

BrandMax

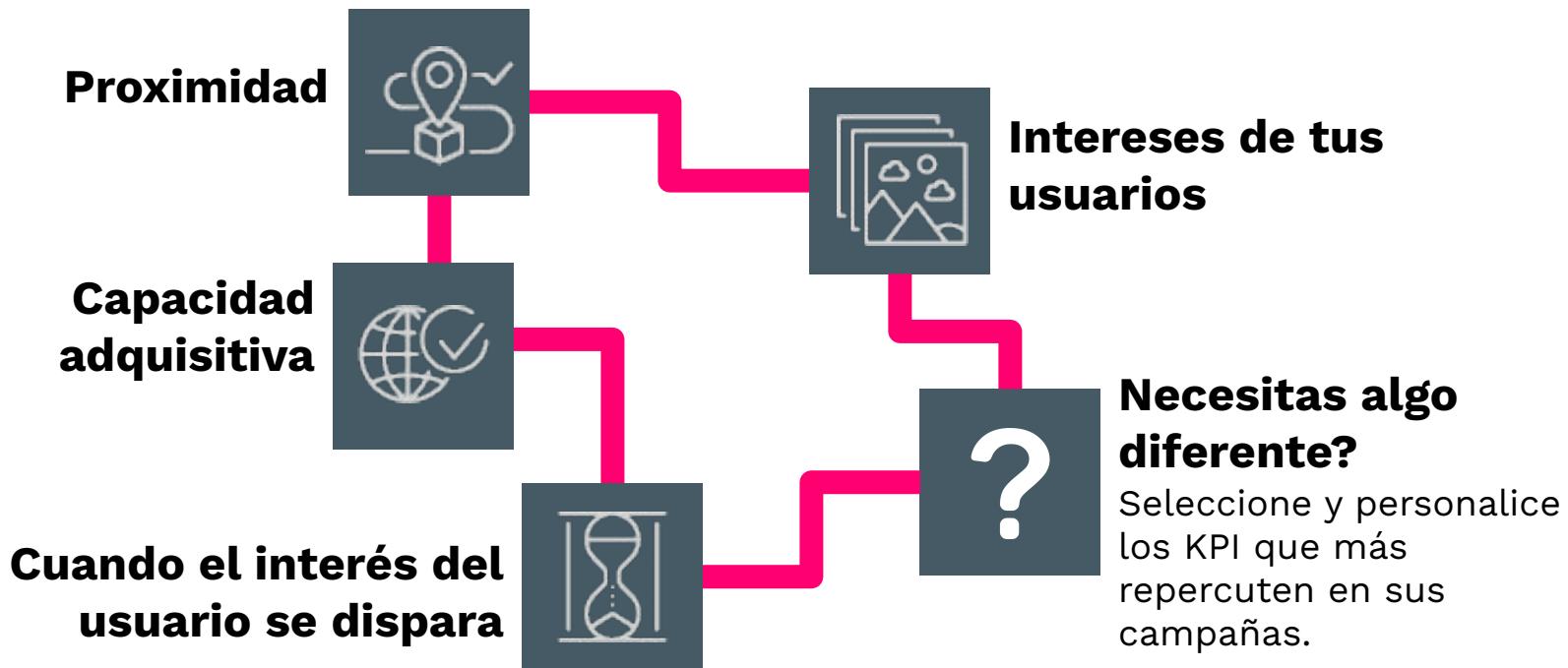
**Amplifica el impacto de
tus campañas de
branding pujando según
el valor de los usuarios**

Define el valor de una impresión para obtener impresiones de valor

Custom Bidding es una tecnología que vuelca el conocimiento de negocio en el algoritmo de pujas de *DV360*. Permite un control avanzado en la definición del valor de una impresión para personalizar las estrategias de puja de las campañas de branding en base a los **objetivos** que hayamos definido.



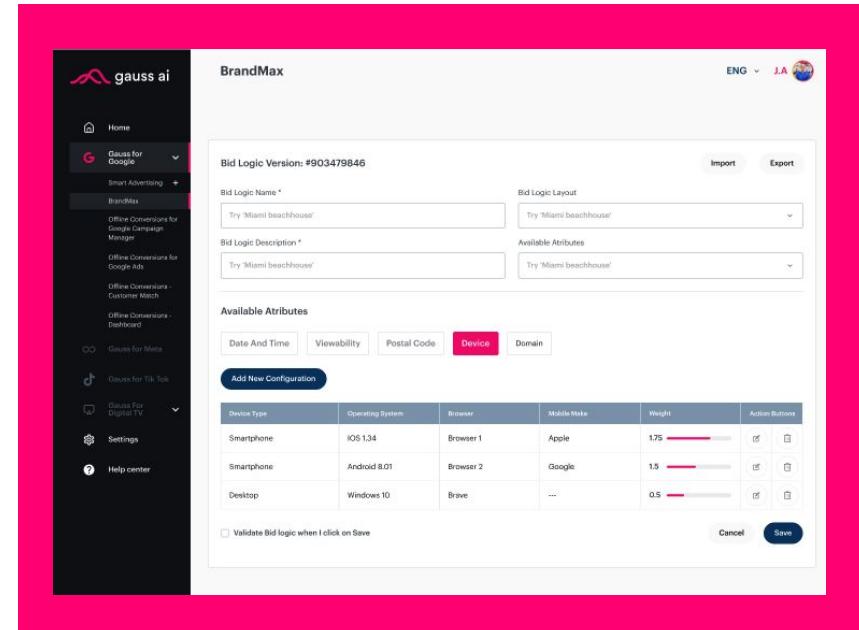
Objetivos de branding



Transformando objetivos en algoritmos

BrandMax transforma tus objetivos de branding en algoritmos personalizados que informan a *Custom Bidding* sobre el valor de los usuarios para que optimice las pujas de las campañas de branding según los valores definidos, amplificando el impacto.

BrandMax ayuda a las marcas a dirigir sus campañas de branding en DV360 allí donde está su público de valor!



The screenshot displays the Gauss AI BrandMax interface. On the left, there's a sidebar with navigation links including 'Home', 'Gauss for Google' (selected), 'Smart Advertising', 'BrandMix', 'Offline Conversions for Google Campaign Manager', 'Offline Conversions for Google MN', 'Offline Conversions - Content Match', 'Offline Conversions - Dashboard', 'Gauss for Meta', 'Gauss for Tik Tok', 'Gauss for Digital TV', 'Settings', and 'Help center'. The main area is titled 'BrandMax' and shows 'Bid Logic Version: #903479846'. It includes fields for 'Bid Logic Name' (try 'Miami beachhouse') and 'Bid Logic Description' (try 'Miami beachhouses'). Below these are sections for 'Available Attributes' (Date And Time, Viewability, Postal Code, Device, Domain) and a table for 'Add New Configuration'. The table has columns for 'Device Type', 'Operating System', 'Browser', 'Mobile Make', 'Weight', and 'Action Buttons'. Three rows are shown: a Smartphone with iOS 13.4, Browser 1, Apple, weight 1.75; another Smartphone with Android 8.01, Browser 2, Google, weight 1.5; and a Desktop with Windows 10, Brave, weight 0.5. At the bottom are 'Validate Bid logic when I click on Save' checkboxes and 'Cancel' and 'Save' buttons.

Al alcance de todos

Custom bidding script permite la incorporación de scripts de Python personalizados que utiliza para optimizar los valores de impresiones.

BrandMax dispone de una consola que permite a las marcas definir sus objetivos transformándolos en algoritmos de manera rápida y sencilla sin necesidad de recursos internos de Data Science.

The screenshot shows the 'BrandMax' configuration page in the Gauss AI platform. The left sidebar lists various campaign types: Home, Gauss for Google, Smart Advertising+, BrandMax (selected), Offline Conversions for Google Campaign Manager, Offline Conversions for Google Ads, Offline Conversions - Custom Match, and Offline Conversions - Dashboard. The main area has a header 'Available Attributes' with tabs for Date And Time, Viewability, Postal Code, Device, and Domain. A button 'Add New Configuration' is visible. Below is a table with columns Day of week, Hour of day, Weight, and Action Buttons. The table rows are Workweek (8-18, weight 1.75), Workweek (..., weight 1.5), and Weekend (..., weight 0.5). At the bottom is a checkbox 'Validate Bid logic when I click on Save'.

Day of week	Hour of day	Weight	Action Buttons	
Workweek	8-18	1.75		
Workweek	...	1.5		
Weekend	...	0.5		

Validate Bid logic when I click on Save

[Cancel](#) [Save](#)

+ 80% IMPRESIONES

Mayor **conocimiento de marca**

-40% CPM

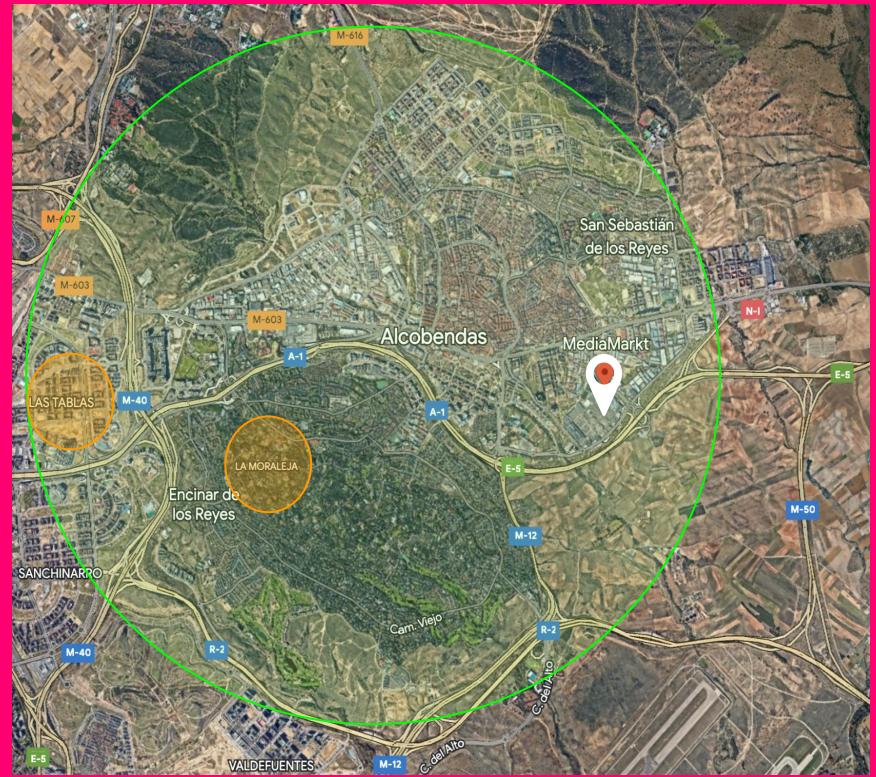
Mayor **eficiencia** de costes

Qué puedes esperar de BrandMax



+50% VIEWABLE TIME

Mayor **alcance**



Soy un retailer, ¿cómo me ayuda BrandMax?

Tus *objetivos*:

- Proximidad
- Capacidad económica

BrandMax:

- Cruza diferentes bases de datos e Identifica a La Moraleja y Las Tablas como audiencias de valor por renta per capita
- Crea un algoritmo dando mayor peso a estas áreas geográficas

Custom Bidding:

- Optimiza tus campañas pujando más por los usuarios de los barrios definidos

Resultados:

- Maximiza el impacto de tu campaña

BrandMax Case Study

Custom Algorithms Drive +83% Impressions Boost in Bahía Príncipe 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 Príncipe 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

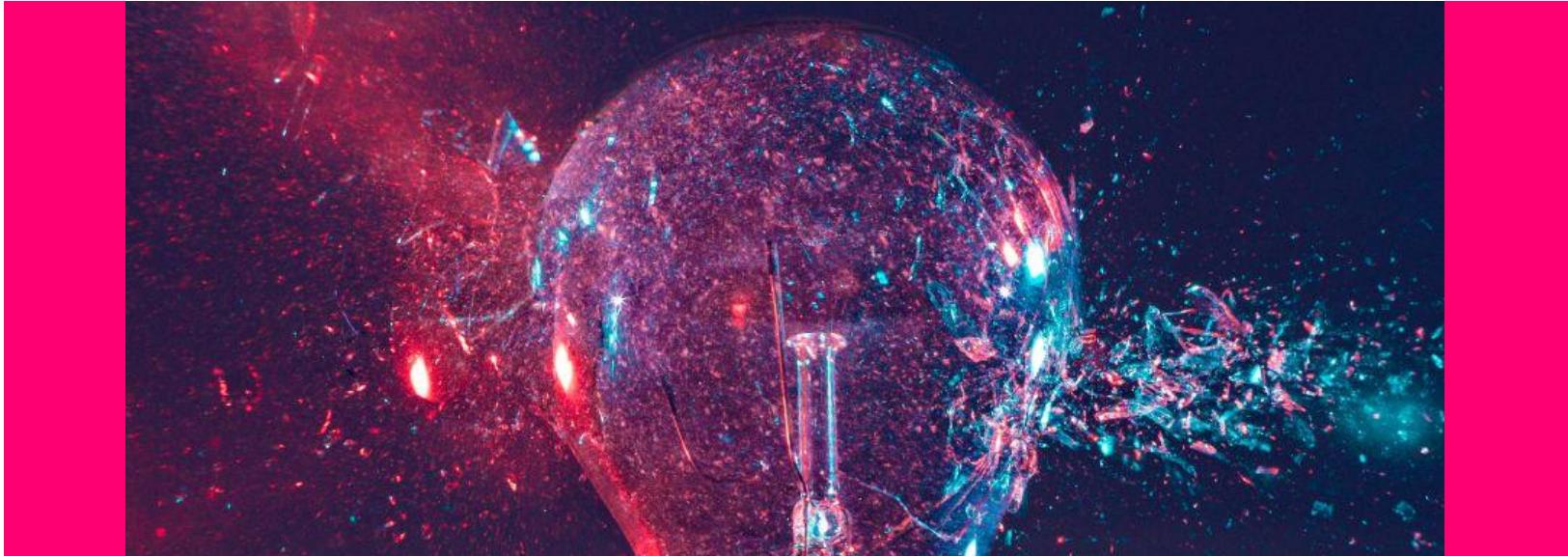
To objectively assess the improvement achieved, an AB test was conducted in DV360 during 2 months in US, featuring two different campaigns: ongoing and BrandMax. The results are as follow:

- 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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