

# Improve Media Sales With AI and Machine Learning



## Business Impact

“SAS helps Viacom perform segmentation based on TV viewing behavior along with audience demographics, psychographics, social media chatter and purchasing propensity.”

**Fabio Luzzi**, Vice President, Advanced Analytics & Data Science, Viacom

## Challenges

- Providing insights for sales teams to grow the pipeline.
- Demonstrating quantifiable ROI to buyers.
- Complying with increasingly strict privacy concerns and regulations.
- Urgent need to find new revenue streams via new digital ad products.
- Poor forecasts of advertising demand and ratings leave money on the table.

## The Issue

The head of ad sales needs to improve advertising sales revenue, increase mindshare and continuously innovate to profit and survive. The only way to do this is to make the best use of an overwhelming quantity and variety of data – not an easy task with a limited supporting infrastructure and budget.

To accomplish these objectives, heads of ad sales must partner with IT, demand-side platform providers and third-party service providers. They need a trusted analytics partner and adviser that will assist them with incorporating advanced analytics and artificial intelligence. Analytics, enhanced with AI, provides the insights needed for the most effective ad sales strategies to target the right customer microsegments that will turn data into revenue.

## Our Approach

By aggregating all your data and applying advanced analytics, AI and machine learning capabilities, SAS® software helps you:

- **Identify target audiences and microsegments** using powerful predictive models.
- **Build advanced recommender systems** for video content.
- **Generate optimized price recommendations** using demand forecasting and inventory analysis.
- **Analyze images, text, speech and video content** to better match ads with content.
- **Determine the optimal mix and placement for ads** to yield maximum revenue and the best ad performance.
- **Use advanced forecasting capabilities to better predict** ratings, advertiser demand and digital ad inventory.

SAS can unify all of your data in real time and at scale, regardless of source or vendor. With SAS you can:

- **Integrate any data.** You can integrate data from any source, in any form (including social media data) while providing the governance and control to support analytic processing. SAS has prebuilt connectors to the most popular social media sites, as well as third-party databases and data management platforms.
- **Easily develop models.** SAS provides an open analytical environment that allows skilled model developers to configure models as needed. Business users can leverage any of these models to dig into the data. This flexibility removes the restrictions that come with a black-box approach. And using open source models along with SAS models strengthens your ability to predict consumer behavior and drive ad campaign success.
- **Deploy in the cloud.** SAS can support you with a cloud-based solution (public, private or SAS Cloud, including AWS and Google), which reduces implementation time and time to value. We can also support you with an on-premises or results-as-a-service (RaaS) solution.
- **Automate the model selection process.** Present results in an accessible visual interface, allowing your teams to focus on making the best decisions from the analytics output.

## SAS Facts

SAS supports a diverse spectrum of customers in the telecom, media and technology (TMT) field, including telecommunication companies, media and entertainment providers, network vendors and OTT players.

SAS serves over 700 TMT companies in 80 countries, and more than 75% of TMT companies on the Fortune 500 rely on SAS.

## Viacom

### Situation

- Viacom wanted to improve its analytical capabilities by using machine learning and data mining techniques to process multidimensional audience characteristics.
- To accomplish this, it needed to group TV viewers into segments based on consumption of hundreds of shows, different types of profiles and purchasing behavior.

### Solution

- Viacom began using SAS to build audience segmentation models based on viewing data, demographic and psychographic profiles, purchasing behavior data and more.

### Results

- Viacom can mine Nielsen's all-minute respondent data to identify audience segments and the potential value, then design and implement targeted strategies.
- With SAS, Viacom has developed better plans for how to promote shows within Viacom and across the industry.
- Using SAS also helps Viacom track the effectiveness of its marketing plans, ensuring that it delivers maximum conversion and ratings lift.

- **Integrate analytics and third-party ad vendors.** Media companies can rely heavily on third-party ad vendors. What if you could integrate with many ad tech partners, embedding the SAS Analytics engine into their workflow?
- **Generate accurate ratings and demand forecasts.** What if you could improve ad targeting and inventory utilization and achieve accuracy improvements over 10% compared to previously used technology?
- **Discover new, high-value advertising segments.** What if you could use AI and machine learning to identify new, high-value audiences that appeal to your advertisers? Use advanced predictive models to predict who is most likely to be a luxury vehicle buyer? Or who is most likely to purchase the latest cellphone?
- **Prove the value of your ad inventory to your advertisers.** What if you could use advanced marketing attribution techniques to determine exactly how much your advertising is contributing to your clients' revenue and profitability?
- **Analyze your video content to determine relevancy to advertisers.** What if you could use computer vision and speech analytics to better understand your video content? What if you could use this data to match ads to the most relevant and appropriate content?
- **Scale your analytics capabilities as your data grows in size and velocity.** What if you could process data volumes of any size, millions of events per second, with extremely low latency (in the millisecond range)?

With AI-driven applications from SAS, you can.

To learn more about SAS solutions, please visit [sas.com](https://sas.com).

