

COMSCORE COOKIELESS AUDIENCE  
TARGETING PARTNERSHIP WEBINAR SERIES

# Reach Gaming Audiences Through Predictive Audiences



# Agenda



**INTRODUCTIONS**



**PREDICTIVE  
AUDIENCES  
REFRESHER**



**PARTNER DATA  
ASSETS AND  
SEGMENTS**



**Q & A**

# Panelists



**Angela Rodriguez**

VICE PRESIDENT,  
ACTIVATION SOLUTIONS



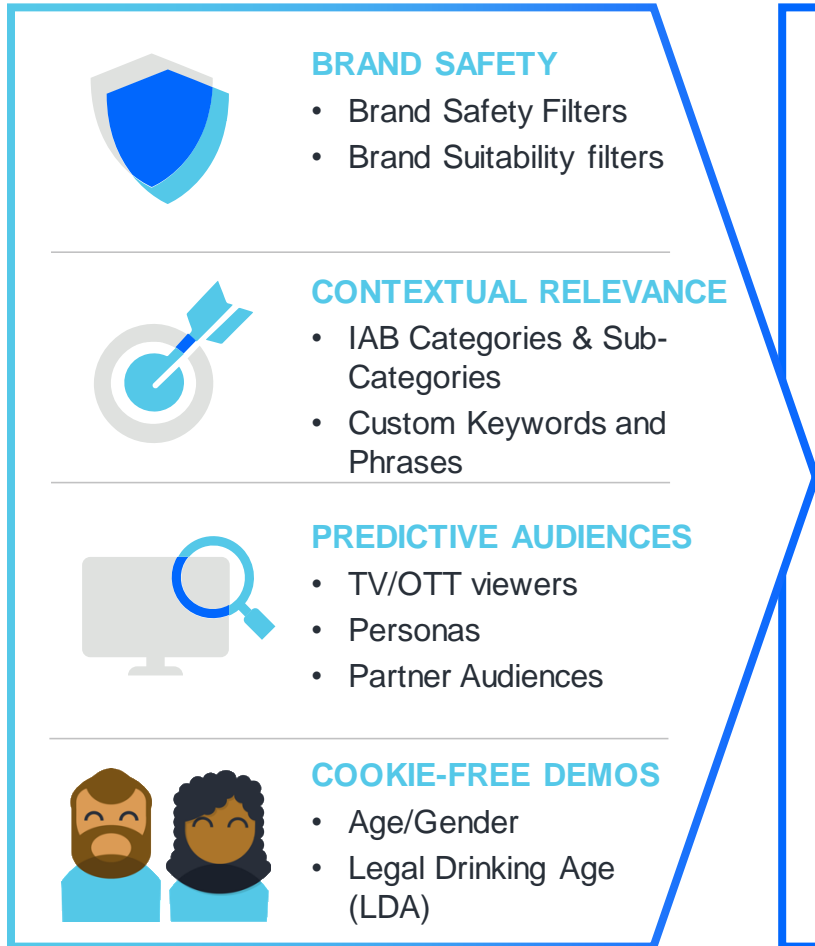
**Colan Neese**

VICE PRESIDENT,  
BUSINESS DEVELOPMENT

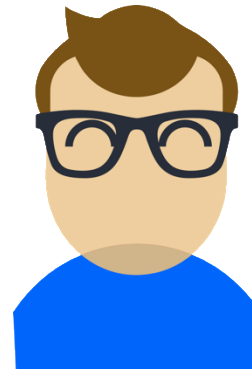


# Contextual targeting for a cookie-less world

## Build contextual targets based on:



## CONTEXTUAL TARGET

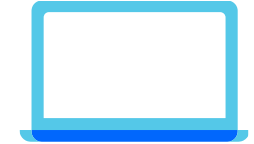


**Male, 21+**  
Loves cooking content  
Safe from High Risk COVID-19  
Content

## Activate targets on:

### DISPLAY

Based on content of the page



### VIDEO

Based on audio AND visual content of the video



### CONNECTED TV

Based on audio AND visual content of the video



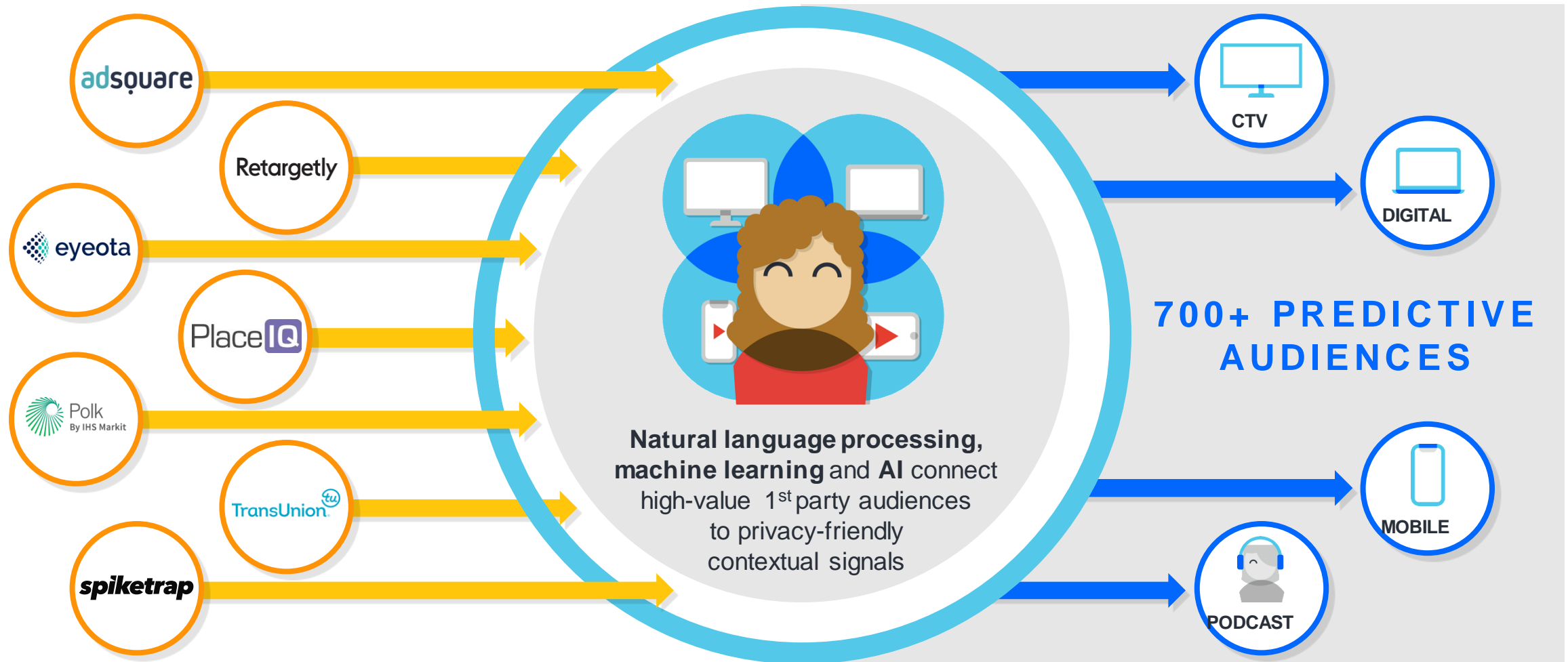
### PODCASTS

Based on audio content of the podcast



# Predictive Audiences

A crosswalk between deterministic behaviors and privacy-friendly contextual signals



# Superior methodologies for maintaining audience targeting tactics in a cookie-free world



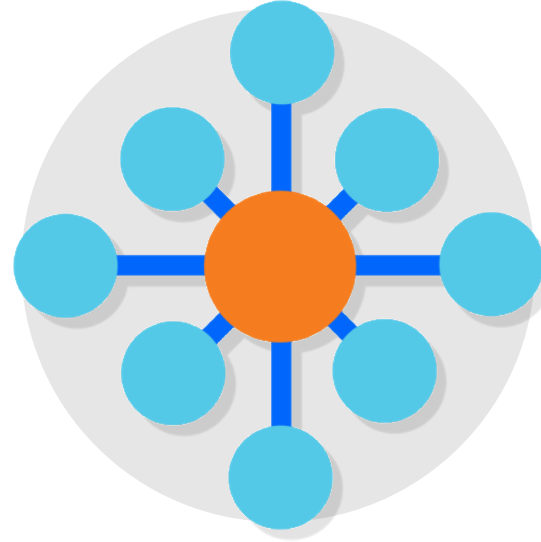
## SEED SET

Consumer behaviors from industry-leading providers



## PANELS

Comscore's best-in-class digital, mobile, TV & WiFi panels



## CONTEXTUAL

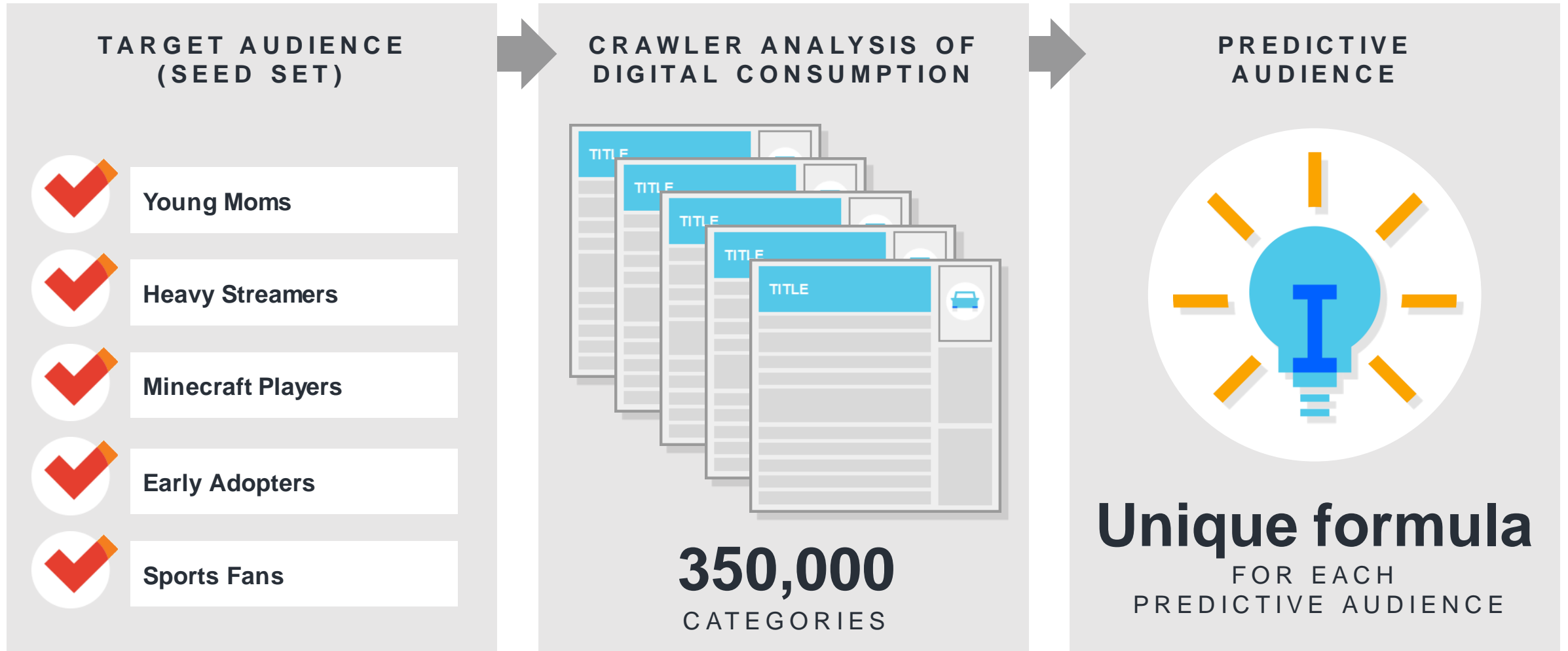
Second-largest content crawler with proprietary AI



## COOKIE-FREE

Predictive Audiences

# Predictive Audience: How it Works



# Predictive Audiences Suite

## COMSCORE

DEMOGRAPHICS

CTV/TV VIEWERSHIP

OTT/GAMING

PERSONAS

## PARTNERS

B2B

FINANCIAL

AUTOMOTIVE

LOCATION

LIFESTYLE

GAMING

RETAIL\*

POLITICAL\*

And more coming soon...





# PREDICTIVE AUDIENCES



**Spiketrapp is the contextualization company  
powering audience intelligence and media  
performance in the gaming ecosystem.**

INTRO

# We are Spiketrapp

- ❖ Founded in 2016 to provide contextual insights into highly fragmented digital audiences at scale
- ❖ Deep roots in NLP AI, data science, and gaming
- ❖ Robust knowledge graph powering unparalleled entity recognition in the creator economy
- ❖ Now powering audience intelligence and media performance for creators, platforms, and brands

# Trusted in Gaming



SONY

verizon<sup>✓</sup>

POCKETGEMS



GameSquare



oculus

RAINMAKER  
.GG

gearbox

SUPER LEAGUE



StreamElements

SKYBLOOD

RIOT  
GAMES

MYTHICAL



COMPLEXITY



Respawn  
ENTERTAINMENT

Dapper

BioWare

KRAFTON



UBISOFT

2K



STRIKING  
DISTANCE  
STUDIOS



T2  
TAKE-TWO  
INTERACTIVE



fatshark.





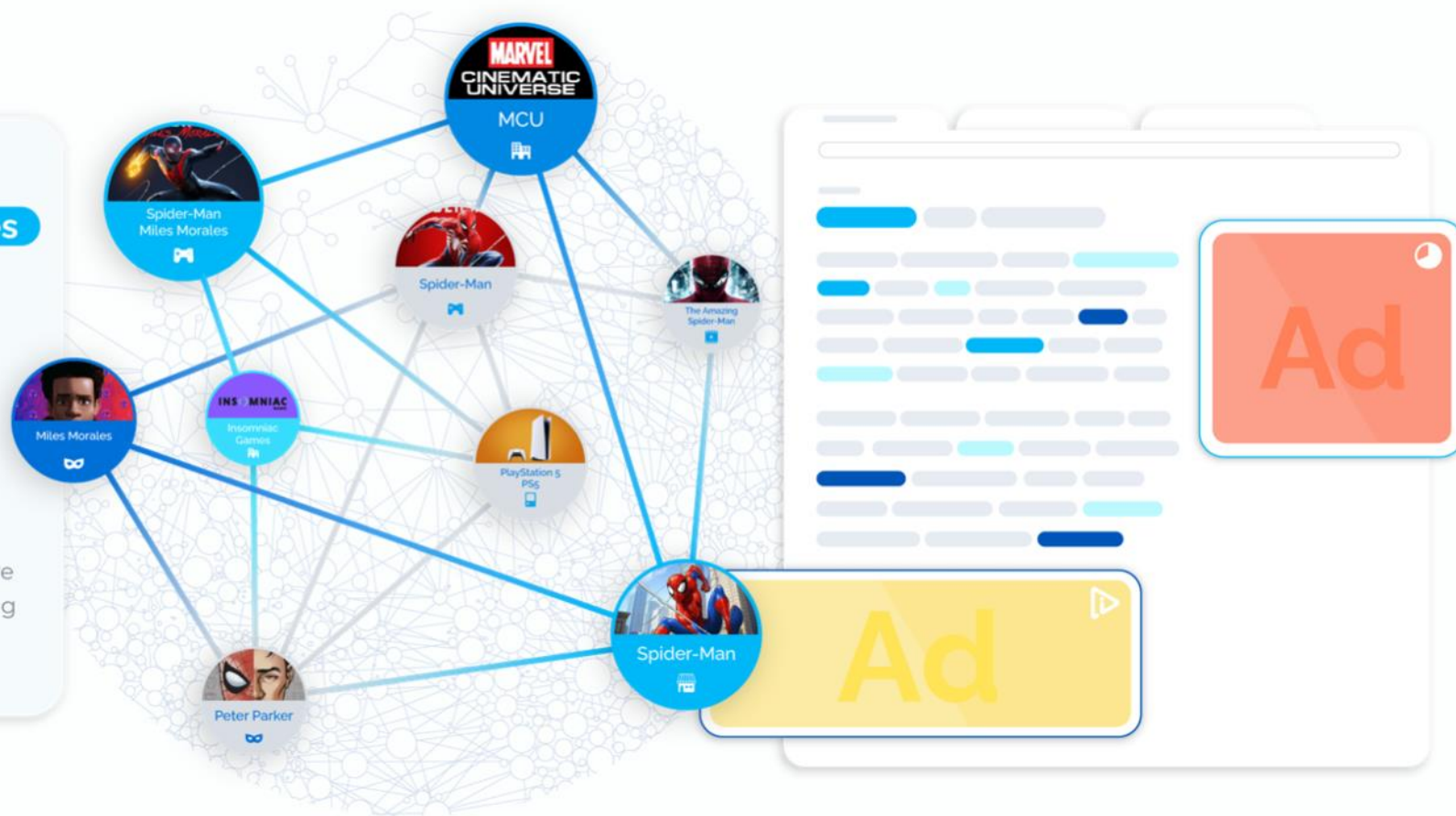
# Contextual Advertising with Spiketrapp

Spiketrapp contextualizes content in real-time, enabling highly targeted ad placements.

## Meet The New Wall Crawler In Marvel's Spider-Man: Miles Morales

Few comic characters have the opportunity to break as big as **Miles Morales**. **Peter Parker** is one of the biggest characters in pop culture, so there was a real chance that **Miles** would be overshadowed by **Peter's** lasting legacy.

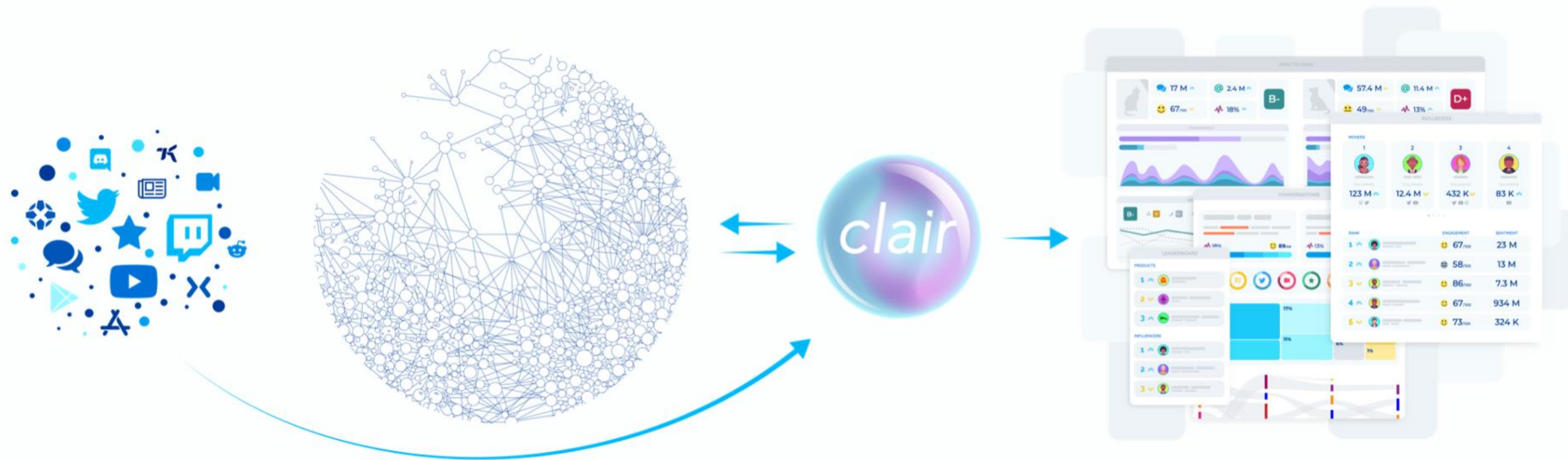
Instead, **Miles** has risen to become a defining character and an important piece of both **Spider-Man** and the **Marvel** universe. So, if you're relatively unfamiliar with **Miles**, here is everything you need to know before playing **Insomniac's** awesome new open-world superhero romp.



**Sample:** Spiketrapp contextualizes publisher content in real-time, attributing even the most ambiguous terms to entities within our knowledge graph and returning topic, sentiment, and brand safety information to power better ad placements.

# We contextualize gaming audiences

Our highly trained NLP AI with robust gaming knowledge graph powers unparalleled insights.



**400+ sources** across social, streaming, news, reviews, forums, and chat.

**Robust knowledge graph** with over 10,000 entities in gaming & entertainment.

**Proprietary Clair AI** analyzing high velocity UGC in real-time, attributing content within our knowledge graph.

**Unparalleled insights** powering ad targeting & media intelligence.



# Sourcing the Signal

## Social & Video



## Reviews



## News

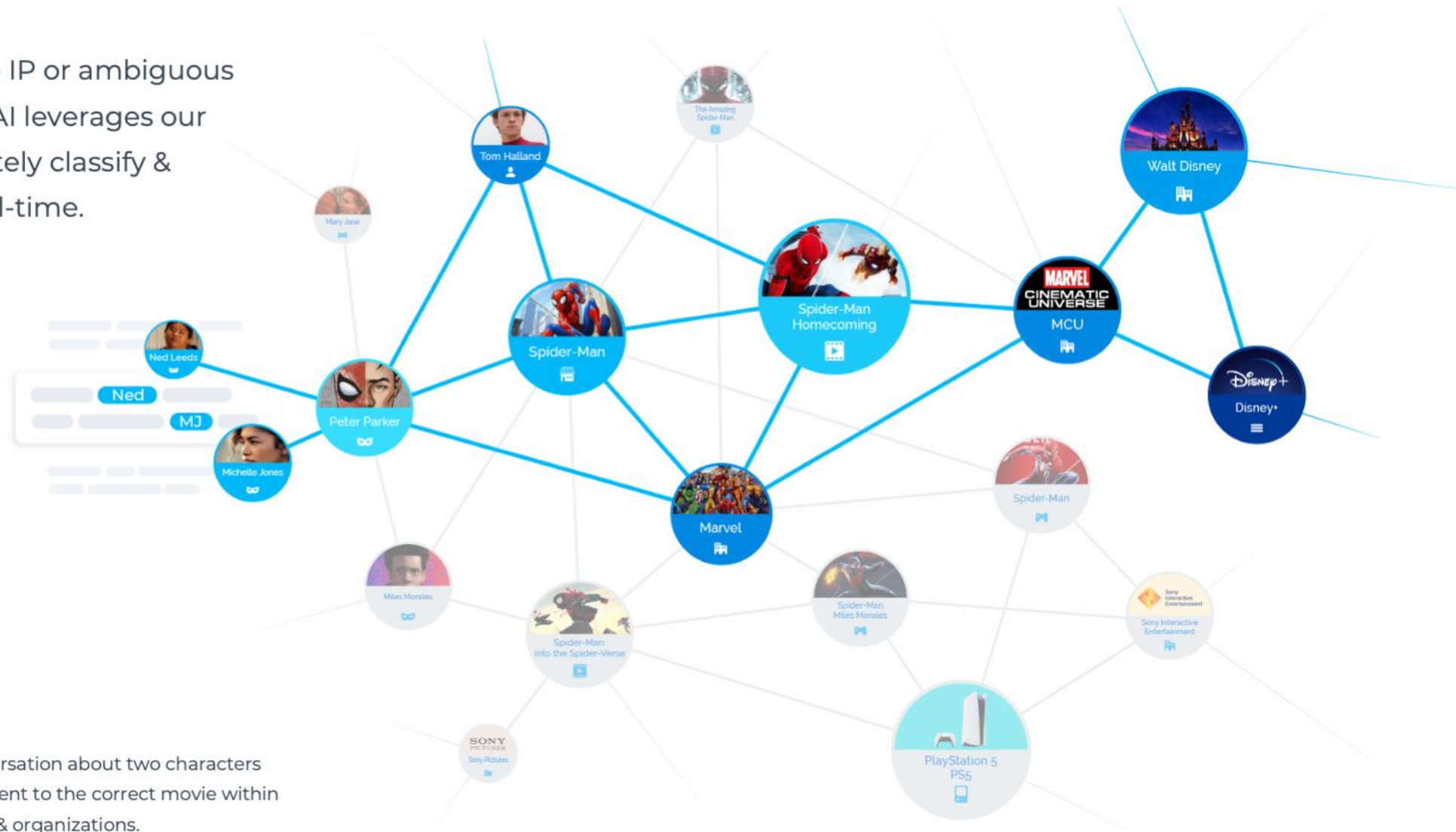


## Exclusive Sources & Communities



# Accurate Attribution

No matter how complex the IP or ambiguous the terms, Spiketrapp's Clair AI leverages our knowledge graph to accurately classify & contextualize content in real-time.



**Sample:** Spiketrapp identifies casual conversation about two characters in a movie, accurately attributing the content to the correct movie within a complex IP that spans multiple formats & organizations.



# Safe, Relevant Segments

## Safe

Segments are built based on safe online activity, powered by Spiketrup's Brand Safety Suite, which monitors and vets against profane, sexual, and toxic content.

## Fresh

Audiences shift and languages evolve. Spiketrup segments are updated monthly based on the latest trending data from our platform, ensuring your campaigns continue to perform.

## Relevant

Gaming is universal, but audiences are fragmented. Spiketrup's expansive knowledge graph in gaming ensures you reach the right person in the right context.



## 3 Types of Segments

### Game

Ideal for advertisers who want broad reach & awareness among audiences of specific top games.

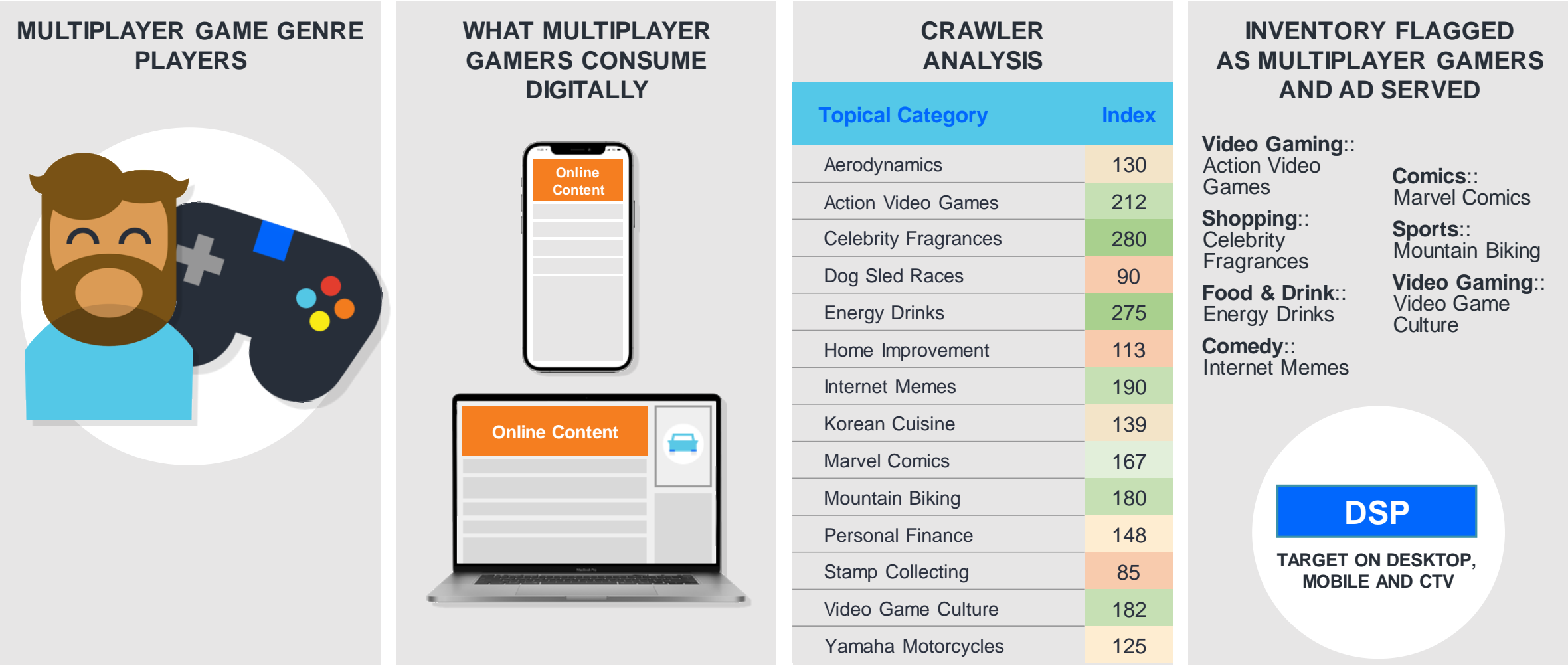
### Genre

Ideal for game launches & products within the genre, as this reaches related & competitive inventory.

### Persona

Ideal for both non-endemic and gaming advertisers looking to reach audiences based on interest profiles.

# Predictive Audience: How it Works



## THE SEGMENTS

# Game Segments

Segment	Description
Among Us	Content related to the popular game Among Us
Fortnite	Content related to the popular game Fortnite
Minecraft	Content related to the popular game Minecraft

- ❖ Top Titles updates at regular intervals, making it **ideal for high reach campaigns** for general gaming audiences that you want to set & forget.
- ❖ Additional game-specific segments will be added periodically.



## USE CASE

# Game: Fortnite

### Audience

Fans of Fortnite

### Ideal For

Reaching competitive yet socially inclined and somewhat light-hearted gamers.



## USE CASE

# Game: Among Us

### Audience

Fans of Among Us

### Ideal For

Reaching:

- ▶ Casual social gamers
- ▶ People who are connecting with their friends through gameplay.
- ▶ Fans of mysteries, spy stories, etc.



# Genre Segments

Segment	Description
Adventure	Adventure game audiences
Battle Royale	Battle royale multiplayer game audiences
Fighting	Fighting game audiences
FPS	First-person shooter audiences
Indie	Independent game audiences
MMO	Massive multiplayer gaming audiences
Multiplayer	Casual multiplayer game audiences
Roleplaying	Roleplaying (RPG) game audiences

- ◆ Genre segments are **ideal for game launch campaigns**, as it reaches audiences of relevant competitor game titles.
- ◆ They offer moderate reach and targeting, providing a balanced approach that is ideal for **efficient audience prospecting**.



## USE CASE

# Genre: Casual Multiplayer

### Audience

Casual multiplayer game audiences

### Examples

- ▶ Super Smash Bros
- ▶ Splatoon
- ▶ Fall Guys
- ▶ Knockout City

### Ideal For

Reaching social gamers who enjoy a bit of competition





## USE CASE

# Genre: Roleplaying

### Audience

Roleplaying game audiences

### Examples

- ▶ Final Fantasy
- ▶ Persona
- ▶ The Last of Us
- ▶ Fate Grand Order
- ▶ The Witcher

### Ideal For

Reaching people who appreciate rich narratives and the full immersion of the gameplay experience.



# Persona Segments

Segment	Description
Art Collectors	Aesthetically minded audiences of games with high artistic value.
Competitors	Competitive players of FPS, fighting, battle royale, & esports games
Esports Fans	Followers of the top esports teams & leagues
Pathfinders	Players of tomorrow's trending indie games
Sandbox Creators	Relaxed players of sandbox games
Social Gamer	Players of casual multiplayer games with strong social components.
Solo Challengers	Players who love a challenge
Story Seekers	Players who seek compelling stories & adventures.
Trend Chasers	Followers of the top trending games

- ❖ Proprietary gaming persona segments are **great for all advertisers**, gaming and non-gaming campaigns alike.
- ❖ Reach people within gaming inventory **based on key interests** that have an affinity with a given brand proposition.



## USE CASE

# Persona: Esports Fan

### Audience

Fans of esports leagues, games, and teams

### Examples

- ▶ Call of Duty
- ▶ Overwatch
- ▶ League of Legends
- ▶ DOTA
- ▶ CS: GO
- ▶ Team Liquid
- ▶ Team SoloMid
- ▶ Cloud 9 Gaming
- ▶ FaZe Clan

### Ideal For

Reaching avid esports fans



## USE CASE

# Persona: Pathfinder

**Audience** Players of tomorrow's trending indie games

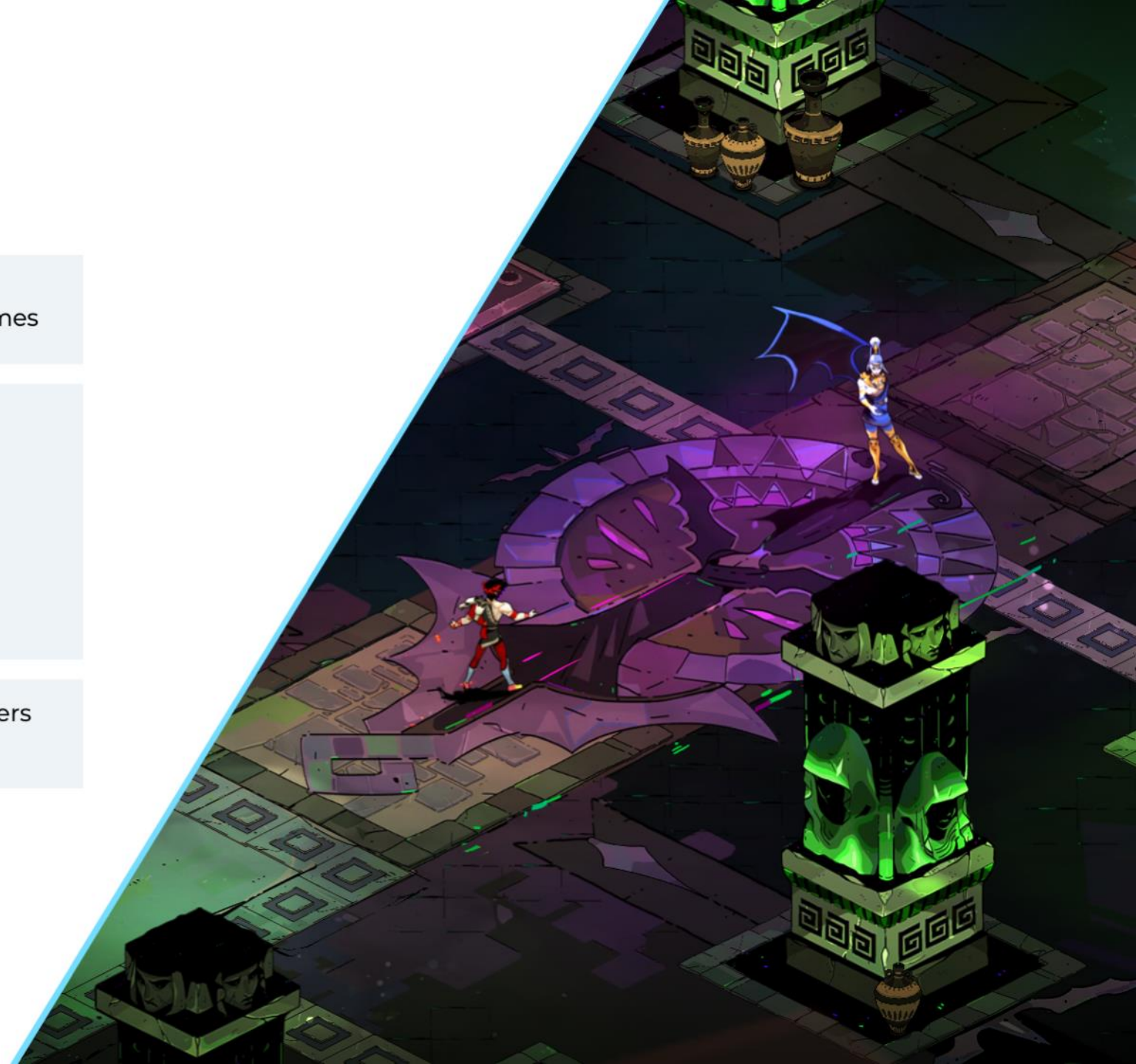
**Examples**

*Note: List is variable based on new releases.*

- ▶ Hades
- ▶ Among Us
- ▶ Fall Guys
- ▶ Stray

**Ideal For**

Reaching micro influencers & first adopters within circles of gaming friends.





# Spiketrup Segments

## GAMES

Among Us

Fortnite

Minecraft

## GENRE

Adventure

Battle Royale

Fighting

FPS

Indie

MMO

Multiplayer

Roleplaying

## PERSONAS

Art Collectors

Competitors

eSports Fans

Pathfinders

Sandbox Creators

Social Gamer

Solo Challengers

Story Seekers

Trend Chasers

UPCOMING COMSCORE WEBINAR

2021

# State of Gaming

OCTOBER 13 @ 2 PM ET

**Paul Wright**  
COMSCORE

**Ian Essling**  
COMSCORE



# Thank you!