

Power Performance with Enhanced Audience Predictor™

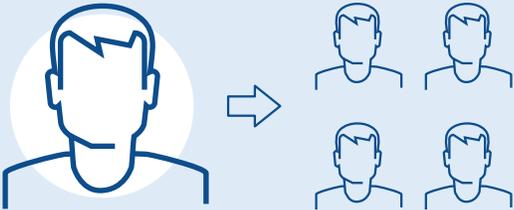
Generate high-value audiences faster than ever before with our improved Audience Predictor.

Audience Predictor creates a target audience for your campaign by running a lookalike model off your first-party data – in other words, it identifies high-value audiences that have the same characteristics as your most engaged users. After maximizing spend on your retargeting strategy, use Audience Predictor to build a smart, well-performing prospecting strategy.

This feature has been enhanced to strengthen the accuracy and value of your audience segments while saving you time. Audience Predictor also now works together with Audience Excluder to automatically remove low-performing data elements to ensure that every audience segment fully contributes to your goals.

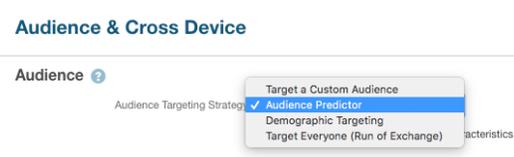
Below is a list of just a few recent enchantments our Data Science engineers have applied to Audience Predictor:

- ✔ **Improved Sampling Rate:** Audiences end up looking more like your first-party users and the minimum audience size needed to activate the feature is reduced.
- ✔ **Faster Audience Creation:** Lookalike audiences now take a matter of minutes to generate, not days.
- ✔ **Increased Segment Relevance:** The model looks at the cumulative uniques of all segments and selects only as many segments as are needed to hit the daily spend target, allowing you to stay on pace to meet your budget while still prioritizing the most effective audiences.
- ✔ **Emphasized Value:** Data elements are now chosen based both on their relevance and their cost-based value to your campaign, ensuring the best performance possible.
- ✔ **Automatic Elimination of Irrelevant Audiences:** Audience Predictor now continuously works alongside Audience Excluder™ to exclude low-value segments.



Activating Audience Predictor

Getting started with Audience Predictor is easy — simply navigate to the Audience & Cross Device tab of your ad group and select it from the Audience Targeting Strategy menu.



Audience & Cross Device

Audience ⓘ

Audience Targeting Strategy

- Target a Custom Audience
- ✔ Audience Predictor
- Demographic Targeting
- Target Everyone (Run of Exchange)

Characteristics

“Audience Predictor has been one of the top conversion drivers on a campaign we’re running for a large credit card company, allowing us to beat our CPA goals. We like the fact that it constantly refreshes the data segments that are highly relevant to our campaign, helping us find more and more users that look like our converters while still ensuring scale.”

—Trade Desk Client