

Bauer Media Boosts its Online Advertising with Improved Campaign Performance

Results:

After more than 6 months collaboration, Maxifier brought real enhancements to CTR performance across Bauer's inventory with an average uplift of 52% (source: Q4 08–Q2 09). During these 6 months, several campaigns had achieved +200% CTR uplift.

From an advertiser's perspective, in terms of cost per click, Maxifier brought Bauer across all advertising formats and websites a cost per click reduction of 20% (source: May 2009).

Summary

The digital UK division of Bauer Media serves display ads on its web properties including FHM, Heat, Empire, Closer and Kerrang. Having a wide spectrum of advertisers competing for their ad inventory, Bauer Media were looking for a solution to improve their campaign performance in terms of CTR and on time campaign delivery efficiency. The overall goal of this was for Bauer to manage their inventory better, thereby enhancing their advertiser offering which in turn would maximize revenue opportunities in the short term. In August 2008, Bauer Media integrated Maxifier alongside their ad server to optimise the entire advertising network in terms of performance. After more than 6 months collaboration, Maxifier has improved the CTR performance on the overall Ad Network by 52% and enhanced the on time delivery efficiency of campaigns by 30% which in turn has had a positive impact on revenues.

The Brief

Bauer Media has proven to be an innovator in the marketplace by being an early adopter of different technologies to enhance their offering to advertisers through industry leading customer service and ROI on their online budgets. They have a large variety of websites that enables them to build highly relevant targeting to advertisers seeking to reach a specific active audience. Bauer wished to enhance their online campaign performance to increase their customer retention rate. Bauer

not only wanted to optimise individual campaign performance but also their network wide inventory to achieve the best yields for all campaigns. The digital team also wanted to have better inventory visibility and enhance the on time delivery of campaigns.

The Approach

In August 2008, Bauer Media integrated Maxifier across their ad management platform. The Maxifier integration was completed after two weeks, and the Ad ops team were able to optimise their overall inventory from week 3 of the project.

After more than 6 months collaboration, Maxifier brought real enhancements to CTR performance across Bauer's inventory with an average uplift of 52% (source Q4 08-Q2 09). During these 6 months, several campaigns had achieved +200% CTR uplift which is viewed as a phenomenal performance by Bauer.

In terms of campaign delivery efficiency using Maxifier this had improved by over 30%. The main goal of on time delivery efficiency was to ensure that all campaigns were delivered on time and evenly across the duration. Maxifier has also enabled Bauer to reduce under-delivery of certain campaigns by optimizing the entire advertising network.

Case Study

"Maxifier has improved campaign performance (through click through rates and on-time delivery) by typically 50 per cent. Ad Operations has also significantly improved because the new tools give greater clarity on campaign performance, forecasting and for the first time an ability to do 'what if' campaign analysis."

Lisa Mundy,
Head of Digital Operations,
Bauer Media

"The integration with Maxifier was nothing short of seamless. Maxifier plugged straight into our ad server API and we were able to complete the integration within two weeks. This was definitely one of the simplest integration efforts I have been involved with."

Derrick Faulkner,
Head of Delivery,
Bauer Media



Ad optimization evolved

The benefits for operations at Bauer Media

Maxifier enhanced ad operations by:

- Providing a strategic portfolio management tool to monitor all campaigns actual and future performance enabling the Ad ops team to be informed of any risks that may occur upon possible optimization;
- Enabling the Ad ops team to positively optimise all campaigns simultaneously and avoid “blind optimisation” that would affect other campaigns within the ad network;
- Providing Yield management by prioritizing and optimizing the campaigns that are the most profitable for the entire advertising Network.
- Using Maxifier can improve the traffic managers efficiency by freeing up time for work on other tasks.

“The use of Maxifier by our Ad Operations team enables us to be more proactive in terms of optimisation by drastically reducing the time spent on analyzing campaign performance, thus enhancing the partnership with our advertisers.”

Lisa Mundy, Head of Digital Operations,
Bauer Media.

The benefits for sales at Bauer Media

Maxifier provides benefits for the sales team including:

- Increasing the customer retention rate thanks to higher performance;
- Enabling Bauer to sell more run of network deals by having an optimization tool which enhances campaign performance;
- Enabling Bauer to optimise its inventory based on Yield as Maxifier is optimizing the premium over network deals.

The financial benefits

- On the back of using the Maxifier system, Bauer have seen repeat bookings from advertisers thereby achieving ROI with no capital outlay.
- Ensures the best return for the inventory thanks to optimisation based on revenues;

“Maxifier enables us to be one step ahead of the competition by providing enhanced targeting capabilities and higher response rates on our inventory to better serve our customers and increase the impact of each ad pound they spend with us.”

Kurt Edwards,
Head of Sales,
Bauer Media

“We rebooked the Ford primary campaign with Bauer on the basis of good CTRs achieved from the previous burst.”

James Chandler,
Account Manager,
Mindshare



Ad optimization evolved

About Maxifier

Maxifier is a leading optimisation technology for publishers and ad-networks. Maxifier increases on-line advertising revenues by significantly increasing ad-performance (click through rates, yield etc) and on-time delivery. It uses advanced proprietary technology to optimize every campaign simultaneously with sensitivity to the impact of each campaign's optimization on every other campaign. Maxifier is a wholly owned division of Magenta Corporation, a UK based company, and world leaders in optimisation technology.

For more information please visit:
www.maxifier.com.

About Bauer Media

Bauer Media is a division of the Bauer Publishing Group, Europe's largest privately owned publishing Group. The Bauer Publishing Group is a worldwide media empire offering over 230 magazines in 15 countries, as well as online, TV and radio stations.

Bauer Media joined the Bauer Publishing Group in January 2008 following acquisition of Emap plc's consumer and specialist magazines, radio, TV, on-line and digital businesses.

Bauer Media is a multi-platform UK-based media Group consisting of many companies collected around two main divisions – Magazines and Radio.

The company's business is built on influential media brands with millions

of personal relationships with engaged readers and listeners. Bauer's wide portfolio of influential brands gives them advantages over pure play magazine or radio competitors.

Bauer Media's magazine heritage stretches back to 1953, with the seeds of the company's radio business planted in 1990 with the acquisition of London dance station [Kiss FM](#), followed by the acquisition of [Radio City](#) and later by TWC and the Metro Group. Then came the acquisition of Melody FM which was transformed into the market-leading [Magic FM](#).

Today, Bauer Media spans over 80 influential brand names covering a diverse range of interests including heat – the must have weekly celebrity title, [Parker's](#), [MATCH](#), [CAR](#) and [Yours](#).

Bauer have continued to investment in the company's portfolio with launches of all new [heat radio](#) and [Q radio](#) in November 2007 and June 2008. More recently we have launched [GRAZIADAILY.co.uk](#), and re-launched [more! magazine](#) for today's 18-25 year old women.

Bauer Media is a sister company of H Bauer UK, publisher of the UK's biggest TV listings, Take a Break and Bella.

To find out more about the Bauer Publishing Group, please visit: www.bauer-erlag.de

To find out more about H Bauer UK please visit: www.bauer.co.uk

Maxifier

Gainsborough House,
59–60 Thames Street,
Windsor, Berkshire,
SL4 1TX, UK

Tel: +44 175 327 2302
Fax: +44 175 327 2301



Ad optimization evolved