Unruly Taps IBM Watson To Improve Accuracy of Online Marketing Campaigns

Unruly's New Video Targeting Tool Uses Watson Cognitive Computing to Help Increase Sales from Online Consumers

LONDON, ARMONK, NY - 15 Dec 2016: British ad tech company Unruly has turned to IBM (NYSE: IBM) Watson to create a new cognitive powered psychographic targeting tool to increase the effectiveness of digital video ads. Unruly DNA combines the company's emotional intelligence tools with IBM Watson's machine learning capabilities to help identify and engage the people most likely to increase a brand's sales

Unruly is tapping Watson's Personality Insights service from the Cloud to help advertisers to learn how and why people think, act and feel a certain way. The Unruly DNA tool analyzes social media and other digital data from consumers and learns personality traits such as empathy, trust, assertiveness and imagination.

Scott Button, Unruly's Chief Strategy Officer, said, "Cognitive technologies and Artificial intelligence (AI) have made massive strides in the last few years and are now at a point where they can recognize quite subjective and very human qualities, such as emotion and personality."

Unruly's new audience targeting tool creates profiles of light buyers who, according to academic research1, are more likely than heavy buyers to increase sales because they have a greater capacity to purchase more. Unruly DNA then generates a recommended list of third-party audience segments based on these characteristics, which can be used by advertisers to improve the efficiency of their targeting.

"We're really at the beginning of the journey when it comes to using cognitive technologies in advertising. Machines can be a powerful tool for marketers to recognize human desires and aspirations. We're really excited to be at the forefront of this new world with integrating Watson capabilities into our Unruly DNA tool, helping brands increase penetration and sales by targeting their light buyers," added Button.

Unruly's new tool is built on large scale consumer panel studies with more than 10,000 respondents combined with insights from social media accounts of participating consumers. By tapping IBM Watson, Unruly DNA uses a mix of linguistic analysis and machine learning to determine the sociodemographic and psychological profile of each panelist, clustering and aggregating the profiles based on buying patterns and purchasing frequency.

For example, Unruly DNA has uncovered that Maybelline shoppers are highly imaginative, Glaceau shoppers like to explore new things and Tresemme shoppers are particularly agreeable. Through the same AI technology, Watson describes popular figures like Oprah as analytical and emotionally aware and Pope Francis as genial, helpful and active.

"The future of marketing lies in unlocking insight from vast amounts of digital data – from emails, to tweets, to social media posts and purchase history," said Harriet Green, General Manager of IBM Customer Engagement. "Luckily Watson is there to help¾it plays the role of a dedicated analyst, assistant and trusted advisor, helping marketers make better, more informed decisions. We are delighted that Unruly is leveraging the power of Watson to open the way for more targeted and accurate marketing campaigns which are better for retailers, FMCG brands and consumers alike."

All people participating in Unruly's online consumer panel provided personal data with their express permission and consent. In Unruly's internal and external reports and analysis, all personal data is anonymized and aggregated. When targeting adverts, Unruly uses anonymous third-party cookies which are not linked to any personally identifying information and enable users to opt out.

According to recent research by Weber Shandwick, in association with KRC Research, more than half of global CMOs expect artificial intelligence to have a greater impact in marketing and communications than social media ever had.

About Unruly

Unruly gets videos seen, shared and loved across the open web for brands that want to move people, not just reach people. By bringing emotional intelligence to digital advertising, we help 91% of Ad Age 100 brands inform and inspire 1.44bn people around the world, using polite outstream formats on sites that people love. UnrulyX, the viewable video SSP, creates better ad experiences for consumers, improved brand outcomes for advertisers and increased revenues for top-flight publishers.

Emotion matters in marketing. Emotion creates values and sets preferences. Inspires action. Drives sales. Unruly has a decade's data of consumer responses to video and uses that to hone content, model audiences and deploy ad dollars in ways that heighten emotional response and maximize brand impact. Unruly was founded in 2006 and acquired by News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) in 2015. With 300 Unrulies across 20 locations worldwide, our super power is emotional intelligence and our secret weapon is passionate people on a mission to #DeliverWow.

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