

Digital ad inventory forecasting

Confidently predict your digital audience and inventory across scheduled programming and on-demand content



Accurately predict audience size per program.



Forecast audience demographics for key shows.



Determine total ad inventory by program and audience segments.

The Issue

We are in the age of hyper-personalized, on-demand digital marketing. Media companies are expected to provide dynamic, interactive content in users' choice of media, whether in-app, in-browser, CTV or via some other digital medium. What's hot today may or may not be hot tomorrow. Yet viewers expect content providers to keep pace with their individual preferences and continually remain relevant for programming and advertising.

In this volatile new world, digital inventory forecasting takes on new significance. How can media owners reliably predict audience size and behavior? How can they forecast the need for digital ad inventory, determine what's working or not, and adapt as needed to maximize revenues? How can the forecasting process scale in an open monetization framework?

Media owners need to quickly deliver a highly specific target audience for advertisers. This means intelligently analyzing vast amounts of historical ad server data, predicting future impressions of a target audience during standard program schedules and live events, and determining which impressions are available to sell at what price.

The Challenge

Indeterminate audience. What's the size of the likely future audience? Publishers need to be efficient in delivering a premium advertising experience. Better inventory control and pricing both require accurate audience predictions.

Ways to target viewers in a cookie-less world. As traditional identifiers such as third-party cookies are waning, media owners need to understand and segment audiences by any combination of target criteria, such as age, income, geography, device, lifestyle segment or content preferences.

Fluctuating demand. Web traffic can be highly variable due to special news, live sporting and entertainment events, and the release of exciting, new content. To predict ad inventory requirements, a solution must account for the fluctuations of daily impressions and the unique seasonality of digital and streaming viewership.

External influences. In a multifaceted digital advertising world of direct sales and third parties, media companies often don't have full authority over their advertising space.

Our Approach

We approach the problem by providing solutions to help you:

- Plan, manage, forecast, serve, optimize and measure ad inventory across digital platforms.
- Improve forecast accuracy, determine best pricing and maximize advertising yield.
- Perform real-time, ad hoc forecasting to support fast-paced business needs.
- More accurately predict sales campaign delivery with machine learning.
- Use all available data to reduce error rates and get a true read on inventory.

The SAS® solution delivers highly accurate forecasting, while overrides provide flexibility for the unknown. Combining forecasting and historical information, media owners know how to price ad products for the best outcomes, how to reset targets that may be too limiting, and where there may be risk associated with the forecast and potential under-delivery.

The SAS® Difference

Vendor independence. Media companies can develop and control their ad management platform with the flexibility of open application programming interfaces (APIs), server-to-server (S2S) integration and a quality assurance framework.

Vendor autonomy. With its neutral position in the market as a technology provider and not a media competitor, SAS helps digital media owners maximize revenue through proprietary solutions and partner relationships.

Advanced analytics. Draw on a large library of SAS time-series forecasting, machine learning and artificial intelligence algorithms to generate highly accurate forecasts. Account for seasonality and special programming unique to each media property, audience target and ad product.

Build at scale. Quickly build thousands of forecasting models and generate millions of forecasts from high-volume data. Handle data of any size from any data source to predict the capacity for all ad products and line items.

Flexible deployment options. Deploy digital forecasting on-site, in the cloud or both.

“I can’t say enough about the forecasting accuracy. And SAS tells us what the baseline price should be, what the minimum price should be – and what the ideal price is, as well as any risk that should be associated with the forecast.”

Jaime Vining, Vice President for Yield and Operations, Discovery Communications



Learn more about [forecasting digital ad needs with SAS](#).

