

BrandMax

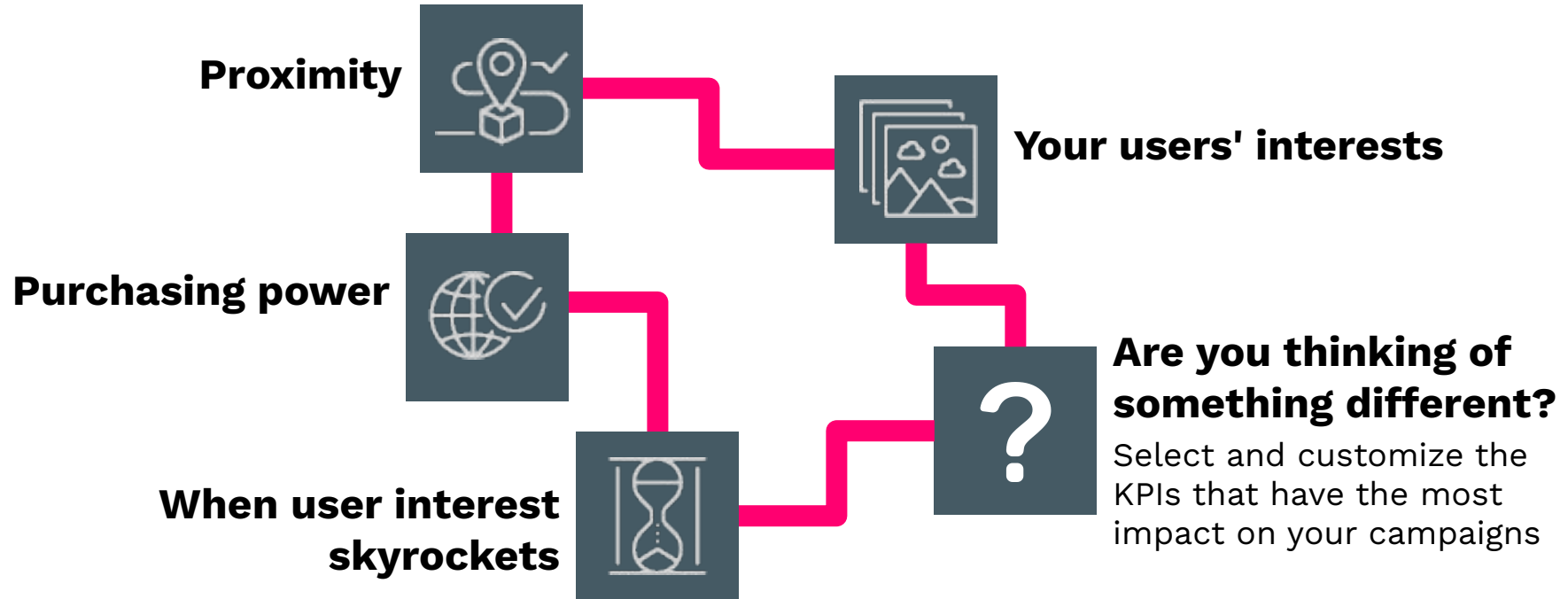
**Amplify the impact of
your branding
campaigns by bidding
based on user value**



Brand Success with Custom Bidding Finesse

Custom Bidding is a technology that integrates business knowledge into the *DV360* bidding algorithm. It enables advanced control over defining the value of an impression to personalize bidding strategies for branding campaigns based on predefined **objectives**.

Branding objectives



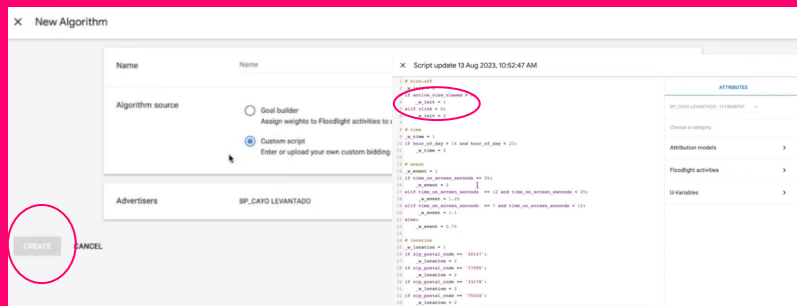
Transforming objectives into algorithms

BrandMax transforms your branding objectives into customized algorithms that inform *Custom Bidding* about user value, optimizing bidding for branding campaigns based on defined values, amplifying the impact. BrandMax helps brands direct their branding campaigns in DV360 where their high-value audience is located!

The screenshot shows the BrandMax interface within the Gauss AI dashboard. The left sidebar contains navigation links: Home, Gauss for Google, Smart Advertising, BrandMax, Office Conversions for Google Campaign Manager, Office Conversions for Google Ads, Office Conversions - Customer Match, Office Conversions - Remarketing, Gauss for Meta, Gauss for TikTok, Gauss for Digital TV, Settings, and Help center. The main content area is titled 'BrandMax' and includes a 'Bid Logic Version: #903479846' with 'Import' and 'Export' buttons. Below this are input fields for 'Bid Logic Name' and 'Bid Logic Description', both with a placeholder 'Try "Miami beachhouse"'. To the right of these is a 'Bid Logic Layout' dropdown menu, also with the same placeholder. Under the 'Available Attributes' section, there are buttons for 'Date And Time', 'Viewability', 'Postal Code', 'Device' (which is highlighted in red), and 'Domain'. An 'Add New Configuration' button is located below these. A table lists configurations with columns: Device Type, Operating System, Browser, Mobile Make, Weight, and Action Buttons. The table contains three rows: Smartphone with iOS 13.4, Browser 1, Apple, and a weight of 1.75; Smartphone with Android 8.0.1, Browser 2, Google, and a weight of 1.5; and Desktop with Windows 10, Brave, and a weight of 0.5. Each row has edit and delete icons in the Action Buttons column. At the bottom, there is a checkbox 'Validate Bid logic when I click on Save' and 'Cancel' and 'Save' buttons.

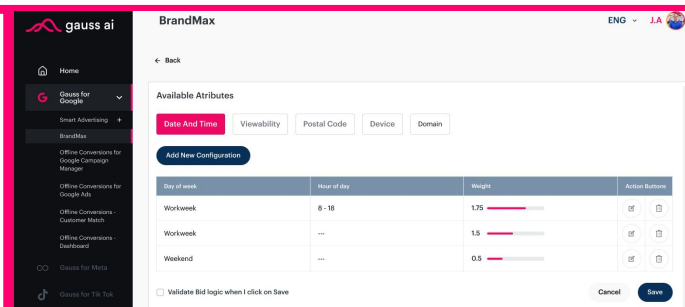
Device Type	Operating System	Browser	Mobile Make	Weight	Action Buttons
Smartphone	iOS 13.4	Browser 1	Apple	1.75	
Smartphone	Android 8.0.1	Browser 2	Google	1.5	
Desktop	Windows 10	Brave	---	0.5	

Accessible to everyone



Custom bidding script allows the integration of custom Python scripts used to optimize impression values.

BrandMax features a console that allows brands to define their objectives, transforming them into algorithms quickly and easily without the need for internal Data Science resources.



+ 80% IMPRESSIONS

Increased **brand awareness**

-40% CPM

Improved **cost efficiency**

What can you expect from BrandMax



+50% VIEWABLE TIME

Expanded **reach**

I'm a retailer, how does BrandMax help me?

Your *objectives*:

- Proximity
- Purchase power

BrandMax:

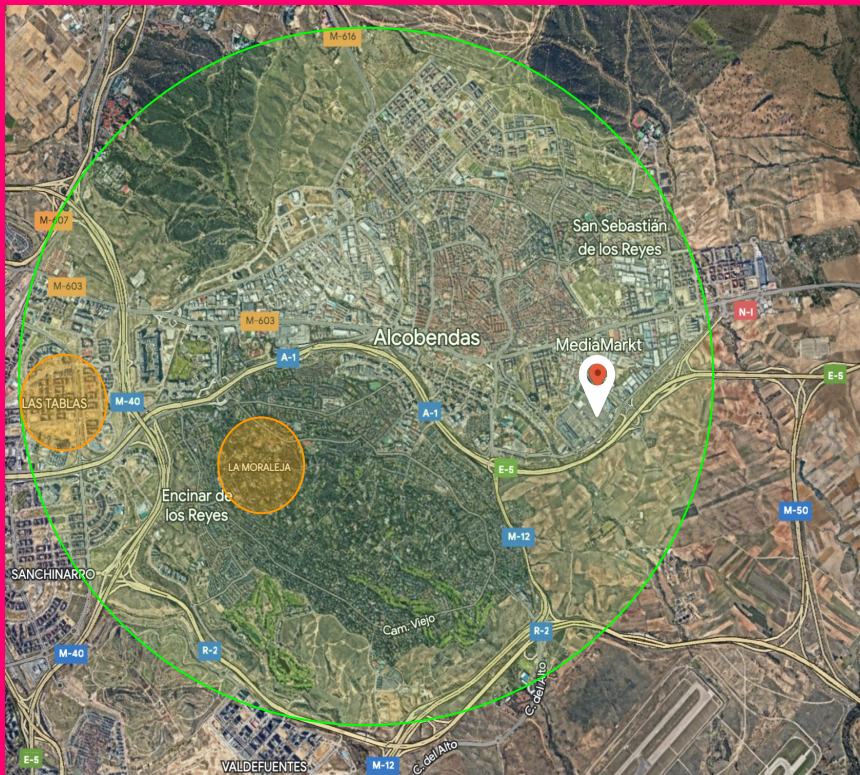
- Cross-references different databases and identifies La Moraleja and Las Tablas as high-value audiences based on their per capita income.
- Creates an algorithm giving greater weight to these geographic areas.

Custom Bidding:

- Optimizes your campaigns by bidding more for users in the defined neighborhoods.

Results:

- Maximizes the impact of your campaign.



BrandMax Case Study

Custom Algorithms Drive +83% Impressions Boost in Bahía Principe Branding Campaigns

The challenge

Bahía Príncipe invested in a new hotel in Cayo Levantado, Dominican Republic, aiming to strengthen its presence in the USA and captivate a more discerning audience, thus enhancing its branding strategy with a unique Caribbean experience.



Bahia Principe Hotels & Resorts is the hotel chain of Grupo Piñero, a prestigious group operating throughout the value chain of the holiday industry. The company has 27 establishments total over 14,000 guest rooms distributed in the Caribbean and Spain.

The Solution

In a strategic partnership with Google, Bahía Príncipe collaborated with Making Science to tackle their branding challenge. Making Science conducted a thorough analysis of the brand's campaign history, identifying key indicators for effectively reaching their target audience, including URL, geographical location, day and time, and screen time. Leveraging the innovative BrandMax technology developed by Making Science, a customized algorithm tailored to the profiles of their target tourists was crafted. Google Custom Bidding harnessed this algorithm to optimize campaign bids, enabling Bahía Príncipe to significantly broaden the reach of their branding endeavors.



The results

To objectively assess the improvement achieved, an AB test was conducted in DV360 during 2 months in US, featuring two different campaigns: ongoing and BrandMax. The results are as follow:

- Impressions +82,52%
- CPM -41,87%
- Viewable impressions +9,07%
- Average viewable time +50,34%
- Bounce rate -31,96%

+83%
Impressions

+50%
Average Viewable
Time

-42%
CPM



BrandMax, value based bidding for branding campaigns

Thanks

Let's activate your data, let's Gauss!

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