COOKIE FREE MARKETING

COPING WITH A COOKIELESS FUTURE

A new age is coming, and PollenUK is the solution to a cookie-less web environment. Many consumers are getting more and more frustrated being followed around the web with super-personalised, retargeted ads.

Many marketing solutions are turning to 'unique identifiers', which when you take a closer look, are essentially a new term for cookies. They continue to target consumers based on where they have been on the web, and re-target them accordingly – giving your brand a negative image, and in a grey area in terms of GDPR.

PollenUK purposely does not retarget
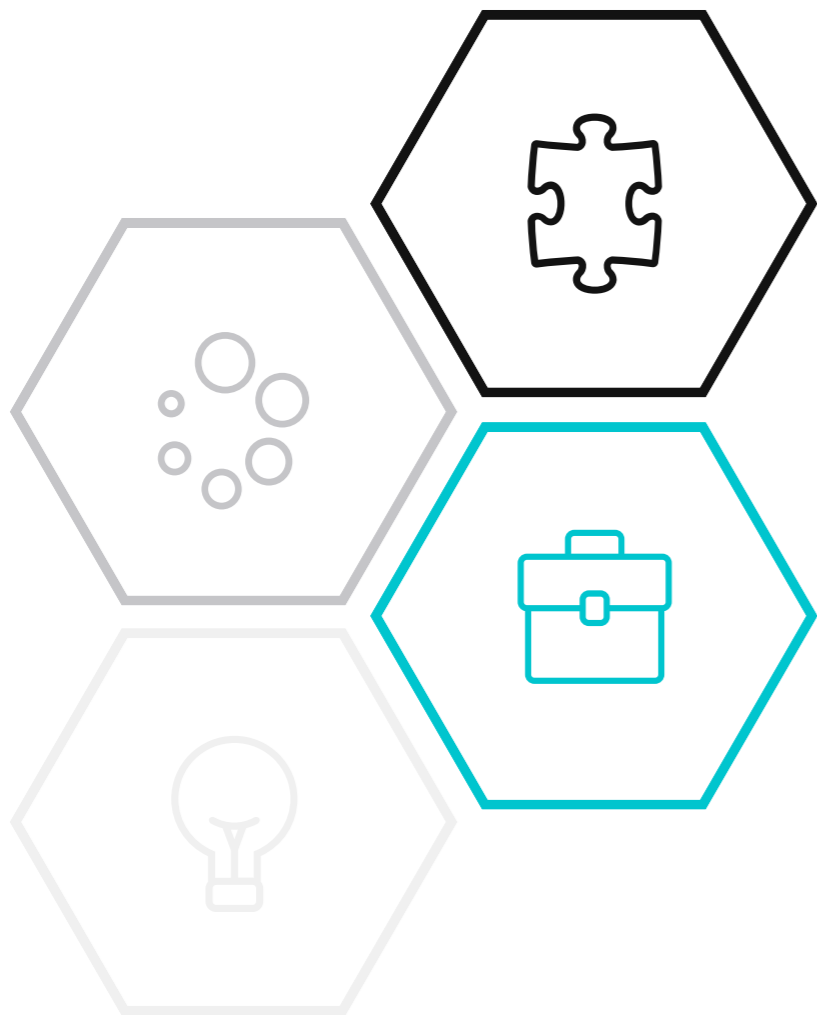
With **90%** of people saying ads are more intrusive than 2-3 years ago and **80%** feel like they're being tracked by retargeted ads, we believe that chasing people around the internet is not the way to go.

THE SOLUTION

To optimise your online campaigns, we use a wide range of unique data sources to develop bespoke Pollen Nodes, which when coupled with our profiling tools allows you to target consumers that fit your target market.

Our approach selects micro-clusters of people based on attitudinal and demographic indicators. These micro-clusters have been carefully designed to optimise your online campaigns so that no budget is wasted.
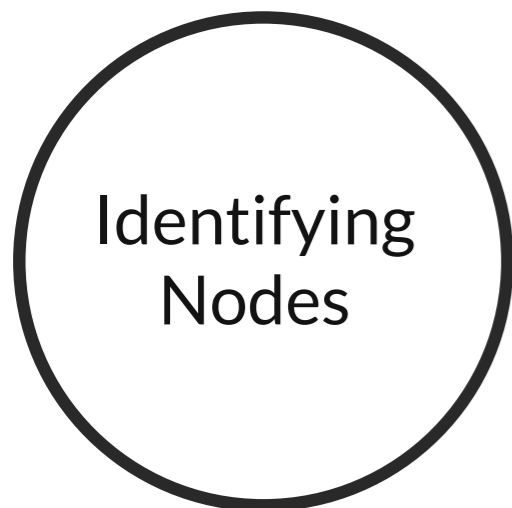
Wide range of data
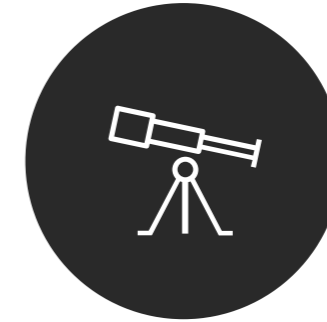
Selects groups based on Pollen Nodes

Unique profiling tools

Pollen Nodes have been developed using a combination of regression and tree-based models, to extend several neutral networks to form a deep learning algorithm. This has allowed us to develop a network compromising hundreds of thousands of individual nodes.

Identifying Nodes

1 — Eliminate ad rejectors

We have identified individuals who are unresponsive to any types of online advertising

2 — Citizen

Citizen is our state of the art geo-demographical segmentation system. We have also developed London Citizen which recognises the unique diversity of London, allowing more powerful selections.

3 — Peripheral Distance Indicators

We have a massive array of data, allowing us to select everything from household credit score, levels of education and where people live in terms of top state schools and particular supermarkets.

4 — Vigor

The first dedicated health & wellbeing segmentation tool in the UK, allowing you to make selections on a variety of health and wellbeing topics.

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Using Pollen Nodes

Budget allocation

Do not waste ad spend on those who are not influenced by advertising, allocated budget effectively based on geo-changing attitudinal determinator nodes.

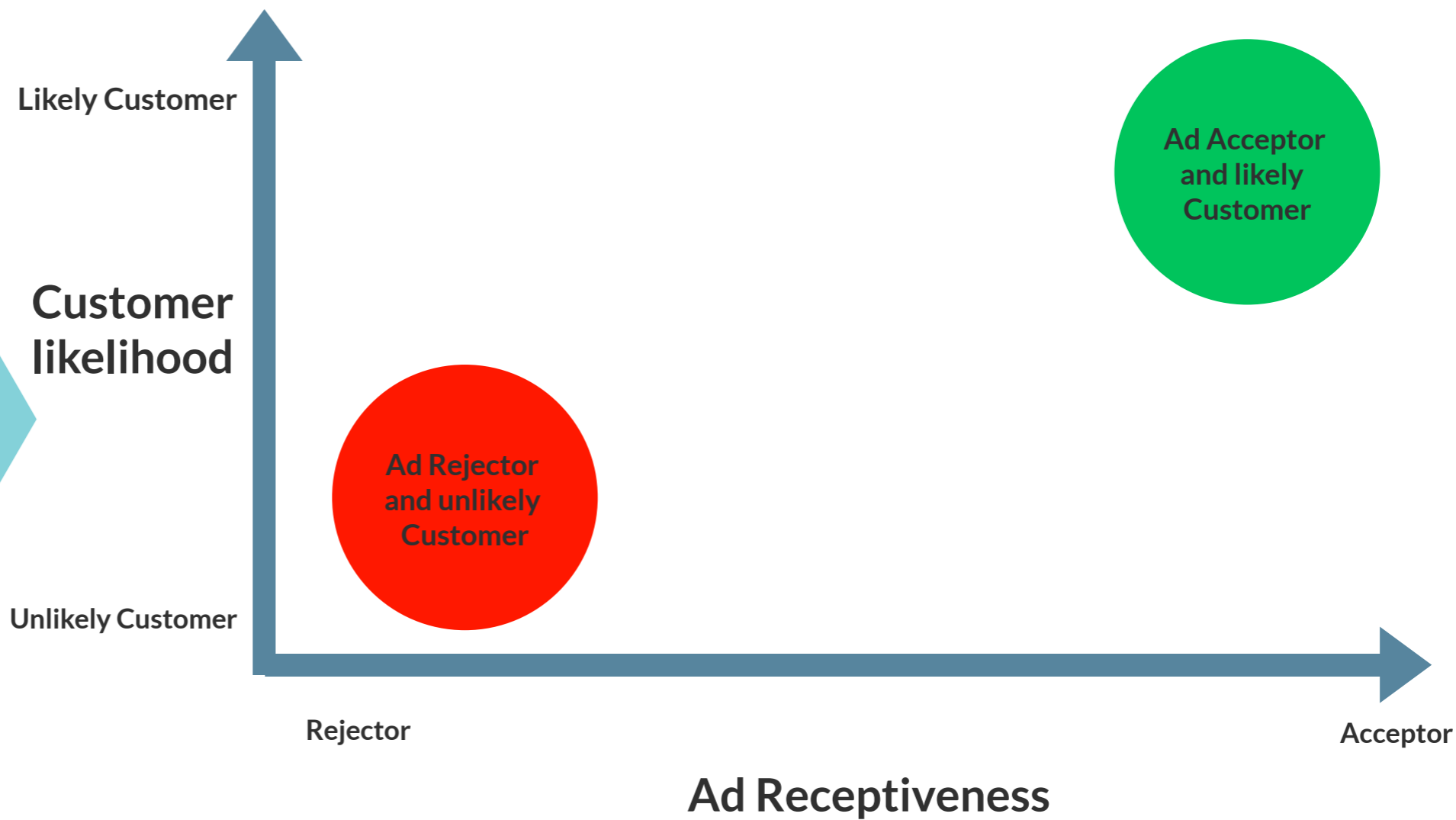## Micro-cluster testing hypothesis

Don't just run one campaign, with Pollen Nodes we can run extensive mini-campaigns to thousands of nodes to develop your perfect programmatic strategy. See what nodes fit your brand to optimise each campaign so that you are selecting the right nodes to target.
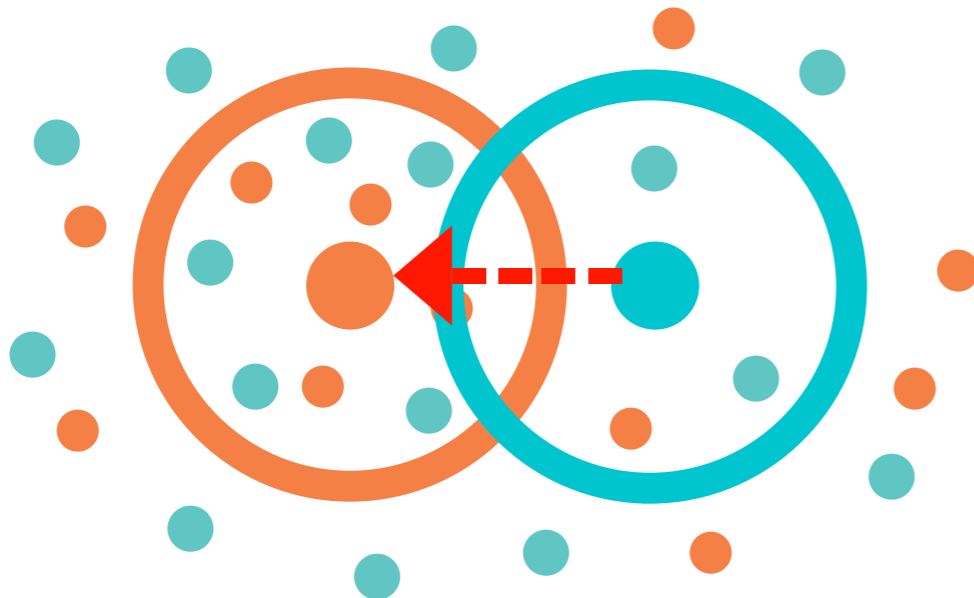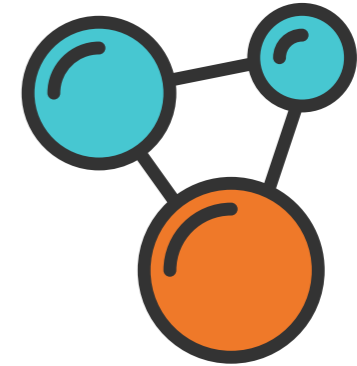
Pollen nodes have been designed to identify discrepancies between attitudes across the UK, allowing your campaigns to reach those that enjoy receiving ads, enhancing your brand image.

PollenUK will only serve ads to those who fit your customer profile and are accepting of online ads

Likely Customer

Customer likelihood

Ad Acceptor and likely Customer

Ad Rejector and unlikely Customer

Unlikely Customer

Rejector

Acceptor

Ad Receptiveness

7

Media channel integration

PollenUK manages interactions with other media channels to make sure budget allocation is optimised. With our bespoke client algorithms, we are able to find the best combination of campaign types and sizes.

Email

Offline

Social media
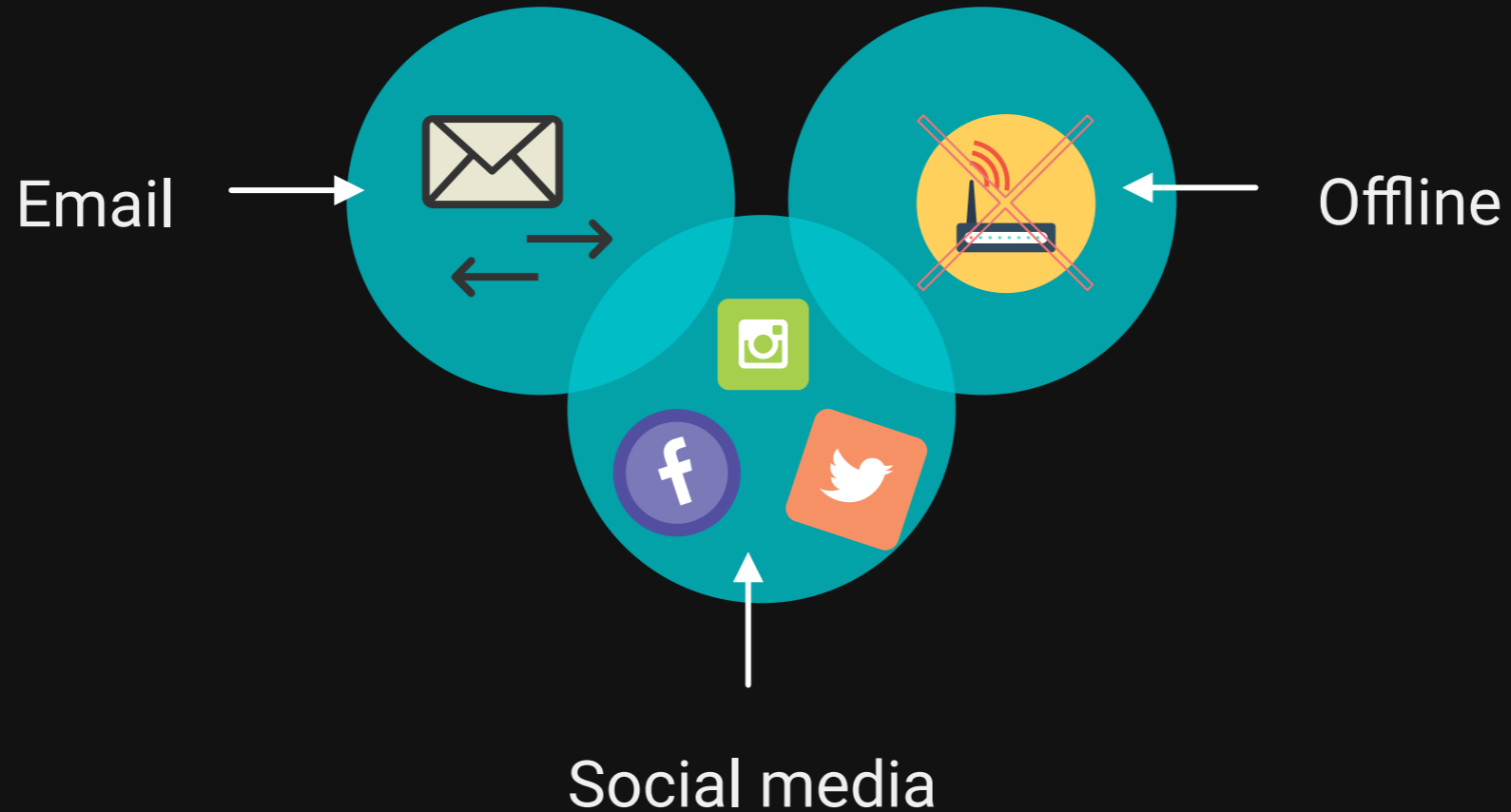
For more information……………..

Get in touch to go cookie-less!

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