

# A step-by-step guide: Fueling UA with first party data

Privacy changes are forcing performance marketers to rethink their UA strategies. As a result, marketers are turning to first-party data, as it is a much more accurate data source, and it's fully permission based. First-party data will have to play a bigger role in advertising, and that, in turn, will dictate how performance marketers leverage deep learning technology.



STEP 1

## Ditch pre-built audience segments

Personas limit the targeting pool, and prevent you from finding high value users at scale, wherever they are in the digital universe. Let deep machine learning find them for you, without any of the bias that's inherent in traditional marketing.



STEP 2

## Gather your first-party data

Your first-party data is your building blocks for successful UA campaigns and strong ROAS.

Look for your:

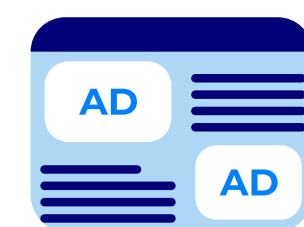
- Campaign data log/campaign clickstream
- Conversion data from your mobile measurement partner (MMP)
- In-app interactions



STEP 3

## Work with a DSP

A demand-side platform (DSP) is critical for UA success. A good DSP can use your unattributed first-party data to train its UA models, enabling you to find, acquire, and retain your best users at scale. Work with a DSP with a proven track record, ideally one with quality machine learning models in place.



STEP 4

## Scale campaigns using first-party data

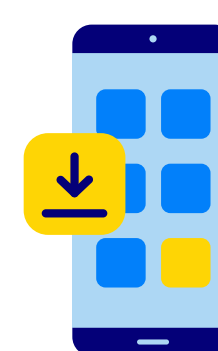
Deep machine learning can take your first-party data and then extrapolate accordingly. It looks at the relationships of inputs which are user and channel characteristics to outputs which include actions taken. Prior to a campaign, use machine learning to translate inputs or outputs from one campaign to another.



STEP 5

## Start training your model prior to campaign

Don't wait until your campaign launches to begin optimizing your campaigns. Train your UA campaign model on past data to get a jump start. It will deliver ROAS much faster.



STEP 6

## Use smart models to focus on installs by high value users

App install optimization: predict the likelihood of a user installing an app as a result of seeing an ad. In-app event optimization: predict the likelihood of a given user to install an app and take desired action. ROAS optimization: optimize based on predicted business outcomes.



STEP 7

## Update model based on results hourly

Use campaign results to update models every hour on the hour, or in as real-time as possible.

Moloco Cloud DSP is designed for your campaign success. Our machine learning engine automatically powers your app's growth and removes data risk so you can exceed even your most demanding goals and your team can focus on what it does best: creativity and scale. Discover the power of Moloco.