

Open AdStream Optimization powered by Maxifier

THE GUARDIAN RECORDS
INCREDIBLE RESULTS WITH
AD OPTIMIZATION AND
PRIORITIZATION

Background

The Guardian newspaper's website, Guardian.co.uk, is the second largest English-language news site in the world after the New York Times website. It is the indisputable news leader in the UK and is recognized globally as highly innovative and ground-breaking.

Challenges and Goals

Guardian identified several goals that, if achieved, it believed could significantly improve the performance of its online advertising programs. These included:

- Managing digital advertising with new optimization technologies
- Increasing and more clearly demonstrating advertisers' ROI
- Maximizing revenue opportunities, particularly with direct response initiatives
- Empowering ad operations to streamline workloads, proactively improve performance, and support sales efforts with accurate reports
- Improving overall yields and revenue by prioritizing campaigns

Solution

To enhance its online advertising initiatives, Guardian selected 24/7 Real Media's Open AdStream® as its ad management platform. The integration between 24/7 Real Media's technology and Maxifier's business intelligence platform enabled the Guardian to

visualize, prioritize, optimize and maximize ad operations and revenue. The combined 24/7 Real Media and Maxifier solution – Open AdStream Optimization powered by Maxifier – was customized for Guardian to include a web access portal, new tools to help facilitate communication between sales and advertising operations, increased inventory structure and new security enhancements. In addition, Open AdStream Optimization powered by Maxifier provided advanced revenue reporting for a more granular examination of data.

The Results

Open AdStream Optimization powered by Maxifier enables Guardian to clearly visualize metrics on a daily basis, prioritize adjustments on-the-fly, optimize performance and forecasts, and maximize an array of key metrics including CTRs, yields, on-time delivery and revenue. Highlights of the results mapped against Guardian's specific challenges and objectives include:

- **Managing digital advertising with new optimization technologies** Open AdStream Optimization powered by Maxifier enables Guardian to better manage the targeting, delivery and optimization of display ads across its site, which enables improved inventory yields and incremental revenues.
- **Increasing and more clearly demonstrating advertisers' ROI:** With crisp insights and visibility into performance and advertiser ROI, Guardian experienced an incredible 30.44 percent uplift in CTRs across all display campaigns. Reams of supporting

"24/7 Real Media and Maxifier have met and exceeded all our expectations of their technology and have been enormously helpful in developing custom functionality to ensure that we have an edge in the market. The Maxifier and Open AdStream integration is central to all our campaigns, ensuring advertising on guardian.co.uk delivers superb performance. Our partnership has been an important part in driving our success over the last year, where our revenues are up over 50 percent year on year."

-Tim Gentry, Head
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Effectiveness, Guardian
News & Media



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us online at www.247realmedia.com



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data generated via Open AdStream Optimization powered by Maxifier enables the Guardian to demonstrate and highlight campaign successes and service levels to its advertisers.

“Open AdStream Optimization powered by Maxifier very quickly demonstrated its value to our business. Within three months of operation we saw overall monetized impressions increase and a CTR uplift of more than 30 percent across all display campaigns. That figure alone is astonishingly strong and has helped us deliver improved ROI to our advertisers,” said Daniel Spears, Performance Optimization Manager, Guardian News & Media.

- **Maximizing revenue opportunities, particularly with direct response initiatives:** Guardian's performance-based campaigns showed an 18.91 percent sell-through rate (STR) increase on the direct response business following implementation of Open AdStream Optimization powered by Maxifier. The direct response eCPM for performance based campaigns also increased by 13.73 percent over three months. The Guardian was pleased with the improved performance on its premium inventory and continued to see excellent results that have satisfied advertisers. This data was instrumental to the sales team's efforts to successfully pitch and secure additional business.
- **Empowering ad operations to streamline workloads, proactively improve performance, and support sales efforts with accurate reports:**

With the additional support and increased visibility enabled by Open AdStream Optimization powered by Maxifier, Guardian saw an improvement of on-time delivery efficiency by an average of 37.31 percent for all under-delivering campaigns. This improved Guardian's ability to deliver beyond clients' expectations and to strengthen business relationships. The uplift in performance metrics provides a higher service level to agencies, and new A/B testing reporting demonstrates optimized performance.

“Before 24/7 Real Media and Maxifier, ad operations were running pretty blind not knowing for certain whether our efforts would produce the results our advertisers expected and our sales team needed. After implementing Open AdStream Optimization powered Maxifier, we not only knew with high probability that we were making smart adjustments, but we also empowered our teams with relevant data to support renewals. With such increased and increasing pressure on campaign performance, this integrated solution has, to us, become essential,” stated Carolyn Strolin, Ad Operations Manager, Guardian News & Media.

- **Improving overall yields and revenue by prioritizing campaigns:** With a focus on increasing overall campaign performance and revenues, Guardian was able to better schedule campaign delivery according to the overall yield, resulting in millions of additional ad impressions delivered and a 3.08 percent increase in revenues achieved. These results are directly attributable to Guardian's prioritization, optimization and maximization

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initiatives inherent in Open AdStream Optimization powered by Maxifier.

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About Maxifier

Media companies and top tier publishers rely on Maxifier adMAX, the world's first ad optimization engine, to optimize the performance of their premium campaigns and maximize their value proposition to advertisers. Ad operations and sales professionals leverage adMAX's real-time engine to measure and optimize campaign performance, forecast and manage global inventories, and increase sales and renewals. Customers report impressive results, including increased CPM, CPC, CPA, eCPM, CTR and revenue. With offices on three continents, Maxifier is growing rapidly and proudly serves an ever-increasing portfolio of top tier media interests. For more information, visit www.maxifier.com.

About the Guardian

The Guardian is a unique voice with an international reach. The newspaper is one of the UK's leading daily titles, and the Guardian.co.uk website - voted the best

newspaper site in the world - now delivers the Guardian's liberal journalism to a global audience.

The paper's fierce independence stems from its ownership by the Scott Trust, which reinvests profits into the Guardian and exists to protect its editorial freedom. Guardian writers are free to present the truth as they see it, without interference by shareholders, a proprietor or a political party. The result is a reputation for serious, trusted, independent journalism.

The Guardian grew from regional roots in Manchester to become a leading national newspaper. Following the international success of its website, the Guardian now aims to become the world's leading liberal voice.

About 24/7 Real Media

24/7 Real Media, Inc. a WPP company is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized website, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit www.247realmedia.com.

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