

What is Audience Extension?

Advertising plans are designed to reach a specific target market and B2B publishers are recognized as domain experts at engaging a specific audience that matches an advertiser's plan. Extending that audience beyond an individual web brand expands the reach of that audience for advertisers. An audience extension is a solution that organizes an audience procured through the domain expertise of a media company and targeting that audience across the web. In most cases, publishers will add a line item to the budget which indicates the audience will be targeted outside of the publisher's proprietary web brands. This is particularly valuable for publishers with limited inventory because it provides the advertiser with the scale they seek and publishers absorb an increased allocation of the advertiser's budget

How Does Audience Extension Work?

The publisher's audience can include first-party users – a publisher's website visitors – as well relevant users that have not accessed a publisher's website. Various user identifiers, including cookies, identify and track the digital footprint of the relevant audience. First, an audience platform such as a data cooperative, data management platform (DMP) or customer data platform (CDP) creates a simple javascript cookie for each new visitor and assigns them a cookie ID. The behavioral interests of that user are profiled and matched with other users accessible through the audience platform. Collectively, those cookies are organized into segments of interests. Next, the segments are retrieved by the demand-side platform (DSP: a programmatic buying interface) and targeted across websites accessible through that DSP. When a targeted user appears in an ad impression, the DSP will make a bid to serve the appropriate ad as long as the website meets the pre-set criteria in the DSP.

A DMP Is the Heartbeat of Audience Extension

The piece of technology central to audience extension is a data management technology, which analyzes, captures and organizes users as they view a webpage. NOTE: BPA has adopted the Bombora data cooperative which does not require the publisher to have any other data technology infrastructure, but there are a number of DMPs in the marketplace.

Data platforms package the audience advertisers desire. How? Using audience segmentation, publishers can classify their traffic into different groups based on demographics, pageviews, session duration, and other parameters.

The audience segments that a data platform create can be synced with SSPs (supply-side platforms) and DSPs, or exchanged in a direct relationship between an advertiser and publisher.

Essentially, audience extension allows publishers to create segments that are ready to be used for ad targeting. This is useful for advertisers wanting to display ads to users who are affiliated with companies in which the advertiser has interest; have consumed content in a certain topic; or identified in designated geographical locations.

Using a Data Platform

To get started, the publisher inserts a pixel on the header of their web pages. That pixel synchronizes the website visitors with the data platform to create audience profiles (aka segments), which can also be combined with other users with similar characteristics. The publisher's programmatic platform extracts the segments and deploys the targeting across relevant websites. Most data platforms, including Bombora, provides publishers with analysis about the first-, second- and third-party data. However, the source of the website that contributes to the user profiles is anonymous; therefore, no third party ever knows which users visited a specific publisher's website. Publishers can use this analysis to create campaigns for their advertisers.

With an audience extension, the publisher effectively becomes the buyer on behalf of its advertiser. When the segments deployed for a campaign match a user behind an ad impression in the programmatic platform, a bid is made. The buyer with the highest bid wins the impression and the ad is delivered.

It Takes a Team

Audience extension is usually a multi-department project. And if you have the right team in place, it becomes easier. Here's what (and who) you need to successfully implement audience extension:

1. A product expert: To start, you need a person who can help build the project from ground and drive everything from planning to execution.
2. A data digger: A person who breathes and mines data (primarily inside your DMP), and can decipher which set of audience is or isn't valuable to advertisers.
3. A sales ninja: You need this person to form the right liaisons, negotiate, and to ensure your audience extension project thrives in market.
4. An ops professional: This person will be responsible for pulling everything together while understanding audience extension, programmatic, and valuable insights in data sets.

The More Efficient Option

BPA simplifies the process for you. With the BPA Media Exchange, you don't need any of those in-house resources. All you need is someone to insert the pixels and a sales person to pitch and close the business.

Audience Extension – How To

Step 1: Get started, what do I need?

1. Publishers without a data platform
 - Insert a pixel in the header of your website
 - Synchronize the audience on the Bombora platform (or other DMP)
2. Publishers with a data platform: Contact your vendor
 - Bombora, DMP, CDP, Google, etc.

Step 2: How do I build it?

1. Provide Bombora with the audience categories of interest
 - Clarify if you want to use only your first-party data only or similar audience profiles compiled with third-party data
2. Third-Party Vendors: Contact your vendor

Step 3: Bombora Platform

Viewing and organizing data is free

- BPA and Bombora provide training for learning and understanding the dashboard

Privacy compliant, brand anonymous, visitor consumption data that can be used for ad targeting

- User Insight Feed

Gain valuable user information, including: revenue, company size, professional group, functional area, industry, and seniority

- Company Surge

View analysis of target accounts actively researching your advertisers' products or services

Step 4: How do I sell it?

Sample message to advertising partner:

You can now leverage our audience data to reach <Publisher's Brand> readers with banner campaigns beyond <Publisher's Website>. We can segment our audience into roles, markets, named accounts (for ABM strategies) and even purchase intent.

- Leverage your trusted domain expertise
- Request the amount of total budget from advertiser
- Double or triple the proposal value
- Don't sweat over delivery
- You're selling what the advertiser's want... YOUR AUDIENCE

Step 5: I have a campaign, what's next?

Here is the simple part! Using any easy-to-use graphic user interface, this is what you will send to BPA/Bombora

- Audience segments – what and where
- Advertiser's TOTAL budget
- Desired publisher gross margin
- Reporting frequency
- Advertiser flight dates, ad positions and KPIs
- Frequency caps, geo or content restrictions
- Creative assets
- Publisher contact info

Publisher Costs

- You bill and collect advertiser costs
- Media Exchange invoices you for service costs
 - \$100 campaign set-up
 - \$0.50/CPM serving fees
 - \$1 - \$2 media costs (you set the ceiling)
 - \$1 - \$2/CPM data fees (Bombora)
 - 10%/20% BPA digital audit revenue share