

AI-powered solutions that drive better outcomes and audience engagement for publishers and agencies



Navigating a changing media landscape in the COVID-19 era

Few sectors have been hit as hard by the COVID-19 pandemic as digital publishing and advertising. Though many digital publishers have benefitted from audience growth and increased online traffic during national lockdowns when people were asked to stay home, the economic pressures of the virus have prompted most brands to cut back severely on their ad spend.



US advertising spending (excluding election campaigns)

2019

\$238.8
billion

2020

\$207.9
billion

GroupM, a unit of WPP and the world's single largest ad buyer, recently reported that it expects US advertising spending (excluding election campaigns) to plunge to \$207.9 billion in 2020, down from \$238.8 billion in 2019. The Interactive Advertising Bureau expects advertising spend to fall by more during the COVID-19 pandemic than it did in the Great Financial Crisis.

This downturn in advertising revenue is simply the latest trial faced in a sector already beset by complex challenges, ranging from new privacy regulations and fierce competition for ad dollars with big tech platforms to new consumer media consumption habits and demands from advertisers for clearer insight into return on investment and performance.

The volatility looks likely to continue for some time yet—and digital publishers and media agencies will need to be agile to keep up. Those that win in the months to come will be the ones that most effectively leverage the wealth of data they have at their disposal to gain deeper insights into their audience.

For publishers, audience insight is the key to adapting to the fast-evolving needs of their users, so that they can better monetise their audience via sales of advertising and subscriptions. Agencies, meanwhile, need better audience insights if they are to demonstrate return on investment to the brands they work with.

Yet turning user data into audience insight is by no means simple. Many publishers are working with siloed datasets or fragmented technology stacks with legacy systems that impede their access to

reliable, up-to-the-second data. Reporting, data aggregation and audience segmentation are, for many companies, still cumbersome, time-consuming manual processes.

There is a compelling opportunity for digital publishers and agencies to change this by adopting the next generation of cloud platforms and machine learning tools. These solutions will enable them to elevate automation in their advertising technology environment as well as to gain better insight into their audiences.

This will equip them to focus on strategic engagement with the audience as well as content and creative rather than on low-level technical tasks. In turn, this will help them to navigate the complexities of the current media landscape and the likelihood of suppressed advertising spend for several years into the future.



Cloud-enabled agility

The speed of change in publishing and advertising—accelerated by the impact of the pandemic—demands agile response and operational efficiency from publishers and agencies. The most successful agencies and media companies are putting in place cloud-enabled platforms and processes that allow them to:

- Integrate data from multiple first-party systems (CRM, ad-tech stacks etc.) and third-party sources (social media and programmatic platforms),
- Prepare and aggregate data so that it's accessible to analysts, strategists and others who need.
- Achieve a better and broader understanding of audiences and a holistic view across the activities in the business.

DotModus provides artificial intelligence (AI)-powered and cloud ad-tech and digital publishing solutions that help reduce costs, improve decision making and streamline operations. The Google Cloud gives publishers and agencies a flexible framework that enables them to build at a pace that matches the industry and scale up efficiently.





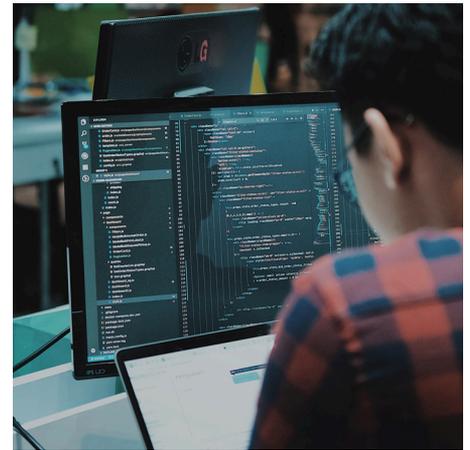
Google Cloud

The Google Cloud Marketing technology solutions can help any agency or publisher to better organize its information and make it accessible and useful to those within the organization and outside it who need it. The Google Cloud platform uses open standards to help enable data sharing and interactive collaboration, while also providing a secure platform.



Data analytics and engineering

As a trusted Google Premier Partner for Data Analytics, we help agencies and publishers to use end-to-end big data processing and low-cost data warehousing solutions to uncover actionable insight from just about any data source. DotModus can help organisations to configure a data pipeline that automatically organises data from in-house systems and third-party platforms.



AI and machine learning

Machine learning algorithms enable publishers and agencies to identify patterns in vast streams of data that would otherwise be difficult to identify. Companies can elevate automation by feeding machine learning insights into an AI solution that has been empowered to make smart decisions against given criteria. This can enable new audience experiences that are more seamless and personalized.

We help organizations to use machine learning to build cognitive systems that streamline operations and deliver flexible, personalised, and cost-effective audience engagements. Our machine learning solutions reliably learn from the data that they process and improve on their mistakes to ensure outputs and actions that are consistently accurate and relevant.

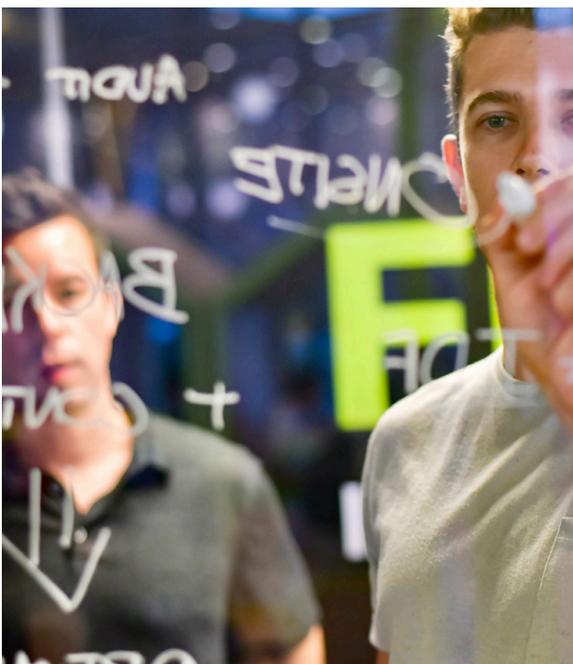
Some of the use cases include:

AI-driven audience segmentation — Automatically analyses and groups the audience in segments, using trends in activity and behaviour that may not always be apparent to human analysts.

True personalisation — AI effortlessly tailors ads and content to each consumer's behaviour and preferences. Personalise every experience at scale.

Better ROI measurements — Use machine learning to target, predict, and prioritise audience interactions and generate more accurate ROI measurements.

Richer video analysis — AI can determine the content, mood, themes and logos contained in any number of videos for the more comprehensive video reports.



Collaborating with DotModus to drive better audience insights

Publishers and agencies work with DotModus to implement digital solutions that enable them to tailor ads and experiences to the audience, enhance efficiencies and drive growth. Many clients work with us to achieve a better and broader understanding of their audiences, via Insights, our tried and test method for collecting and transforming data into relevant and reliable information.



Contact us

Contact us on sales@dotmodus.com to learn more about how our data solutions enable you to build a better and broader understanding of your audiences and a more holistic view across the activities in your business.

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