

Display advertising



Delivering increased ROI for brands using a pioneering optimization tool

guardian.co.uk, Thursday 13 January 2011 15.37 GMT

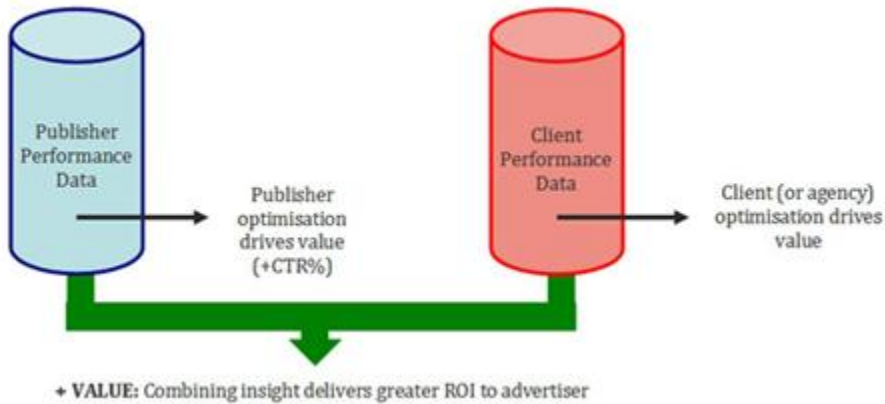
Virgin Atlantic ran a brand campaign across guardian.co.uk, aiming to drive awareness of their Upper Class service and to maximize ad interaction. **The campaign was optimized through Maxifier, the Guardian's digital optimization platform.**

What does Maxifier do?

- Understands how variables (e.g. section, day of the week, browser, location etc) influence campaign performance
- Suggests how to weight the campaign against each variable in order to maximize performance
- Bases optimization on click through rate or cost per acquisition.
- Now we are the first UK publisher to also offer engagement optimization, focused on metrics relevant to brand advertisers, e.g. interaction rate/dwell time.

How was engagement with the ad optimized?

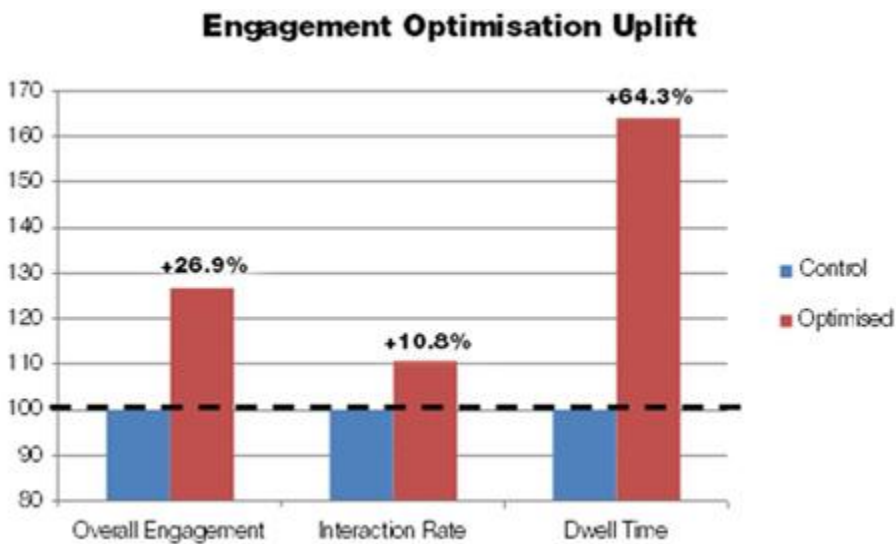
- High interaction time increases traffic, brand related search, conversion rate and brand engagement. Greater engagement thus delivers greater ROI for brand advertisers.*
- A bespoke (custom) engagement metric was created, combining interaction rate (70%) and interaction time (30%). Data was supplied each day by Flash-Talking (agency-side ad server).



- To measure the impact of optimization, a control vs optimized methodology was used; 80% of the campaign was optimized through Maxifier, 20% (the control group) was left to run as booked.
- Impressions were reallocated and up-weighted to variables that delivered the greatest engagement performance.

Results

- Optimization decisions based on engagement data can have a significant impact on advertiser ROI.



- The optimisation delivered a 27% uplift in engagement for Virgin Atlantic, and thus delivered greater ROI to the client.
- Based on the engagement metric, the Guardian outperformed the rest of the campaign by 64%.

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Source: Maxifier insight 2010

**According to research from Eyeblander, 'Using dwell to measure advertising effectiveness', 2010*

***For more info on how the metric was created, please contact [Daniel Spears](#).*