

AppNexus + Drop8

Drop8 Uses AppNexus Guaranteed Completes to Improve CPCV Performance by 22%

CHALLENGE

Drop8's client, a travel booking platform, was focused on delivering fully completed video ads at the lowest possible price, while still reaching its target audience on the client site list.

In an effort to deliver video completes for advertisers, Drop8 optimized toward Cost per Completed View (CPCV), but their chosen solution engaged traders in several manual steps on a daily basis, including retrieving and analyzing reports, reviewing data and optimizing each campaign based on those findings. As a result, the team dedicated considerable time and substantial internal resources to reporting true video completion back to clients.

Drop8 knew that finding a solution to deliver video completes efficiently and easily would still allow advertisers to achieve CPCV goals but would also free up the team to focus on other prominent KPIs such as engagement, brand lift, and conversion.

SOLUTION

Drop8 turned to AppNexus, whose CPCV-buying capability, Guaranteed Completes, allows buyers on its DSP to simplify video campaign set-up and leverage optimized prediction via machine learning for a more efficient buying process, while guaranteeing 100% video completion, regardless of ad length.

By using AppNexus Guaranteed Completes, CPCV became table stakes in Drop8's client's campaigns, not an optimization goal, requiring no additional efforts by the Drop8 team.

Implementing Guaranteed Completes eliminated the manual steps that Drop8 historically took each day, and instead they can now rely on the AppNexus system to deliver its CPCV objective. Drop8 now only pays for 100% completed video impressions and is able to focus on reaching other important KPIs for advertisers.

*“As a small startup in the field of programmatic advertising, **it is crucial to have a strong technology partner that provides products to increase quality and cost efficiency for our clients, and at the same time, reduce the workload for us.**”*

Sam Lutz

Founder of Drop8 AG

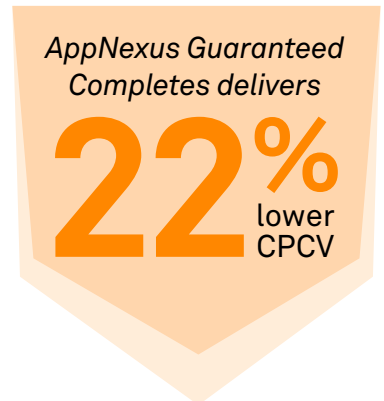


RESULTS

Guaranteed Completes proved to be a cost-efficient and high-performing solution. Regardless of a campaign's geo-targeting, inventory and type of marketplace (Deals and Open RTB), AppNexus' machine learning algorithms lowered Drop8's CPCV and improved performance.

Performance Outcome: AppNexus Guaranteed Completes delivered a 22% lower CPCV than when Drop8 relied on manual CPCV optimization.

Efficiency: Drop8 significantly reduced the number of manual steps taken to optimize advertisers' campaigns, all while delivering a completion rate of 100%. The agency can now provide strategic value for its clients and execute higher volumes of campaigns in the same timeframe as before.



About Drop8 AG

Drop8 is a Swiss startup supporting both advertisers and agencies with its consulting services throughout the process of automated media buying. From strategy and technology evaluation to the optimization of ongoing campaigns.

Drop8 also acts as a full-service programmatic media agency, offering planning, execution, analytics and reporting with a strong approach to quality and brand safety without neglecting performance. Through the use of machine learning when purchasing advertising space, we achieve measurable results on media investment.

Founded just over a year ago in 2018 by Sam Lutz, Drop8 has already gained a substantial client portfolio of satisfied partners.

For more information, visit Drop8 at www.drop8.io.



About AppNexus

AppNexus, a Xandr company, is a global internet technology company that enables and optimizes the real-time sale and purchase of digital advertising. Our powerful, real-time decisioning platform supports core products that enable publishers to maximize yield; and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at [@Xandr76](https://twitter.com/Xandr76) or visit us at appnexus.com.

