

CONSTRUIRE SA DATA AUTONOMIE

#GDFORMAT



by Petit Web



Avec :

Accenture **Interactive**



EPSILON®



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Geneviève Petit

Fondatrice de Petit Web

[@genevievepetit](https://twitter.com/genevievepetit)

Avec :

Accenture **Interactive**


Chandago
PRIVACY MATTERS

EPSILON


Retency

 **weborama**

 **ZEOTAP**

Keynote introductif : Mais où va la data des annonceurs ?



Bruno Delcombel-Delbos

CEO & Co-fondateur de Chandago

@_b2d

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Mais où va la donnée des annonceurs ?



Chandago ?

Blockchain Data Gouvernance

AppConsent® CMP

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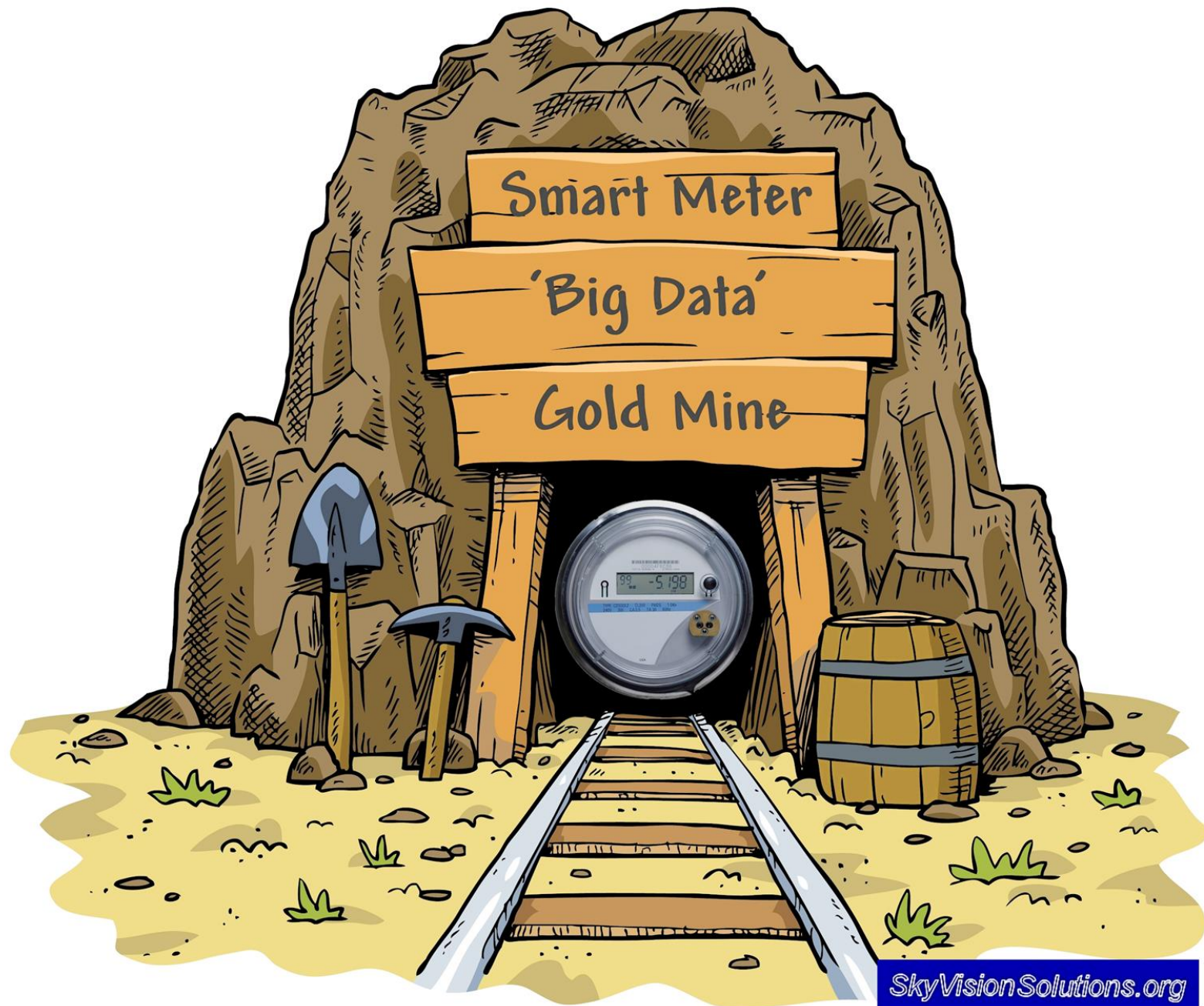
AppConsent® CMP

AppConsent® Xchange

AppConsent® CMP

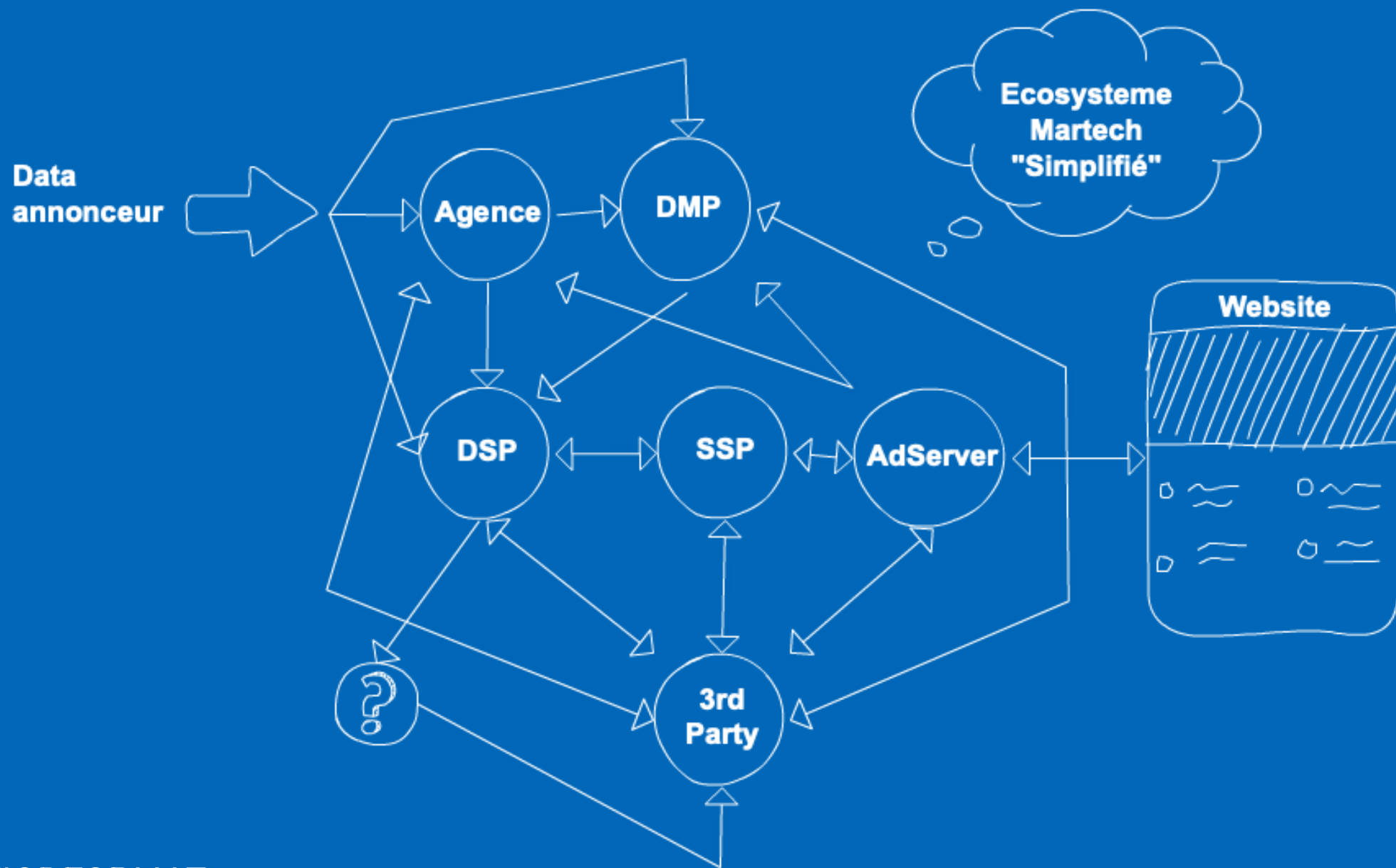
AppConsent® Xchange

Chainsaw



```

```



5 sites web

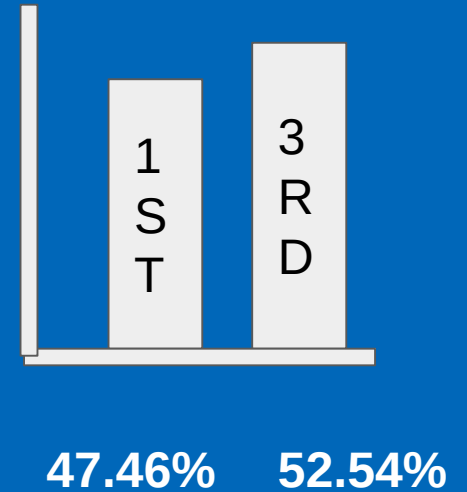
+190 calls

65
plateformes

101 domaines

78 Pixels

102 Javascripts



CABLE AND WIRELESS VIA IMPERIAL

LIMITED



DIRECT CABLE ROUTES, IN WHICH INSTANTANEOUS AUTOMATIC RETRANSMISSION ONLY IS USED AT INTERMEDIATE STATIONS, ARE PROVIDED FROM LONDON TO CAPETOWN, HONG KONG, ADELAIDE, SINGAPORE, RIO DE JANEIRO, BUENOS AIRES, MONTREAL, BOMBAY, COLOMBO AND EGYPT.

44°22'00.0"N 4°32'00.0"E

P.S. : vous pouvez ranger votre smartphone, ce ne sont pas les vrais coordonnées.

Data clean



Annonceur



DMP



Un Site Web



- 1) Ne paniquez pas
- 2) Appelez votre DPO



CMP

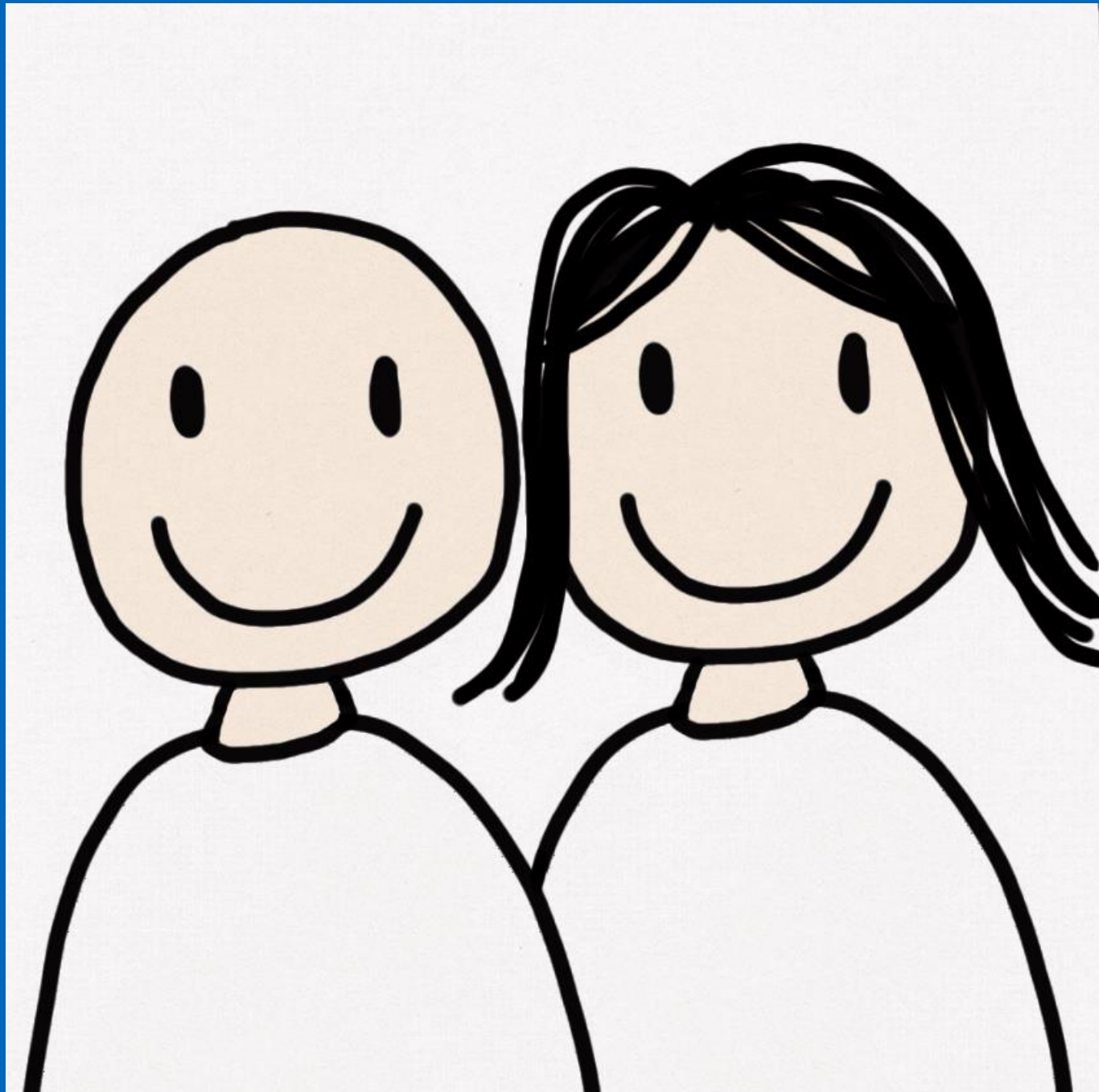


Mauvaise
base légale
interrogée



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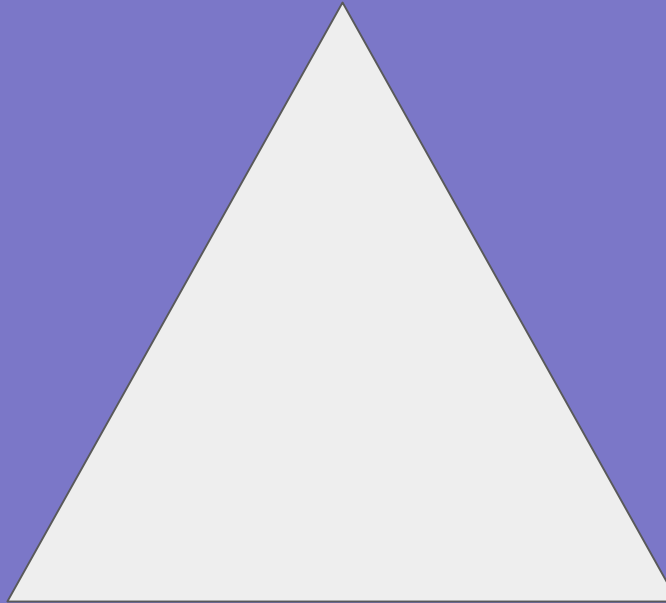
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“ On va continuer d'utiliser mes données d'une autre manière pour faire du fric avec...”

“ Moi ça m'excède de recevoir des choses que je n'ai jamais demandées... c'est un sujet qui me touche et ça m'énerve ! ”

“ Si une marque n'est pas capable de gérer mes données, je ne vais certainement pas rester client...”

Utilisateurs



Entreprises

Régulateurs

Transparency



Confiance

1 | 0

69f0fb8cb1d2195340160eb0e4fcf019b4500be11e00fc55f5d3d108b4914d44



#GDFORMAT

78cab539ac32a07974fe0743dc7927ddcfb729a6920f9e40b27b3b291c72d841



Immutabilité

Transparence

Confiance

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AppConsent[®] Xchange

The first trust-designed Platform



hello@chandago.com

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Cookie, portabilité des données, où en est la loi ?



Etienne Drouard
Avocat chez K&L Gates
[@etiennedrouard](#)



Olivier Dion
CEO Onecub
[@Onecub](#)

Avec :

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Faut-il partager la donnée ?



Samuel Baroukh

CDO de Nestlé France

[@samuel_baroukh](#)



Yan Claeysen

Président, EPSILON France

[@Yclaeysen](#)



Pingki Houang

Président, Fashion Data
(groupe Mulliez)

[@PingkiHouang](#)

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EPSILON



Développer son autonomie en programmation

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Sandra Castellani

Directrice Générale,
Accenture Interactive
[@AccentureACTIVE](#)

Avec :

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Développer son autonomie en programmatisation

Sandra Castellani

Programmatic Services Lead

Accenture Interactive

Avec :

Accenture Interactive



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PART DANS L'INVESTISSEMENT MEDIA
DIGITAL

2019 **84** Mds\$

65%

2020 **98** Mds\$

68%

Sources : Zenith Optimedia - Programmatic Marketing Forecasts 2020

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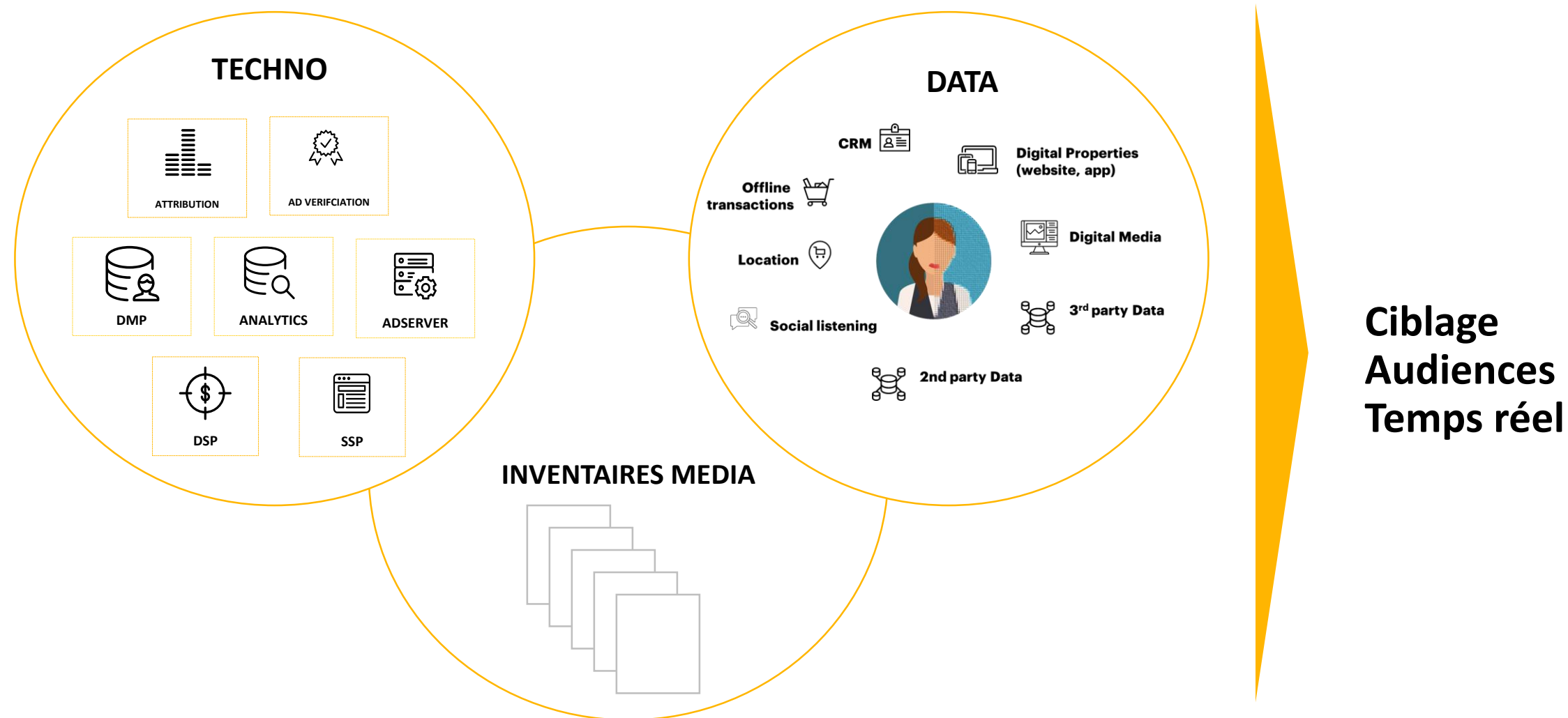
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LA DATA AU COEUR DES STRATEGIES PROGRAMMATIQUES



Avec :

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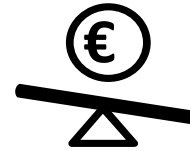
DATA

- Qualité de la donnée 3rd Party (provenance & collecte)
- Stratégie 1st party data
- Usage
- Connaissance clients



PERFORMANCE

- Processus d'achat média optimisé
- Flexibilité et agilité dans l'exécution



TRANSPARENCE

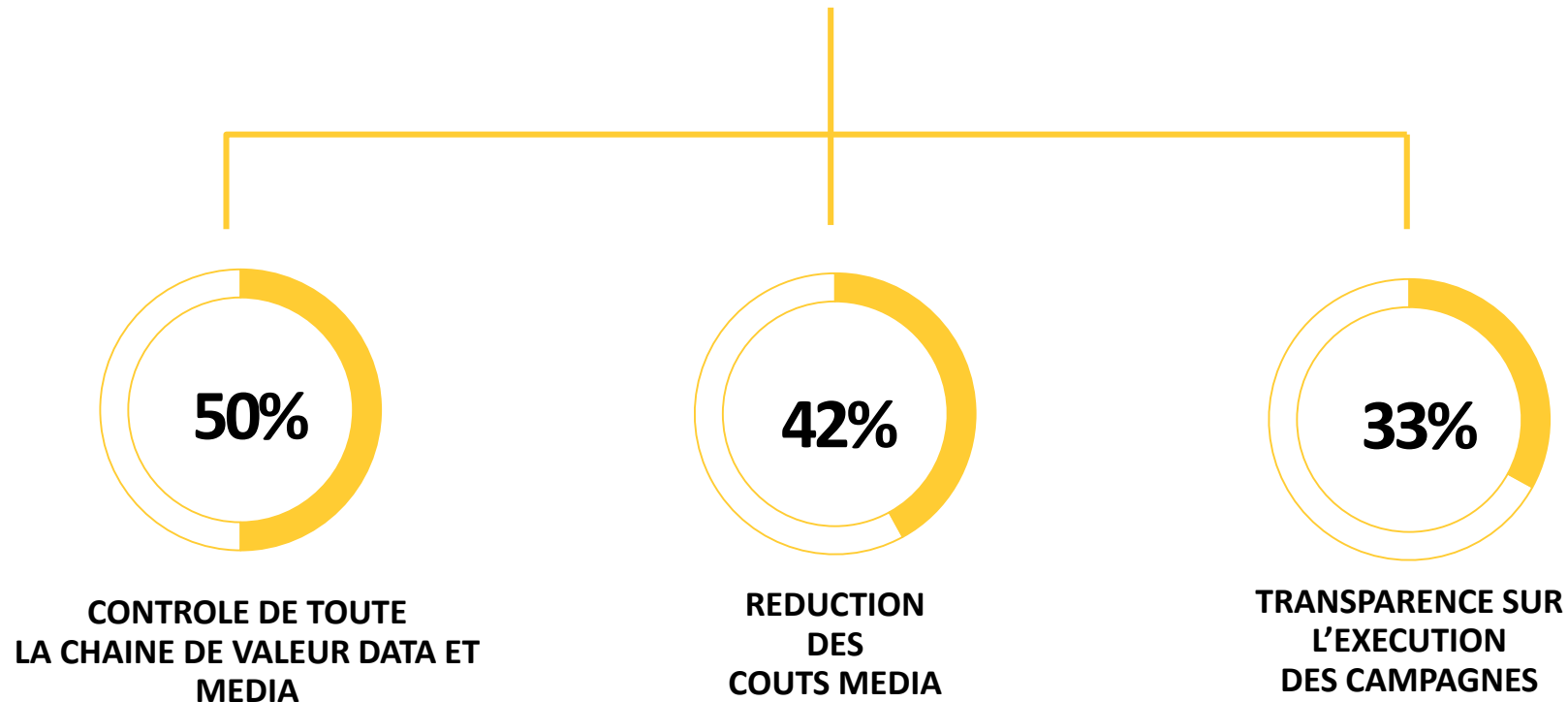
- Transparence totale sur les coûts média, data
- Transparence sur la qualité d'exécution



TALENT

- Montée en compétence des équipes internes

PRINCIPAUX DRIVERS DE L'INTERNALISATION DU PROGRAMMATIQUE CHEZ LES ANNONCEURS



Sources : IAB Europe – Attitude to programmatic advertising - 2019

Avec :

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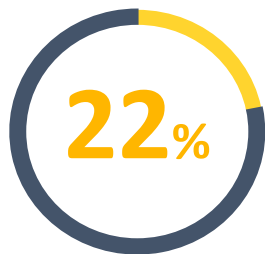
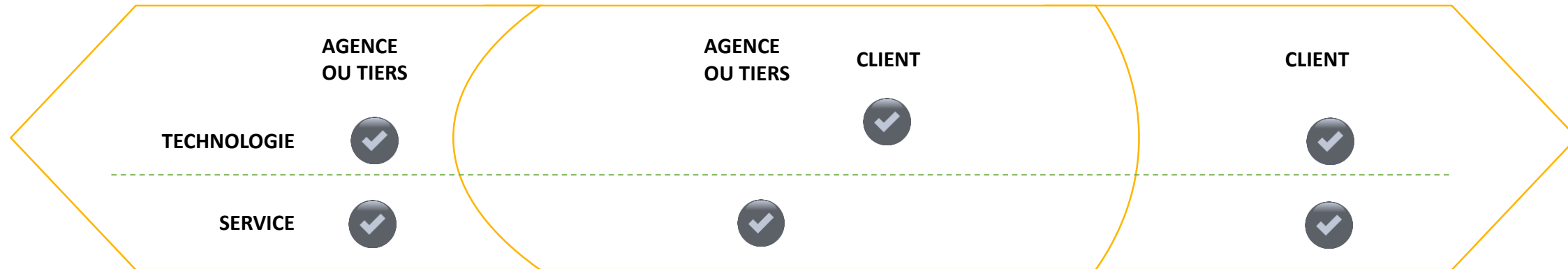
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L' INTERNALISATION = DIFFERENTS TYPES DE MODELES

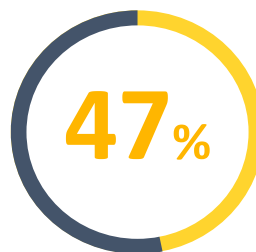
EXTERNALISÉ

HYBRIDE

INTERNALISÉ



Pas de volonté d'internaliser*



Internalisation partielle



Internalisation totale



Ont décidé de ne pas poursuivre

* Livre Blanc IAB/Accenture Interactive – Internalisation du programmatique (mai 2018)

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DIGITAL AU CŒUR DU BUSINESS

Forte dépendance au digital pour la génération de leads ou revenus
Volumes d'achat programmatique significatifs



DONNEES 1ST PARTY

Audiences 1st party significatives : site, app, CRM
Qualité de la données 1st party, monétisable
Une stratégie data globale avec un stack technologique mature



COMPETENCES DIGITALES EN INTERNE

Annonceurs avec des compétences en interne : programmatique, data, technologies (Analytics, DMP, ...)



ANALYSE DES COÛTS ET BENEFICES

Evaluer les coûts VS bénéfices du modèle actuel vs différents scénarii d'internalisation (modèle mais aussi leviers) : technologique, RH, projection des gains potentiels (performance, data...)



ORGANISATION

Repenser l'organisation avec équipes media internes, agence media, nouveaux Partenaires / recrues
Positionner cette nouvelle équipe dans l'organisation actuelle
S'aligner les objectifs, KPI de suivi, process, reportings
Fédérer l'ensemble des départements en interne : Marketing, Digital, CRM...



TALENTS

Définir les fiches de poste
Recruter ou sélectionner les talents
Faire monter en compétence les équipes internes



TECHNOLOGIE

Sélectionner les meilleurs outils au regard de votre stack
Contractualiser les outils en direct ou revoir leur configuration (ex. siège dédié DSP)
Transférer / implémenter / connecter ces nouveaux outils à votre stack actuel



Etablir un diagnostic préalable pour évaluer l'éligibilité à l'internalisation



Avoir les bons sponsors en interne



Phaser l'ambition
Sécuriser les revenus dans la phase de transition



Communiquer sur l'avancement, les succès et points d'amélioration

S'APPUYER SUR UN PARTENAIRE TOUT AU LONG DU PROJET POUR :

- Evaluer l'éligibilité à l'internalisation et définir le modèle adapté
- Aligner les parties prenantes du projet pour assurer son succès
- Déployer le modèle retenu
- Soutenir les différentes activités pour éviter de sur-solliciter les équipes internes

Contactez-nous : Sandra.castellani@accenture.com

Comment annonceurs, agences et publishers peuvent exploiter la puissance de leurs propres données ?



Léonard Steger
Country Manager France, Zeotap
[@zeotap](#)

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COMMENT LES ANNONCEURS PEUVENT ILS EXPLOITER LA PUISSANCE DE LEURS PROPRES DONNÉES ?



LÉONARD STEGER
COUNTRY MANAGER FRANCE



43% 83% 9

Des annonceurs
n'arrivent pas à
exploiter ne serait ce
que **la moitié de leur**
correctement



Ne parviennent pas à
établir de réelles
connections cross
devices



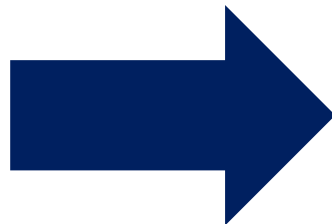
Device connectés par
personne en 2021
> **Entrée dans un**
monde device based



Avec :



SEULS LES GRAPHES PEOPLE BASED ET DEVICE BASED PEUVENT ETRE EFFICACES



#123

Suivi navigateur

Duplication

Match rates
faibles

Suivi device

Unique

Limité dans le
temps

Limité

Exercice du
matching difficile

Persistent

Pas de limite sur
mobile

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72%

Des consommateurs ne
s'engagent qu'avec des messages
réellement **personnalisés** et
construits en fonction de leurs
intérêts



<https://smarterhq.com/blog/personalization-statistics-roundup>

Avec :

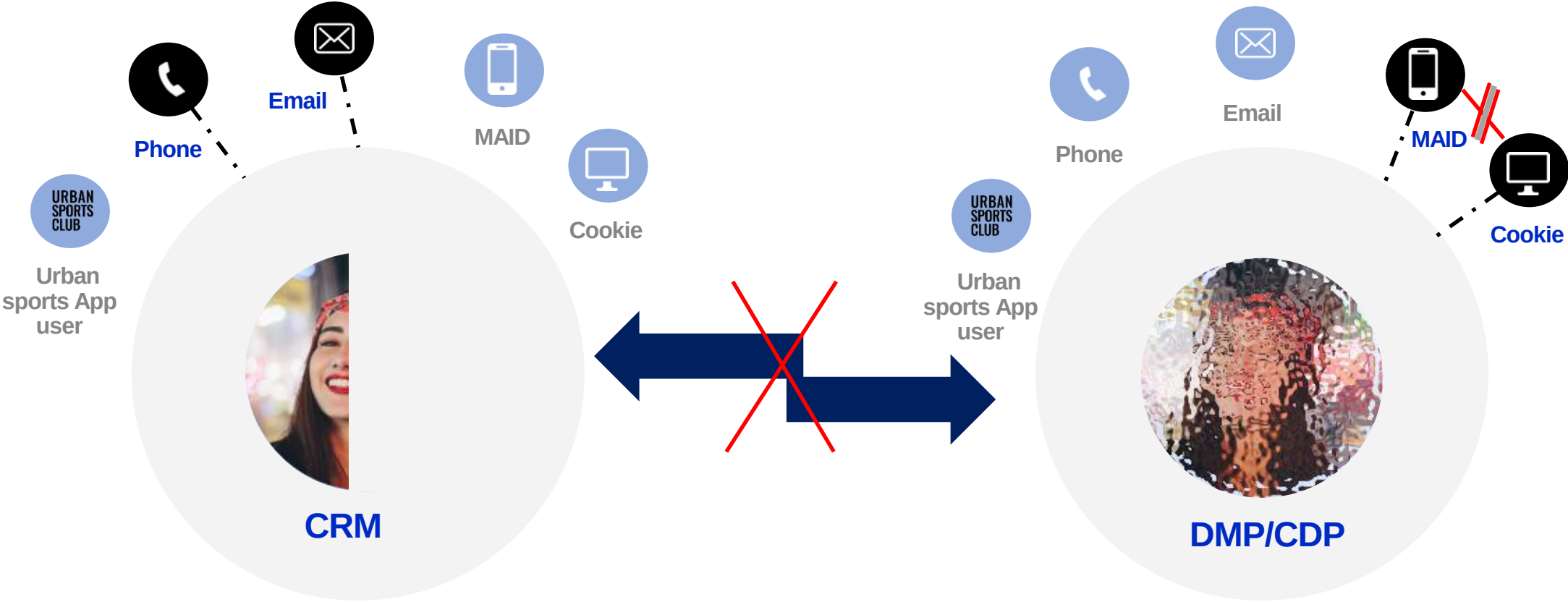
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UNE VISION LIMITEE DE VOS CLIENTS AFFECTE VOTRE MARKETING #GDFORMAT



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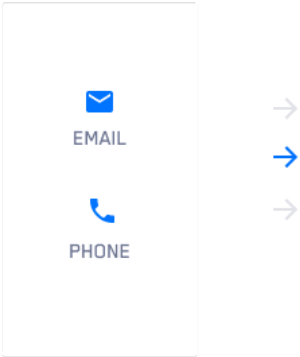
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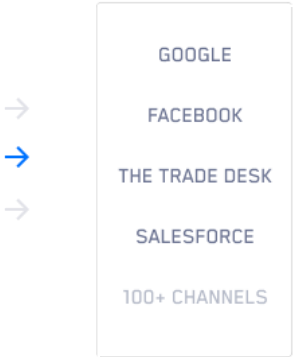
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ENRICHIR POUR MIEUX COMPRENDRE

DIGITALISER SON CRM



ACTIVER AVEC PRECISION



Avec :



LA CONNAISSANCE N'EST VALABLE QU'A PARTIR D'UNE DONNEE DE QUALITE

#GDIFORMAT



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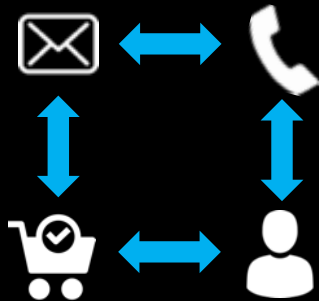
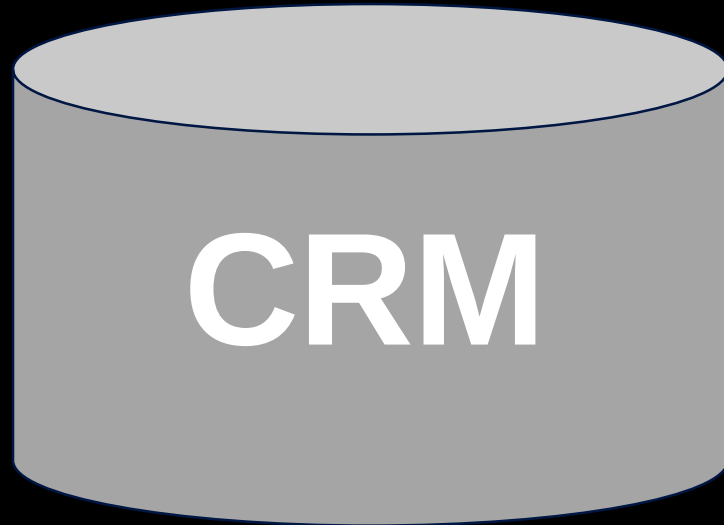

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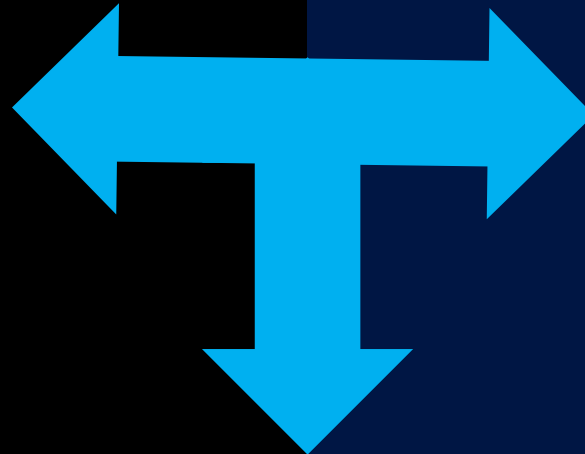
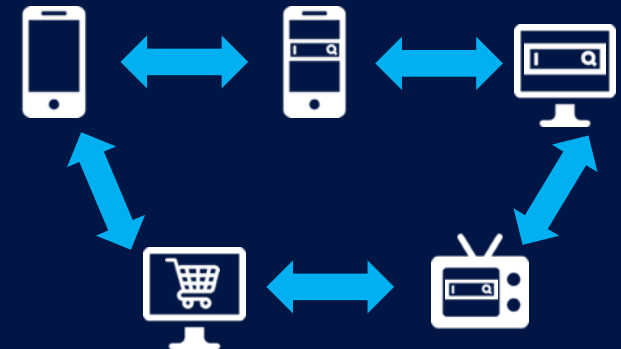
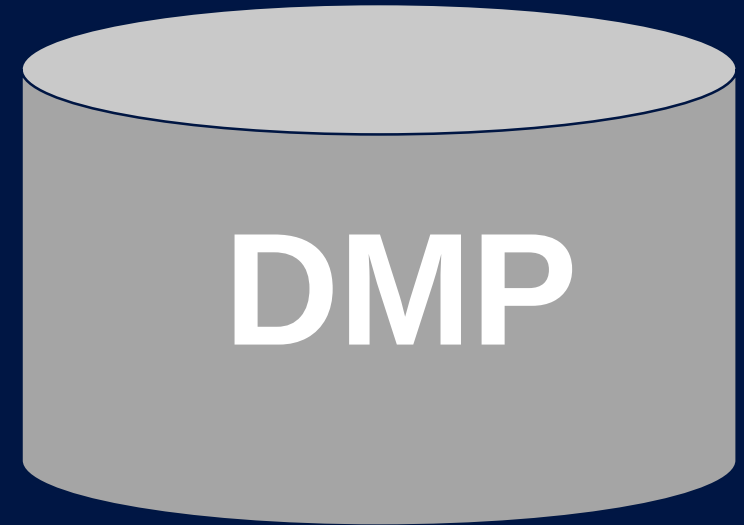
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MARKETING PEOPLE BASED: L'UNION DE DEUX MONDE, L'AJOUT D'UN 3EME

Connu



Inconnu



DESORMAIS VOUS ETES PLUS AUTONOMES

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ACQUISITION

- ✓ Lookalikes
- ✓ Exclusion



UPSELL

- ✓ Opportunités de ventes additionnelles
- ✓ Amélioration de la valeur client



ANALYTICS & AI

- ✓ Approche cross-canal
- ✓ Modèles algorithmiques user-based

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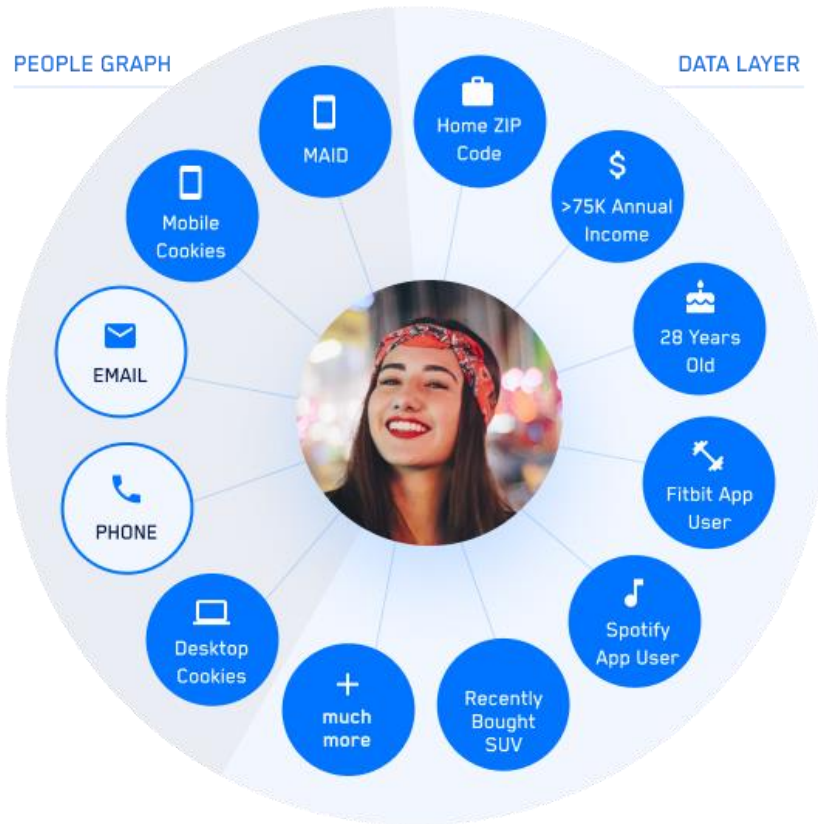
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UNILEVER SUCCESS STORY



CONNECT

>50%

EMAIL MATCH RATE

INSIGHTS &
ENRICHISSEMENT DMP

>30M

PROFILS ENRICHIS

ACTIVATION

2,5x
OTR

-70%
COUT SUR CIBLE

1

- Emails hashés matchés à des identifiants online en conformité avec le RGPD

2

- Enrichissement complémentaire avec une donnée 100% déterministe

3

- Baisse des coûts et vision 360°

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MERCI



LÉONARD STEGER
COUNTRY MANAGER FRANCE

leonard.steger@zeotap.com



"Drink your own champagne"

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Pierre Louette

PDG, Groupe Les Echos/Le Parisien

@LouettePierre

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Data has a better idea

PIERRE LOUETTE

Groupe
Les Echos
Le Parisien

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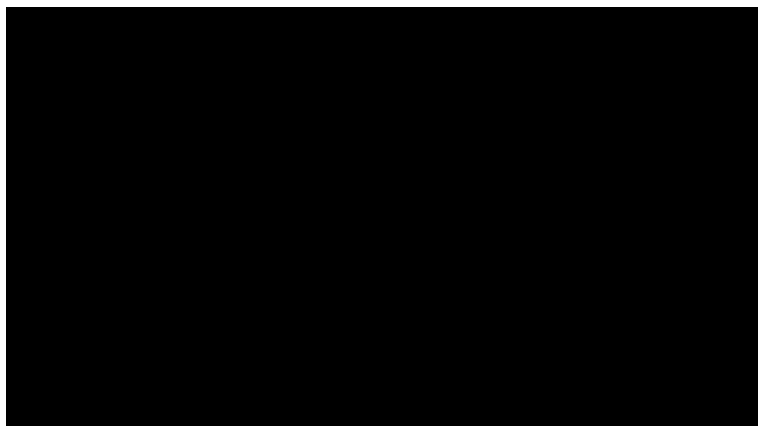
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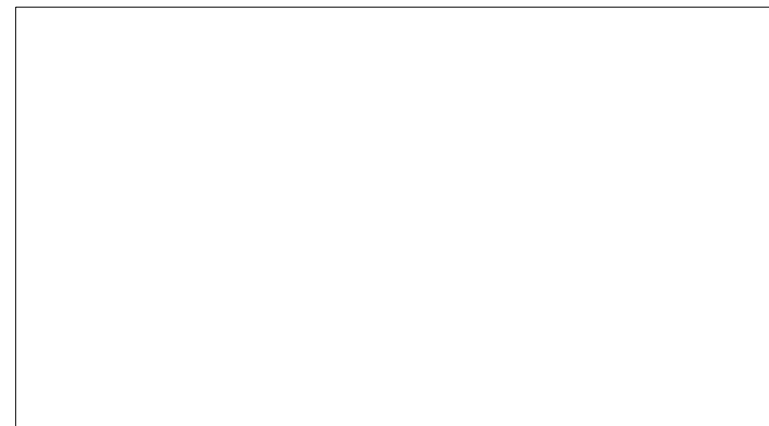
Notre secteur structuré par trois tendances lourdes



CONTENT WINS



DIVERSIFICATION WINS



TECH & DATA WINS

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Nous avons fait le choix d'un pôle transverse

TEAM DATA

13 COLLABORATEURS
Expertises éditeur
Expertises monétisation

- Usages & parcours de navigation
- DMP
- Machine learning
- Création de clusters

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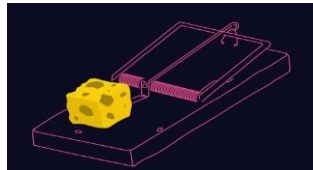
Data : deux actions principales dans le Groupe

CONNAISSANCE CLIENTS
EN SOUTIEN DE L'ABONNEMENT

DÉVELOPPER LE CA PUBLICITAIRE



CONNAITRE



PROPENSION A
GENERER DE
L'ABONNEMENT



RETENIR

Le Parisien



LesEchos



DONNÉES ET EXPLOITATION DE DONNÉES



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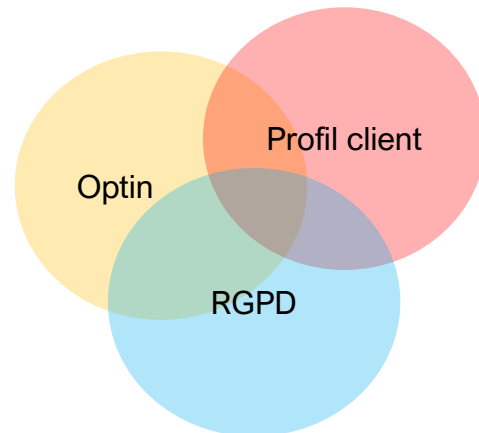
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Un prérequis : pour “faire de la data”, il faut beaucoup de data

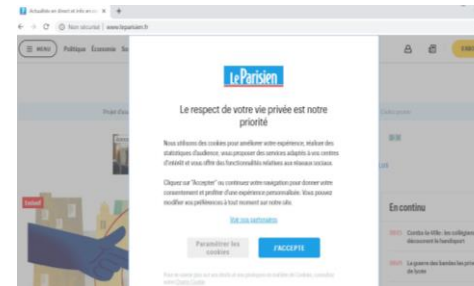
AVOIR UN MAXIMUM DE CONTACTS ET DE CHAMPS RENSEIGNÉS

7 MILLIONS de contacts en base



- Collecter un maximum de données pour personnaliser nos parcours et améliorer la qualité de nos segments
- Obtenir le consentement de nos audiences pour le maximum de traitements possibles
- Dans le respect du RGPD (Règlement Général sur la Protection des Données)

POINTS DE CONTACTS



CONSENT MANAGEMENT PLATFORM

l'affaire à la faveur d'un signalement de la PJ parisienne. Le 17 mai, une semaine après les premières menaces caractérisées, une information judiciaire pour « association de malfaiteurs en vue de commettre un assassinat en bande organisée » est ouverte par le parquet de Paris.



INSCRIPTIONS NEWSLETTERS



SOUSCRIPTION



COLLECTE D'OPTIN



NAVIGATION



INSCRIPTIONS EVENEMENTS

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Application #1 : la monétisation éditeur #GDFORMAT



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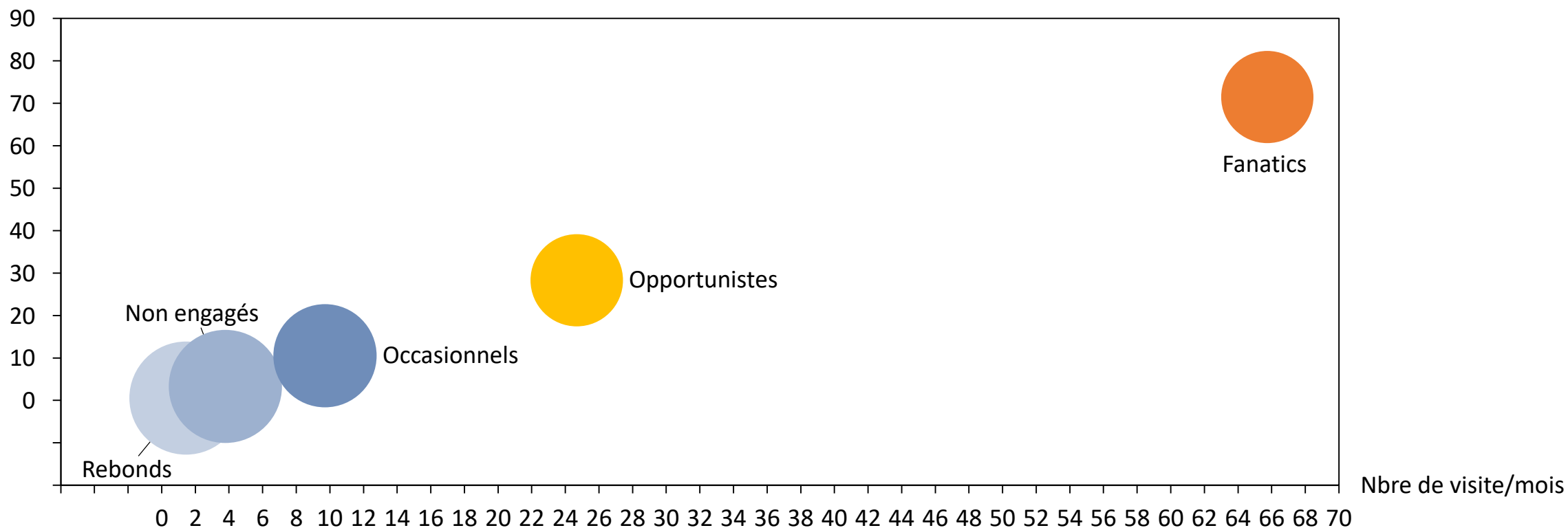
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Segmentation des lecteurs selon leur typologie de comportement

Exemple Le Parisien

Nbre d'articles/mois



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Application #2 : la monétisation publicitaire



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Granularité de la data pour développer les revenus publicitaires

20 MILLIONS DE COOKIES
Univers socio-pro : Les Echos
Univers socio-démo : Le Parisien



SOCIOPRO

C-Suite, CEO, CMO, CTO, CFO, DRH, Startups, Business women, artisans commerçants, TPE, PME, Grandes entreprises....



SOCIODÉMO

Âges, hommes, femmes, Etudiants, jeunes actifs, patrimoine immobilier, famille avec enfants, Urbains...



CENTRES D'INTÉRÊTS

Sport addicts, Air Travelers, Technology addicts, Party people, épicuriens, Cinéphiles, intentionnistes auto....



SUR-MESURE

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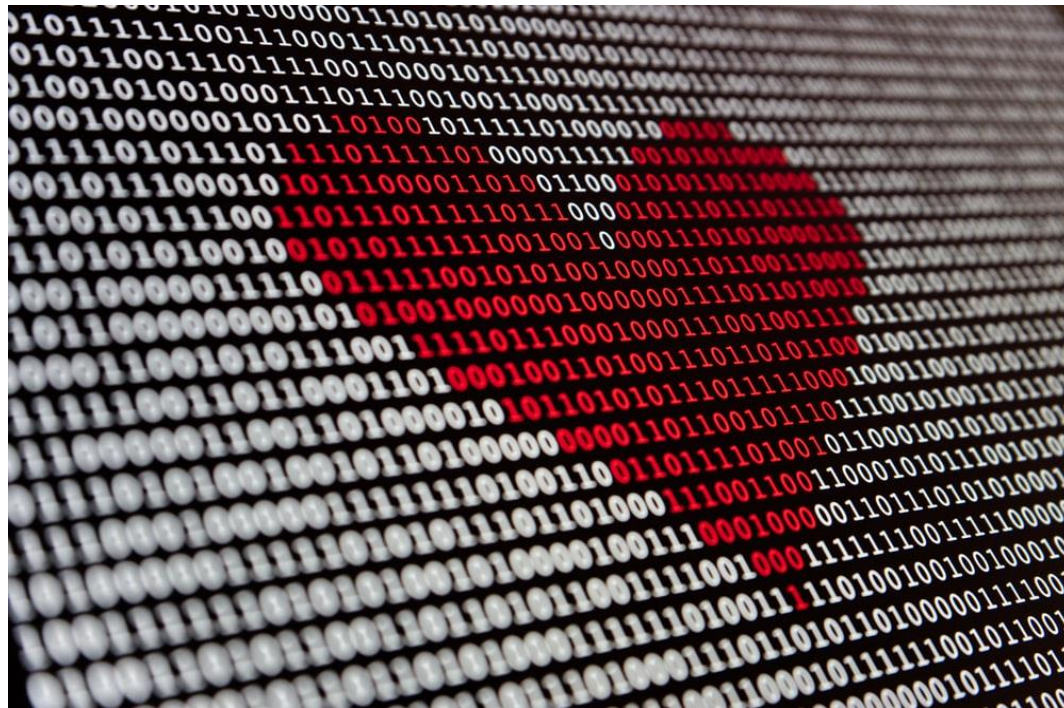

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Base élargie avec l'Alliance Gravity

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LEADER FRANÇAIS DES PLATEFORMES DE CIBLAGES D'AUDIENCES

Plus de 1500 segments liés à la diversité des
membres de l'alliance

Au rendez-vous de la volumétrie : reach quotidien
supérieur à 50%

Point de force : un ADN média premium constitutif
des marques de l'alliance, valorisant et rassurant avec
des contextes de diffusion éditorialisés et maîtrisés

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La régie s'appuie sur notre asset editorial



APPROCHE ULTRA PREMIUM

Des médias de contenus qui partagent des expériences, des parcours sur des contenus

La promesse d'un ciblage contextuel :
“brand affinity” et “brand safety”

Expertise à créer de la récurrence sur nos pages, à faire passer du temps qualitatif sur nos pages

Capacité à modéliser les clusters les plus performants

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RENDEZ-VOUS A L'ESPACE DES GENIES

L'audition de Facebook en Angleterre, comme si vous y étiez



Catherine Morin-Desailly

Présidente de la Commission Culture, Education et
Communication, Sénatrice de la Seine-Maritime

[@C_MorinDesailly](#)

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Forger ses outils et challenger les plateformes : le bricolage tech chez ManoMano



Jérémie Jacubowicz

VP Data, ManoMano

@ManoMano_FR

Avec :

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Framework, vous avez dit framework ? #GDFORMAT



Eric Schnubel

Directeur Général, IAB France
[@eschnub](#)



Yann Damongeot

Head of Google Marketing Platform
[@yannda](#)



Bruno Delcombel-Delbos

CEO & Co-Fondateur, Chandago
[@_b2d](#)

Avec :

Accenture **Interactive**



Transformer la data en données opérationnelles



Isabelle Bordry

Co-fondatrice, Retency
[@ibordry](#)



Julien Jonasch

Data Integration & Activation Director,
Kantar Analytics
[@julienjonasch](#)

Avec :

Accenture **Interactive**



GAFAM : pourquoi il faut sortir d'une logique manichéenne



Bertrand Billoud

Head of marketing communication Kisio
Digital, Keolis Group
[@bbilloud](#)

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GAFAM : pourquoi il faut sortir d'une logique manichéenne



#GDFormat / Paris mardi 3 décembre 2019

Bertrand Billoud, Head of Communication Kisio Digital

bertrand.billoud@kisio.com www.navitia.io open API



@bbilloud @KisioDigital @navitia

Avec :

Accenture **Interactive**


Chandago
PRIVACY MATTERS

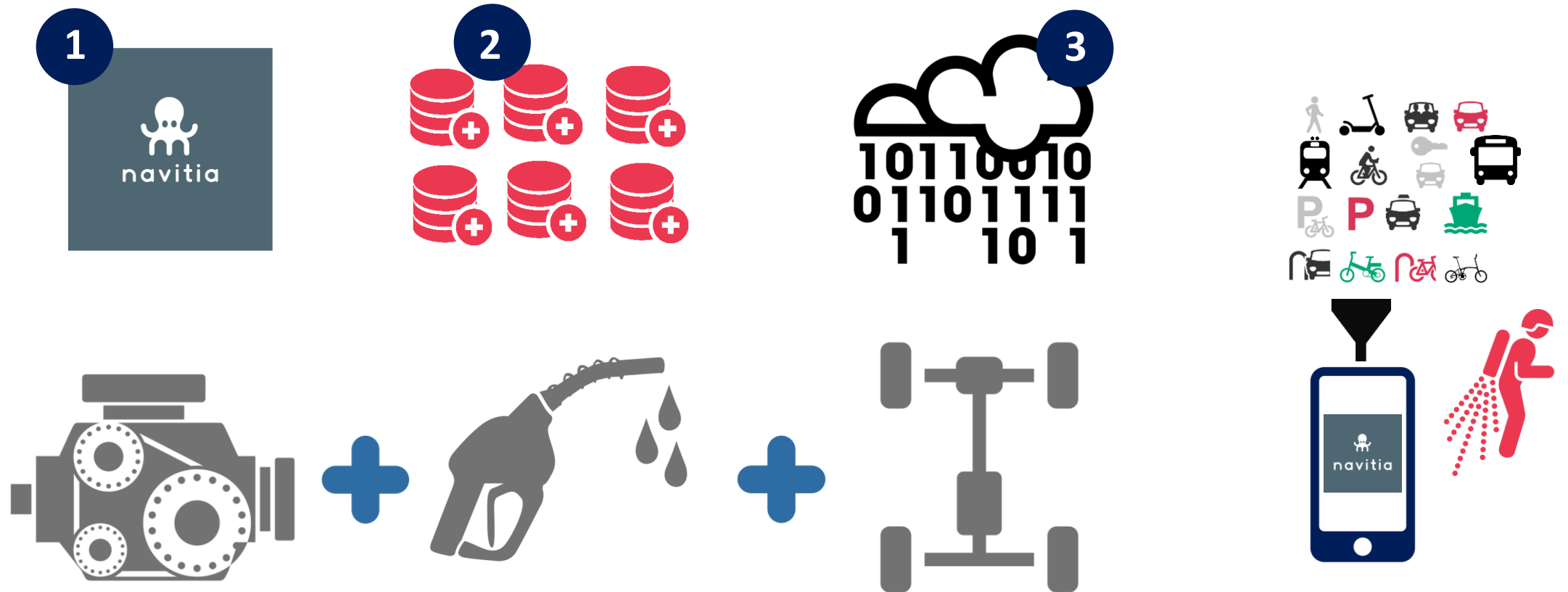
EPSILON


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 **weborama**

 **ZEOTAP**

MaaS >> Mobility as a Platform of open services: API, SDK, Data



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 **ZEOTAP**

Kisio, a transportation data key actor / data provider



1600+

Transportation
networks covered

1,2 Billion

Journey planning
requests in 2017

600+

People dedicated to
transit expertise



KEOLIS



15,000,000,000

Total requests per year (300+ every second on average)

Avec :

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GAFAM, mini-GAFAM, écosystème pure players numériques



Uber

lyft

moovit



Trafi I>>

FREE2
MOVE



whim.



Avec :

Accenture Interactive



EPSILON



Eviter les amalgames/tenté de les mettre dans le même panier

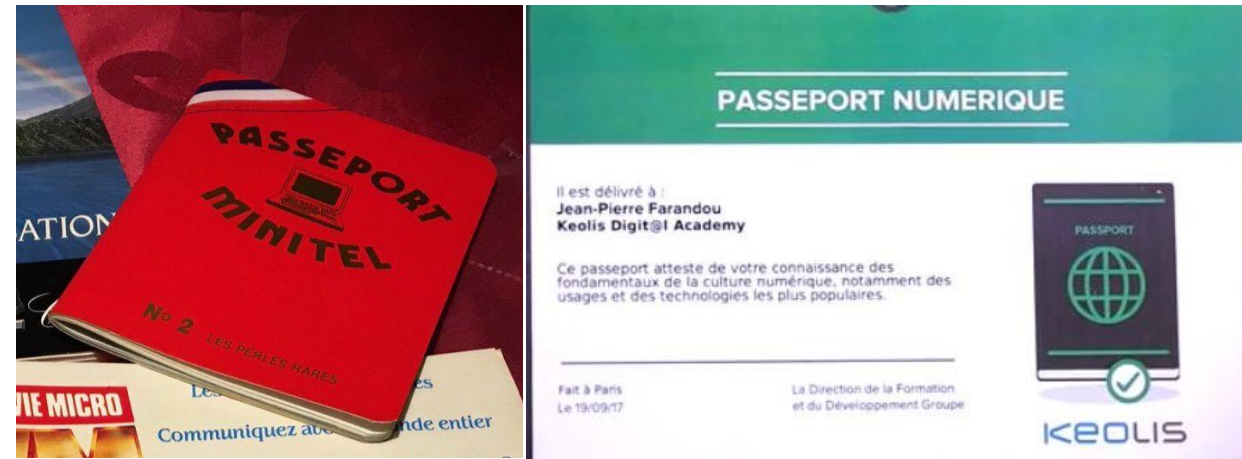


facebook



Mis à part quelques points communs...

- Des modèles économiques différents
- Des visions et des stratégies Data différentes
- Encore besoin d'acculturation
aux sujets numériques pour les acteurs



Avec :

Accenture Interactive



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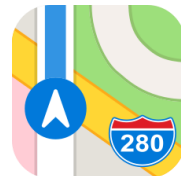
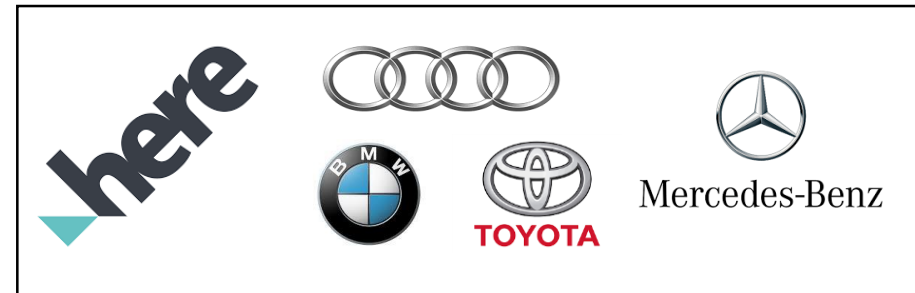
Geofencing : dis-moi où tu es/vas ? Je te dirai qui tu es et...



Created by Ragal Kartidev
from Noun Project



OpenStreetMap France
Cartographions le monde rue après rue...



Avec :

Accenture **Interactive**

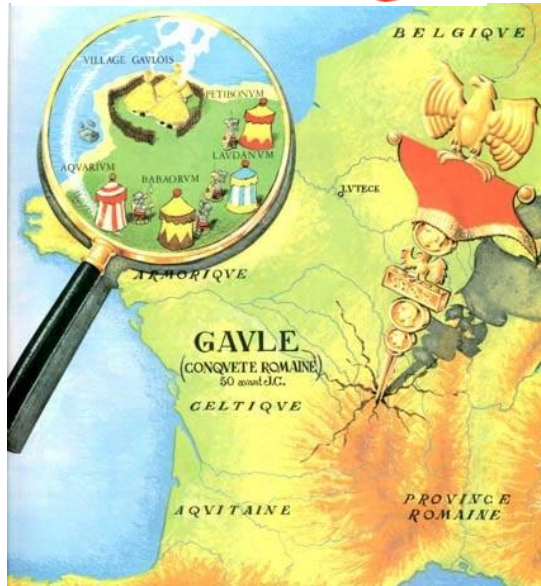


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Travailler ensemble, coopérer en fixant des règles claires

Google ?



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 **ZEOTAP**

Comment le grand public peut récupérer la propriété de ses données, avec le data trust



Sylvie Delacroix

Professeur en droit et éthique,
University of Birmingham

[@SylvieDelacroix](#)

#GDFORMAT

Avec :

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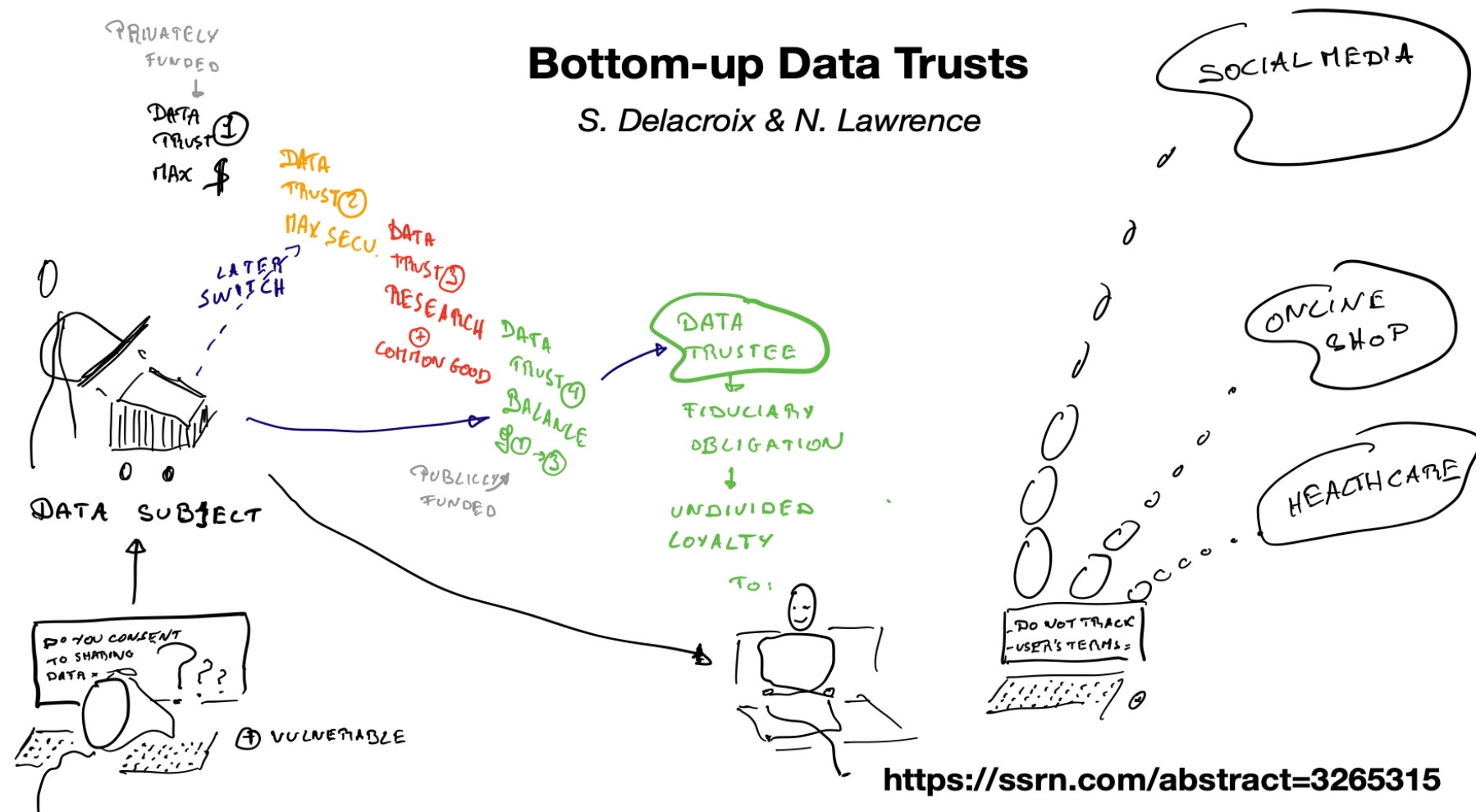

Retency

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 **ZEOTAP**

Bottom-up Data Trusts

S. Delacroix & N. Lawrence



Forthcoming, *International Data Privacy Law*: <https://doi.org/10.1093/idpl/ipz014>

Avec :

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w **weborama**

ZEOTAP

The problem

- We leak data on a daily basis.
- This leaves us vulnerable.

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Data ownership?

- Association of ownership with control
- Personal data is unlike homes (or castles). River?
- Ownership unlikely to provide level of control wished for + poor answer to vulnerabilities at stake.

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Limits of regulatory interventions

- GDPR cannot reverse power-asymmetry between data-controllers and data-subjects.
- Overly individualistic focus of current data governance frameworks.
- Parallel with 19th Century Land Societies

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 ZEOTAP

The solution

- Data trustees: *fiduciary* obligation of undivided loyalty
- Data Trustees: *intermediary layer* between data subjects and data controllers

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The need to be able to 'shop around' data Trusts

- Each data Trust will instantiate one particular way of balancing data risks and responsibilities.
- Development of an ecosystem of Trusts contingent on ability to make use of the currently limited rights around *data portability* and *data erasure* (arts. 20 and 17 GDPR).

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Four conditions

1. Barrier for entry must be low
2. Data-subjects' data must be secure
3. An individual's personal data must be *erasable* from any particular system (art.17 GDPR)
4. An individual's personal data must be *portable* between different computer systems (art. 20 GDPR)

Avec :

Accenture **Interactive**



Holding data rights under a Legal Trust

1. Subject matter of the Trust = data Rights (not `property`)
2. Data trustees will need to be `mandated` to exercise the data subjects' rights on their behalf.

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Two challenges

1. **Exit Procedures:** need to be able to switch Trust when aspirations change. Shared provenance issues.
2. **Uptake:** publicly funded 'default' Trust in the absence of choice?
Local data sharing needs?

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 **ZEOTAP**

21st-century profession: data trustees

#GDFORMAT

- 19th Century: advances in medical sciences. Today: advances in data science.
- Particular responsibility rooted in similar, 'sense of self' vulnerability.

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 ZEOTAP

Worth it?

Given the vulnerabilities at stake:

Yes

Unlike contractual or corporate frameworks, '[e]quity employs ex post moral standards, emphasizes good faith and notice, couches its reasoning in terms of morals, and is sometimes vague rather than bright line'

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 ZEOTAP

Ultra-ciblage ou sémantique, que choisir ?



Jean-Christophe Demarta

Senior Vice President - Global Advertising,
The New York Times

@nytimes

#GDFORMAT

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 **ZEOTAP**

The New York Times

The New York Times on Ad Efficiency

J.C. Demarta
SVP Global Advertising



Everyone talks about data

Orange F

17:55

76 %



Julia Clyne • 1er

Head of Media Sales, Asia Pacific at Dow Jones

10 h • Modifié •

Today I was so proud to talk about **Dow Jones's** data transformation at ad:tech Tokyo and share how adopting a 'data-centric mindset' within our company has transformed many of our business units, including our ad tech department. Under the leadership of **Guthrie C. Collin** our ad tech team has developed cutting edge audience and thematic targeting tools for our advertising clients as well as brand new internal reporting systems. We're excited to continue working with our clients to solve their business challenges through the lens of data and technology!

<https://lnkd.in/fFmYD-X>

[#adtechjp](#) [#adtech](#) [#digitaladvertising](#) [#data](#)
[#datascience](#) [#dowjones](#) [#wsj](#)

Voir la traduction



Many companies today are sitting on a goldmine of value - their DATA

But, for a lot of these companies, that data is not usable to its full capacity. It's value is trapped.

DOW JONES



Participez à la discussion...

@ Publier



Accueil



Réseau



Publier



Notifications



Offres d'emploi

“
We are not trying
to maximize
clicks and sell
low-margin
advertising
”

Journalism That Stands Apart

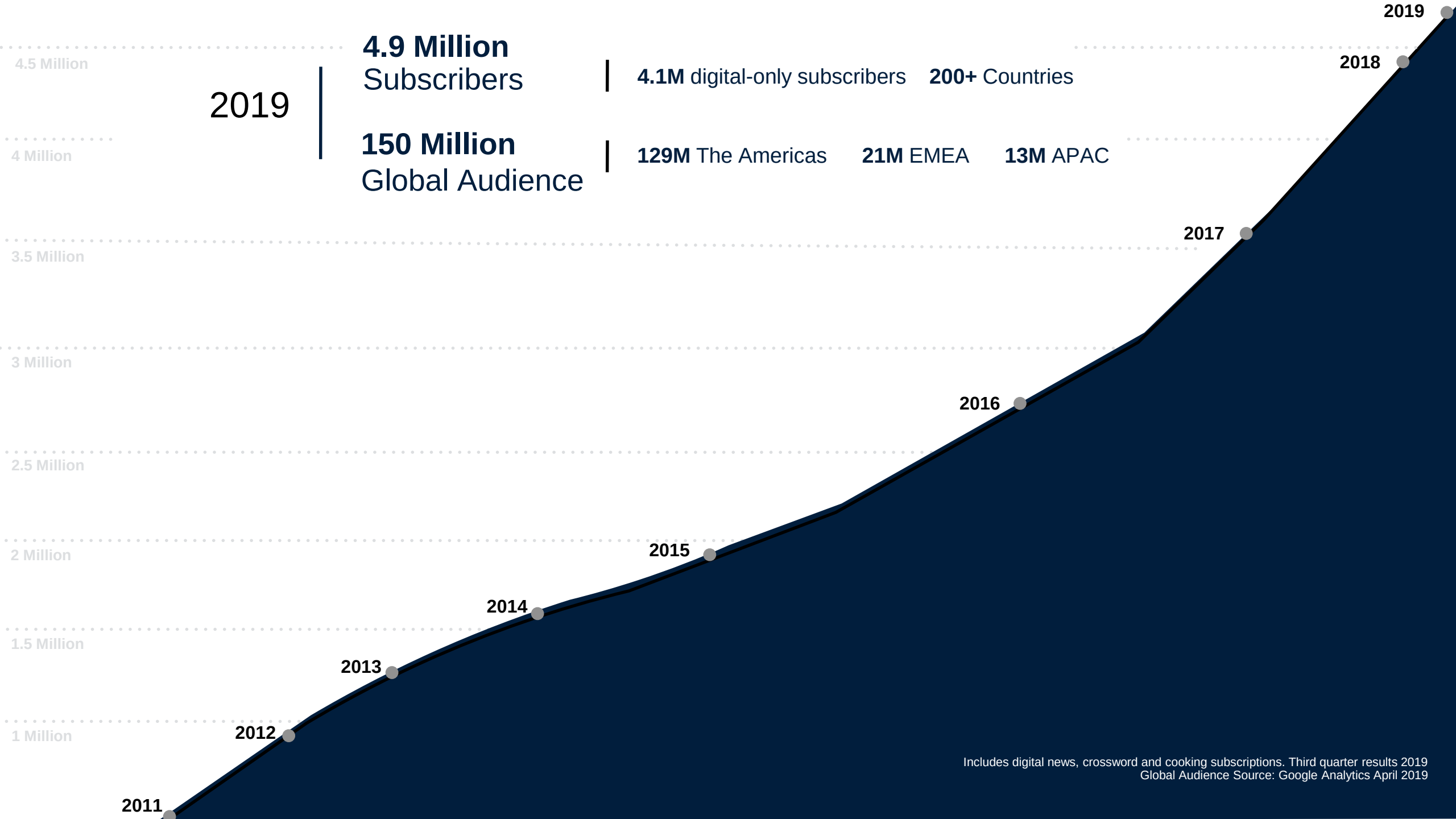
THE REPORT OF THE 2020 GROUP
JANUARY 2017

This report, by a team of seven Times journalists, outlines the newsroom's strategy and aspirations. For additional details, [see this memo from Dean Baquet, The Times's executive editor](#), and [Joe Kahn, the managing editor](#).

This is a vital moment in the life of The New York Times. Journalists across the organization are hungry to make change a reality, and we have new leaders ready to push us forward. Most important, The Times is uniquely well positioned to take advantage of today's changing media landscape — but also vulnerable to decline if we do not transform ourselves quickly.

While the past two years have been a time of significant innovation, the pace must accelerate. Too often, digital progress has been accomplished through workarounds; now we must tear apart the barriers. We must differentiate between mission and tradition: what we do because it's essential to our values and what we do because we've always done it.

The New York Times has staked its future on being a destination for readers — an authoritative, clarifying and vital destination. These qualities have long prompted people to subscribe to our expertly curated print newspaper. Today, they also lead people to devote valuable space on their smartphone's homescreen to our app, to seek us out on social media amid the cacophony



4.5 Million

4 Million

3.5 Million

At The Times, our audience has been clear that they trust us beyond anyone else to safeguard and properly use our proprietary data.

3 Million

Data privacy doesn't mean sacrificing audience insights, it means innovating with our 1st party data.

2.5 Million

2 Million

"We're moving away from tracking analytics on people and towards tracking analytics on stories,"

1.5 Million

1 Million



Three laws seek to enforce Consumer Data Privacy Regulations



EU General Data Protection Regulation (GDPR)

May 25, 2018
Effective Date

EU members
states DPAs

Personal Data Defined

Any information relating to identifying a natural person. This can be used to identify in a direct or indirect fashion. Examples: Name, Number, Social Data, SSN

California Consumer Privacy Act (CCPA)

January 1, 2020
Effective Date

California Attorney
General (AG)

Personal Data Defined

Any information to identify, capable of being associated with, or reasonably linked directly or indirectly with a consumer household. Examples: Consumers preferences, characteristics, trends, behaviors, intelligence, aptitudes

Brazilian General Data Protection Law (LGPD)

August 15, 2020
Effective Date

Brazil Data
Protection
Authority

Personal Data Defined

Any information relating to identifying a natural person. No specific examples provided.



Opinion | [THE PRIVACY PROJECT](#)

How The Times Thinks About Privacy

We're examining our policies and practices around data, too.

By **A. G. Sulzberger**

Mr. Sulzberger is the publisher of The New York Times.

April 10, 2019

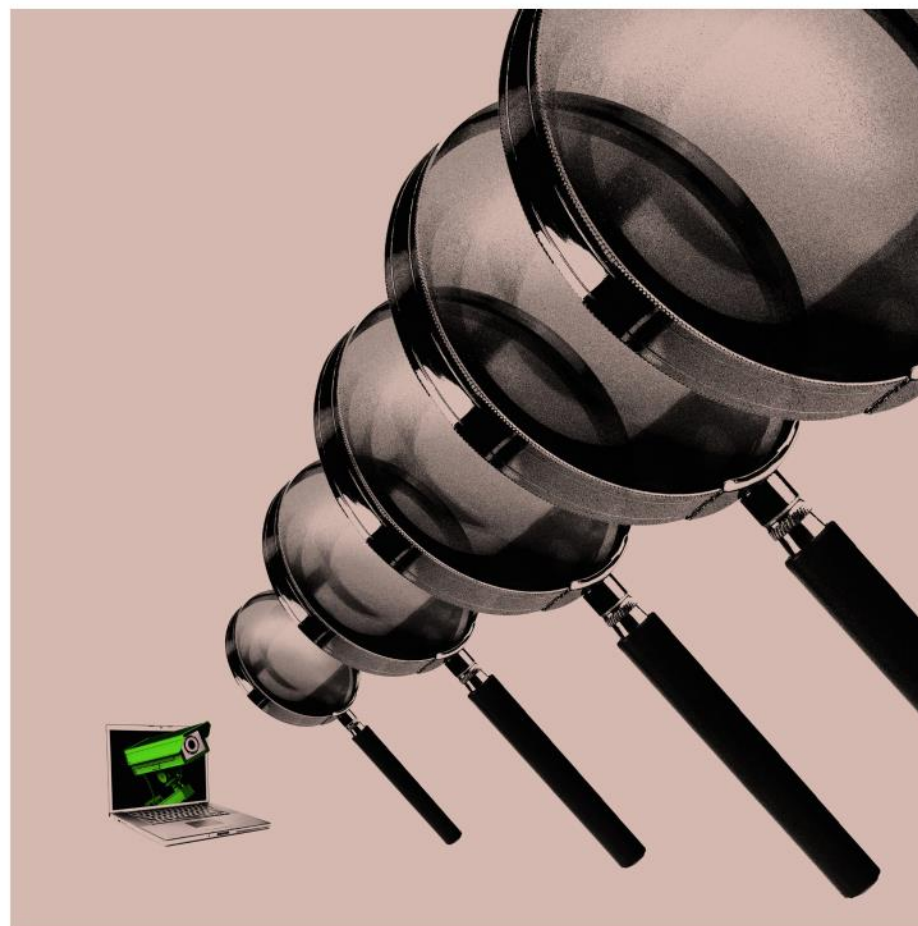


Illustration by Joan Wong; photographs by pixhook, CostinT, and PhonlamaiPhoto, via Getty Images

Opinion

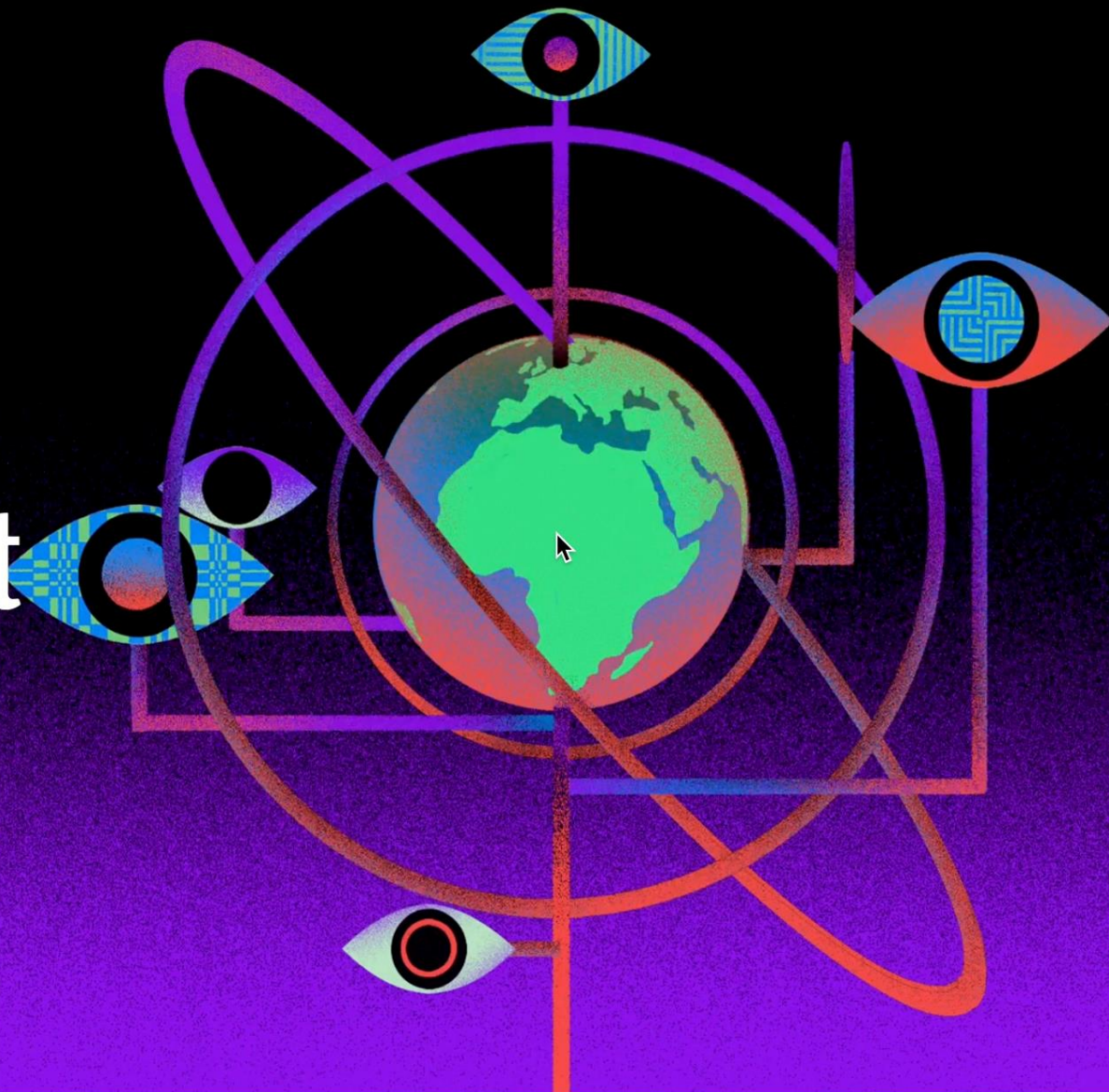
It's Time to Panic About Privacy

By **Farhad Manjoo**

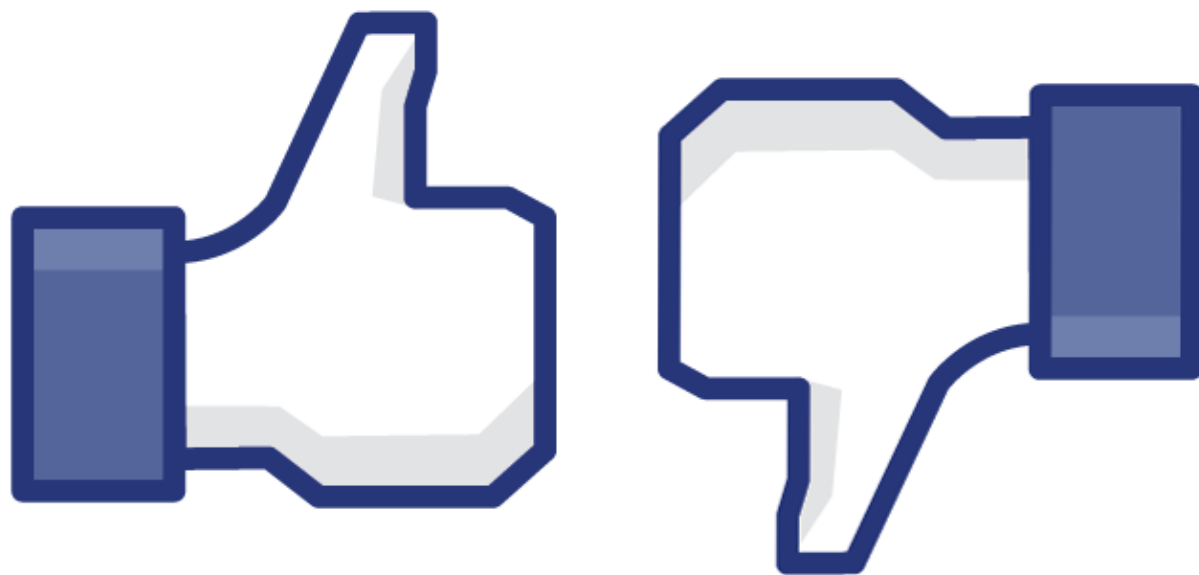
Opinion columnist at The New York Times

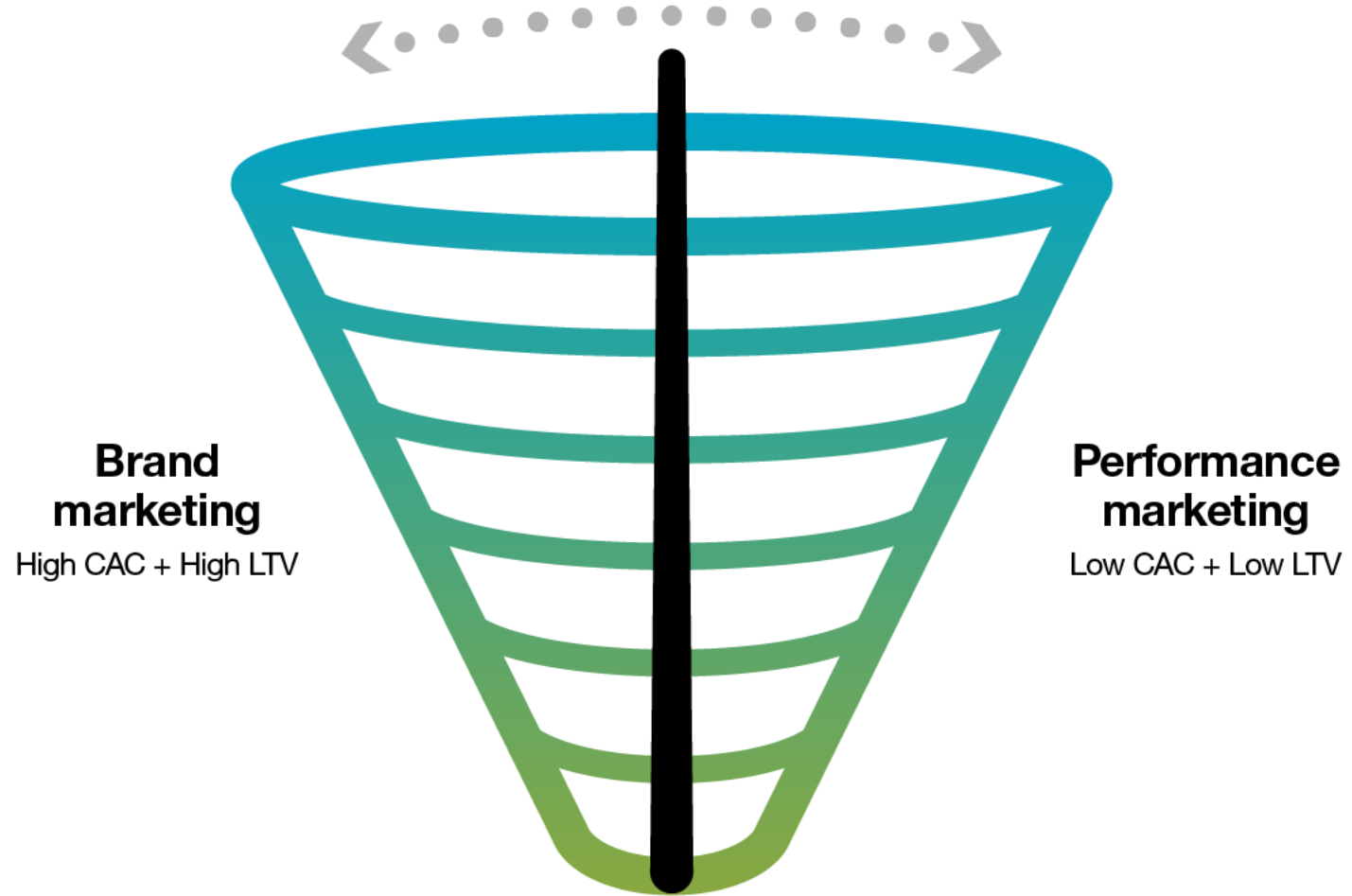
Illustrations by Ariel Davis

Designed by Jessie Ma



CLICK TO
ADVANCE







Clicks are easy to count,
but it is not clear that clicks are what counts

[Follow](#)[Sign in](#)[Get started](#)[HOME](#)[FACEBOOK](#)[APPLE](#)[GOOGLE](#)[PUBLISHING](#)[NEWS QUALITY](#)[SUBSCRIBE TO THE MONDAY NOTE](#)

The reigning absurdity in the digital news economy

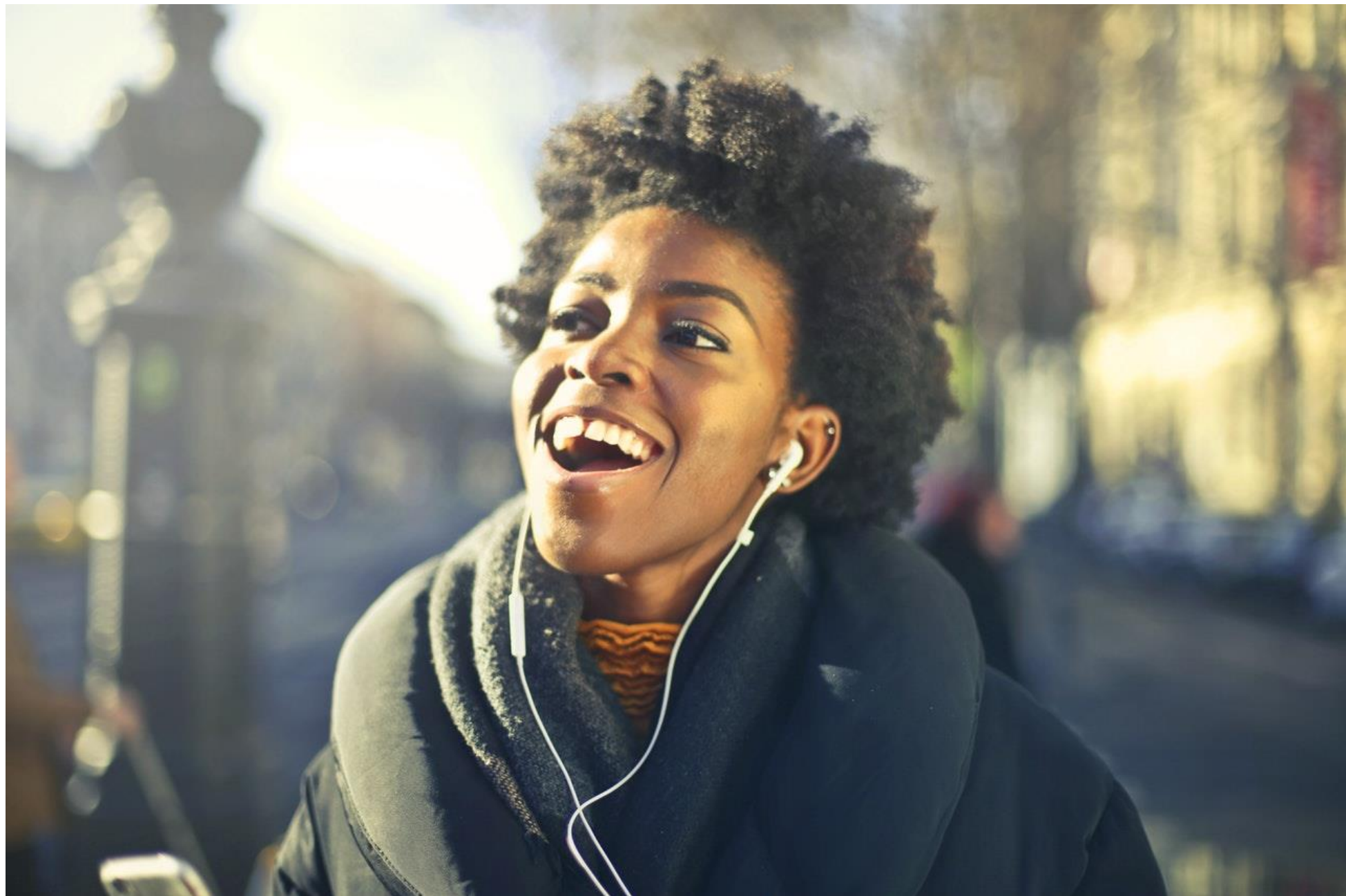


Frederic Filloux

[Follow](#)

Oct 31, 2016 · 6 min read

The economic value of a journalism piece stems from its popularity, i.e. the number of clicks (or views) it generates, this in total disregard for who actually reads it, for how long, etc.



we posed the question,

“What do readers feel?”

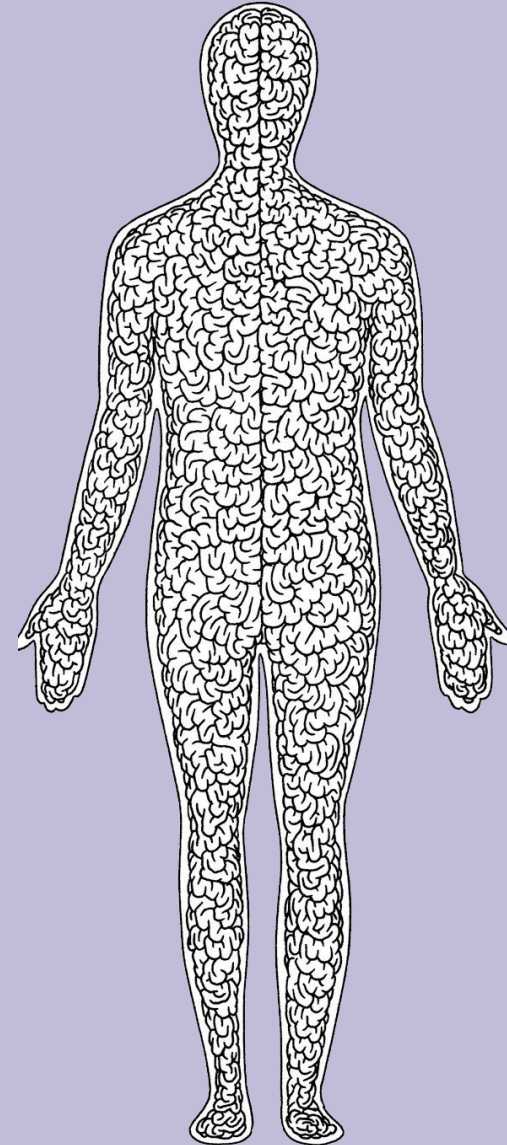
The instinctual power of emotional branding

Our emotions are a subconscious reaction. This occurs when someone tells us a happy story, and we instantly smile without even thinking about it, because it's a natural reaction.

Similarly, the purpose of emotional branding is to create a bond between the consumer and the product by provoking the consumer's emotion.

"Emotion is a necessary ingredient to almost all decisions."

- Antonio Damasio, *Descartes Error*
professor of neuroscience at the University of Southern California



What Emotions Are (and Aren't)

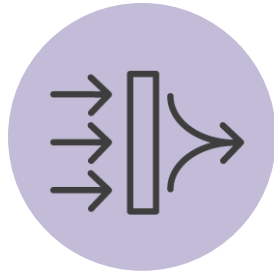
By LISA FELDMAN BARRETT

How does it all work?



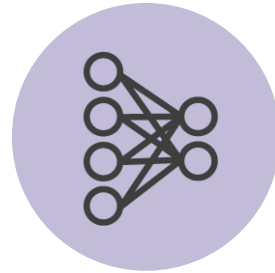
Collect data

Crowd-source
150,000 data points



Clean the data

Filter to the most usable data. Eliminate spam, vet geography



Build models

Train and test **18 different algorithmic variants** to create predictive models



Predict emotions

Apply the best model for each emotion to **predict emotion-profiles** for all new articles

The Times's proprietary targeting

Neutrality Targeting

**Target away from a certain emotion
i.e. not sad.**

Reach readers who are *not* feeling a specific emotion to avoid brand associations.

Perspective Targeting

**Target media to content we predict
will evoke certain reader sentiments.**

Supported by a custom-built real-time decision making engine.

Cher Has Never Been a Huge Cher Fan. But She Loves Being Cher.

With a new album of Abba covers, a Broadway musical about her life and a no-holds-barred take on her career, the 72-year-old pop icon is as outspoken as ever.



Paul Ryding

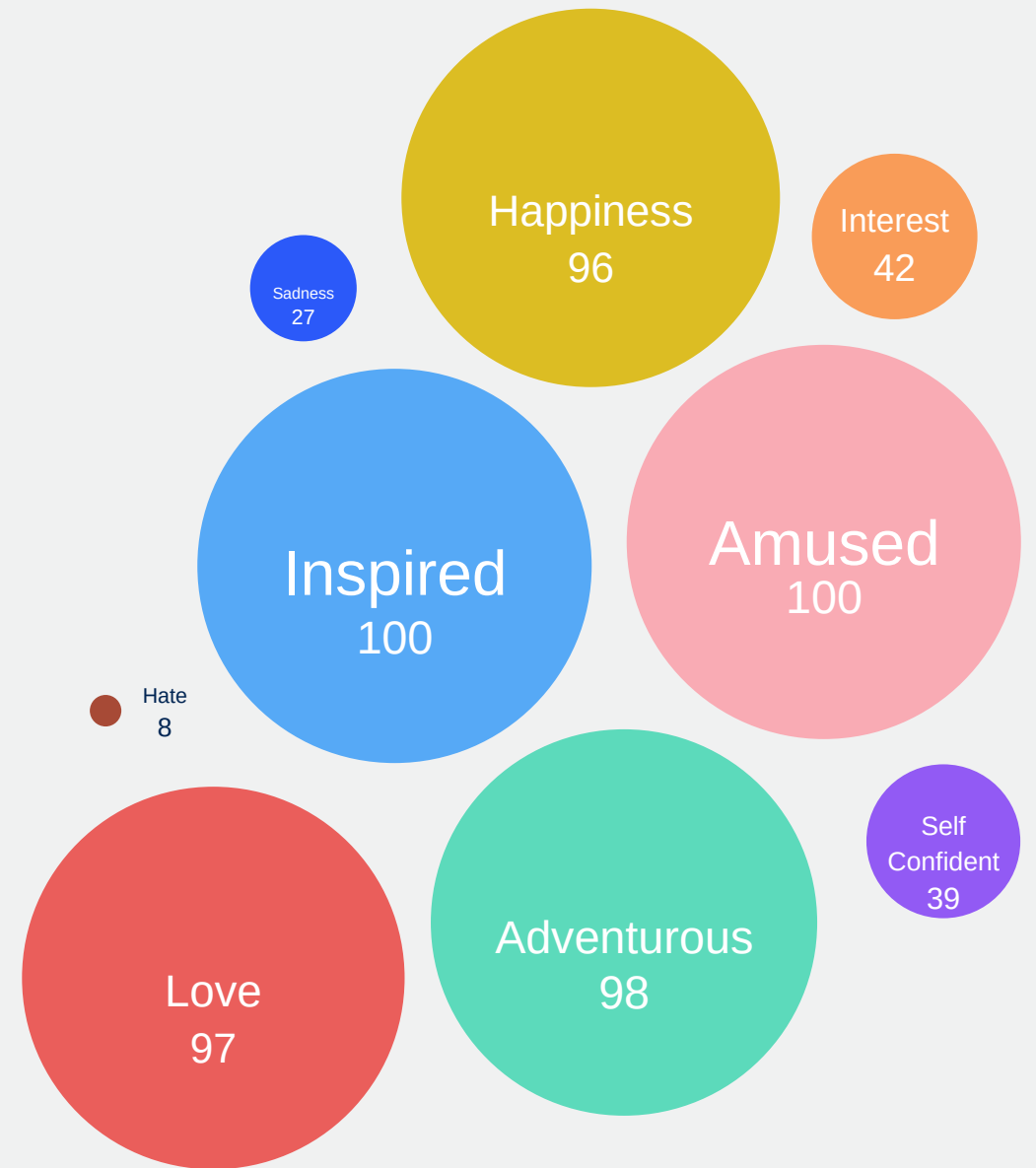
By Philip Galanes

Sept. 4, 2018



“Can we do it in bed?” Cher asked, smiling slyly as she emerged from a knot of corridors in her sprawling hotel suite in Midtown Manhattan at about 9 p.m. on a sultry August night. Who would say no?

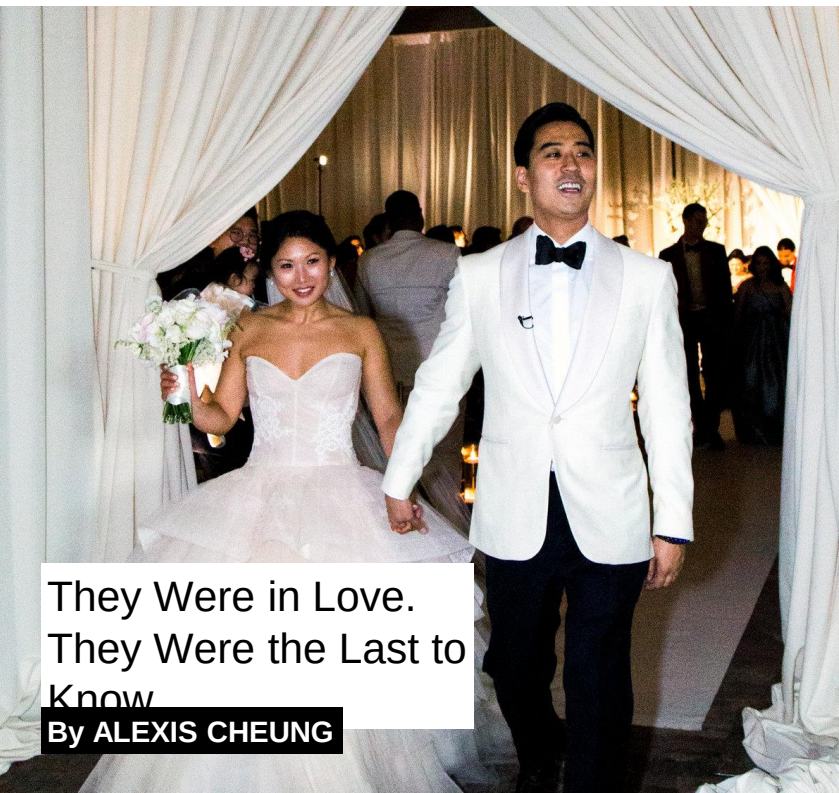
“I’m freezing in here!” she said. The rooms were meat-locker cold. So I trailed her back to the much warmer bedroom where she reclined on a



*units based on 100th percentile

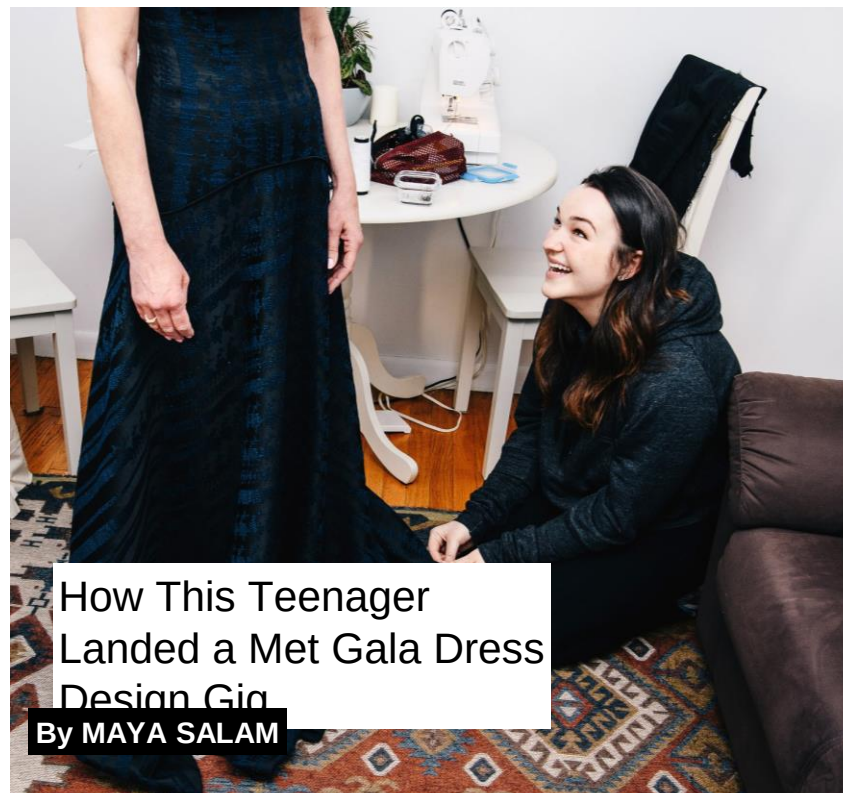
Love

From a royal wedding announcement to a woman quitting her job to follow her passion, these stories are often pleasantly sweet and always heartwarming for all around good vibes.



They Were in Love.
They Were the Last to
Know

By ALEXIS CHEUNG



How This Teenager
Landed a Met Gala Dress
Design Gig

By MAYA SALAM

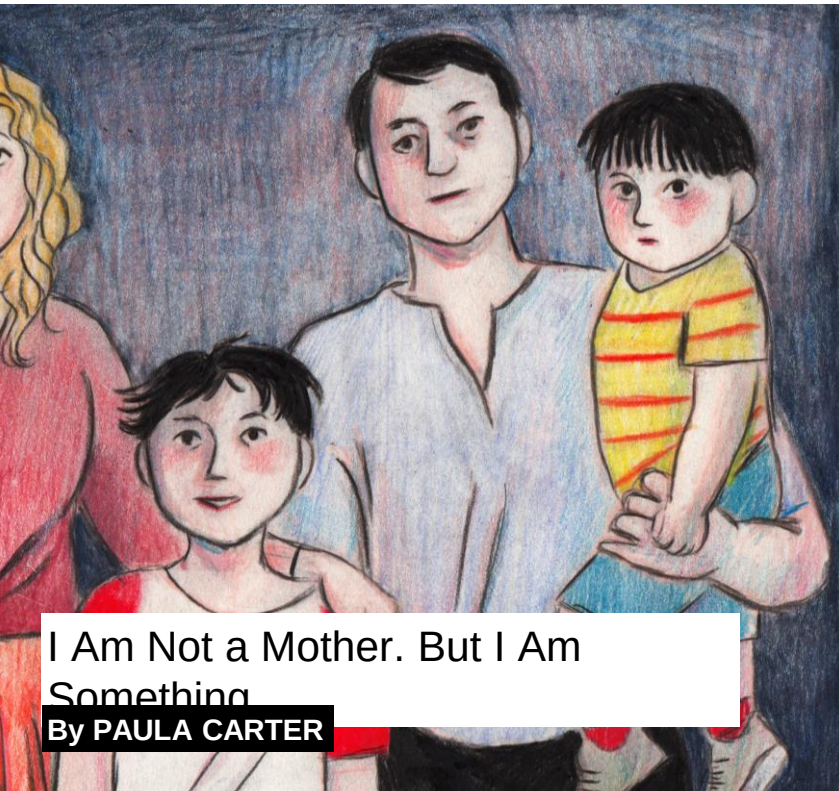


How Same-Sex Couples Divide
Chores, and What It Reveals About
Modern Parenting

By CLAIRE CAIN MILLER

Inspired

Whether someone is making history as the first or there's a new landmark being unveiled, these stories allow readers to feel hopeful and encourages them to give their dreams a shot.



I Am Not a Mother. But I Am
Something

By PAULA CARTER



Stacey Abrams Wins George
Democratic Primary for Governor,
Making History

By MAYA SALAM



She Gave Millions to Artists
Without Credit. Until Now.

By ROBIN POGREBIN

In the Mood to Spend

Whether our readers are looking at homes or engaged with stories and seeing money signs, our targeting can decipher which content evokes the desire to splurge. This allows you to stay top-of-mind too when our readers have their credit cards on the brain.



Adventurous

Want to attract the thrill-seekers, the bold and unafraid?
These stories feature content that keeps readers on the edge
of their seats and takes them through an unexpected journey.



I Went Naked to a
Museum, and It
Was... Revealing
By THOMAS ROGERS



The Chefs Redefining
Polynesian Cuisine
By LIGAYA MISHAN

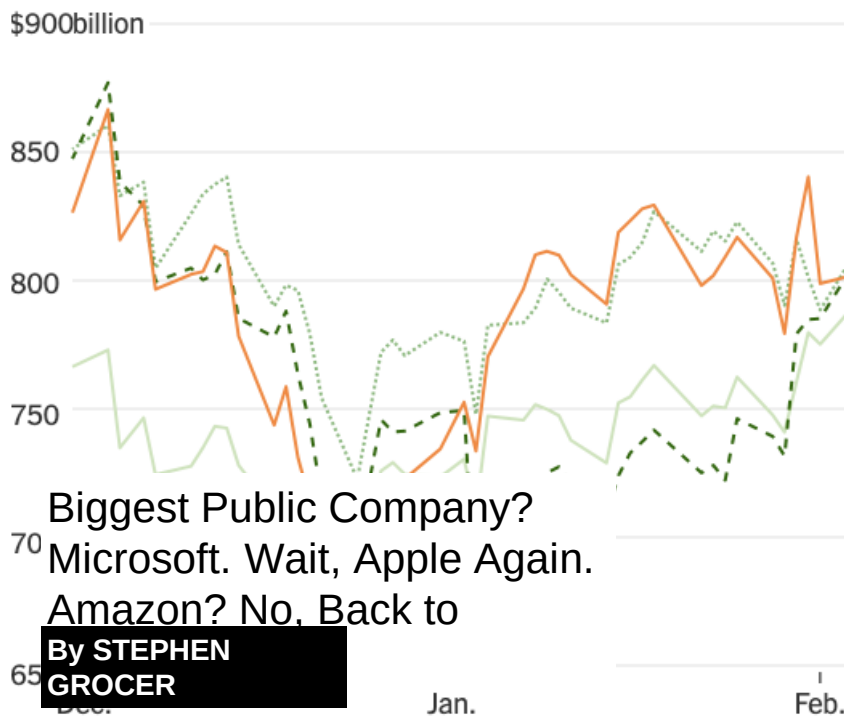


5 International Cities that
Could Be Bargains for
Summer Flights
By JUSTIN SABLICH

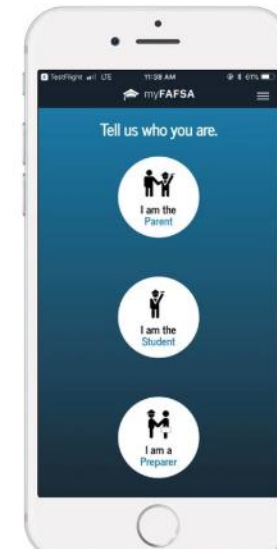
Informed

From international relations to the latest in entertainment, our informed target features most relevant information that readers need to know in order to stay up-to-date.

The market value of the four largest American companies



For Oscar Shortlists in 9
Categories Reveal Some
Surprising Picks
By KYLE BUCHANAN



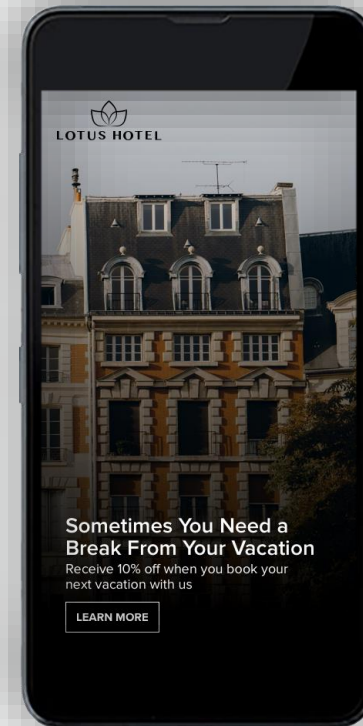
The Fafsa app means anyone with a
smartphone should be able to complete
the federal financial aid form.
U.S. Department of Education

New Phone-Friendly Version of
Financial Aid Form Is Coming

By ANN
CARNS

In 2018, we released a total of 18 emotions available for targeting

1. Inspired
2. Amused
3. Adventurous
4. In the Mood to Spend
5. Self Confident
6. Optimistic
7. Love
8. Sadness
9. Boredom
10. Interest
11. Fear
12. Hate
13. Hope
14. Happiness
15. Indulgent
16. Nostalgic
17. Competitive
18. Informed



Inspired

In the Mood to Spend

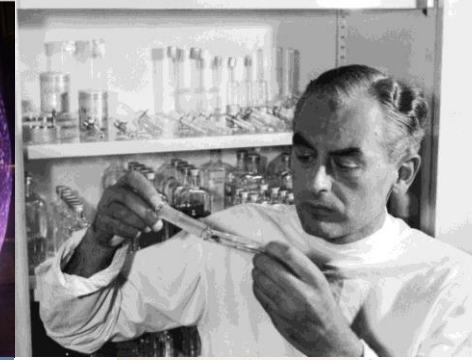


Project Feels Was Featured In

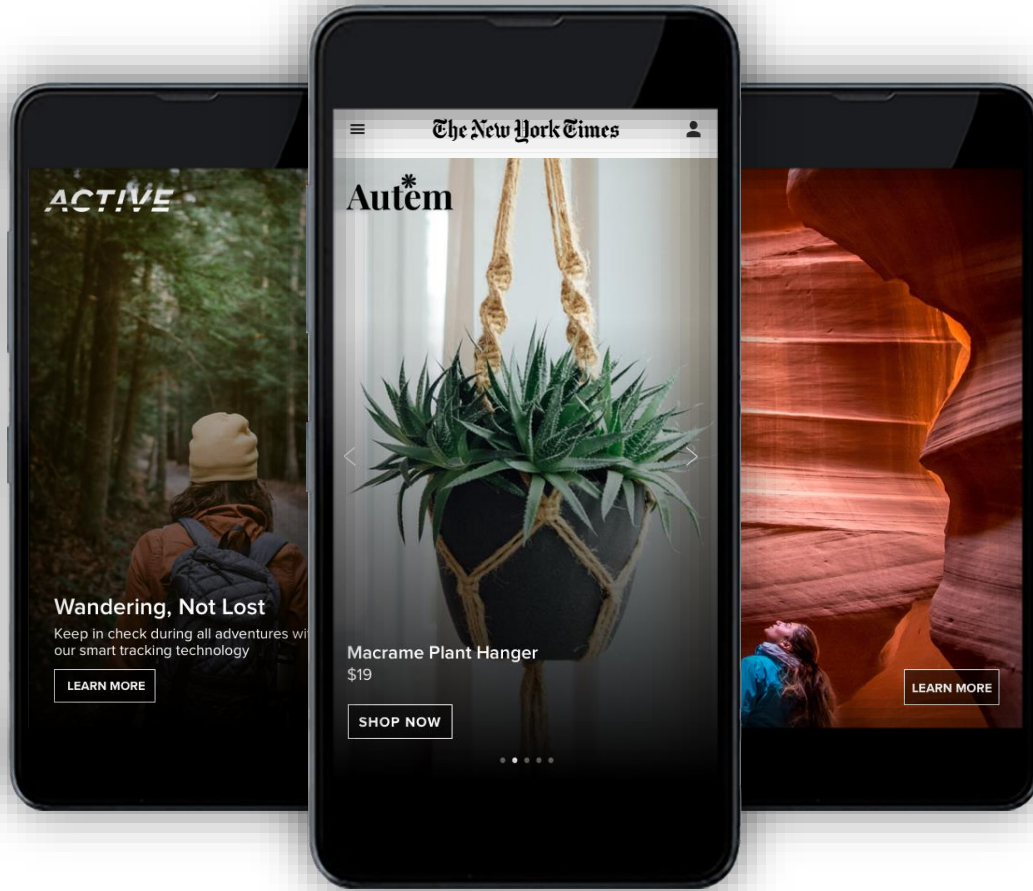
32 campaigns, directly or through programmatic guaranteed.

Adding to over **30 Million** perspectively-targeted impressions.

Across **12 sales categories**.



With Perspective Targeting, Flex Frames significantly outperformed 2018 benchmarks for engagement



Perspective Targeting
Average:

0.30% CTR

FlexFrame 2018 Average:

0.21% CTR

1.4X

Above Benchmark

See who is reading what, where.

Brand

New York Times



Date

Sep 2019



Search By

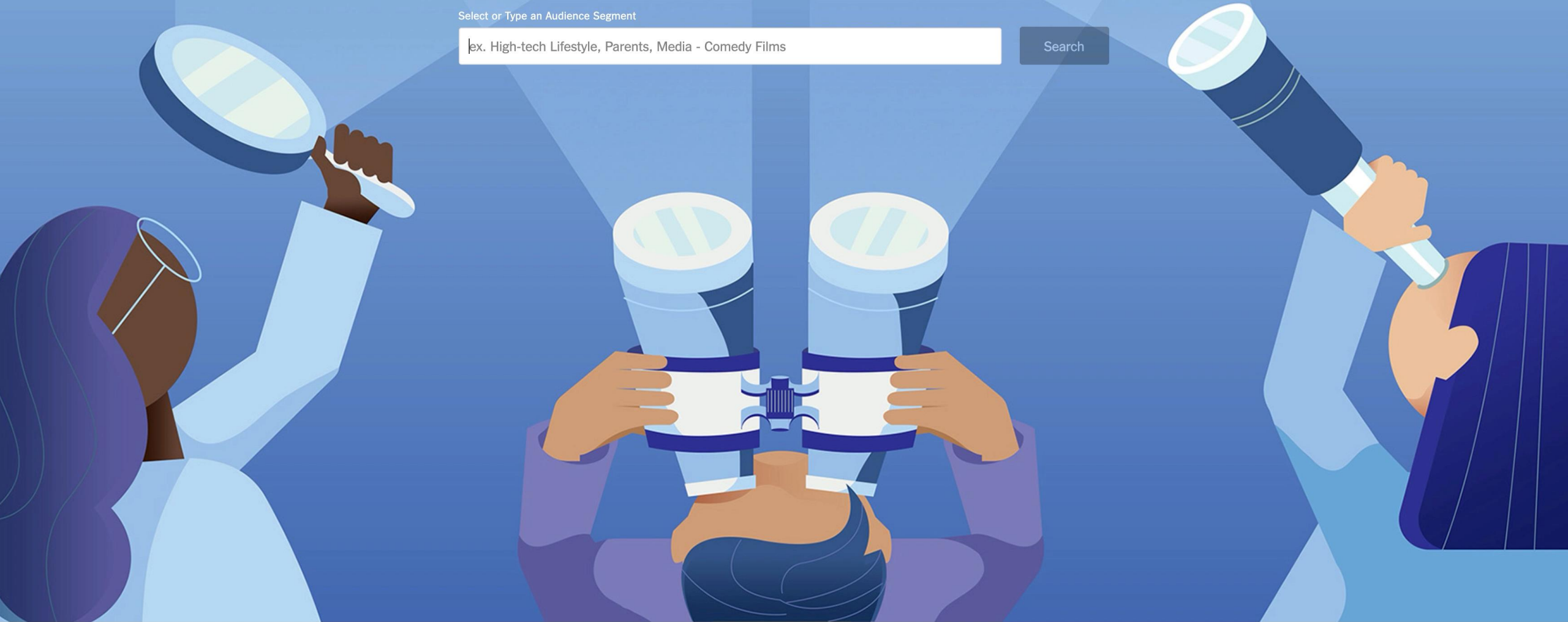
Audience Segment

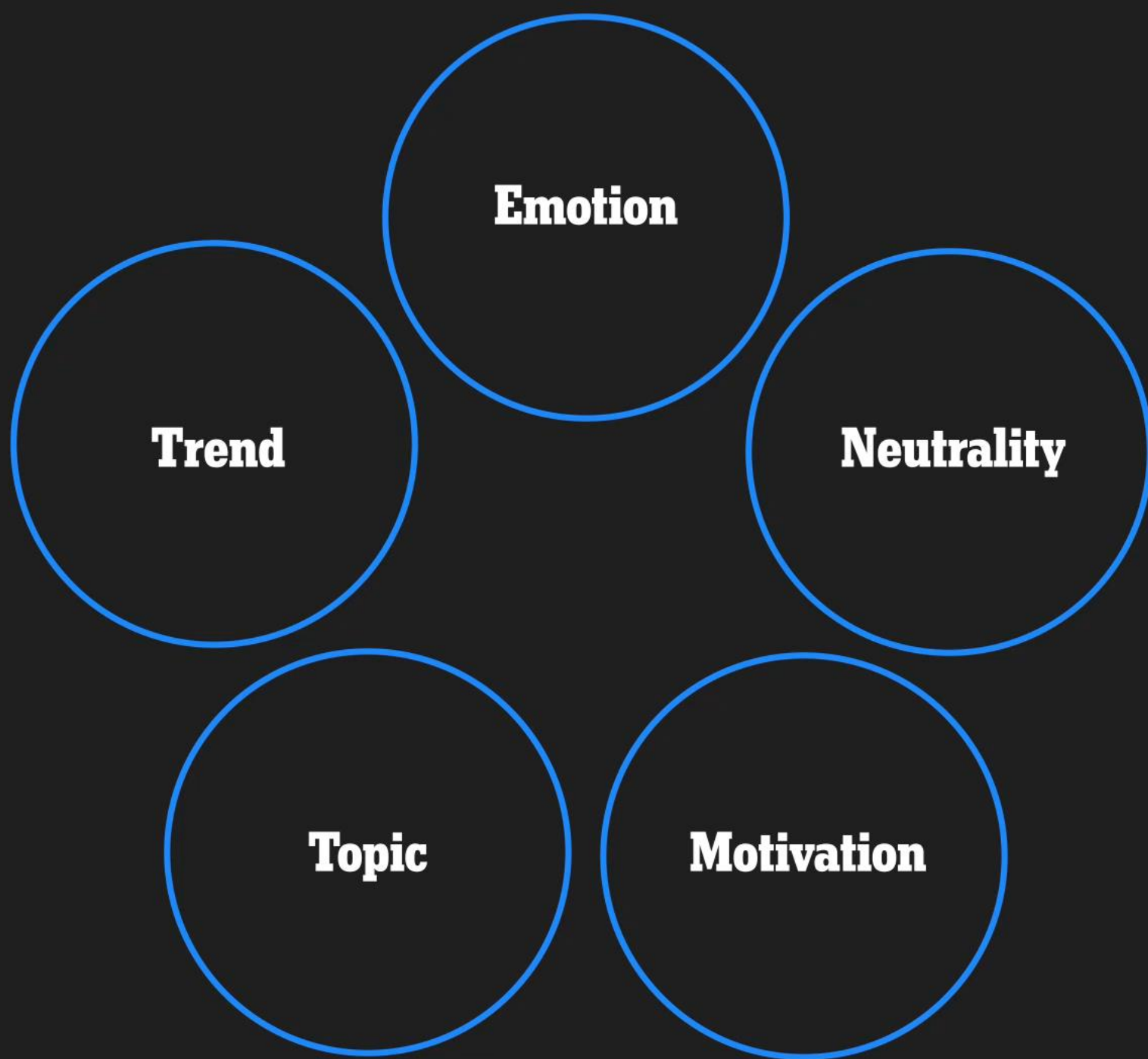


Select or Type an Audience Segment

ex. High-tech Lifestyle, Parents, Media - Comedy Films

Search







TRANSPARENCY

L'Oreal Europe CMO: I'll pay more for quality

DECEMBER 13, 2017 by [Seb Joseph](#)

The New York Times

Keynote de conclusion : vers le « data empowerment »



Alain Levy
CEO, Weborama
[@weborama](#)

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 **ZEOTAP**



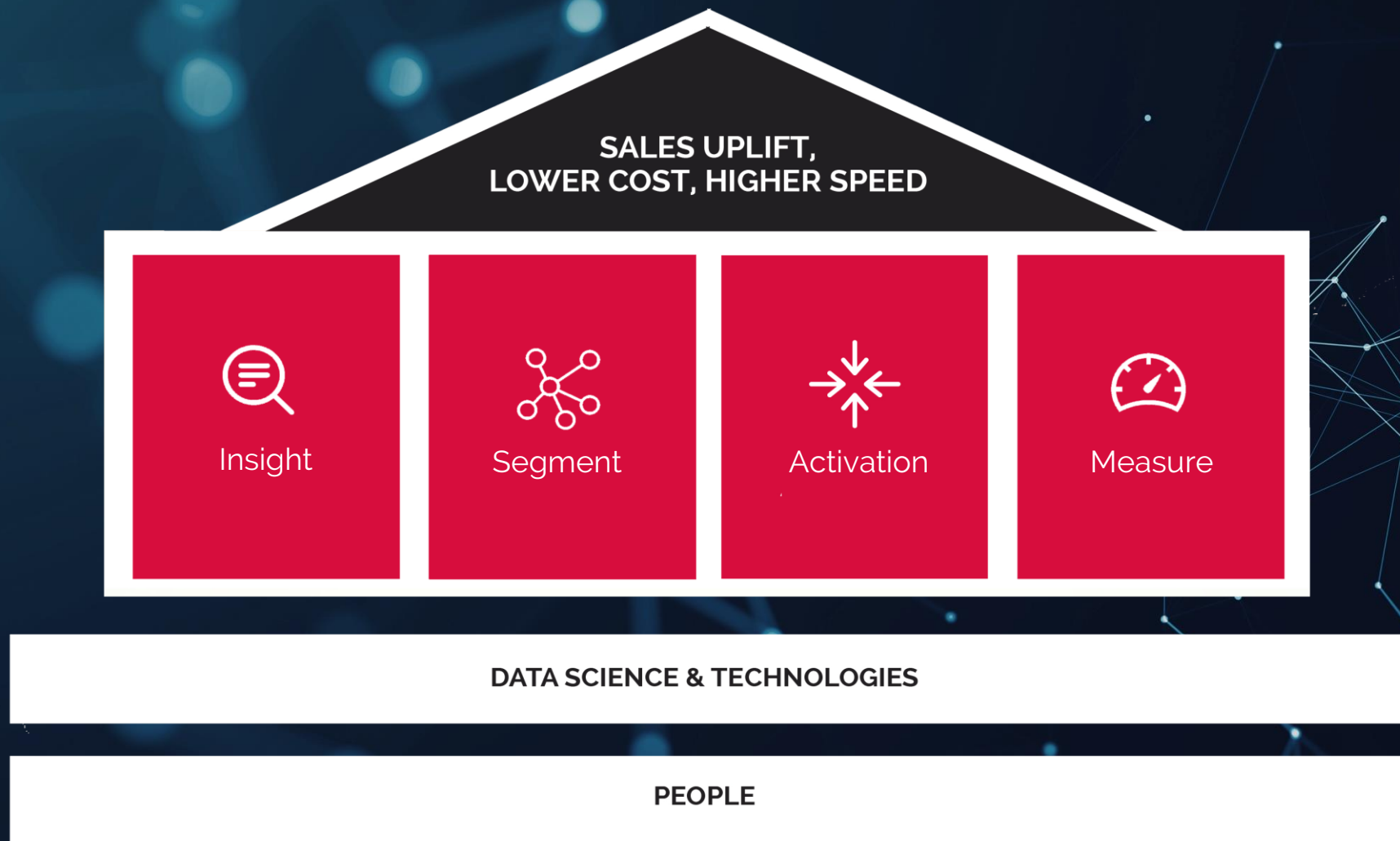
A new kind of data company

Data empowerment

Alain LEVY – CEO de Weborama

03

Décembre
2019



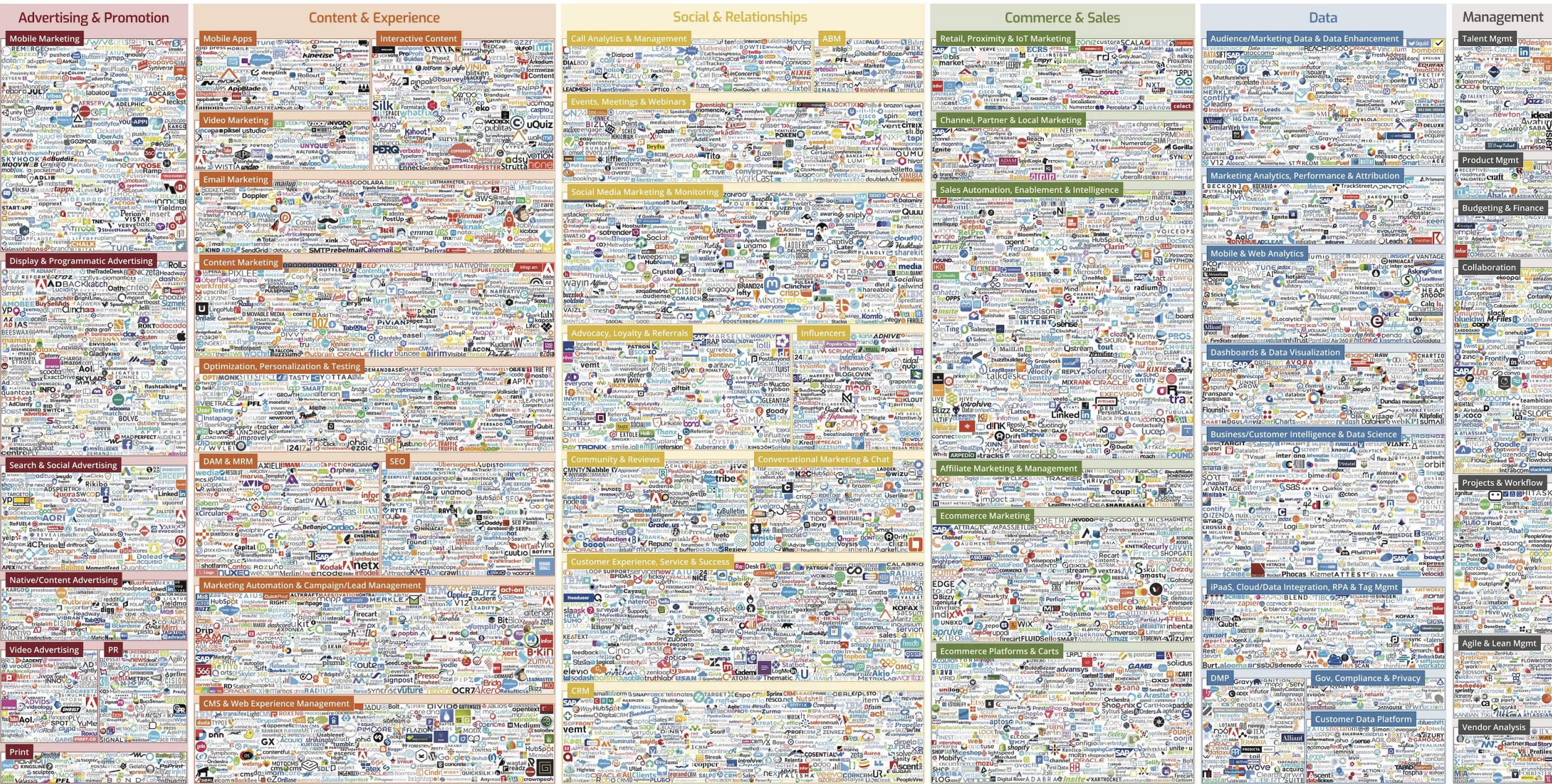
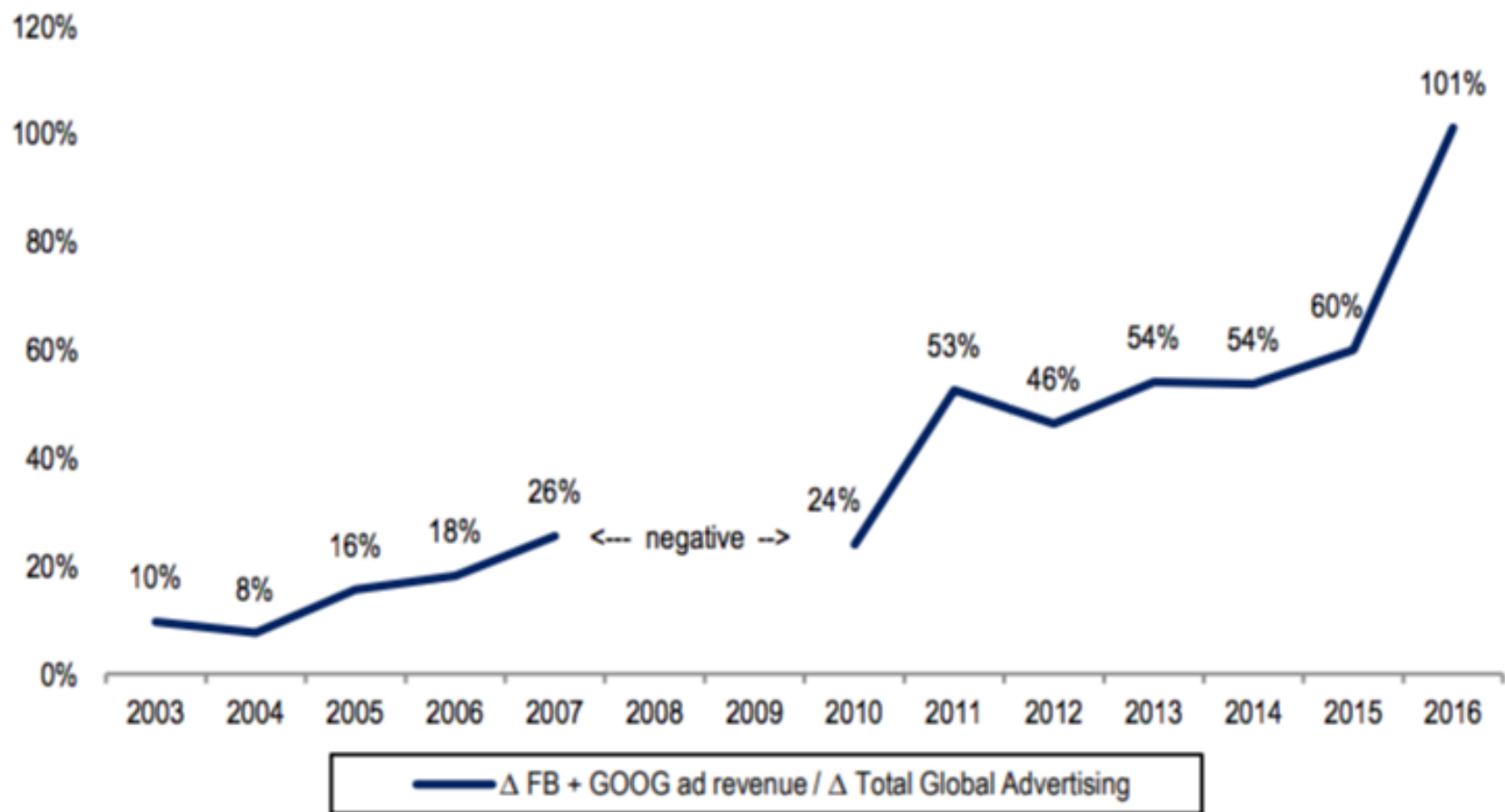
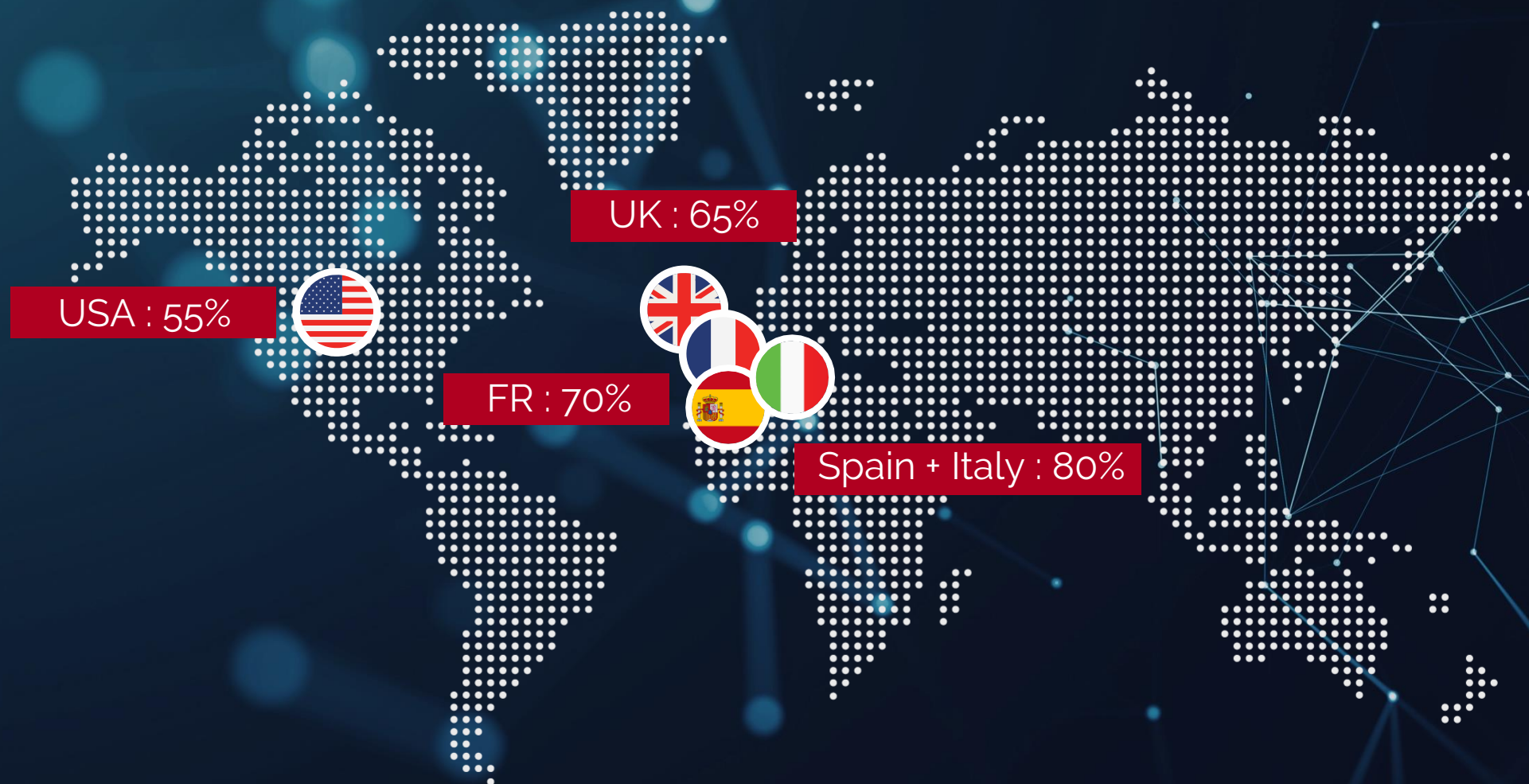
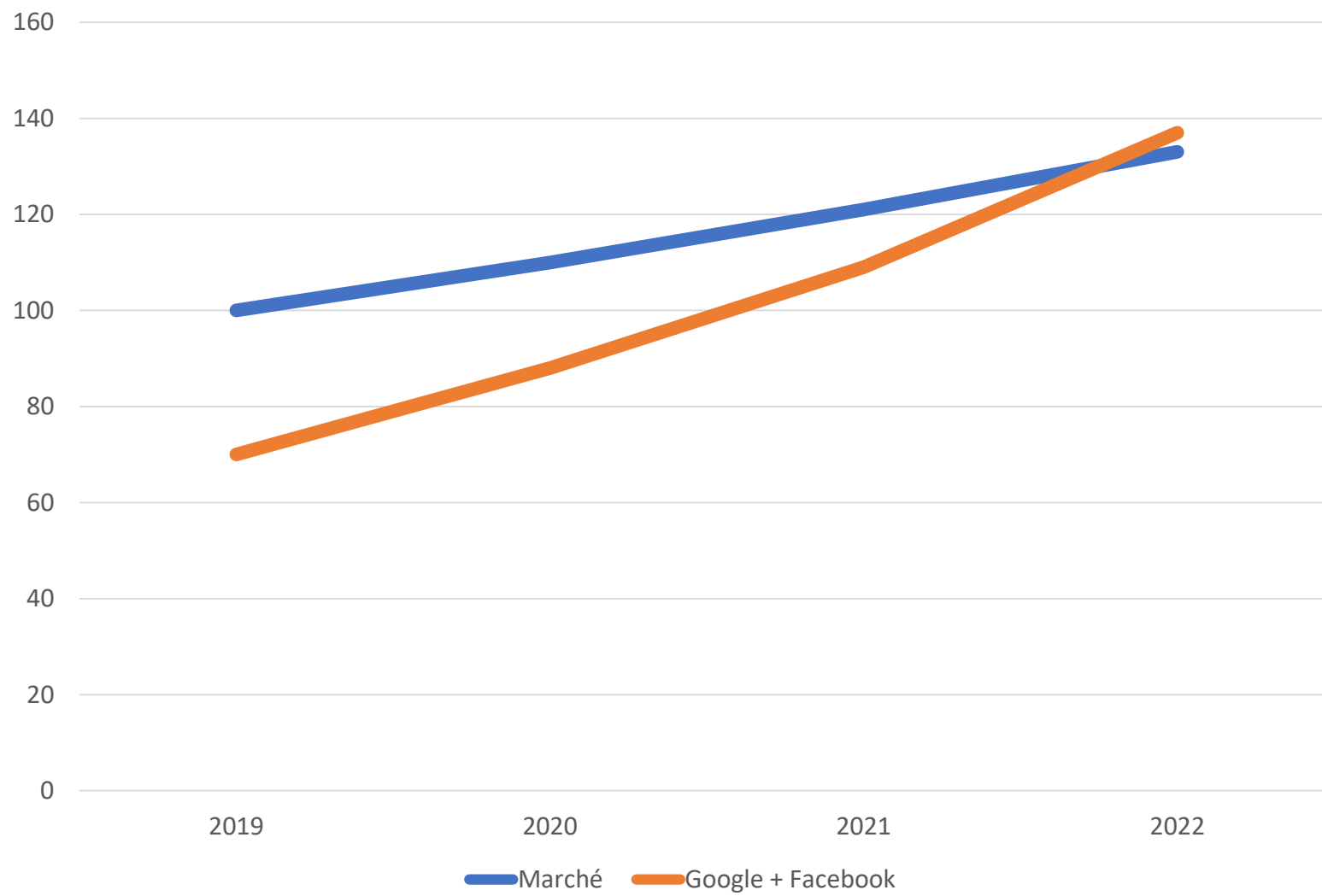
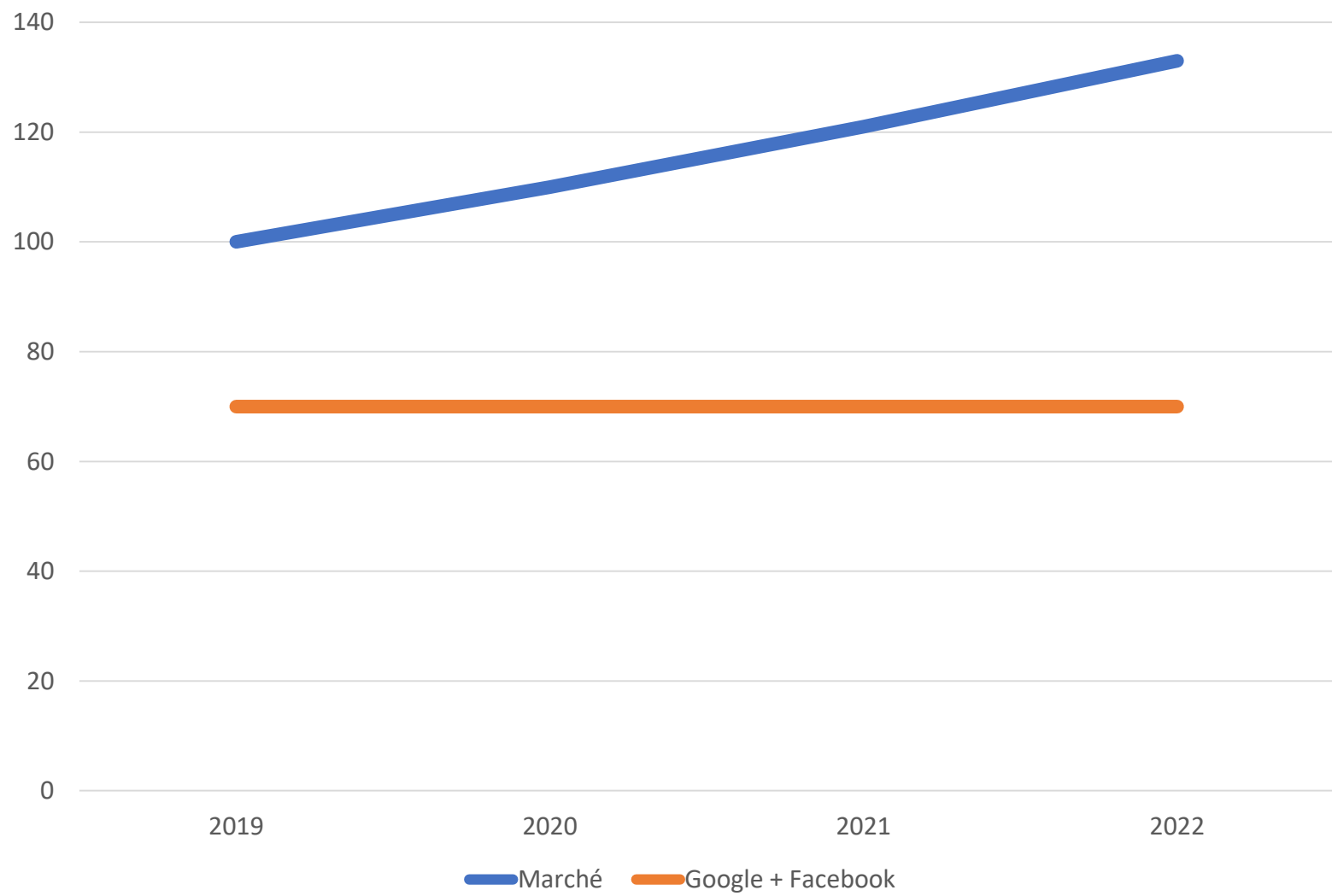


Figure 43: FB & GOOGL share of global ad growth has risen from 24% in 2010 to >100% in 2016...









#GDFORMAT

Thank you.



**MERCI POUR VOTRE PRESENCE ET VOS QUESTIONS.
DONNEZ-VOUS VOTRE FEEDBACK EN FLASHANT LE CODE :**



Avec :

Accenture **Interactive**



EPSILON

