

Resolve: Essentials

<https://ui.resolveformedia.com/>



Essentials is our custom audience building platform



- Dashboard
- Data onboarding
- Audience seeds
- Builder

- Notifications 0
- Settings

Dashboard

Welcome back! Here's what happened since last time

New Audience seed

5

Active Audience seeds

1287

Extracted keywords

Audience seeds



Active
5%



Planned
2%



Draft
93%

Keywords extraction



Done
90%

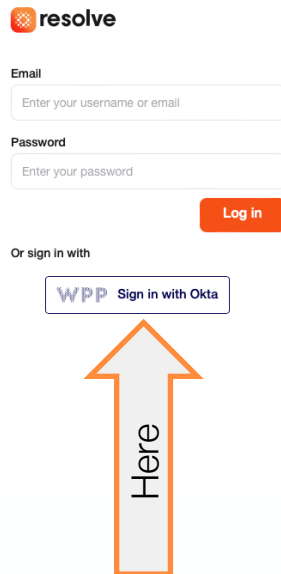


In Progress
0%



Error
10%

Log-in on Chrome with your Okta details



The login form for the 'resolve' application. It includes fields for Email and Password, a Log in button, and an option to sign in with Okta. A large orange arrow points to the 'Sign in with Okta' button.

resolve

Email
Enter your username or email

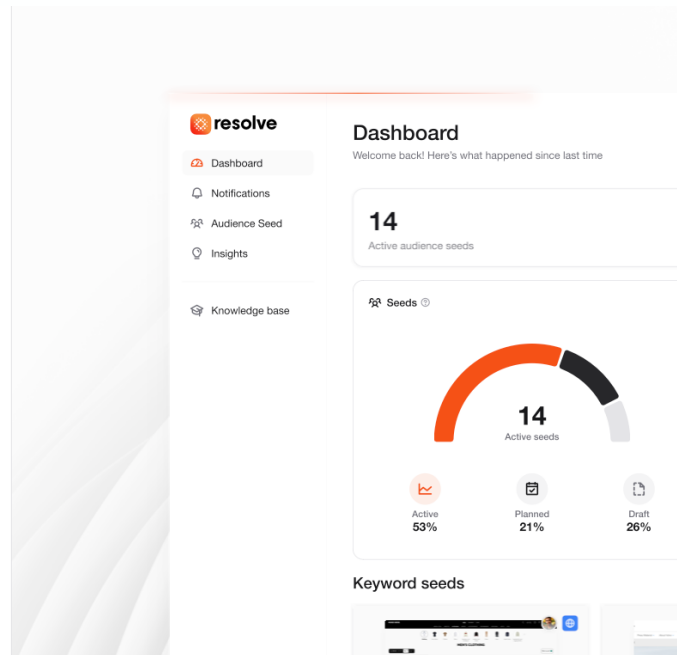
Password
Enter your password

Log in

Or sign in with

WPP Sign in with Okta

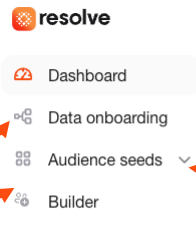
Here



The home page has 2 functions

1

Building
audiences



2

Managing
audiences

Dashboard

Welcome back! Here's what happened since last time

5

Active Audience seeds

Audience seeds



Active
5%



Planned
2%



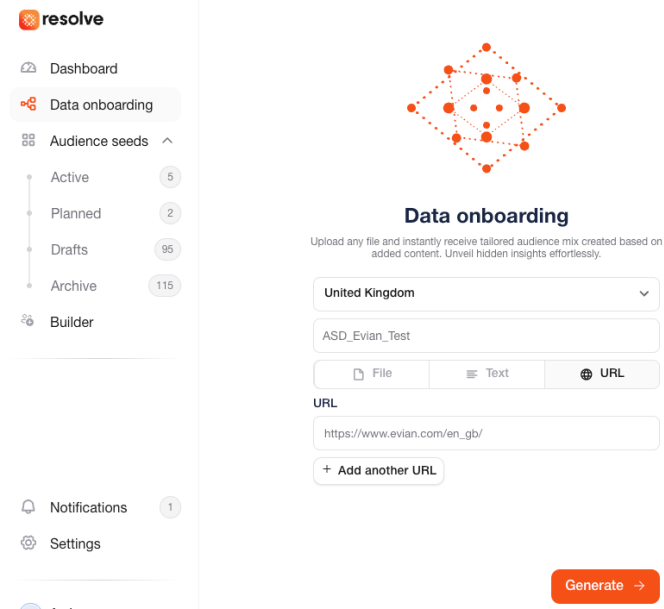
Draft
93%



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- 2 Audience Builder**
- 3 Audience Seeds**

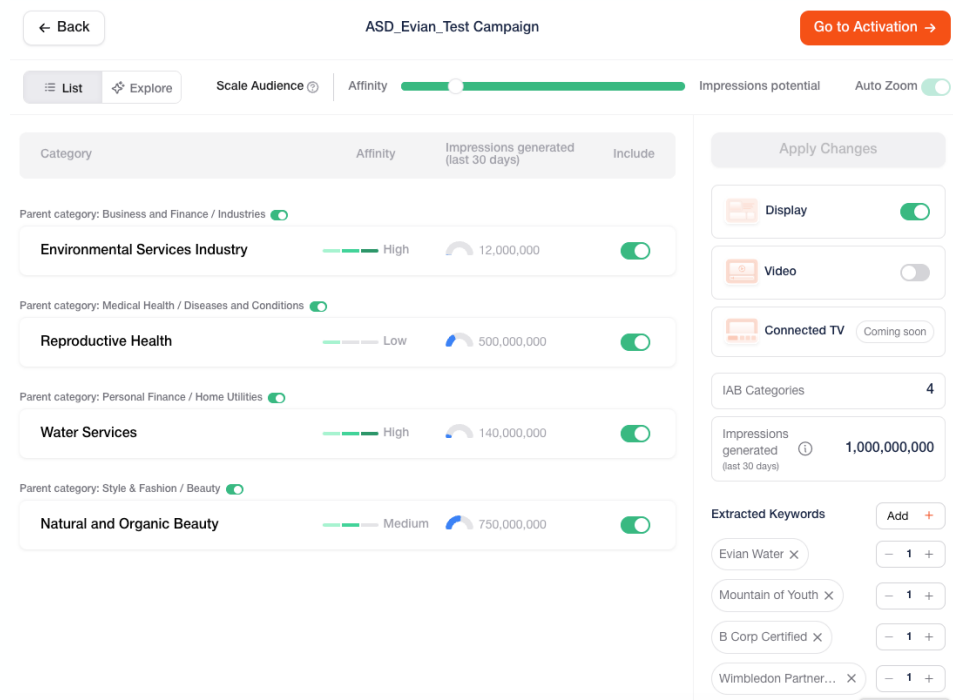
Data Onboarder step 1: seed data



The screenshot shows the 'resolve' Data Onboarder interface. On the left is a sidebar with navigation links: Dashboard, Data onboarding (active), Audience seeds (with sub-links Active: 5, Planned: 2, Drafts: 95, Archive: 115), and Builder. The main content area is titled 'Data onboarding' with a sub-header 'Upload any file and instantly receive tailored audience mix created based on added content. Unveil hidden insights effortlessly.' Below this is a form with a 'United Kingdom' dropdown menu, a text input field containing 'ASD_Evian_Test', and three buttons: 'File', 'Text', and 'URL' (selected). Under the 'URL' button is a text input field with the URL 'https://www.evian.com/en_gb/' and a '+ Add another URL' button. At the bottom right is a large orange 'Generate ->' button.

1. Select which market you want to work in. This will then build your audience in that market's SSP
2. Give your seed a unique name
3. Choose one of three options for your seed data:
 1. **File:** Upload up to 10 docs (.doc, .pdf, .txt, .docx) or images (.png, .jpg, .jpeg, .webp). For example audience profiles, research, attitudinal statements
 2. **Text:** Paste a body of text instead of uploading a doc
 3. **URL:** Paste the URL of one or multiple websites
4. Click Generate –a scraper will pull all the text and images from the seed data and feed it into an LLM to a list of prioritized keywords to build an audience from

Data On-boarder step 2: Audience planning



← Back ASD_Evian_Test Campaign Go to Activation →

List Explore Scale Audience ⓘ Affinity Impressions potential Auto Zoom

Category	Affinity	Impressions generated (last 30 days)	Include
Parent category: Business and Finance / Industries			
Environmental Services Industry	High	12,000,000	☒
Parent category: Medical Health / Diseases and Conditions			
Reproductive Health	Low	500,000,000	☒
Parent category: Personal Finance / Home Utilities			
Water Services	High	140,000,000	☒
Parent category: Style & Fashion / Beauty			
Natural and Organic Beauty	Medium	750,000,000	☒

Apply Changes

Display ☒

Video ☐

Connected TV Coming soon

IAB Categories 4

Impressions generated (last 30 days) 1,000,000,000

Extracted Keywords Add +

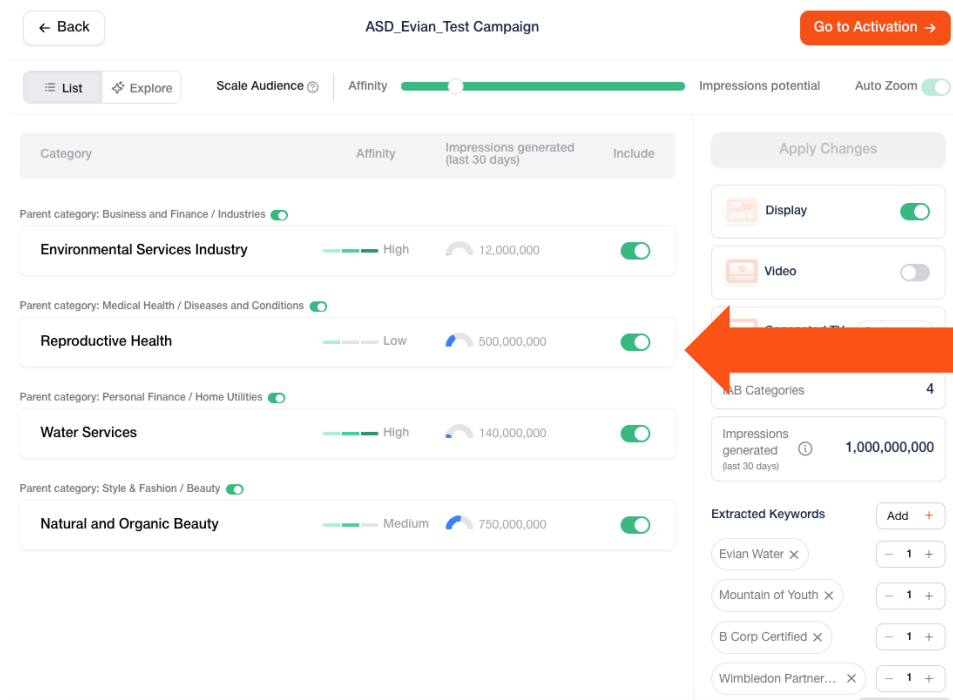
- Evian Water X - 1 +
- Mountain of Youth X - 1 +
- B Corp Certified X - 1 +
- Wimbledon Partner... X - 1 +

1: This is the list of keywords pulled from the seed data.

You can add more by clicking “Add”.

You can also increase/decrease the priority of the keywords in building the audiences, or remove them altogether, by adjusting the weighting here.

Data On-boarder step 2: Audience planning



The screenshot displays the 'ASD_Evian_Test Campaign' interface. At the top, there are navigation buttons: '← Back' and 'Go to Activation →'. Below these are tabs for 'List', 'Explore', 'Scale Audience', 'Affinity', 'Impressions potential', and 'Auto Zoom'. The 'Affinity' tab is active, showing a slider set to 'High'. The main table lists audience categories with their affinity levels and impression volumes:

Category	Affinity	Impressions generated (last 30 days)	Include
Parent category: Business and Finance / Industries			
Environmental Services Industry	High	12,000,000	☒
Parent category: Medical Health / Diseases and Conditions			
Reproductive Health	Low	500,000,000	☒
Parent category: Personal Finance / Home Utilities			
Water Services	High	140,000,000	☒
Parent category: Style & Fashion / Beauty			
Natural and Organic Beauty	Medium	750,000,000	☒

On the right, there are sections for 'Apply Changes' (Display and Video), 'MB Categories' (4), 'Impressions generated (last 30 days)' (1,000,000,000), and 'Extracted Keywords' (Evian Water, Mountain of Youth, B Corp Certified, Wimbledon Partner...).

These are the audiences that have the highest affinity with the keyword list and will be bundled together to create the custom audience.

You can see how strong the affinity is for that audience and the keywords, as well as the imp volumes for the last 30 days for your chosen channel.

You can choose to include them or not with the sliders.

Data On-boarder step 2: Audience planning

The screenshot displays the 'ASD_Evian_Test Campaign' interface. At the top, there is a 'Back' button and a 'Go to Activation' button. Below these are tabs for 'List', 'Explore', 'Scale Audience', 'Affinity', and 'Impressions potential'. The 'Affinity' tab is active, showing a slider and a table of audience categories. The table has columns for 'Category', 'Affinity', 'Impressions generated (last 30 days)', and 'Include'. The categories listed are: 'Environmental Services Industry' (High affinity, 12,000,000 impressions), 'Reproductive Health' (Low affinity, 500,000,000 impressions), 'Water Services' (High affinity, 140,000,000 impressions), and 'Natural and Organic Beauty' (Medium affinity, 750,000,000 impressions). To the right of the table is an 'Apply Changes' button. Below this are sections for 'Display' (toggle on), 'Video' (toggle off), 'Connected TV' (Coming soon), 'IAB Categories' (4), 'Impressions generated (last 30 days)' (1,000,000,000), and 'Extracted Keywords' (Evian Water, Mountain of Youth, B Corp Certified, Wimbledon Partner...).

Category	Affinity	Impressions generated (last 30 days)	Include
Environmental Services Industry	High	12,000,000	☒
Reproductive Health	Low	500,000,000	☒
Water Services	High	140,000,000	☒
Natural and Organic Beauty	Medium	750,000,000	☒

You can also choose whether you want to increase the impressions potential (by including more audiences that have a lower affinity than current selection) or increase the affinity (progressively removing audiences that have the lowest affinity to your seed data)

Data On-boarder step 2: Audience planning

← Back ASD_Evian_Test Campaign Go to Activation →

List Explore Scale Audience ⓘ Affinity Impressions potential Auto Zoom

Category	Affinity	Impressions generated (last 30 days)	Include
Parent category: Business and Finance / Industries			
Environmental Services Industry	High	12,000,000	☒
Parent category: Medical Health / Diseases and Conditions			
Reproductive Health	Low	500,000,000	☒
Parent category: Personal Finance / Home Utilities			
Water Services	High	140,000,000	☒
Parent category: Style & Fashion / Beauty			
Natural and Organic Beauty	Medium	750,000,000	☒

Apply Changes

Display ☒

Video ☐

Connected TV Coming soon

IAB Categories 4

Impressions generated (last 30 days) 1,000,000,000 ⓘ

Extracted Keywords Add +

Evian Water X - 1 +

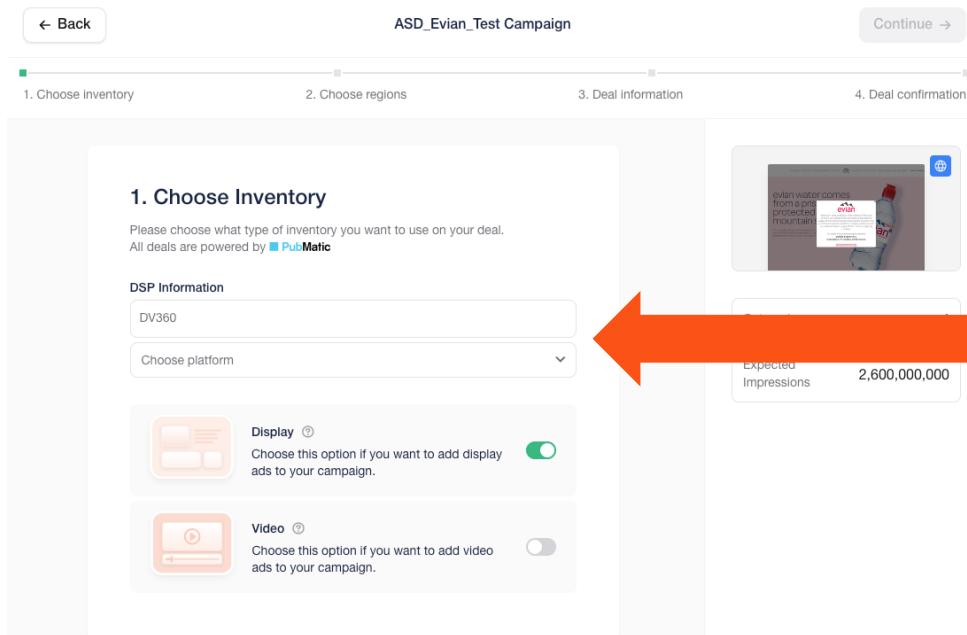
Mountain of Youth X - 1 +

B Corp Certified X - 1 +

Wimbledon Partner... X - 1 +

Once you have built your audience, click here to take you to the Activation stage

Data On-boarder step 3: Activation



The screenshot shows the 'ASD_Evian_Test Campaign' onboarding interface. At the top, there are 'Back' and 'Continue' buttons. Below them is a progress bar with four steps: 1. Choose inventory, 2. Choose regions, 3. Deal information (current step), and 4. Deal confirmation. The main content area is titled '1. Choose Inventory' and includes instructions: 'Please choose what type of inventory you want to use on your deal. All deals are powered by PubMatic'. It features a 'DSP Information' section with a dropdown menu showing 'DV360' and a 'Choose platform' dropdown. Below this are two toggle options: 'Display' (checked) and 'Video' (unchecked). To the right, there is a preview of an advertisement for Evian water bottles and a box showing 'Expected Impressions' of 2,600,000,000.

Choose your DSP, the platform (usually your market, "UK" or "US") and the inventory you want to target.

Then click continue.

Data On-boarder step 3: Activation

← Back ASD_Evian_Test Campaign Continue →

1. Choose inventory 2. Choose regions 3. Deal information 4. Deal confirmation

Q Select region

- North East
- North West
- Yorkshire and The Humber
- East Midlands
- West Midlands

United Kingdom

Ireland

Amsterdam

Netherlands

Dusseldorf

Brussels

Belgium

Luxembourg

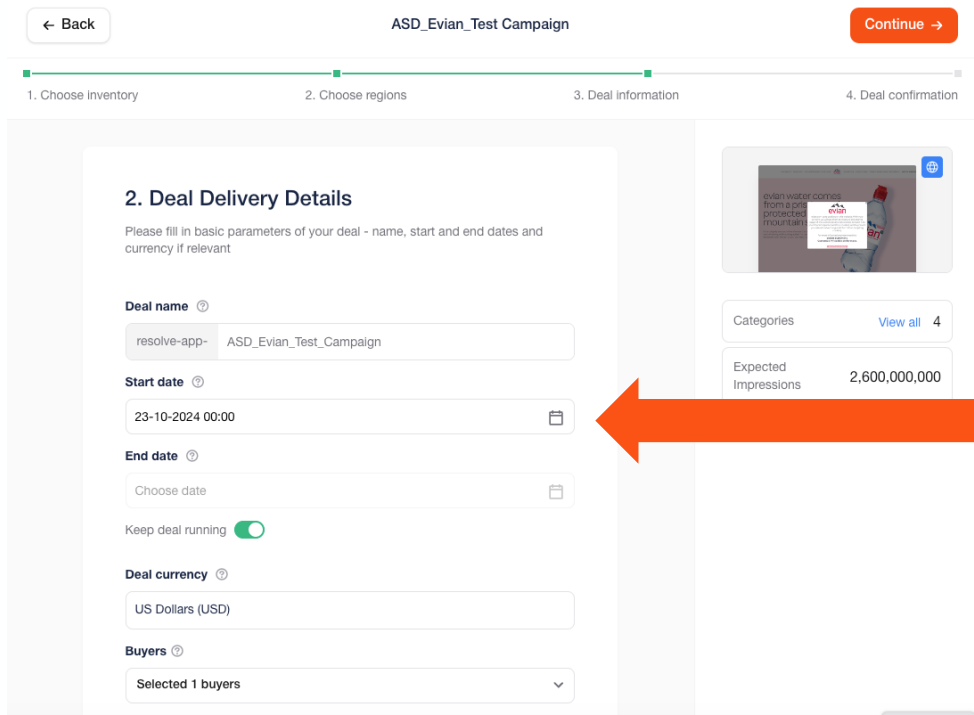
Categories View all 4

Expected Impressions 2,600,000,000

Select a region if you want to geo target (you can also apply geo filters in the DSP). Leave blank to target the whole market.

Then click continue.

Data On-boarder step 3: Activation



The screenshot shows the '2. Deal Delivery Details' step of the ASD_Evian_Test Campaign onboarding process. The interface includes a progress bar at the top with four steps: 1. Choose inventory, 2. Choose regions, 3. Deal information, and 4. Deal confirmation. The current step, '2. Deal Delivery Details', is highlighted. Below the progress bar, there is a section titled '2. Deal Delivery Details' with a sub-header 'Please fill in basic parameters of your deal - name, start and end dates and currency if relevant'. The form contains several fields: 'Deal name' (with a dropdown menu showing 'resolve-app-' and 'ASD_Evian_Test_Campaign'), 'Start date' (with a date picker showing '23-10-2024 00:00'), 'End date' (with a date picker showing 'Choose date'), 'Keep deal running' (a toggle switch that is currently turned on), 'Deal currency' (with a dropdown menu showing 'US Dollars (USD)'), and 'Buyers' (with a dropdown menu showing 'Selected 1 buyers'). To the right of the form, there is a preview of the deal, showing a bottle of Evian water and the text 'evian water comes from a pure protected mountain'. Below the preview, there are two sections: 'Categories' (with a link 'View all' and a count of '4') and 'Expected Impressions' (showing '2,600,000,000'). At the top of the form, there are 'Back' and 'Continue' buttons. A large orange arrow points from the 'Keep deal running' toggle switch to the 'Continue' button.

← Back ASD_Evian_Test Campaign Continue →

1. Choose inventory 2. Choose regions 3. Deal information 4. Deal confirmation

2. Deal Delivery Details

Please fill in basic parameters of your deal - name, start and end dates and currency if relevant

Deal name ⓘ

resolve-app- ASD_Evian_Test_Campaign

Start date ⓘ

23-10-2024 00:00

End date ⓘ

Choose date

Keep deal running ☒

Deal currency ⓘ

US Dollars (USD)

Buyers ⓘ

Selected 1 buyers

evian water comes from a pure protected mountain

Categories [View all](#) 4

Expected Impressions 2,600,000,000

Give your DealID a unique name – this is the name that will appear in your DSP deal library.

Select start date and either end date for a hard stop or 'keep deal running' to make it ongoing.

Find your DSP seat ID under 'Buyers' and ensure it is selected.

Click continue

Data On-boarder step 3: Activation

[← Back](#)ASD_Evian_Test Campaign[Send deal →](#)

1. Choose inventory

2. Choose regions

3. Deal information

4. Deal confirmation



3. Deal Confirmation

You're all set! Confirm your setup details before you send your deal to DSP.

Created by	andrew.spurrier-dawes@vml.com
Creation date	11-10-2024 09:31
Inventory	Display
DSP Platform	DV360
PubMatic Account	TEST
Deal name	resolve-app-asd_evian_test_campaign
Start date	23-10-2024 00:00
Currency	US Dollars (USD)
Market	UK



Categories [View all](#) 4

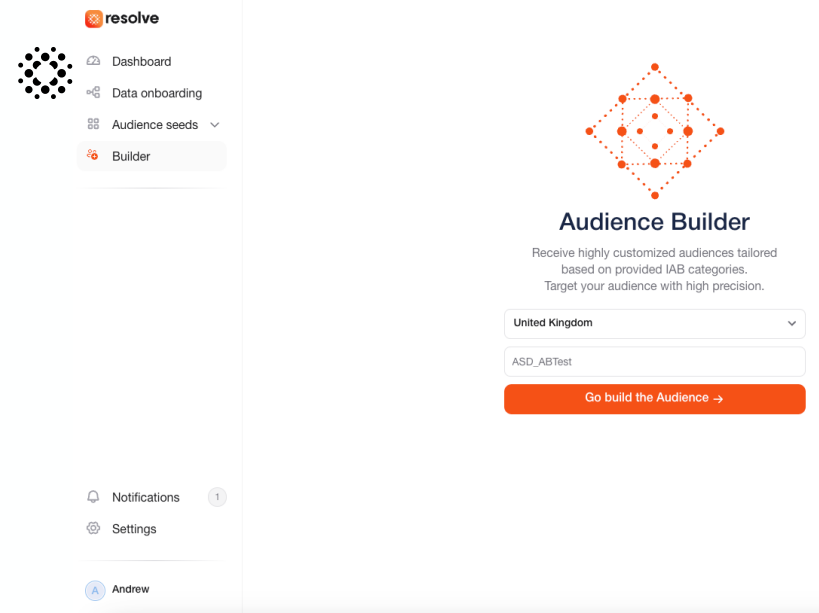
Expected Impressions 2,600,000,000

[Send deal to DSP →](#)

Triple check the details of your deal and then click "Send deal to DSP".

The Deal will be in your deal library within 2 minutes, usually sooner.

Audience Builder step 1: seed data



1. Audience builder is similar to the data onboarder, except you build audiences manually rather than using a seed.
2. To start, give your audience a unique name and choose the market, then click "Go build the Audience"

Audience builder step 2: Audience planning

resolve

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Data onboarding
Audience seeds
Builder

ASD_ABTest

Build Audience →

All segments

Display ☒ Video ☐ Connected TV Coming soon

HEALTH

Category	Impressions
> Business and Finance 1st	4,521,229,528 +
✓ Food & Drink 1st	253,837,594,342 +
Healthy Cooking and Eating 2nd	90,738,072,302 ✓
> Healthy Living 1st	3,273,308,584 +
> Medical Health 1st	17,299,254,254 +
> Personal Finance 1st	3,711,733,758 +

Selected segments 1/20

Category	Impressions
Send to Activation:	
Healthy Cooking and Eating 2nd	90,738,072,302

Build your deal by choosing up to 20 audiences from the list of over 700 audiences.

Use the search bar to find audiences related to key terms.

Click the  icon to add the audience to the list.

Click “Build audience to continue”

Audience builder step 2: Audience planning

resolve

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Builder

Notifications 1

Settings

Andrew

Audience seeds

Search

Created by: All

Method

ASD_ABTest Draft

Author: andrew.spurrier-dawes@vml.com

Method: Audience Builder

Market: United Kingdom

Categories

Healthy Cooking and Eating

Info Edit

Rename Duplicate Archive Delete Edit Audience Edit Activation

The seed will appear in your dashboard, ready for you to edit or activate.

To activate, click the three dots on the button and click “Edit activation”, which will take you through to the activation process, detailed here: [Activation Process](#)

3: Audience Seeds

resolve

Audience seeds New Audience seed

Search

Created by: All Method: Both Sort by: Newest 1/2

ASD_Evian_Test Draft

Author: andrew.spurrier-daves@vml.com

Method: Data Onboarding

Market: United Kingdom

Keywords: Evian Water Mountain of Youth B Corp Certified + 6 more

MultiSourcePreview Draft

Author: sebastian.pilarczyk@vml.com

Method: Data Onboarding

Market: United States

Keywords: Business Class Tengri In-Flight Magazine Group Trip Booking + 8 more

Builder

Notifications 1

Settings

Andrew

Feedback

Here you can see all audiences built in Essentials by all users.

You can only edit or activate audiences you have built but you can duplicate audiences from other people by selecting 'duplicate' on the  button on the desired seed.

The seeds are filtered into:

- Active: Live audiences
- Planned: audiences built with a go-live date in the future
- Drafts: audiences in the process of being built
- Archive: audiences without active deal for over 90 days

FAQs

Why are these audiences recommended?

We extract all the information from your seeds and prioritise keywords using our LLM to then match to audiences. You can always edit these audiences to add, remove or increase prioritisation of keywords.

What's the best way of inputting data (i.e. brief, URL)?

This is no best way, it's more where do you have the most in depth and detailed audience information.

What is the source for the recommendations?

The initial source for the recommendations is the LLM prioritising keywords from the seed data.

How is audience size calculated?

No, the URL seed builder looks at content rather than visitors

Does the URL seed builder create retargeting audiences or look-a-like audiences of site visitors?

No, the URL seed builder looks at content rather than visitors

Does the URL seed builder create retargeting audiences or look-a-like audiences of site visitors?

No, the URL seed builder looks at content rather than visitors