ZOOMD
KNOW MORE, DO MORE.

KNOWING WHO TO REACH, AND EXACTLY WHEN.

Programmatic audience creation through an API service, so media buying on RTB (real-time buying) exchanges are timely and with a stream of pre-qualified audience

AT A GLANCE

Challenges

- Sifting through terabytes of data across different servers for segmentation tasks is practically challenging
- Unable to pre-emptively omit devices that are unlikely to respond to an offer

Benefits

- Device-level targeting driven by machine learning algorithms on a serverless service, 60% less costly than a conventional approach
- A 23% increase in response rate with predictive segmentation in place

The programmatic report generator [Summary] that Supertype created was very helpful in helping us engage with our mobile app clients, and in opening conversations. Most of all, the charts it generate looks gorgeous and the topic identification model is spot on!

Yair Yaskerovitch
COO, Zoomd Technologies (ZOMD.V, ZMDTF)

CHALLENGES

Zoomd is connected with the world's largest ad exchanges and operate an industry-leading demand-side platform (DSP). In an effort to deliver media buyers an outsized ROI, it needs to incorporate precise device-level targeting based on advanced segmentation and machine learning techniques -- while omitting devices that are unlikely to respond to a certain campaign offer.

SOLUTIONS

- Supertype developed an API service that is connected to Zoomd's data infrastructure, which intelligently score each device based on their likelihood to respond, or not respond, to a campaign offer
- Implementing serverless technology to perform prediction as and when needed, **reducing cost by 60%** compared to conventional methods
- Zoomd's technology team and media buying team works with Supertype's machine learning engineers to incorporate models that would pre-emptively and selectively omit users unlikely to respond to ad ("ad fatigue") from its media buyers, **leading to a 23% increase** in responses rate (e.g. Click-through rate) compared to industry standards.

Key Benefits

Precision in media buying on its RTB platform

Zoomd offers media buyers of its DSP platform a high curated set of audience(s), improve relevance and media buy effectiveness

Implementing a 'negative' list to improve CTR

Zoomd connects to the API server developed by Supertype's engineers. Its DSP thus pre-emptively omit users predicted to be unresponsive to an offer, with media budget allocated elsewhere, improving overall CTR.

Supertype