



Optimising campaign performance: case study

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A high profile publication ran a campaign on guardian.co.uk, with the aim of driving subscriptions. The campaign was targeted specifically to US customers, and was served on a run-of-site basis using leaderboard and MPU ads.

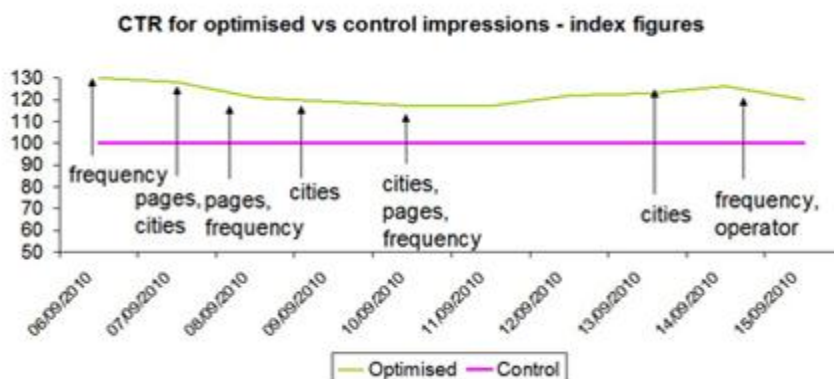
The campaign was managed through [Maxifier](#), the Guardian's optimisation platform. Maxifier generates suggestions as to how the campaign should be most efficiently weighted against specific variables – allowing the Guardian to maximise click through rate (CTR) and ultimately deliver improved ROI to the client.

As a result of Maxifier's optimisation suggestions, changes were made to the following variables relating to the campaign:

- Pages – underperforming pages removed
- Operating system – Unix removed
- Frequency – capped at 1 -3 per session
- Cities – Washington DC and LA removed

N.B. The performance of every campaign (or creative) will be affected by different variables. Maxifier reacts to the individual performance of each campaign when making its optimisation 'suggestions'.

The chart below shows how implementing Maxifier 'suggestions' affected CTR during the campaign.



How did the campaign perform?

The optimised impressions delivered a **22% higher CTR** than those left to run as usual. This meant that traffic was delivered to the client's landing page more efficiently and ultimately reduced the cost-per-acquisition for the subscription conversion.*

For more about Maxifier, [click here](#)

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Source: Maxifier insight 2010

**To measure the impact of the optimisation strategy, a control vs optimised methodology was used; 80% of a campaign was optimised through Maxifier, whilst 20% (the control group) was left to run as per the original booking.*