Pega Paid Media Manager

Optimize digital advertising with first-party data and intelligence

A Pega Datasheet

Pega Paid Media Manager extends your organization's next-best-action strategies into paid channels, including Facebook, Google, Instagram, YouTube, and more – leveraging first-party data and intelligence to deliver the optimal customer experience for known customers and prospects alike.

Each time you interact with an individual, Pega recalculates the next best action for that person and assigns them to the appropriate audience. That way when the platform serves the ad, it's as relevant, timely, and contextual as possible – not to mention consistent with your other channels.

With Pega Paid Media Manager, you can:

- **Transition from third-party to first-party data.**
  When third-party cookies are eliminated at the end of 2021, the adtech ecosystem as we know it (i.e. DMPs, and DSPs) will crumble. But with Pega's Paid Media Manager, you can leverage first-party data and intelligence typically reserved for owned channels to optimize your paid channels.

- **Unify customer experiences across owned and paid channels.**
  With Pega Paid Media Manager you can finally connect all your existing strategies, data, and analytics into your digital advertising programs – reducing the burden on your team and keeping your paid channels aligned with your owned channels.

- **Update advertising audiences in real time.**
  The minute Pega observes a change in customer context on any channel, Paid Media Manager immediately maps that customer into new next-best-action audiences, so you can continuously personalize the experience and optimize your bidding – all in real time.

Challenge

For years, advertisers have relied on third-party cookie-driven, data and intelligence to optimize their ad performance. However, that ecosystem will disappear when Google pulls the plug on cookies at the end of 2021. With no like-for-like replacement, organizations need a new way to deliver hyperpersonalized experiences on paid channels.

Solution

With Pega's Paid Media Manager, you'll leverage first-party data and intelligence from your owned channels to power experiences on paid channels. By doing so, you'll reduce waste, increase return on advertising spend (ROAS), and deliver massive improvements across the board – from acquisition, to upsell/cross-sell, to retention and beyond.

Optimize ad performance with omnichannel conversion audiences.

Anytime a customer converts on any channel, Paid Media Manager communicates that back to the ad platform using people-based APIs. That way, you optimize your strategies for actual conversions, rather than intermediary clicks and impressions.

## Improve ROAS with incremental ad spend optimization.

With Paid Media Manager you can determine the likelihood an individual will convert if they see an ad – then use that projected lift to determine your bid strategy. That way instead of optimizing your spend at the ad platform level, you do it for each individual, for each ad, on each ad platform.

Eliminate wasteful ad spend with negative audiences.

If you're leaking budget on low-value targets who are low propensity, already own the product, or previously declined the offer – that doesn't benefit anyone. With Negative Audiences in Paid Media Manager, you'll suppress offers for these groups – so you can refocus budget on real, high-value prospects.

Identify high-value prospects with next-best-action lookalike audiences.

Instead of relying on preconceived notions about what a "good prospect" looks like, with Paid Media Manager you'll use predictive modeling and propensity scoring to generate prospecting audiences based on the shared characteristics of your best customers – so you can more easily acquire new prospects and grow your business.
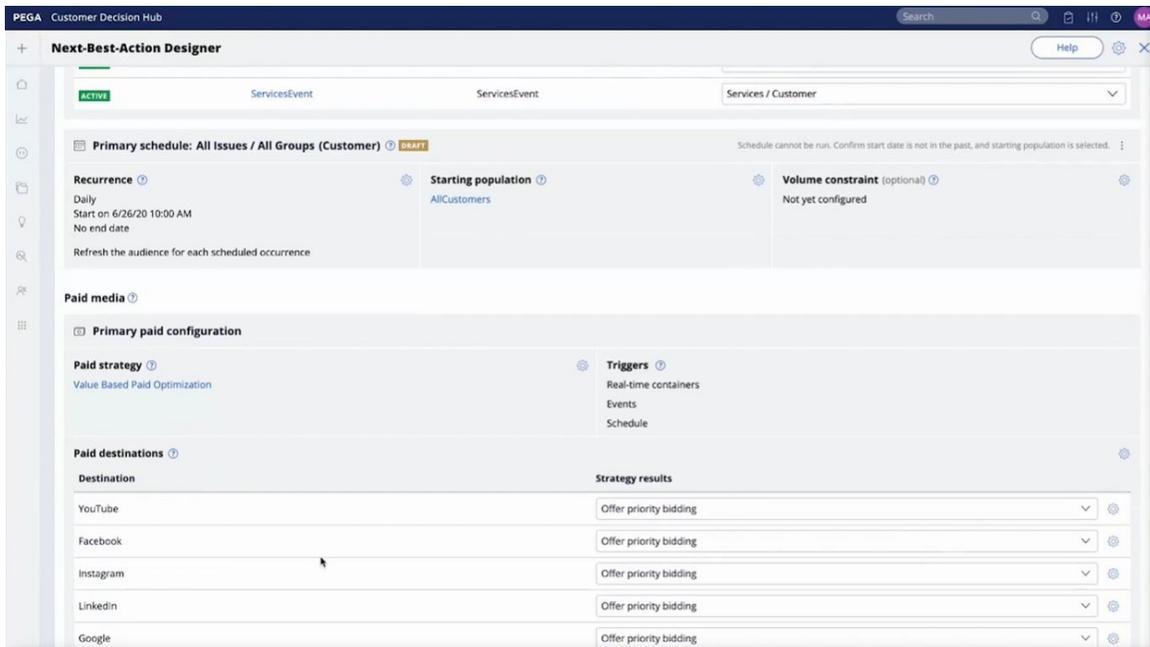
Pega Paid Media Manager optimizes digital ad performance by leveraging first party data and intelligence to deliver personalized next best actions.