Put Personalization in the Driver's Seat

IBM

Agenda

Auto Challenges & AI Opportunities

Personalization Solutions

Let's Discuss

Our entire way of operating is at risk

Harder to target and influence prospective auto shoppers

Auto purchase funnel has been shaken up due to COVID-19

Harder to achieve results across ecosystem

Difficult to garner insights on prospective auto shoppers

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It's time for a change:

AI Advertising

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🛡	Brand, publisher, and privacy-first
📈	Leading AI that has transformed industries from healthcare to cybersecurity
📏	Delivers real results, fast, based on consumer intent
👤	Enables personalization at scale

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Identity vs. Identify

AI accelerates us past identity, enabling us to tap into growing, privacy-friendly data sets that signal consumer intent

IBM Watson Advertising

A suite of open and unbiased AI solutions that augment human thinking at scale

Targeting

Measurement

Creative

Media
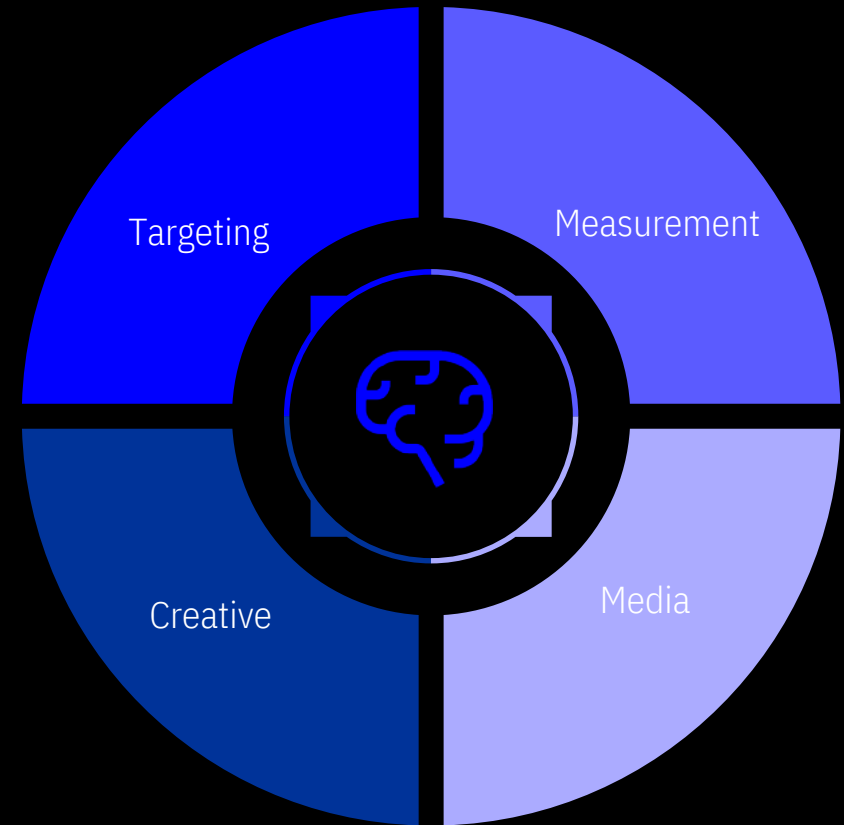
Creative

Build trust with consumers through personalization

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IBM Watson Advertising Accelerator steers you toward performance-driven DCO and predictive optimization

No lengthy setup. No preset rules.

Move beyond contextual relevance to optimize creative based on real-time consumer engagements and campaign outcomes.

Leverage AI to predict and assemble hundreds of user-specific ad variations that deliver on your KPIs and improve performance over time.

Deliver insights based on the messages and creative approaches that resonate best with audiences so you can inform future strategies and leave the competition in your rearview.

Example Theme: Practical Features

A PERFECT FIT.

TEGAN ROMERO

CONFIDENCE COMES STANDARD WITH TRU™ SAFETY ASSIST.

Example Theme: Aspirational Features

A SMALL SUV WITH

THE SMALL SUV THAT LETS YOU LIVE BIG.

TEGAN ROMERO

Simple campaign setup

1. Define campaign success: KPI & benchmarks

➤ Accelerator can drive upper, mid & lower funnel KPIs

➤ We provide a pixel for cross-platform media measurement, allowing Accelerator to optimize against conversion goals

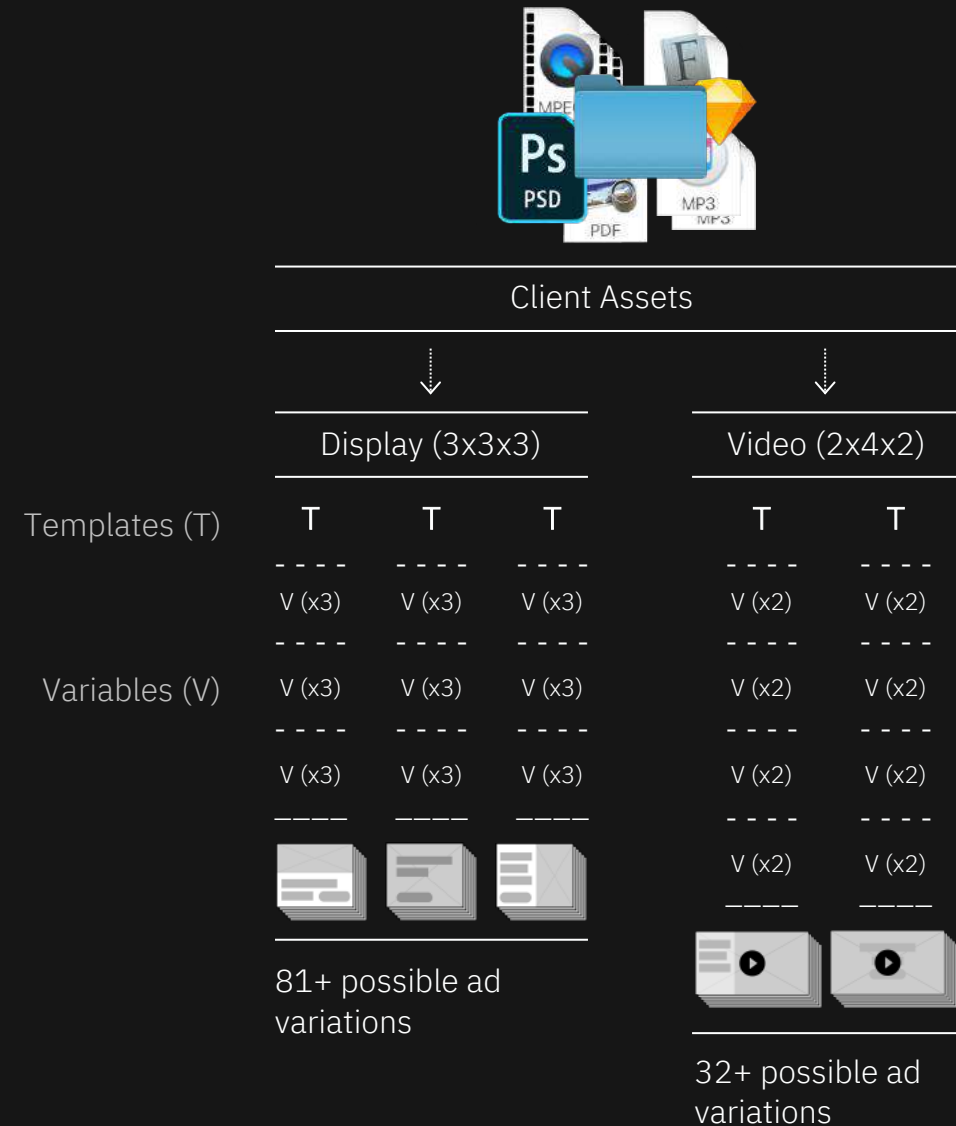### 2. Share your creative assets (variables)*

➤ Display: headlines, images, call-to-actions

➤ Video: music tracks, video sequences, messaging (voice/text), end cards/call-to-actions
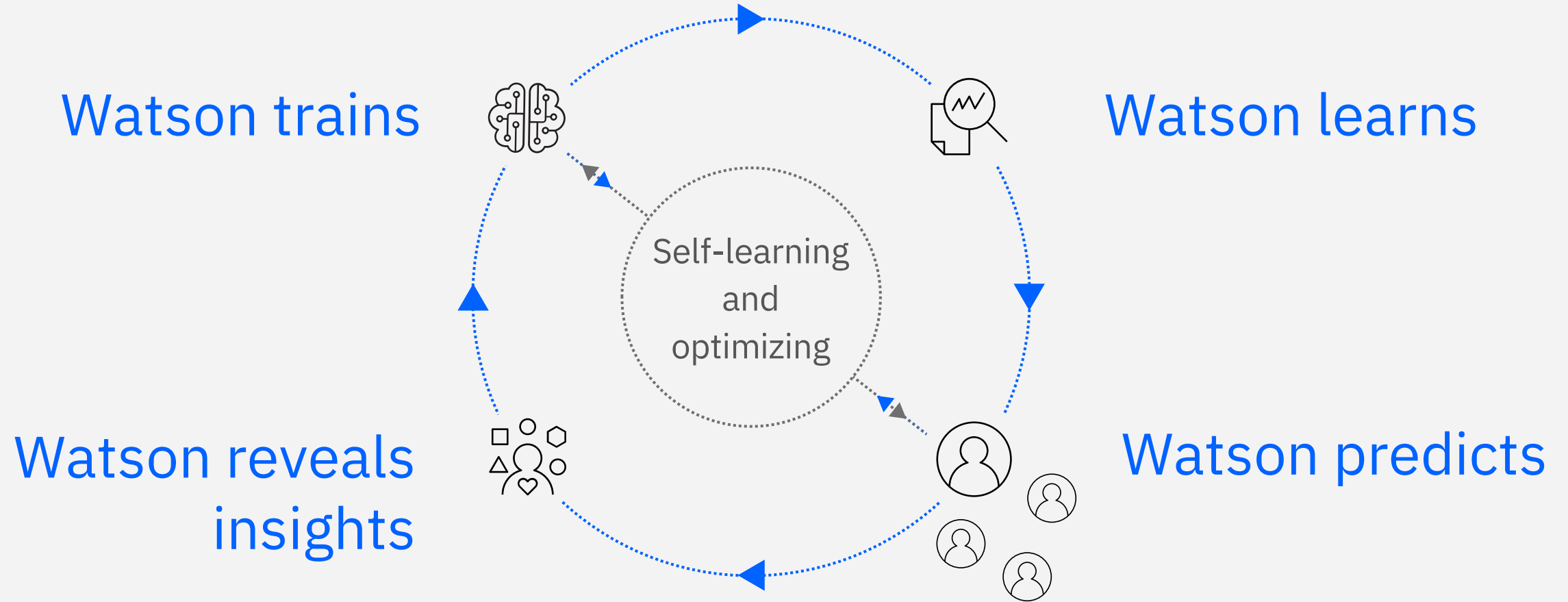
3. We feed all approved variables into Accelerator

➤ Our creative team organizes variables into templates (2-3 min) giving Accelerator the guardrails needed for creative assembly

➤ Accelerator leverages variables across templates to dynamically assemble unique ad creative by user

➤ Prior to launch, your team views creative variations to ensure brand & legal approval

*Need more asset options? Partner with our award-winning creative team to develop additional ad concepts & variables.

Template / Variable Models for Accelerator Campaigns (Base Recommendations)

Client Assets

	Display (3x3x3)			Video (2x4x2)	
Templates (T)	T	T	T	T	T
	----	----	----	----	----
	V (x3)	V (x3)	V (x3)	V (x2)	V (x2)
	----	----	----	----	----
Variables (V)	V (x3)	V (x3)	V (x3)	V (x2)	V (x2)
	----	----	----	----	----
	V (x3)	V (x3)	V (x3)	V (x2)	V (x2)
	———	———	———	----	----
				V (x2)	V (x2)
				———	———

81+ possible ad variations

32+ possible ad variations

Accelerator's predictive AI does the work

Watson trains

Watson learns

Self-learning and optimizing

Watson reveals insights

Watson predicts

IBM Watson Advertising Analytics Dashboard

If a client-managed buy, IBM will train your team on our Watson Advertising Analytics dashboard for real-time reports on campaign and creative variation performance.

Throughout the campaign you can leverage the dashboard to inform:

- In-campaign media optimizations
- Creative insights by audience, DMA, time of day, weather, device and more
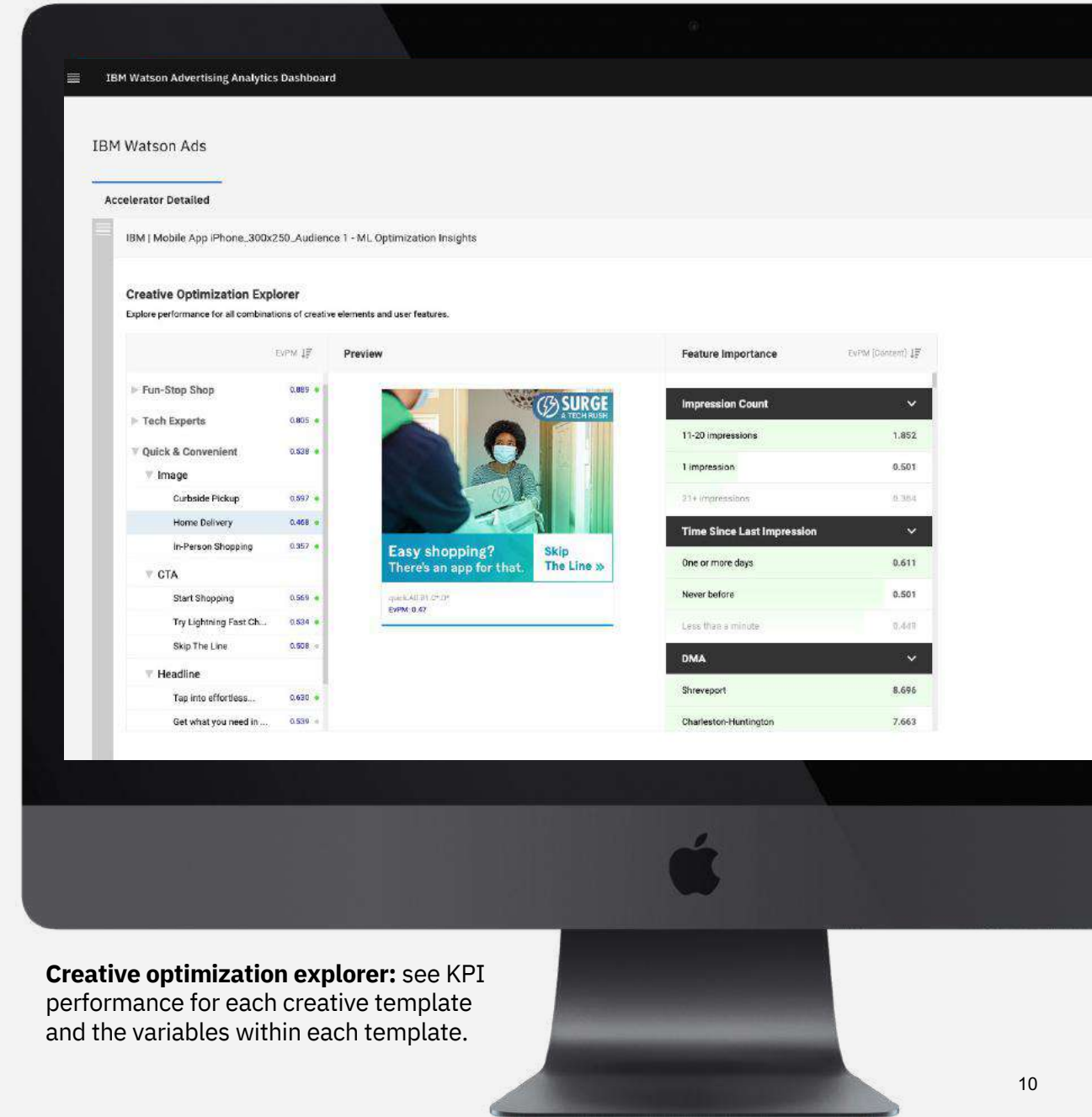
Creative optimization explorer: see KPI performance for each creative template and the variables within each template.

100% increase in CTR
for leading auto brand

Objective

A leading auto brand came to IBM Watson Advertising looking to drive awareness and consideration for the launch of a new model.

Solution

The brand leveraged IBM Watson Advertising Accelerator to predict and serve ad units with creative elements most likely to increase engagement and action, educating consumers about their new model and uncovering insights about which creative drives the highest engagement.

Results

The auto brand saw an impressive **100% increase in CTR** from start to end of the campaign.

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Chevrolet: Optimize creative that will drive conversions

- 100% increase in CTR

- Valuable insights like which headlines, CTA and images drove performance
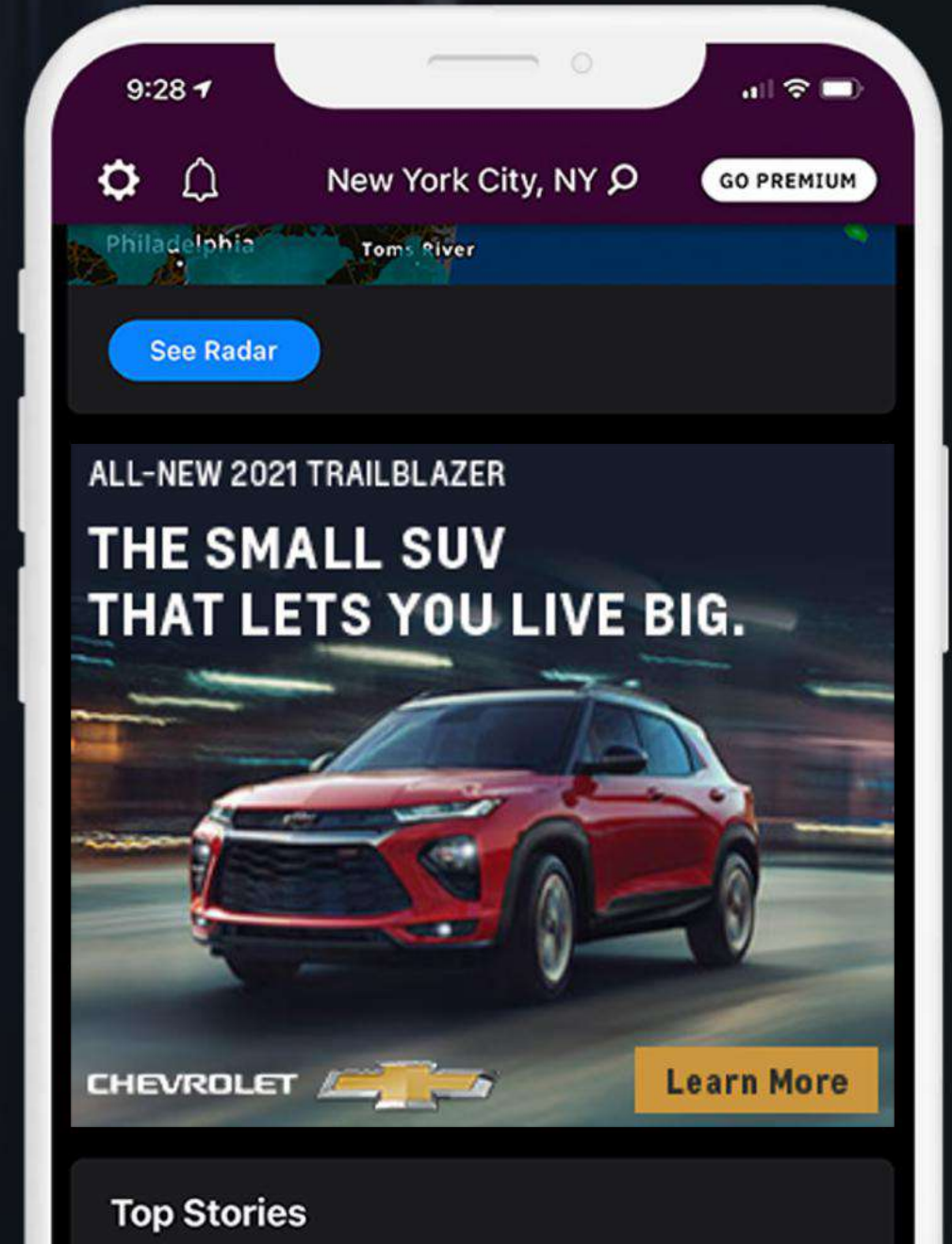
Let's talk.

Conversational marketing combined with Watson AI technology engages consumers 1:1 in a rich, personalized experience where Watson listens, understands, thinks, and responds.

Showcase brand empathy and voice

Deepen consumer engagement, confidence & loyalty

Quantify impact with consumer feedback

Evaluate messaging resonance

Improve user satisfaction

Fuel 1:1 shopping experience at scale with IBM Watson Advertising Conversations

Build a stronger online retail experience to aid prospective auto buyers with their purchase decisions

Put the power of AI to work to help shoppers make their decision easier by:

✓ Deploy across digital consumer touchpoints, like IAB standard ads, TWC exclusive high-impact ads, and your O&O site extension

✓ Drive awareness, while garnering rich insights
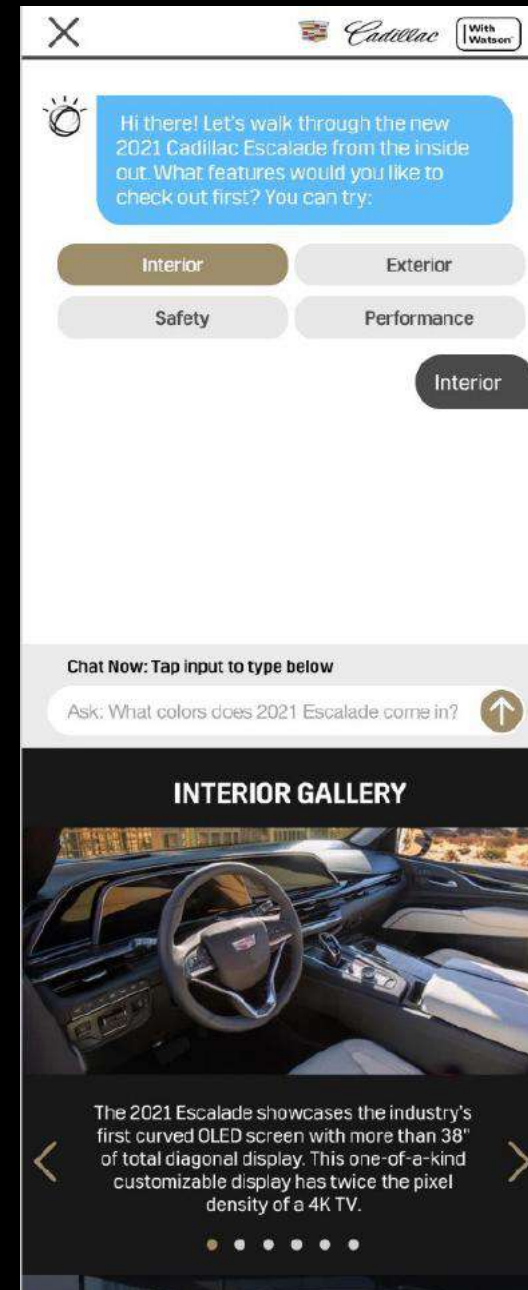
How it works

Train Watson

First, Watson becomes an expert on your brand through your brand's website, FAQ documents, and relevant marketing materials.

Design Your Experience

IBM partners with your brand to develop custom banner creatives and a conversation experience.

Chat with Consumers

Using Natural Language Processing, Watson invites the user into the conversation experience and delivers a personalized response.

Glean Actionable Insights

Since Conversations act as a massive focus group, brands can garner valuable insights to help inform future strategies.

"Within the Watson experiment, we're seeing huge responses in engagement kind of metrics, but more importantly than that, we're getting so much more anecdotal evidence about what is important, so it's almost like having *a focus group at scale* and they are intrinsically incentivized."

Alexander Schlaubitz,
Vice President of Marketing, Lufthansa

Toyota: Engage & educate tech savvy audience

- 3x Google Rich Media interaction time benchmark

- 6K Total User conversations

- 3 Interactions per Session for desktop

- 20% Increase in purchase consideration among M35-49

Leading auto brand increases interaction time to 2x their benchmark

Objective

A leading auto brand came to IBM Watson Advertising looking to reach and engage prospective auto buyers and drive traffic to their dealerships.

Solution

Watson was trained on the vehicle's product information and FAQ's and used natural language processing to enable 1:1 dialogue with users. This allowed consumers to interact with the auto brand via dynamic ads across The Weather Channel app, weather.com, and across their media campaign

Results

- ✓ Over 1 min average time spent on desktop **(2x Google Rich Media Benchmark)**
- ✓ 3,314 total 1:1 conversations with consumers
- ✓ 15.1% lift in consideration and 13.6% lift in purchase intent among their target audience (A45-54)

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2021 AI for Advertising

IBM

IBM Watson Advertising

A suite of open and unbiased AI solutions that augment human thinking at scale

Targeting

Unlock massive and diverse, privacy-forward data sets to target based on consumer intent.

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✓ Weather Targeting
✓ Social Targeting with Influential
✓ Predictive Audiences

Creative

Employ creative automation and personalization through predictive assembly.

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✓ Accelerator
✓ Conversations

Media

Build trust by reaching and engaging consumers in decision- making mode.

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✓ The Weather Channel Sponsorships and Tools
✓ The Weather Channel Dynamic Creative

Measurement

Make sense of probabilistic data to quantify the impact of media across screens and drive real-time optimizations.

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✓ Attribution

Let's talk

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