



ONBOARDING 1ST PARTY DATA

Combine our TV planning platform with 1st party data for more efficient campaigns

The growth of data driven TV planning has opened the door for advertisers to harness the power of 1st party data at the top of the marketing funnel. Utilizing 1st party data for linear planning helps brands unlock the power of their proprietary data to reach their most important target audiences.

Working with Amobee, brands and broadcasters can match a brand's 1st party data with Nielsen's nationally weighted TV viewing panel in a privacy compliant manner. Once on-boarded, 1st party data segments can be sized in real-time against the Nielsen Universe to determine the reach of each custom segment. This knowledge creates brand-specific opportunities for custom targeting and measurement solutions, providing greater efficiency and impact over traditionally planned campaigns.

For brands to onboard 1st party data to the Amobee planning platform, clients should take the following steps:

Process	Timing
1st Party Data Onboarded to Experian	Varies by partner
Amobee Alerts Nielsen & Experian of Need to Initiate	1 business day
Nielsen Sends Panel to Experian	15 business days
Experian Links 1st Party Data to Nielsen Panel, Sends to Nielsen	
Nielsen Ingests Matched Records, Prepares PID Deliverable	
Nielsen Sends PID Deliverable to Amobee	
Amobee Ingests & Surfaces in Platform	2-4 business days
Total (once onboarded to Experian)	18-20 business days

To initiate this process, Amobee contacts Nielsen, who facilitates a kick-off call with Experian. Nielsen's Experian lead will then coordinate between Nielsen, Amobee, the client, and the respective Experian reps for all Experian-centered activities.

Onboarding and planning against 1st party data does include an additional fee. Please contact your Amobee TV rep for more information.

Case Study

Applying 1st party data to linear planning

Scenario	Solution	Results
<p>A leading insurance provider wanted to utilize their 1st party data to plan, execute and measure the effectiveness of buying against a strategic target (vs. demo based), to drive conversions on their website.</p>	<p>The client's 1st party data was ingested, scaled, and utilized to create an advanced linear plan through the Amobee planning platform. Concurrently, the client's website was tagged to measure the conversion rates of both their demo-based TV buy and the TV buy planned against their 1st party data by Amobee.</p>	<p>The 1st party data TV plan delivered a 21% higher conversion rate on the client's website than the demo-based TV buy, proving the impact of planning with proprietary data.</p>

Website Conversion Rates

