



predicting customer behavior



PREDICUBE



WHAT DOES PREDICUBE DO?

PrediCube translates observed online surfing behaviour to specific targets or prospecting files for advertisers. This is done by intelligently using the granular data of media owners.

Big data is available by the direct collaboration with local media owners and ad networks. This local approach makes the predictions more accurate. There is also a direct collaboration with the advertisers. For each campaign a target group is tailor-made by identifying them through a code snippet on the site/product page of the advertiser. So no generic target groups as sporters or business men.

Thus an interesting alternative for Facebook and Google targeting is available.



HOW DOES IT WORK?

Based on the profile of known visitors of the advertiser's website, a target group of **ACT-ALIKES** is created. These are people that have a comparable profile and similar interests, but did not take action. This is called **predictive data**, or the calculation of probable interests for an advertiser's service or product. This database of prospects is targeted with specific ads during next surf sessions.

This is not retargeting! We deliver more relevant ads to the surfers, leading to higher efficiency of the online campaign.



The Origin of Predicube



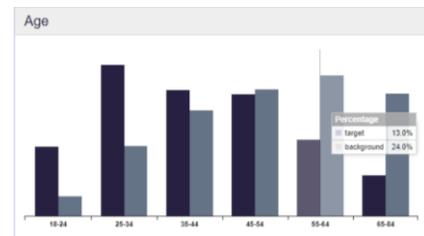
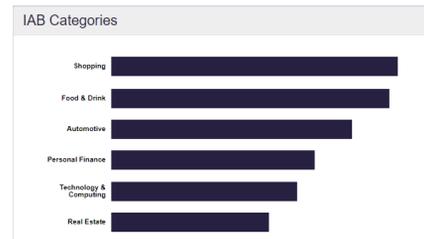
Predicube, founded in 2014, is a spin-off company of iMinds and the University of Antwerp to continue research and develop a commercial model for predictive data. In 2015 Predicube teamed up with Pebble Media for successful roll-out in the advertising market. Since then a total of 50 campaigns were launched.

PREDICUBE

DASHBOARD

Next to the campaign results, the Predicube Dashboard provides insights on websites visits: which pages are more popular with the target group compared to the general audience?

Predicube creates automatically clientsegmentation based on the rich data of the publishers (surfing habits, age, gender, etc...)



PREDICUBE PACKAGE

PHASE 1
Start data collection

PHASE 2
Branding, Reach & ROI
(branding & predict)

PHASE 3
Continued reach & ROI
(retargeting & predict)

- Combine a branding & reach campaign with optimization on your KPI's
- Optimization based on predictive data (Predicube)
- Use various impact and standard formats
- Possible KPI's: test drives, appointments, quotation, ...
- Formats: Medium Rectangle, Half Page, Leaderboard, Billboard, Skyscraper

1,5 mio impressions
Rate: €20.000

EXPERTS ON PREDICUBE



Quinten Huyberechts

Head of Digital Adv & Performance
BNP PARIBAS FORTIS

"The collaboration with Predicube and Pebble Media shows us a real potential to combine data and their intelligence. The test campaign that we did, has really good results especially on the predicted data set that they build based on our specific and very niche audience".



Nancy Van Zeebroeck

Advertising Manager
DEUTSCHE BANK

"A perfect mix of data & technology which helps us to reach and engage with audiences at scale."



Chantal Verelst

Resp. Onderwijsmarketing
UNIVERSITEIT ANTWERPEN

"The conversion rate in this campaign was the highest with Pebble Media. Even higher than our banners on Facebook!"



Frédéric François

E-business & E-CRM marketing
NATIONALE LOTERIJ

"Predicube est un projet très innovant qui va sensiblement améliorer la compréhension de nos utilisateurs. Au-delà de l'idée même de performance, la Loterie Nationale n'a qu'une mission, la pleine satisfaction de ses joueurs, et nous soutenons les projets qui peuvent y contribuer!"