

# AppNexus + Collective

Using AppNexus Video, Collective Drives Buying Efficiency and Performance Gains for Advertisers

## THE CHALLENGE

Collective relies on the power of video to drive brand recognition and recall among its target audiences. Historically, executing advertising campaigns across premium inventory at scale required paying a substantial price premium—the cost of video advertising tends to be significantly higher than that of display advertising on desktop or mobile. As such, Collective was looking for a scaled, more cost-effective way to achieve campaign reach and performance objectives for its advertisers' digital video campaigns while still maintaining a high level of inventory quality.

In addition to implementing more cost-effective options for video advertising, Collective needed a solution that would complement and allow them to seamlessly layer on its own platform agnostic and transparent data and reporting interface, VISTO™, to its chosen video buying partner. For this, Collective required a highly flexible analytics platform that would allow them to customize insights and easily compare results across the is video system.

## THE SOLUTION

By testing two unique scenarios, Collective compared AppNexus head-to-head against competitive cross-channel video buying solutions:

- Scenario 1: Highly targeted audience buying video. The benchmarks for success were increased view-through rate (VTR) and decreased cost per thousand impressions (CPM).
- Scenario 2: Highly targeted audience buying using Collective's TV Accelerator product, which allows brands to target individuals based on their linear TV viewing behaviors. This scenario required reaching hard-to-find audiences based on their TV viewing habits.

Together with Collective's TV Accelerator product, AppNexus generated view-through rates (VTRs) that were, on average, 22% higher than the other leading video buying solution.

AppNexus was able to achieve these results while also delivering a 59% lift in cost efficiency.



## THE RESULTS

AppNexus Video delivered a meaningful increase in campaign performance across both of Collective’s advanced targeting scenarios:

### Scenario 1:

- AppNexus consistently generated higher view-through rates (VTRs) compared to leading video buying solutions, averaging an 11% lift across all campaigns when compared to Provider 1 and, on average, an 8% lift when compared to Provider 2.
- AppNexus consistently generated click-through rates (CTRs) that were, on average, 125% higher than other buying solutions.

	VTR UPLIFT		COST EFFICIENCY	
	AppNexus vs. P1	AppNexus vs. P2	AppNexus vs. P1	AppNexus vs. P2
<b>CAMPAIGN 1</b>	28%	15%	-66%	-79%
<b>CAMPAIGN 2</b>	13%	3%	-23%	-17%
<b>CAMPAIGN 3</b>		6%		12%
<b>CAMPAIGN 4</b>		19%		-53%
<b>CAMPAIGN 5</b>	1%	6%	21%	-7%
<b>CAMPAIGN 6</b>	4%		32%	
<b>CAMPAIGN 7</b>		3%		-5%
<b>AVERAGE</b>	11%	8%	-9%	-25%

### Scenario 2:

- AppNexus proved, on average, to be 59% more cost effective than a competitive video buying solution, thereby driving cost efficiencies for Collective and its brand advertiser clients.
- AppNexus generated view-through rates that were, on average, 22% higher than the other leading video buying solution.
- AppNexus generated click-through rates that were, on average, 45% higher than other the leading video buying solution.

	VTR UPLIFT	COST EFFICIENCY
	AppNexus vs. P1	AppNexus vs. P1
<b>CAMPAIGN 1</b>	25%	-39%
<b>CAMPAIGN 2</b>	12%	-58%
<b>CAMPAIGN 3</b>	30%	-76%
<b>AVERAGE</b>	22%	-59%





### About Collective

Collective is a marketing technology company that helps brands acquire customers through multiscreen, programmatic media.

Using patented technology, Collective offers clients a unified view of consumers in order to seamlessly message across channels and devices then analyzes the data to attribute results.

Available through the VISTO™ marketing platform and managed service, or as individual media solutions, Collective offers data and campaign management, audience targeting, analytics and industry-leading transparency across platforms, with unique performance, placement, quality, and cost insights.

For more information, please visit: [www.collective.com](http://www.collective.com)



### About AppNexus

AppNexus is a technology company that provides trading solutions and powers marketplaces for Internet advertising. Its open, unified, and powerful programmatic platform empowers customers to more effectively buy and sell media, allowing them to innovate, differentiate, and transform their businesses. As the world's leading independent ad tech company, AppNexus is led by the pioneers of the web's original ad exchanges. Headquartered in New York City with 23 global offices, AppNexus employs more than 1000 of the brightest minds in advertising and technology who believe that advertising powers the Internet.

For more information, follow the company at: [@appnexus](https://twitter.com/appnexus)

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