

Channel 4, a major UK TV and on-line business, uses Maxifier to deliver ad optimisation and on-time delivery

Results:

During the first month of operation Maxifier produced an overall **32.9%** uplift in CTR and a **22%** improvement in on-time delivery efficiency across the entire network. In the first months several campaigns have seen more than a **100%** increase in their CTR.

Summary

Channel 4 Future Media and Digital Advertising sales, the online business of UK TV broadcaster Channel 4, has been a long-standing user of 24/7 Real Media's Open AdStream™ ad management platform.

Open AdStream is used to serve traditional banners and rich media content across Channel 4 websites.

Like other publishers, Channel 4 was looking for new ways to improve inventory performance, raise efficiency of its staff and rapidly enhance its on-line advertising revenues.

In September 2008 Channel 4 and 24/7 Real Media identified a new ad optimisation approach from Maxifier (www.maxifier.com). The three companies worked quickly to implement Maxifier as a live service for Future Media and Digital Advertising Sales. In operation the combination of Open AdStream and Maxifier frequently demonstrates increases in Click Through Rates (CTRs) of over 100%, while also improving on-time delivery across all inventory.

The Brief

Channel 4 is an established user of 24/7 Real Media's Open AdStream (OAS) technology to serve their online display advertisement campaigns. Channel 4's reputation as an innovative broadcaster is reflected in its three core online properties, Channel4.com, e4.com and 4oD.com. These provide high quality content that retains users' attention, maximising the time to expose advertising messages on each web page.

Using Open AdStream. Channel 4 wanted to develop more effective campaign management capabilities and to increase the performance of its portfolio with the objective of improving customer retention and attracting new customers via higher CTRs.

Channel 4 also wished to enhance the even delivery of impressions within a restricted time period, while ensuring that the impressions allocated to a campaign could be delivered on time (ie with no timeframe extension) and evenly across the campaign period.

Channel 4 saw it as necessary to optimise each individual campaign, and to optimise every campaign simultaneously within its network. Optimisation of one campaign should not be to the detriment of another campaign. Their objective was to achieving 'best' individual campaign performance and 'best' overall network performance at the same time.

Channel 4 and 24/7 Real Media selected Maxifier due to its tight integration with Open AdStream and ability to achieve these goals.

The Approach

In September 2008, Channel 4 integrated Maxifier with their Open AdStream ad server. The initial integration of Maxifier took 2 weeks, and from this point Maxifier was able to manage and optimise their entire online portfolio.

Case Study

"The Integration of Maxifier with our ad server was quick and easy and took very little time away from our already very busy operations team. We received quick and helpful support all the way through the process"

Martyn Banham,
Advertising Operations
Manager, Channel 4

"Integrating Maxifier's Visualizer and Optimizer applications into 24/7's OAS provides a new level of performance visibility across the network and each campaign alike. We can identify potential issues at a glance and react more efficiently. It really shines a light into the complex world of ad operations."

Chris Hulme,
Senior Advertising
Operations Executive,
Channel 4



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During the first month of operation Maxifier produced an overall 32.9% uplift in CTR and a 22% improvement in on-time delivery efficiency across the entire network. In the first months several campaigns have seen more than a 100% increase in their CTR. Renewal of campaign business and commitment to new business immediately followed from agencies.

Enhancing Ad Operations at Channel4

The integration of Open AdStream and Maxifier enhances Channel 4's ad operations through:

- Optimisation of the overall Ad Network CTRs simultaneously allowing the campaign manager to more easily view the exact performance of all campaigns in the Ad Network at a glance. Performance issues are therefore more visible and critical issues can be addressed earlier;
- Providing tools so that the ad operations team can investigate and forecast the results of planned changes to the Ad Network without actually making any changes to the live Ad Network. This modelling based approach allows 'what if' scenarios to be run and an impact analysis to be produced;
- More campaigns being delivered on-time and with a pattern of impressions spread more evenly over the planned duration of the campaign.
- By facilitating the campaign management and the optimisation, Maxifier saved traffickers 15% of hours per week.

The Benefits for Sales at Channel 4

Maxifier optimises each campaign and every campaign simultaneously enhancing both CTR and on-time delivery, providing the ability for sales to prioritize 'preferred campaigns'. This ensures that the best results are achieved at a sales campaign level and at a network performance level. This optimisation has delivered important benefits for sales including:

- Confirmed re-bookings due to higher customer satisfaction with the campaign management and Ad Network performance;
- Increased bookings due to higher CTR performance;
- Proactive contacts from ad agencies recognising the improved performance.

The Financial Benefits for Channel 4

24/7 Real Media and Maxifier have enabled Channel 4 to:

- Achieve immediate Return On Investment for the costs of Maxifier, with no capital outlay;
- Reduce under delivered impressions and so bring about a reduction in commercial penalties;
- Prioritise the most important campaigns and ensure the best return on inventory.

"I am very pleased with the improved performance Maxifier provides our digital business; there is no doubt it provides an uplift in revenues and a positive return."

Ed Couchman,
Group Commercial Manager,
Channel 4.

"I am extremely pleased to see the uplift in performance achieved on the Channel 4 web properties through using the combined capabilities of Open AdStream and Maxifier."

Nicolle Pangis,
VP Product Management,
Global Media and Technology,
24/7 Real Media



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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 Channel 4

<http://www.channel4.com/about4/>.

About 24/7 Real Media, Inc.

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 Web sites, 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.

24/7 Real Media:
The Science of Digital Marketing.

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