



Own Paid Media, Own the Competition

Harness the power of 1st party data and intelligence



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 It's an antiquated approach – not just because it enables outdated, segment-based campaigns, but also because it often relies on anonymous third-party data to scale, reach, and unify the customer journey.



An abstract graphic on the left side of the slide. It features a large dark blue semi-circle. Inside and around it are various colored circles (blue, red, white) and squares. At the bottom, there are three interlocking gears: a red one on a teal base, and two teal ones. The overall style is modern and geometric.

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. The process was delayed indefinitely, so organizations must take control of their own destiny as the digital world moves further away from static and legacy tools and closer to AI-enabled technologies.

The impact of 3P data instability on marketers

Engagement across the entire customer lifecycle.

- Data collection efforts
- Audience insights development
- Audience segmentation
- Digital media buying and optimization
- Ad targeting and re-targeting
- Personalization
- Marketing measurement
- Vendor relationships and your partner ecosystem



1

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

FLEXIBILITY

Segment-based approaches alone lack the flexibility needed to treat customers as individuals. There's very little room to factor in customer context – which changes rapidly on the web – into engagement. Actions are instead pre-determined by the marketer purely for the benefit of the brand, instead of putting the customer at the center of the journey.

Say No to Silos

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

Take control of your paid channels

At Pega, we help brands do just that with Pega's 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 in Pega Customer Decision Hub 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 lookalike 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.



- 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

Success

With Pega Customer Decision Hub™, Achmea successfully unified their inbound, outbound, owned, and paid channels with one central brain.



How Achmea Won Over Their Customers Using AI

"With Pega, we're omni-channel in our next-best-action approach. It's about being one voice, one brand, for the customer – regardless of channel."

– Jeroen Dijkstra, Manager Omnichannel Personalization

85%

Save rate when using next-best-action recommendations

27%

Increase in online upsell & cross-sell

41%

Uplift in web to call center conversion rate



Pega is the leading Enterprise Transformation Company™ that helps organizations Build for Change® with enterprise AI decisioning and workflow automation. Many of the world's most influential businesses rely on our platform to solve their most pressing challenges, from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help enterprises meet today's customer demands while continuously transforming for tomorrow. For more information on Pega (NASDAQ: PEGA), visit <http://www.pegacom>