



Powering The Yahoo! Marketing Engine

Big Data, Big Opportunity

As the world's largest online media company, Yahoo! provides personally relevant content and services to more than 600 million visitors a month, generating and storing over 10 Petabytes of data. Yahoo! believed that the insights gleaned from its vast amount of consumer data, could deliver more relevant content and advertising experiences for consumers. By extracting consumer insights and turning them into actionable, effective and revenue-generating experiences, Yahoo could not only offer targeted content and services, but also empower its marketing and advertising groups to do the same.

Real-Time Consumer Insights

Since 2006, Yahoo! has been relying on the technology that is behind the nPario Insights Engine and nPario Segment Explorer to empower its business analysts, product managers and marketers to access detailed behavioral data about its consumers and understand their intent. The solution gives the business user the flexibility to identify and create consumer segments out of the vast amounts of Yahoo data, based on custom demographic and behavioral characteristics. It also assists advertisers in targeting these segments with relevant offerings and enables them to study the response to their campaigns.

Every day, hundreds of Yahoo marketers and advertising partners take advantage of the capabilities of nPario Segment Explorer to:

- Understand consumer needs and interests at a detailed level.
- Use deep analytics applications for fine-tuned targeting, product experimentation and fraud detection.
- Manage audience segments via automated actions.
- Optimize advertising campaigns based on response to real time campaign performance.

“Segment Explorer’s ability to quickly create a data-driven consumer segment based on the entire amount of Yahoo! data is amazing. Since we started using the solution, we haven’t needed to develop complex queries, limit ourselves to tiny fractions of the data or, paradoxically, know what we are looking for. The technology gives us immediate consumer and campaign insights, along with the confidence that we have our fingers on the pulse of the consumer.”

Taylor Schreiner, Senior Director,
Sales Insights and Ad Effectiveness, Yahoo! Inc.

Empowering the Business with New Segments, New Channels, New Revenues

Armed with the capabilities of the nPario technology, Yahoo has a clear picture of consumer intent, and continues to deliver relevant content and experiences to consumers and effective marketing solutions to advertisers and agencies. By using the capabilities of nPario Segment Explorer, Yahoo is able to:

Identify, manage and target new segments as they emerge and drive adoption of key revenue-generating services

- Days after the launch of the highly anticipated iPad, Yahoo marketers had a detailed understanding of the characteristics of the consumers. They were able to access Yahoo! through their iPads, impressing the marketing community with the speed with which they were able to obtain and interpret the intent of the highly desirable early adopter segment.

Add a new dimension to existing consumer segments by analyzing mobile and offline data and developing competitive advertiser offerings

- Yahoo developed custom segments for consumers who accessed Yahoo properties through mobile devices, improving response rates of mobile advertising and strengthening relationships with carriers and device makers.

Build consumer loyalty

- By leveraging the flexibility of the nPario technology, Yahoo marketers and their partners can conduct detailed post-campaign studies of consumer responses, allowing advertising partners to improve campaign effectiveness over time.

“Segment Explorer, with its real time insights, in-depth analytical capabilities and flexibility, helps us unleash the value of Yahoo!’s entire data asset and brings a tangible, measurable revenue boost. Our insights team is empowered to dive deeply into the data and develop the detailed insights our advertising partners have come to expect from Yahoo!.”

Nick Besbeas, Senior Vice President, Yahoo!, Inc.