

EngageClick Integrates Artificial Intelligence with Ads to Offer Personalized Consumer Experience

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EngageClick, the technology integrator that makes advertising personal, today announced a new consumer personalization platform that improves the effectiveness of advertising engagement across multiple screens by learning engagement behavior patterns of consumers and by delivering predictive and personalized ads. The EngageClick Consumer Personalization Platform uses data driven technologies such machine learning and cognitive science to track customer data in real-time across mobile devices, tablets, desktops, and smart TVs.

Applying Artificial Intelligence (machine learning) that affects the advertising message is a completely new marketing technique. Just as machine learning might be used to identify hand written zip codes on envelopes so they can be sorted into the appropriate geographic region, customer data and behaviors are learned and sorted enabling personalized advertising messages. By learning consumer engagement signals, the EngageClick Consumer Personalization Platform identifies persona (groups of people who demonstrate similar taste of ads) at any point in time across multiple screens. Once a consumer persona is identified, the EngageClick platform delivers personalized ads targeted to the respective persona resulting in higher consumer engagement and deeper metrics.

EngageClick is also a major boon for performance marketers focused on measuring and improving performance. The platform allows marketing professionals to improve measurement and maximize ROI. Performance marketers uses various elements of personalization technologies provided by platform such as machine learning enabled personalized ads, re-engagement (advanced re-targeting technologies), creative personalization (consumer engagement behavior based auto segmentation and optimization) to help them achieve greater conversion successes along with understand the overall insights of conversation path. The insights tell them "why" and "how"; they're seeing better conversion – a story that was untold to them before. It's the most advanced and unique cross-screen and cross-channel solutions for performance marketer needs.

The platform is currently being tested with major global CPG, Auto, Retail, Finance, Media, Entertainment, Travel brands and already delivering increased digital ad engagement by more than an of average of 50%. These major campaigns have enabled EngageClick to collect data samples in the millions, identifying key pattern in device use, location behaviors, interaction styles, engagement preferences, buying behaviors, and regional trends.

"The ability to apply machine learning to creative, can change the whole dynamic of how brands can appeal to their customers," said Brandon Berger, worldwide chief digital officer for Ogilvy & Mather . "Using big data to predict the most effective message to serve at the right time, will allows us to be programmatic on both sides of the creative and media equation. It will bring performance and brand much close to together."

EngageClick constantly learns about the individual customer and delivers what works best for each consumer. Machine learning looks for patterns and creates groups then matches group patterns to find which work best with particular elements of an ad. EngageClick groups patterns together based on engagement behaviors and build ads in real-time (where there is flexibility to make ads more adaptive) to deliver to the right person or select the best ones out of existing branding ads (where there is a high creative control). The algorithm works for every creative situation of the customers. Consumer information is collected from devices and systems as a group level action so it also enables the platform to be effective in cookie-less or identifier-less environment.

"Imagine walking past a garden center and receiving a mobile ad for \$1 off hummingbird nectar for the feeder you bought recently," notes Shekhar Deo, co-founder of EngageClick. "We know something you need, and are approaching one of our clients store fronts. That's where marketing is going. It's getting much more personal and more connected."

EngageClick seamlessly integrates with existing Demand Side Platforms (DSPs), Real-Time Bidding (RTB), trading desks, large publishers, and other major servers. Agencies and Brands can easily leverage EngageClick's technology that supports Interactive Advertising Bureau (IAB) unit guidelines with existing media buys through other platforms. EngageClick also has partnered with several media companies to help agencies and brands to deliver full-service campaigns.