

#4. Teads predictive AI
and guaranteed outcomes

Teadsのテクノロジーセッション



三好 列 / Retsu Miyoshi

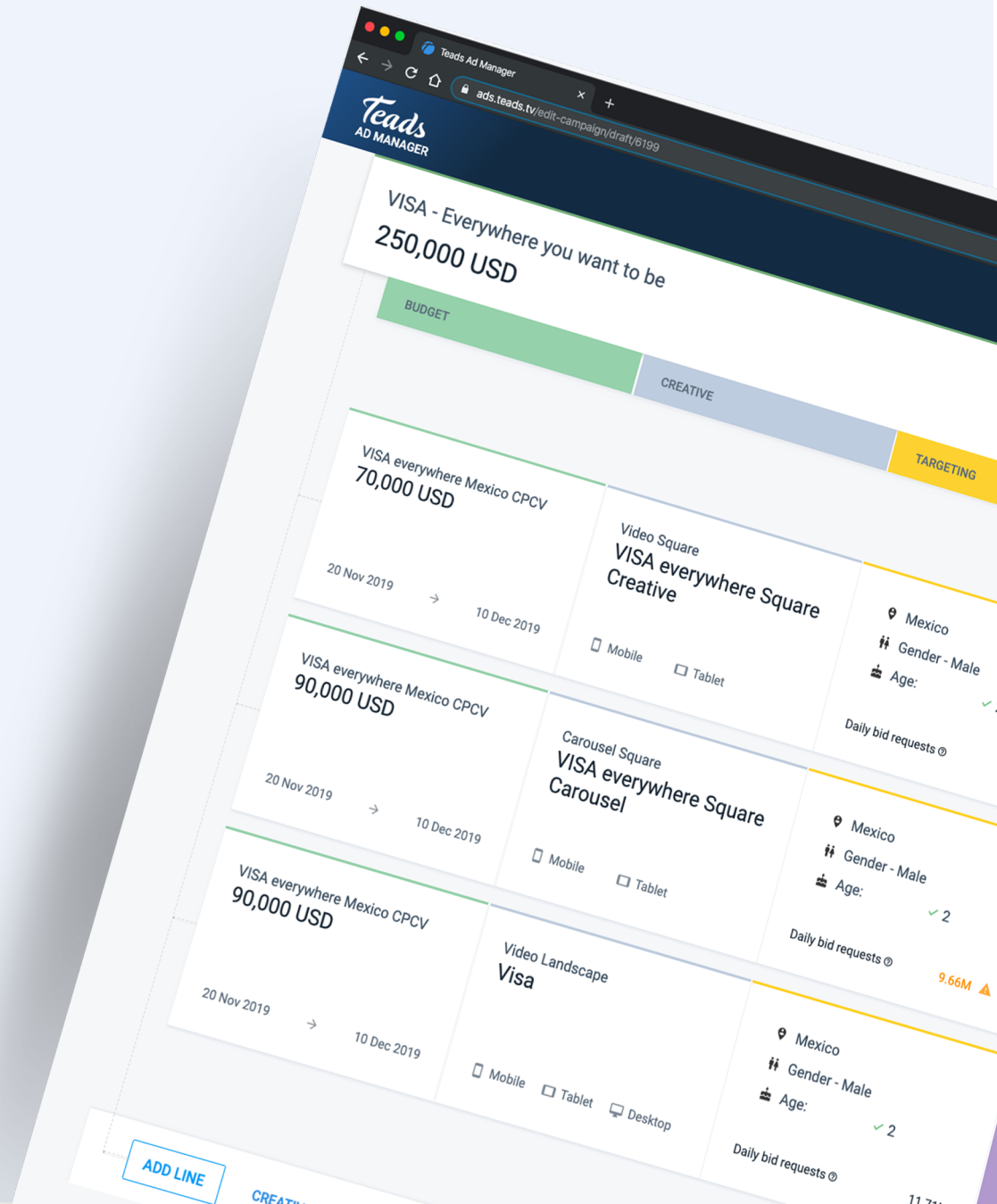
Operation Account Manager & Teads Ad Manager expert- Teads

AGENDA

I. 成果保証型プラットフォーム ↳ Teads Ad Managerのご紹介

II. TEADS AI ↳ ブラックボックスの裏側

Q&A



Teads Ad Manager

The Most Natural
Effective & Frictionless
Way to Buy Media

Teadsインベントリーを最も効率よく
配信するためのプラットフォーム



Teads

TAM誕生以前のTeadsバイイングモデル

1. Managed Service

- ✓ 純広告・固定単価
- ✓ 掲載量保証

利点:

- ・視聴完了課金が可能
- ・保証型

欠点:

- ・パフォーマンスを最適化しにくい
- ・比較的に単価が高い

2. Programmatic

- ✓ DSPを介した運用型
- ✓ 単価変動(RTB)

利点:

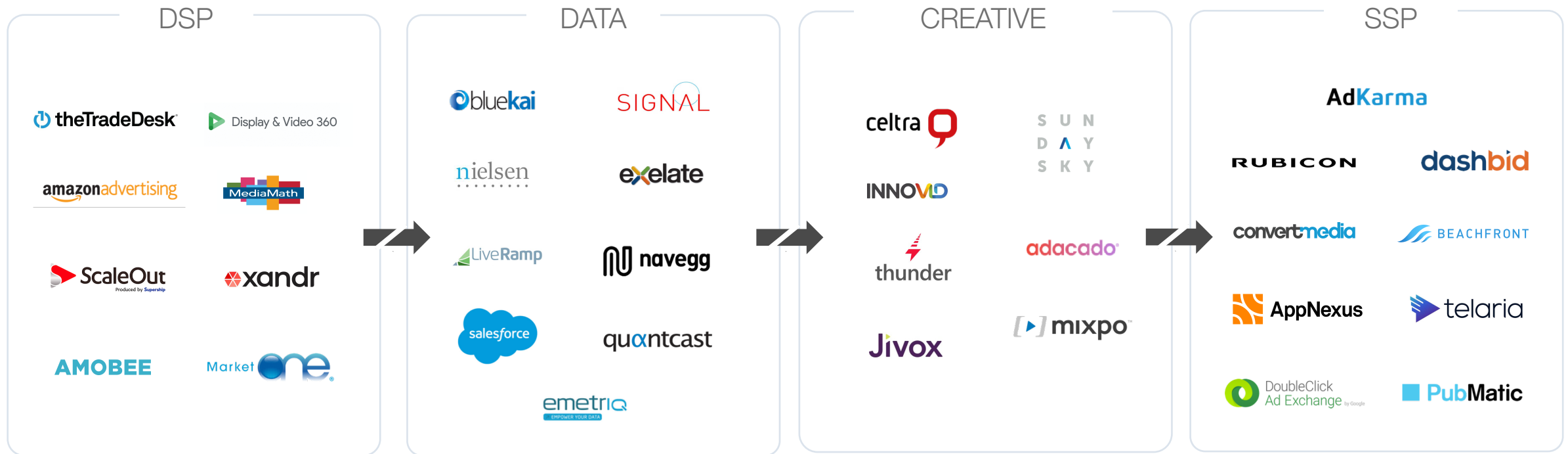
- ・DSPで媒体を横断して一括管理可能
- ・多彩なデータターゲティングが可能

欠点:

- ・複雑な配信ロジック

プログラマティック配信は複雑

LAYERED TECH FEES



SCALE AND PERFORMANCE CHALLENGES

Tech Friction 技術衝突

VAST エラー

低いデータマッチ率

計測の乖離

Performance Challenges

自動最適化

配信規模

課金形態



Teads

The Global Media Platform

Premium Publishers

Teads for Publishers

inRead

Prediction AI

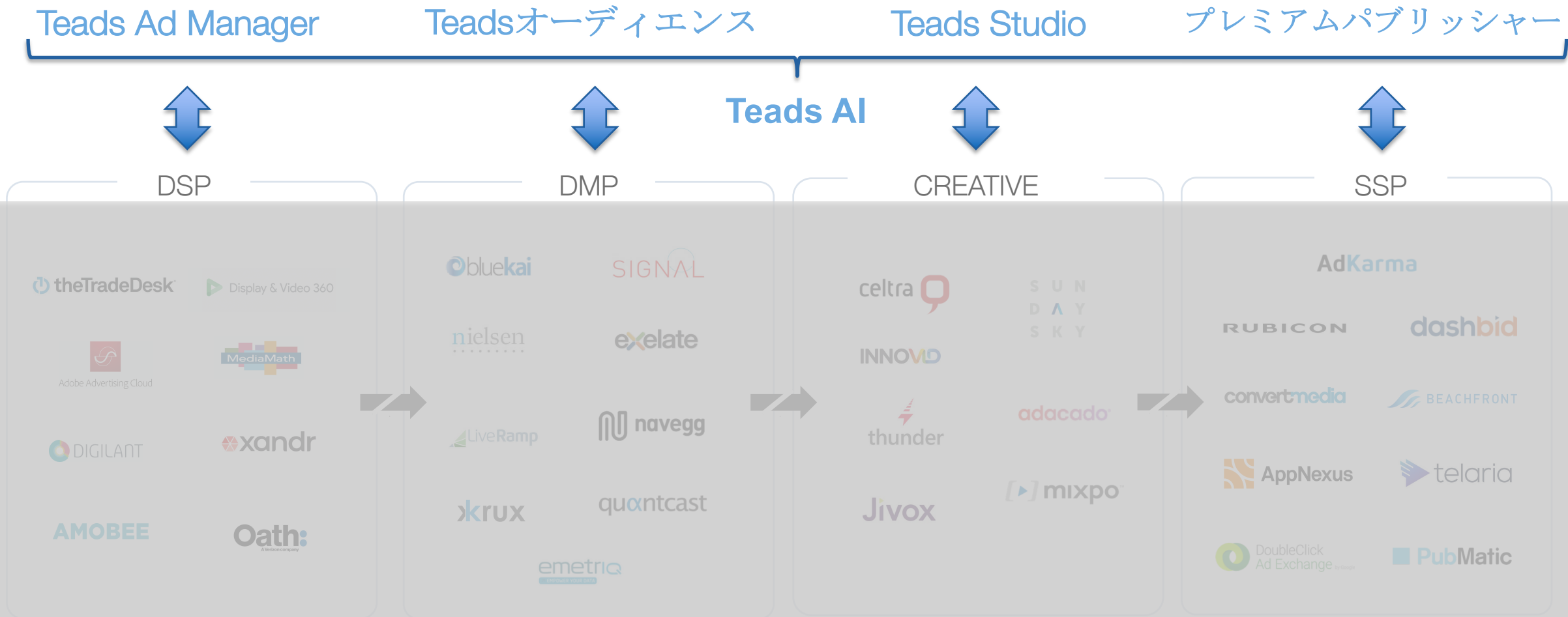
Audiences

Studio

Teads Ad Manager



TGMP=End to Endなソリューション



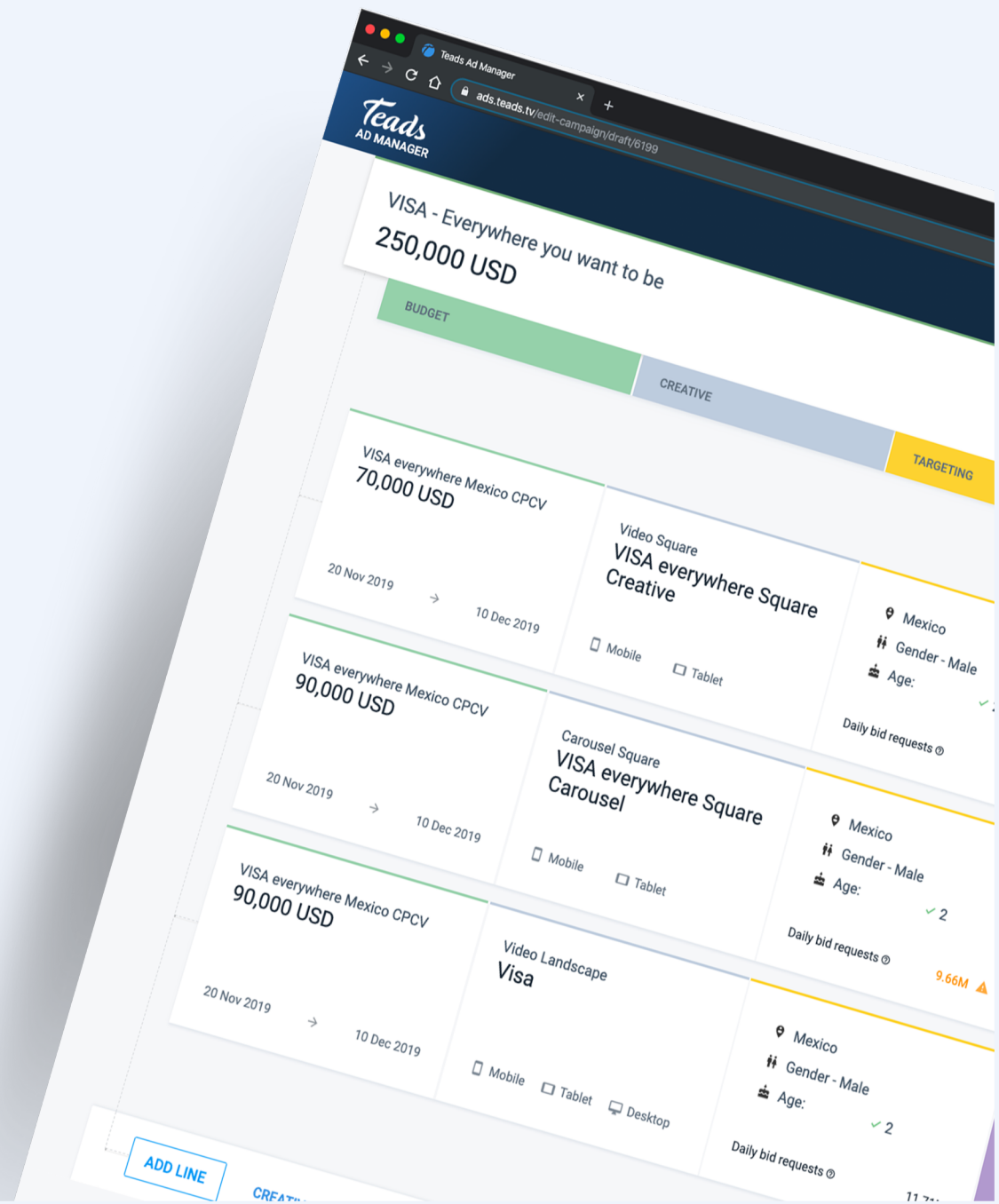
TAMの独自性

スケーラビリティ

AIによる自動最適化

成果保証課金

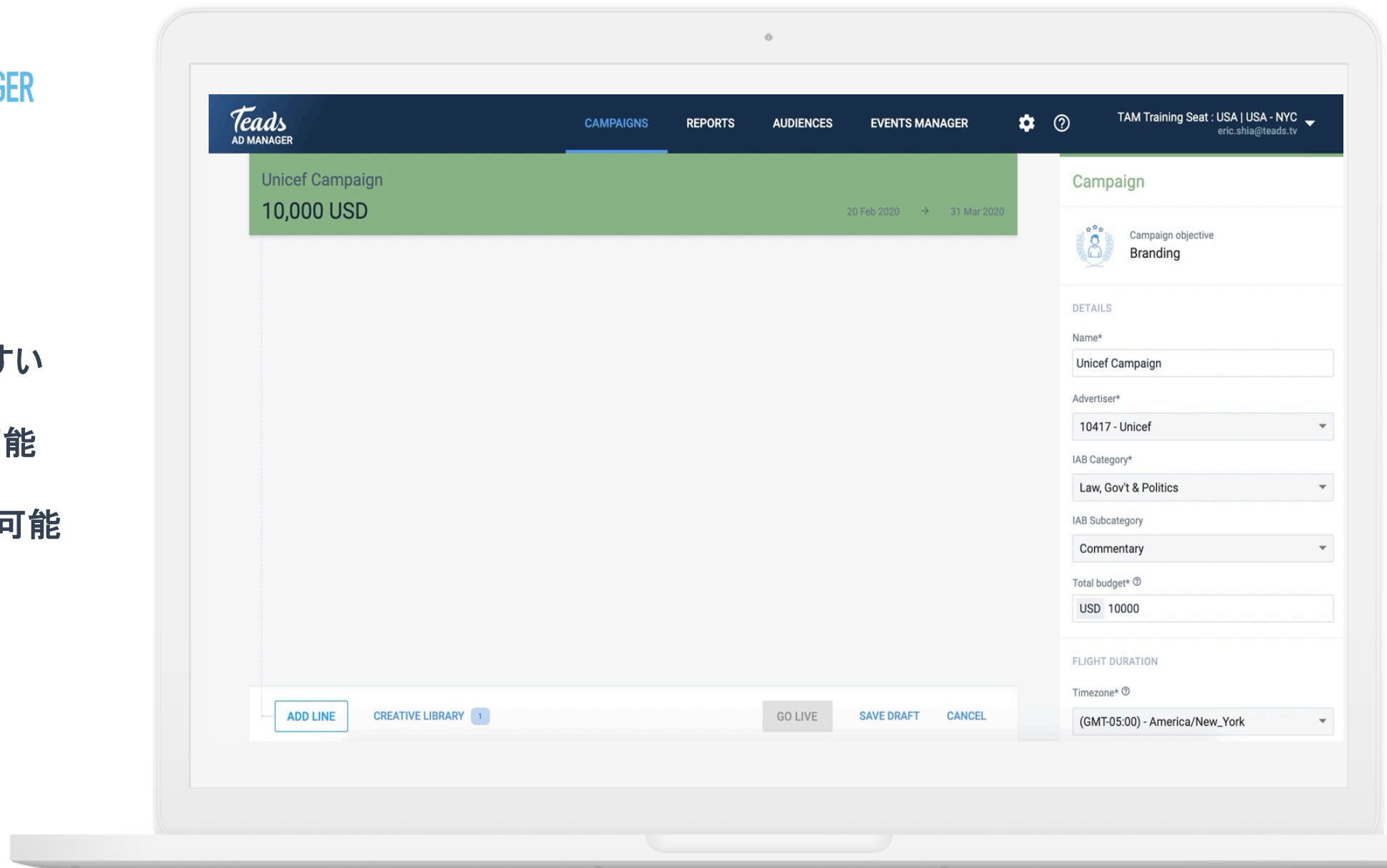
ブランドセーフ



Teads AD MANAGER

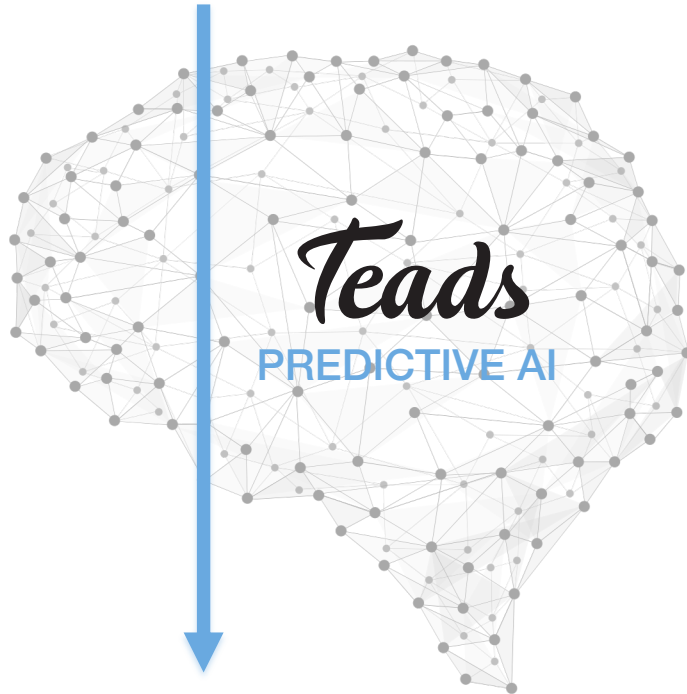
TAM UI

1. 直感的に操作しやすい
2. 管理画面は開放可能
3. 代理店様にて運用可能



Max Price Auction

Max Price \$15



最大入札価格を超えない

AIによる入札の最適化

AI 推測によるコストの効率化

Teads AIによる目的への自動最適化

Used to predict likelihood of user completing an ad

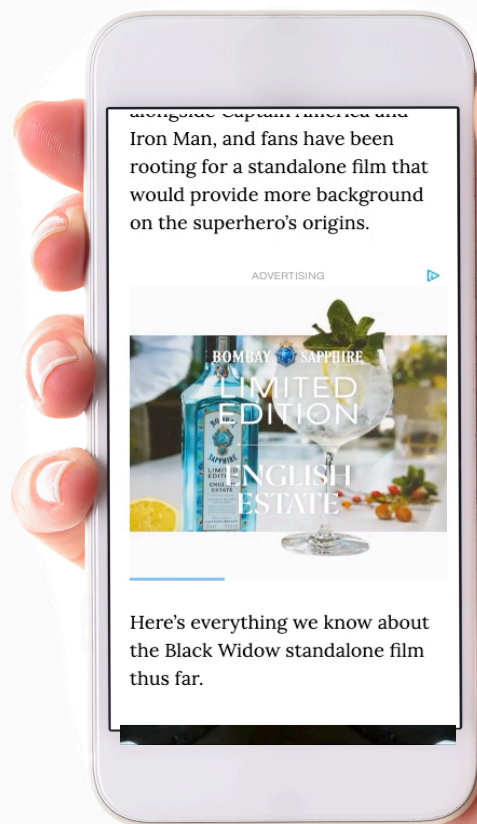
ブラウザ履歴

記事内容

Device type

Creative type

スクロールレート



30%+

vCPM
(MRC)

More Efficient than optimizing
on CPM with a MS

2x

CPCV

More Cost
Effective than FB

Teads

目的に合わせたキャンペーン設計

Branding



Drive awareness for your brand by building a strong connection with your customers

Creatives and buying modes

Video

CPM | vCPM | CPCV

Viewable Display

CPM | vCPM

Traffic Acquisition



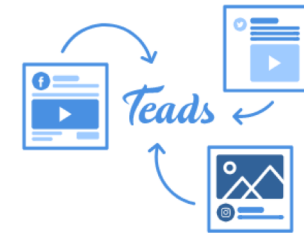
Lead traffic to your website with performance based advertising

Creatives and buying modes

Viewable display

CPM | uCPC

Social Extension



Easily distribute your existing social creatives from Facebook and Instagram across Teads Global Media Platform

Creatives and buying modes

Social Video

CPM | vCPM | CPCV

Teads Ad Manager Guaranteed Outcomes



成果保証型課金形態

- ✓ Viewability (2~5 sec.)
- ✓ 動画視聴完了 (6~30 sec.)
- ✓ ユニーククリック
- ✓ サイト来訪者

Teads Ad Manager

The Most Natural
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Way to Buy Media

Teadsインベントリーを最も効率よく
配信するためのプラットフォーム



Teads

Introducing Teads AI





Teads

Technology for ads

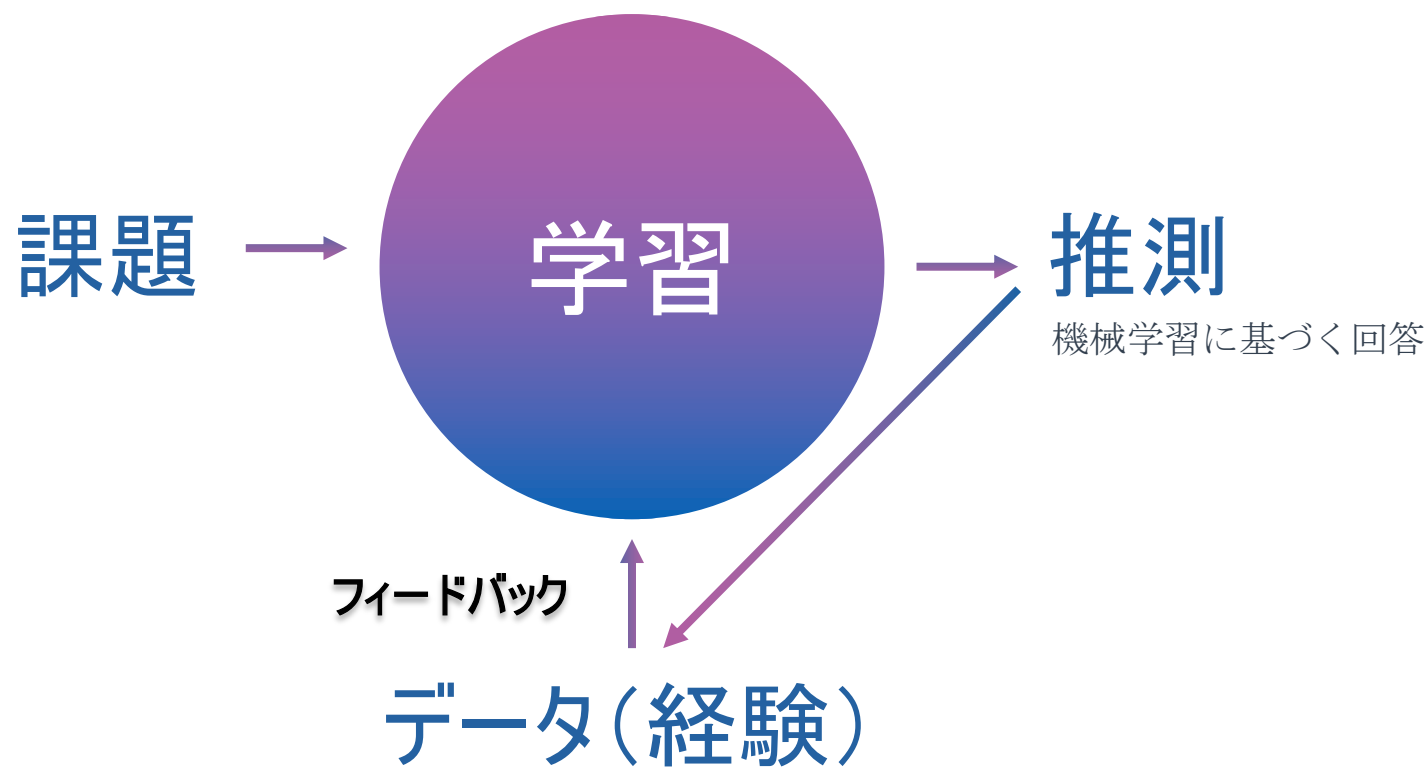


TEADS AI推測

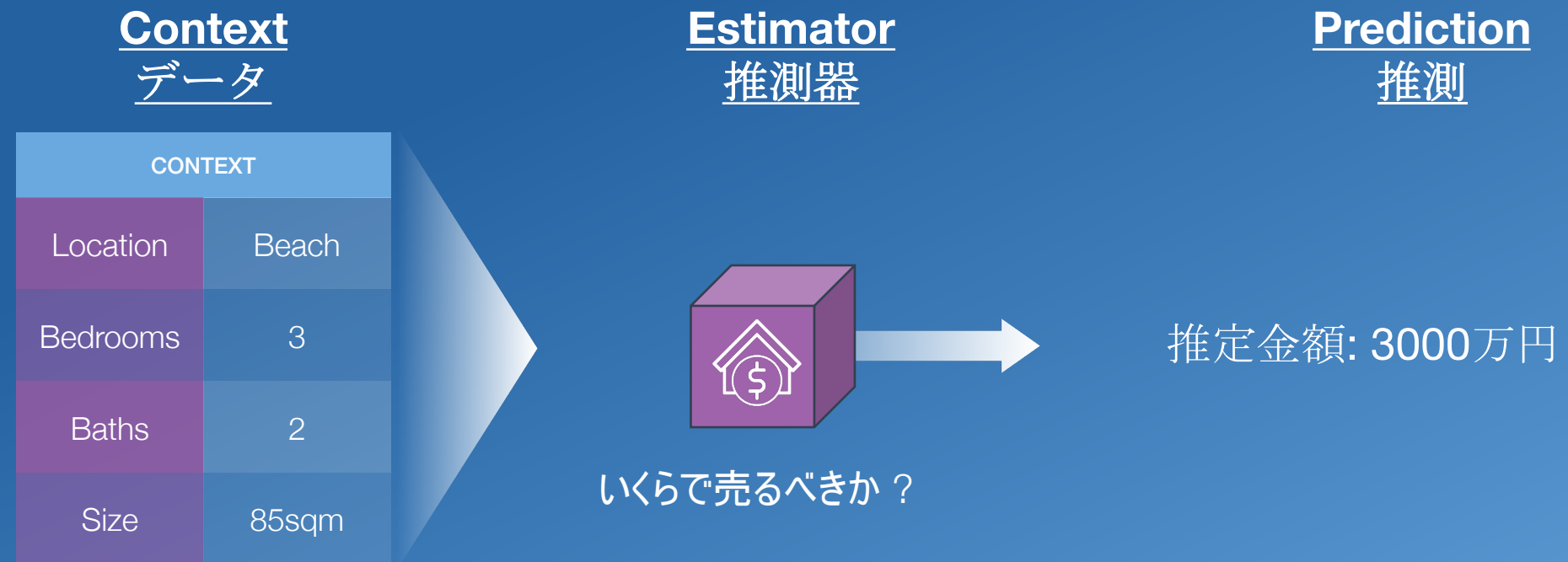
AI自動最適化の裏側



機械学習とは？



データ + 学習 → 推測



HOW TO BUILD AN ESTIMATOR?

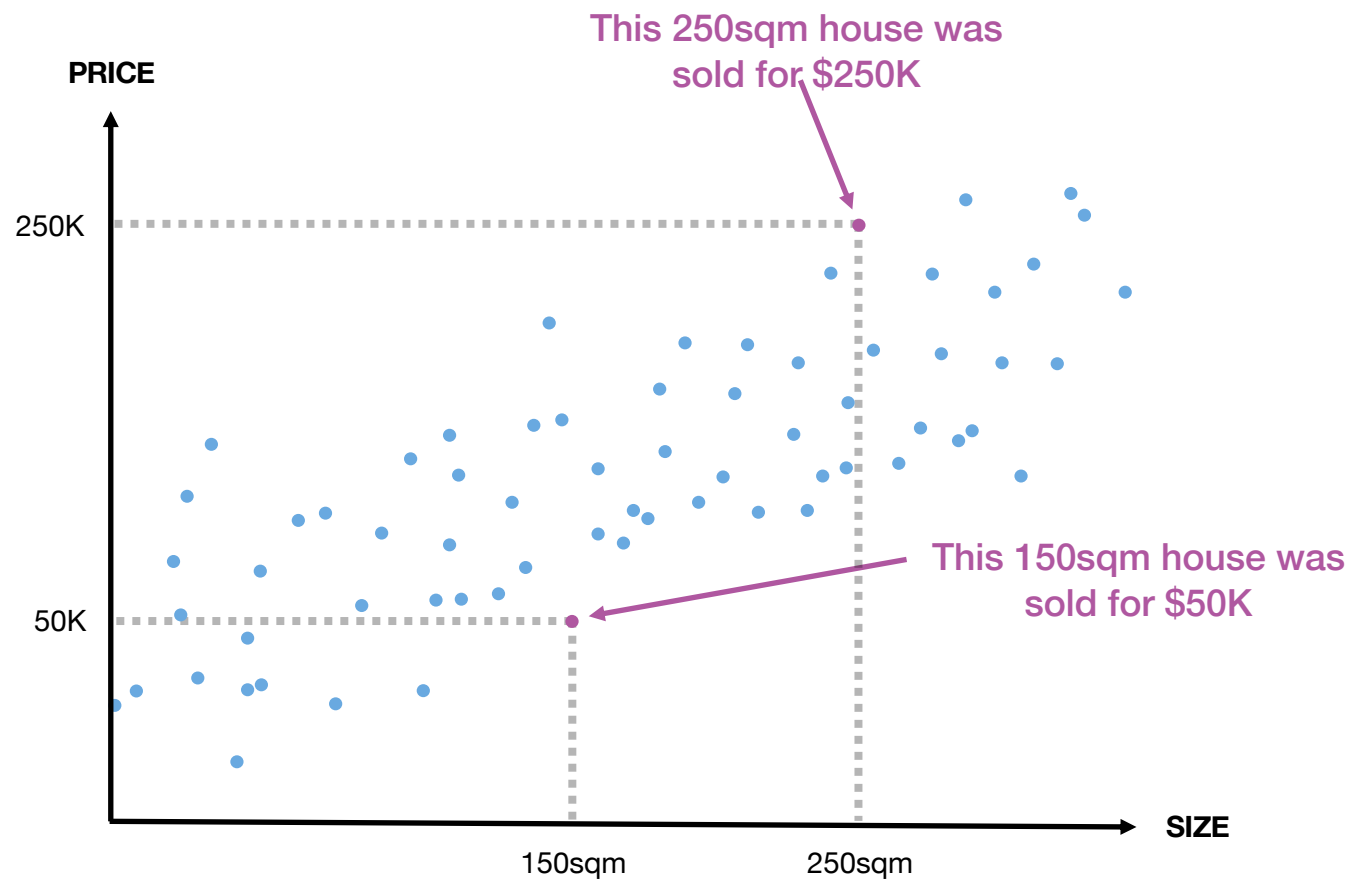
推定器の作り方？

With a “Training Data Set”

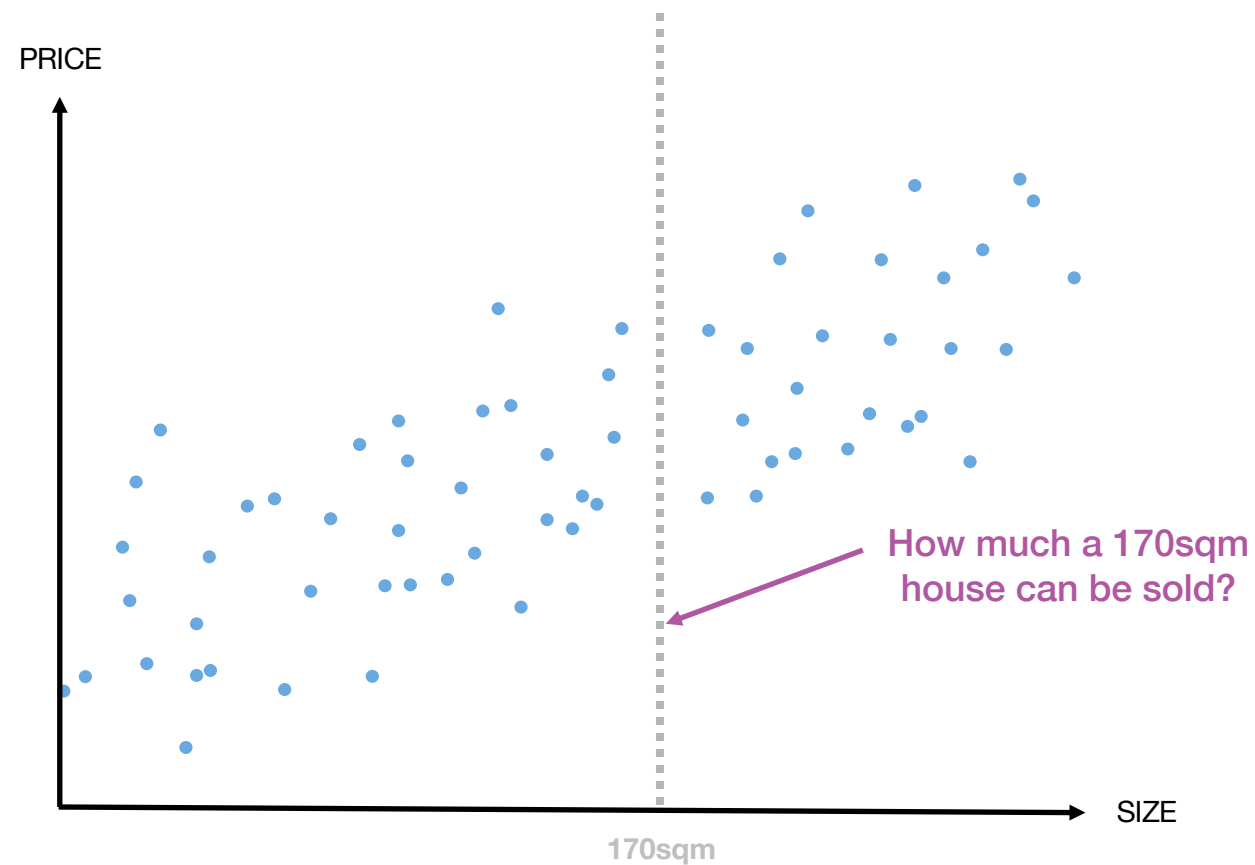
SALE #	LOCATION	ROOMS	BATHS	SIZE	SOLD FOR
1	beach	2	1	90	\$85K
2	downtown	3	2	120	\$95K
-	-	-	-	-	-
-	-	-	-	-	-
n	beach	1	1	60	\$65K



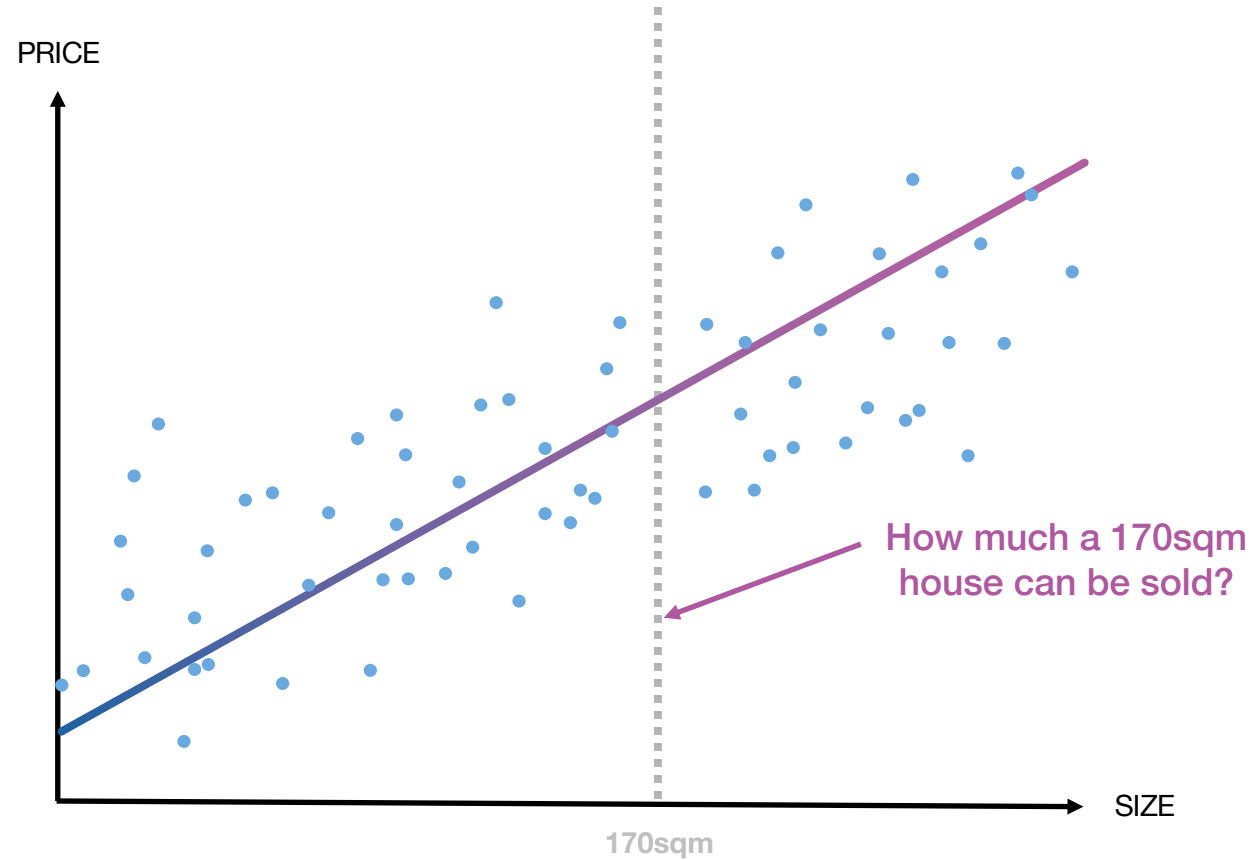
HOW TO BUILD AN ESTIMATOR?



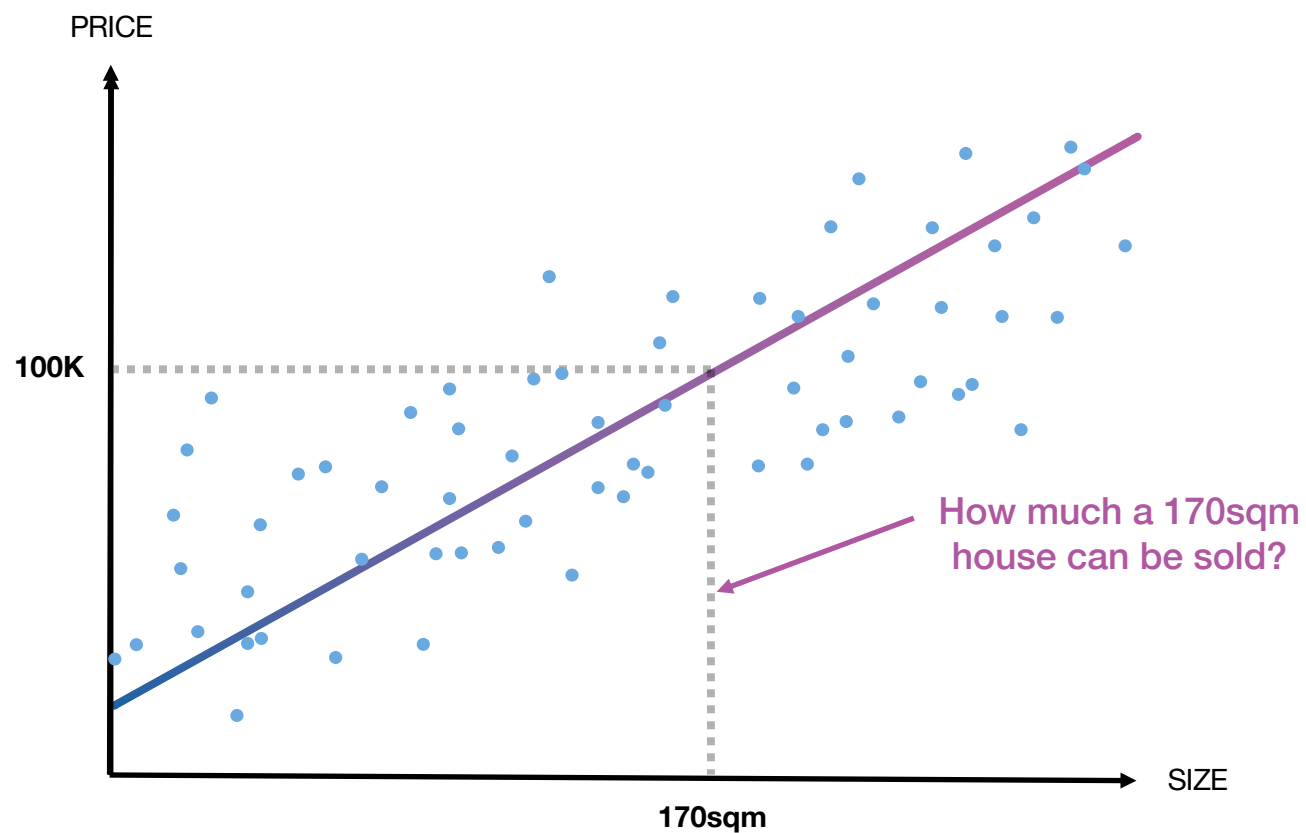
HOW TO BUILD AN ESTIMATOR?



HOW TO BUILD AN ESTIMATOR?

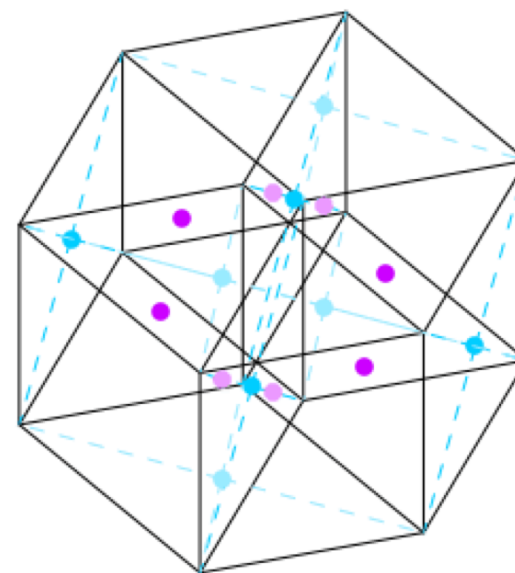
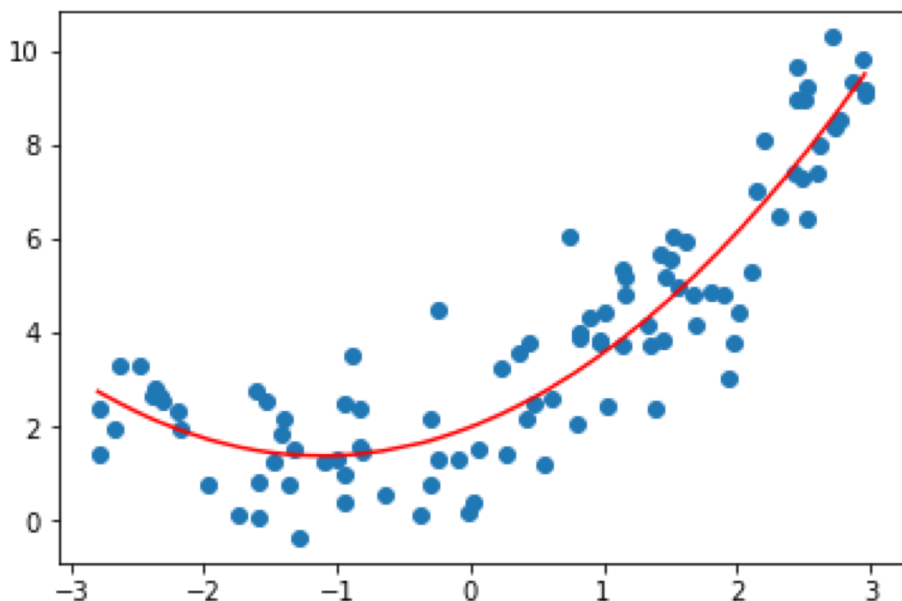


HOW TO BUILD AN ESTIMATOR?



SMARTER CORRELATION AND MULTIPLE DIMENSIONS

最適な相関関係と多次元化



CTRの最適化

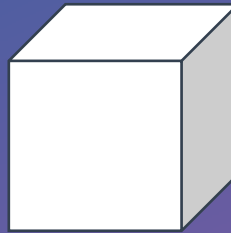
“

WILL THE IMPRESSION OF
THIS AD IN THIS ARTICLE FOR THIS USER
LEAD TO A CLICK ?

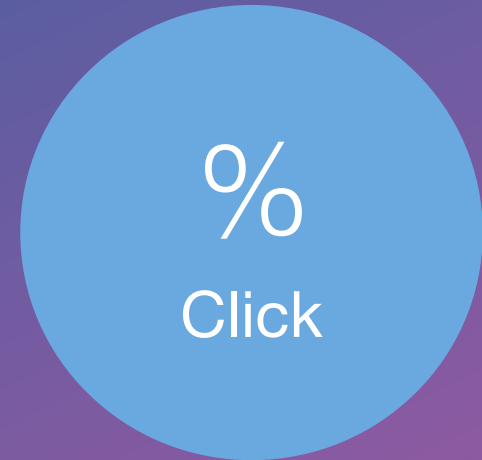
”

特定の記事において特定のユーザーに表示された広告
はクリックされるか？

環境

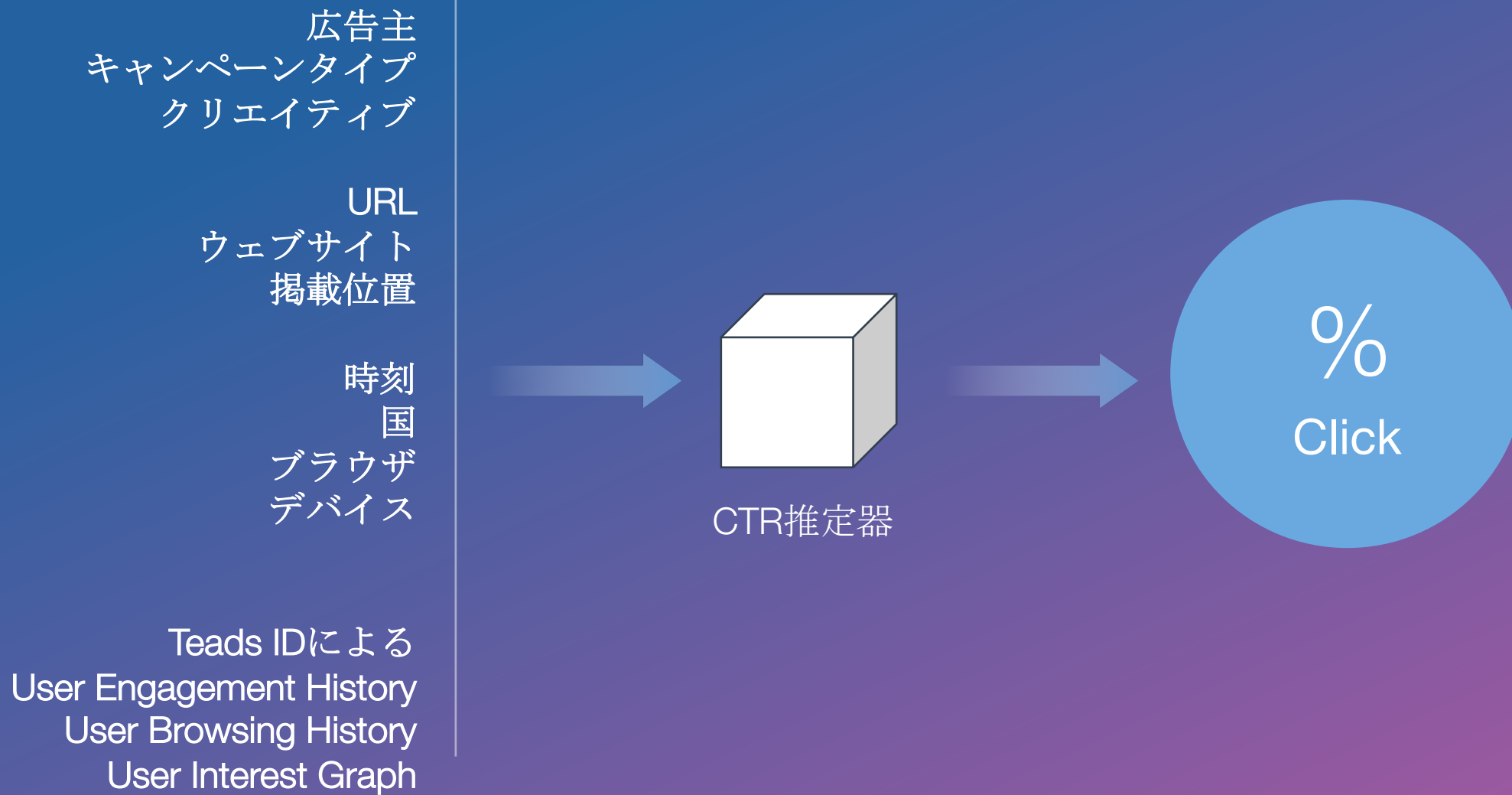


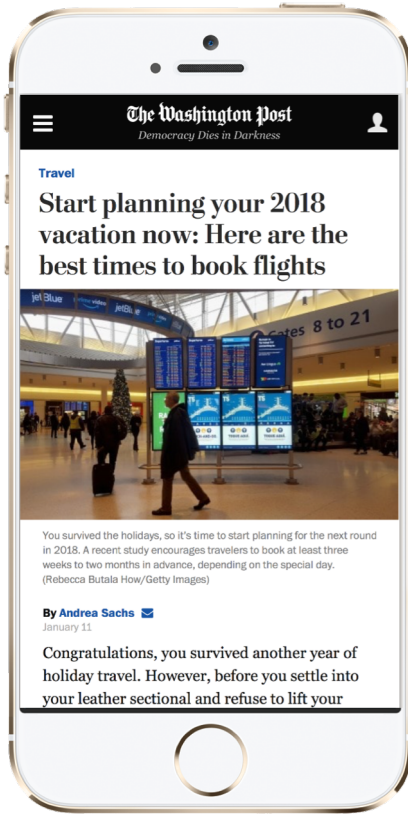
CTR推定器



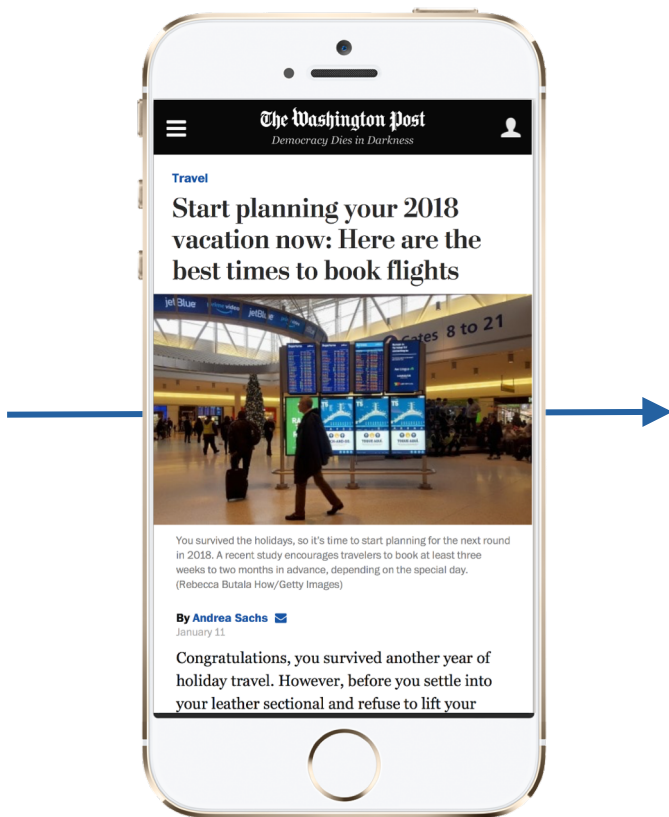
OPTIMISING CLICK-THROUGH RATE

CTRの最適化





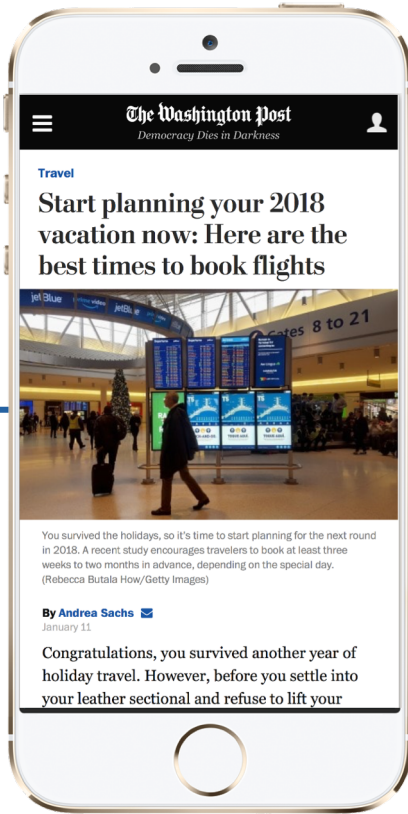
Leveraging Browsing History ブラウザ履歴の活用例



travel_air

interest_online_shoppers

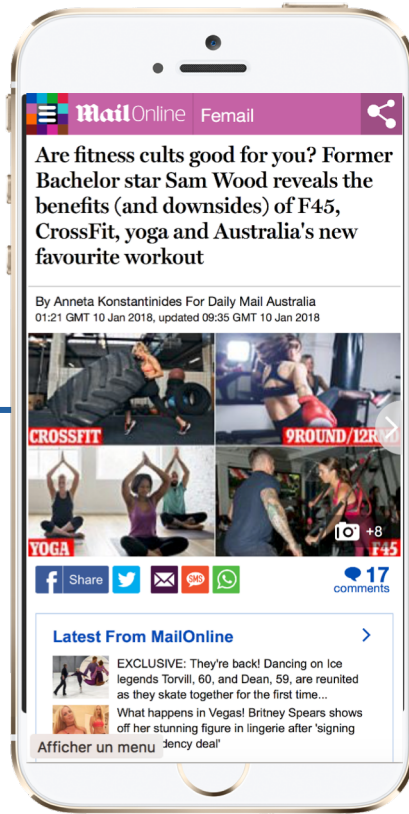
interest_frequent_travelers



travel_air

interest_online_shoppers

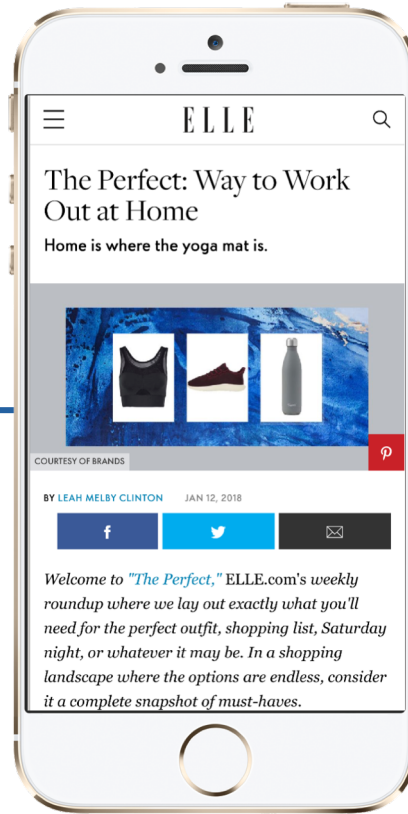
interest_frequent_travelers



interest_female

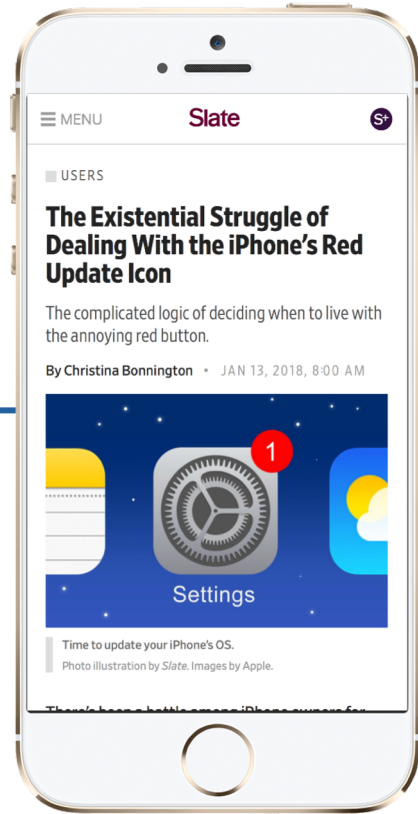
health_exercise

entertain



interest_female

health_exercise



tech_phones

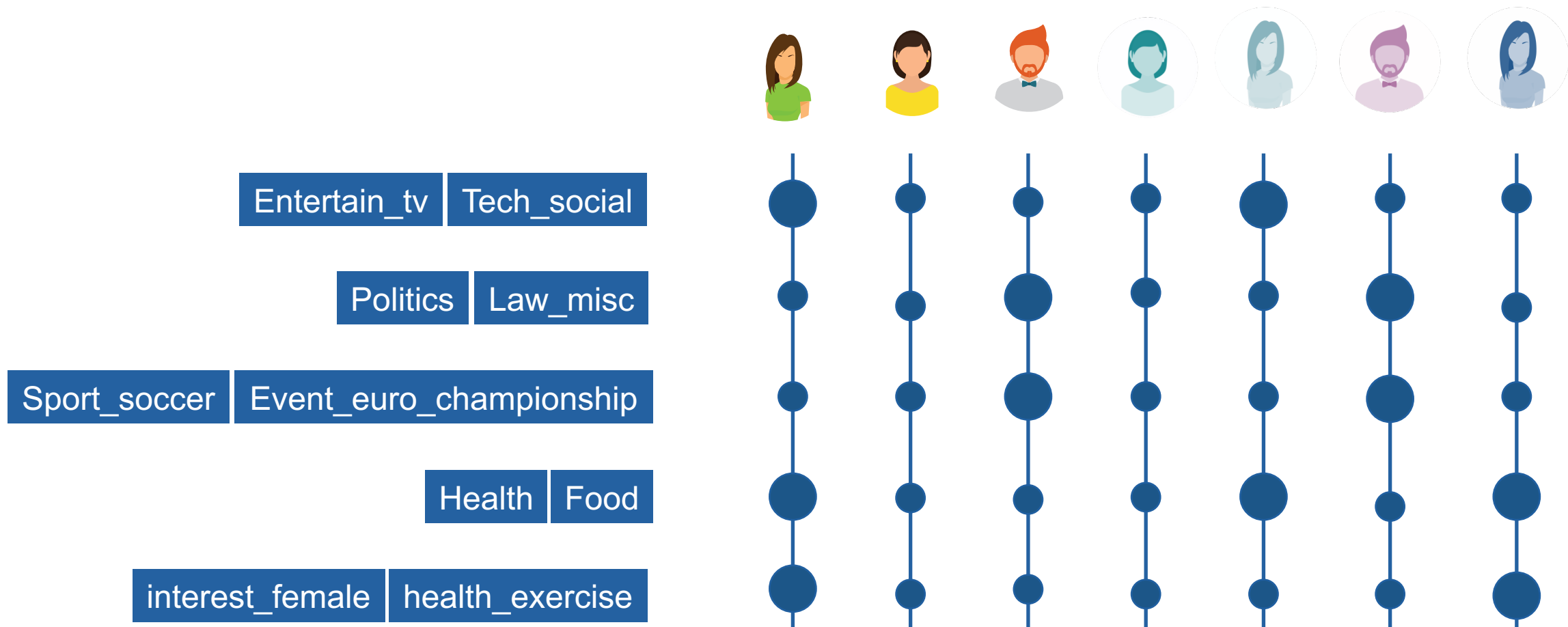
interest_online_shoppers

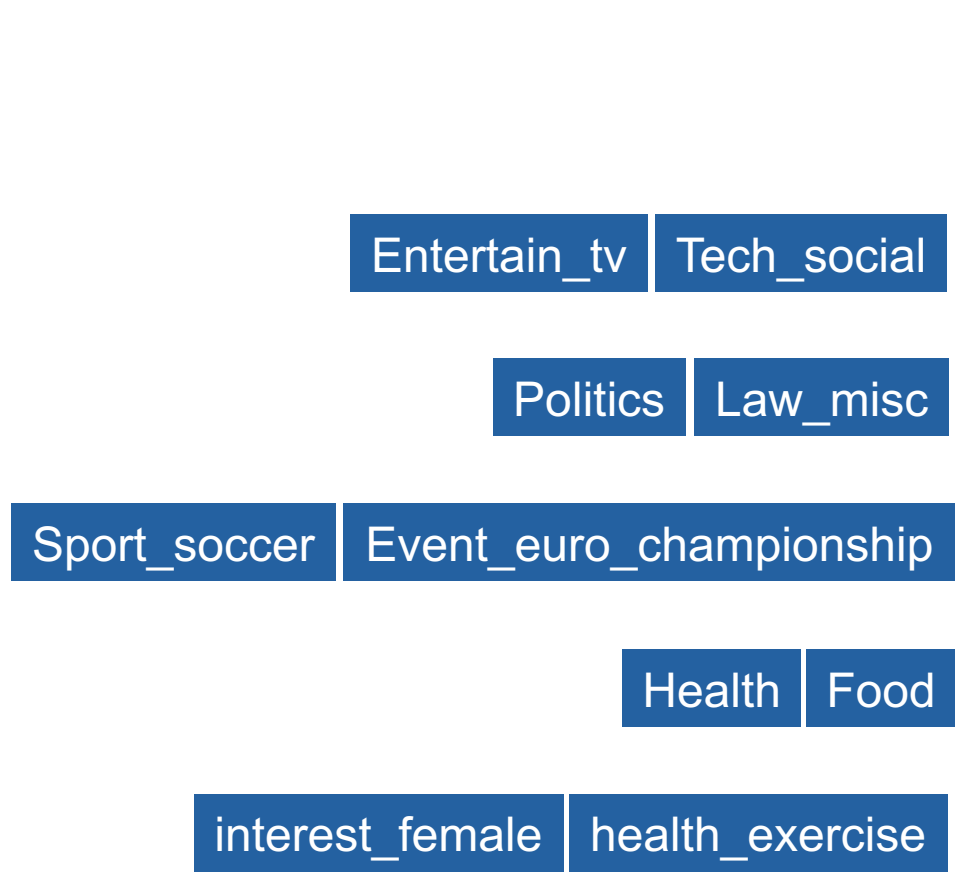
Teads Interest Graph(Teads Audience)

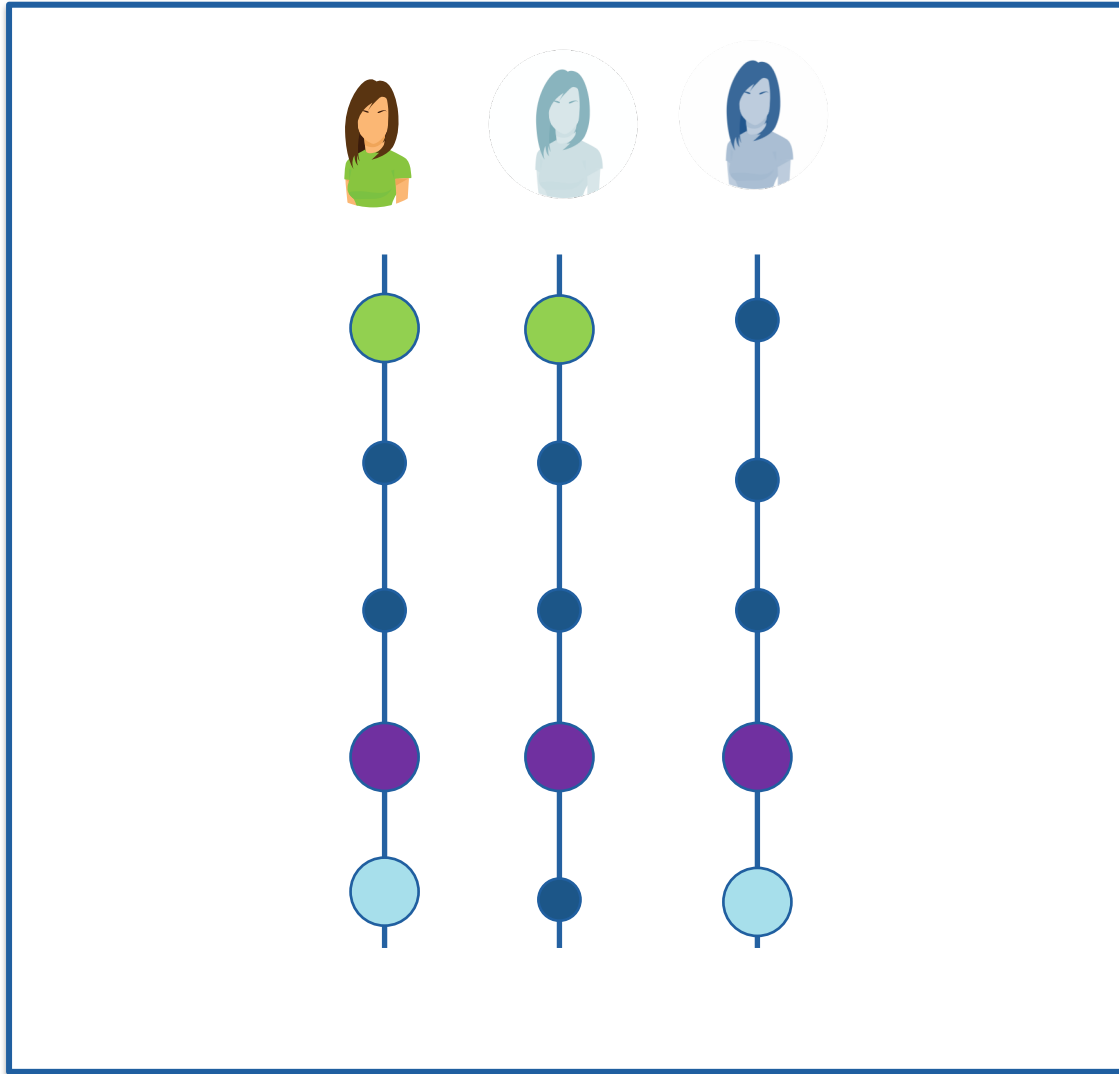


travel_air	139
interest_online_shoppers	17
interest_frequent_travelers	42
interest_female	320
health_exercise	234
entertain	132
tech_phones	41
fashion_beauty	56
shopping	87
science_environ	8

ユーザーの過去数か月における
Teadsネットワークでの行動を数値化

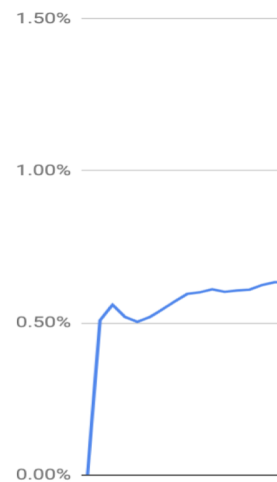






User Cluster
C42

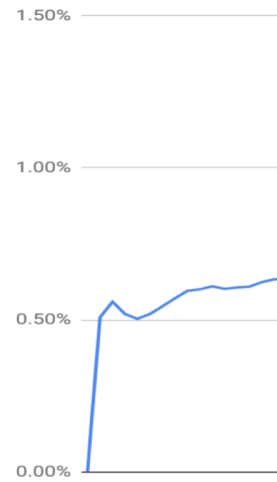
CLICK OPTIMISATION IN ACTION



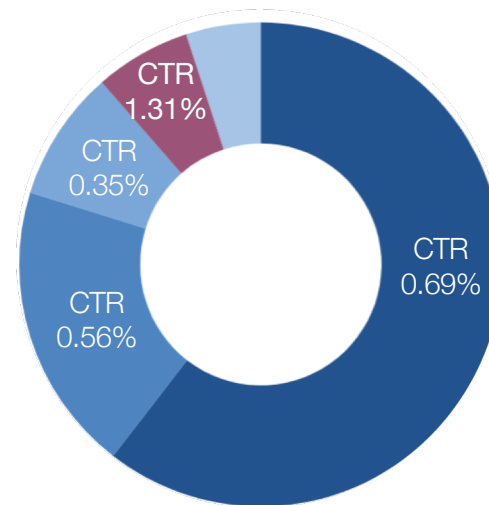
Click-through rate

- C150
- C145
- C302
- **C42**
- C11

CLICK OPTIMISATION IN ACTION

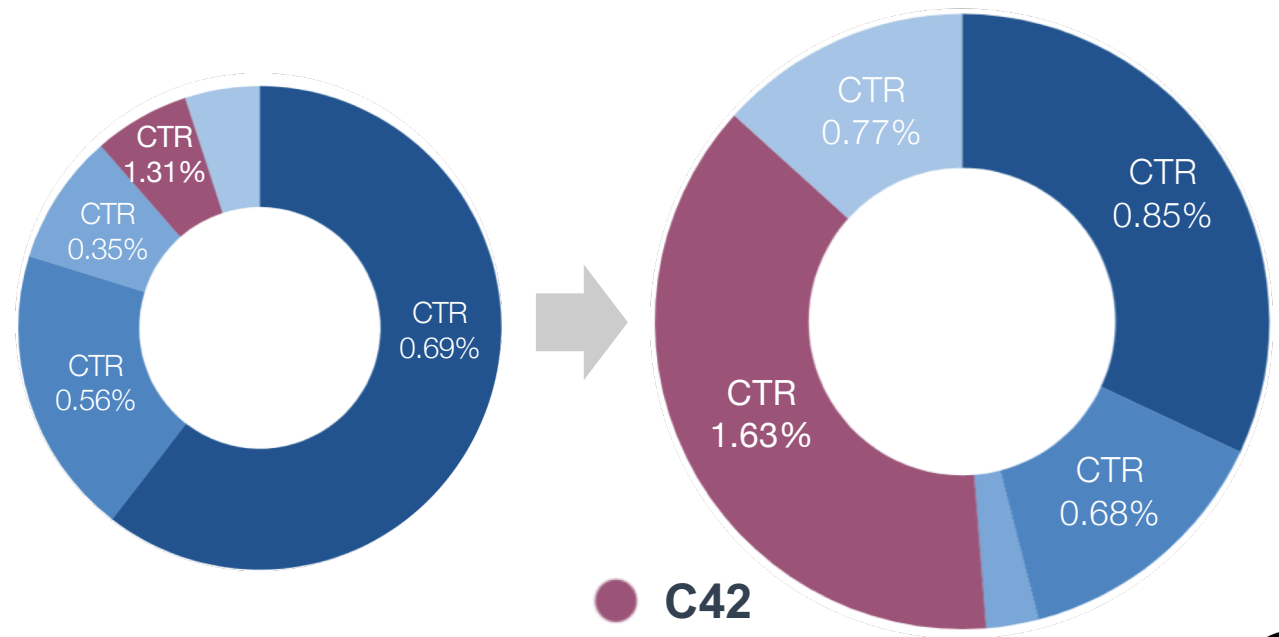


Click-through *rate*



- C150
- C145
- C302
- **C42**
- C11

CLICK OPTIMISATION IN ACTION



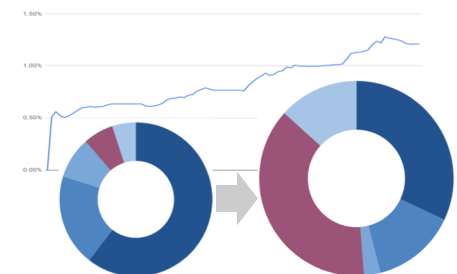
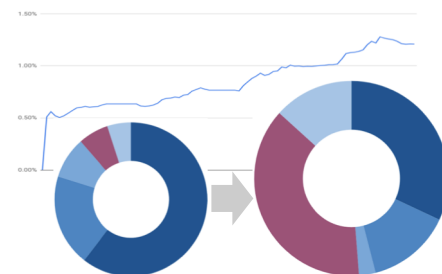
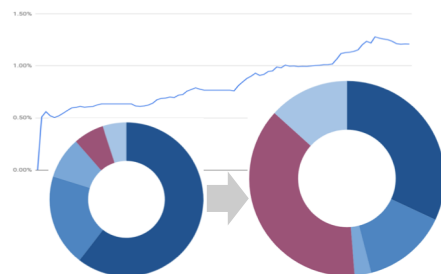
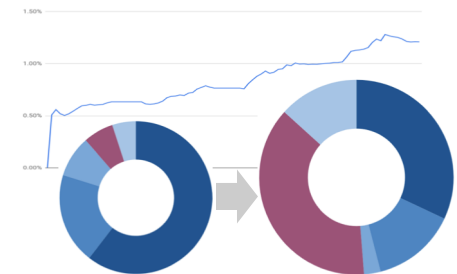
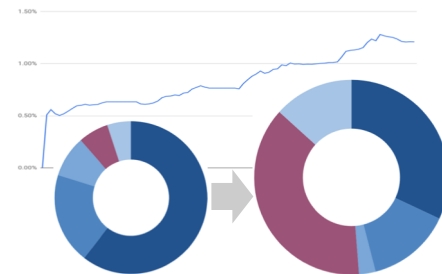
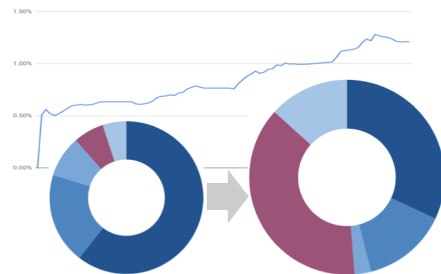
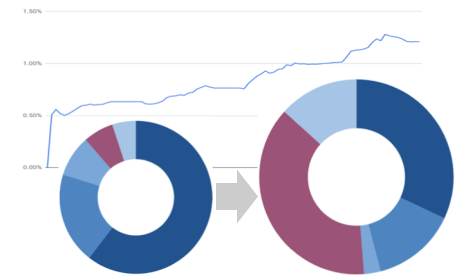
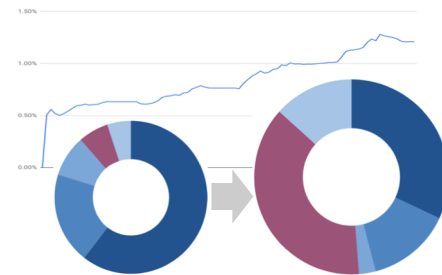
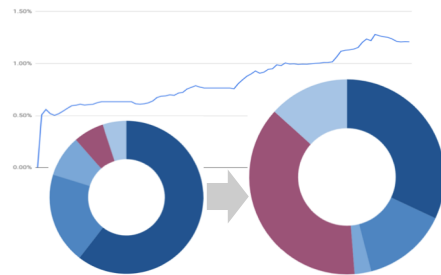
50 指標 – 数百万通りのコンビネーション

Advertiser
Campaign
Creative

URL
Website
Placement

Time of day
Country
Browser
Device
Bandwidth

User Engagement History
User Browsing History
User Interest Graph

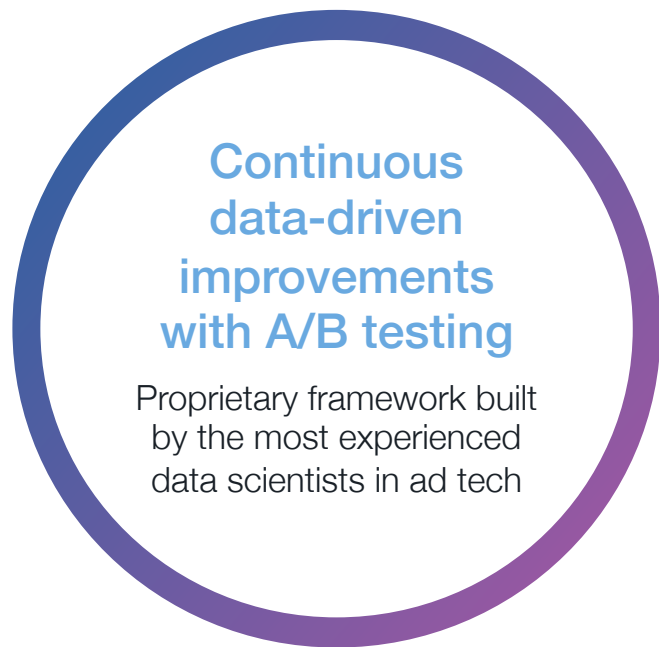


GREAT MACHINE LEARNING

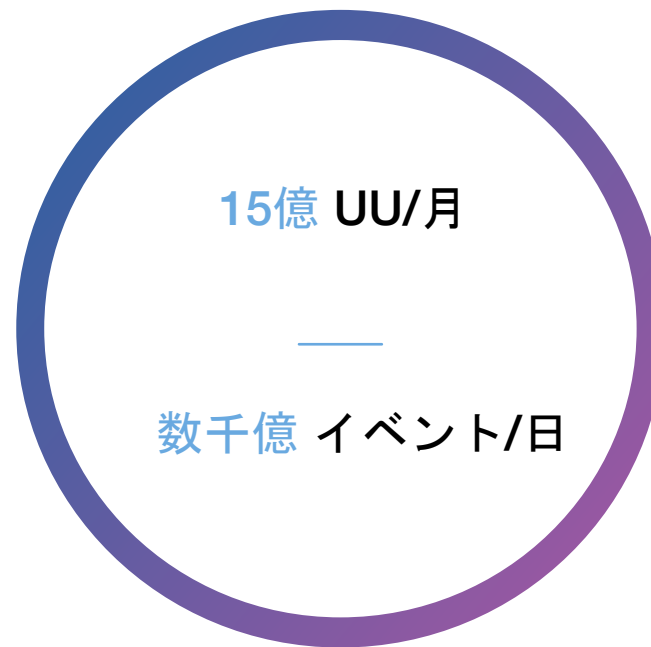
最高の機械学習



Best data scientists
優秀なデータサイエンティスト



Large volume of data
膨大なデータ





“Teads captures more than
100,000,000,000 events per day
in their cluster”

Werner Vogels – Amazon CTO – June’18

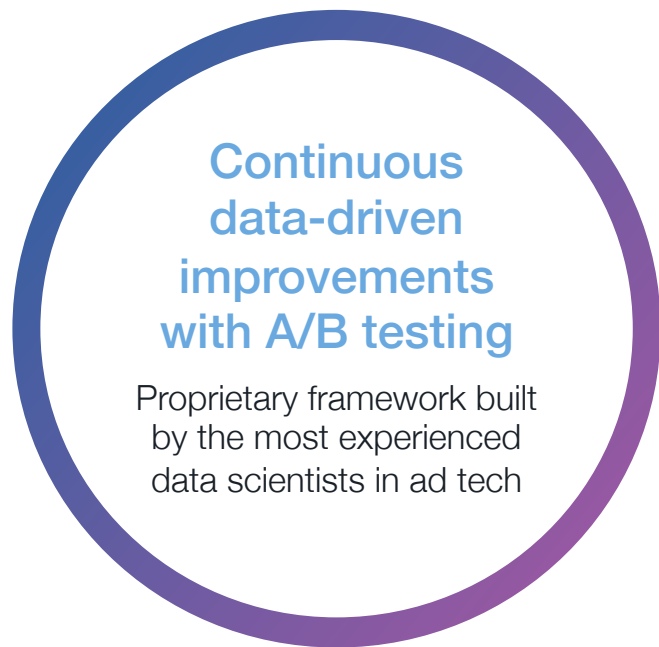
Teads

GREAT MACHINE LEARNING

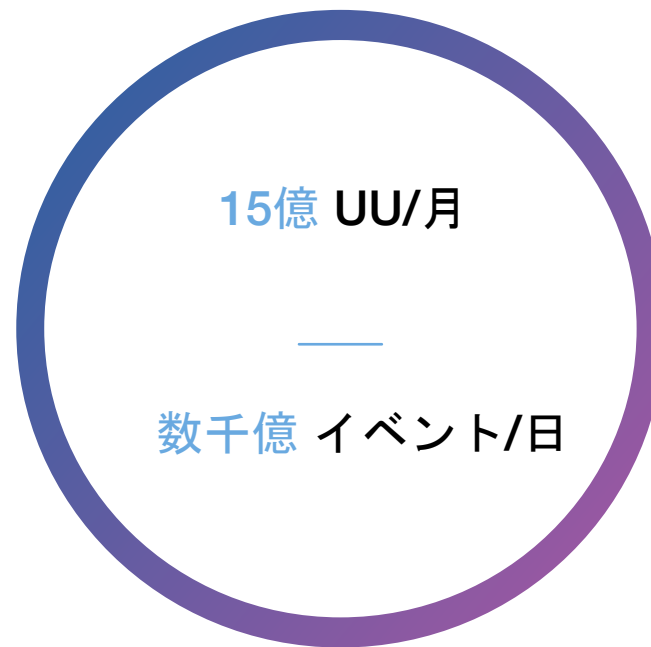
高精度の機械学習



Best data scientists
優秀なデータサイエンティスト



Large volume of data
膨大なデータ



本日持ち帰って頂きたい3点

- ① TAMはTeads在庫を最も効率よく配信するためのプラットフォーム！
- ② 配信や運用最適化はAIに任せましょう！
- ③ KPIに合わせて成果保証型課金を活用しよう！

A graphic of a globe composed of a network of white lines and dots, representing a global network or data flow. The globe is centered in the upper half of the image.

Teads

The Global Media Platform

Thank you, any questions?

次回Webinarのご案内

#5 メディア・クリエイティビティ・テクノロジーの
融合における、デジタルトレンド Covid-19特別編

今村 幸彦, Managing Director Japan

2020/4/21 | 15:00PM

A graphic of a globe composed of a network of white lines and dots, representing a global network or data flow. The globe is centered in the upper half of the image.

Teads

The Global Media Platform

Thank you, any questions?