



Unlocking Advertising Intelligence across Walled Garden Clean Rooms

[Date]

Walled Garden Clean Rooms are a Powerful Tool



Ad
Server

Demand Side
Platforms
(Audience, Bidding,
Targeting)

Supply-Side
Platforms
(Publishers)

Ad
Networks

Ad
Exchanges

Dynamic
Creatives

Unify Signals



Build Analytics



Join Data



Activate Audiences



Advertiser's first-party data

But, they present many challenges for Marketers



Steep Learning Curve



Hard to Automate



Slow to Operationalize



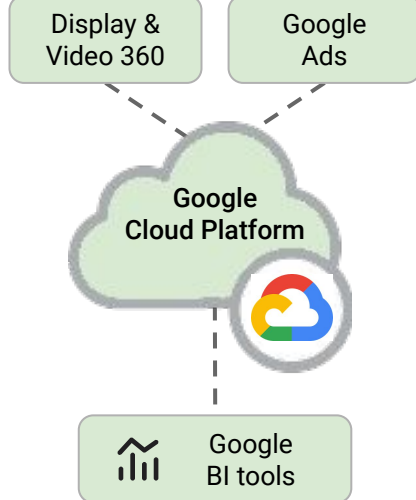
Difficult to Combine Insights



Google Ads Data Hub

```

1 WITH
2 imp AS (
3   SELECT
4     event.dv360_line_item_id as line_item_id,
5     COUNT(*) as impressions,
6     round(sum(event.dv360_media_cost_usd)/power(10,9),2) as media_cost
7   FROM
8     adh.dv360_dt_impressions
9   WHERE event.dv360_advertiser_id = 123456789
10  AND event.dv360_insertion_order_id = 3456789
11  GROUP BY 1
12 ), activity AS (
13   SELECT
14     event.dv360_line_item_id as line_item_id,
15     COUNT(*) as conversions
16   FROM
17     adh.dv360_dt_activities_attributed
18   WHERE event.dv360_advertiser_id = 123456789
19  AND event.dv360_insertion_order_id = 3456789
20  GROUP BY 1
21 )
    
```



Amazon Marketing Cloud

Query editor

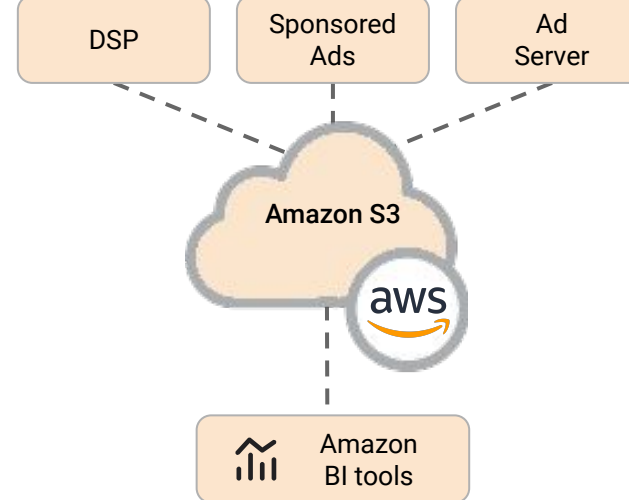
SELECT c... X --Instruc... X +

Date range: Yesterday Time zone: UTC Query time out: 6 hours (default)

```

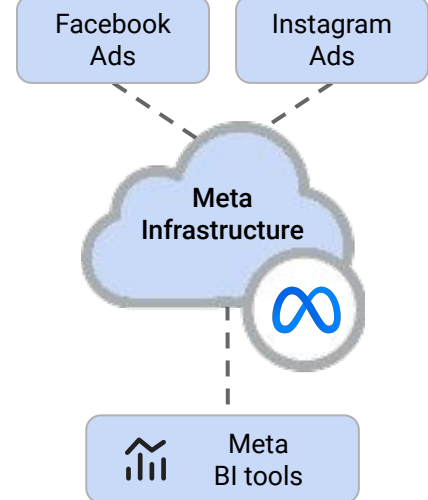
1 SELECT campaign,
2 line_item,
3 line_item_type,
4 site,
5 SUM(impressions) as impressions
6 FROM display_impressions
7 WHERE line_item_type = 'AAP_VIDEO_CPM'
8 GROUP BY 1,2,3,4
    
```

Run



Facebook/Meta Advanced Analytics

Name	Delivery	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Campaign_01	Active	Using ad s...		105	12,356	24,712	\$6.21	\$342.26	Ongoing	
Campaign_02	Active	Using ad s...		1,236	102,566	205,132	\$4.22	\$2,641.08	Ongoing	
Campaign_03	Active	Using ad s...		582	43,268	90,036	\$3.09	\$1,203.92	Ongoing	
Campaign_04	Active	Using ad s...		1,423	23,366	44,712	\$6.51	\$619.26	Ongoing	
Campaign_05	Active	Using ad s...		955	89,635	179,270	\$4.78	\$2,462.89	Ongoing	
Campaign_06	Active	Using ad s...		2,472	109,325	218,650	\$5.61	\$3,029.30	Ongoing	
Campaign_07	Active	Using ad s...		251	322,699	645,398	\$5.74	\$6,908.73	Ongoing	
Campaign_08	Active	Using ad s...		2,147	14,035	28,070	\$4.56	\$638.77	Ongoing	
Campaign_09	Active	Using ad s...		844	2,548	5,096	\$3.79	\$70.58	Ongoing	
AL_S1	Active	\$2.79 bid cap	\$1,021.32	211	47,955	95,710	\$5.83	\$1,205.58	Ongoing	Mar 2, 2019
AL_S2	Active	\$2.79 bid cap		76	23,366	44,712	\$6.51	\$619.26	Ongoing	
AL_S3	Active	\$2.79 bid cap		24	89,635	179,270	\$4.78	\$2,462.89	Ongoing	
AL_S4	Active	\$2.79 bid cap		96	322,699	645,398	\$5.75	\$6,908.73	Ongoing	
AL_S5	Active	\$1.93 bid cap	\$962.32	794	18,100	47,798	\$5.13	\$662.00	Ongoing	



Maximize Your Advertising Impact with Habu



Empower Business Users

- Choose from a library of pre-built, natural language queries
- No need to learn SQL or log tickets with analysts
- Focus on higher-value tasks (e.g., modeling and attribution)



Optimize Multi-Channel Insights

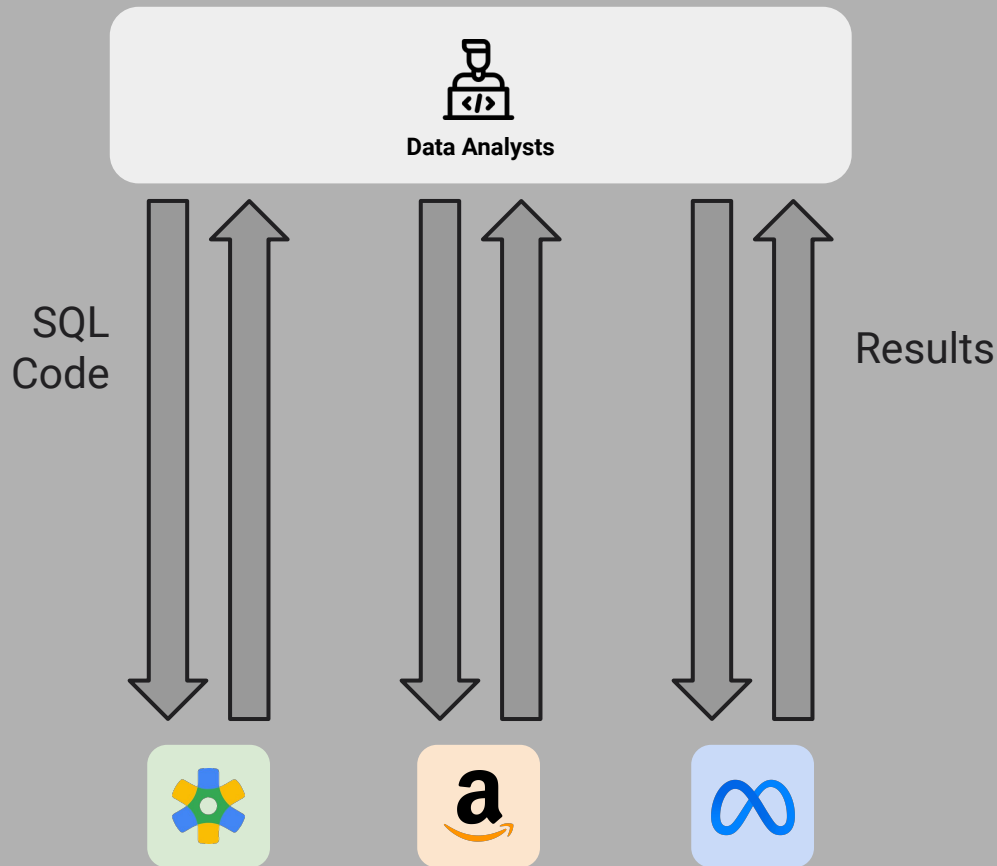
- Connect first-party data via pre-built connectors to any cloud
- Expand query library with GenAI-powered *Question Builder*
- Centralize and Visualize results via integrated Habu Intelligence



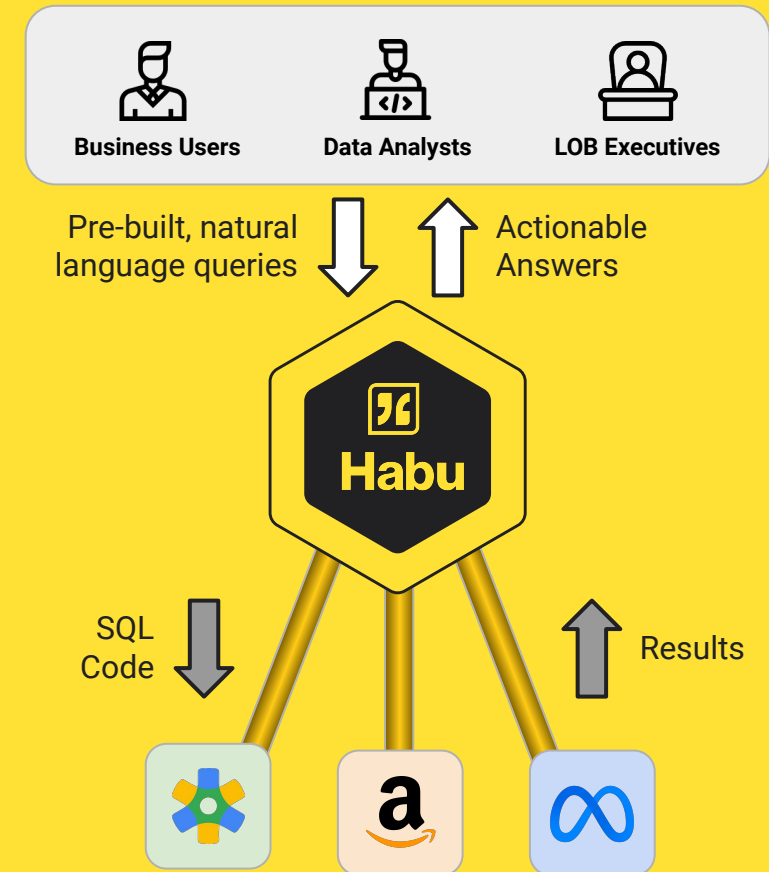
Operationalize Workflows

- Schedule reports, plus build and refresh dashboards
- Discover and set alerts via integrated GenAI capabilities
- Export results for integration into company-standard BI tools

Habu's powerful and business-focused UI increases productivity and improves the effectiveness of ads



Habu



Empower Business Users

Natural
Language
Queries

INPUT



Query editor



SELECT c... X -- Instruc... X +

Date range: Yesterday Time zone: UTC Query time out: 6 hours (default)

```
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3     line_item_type,  
4     site,  
5     SUM(impressions) as impressions  
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19    AND event.dv360_insertion_order_id = 3456789  
20    GROUP BY 1  
21  )
```



Status	Display id	Name
Active	CRQ-053264	What are my overlaps, recent impressions, recent CPM for my customer tiers?
Active	CRQ-038182	What is my weekly campaign ROAS using first-touch attribution, and linear-touch attribution?
Active	CRQ-037852	What is the time to conversion based on First-Touch and Last-Touch Attribution?
Active	CRQ-038485	What is the user overlap of my base campaign and comparison campaign?
Active	CRQ-037068	What is my LTV : CAC over time?
Active	CRQ-037067	What is my LTV : CAC by acquisition cohorts?
Active	CRQ-037066	What is my LTV : CAC by campaign?
Active	CRQ-037062	How are the retention rate trends post first purchase?
Active	CRQ-037060	What is my LTV: CAC by campaign?
Active	CRQ-035555	AMC - What is the performance summary of a campaign by week?
Active	CRQ-035554	AMC - What is the performance summary by campaigns?
Active	CRQ-035553	AMC - What is the overall optimal frequency?
Active	CRQ-035552	AMC - What is the optimal frequency by the campaign?
Active	CRQ-035551	AMC - What is the overall optimal frequency?

What is my weekly campaign ROAS?

What my overlaps for my customer tiers?

What is the time to conversion?

What is my LTV:CAC over time?

What is the optimal frequency?

Optimize Multi-Channel Insights

Natural
Language
Queries

INPUT

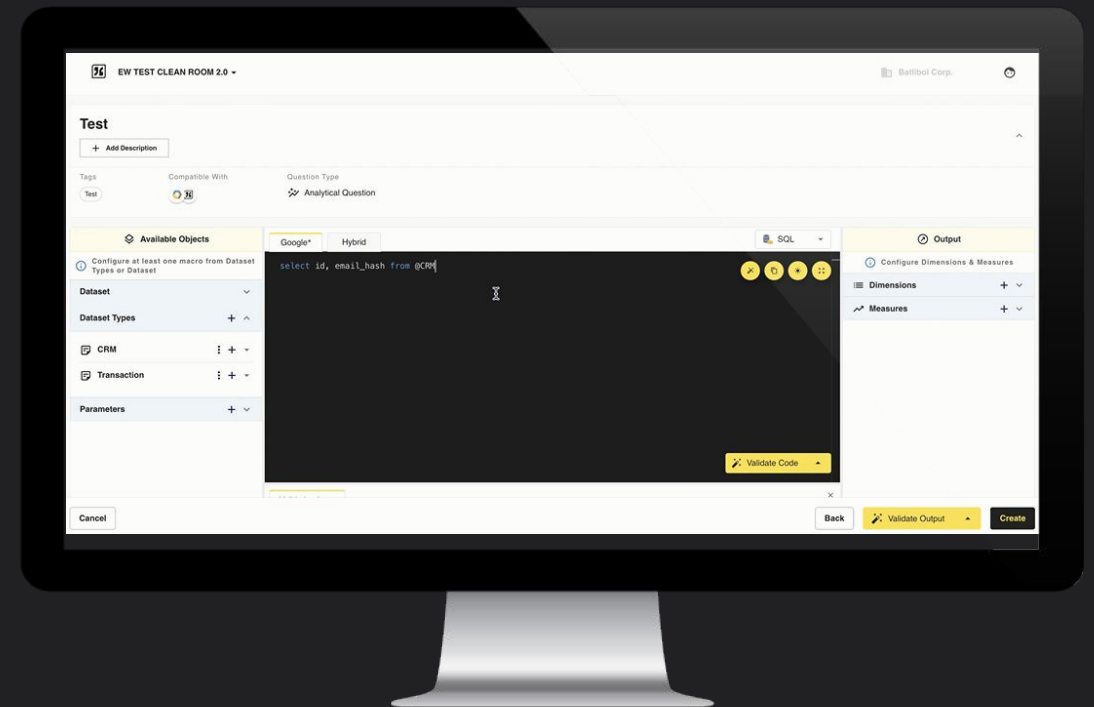


Choose from a Library of Pre-built Queries

Examples:

- Are there any campaigns with overexposure or underexposure?
- Which campaigns are more effective as the first touch point?
- At what frequency level does the campaign hit saturation?
- Are there audiences that work better than or as well as my current audiences which resulted in conversions?
- What audiences are effective at driving customers to brand?
- How does my 1P data overlap with my reached users?
- Which campaigns are most effective to close new customers?
- How long does it take a customer to convert after seeing the last impression of an ad?
- What campaigns did customers engage with before purchase?
- What is the impact of ads on online and offline sales channels?

Or, use GenAI-powered *Question Builder* to Suggest and Implement New Queries



Optimize Multi-Channel Insights



Powerful Analytics
&
Rich Visualizations

Insights

Deepen Your Understanding

- Sales by Segment
- Channel Purchase Behavior
- Customer Retention
- Basket Analysis
- Share of Wallet/Category
- Customer Purchase Behavior
- Customer Location
- Product Sales
- Lifetime Value

Segmentation & Activation

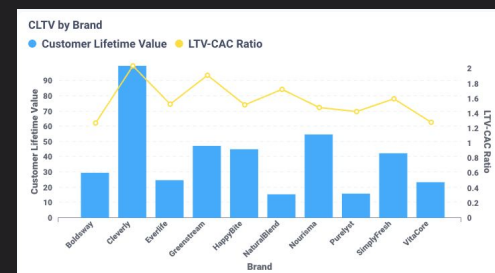
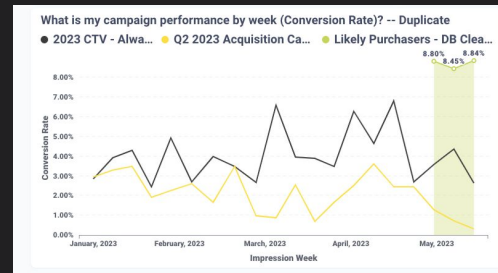
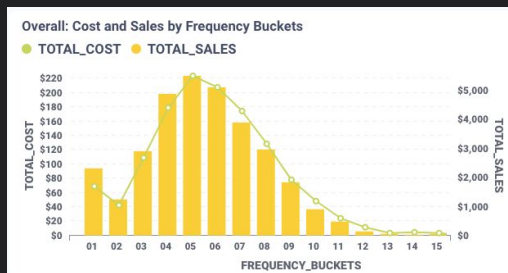
Engage Your Audiences

- Overlap by Segment
- Overlap by Identity Space
- Incremental Overlap
- Attribute-Based Segmentation
- Conversion-Based Segmentation
- Propensity-Based Segmentation
- Lookalike Modeling

Measurement

Assess Your Impact

- Targeting Performance
- Campaign Overlap
- Impressions by Channel/Content
- Attention/Engagement Metrics
- Format Performance
- Optimal Frequency by Campaign
- First/Last/Linear Attribution
- Time-to-Conversion
- Attribution by Channel/Format
- CAC/LTV over Time
- A/B Test Results
- Incremental ROAS over Time
- Complier Average Causal Effect
- Segment Incrementality Significance
- Retention Rate Trends after Purchase
- Incrementality Experiment Analysis



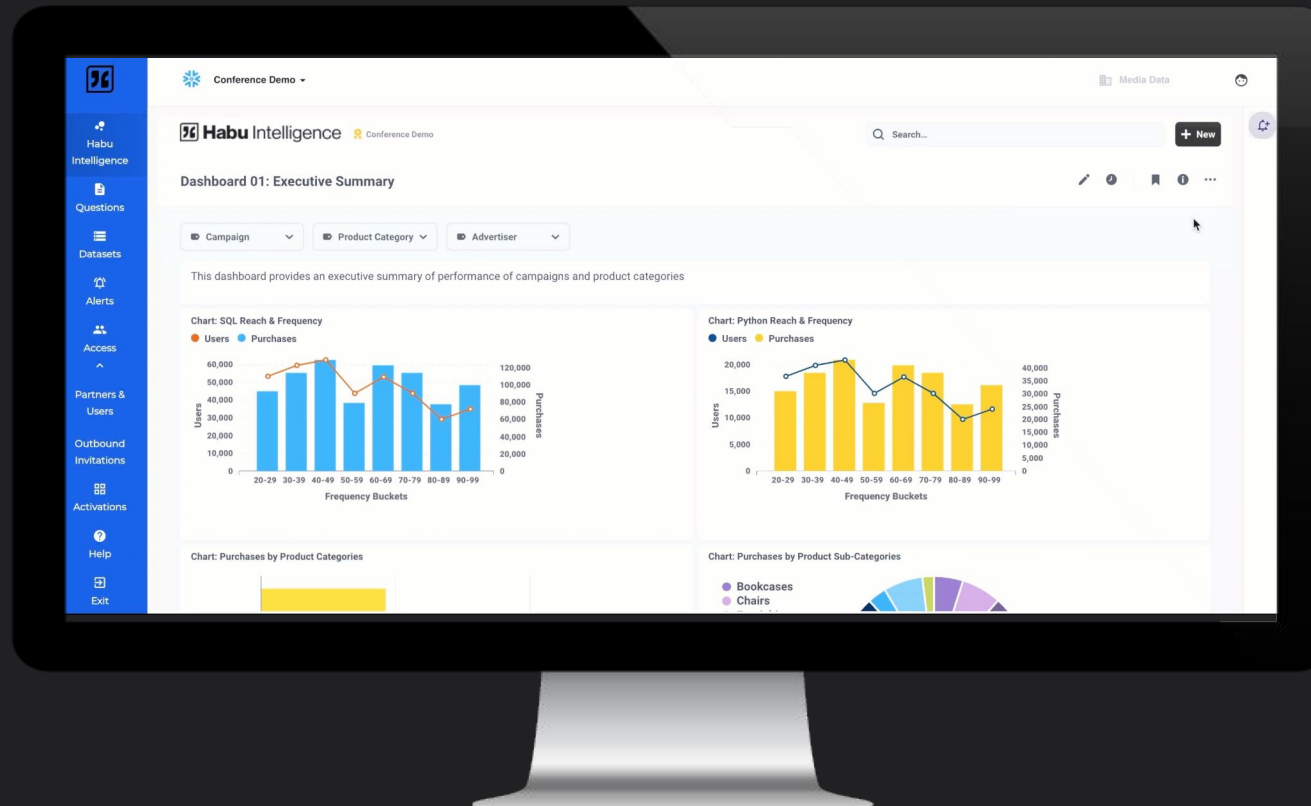
Operationalize Workflows

1

Create multi-channel dashboards to track results and inform executives

2

Schedule reports and refresh data



3

New GenAI capabilities identify potential alerts and provide key details

4

Activate alerts across any channel with a single click

- Home
- Clean Rooms
- Data Management
- Questions
- Intelligence
- List & Activations
- Admin
- Habu Internal
- Help

Clean Rooms

Search clean room Filter Sort By Grid/List

[+ Create Clean Room](#)

Inbound Invitations

DISH Media x [Prospect]

[Accept Invitation](#)

TUBI x [Prospect]

[Accept Invitation](#)

All Clean Rooms

<p>Completed</p> Meta x [Prospect] <small>Owner CR · CR-000131</small> Templates Data science Questions 1 Admin admin@meta.com Partners Meta Date Range 25/05/2022 - 25/06/2022 Intelligence Details	<p>Completed</p> Hulu x [Prospect] <small>Owner CR · CR-000131</small> Templates Data science Questions 1 Admin [Prospect] x --- Partners Hulu Date Range 25/05/2022 - 25/06/2022 Intelligence Details	<p>Completed</p> AMC x [Prospect] <small>Owner CR · CR-000131</small> Templates Data science Questions 1 Admin [Prospect] x --- Partners Amazon Date Range 25/05/2022 - 25/06/2022 Intelligence Details	<p>Missing datasets</p> Walmart x [Prospect] <small>Owner CR · CR-000131</small> Templates Data science Questions 1 Admin [Prospect] x --- Partners Walmart Date Range 25/05/2022 - 25/06/2022 Intelligence Details	<p>Completed</p> ADH x [Prospect] <small>Owner CR · CR-000131</small> Templates Data science Questions 1 Admin [Prospect] x --- Partners Google Date Range 25/05/2022 - 25/06/2022 Intelligence Details
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- Home
- Clean Rooms
- Data Management
- Questions
- Intelligence
- List & Activations
- Admin
- Habu Internal
- Help

Clean Rooms

Search clean room

Inbound Invitations



Accept Invitation

All Clean Rooms

Completed	Completed	Completed	Missing datasets	Completed
Owner CR · CR-000131 Meta x [Prospect] Templates Data science Questions 1 Admin admin@meta.com	Owner CR · CR-000131 Hulu x [Prospect] Templates Data science Questions 1 Admin [Prospect] x ---	Owner CR · CR-000131 AMC x [Prospect] Templates Data science Questions 1 Admin [Prospect] x ---	Owner CR · CR-000131 Walmart x [Prospect] Templates Data science Questions 1 Admin [Prospect] x ---	Owner CR · CR-000131 ADH x [Prospect] Templates Data science Questions 1 Admin [Prospect] x ---

Orchestrate all walled garden and media/CTV/RMN clean rooms, and unify analytics to drive more value from advertising

Stage v5

What is my FBAA cumulative reach by month?

STATUS: ACTIVE

DISPLAY ID: CRQ-010561

USE CASE: FBAA-Custom-Cumulative Re

Stage v5

What is my Amazon cumulative reach by month?

STATUS: ACTIVE

DISPLAY ID: CRQ-010561

USE CASE: AMC-Custom-Cumulative Rea

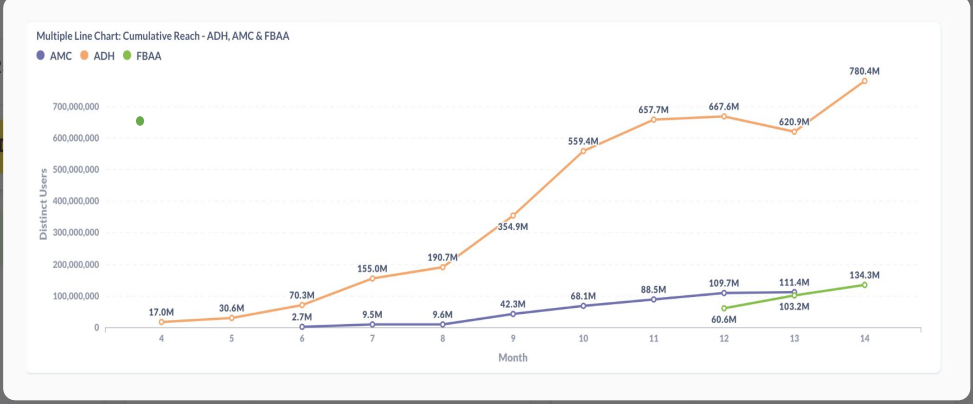
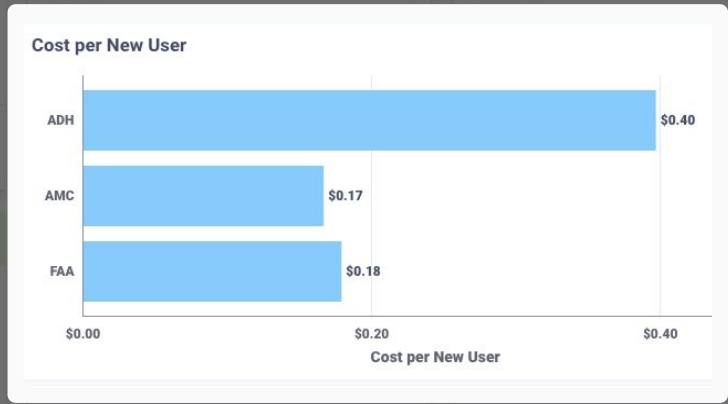
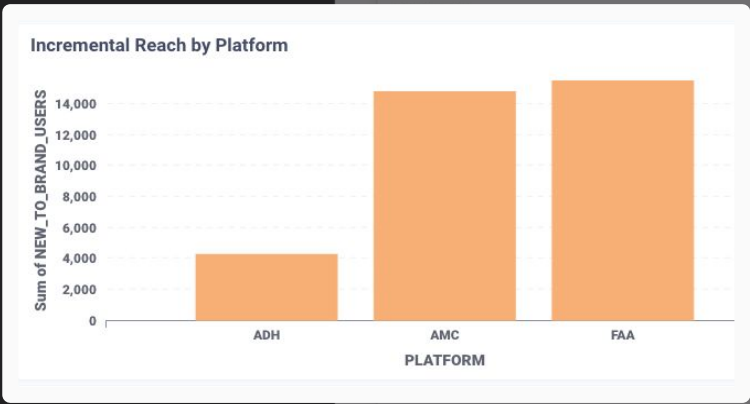
Stage v5

What is my ADH cumulative reach by month?

STATUS: ACTIVE

DISPLAY ID: CRQ-010561

USE CASE: ADH-Custom-Cumulative Rea



Customer Story

L'Oréal uses Habu to Uncover Actionable Insights in AMC

"The ability to safely and securely access and analyze more data, without tapping into data science resources, has empowered us to better understand our customers and measure the true impact of our marketing activities."

L'ORÉAL **Shenan Reed**
SVP Head of Media

Challenge

An innovative global beauty leader wanted to understand the strategies and tactics (and through which channels and in which order) that yielded optimal reach and best results in light of each brand's strategic differentiation.

AMC data provided critical conversion info and they needed a way to accelerate and democratize access to these critical insights.

Habu Solution

Habu's deep integration with AMC and the automated queries that the platform provides eliminated a need to field a large, in-house data science team.

By creating many more dimensions in the data, Habu is able to detail the interplay of customer behavior among the organization's various brands. Stakeholders at all levels can seamlessly interact with AMC to improve planning and optimization.

Impact

\$300K Monthly savings from campaign over-delivery

>100h Monthly time savings through self-serve AMC query automation

25% Budget savings by minimizing overlap between brands & tactics

Customer Story

Leading Provider of Residential Fire Safety Products Optimizes Retail Media Spend using AMC

"The Habu data clean room will be essential in our ongoing effort to understand our consumers. We will continue to leverage Habu to ensure we reach our consumers at critical moments that impact their safety choices. We started with AMC, but we look forward to analyzing other channels to gain a more complete understanding of our media efforts."

Director of Data and Adtech

Challenge

Provider wants to optimize reach and drive sales via multi-level analysis of Amazon Marketing Cloud data.

The reporting available did not contain sufficient granularity to do deeper analyses of the consumer purchase journey and to influence decisions through media.

Habu Solution

Perform several use cases to tie insights together for holistic learnings

- Time to conversion analysis
- DSP Frequency reach analysis
- Post-purchase analysis
- Audience and Ad Placement analysis
- Bulk vs. Small Orders analysis
- Time of Day Performance
- Overlap of Sponsored Ads and DSP

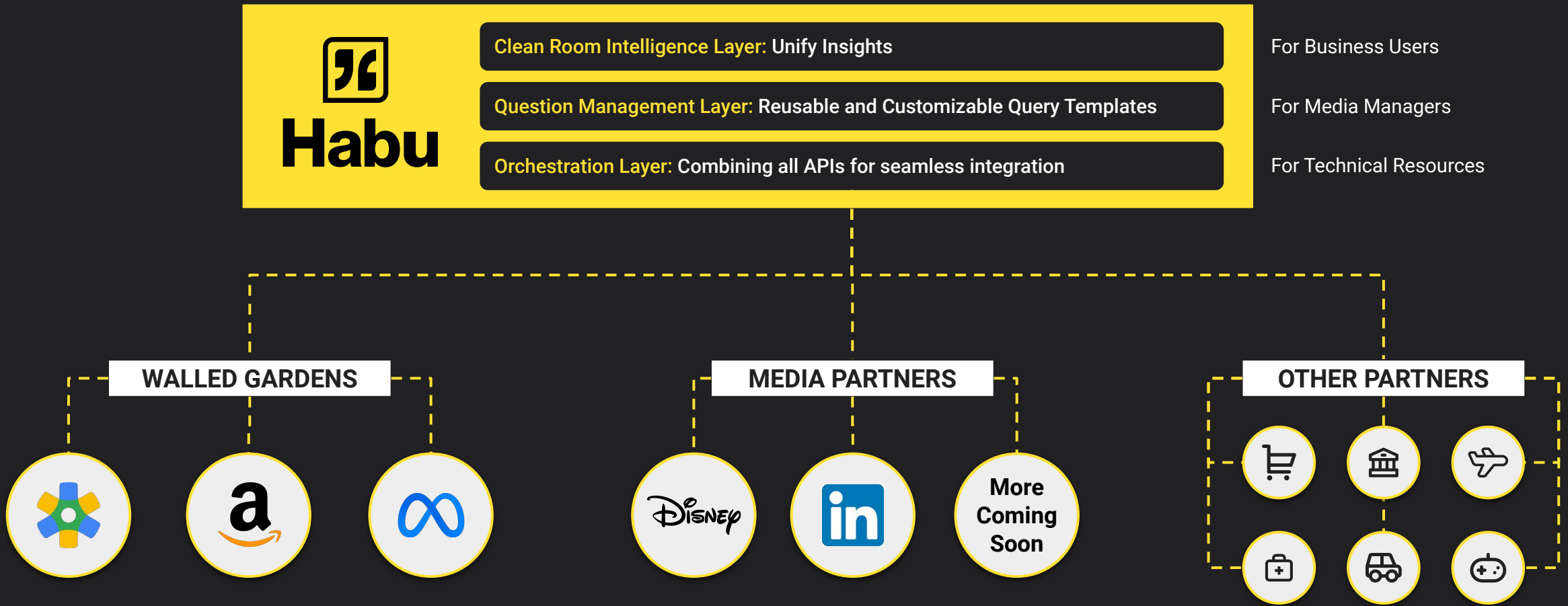
Impact

- Provider identified the typical buying pattern of 80% of their Amazon purchasers
- Learned about an ideal frequency cap to optimize spend and increase reach
- Identified 20+ high-potential audiences to target in future campaigns
- Provider examined and optimized for the irregular and extended purchase cycles



Part of a Growing Ecosystem of Clean Room Partners

Habu powers data clean rooms for a wide variety of global companies, allowing you to uncover multi-channel insights to revolutize digital marketing



How to Get Started

to Grow Your Marketing Impact and Reduce Your AdTech Stack



Orchestrate One Walled Garden

Reduce media waste by optimizing frequency and reach.

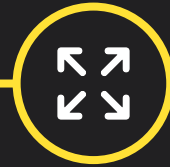
PHASE 1



Orchestrate Multiple Walled Gardens

Bring your first-party data for segment performance analysis and activation.

PHASE 2



Expand to Additional Data Clean Rooms

Measure KPIs across CTV, RMN and other platforms. Enrich segments with second-party data.

PHASE 3



Automate Campaign Performance

Leverage always-on monitoring and advanced modeling to adjust campaign strategy.

PHASE 4



Demo






Habu

Optional Slides

(Add based on the situation)



Comparing the Walled Garden Clean Rooms

Clean Room	 Google Ads Data Hub	 Amazon Marketing Cloud	 Facebook Advanced Analytics
Strength	Closest to true internet browsing behavior. Signed-in and Non-Signed-in.	Closest to true shopping behavior. Signed-in and Non-Signed-in.	Closest to true authenticated social media behavior. Signed-in.
Data Sources	Campaign Manager, Display & Video 360, Google Ads, Search Ads *, YouTube Reserve, Custom Uploads	Sponsored Ads, Amazon DSP, Sizmek Ad Server, Non-Ads Retail Data *, Custom Uploads	Facebook Ads (Reels, Stories, Marketplace), Instagram Ads (Stories, Reels), Messenger, Custom Uploads
Data Richness	Impression, Click, Conversion, User, Device	Impression, Click, Conversion, User, Device	Impression, Click, Conversion, User
Audience Activation	Yes, into Display & Video 360 and Google Ads for remarketing and frequency capping audiences	Not available. To be included as a beta feature soon.	Not available. To be included as a beta feature soon.
Data Lookback	13 months	12.5 months	90 days
Output Storage	Stored in BigQuery as Tables	Stored in Amazon Internal S3 buckets	Stored in Facebook Internal Storage. Flexible to ETL results to any cloud location (CSV/JSON)
Query Cost	Free.	Free.	Free.



Reduce Media Waste and Improve ROAS by Orchestrating a Single Walled Garden

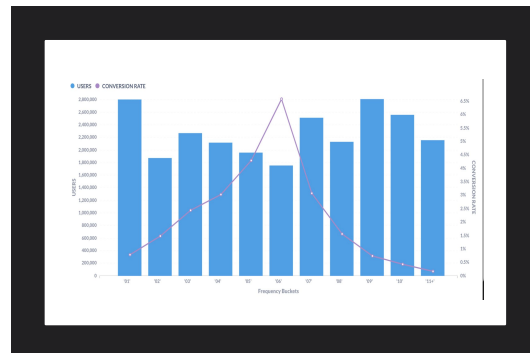


Challenge

You've allocated a large portion of your advertising budget in Google and need to prove media effectiveness.

Impact

By leveraging user- and impression-level campaign data in ADH, you're able to drive increased efficiency and effectiveness.



Baseline Savings

20% Media waste re-allocation

15% Improved conversion rates and ROAS



Enrich Customer Profiles and Gain a More Complete View of the Customer across ALL Walled Gardens



Challenge

You want to leverage your 1P data that lives in multiple systems (e.g., Google Analytics, CRM, and Loyalty Data) to optimize your advertising spend across all regions of your business.

Impact

By using Habu to connect your 1P data with event-level info from each walled garden clean room, you can run frequency analysis, campaign/brand/product overlap, viewability analysis, supply path optimization analysis, etc. to optimize campaigns.

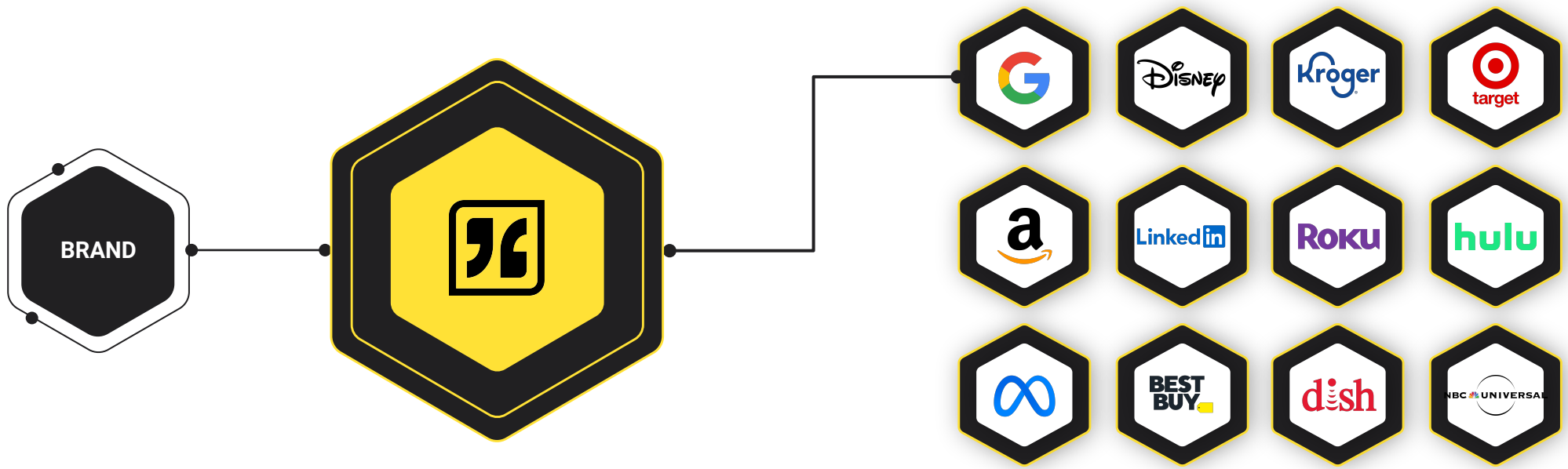
Improved Savings

25% Media waste re-allocation

18% Improved conversion rates and ROAS



Harness Full Funnel Measurement and Incrementality across Additional Media/CTV/Retail Clean Rooms



Challenge

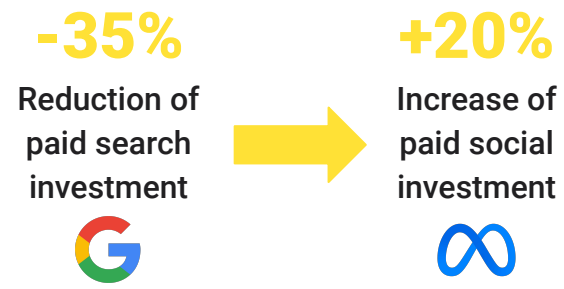
You're spending significantly across Google, Facebook and other media partners and need to get a more holistic picture of measurement and performance across all campaigns.

Impact

By running experiments to test the incremental impact of your advertising in multiple channels, you can determine how much investment is advisable for each platform.

By incorporating retail sales conversion data, you can understand how advertising impacts online/in-store sales, including acquisition and retention costs.

Example Reallocation



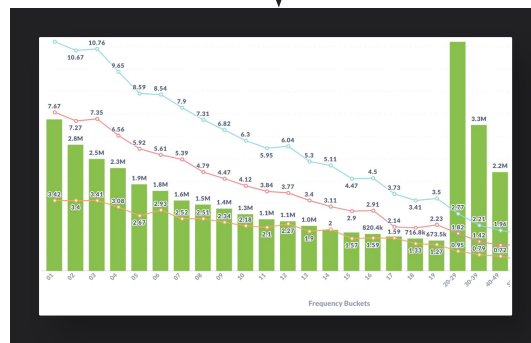


Fuel Purchase Trend Analysis by Supercharging Propensity Models with Distributed Machine Learning



Privacy-preserving techniques prevent each party from seeing the other's model and/or data but both can benefit from the results

Return Propensity Scores



- Improve Acquisition
- Advise Product placement
- Reduce Churn

Challenge

You want to collaborate with retail partners to fuel insights about consumers and products, but the distribution of data and business governance have historically blocked collaboration.

Impact

By utilizing the power of a data clean room to securely join a propensity model with a partner data set, you can develop new growth strategies to optimize and improve:

- merchandising
- promotions
- assortment
- pricing

Maximize Your Advertising Impact with Habu



**Empower
Business Users**



**Improve Impact
of Advertising**



**Operationalize
Workflows**

AMC Only

Habu + AMC

- Data science resources
- SQL interface
- Long optimization cycles
- Manual Insights

```
14 clean_room_service = CleanRoomService(auth_token=auth_token)
    clean_room = clean_room_service.get_clean_room('HABU_MARKETING')
    crm_dataset = clean_room.get_dataset('HABU_USER_CRM')
    user_segment_map_dataset = clean_room.get_dataset('HABU_USER_SEGMENT_MAP')
    results = clean_room_service.run_query(dataset=crm_dataset)
    overlaps = clean_room.compute_overlaps(crm_dataset, user_segment_map_dataset)
    overlaps.show()
    clusters = crm_dataset.discover_clusters()
    clusters.show()
26
```

The screenshot displays a user interface with a search bar at the top and a grid of query cards below. Each card contains a question, a visualization type (e.g., Frequency), and a 'VIEW EXAMPLE' button. The questions include: 'When advertiser, what is the reach and user distribution of my campaigns?', 'For all my campaigns, what is the frequency distribution by creative size?', 'For all my campaigns, what is the frequency distribution by OS/device?', 'How do customers in my CRM overlap against video plays?', 'How do my loyalty segments overlap with retail purchase?', and 'How do retail trade promotions impact total basket size?'.

- Library of pre-built queries
- GenAI Question Builder
- Business user accessible
- Automated insights