

## Predictive Targeting

Reach high-value audiences your competitors can't find.

Whether you're running a branding campaign or using other upper-funnel tactics, you want to attract as many high-quality prospects as possible in order to meet your campaign goals. And it's common to use third-party behavioral data to help you identify the right audiences.

But your campaign may not be achieving all that it can. Do you know if you're reaching all the consumers you need to meet—or exceed—your goals? And how can you reach more prospects than your competitors if they use identical data to bid on the same audiences?

Turn gives you the tools you need to outpace the competition by using predictive targeting, a powerful alternative to using behavioral data alone.

Standard behavioral segments can be limited, because they may use just a few variables to analyze past consumer actions. Turn predictive targeting uses more than 2000 variables, with powerful algorithms that analyze both past and current actions to let you reach unique audiences that your competitors can't even begin to find. This competitive advantage makes it easier to meet—or even exceed—your campaign goals.

### Predictive Targeting Drives Competitive Advantage and ROI

Predictive targeting lets you use Turn Digital Hub to discover and reach more of your desired audiences, improve response rates, reduce your CPM, and automatically optimize your campaign budget—which ultimately produces better ROI for your campaigns.



#### Reach

Because of the rich data used in predictive targeting, you can reach more consumers—and better-qualified prospects—than you could with behavioral targeting alone. Turn Digital Hub leverages your first-party data to pinpoint the audience segments you need to achieve your campaign goals. All first-party data brought into the Turn Digital Hub is anonymized to ensure that no personally identifiable information is included in audience profiles.

#### Achieve

Previously “unseen” audiences can help you boost campaign results by driving more interested prospects into the top of the funnel. Turn Digital Hub uses real-time performance data to adjust audiences dynamically, so your campaign can become more and more productive as it runs.

#### Reduce

If you use predictive targeting for prospecting, you don't have to use third-party behavioral segments. That allows you to reduce the cost of your campaign.

## Sophisticated Algorithms Adapt Continuously in Real Time

Rather than using a single “prediction” algorithm, Turn predictive targeting draws from a broad range of patented, algorithms that use state-of-the-art machine learning to build and adjust your custom audiences on the fly as your campaign runs.

Turn predictive targeting analyzes campaign goals and other criteria to select the most effective modeling techniques, ranging from logistic regression to hierarchical ensemble models to gradient-boosted decision trees. Then, as your campaign runs, Turn Digital Hub incorporates campaign performance data to adapt the models continuously in real time. Algorithms run in different sequences and combinations to make your targeting progressively more precise over the course of the campaign.



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With Turn predictive targeting, bidding and budget optimization are unique for each advertiser and each campaign. The predictive analysis factors in variables such as:

- **Campaign performance goals.** Specify your goals, such as Click-Through Rate or Video Completion Rate, for each channel you’re using in your campaign. Turn Digital Hub dynamically adjusts your audiences based on performance against these goals as the campaign runs.
- **User profile, context, and advertiser data.** A variety of first-party data improves the precision of predictive targeting. Data can include demographic and contextual data from site visits.
- **Creative.** Turn predictive targeting can also take creative data into consideration, including layout, creative attributes, category, creative type, keywords, and pixels (Web beacons).
- **Campaign specifications.** The algorithms can also factor in criteria such as day of week, time of day, geography, browser, operation, connection speed, ISP, and above the fold.

You can adjust your criteria at any time, even while the campaign is running; the predictive targeting algorithms will adapt to your new specifications. Set up predictive targeting yourself or have Turn do it for you through Turn Digital Hub Copilot.

### Use Behavioral Data More Efficiently

Predictive targeting produces audience information that lets you clearly identify the third-party behavioral data you need for follow-on campaigns. Whether your next campaign is a branding or direct response campaign, using the exact behavioral data you need allows your campaigns to be more cost-efficient.

### Contact Us

We’re eager to talk with you about your business requirements. Contact a Turn sales representative to learn how we can help solve your digital marketing challenges. [www.turn.com/contact-sales](http://www.turn.com/contact-sales)

### About Turn

Turn delivers real-time insights that transform the way leading advertising agencies and marketers make decisions. Our cloud applications and Internet-scale architecture work together to provide a complete picture of customers, execute multi-channel campaigns, and connect with a worldwide ecosystem of 150 partners. Turn is headquartered in Silicon Valley and provides its platform, products, and services worldwide.