PEGA®

Own paid channels, own the competition

Harness the power of artificial intelligence, fueled by first-party data

Advertisers consistently struggle to engage customers with relevant messages that are delivered when and where they're likely to convert. Traditional advertising wasn't built to engage individuals – it was designed to target large audiences that share common attributes at fixed moments.

It's easier to do on owned channels – as first-party data delivers valuable signals about customer wants and needs. But paid channels often lack that same capability and transparency. This makes it difficult and expensive to connect owned and paid touchpoints – and it disrupts your customer's journey.

Creating omni-channel customer experiences is an elusive but not impossible goal. Today's consumers demand that brands understand their needs, personalize their experiences, and do it without violating their privacy. Until now, brands only had full control over their owned channels like websites, email, blogs, and mobile apps.

Paid channels like search, social, and display are often siloed and operated externally. It's an antiquated approach – not just because it enables outdated, segment-based campaigns, but also because it often relies on anonymous third-party data to scale, reach, and unify the customer journey.

The cookie conundrum

In 2020, Google announced that it would be suppressing third-party cookies in the Chrome browser. This small piece of code is the source of data for many third-party audiences. It powers so much of the digital advertising ecosystem that the news sent marketers scrambling to find a replacement. Without third-party cookies, legacy campaign approaches are rendered ineffective and unsustainable.

Say no to silos

Siloed paid channels aren't just disruptive to the customer journey, they pose a set of additional challenges for the brand, including:

1. Lack of transparency

Most marketers agree: Mapping attribution across disconnected channels is a waste of time and resources. If you can't connect the dots, how can you prove return on ad spend?

2. Reliance on segmentation and static campaign approaches

Despite the prevalence of segment-based approaches, grouping people together rather than treating them as individuals is not customer-centric nor empathetic. There's very little room to factor in customer context – which changes rapidly on the web – into engagement. Actions are instead predetermined by the marketer purely for the benefit of the brand, instead of putting the customer at the center of the journey.
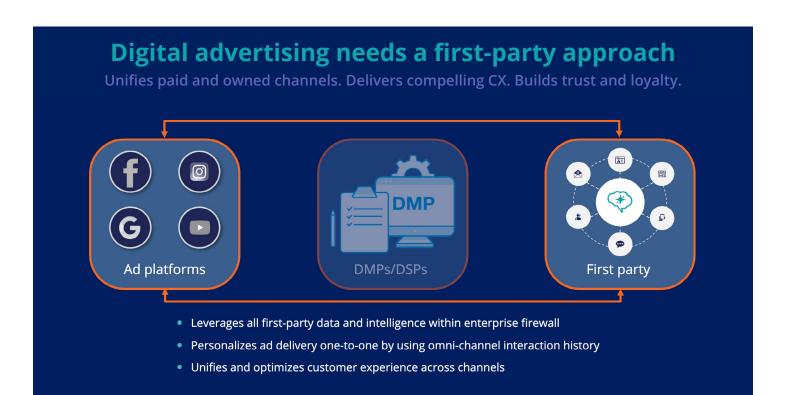
The only sustainable future for advertisers in a post-cookie web is one that maximizes their first-party data and uses artificial intelligence. This means taking insights and signals about your customer and activating them across the entire customer journey, which includes both owned and paid channels.

Take control of your paid channels

At Pega, we help brands do just that with Pega Paid Media Manager. It uses a central brain that takes first-party data from your owned channels and uses AI-driven, real-time decisioning to automatically engage each individual with relevant offers on paid channels like Facebook, Google, YouTube, and Instagram – just to name a few. Paid Media Manager enables the next level of personalized, relevant ad experiences by:

- **Optimizing your targeting and bidding strategies with machine learning.** Automatically refactor your audiences across platforms every time you get new data about a customer – ultimately optimizing conversion.

- **Eliminating wasted ad spend** by suppressing low value ads. Automatically update each platform via API after a customer makes a purchase, when an offer is no longer relevant or when they're no longer eligible.

- **Jump-starting growth.** Use precision look-alike audiences instead of generic audience segments to help you acquire high-value prospects – unique individuals with the potential to become your best customers. And that's because they are modeled after your actual customers, not just from data inside an audience segment.

- **Activating always-on marketing and reducing silos in your stack.** First-party data fuels content optimization across channels in a circular motion, driving always-on marketing and unifying the customer experience.

Digital advertising needs a first-party approach

Unifies paid and owned channels. Delivers compelling CX. Builds trust and loyalty.

Ad platforms   DMPs/DSPs   First party

- Leverages all first-party data and intelligence within enterprise firewall
- Personalizes ad delivery one-to-one by using omni-channel interaction history
- Unifies and optimizes customer experience across channels

> " We're setting up an ecosystem to support the overall lifecycle marketing to a consumer, on the dealer's behalf. We're doing hyper-targeted, local marketing, at scale."
>
> – **SVP Digital Strategies, Ford Direct**

Who's leading the way?

FORDDIRECT

Ford Direct is a digital agency helping Ford and Lincoln dealers compete in a crowded automotive market by acquiring and converting retail customers.

The agency is using Pega Paid Media Manager to design, optimize, and scale digital advertising programs of 3,800+ dealerships – each one being fiercely competitive and possessing its own unique, local brand.

Every time Pega Paid Media Manager receives a new piece of customer data, it recalculates the next best action for that customer – automatically reassigning that individual to audiences within the paid platforms that reflect their propensities, potential value, and the brand's willingness to pay. That way, when the platform serves an ad, it's tailored to each individual's unique context and fully integrated with their experience on owned channels.

Without Pega Paid Media Manager, those campaigns would require complex manual processes, massive amounts of labor, and simply could not adapt fast enough to keep pace with customers' ever-changing needs.

PEGA

The time to act is now.

Visit **pega.com/paid-media** to learn more about how you can use Paid Media Manager to make your advertising more effective.