# Pega Paid Media Manager

## Optimize digital advertising with first-party data and decisioning

**A Pega Datasheet**

Pega Paid Media Manager extends your organization's next-best-action strategies into paid channels – including Facebook, Google, Instagram, YouTube, and more, using first-party data and intelligence to deliver the optimal customer experience for known customers and prospects alike.

Every time a customer interacts with your brand, Pega recalculates their next best action and automatically reassigns them to the appropriate audiences within each paid platform. That way every ad they see is as relevant, timely, and contextual as possible – not to mention consistent with your other channels. With Pega Paid Media Manager, you can:

- **Eliminate wasted ad spend.**
  Pega automatically assigns each customer to next-best-action audiences in each paid platform based on their propensity to engage and your willingness to pay – so you can bid more for the ads that matter most and less for ones that don't. Pega also determines who should not be shown an ad – customers who aren't eligible, have low propensity, have already purchased, etc. – and automatically suppresses offers for those groups so you can reallocate that budget to more viable prospects instead.

- **Drive more conversions.**
  Once a customer converts, on any channel, Pega communicates that to the ad platform so it can be used to optimize your ad targeting strategy and increase the bid priority for actions that will drive additional conversions, rather than relying on lower value clicks or impressions.

- **Identify and acquire high-value prospects.**
  With Pega, your conversion and next-best-action audiences automatically become seed lists that power the ad platform's lookalike capabilities. By using the shared first-party characteristics of your best customers to generate prospecting audiences, you'll increase your targeting accuracy and more easily acquire your next best customer.

## Challenge

For years advertisers have relied on third-party, cookie-driven data to power their digital advertising programs. However, those capabilities are steadily declining and will soon disappear due to increases in consumer opt out options, privacy regulations, and browser and operating system restrictions.

## Solution

With Pega Paid Media Manager, you'll use first-party data and intelligence from your owned channels to power experiences on paid channels. In doing so you'll reduce waste, increase return on advertising spend, and deliver massive improvements across the board – from acquisition to upsell/cross-sell to retention and beyond.

## Maximize return on ad spend with first-party data and decisioning.

Rather than relying on third-party data or information unique to the walled gardens, Pega uses all the first-party customer data and intelligence you already have from owned channels to deliver highly relevant next-best-action ads on paid channels in a privacy-compliant way.

## Increase accuracy with continuous audience optimization.

With Pega, you aren't constrained by manual updates, batch processing, or campaign schedules. Instead, whenever we receive a new piece of data about a customer, we rescore all our models, recalculate their next best action, and automatically move them into and out of the appropriate audiences accordingly – allowing you to scale like never before.

## Unify the customer experience across paid and owned channels.

Instead of building decisioning logic into the ad platform itself, with Pega you have a centralized decision hub that powers all your customer interactions across every channel. By centralizing decisioning, each channel learns and adapts with the others so that any change in the customer's context will immediately influence their next experience, regardless of where that occurs.
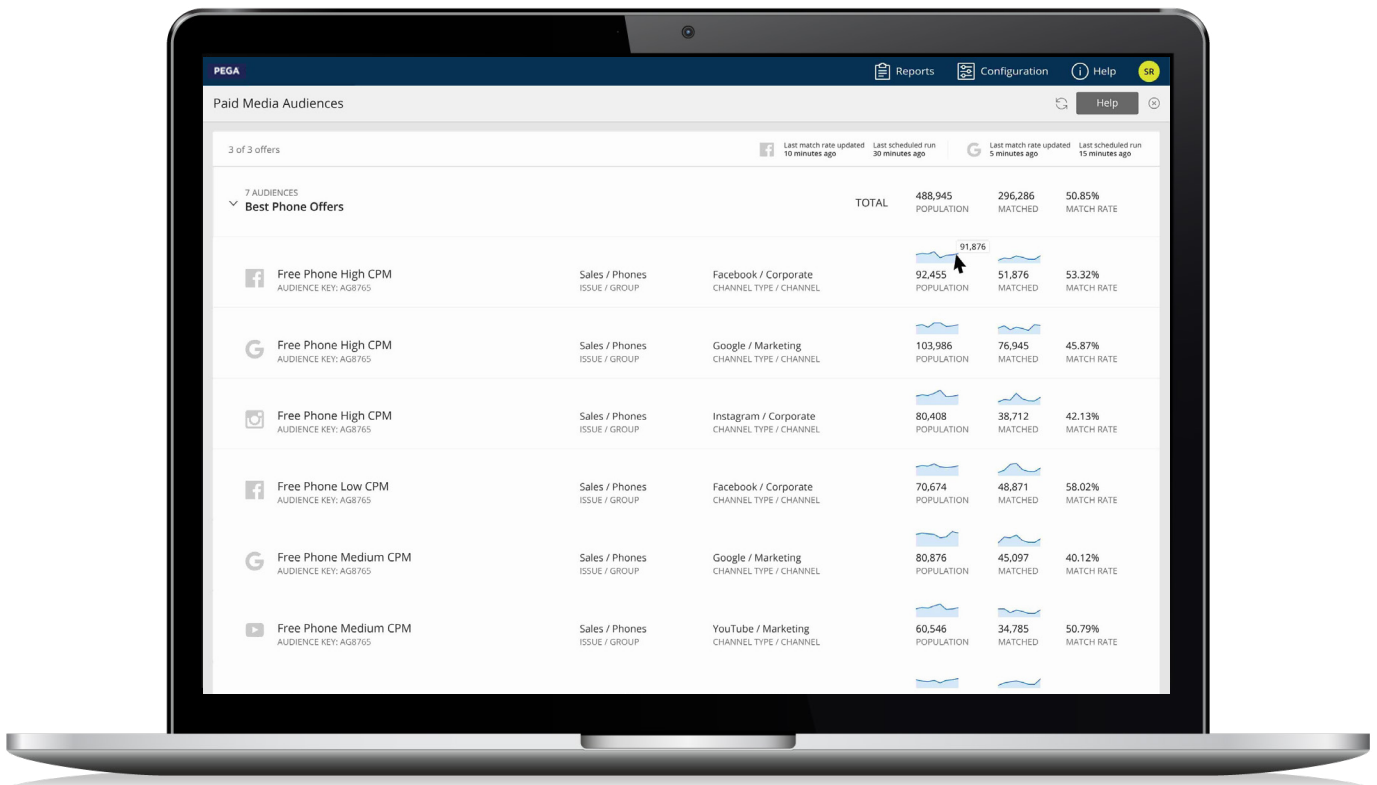


Pega Paid Media Manager optimizes digital ad performance by using first-party data and intelligence to deliver personalized next-best-action ads.