district m

district m unveils a proprietary machine learning algorithm for campaign optimization

Montreal, August 29th, 2018 - district m is proud to unveil its proprietary machine learning algorithm for campaign optimization.

"By A/B testing campaigns, one version running with the algorithm and one running without, a 17% CTR increase has been observed and a 60% increase in post-click conversions has been recorded for campaigns removing potential non-clickers from its targeting. The same segment also has seen a decrease of 31% in cost-per-click," says Benoit Skinazi, SVP of sales at district m.

The algorithm is built with predictive models that aim at optimizing overall campaign performances. In the first instance, the models removed users identified as "non potential clickers". Subsequent versions have also included machine learning capabilities to target most performing ad placements and website domains according to the campaign objectives and the advertiser's industry. The results generated by each delivered ad then contribute to building a campaign profile that is continuously optimized to achieve the best results. "Whereas certain optimization algorithms use data to target specific users, ours uses non-personal and anonymized data to determine those who have the lowest probability of clicking the ads, and remove them from the targeting settings," explains Ricardo Machado, head of the project.

This new development for advertisers was created as part of district m's helix innovation lab. With conclusive results, district m will be integrating the audience segmentation to all its campaigns by the end of August. Inventory and placement targeting are still being tested on one-third of all campaigns and will run full scale by the end of September.

district m will be hosting a series of webinar during the fall to discuss the impact AI and machine learning will have in the near future on the digital advertising industry.

About district m

district m is a full-service advertising exchange that creates open, transparent marketplaces through which publishers and advertisers can quickly and easily connect to maximize today's digital advertising demand. Since our inception, we have served as a trusted monetization partner to 2,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships.

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For more information: Sandrine Tessier
                               sandrine@districtm.net
                               514-690-7823