

Basic Information

What is DMP?

A data management platform (DMP) is a unifying platform to collect, organize and activate **first & third party data** from any source, including online, offline, mobile, and beyond. It is the backbone of data-driven marketing and allows businesses to gain unique insights into their customers.

Check out this great marketing video to know more about DMP

<https://www.youtube.com/embed/hGUszWk0fW8>

While big data is instrumental to effective data-driven marketing campaigns, you can't do much with the raw information. You need it sorted and converted into a usable form, at least so you can understand what you're looking at. This is the power of a DMP.

A DMP offers a central location for marketers to access and manage data like mobile identifiers and cookie IDs to create targeting segments for their digital advertising campaigns.

Publishers also often use DMPs to store data about their users. Then they can use that information to create audience segments of their own to sell to advertisers.

Eskimi DMP collects and stores data which is received from **50+ exchanges** that Eskimi DSP is connected to. The big amount of exchanges enables Eskimi DMP to collect over **2Bln of profiles**.

What Does a DMP Do?

A DMP collects and organizes data from a variety first & third-party data sources (ex. exchanges), and makes it available to other platforms such as DSPs to be used for targeted advertising, personalization and beyond. Some people describe a data management platform as the “pipes” of ad tech — connecting many platforms in a neutral way so marketers can use their powerful audience data when and where they want.

At Eskimi DMP enables various targeting opportunities - **interest, remarketing sites/apps** and other targetings are influenced by data collection on DMP.

How Does a DMP Work?

A DMP can collect unstructured audience data from any source, including desktop, mobile web, mobile app. A true DMP should collect audience data on more than a surface level, going far beyond things like URL and keyword information.

This first-party data — that is the data you own and have collected directly from your own customers — can be collected based on specific behaviors such as clicks, downloads, video uploads or video completions, interests like sports, football, parenting, museums and travel or demographic information. It can also include demographic data, socio-economic data, influencer and action data. As an example, a business can use a DMP to collect and organize data, then use that data to target a particular ad to moms who are 25-35, there are endless applications of a DMP.

Eskimi's data management platform collects audience data from the following online sources:

- Mobile web;
- Mobile app;
- Desktop sites;
- User activity (click, impression, conversion audience);
- Pixel audience (from clients website);

Why do marketers use DMPs?

With programmatic ad buying, advertisers are able to extend campaigns across a huge number of sites and apps through ad exchanges, ad networks and demand side platforms (DSPs). Data management platforms help marketers unify audience and performance data across all of those sources.

A DMP enables advertisers to build audience segments — criteria can include customer information, demographics, household income, past browsing behavior, purchasing information, location, device and so on — and then it can analyze how those segments performed. Based on that analysis, the campaigns can be continually optimized to reach those audience segments that perform best.

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