

# Driving Incremental Revenue Through Enhanced Ad Reporting

Case Study  
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# Introduction

The digital ad ecosystem continues to get more complex, creating challenges for publishers who have to keep up with the latest trends in ad formats, delivery and reporting tools. While the space may be ripe for the long awaited and predicted consolidation, until that consolidation happens publishers need to piece together solutions across multiple vendors, adding incremental costs to their bottom line in order to remain compelling and competitive.

At the same time, the proliferation and widespread adoption of DMPs, RTB exchanges and programmatic advertising continue to depress CPM rates and commoditize audiences across publishers - driving a race to the bottom. DMPs have helped to shift the conversation from uniques to audiences, but as publishers implement DMPs they are adding themselves to a line of competitors where advertisers can buy the same third party audiences. This enables them to get in the game, but does not position them to win. Programmatic and RTB (both private and public) exchanges have allowed advertisers to target in whom they reach, enabling them to manage how much and where they spend to do so. These buys are often devoid of the context of where the ads are being served diminishing the specific value to the advertiser. The recent move by major advertisers to try to pull ads from specific YouTube channels and other media with questionable content does not fundamentally alter this equation.



## Introduction *continued*

Paradoxically, the investment in additional ad tech solutions is costing publishers more to deliver attractive ad inventory while getting less in return as the perceived value or role of individual publishers is diminishing. It is an arms race where the only real winners are the arms merchants, AdTech vendors.

With this backdrop, innovative publishers are revisiting how they are reporting on ad campaign delivery and performance in order to provide incremental value back to the advertiser, reverse the trend toward declining CPMs and improve their competitive positioning. This case study describes a publisher who did just that and used enhanced ad campaign performance reporting to facilitate more consultative dialogue with advertisers and their agencies leading to increased retention, upsell and cross-sell opportunities.



# The Challenge

Quaero's AdVantage CDP enables publishing customers to gather, fuse, analyze and action audience data for the purpose of creating new ad products. Our customer was a digital news and media publisher with significant scale in ad inventory. They sold traditional sponsorships and dabbled in some first party run of site (ROS) targeting.

They had deployed a DMP and began selling third party segments against their data. They had seen significant migration of their traffic away from desktop to mobile devices resulting in less ad inventory and a depression of overall revenue.

Faced with inventory commoditization and depressed revenue, the customer looked to AdVantage's ad reporting capability for answers.



# The Solution **Part 1**

## Identifying the Opportunity

The publisher was a leading authority in the news and information category and leveraged multiple leading ad serving platforms for delivering campaigns for third party advertisers. This meant that any multiple platform ad campaigns would result in a fragmented view of performance, using diverse reports these ad-serving platforms provided. Quaero's AdVantage platform provided a unified solution for core advertiser reporting as well as internal reporting on pacing, revenue at risk, etc.

This publisher was already using AdVantage to create, maintain and action first party segments for both Ad Sales and Internal Marketing. These segments ranged from behavior based to self-reported demographic data to predictive model outputs. AdVantage automatically updated these segments based on newly available data and pushed the results to the ad servers to make them available for targeting.

## The Big Idea

Allow advertisers to tap directly into enhanced ad performance reporting that would allow them to track KPIs by various audience, creative and platform dimensions in order to understand exactly how their campaign is performing and how to improve performance.



## The Solution **Part 2**

### Reporting Requirements

The publisher was looking to create something unique that will help them stand out, so in addition to standard metrics they created metrics to measure and track engagement. Additionally, they leveraged AdVantage's Identity Resolution Engine to provide a true unique count of the audience exposed to these cross-platform campaigns in order to provide more accurate reach and frequency metrics.

Once KPIs were defined, the publisher chose the dimensions which advertisers could filter performance by. This included ad size, creative messaging and platform in order to highlight over and under-performing parts of each campaign. Strategically, they chose to expose their first party segments within the reports. This enables advertisers to see how their campaign is performing against segments that aligned or perhaps did not align to their target audience. However, this also enables the publisher to pro-actively suggest reallocating budget towards specific segments in order to optimize their campaign spend.



## The Solution **Part 3**

### **Enabling Ad Hoc Reporting and Distribution**

While standard reports were created and available at the campaign level for the publisher's Ad Sales team to share with advertisers, the publisher also wanted to enable direct access for select advertisers to access the data themselves for creating their own reports and to set-up automatic distribution.

The publisher saw this as a premium service and as such planned to charge a small incremental CPM for advertisers wanting this level of access to reporting. Through the Explorer reporting module of AdVantage separate advertiser level views into the Ad Campaign Performance reporting data were created. Users have the ability to directly query their own campaign data, save reports, add reports to a dashboard and set them up to be delivered to custom distribution lists on a user-defined schedule (e.g.. daily, weekly, monthly or custom).



# The Results

## Conversation Starter

This innovative ad reporting product has allowed the publisher to initiate more conversations with advertisers about the performance of their campaigns and to take on a more consultative role in discussing how to optimize their current buy and their next one.

## A Trojan Horse

The inclusion of the first party segments in the ad reports as a dimension for filtering even when the campaign may not be targeted served as a bit of a Trojan Horse for selling first party segment targeting. Once advertisers see that their campaigns perform different against different audiences it naturally leads to interests in targeting specific segments or modifying elements of the campaign at a segment level to better engage different segments. As a result, clients using this approach are seeing their first party segments outsell 3rd party DMP provided segments on a magnitude of up to 10:1.

## Take it to the Bank

With 2/3rds of their largest advertisers subscribing to the custom reporting capability, the publisher is generating significant incremental revenue with an ROI that far exceeds their expectations and thresholds.

