

A woman with long, wavy hair, wearing a denim jacket, is shown in profile, looking out a window. Her right hand is raised, touching the window blinds. The scene is lit with a strong blue light, creating a futuristic or digital atmosphere. The background is dark and textured, possibly a wall or a large window with a grid pattern.

ogury

# The Age of Personified Advertising

The need for superior performance  
and effective protection



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01

Digital advertising  
dilemma



# Digital advertising dilemma

There are two major challenges facing our industry. One focused on data, the other on viewability.

## 01 Data

For far too long, advertisers have been wasting their precious ad budget believing that they have been reaching their target audiences. Many companies have been basing their digital marketing technologies on a limited view and understanding of the audience's mobile journey across their apps and websites. And that's because most technology currently available on the market does not contain sufficient knowledge of an audience's interests.

**Most technology currently available on the market does not contain sufficient knowledge of an audience's interests.**

Some AdTech vendors claim to have audience interest data, but they only know about an audience's activities within their ad network. This is also true for publishers and brands, as they lose sight of the user's journey once they leave their ecosystem. Meanwhile, other partners rely on context and semantic data, scraping page content to decide whether an ad placement is relevant. These solutions are incomplete and fall short of advertisers' expectations.

The pool of available data for ID-based personalization is only going to shrink further as consumers become more protective over their data and regulations tighten. Europe has led the way, with the introduction of GDPR, and now the EU parliament has backed even tighter controls on behavioral advertising<sup>1</sup>. Brazil<sup>2</sup>, California<sup>3</sup>, New Zealand<sup>4</sup> and other jurisdictions have passed similar legislation. And this is just the beginning.





## 02 Viewability

Aside from data, another critical problem is that viewability standards are deplorable. The standard for viewability is 50% of pixels in view for two seconds, which is not an effective way to build brand recognition and memorability. Advertisers have been forced into accepting this archaic measurement standard, which only results in wasted ad dollars.

**Marketers urgently want reliable, legitimate data at scale to help them understand audiences and their interests across their mobile journey.**

Unfortunately, marketers end up advertising their brand to an audience that doesn't even notice their ads or bypasses them at every opportunity because they are irrelevant. This is not what is intended nor the innovative approach leading brands seek.

Marketers urgently want reliable, legitimate data at scale to help them understand audiences and their interests across their mobile journey.

Only the most innovative technology solution in the market can do this.

Ogury's breakthrough Personified Advertising solution is the answer. It's built and optimized for mobile and offers the most complete knowledge of audience interests on the market. With full-creative visible ad formats, your brand message is fully on-screen, 100% of the time and understood.

This guide is aimed at forward-thinking brands and agencies who want unbeatable audience knowledge to help them achieve future-proof results with the world's best-in-class technology.





02

The audience  
pool is shrinking

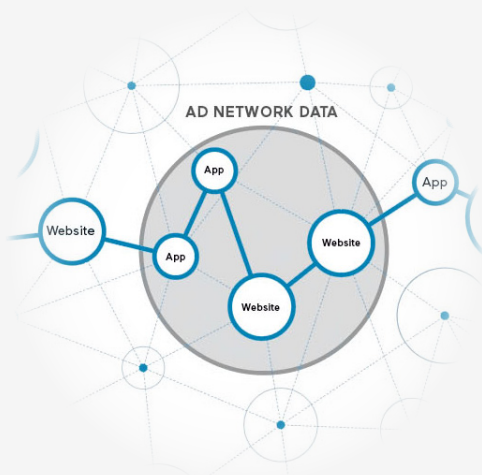


# The audience pool is shrinking

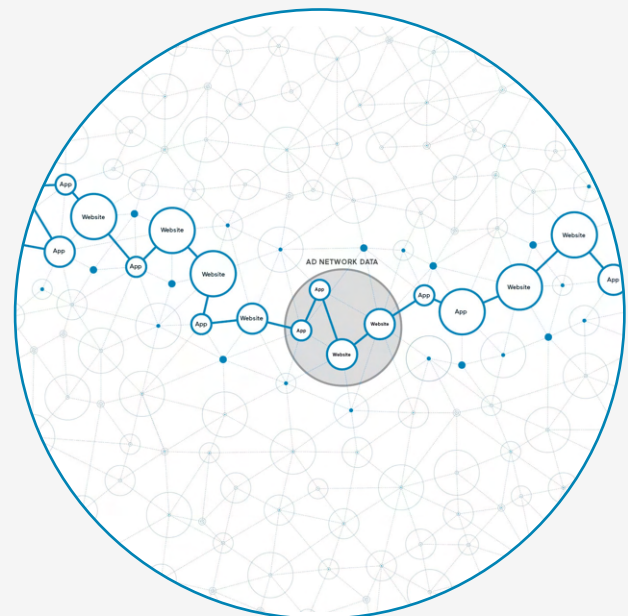
Targeting based on audience interests is still king. But today, marketers rely on disparate and incomplete user profiles to conduct ID-based personalization, where their partners can only tell them about the user's activity within their own ad network.

## Brands need a complete understanding of audience interests outside of their network

- Many AdTech companies' knowledge of audience interests is limited to their own ad network.



- Ogury has comprehensive knowledge of audience interests across apps and sites.



The accessible pool of data is only set to get smaller as regulations around data privacy tighten and consumers push back on data collection.

Until now, almost all consent notices were presented in a way that encouraged users to opt in, with options for 'accept cookies' and 'show purposes'. Offering only these two options achieves an 80% opt-in rate<sup>5</sup>, not because the user is actually happy to share their data, but because the alternative is time-consuming. This is changing as GDPR requires that it should be as easy for consumers to refuse consent as it is to give it, and regulators are increasingly demanding that this is respected. Consequently, opt-in rates are expected to plummet to 40%<sup>6</sup>.





To address the challenges of the shrinking audience pool, AdTech vendors are rushing out solutions, but they lack audience intelligence. At the same time, some companies are holding onto the old way of targeting, clinging to IDs to help them conduct personalization. They already had an incomplete view of user interests and, going forward, will struggle to perform with only fragmented and light data.

It will be an uphill battle, as the first results from the rollout of ATT (App Tracking Transparency) from Apple show that opt-in rates are extremely low (<12%)<sup>7</sup>, indicating that consumers have lost faith in how their consent is managed. And while Google has delayed the removal of third-party cookies<sup>8</sup>, the move to a privacy-focused world is inevitable.

**At the same time, some companies are holding onto the old way of targeting, clinging to IDs to help them conduct personalization.**



**<12%**

Opt-in rates for Apple's App Tracking Transparency are low<sup>8</sup>



NOTHIN' TO  
SEE HERE...

03

The industry's  
worst kept secret:  
your message is  
not understood

# The industry's worst kept secret: your message is not understood

The fundamental purpose of brand advertising is brand awareness. But how can you drive awareness if no one can see your ad? Too often, advertisers pay for ads that are only partially visible to the user, which limits memorability and understanding of their product or offer and wastes ad budget.

Imagine an out-of-home billboard hidden by a large tree, or telling a friend a story with one in two words muted. Your message will not be conveyed accurately or clearly. It's the same principle with mobile advertising, and it impacts performance.

Partially visible ads limit memorability and understanding of brands' offer, and waste ad budget.

**This ad is considered viewable by industry standards, but do you recognize the brand?**



Advertisers also struggle to get an accurate picture of their ad performance. Video completion rate (VCR) counts a completed view if 50% of the pixels are viewable for two seconds. Half of a video seen for only two seconds is not going to drive brand awareness, so measuring VCR alone is misleading.

The only metric that matters for video campaigns is the Fully On-Screen Rate for 50% duration. That's the percentage of impressions where 100% of pixels are in-view for at least half the duration cumulatively. This gives the most meaningful video performance measurement.

Ogury's solution doesn't stop here.



**04**

**Introducing  
Ogury Personified  
Advertising Engine**

# Introducing Ogury Personified Advertising Engine

Ogury Personified Advertising Engine is a breakthrough advertising technology, built and optimized for mobile, that connects together in the same engine: comprehensive audience interest, brand performance, privacy protection and sustainability.

Personified Advertising goes above and beyond other solutions, offering the most complete knowledge of audience interests on the market. It enables brands and agencies to optimize their campaigns with unparalleled audience interest data at scale.

**Ogury Personified Advertising Engine is the only integrated advertising technology stack that offers:**

## 01 Unparalleled personification data at scale

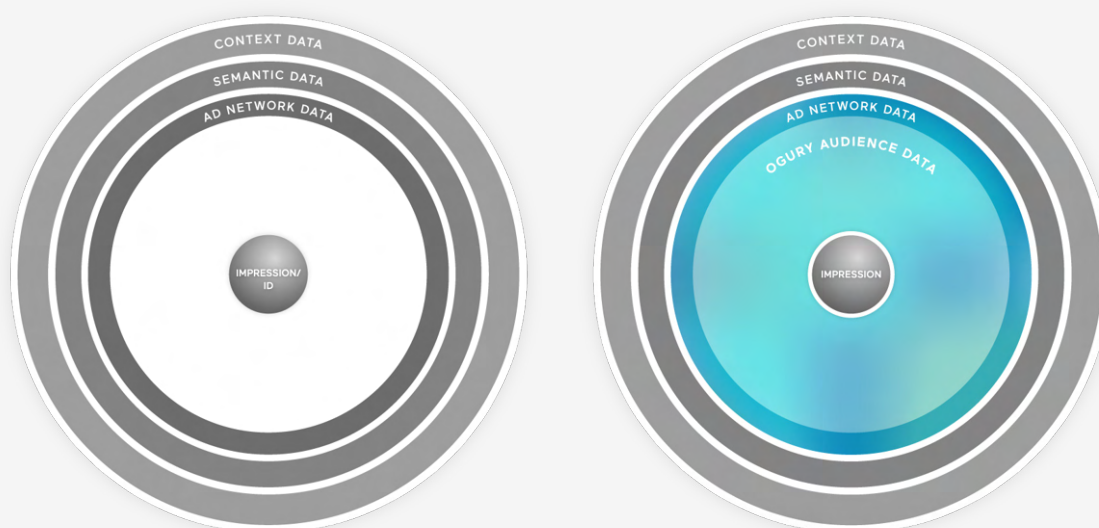
Ogury's audience data is founded on seven years of proprietary mobile journey data, collected from millions of consenting people. Unlike other players that have a limited view of audiences, Ogury's historical data of the mobile journey across apps and sites provides a deep understanding of a publisher's audiences' interests that are not available anywhere else.

These audience interest attributes are continually validated and enriched with:

- **Survey responses at scale, generating zero-party, self-declared data.**
- **User ad choices and interactions, providing self-targeting data.**

Ogury combines this unparalleled data with best-in-class contextual and semantic data. This personification dataset, which qualifies impressions rather than users, provides relevant reach while offering 100% consumer privacy protection.

### What ID-based competitors see vs. What Ogury sees

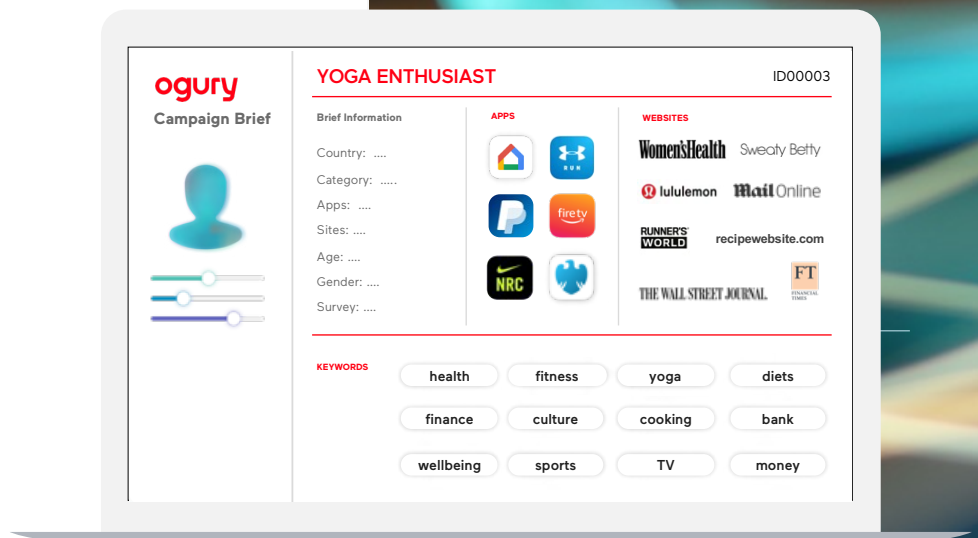
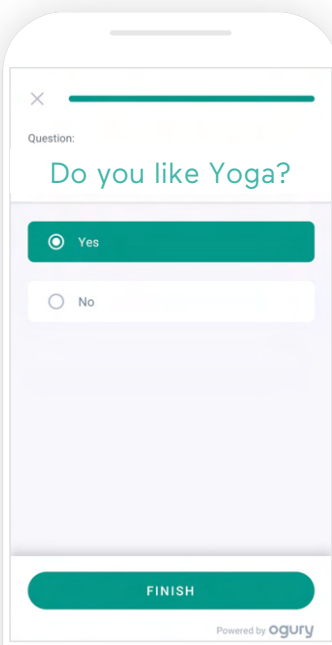


This integrated dataset, mapped to the app or webpage, grows richer with each ad served and every survey answered. It enables unique understanding of the audience across millions of apps and webpages, without the need to collect any individual personal data for targeting.



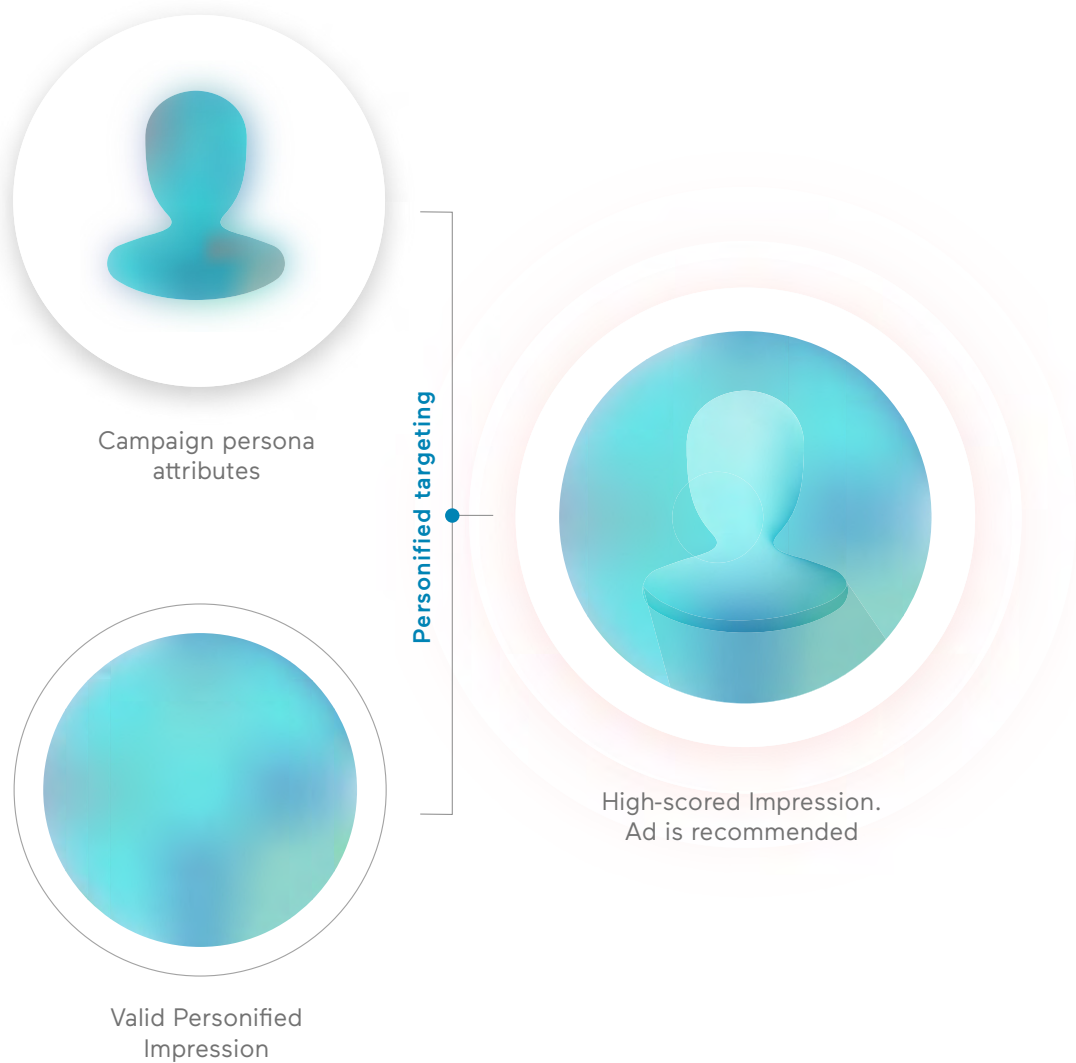
## 02 Powerful visual insights

Ogury extracts powerful visual insights from its personification data. These insights inform campaign briefs, sharpen advertising strategies, and provide understanding of campaign performance and impact on brand awareness.



### 03 Proprietary personified targeting

Ogury's unparalleled personification data uncovers the audience attributes of raw impressions. An ultimate layer of brand protection ensures that each impression is fraud-free and brand-safe. The result is Valid Personified Impressions at scale. These are scored and smart-matched against advertisers' campaign persona attributes.

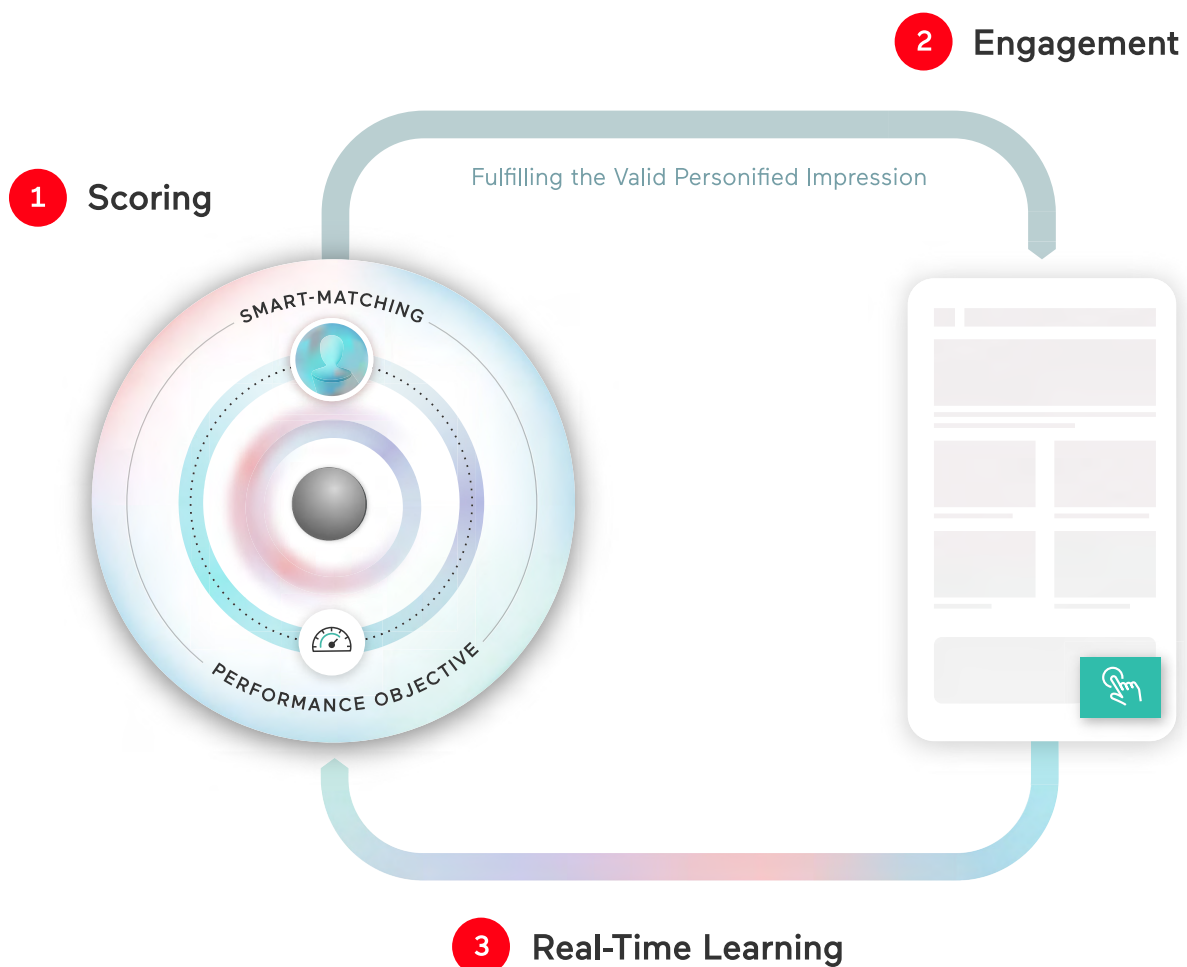




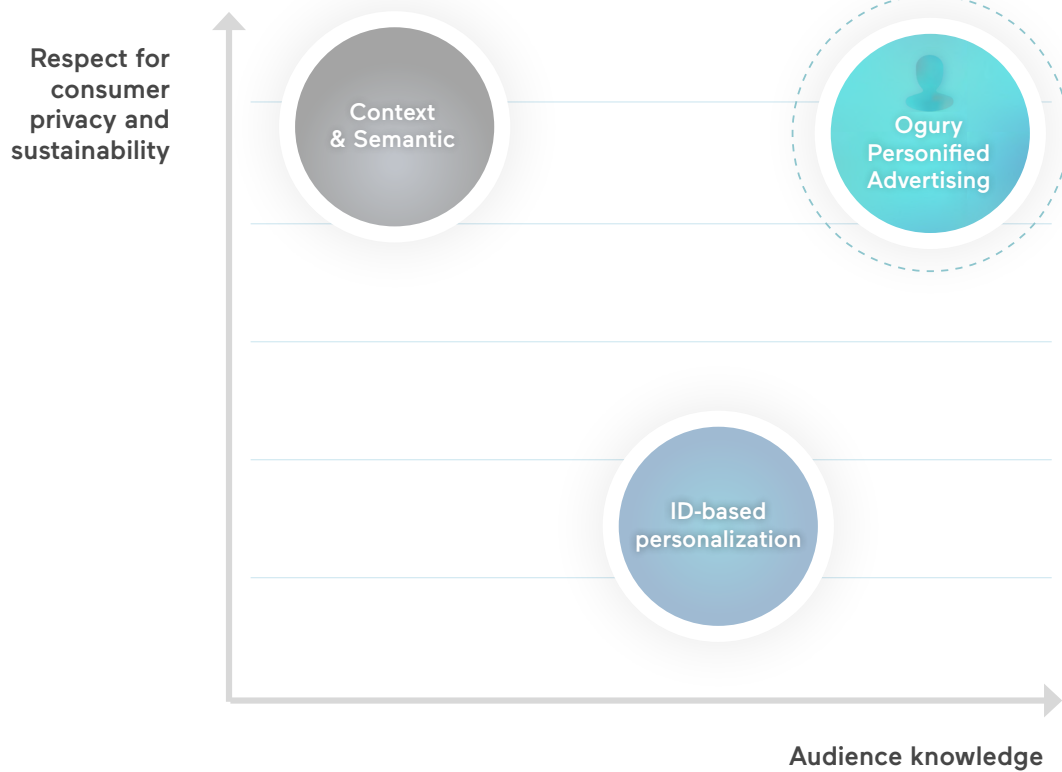
Ogury optimizes its targeting based on two criteria:

- I. The personified impression attributes scored against the campaign persona characteristics.
- II. The impression contributes to the campaign performance objectives.

Real-time learning from each served impression ensures ever-increasing relevancy, driving superior campaign performance anchored in consumer privacy protection.



## How Personified Advertising compares to other targeting strategies on the market



### Context & Semantic

- Lacks audience intelligence
- Data safe
- Sustainable

### ID-based Personalization

- Limited audience view within ad network only
- Disrespectful of user privacy without traceable and trusted consent
- Not sustainable

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### Personified Advertising

- Complete audience view with unparalleled personification data
- Data safe
- Sustainable



## 04 Fully visible, engaging mobile formats

Ogury’s proprietary formats are built for a superior mobile advertising experience. Fully visible units like Ad Chooser and Thumbnail Ad are 100% in view, 100% of the time. They attract attention, solicit user interaction, increase engagement and boost memorability. Ogury’s formats are built to drive cost-effective and impactful branding.

### Real video metrics

There’s little point in measuring Video Completion Rates (VCR) on ads that no one can see. Standard viewability metrics of 50% of pixels in view for 2 seconds fall too short. The real metric that should be measured for mobile campaigns is the Fully On-Screen Rate for 50% duration. Your brand message is fully on-screen, 100% of the time. And it’s accurately measured with Open Measurement compliant inventory.

**2x** the market performance on Fully On-Screen Rate for 50% duration.



MOAT: Valid and Fully On-Screen for Half of Duration (15 sec. cap) Rate

IAS: % Viewable Group M

DV: 100% Viewable through Q2 Rate


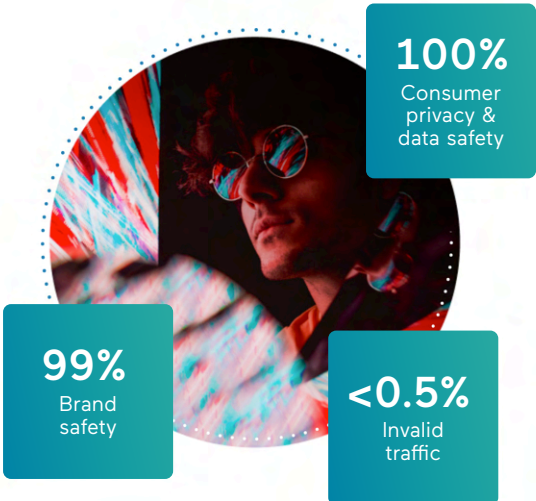




## 05 Exclusive cost-effective inventory

Ogury's direct access to exclusive mobile placements eliminates overhead from intermediaries, delivering the highest media quality per dollar spent. Ogury offers advertisers measurable viewability in-app and in-web, across a network of brand-safe, carefully vetted publishers.

## 06 Comprehensive brand protection

Ogury ensures the three fundamentals of brand protection – data safety, brand safety and fraud prevention – and fulfills only verified and valid impressions.

	<b>Data safety</b> based on non-personal data.	
	<b>Brand safety</b> based on direct publisher relationships and vetting.	
	<b>Fraud prevention</b> based on pre-bid fraud avoidance.	

MOAT | IAS Integral Ad Science | DV DoubleVerify

Together, these features effectively protect brands from consumer privacy invasion and all types of fraud.

Advertisers using Ogury Personified Advertising Engine can leverage non-replicable audience interest knowledge and full-creative visibility, offering sustainable brand advertising results, in total respect of consumer privacy. This breakthrough mobile advertising technology is designed and optimized to ensure premium brand performance and protection.

Brands and agencies around the world are turning to Personified Advertising.

**Join the movement and build a brand the world chooses.**

**Get in touch today at [hello@ogury.co](mailto:hello@ogury.co).**



1. **"EU Parliament backs tighter rules on behavioural ads,"** TechCrunch.
2. **"Brazilian General Data Protection Law,"** iapp
3. **California Consumer Privacy Act.**
4. **"Data privacy,"** data.govt.nz
5. **"Dark Patterns after the GDPR: Scraping Consent Pop-ups and Demonstrating their Influence",** Digital Design & Information Studies Aarhus University, DK; MIT Cambridge, USA; Faculty of Laws UCL, UK.
6. **Ogury's analysis of consent rates.**
7. **"Report: Apple gets 4% US opt-in rate under ATT,"** iapp.
8. **"Google delays blocking third-party cookies in Chrome until 2023,"** The Verge.