

AppNexus + Auto Trader

Auto Trader Simplifies Its Workflow and Optimizes Performance
With The AppNexus Programmable Platform

THE CHALLENGE

Auto Trader needed its programmatic team to deliver big results

Auto Trader is the largest digital automotive marketplace in the UK and Ireland, with more than 450,000 listings each day. By bringing together a highly engaged consumer audience with a host of verified car sellers, the company attracts 55 million cross-platform visits each month.

In order to succeed in an increasingly competitive marketplace, Auto Trader needed to grow its audience as efficiently as possible. With a finite digital marketing budget and a range of sites competing for the same customers, the company needed to ensure it was reaching its most valuable audiences without overpaying to do so.

However, Auto Trader's small team of programmatic traders meant it did not have enough people to complete the repetitive, manual labor that is often required to set up a precisely targeted digital campaign. Auto Trader felt that it was time to trial new methods to create and optimise their campaigns without creating an additional burden for its trading team.

THE SOLUTION

Auto Trader chooses the AppNexus Programmable Platform to engage the right customers at the right prices

Auto Trader chose to try AppNexus' new Programmable Platform for its hyper-effective, easy-to-use ad-buying software.

With the AppNexus Programmable Platform (APP), Auto Trader was able to select the precise audiences it wanted to reach and the specific campaign goals it wanted to achieve. APP's artificial intelligence algorithm took over from there, identifying the most appropriate inventory and purchasing it at the lowest possible rates.

Through the power of machine learning, APP made smarter decisions as the campaign went along. By learning from its prior results, the algorithm made automatic adjustments to ensure that Auto Trader only paid to reach the consumers who were most likely to click on its ads. This automation saved the company's traders valuable time that they otherwise would have spent manually tweaking their targeting strategy.

With the **AppNexus Programmable Platform**, Auto Trader was able to select **the precise audiences** it wanted to reach and **the specific campaign goals** it wanted to achieve.



RESULTS

APP delivers a 90% decrease in CPA while simplifying Auto Trader's workflow

Auto Trader's partnership with AppNexus gave the company a leg up on the competition by maximizing its user engagement and simplifying its targeting workflow.

Over a six-month span, APP reduced Auto Trader's cost-per-acquisition by 90%. In addition, APP's automation-based efficiencies saved the company's traders three hours of manual work every time they set up a campaign. With this extra time on their hands, the team is now far better situated to focus on crafting creative marketing strategies that will help Auto Trader grow its business.

"Our partnership with AppNexus has driven success in our core acquisition metrics and enabled new workflow efficiencies," said Sammy Austin, Auto Trader's Programmatic and Digital Marketing Lead. "The future is exciting, and I'm looking forward to what's coming next!"

*APP reduced Auto Trader's **cost-per-acquisition by 90%**. In addition, APP's automation-based efficiencies saved the company's traders **three hours of manual work** every time they set up a campaign.*



About Auto Trader

Auto Trader Group plc is the UK and Ireland's largest digital automotive marketplace. Auto Trader sits at the heart of the UK's vehicle buying process and its primary activity is to help vehicle retailers compete effectively on the marketplace in order to sell more vehicles, faster. Auto Trader listed on the London Stock Exchange in March 2015 and is now a member of the FTSE 250 Index.

The marketplace brings together the largest and most engaged consumer audience. Auto Trader has over 90% prompted brand awareness and attracts circa 55 million cross platform visits each month, with circa 70% of visits coming through mobile devices. The marketplace also has the largest pool of vehicle sellers (listing more than 450,000 cars each day). Over 80% of UK automotive retailers advertise on autotrader.co.uk.

For more information, please visit <http://about-us.autotrader.co.uk>



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.

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

