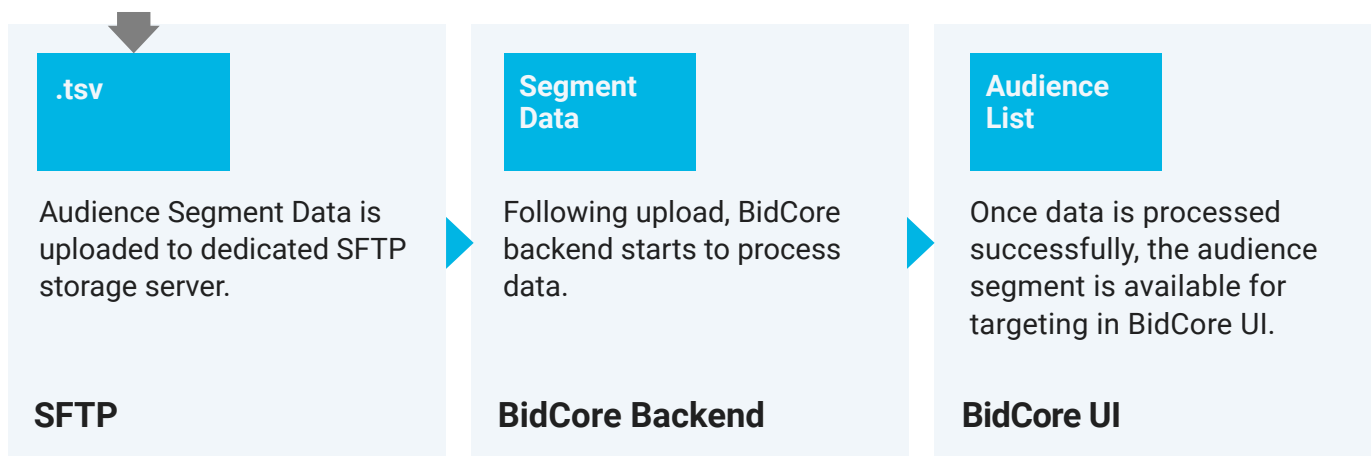# IPONWEB

Audience Data Activation & Targeting in BidCore

Leveraging proprietary, 1st-party data assets gives programmatic media buyers the ability to unlock more granular audience targeting and drive greater campaign performance. BidCore was uniquely designed with this core value proposition in mind. Our open and flexible architecture allows end users to upload, manage, and activate their data sets in a variety of ways and supports the use of proprietary data in building bespoke buying and optimization strategies to create truly differentiated performance.

GETTING 1ST-PARTY DATA SEGMENTS INTO BIDCORE

Audience segments are uploaded to BidCore via SFTP, using a .tsv file format. This file should include a list of users and segments associated with those users. On the backend, BidCore automatically detects when new audience segment files are uploaded and initiates processing immediately. Processing time can vary depending on file size, but typically takes around 10 minutes. Once the file is successfully processed, the audiences will be visible in the BidCore UI and available for targeting at the line item level.

.tsv	Segment Data	Audience List
Audience Segment Data is uploaded to dedicated SFTP storage server.	Following upload, BidCore backend starts to process data.	Once data is processed successfully, the audience segment is available for targeting in BidCore UI.
SFTP	**BidCore Backend**	**BidCore UI**

When a new .tsv file is uploaded, previously created segments and associated users are updated with any additional details (ex: user can append new users to an existing segment or an existing user can be added to new segments). By default, users are removed from a segment after 30 days.

DATA SECURITY

All 1st-party data uploaded to BidCore is completely isolated from all other BidCore clients. 1st-party data also remains the exclusive property of its originating client. Data passed through the UI is protected with SSL/TLS, and data transferred between system resources is protected using SFTP and SSL/TLS.

USER SYNCING

BidCore operates in the BidSwitch cookie space and supports the BidSwitch UUID, which is already synced with all major trading platforms. This ensures BidCore clients can successfully sync and achieve high match rates with cookies across many different platforms. Synced users can then be identified in the bidstream and placed in audience segments for future targeting. Syncing with the BidSwitch UUID occurs on the client side.

For mobile user IDs, client-side syncing with BidSwitch is not required. For potential BidCore clients wanting to target against mobile user IDs, we recommend running a user matching test to see what percentage of a client's mobile IDs can be identified in the bidstream and be made available for targeting. If the match is sufficient, we'd then proceed with uploading the data file via the process described above.

PIXEL SEGMENT MANAGEMENT

In addition to supporting the uploading of and targeting against 1st-party audience segments, BidCore also allows clients to create and target against audience segments generated through the implementation of segment pixels placed on an advertiser's landing and/or conversion page. Pixels can be created in the BidCore UI based on various settings, including connection type (user-to-server, server-to-server), tracking event type (landing, conversion, install), post-conversion lookback window, and pixel duration (1–60 days).

BidCore gives users the option of creating pixels in one of two formats: JavaScript, e.g.

```
<script src="https://r.bidswitch.net/pixel?id=299098&response_type=js"></script>
```
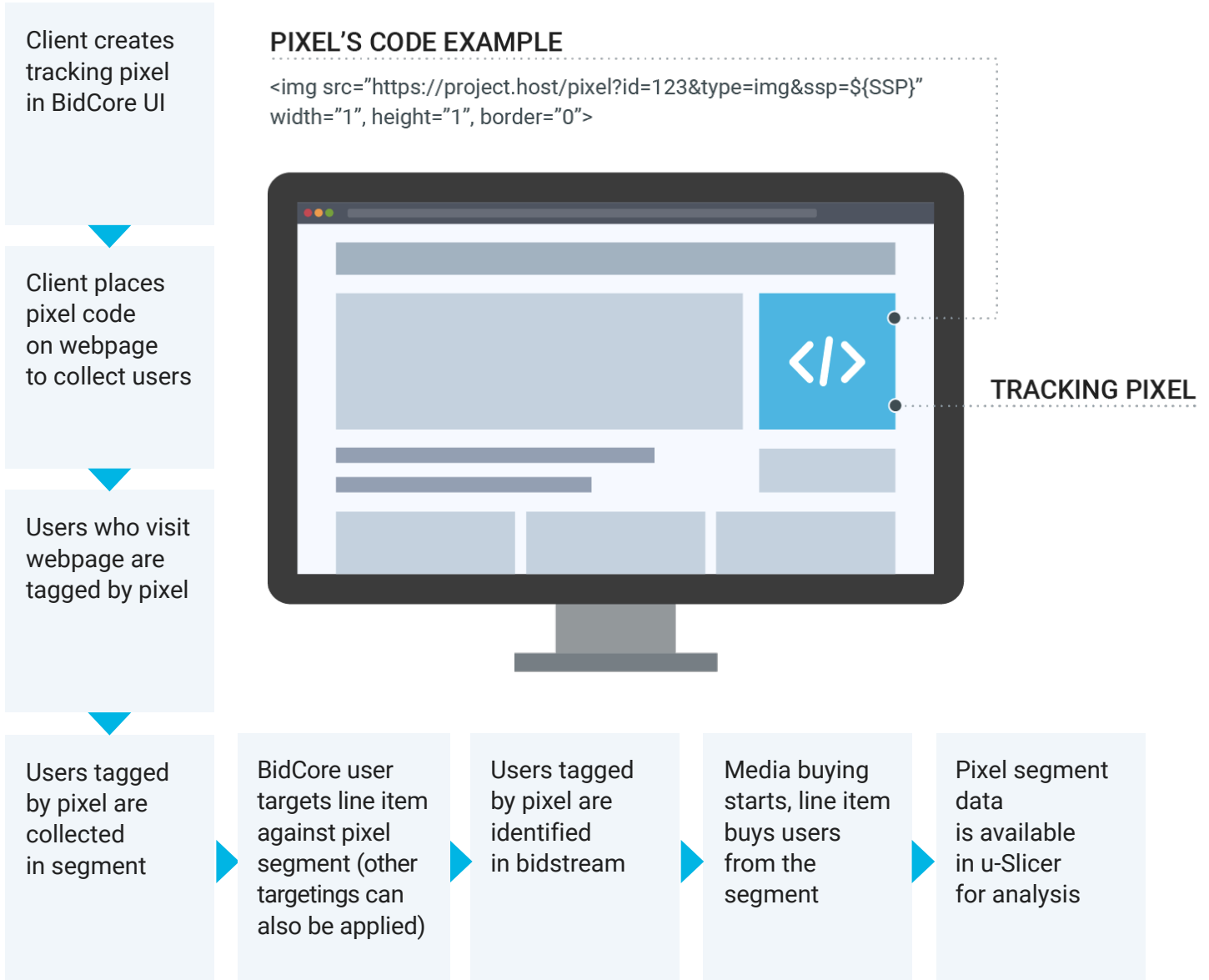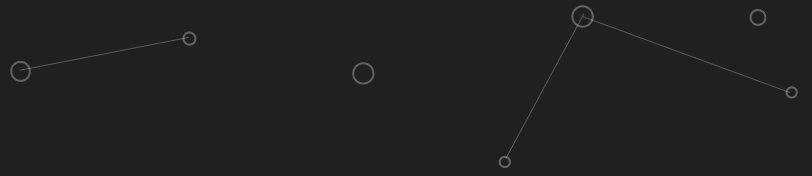
or 1pt image, e.g.

```
<img src="https://r.bidswitch.net/pixel?id=299098&response_type=img">
```

Regardless of format, the pixel should be placed on the webpage(s) that the audiences for whom segments are being created will visit. Every user who visits that page will automatically be included in the pixel segment and available for targeting for whatever period of time indicated in "Segment Live" field during the pixel setup process (1–60 days).

Client creates
tracking pixel
in BidCore UI

Client places
pixel code
on webpage
to collect users

Users who visit
webpage are
tagged by pixel

PIXEL'S CODE EXAMPLE

<img src="https://project.host/pixel?id=123&type=img&ssp=${SSP}"
width="1", height="1", border="0">

TRACKING PIXEL

Users tagged
by pixel are
collected
in segment

BidCore user
targets line item
against pixel
segment (other
targetings can
also be applied)

Users tagged
by pixel are
identified
in bidstream

Media buying
starts, line item
buys users
from the
segment

Pixel segment
data
is available
in u-Slicer
for analysis

BidCore also enables use of pixels for tracking various desired events (ex: conversions, clicks, visits). These events are available in BidCore reporting and can be used by BidCore's predictive engine for buying optimization.
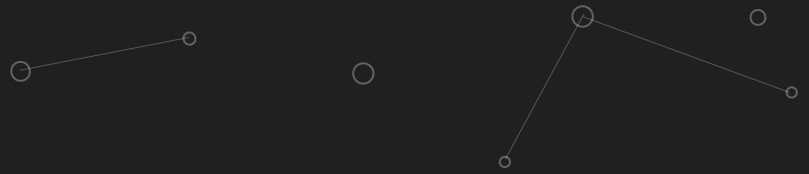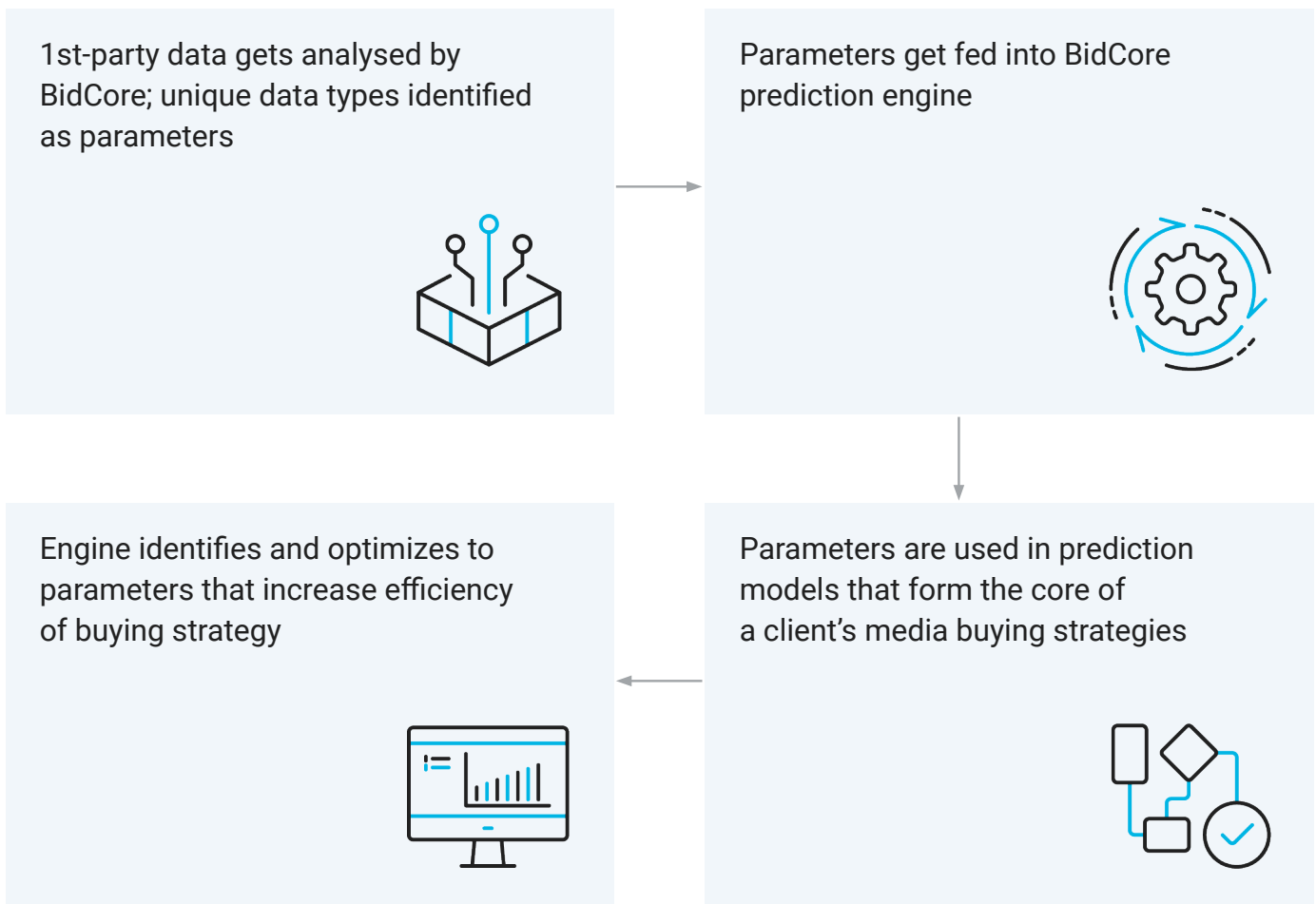
USING SEGMENT DATA TO OPTIMIZE BUYING STRATEGIES

The buying strategies available in BidCore are driven by machine learning-based predictive engines that use all data signals available in the bid request to maximize performance against specific campaign goals (ex: CTR, completed video view). These predictive engines are constantly being refined according to the rapidly evolving trading landscape. This may include the number of parameters as well as the specific parameters used to feed the engine.

Unlike most programmatic buying platforms, BidCore enables clients to build unique buying strategies based on 1st-party audience data, unavailable to all other buyers. This unlocks unique differentiation potential that leads to competitive edge and superior performance.

How it works:

1st-party data gets analysed by BidCore; unique data types identified as parameters

Parameters get fed into BidCore prediction engine

Engine identifies and optimizes to parameters that increase efficiency of buying strategy

Parameters are used in prediction models that form the core of a client's media buying strategies

PERFORMANCE ANALYSIS REPORTING

All campaign data related to audience segments is available for deep analysis in u-Slicer, BidCore's proprietary reporting tool. As soon as a line item is activated against an audience segment that includes at least one matched UUID, the segment is available for analysis in u-Slicer. Users will be able to see audience reach against each segment, dig into specific segment performance metrics, or compare performance of different segments to identify optimal segments for use in future campaign targeting.