

Optimized Targeting

Introducing our latest AI powered technology to help you achieve KPIs in a durable way



Google is introducing “**Optimized Targeting (OT)**”, the evolution of our existing audience expansion solutions. Powered by Google’s AI, it leverages multiple signals to find the most relevant impressions and drive better performance, replacing our legacy infrastructure including cookie reliant technology like Similar Audiences. DV360’s Optimization infrastructure is designed to maximize ROI & deliver performance across the funnel, while being future proof & durable.

Why Use Optimized Targeting?

- **Drive better performance with AI:** OT is built on top of our latest optimization infrastructure, powered by AI to help drive the best results for your business. Our targeting, bidding and creative AI models work in harmony to maximize your ROI.
- **Continue leveraging your 1P Data:** Leverage your 1P data efficiently for prospecting by using it as a negative exclusion. Our internal tests & experiments show that upgrading Similar Audience to OT delivers incremental performance towards achieving client KPIs. Advertisers who use DV360s’ pure-prospecting campaign configuration vs. the similar audiences product see a performance improvement in their campaign objectives.

Path Forward for 1P Audiences

Pure Prospecting

Customer’s goal is to seek new and relevant customers to grow their business within their given budget/bid constraints while not showing ads to existing customer base.

Example: A popular streaming service wants to reach new customers based on their existing user base, but not spend any of their marketing dollars on current customers.

Recommendation: They should exclude a first-party data list consisting of current customers via negative audience list targeting & leverage any audience as hints they think are particularly helpful in driving the campaign outcome they are seeking through positive targeting. This would give a performance baseline to OT and it can seek additional users to maximize your ROI goal. If they have a specific ROI goal for their pure-prospecting campaign strategy, DV360 recommends to set an additional target CPA constraint.