

MULTICULTURAL PROGRAMMATIC BEST PRACTICES

To effectively reach multicultural audiences using automated, programmatic toolsets, the IAB Multicultural Council recommends the following best practices:



MAIN CHALLENGES

DATA

Lack of premium multicultural 1st and 3rd party data at scale, and transparency

TALENT

Lack of multicultural marketplace knowledge, cultural and language nuances, data application, and main premium publishers

INVENTORY & SCALE

Lack of premium sites, inventory scale and inventory quality (mostly video)



TOP 5 CONSIDERATIONS

1 DATA

Finding quality data against specific ethnicities is extremely difficult given publicly available segmentation criteria. Think creatively about measurement strategy and use a combination of 1st and 3rd party data to scale your prospecting tactics while balancing accuracy. Carefully build cookie pools to analyze audience performance against campaign KPIs and enable remarketing tactics where necessary. Continuously refine measurement, targeting, and segmentation approach over time into what works best.

2 TALENT

It's very important to be informed about the cultural and language nuances of multicultural audiences among USH, AA & Asian consumers

3 INVENTORY

Consider Open Exchange, PMPs, approved whitelists, brand safe sites & quality content

4 MOBILE

Multicultural audiences are mobile first

5 PERFORMANCE

Apply frequency capping, optimize heavily, test & learn



COMMON MISTAKES

- Overreliance on non-transparent, syndicated audience segments in the absence of a strong measurement and data collection strategy
- Trying to reach USH niche segments (example: Hispanic men 24-34 auto intenders with children + Luxury SUV + Geo)
- USH, AA & Asian: Activation with many data sets or data layers
- U.S. Hispanic & Asian: Target in language only consumers
- Not identifying brand safe and premium multicultural content sites
- Overlap: Activating through 2 or more DSPs at the same time and the same campaign



OTHER CONSIDERATIONS

- Make sure your Programmatic buyer (self or managed service) has the expertise to be able to pull the right DSP levers and stay on top of it, don't just let the campaign run
- Know your data providers, where it's coming from and how often data is updated
- Consider a neutral DMP and have a multicultural data strategy

FOR MORE INFORMATION, VISIT [IAB.COM/MULTICULTURALHUB](https://iab.com/multiculturalhub)

