Yahoo Next-Gen Audiences
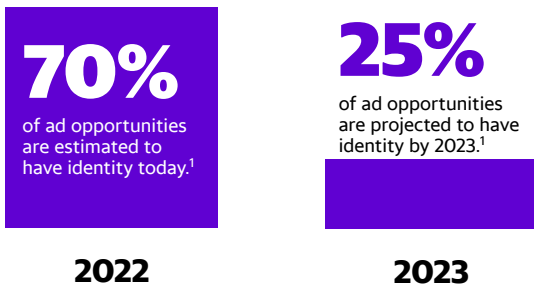
Deliver relevant ad experiences at scale in the ID-less world.

The challenge: Identity-based inventory is declining.

70%
of ad opportunities are estimated to have identity today.[1]

2022

25%
of ad opportunities are projected to have identity by 2023.[1]

2023

How can you keep delivering meaningful experiences to your high-value consumers in the identity-less world at scale?

yahoo!

* Yahoo, internal data 2021.

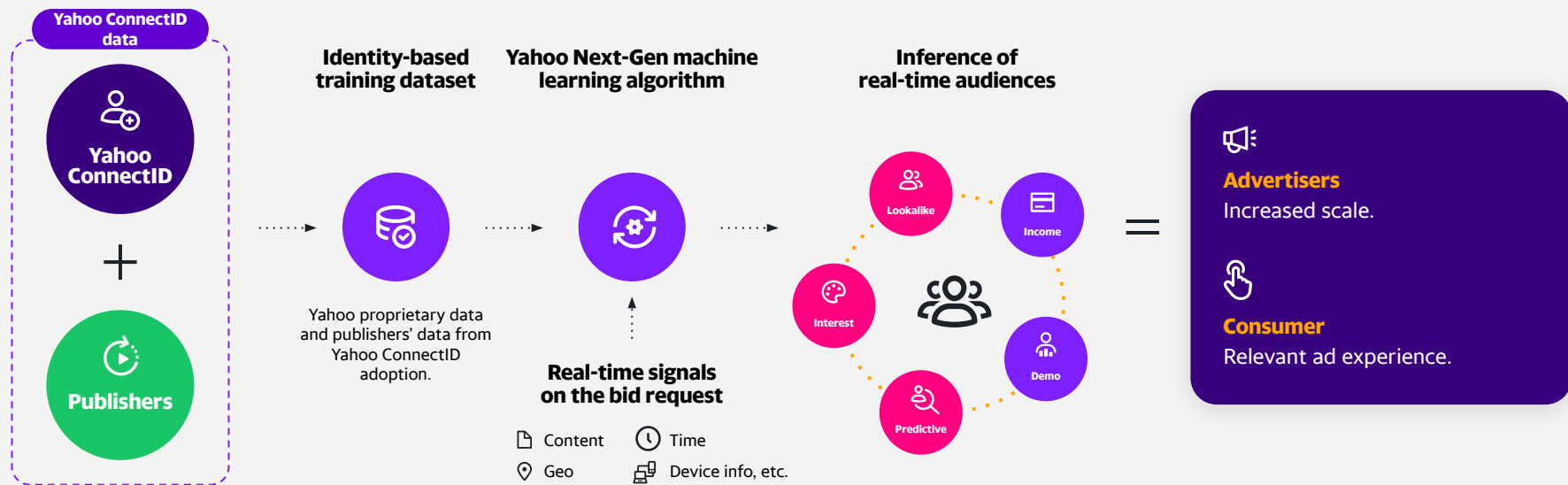## Yahoo Exchange: Next-Gen Audiences

Next-Gen Audiences is an innovative audience creation solution and a key part of our future-proof approach to the cookie-less and identity-less world. Even in the absence of identity, you can achieve increased relevance and reach your high-value consumers.

- ✔ Targetable on ConnectID enabled supply
- ✔ Packaged in custom deals
- ✔ In-app and web incremental reach
- ✔ Effective in the cookieless world
- ✔ Privacy-centric. No data storage or fingerprinting

How does it work?

Where we cannot resolve identity, we're taking an innovative and first-to-market approach to audience creation—beyond content at scale. Next-Gen Audiences derives more value for unmatched users, so you can maximize yield on every impression, known user or not.

Yahoo ConnectID data

Yahoo ConnectID

+

Publishers

Identity-based training dataset

Yahoo proprietary data and publishers' data from Yahoo ConnectID adoption.

Yahoo Next-Gen machine learning algorithm

Real-time signals on the bid request

📄 Content   🕐 Time
📍 Geo   🖥 Device info, etc.

Inference of real-time audiences

Lookalike

Income

Interest

Demo

Predictive

=

Advertisers
Increased scale.

Consumer
Relevant ad experience.

yahoo!

● Available on Yahoo DSP only

Next-Gen Audiences: The power of real-time signals

Available on the Yahoo Exchange & YDSP

Available on the Yahoo DSP only

Demo

Given the declared age and gender of users captured in our proprietary data, we infer the age and gender of consumers in the bid request.

VERIFIED BY
✓ nielsen

Income range

Given verified income of consumers in our first-party data, we infer the income range of consumers for a bid request.

Interest

Given a page or app content and other real-time signals, we expand the reach of interest segments in real time.

Lookalike

Given a seed set of users, we can find other similar bid requests to the seed audiences.

Predictive

Given a seed set of converters, we can predict which bid requests will convert in the near future.

Currently in development.

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