

**LEARN**<sup>w/</sup> *Teads*  
WEBINAR SERIES



# TEADS PREDICTION AI

Gilles Moncaubeig - Chief Product Officer & Co-founder

The logo features the word "Teads" in a white, elegant script font, centered over a faint, glowing blue globe. The globe is composed of a network of lines and dots, suggesting a global or digital theme. Below the globe, the tagline "Technology for ads" is written in a clean, sans-serif font, with "Technology" and "ads" in white and "for" in a light blue color.

# *Teads*

Technology for ads



Quality at Scale?





# 7 layers of The Global Media Platform

Premium Publishers

Teads for Publishers

inRead

Prediction AI

Audiences

Studio

Teads Ad Manager

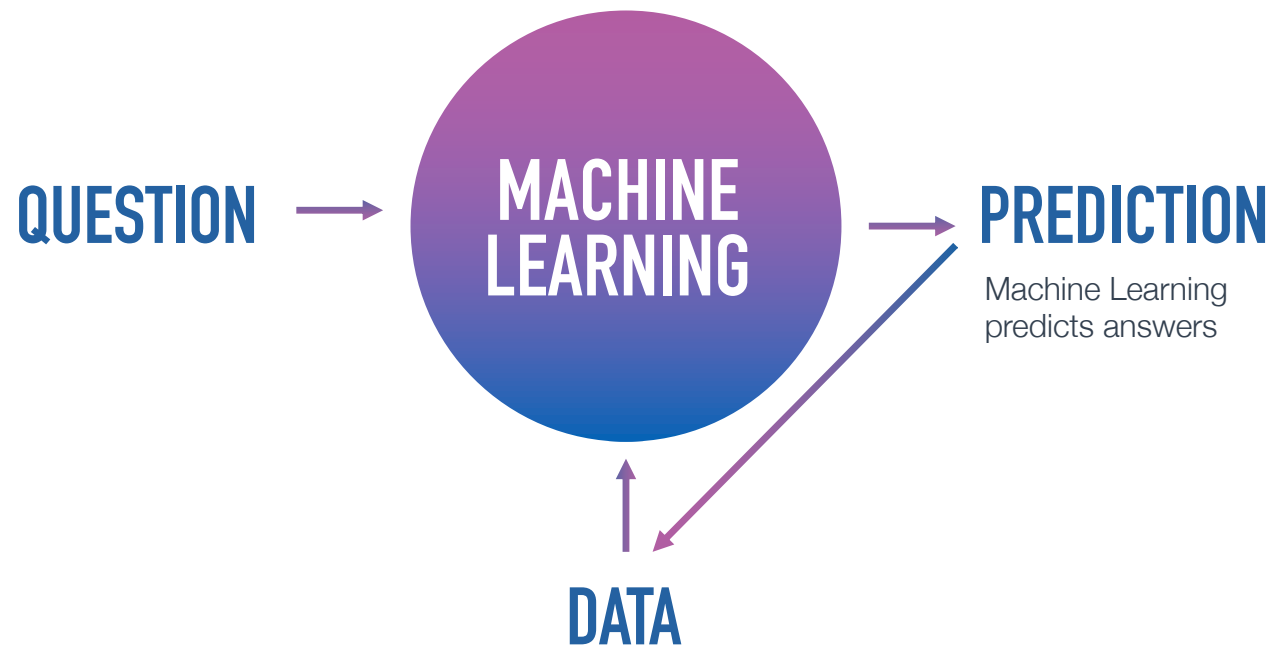


# TEADS PREDICTION AI

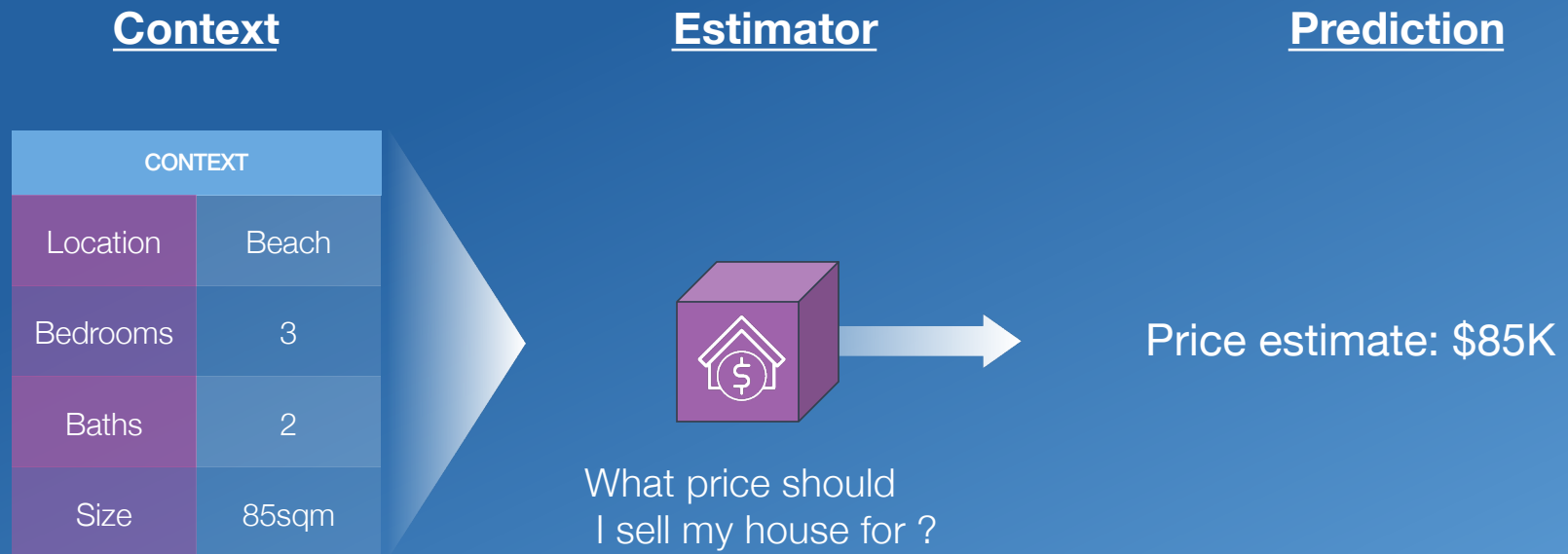
A Peek Under the Hood



# MACHINE LEARNING, WHAT IS IT?



# LEARNING + CONTEXT => ESTIMATION



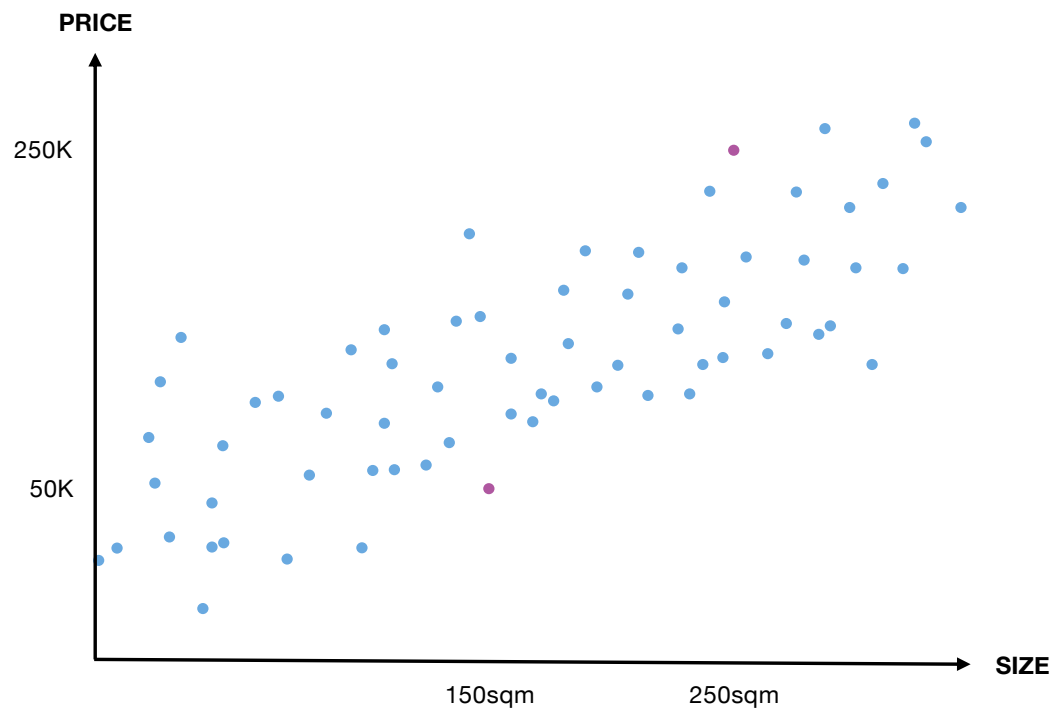
# HOW TO BUILD AN ESTIMATOR?

With a “Training Data Set”

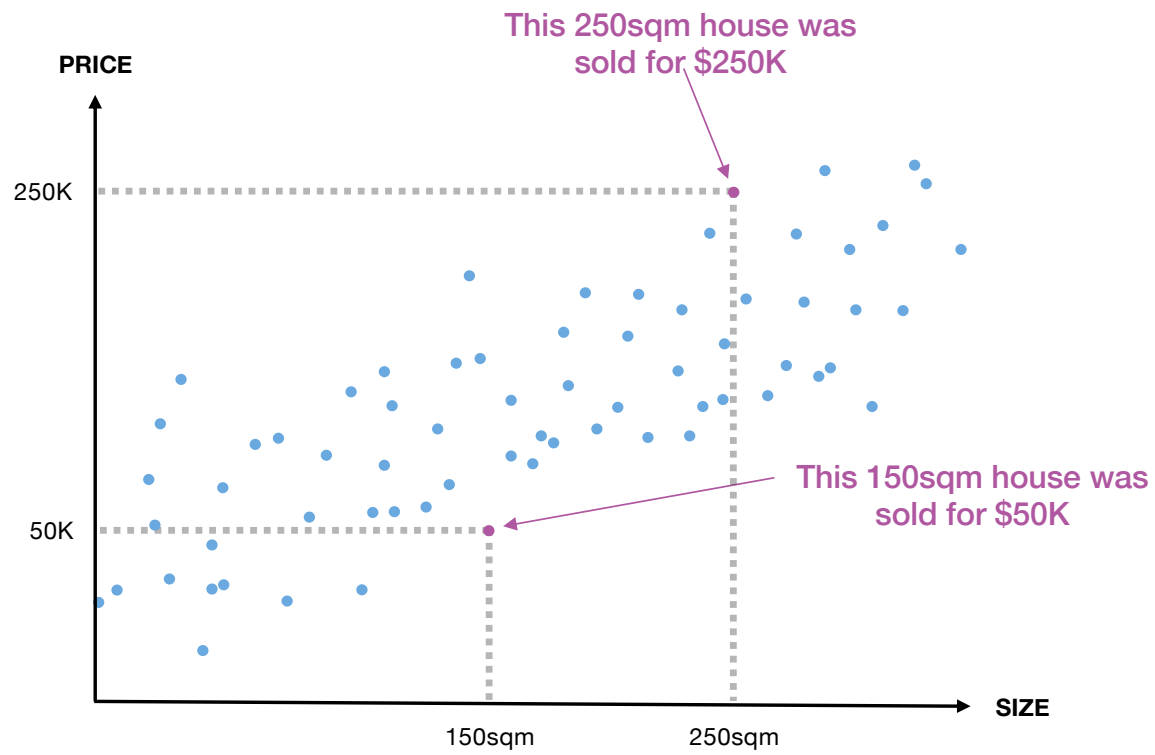
SALE #	LOCATION	ROOMS	BATHS	SIZE	SOLD FOR
1	beach	2	1	90	\$85K
2	downtown	3	2	120	\$95K
-	-	-	-	-	-
-	-	-	-	-	-
n	beach	1	1	60	\$65K



# HOW TO BUILD AN ESTIMATOR?

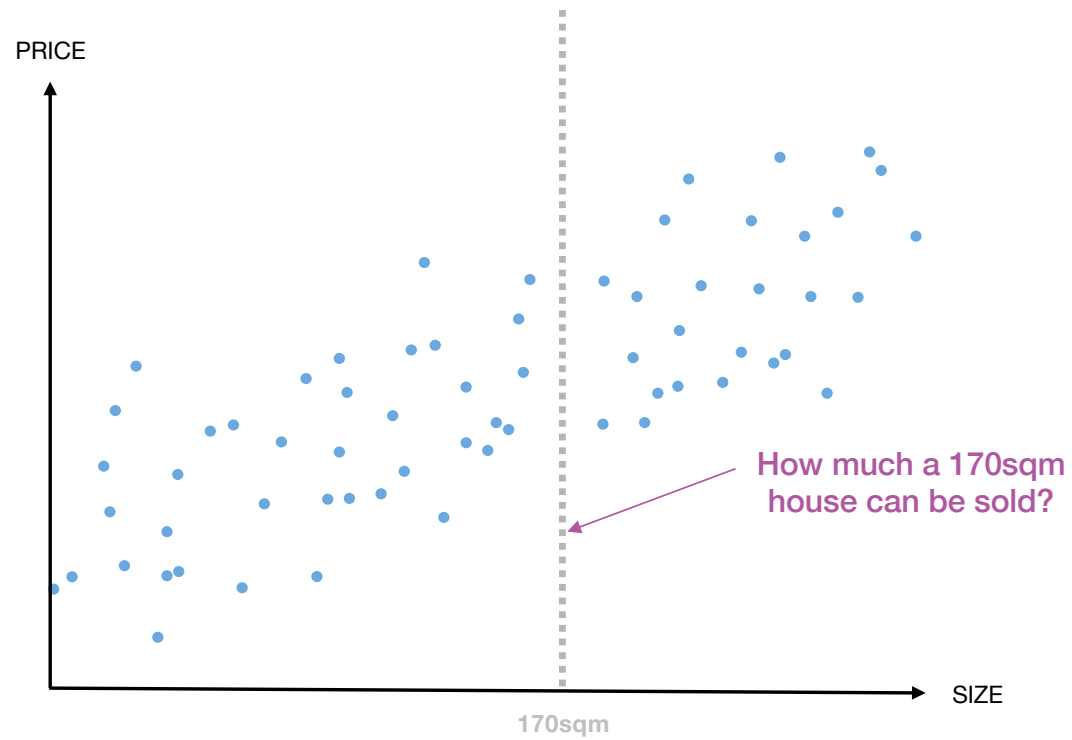


# HOW TO BUILD AN ESTIMATOR?

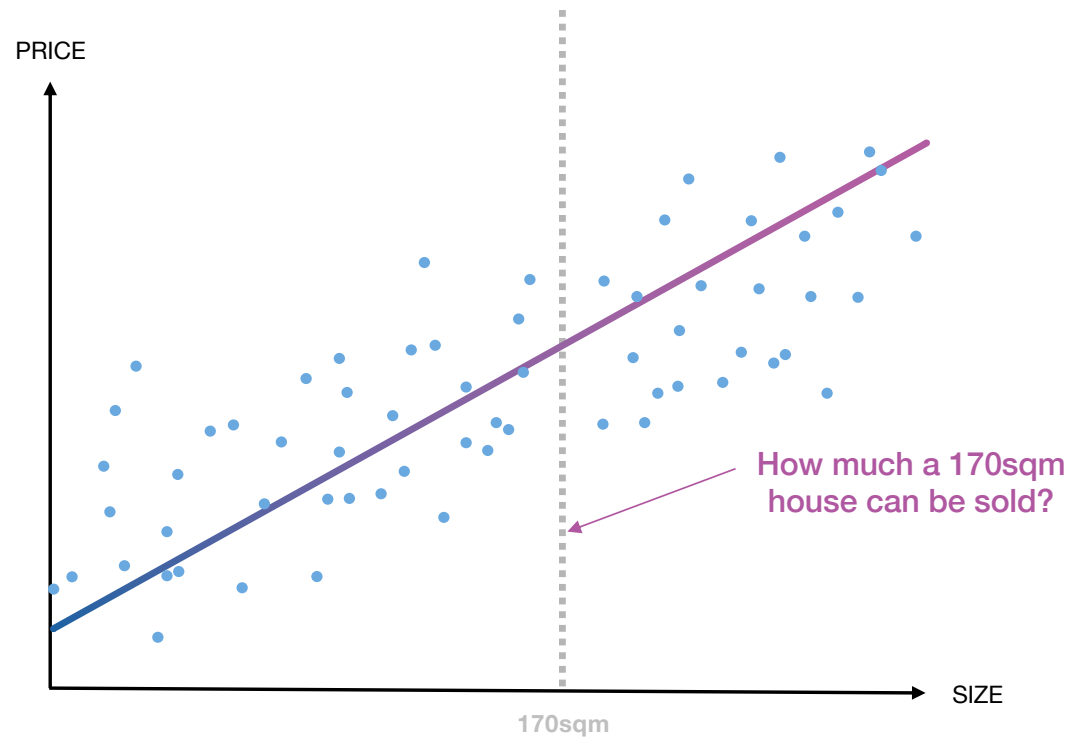




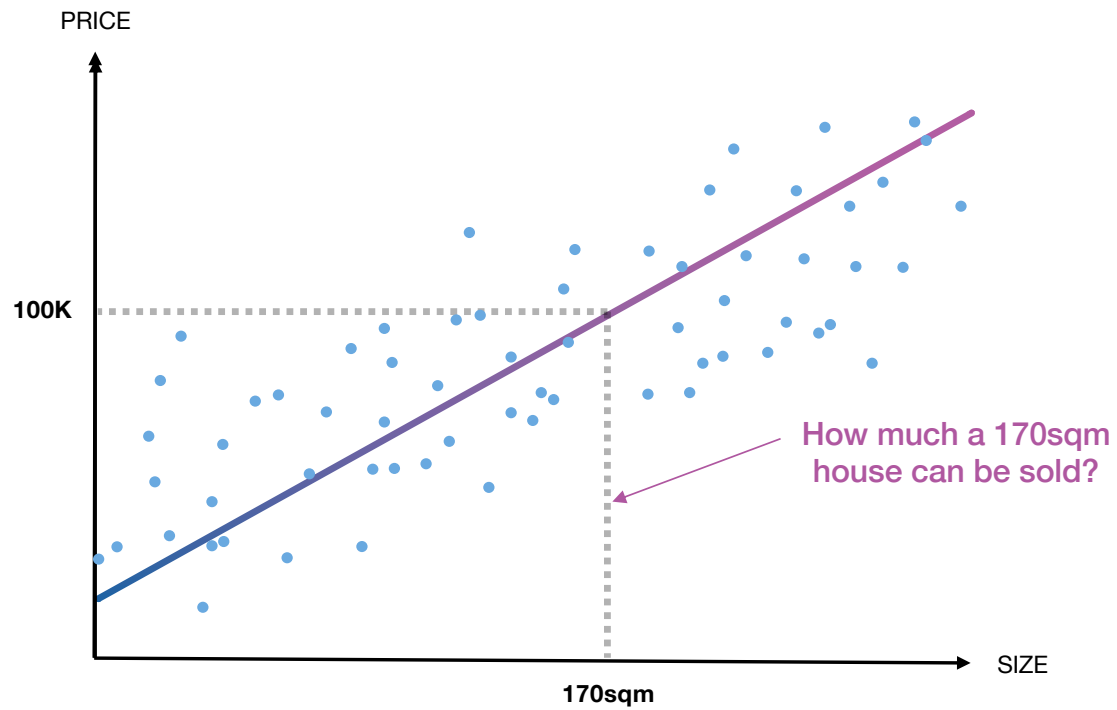
# HOW TO BUILD AN ESTIMATOR?



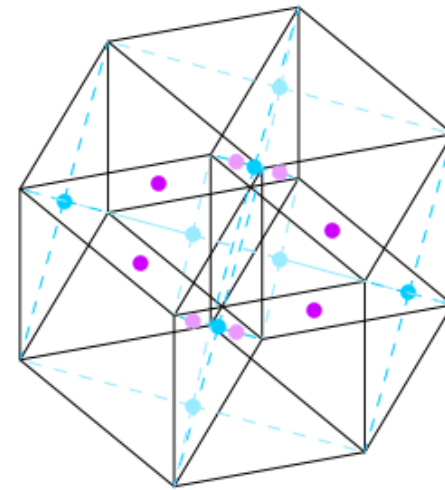
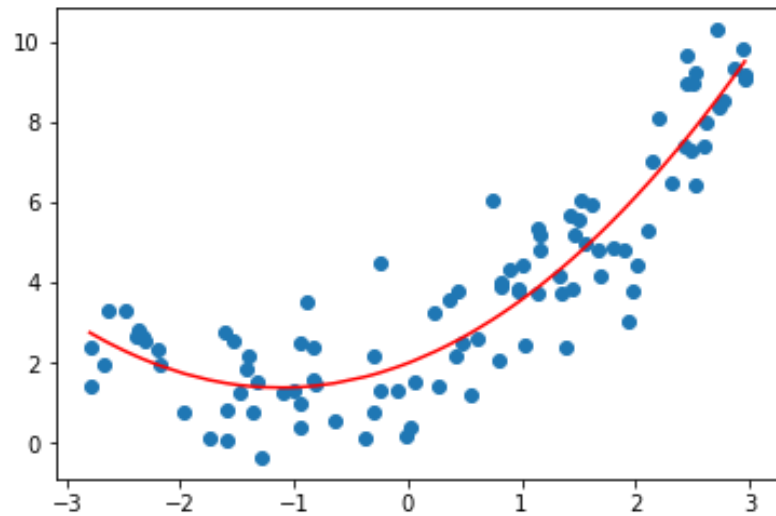
# HOW TO BUILD AN ESTIMATOR?



# HOW TO BUILD AN ESTIMATOR?



# SMARTER CORRELATION AND MULTIPLE DIMENSIONS



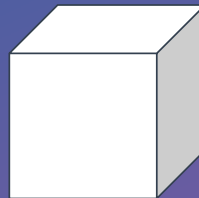
## OPTIMISING CLICK-THROUGH RATE

“

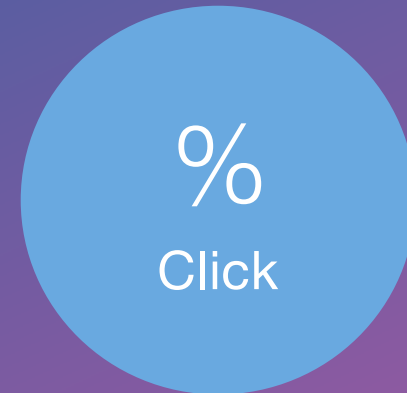
WILL THE IMPRESSION OF  
THIS AD IN THIS ARTICLE FOR THIS USER  
LEAD TO A CLICK ?

”

Context



Click-through rate  
estimator



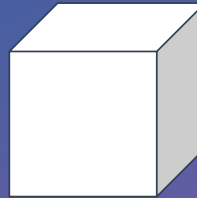
# OPTIMISING CLICK-THROUGH RATE

Advertiser  
Campaign  
Creative

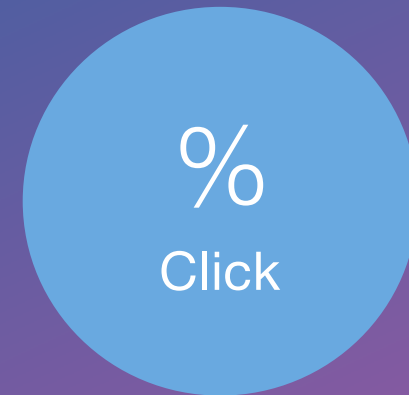
URL  
Website  
Placement

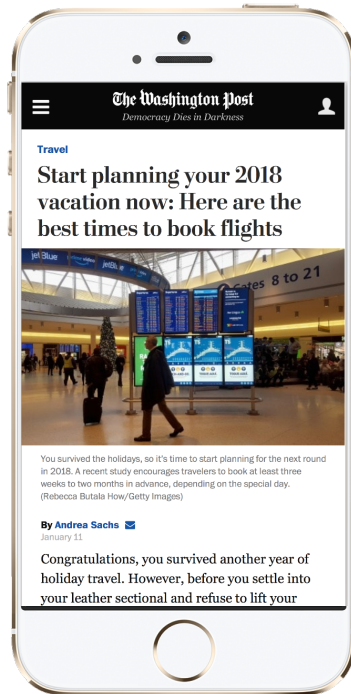
Time of day  
Country  
Browser  
Device  
Bandwidth

User Engagement History  
User Browsing History  
User Interest Graph



Click-through rate  
estimator



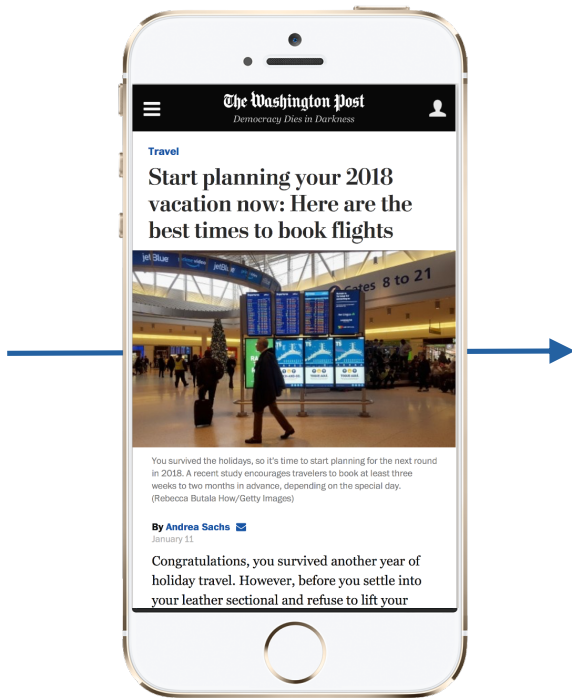


# Leveraging Browsing History

*Teads*



# Leveraging Browsing History

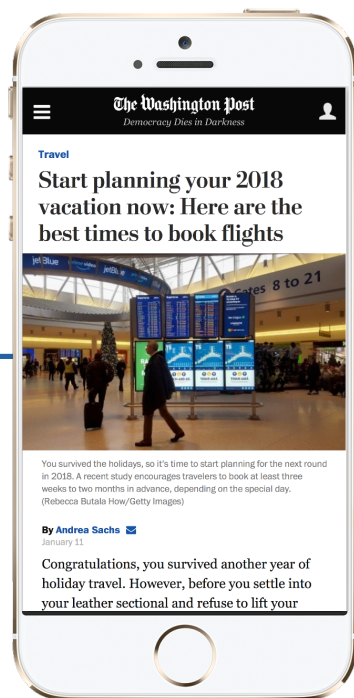


travel\_air

interest\_online\_shoppers

interest\_frequent\_travelers

*Teads*



travel\_air

interest\_online\_shoppers

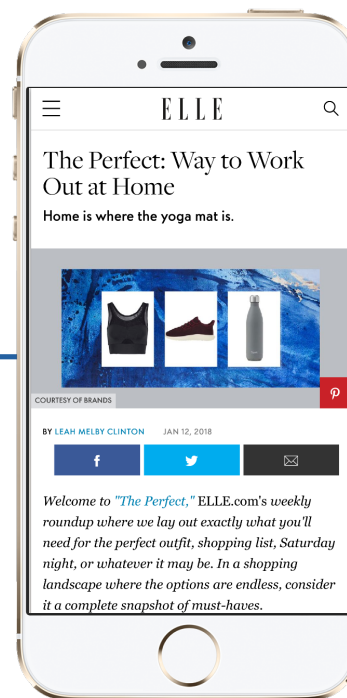
interest\_frequent\_travelers



interest\_female

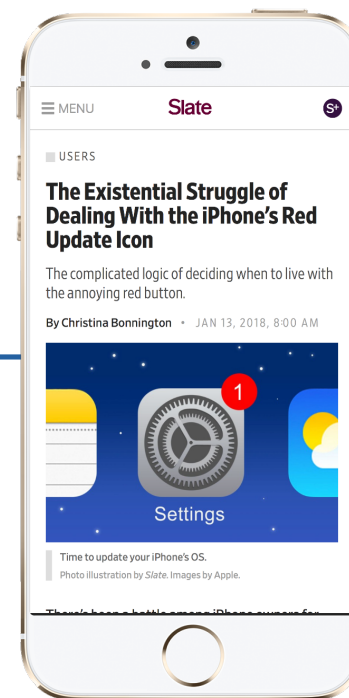
health\_exercise

entertain



interest\_female

health\_exercise



tech\_phones

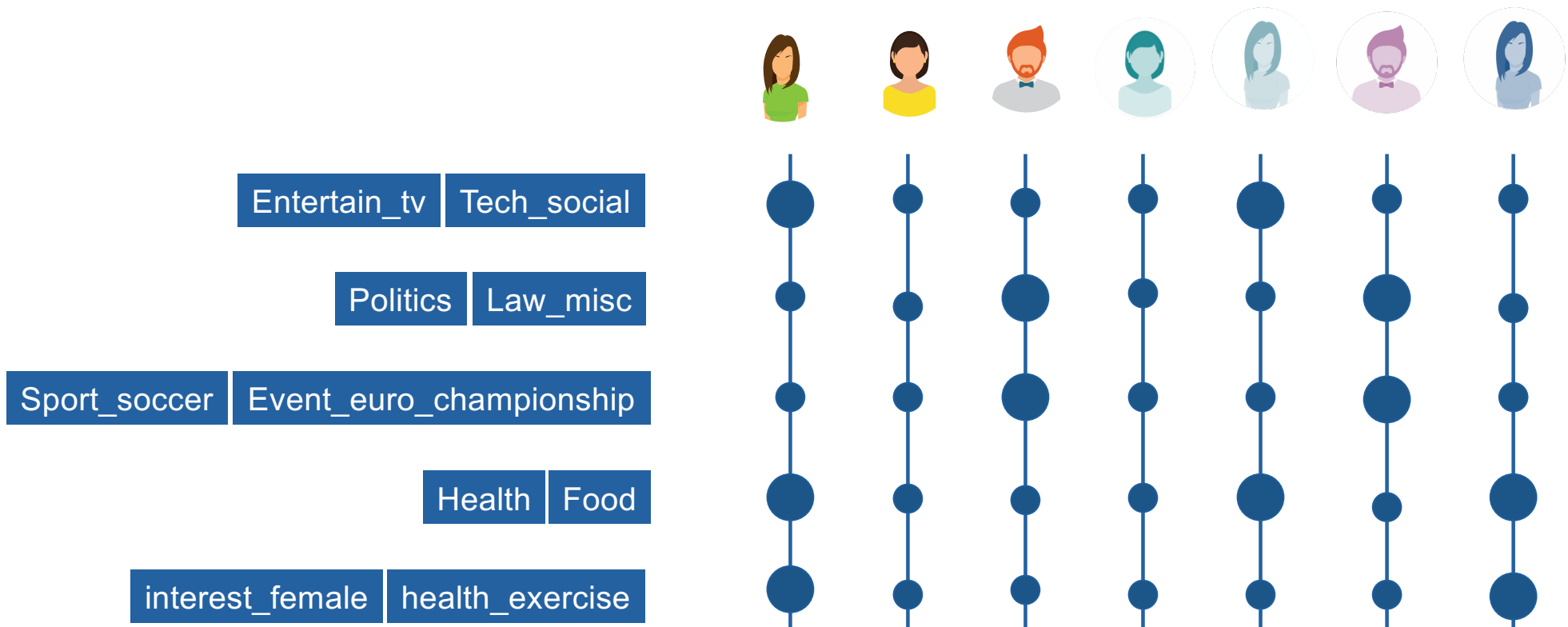
interest\_online\_shoppers

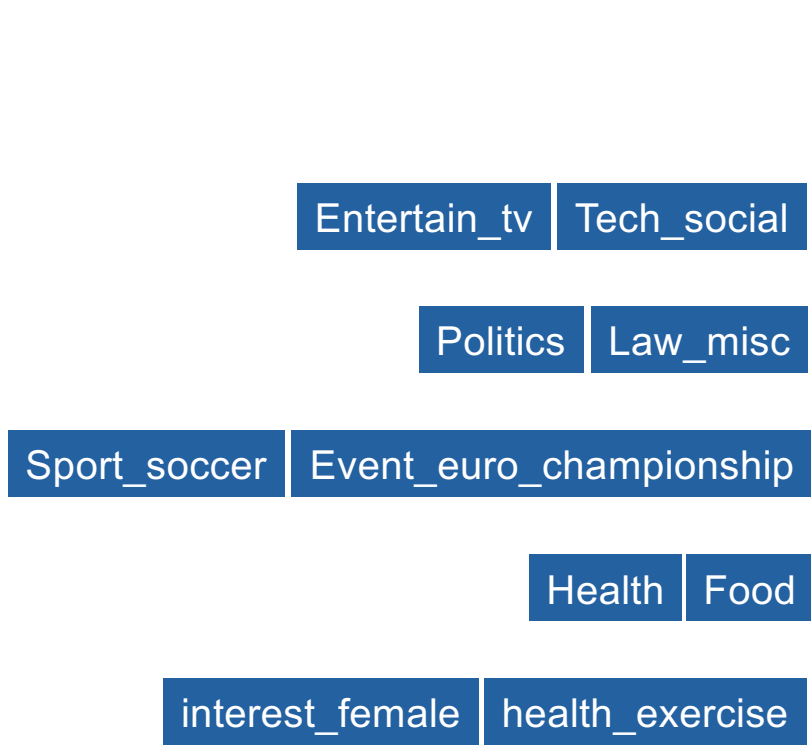
Teads



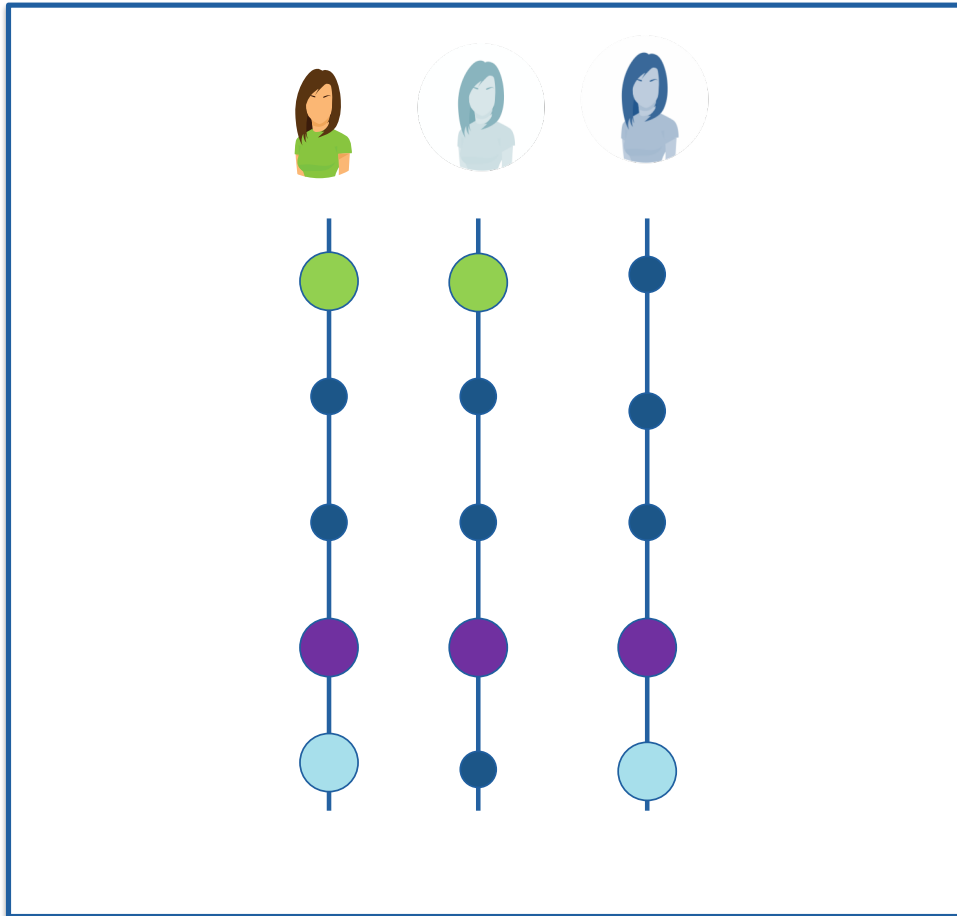
travel_air	139
interest_online_shoppers	17
interest_frequent_travelers	42
interest_female	320
health_exercise	234
entertain	132
tech_phones	41
fashion_beauty	56
shopping	87
science_environ	8

**For all Users  
Over past months**





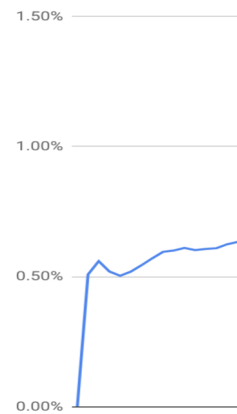
*Teads*



**User Cluster**  
**C42**

*Teads*

# CLICK OPTIMISATION IN ACTION



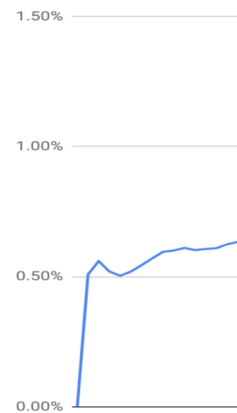
Click-through rate

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

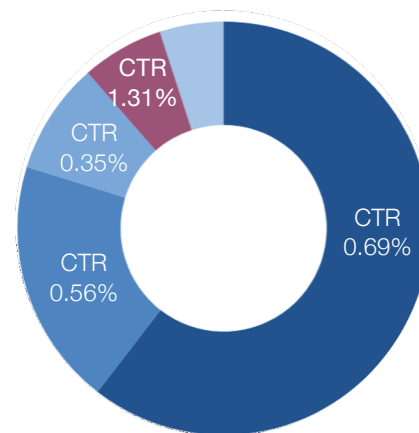
*Teads*



# CLICK OPTIMISATION IN ACTION



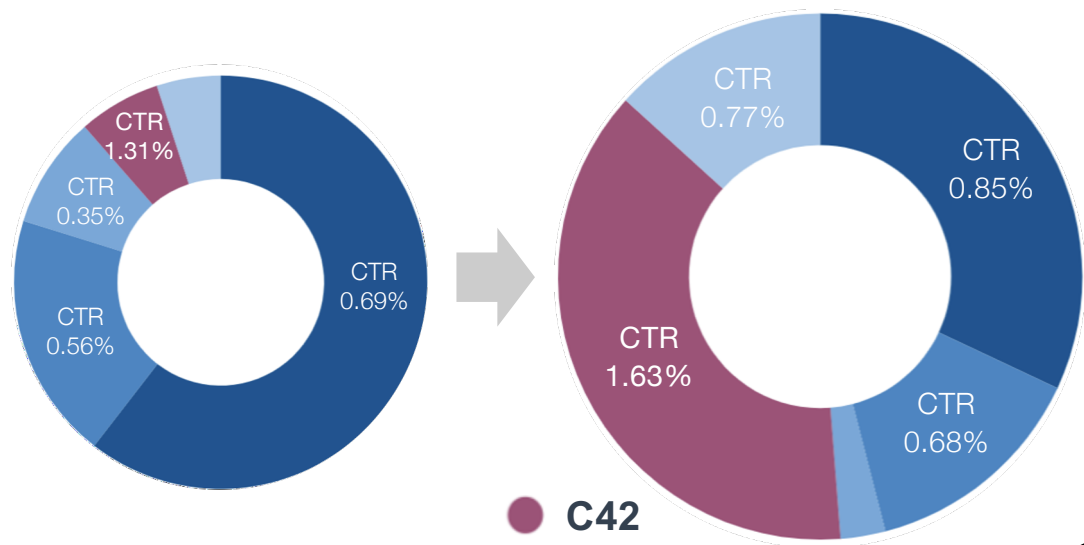
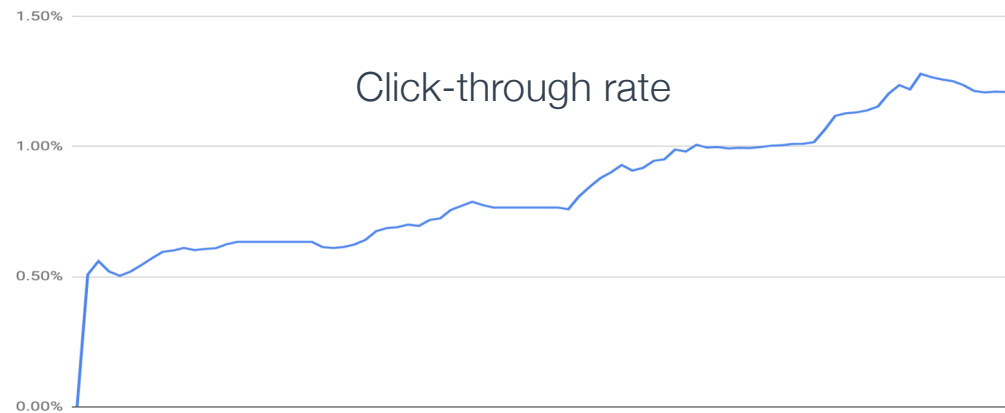
Click-through *rate*



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

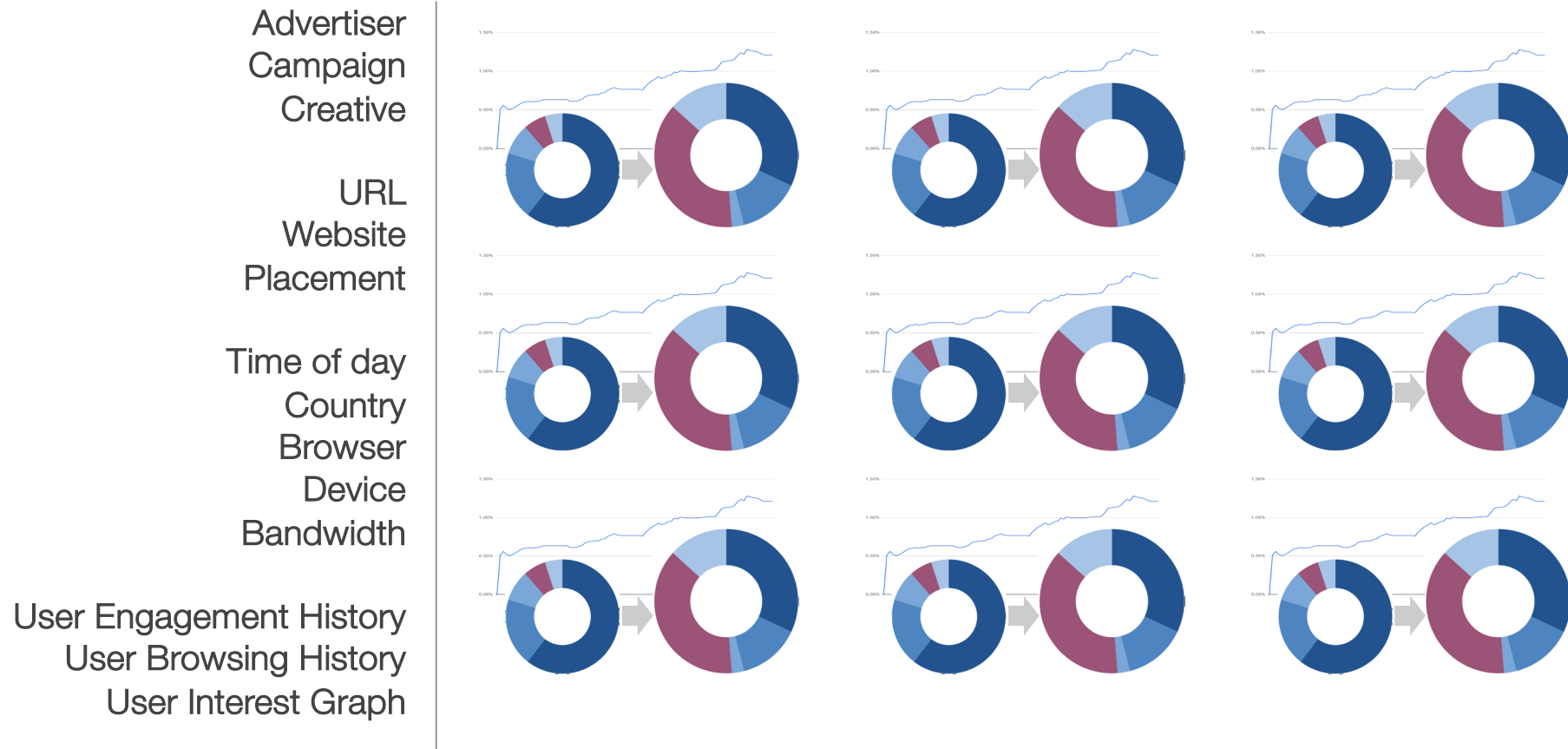
*Teads*

# CLICK OPTIMISATION IN ACTION



*Teads*

# 50 DIMENSIONS – MILLIONS OF COMBINATIONS



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# GREAT MACHINE LEARNING

```
graph TD; A[GREAT MACHINE LEARNING] --> B[Best data scientists]; A --> C[Large volume of data];
```

Best data scientists

Continuous  
data-driven  
improvements  
with A/B testing

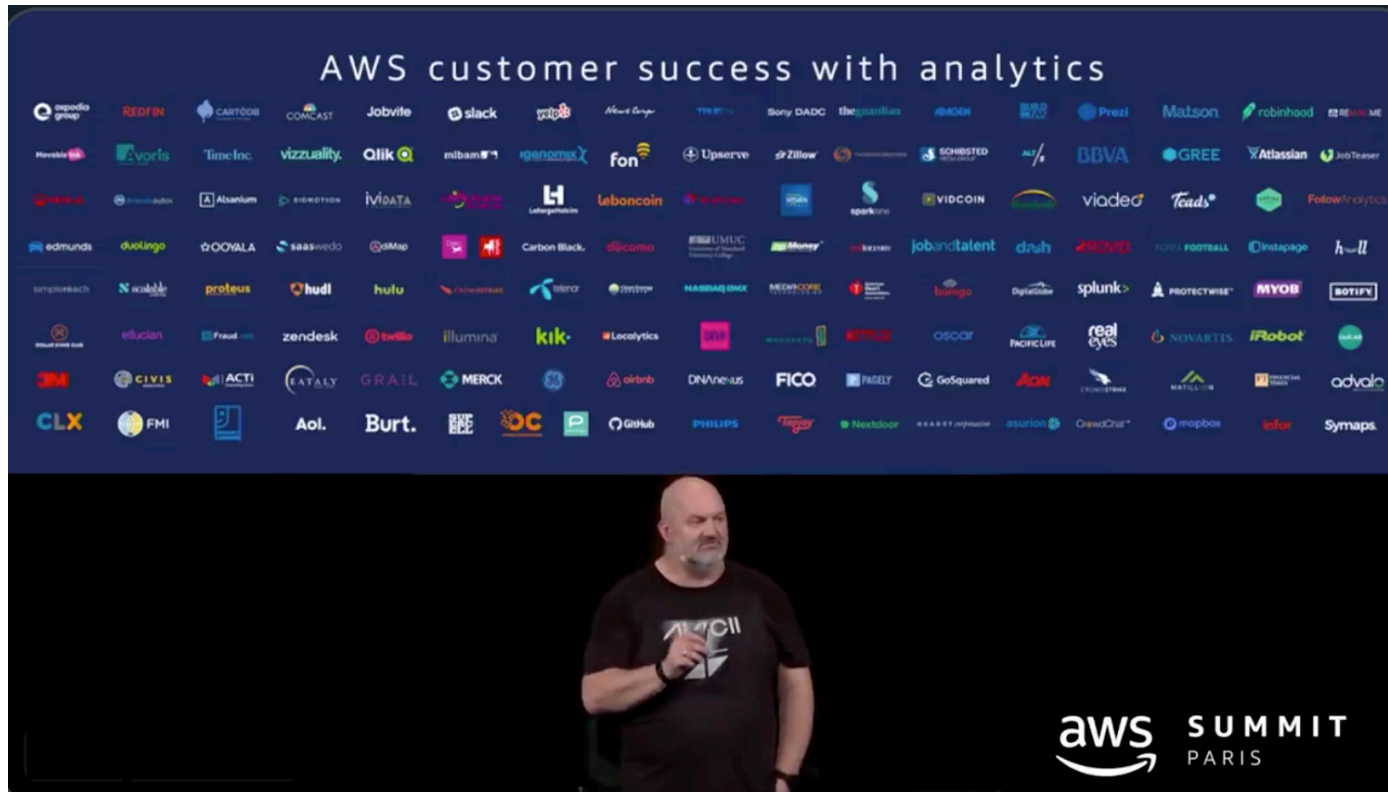
Proprietary framework built  
by the most experienced  
data scientists in ad tech

Large volume of data

1.5 billion unique  
users every month

—  
Trillions of data  
points every day

*Teads*



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

Werner Vogels – Amazon CTO – June’18

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# Guaranteed Outcome for The Open Internet



By investing in AI  
and controlling the whole supply chain,  
we are able to **guarantee outcomes**

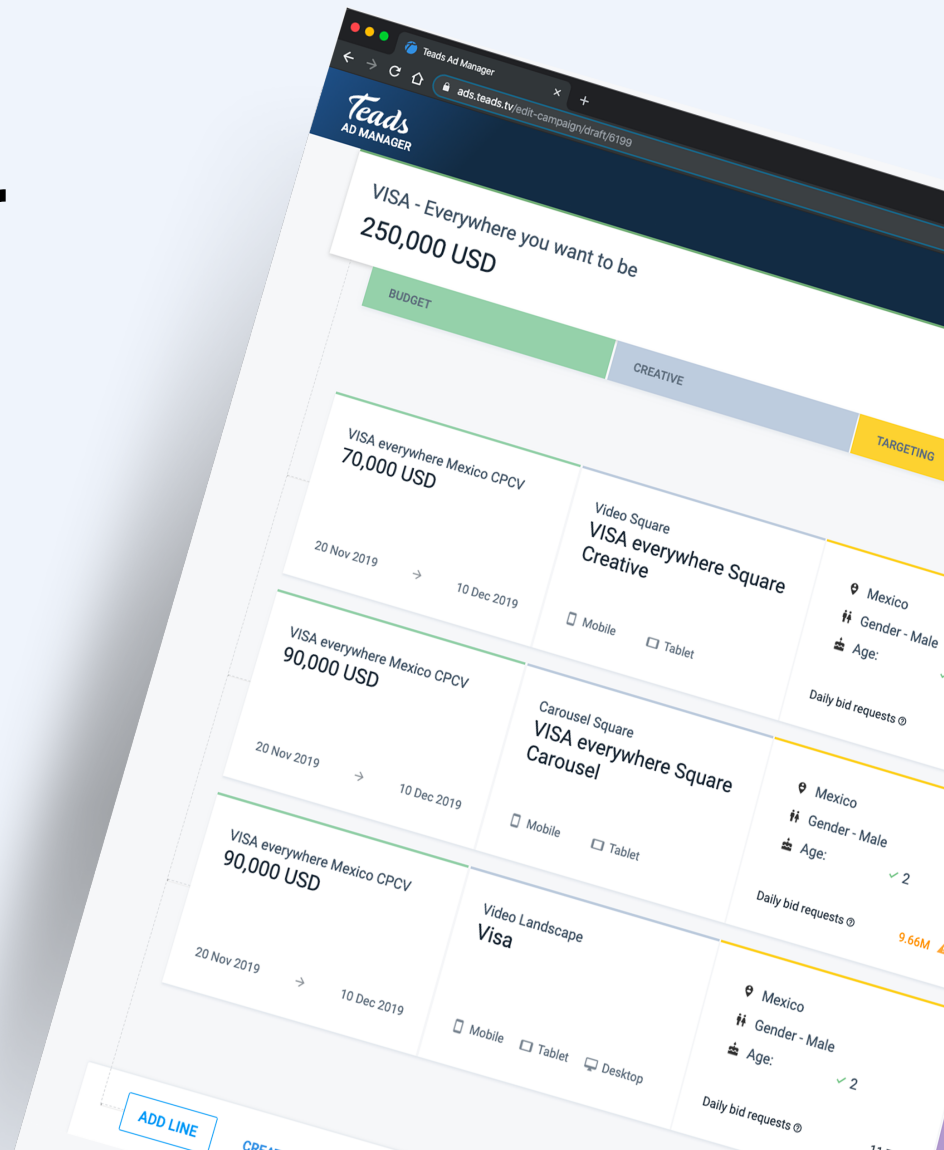
## Guaranteed Media metrics

---

- ✓ Viewability
- ✓ Video Completion
- ✓ Incremental reach vs. TV
- ✓ Unique Clicks
- ✓ Incremental Visitors

# Teads Ad Manager

The Power of The Global Media Platform -  
In your hands.





# TAM vs. DSPs

# The Global Media Platform

Premium Publishers

Teads for Publishers

inRead

Prediction AI

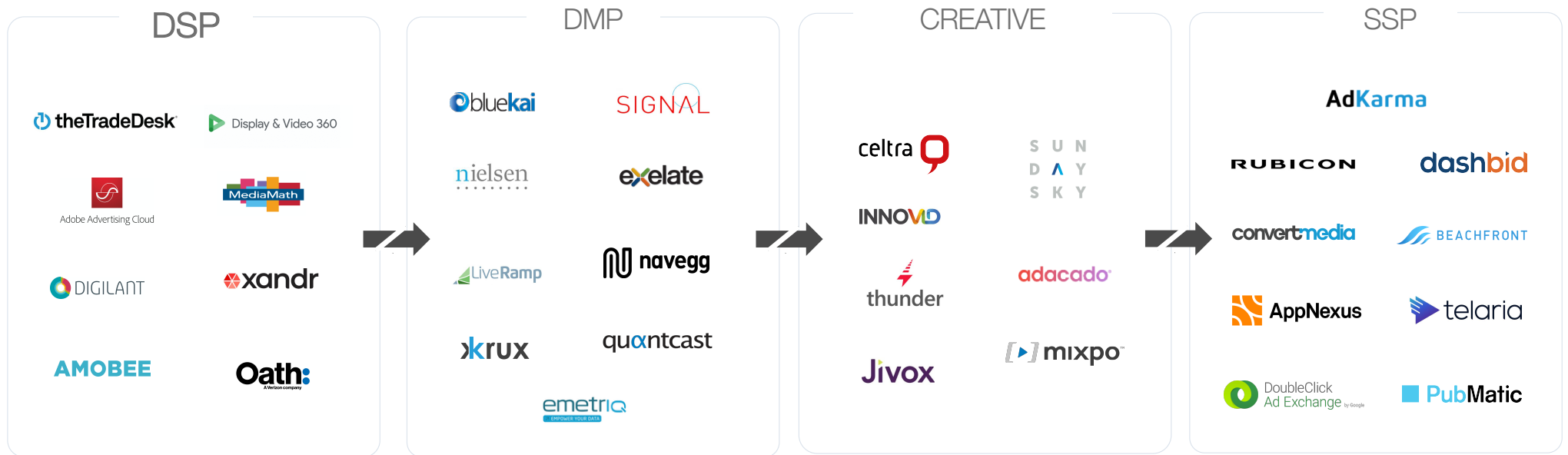
Audiences

Studio

Teads Ad Manager



# Complex & layered Tech Stack



SCALE AND PERFORMANCE CHALLENGES  
LAYERED TECH FEES

# Not Easy To Be a DSP

## Tech Friction

VAST Errors

Low Data Match Rates

Measurement Discrepancies

## Performance Challenges

CPM Based Transactions

AI is Not Inventory Specific

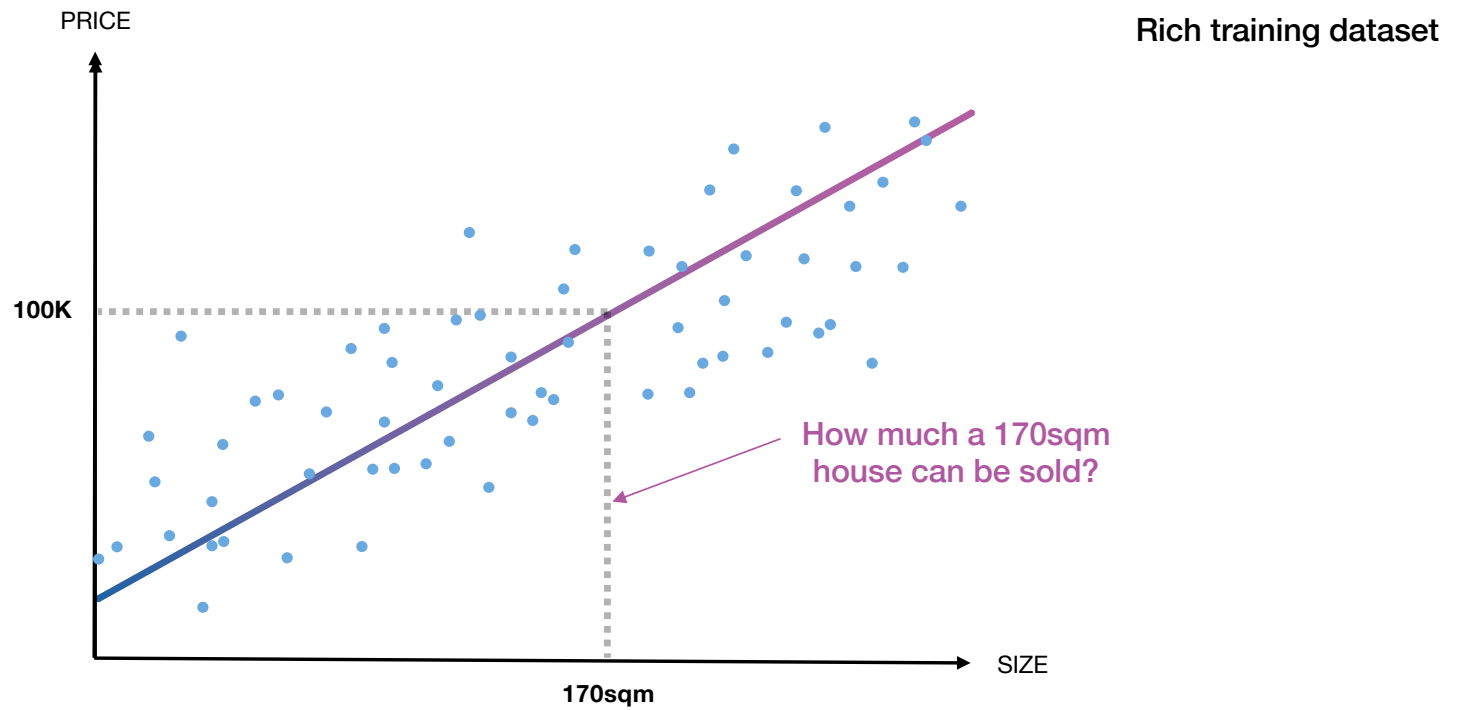
Poor Training Attributes

Slower Innovation



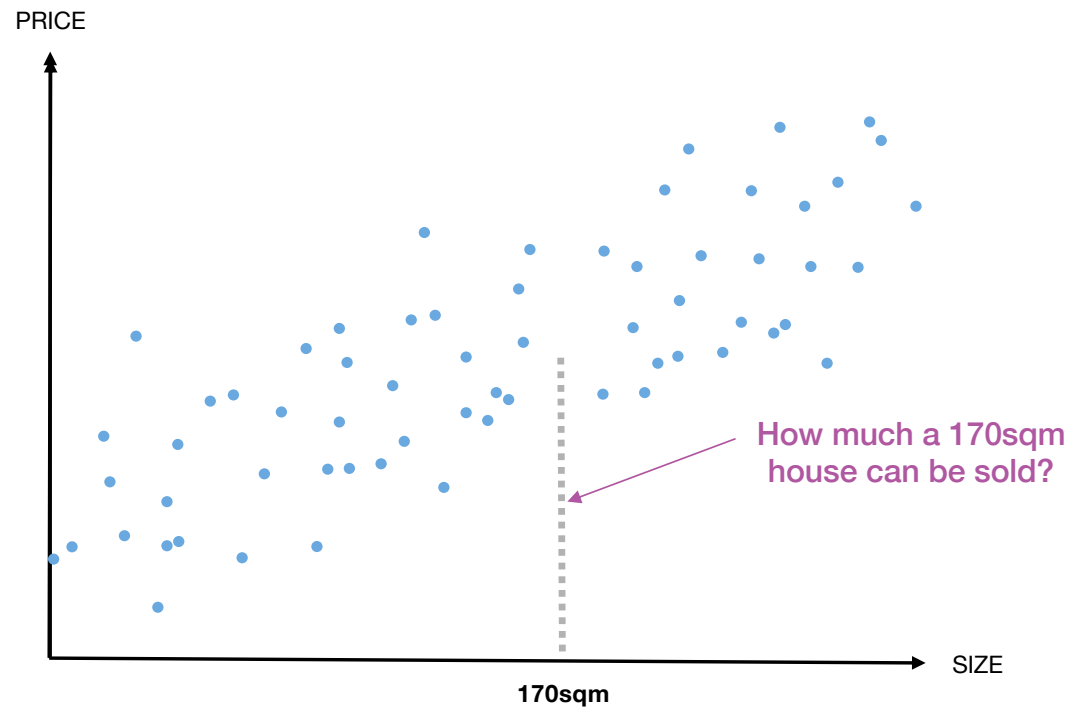
# TEADS AD MANAGER

## TAM vs. DSP



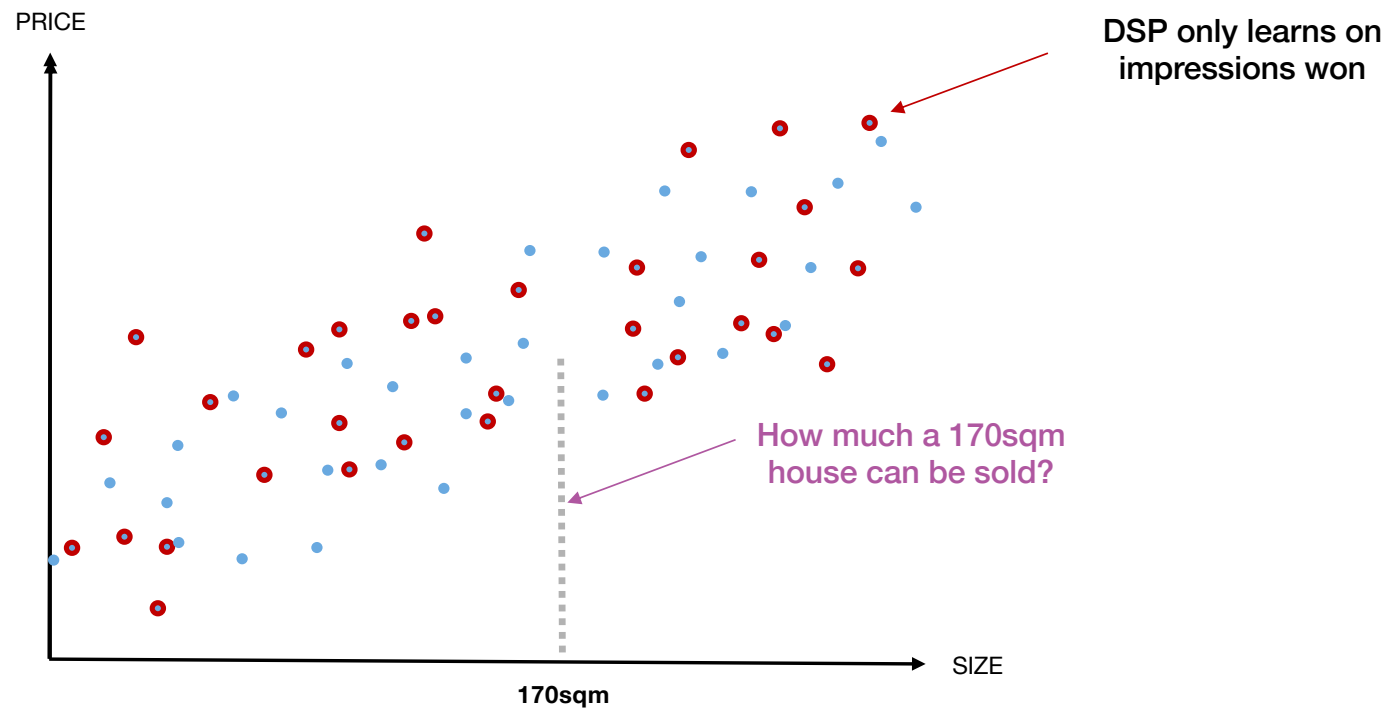
DSP

## TAM vs. DSP



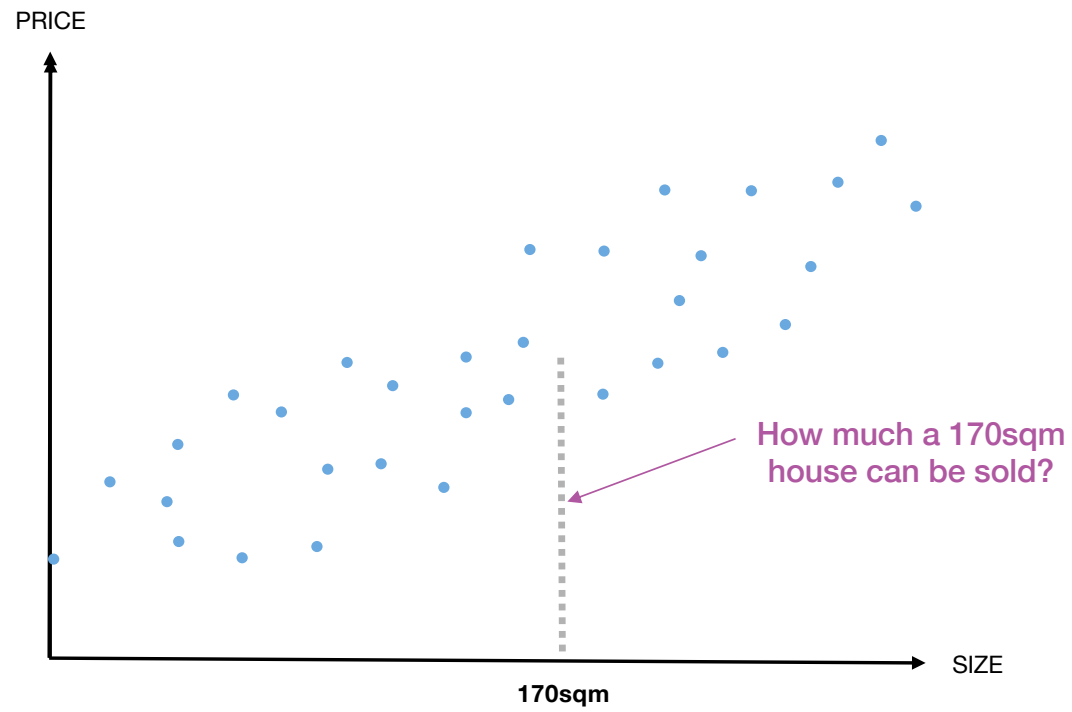
DSP

## TAM vs. DSP



## TAM vs. DSP

DSP

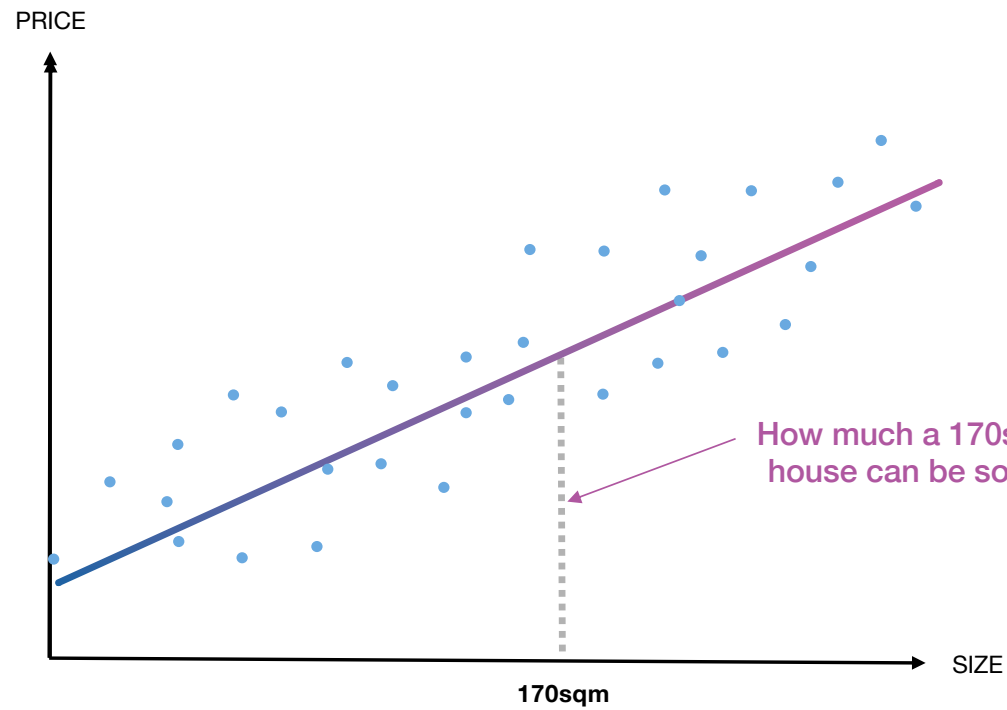


DSP has a weaker training dataset



## TAM vs. DSP

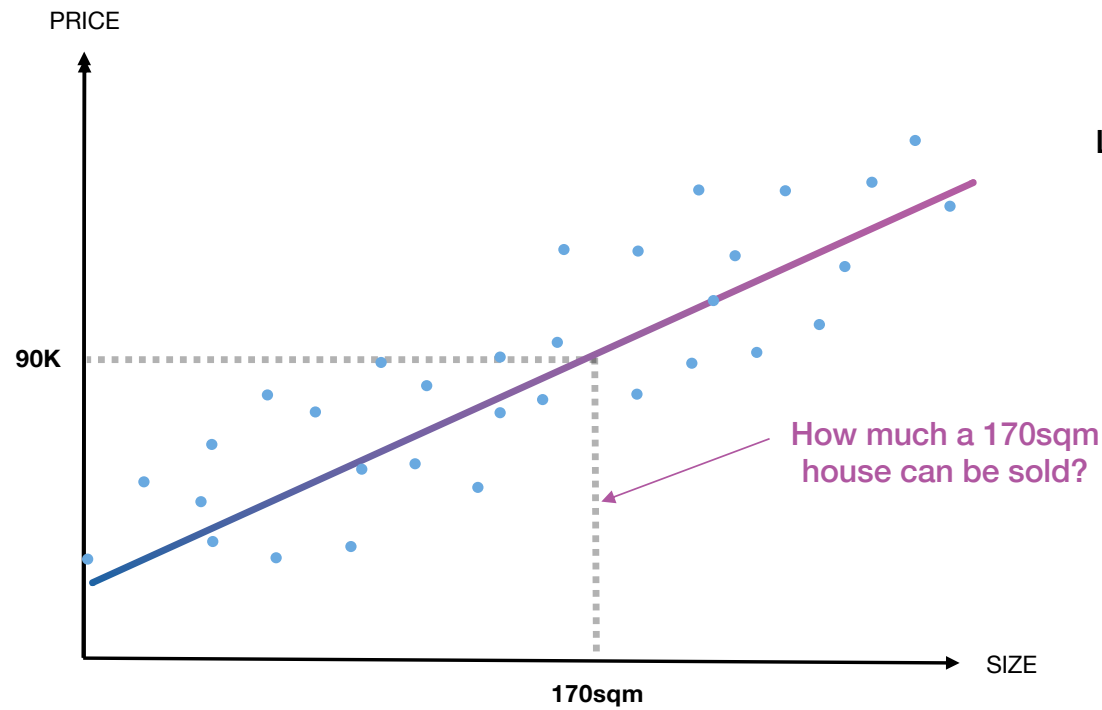
DSP



DSP has a weaker  
training dataset  
=  
Less accurate prediction

DSP

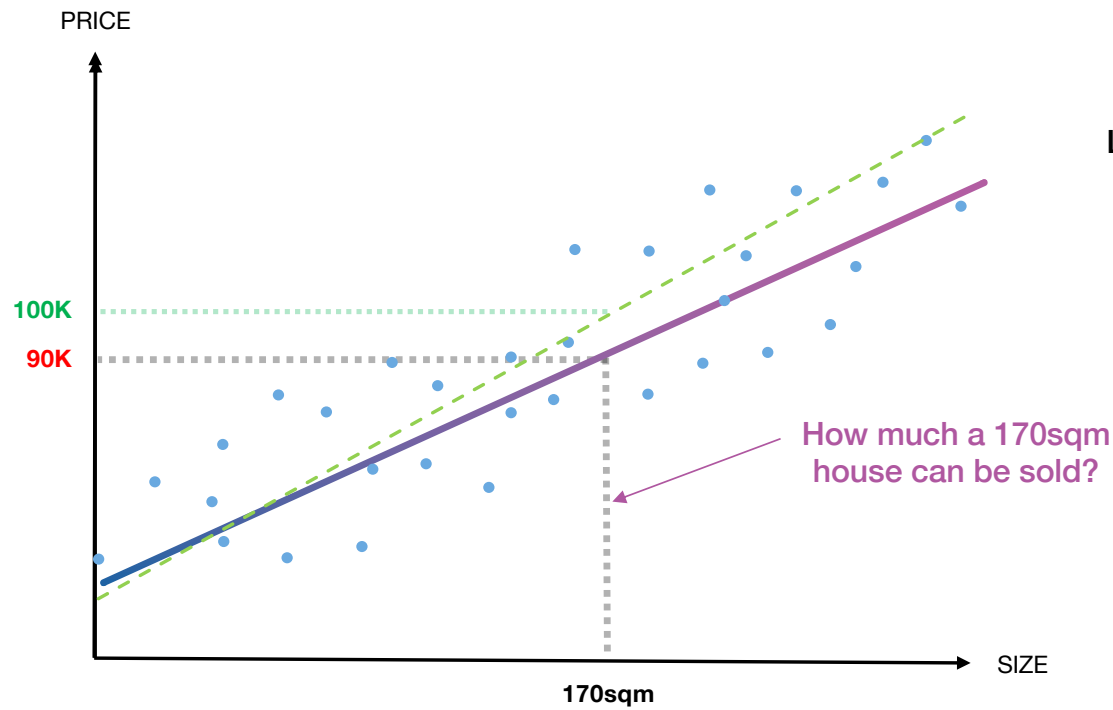
## TAM vs. DSP



DSP has a weaker  
training dataset  
=  
Less accurate prediction  
90k vs. 100k

DSP

## TAM vs. DSP



DSP has a weaker  
training dataset  
=  
Less accurate prediction  
**90k** vs. **100k**

How much a 170sqm  
house can be sold?

# KEY TAKEAWAYS

Teads Prediction AI is part of an **end-to-end platform**

It drives **better results than DSPs** thanks to a better training dataset, incl. Teads Interest Graph

It brings **Guaranteed outcome** at scale to the Open Internet

