

The Power of Machine Learning to Enhance DSP Algorithms

CPAs improve by 33%

Released:

Amobee’s Data Science and Engineering teams upgraded the algorithm that predicts Action Rate at bid time to make it more accurate by utilizing machine learning.

Platform-wide CPAs improved by **33%** while two major DTC retailers saw **36%** and **39%** improvements respectively, with minimal impact to campaign scale/pacing, outperforming competitive platforms including search and social.

	Amobee		Brand A		Brand B	
	CPA	CPM	CPA	CPM	CPA	CPM
Old Model	\$1.53	\$4.95	\$1.41	\$4.92	\$3.27	\$5.42
New Model	\$1.02	\$4.88	\$0.90	\$4.83	\$1.98	\$4.23
% Change	-33.33%	-1.41%	-36.17%	-1.83%	-39.45%	-21.96%



33% improvement in platform-wide CPAs



36% improvement in CPAs for Brand A



39% improvement in CPAs for Brand B

**New model only applies to Desktop bid requests.*

In Development:

More exciting things to come! The Amobee team is making machine learning upgrades to additional CPA, CPC, Viewability Models, as well as making optimizations to the win price prediction models and bid scoring flows.