

Datenfusion für hyperlokale Präzision

Zielgruppen-Insights in die CTV-Aktivierung überführen

Stop translating insights. Start activating them.

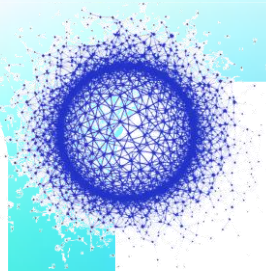
Premium Insights, Blocked Activation: The Paradox

CHALLENGES:



Lack of custom signals

High-value segments: trapped, not actionable



Lack of audience scalability

Activation blocked by misaligned identifiers & constraints



Limited audience insights

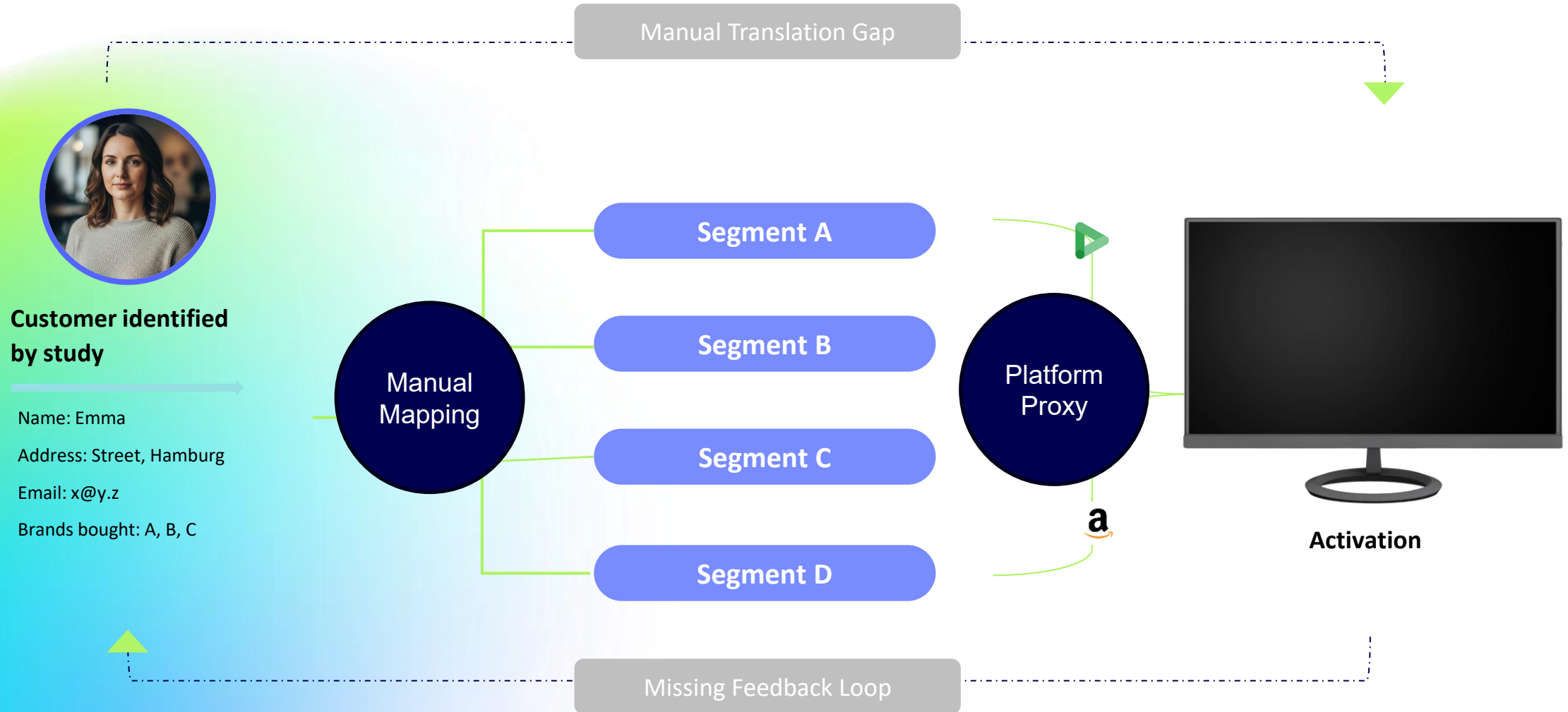
Fragmented insights: no single coherent audience view



Biased audience definition

Manual proxies introduce drift, bias, and weak QA

Before GeoFusion: The Manual Activation Bottleneck



Our Approach: Building the Bridge.

• OPERATING SYSTEM •



WPP'S INTELLIGENT MARKETING ORCHESTRATION SYSTEM HOUSING ALL OUR AI-DRIVEN STUDIOS

DATA INSIGHTS

• GEOFUSION •

We used **data fusion** to close data gaps, enrich insight, and produce a geo-addressable signal that can **be activated** in CTV across the ecosystem.

ACTIVATION

• DATA SOLUTION •

Powered by
Open Intelligence

GeoFusion: Bridging Insight to Activation

Data Prep

Clients Data



Customer identified by study

Demographics data (age, gender, location)

Household composition

Life Stage

WPP Data

PII Data of cinema goers

Demographics data (age, gender, location)

Movie-going frequency

Household composition

Income level

Life Stage

Powered by **Open Intelligence**

Decentralized data sources

Audience Modelling

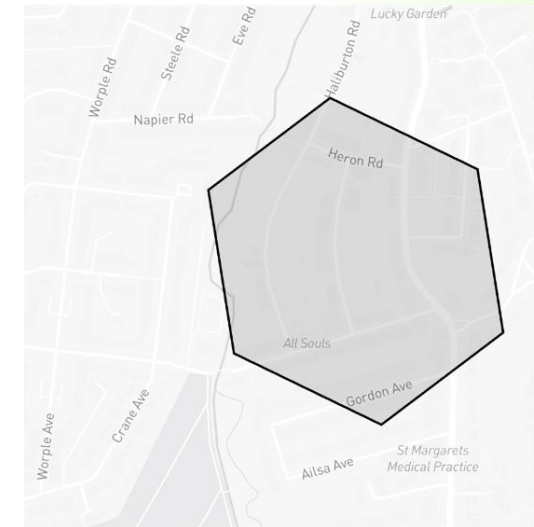


Fusion

Activation Routes

GEO RESOLUTION TO RESOLVE IDENTITY ACROSS MULTI-MODAL DATA SETS

Example geo-tile



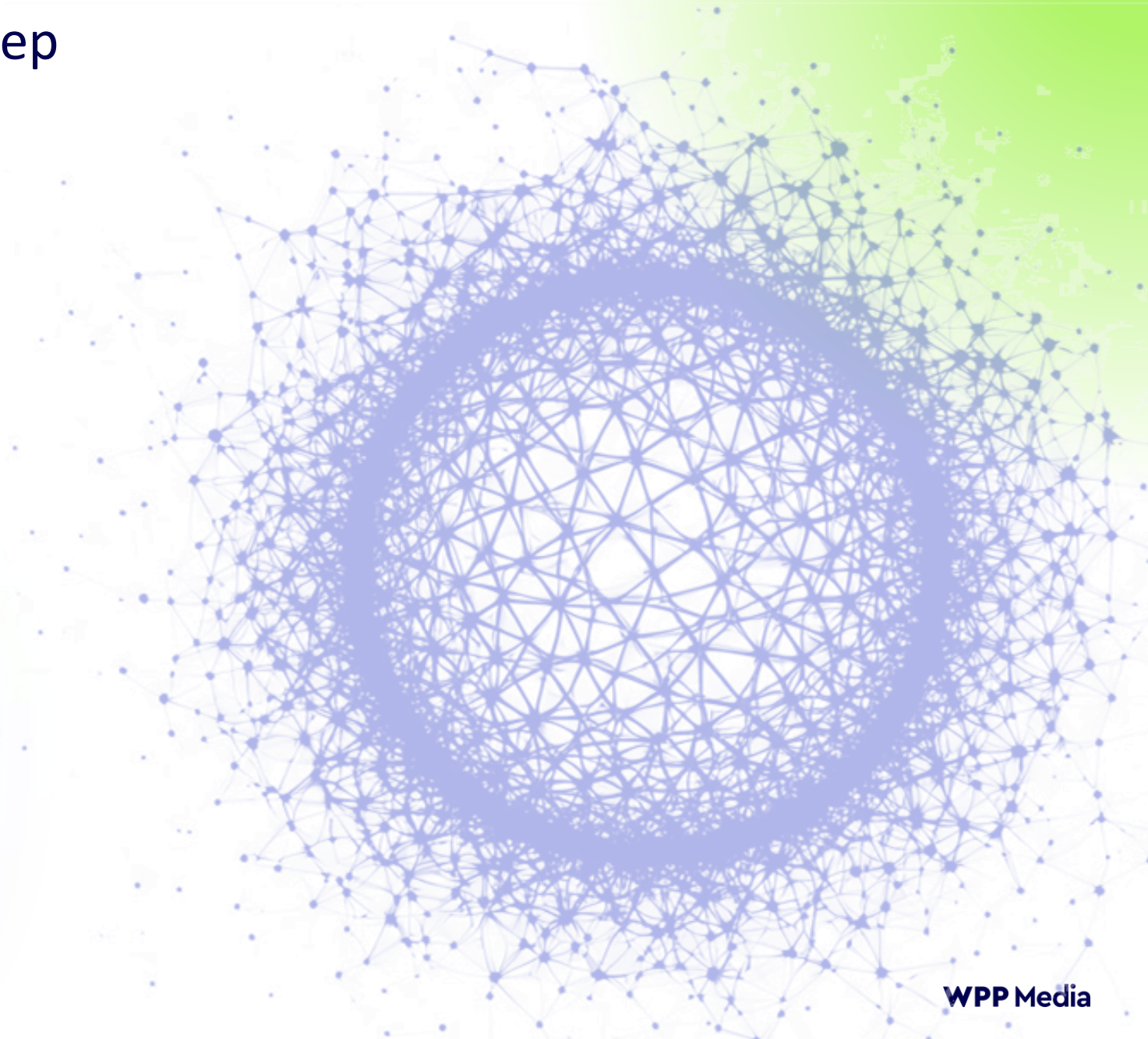
Activate centralized data set

Applying GeoFusion: Step by Step

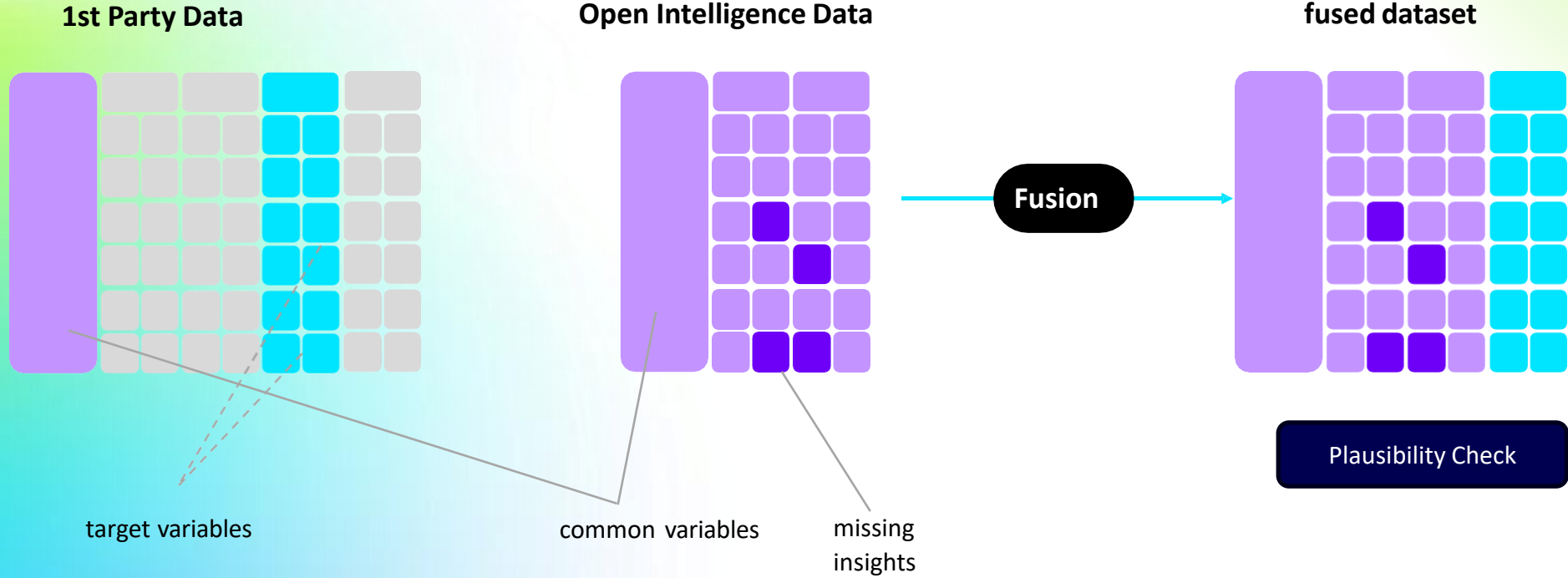
1PD Donor
Data Set

Open Intelligence
Receptor Data

Data Fusion with
Geo data set



Step 1: Probabilistic Fusion & Statistical Twins

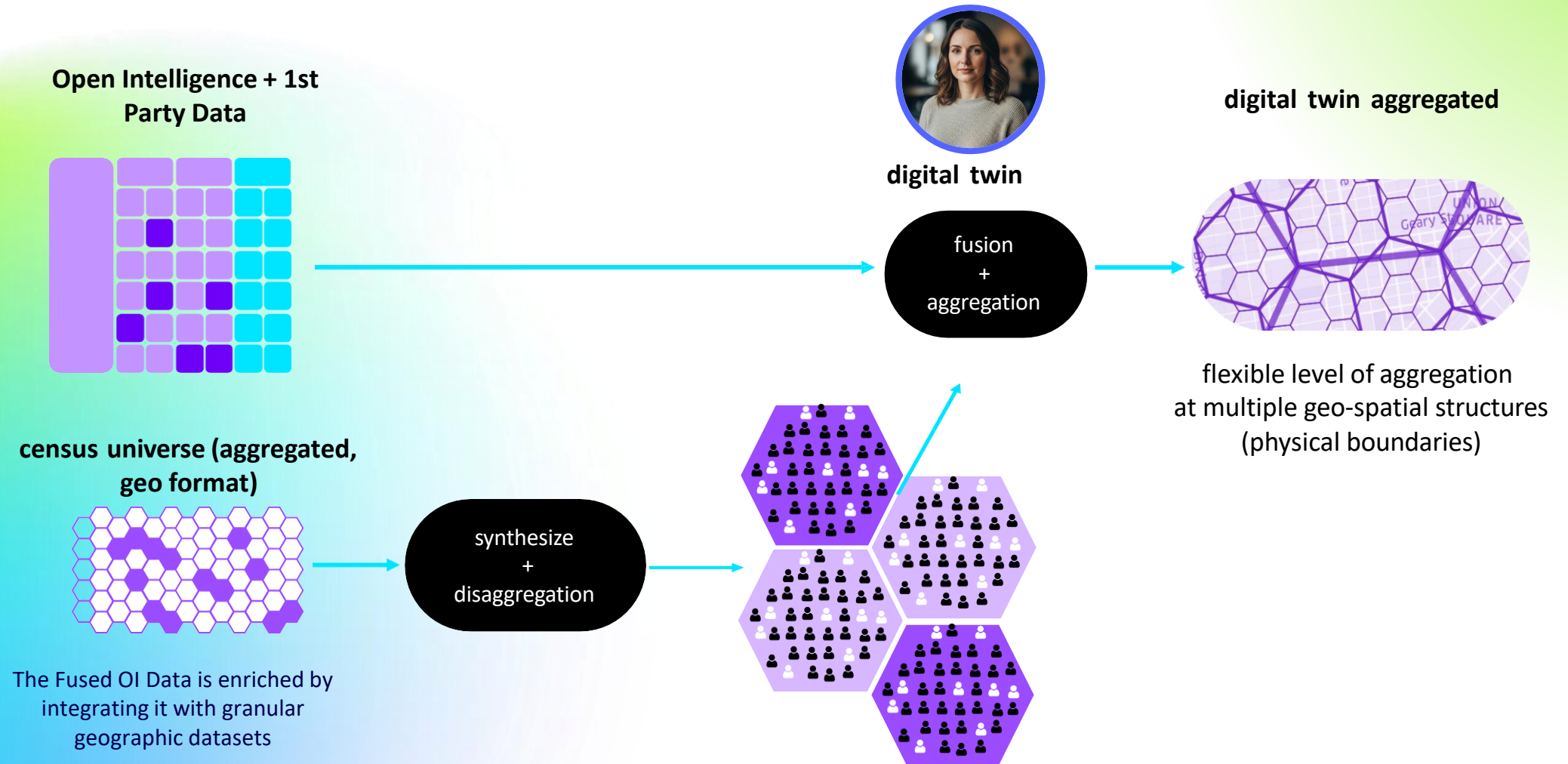


1. Diverse datasets containing audience insights & panel information

2. Client study data is statistically matched with OI Data using common variables to find statistical twins

3. Ensuring the accuracy & reliability of the fused audience data

Step 2: Stable, Granular Geo Layer Creation



From Geo-Segments to CTV Activation: In Practice

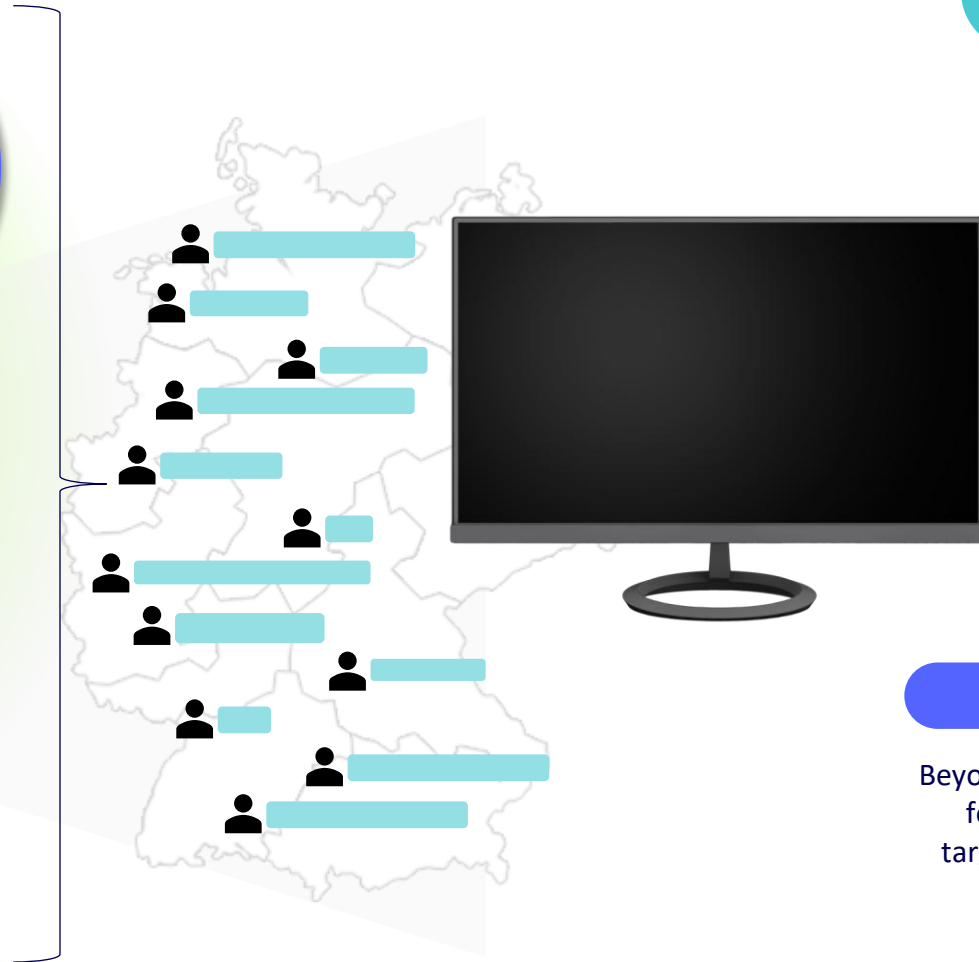


Digital Twin (Fused Data Set)

The comprehensive geo fused dataset is made available within key media planning & activation platforms

Modelled Audience imported into Campaign Tactics at a geo-grain

Postcode sector	Propensity Index
20095	2
20099	3
20457	4
20459	0
20354	1
20355	2



Campaign Tactics

Broadcaster & CTV



Publishers



Platforms



Commerce



Exchanges



Activation models

Beyond ID: Utilize the enriched data for highly precise, hyperlocal targeting & conduct cross-media campaign tests to validate effectiveness

Feedback Loop

Proof: Measurable Efficiency Uplift in CTV

From “interest” to “involved”: higher conversion efficiency with fewer wasted visits

01

SIGNAL QUALITY

Fused audiences captured more involved users vs “interested” traffic

02

LOWER FUNNEL EFFECT

Strongest efficiency gain in the narrowest audience definition (new customers)

03

ACTIVATION INTEGRITY

Removing manual segment recreation reduced definition drift between insight and delivery

RESULTS THAT MATTER *

+20%

Booking efficiency uplift (new customer / 1st time customer)

+7%

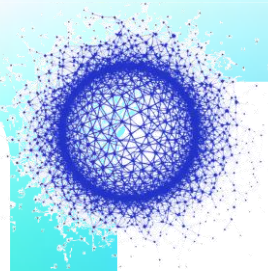
Booking efficiency uplift (to-be-converted)

Key Takeaways: Build Bridges, Not Proxies



The real unlock is the handover

fix insights →
activation, not just
segment design



Build bridges not proxies

data fusion makes
segment logic portable
and usable



Geo Segments = operational signal

enables precise CTV
targeting without
manual translation



Trust comes from QA Gates

plausibility, distribution
sanity, holdouts (where
available), versioning

Let's Build Bridges Together

