

AI and Machine Learning for Media Sales



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For More Information

Find more information about SAS AI and advanced analytics on the [SAS communications solutions](#) page.

Contact your SAS account executive to set up an initial conversation on how SAS can help with your ad sales challenges.

The head of ad sales needs to drive increased advertising sales revenue, yet faces many challenges:

- Driving continuous innovation to profit and survive.
- Making the best use of an overwhelming quantity and variety of data.
- Expanding a limited supporting infrastructure.
- Increasing mindshare on a limited budget.
- Complying with GDPR and increasingly strict privacy concerns.
- Creating a collaborative environment with other business leaders.
- Providing insights for sales teams to grow the pipeline.
- Demonstrating quantifiable ROI to buyers.

To accomplish these objectives, the head of ad sales must partner with IT, demand-side platform providers and third-party service providers. They need a trusted analytics partner and advisor who 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 micro-segments that will turn data into revenue.

What SAS Offers

SAS provides AI and machine learning capabilities to:

- 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.

Key Benefits

SAS is vendor agnostic - a key advantage. SAS distinguishes itself by our ability to unify all your data in real-time and at scale - irrespective 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. For example, we have pre-built connectors to the most popular social media sites, as well as third party databases and data management platforms.
- **Easily develop models.** We provide an open analytical environment that enables skilled model developers to configure models as needed. Business users can leverage any of these models to investigate the data. This flexibility removes the restrictions that come with a black-box approach. And leveraging open-source models along with SAS models strengthens your ability to predict consumer behavior to 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 easy-to-consume visual interface, allowing your teams to focus on making the best decisions from the analytics output.
- **Integrate analytics and third-party ad vendors.** Media companies can rely heavily on third-party ad vendors. SAS openness allows you to integrate with

many ad tech partners, embedding the SAS analytics engine into their workflow.

- **Generate accurate ratings forecasts.** This enables you to improve ad targeting and inventory utilization. Some customers have realized accuracy improvements over 10% compared to previously used technology.
- **Scale your analytics capabilities as your data grows in size and velocity.** SAS can process data volumes of any size, such as millions of events per second with extremely low latency (in the millisecond range).

AI-driven applications from SAS enable you to realize significant organizational benefits. These include:

Better insights. Deep neural networks, mathematical programming, text mining and graph algorithms are the analytical frameworks that underlie AI, enabling it to deliver predictive and prescriptive capabilities that far surpass older technologies.

Large-scale automation. Automation and human support for routine tasks can speed execution, reduce costs and ensure consistent performance quality.

Maximize use of existing resources. More effective use of enterprise resources, skills, processes, technology and information assets benefits your entire organization. Customers benefit as well from better service and response times that can lower costs.

Improve internal processes. Application of AI and machine learning methods optimize business processes and improve management decision making.

Use Cases

Microtargeting

SAS partnered with Italian company, Epipoli, using point-of-sale data for microtargeting.

Creating ad segments at scale

Rogers Communications uses AI on anonymous web traffic, automating the modeling to create ad segments at a very large scale. AI helped identify individuals who belonged to high-value ad segments resulting in increased CPM and revenue.

Campaign conversion rates

Sanoma, the largest media and learning company in the Netherlands, increased marketing campaign conversion rate by 45 percent using SAS data analytics.

Linear and Digital Forecasting

SAS is a leader in advanced forecasting. It powers the estimates for future television ratings and digital ad impressions to better maximize ad revenue.

Price Optimization

SAS forecasting and optimization work together to determine the right price at the right time for each ad spot, capturing the maximum yield in ad revenue.

To contact your local SAS office, please visit: sas.com/offices

