JUSTTAG GROUP

We know your customers, do you?

Justtag is a data platform that helps in targeting and data enrichment

50mln.
Consumers in our data base

320+
Data sources

8
Markets of operations

Acqusition of Relevant Audience - rebranded to Justtag Nordics

Creators of JustID probabilistic system

Leveraging Ai in audience creation and understanding content

Content categorization

Segmentation

Data Modelling

Data Activation
post 3rd party cookies

How to understand what users read about at scale?

CATEGORIZATION

Content

Scrapping, extraction and translation

Keywords & Categorization
- *700 + categories*
- *87% precison*

ILTALEHTI

lomakaupungit

Edullisimmissa eurooppalaiskaupungeissa loma maksaa alle puolet Helsingin hinnoista.

Bulgarian Sofia on Forexin vertailun mukaan edullinen viikonloppukohde. ALAMY/AOP

Marianne Zitting
Maanantai 21.10.2024 klo 18:18 (päivitetty 21.10.2024 klo 18:18)

Mielitkö matkata viikonloppulomalle? Reissuun saa helposti uppoamaan rutkastikin rahaa, jos kohdetta ei valitse tarkoin.

Tämä selviää hyvin valuutanvaihtoyhtiö Forexin tuoreesta Weekend-indeksistä, johon verrattiin viikonloppuloman hinta 83 kaupungissa eri puolilta maailmaa.

✓ **SCRAPER**
RETRIES : 0   PROCESSING TIME : 427 MS

✓ **EXTRACTOR**
RETRIES : 0   PROCESSING TIME : 427 MS

✓ **CONTENT TRANSLATOR**
RETRIES : 0   PROCESSING TIME : 427 MS

✓ **CATEGORIZER**
RETRIES : 0   PROCESSING TIME : 427 MS

✓ **KEYWORDIZER**
RETRIES : 0   PROCESSING TIME : 427 MS

✓ **KEYWORDS**
Filter by keyword

helsinki	riga
average	latvia
it	jakarta
restaurant	indonesia
poland	travel
gdansk	

✓ **CATEGORIES**
Filter by name

Travel | Travel locations | Europe travel

Travel | Travel type | Budget travel

Data modeling - Find me a twin
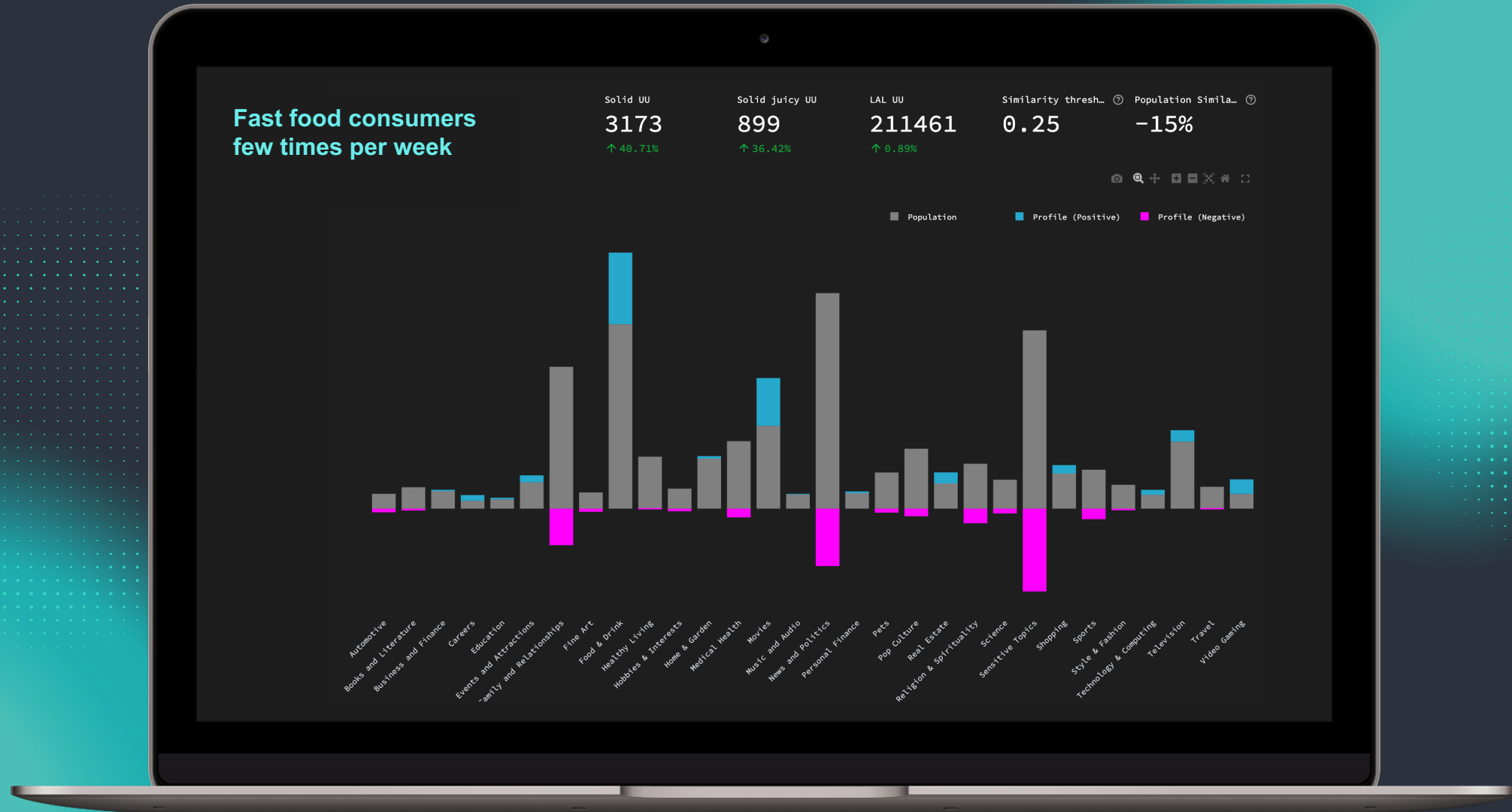
Once you got the segment, it's time to use it

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DATA ACTIVATION

Justtag Platform

Demand side platforms

adform xandr

G theTradeDesk

Data enrichment

Supply side platforms

EQUATIV

Social media

Digital OOH

Clear Channel Outdoor

...Also without 3rd party cookies

1st party cookie matching
Ai based

Assigning segments to cohorts of JustID

adform   ⬡xandr

Sending data to DSPs

G   theTradeDesk

Activation

Publishers with JustID
in their prebid

130+ domains in Finland

Possibility to curate PMP
deals with JustID

Approx.20%
of incremental users in
campaigns

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Our experience

- Keywords are not enough to understand consumers, we need Ai based context

- AI based context from multiple sources gives us precision in segmentation

- **Precision** of segmentation = even 2x higher conversion*

- Using AI in the JustID identity system enables leveraging 1st-party cookies, resulting in up to a 20% new users in campaigns.

*Based on campaigns for a leading cosmetic brand, October 2024

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We help you see what others can't

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