Using Audience Data and Targeting Tools To Deliver LGBT Customers

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GaY ad NETWORK

How to find LGBT Customers?

◉ In LGBT Media – Apps/Sites/Print/Events
  • Target by media outlet or content
  • Limited reach
  • Inefficient for many advertisers

◉ With Audience Targeting Tools
  • Target by audience profile
  • Broader reach
  • Efficient – better ROI
  • Reach specific LGBT consumers in LGBT and mainstream media using audience data and targeting tools via the Programmatic Process

The LGBT Programmatic Process

1. Understand your LGBT customer
2. Build audience profile
3. Determine distribution options
4. Optimize based on LGBT audience segments, media placements and creative performance

1. Understand Your LGBT Customer

- ◎ Demographic Profile
  - Where do they reside?
  - How old are they?
  - How do they define their gender?
  - Are they single, coupled, married?
  - What is their average HHI?

- ◎ Interests and Behaviors
  - In-Market Objectives
  - Spending Habits
  - Buying Preferences

2. Build Audience Profile

- ◉ First and third-party data segments are combined to build an audience target

- ◉ A programmatic partner can construct custom audiences or you can choose from pre-defined audiences

Luxury Buyers

With high disposable income, these wealthy buyers have a propensity to spend on the finer things in life.

Frequent Travelers

These frequency-fliers love to travel the world for business and pleasure.

LGBT Early Adopters

Brand-conscience and technically savvy, these progressive buyers influence their peers.

Proud Parents

These LGBT moms and dads prefer grocery shopping and retail buying from inclusive brands.

LGBT Green Team

Socially conscience and eco-friendly, these LGBT buyers seek out environmentally safe brands.
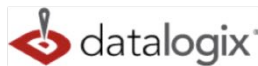
Entertainment Enthusiasts

These buyers frequently attend movie premiers, musical performances and live events.

2. Build Audience Profile

- Past Purchases
- Brand Affinity
- Interests

- In-market intent
- Psychographics
- Lifestyles

3. Determine Distribution

- ◉ Delivery
  - Device: Desktop/Mobile
  - Format: Display/Video/Social/Native

- ◉ Inventory placements
  - White lists and black lists of sites/apps
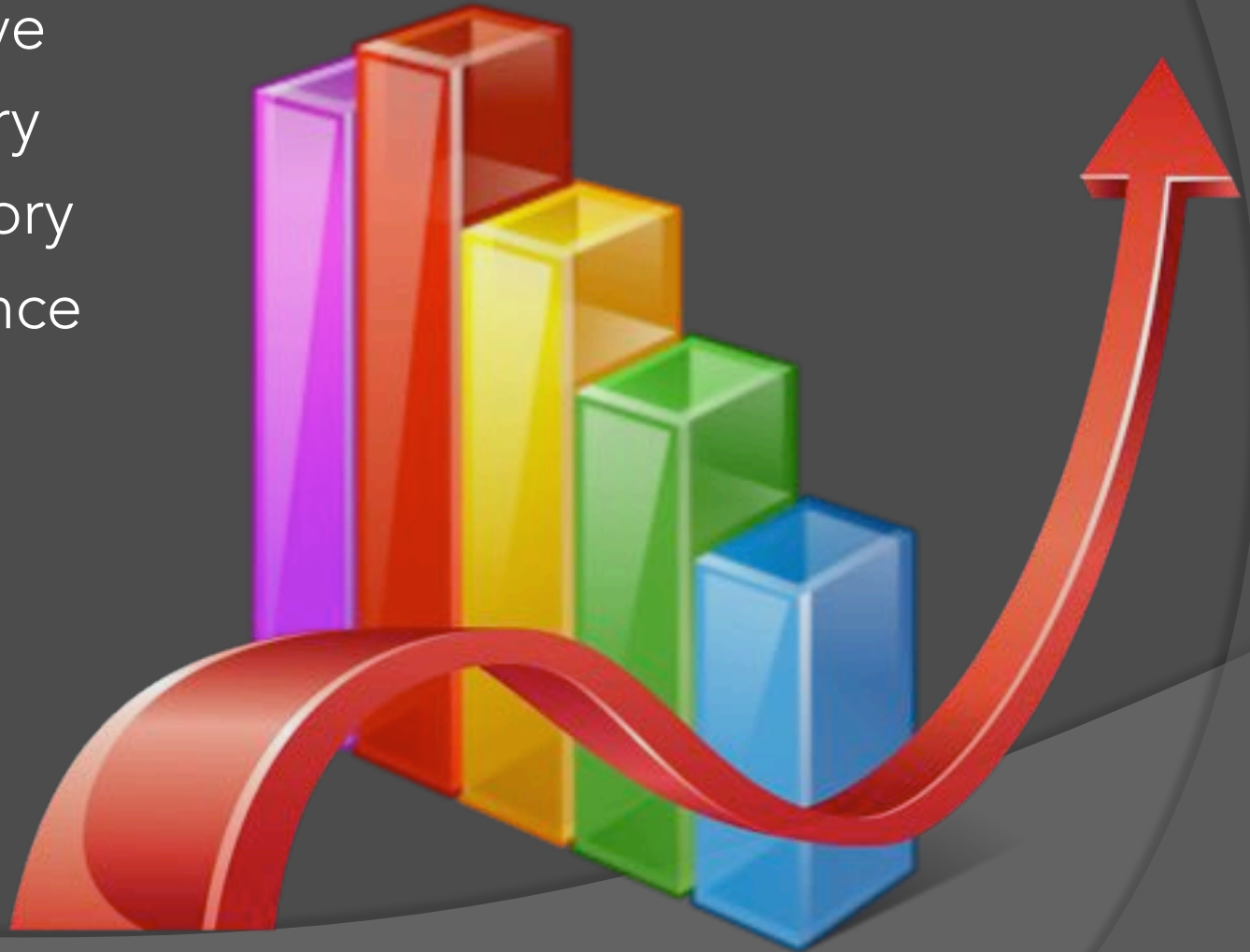 - Identify relevant content categories
  - Define and target related keywords

- ◉ Establish placement rules
  - Viewability metrics
  - Brand safety criteria

4. Optimize

- Creative
- Delivery
- Inventory
- Audience

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1. Understand Customer

◉ LGBT luxury-minded travelers in the United States.

2. Build Customer Profile

◉ First Party Data
Gay Ad Network > LGBT

◉ Third-Party Data
IXI > Travel > Luxury Traveler
V12 > Lifestyle> Luxury
AddThis > Travel > Luxury Hotel Brands
BlueKai > Lifestyles > Luxury Pursuits
Datalogix > Shopping > Luxury Goods

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3. Distribution

◉ LGBT and Mainstream websites
◉ Desktop and Tablets
◉ Localized Ads by Market

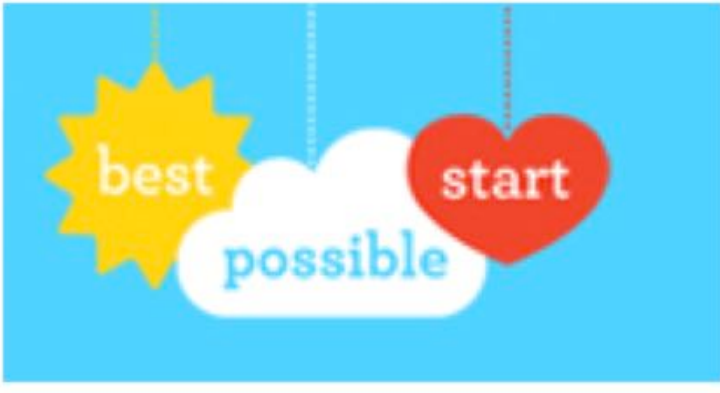## 4. Performance/Optimization

◉ Optimized by audience segment performance
◉ Optimized by end device

1. Understand Customer

- ◉ LGBT parents in the United States, with children living in the household, newborn to age 3

2. Build Customer Profile

- ◉ First-party LGBT data combined with third-party data consisting from multiple audience data partners

- ◉ Campaign performance can then be analyzed based on each data segment used

2. Build Customer Profile

○ **First-party data**

Gay Ad Network > LGBT

○ **Third-party data**

Datalogix > DLX Demographics > Children Age 0-2 in Household
Dataxpand > Intent > Baby & Children Products
Dataxpand > Seasonal > Intent > Baby & Children Products
DeliDataX > Intent > Retail > Items for babies and children
DeliDataX > Interest > Women > Children and babies
Branded Data > I-Behavior > US Data > Retail > Apparel > Children
I-Behavior > US Data > Retail > Children's and Baby Products
IXI > Retail > Shop for Babies
Lotame > Declared Parents > Parents of Young Children
MasterCard > Frequent Transactor > Retail > Children's Apparel
BlueKai > Retail > Babies & Kids > Babies & Toddlers > Toys
Acxiom > Basic Rate > ACXM Retail > Baby Products > Baby Toys
AddThis > Premium > Retail > Shopping > Classic Toys
Analytics IQ > Past Purchases > Children's Learning Toys
Cross Pixel > Shopping > Kids & Family > Toys
Datalogix > DLX Retail > Children Products Buyers > Toys
Experian > Purchase Predictors > All Channels > Toys
Experian > Purchase Predictors > Online > Toys
Media Source > Purchases > Toys
Media Source > Transactions > Children's Products > Toys
SirData > Hot Prospects > Baby Toys & Activities
BlueKai > Children's Products > Learning & Activity Toys

3. Distribution

- Facebook, branded posts with hashtags
- Instagram, branded posts with hashtags
- Co-branded ads, mainstream apps
- Co-branded ads, mainstream websites
- Native ads on Facebook
- Co-branded ads, LGBT websites
- Product ads on ProudParenting.com

4. Performance/Optimization

- Budget on Facebook via mobile devices was increased based on performance to drive the highest engagement rates

- The social media posts reached an audience of 2,790,352 and were liked and shared 190,121 times. Engagement rate was 7.0%.

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