

# Banking Media in Aktion

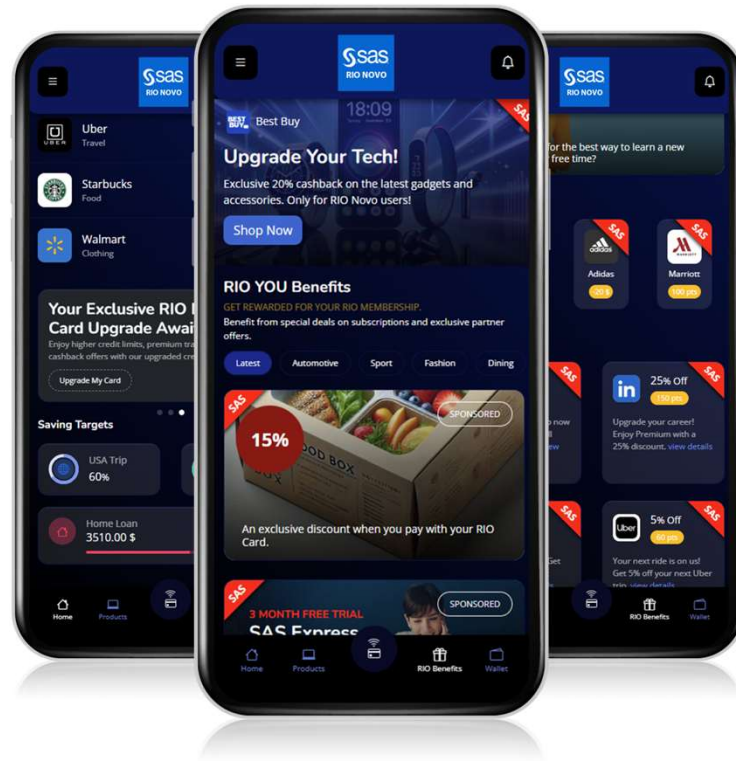
Wie Banken mit SAS 360 Match digitale Touchpoints monetarisieren

Ulisses Alves Machado

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# Live Banking Media Demo

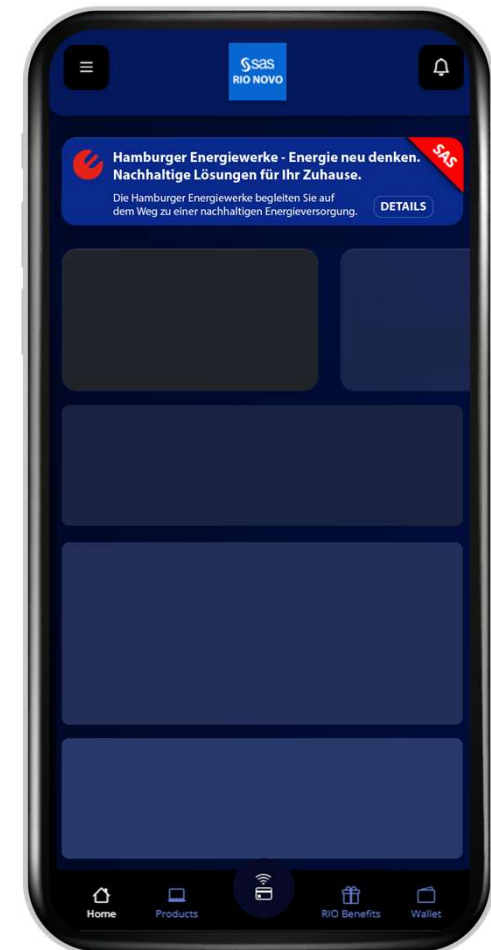


# Banking Media Use Cases

**Objective:** On the bank app dashboard, visible immediately after login. Highest reach placement and seen by nearly every user.

## Pricing Model:

- Premium CPM
- Sponsored
- Guaranteed

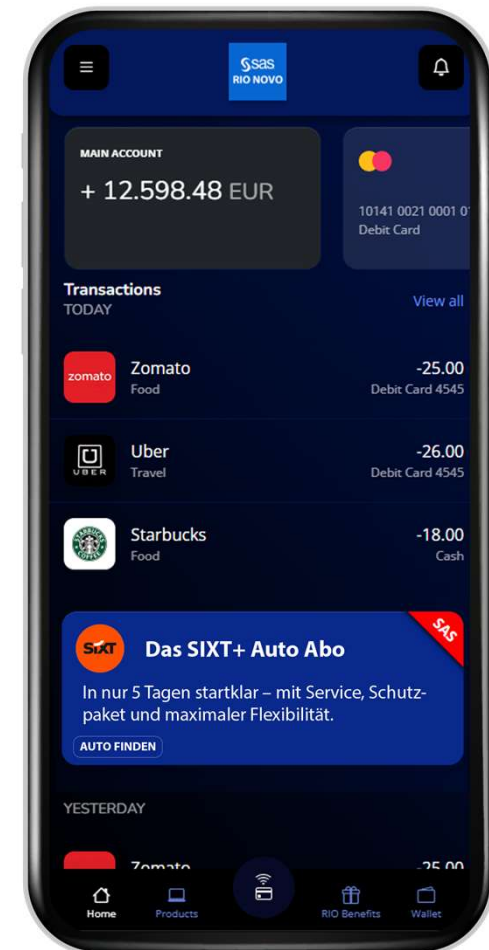


# Banking Media Use Cases

**Objective:** Inside the transaction feed. The placement is contextual to spending behavior and spending patterns e.g. “Uber” Trip.

## Pricing Model:

- CPM
- Performance Hybrid (+CPC, +CPA)



# Banking Media Use Cases

**Objective:** Inside the financial product overview page and triggered during user action based financial journeys.

**User Action:** Mortgage Simulation

**Campaign:** Home Insurance

**User Action:** Car Loan

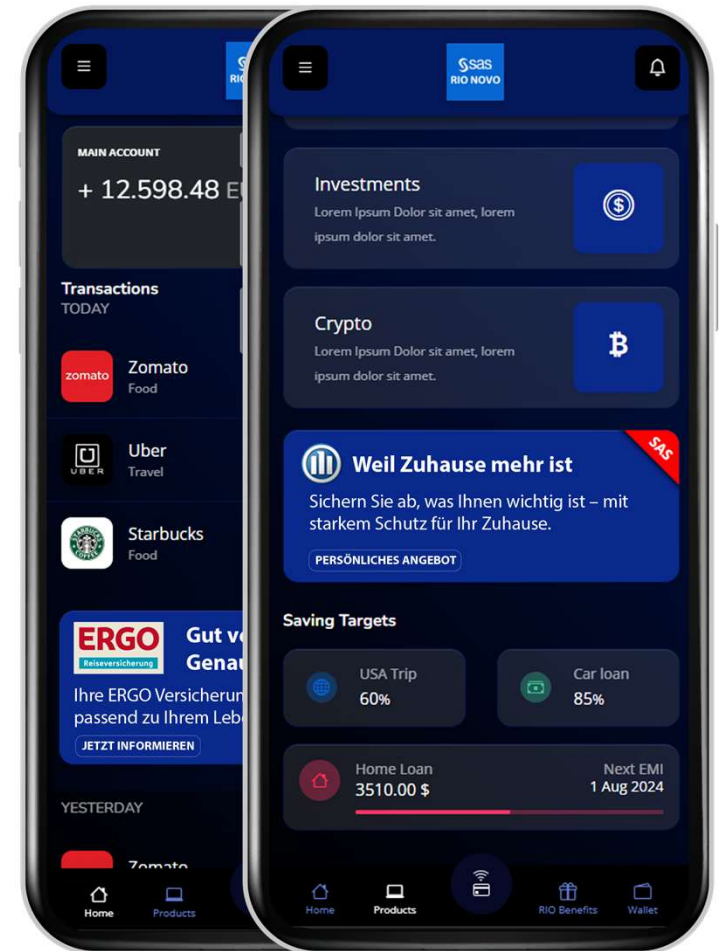
**Campaign:** Car Insurance

**User Action:** Travel Payment

**Campaign:** Travel Insurance

**Pricing Model:**

- CPL
- CPA
- CPM Premium

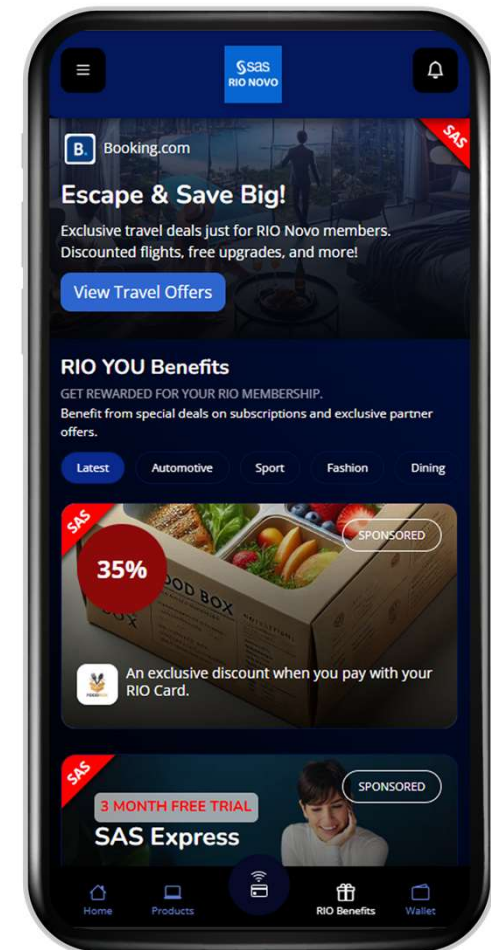


# Banking Media Use Cases

**Objective:** Inside the banks benefits area, responding with personalized partner related campaign activities.

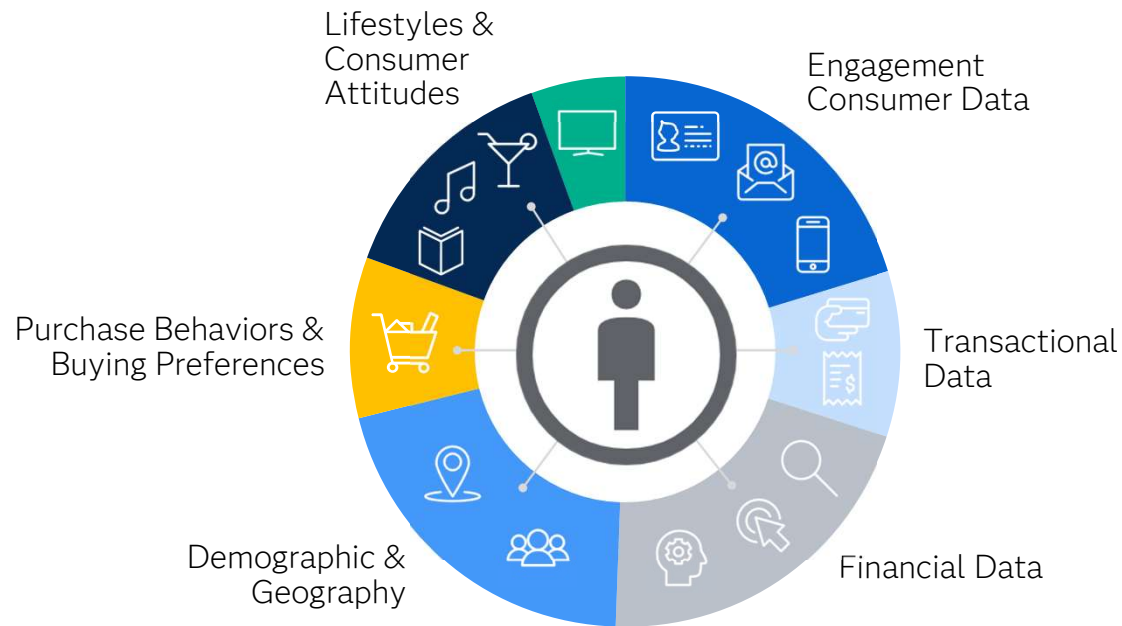
## Pricing Model:

- CPM Premium
- CPC



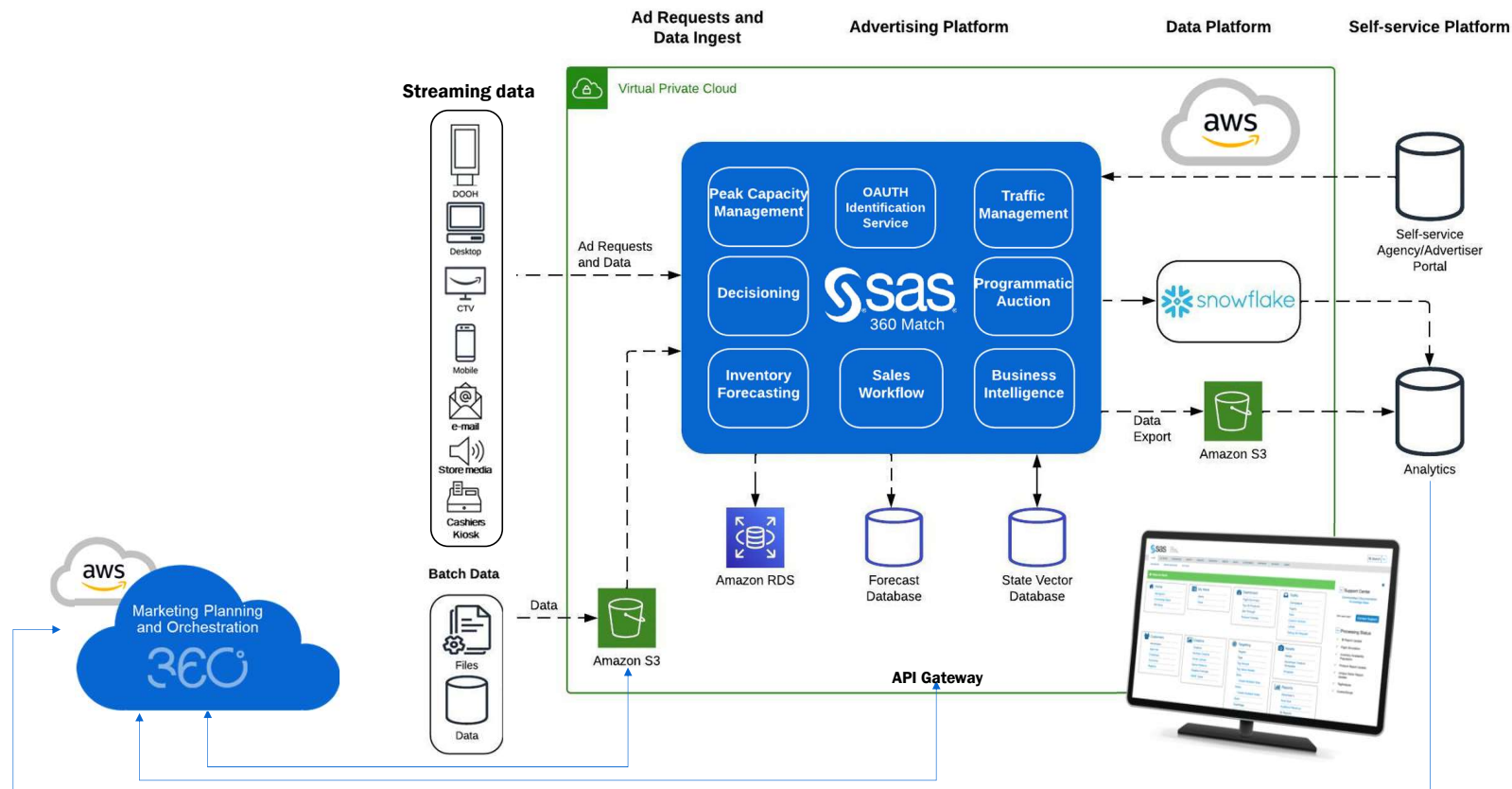
# Typical Banking Media Audience Definitions

## SAS Research Audience Carousel

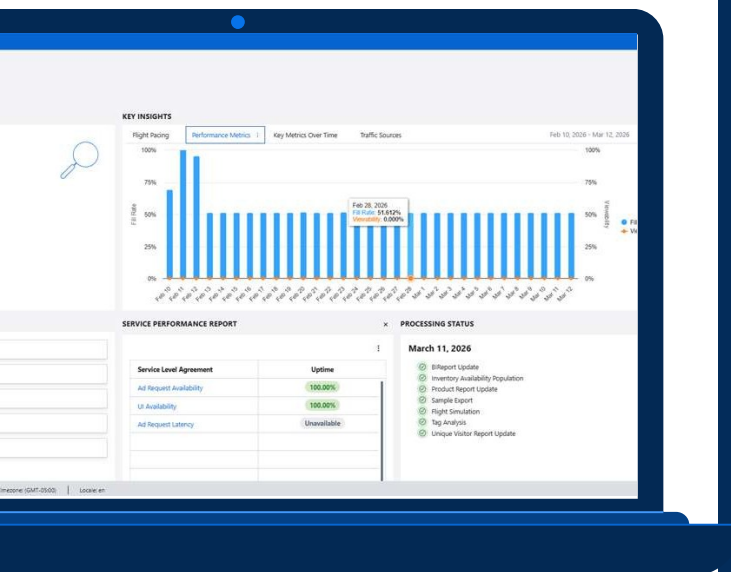


# SAS 360 Match – AWS SaaS Architecture

SaaS on AWS



# SAS 360 Match



## Key Features



1st Party  
API Ad  
Server



Display/Video  
for multiple  
devices



Security &  
Privacy



Sales Workflow



Advanced  
Targeting



Ad  
Decisioning



Forecasting &  
Reporting Suites

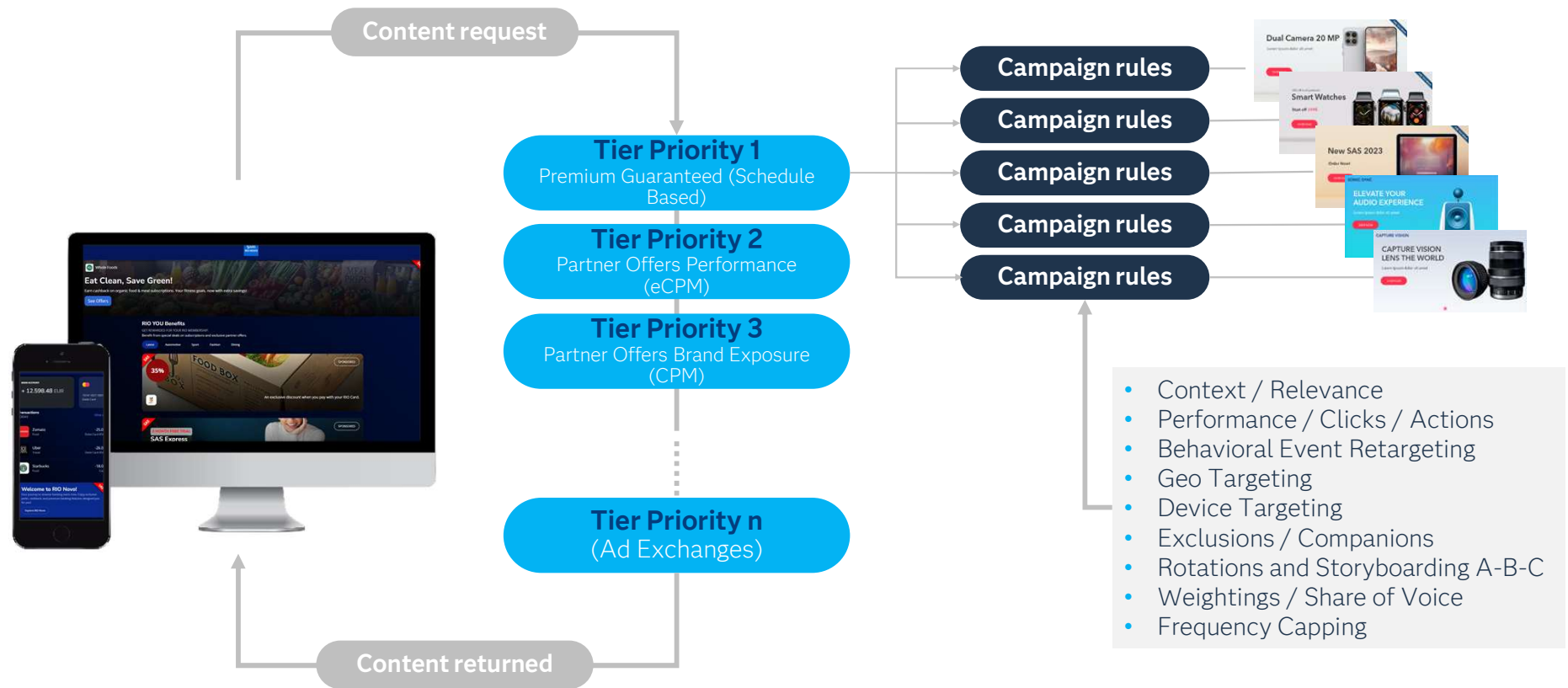


Data  
Ownership



Identity  
Management

# Waterfalling & Ad Server Prioritization Methods



# Advanced Tracking Metrics



Search

HOME MY WORK DASHBOARD TRAFFIC CREATIVE TARGETING ASSETS SALES CUSTOMERS PARTNERS REPORTS ADMIN

CAMPAIGNS FLIGHTS TIERS CUSTOM ACTIONS LABELS DEBUG AD REQUEST

Home > Campaigns > sony-retail-search-smart-tv

retail-search-smart-tv



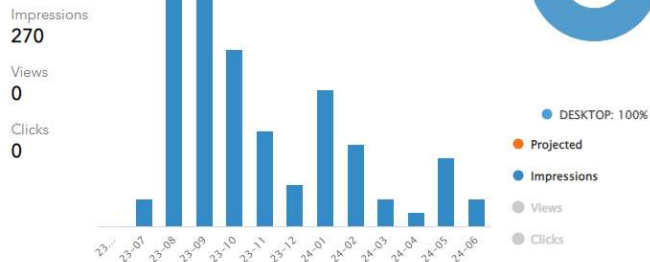
Export Tags View History Add New Flight

What's New - 18 June 2024

Support Center

Processing Status

Start date 06/28/2023  
End date no end date  
Forecast Ends On 09/24/2024



Details

## Performance

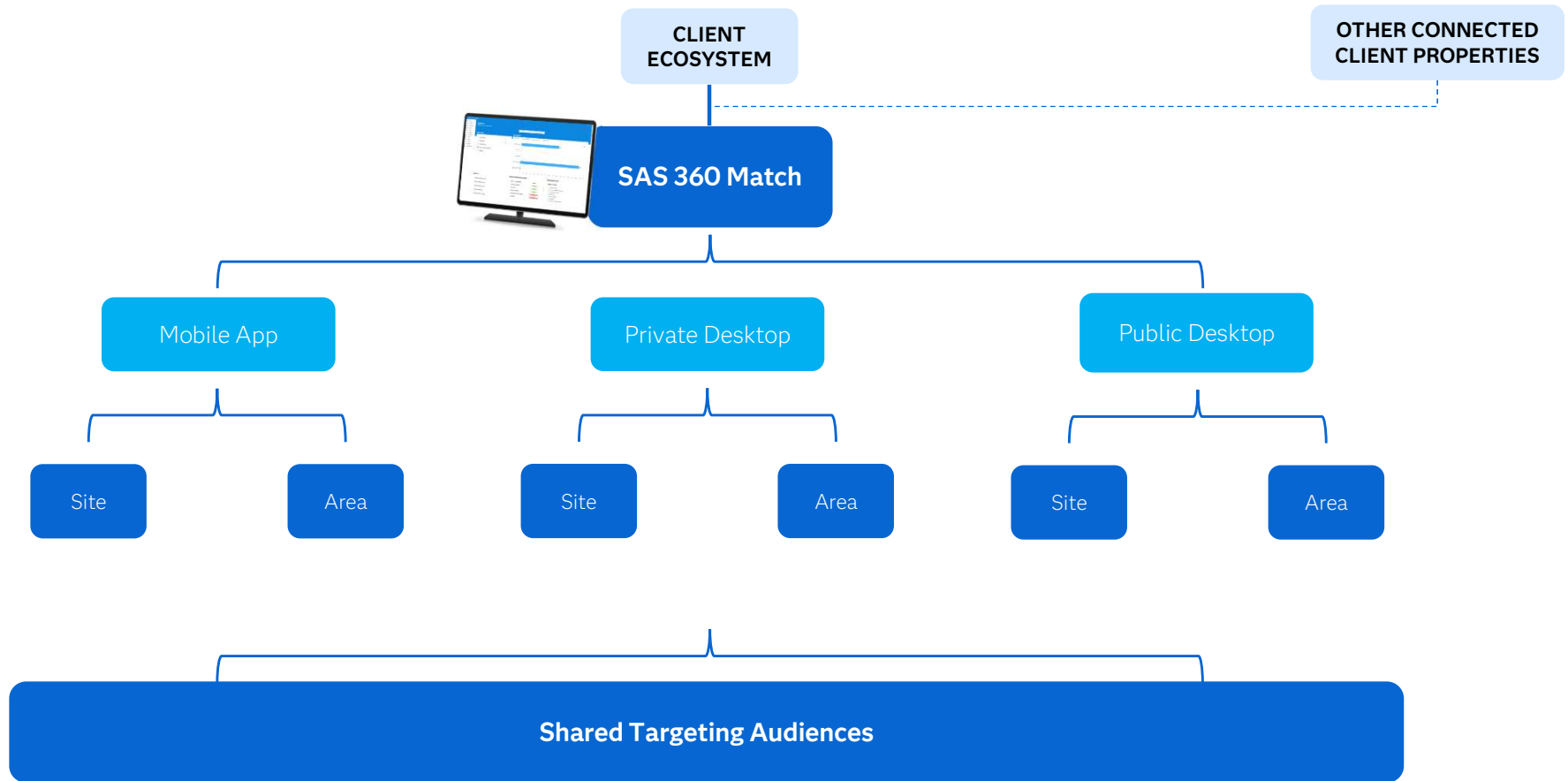
	Actual	Goal	Progress	CTR/CVR
Impressions	270	0		
Views	0	0		
Clicks	0	0		0.000%
Actions	3	0		



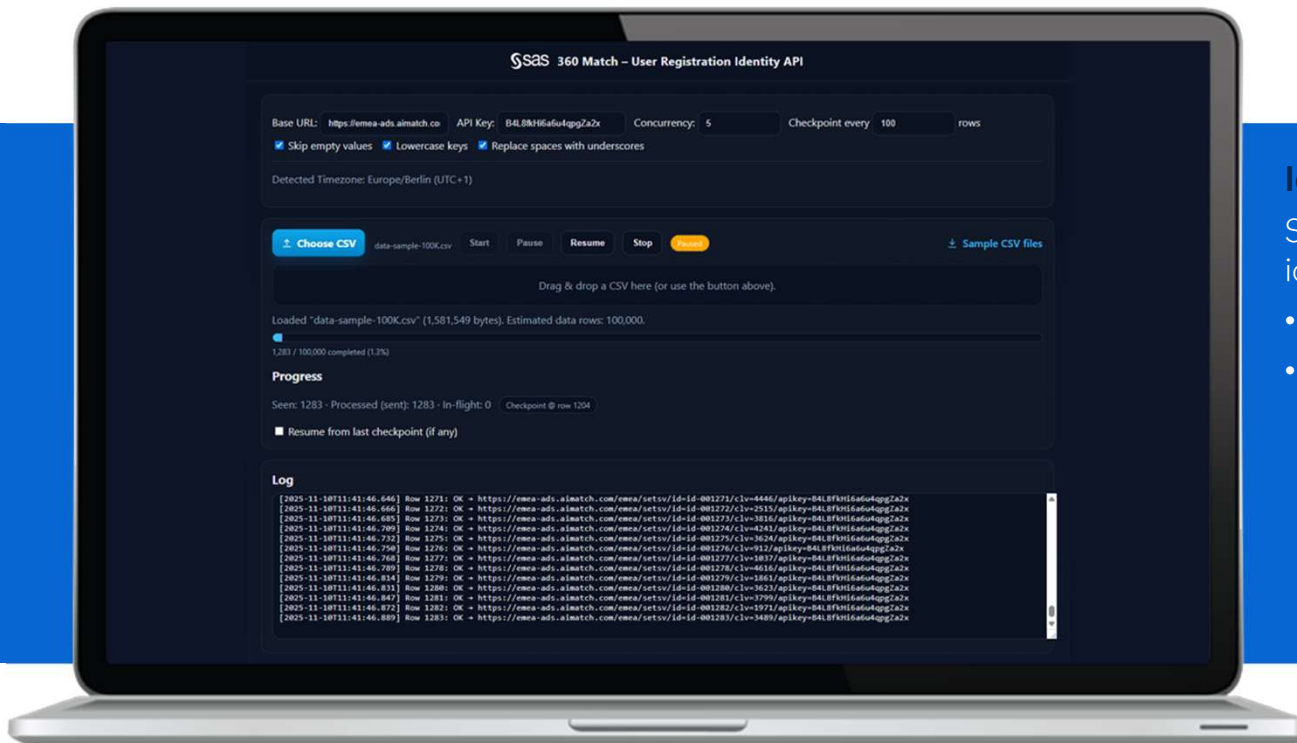
# Forecasting Overview



# Business Network Matrix – One Solution Serves All



# SAS 360 – Identity Upload Methods



## Identity Upload Options

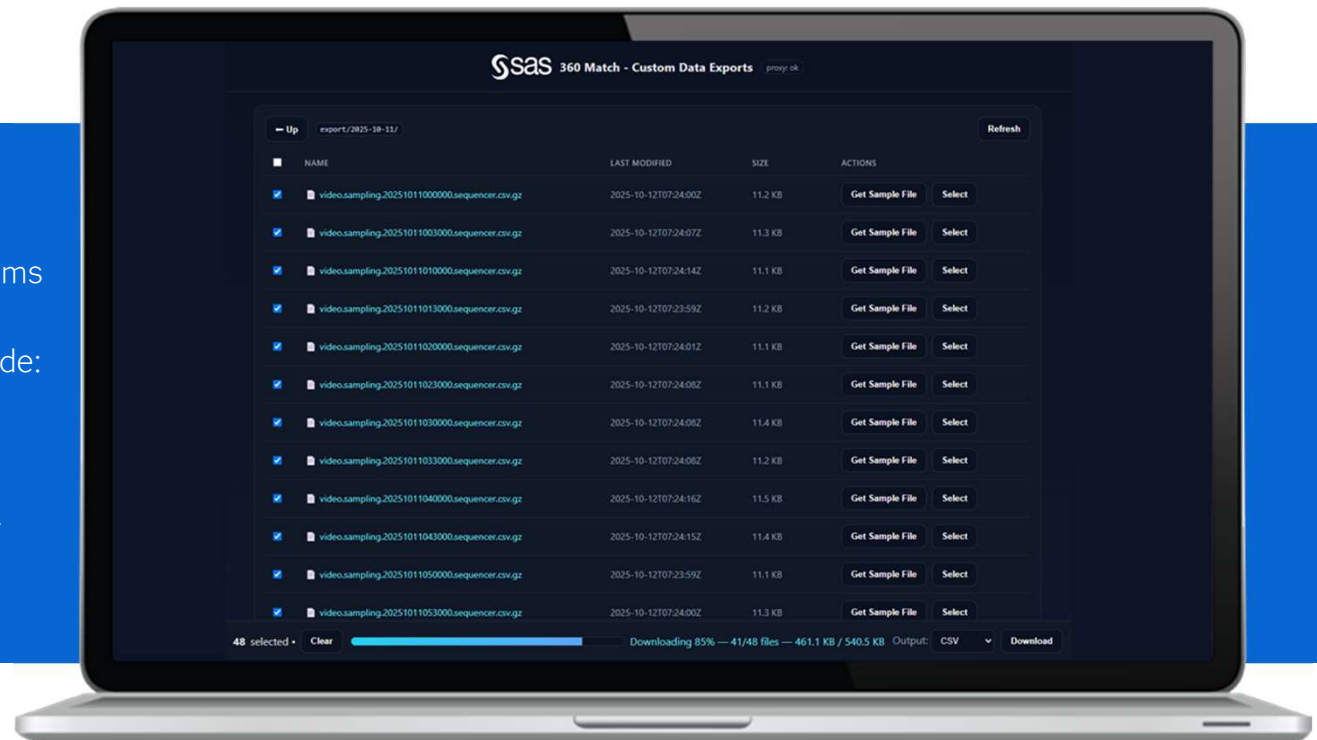
SAS 360 Match Offers 2 options to upload identity data

- Option 1: Data API Requests
- Option 2: CSV Generated File Upload into AWS S3

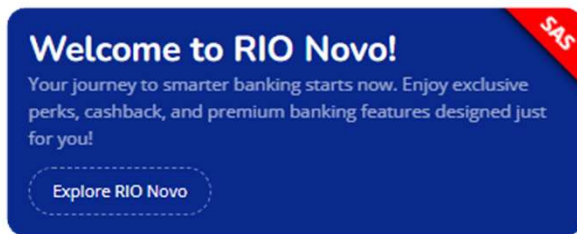
# SAS 360 – Custom Data Exports

## Custom Data Exports

- Include historical **28 days**, including identity based dataset of log-level data collected in ms timestamp.
- Data Columns can be defined (Usually include: Timestamp, User-ID, Site, Area, Action, FCID...)
- Data can be provided in these following cadences: hourly, daily, weekly and monthly



# State Vector Privacy

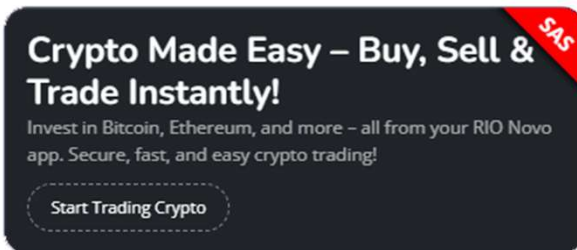


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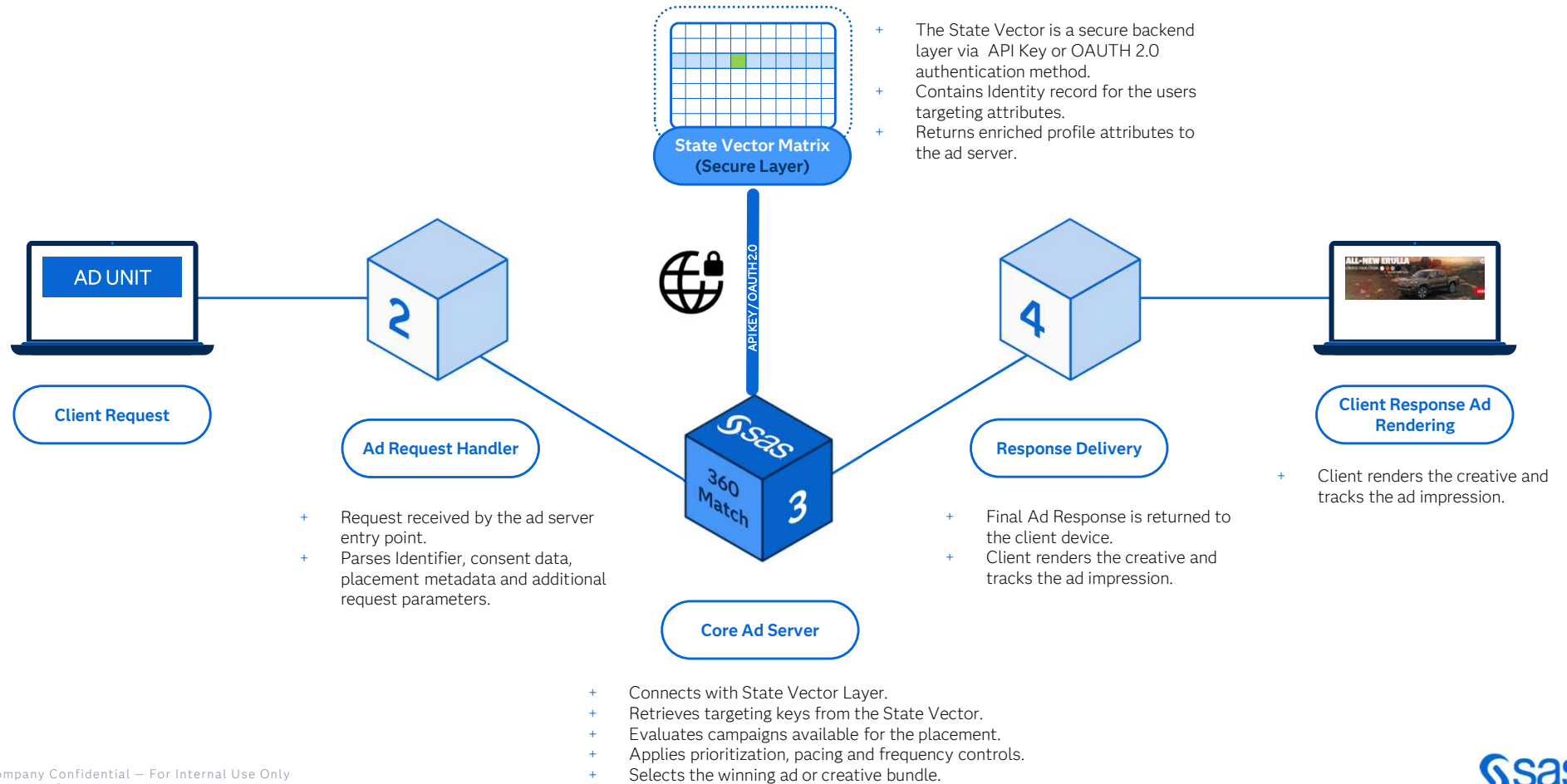
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Start Trading Crypto

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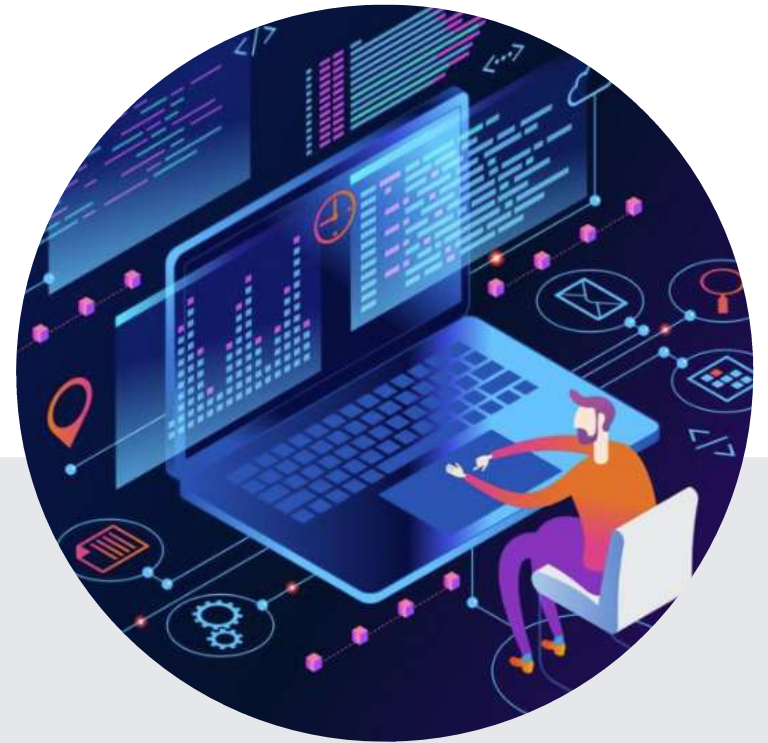
# SAS 360 Match – Data Store (State Vector)



# SAS 360 Match – Multilayer Protection

SAS 360 Match uses several layers to protect reporting and billing from bots and fraud, without breaking ad delivery.

- **Layer 1:** Spider & bot filtering based on IAB lists
- **Layer 2:** Behavioral fraud detection based on request frequency
- **Layer 3:** Default Event-Rate thresholds over short time windows (burst detection)
- **Layer 4:** Click de-duplication within a 5-minute window
- **Layer 5:** Cryptographic click validation





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