38
GENDER Female
SUBSCRIBER Yes
EXPIRY DATE 08/2016
LOCATION Barcelona



Extend existing audience segments with similar users

SEGMENT DEFINITION



LOOKALIKE MODELING

Key learnings

Three lessons learned that are important for all data management and personalization projects

1. **Deploying data management and personalization technology is a journey for all organizations**
   - The technology works only as an enabler
   - Focus on change management
   - Ensure dedicated resources and defined roles

2. **It is important to have big ambitions but to start with the “low hanging fruits”**
   - Complex does not necessarily mean increased commercial value/ROI

3. **Working with (big) data is not a process of “making things perfect”**
   - Data driven decisions
   - Clear hypothesis and KPI’s - trial and error is a natural part of the approach
   - Continuous improvements

Improved reach and accuracy allow Publishers to offer differentiated impressions for different segments…

…and can improve ROI for both Publishers and Advertisers

Example

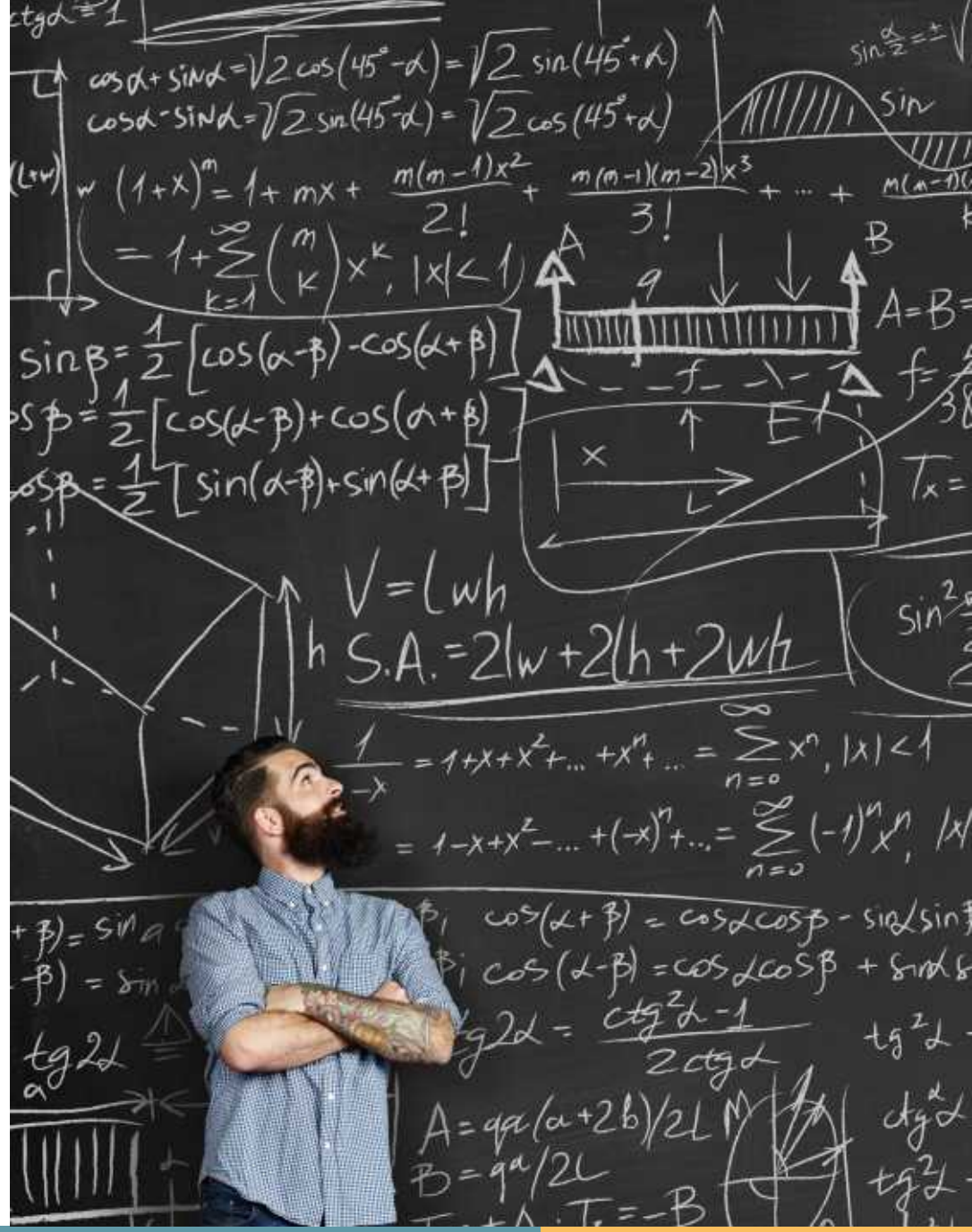
- An advertiser wants to promote a product for women, with an impression goal of 1 million
- 10€ CPM without premium segments
- 13€ CPM with premium segments
- In your network male/female distribution is 55%/45%
- Women prediction accuracy for the premium segment is 75%

Without premium segment

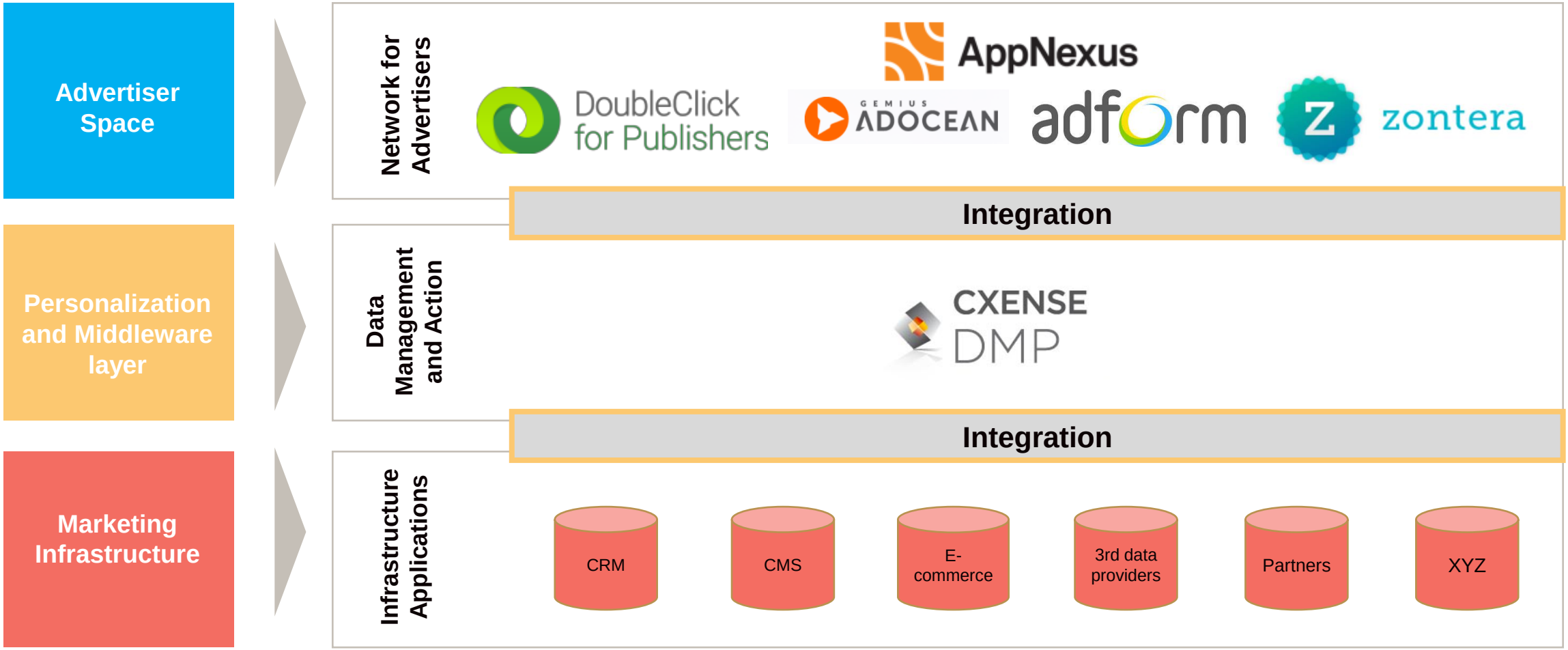
- Ad is shown to **450k women** and 550K men
- Publisher gets **10 000€**
- The advertiser's cost is **~22€** CPM for reaching women (10/450*1000)

With premium segment

- Ad is shown to **750K women** (250K are misclassified)
- Publisher get **13 000€**
- The advertiser's cost is **~17€** CPM for reaching women (13/750*1000)



Cxense DMP integrations



* 2016 Shea & Company, LLC

DMP trends

2010 → 2016 → 2017+

"the best data for your business is already at your fingertips … or you probably know with whom you should be talking about data partnerships"

"delivering exceptional customer experiences starts by understanding one's own customers better, and 1st party data is the key to this"

"better than nothing, but that's about it"

"price & quality don't add up in 3rd party non-transparent segments"

L´Oréal CMO: ”I´ll pay more for quality”

”To avoid cheap impressions, L’Oréal’s budgets are moving from open exchanges into private marketplaces”, Bérubé said. ”**In some markets, the advertiser is going directly to publishers to curate its own private marketplaces**, a shift reliant on first-party data from areas such as L’Oréal’s limited e-commerce sales alongside data from publishers. Consequently, third-party data is becoming less important to the company’s campaigns”, Bérubé said.

Digiday UK Dec 2017

Thank you!