



# Audience Center



Types of data to use in our Audience Center:



Predefined  
Segments



Campaign  
Engagement



Pixel  
Based



# PREDEFINED USER SEGMENTS

1

Based on the data gathered from the users, EasyAds has compiled clusters with users with similar behavior divided in **36 predefined Segments**.

Use these ready made User Segments to boost your campaigns and target only specific groups of users!

# HOW IT WORKS

Segmentation of the users



# PREDEFINED USER SEGMENTS



Users who have clicked on ads for **Nutrition Supplements**.



Users who have clicked on ads for **Bank Loans**.



Users who have clicked on ads for **Travel offers**.



AND 33 MORE!



# CAMPAIGN ENGAGEMENT



Campaign success is often measured by engagement.  
We use engagement data to optimize the ads for better user experience, A/B Tests and more conversions.

# HOW IT WORKS

Ad personalization in action



THE RIGHT AD IS  
SHOWN TO THE  
USER ACCORDING TO  
HIS ENGAGEMENT



# TYPES OF ENGAGEMENT



**Not engaged users** – who have seen the ads but have not clicked on any of them.



**Engaged users** – who have clicked on an ad.



**Heavily engaged users** – seen multiple times and clicked at least once.





# PIXEL BASED AUDIENCES

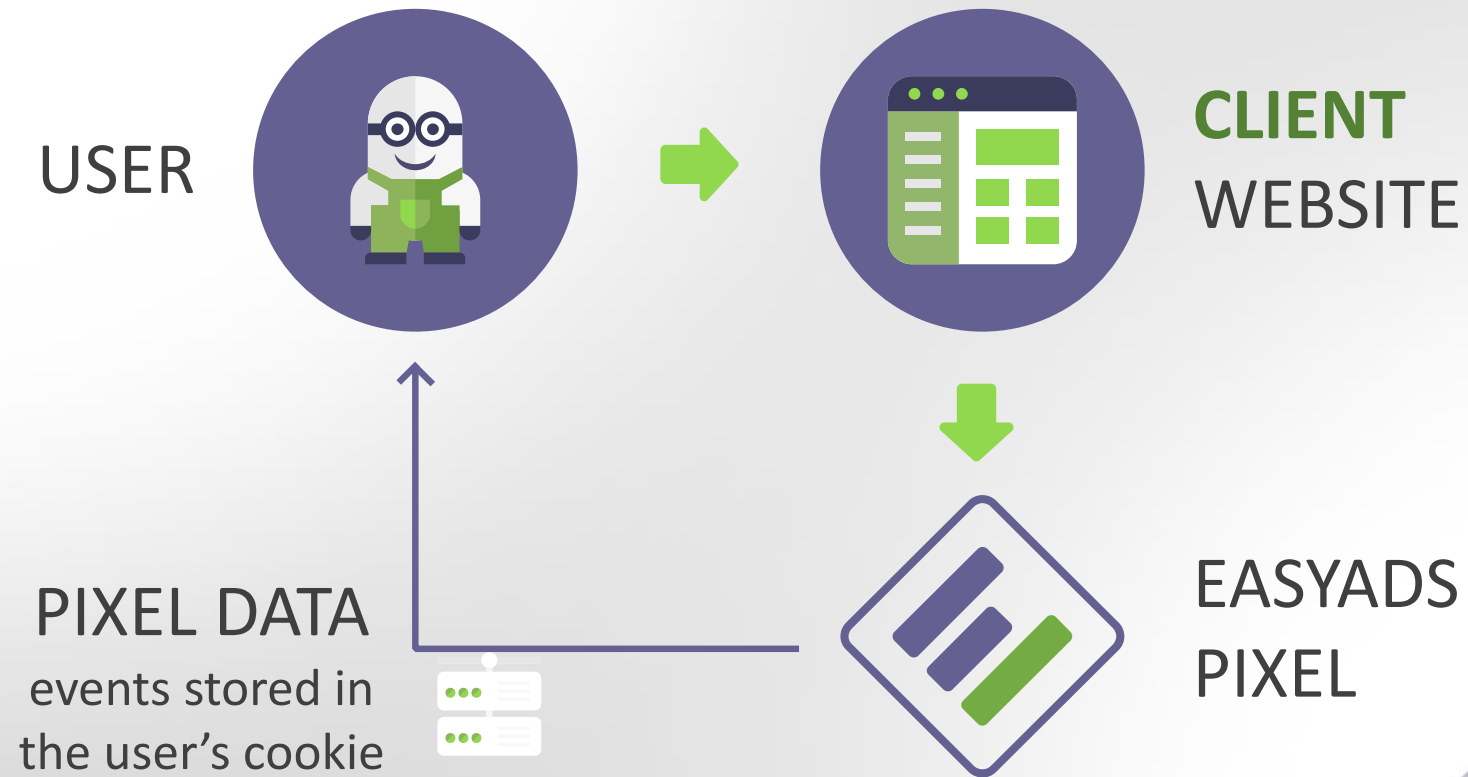


Create user audiences based on the actions they have taken on the client's website.

Track pageviews, conversions, newsletter subscriptions, any website events with ease.

# HOW IT WORKS

## Pixel Data Processing





# PIXEL DATA AUDIENCES

You can create user audiences with specific behavior



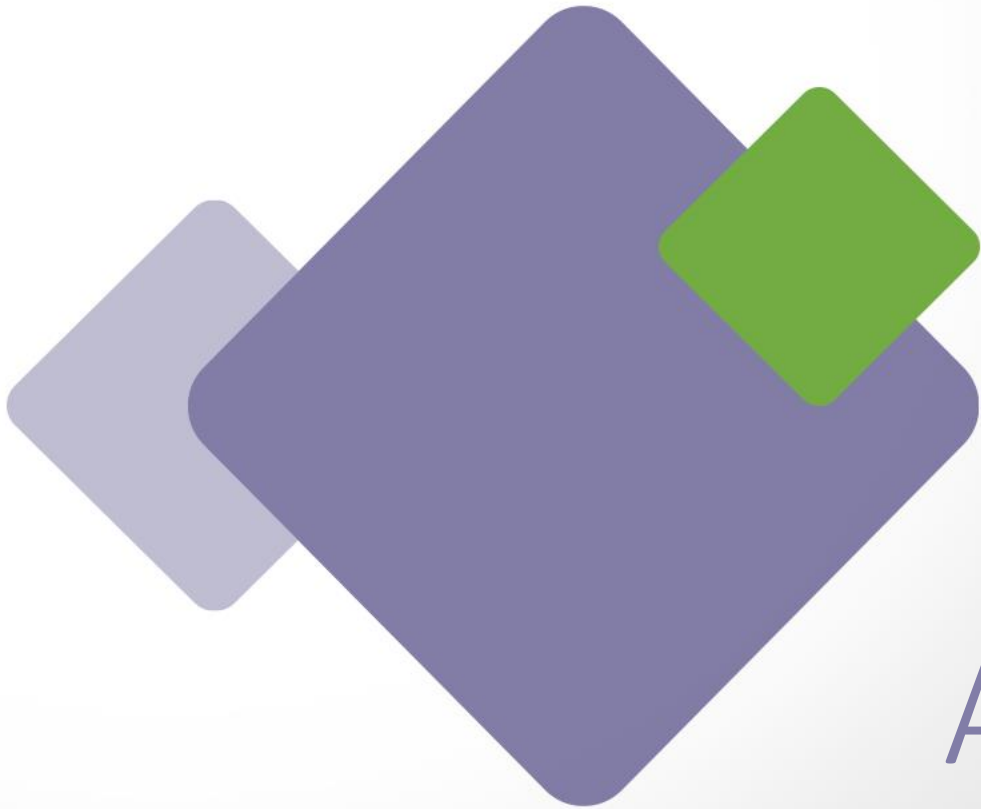
**Returning website visitors** who have not converted yet.



**Abandoned shopping carts** in the last 7 days.



**Buyers** with order at least 14 days ago.



# Media Buying with Audience Center Data

Find out the power of custom segmentation and audience targeting while buying premium inventory and making the best of it!



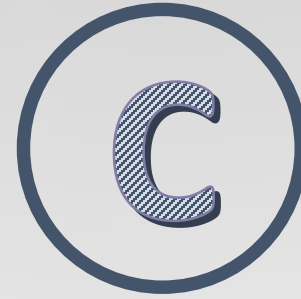
Ad Network  
( CPC deals )

Vast Reach and  
hundreds of  
placements



Programmatic  
Marketplace  
( CPM deals )

Visible placements  
booked separately.



DMP  
( Fee based )

Data Management  
Platform



# TARGETING OPTIONS

## Standard Tech Targeting:

- Geo IP Targeting
- Device Targeting
- OS Targeting
- Time of the Day
- Time periods



## Audience Center Options:

- Predefined User Segments
- Campaign Engagement
- Pixel Data Targeting



# DMP-Powered Buying Decisions

You have the opportunity either to **optimize the ads for better user experience and more conversions** or to use the data actively in the buying process and **bid only on the users that are in a certain audience.**



Supported by the most popular Ad Servers!



# DMP-Powered Buying Decisions

Match of the publisher potential impressions



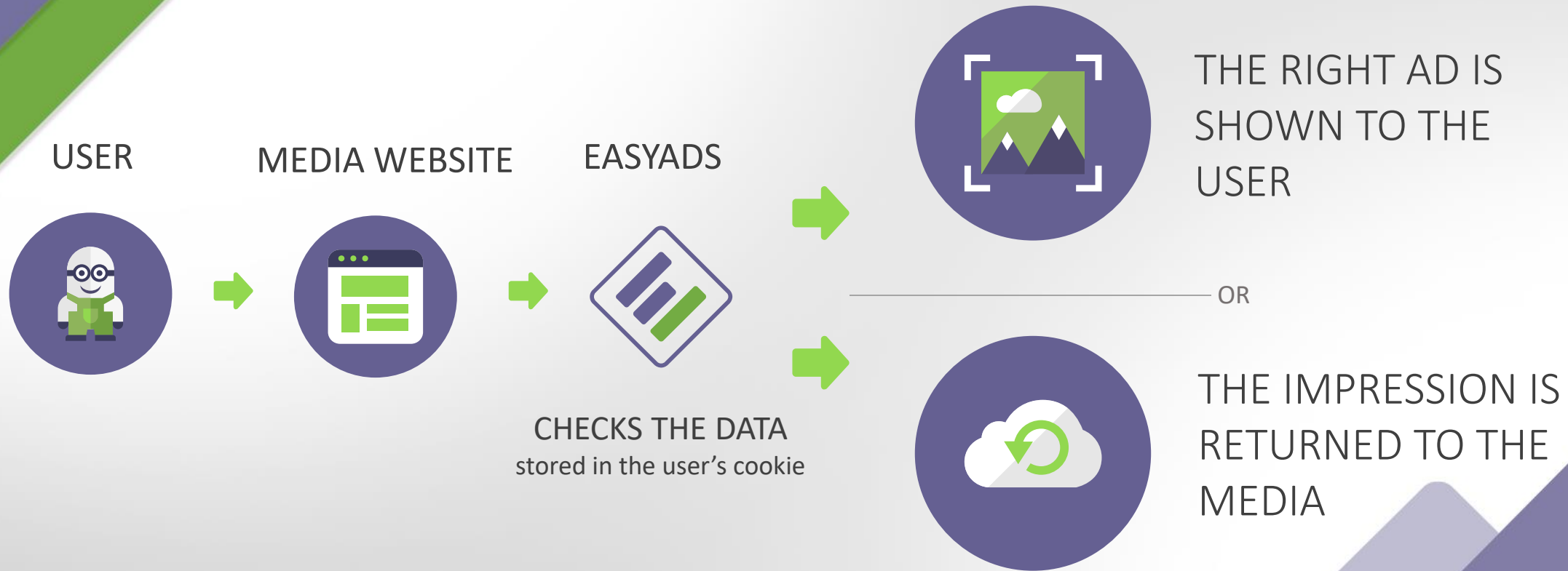
- Passback Impressions
- DMP Matched Impressions

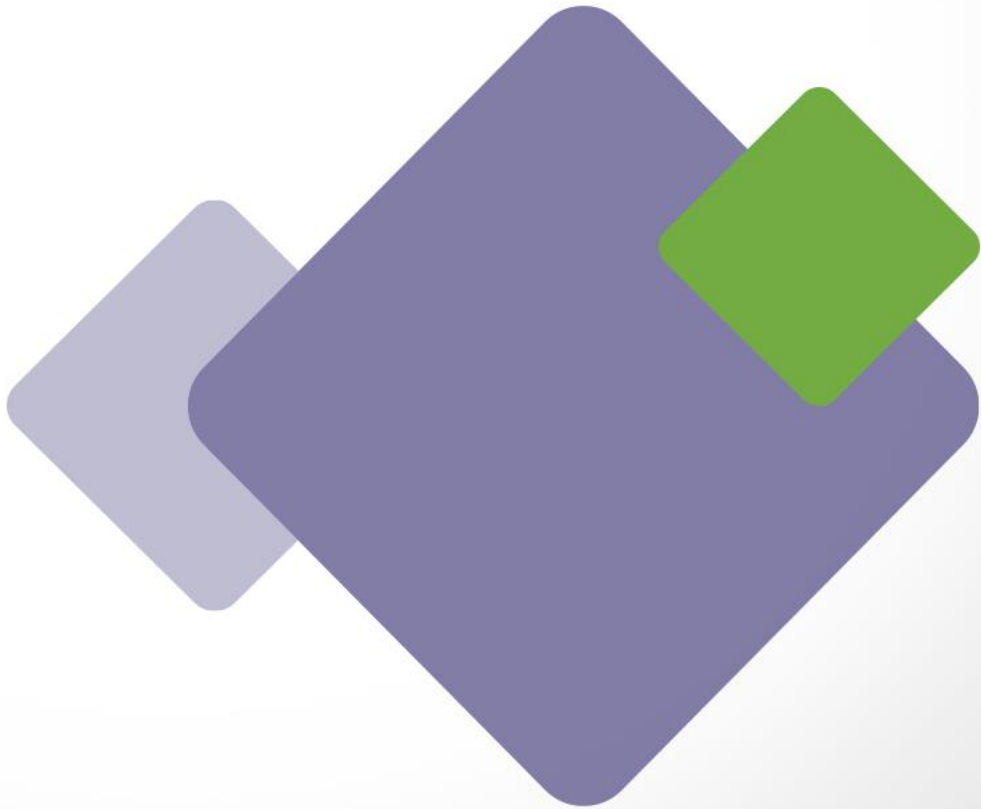
You buy **only the impressions of the users who are present in an audience.** All other impressions are sent back to the publisher automatically and without charge.



# HOW IT WORKS

The buying decision





# DMP Use Case

Campaign optimization via  
Campaign Engagement functionalities.



# Granular approach

Personalize the ads to get results

1. **Not engaged users** – seen the campaign more than 10 times but not engaged.

- **Action:** Change the advertised product/service to meet their need and attract their attention.

- **Result:** Prevent showing the same ads again and again. Improve CTR and Conversion Rate.



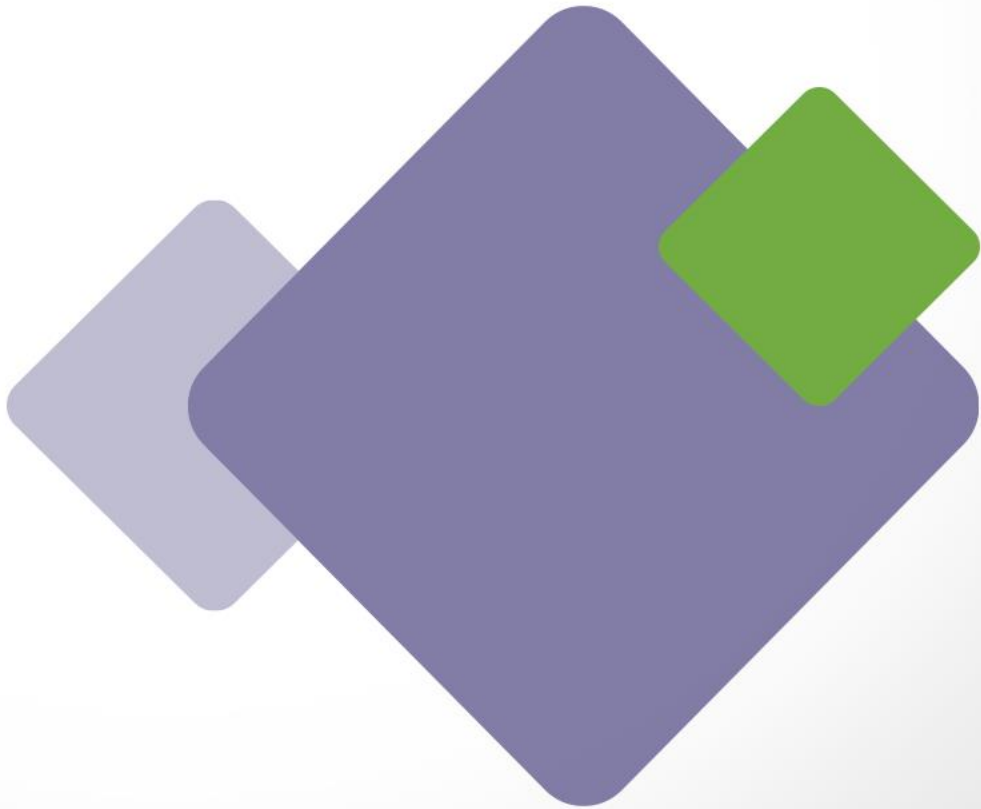
# Granular approach

Personalize the ads to get results

1. **Not engaged users**
2. **Engaged users** – clicked on the campaign.

- **Action:** Offer them to subscribe to the newsletter or call on the phone to make contact.

- **Result:** After the user is familiar with the product all you need is to establish contact. Make it easy!



# Contact us

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We are here to answer your questions and help you to get the maximum from the Audience Center. We will assist you on every step!