

# Campaign Performance Analysis: Unstructured Data vs. Pre-Packaged Audience Segments

## January 2021

### Introduction

With data being the king of programmatic advertising, it is no wonder that leveraging data effectively is what the entire programmatic paradigm is built on. And there's more of it than ever before. By 2025, the global datasphere will contain more than 175 zettabytes of data (International Data Corporation).

When it comes to programmatic advertising, the ultimate goal is to utilize this massive amount of data and serve the right ad to the right person at the right time. In order to achieve this, advertisers need the following: transparency, optimization, recency, personalization, and the ability to drive higher ROI. An unstructured data approach to programmatic addresses all of these needs as compared to a segmented data approach.

Segmented data is information that has been scrubbed, organized, and lumped into prepackaged categories. It has been placed into a nontransparent audience segment – a digital black box of sorts – and sold to marketers and Demand Side Platforms (DSPs) as indicative of potential consumer behavior. Examples of pre-packaged audience segments would be “auto intenders,” “high-income retail enthusiasts,” etc. Some of the data in the audience segment may be relevant and useful to your campaign, and some of it may be outdated and useless. You don't have any way of knowing. Audience segments have significant limitations when it comes to programmatic marketing, including: unknown data sources, invisible data, limited insights into recency of intent or action, and that optimization can only occur at the segment-level.

These aren't problems with unstructured data, which offers more information, more flexibility, and more reliability. When utilizing unstructured data, advertisers don't select from a pre-packaged menu of audience segments. Rather, they use individual data elements, including both online data points – such as contextual content, keywords searched, browsing behavior, domains visited, apps used, site search history, and more – as well as offline data points, such as GPS location, to create a custom audience for their campaign, optimizing along the way with the same element-level control.

**With unstructured data, advertisers can successfully optimize campaigns in real-time, throughout the duration of a campaign based on what is working and what is not, to minimize wasted impressions and drive higher performance.**

With Simplifi, advertisers can tap into unstructured data in real-time, resulting in dynamic audiences. As advertisers learn more about what is working and what isn't, the audience evolves with the campaign. Advertisers can target dynamic audiences with pinpoint precision, right down to the exact mix of desired individual data points. This is next to impossible when using audience segments because you have no idea what data points justified putting certain users into the segment in the first place. These audience segments are created using arbitrated models so that the more thinly sliced and narrowly targeted the data is, the more expensive it becomes. In essence, the cost increases but the value of the data doesn't. Ultimately, it's still a black box with no way of knowing what's inside.

Additionally, when using unstructured data, advertisers can successfully optimize campaigns in real-time throughout the duration of a campaign based on what is working and what is not to minimize wasted impressions and drive higher performance. There is no need to have to buy new audience segments to test. Marketers can easily bid individual data points up and down, giving them the ability to get higher performance faster and more efficiently. Whereas with segments, unless you have visibility into pre-impression data, you only know half the story.

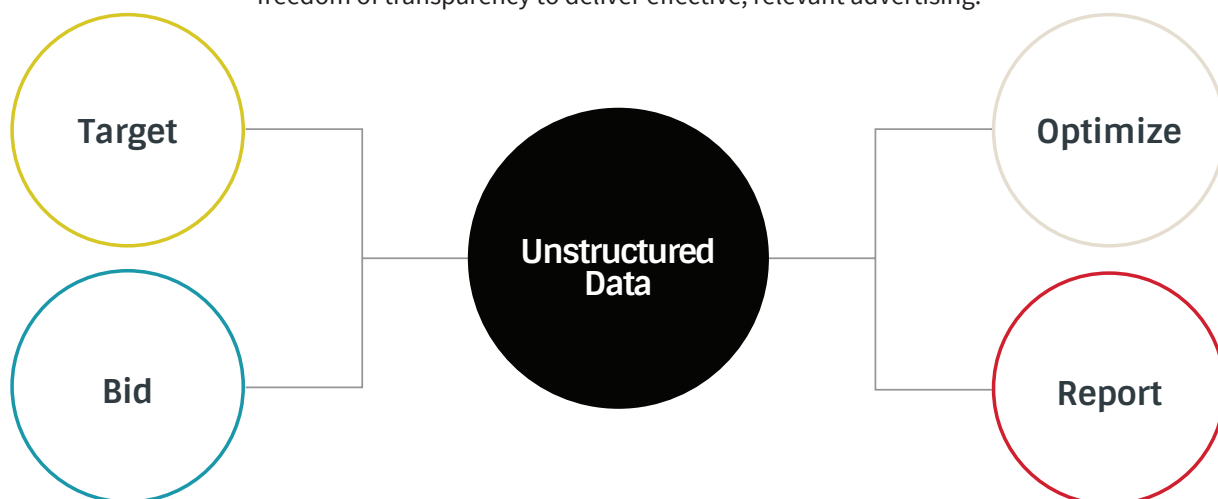
When using unstructured data, advertisers can also retain the date and timestamp associated with every piece of data they target, bid, optimize, and report on, allowing them to utilize variable recency from instant recency up to 30 days. Range of recency is important because not everyone needs to target someone who just took an action. Some marketers need to target people while they are researching a purchase, and others want to catch them at the point of purchase. Being able to leverage recency in programmatic marketing truly makes it possible to place the right ad in front of the right person at the right time. Couple that with Simplifi's completely transparent and highly granular analytics system, and marketers have access to detailed reporting and insightful analytics where they can report all the way down to the individual data element level.

So what does this mean for advertisers looking to invest in programmatic advertising? We analyzed our data and analytics from thousands of advertisers on our platform to see the overall performance of programmatic campaigns when using unstructured data as compared to those that use pre-packaged audience segments. Below is a look at how the advertisers have successfully met their Key Performance Indicators (KPIs) with the use of Simplifi's unstructured data.

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## Unstructured Data Improves All Aspects of a Campaign

At Simplifi, we use unstructured data to enable marketers to target, bid, optimize, and report at the data element level. Unstructured data gives marketers the freedom of transparency to deliver effective, relevant advertising.



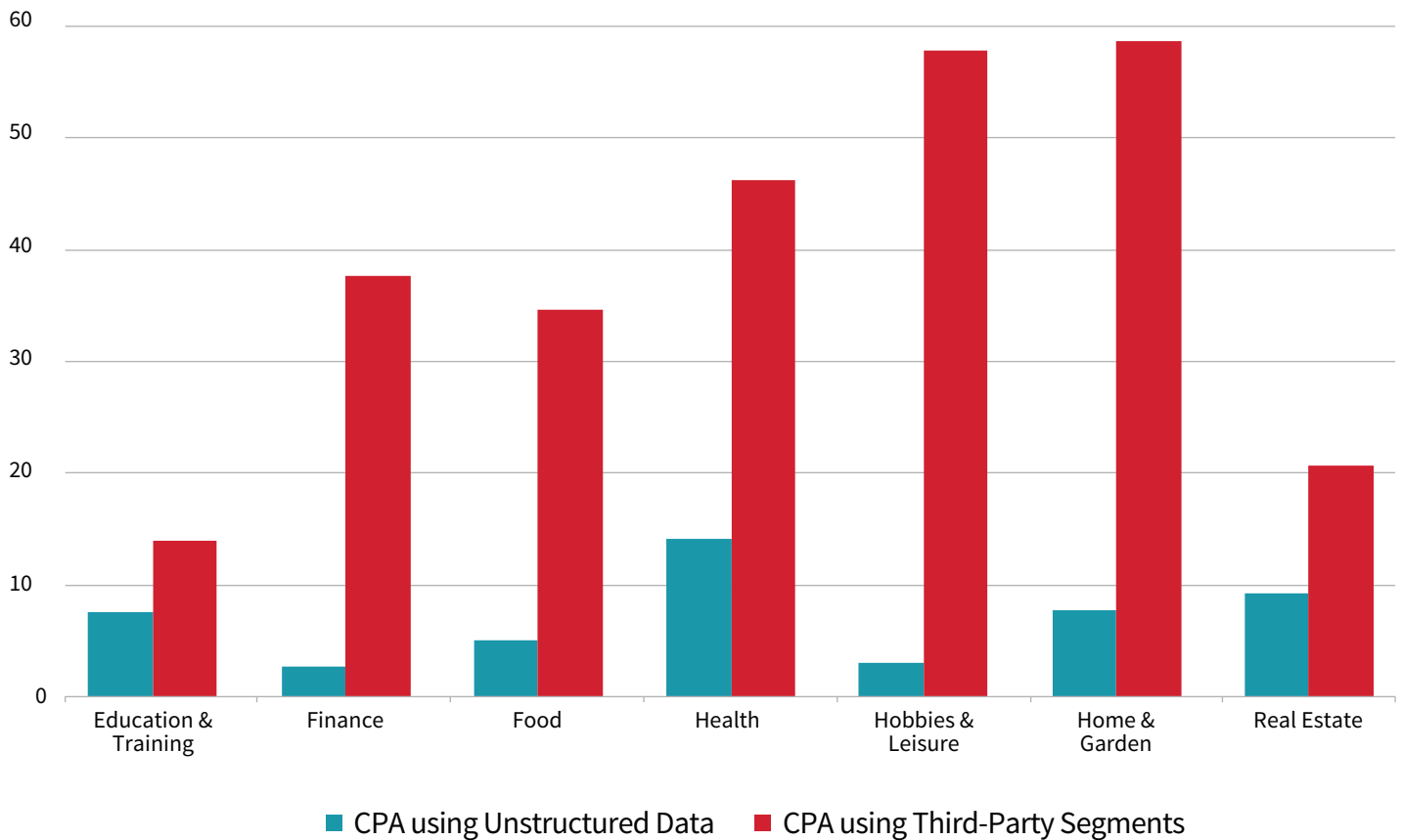
## ||| Simpli.fi Platform-Level Data

We took a deep dive into the data across the Simpli.fi platform over the past 90 days to identify trends and analyze how campaigns performed with the use of unstructured data versus pre-packaged audience segments.

### Significantly Lower Cost Per Action (CPA)

When using unstructured data as compared to pre-packaged audience segments, advertisers on the Simpli.fi platform have seen a lower CPA within our top spending verticals.

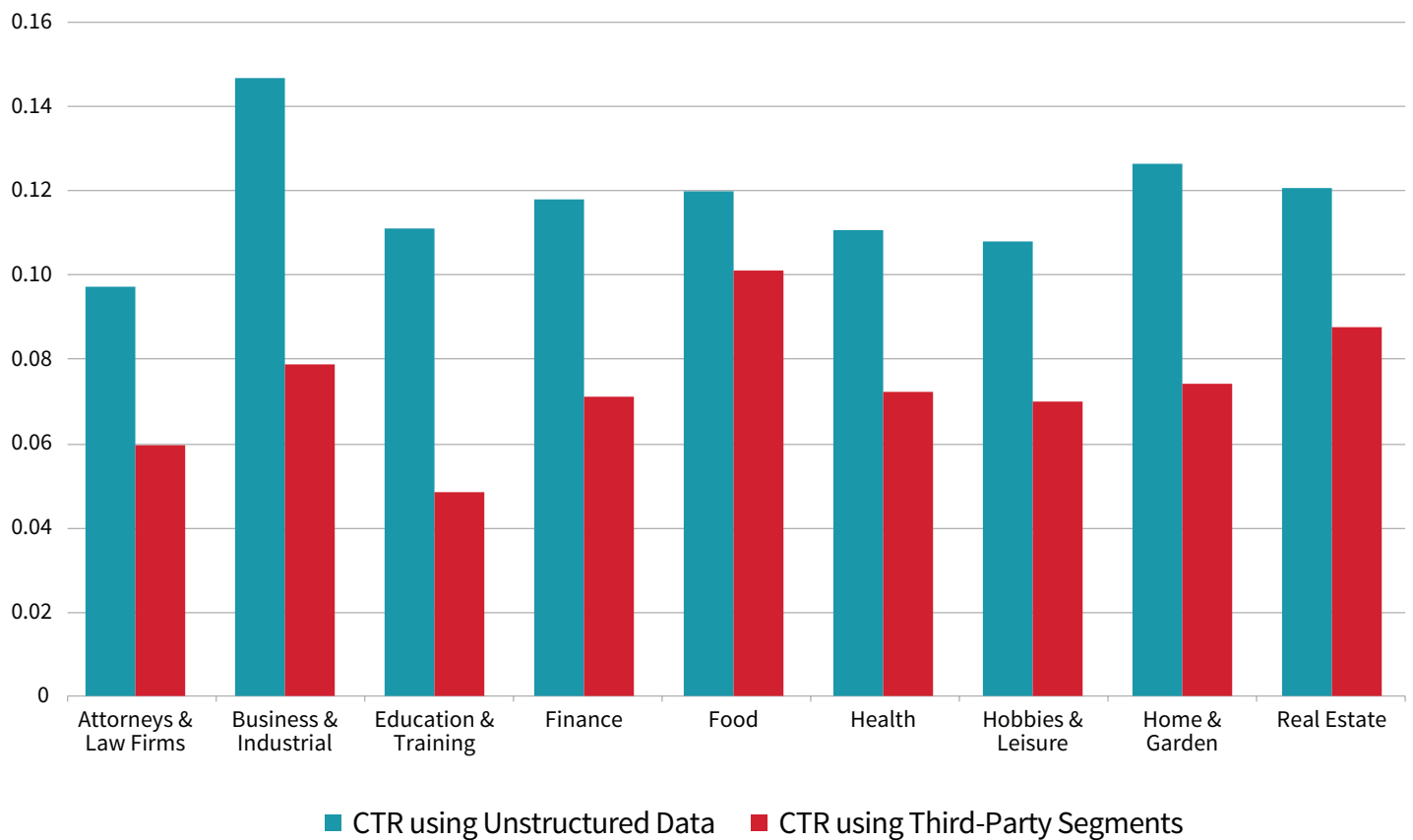
Cost Per Action using Unstructured Data VS. Third-Party Segments



## Significantly Higher Click Through Rate (CTR)

Additionally, advertisers utilizing Simplifi.fi's unstructured data have seen significantly higher CTR within our top spending verticals as compared to those that utilize pre-packaged audience segments.

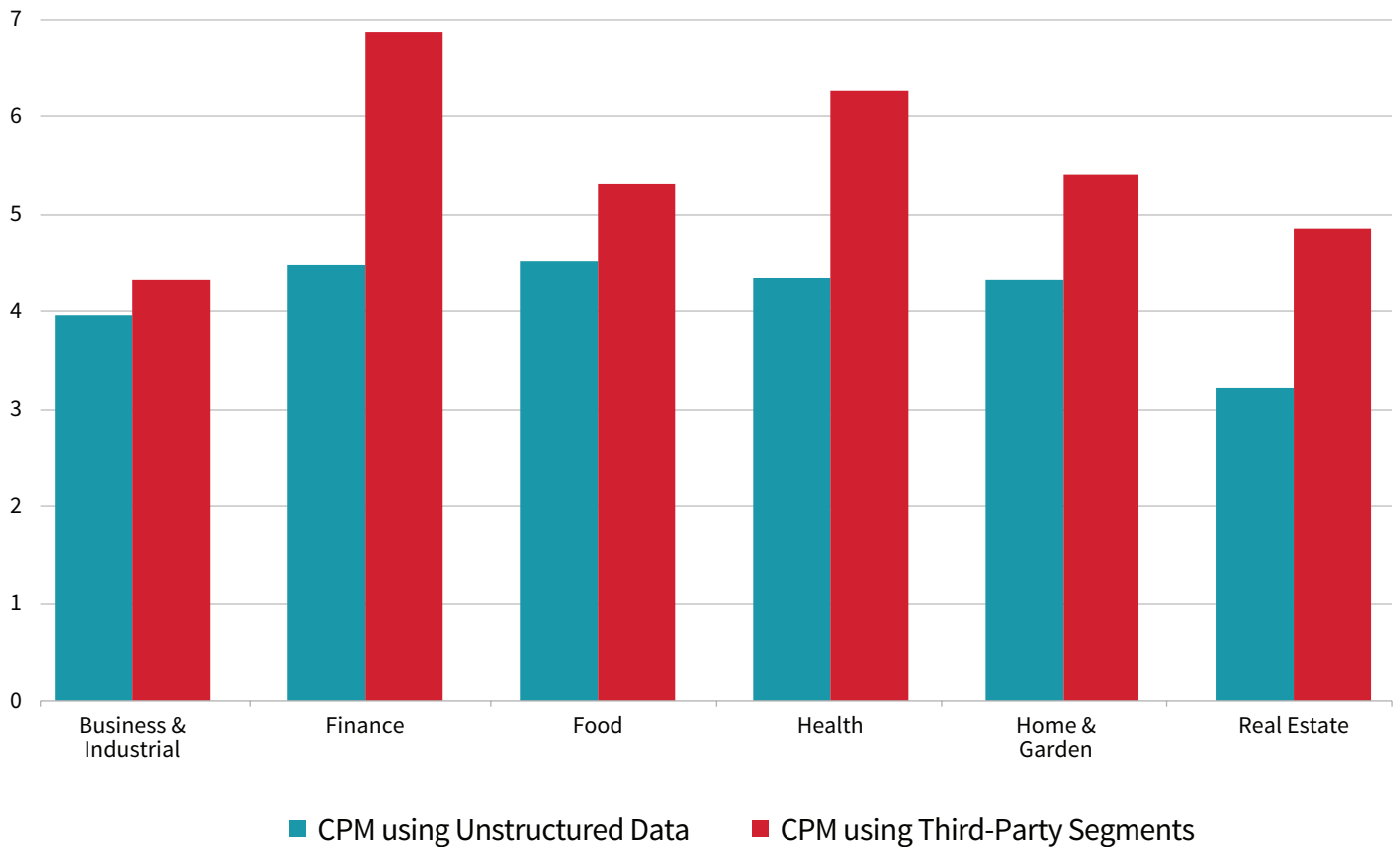
Click Through Rate using Unstructured Data VS. Third-Party Segments



## Significantly Lower Cost Per Mille (CPM)

Within the top spending verticals on the Simplifi.fi platform, those campaigns that utilized unstructured data as compared to pre-packaged audience segments also saw a lower CPM.

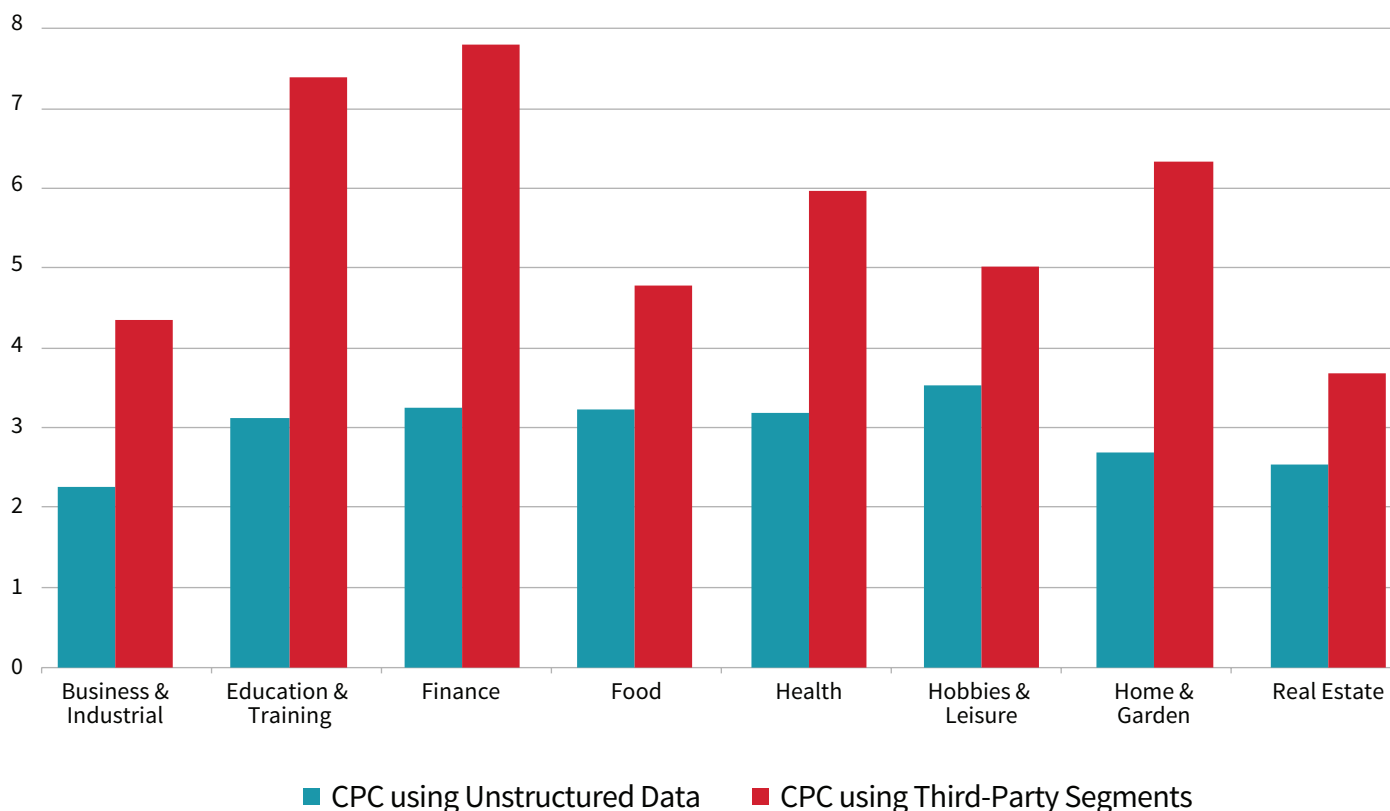
Cost Per Mille using Unstructured Data VS. Third-Party Segments



## Significantly Lower Cost Per Click (CPC)

Additionally, those advertisers within our top spending verticals on the Simplifi.fi platform that utilized unstructured data also saw a lower CPC as compared to pre-packaged audience segments.

Cost Per Click using Unstructured Data VS. Third-Party Segments



Overall, advertisers that utilize unstructured data at the core of their programmatic campaigns are able to deliver performance on high volumes of campaigns as compared to a segmented data approach. Simplifi.fi's use of unstructured data can deliver not only a more efficient campaign performance, but higher volume to boot. Simplifi.fi's automated processes for campaign entry, management, optimization, and reporting enable delivery of more robust performance on a high volume of programmatic campaigns, whether you're running 30 or 30,000. Currently, there are over 130,000 active daily campaigns run by more than 30,000 active advertisers on the Simplifi.fi platform.

Interested in learning more about how you can drive higher performance with Simplifi.fi's unstructured data?

Reach out to us at [hi@simplifi.fi](mailto:hi@simplifi.fi).