

AppNexus + Operam

Operam sees double-digit percentage improvement in vCPMs and CPCs with AppNexus Guaranteed Views

CHALLENGE

In today's always-on world, advertisers demand complete transparency into their programmatic ads – how they're performing, who's viewing them, and what happens after a user clicks. This need for end-to-end measurability has led many advertisers to scale the walled gardens of social media giants, overlooking the promise and audience diversity of the open internet for fear of sacrificing campaign ROI. Additionally, buyers across the industry have faced huge challenges in their attempts to run high-viewability campaigns, as publishers continue to sell on basic impressions.

Operam is a multichannel programmatic advertising buyer that believes in the power of the open internet and has leveraged the AppNexus Programmable Platform (APP) to run its display, mobile, and video / Connected TV campaigns. Operam has been optimizing more and more of its campaigns for viewability, which its clients increasingly come to see as tablestakes for any campaign. Operam was looking for a way to scale viewability optimization to rival search and social, without sacrificing precision or the ability to track against other campaign KPIs.

SOLUTION & APPROACH

In their quest for accountability and transparency, Operam has been an early adopter of viewability targeting techniques like viewability threshold targeting. But with APP's new Guaranteed Views buying option, Operam kicked viewability up a notch.

Guaranteed Views is an AppNexus innovation that ensures buyers will never pay for a non-viewable programmatic ad. It allows buyers to:

- 1 Increase reach** by targeting the entire open internet
- 2 Improve performance** by ensuring every campaign dollar goes toward a viewable impression
- 3 Achieve maximum efficiency** since buyers can spend time and resources optimizing campaigns to KPIs their client cares about, with viewability as a given

“This solution made it simple to set up the KPIs we were looking to achieve. AppNexus has taken the initiative to assume the risk knowing that our advertiser would only be paying for the impressions that were viewed. We are extremely pleased with the transparency and accountability that Guaranteed Views provide and look forward to incorporating them into our advertising campaigns moving forward.”

Brian Lam

Director of Programmatic,
Operam Inc.



To demonstrate the benefits of Guaranteed Views, AppNexus compared the performance of campaigns that were already running Guaranteed Views to those that were optimizing towards viewability as a KPI. While a one-to-one audience match didn't exist in this retroactive analysis, AppNexus was able to isolate two line items that were targeting highly similar audiences. One line item was running Guaranteed Views, and the other was optimizing to a vCPM goal based on a 70% viewability threshold. The AppNexus team then examined overall media cost, vCPM, and cost-per-click to determine any differences in ROI.

RESULTS & CHARTS

In comparing these two similar campaigns, AppNexus found that the Guaranteed Views line item performed better than the legacy line item by 37% in terms of vCPM, and 48% in terms of CPC.

	vCPM	CPC
70% Viewability Threshold Targeting	\$3.62	\$3.52
Guaranteed Views	\$2.26	\$1.82

As a result of this analysis, Operam is actively incorporating Guaranteed Views into all of its campaigns, hoping to make it the gold standard for its advertisers. Since adopting Guaranteed Views more broadly, Operam has found its team has more time to focus on other areas of opportunity and efficiency, such as supply path optimization, now that they can treat viewability as a given. They're also in the early stages of testing Guaranteed Views for Video, an extension of the Guaranteed Media suite that will come out in late Q2.

*“Guaranteed Views should be **the gold standard** that the open internet adopts to offer advertisers **the transparency and accountability** they demand.”*

Brian Lam

*Director of Programmatic,
Operam Inc.*





About Operam

Operam combines the best and brightest media buyers, content creators, engineers, and data scientists into one company, offering the first holistic approach to advertising. We streamline the agency workflow through technology that monitors, measures, and optimizes data, focusing on increasing performance and productivity. Operam provides a seamless process from creative production to analytics, by leveraging a continuous feedback loop of actionable insights to maximize investments. Every action is guided by data to ensure unprecedented speed and precision.

For more information, visit www.operam.com



About AppNexus

AppNexus is an 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. Headquartered in New York City, AppNexus employs over 1000 professionals in offices spanning five continents.

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