

# Publicis' Audience on Demand platform integrates with VisualDNA for privacy compliance

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Publicis-owned Vivaki's Audience on Demand buying platform will integrate with user-profiling tool VisualDNA, which lets buyers add opt-in data – making it the latest in a series of UK trading platforms looking to develop measures to achieve data compliance.

The tie-up will see the Audience on Demand platform, which aggregates audiences across ZenithOptimedia, Starcom MediaVest Group and Razorfish, integrate VisualDNA data, boosting targeting capabilities around more than 120 categories covering interests, tastes, preferences, intents and bespoke brand segments.

Paul Silver, head of product AOD at Vivaki Nerve Centre explained that Vivaki has a "strict" vetting process around data sourcing and usage, and that VisualDNA is one of few UK data providers that both meets these demands, and with scale.

"Unlike some providers [which stitch together global sources], VisualDNA has scaleable UK audiences. It's adding a lot of value to clients, looking at bespoke projects, and mining first party databases, all done in real-time," said Silver.

The partnership will also aid VisualDNA in refining its pricing strategy and setting floors for particular data segments.

He added, "Our partnership will help them refine their pricing strategy: what should it be? And how dynamic should it be?"

VisualDNA has built an opt-in data warehouse since launching in 2008. It has been working with media owners including Trinity Mirror, Sky and The LA Times, and is embarking on integration with trading desks across the UK, most recently Google-owned Invite Media, and integrating with AppNexus.

While targeted advertising is served according to audience categorisation based on cookie data – around which measures for compliance in line with the revised ePrivacy Directive is still being developed in the UK – VisualDNA data is obtained on an opt-in basis, with users informed (to some extent) of what their data is being used for after actively choosing to take part in a personality quiz.

The technology profiles and categorises audiences through image-based quizzes and lookalike modelling. Users are grouped according to both online and offline behaviour as well as intent.

Alex Willcock, co-founder of VisualDNA, has previously explained that VisualDNA's data warehouse is built up of many different layers, gleaned from its own sources, and data partnerships with publishers, such as Trinity Mirror.

Using such data, obtained with the idea of consent – indicated by users electing to take part in a personality quiz – could be seen as a way of meeting compliance with the revised ePrivacy Directive, which came into effect across Europe at the end of May. It will be enforced in the UK in a year's time, when technical solutions have been developed.