



# Look-alike modelling and Audience lab

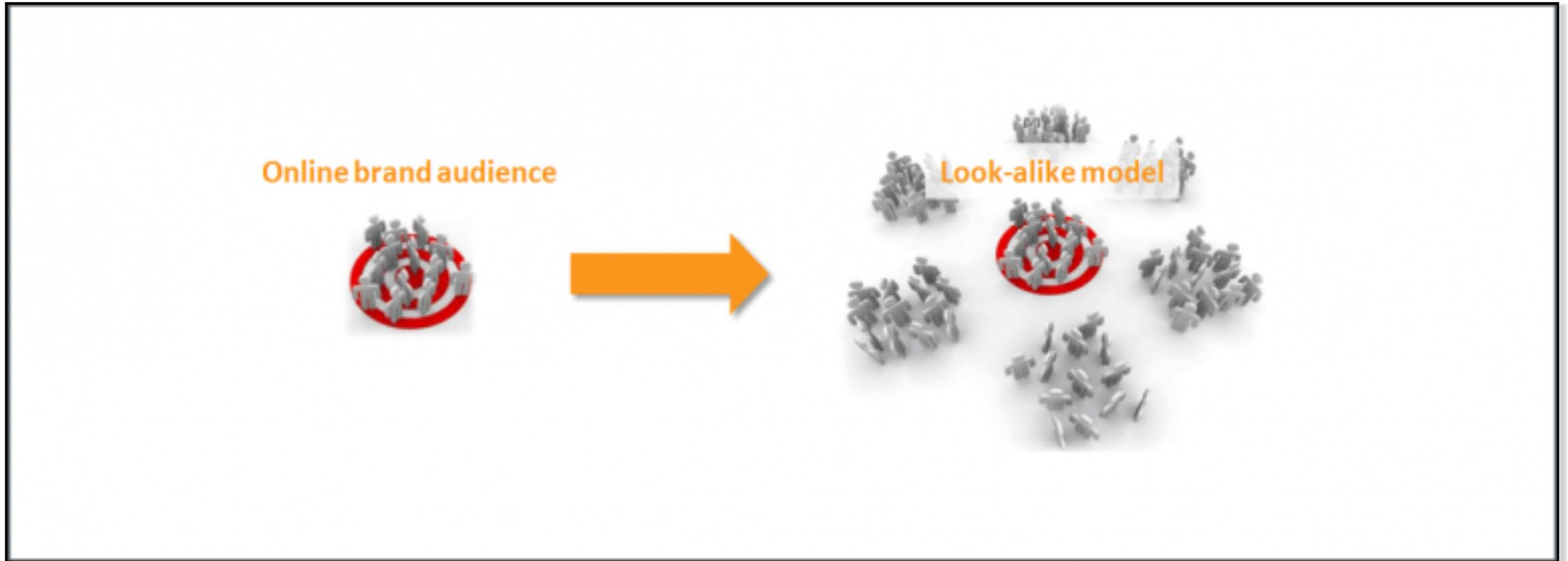
Audience Manager Office hours

# Key takeaways:

- Building and optimizing your look-alike models
- Understand model specifics and analyze results
- Create algorithmic traits
- Insights into audience lab
- Use Audience Manager look-alike modeling and Audience Lab together

# What Is Look-alike Modeling?

- Discover new, unique audiences through automated data analysis



# Why Use Look-alike Modeling?

- Marketers who wants to extend Sold out Inventory
- Marketers who wants to find prospects with a propensity to purchase

# Extend Sold out Inventory from Your 1st Party Data

You are an Ad Sales Manager at a popular website and online community for home improvements, interior design and decorating. You have a specific segment audience of 15K users which has sold out and you want to extend this audience with other look-alike users from your 1st party data.

- Build a model
- Understand and analyze model results

# Steps to setup a model:

Select a baseline trait, time range and 1st party or 3<sup>rd</sup> party data sources



Save the model. The algorithm process runs automatically



Build algorithmic traits with trait builder data



Create segments using algo traits in segment builder



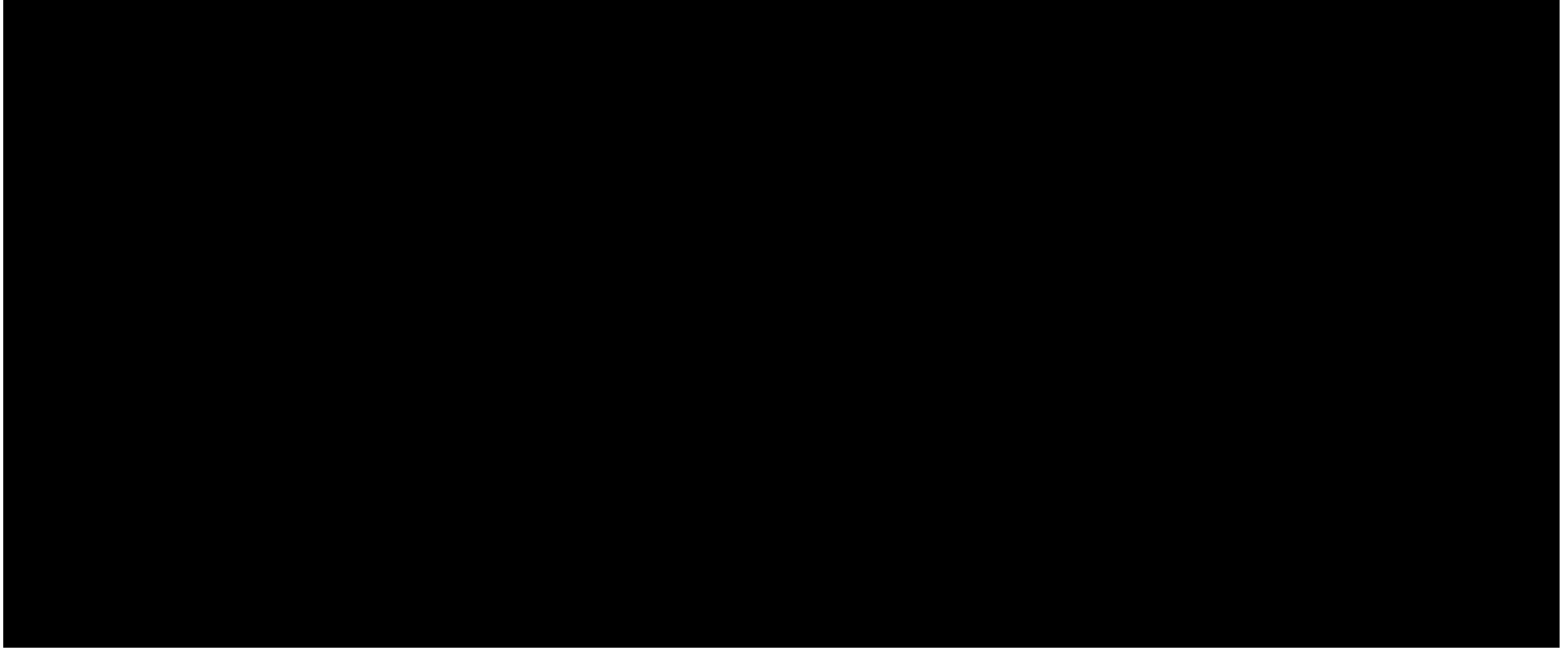
Send segment data to a destination



# Understanding Model Inputs:

- Baseline
- Data Sources
- Trait Exclusions

# Demo:





# Creating Algorithmic Trait from Model Results:

- Scroll down to the bottom of the *Model Results* page. Click *Create New Trait with Model*
- Name the trait
- Select *Algo-generated Data Source* as the Data Source, where the new trait will be saved
- Pick the required folder as a specific location for storing it
- Click on *Configuration* to expand it
- Select *Accuracy*
- Click *Save*

## Traits Using

Trait ID

Name



Description

No traits found

Create New Trait with Model

1



Adobe Audience Manager

Dashboard

Audience Data ▾

Analytics ▾

Audience Marketplace ▾

## Algorithmic Trait

### Basic Information ?

Name:

test algorithmic

2

Description:

test algorithmic

Data Source:

Select a Data Source

3



Integration Code:

Store In:

> All Traits

4

> Configuration ?

5

Save

Cancel

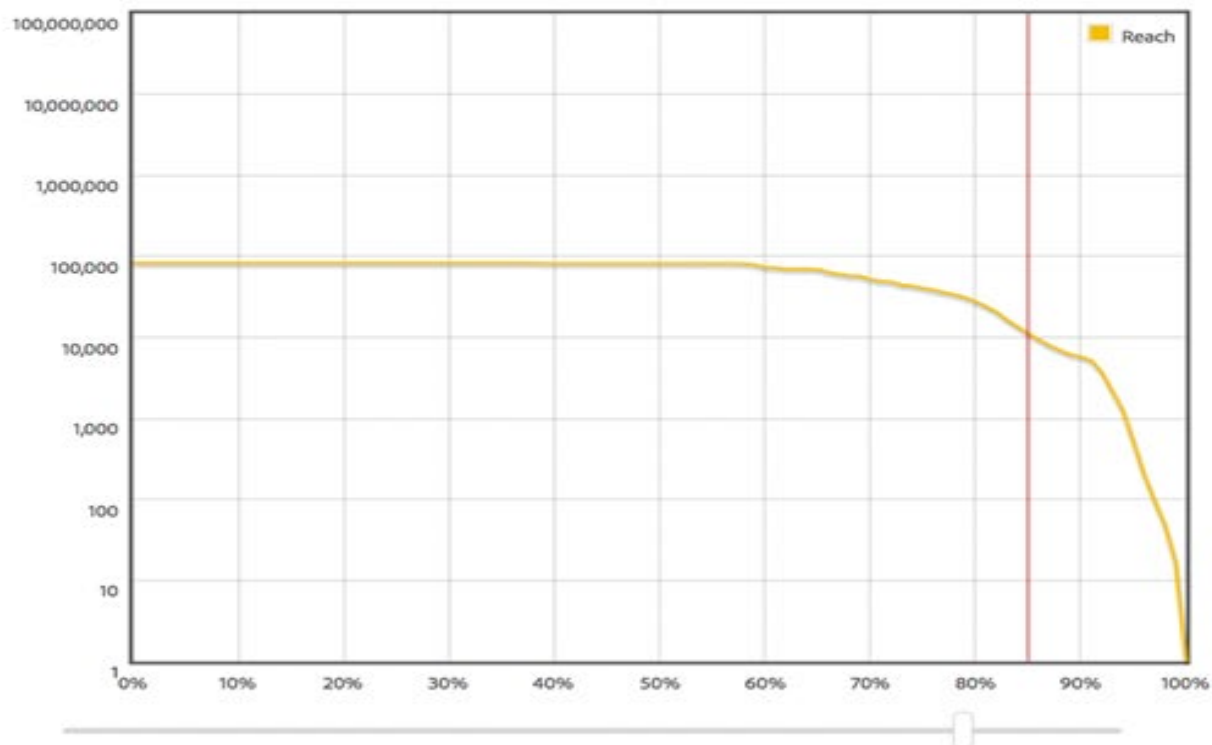


## Configuration ⓘ

Select a Model for the Algorithmic Trait:

Update

## Adjust Reach &amp; Accuracy



## Reach &amp; Accuracy

83%	16,413
84%	12,586
85%	11,178
86%	9,984
87%	7,973
88%	6,959
89%	6,151
90%	5,777
91%	5,206
92%	3,716
93%	2,178
94%	1,257
95%	514
96%	207
97%	97
98%	48
99%	17
100%	1

Save

7

Cancel

# Understanding Model Results:

Model Processing History (Last 10 Processes)

Processing Date and Time	Data Generated?
03/21/2019 2:46 PM	Yes
03/20/2019 2:46 PM	Yes
03/20/2019 4:28 AM	Yes

Influential Traits (Top 50)


Rank	Trait ID	Name	Description	Relative Weight ①	Unique Trait Realizations	Total Trait Population
1	13953797			15.26%	5,075	5,075
2	13953658			14.46%	1,984	1,984
3	13953777			9.28%	7,067	7,067
4	13953788			8.23%	14,835	14,835
5	13953697			7.92%	5,139	5,139
6	13953666			6.96%	10,089	10,089
7	13953706			5.96%	9,913	9,913
8	13953757			5.67%	7,875	7,875
9	13953636			5.53%	5,022	5,022
10	13953726			3.83%	29,992	29,992
11	13953647			3.08%	29,929	29,929
12	13953687			2.86%	29,903	29,903
13	13953767			2.85%	39,860	39,860
14	13953806			2.66%	29,899	29,899
15	13953717			2.56%	7,076	7,076

# Discover Look-Alike Users from 2<sup>nd</sup> and 3<sup>rd</sup> Party Data

You are the Digital Marketing Manager at **Automobile company** and your goal is to broaden the *luxury cars* audience, then target these new users on other sites.



# Accessing Audience Marketplace:

 Adobe Audience Manager

Dashboard

Audience Data ▾

Analytics ▾

Audience Marketplace ▾

Tools ▾

Administration

Dashboard

14 days ▾

 before the last reporting date: 2019-05-07

Partner Uniques

Marketplace

Shared Data

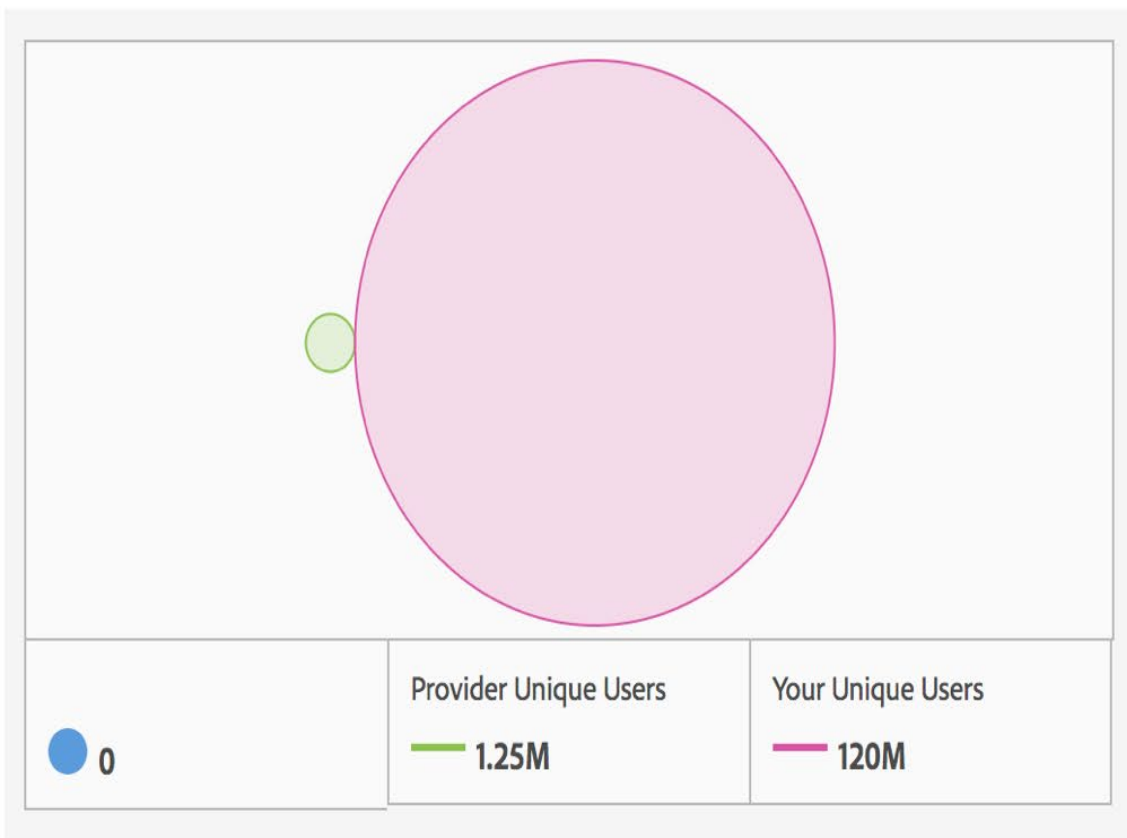
Payables

Receivables

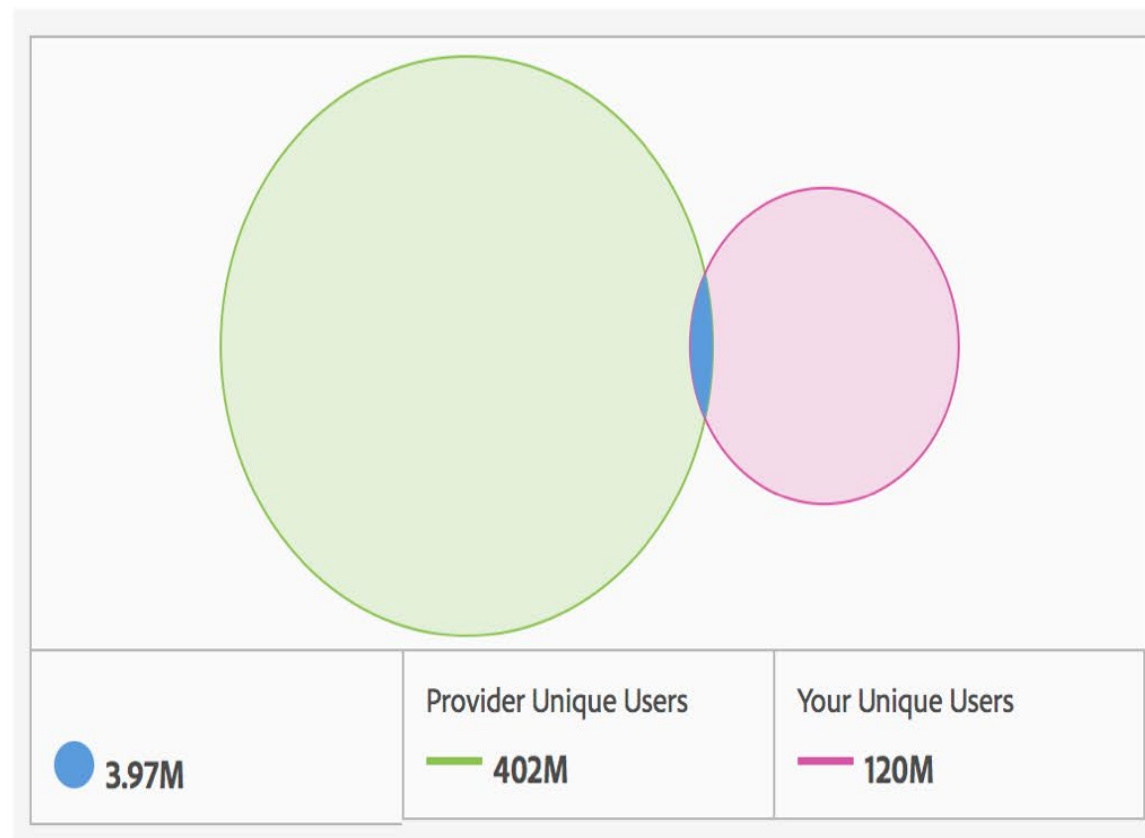
Marketplace

[Visit Adobe Audience Finder ?](#)  
Your reference guide to Adobe Data Partners

Name	Description	Provider	Traits	30 day Provider Unique Users	30 day Overlapped Uniques	Feed Overlap	Currently Subscribed Plan Count
<a href="#">180byTwo ABM</a>	This is the 180byTwo Account Based Marketing taxonomy. Target a fortune 1,000 employee here.	180byTwo (Exchange Partner)	1,023	12,480,522	0		
<a href="#">180byTwo Auto</a>	This is the 180byTwo Automobile taxonomy including Ownership and In Market segments/traits	180byTwo (Exchange Partner)	98	228,719,111	0		
<a href="#">180byTwo B2B</a>	This is 180byTwo B2B Taxonomy including firmographic traits	180byTwo (Exchange Partner)	479	392,541,473	0		
<a href="#">180byTwo B2C</a>	This is the 180byTwo Consumer taxonomy, including but not limited to Income levels, Age, Gender and Profession.	180byTwo (Exchange Partner)	471	433,886,624	0		
<a href="#">180byTwo Latam</a>	This is the 180byTwo Latin American hierarchy including interest level segments for individuals in Latin America...	180byTwo (Exchange Partner)	170	79,951,417	0		
<a href="#">180byTwo LOCI Mobile Audiences</a>	This is the 180byTwo LOCI Taxonomy including consumer location visits.	180byTwo (Exchange Partner)	821	600,362,118	0		
<a href="#">180byTwo OTT (Over the Top)</a>	This is the 180byTwo OTT taxonomy including but not limited to Movie and Music Genre interest levels	180byTwo (Exchange Partner)	98	119,573,967	0		



Modeling won't work on this data.



Seems interesting.  
Consider for modeling.



# Measure Performance from Different Models via Audience Lab

- **Audience Lab** create mutually exclusive test segments in Segment Test Groups to compare and measure effectiveness of different destinations
- Compare Models in Audience Lab
- Testing Creatives Across Destinations


# Set up Audience Lab Tests against 3rd Party Data

You as a Digital marketing manager wants to measure the performance of the audiences created by two look-alike models using same baseline segment but different 3<sup>rd</sup> party data sources

# Assumptions:

- Prebuilt and ran two look-alike models with the two 3rd party data sources
- Created algorithmic traits from each of the models with similar reach
- Mapped each of these algorithmic traits to their own segments (this is a necessary step for Audience Lab, since in AAM, only segments can be actioned to destinations)
- Created a conversion trait in order to collect Click Through Rate (CTR) information from the Audience Lab tests and measure performance.

# Audience Lab Setup:

 Adobe Audience Manager

Dashboard

Audience Data ▾

Analytics ▾

Audience Marketplace ▾

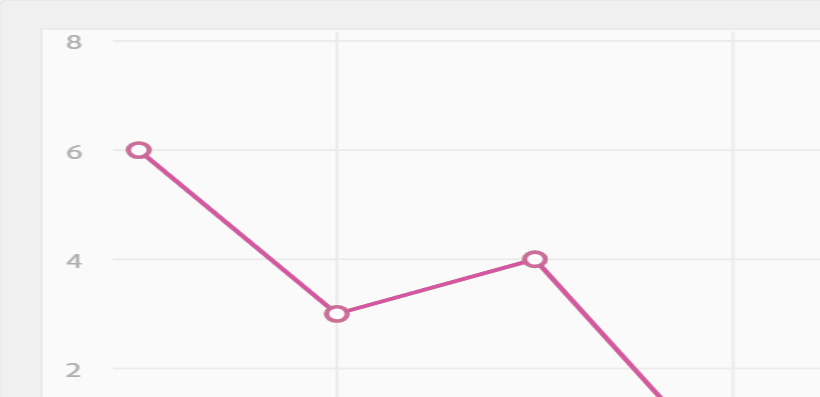
Tools ▾

Dashboard

14 days ▾

before the last reporting date: 2019-05-06

Partner Uniques



Data Sources

Signals New

Traits

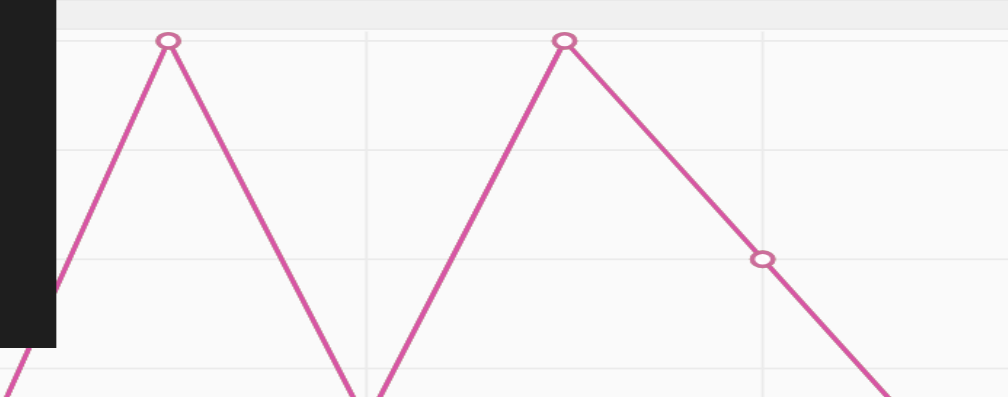
Segments

Destinations

Profile Merge Rules


Models

**Audience Lab**



Audience Lab

With Audience Lab, easily create a group of mutually exclusive test segments from a single base segment. Test segments can be used to evaluate different advertising elements (e.g. targeting platforms or targeting criteria) while controlling for the audience variable. For more information, see [Product Documentation](#)

 Search for a Test Group


Active (0)

Scheduled (0)

Paused (1)

Draft (0)

Completed (0)

 Create New Test Group

1 of 10 Slots Used

## Step 1: Enter Basic Info and choose segment

Audience Lab > Create New Test Group

Basic Info & Choose Segment

Allocate Test Segment

Select Conversion Traits

Choose Destinations & Dates

Summary & Finalize

BASIC INFORMATION

Test Group Name

Testing Model data

Description

Testing Model data

BASE SEGMENT

Choose a base segment for your test group

Search for a segment

All Segments

UIT

VarunTest

archit\_test

asodhi

kalam\_test

nikita test segments

VKSeg2

VKSeg3

PLsegment1

PLsegment2

PLsegment3

PLsegment4

PLsegment5

Cancel

Choose Segment

Cancel

Save as Draft

Next

# Step 2: Allocate test segment

Audience Lab > Create New Test Group



ALLOCATE TEST SEGMENTS *All test segments must total 100%*  
Total of Base Segment: ~0 devices

PLsegment1

#1 - Test Segment 1	10% / ~0 devices	<div><div>10</div><div>%</div></div>
#2 - Test Segment 2	90% / ~0 devices	<div><div>90</div><div>%</div></div>

+ Add Another Test Segment

Select Control Segment: 

None

Total Allocated Percentage: 100%



# Step 3: Select Conversion Traits

Audience Lab > Create New Test Group



CONVERSION TRAITS *You must choose at least one conversion trait.*

[Learn about setting up conversion traits.](#)

Trait 1741907 - Ankit evar trait



Add a Conversion Trait:



Previous

Save as Draft

Next



# Step 4: Choose Destination and Dates

Audience Lab > Create New Test Group

Basic Info & Choose Segment   Allocate Test Segment   Select Conversion Traits   **Choose Destinations & Dates**   Summary & Finalize

**CHOOSE DESTINATIONS** *Drag and drop each segment to a destination*

**Test Segments**

- Test Segment 1 – 10%
- Test Segment 2 – 90%

**Destinations**

None

**AppNexus Test RT** *Server-to-server*

Test Segment 2 – 90%

Mapping Key: Enter any value here

Drag & Drop Here

**CHOOSE DATE RANGE** *Select start and end dates for your test group*

Publish from: 05/07/2019 to: (None) ☒ No End Date

Previous Save as Draft Next

# Step 5: Summarize and Finalize

DashboardAudience DataAnalyticsAudience MarketplaceToolsAdministration

?

Audience Lab > Create New Test Group

Basic Info & Choose SegmentAllocate Test SegmentSelect Conversion TraitsChoose Destinations & DatesSummary & Finalize

Test Group NameTesting Model data

DescriptionTesting Model data

BASE SEGMENT

PLsegment1 - Data Source ID 131834

TEST SEGMENTS

Test Segment 110% - ~0 Devices

Test Segment 290% - ~0 Devices

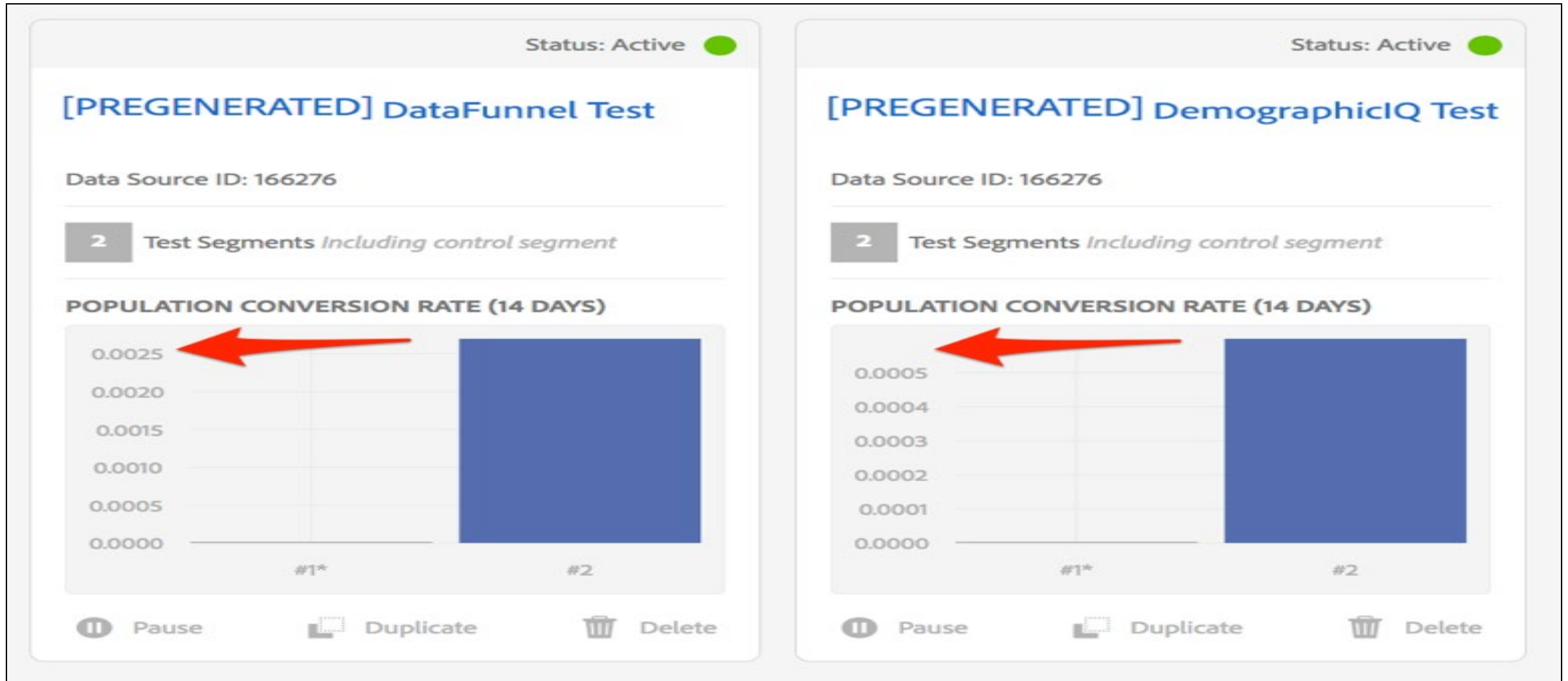
CONVERSION TRAITS

Trait 1741907 - Ankit evar trait

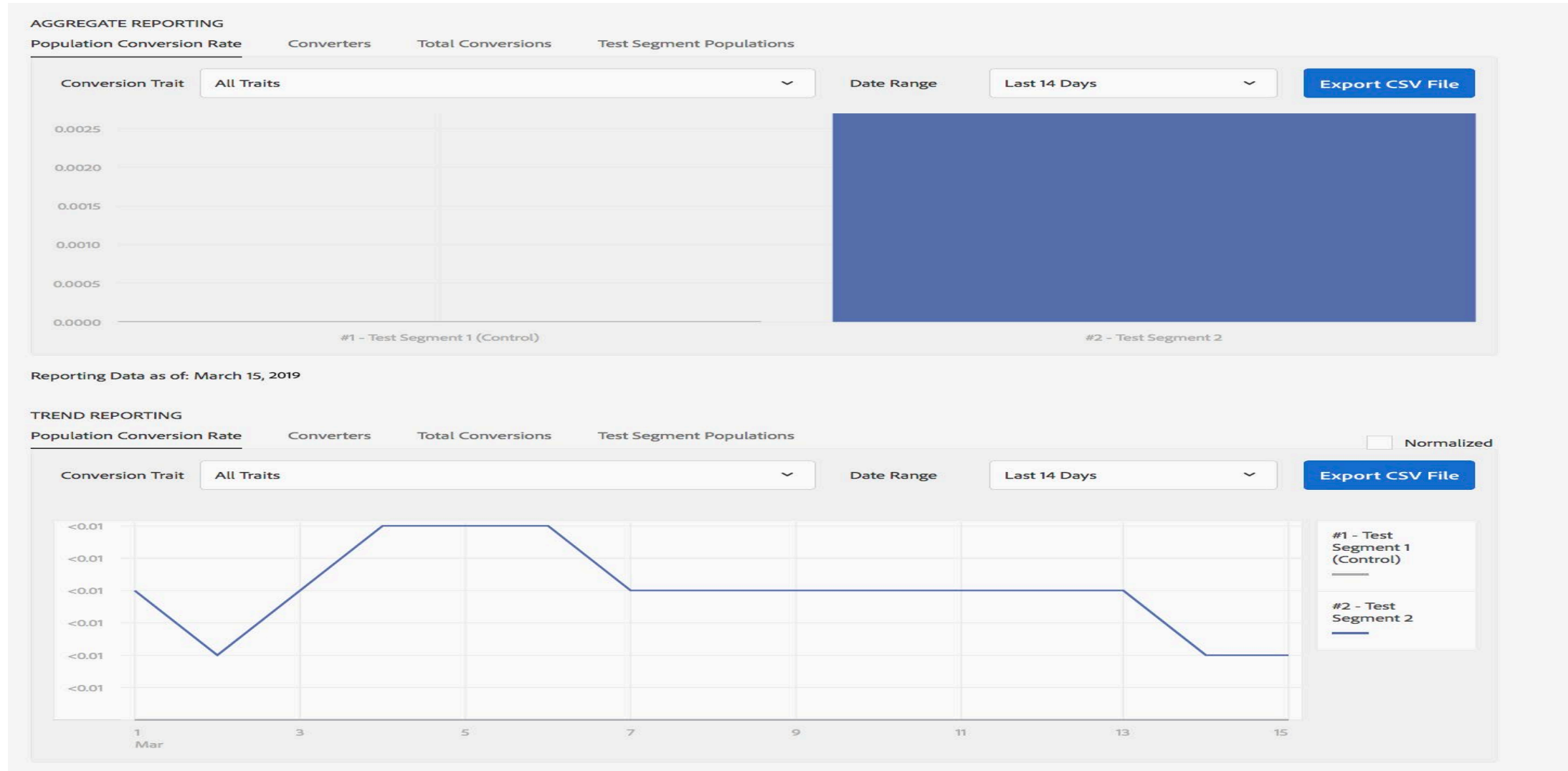
Save as Draft

Finalize Group

# Audience Lab - comparing CTR results



# Audience Lab - aggregate and trend reports



# Best Practices :

## Look-Alike Modelling

- Use highly specific baseline trait as a start.
- Select short lookback period - 30 days.
- Create a new data source to store algo traits and segments in.
- Exclude generic traits into a separate data source.
- Select data sources that have at least some overlap with baseline trait/segment.

## Audience lab

- Don't test an audience that already has high likelihood to convert
- Allocate the percentages carefully
- Mapping value should be the one that DSP accepts.

# Resources

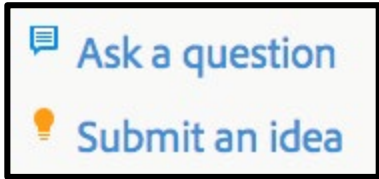
✓ Status.Adobe.com

💬 Forums.Adobe.com

📄 HelpX.Adobe.com

🐦 @AdobeExpCare

✉ amsupport@adobe.com



ADOBE STATUS ▾				
✓ All Experience Cloud services available				
<input type="text" value="Search product, service"/>				
	March 19	Yesterday	Today	Scheduled
Adobe Analytics	●	●	●	Maintenance on 03/21/2018
Adobe Audience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Campaign	●	●	●	Maintenance on 03/22/2018
Adobe Connect	●	●	●	
Adobe Experience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Media Optimizer	●	●	●	Maintenance on 03/22/2018
Adobe Primetime	●	●	●	Maintenance on 03/22/2018
Adobe Social	●	●	●	
Adobe Target	●	●	●	Maintenance on 03/22/2018
Cross-Cloud Capabilities	●	●	●	Maintenance on 03/22/2018



# Q & A

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