



## Remarketing To the Right Audience

### Background

One of the greatest challenges in advertising is delivering the right ad to the right user. There are inefficiencies in advertising because frequently ads are seen by users who are not in market or have not demonstrated intent to purchase a particular product or service. This is known in the industry as a wasted impression. A wasted impression is particularly pronounced in online video advertising because the overall supply has not been able to meet the demand especially with current inventory management challenges.

The optimization challenge is actually two-fold. Advertisers want to optimize their campaigns by reaching the appropriate people at significant scale without waste and publishers want to ensure they are getting the highest CPM for every impression they can generate.

YuMe has taken the first step in solving this problem for both advertisers and publishers with its remarketing 1.0 program. YuMe has designed a program so that advertisers can reach users as they are driven through the funnel of building brand awareness and affinity to intent and finally purchase.

### YuMe's Current Remarketing Capabilities

In the YuMe advertising portal UI, advertisers can target a specific campaign and its associated placements to users that have performed a desired action. Currently, YuMe's advertising platform enables advertisers in the UI to remarket by:

#### 1. *Creative*

To remarket to users that are exposed to specific creative, the advertiser selects any of his advertisements uploaded in the YuMe platform and defines the interaction parameters. For example, when a user has viewed the selected ad four times or has clicked on the ad, a pixel is fired dropping a cookie to identify this user. Users who have the YuMe cookie that indicate they have been exposed to the advertisement and visit a publisher in the YuMe network will be part of the advertiser's remarketing campaign and thus shown an ad specific to users who have met the criteria.

#### 2. *Site:*

Advertisers can also remarket to users that visit a specific site. A pixel is placed on the advertiser's site which is usually the home page or a landing page designed for a specific campaign. When the user visits the designated site, a cookie is dropped on the user. Users with this cookie who visit any publisher in the YuMe network will be shown a targeted ad associated with the remarketing campaign.

YuMe is creating a remarketing pool of users to enable advertisers to create targets against specific actions along the purchasing funnel. Currently, the following user actions are held and stored in YuMe cookies:

- Viewed a specific creative
- Visited a specific site
- Clicked on a particular placement
- Searched
- Visited a specific site associated with specific key words



## **Behavioral Targeting**

YuMe now enables advertisers to target users who show interest or intend to purchase in the auto, travel and retail verticals. For example, auto manufacturers will now have the opportunity to target video ads only to viewers who have recently compared car prices online or searched for a specific car make and model. YuMe can apply its remarketing program so that an advertiser can show a specific ad to generic autos interest users and then a targeted ad to those users who come back and visit a site within the YuMe network that have done an autos related behavior.

YuMe is working with the largest, most reputable and secure data providers. Because YuMe's online reach is over 136M unique users, YuMe can make available to advertisers large pools of specific profiles. YuMe can also provide active users for a particular behavior over a given time period. In other words, advertisers can specify that they want to target users that compared prices online in the past seven days so that they can reach users that are still in market to purchase an automobile.

## **Future YuMe Remarketing Capabilities**

YuMe will capture additional specific user actions and make these targets available in the advertising portal that are associated with a user's purchase cycle or indicate customer loyalty. YuMe can work with advertisers to develop highly customized campaigns using multiple targets even across multiple media platforms.

By reaching highly qualified audiences in an engaging video environment, marketers using YuMe's remarketing and targeting system will be able to achieve unprecedented ROI and levels of engagement with their online video ad campaigns.