



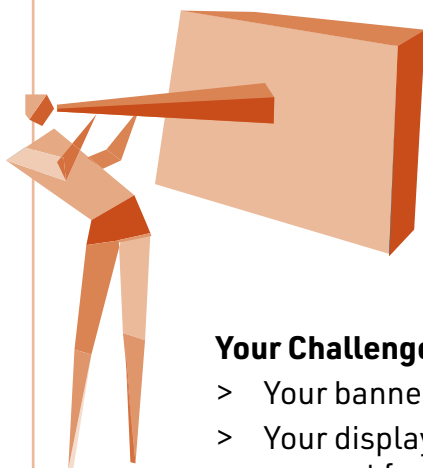
Adaptive Creative Optimization (ACO)

Powered by Data.

Personalized through AI.

Scaled by Automation.

Challenge



Display advertising is the **most popular offsite marketing channel** with a complex ad-tech ecosystem around it. A big share of the overall marketing budgets is invested in display advertising.

Display advertising works effectively, even though the Click-Through-Rates (**CTR**) are only ~ **0,1%**. More important than a direct conversion is getting the brand's message into a potential customer's mind, then the conversions will follow.

Your Challenges:

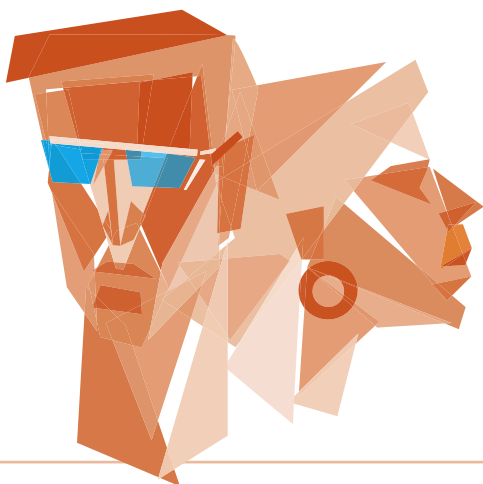
- > Your banner ads face too short impression time and your CTR is not satisfying.
- > Your display advertising still relies on 3rd party data, yet users don't grant consent for 3rd parties anylonger.

Can you personalize display advertising for 100% of your traffic?

Do you personalize display ads *based on your own data*?

Solution

Personalize your display ads with *relevant* content.
Leverage your data. Unleash its knowledge. Display relevancy.



1 **ODOSCOPE** individualizes every display banner based on your 1st party data.

2 Once a banner location is won, **ODOSCOPE's** AI takes only 4 milliseconds to calculate which is the most relevant content based on anonymous parameters for the current user and

3 displays it in real time.



ODOSCOPE

Adaptive Creative Optimization (ACO)

Powered by Data.

Personalized through AI.

Scaled by Automation.

Efficiency of ACO

A comparison to regular Dynamic Creative Optimization (DCO):

	ACO	DCO
Performance	Data-driven learning before campaign starts	Learning during campaign
Profiling	Customer and session-based	Customer-based
Audience	100% of all users	Depending on consent
Integration	Only data export needed	Requires the implementation of a conversion pixel
Control logic	Based on data insights	Rule based
Ad media	Static & dynamic	Dynamic

Results & Benefits

- > Triple your CTR with ACO.
- > Display your ads based on 100% GDPR-compliant, session-based profiling.
- > Act smart and data-driven by real-time capable AI.
- > Be fully performant from day 1 as neither cookies nor learning periods are required.
- > Be truly relevant and scale your business.

Get a demo!

Matthias Bettag
Senior Data Strategist
mabe@odoscope.com

ODOSCOPE GmbH
50933 Köln / Germany
+49 221 1653 9780
www.odoscope.com

