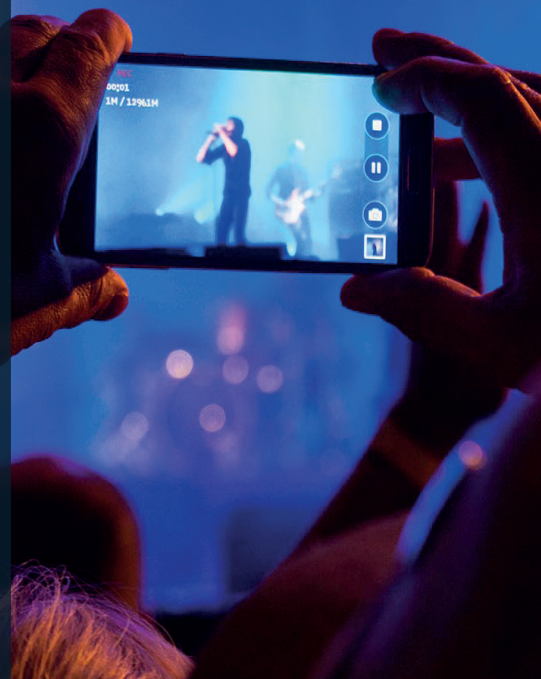


ENHANCED ENGAGEMENT, DATA LAYER CLARITY AND ACTIONABLE INSIGHTS FOR VIDEO DISCOVERY PLATFORM, PRIMIS

[**primis**]

Video discovery platform Primis enhances and extends online experiences by helping users discover engaging, high-quality, and relevant video content. Wanting to enhance their actionable insights, and better leverage data to better serve content to the right audiences, video discovery platform Primis leveraged Acxiom Data Layer, audience measurement and cookie targeting solutions for success. The Primis unit is a fully customisable video unit that integrates seamlessly and natively within websites; using a machine learning algorithm to understand users and display the most relevant content for elevated audience engagement.



CHALLENGE

Enriched Insights, and Data-Driven Video Targeting

With a goal to leverage data to enrich their video content engagement algorithm, Primis wanted further data insight into their publishers' users, in order to serve the most relevant and engaging video content according to individual audience members' interests. By adopting Acxiom's data solutions, Primis had two desired outcomes:

- Firstly, they wanted to broaden their actionable insight offering to their advertising network partners; by offering them a video inventory with a rich data layer.
- Secondly, Primis were looking to strengthen their position as a provider of a video engagement unit - with a data-driven, leading video recommendation algorithm.

SOLUTION

To achieve their goals, Primis adopted a number of Acxiom solutions. Specifically:

- Acxiom Data Layer
- Audience Measurement and Targeting
- Cookie enhancements using Acxiom data

With the Acxiom Data Layer providing united data clarity across all channels, Primis used Acxiom audience measurement, targeting and cookie enhancements in a number of ways.

- First, the solutions work to analyse the users being exposed to Primis video units.
- Based on these user insights, Primis can then offer their advertising partners relevant video inventory broken up into very specific categories - to serve more accurate, engaging content.

NEXT STEPS

With Primis currently in the process of integrating Acxiom data into their core proprietary video discovery algorithm, next step results will see a data-driven, strengthened algorithm that achieves enhanced engagement rates, and even greater video content targeting.



If you want to know more contact one of our Account Managers on
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