

# Five reasons you need machine learning for performance advertising

Despite constant changes stemming from ATT on iOS, Privacy Sandbox on Android, and evolving regulations, Moloco provides great options for effective advertising. In an era of flux and uncertainty, machine learning (ML) has proven effective at targeting and engaging any type of app's highest-value audiences at massive scale, fueling performance with first-party data.



## 1. Find your best customers

A key benefit of a quality ML engine is that when data scientists provide the ML models with raw information, it will determine which data is relevant, the degree and weighting of that relevance, and a prediction of an outcome.

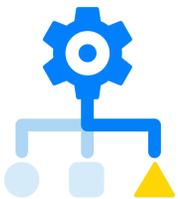
In the advertising world, the models will learn which data points are relevant (channel, device type, time of day) and how much importance to assign each data point, as well as use that analysis to predict an outcome, such as whether this user is likely to install an app or take a specific in-app action.

Moloco's ML engine uses deep neural networks to handle deeper analysis for the desired outcomes.



## 2. Make faster connections in disparate data

ML can process more bits of data per second than humans, and it can do so at a much faster rate. Plus, ML doesn't miss important connections because it's fatigued.



## 3. Make unbiased decisions

In order for ML systems to continue learning, they must be as unbiased as possible. ML systems work best when the model doesn't make assumptions, and certain data isn't treated more or less favorably.

Some degree of change is natural over time, which is one of the reasons why a really well-trained ML model is critical. Where a human observer or biased system might treat previously unlikely observations as outliers or exceptions to the rule, an unbiased approach to data applies the appropriate weight to new information and continues to learn. Unlike other ML approaches, Moloco's ML engine constantly ingests new data and quickly adapts to any changes the new data introduces. It's essentially future-proofed.



## 4. Get results in a cost-effective manner

Moloco's ML includes bid price optimization, which ensures you don't overpay for inventory or lose valuable impressions because we didn't bid high enough. Additionally, by enhancing bid-processing infrastructure efficiency models, Moloco keeps the cost of bidding down, which enables deep learning to occur in commercial settings.



## 5. Optimize for different KPIs

Different UA teams will invariably have different benchmarks and key performance indicators. Apps that rely on volume to monetize, like hypercasual games, will focus on install volume and cost per install (CPI). In contrast, an app that monetizes through in-app purchases or transactions may care more about return on ad spend (ROAS).